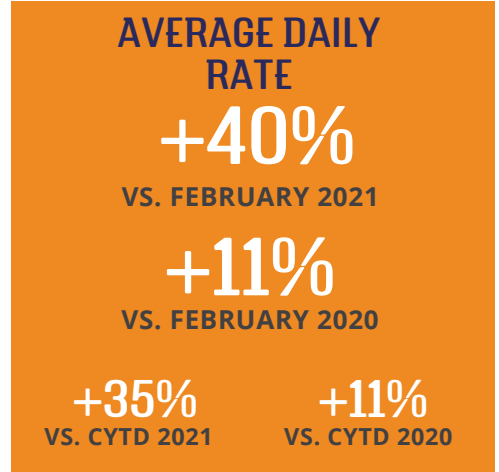
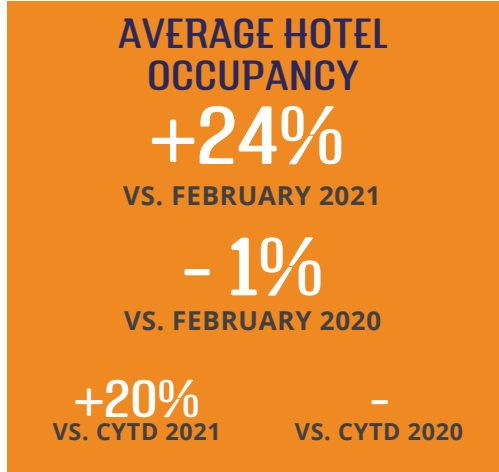
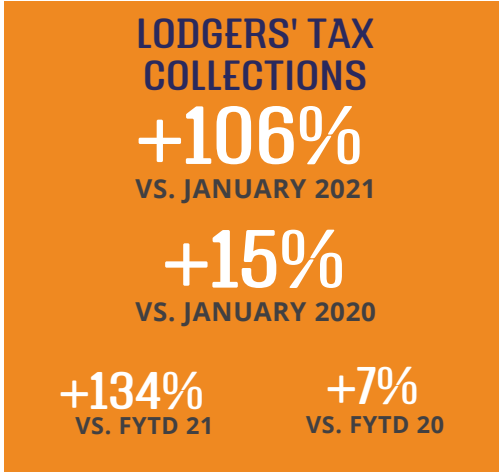


March 2022 Destination Dashboard

*The COVID-19 pandemic has had a significant impact on the figures reflected in this report. See page 9 for a timeline of emergency announcements/restrictions.

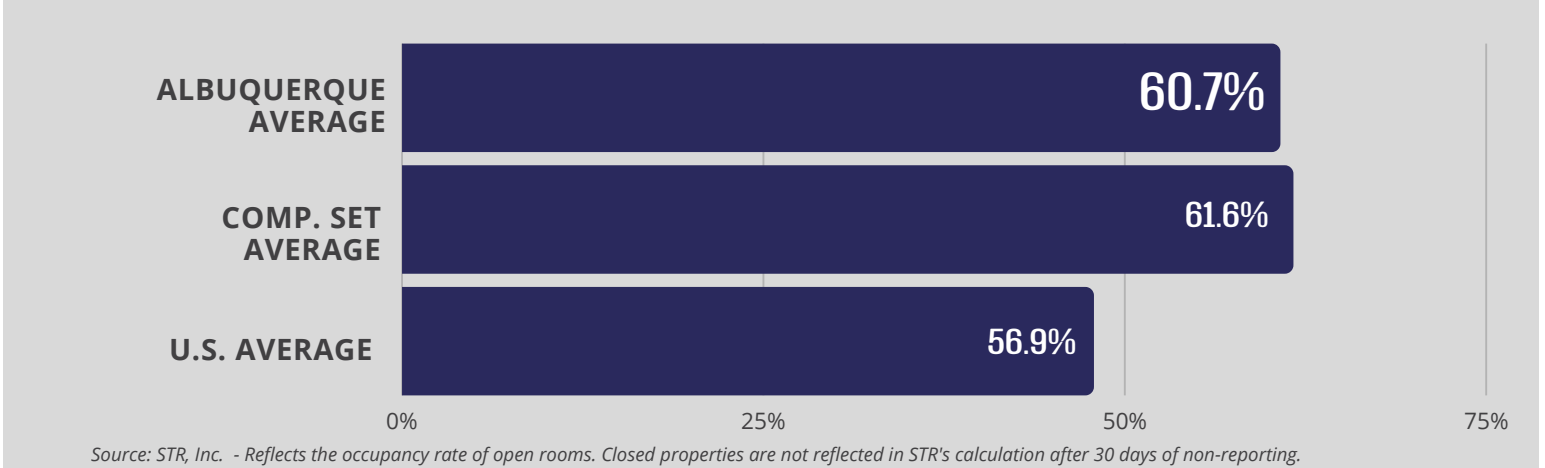


Source: City of Albuquerque
 See full collections analysis on pg. 1 of the President's Report

Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report

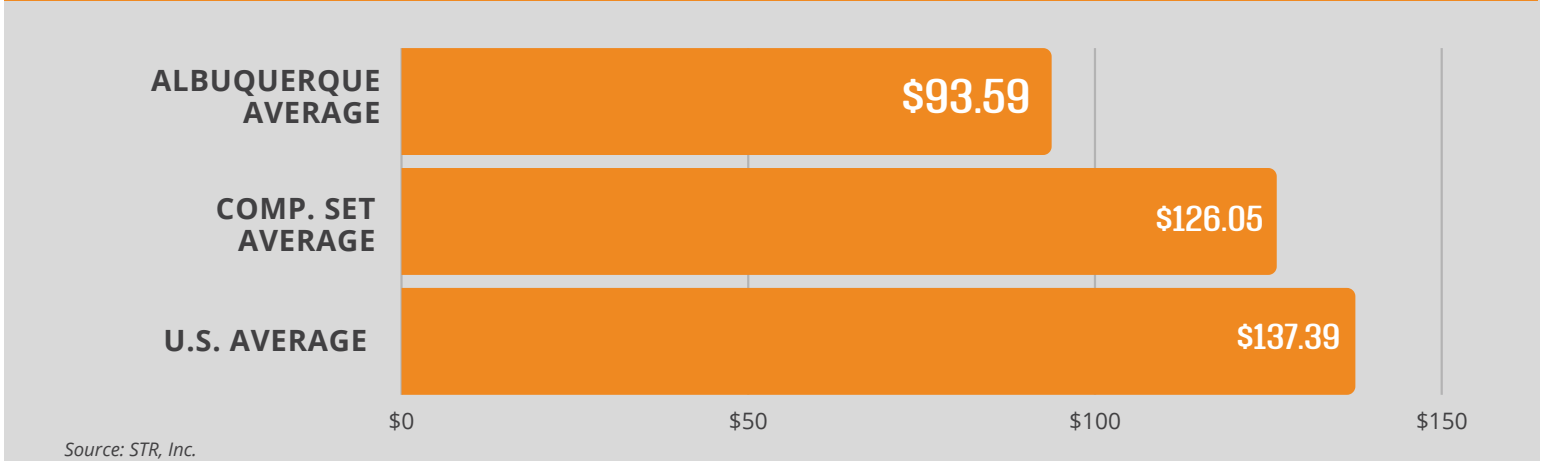
Source: STR, Inc.
 See expanded STR data on pg. 2 of the President's Report

FEBRUARY 2022 - OCCUPANCY RATE COMPARISON



Source: STR, Inc. - Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting.

FEBRUARY 2022 - AVERAGE DAILY RATE COMPARISON



Source: STR, Inc.

March 2022 Destination Dashboard

FEBRUARY 2022 - SUNPORT AIRLINE METRICS

280,299
TOTAL PASSENGERS

+168%

VS. FEBRUARY 2021
 TOTAL PASSENGERS

-20%

VS. FEBRUARY 2020
 TOTAL PASSENGERS



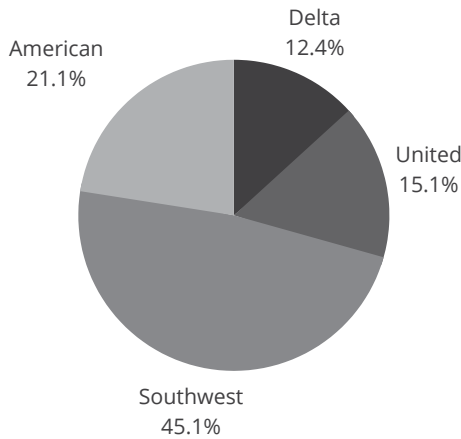
**TOTAL FEBRUARY
 ENPLANED PASSENGERS**
140,593

**TOTAL FEBRUARY
 DEPLANED PASSENGERS**

139,706

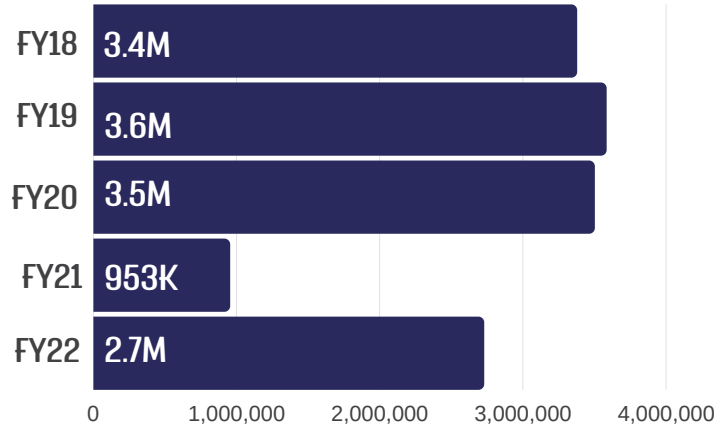


TOP 4 AIRLINES BY % OF MARKET SHARE



Source: Albuquerque International Sunport

5-YR FYTD TOTAL PASSENGERS



LEISURE & HOSPITALITY EMPLOYMENT



41,400

**TOTAL JANUARY 2022 LEISURE &
 HOSPITALITY EMPLOYMENT**

+37%

VS. JANUARY 2021

-5%

VS. JANUARY 2020

42,200

**TOTAL FEBRUARY 2022 LEISURE &
 HOSPITALITY EMPLOYMENT**

+30%

VS. FEBRUARY 2021

-4%

VS. FEBRUARY 2020

Source: Bureau of Labor Statistics, Current Employment Statistics and Quarterly Census of Employment and Wages

March 2022 Destination Dashboard

MARCH BUSINESS OCCURRING	MAR '22	MAR '21	% CHANGE VS. MAR '21	% CHANGE VS. MAR '20
# OF MEETINGS/EVENTS	13	0	100%	-29%
ROOM NIGHTS	16,286	0	100%	-20%
ATTENDANCE	22,183	0	100%	-20%
DIRECT SPEND	\$7,127,250	\$0	100%	-23%

FUTURE CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	6	33	725%	32%
ATTENDEES	8,505	113,615	464%	-9%
ROOM NIGHTS	11,308	63,182	1,608%	12%
DIRECT SPEND	\$5.1M	\$28.2M	353%	-8%

FUTURE NON-CITYWIDE* EVENTS BOOKED FYTD				
	NEW	TOTAL	% CHANGE VS. FY '21	% CHANGE VS. FY '20
EVENTS	60	108	100%	-19%
ATTENDEES	13,730	50,784	52%	-31%
ROOM NIGHTS	17,608	30,975	187%	108%
DIRECT SPEND	\$6.8M	\$13.4M	40%	52%

*Citywides have a minimum of 400 room nights on peak.

FUTURE SPORTS EVENTS BOOKED FYTD (CITYWIDE & NON-CITYWIDE)		
	81 SPORTING EVENTS	74,450 ROOM NIGHTS
	149,893 ATTENDEES	\$33.6M DIRECT SPEND

March 2022 Destination Dashboard

VISIT ALBUQUERQUE PERFORMANCE METRICS

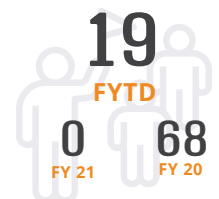
MEETINGS, CONVENTIONS & SPORTS	FYTD*	FY21		FY20	
		TOTAL	% CHG	TOTAL	% CHG
FUTURE EVENTS BOOKED	141	58	123% ▲	159	-11% ▼
FUTURE ROOM NIGHTS BOOKED	94,157	31,529	199% ▲	114,496	-18% ▼
FUTURE ATTENDANCE BOOKED	164,399	24,324	576% ▲	156,056	5% ▲
FUTURE DIRECT SPEND	\$41,550,998	\$15,779,901	163% ▲	\$49,222,784	-16% ▼
GROUP TOURS**	184	0	100% ▲	232	-21% ▼
GROUP TOUR ROOM NIGHTS**	12,120	0	100% ▲	15,651	-23% ▼

MARKETING	FYTD *	FY21		FY20	
		TOTAL	% CHG	TOTAL	% CHG
ADVERTISING IMPRESSIONS†	244,367,752	39,869,247	513% ▲	94,792,490	158% ▲
WEBSITE USER SESSIONS	1,912,681	1,004,143	90% ▲	1,674,858	14% ▲
SOCIAL MEDIA FOLLOWERS	242,224	220,134	10% ▲	222,793	9% ▲
SOCIAL MEDIA ENGAGEMENT	338,442	194,763	74% ▲	372,108	-9% ▼
VISITOR GUIDE FULFILLMENT	16,436	8,589	91% ▲	19,345	-15% ▼
VISITOR CENTER TRAFFIC	66,194	1,107	5,880% ▲	100,284	-34% ▼
EARNED MEDIA‡					
TRAVEL ARTICLES	53	46	15% ▲	69	-23% ▼
CIRCULATION REACH	328,477,553	211,357,992	55% ▲	647,666,693	-49% ▼
PUBLICITY VALUE	\$1,783,103	\$4,304,813	-59% ▼	\$147,983	-10% ▼

FAMILIARIZATION & SITE TOURS

	FYTD	FY21		FY20	
		TOTAL	% CHG	TOTAL	% CHG
SALES	26	13	100%	72	-64%
MEDIA	16	0	100%	26	-41%

ACE TRAINEES



*FYTD= Fiscal year to date. Visit Albuquerque's fiscal year runs July 1 - June 30.

**Data reported is quarterly.

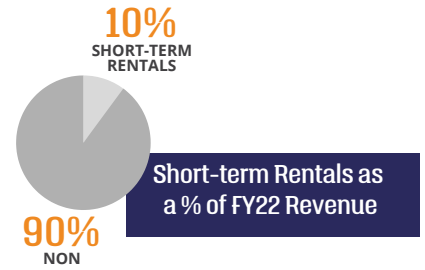
†FY22 ad impressions include co-op partnership with NM True.

‡Does not include local coverage or syndications/additional pickups.

March 2022 President's Report

LODGERS' TAX (5% OCCUPANCY FEE) COLLECTIONS

MONTHLY LODGERS' TAX COLLECTION*	Jan '22		Jan '21	
	TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$1,025,963	108% ▲	\$498,630	108% ▲
SHORT-TERM RENTALS (STR)**	\$103,741	124% ▲	\$47,734	124% ▲
REVENUE MINUS STR	\$922,222	107% ▲	\$450,896	107% ▲



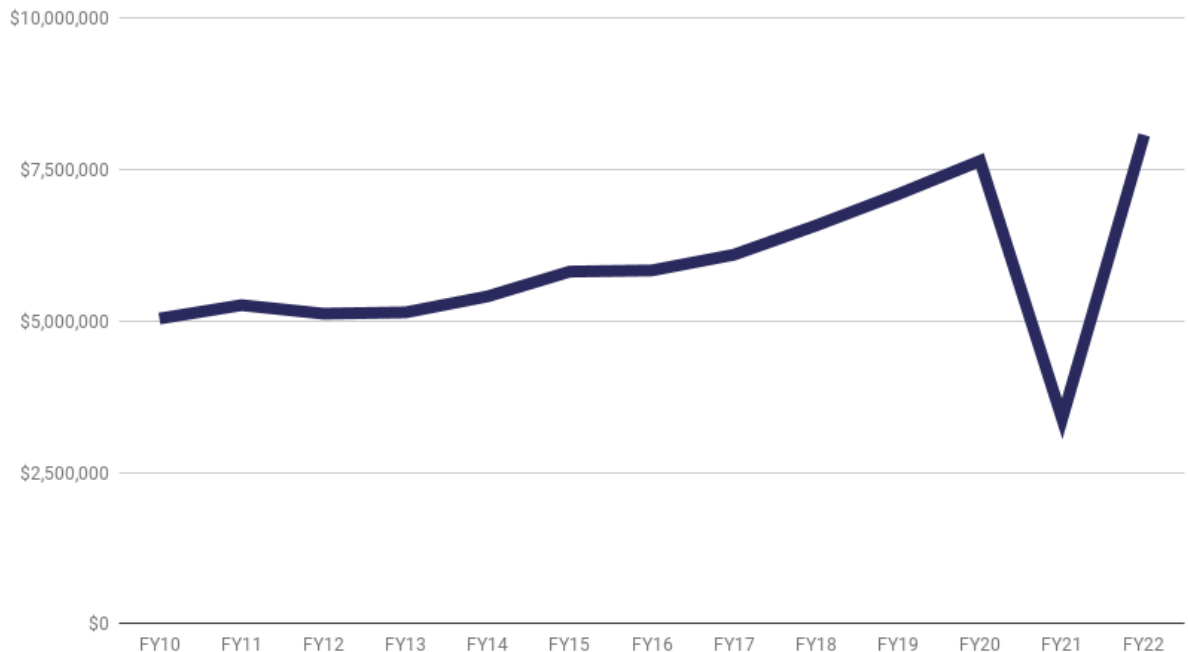
FYTD LODGERS' TAX COLLECTION*	FYTD		FYTD vs. FY21		FYTD vs. FY20	
	TOTAL	% CHG	TOTAL	% CHG	TOTAL	% CHG
TOTAL REVENUE	\$9,094,625	134% ▲	\$3,884,439	134% ▲	\$8,528,492	6% ▲
SHORT-TERM RENTALS (STR)**	\$678,226	132% ▲	\$292,293	132% ▲	\$347,806	95% ▲
REVENUE MINUS STR	\$8,416,399	134% ▲	\$3,592,146	134% ▲	\$8,180,685	3% ▲

*Value rounded up to nearest dollar.

** Includes Airbnb, VRBO/Home Away, and short-term rentals collections.



YEAR LODGERS' TAX FYTD HISTORY: FY 2010 - FY 2022



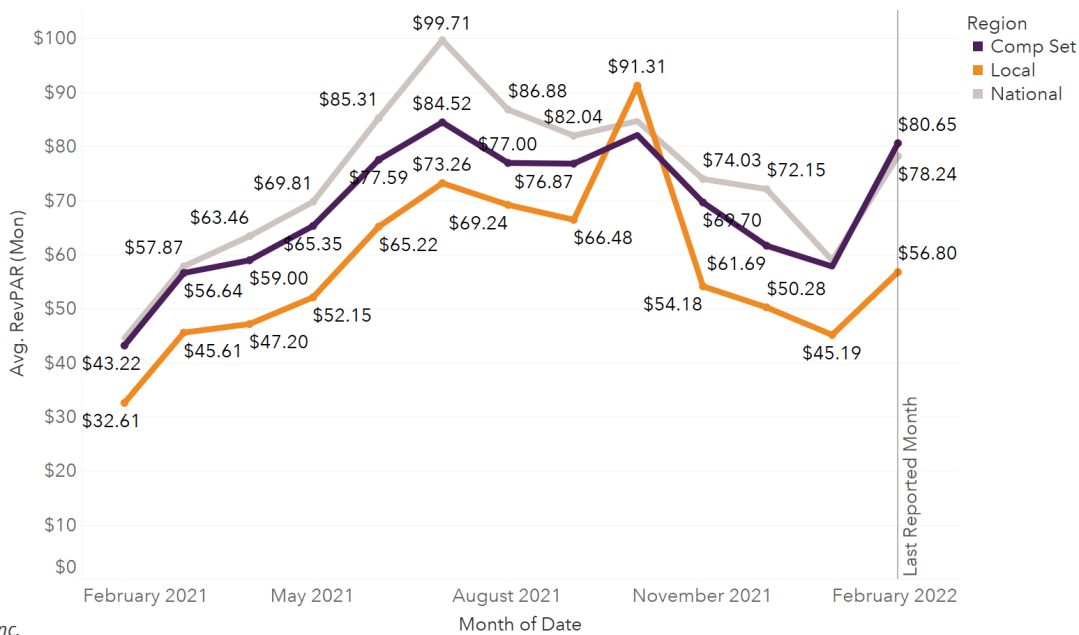


STR, INC. LODGING INDUSTRY REPORT

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
ALBUQUERQUE	56%	20% ▲	\$90.84	37% ▲	\$50.77	65% ▲
COMP SET*	56%	26% ▲	\$119.07	38% ▲	\$68.75	75% ▲
UNITED STATES	52%	24% ▲	\$130.80	38% ▲	\$68.15	71% ▲

*Comp Set Includes: Austin, Charlotte, Colorado Springs, Denver, Little Rock, Oklahoma City, Phoenix, Portland, Salt Lake City and Tucson

RevPAR: FEB 2021 - FEB 2022



Source: STR, Inc.

Top 5 Meetings Properties per Corridor Performance

	CYTD Occupancy	Occupancy YoY % CHG	CYTD ADR	ADR YoY % CHG	CYTD RevPAR	RevPAR YoY % CHG
DOWNTOWN	47%	100% ▲	\$130.32	20% ▲	\$61.57	140% ▲
UPTOWN	43%	95% ▲	\$114.01	22% ▲	\$48.87	137% ▲
AIRPORT	55%	95% ▲	\$98.47	29% ▲	\$54.49	151% ▲
NORTHERN CORRIDOR	45%	58% ▲	\$116.56	38% ▲	\$52.15	118% ▲

Reflects the occupancy rate of open rooms. Closed properties are not reflected in STR's calculation after 30 days of non-reporting. Reproduction or other reuse of this data without the written permission of STR, Inc. is strictly prohibited



SALES, SERVICES & SPORTS

17

MONTH'S TOTAL
EVENT BOOKINGS

\$7.4M

ESTIMATED DIRECT
SPEND GENERATED

16,782

MONTH'S TOTAL
ROOM NIGHTS BOOKED

342

OF MEETINGS, CONVENTIONS &
SPORTS LEADS PRODUCED FYTD

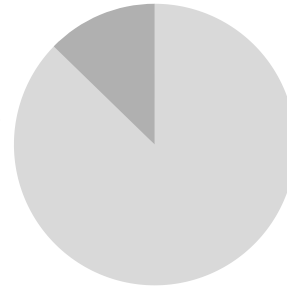
171%

FYTD VS. FY 21

-89%

FYTD VS. FY 20

13%
MEETINGS &
CONVENTIONS



87%
SPORTING
EVENTS

MONTH'S ROOM NIGHTS
BOOKED BY EVENT TYPE

RECENT + UPCOMING TRADESHOWS & INDUSTRY MEETINGS

APRIL:

- 2-3: TRAVEL & ADVENTURE SHOW - DALLAS, TX
- 5: DESTINATION CELEBRATION - KANSAS CITY, KS
- 7: GLOBAL MEETINGS INDUSTRY DAY
- 10-13: SIMPVIEW SUMMIT - PHOENIX, AZ
- 12-14: CVENT CONNECT - LAS VEGAS, NV
- 12: PLANNER LUNCHEON AT THE HAY-ADAMS - WASHINGTON, DC
- 24-26: DESTINATIONS INTERNATIONAL MARKETING SUMMIT - SEATTLE, WA
- 30-MAY 1: TRAVEL & ADVENTURE SHOW - DENVER, CO

MAY:

- 2-5: SPORTS ETA TRADESHOW - FORT WORTH, TX
- 3: DESTINATION CELEBRATION COLUMBUS - COLUMBUS, OH
- 4-5: OHIO & KENTUCKY SALES MISSION
- 9-12: HELMSBRISCOE ANNUAL BUSINESS CONFERENCE - LAS VEGAS, NV

JUNE:

- 14-17: SOCIETY OF GOVERNMENT MEETING PROFESSIONALS - PITTSBURGH, PA
- 21-23: MPI WORLD EDUCATION CONFERENCE - SAN FRANCISCO, CA
- 25-27: MILITARY REUNION NETWORK SUMMIT - NEW ORLEANS, LA

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

SALES, SERVICES & SPORTS (CONT.)

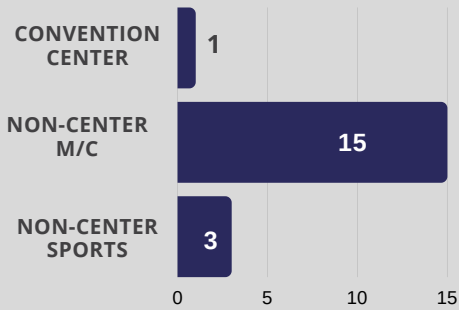
MARCH 2022 LOST BUSINESS

19
TOTAL LOST
EVENTS

29,816
LOST ROOM
NIGHTS

11,431
LOST ATTENDEES

\$4.6M
LOST EST. DIRECT
SPEND

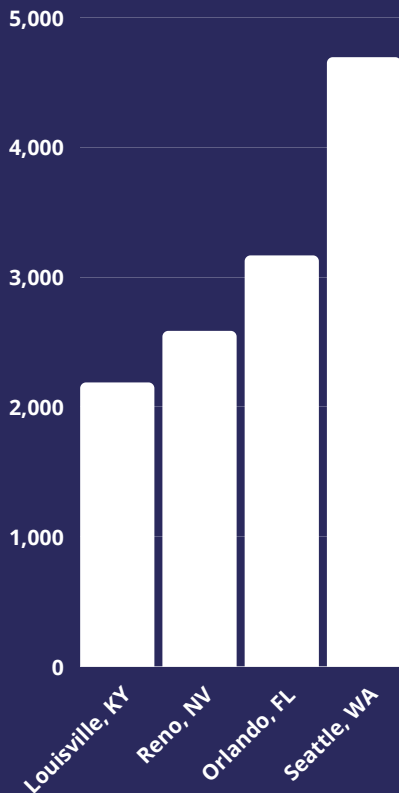


Reoccurring Convention Center Lost Business Reasons FYTD

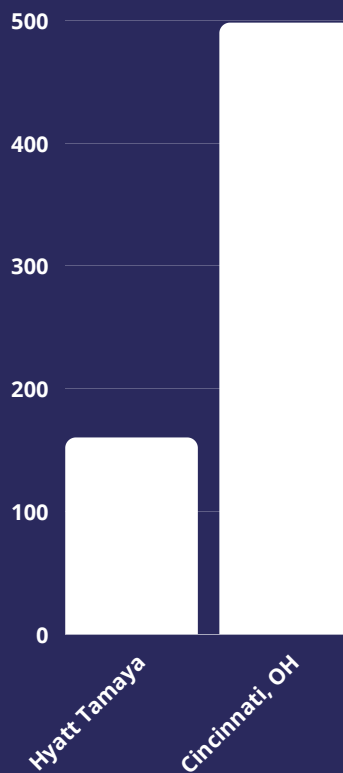
% of Room Nights Lost

Other Location(s) Preferred	40%
Insufficient Local Infrastructure	31%
No Response from Planner	6%
Meeting/Event Postponed (non-COVID)	5%

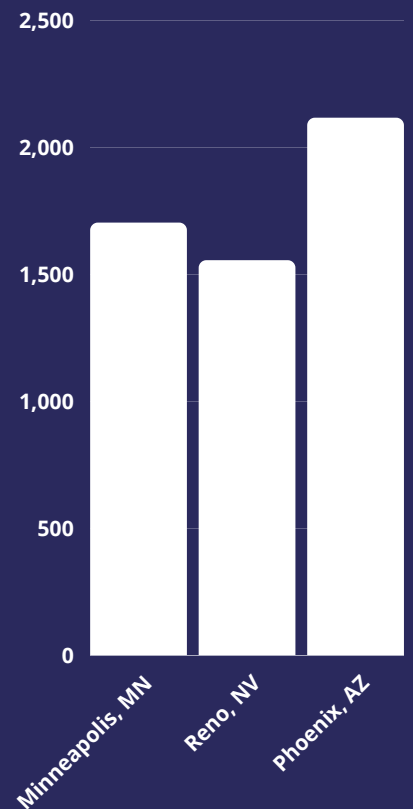
Most Room Nights Lost To (FYTD Convention Center Events)



Most Room Nights Lost To (FYTD Non-Center Sports)



Most Room Nights Lost To (FYTD Non-Center Meetings/Conventions)



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

PARTNER DEVELOPMENT

3

NEW PARTNERS
THIS MONTH

621

FYTD MEMBERSHIP

-2%
VS. FY21

-13%
VS. FY20

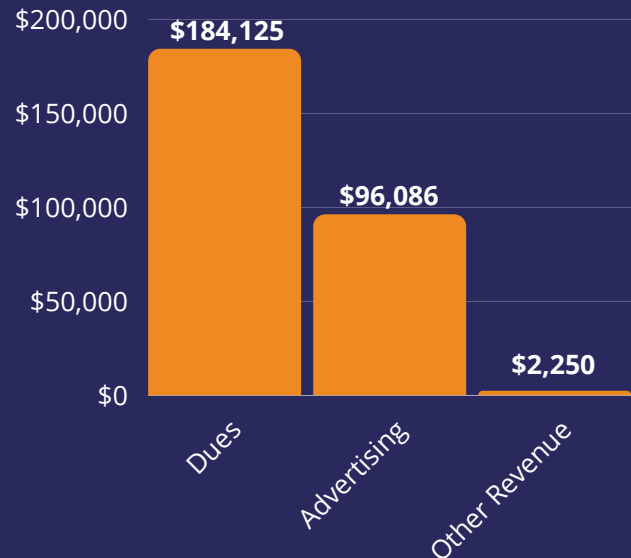
\$282,461

FYTD REVENUE

+60%
VS. FY21

-33%
VS. FY20

FYTD Revenue by Category



1

PARTNER EVENT THIS
MONTH

VISIT ALBUQUERQUE PARTNER
BUSINESSES CLOSED PERMANENTLY
DUE TO COVID-19

13

- ACE Training scheduled for May 24, 2022
- ACE Training scheduled for June 24, 2022

MARCH AT-A-GLANCE

10

TRAVEL ARTICLES
GENERATED

58.6M

TRAVEL ARTICLE
IMPRESSIONS GENERATED

90%

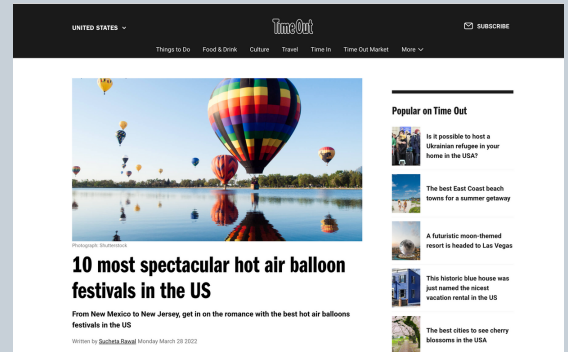
POSITIVE QUALITY
MEDIA COVERAGE
(% OF ARTICLES W/ A
BARCELONA PRINCIPLES
SCORE OF 55+)

\$78K

CORRESPONDING
PUBLICITY VALUE

FEATURED ARTICLE

TimeOut
BP Score: 75



FEATURED MEDIA EFFORTS*

[3/1: 10 Delectable Regional Desserts - Paste](#)

[3/3: Planning a Spring Break Trip? A Travel Expert Shares 5 Destinations to Consider - TODAY](#)

[3/5: 77 New Hotels Around the World Opening This Spring - Forbes](#)

[3/9: 10 of the Best Places to Travel with Kids in 2022 - The Everymom](#)

[3/10: The National Institute of Flamenco in Partnership with the University of New Mexico and the National Hispanic Cultural Center, Present Festival Flamenco Albuquerque 35 - PRWeb](#)

[3/18: This Desert Hotel Smells like Sweet Lavender Dreams - Thrillist](#)

[3/18: Best Hotels for Food Lovers - Fifty Grande](#)

[3/21: Tourism Marketing Program Will Give Extra Boost to Albuquerque Hotels - KRQE](#)

[3/22: City councilors unanimously vote to establish Albuquerque Tourism Marketing District - KOB](#)

[3/24: We're in a Golden Age of Television, and It's Affecting How We Travel - HuffPost](#)

[3/28: 10 Most Spectacular Hot Air Balloon Festivals in the US - TimeOut](#)

[3/31: The Best Hot Springs in the U.S. to Warm Up at This Spring - Marie Claire](#)

*COLOR KEY: LOCAL MEDIA, NATIONAL MEDIA

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

MARKETING, COMMUNICATIONS & TOURISM (CONT.)

E-MARKETING CAMPAIGNS

3/11: "Experience the World's Largest Native American Pow Wow"

116,746
LEISURE CONTACTS

OPEN RATE

31%

CLICK-TO-OPEN RATE

6%

3/25: "Immerse Yourself in Indigenous Culture at the Gathering of Nations"

3,226
LOCAL CONTACTS

41%

14%

SOCIAL MEDIA FOLLOWERS BY PLATFORM

 135,901

 58,570

 45,253

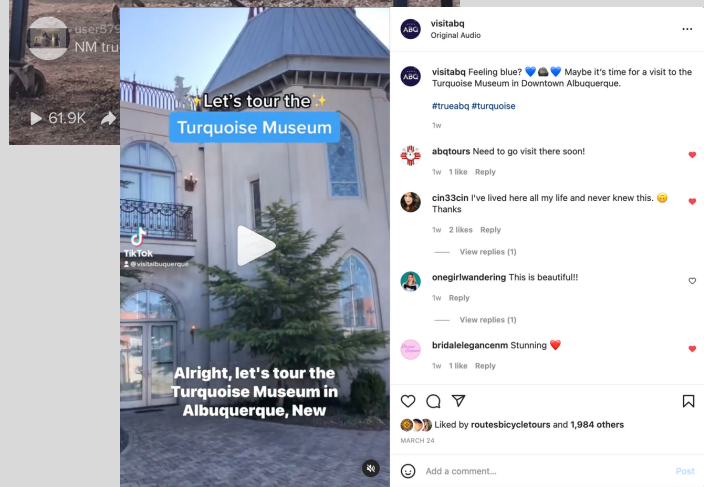
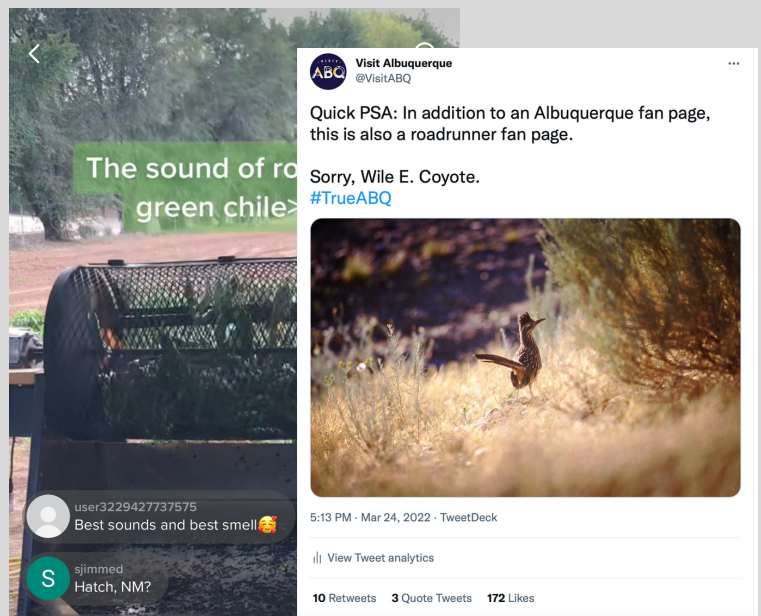
 2,500*

*Started reporting Feb. 2022

46,050
TOTAL SOCIAL MEDIA
ENGAGEMENTS THIS MONTH

75
TOTAL SOCIAL MEDIA
POSTS THIS MONTH

HIGH ENGAGEMENT POSTS



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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COMMUNITY & INDUSTRY ENGAGEMENT HIGHLIGHTS

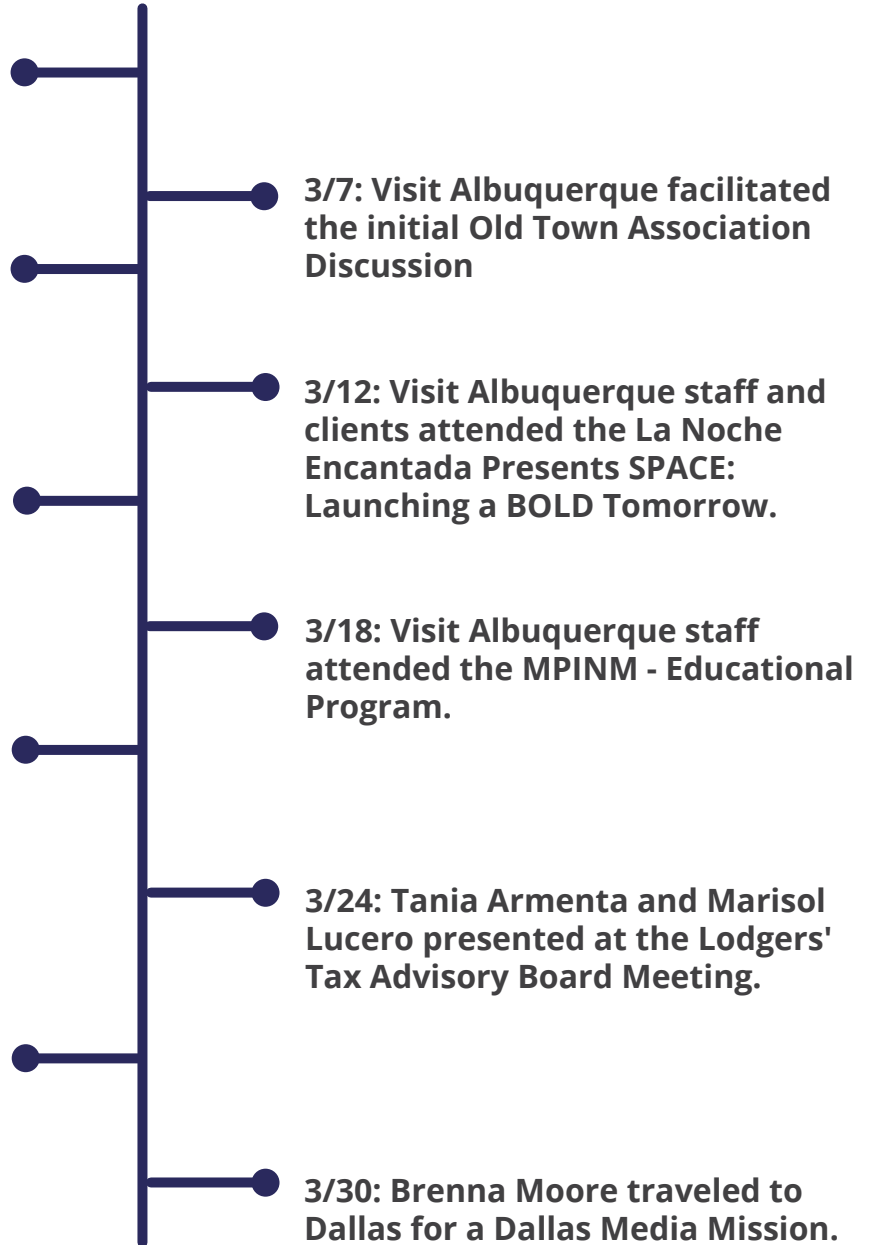
3/2: Tania Armenta attended 3rd Quarter NMTD Tourism Commission Meeting.

3/9: Visit Albuquerque board and staff leadership attended Economic FORUM - Bob Murphy Retirement Celebration.

3/17: Several Visit Albuquerque staff attended the Greater Albuquerque Hotel & Lodging Association Luncheon.

3/21: The ATMD Planning Group including Tania Armenta attended the Albuquerque City Council Meeting to adopt the ordinance creating the Albuquerque Tourism Marketing District.

3/22 - 25: Visit Albuquerque staff facilitated the Global Meetings Industry Day photos with partner hotels.



Events Hosted by Visit Albuquerque

3/15: Visit Albuquerque Executive Committee Meeting

3/22: Visit Albuquerque Board of Directors Meeting

COVID-19/CORONAVIRUS TIMELINE

MARCH 2020

- 3/11:** Governor Michelle Lujan Grisham proclaimed a public health emergency in New Mexico due to the spread of COVID-19.
- 3/16:** A Public Health Order prohibited gatherings of 100 or more.
- 3/19:** Places of lodging were ordered to not operate at more than 50% of maximum occupancy, gatherings of more than 10 were prohibited, and nonessential businesses were ordered to limit operations.
- 3/23:** Nonessential businesses were ordered closed.
- 3/27:** Air Travelers to NM ordered to self-isolate for at least 14 days.

APRIL 2020

- 4/7:** Gatherings of more than five people were prohibited and places of lodging were ordered to not operate at more than 25% of maximum occupancy.

MAY 2020

- 5/16:** Nonessential businesses open at 25% maximum occupancy; State Parks open under modified day-use only basis.
- 5/27:** Outdoor Dining allowed at 50% outdoor fire code capacity.

JUNE 2020

- 6/1:** Places of lodging may increase operations to no more than 50% of maximum occupancy; Indoor dining opens at 50% capacity; Recreational facilities remain closed.
- 6/11:** Breweries open at 50% outdoors on June 12 and indoor on June 15.

JULY 2020

- 7/1:** Public health order extended thru 7/15; Mandatory 14-day quarantine extended to include travelers by air or by vehicle.
- 7/13:** Indoor seating at restaurants & breweries again prohibited; State Parks not open to out-of-state residents.

AUGUST 2020

- 8/29:** Mass Gatherings increase to 10 persons; Indoor food & drink establishments reopen at 25% capacity; outdoor increases to 75%; Static display Museums open at 25%.

SEPTEMBER 2020

- 9/3:** Mandatory quarantine amended to exempt travelers to NM from low-risk states based on <5% positivity rate and new case rate equal to or less than 80/1 million residents.
- 9/17:** Agritourism experiences permitted.

OCTOBER 2020

- 10/1:** State park overnight camping opens for NM residents in groups of 10 or less.
- 10/16:** Increased Restrictions: Food & Drink establishments must close by 10pm; Lodging occupancy reduced to 60% if NM Certified 25% if not; Mass gatherings reduced to no more than 5.
- 10/23:** 4 Rapid Responses = 2 Weeks Closed; Retail to close by 10pm; NM Certification required to continue indoor dining at 25%; State museums and historical sites close.

NOVEMBER 2020

- 11/16:** NM Safe Certified lodging properties reduced to 25%, all others shut down; On-Site Dining prohibited; Close-contact businesses and outdoor recreational facilities must close; Essential retailers at 25% maximum occupancy or no more than 75, whichever is smaller.

COVID-19/CORONAVIRUS TIMELINE

DECEMBER 2020

- 12/2:** "Red to Green" County-by-county framework created to permit counties to operate based on individual county health metrics.
- 12/14:** COVID-19 Vaccine administration begins in phased approach.
- 12/15:** "Red to Green" framework updated.

JANUARY 2021

- Bernalillo County remains in Red category.
- 1/8:** Public Health Order extended thru February 5, 2021.
- 1/29:** "Red to Green" framework updated mass gathering limits specific to vehicles.

FEBRUARY 2021

- 2/10:** Bernalillo County reaches Yellow Level.
- 2/11:** Visitors no longer required to self-quarantine 14-days; instead visitors are strongly advised to self-quarantine and to obtain a COVID-19 test upon arrival in or return to New Mexico.
- 2/24:** "Red to Green" framework updated to include Turquoise level.

MARCH 2021

- Bernalillo County remains at Yellow Level throughout March.
- 3/24:** Visitation allowed at Long Term Care Facilities.
- 3/29:** Licensed childcare providers return to group size and ratio requirements that are aligned to their licensed level.

APRIL 2021

- 4/5:** All APS Schools reopen.
- 4/7:** Bernalillo County remains at Yellow Level.
- 4/9:** Mass gathering definition expanded and maximum capacity definition added.
- 4/23:** Houses of worship allowed to operate at 100% capacity with strongly encouraged indoor limitations.
- 4/30:** New gating criteria announced to include vaccination rates.

MAY 2021

- 5/5:** Bernalillo County reaches "Turquoise" Status; Capacity Levels increased.
- 5/13:** Children 12 and over become eligible for vaccine.

JUNE 2021

- 6/18:** New Mexico successfully meets 60% vaccination goal to open by July 1.

JULY 2021

- 7/1:** All pandemic-related occupancy restrictions on all forms of commercial activity are lifted. Red to Turquoise framework is retired. Businesses and local governments may still adopt and require additional precautions, and are still advised to enact social distancing and facemask measures in accordance with Centers for Disease Control and Prevention guidance.

AUGUST 2021

- 8/20:** Due to increasing spread of Delta variant, the indoor mask requirement is re-implemented for all individuals aged 2 and older, regardless of vaccination status, in all indoor public settings except when eating or drinking. All workers in NM hospitals and congregate care facilities are required to be fully vaccinated against COVID-19, with only limited exceptions. Attendees eligible for the vaccine, must show proof of vaccination to enter the grounds of the NM State Fair in 2021.

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ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

COVID-19/CORONAVIRUS TIMELINE

SEPTEMBER 2021

9/9: President Biden issues an executive order that requires federal employees, federal contractors, and most health care workers to get the COVID-19 vaccine, removing the option to undergo regular testing. The President also asked OSHA to develop an emergency rule that would require businesses with 100 or more employees to ensure that their workers are vaccinated or tested weekly.

OCTOBER 2021

10/20: FDA expands authorizations for COVID-19 vaccine booster doses for eligible populations.

10/29: FDA expands emergency use authorization of the Pfizer-BioNTech COVID-19 Vaccine to include children 5 through 11 years of age.

NOVEMBER 2021

11/12: Gov. Michelle Lujan Grisham signed an executive order expanding eligibility for COVID-19 booster shots to all New Mexico adults. The statewide requirement that face masks be worn in all indoor public spaces, with only limited exceptions and regardless of vaccination status, was also be extended through at least Dec. 10.

11/26: The World Health Organization classified a new variant, B.1.1.529, as a Variant of Concern and named it Omicron.

11/30: The United States also classified Omicron as a Variant of Concern.

DECEMBER 2021

12/2: The state of New Mexico issued an amended emergency public health order requiring many workers to receive a booster shot when eligible to protect against the ongoing spread of COVID-19.

12/12: The New Mexico Department of Health announced the state's first identified case of the COVID-19 omicron variant.

12/29: Omicron, which has become the dominant variant in some parts of the United States, is still exponentially outnumbered in New Mexico by the delta variant. However, experts expect omicron eventually to surpass delta locally, as it has in many other regions.

JANUARY 2022

1/4: The New Mexico Department of Health announced that it revised its guidelines for isolation and quarantine related to COVID-19 exposure or infection and is now following the CDC guidelines, reducing isolation time from ten days to five days.

1/18: Gov. Michelle Lujan Grisham and the New Mexico Department of Health announced they are securing over 1 million iHealth at-home rapid antigen tests for the state, to be initially distributed in areas of higher social vulnerability.

FEBRUARY 2022

2/17: Gov. Michelle Lujan Grisham ended New Mexico's indoor mask mandate at the conclusion of the state legislative session. Masks are still required in hospitals and some congregate facilities, as well as venues or transportation systems under federal masking requirements.

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