

1. What is your impression of the Destination Master Plan for Albuquerque (before you see the rest of the presentation today)? Do you think progress is being made?

Yes 45 No _____ Not Sure 13

- Have not seen the original DMP

2. If you have become involved in any aspect of the Destination Master Plan (except for today's meeting, or last year's original meeting), did you feel your input was valued?

Yes 26 No 3 Not Sure 5 Not involved (yet!) 23

- It's a start.

If you have not yet become involved in any aspect of the Destination Master Plan (other than today's or last year's meeting), are you willing to become involved now?

Yes 31 No 1

- Only because of the time constraints of my work as it dictates.
- If appropriate with my employer
- Scott Appelman's excitement is catching!!

Is there a specific aspect of the DMP that particularly interests you?

- Concierge Guide
- Measuring Visitor Demographics/Media Partners/Cuisine Niche
- Destination Events
- Cultural/Heritage
- Culture & Heritage
- Cultural Attractions
- Cultural Heritage
- Cultural/heritage
- Culture/Heritage, Open to anything. Downtown issue.
- Disappointing to see arts organizations not included - NM Symphony Orchestra, Opera, professional theatre and Chamber music!
- USFS Sandia District
- I am willing to help wherever help is needed
- Frontline Training
- Marketing/promotion/increased awareness of hot-air ballooning & the organizations that promote it (not just AIBF, but also Balloon Museum, Quad-A, BFA, private balloon companies like Rainbow Ryders). Also includes branding

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issues. Can help with strategic/master planning in general; professional background in market research & analysis, benchmarks, was museum consultant specializing in financial & market research, planning & analysis

- Balloon Fiesta
- Aviation/Ballooning/Air Shows, etc., Conv & Vis, Lobbying C & A
- Hot Air Ballooning
- Balloon image and product
- Promote the Balloon museum
- Marketing
- Would like to work with you to get more UNM involvement in this effort.
- The "activation" of Old Town and all downtown having upscale improvements.
- Adopt destination approach. Local resident awareness. Mapping bike paths, recreation and "my" favorite sports (smile). Visitor demographics.
- Website development & strategy.
- Advertising/PR
- Regional partnerships
- Attract and serve golf niche.
- New today for SWA Marketing manager, Hollee Ford, so unsure of capacity in which she is involved. However, I am a local SWA manager and would be happy to be involved in some area as well.

3. What do you think of the Destination Master Plan Vision Statement? Is it possible to "...make Albuquerque a world class destination by preserving and promoting our authentic Southwest heritage, rich culture, dramatic landscape and spectacular climate"?

Yes 58 No 1 Maybe 5

If you answered "No", why not?

If you answered "Maybe", what will it take to do this?

- Perseverance & Consistency
- Seems generally appropriate, but where is hot-air ballooning included as part of rich culture. SW heritage? Hot-air ballooning is identified as a key ingredient of ABQ's personality and, as such, does it merit special reference in vision.
- Climate is what attracts so many balloonists to fly the "ABQ Box."
- Cooperation and dollars
- I think a word offering like "exotic" would add to statement
- Sounds pretty grand to me - how do we preserve this heritage?

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- Downtown has to look better! In particular, we need to make housing and health care for our homeless population available so they are not the most visible downtown people.
 - We need local resident awareness of constantly changing museum displays, attractions, specials to locals, but we need consistent methods to reach locals so they can rely on it. We also need updated and current inserts to concierge guide.
 - Slide w/hiker woman, she's anorexic looking!!! Not good.
 - Yes, and comprehensive communication plan city-wide is a huge challenge.
 - City and state government continually underfunds cultural institutions that can deliver amenities to make ABQ a destination (program and marketing funds)
Personal comment on video - Where's ABQ Museum of Art & History? Dinosaurs and Explora are great, and many destination visitors with most disposable income look for this type of museum to visit in any large city they spend time in.
Reflects all major cultures.
 - Santa Fe has been extremely successful promoting the performing and visual arts. They are lacking in this DMP.
4. What do you think of the specific action items supporting the Critical Elements to Measure Success? Are there any on this list that are not clear, or any other topics that you feel should be added?

Good list _43_____ Fair list _10_____ Poor list _____

What, if anything, is needed to improve the list of Critical Elements?

- Make media partners a higher priority. They must be included!
- Transportation within the city should be a major item to focus on, crime statistics hurt us, get more locals to come downtown so it won't be so dead; make downtown entertainment more appropriate for tourists;
- think success - look at airport stats, SWA has just added flights, adding 3 more soon;
- just more emphasis in #3
- promotion of ABQ as a sustainable city
- destination events, not convention events other than balloon fiesta i.e. galbalquerque, revolutions, gathering of nations, etc;
- this is my first look at it
- restaurant food; art; agriculture;
- put them into the larger context better;
- change language to eliminate futurizing;
- homeless, help get them off the streets and more safety for our guests and tourists should be a critical item!;

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- I think the addition of outdoor/golf leisure is incredibly important - more important than a few on the original list (critical list)

5. What's your opinion of the "Values Necessary for a Destination Approach"?

I agree with the Values list 41_____

I think the Values list should also include

__promotion of ABQ as a sustainable city;__

- involvement;
- USFS Sandia district;
- recreation on the sandia mts. - east and west sides;
- what about the transient problem? Is this not a critical element?_____

I disagree with this aspect of the values list

6. What can the hospitality industry do to build better collaborative relationships with the Mayor, Department Directors and the City Council?

- Encourage council members to return phone calls to leaders of arts organizations;
 - Continue to work hand-in-hand with them & invite/encourage them to attend functions the CVB hosts;
 - provide us with a comprehensive and regularly updated list of member orgs and key contact info;
 - form a partner council that meets periodically to exchange info;
 - communicate
 - communicate
 - educate local media channel 13, meet with city more regularly re tourism issue;
 - be more inclusive - invite and include them in fun activities as well as meetings;
 - commitment on training front line, generating more revenue and bringing;
 - city needs to extend a hand to regional partners
 - retain communications link w mayor's office, dept directors, city council
 - invite mayor-councilors to join cvb convention sales and tourism efforts;
 - have quarterly meetings;
 - get them to attend more fact to fact meetings with the industry;
 - provide statistical updates that are brief, accurate and fun to mayor et.al throughout the year;
-

Feedback Form, Page 5

- just keep pressing;
 - new to abq; not familiar enough with hospitality industry or its current level of collaboration to comment.
 - communication, discussion and agreement of focus;
 - contribute more/ partner to increase related events on the plaza, increase promotion of cultural services;
 - share more info earlier. Partner more;
 - communication and cooperation;
 - keep them involved from business and community involvement;
 - consider a more natural (human-center) collaboration on the web e.g. are entirely separate sites conducive to streamlined communication? Can cabq.gov feed info from acvb or highlight a promo?
 - Communication, visibility, provide information about economic impact of industry;
 - continued communications/ collaboration/cooperation;
 - recognize them outside the annual luncheon and do it off-season - perhaps thru monthly acvb gathering 5-7 people?
 - I think you're doing a great job and on the right track!
 - Improve efforts to have city and non-city hospitality and convention collaborate; 200 making sure city workers are informed and can help the tourist experience;
 - keep open lines of communication between all factions;
 - continued information exchange - more financial information;
 - really impressed with the efforts to involve city departments;
 - have the officials work a day in the hotels as a front desk clerk or bellman to help welcome the guests
7. Do you agree with the idea that it will best serve visitors and the local economy to define the "destination" as being beyond the area that is inside Albuquerque's city limits? (Please write any comment you have on this.)

Yes _56 No ___3__

-
- Seems like the cvb is doing all the work and the other areas are just along for the ride - not really partnering and participating;
 - The Pueblos are critical to our success. Rio Rancho Santa Ana Star Center, Tamaya, etc. should be involved.;
 - people cultural tourists interested in recreation are not only interested in urban attractions but also natural and cultural attractions beyond the city's borders (e.g. Petroglyphs natl monument, sandia peak/Cibola natl forest, pueblo attractions);
 - acvb needs to figure out if they are or are not working with the casinos;
 - involve resorts, casinos, film studios, Belen even Santa fe!!!
-

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- It's about time;
- yes but need to try to keep it south of Santa fe;
- to some extent
- many note worthy locations are in all directions from greater abq;
- Definitely many of our region's key visitor elements are very close to town. The hub then is vital;
- to a certain extent - within 50 miles and/or $\frac{1}{4}$ day's travel to keep lodgers in near city and pueblos;
- as long as they contribute;
- abq with airport is gateway to NM
- needs to expand and become the destination business for the whole area;
- we have to start breaking down old divisions;
- Definitely! And overcome pettiness - go regional!
- We must promote the whole region, all of these assets together make us a fabulous destination;
- metro and regional is key;
- necessary
- stay in abq drive to bandlier, el Moro, Salinas etc people really do this;
- visitors don't know or care when they cross town lines of ranchos de, Corrales, Rio ranch etc. hospitality industry needs to think like our visitors they do not just drop into abq and not visit other areas;
- What about the sun cal purchase???
- Regionalism is so important. Real advantages to all of us makes sense, funding opportunities, more accomplished with collaboration;
- to continue to ignore the tribes will create adversaries that have more money than you do. Stupid.
- We should include our sister cities Rio Rancho, Los Lunas, etc.;

8. What are your thoughts on the subject of improving Convention Center facilities?

- DO IT!
 - FULL SUPPORT
 - absolutely!
 - always a good idea, but not familiar enough with condition of existing facilities.
 - yes, much needed
 - It needs to be done
 - think this is very necessary
 - should be done
 - we need it!
-

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- should be done
 - Original portion of facilities need more improvements
 - Those improvements are critical and can only help bring better & bigger conventions to the city
 - clearly and attractively identify cc parking garage entrances;
 - A must! The center needs outside signage that touts the events taking place or upcoming;
 - must do extensive improvements or get out of the city wide event business;
 - needs to be done immediately;
 - great job so far, a lot more to do; need additional rooms downtown; need to improve what is around the center;
 - needs to be done as serves local community as well;
 - we must continue to work to get state money to really make it competitive;
 - updating the convention center is key to abq's vitality;
 - seems to be on the right track;
 - we must improve the facilities due to lack of appeal for large groups such as Comdex, gaming shows,
 - expansion would benefit by appealing to groups, large enough necessary to make the economic impact that will double our current \$2 billion, outdoor facilities separate from civic plaza??
 - Easier signage for meeting rooms for attendees;
 - Seems like a good idea. I am not very familiar with the CC facilities. Tom described a lot of nice improvements. Sounds promising. the kiva is still a weirdly laid out room that is hard to use. The CC is fairly charmless. Can we give it some character? Look at the Heritage Hotels and Sandia Resort for interior & exterior designs that reflect the region. ;
 - are convention still as important as pre 2001? The planned assessment of convention viability is important. I am delighted to hear about the new improvements!
 - More hotels within walking distance;
 - needs to look southwestern;
 - needed! Beautiful plans!
 - Necessary to stay competitive;
 - improve policies and attitudes of employees to make convention center more welcoming - this will generate more \$ without such a huge investment;
 - any innovative thoughts on where to get the \$? Clearly the center needs overhaul;
 - if we want to pursue larger conventions we need to expand the convention facilities;
 - I think we need to invest \$ to significantly renovate the convention center but understand it is difficult to get public buy-in; but it is critical to significant renovation
 - seems like a good idea need to develop downtown;
-

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- it is key to attracting more and quality conventions;
 - needs to be updated and renovated;
 - if we do not improve the convention center it will be the downfall of convention citywide business;
 - maybe large on-going screens focusing on exciting things to do to stay in the abq area. Benches are a really great idea.
 - Since the state has recently declined to fund replacement of a major re-do of the cc we are desperate in our need for a cc that is competitive with other second or second and a second and a half tier cities. If I had 40 million dollars I'd do it myself and add another 500 first class hotel rooms;
 - improve parking and lighting;
 - much needed...yes with another big convention hotel & maybe smaller convention centers in uptown, north side, etc.
 - I think it is absolutely necessary and am happy to see all of the improvements that have taken place and are planned;
 - like what's been done to date. Additional plans sound terrific;
 - if you don't you might as well shut it down. It is a terrible facility.
 - they were really needed
 - Desperately need to attract and retain city-wide conferences;
 - keep industry aware - this city is more aware of needs/deferred maintenance be open about needs.;
 - we must have more downtown hotel rooms in order to support the dmp and utilize the cc to its fullest;
 - not enough knowledge to know shortcomings
 - this is critical! This is a huge market that if we had food nearby and stuff to do at night we could really top into a lot of \$\$\$. Sounds great!
-

9. What "target audiences" would you want to reach with our message about Albuquerque?

- Families/Car Trip, outdoor participants (hikers, cyclists, etc), those who want a long weekend;
- meeting planners, high-end leisure traveler
- families, tour groups, rv, cyclists, balloon clubs;
- friendly, eco-friendly, great climate
- 20s and 30s active people;
- ACADEMIC ASSOCIATION MEETING PLANNERS, 2ND TIER MEDICAL ASSOC.
- GLBT, families, affluent, educated
- GLBT, GOLF, Culinary, art and history
- nature lovers/ecotourists
- nature lovers, retired people jewelry/pottery/art collectors

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- everybody - we need to put Q on the map
- business and leisure - all inclusive
- local residence awareness historians/authors/writers
- East coast, Canadians, Europe
- Japan, Germany, rest of NM
- The African American (They spend \$1 billion a year.)
- Global
- Those interested in a cultural experience
- People who will spend \$\$ at locally-owned restaurants, etc. rather than chains;
- Alternative travel groups
- middle aged travelers/conference attendees
- families, golfers, "girl" getaways;
- Military, technical, balloonists families w children;
- Those who value unique genuine and authentic experiences;
- Local (very important) regional national and world wide;
- Cultural creatives - focusing on history, geology, cultural and art/music;
- Business travelers who look for destinations to bring their families
- Not tiny slice niches - one overall target so we can focus & have an impact;
- Frequent business travelers/Vacationers, east coast
- Females, gay/lesbian, educational travelers, bus groups, cultural travel, international
- Meeting planners
- Tourists; Business Traveler
- Those who travel for arts experience - music, visual arts and theater;
- Those w/disposable income and still healthy and active wanting to balloon, hike and bike;
- tourism, conventions, groups, potential business ventures w/AED;
- Like that it's 40+ female; Baby Boomers;
- "Cultural Creatives" use psychographic measures instead of demographic measures;
- Outdoor rec, cultural heritage interest;
- Those seeking active vacations or outdoor activities;
- Include visitors already in ABQ - to take message back to their communities;
- General: School groups, residents, tourists (local, national, international)
Leisure travel, business travel. More specific: Cultural tourists, people interested in outdoor recreation (hikers, bird watchers, etc. Bikers, outdoor sports) retired population seniors;
- All kinds. Especially with \$\$ to spend. Families will bring kids who will remember & come back
- Certainly regional tourists and national conventioners;
- Other NM cities, retired, yuppies, outdoor sports enthusiasts

10. Do you think of ballooning as a year-round activity? If not, what needs to happen to elevate that awareness?

- No - advertise monthly events more;
- MORE YEAR AROUND EVENTS;
- I think its temperature drawn;
- Yes
- yes
- yes
- yes - perhaps creating more events will help with landing site issue;
- yes, promoting it w/hey you promote your own business;
- People need to be aware they can access the balloon experience at any time during the year. How do we connect w/ National Ballooning Associations? Year-round programming. Make local audience (residents) more a part/have greater access to balloon experience.
- No I do not. Give each of these quarterly events, individual theme, such as the events held on balloon fiesta days - key grab - throughout the year, quarterly, in addition to Fiesta in Oct.;
- yes. Maybe mini fiestas or events in the other parts of the year.
- Sometimes I do but would promote off-season balloon events;
- Yes. Do more "Morning Show" events - Oprah, National Geographic, NASA;
- Yes!!
- We don't and shouldn't take away for the Annual Fiesta. Study the Pros and Cons of year round activities;
- Fabulous idea! I see balloons all year round, get those images in media, market ballooning to residents;
- yes
- Yes, but I'm a balloonist so it is no surprise;
- Physics limit it to fall-winter-spring ball wind;
- I see them year round;
- yes;
- yes;
- Yes - good weather allows it;
- I do, but most don't. Media Campaign;
- Maybe other events quarterly? Or, better promotion? For existing ones;176 Promote the museum. Use the launch site and museum as a center year round for activities;
- Yes;
- No - I don't see balloons year round. I just see them in the "prime" times. Can you have balloon activities mid-day or evening? Mixed use open space is vital for all communities. Sprawl and poor planning are the enemies of open space. Open

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space is a vital quality of life component. If landing space drives creating and maintaining open space, that would be excellent;

- Yes
 - No, thought it was strictly cold weather event;
 - It's vital
 - Not yet - Marketing of Balloon Museum, year-round events similar to those that go on during the Fiesta. i.e., races, glows, etc.;
 - Yes
 - Yes, advertise monthly events;
 - Yes;
 - Yes. More ballooning events and advertising of them;
 - No, I think it could become commonplace with over exposure
 - YES
 - No, not sure
 - Yes - promote year round have another balloon fiesta since it's all packed in within two weeks in October
 - No, the stats are impressive - did not realize; Need to see the balloons up which is probably best and most obvious if balloons are up 200 plus days - doesn't seem like we see them that often.
 - I do, but I think that most people do not and that we could use more promotions/marketing so that others realize this
 - Somewhat. Perhaps a secondary balloon event and/or involving balloons in other destination activities like festivals
 - Yes
 - Yes - I'm concerned about this focus - Ballooning is important but it's not the only focus. We're already known for this
 - Yes
 - yes
 - yes
 - Can be marketed as year-round activity, but there are seasonal/climatic discomforts (spring winds, summer heat.)
 - No, I thought it was too cold in winter, too hot in summer. Advertise to increase awareness. How about developing a reality TV show around ballooning? Set in ABQ. Include contests and games. Get a sponsor - Gruet champagne?!?!
 - Yes/Acquire landing areas
 - No
 - It is a year round activity
 - Yes - But we need to promote the sport with education, more events, work with museum
 - Definitely year-round/Involve families/more education
-

11. How would you establish the idea of Albuquerque being "The Hot Air Ballooning Capital of the World"?

- more information on monthly events - AAAA flying events
- I don't understand the question
- maintain more landing sites
- start branding ABQ as the hot air ballooning capital of the world
- build on including every aspect of ballooning, hold multiple events
- maintain year round focus
- encourage community to incorporate ballooning into their logos and marketing materials
- "own it" start tag line
- Protect what we already have at any cost
- Branding with balloons
- Crafting the appropriate message and target markets
- Sell it to residents too, so they will be proud
- More events/increased exposure
- Great idea
- Continue to protect landing sites
- Make it a tagline in all ads about ABQ
- Use the Balloon Museum for meetings to share the ballooning experience; Promote not only Fiesta, but also the science, arts & sport of ballooning.
- Ad & PR efforts, protect and supply the needs of the fiesta
- Increase international activities, Promote the City and ballooning abroad
- If visitors don't come during fiesta - need access to programs that may influence future trips & when they come back to ABQ
- Promote the ABQ Balloon Museum/save landing sites
- More national and world-wide marketing in airports
- Incorporate balloon image into all things ABQ
- Make it that - the proof is in the pudding
- No charges for landing on reservation land
- Ballooning 280 days per year up In flight that "is" Ballooning at its best
- More events, maintain open space for landings, Abruzzo Balloon Museum must be aggressively marketed
- Year round exposure - targeted events
- Say it/use balloons in advertising/fly famous people/take balloons w/us when ACVB travels
- There are events all the time (AAAA & Top Gun), but not advertised to public - need to get the word out
- A hot air balloon tour w/ t-shirts promoting cities and dates and launch from major cities around the world!

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- More balloon events, perhaps events at Balloon Park at hours that people can watch and/or participate.
 - See above. Involve balloons and/or balloon info on "non"-balloon events like festivals
 - N/A;
 - I think it already is
 - Use Internet - blogs - U Tube - ballooning enthusiast organizations websites around the world
 - Market the major participants in ABQ ballooning industry of a total package (Fiesta, Balloon Museum, Quad-A, Manufacturers of balloons and regalia, commercially operated balloon rides) - do not just focus on Fiesta or any one solo ingredient Emphasize contributions of ABQ to history of ballooning
 - Promote the sport in other cities, countries, etc.
 - Be the leader
 - Absolutely! We are - we need to own it. Why is there little or no branding at the airport and downtown
 - Protect and identify landing sites. Have ground schools - balloon camps at museums, etc. Public and Private partnerships to obtain and develop land for park/landing sites
 - Constant upfront Visual Image
-

12. How would you promote the culture and heritage of our area?

- Centralized area for information and historians or professionals on each area
- HIRE THE BEST AD AGENCIES TO DO THIS
- continued consultation with those cultures being promoted should be of high importance - cultural sensitivity a must;
- we do this on a 1-1 basis, less paper fliers/rack cards & more visuals (digital billboards) and enthusiastic knowledgeable front line contacts.
- work with pueblos on cultural hands on programs; people want to sight do, not sight see
- maybe list volume x # galleries, X# pueblos, etc x# musicians
- show everyone how they benefit by working together
- special events and press coverage, travel magazines, am news shows, etc.
- Preserve it; don't change it
- I like the route you are going and more promotion to gay tourism
- local museums working together and supporting joint events;
- Already doing it - tricultures and others
- Ads in other culture markets
- With class
- Publications- emphasize Hispanic/Native as cultures; cuisine, outdoors;

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- As the "real" Santa Fe. We have the real deal here;
- Long discussion - historical facts
- Knowing what fiesta's, artshows and dining experiences are available;
- Constantly
- TV and magazine ads, travel writers, segments on the Travel channel;
- Offer guided tours (via bus) of major cultural sites
- Ad & PR efforts. Make sure those experiences are felt from arrival to departure;
- I like the ideas offered. We have needed stronger efforts between cultures for a long time;
- Respect it and preserve it (you must learn it first);
- The cultural heritage here is incredibly strong. The real key is making people realize that outside our region. Also, we need good ways for people to find information when they are here. A central box office. Cultural maps. Handbills that highlight cultural opportunities at any given time. An IPCC and NHCC partnership is a great idea: In Airports and airplane magazines;
- Make it part and parcel of overall effort;
- Product development is critical before promo;
- Continue to use this in ads, take artists to other cities;
- We need some really big events planned during the year;
- Include them in all promotional material;
- A downtown transportation (transit) type development to help our hotel guests get from one place to another;
- We are succeeding w/ the beautification of the Sunport and Big I renovations;
- Internet;
- Emphasize diverse delivery systems - different ways people can access
- I would like to see more festivals (art, dance, food, etc);
- Make sure it is involved regionally!;
- Create the idea the ABQ region is an exotic destination - one that is completely unique because of our multi-cultural and heritage history. Also include events that exist and support same;
- Cultural heritage tourism coordination;
- Need to get more tours/partners to develop focus on pueblos;
- Target potential visitors with disposable income from the Native Americans, Latinos, etc. - Cultures - Art Communities - Museum enthusiasts;
- Website; Audiovisuals: type of program on ABQ that visitors see upon arriving at Sunport should also be visible in major hotel lobbies and on hotel room TVs, culture and heritage kiosks at Sunport and hotels (e.g. La Posada);
- Participants in the "Up, Up and Away" Reality Show would be shown going to museums, NHCC, eating, watching theater, etc.;
- Through strategic advertising;
- Include surrounding areas - East Mountain area/Turquoise Trail

13. One of the Key Goals involves the development of new products related to the culture and heritage of our area. What ideas do you have for these products?

- Collaborative promotional efforts of these new products by all those so can potentially benefit;
 - Ecotourism to care for cultural treasures
 - free ipod/mp3 cultural /heritage downloads
 - Expand exhibit at NHCC showing contributions of Hispanics to our country/world
 - A deeper understanding locally - see other remarks
 - Don't commercialize us! We already have jewelry, clothing, landscape/ architecture;
 - less junky stuff, fine foods, preserves, chile pepper everything
 - Get all appropriate stakeholders together
 - Web profiles of attractions. Packaged festivals - coordinate events from various flavors into one "Festival." Promote, provide guides to that package;
 - Outdoor recreation that includes historical education;
 - All native American balloon event - Native American pilots and balloons;
 - Visit the Balloon Museum Shoppe - there's lots of cool things that we could use to promote ballooning;
 - Our event Globalquerque is a perfect cornerstone. The new NM Jazz Festival is exciting. The ABQ museum amphitheater has huge potential and is underutilized. NHCC is a gem that can use more attention and support. The Kimo is such a great and underutilized resource. There is lots of potential there. Better linkage between all the cultural elements would increase attention for everyone. ABQ Museum could increase cultural connections between exhibits and other elements (music, theater, art). Exhibitions should be more than just the exhibit. If all this is already happening, then marketing is an issue;
 - The quantity, quality & diversity of cultural, public institutions can sustain consistent visitorship year round & during non-special event times
 - Think about our architecture and zoning in that context;
 - More packaged tours - photography in areas not normally open to visitors;
 - Some type of "six flags" park reflecting culture and heritage;
 - New Mexico Symphony Orchestra concerts and other performances;
 - Get approval to use Bugs Bunny for a commercial instead of taking "a left turn in ABQ" that he stayed and enjoyed the sites of the city w/friends Daffy, Elmer, etc.;
 - Really like the Indian market ideas - opportunity to build off those;
 - There should be more focus on some of the newer products that already exist;
 - Additional facilities in East Mountains and Sandia Crest;
 - More tours like the ones just developed by the IPCC and Acoma Pueblo;
-

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- Look at convention calendar in advance and identify events and activities that would help support C & H visitors/tourists;
 - See above. Offsite audiovisuals/ TV and flat screen presentations in hotels, kiosks with sample exhibits and informational brochures;
 - Q game - ask Ann or Fred
-

14. What do you think of the idea that those working in tourism-related areas who are now Spanish-speaking only should acquire English language skills, and that those who are now English-speaking only should acquire Spanish language skills?

Good idea 47

Don't like the idea 3

No opinion 5

- Excellent idea
 - Absolutely!
 - All need to speak English! Not so much Spanish.
 - Necessary especially for Spanish-speakers to develop English language skills;
 - being bilingual is an asset & promotes personal development
 - Optional per person - not mandatory. If you have staff who are bilingual fine, but don't make it required by everyone;
 - if work will pay for it
 - Not necessary - use the skills that each person has;
 - Important for all of us to be bilingual;
 - If done with sensitivity;
 - We actually get more FRENCH AND GERMAN SPEAKING VISITORS THAN SPANISH
 - You should not force bilingualism, but rather increase of bi-multilingual workers in tourism industry and basic language skills.
 - as flights come into ABQ from Mexico, this idea will gain support if drive to city wouldn't seem to be as necessary as those who would be in driving radius, would primarily speak English. Fly to would draw more Spanish speakers;
 - I think employers should compensate them for having this bilingual asset in their pay rates;
-

15. What are your thoughts about training taxi drivers, shuttle bus operators, bus drivers and rental car agents on attractions, culture and history of the area?

- GOOD ONES ALREADY DO THIS AND THE WEAK ONES DO NOT (AND WILL NEVER) CARE
 - good idea;
 - I AM SURE THESE FOLKS ARE @ 90% OF THOSE WHO HAVE REAL CONTACT WITH VISITORS;
 - great plan!
 - great idea if they are motivated to do so;
 - can't hurt - hard to enforce;
 - this is a good idea; helping people get acquainted with ABQ;
 - excellent idea!
 - great idea - much needed;
 - Very good idea
 - every citizen needs to be trained in my opinion;
 - be sure to include the valet guys at hotels and casinos! Very important! Plus we need to instill pride in our city with them. They are often negative and pass that on to our tourists;
 - Definitely;
 - Yes;
 - Good Idea;
 - Excellent idea, should have been done a long time ago;
 - Good idea, but high turnover, may not make it practical. Written or video training may be better;
 - Good idea. All of Albuquerque needs to build positive self-esteem. Is the concierge guide online? Can we put aspects of it @ CABQ.gov?;
 - They are part of the Destination. They should be represented;
 - I want the contract
 - Saturday morning the hospitality industry should offer hospitality classes - this would assist the drivers in getting better tips and help entice the guests to great venues;
 - Essential;
 - Definitely! No-Brainer!;
 - Great idea
 - Great idea;
 - A great way to enhance the visitors experience and demonstrate our friendliness;
 - Good idea. I'll gladly work with you on this;
 - All frontline folks are marketers, move knowledge, better product;
 - As long as information is good and they answer the visitors needs - They should at least know where everything is located and have information (concierge book, maps, directions, hours);
-

Feedback Form, Page 18

- Vital, relying on cabs in NM is scary;
 - Very good idea;
 - Great idea;
 - Great idea;
 - Definite. Most just don't know;
 - FAM tour;
 - Great idea;
 - Yes, train them to speak more positively about ABQ and NM to visitors;
 - This would help our city greatly;
 - Great idea, but I am doubtful of effectiveness because of turnover at those levels;
 - I was in New Orleans and had two wonderful cab drivers who knew a lot about their culture and City and I loved riding and listening to them;
 - Good idea;
 - absolutely
 - Necessary;
 - Very important;
 - Since these people are often the very first people that visitors come into contact with, I think it is a fantastic idea;
 - great idea;
 - Good idea;
 - think it's a good idea;
 - Excellent strategy!;
 - They can be a wonderful source of information to visitors;
 - Definitely - but start with more training with hotel concierges!;
 - Vital, key to success and growth, produce friendly and enthusiastic ABQ ambassadors;
 - Yes;
 - Great idea if you can do it;
 - This is a must! These people are "Tourist" first contact. First impressions are important.
 - Absolutely. Balloon Fiesta would love to offer training to materials?,,hospitality ...for 2007 Balloon Fiesta
-

Who do you think might sponsor such a training?

- Tourist attractions;
 - The businesses who hire these people should do this, but if it is not important to these business owners it will rarely be important to these employees;
 - Could WE GET FUNDING FROM THE STATE LEGISLATURE, COMBO CUSTOMER SERVICE AND KNOWLEDGE ABOUT THE RESOURCES , BE A FREE ON LINE TYPE TRAINING City needs to step up to the plate, not just acvb;
 - the city
 - city
 - acvb;
 - city; acvb - how about having escort notes available to the taxi drivers, etc;
 - City
 - CNM, UNM, Hospitality
 - how about set up a fund to support the tourism industry, supporting initiatives such as this, from the funds collected from the new red light runner funds being collected by the city. This would benefit the State and City and perhaps would provide more support for this controversial program.
 - I would be happy to help find sponsors downtown. I like the 3 ring binders you did;
 - Aviation, car rental and city transportation and ACVB direction (sp?) only - no faculty from ACVB. This issue is NOT necessarily visitor only - they should see it as a "Dale Carnegie" course in certification
 - Government, businesses, and whoever wants to engage;
 - No idea. Industry associations? Restaurant associations, hotel associations?;
 - county Lodgers tax and contribution from museums and galleries;
 - GAIA - rotate the training to different hotels or utilize the cluster groups;
 - City of ABQ;
 - Bus Company? Southwest Airlines, Transit Authority;
 - I'm not sure;
 - ACVB - with support from employers;
 - COA, UNM and participate in what is going on;
 - Information video to distribute/"concierge" publication
 - Attractions need to invite them to visit
 - NM DOL
 - ACVB, TANM;
 - UNM, DOT Cooperatively w/ACVB;
 - Tribal leaders/hotels/attractions/corporations;
 - City, NM DOT;
 - ACVB, AHCC, IPCC;
 - The Mayor, use Red light camera dollars;
 - Dept of transportation - bus, train, rapid ride, rail runner;
-

Feedback Form, Page 20

- Those transportation companies - they need to come to the table and do their part;
 - All strategic partners - hotels;
 - ABQ CVB;
 - The CVB seems like the logical choice - the IPCC should help as far as culture goes;
 - Reps from ACVB member organizations at destination locations;
 - Any industry that serves as frontline;
 - ACVB in conjunction with City of ABQ (along with other contributors e.g. GAIA, AHCC) in a collaborative effort. Train by actual stakeholders in hospitality and tourism industries. This shall be followed by "top down" training from key stakeholders to other levels of their institutions ("training from within");
 - Good question. How about UNM Anderson School students (psychology students, social welfare students, etc) who would receive credit for their work. Positive media attention should never be underestimated;
 - Airport, ACVB, Chamber of Commerce (both), CABQ, state legislature, state tourism, NM tourism agency, etc.;
 - It should be ACVB;
 - 311/City of Alb for the larger groups
-

16. Please share your reaction to the proposed new branding for our city. How do you see this being implemented with other elements of the Destination Master Plan?

- Confusing how it all fits together
- Exciting, works well with a variety of concepts
- GREAT Q
- As said, it has lots of potential and legs
- I love the idea of "Q", Q-Town, etc BUT, the primary "Q" is a confusing graphic. The mountain looks like a feather. The city seal should not be altered.
- What happened to Bernalillo Co. Government? Should be regional and not city.
- WOW! That's awful. I thought the color was horrible - that green looks like baby spit-up on the first one. The one I like the best is "Sunrise". I would not use ANY of the other renderings. I think ABQ is better than just "Q". The reason KC or DC works is because it's shortened from the full name. The CVB has worked so hard this year for good press and positive spin. I think the city's branding just slowed your momentum.
- Love it! Let's use the tin, leather and potter motifs everywhere.(note: this may have been unclear on the "Q"uestion)
- Good work! The "Q" will take some getting used to!
- I'm not sure.

Feedback Form, Page 21

- Find ads with "tin" and "leather" look a bit subdued (colors), antiquated - do not capture vibrant colors and energy of Albuquerque. Some slogans also strike me as bland, but I may not be representative of your key target markets! Some concerns about "Q" approach - in San Francisco, for example, Q is used as symbolic of "Queer" often in derogatory way. Will try to be open minded; idea is creative.
- "Q" is fine - the style was disappointing.
- Utilize the filming industry to help promote the city.
- I really like the idea of using the "Q" and I think it can be easily worked into almost every marketing campaign.
- It seems cute - let's see if it lasts.
- I like it - modern and reflects the diversity of our city.
- The new brand will work well with the DMP. New brand new ad campaign.
- Albuquerque is the friendly city. "Greater Albuquerque Area" I'm getting the Que for the "Q"
- Looks great!
- "Q" is great
- Nice
- It's about time we did this!
- I think the "Q" does have legs. I think the font/shape is a little too symmetric. Part of the pull of the "Q" is it's asymmetric the way it reaches out and connects to what is around it. I think people will make a lot of and from the Q. It's a great start
- Looks good!
- It is unique and eye catching.
- The logo doesn't read as a "Q"
- How does this relate to "Q" marketing by city? We need cohesiveness. How does "Q" relate to tin/leather? Can you help us understand how they relate?
- Very encompassing - perhaps a semi-annual update in less formal venues. I was personally skeptical of some areas of progress.
- First reaction - it doesn't look like a "Q". I like the idea. I see all the possibilities for tie in. The "Q" in ACVB logo is better (I guess the egos of ad agencies make it difficult.)
- Like the sun-rise "Q", over the other choices. Think this is a start and we need to build upon this; as we haven't established our identity successfully yet.
- I think the "Q" is great! We can all use it!
- Love it!
- Love the concept of the "Q" but think it needs to be narrower. Not crazy about your slogans/headings on ads/flyers/brochures. Need better pictures for everything - pictures of the balloon museum - an award winning building shaped like a balloon.

Feedback Form, Page 22

- The rationale won't work out of state. This will be invisible to out of city customers. The execution of the idea/brand is ugly.
- Interesting
- Impressive.
- Great idea - it's imperative to brand ABQ - speak as one voice. Look like the best place to visit 12 months a year.

16. After seeing the presentation, what is your impression of the Destination Master Plan for Albuquerque? Do you think progress is being made?

Yes: 50__ votes

No: ___ votes

Not Sure: 3__ votes

- Good job in identifying key values, audiences (target markets), opportunities & key strategic partners.
- Yes, but more research than accomplishment? I have high hopes!
- Thanks for the intent to engage a staffer specifically for heritage & culture
- Definitely-haven't been this excited about ABQ since I moved here 10 yrs ago.

18. What's the best way to communicate progress on the DMP, to keep you involved and interested?

Newsletter Monthly 18__ votes

Newsletter Quarterly 22__ votes

Phone Chain 5__ votes

Website (controlled access section) 26__ votes

Community Meetings / Presentations / Town Hall 27__ votes

Other:

- e-mail
- phone chain for big events that we should support
- distribute to locals too; town hall 5 - 10 min standard update at monthly 5 - 7 PM reception. Promote location of update to improve reception attendance (is he speaking of Biz Exchg?)
- expand committees
- e-mail/newsletter
- ALL of the above
- Media, news, radio, mail
- e-mail
- e-mail/list serve
- ACVB meetings
- I intend to continue and strengthen the role of culture services and will be informed through our participation
- e-mail link to controlled access to website.

Any Other Thoughts?

- Can I please get a forward of the PowerPoint due to not being able to see it all.
- There should be a print out of the presentation to refer to -- preferable handed out prior to presentation. Trade "demo" graphics for "psycho" graphics. Think, live and play regardless of age.
- "Natural Playground" "Green" community and environmental. "Albuquerque: who knew?" concerns are important to more and more people.
- No USFS, Sandia District participation, a "Big Hole"
- Less people talking - too much info and too long of a presentation to keep people focused; send out information in advance and use this as a recap/summary to keep it shorter.
- Great idea to hold this event! Really impressive plan and progress.
- Keep a steady flow of financial information on tourism dollar impact directed to the city and regional politicians.
- Continue to tell your story via education/training session.
- One of the best ways to continue attracting visitors to ABQ is to continue improving ABQ live-ability. Events, activities, attractions, etc. grow and offer quality experiences.
- Inadequate space on this form for anything except very simple or generic responses... one option would be to allow participants to take form "home" to fill in, or to provide online form to fill out. You may get more complete, valuable information... greater quality, although fewer feedback forms may be submitted (less quantity).
- Good job, but program one hour too long.
- Great presentation!
- How can we share digital photos content? Can we be smart about technology behind events calendar? So it's centralized or shareable?
- Would love this information to get out to the public more. Will take the whole city.
- Offer a suggestion or comment/feedback section on the website. Great job Scott Appleman! Proud to having you represent!
- I am brand new to Albuquerque and am very impressed with all the work going into making this a world class destination, I would love to be involved and help however I can!
- I don't see wildlife viewing in the plan. There is a market for that - we have many unique animals who tourist want to see. Prairie dogs, roadrunners, cougars, etc.
- The National Parks Service must be a regional partner - probably US Forest Service as well - there are 13 National Parks in NM and half are just a couple of hours from ABQ. I appreciate "recognition of the host cultures" & attention to authenticity.

Feedback Form, Page 24

- Work hard to make the "Tent" bigger. Photo quality of screen graphics was very poor. Work with local network/TV news. IT is pathetic to present so much bad news.
- You have a great staff and board! Very focused and dedicated! Keep up the great work!!
- Couldn't connect this questionnaire with slides and presentation.
- More cuisine emphasis. Private tours for the affluent traveler ??? should do this. (Outdoor, cultural, museum, etc.)
- More education for staff in all related service possibilities. Preserve our Open Space for ballooning. Driving billboards for the locals to be courteous on the roads.
- This is an exciting time for ABQ ACVB and the Destination Albuquerque participants have been doing a great job. Congratulations!
- Frontline training needed - when, where? Needs to include institutional frontline people - not just transportation people.
- Yes, but later - it's hard to write in my legs.
- I would hope for great inclusion of the airlines who fly to our city. Let's also remember to market Albuquerque as a "Fly-to" city, as well as a "Drive-to" city. The potential is limitless in this regards to attract new flights from to even more destinations!
- Albuquerque has the potential - we haven't even grazed the surface.
- Have the reservations get rid of charge for landing balloons.