

# GAH LA LUNCHEON

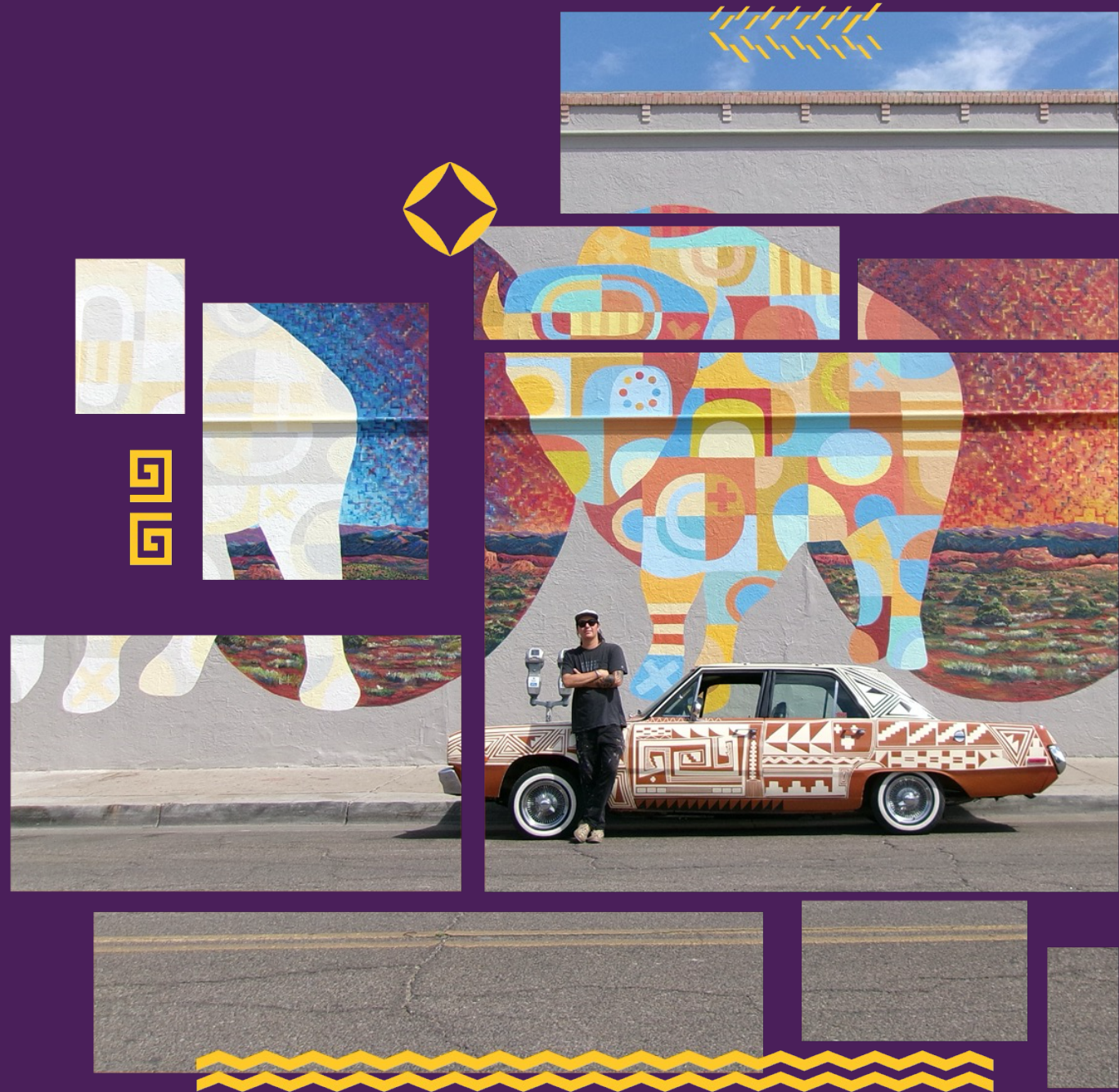
April 16, 2026



. VISIT .

# ALBUQUERQUE

CHANGE YOUR PERSPECTIVE



# WELCOME

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TANIA ARMENTA

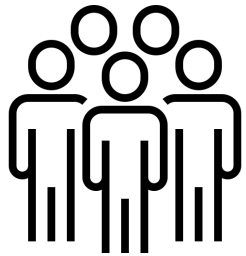
President & CEO

Visit Albuquerque

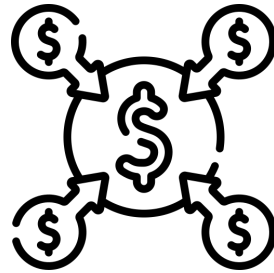




# Impact of Tourism



Brings more than  
**6.7 million visitors**  
each year



Contributes over  
**\$2 billion** in  
spending to the  
local economy



Supports **45,000**  
jobs in Bernalillo  
County

# U.S. MARKET CONDITIONS



good vibes



# Major Industry Headwinds

1

Government Shutdown &  
Impact on Air Travel



Sign in

DONATE



LIVE

Iran war

Artemis II

Eric Swalwell

Ichiro Suzuki statue

The Masters

ALL

BREAKING NEWS UPDATES

## TSA official stresses record-high airport wait times as shutdown drags on





# Major Industry Headwinds

1

Government Shutdown &  
Impact on Air Travel

2

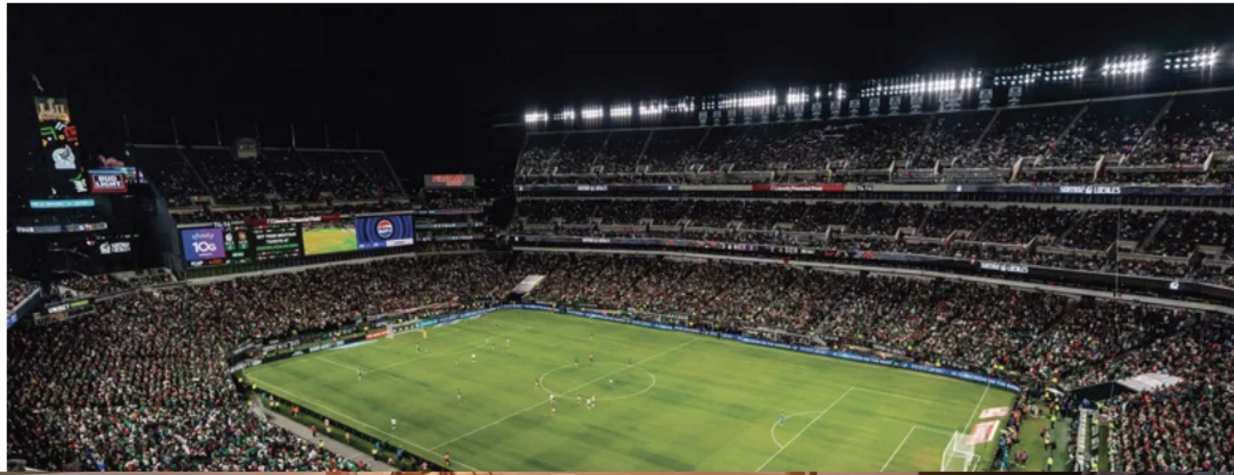
International Arrivals

HOTELS

# World Cup room-block cancellations dim some hopes for an outsized tourism boost

By Christina Jelski | Mar 27, 2026

Print | A+ A-





# Major Industry Headwinds

1

Government Shutdown &  
Impact on Air Travel

2

International Arrivals

3

Iran War & Price of Oil



< Back



## Bag fees up, new tiered premium fares for United Airlines amid rising fuel costs





# Major Industry Headwinds

1

Government Shutdown &  
Impact on Air Travel

2

International Arrivals

3

Iran War & Price of Oil

4

Rise of AI

# Travel Company Accidentally Sends Tourists to Fake Hot Springs After Their 'AI Messed Up Completely'

The company told the Australian Broadcasting Corporation all AI-generated blog posts have since been taken down

By [Colson Thayer](#) | Published on January 29, 2026 11:54AM EST

1 COMMENT



PARADISUS  
CANCUN  
RESORT

ALL INCLUSIVE RESORT  
DESIGNED BY  
DESTINATION

NEW OPENING  
APRIL 2026

This ad w

# HOTEL PERFORMANCE

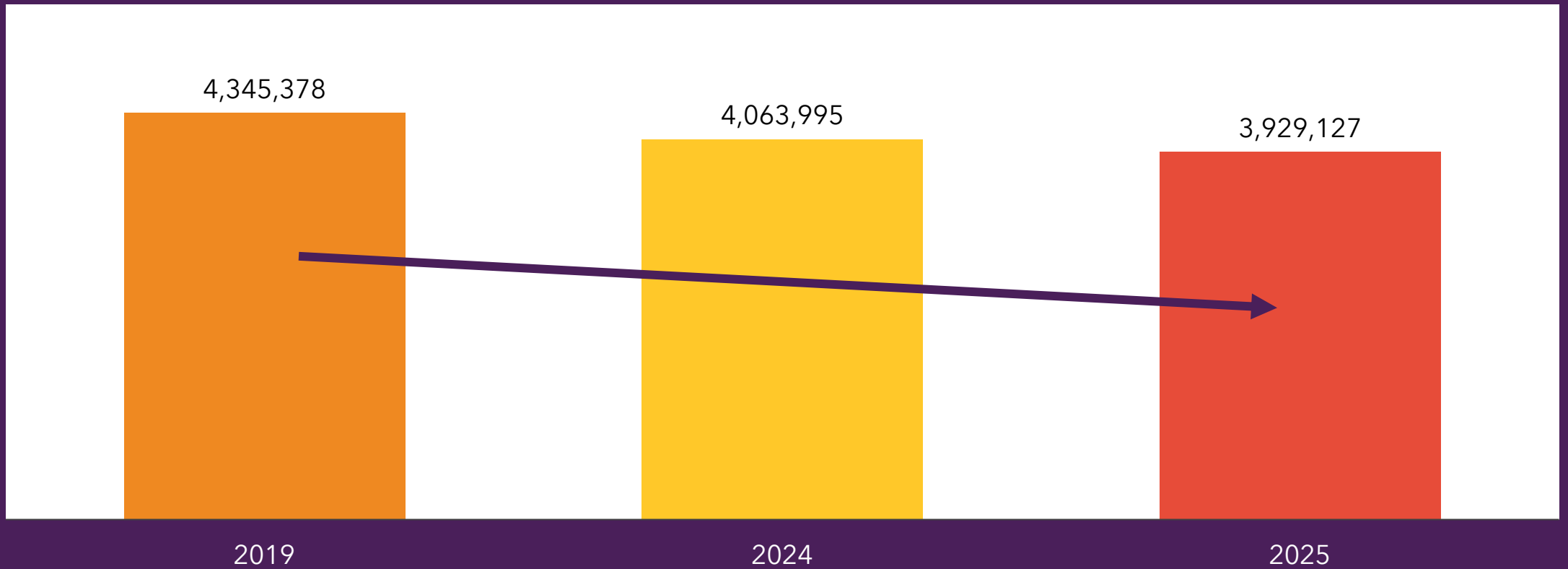




# Albuquerque's recovery has softened.

Albuquerque Hotel Room Night Demand

■ 2019 ■ 2024 ■ 2025

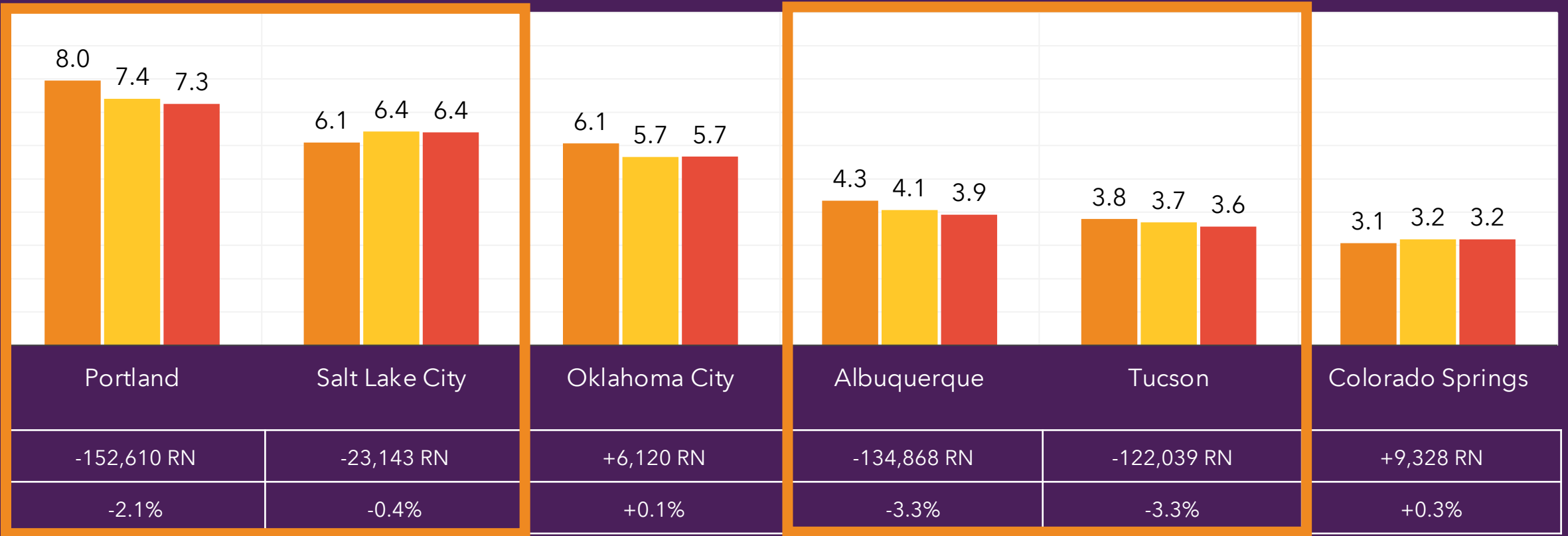




# Demand softness is widespread across competitive markets.

Hotel Room Night Demand (millions)

2019 2024 2025



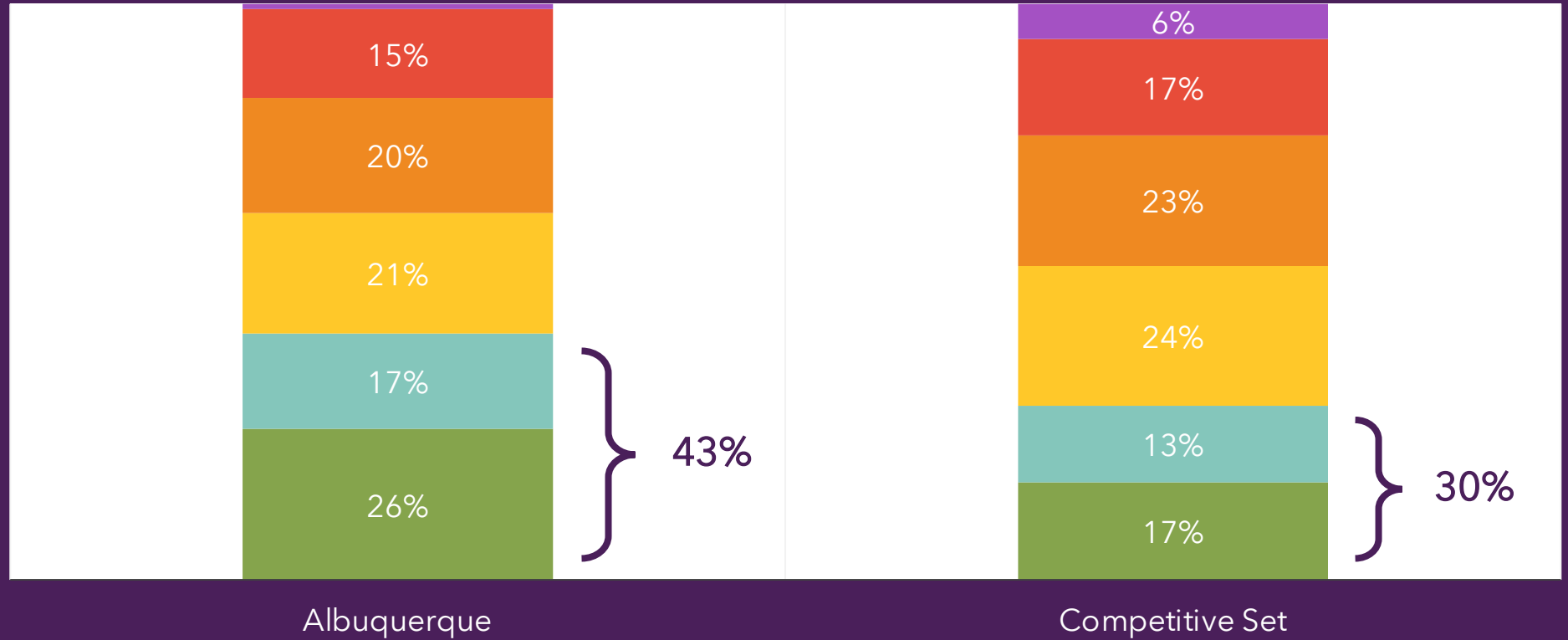
25 vs 24



# Hotel mix increases exposure to lower-spending travelers.

Hotel Room Inventory by Class

- Luxury
- Upper Upscale
- Upscale
- Upper Midscale
- Midscale
- Economy

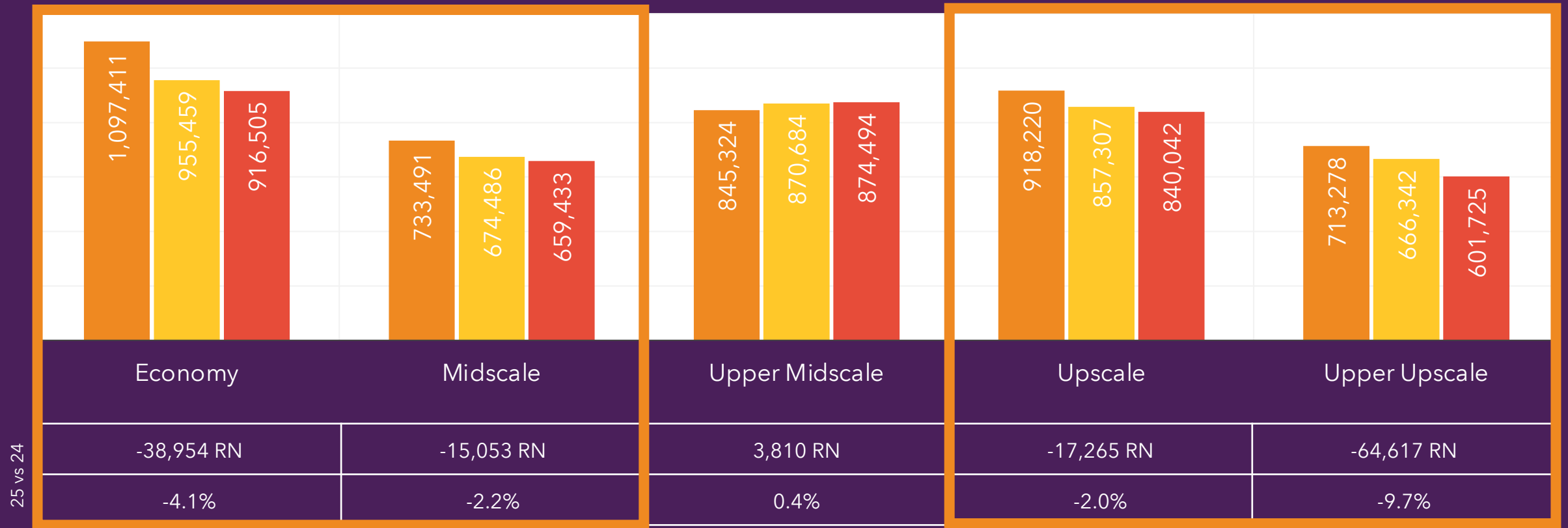




# Demand softening at both ends of the market.

## Albuquerque Hotel Room Night Demand

2019 2024 2025

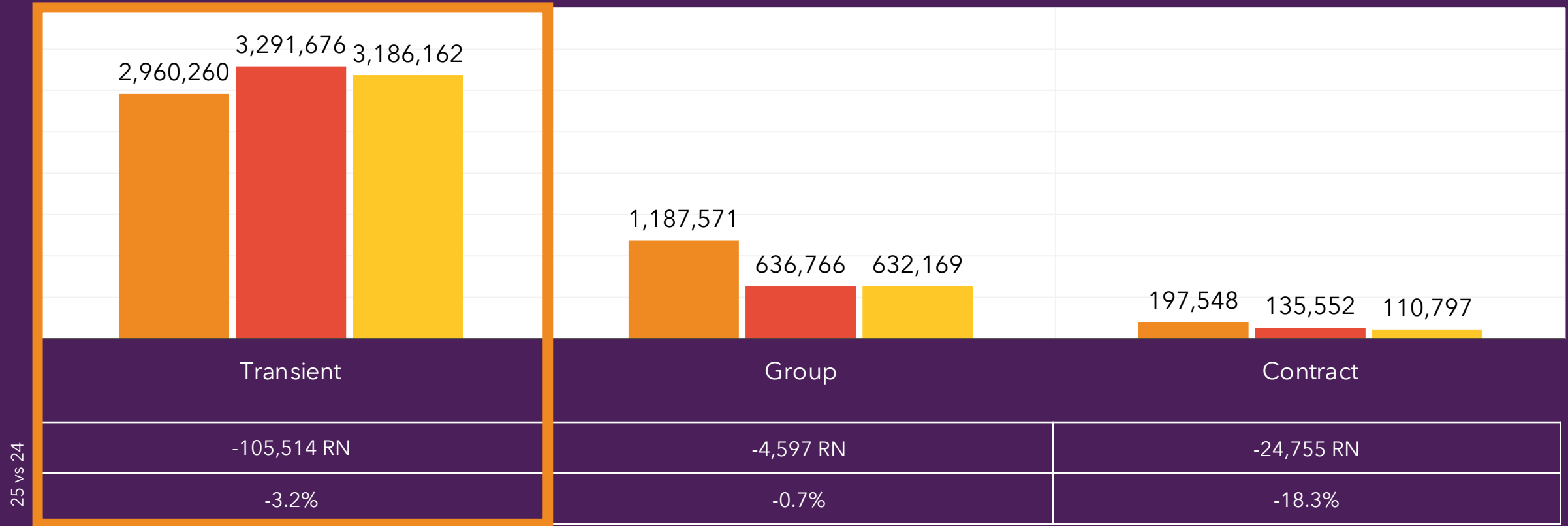




# Demand pressure driven by transient segment.

## Albuquerque Hotel Room Night Demand

■ 2019 ■ 2024 ■ 2025





# AIRPORT PERFORMANCE

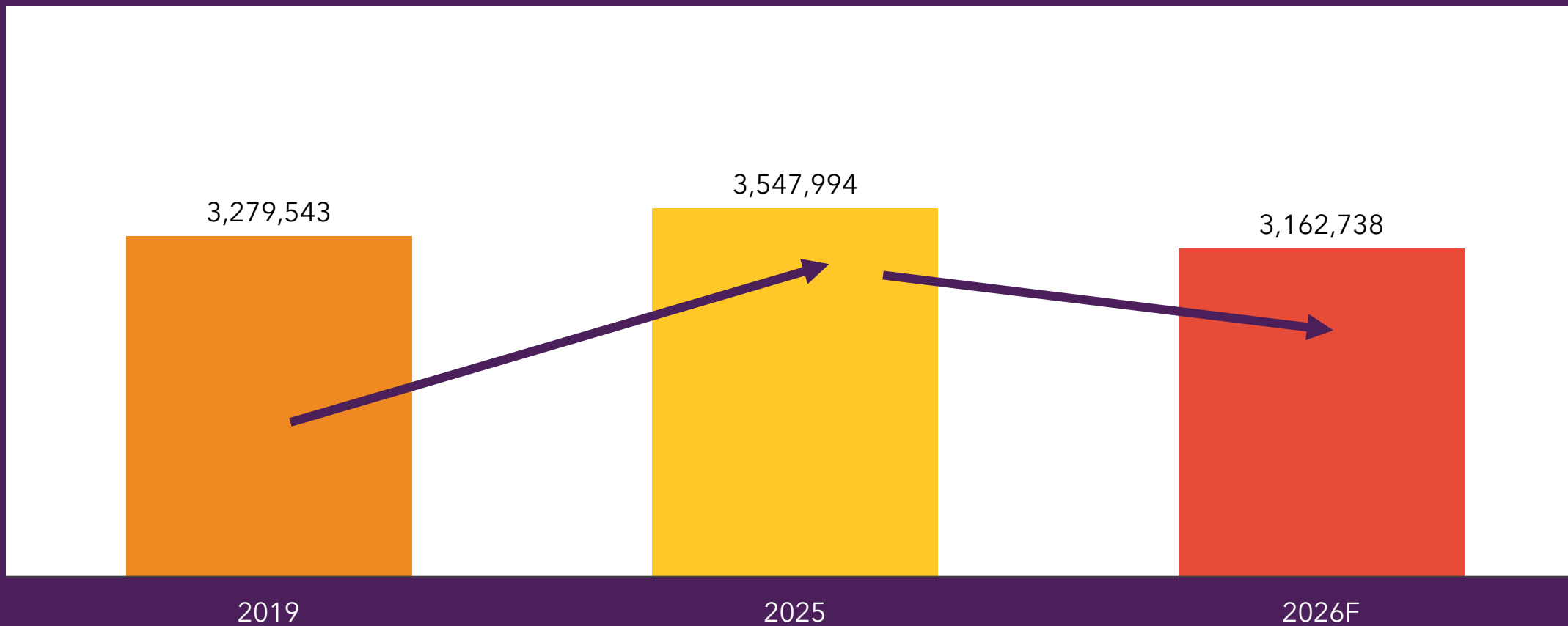




# Declining air capacity may constrain future visitation.

Albuquerque Nonstop Out-of-State Air Seat Capacity

■ 2019 ■ 2025 ■ 2026F







# Most key origin markets are seeing reduced air service.

Top 10 Nonstop Air Markets to ABQ	2025	2026F	Percent Change	Volume Change
Dallas	616,483	551,741	-11%	-64,742
Denver	422,723	393,965	-7%	-28,758
Phoenix	447,254	388,043	-13%	-59,211
Houston	284,291	253,030	-11%	-31,261
Los Angeles	283,036	236,391	-16%	-46,645
Las Vegas	282,194	221,714	-21%	-60,480
Chicago	221,146	210,801	-5%	-10,345
Atlanta	179,264	180,920	+1%	+1,656
San Francisco Bay Area	109,826	114,750	+4%	+4,924
Austin	132,644	114,322	-14%	-18,322

# VISIT ALBUQUERQUE INITIATIVES





# FY27 Key Initiatives

1

Destination Master Plan



# Destinations International Community Vitality Wheel

## 1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

## 2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



## 4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

## 3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.



# Destination Master Plan



Destination  
Development



Events & Festivals



Downtown  
Development  
& Activation



Infrastructure  
& Transportation



Workforce  
Development



Venues & Facilities



Funding



Measurements  
& Metrics

# Tourism Grant Program

Applications are now open for 2026  
Tourism Grant Program

Mandatory Info Sessions: April 21 and May 7  
Application Deadline: May 22

- **Incubator Grants**  
Up to \$10,000 funding request
- **Innovator Grants**  
Up to \$100,000 funding request, 1:1 match required
- **Total Grant funding: \$500,000**

Awards Announced June 2026

Preference given to projects that show alignment with the Destination Master Plan





# Your Morning, Your Impact Events

- Next event: June 2026





# FY27 Key Initiatives

1

Destination Master Plan

2

Feasibility Study



# Feasibility Study for Downtown Catalytic Project/s

## Timeline





# FY27 Key Initiatives

1

Destination Master Plan

2

Feasibility Study

3

Sports Tourism Assessment



# Sports Tourism Assessment

Visit Albuquerque is commissioning a Sports Venue Study focused on strategic growth and long-term competitiveness

- **Protect Market Share** - Ensure Albuquerque stays competitive as other cities invest aggressively in sports facilities. The study would benchmark Albuquerque's venues against peer and aspirational cities to ensure we don't lose events – and their visitors – to other markets.
- **Support Long-Term Growth** - Reinforce sports tourism as a core pillar of Albuquerque's visitor economy and build on the Destination Master Plan.
- **Identify Competitive Gaps** - Pinpoint where Albuquerque's sports facilities fall short of peer destinations and identify data driven upgrades that would unlock more events and room nights.
- **Align Sports Facilities with Event Standards and Expectations**- The study will evaluate whether current venues meet governing body requirements and event organizer expectations, critical to securing tournaments that drive visitation of athletes, families and spectators.



# FY27 Key Initiatives





Community Brand

# A Shared Identity for Albuquerque

A community brand is the collective identity, reputation and promise of a place.

Developing a community brand for Albuquerque will:

- **Create a shared identity** by capturing the authentic character, culture and “vibe” of our city in a way that resonates with residents and external audiences alike.
- **Serve as a competitive asset** by differentiating Albuquerque from other cities as we compete for visitors, workforce talent, business investment and capital.
- **Align the story our city tells about itself** by bringing tourism, economic development, workforce attraction and civic engagement under one cohesive narrative.



It will provide a tool for managing the reputation and public perception of our city.



Community Brand

# Benefits

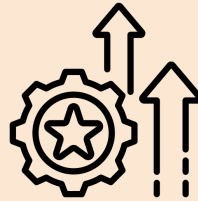
## Shape Perceptions



Building a shared identity through marketing, PR and sales campaigns that reinforce one another

Controlling our own narrative rather than letting our story be shaped by others

## Drive Prosperity



Aligning efforts to build a positive reputation for the city can help unlock economic opportunity

Providing a consistent identity helps signal stability, opportunity and momentum

## Build Pride



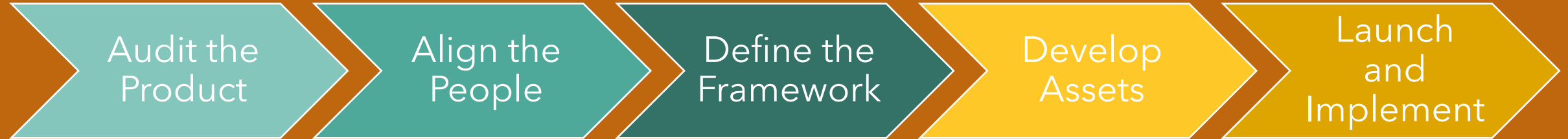
Strengthening residents' connection to the place they call home

Increasing civic engagement and residents' confidence in the city's future



Community Brand

# How We Will Build It



Review existing research conducted by Visit ABQ and stakeholders to identify our city's unique strengths and weaknesses, perception gaps and barriers.

Conduct surveys, focus groups and interviews with internal and external stakeholders to ensure the brand strategy authentically represents Albuquerque.

Synthesize research to develop a core narrative and positioning strategy across all sectors. Carve out a unique space that differentiates Albuquerque from its competitors.

Produce a creative brief for development of the brand assets. Develop a visual identity that represents the brand. Develop a consistent voice and messaging that convey the brand's essence.

Introduce the brand to the public and systematically implement it in marketing, media relations, public relations and sales efforts by all internal stakeholder organizations.



# FY27 Key Initiatives


- 1 Destination Master Plan
- 2 Feasibility Study
- 3 Sports Tourism Assessment
- 4 Community Brand & Brand Refresh
- 5 ATMD Renewal



# ATMD Renewal

## Albuquerque Tourism Marketing District

- 2% assessment on overnight stays, paid by guests at 140 lodging businesses within the district boundary.
- The initial ATMD collection period began on July 1, 2022, when the ATMD was formed, and will conclude on June 30, 2027.
- With ATMD funding, Visit Albuquerque has been able to advertise year-round, enter new geographic markets and target new audiences.



**A STAY THAT STAYS WITH YOU**

. VISIT .  
**ALBUQUERQUE.**  
CHANGE YOUR PERSPECTIVE



**HOLD YOUR CITYWIDE IN A WIDE-OPEN CITY**

LET'S MEET

. VISIT .  
**ALBUQUERQUE.**  
CHANGE YOUR PERSPECTIVE



# ATMD Renewal

## Albuquerque Tourism Marketing District

- The process to renew the District will begin this summer, and it requires 51% of lodging properties to approve continuation of the ATMD.
  - The goal is to obtain approval from business owners in the District by December 2026 and submit to the City Council for adoption in early 2027.
- Upon approval, the second term of the ATMD would begin on July 1, 2027, for a term length determined by the lodging businesses.



[VisitABQ.org/ATMD-FAQ](https://VisitABQ.org/ATMD-FAQ)



# ATMD Renewal

## How Can You Help?

- Go to [VisitABQ.org/ATMD-FAQ](http://VisitABQ.org/ATMD-FAQ) to learn more
- Voice your support
- Maximize your partnership
- Serve as advocates



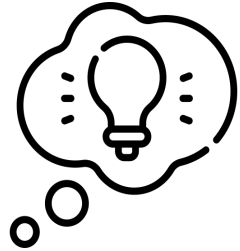
# MARKETING UPDATES



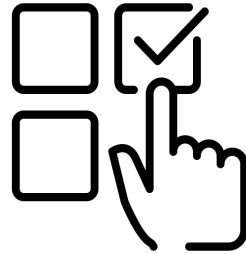
# Leisure Marketing



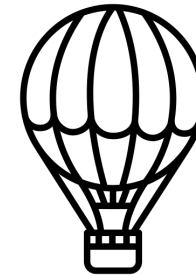
# Leisure Marketing Objectives



Build brand awareness for Albuquerque as a travel destination



Inspire travelers to add Albuquerque to their destination consideration set



Influence travelers to convert to Albuquerque visitors



# FY25 Brand Health & Marketing Effectiveness Study

## Results from Nine Core Target Markets

**39%**  
Of Target  
Travelers Were  
Aware of Visit  
Albuquerque's  
Marketing

**24%**  
Were Aware  
of Visit  
Albuquerque's  
Paid Advertising

**307,791**  
Estimated Trips  
Influenced

**\$116 Million**  
Estimated  
Direct Spending  
Influenced

**\$22 to \$1**  
Return on  
Advertising  
Spend

## Among People Who Were Aware of Visit Albuquerque's Marketing:

**19-Point Increase**  
In Interest  
in Visiting  
Albuquerque

**25-Point Increase**  
In Awareness  
of Year-Round  
Festivals and  
Events

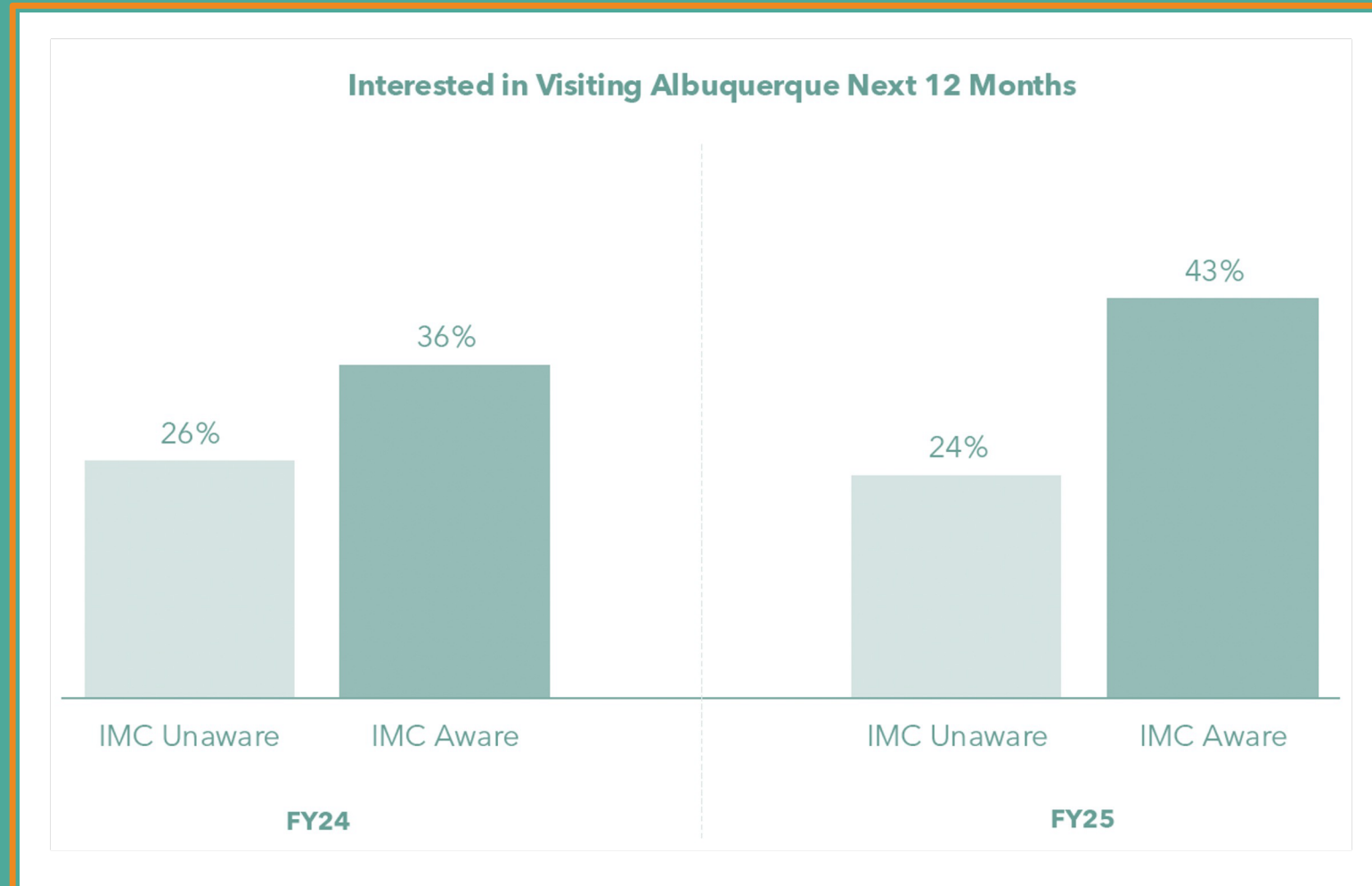
**15-point Increase**  
In Agreeing  
Albuquerque Has  
a Unique Local  
Cuisine

**10-Point Increase**  
In Awareness of  
Outdoor Activities  
and Recreation

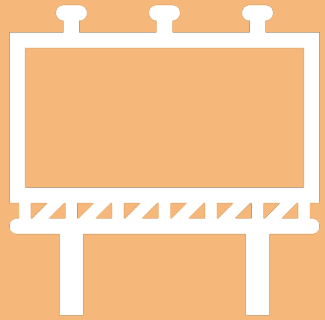
**10-Point Increase**  
In Awareness of  
the City's Cultural  
Heritage



# FY25 Brand Health & Marketing Effectiveness Study



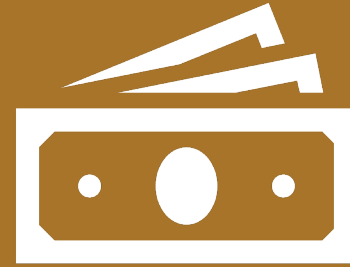
# FY25 Paid Media Return on Investment



4.2M  
Paid Media  
Aware



308K  
Albuquerque  
Trips  
Influenced



\$117M  
Visitor  
Spending  
Influenced



\$22:1  
Return on  
Advertising  
Spend

# FY26 Target Audience Updates



# Audience Segments



## The Memory Maker

- Travels to create lasting memories and strengthen bonds with loved ones
- Seeks meaningful experiences
- Drawn to scenic drives, wineries, hot air ballooning



## The Flavor Chaser

- Travels to explore unique flavors and culinary traditions
- Wants to be immersed in local culture and events
- Interested in dining, art galleries, authentic experiences



## The Soulful Voyager

- Travels for self-discovery and to connect to a place
- Interested in history, cultural heritage, local art and traditions
- Looks for spa/wellness activities and activities that are meaningful and personal

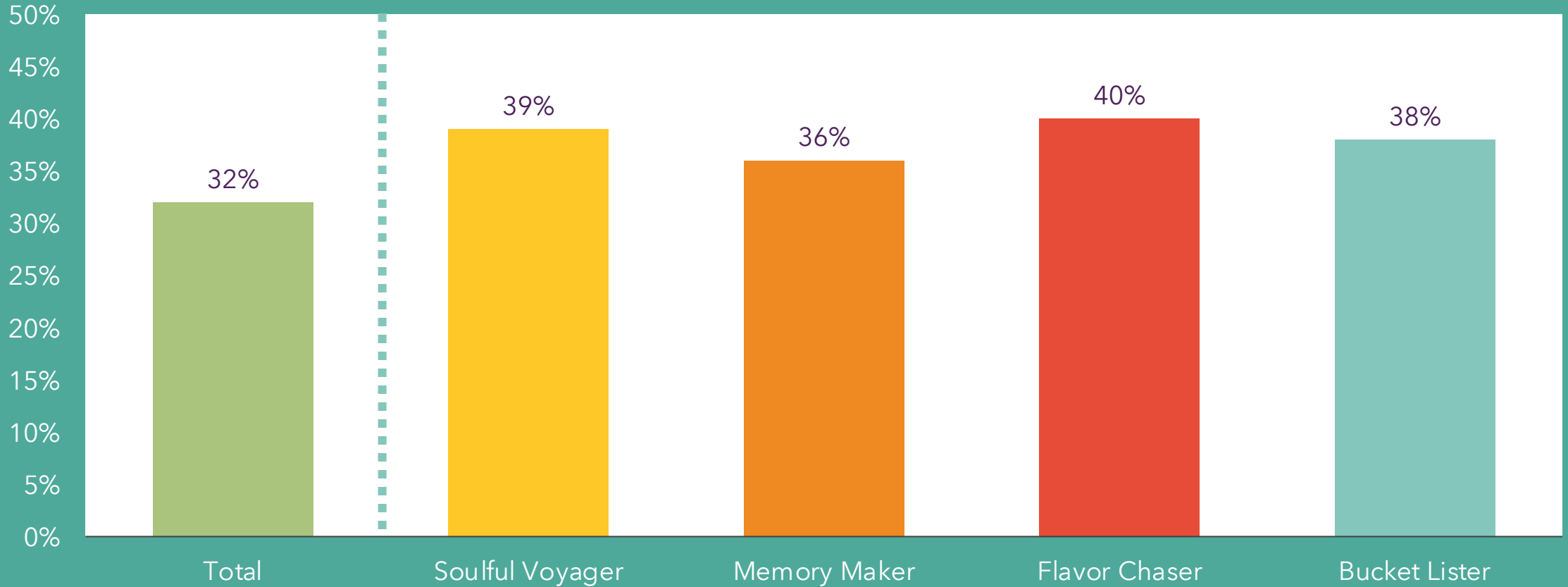


## The Bucket Lister

- Travels for iconic experiences
- Enjoys being the first among their friends to do something
- Interested in sports events, breweries and wineries, hot air ballooning, unique sights and attractions

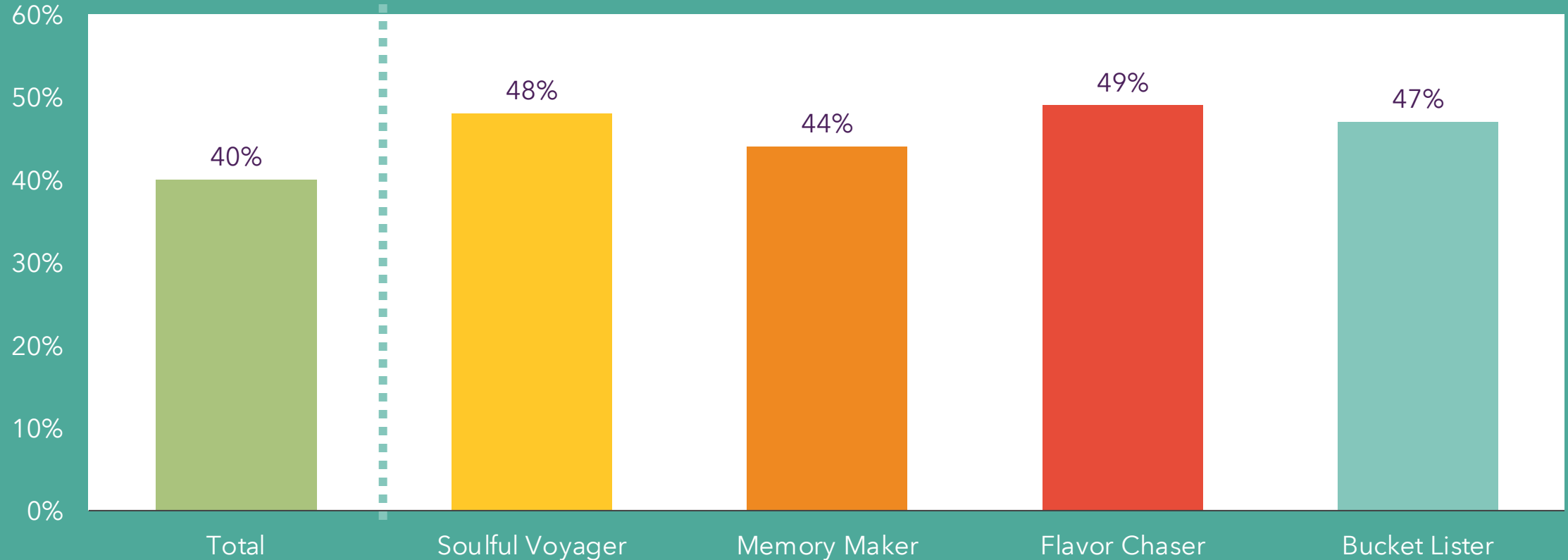


# Interest in Visiting Albuquerque Next 12 Months





# Awareness of Visit ABQ's Integrated Marketing





# I-40 Intercept Campaign

Designed to capture road trippers and encourage them to stay in Albuquerque.

- From April through October, we will post **seven billboards** along I-40.
  - Two face drivers between the Arizona state line and Albuquerque.
  - Five face drivers between the Texas state line and Albuquerque.
- From April through June, we will deliver **banner ads** to the mobile devices of drivers and passengers traveling on I-40.
  - Will geofence approx. 600 miles of the interstate from Flagstaff to Amarillo, along with applicable locations on that stretch.
  - Mobile devices of travelers within the geofenced area will receive a Visit Albuquerque banner ad with messaging that encourages them to stay overnight in Albuquerque.

# STAY AMAZING

150 Hotels and Motels,  
Just 2 Hours Ahead

.VISIT.  
**ALBUQUERQUE.**  
VisitABQ.org



# BREAK UP A LONG TRIP WITH A QUICK DIP

.VISIT.  
**ALBUQUERQUE.**  
VisitABQ.org



# GET OFF THE ROAD. GET ON THE ROUTE.

.VISIT.  
**ALBUQUERQUE.**  
ROUTE66ABQ.COM



# FIND A BED (AND BREAKFAST)

SPEND THE NIGHT

.VISIT.  
**ALBUQUERQUE.**  
CHANGE YOUR PERSPECTIVE



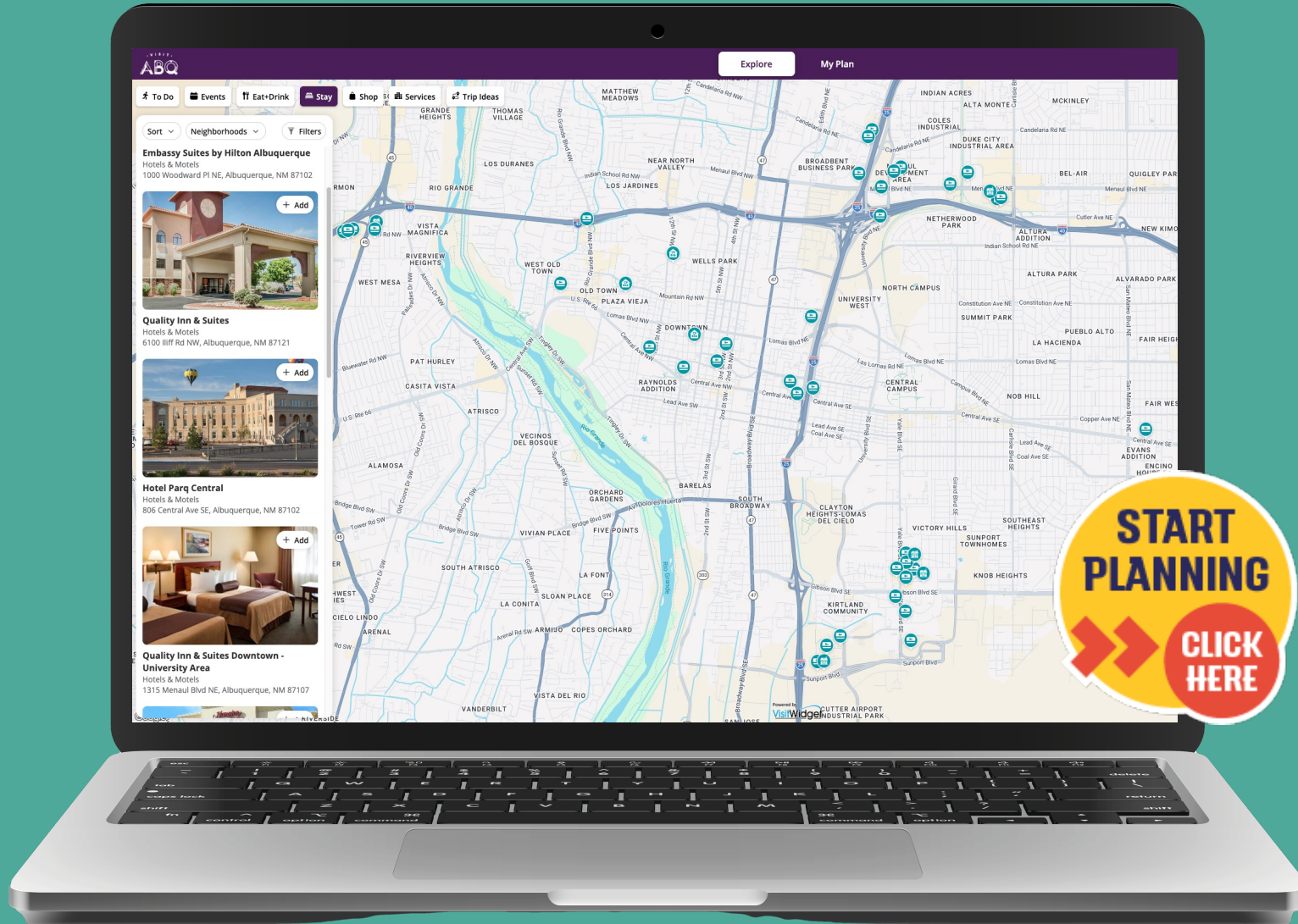
# TURN A ROAD TRIP INTO A VACATION

.VISIT.  
**ALBUQUERQUE.**  
VisitABQ.org





# Visit Widget Desktop Trip Planner and Mobile App





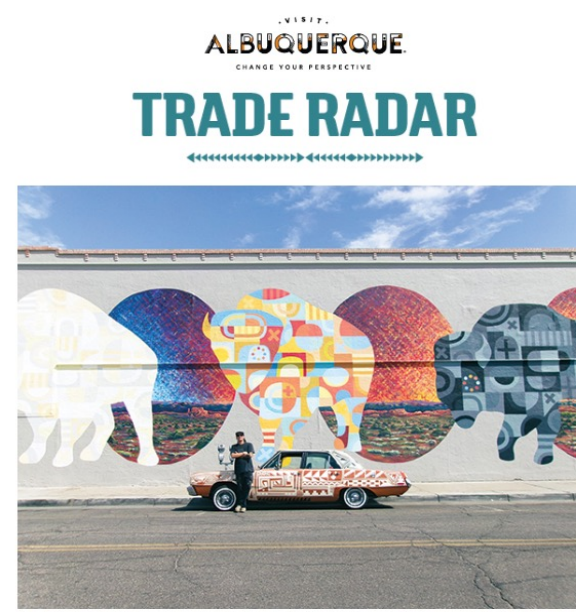
# New Social Media Campaign: Local Watercolor Artist Collaboration





# Travel Trade

- Sign up to receive the refreshed travel trade newsletter – **Trade Radar** – at [VisitABQ.org/travel-trade](https://VisitABQ.org/travel-trade).
- **Tell us what's new** with your property ahead of IPW (May 17-21) and NTA Travel Exchange (Nov. 15-18) so we can share with international tour operators.
- If you are interested in getting more involved with global travel trade efforts, contact [Trade@VisitABQ.org](mailto:Trade@VisitABQ.org). We are looking for more engagement from hotels.



As we move further into 2026, Albuquerque continues celebrating the **100th anniversary of Route 66** while building momentum as a top destination for FIT and group travelers.





# Media Highlights



Top Vacation  
Destinations for 2026



The Best Places to Go in  
2026



The Best Places to Travel  
in 2026



Best Places to Go in  
2026



8 Affordable  
Destinations for 2026

## AFAR

DESTINATIONS ▾ TRIP IDEAS ▾ TIPS + NEWS

TRAVEL INSPIRATION > ROAD TRIPS

By Matt Kirouac • January 29, 2026

### If You Can Celebrate the Route 66 Centennial in Only One Place, Make It This City

*Find renovated motels, restored neon, new street art, and augmented reality in Albuquerque in 2026.*





# National Geographic Traveller (UK)

NATIONAL GEOGRAPHIC  
**TRAVELLER**

**USA** GREAT AMERICAN JOURNEYS

FROM DRIVING ROUTE 66 TO HIKING THE APPALACHIANS

Blue Swallow MOTEL  
100% REFRIGERATED AIR  
VACANCY TV

2026

ALSO: CITY BREAKS • CULINARY TOURS • INDIGENOUS CELEBRATIONS • FIFA WORLD CUP • RAIL ITINERARIES



**Route 66.**

Left: A 1954 Chevy passes the historic Tewa Lodge on Central Avenue, one of Albuquerque's best-preserved motels from the Route 66 era.

to says. "My work is all about self-expression. If people think it's too much, I must be doing something right."

**Along for the ride**  
The site is thick with petrol fumes and the sweet smell of churros frying at the roadside in Bernalillo. Outside the car window, James lives the pavement gods of power windows, rolling down the windows, toddlers peeked on shoulders, wide-eyed children, craning for a better view as a stream of glinting cars passes by at a snail's pace. "Lowriding is trending right now," says Jessica Royal at the wheel, wearing a strappy sundress and slates and silver hoop earrings, nodding as we pass a spectator in billowing zoot trousers, braces and a fedora.

This bumper-to-bumper procession is held every few months in Albuquerque's oldest neighbourhood, a mostly Hispanic inner-city enclave, straddling between 300 and 600 people. An elevated muscle truck rolls past on cartoonishly large wheels, followed by a mint-condition Pontiac Bonneville. Its fins and fenders bedazzled in crystals. Jessica's sleek 1960 Pontiac Grand Prix, with a V8 engine purring under the bonnet, fits right in.

A trained architect, she first found the lowriding scene by photographing drivers but soon caught the bug herself. But despite the growing international attention — lowriding is huge in Japan, where enthusiasts dress in imitation of the Cholo subculture — the practice in this city remains firmly rooted in its origins, Jessica tells me. "It's working-class pride," she says, twirling the steering wheel. Ahead, a vehicle lifts and tilts on its suspension, like a ballerina teetering on pointe. "You work all week, then on your day off, you Linke: with your car and show what you're built."

As the traffic winds down, we roll back through the city. "We're fortunate to have Route 66, and there's definitely a connection between the streetscape and the cars," says Jessica. "When you're cruising in a convertible at night and pass a vintage sign, all lit up, it makes you stop in your tracks and just appreciate the beauty of that moment."

**HOW TO DO IT** Recently revamped, El Vado Motel on Central Avenue is one of New Mexico's original Route 66 motor-cour hotels. From \$70.000. [elvado.com](http://elvado.com)

## WHAT TO DRIVE ON ROUTE 66

**Classic cars**  
Because of the sometimes-patchy terrain and long hours behind the wheel, most travellers choose roomy, modern cars with plenty of horsepower. Common sense aside, it's hard to resist the allure of coasting in a soft-top Mustang or a fin-tailed Cadillac. A solution could be to incorporate them into a specific experience or leg of the journey.

**RVs**  
Plenty of RV parks line the route, making family travel more convenient, although this option skips staying in charming motor lodges.

**Motorcycles**  
Gleaming Harley-Davidsons make regular appearances on Route 66. Go it solo or join a guided group trip, offering flights, accommodation, a support vehicle and guides who know the best pit stops. Operators like Horizon Holidays and Lowry's Memphis Travel have packages, with daily distances averaging 150 to 200 miles. [horizonholidays.co.uk](http://horizonholidays.co.uk), [luxuryinspiretravel.co.uk](http://luxuryinspiretravel.co.uk)

**Coaches**  
For those who'd rather leave the driving to someone else, escorted coach tours from "Ban Travel and Discover North America let you sit back and soak up the scenery. [bantravel.co.uk](http://bantravel.co.uk), [discovernorthamerica.co.uk](http://discovernorthamerica.co.uk)



# The New York Times

- Published April 14, 2026
- Will appear in this Sunday's (April 19) print edition; part of a special Museums section
  - Circulation: 285,420
  - UVPM: 146,388,434
- Includes direct links to [VisitABQ.org](https://www.visitabq.org) and [CABQ.gov](https://www.cabq.gov)
- Author contacted us directly with a data request and we piqued her interest in **Route 66 Remixed** and applicable exhibits at the **Albuquerque Museum**

## Route 66, a 'Linear Museum Stretched Across Eight States,' Turns 100

Institutions large and small examine the complicated history of the iconic corridor that helped define the American road trip.

Listen · 12:26 min

Share full article



Although Route 66 is no longer an official U.S. highway, the road has gained traction in the popular imagination and has become a draw for national and international tourism. Anna Mardo/Getty Images

By Janelle Conaway

Reporting from Albuquerque

Published April 14, 2026 Updated April 15, 2026, 5:04 p.m. ET

# Route 66 Centennial



## Route66ABQ.com

Comprehensive website with stories, itineraries, centennial events calendar and dedicated section to Route 66 Remixed



Large advertising campaign including digital advertising, presence in major airports, video spots on select streaming platforms, and organic and paid social media

## THE ROADRUNNER

*Celebrating the Route 66 Centennial in Albuquerque*

## *The Roadrunner*

Monthly e-Newsletter about news and events on Route 66



## 2026 Visitors Guide

7-page spread dedicated to Route 66 activities, attractions and highlights



Earned media/PR, media missions and trade missions to promote Route 66 in Albuquerque



## Route 66 Remixed

Art-fueled road trip along Route 66. 18 miles, 19 art activations, 20 artists, 1 poet



# “The Soul of Route 66” Commercial Spot

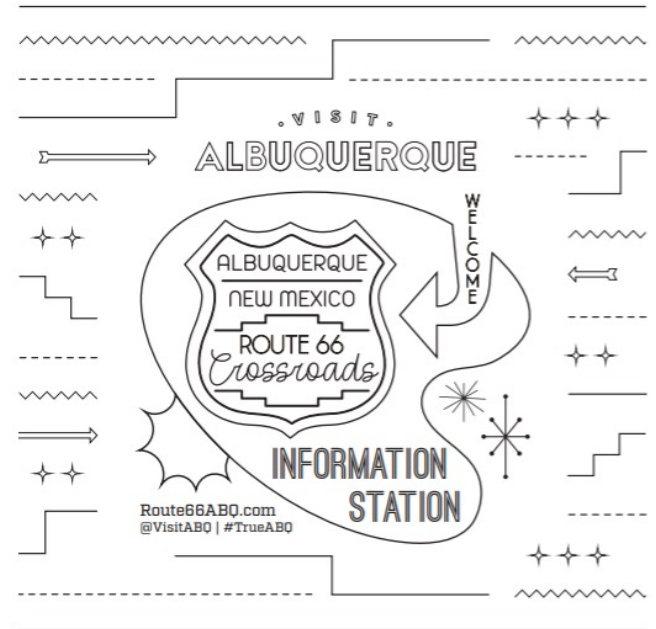




# “The Kitsch of Route 66” Commercial Spot



# Route 66 Centennial





# Route 66 Centennial



Order (free)  
City swag

BREWED AT  
**RIO BRAVO**

1912 2ND ST. NW  
ALBUQUERQUE, NM 87102  
RIO BRAVO BREWING.COM

VISIT  
**ALBUQUERQUE**

Route Beer

One hundred years.  
One legendary road.

When Route 66 arrived in Albuquerque in 1926, it followed a path already rich with history. Here, timeless adobe meets glowing neon. Traditional New Mexican recipes share the menu with roadside diner favorites, and an ancient path once traveled by foot became one of the most iconic highways on earth. Albuquerque's 18 miles of Route 66 – the longest continuous urban stretch of the Mother Road in the country – are always evolving, yet forever classic.

ROUTE66ABQ.COM  
@VISITABQ | #TrueABQ

100 INGREDIENTS - 100% AD. 50% ABV. 100% NEW. 100% BY DESIGN & STRAIGHT

ALBUQUERQUE ROUTE 66 CENTENNIAL  
Mix & Match Sticker Set - 2  
route66abq.com

The ROUTE of ADVENTURE

100 Years HIGH FLYING

VACANCY

GET DOWN!

STOP for FOOD STAY for MOOD

LOW RIDING High Flying

LOW & SLOW ABO NM USA

ALBU QUERQUE

ROUTE 66

ALBUQUERQUE ROUTE 66 CENTENNIAL  
Mix & Match Sticker Set - 1  
route66abq.com

ROUTE 66

ROUTE 66

ROUTE 66

ROUTE 66

COME IN HOT

LEAVE CHILE

PAINT THE TOWN TURQUOISE

TOP DOWN TUNES UP

HOP OUT

PARK IT

BURQUE

CRUISIN



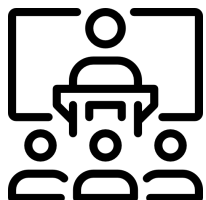
# SALES UPDATES





# Future Booking Performance FYTD through March

## MEETINGS



42,634 future room  
nights booked  
(+12% YOY)

25,162 future  
*citywide* room  
nights booked  
(+61% YOY)

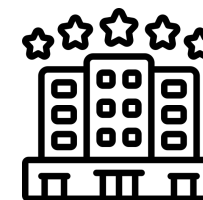
## SPORTS



109,033 future  
room nights  
(+25% YOY)

76,014 future  
*citywide* room  
nights booked  
(-35% YOY)

## TOTAL

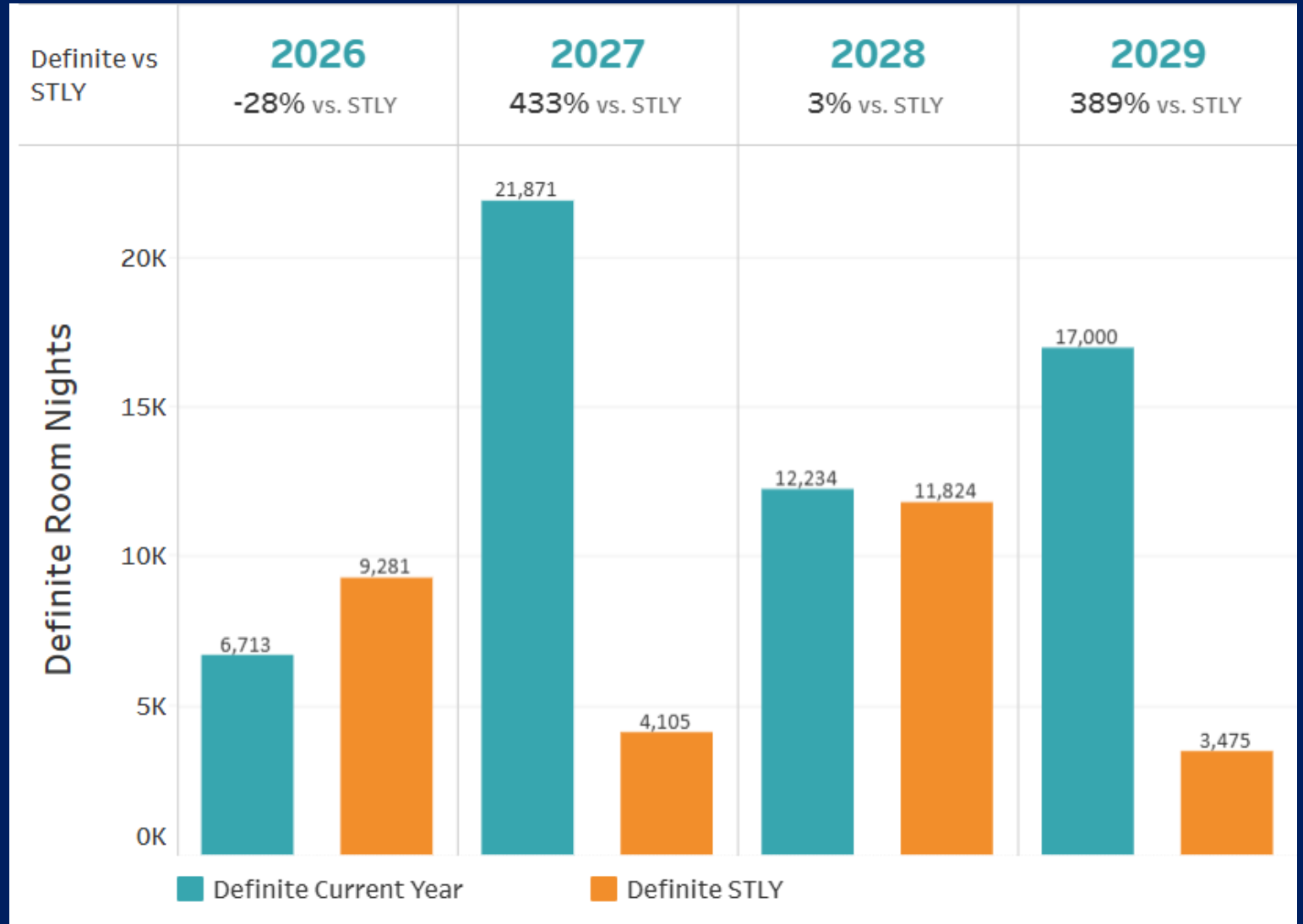


151,667 future room  
nights booked  
(+21% YOY)

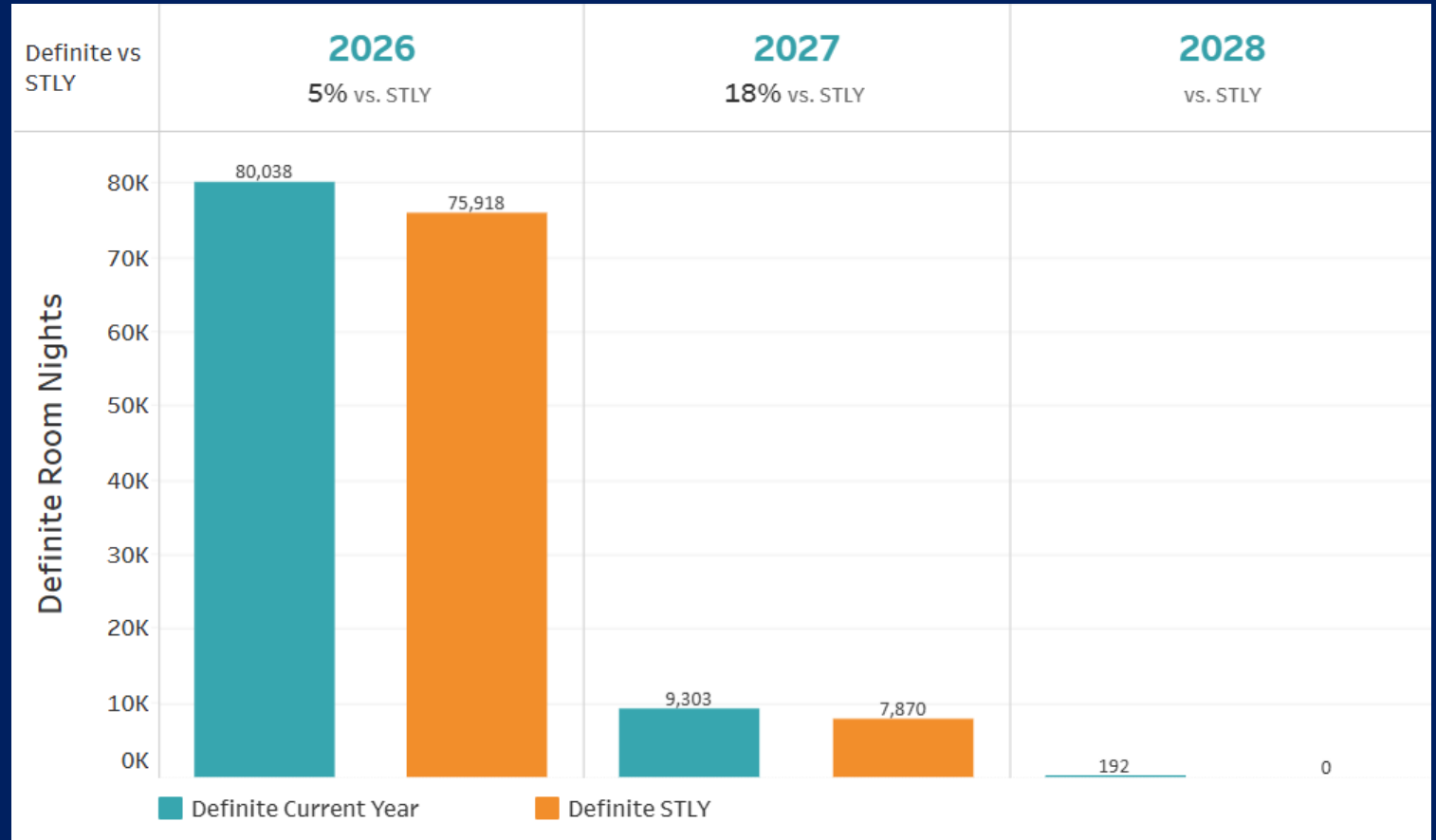
101,176 future  
*citywide* room  
nights booked  
(+40% YOY)



# Citywide Meetings Business Occurring Pace as of April 1



# Sports Business Occurring Pace as of April 1





Tri-City Network

**Mid-Sized.  
Maximum Impact.**  
**ALBUQUERQUE MADISON PROVIDENCE**



**TRI-CITY  
NETWORK**



# Tri-City Network

## The AMP Advantage

Three distinct destinations. One shared strength: the ability to amplify what matters most – ideas, access and authentic connection.

Albuquerque, Madison and Providence are vibrant, mid-sized destinations for planners who want to move beyond big-city costs and complications – without sacrificing experience. Each of these cities offers walkable convention districts and accessible meeting spaces, the intellectual capital of major higher education institutions and innovation, and experiences that feel authentic and distinctly their own.

### AMP-lified Ideas

**Hub for New Thinking:** Each city is powered by universities, research and innovation.

### AMP-lified Efficiency

**Infrastructure with Impact:** Each offers a balance of convenience, scale and character, so events feel manageable for planners and memorable for attendees.

### AMP-lified Value

**Practical and Powerful:** Each destination delivers accessibility and affordability that meeting planners and sports organizers expect, while also providing the hospitality and engaging experiences that today's attendees value.

### AMP-lified Environment

**Landscapes that Inspire:** Each brings its own backdrop that invites outdoor exploration, from Madison's scenic lakes to Providence's vibrant waterfront to Albuquerque's soaring mountain peaks.

### AMP-lified Authenticity

**Culture with Real Character:** Instead of a one-size-fits-all experience, these three cities invite attendees into living traditions and local pride – Madison's arts and live music scene, Providence's world class restaurants, and Albuquerque's Native American and Hispanic heritage create place-based experiences.



ALBUQUERQUE, NM



MADISON, WI



PROVIDENCE, RI

**Albuquerque, Madison and Providence: Right-sized for big ideas.**



# Bring Your Meeting Home/Meeting Heroes Program

Bridging the local community to the tourism industry by encouraging locals to bring meetings, conventions and sporting events to Albuquerque, the Bring Your Meeting Home Program helps the local economy by:

- Extending the reach to national meeting planners and organizers
- Increasing group business
- Creating local ambassadors for Albuquerque
- Generating excitement and understanding of the positive impact of tourism on quality of life
- Celebrating locals that invest their time and energy to elevate Albuquerque as a meeting destination



## ▶ BECOME AN ALBUQUERQUE MEETING HERO

Are you a member of an association that holds local, regional or national meetings? Bring your group's event to Albuquerque! Put Visit Albuquerque's team of professionals in touch with the right contact at your organization, and we'll do the rest. Learn more at [VisitABQ.org/MeetingHero](https://VisitABQ.org/MeetingHero).

**Upcoming Meetings and Sports Events Booked and Supported by Visit Albuquerque**

Events currently booked for May will bring in an estimated **\$8.3 MILLION** in direct spending to Albuquerque's economy. Below are some of the highlights.

Dates	Group Name	Est. Attendance	Meeting Location
May 10-11	United States Specialty Sports Association 2025 USSSA Cinco De Mayo Tournament	4,554	Jennifer Riordan Spark Kindness Sports Complex
May 12-16	Association of Children's Museums 2025 Interactivity Conference	1,000	Albuquerque Convention Center
May 15-17	New Mexico Activities Association 2025 State Baseball Championships	2,475	Jennifer Riordan Spark Kindness Sports Complex
May 17-18	New Mexico Youth Soccer Association 2025 NMISA NM Cup	3,465	NM Soccer Tournament Complex
May 21-24	Evangelical Lutheran Church in America 2025 Rocky Mountain Synod Assembly	475	Embassy Suites by Hilton Albuquerque Hotel
May 23-26	New Mexico Games 2025 Basketball Championships	3,480	Johnson Center at UNM
May 30 - June 1	New Mexico Special Olympics 2025 State Games	2,262	UNM Campus

This is not a complete list. Visit Albuquerque Partners receive access to a full list of meetings and events. To become a Partner, contact us at [Partner@VisitABQ.org](mailto:Partner@VisitABQ.org).



**MEETING HEROES SPOTLIGHT**  
**Derek Gutierrez**

No matter how large or small, meetings matter to Albuquerque's economy. They generate millions of dollars in spending and support thousands of jobs. Our Meeting Heroes Spotlight recognizes the local champions who go above and beyond to bring impactful events to our city.

Derek Gutierrez oversees the operation of Santa Ana Golf Club and Twin Warriors Golf Club, and is actively involved within the PGA of America and Sun Country Section of the PGA of America. In 2023, the PGA of America planned to launch a 17u championship event and reached out to Derek when the original venue plans fell through. Even with just a few months notice, Derek helped the event become such a success that it returned to Albuquerque in 2024.



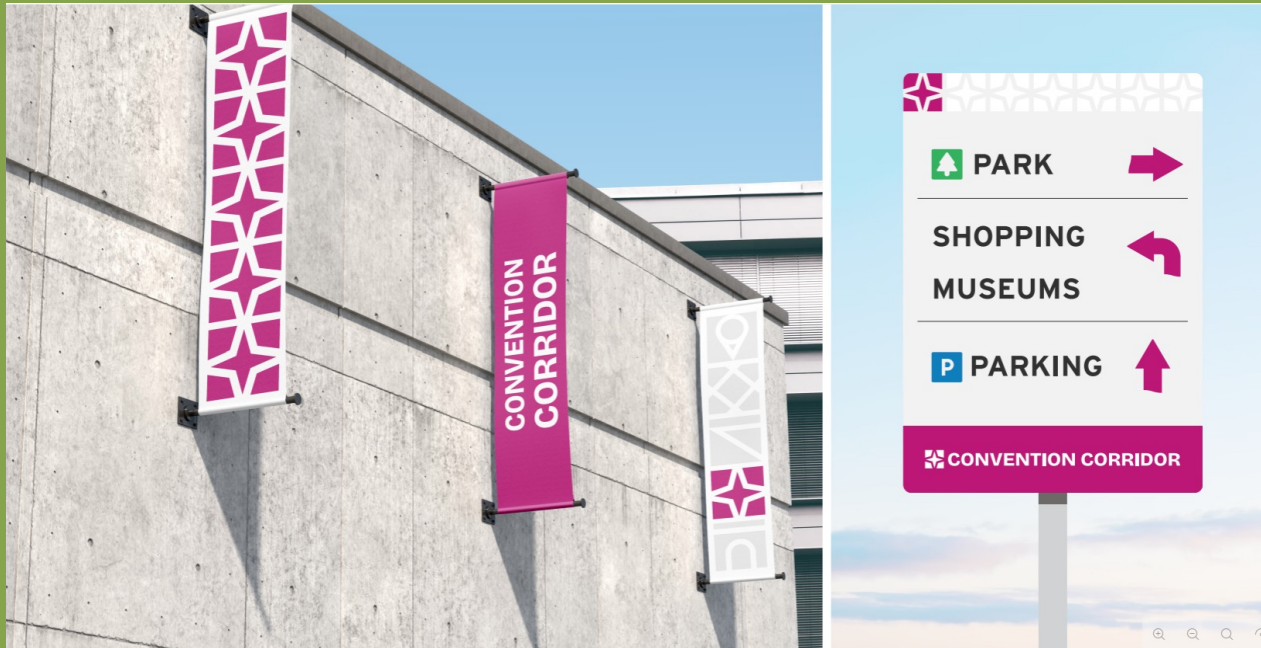


# DESTINATION DEVELOPMENT & COMMUNITY ENGAGEMENT UPDATES





# Destination Development & Community Engagement



Convention Corridor  
Wayfinding Signage  
Coming May/June 2026



Reimagined Sunport Kiosk  
Coming October 2026



QUE & A



. VISIT .

ALBUQUERQUE®

CHANGE YOUR PERSPECTIVE



THANK YOU



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