ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

DESTINATION DASHBOARD MAY 2018

• UP 6.7% FYTD

- •Mar '18: \$1,244,110 •Mar '17: \$1,136,327
- •FYTD: \$9,404,350.97
- •PYTD: \$8,814,478.34

Lodgers' Tax



UP 2.3% CYTD

- •Apr '18: 67.2%
- •Apr '17: 65.0%
- •CYTD: 61.4% •PYTD: 60.0%

Hotel **Occupancy**

• UP 2% FYTD



• UP 2.4% CYTD

- •Apr '18: \$85.42
- •Apr '17: \$82.24
- •CYTD: \$80.81
- •PYTD: \$78.92

Average Daily Rate



DOWN 6% FYTD

- •May '18: \$8.5M •May '17: \$2.6M
- •FYTD: \$86M •PYTD: \$92M

Booked



•May '18: 21,076 •May '17: 5,057

- •FYTD: 196,105 •PYTD: 191,875
- Booked



(Meetings, Conventions & Sports)

• UP 6% FYTD

- •May '18: 45,681
- •May '17: 16,903
- •FYTD: 296,479 •PYTD: 280,178

Booked Attendance

(Meetings, Conventions & Sports

• UP 15% FYTD

- •May '18: 47 •May '17: 20
- •FYTD: 300
- ●PYTD: 260

Total Booked **Events**

(Meetings, Conventions & Spor

• 114 Sports Events **Booked FYTD**

- •Room Nights: 121,067
- •Attendees: 241,747 •Direct Spend: \$50M

• 50 Total Citywides

•Room Nights: 122,331

•Attendees: 183,769

Booked FYTD



• 90 Site Visits **Conducted FYTD**

- May Sites: AFA; AMWA; NRAO; CAC; 525 FSI; CAMA; SAC; Premier
- Baseball

Sales Fams & Site Tours



•18 New Citywides **Booked FYTD**

•Room Nights: 36,499 •Attendees: 38,285 •Direct Spend: \$19M

New Citywides



• 250 Non-Citywides Booked FYTD

•Room Nights: 73,774 •Attendees: 112,710 •Direct Spend: \$32M

Non-Citvwides



(Meetings, Conventions & Sports)

•Direct Spend: \$54M

Total Citywides

(Meetings, Conventions & Sports)

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

DESTINATION DASHBOARD MAY 2018

•DOWN 0.8% FYTD

- •FY18-Q3: 20 •FY17-Q3: 24
- •FYTD: 247
 •PYTD: 249

of Group Tours



• UP 6% FYTD

- •FY18-Q3: 500 •FY17-Q3: 989
- •FYTD: 13,672 •PYTD: 12,853

Group Tour Room Nights



•DOWN 9.6% FYTD

- May '18: 193,637May '17: 172,798
- •FYTD: 1,663,723 •PYTD: 1,840,590

Website User Sessions



• UP 105% FYTD

- •May '18: 10,297,890 •May '17: 4,950,865
- •FYTD: 68,686,143 •PYTD: 33,552,141

Advertising Impressions



• May '18: 100%

- •Barcelona Rating over 40
- •FY18-Q3 (Jan-Mar)
- •Natl/Intl Articles: 342
- •Impressions: 634,809,966
- ●Pub Value: \$7,255,067

Earned Media Coverage



37 Media Visits Conducted FYTD

 May: Includes Artisanal ABQ Press Trip with 5 journalists; plus 1 site visit with German journalist Ralf Johnen

Media Site Visits



UP 3% FYTD



- •Followers: 126,227
- •Engagement: 8,519

Facebook



• UP 22% FYTD



- •Followers: 57,936
- •Engagement: 1,448

Twitter



• UP 57% FYTD



•Engagement: 6,981

Instagram



DOWN 3% FYTD

- May '18: 6,548May '17: 7,506
- •FYTD: 68,188 •PYTD: 70,760

Information Center Visits



•DOWN 12% FYTD

- •May '18: 2,413 •May '17: 2,564
- •FYTD: 29,773 •PYTD: 33,886

Visitor Guide Fulfillment



UP 130% FYTD

- •May '18: 7 •May '17: 5
- •FYTD: 207 •PYTD: 90



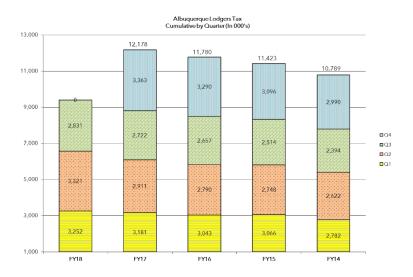


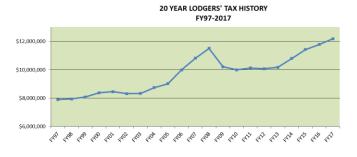


CHANGE YOUR PERSPECTIVE

PRESIDENT'S REPORT MAY 2018

| | 5% F | Hotel Occupand | cy Tax Collections | | | | | | | | | |
|---------------------------|------------------------|----------------|--------------------|----------------|---------|--|--|--|--|--|--|--|
| Monthly Compariso | on Current Revenue | | | | | | | | | | | |
| | | % Ch from | | | | | | | | | | |
| Mar '18 | Mar '17 | Mar '17 | FYTD | PYTD | FY % Ch | | | | | | | |
| \$1,176,112.97 | \$1,120,261.69 | 5.0% | \$9,128,741.10 | \$8,647,869.60 | 5.6% | | | | | | | |
| Monthly Comparison Airbnb | | | | | | | | | | | | |
| % Ch from | | | | | | | | | | | | |
| Mar '18 | Mar '17 | Mar '17 | FYTD | PYTD | FY % Ch | | | | | | | |
| \$37,112.73 | \$0.00 | 100.0% | \$142,198.14 | \$0.00 | 100.0% | | | | | | | |
| Monthly Compariso | on Total Revenue exclu | uding Airbnb | | | | | | | | | | |
| | | % Ch from | | | | | | | | | | |
| Mar '18 | Mar '17 | Mar '17 | FYTD | PYTD | FY % Ch | | | | | | | |
| \$1,206,997.08 | \$1,136,326.86 | 6.2% | \$9,262,152.83 | \$8,814,478.34 | 5.1% | | | | | | | |
| Monthly Compariso | on Total Revenue Curr | ent/Airbnb/Del | inquent | | | | | | | | | |
| | | % Ch from | | | | | | | | | | |
| Mar '18 | Mar '17 | Mar '17 | FYTD | PYTD | FY % Ch | | | | | | | |
| \$1,244,109.81 | \$1,136,326.86 | 9.5% | \$9,404,350.97 | \$8,814,478.34 | 6.7% | | | | | | | |



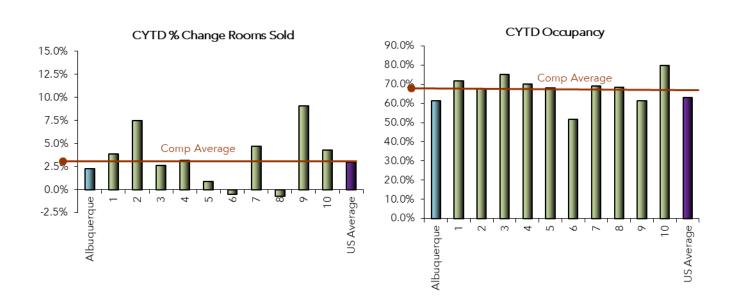


Source: City of Albuquerque - Treasury Division, City Economist

SMITH TRAVEL RESEARCH

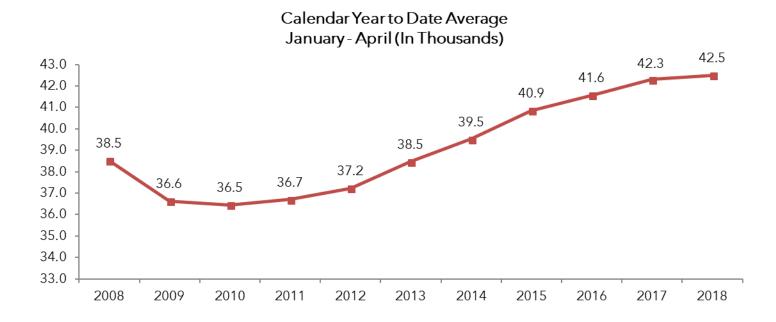
| | | | | Lo | odging In | dustry Re | port | | | | | |
|-----------------|-------|-------------|----------|-------------|----------------|-----------------------|-----------------------|-------------|----------|-------------|----------------|-----------------------|
| | | | April | 2018 | | | Calendar Year To Date | | | | | |
| | Осс | % Ch Occ | ADR | % Ch ADR | % Ch RevPAR | % Ch Rooms Sold | Occ | % Ch Occ | ADR | % Ch ADR | % Ch RevPAR | % Ch Rooms Sold |
| Albuquerque | 67.2% | 3.4% | \$85.42 | 3.9% | 7.4% | 3.8% | 61.4% | 2.3% | \$80.81 | 2.4% | 4.7% | 2.3% |
| Markets | | | | | | | | | | | | |
| 1 | 76.1% | -3.7% | \$152.36 | 2.2% | -1.6% | 4.9% | 71.8% | -3.2% | \$150.92 | 0.2% | -3.1% | 3.9% |
| 2 | 73.6% | 6.6% | \$128.21 | 4.3% | 11.3% | 11.2% | 67.6% | 2.7% | \$121.12 | 1.5% | 4.3% | 7.5% |
| 3 | 71.5% | 4.7% | \$119.43 | 5.4% | 10.3% | 3.5% | 75.2% | 3.6% | \$130.11 | 5.1% | 8.9% | 2.6% |
| 4 | 70.7% | 3.0% | \$109.45 | 6.9% | 10.2% | 6.2% | 70.1% | 0.7% | \$110.92 | 1.8% | 2.6% | 3.2% |
| 5 | 70.8% | 0.1% | \$96.68 | 6.6% | 6.6% | -0.3% | 68.1% | 1.5% | \$90.23 | 0.6% | 2.1% | 0.9% |
| 6 | 55.8% | -2.1% | \$84.79 | 1.6% | -0.5% | 0.5% | 51.6% | -2.7% | \$81.69 | -0.7% | -3.4% | -0.5% |
| 7 | 74.7% | 3.1% | \$113.17 | 4.5% | 7.7% | 6.5% | 69.1% | 0.4% | \$112.12 | 2.7% | 3.1% | 4.7% |
| 8 | 73.4% | -4.6% | \$130.89 | 1.2% | -3.5% | -1.7% | 68.3% | -3.1% | \$124.12 | 0.4% | -2.7% | -0.7% |
| 9 | 66.2% | 5.6% | \$86.73 | 3.8% | 9.5% | 12.0% | 61.4% | 3.1% | \$84.11 | 2.3% | 5.5% | 9.1% |
| 10 | 76.9% | 3.2% | \$147.40 | -1.2% | 1.9% | 5.0% | 79.7% | 2.1% | \$163.57 | 1.3% | 3.4% | 4.3% |
| Comp Average | 70.6% | 1.8% | \$114.05 | 3.6% | 5.4% | 4.7% | 67.7% | 0.7% | \$113.61 | 1.6% | 2.3% | 3.4% |
| US Average | 67.9% | 0.9% | \$130.33 | 3.3% | 4.2% | 3.0% | 63.2% | 0.9% | \$128.19 | 2.7% | 3.7% | 3.0% |

| | Corridor Reporting (represents only the top 5 Meeting Properties based on size) | | | | | | | | | | | |
|------------|---|-------------|----------|-------------|----------------|-----------------------|-------|-------------|----------|-------------|----------------|-----------------------|
| | Occ | % Ch Occ | ADR | % Ch ADR | % Ch RevPAR | % Ch Rooms Sold | Occ | % Ch Occ | ADR | % Ch ADR | % Ch RevPAR | % Ch Rooms Sold |
| Downtown | 77.7% | 3.7% | \$120.09 | -0.3% | 3.4% | 3.7% | 67.5% | -0.6% | \$117.55 | 1.0% | 0.4% | -0.6% |
| Uptown | 65.1% | -5.4% | \$108.95 | 1.6% | -3.9% | -4.7% | 59.9% | -6.2% | \$104.60 | 0.9% | -5.3% | -5.4% |
| Airport | 83.3% | 3.5% | \$94.17 | 4.0% | 7.7% | 3.5% | 73.5% | -1.0% | \$90.06 | 2.5% | 1.5% | -1.0% |
| N Corridor | 64.9% | 1.5% | \$93.13 | -0.5% | 1.0% | 1.5% | 62.1% | 7.2% | \$90.03 | -2.6% | 4.5% | 7.2% |



Source: Smith Travel Research Inc - Republication or other re-use of this data without the express written permission of STR is strictly prohibited. Comp Set Includes: Salt Lake City, Tucson, Austin, Charlotte, Little Rock, Denver, Phoenix, Portland, Oklahoma City and Arlington

Albuquerque Leisure and Hospitality Employment

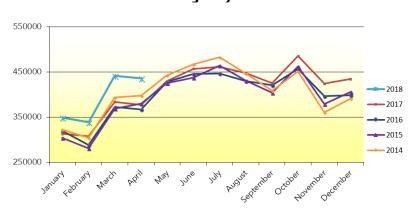


Source: Bureau of Labor Statistics

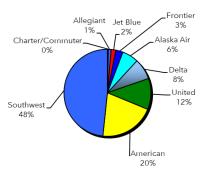
Albuquerque International Sunport Activity

| | Aviat | ion Passen | gers | | | | | | | |
|---|---------|------------|-------|---------|---------|-------|--|--|--|--|
| | | | | | | | | | | |
| Total Enplaned Passengers | 218,977 | 190,300 | 15.1% | 784,022 | 696,848 | 12.5% | | | | |
| Total Deplaned Passengers 217,114 187,100 16.0% 781,435 685,589 14.0% | | | | | | | | | | |
| Total All Passengers 436,091 377,400 15.6% 1,565,457 1,382,437 13.2% | | | | | | | | | | |

Total Passengers by Calendar Year



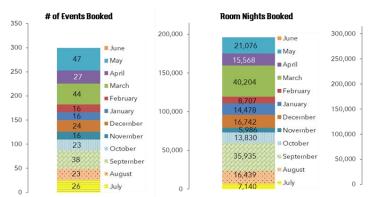
April 2018 Airline Market Share

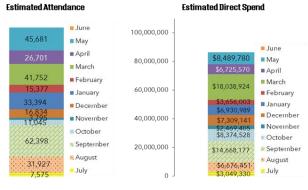


Source: Albuquerque International Sunport

CONVENTION SALES, SERVICES & SPORTS





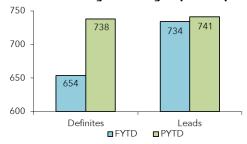


| | | | May | | FYTD | | | | |
|---------------------|-------------|----------------|-----------|--------------|-------------|----------------|-----------|--------------|--|
| TOTAL BOOKINGS | # of Events | Room Nights | Attendees | Direct Spend | # of Events | Room Nights | Attendees | Direct Spend | |
| Number of Events | 47 | 21,076 | 45,681 | \$8,489,780 | 300 | 196,105 | 296,479 | \$86,388,298 | |
| New Citywides | 2 | 2,932 | 3,460 | \$1,193,455 | 18 | 36,499 | 38,285 | \$18,618,593 | |
| Total Citywides | 4 | 7,800 | 14,052 | \$3,220,248 | 50 | 122,331 | 183,769 | \$54,282,460 | |
| Total Non-Citywides | 43 | 13,276 | 31,629 | \$5,269,532 | 250 | 73,774 | 112,710 | \$32,105,838 | |

| Meetings & Conventions | # of Events | Room Nights | Attendees | Direct Spend | # of Events | Room Nights | Attendees | Direct Spend |
|------------------------|-------------|----------------|-----------|--------------|-------------|----------------|-----------|--------------|
| Number of Events | 18 | 6,628 | 9,120 | \$2,449,723 | 186 | 75,038 | 54,732 | \$35,831,278 |
| New Citywides | - | - | - | \$0 | 9 | 21,517 | 12,850 | \$12,502,508 |
| Total Citywides | - | - | - | \$0 | 9 | 21,517 | 12,850 | \$12,502,508 |
| Non-Citywides | 18 | 6,628 | 9,120 | \$2,449,723 | 177 | 53,521 | 41,882 | \$23,328,770 |

| Sporting Events | # of Events | Room Nights | Attendees | Direct Spend | # of Events | Room Nights | Attendees | Direct Spend |
|------------------|-------------|----------------|-----------|--------------|-------------|----------------|-----------|--------------|
| Number of Events | 29 | 14,448 | 36,561 | \$6,040,057 | 114 | 121,067 | 241,747 | \$50,557,020 |
| New Citywides | 2 | 2,932 | 3,460 | \$1,193,455 | 9 | 14,982 | 25,435 | \$6,116,085 |
| Total Citywides | 4 | 7,800 | 14,052 | \$3,220,248 | 41 | 100,814 | 170,919 | \$41,779,952 |
| Non-Citywides | 25 | 6,648 | 22,509 | \$2,819,809 | 73 | 20,253 | 70,828 | \$8,777,068 |



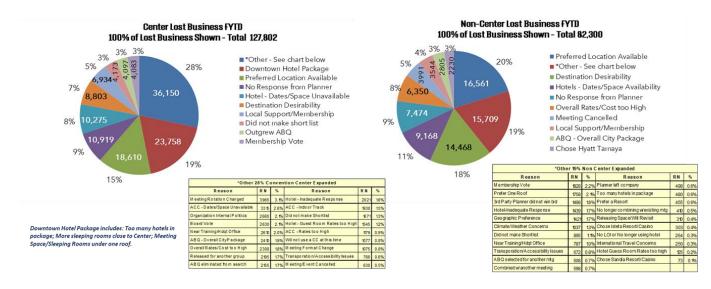


| | Cı | urrent Tentativ | /es | Current Tentatives | | | | | | | | | | | | |
|---------------|-------------|---|-------|--------------------|-------|--|--|--|--|--|--|--|--|--|--|--|
| | | We are projecting to turn the following room nights in: | | | | | | | | | | | | | | |
| | Room Nights | Jun Jul Aug % of Total | | | | | | | | | | | | | | |
| Center M/C | 85,003 | 5,321 0 3,055 9.9% | | | | | | | | | | | | | | |
| Center Sports | 4,732 | 1,450 | 2,547 | 0 | 84.5% | | | | | | | | | | | |
| NC Mtgs/Conv | 37,971 | 6,657 | 415 | 1,128 | 21.6% | | | | | | | | | | | |
| NC Sports | 13,183 | 1,878 0 0 14.2% | | | | | | | | | | | | | | |
| Total | 140,889 | 15,306 2,962 4,183 15.9% | | | | | | | | | | | | | | |

CONVENTION SALES, SERVICES & SPORTS



| | Meeting | s Lead Prod | uction | | | | | | | |
|--|---------|-------------|--------|---------|---------|-------|--|--|--|--|
| May '18 May '17 % Ch FYTD PYTD % Ch | | | | | | | | | | |
| Number of Leads | 70 | 65 | 7.7% | 562 | 553 | 1.6% | | | | |
| Total Potential Room Nights 53,742 35,267 52.4% 412,525 409,879 0.6% | | | | | | | | | | |
| Total Attendance | 67,059 | 25,266 | 165.4% | 427,173 | 386,001 | 10.7% | | | | |



| | | | May | | FYTD | | | | |
|----------------------|--------|--------|-----------|----------------------|--------|---------|-----------|-----------------------|--|
| Lost Business | # of | Room | Attendees | Direct Spend | # of | Room | Attendees | Direct Spend | |
| Lost Busiliess | Events | Nights | Attendees | Direct Spend | Events | Nights | Attendees | Direct spend | |
| Total Lost Business | 35 | 35,586 | 14,500 | \$ <u>25,760,289</u> | 282 | 210,102 | 115,087 | \$ <u>103,697,539</u> | |
| Convention Center | 8 | 22,451 | 9,880 | \$21,662,505 | 73 | 127,802 | 73,666 | \$75,167,536 | |
| Non-Center Mtgs/Conv | 25 | 10,185 | 3,720 | \$3,288,776 | 199 | 76,741 | 36,465 | \$26,548,561 | |
| Non-Center Sports | 2 | 2,950 | 900 | \$809,008 | 10 | 5,559 | 4,956 | \$1,981,442 | |

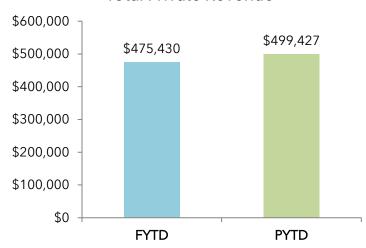
| | Top 5 Destinations Chosen over ABQ | | | | | | | | | | | |
|---|------------------------------------|--------------|--------|----------|-------|------------|-------|----------------|-------|------------------|-------|--|
| Convention Center Non-Center Meetings/Conventions Non-Center Sports | | | | | | | | | | | | |
| May | May FYTD | | | | / | FYTD | | May FY | | | | |
| Atlanta | 9,305 | Atlanta | 10,265 | Santa Fe | 3,523 | Denver | 4,340 | Reno | 1,475 | Reno | 1,475 | |
| Chicago | 3,246 | Chicago | 6,581 | Seattle | 721 | Santa Fe | 4,042 | Shreveport, LA | 1,475 | Shreveport, LA | 1,475 | |
| Dallas | 2,610 | Spokane | 4,975 | Tampa | 500 | Las Vegas | 3,097 | | | Morroco | 720 | |
| Spokane | 2,565 | Grand Rapids | 4,097 | Boise | 470 | Scottsdale | 2,905 | · | | Las Cruces | 120 | |
| Las Vegas | 1,243 | San Antonio | 4,086 | Denver | 436 | San Diego | 2,819 | | | To Be Determined | 499 | |

| | | Business Oc | curring | | | | | | | |
|-------------------------------------|--------------|--------------|---------|--------------|--------------|-------|--|--|--|--|
| May '18 May '17 % Ch FYTD PYTD % Ch | | | | | | | | | | |
| Number of Meetings | 43 | 41 | 4.9% | 294 | 277 | 6.1% | | | | |
| Room Nights | 41,832 | 33,224 | 25.9% | 172,101 | 152,900 | 12.6% | | | | |
| Attendance | 73,849 | 74,526 | -0.9% | 273,181 | 236,913 | 15.3% | | | | |
| Direct Spending | \$17,447,260 | \$13,507,725 | 29.2% | \$73,466,371 | \$60,509,685 | 21.4% | | | | |

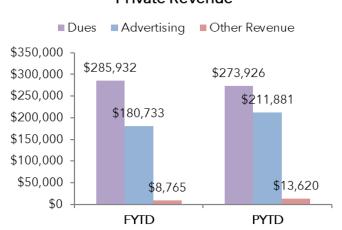
PARTNER DEVELOPMENT

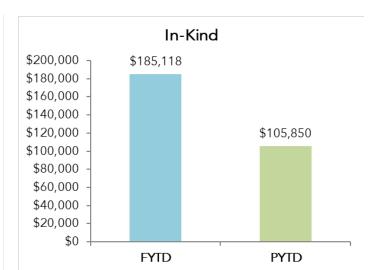


Total Private Revenue

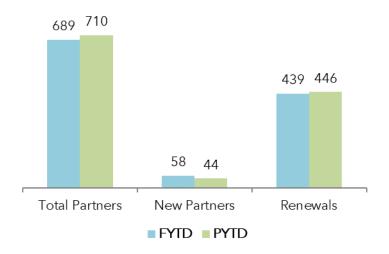


Private Revenue





Partners



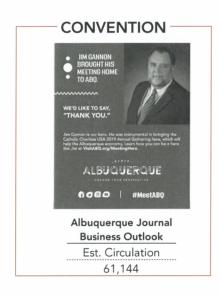
May Visit Albuquerque Partner Events:

May 14: ACE Training, The Bosque Retreat Center, 7 attendees

May 17: Partner Orientation, 3 attendees

PRINT ADVERTISING IMPRESSIONS

| YOY | FYTD18 | FYTD17 | MAY 2018 | MAY 2017 |
|------|------------|------------|------------|-----------|
| 105% | 68,686,143 | 33,552,141 | 10,297,890 | 4,950,865 |



PROJECTS

2019 VISITORS GUIDE

- PREPARATION
- TIMELINE
- MAP BIDS

IPW

- TABLE MAP
- TRADE SHOW BOOTH
- RV GUIDE ONE-SHEET

NSGA

- SAVE THE DATE POSTCARD
- YEAR OUT CELEBRATION FLYER
- POCKET GUIDE PREPARATION
- COVER SHEETS

ACC GENERIC WINDOW CLINGS

INNOVATIVE MARKETING **BROCHURE**

SUNPORT WELCOME DESK

MEETING PLANNER GIUDE **PREP**

CSD SIGHTS & SOUNDS

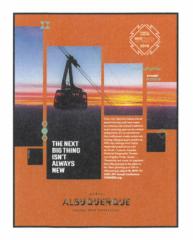
- LOGO DESIGN
- PRINT AD ->





COLLATERAL/AD PRODUCTION

MAY BUSINESS OUTLOOK ADS RE-ORDER OF WELCOME/ SHUTTLE BOARDS ALE CONFERENCE AD



DESTINATION BROCHURE - UPGRADE SOL RIO COFFEE/VISIT ABQ CO-BRANDING PACKAGING

POCKET PLANNER - MARKETING INFO AIRPORT COLLATERAL

- NAON
- NM DENTAL
- NACADA
- CAPLAW

815 BELLAMAH AVE NW, ALBUQUERQUE, NM 87102

PIÑON NATURALLY FLAVORED CONTAINS: 100% ARABICA COFFEE 1.5 OZ

THIS GIFT BROUGHT TO YOU BY: VISIT. VisitABQ.org #TrueABQ 0000



LGBTQ BANNER AD **DISCOVERY MAP AD** COMPANY CHECK DESIGN





| YOY | FYTD18 | FYTD17 | MAY 2018 | MAY 2017 |
|--------|-----------|-----------|----------|----------|
| -9.61% | 1,663,723 | 1,840,590 | 193,637 | 172,798 |

LICE TOWN SUMMEN STARTS HERE Use of find anomaly of the find and the garden for range. We did not started the garden for start the find and the find and the find anomaly of the find and the find an

Old Town Summer Kickoff

5/22: Learn from the celebs at the Albuquerque Film & Music

.....Experience..

WEBSITE UPDATES

Creation of Old Town Summer Kick-off landing page (CSD Campaign)

PPC ADVERTISING I MAIN CAMPAIGN PHOTO REQUESTS

31,100 7

| COCIAI | FACEBOOK | | TWITTER | | INSTAGRAM | | | |
|--|--------------------------------|------------|-----------|----------|--------------------|-----------|-----------|--|
| SOCIAL | FOLLOWERS | ENGAGEMENT | FOLLOWER | RS EN | NGAGEMENT | FOLLOWERS | ENGAGEMEN | |
| SOCIAL IMPRESSIONS | 126,227 | 8,519 | 57,936 | | 1,448 | 16,119 | 6,981 | |
| : | | | @VisitABQ | | | @ABQ365 | | |
| | | MAY | APRIL | MARCH | MAY | APRIL | MARCH | |
| | TOTAL LIKES | 126,227 | 125,812 | 126,046 | 9,709 | 9,692 | 9,721 | |
| | NEW LIKES | 415 | 0 | 0 | 17 | 0 | 0 | |
| | ENGAGEMENT | 8,519 | 8,152 | 10,027 | 897 | 717 | 946 | |
| | ORGANIC | 136,517 | 141,525 | 161,615 | 14,5065 | 15,312 | 15,513 | |
| | TOTAL POSTS | 24 | 25 | 22 | 15 | 14 | 15 | |
| | FOLLOWERS | 57,936 | 57,744 | 57,269 | 3,342 | 3,257 | 3,186 | |
| | NEW FOLLOWERS | 162 | 505 | 591 | 85 | 71 | 66 | |
| | ENGAGEMENT | 1,448 | 1,878 | 1,809 | 230 | 271 | 166 | |
| | FOLLOWERS | 16,119 | 15,737 | 15,319 | 1,595 | 1,565 | 1,547 | |
| | NEW FOLLOWERS | 382 | 856 | 438 | 30 | 18 | 12 | |
| | ENGAGEMENT | 6,981 | 10,148 | 8,697 | 454 | 342 | 277 | |
| | | TOTAL | ABQCVB | VisitABQ | ABQ 365 | | | |
| | SUBSCRIBERS | 570 | 239 | 313 | 18 | | | |
| Vou Tubo | # OF VIDEOS | 228 | 61 | 102 | 65 | | | |
| You Tube | TOTAL VIEWS | 441,306 | 190,278 | 198,940 | 52,088 | | | |
| | NEW VIDEOS | 0 | 0 | 0 | 0 | | | |
| | VIEWS/mo. | 18,359 | 314 | 15,230 | 2,815 | | | |
| E-MARKETING 5/1: Summer Events Snapshot | | | @VisitABQ | | ABQ 365 BLOG POSTS | | | |
| | | | SENT | OPEN | CLICK | THEME | DATE | |
| | | 1 | 29,042 | 11.3 | 0.13 | Events | 5/3 | |
| 5/22: Vis | sit Albuquerque Industry Insid | ler | 1,244 | 32.7 | 21.38 | Events | 5/17 | |
| | | | | | | | { | |

128,219

9.8

13.29

Events

Events

5/24

5/31

PR/COMMUNICATIONS

PITCHES

Elements of ABQ FAM Outreach

Individual FAM Outreach

Roundup Pitches:

- National Donut Month - Bristol

Doughnut Co. + Rebel Donut

HARO (HELP A REPORTER OUT)

Best Train Trips in the US (Travel + Leisure)

Summer Festivals for Families (Family Travel Magazine)

Coolest/Quirkiest Kid-Friendly Hotels Worldwide (Reader's Digest)

Affordable U.S. Hotels (Travel Channel)

Weird Hotels in Every State (Orbitz.com)

Best U.S. Cities for Street Art (Anonymous)

Nature Lodging (TravelChannel.com)

America's Best Beer Trails (Anonymous)

MEDIA EFFORTS







M&C TRADE MEDIA

| 5/2 | Media Alert: May 2018 Meetings/Conventions & Events |
|------|--|
| 5/2 | This week in Albuquerque: Vinyl, Kite, Craft Brew events - KRQE (broadcast and online) |
| 5/9 | This week in Albuquerque: Broadway Smash Musical, Feline Fiesta, Robots - KRQE (broadcast and online) |
| 5/10 | Discover amazing art work and the studios where they were created - KRQE (broadcast and online) |
| 5/10 | The Annual Placitas Studio Tour Presents 55 Artists - KRQE (broadcast and online) |
| 5/13 | Indie folk duo debuts song, music video 'Albuquerque' - KRQE (broadcast and online) |
| 5/16 | This week in Albuquerque: Bike riders, kilt wearers, live music lovers - KRQE (broadcast and online) |
| 5/23 | This week in Albuquerque is filled with interactive art exhibits, soccer, and beer week - KRQE (broadcast and online) |
| 5/29 | Travel blog calls Albuquerque a 'coffee mecca' - KOB (broadcast and online) |
| 5/30 | This week in Albuquerque is filled with Old Town fiestas, film and music under the stars! - KRQE (broadcast and online) |
| 5/30 | Sent "Out-of-State Athletes Invited to Compete in 2018 New Mexico Senior Olympics State Summer Games" release to local media and over the wire |
| 5/1 | Don't Let Poison Ivy Deter You From These 7 Beautiful Trails - Backpacker |
| 5/15 | 11 Reasons a Family Vacation Can Change Your Child's Life - Red Tricycle |
| 5/20 | Inside the World of Breaking Bad - MilesGeek |
| 5/28 | 10 must-see stops on the Turquoise Trail - 10Best |
| 5/30 | A doughnut shop in each state - USA Today |
| May | Creating Accessible Meetings by Implementing Inclusivity - Association Conventions & Facilities (print and online) |

PROACTIVE LEADS & INITIATIVES

Hotels with Unique Art Collections - Nativo Lodge (Sunset Magazine)

Unique Bike Tours - Flavors of ABQ Bike Tour, 3-Sisters Artisan Bike Tour, Spirit of ABQ Bike Tour (The Guardian)

Work-Stay Trips - Los Poblanos (Outside Magazine)

Outdoor History Adventures - Petroglyph National Monument, Chaco Canyon Tours, New Mexico Turquoise Trail (<u>Shape.com</u>)

Summer Art Installations that Experiment with Exciting Mediums/Technology - ARTECHOUSE (Smithsonian.com)

Soft Adventure in the Four Regions of North America -Hot Air Ballooning, ABQ BioPark, botanic garden, zoo and fishing lakes (AARP)

New and Hip Things to Do in Every State - Sawmill District (Jetsetter.com)

PR/COMMUNICATIONS

100% Percent of national/regional articles scoring above 40 on the Barcelona Principles scale



BACKPACKER

May 1 - "Don't Let Poison Ivy Deter You From These 7 Beautiful Trails"

BP Score - 45



RED TRICYCLE

May 15 - "10 Reasons a Family Vacation Can Change Your Child's Life"

BP Score - 50



MILESGEEK

May 20 - Inside the World of Breaking Bad

BP Score - 55



10BEST

May 28 - 10 Must See Stops on the Turquoise Trail

BP Score - 55



USA TODAY

May 30: A doughnut shop in each state

BP Score - 63

VISIT ALBUQUERQUE

MEETINGS/INDUSTRY EVENTS

| May 1: F | Partnership meeting with ILLFest |
|----------|--|
| May 4: 1 | National Senior Games Administration/ |
| Finance | Sub-Committee Meeting |
| May 7-8: | Governor's Conference on Hospitality and |
| Tourism | |
| May 8: 1 | New Mexico Games Opening Ceremonies |
| May 11: | 2019 National Senior Games Sponsor |
| Develop | ment Sub-Committee Meeting |
| May 14: | NAIOP Luncheon |
| May 16: | APD/Hospitality CONNECT Meeting |
| May 17: | Downtown Community Partnership |
| Meeting | , |
| May 17: | GAIA Luncheon |
| May 17: | Nativo Lodge unveiling of new artist |
| rooms | - |
| | |

| May 22: National Senior Gan Meeting | nes Committee |
|---|------------------|
| May 23: Economic Forum | |
| May 23: Navy Week Meeting | |
| May 23: ARTECHOUSE Previ | ew |
| May 24: Urban Land Institute | Luncheon |
| May 24: Lodgers' Tax Adviso Meeting | ry Board |
| May 24: NMPRSA Monthly Lu | uncheon |
| May 30: Global Meetings Inc Meeting with NM Meeting Pr | , , |
| May 30: SOMOSabq Commu Meeting | unity Organizing |
| May 31: Festival Flamenco M | ledia Night |

VisitABQ HOSTED MEETINGS/EVENTS

May 14: ACE Training Class

May 15-18: Artisanal Albuquerque
Press Trip

May 16: Visit Albuquerque Executive
Committee Meeting

May 16: Visit Albuquerque Volunteer
Day Trip to Chaco Canyon

May 17: Visit Albuquerque Partner
Orientation

MAY TRADESHOWS/INDUSTRY MEETINGS

May 1: HelmsBriscoe ABC, Orlando, FL

May 6-9: Simpleview Summit, Scottsdale, AZ

May 19-23: International PowWow, Denver, CO

UPCOMING TRADESHOWS/INDUSTRY MEETINGS

June 2-5: MPI WEC, Indianapolis, IN

June 6-15: Indiana and Illinois Sales Mission

June 10-13: PCMA Education Conference,

Cleveland, OH

June 23-27: Reunion Friendly Network, Washington, DC

June 25: Connect New England, Providence, RI

July 23-26: Cvent Connect, Las Vegas, NV

Aug 18-21: ASAE, Chicago, IL

Aug 23-25: Connect Association, Salt

Lake City, UT

Aug 23-25: Connect Specialty, Salt Lake City, UT

Aug 23-25: Connect Sports, Salt Lake City, UT