

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

# 2024 ANNUAL MEETING

NOVEMBER 12, 2024  
ALBUQUERQUE CONVENTION CENTER



MEETING PROGRAM AND  
FY24 REPORT TO STAKEHOLDERS



# WELCOME

Welcome to Visit Albuquerque's 2024 Annual Meeting! We are thrilled to have you join us as we reflect on the accomplishments of the past year, unveil Albuquerque's Destination Master Plan, and set our sights on the exciting goals ahead.

This gathering is a testament to the collective effort, dedication and passion of the local tourism and hospitality industry, and we are proud to share the progress we've made together. Thank you for being an essential part of this journey. We look forward to another year of growth and success!



## AGENDA

### Welcome & Introductions

Mike Canfield and  
Tania Armenta

### Year in Review

Tania Armenta

### Outgoing Chair's Report

Mike Canfield

### Business Meeting and Board Elections

Mike Canfield and  
Ben Abruzzo

### Incoming Chair's Report

Ben Abruzzo

### The Promise of Each New Day

Video Presentation

### Albuquerque's Destination Master Plan

Tania Armenta  
Dan Fenton, JLL

### Networking Reception

- Enjoy Food and Beverages
- Door Prize Drawings
- Meet Some of Our Tourism Grant Recipients
- Stop by Our Photo Booth



## THANK YOU TO TONIGHT'S DOOR PRIZE DONORS

Albuquerque International Sunport | Anderson Abruzzo Albuquerque International Balloon Museum | Aurora Borealis Glassworks | Eldora Chocolate | Electric Playhouse Farm & Table | Gertrude Zachary Jewelry | Hotel ZAZZ | Isleta New Mexico Bowl | Isleta Resort & Casino | JC's New York Pizza Department | Kei & Molly Textiles | Little Bear Coffee | National Museum of Nuclear Science & History | New Mexico Ice Wolves | New Mexico Wild | Noisy Water Winery | Pop Pop's Italian Ice Puddled | Sandia Peak Aerial Tramway | TourABQ

## SOCIAL MEDIA CONTEST



### YOUR MORNING, YOUR IMPACT

Each of you has received a daily calendar page with a unique date. This is your chance to help shape Albuquerque's future, one day at a time.

On the calendar page, write down an action you'll take on that date to support the success of Albuquerque's Destination Master Plan. Your action can be anything – big or small – that helps move us closer to our vision for Albuquerque.

Snap a photo of your calendar page with your commitment, then share it on LinkedIn, Instagram or Facebook with the hashtags **#3650Mornings** **#TrueABQ**.

One winner's name will be randomly selected during the Networking Reception, and you must be present to win. Post before 6 p.m. to enter!



# FY24 BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

### **Michael Canfield, Chair**

President & CEO, Indian Pueblo Cultural Center and Indian Pueblos Marketing

### **Deepesh Kholwadwala, Immediate Past Chair**

Chief Executive, Sun Capital Hotels

### **Ben Abruzzo, Chair-Elect**

President, Sandia Peak Tramway

### **Mindy Jensen**

Vice President of Sales and Marketing, Legacy Development & Management

### **Christine Pauley**

Director of Meetings & Conferences, American Society of Radiologic Technologists

### **Councilor Renee Grout**

Albuquerque City Council Representative

### **Dr. Samantha Sengel**

Chief Administrative Officer, City of Albuquerque  
Mayoral Representative

### **Tania Armenta**

President & CEO, Visit Albuquerque

## DIRECTORS

### **Councilor Joaquín Baca**

Albuquerque City Council Representative

### **Tom Garrity**

President, The Garrity Group Public Relations

### **Steve Grant**

Owner, Downtown Historic Corporate Housing

### **Cainan Harris**

Vice President of Operations, Heritage Hotels & Resorts

### **Karl Holme**

Greater Albuquerque Hotel & Lodging Association Representative

### **Damian Kirson**

General Manager, Rainbow Ryders Hot Air Balloon Ride Co.

### **Damen Kompanowski**

General Manager, Sheraton Albuquerque Uptown

### **Raymond Roa**

General Manager, Albuquerque Convention Center  
ACC Representative

### **William R. Stafford**

Co-owner, Sadie's of New Mexico

### **TBD**

Lodgers' Tax Advisory Board Representative

# ATMD GOVERNANCE COMMITTEE

### **Sharmin Dharas**

Owner, Hotel Zazz  
Small Property Representative

### **Sean Jariwala**

Managing Partner, Ambica Hospitality  
AAHOA Representative

### **Deepesh Kholwadwala**

Chief Executive, Sun Capital Hotels

### **Dhawal Kholwadwala**

President, 505 Hospitality  
GAHLA Representative

### **Damen Kompanowski**

General Manager, Sheraton Albuquerque Uptown

### **Malini Perumal**

Senior Vice President of Sales, Marketing & Revenue  
Management, Total Management Systems, Inc.

### **Molly Ryckman**

Vice President of Sales & Marketing, Heritage Hotels & Resorts

# BOARD NOMINEES



## BOARD SEAT REPRESENTING GENERAL BUSINESS

### **Tom Garrity**

President, The Garrity Group Public Relations

As president of The Garrity Group Public Relations, Tom Garrity has helped to shape the brands that define New Mexico. Helping small businesses to be heard and large organizations to be understood, Tom and his team have helped manage logistics, communications and engagement strategies for the Albuquerque International Balloon Fiesta, The Great New Mexico Chile Taste-off, Roswell UFO Encounter and many other events and organizations.



## BOARD SEAT REPRESENTING HOSPITALITY/LODGING WITH 15,000 FEET OF MEETING SPACE

### **Mindy Jensen**

Vice President of Sales and Marketing, Legacy Development & Management  
Representing Albuquerque Marriott Pyramid North

Mindy Jensen has 18 years of hospitality industry experience across multiple Hilton, Marriott and Hyatt brands. Mindy joined Legacy Development & Management in 2021 as the Vice President of Sales & Marketing. She oversees top-line revenues and provides guidance on competitive positioning, revenue strategy and marketing strategy for their portfolio of hotels. She received accounting, marketing and psychology degrees from the University of North Florida and the University of New Mexico.



## BOARD SEAT REPRESENTING HOSPITALITY/LODGING WITH 15,000 FEET OF MEETING SPACE

### **Nate Wells, CHA**

General Manager, Hotel Albuquerque at Old Town, Heritage Hotels & Resorts

Nate Wells has over a decade of experience in hotel management, including serving as general manager of Nativo Lodge, the Lodge at Santa Fe, the Clyde Hotel and Hotel Albuquerque at Old Town. He serves on the boards of Leadership New Mexico and the Greater Albuquerque Hotel & Lodging Association and volunteers with Saranam, Barrett House and Presbyterian Healthcare Foundation. Nate earned a bachelor's degree in business management from Colorado State University.

# IN MEMORY

## SCOTT APPELMAN

Scott Appelman touched the lives of nearly everyone in the local hospitality community. As founder of Rainbow Ryders Hot Air Balloon Ride Company and former Visit Albuquerque Board Chair, he was a longtime supporter and champion of the hospitality industry. Scott was a treasured friend, a pioneer of the ballooning community both locally and nationally and helped cement Albuquerque's reputation as the Hot Air Ballooning Capital of the World.

Among his very long list of accomplishments, Scott created the first Balloon Glow at the Albuquerque International Balloon Fiesta along with the Special Shape Rodeo, in addition to his company being the official ride concessionaire for our state's largest visitor event for the past 25 years. Rainbow Ryders has been one of Visit Albuquerque's longest partners, and we could always count on Scott to go above and beyond for any project or need we had.

We are forever grateful for his immeasurable contributions to the world of ballooning, his incredible passion and drive for advancing the tourism industry, and his steadfast partnership with Visit Albuquerque. He will be sorely missed but lovingly remembered.



## JEFF SPIEGEL

Jeff Spiegel was a longtime community member and founder of M'tucci's Restaurants. He, with wife Katie Gardner and partner John Haas, opened M'tucci's Italian in 2013, followed by M'tucci's Moderno in Rio Rancho, M'tucci's Twenty-Five at I-25 and Jefferson Street and M'tucci's Bar Roma on Central Avenue in Nob Hill. His dedication and commitment to New Mexico has had a profound and lasting impact on Albuquerque's hospitality industry.

Jeff owned and operated 16 restaurants in New York and New Mexico during his 42-year career. Prior to the restaurant industry, he was a Peace Corps volunteer and lived deep in the jungles of Peru. He loved New Mexico – where he was born and raised – and returned after 30 years in New York to live the last 16 years of his life.

Jeff passed away in February 2024 after a six-year battle with leukemia. While his physical presence is missed every day, his spirit and his commitment to excellence continues to live on at all four M'tucci's locations.





# ALBUQUERQUE'S DESTINATION MASTER PLAN REALIZING THE PROMISE OF EACH NEW DAY

For the past 12+ months, Visit Albuquerque and the global tourism advisory division of JLL have collaborated with industry partners, the business community and City leaders to develop a Destination Master Plan for our city. We are proud to introduce the plan to our stakeholders at this year's Annual Meeting.

By focusing on improvements that support local businesses and amplify the city's distinctive culture and natural beauty, the Destination Master Plan identifies how Albuquerque can offer a more immersive and engaging experience for travelers while also enhancing quality of life for residents. Visit Albuquerque is proud to release this plan, which provides a 10-year strategic vision for our community and represents an opportunity to create a tourism ecosystem that will flourish for years to come. The plan will be updated regularly in keeping with industry, business and community developments and trends.

After you hear about the Destination Master Plan at the Annual Meeting, we invite you to explore it in-depth at [VisitABQ.org/DMP](https://www.visitabq.org/dmp). As you review it, keep in mind that this plan isn't meant to be merely aspirational; it is meant to be actionable and workable. We encourage each of you to make a personal commitment to helping Albuquerque realize its full potential. Identify an area in the plan where you can make a difference, and then commit to taking action. Our actions added together, one by one and day by day, will help transform our city.

Like the dawn heralded in the traditional song "Las Mañanitas," Albuquerque is on the cusp of a new beginning, filled with optimism and the promise of growth. Everyone who loves Albuquerque wants to see the city reach its full potential. By bringing together a diverse coalition of stakeholders in the public and private sectors, we will create a cohesive narrative that showcases the city's unique character and that works for visitors as well as for residents. Our Destination Master Plan outlines how Albuquerque can solidify its place as a top destination in the Southwest – an embodiment of the optimism and hope that each new morning brings.

*Ya viene amaneciendo,  
Ya la luz del día nos dio.  
Levántate de mañana,  
Mira que ya amaneció.*

It is starting to be dawn,  
The day has given us light.  
Get up in the morning,  
Look that it has already dawned.



An aerial night view of a city, likely Salt Lake City, showing a dense urban landscape with numerous buildings and streets illuminated. In the background, a range of mountains is visible under a twilight sky. The text 'FY24 REPORT TO STAKEHOLDERS' is overlaid in the upper portion of the image, framed by two yellow zigzag lines.

# FY24 REPORT TO STAKEHOLDERS



# EXECUTIVE SUMMARY

Tourism, meetings and sports events are a pillar of Albuquerque's economy. The industry attracts more than 6 million visitors annually who directly support the jobs of more than 45,000 local hospitality workers. Collectively, visitors to Albuquerque spend more than \$2 billion annually on lodging, transportation, dining, activities and attractions and generate more than \$268 million in state and local taxes, according to research performed for the State of New Mexico by Tourism Economics.

Of course, visitors bring value to our city beyond what can be measured in dollars. They promote cultural exchange, helping preserve treasured traditions and historic assets for future generations. They enhance residents' quality of life by supporting events, attractions and amenities that locals enjoy alongside visitors. And they help elevate the city's reputation and image, raising awareness of the city as a place not just to visit, but also to live and work.

During FY24, Visit Albuquerque engaged in a broad range of marketing and sales campaigns designed to attract leisure travelers, meetings, sports events and group tours to our city. Highlights include:

- The average hotel occupancy in Albuquerque was 65%, up from 64% in FY23.
- Lodgers' tax collected by the City of Albuquerque in FY24 reached a record \$19.2 million, 6% higher than FY23.
- The city welcomed 237 meetings, conventions and sports events in FY24 that were booked by Visit Albuquerque.
- In FY24, Visit Albuquerque booked 224 meetings, conventions and sports events for the future. Although this number is down 3% from the previous year, the number of

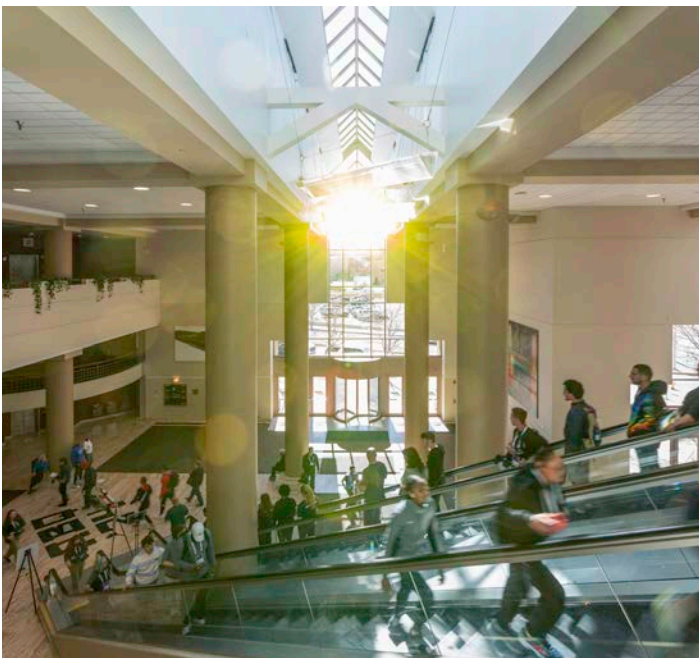
attendees (+4%), the number room nights (+2%) and the total direct spend (+7%) associated with those meetings are all higher than meetings booked in FY23 for the future.

- Our earned media efforts resulted in 1,436 articles about Albuquerque, a 14% increase from the previous year. Those articles were equivalent to \$259 million in publicity for the city, a 250% increase from FY23.
- Our advertising campaigns to promote the city generated more than 3 billion impressions for the first time in history, a 63% increase from the prior year. The ads highlighted the people, events, attractions and stories that can be found only in Albuquerque.

Visit Albuquerque is proud of our role in marketing the city, and a recent study by Destinations International confirms the importance of work by destination marketing organizations like ours. It showed that marketing a destination not only attracts visitors, but also sets off a chain reaction of other benefits to the community, including:

- A 17% lift in awareness of a destination as a place to start a business.
- A 17% lift in the number of people who view a destination as a good place to retire.
- A 15% lift in the number of people who consider a destination a good place to live.

As the study shows, destination marketing is a powerful economic engine that has a catalytic effect. Visit Albuquerque's work helps drive the prosperity of our city and enhances the vitality of our community.



# INDUSTRY PERFORMANCE

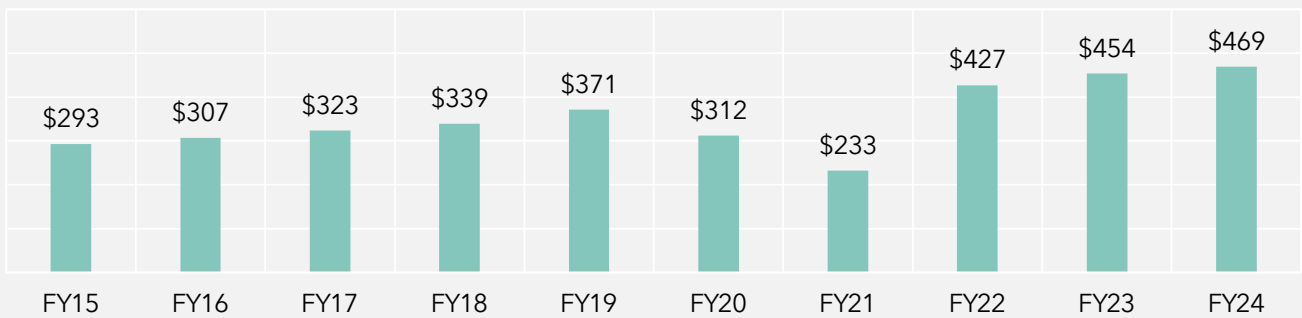
## HOTEL PERFORMANCE

Albuquerque hotels recorded another banner year for revenue in FY24. Hotels generated nearly \$470 million in room revenue in the last fiscal year, up 3% year-over-year and a full 60% higher than 10 years ago. Hotel revenue has been on a steady growth path since 2015, barring the two-year disruption due to the pandemic in FY20 and FY21. Room revenue saw a large jump in FY22 and has continued its upward climb over the past three years.

### AVERAGE OCCUPANCY RATES

<b>Albuquerque</b>	65%
<b>10-City Comp Set</b>	65%
<b>United States</b>	63%

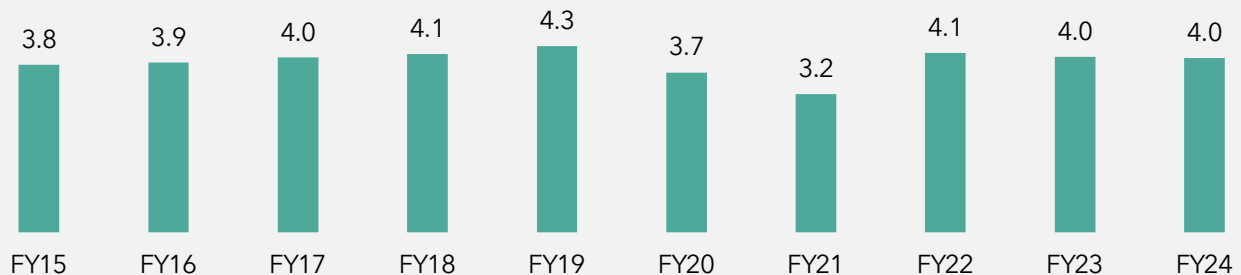
### Albuquerque Hotel Room Revenue by Year (millions)



Hotel room demand, however, has leveled out following a post-pandemic bump due to pent-up demand. Nearly 4 million rooms were sold in Albuquerque in FY24, flat with the year prior.

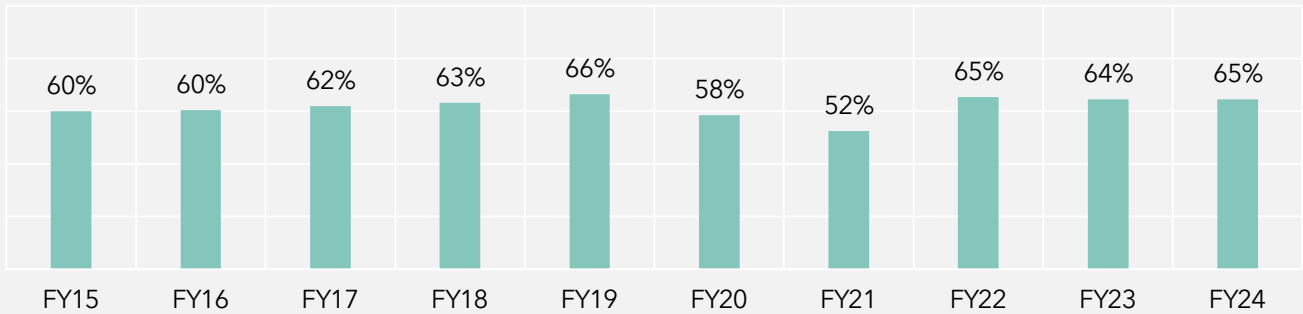
Hotel room night demand has not yet recovered to pre-pandemic levels. Current room demand is on par with FY17 levels but has not yet recovered to the pre-pandemic peak of 4.3 million rooms in FY19.

### Albuquerque Hotel Room Demand by Year (millions)



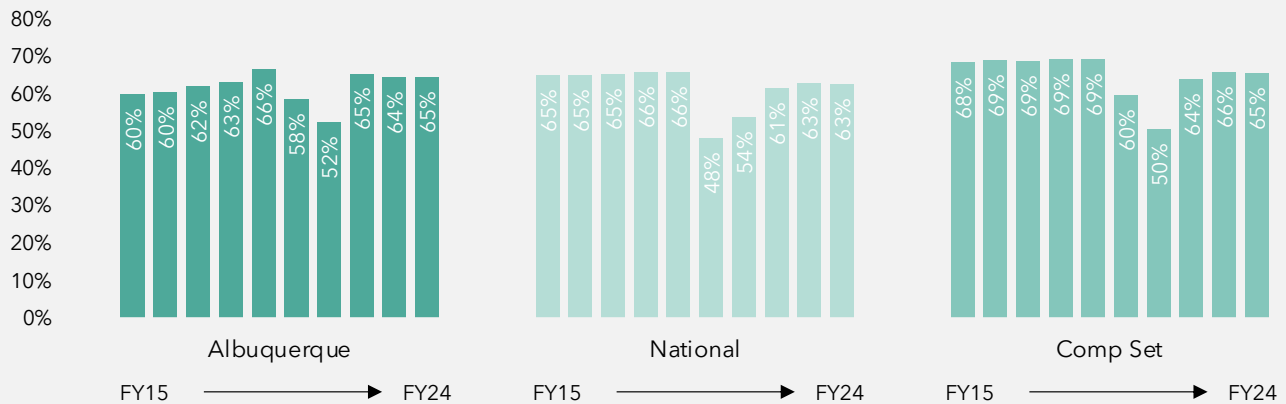
Occupancy has been on an upward climb post-pandemic but remains slightly below FY19 levels. Overall, Albuquerque’s hotel occupancy reached almost 65% in FY24, a 0.1-point increase year-over-year, and a 5-point increase compared to 10 years ago.

### Albuquerque Hotel Occupancy by Year



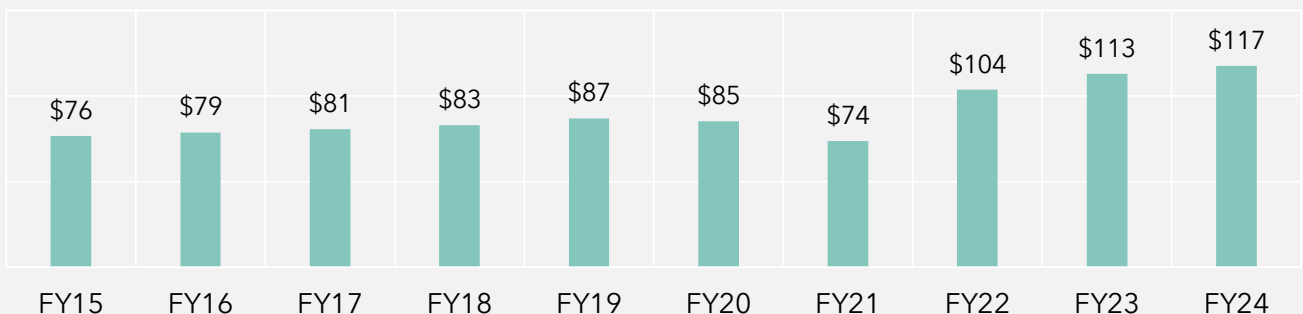
When comparing Albuquerque’s past 10-year occupancy performance to the national average and comp set, Albuquerque has seen significant growth, while other markets are down or flat. Looking at the post-pandemic period, Albuquerque has outpaced the recovery performance of both U.S. and comp markets. In FY24, Albuquerque hotels were within a single percentage point of FY19 occupancy levels, while the national (-3 points) and comp markets (-4 points) trailed further behind FY19 levels. It is important to note that a substantial increase in supply in the national and comp markets has kept occupancy rates lower.

### National & Comp Set Hotel Occupancy by Year



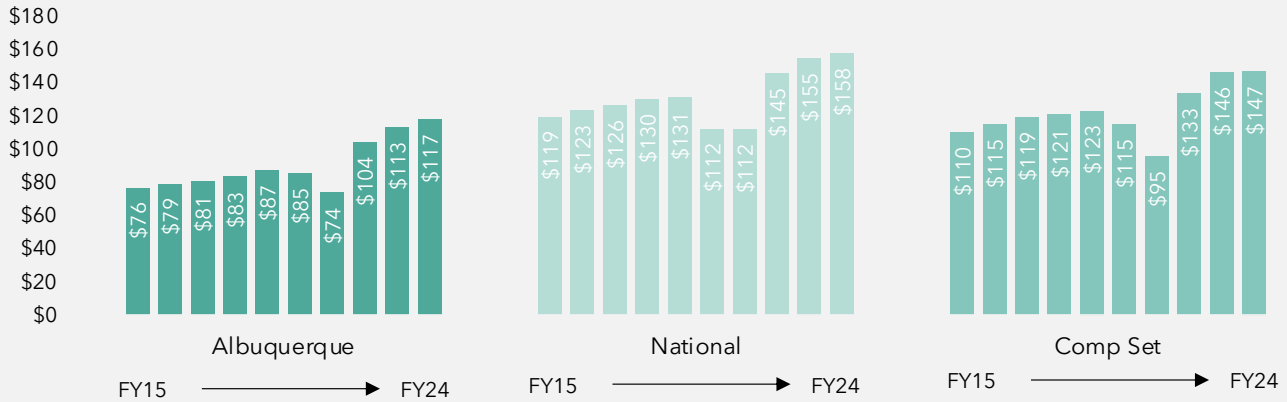
Albuquerque’s lodging sector benefitted from the post-pandemic inflationary period, allowing hotels to drive rates much higher than had been seen in the past. In FY24, ADR was 35% higher compared to pre-pandemic FY19 levels. Rates continued to climb and were up by 4% year-over-year.

### Albuquerque Hotel Average Daily Rate by Year



At the national level, U.S. hotels have not been able to increase room rates at the same pace as Albuquerque post-pandemic. When comparing pre-pandemic highs in FY19 to FY24 performance, national (+20%) and comp market (+20%) room rate growth paled in comparison to Albuquerque's 35% increase. The same story holds true year-over-year, where room rates are growing at a faster rate in Albuquerque (+4%) compared to the national level (+2%) and comp markets (+1%). At the same time, however, Albuquerque's average daily room rates remain well below the U.S. and comp averages.

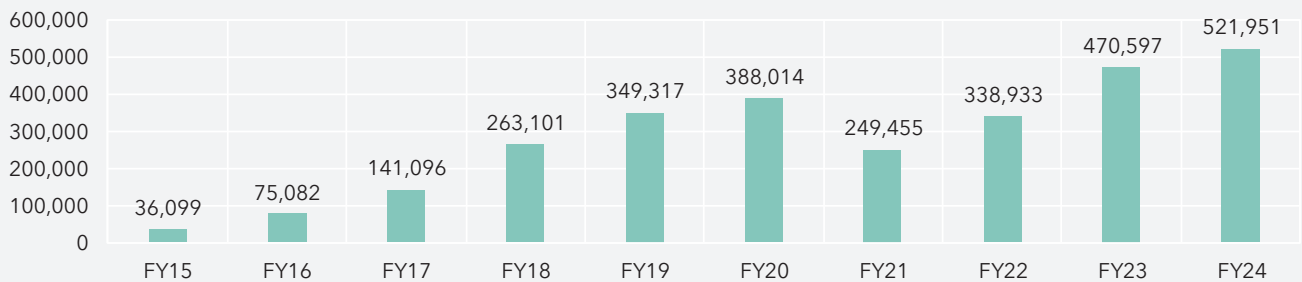
### National & Comp Set Hotel Average Daily Rate by Year



### SHORT-TERM RENTAL PERFORMANCE

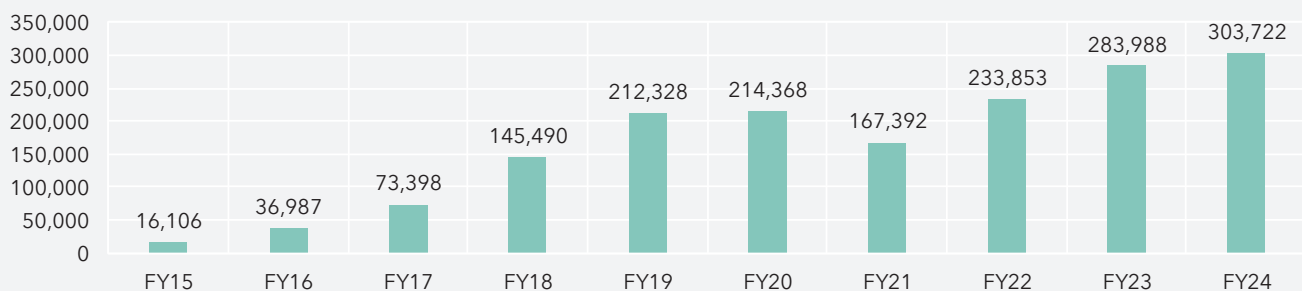
The popularity of short-term rentals has grown exponentially across the globe, and Albuquerque is no exception. With a monthly average of 2,000 short-term rental listings available in Albuquerque, more than 520,000 listing nights were open for booking in FY24. This is a significant increase compared to 10 years ago, when only 36,000 listing nights were available in the destination.

### Albuquerque Area Short-Term Rental Listing Nights Available by Year



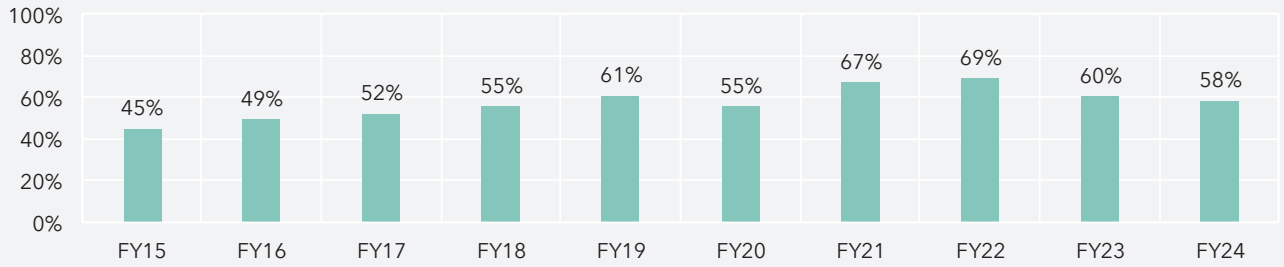
As a result of the growing demand for short-term rentals, the number of listing nights booked in Albuquerque has also increased substantially. More than 300,000 listing nights were booked in-market in FY24, compared to just 16,000 a decade ago, an increase of nearly 1,800%.

### Albuquerque Area Short-Term Rental Listing Nights Booked by Year



Currently, short-term rental occupancy is lower than hotels, hovering around 58% in FY24. The substantial increase in supply has put downward pressure on occupancy levels compared to the recent past.

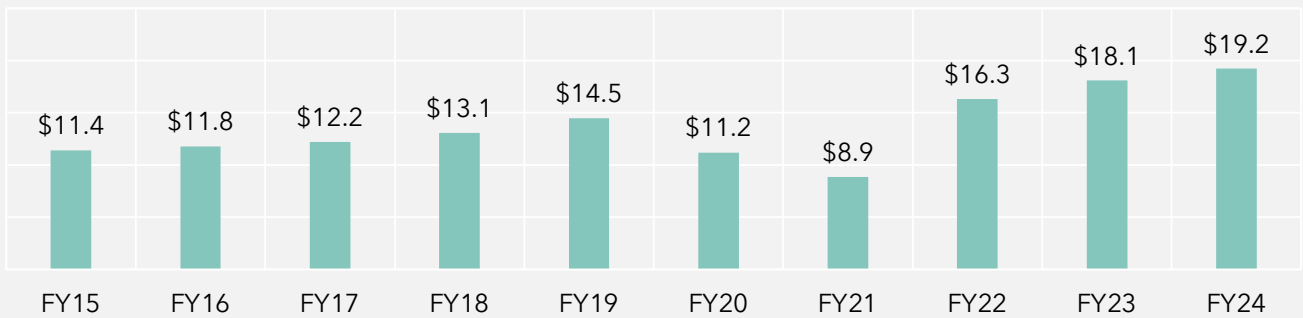
### Albuquerque Area Short-Term Rental Listing Occupancy by Year



### LODGERS' TAX PERFORMANCE

With the steady increase in hotel room revenue over the past ten years, Albuquerque's lodgers' tax collections have seen similar steady growth. More than \$19.2 million was collected in lodgers' tax in FY24, up 6% year-over-year and 68% higher compared to 10 years ago. Short-term rentals represent about 10% of lodgers' tax collections, up from less than 4% five years ago.

### Albuquerque Lodgers' Tax Revenue



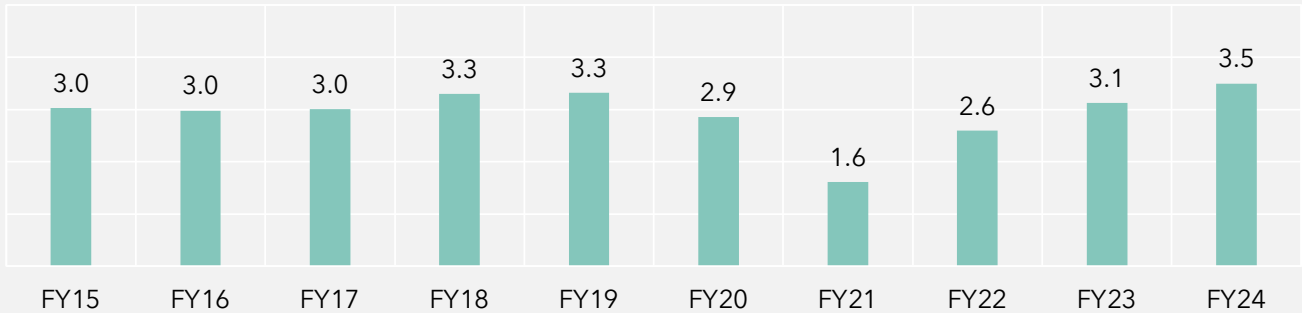
## SUNPORT PERFORMANCE

FY24 was a banner year for the Albuquerque International Sunport. Nearly 3.5 million nonstop out-of-state air seats were bound for the destination in the year – the greatest number flown in the past decade. Seat capacity to Albuquerque grew 12% year-over-year, the equivalent to nearly 373,000 additional seats being flown to the destination.

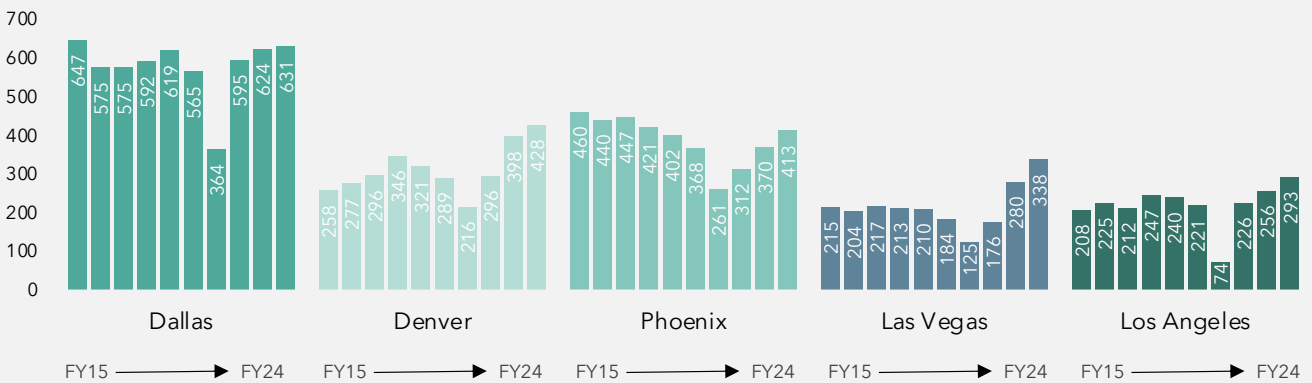
The top five nonstop air seat origin markets for the destination include Dallas, Denver, Phoenix, Las Vegas and Los Angeles. The Denver (+66%), Las Vegas (+57%), and Los Angeles (+41%) markets posted the greatest increase in seat capacity to Albuquerque in the last 10 years. During the same time, however, service from Phoenix (-10%) and Dallas (-2%) declined.

Post-pandemic, capacity from each of the top five origin markets is growing, including those that were down compared to FY15.

**Nonstop Out of State Air Seat Capacity to ABQ (millions)**



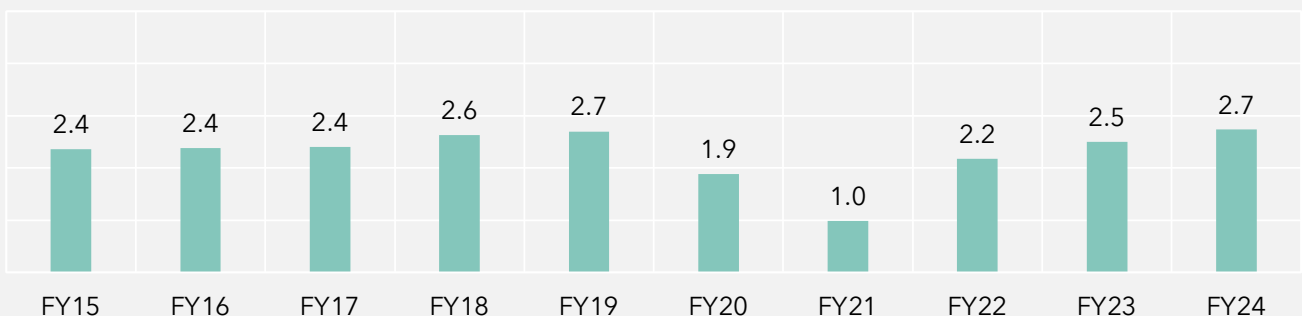
**Nonstop Air Seat Capacity from Top 5 Source Markets by Year (thousands)**



The number of deplaned passengers at the Albuquerque International Sunport recovered to pre-pandemic levels in FY24, with more than 2.7 million passengers arriving at the airport. In total, the number of deplaned passengers grew 10% year-over-year in FY24.

Airport passenger traffic has seen steady growth over the past ten years, with 378,000 additional passengers arriving at the Sunport compared to FY15 levels.

**Sunport Deplaned Passengers by Year (millions)**



# MEETINGS & EVENTS HIGHLIGHTS

## MEETINGS & CONVENTIONS IN FY24



**109**  
Meetings &  
Conventions  
Occurred



**27,000**  
M&C  
Attendees



**\$22 Million**  
Estimated  
M&C Direct  
Spend



## SPORTS EVENTS IN FY24



**128**  
Sports Events  
Occurred



**230,000**  
Sports Events  
Attendees



**\$59 Million**  
Estimated  
Sports Direct  
Spend

## MEETINGS & CONVENTIONS RECAP

In FY24, the Albuquerque area hosted 237 meetings and sports events that were booked and supported by Visit Albuquerque, compared to 242 in the previous year.

Although this was a 2% decrease year-over-year, the number of attendees actually increased by 11% to approximately 258,000, the number of room nights increased by 6%, and the amount of direct spend grew by 11%, reaching almost \$81 million. This indicates that we booked larger meetings and sports events that had a greater economic impact on the city.

## FUTURE MEETINGS BOOKED



**102**  
Future  
Meetings  
Booked



**28,000**  
Future  
Meeting  
Attendees



**\$24 Million**  
Estimated  
Future  
Meetings  
Spending

Visit Albuquerque's sales team has focused on attracting STEM-related meetings because they are a good fit for Albuquerque's research and tech community. Three science and technical organizations met here in the summer of 2023: the American Society of Animal Science in July 2023, with 1,200 attendees and an estimated direct spend of more than \$1.5 million; the U.S. National Congress on Computational Mechanics, also in July 2023, with 1,050 attendees and estimated direct spend of \$1.2 million; and the International Society of Arboriculture in August 2023, with 800 attendees and estimated direct spend of \$916,000.

The city also hosted a diverse range of other groups during FY24. The National Indian Education Association brought 1,650 attendees to Albuquerque for its annual meeting in October 2023, with an estimated direct spend of \$1.7 million; the American Orff-Schulwerk Association met in November 2023, bringing 1,000 attendees; Q Christian Fellowship Annual Conference gathered in January 2024, with 1,500 attendees; and TRIB Group brought 450 rent-to-own manufacturers and distributors to the city in March 2024.

## FUTURE SPORTS EVENTS BOOKED



**122**  
Future Sports  
Events  
Booked



**215,000**  
Future  
Sports Event  
Attendees



**\$53 Million**  
Estimated  
Future  
Sports Event  
Spending

Looking toward the future, in FY24 the Visit Albuquerque team booked 102 meetings and conventions for upcoming years. While this is only a 2% increase from the number of meetings booked in FY23 for future years, these meetings are larger and will result in a 21% increase in room nights and a 28% increase in future direct spending.

# ALBUQUERQUE

## SPORTS COMMISSION

— A division of Visit Albuquerque —

### SPORTS RECAP

FY24 was another banner year in Albuquerque for sports events. Among the prestigious national and regional competitions and tournaments our city hosted were:

- The Isleta New Mexico Bowl in December 2023, which featured the New Mexico State Aggies vs. the Fresno State Bulldogs. Visit Albuquerque commercials ran in the live broadcast on ESPN and ESPN Radio.
- The USATF Indoor Track & Field Championships in February 2024, attended by an estimated 1,500 athletes, coaches and spectators. The final day of competition was broadcast live on NBC, bringing network television exposure to Albuquerque, and many of the competitors went on to participate in the 2024 Summer Olympics.
- USA Boxing's National Open, with nearly 2,500 attendees and an estimated direct spend of over \$2 million.
- The Sun Country Regional Volleyball Bid Qualifier in March 2024, with more than 7,500 attendees, followed by another 7,000 attendees for the Sun Country Volleyball Regional Championship in May 2024.
- The National Association of Intercollegiate Gymnastics Clubs National Championships, which drew 2,400 people to the city in April 2024.
- The USA Cycling Collegiate Road National Championships in May 2024, welcoming over 500 top collegiate cyclists from across the country.
- The USA Taekwondo West Grand Prix in May 2024, with 1,450 participants and 4,200 total attendees, and marking the first time Albuquerque has hosted a USA Taekwondo event.
- Also in May 2024, the USA BMX Spring Nationals, which drew nearly 2,500 attendees.
- The Savannah Bananas, who brought "Banana Ball" to Albuquerque for the first time with two sold-out games in April 2024. Visit Albuquerque worked with the Albuquerque Isotopes to host the wildly popular team, providing souvenirs for attendees and hot air balloon rides for coaches and players. Visitors traveled from dozens of states to attend a game.

In FY24, the Albuquerque Sports Commission booked 122 sporting events for future years, down slightly from the 130 that were booked in FY23. Future booked sports events will bring more than 215,000 attendees to Albuquerque and generate nearly \$53 million in direct spending for the destination.





# DESTINATION MARKETING HIGHLIGHTS



## BASE

**1.46 Billion**  
Advertising Impressions  
With Base and  
1% Funding



## ATMD

**1.56 Billion**  
Advertising Impressions  
With ATMD  
Funding



## TOTAL

**3 Billion**  
Total Advertising  
Impressions  
↑ Up 63%



**3.6 Million**  
Website User  
Sessions  
↑ Up 29%



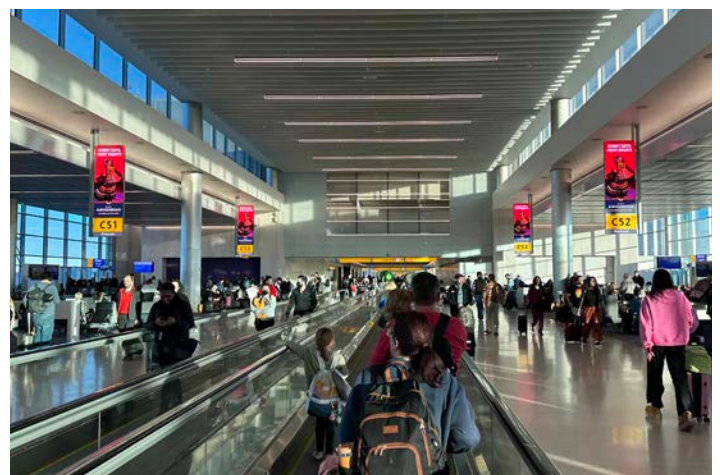
**352,658**  
Social Media  
Followers  
↑ Up 21%

Paid advertising placed by Visit Albuquerque generated a record-setting 3 billion impressions in FY24, a 63% increase over FY23's 1.8 billion impressions. Advertising impressions measure how many individuals had the opportunity to be exposed to an ad, whether it appears in a printed publication or on a website, billboard or television screen.

Approximately half of the FY24 impressions were generated by advertising funded by Albuquerque's lodgers' tax and hospitality fee (1.5 billion). Of those, more than 92 million impressions were the result of cooperative advertising campaigns with the New Mexico Tourism Department.

The other half of the impressions (1.6 million) were funded by the Albuquerque Tourism Marketing District fee. This demonstrates the impact the ATMD has had on supplementing and expanding Visit Albuquerque's marketing efforts. With ATMD funding, Visit Albuquerque has been able to advertise year-round, enter new geographic markets and target new audiences.

Although impressions are a measure of output, not outcomes, steady delivery of ad impressions raise awareness of Albuquerque as a destination and drive traffic to Visit Albuquerque's website, where people can learn more and start planning a trip.

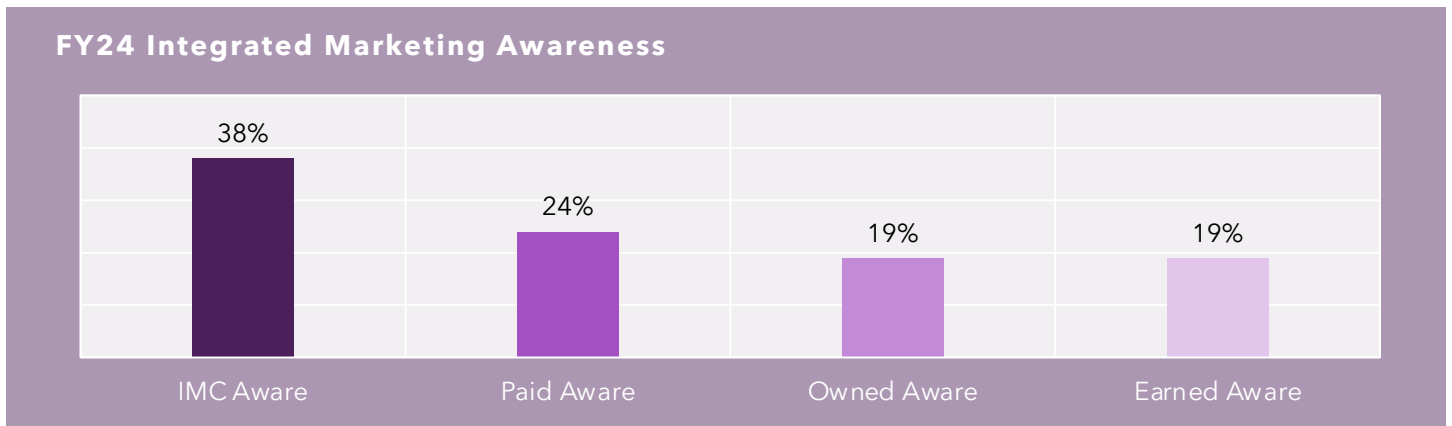


# MARKETING EFFECTIVENESS

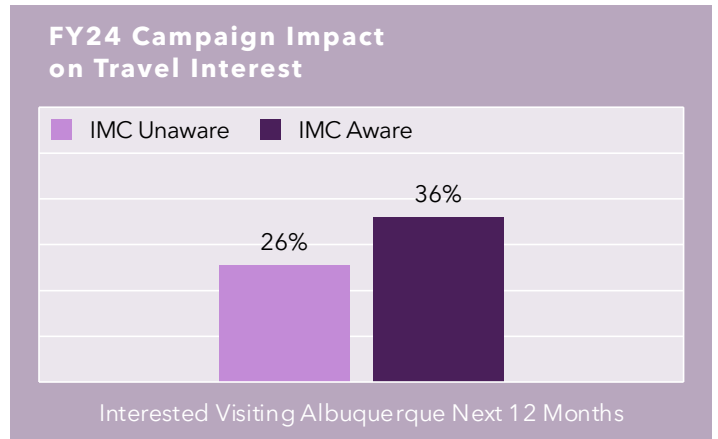
<p><b>24%</b> Paid Media Awareness In 9 Target Markets</p>	<p><b>207,196</b> Trips Influenced</p>	<p><b>\$105 Million</b> Direct Spending Influenced</p>
<p><b>\$21 to \$1</b> Return on Paid Ad Spend</p>	<p><b>10-Point Increase</b> In Interest in Visiting Albuquerque Among Travelers Who Recalled Seeing Campaign</p>	<p><b>21-Point Increase</b> In Travelers Who Agree That Albuquerque Has a Vibrant Arts Scene</p>
<p><b>16-Point Increase</b> In Travelers Who Agree That Albuquerque Has Unique Local Cuisine</p>	<p><b>12-Point Increase</b> In Travelers Who Agree That Albuquerque Offers a Variety of Outdoor Activities and Recreation</p>	<p><b>12-Point Increase</b> In Travelers Who Agree That Albuquerque Has a Rich Cultural Heritage</p>

In July 2024, Visit Albuquerque conducted a Brand Health and Marketing Effectiveness study to examine the impact of its FY24 leisure marketing efforts. Travelers in nine key markets were surveyed to determine if they recalled seeing Visit Albuquerque’s marketing, whether those messages influenced their opinions of Albuquerque, and whether they traveled to Albuquerque after being exposed to our marketing. The markets were Phoenix, Denver, Colorado Springs, Los Angeles, Houston, Dallas, Austin, El Paso and Amarillo.

The study showed that 38% of target travelers recalled seeing at least one element of Visit Albuquerque’s integrated marketing campaign in FY24 – including our paid advertising, social media, website or an article about Albuquerque. Looking at paid advertising alone, 24% recalled seeing an online banner ad, TV commercial, billboard or sponsored social media ad for Visit Albuquerque.



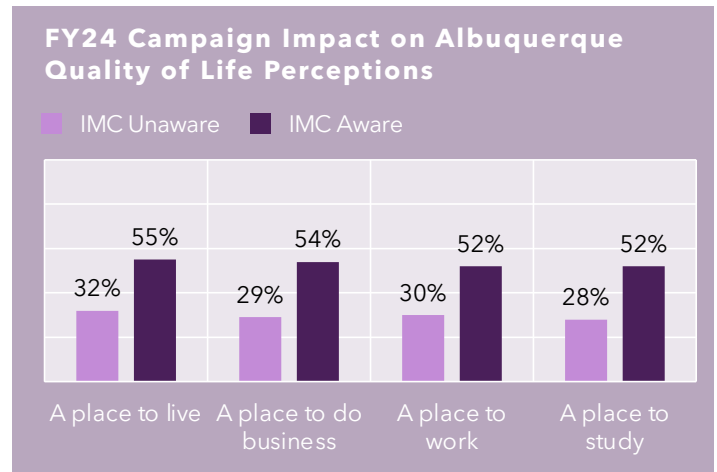
More than one-third of those who had seen Visit Albuquerque’s marketing said they were interested in traveling to Albuquerque in the next 12 months, a full 10 points higher than those who had not seen our marketing.



The study estimated that nearly 4 million travelers in the nine target cities recalled seeing a Visit Albuquerque ad in FY24, resulting in more than 207,000 trips and approximately \$105 million in direct spending. The return on ad spend was calculated at \$20.66 to \$1, meaning that every dollar spent on advertising generated nearly \$21 in spending for the city.

Estimated Total Person Trips Influenced	207,196
Estimated Total Direct Spending Influenced	\$104,639,331
Estimated Total Taxes Influenced	\$9,582,218
Direct Spending ROI	\$20.66
Tax ROI	\$1.89

Destination marketing extends beyond simply promoting a city as a place to visit – it also impacts perceptions of a destination as a place to live, work and invest. Those aware of the FY24 Integrated Marketing Campaign reported much stronger perceptions of Albuquerque’s quality of life compared to those unaware of any marketing.



## MEDIA RELATIONS HIGHLIGHTS



**1,436**  
Articles  
Generated  
↑ Up 14%



**27.9 Billion**  
Impressions  
↑ Up 253%



**\$259 Million**  
Publicity  
Value  
↑ Up 250%

Visit Albuquerque’s media relations efforts resulted in positive coverage in regional and national outlets in FY24. In total, 1,436 articles featured coverage of the destination, a 14% increase year-over-year. Nearly one-third of the articles (30%) promoted travel to Albuquerque.

The articles generated nearly 28 billion impressions for Albuquerque, a significant increase compared to the 7.9 billion impressions in FY23. Earned media efforts produced nearly \$259 million in publicity value, a 250% increase over the year prior.

Earned media coverage in FY24 included articles in top-tier travel publications such as *Conde Nast Traveler*, *Travel + Leisure*, *AFAR*, *Thrillist*, *AAA Explorer* and *Hemispheres* (the United Airlines in-flight magazine), as well as in general-interest titles such as *Forbes*, *The Saturday Evening Post*, *Business Insider* and *U.S. News & World Report*.

This coverage is the result of pitching stories, responding to inquiries and hosting writers during visits to the city so they can experience it for themselves. We hosted 38 travel writers and content creators in FY24, developing customized itineraries for each of them to ensure that their visits showcased the experiences they were interested in covering.

Included in this number are social media influencers, whose platforms are becoming an important way to reach travelers. In April 2024, we worked with the New Mexico Tourism Department to host 12 social media influencers for a three-day visit that showcased Route 66. All the influencers live in cities along the route, from Los Angeles to St. Louis to Chicago. Their sponsored content reached thousands of their followers, helping us raise awareness about the Route 66 centennial in 2026 and build excitement among travelers now through the anniversary.

Media missions are another tactic we use to raise awareness of Albuquerque among travel writers. In March 2024, we invited several dozen journalists and content creators to a dining experience in New York City that immersed them in the culture and cuisine of Albuquerque. Attendees enjoyed the authentic flavors of our state during a meal prepared by local chef Marc Quiñones while they interacted with motion-tracked images of Albuquerque during an immersive display designed by Electric Playhouse. The media mission resulted in several articles immediately after the event, with more planned.

# PARTNERSHIP & COMMUNITY ENGAGEMENT



**635**  
Partners  
↑ Up 9%



**167**  
Hospitality Employees Trained  
Through ACE Program



**12**  
Partner Orientation Meetings



**6,591**  
Hours Volunteered at  
Visitor Information Centers



**91,261**  
Travelers Assisted at Visitor  
Information Centers



**\$510,000**  
Tourism Grant Funding Awarded



**28**  
Tourism Grant Recipients



Through our Partnership and Community Engagement efforts, Visit Albuquerque cultivates relationships with the local hospitality industry and broader community in order to elevate the city as a destination. More than 600 businesses have demonstrated their commitment to Visit Albuquerque's mission by becoming Partners. In return, Visit Albuquerque helps market these Partners by highlighting their events, products and services.

Through the Albuquerque Community Experience (ACE) program, Visit Albuquerque trains local hospitality employees on the city's amenities, attractions and assets so they can serve as knowledgeable resources for visitors. Nearly 170 people completed the training in FY24.

The Destination Development & Community Engagement Division is also responsible for overseeing Visit Albuquerque's two permanent Visitor Information Centers, one in Old Town and one at the Sunport. More than 50 volunteers assist in providing services to travelers who stop at our Visitor Information Centers, providing them with maps, brochures, and recommendations about what to see and do in Albuquerque. In FY24, they interacted with more than 91,000 travelers.



## TOURISM GRANT PROGRAM

The goal of Visit Albuquerque's Tourism Grant Program is to spark innovative ideas that contribute to Albuquerque's vibrancy and create exciting experiences for visitors and residents. The grant program, which is supported by the Albuquerque Tourism Marketing District, awarded \$510,000 in funding to 28 recipients in FY24.

Be sure to stop by grantees' tables during the Networking Reception to learn how their projects will strengthen and expand the city's events, attractions and other experiences. Learn more at [VisitABQ.org/TourismGrants](https://VisitABQ.org/TourismGrants).



# KUDOS, AWARDS AND RANKINGS

The city of Albuquerque and Visit Albuquerque as an organization received a number of prestigious awards and rankings during the 2024 fiscal year. Thank you to everyone in the hospitality community who helps make these types of recognition possible by making our city shine.

- *National Geographic* listed a road trip along Route 66 to Albuquerque as one of the “Top 20 Travel Experiences” in its 2024 “Best of the World” list. The article noted the ongoing restoration of vintage neon signs along Central Avenue in preparation for Route 66’s centennial in 2026.
- Albuquerque was again named one of the best places to live and work as a film maker, according to *MovieMaker Magazine*. Albuquerque ranked No. 2 in the “large cities” category in 2024 and has been on the list for six years.
- *VinePair* named Albuquerque as one of the “World’s Top Beer Destinations for 2024.” Albuquerque ranked as No. 5 on the list, with the author noting that the city is home to more than 40 craft breweries.
- Albuquerque made *Conde Nast Traveler’s* 2024 list of “10 Affordable Places to Travel in the U.S.,” calling the city a great destination for year-round travel.
- *AFAR* named Albuquerque’s South Valley and Bareas neighborhoods among “The Best Food Neighborhoods in the USA,” noting the area’s panaderias, Mexican and New Mexican restaurants.
- *Conde Nast Traveler* selected Albuquerque as one of the “15 Best Family Vacation Spots in the U.S.,” mentioning the Albuquerque Museum, Indian Pueblo Cultural Center, Sandia Peak Tram, Route 66, Petroglyph National Monument and other family-friendly attractions.
- Sports ETA awarded the Event Partnership of the Year to the Albuquerque Sports Commission, a division of Visit Albuquerque, and USA Cycling. The award honors organizations that lead the sports events tourism industry in collaborative and creative ways with community impact. It recognized the partnership between Visit Albuquerque and USA Cycling to hold the 2023 USA Cycling Collegiate Road National Championships Criterium in conjunction with Albuquerque’s Rio Grande Valley Celtic Festival. Other partners included the City of Albuquerque Parks & Recreation Department; the Bernalillo County Parks, Recreation & Open Space Department; the University of New Mexico, the Albuquerque Police Department and Albuquerque Fire Rescue.
- Visit Albuquerque was honored with three New Mexico Advertising Awards for video spots created in collaboration with local production studio Inspirado. The “Addy” awards recognize excellence in ad creativity, design and execution.



Our 30-second leisure travel commercial won a Gold Addy in the category of Regional/National Television Advertising, and our 3-minute Albuquerque Anthem video won a Gold Addy in the category of Internet Commercial as well as the Judge’s Choice Award.

- Visit Albuquerque received an eTSY Award from the eTourism Summit for Best Social Media Marketing Campaign. Our winning campaign showcased 21 events that took place throughout the city during the 2023 Balloon Fiesta, featuring everything from the Grecian Festival to the Rio Grande Arts & Crafts Fair.
- The New Mexico chapter of the Public Relations Society of America recognized Visit Albuquerque with a gold Cumbre award for implementing a press trip that resulted in 12 national articles. During the press trip, we hosted five travel writers who freelance for top publications such as *AFAR*, *AAA Traveler*, *Fodor’s Travel* and *Travel + Leisure*.
- Season 2 of “Bands of Enchantment,” which was filmed in Albuquerque, won a Rocky Mountain Emmy Award in the category of Arts & Entertainment, Long-Form Content. Visit Albuquerque, the City of Albuquerque and the New Mexico Tourism Department supported production of the television series, which showcases Albuquerque as a destination for live music. It airs on more than 30 PBS stations nationwide.
- Visit Albuquerque won two TopHAT awards from the New Mexico Hospitality Association – one for Best Social Media Campaign for our “New in ABQ” video series that spotlighted local businesses, and one for Most Innovative Campaign for our “Red or Green?” hot air balloon.



- Visit Albuquerque’s President & CEO, Tania Armenta, was inducted into the New Mexico Hospitality Association’s Tourism Hall of Fame. The honor recognizes hospitality and tourism professionals who embody the ideals of professionalism, integrity and service. It is the highest honor for the state’s most distinguished tourism industry leaders.

# VISIT ALBUQUERQUE STAFF

## EXECUTIVE

**Tania Armenta**  
President & CEO

**Susanna Ross**  
Executive Assistant to the CEO

## SALES, SERVICES & SPORTS

**Angie Jepsen, STS**  
Interim Vice President of Sales,  
Services & Sports

**Ryan Abeyta**  
Sports Operations Specialist

**Liz Archuleta**  
PT Administrative Assistant

**Nikki Baca**  
Group Tour Sales and Services Manager

**Angela Gandy**  
Senior Sports Development Manager

**Megan Gastelum**  
Senior National Sales Manager

**Misty Jester**  
Senior National Sales Manager

**Lisa Lacy**  
Senior Administrative Assistant

**Wanda Jackson-Lewis**  
Senior National Sales Manager

**Mara Saubers**  
Senior Convention Services Manager

**Tabitha Stallworth**  
Senior National Sales Manager

## MARKETING & COMMUNICATIONS

**Ceela McElveny**  
Vice President of Marketing &  
Communications

**Lara Brockway**  
Social Media Manager

**Rachelle Diaz**  
Graphic Design Manager

**Sarah East**  
Marketing & Communications Manager

**Rachel Cromer Howard**  
Director of Marketing

**Megan Martin**  
Meetings & Sports Events Marketing  
Specialist

**Brenna Moore**  
Director of Communications & Public  
Relations

**Hailey Suina**  
Marketing & Communications  
Administrative Assistant

## DESTINATION DEVELOPMENT & COMMUNITY ENGAGEMENT

**Brooke Jung**  
Vice President of Destination  
Development & Community Engagement

**Alanna Allen**  
Partner Services Manager

**Stephanie Montoya**  
Visitor Services Manager

**Alisha Zierden**  
Partner Sales Manager

## FINANCE & OPERATIONS

**William Schudlich**  
Vice President of Finance & Operations

**Lisa Barnes**  
Controller

**Lydia Craig, SHRM-SCP**  
Director of Human Resources

**Michelle Drenker**  
Senior Director of Research & Market  
Intelligence

**Nicholas Maggiore**  
Technology Manager

**Michelle Merrill**  
Accounting & Payroll Specialist

**Janice Pomeroy**  
PT Sales Analyst

**Courtney Rayback**  
Office Administrator

**Prashnim Seth**  
Research and Market Intelligence Analyst

*Staff as of November 5, 2024*





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# ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

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