

TRAVEL & TOURISM MATTER

► The Power of Travel & Tourism in Albuquerque ◀

Travel and tourism is one of the nation's leading industries. And it makes a vital impact in Albuquerque, too:

ON AVERAGE,



6.7 MILLION VISITORS



SPEND \$2.6 BILLION



AND PUT 45,400 PEOPLE TO WORK

As **one of the largest private industries** in the city of Albuquerque and the state of New Mexico, travel and tourism means visitors spend money at shops, restaurants, attractions, hotels, meeting facilities and countless other businesses. That's billions of dollars in outside money stimulating the city and state's economy each year.

In addition, tourism and travel provides jobs for tens of thousands of New Mexicans, which **helps diversify our economy**, and it strengthens our community by allowing us to preserve and share our rich culture and heritage.

Albuquerque is honored to be home to **signature events** that bring visitors from across the globe, including:



ALBUQUERQUE
INTERNATIONAL
BALLOON
FIESTA®



NEW MEXICO
STATE FAIR



MARIACHI
SPECTACULAR



FESTIVAL
FLAMENCO
ALBURQUERQUE

WHY DOES TRAVEL MATTER?

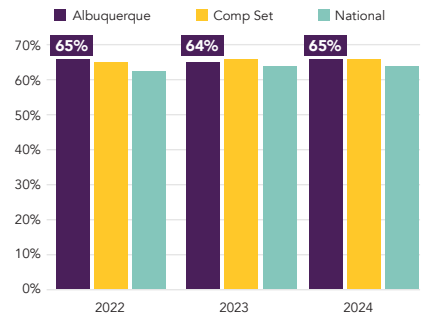
Tourism is the "first date" in economic development. At the end of the day, what prospective developer or executive would make a move without first visiting the place where they may be making a major investment? All prospects are visitors first.

"We obviously know [travel] matters to Albuquerque because it's... [one of the] biggest business[es] in the city, and it employs [so many] people and touches so many different areas. But it also matters to the traveler. When people travel, they have better relationships, they build memories with their families. It's great for education – when children travel they're more curious. Travel really matters. It makes a difference in America, and it makes a difference in Albuquerque."

— Roger Dow, Former President and CEO of the U.S. Travel Association

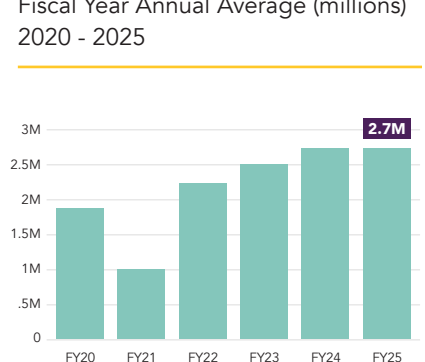
ALBUQUERQUE HOTEL OCCUPANCY COMPARISON

Annual Average 2022 - 2024



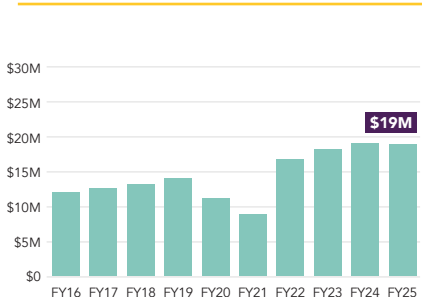
ALBUQUERQUE SUNPORT DEPLANED PASSENGERS

Fiscal Year Annual Average (millions)
2020 - 2025



LODGER'S TAX COLLECTIONS

Fiscal Year (millions)
2016 - 2025



Meetings & Events Matter

Meetings and events matter to Albuquerque's economy. Conventions, sporting events, meetings and other group events generate millions of dollars in local spending and support tens of thousands of jobs.



EVENTS CURRENTLY BOOKED BY VISIT ALBUQUERQUE THROUGH 2025 WILL BRING AN ESTIMATED
\$74.7 MILLION
IN DIRECT SPENDING TO ALBUQUERQUE'S ECONOMY

SNAPSHOT OF MEETINGS & EVENTS OCCURRING IN ALBUQUERQUE IN 2025

GROUP NAME	MONTH	ATTENDANCE (EST.)
Western States Communication Association 2025 Annual Convention	Feb.	400
Lone Star Conference 2025 LSC Indoor Track & Field Championships	Feb.	600
Sun Country Region Volleyball Association 2025 Sun Country ABQ Bid-Qualifier	March	8,316
Association of Collegiate Conference & Events Directors International 2025 ACCED-I Annual Conference	March	600
National Association of College & University Food Services 2025 NACUFS Spring Meeting	March	400
American Society for Healthcare Human Resources Administration 2025 ASHHRA Annual Meeting	April	600
The Association of Computational Linguistics 2025 Spring Meeting	April	1,500
Sun Country Region Volleyball Association 2025 Sun Country Regional Championships	May	9,108
Association of Children's Museums 2025 InterActivity Conference	May	1,000
Evangelical Lutheran Church in America 2025 Rocky Mountain Synod Assembly	May	475
Great Southwest Track & Field Championships 2025 Great Southwest Track & Field Championships	June	1,617
USA BMX 2025 USA BMX Spring Nationals	June	1,980
Triple Crown Sports 2025 TCS Pathway Games Albuquerque	June	2,175

GROUP NAME	MONTH	ATTENDANCE (EST.)
National Academies of Sciences, Engineering and Medicine 2025 TRB 18th National Tools of the Trade Conference	June	200
USA Senior Softball 2025 Land of Enchantment Championships	June	2,138
Japanese American Citizens League 2025 Japanese American Citizens League (JACL) Convention	July	350
USA Archery 2025 USA Archery JOAD Target Nationals and JOAD U.S. Open	July	2,805
Cricket Club of Southwest 2025 Gaam Cricket Tournament	Aug.	563
Institute of Electrical and Electronics Engineers Inc. 2025 IEEE Quantum Week Conference	Aug.	1,700
Association for Rural & Small Libraries 2025 Association for Rural & Small Libraries (ARSL) Conference	Sept.	900
Western History Association 2025 WHA Annual Conference	Oct.	850
USA Climbing 2025 Yank-n-Yard Competition	Oct.	2,030
Center for Action and Contemplation 2025 ReVision	Oct.	1,500
Tau Beta Pi 2025 Tau Beta Pi Annual Convention	Oct.	500
One Hockey 2025 OneHockey Albuquerque	Oct.	950
International Western Music Association 2025 IWMA Annual Convention	Nov.	400
National Farm to School Network 2025 National Farm to Cafeteria Conference	Dec.	800