



THE TRIP of
A CENTURY

Route 66, perhaps the most famous road in the nation, will celebrate its 100th anniversary in 2026. Albuquerque has the distinction of being home to the **longest continuous urban stretch** of the Mother Road and the **only place in the country** where the old and new alignments of the route intersect (at 4th Street and Central Avenue in downtown Albuquerque).



WATCH OUR
VIDEO SPOTS

SPOTLIGHT ON THE ROUTE 66 CENTENNIAL

While Route 66 has always been a key tourism asset for our city and a highlight of Visit Albuquerque's marketing efforts, the organization will elevate the Mother Road in 2026 marketing and promotional efforts, positioning Albuquerque as the best place in the nation to celebrate the centennial.



ROUTE66ABQ.COM

Visit Albuquerque developed and maintains **Route66ABQ.com**, a centennial website created in partnership with the City of Albuquerque's Department of Arts & Culture. The site features Route 66's local history, iconic landmarks, trip-planning tools, an events calendar, itineraries and other interactive features.



VISIT ROUTE66ABQ.COM



THE ROADRUNNER

Visit Albuquerque also launched **The Roadrunner**, a monthly Route 66 centennial e-newsletter created and distributed in partnership with the City of Albuquerque that spotlights stories, events and experiences surrounding the centennial.



SIGN UP FOR
THE NEWSLETTER



ROUTE 66 REMIXED

Route 66 Remixed transforms Albuquerque's Route 66 into an art-fueled road trip across the city. Along the route, travelers will discover 18 large-scale public art installations and digital activations that reflect the stories, traditions and people that have helped shape Albuquerque.



SEE ROUTE 66 REMIXED



ON TELEVISION

Albuquerque is featured as the **first episode of season 9** of "**Samantha Brown's Places to Love**," which premiered in January on PBS (and on Samantha-Brown.com). The episode highlights New Mexico's iconic stretch of Route 66, with a focus on Albuquerque's history, culture and enduring appeal.



WATCH THE EPISODE



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:



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's and state's economy each year and jobs for tens of thousands of New Mexicans. Tourism **helps diversify our economy**, and it strengthens our community by allowing us to preserve and share our rich culture and heritage.

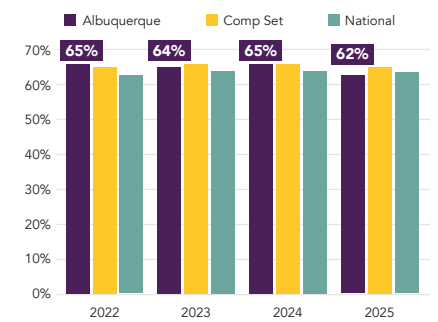
WHY DOES TRAVEL MATTER?

Tourism is often depicted as a cycle or a wheel. A **visit** is the catalyst that starts the wheel turning. If you build a place that people want to visit, then people will want to **live** there. If you build a place where people want to live, then people will want to **work** there. And if you build a place where people want to work, then businesses will **invest** there. No one moves to a city or starts a company in a place they haven't visited first.



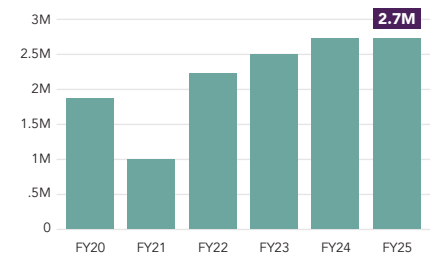
ALBUQUERQUE HOTEL OCCUPANCY COMPARISON

Annual Average 2022 - 2025



ALBUQUERQUE SUNPORT DEPLANED PASSENGERS

Fiscal Year (millions)
2020 - 2025



LODGER'S TAX COLLECTIONS

Fiscal Year (millions)
2016 - 2025



MEETINGS & EVENTS MATTER

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

SNAPSHOT OF RECENT AND UPCOMING MEETINGS & EVENTS IN ALBUQUERQUE

| GROUP NAME | MONTH | ATTENDANCE (EST.) |
|--|------------|-------------------|
| The Association of Computational Linguistics 2025 Spring Meeting | April 2025 | 1,500 |
| Association of Children's Museums 2025 InterActivity Conference | May 2025 | 1,000 |
| USA Archery JOAD Target Nationals and JOAD U.S. Open | July 2025 | 2,805 |
| Institute of Electrical and Electronics Engineers Inc. 2025 IEEE Quantum Week Conference | Aug. 2025 | 1,700 |
| USA Track and Field 2026 Masters Indoor Championships | Feb. 2026 | 2,375 |
| Lone Star Conference 2026 LSC Indoor Track & Field Championships | Feb. 2026 | 600 |
| American Choral Directors Association 2026 ACDA Southwestern Region Conference | March 2026 | 1,000 |
| American Association of Anatomy 2026 AAA - Anatomy Connected | April 2026 | 1,200 |
| USA Judo 2026 Senior Nationals | May 2026 | 1,250 |
| American Orthopaedic Association 2026 Annual Leadership Meeting | May 2026 | 800 |
| Americans for the Arts 2026 AFTA Convention | June 2026 | 800 |
| Public Relations Society of America 2026 PRSA Travel & Tourism Annual Conference | June 2026 | 400 |
| Senior Softball - USA 2026 Land of Enchantment Championships | June 2026 | 2,760 |
| American Society of Radiologic Technologists 2026 ASRT Governance and House of Delegates Meeting | June 2026 | 700 |
| American Association Of State Compensation Insurance Funds 2026 AASCIF Annual Conference | July 2026 | 550 |
| Out in Science, Technology, Engineering, Mathematics (oSTEM) 2026 oSTEM Annual Conference | Oct. 2026 | 800 |



EVENTS BOOKED BY VISIT ALBUQUERQUE THAT OCCURRED IN 2025 BROUGHT AN ESTIMATED **\$77.2 MILLION** IN DIRECT SPENDING TO ALBUQUERQUE'S ECONOMY

CONVENTION WELCOME CENTER

In March 2025, Visit Albuquerque opened a Convention Welcome Center at 3rd Street and Tijeras Avenue, across from the Albuquerque Convention Center. The space provides meeting attendees with city information, an interactive photo booth experience and special Albuquerque souvenirs.

CARVERTISE CAMPAIGN

Visit Albuquerque partnered with national advertiser Carvertise in May 2025 to wrap five rideshare vehicles, providing dedicated transportation for meeting attendees and creating a strong, memorable brand impression.

IEEE QUANTUM WEEK

The September 2025 Institute of Electrical and Electronics Engineers (IEEE) Quantum Week drew a record 1,800 attendees to Albuquerque, with about 40% representing international students and professionals. As New Mexico works to position itself as a leader in quantum technology, the conference was significant to the state's economic development efforts. Both the governor and mayor addressed attendees, and a major state investment in the quantum sector was announced during the event.

Visit Albuquerque enhanced the experience with extensive services and activations, including airport shuttles; branded transportation from Downtown to the Nob Hill, Uptown and Old Town/Sawmill neighborhoods; discounts on attractions and museums, and entertainment including a picnic on Civic Plaza with music, local beer tastings and a tethered hot air balloon. The Quantum Week playbook now serves as a template for how Visit Albuquerque, in partnership with the City and hospitality partners, can elevate future events critical to the city's reputation and visibility.



A STRONG YEAR AHEAD

2026 TOURISM HIGHLIGHTS

BUILDING FOR THE FUTURE

One of the central elements of Visit Albuquerque's 2025 Annual Meeting, the **"Building for the Future" video** showcases some of the recent local investments fueling our industry's future and our city's vibrancy. We are grateful to those investing in small and significant ways to ensure Albuquerque remains competitive in the visitor economy.



WATCH THE "BUILDING FOR THE FUTURE" VIDEO

NEW, EXPANDED & SIGNATURE EVENTS

- JAN. 15-17 | **Spyglass Festival** (National Museum of Nuclear Science & History)
- FEB. 26-MARCH 8 | **Sin Límites New Works Festival** (Duke City Repertory Theatre)
- MARCH 1 | **Southwest Glowup Expo** (Blue River Productions)
- MARCH 2-8 | **Funny Fiesta** (Arts Hub)
- APRIL 17-26 | **Albuquerque Restaurant Week** (New Mexico Restaurant Association)
- APRIL 18-19 | **Route 66: Roads & Rails Festival** (Wheels Museum)
- APRIL 24-25 | **Gathering of Nations Concert Series** (AMP Concerts)
- MAY 1-JUNE 26 | **Live at Winrock Free Concert Series** (AMP Concerts)
- MAY 2 | **Lowrider Fiesta** (Artemis Promotions, Inc.)

- JUNE 19-27 | **Festival Flamenco Albuquerque**
- JULY 8-11 | **Mariachi Spectacular de Albuquerque**
- SEPT. 26 | **Bands of Enchantment Music Festival**
- OCT. 3-11 | **Albuquerque International Balloon Fiesta®**
- OCT. 24-25 | **Day of the Tread**



Many of these events are supported by Visit Albuquerque's Tourism Grant Program, which is made possible by the Albuquerque Tourism Marketing District.

2026 MILESTONE ANNIVERSARIES

- Route 66** Centennial
- America 250** Semiquincentennial ("NM Spirit" in New Mexico)
- 100th Anniversary of the **Albuquerque Journal**
- 100th Anniversary of **Hotel Parq Central/AT&SF Hospital**
- 60th Anniversary of **Sandia Peak Aerial Tramway**
- 50th Anniversary of the **Indian Pueblo Cultural Center**
- 50th Anniversary of the **Albuquerque Pride Parade**
- 30th Anniversary of the **Downtown Growers' Market**
- 20th Anniversary of the **New Mexico Railrunner**



ALBUQUERQUE IN THE MEDIA



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



50 Best Airports in America
ALBUQUERQUE INTERNATIONAL SUNPORT RANKED NO. 7



Not Santa Fe. Not Taos. Why Albuquerque Is the New Mexico Trip to Put on Your Bucket List.



13 Affordable Places to Travel in the US



5 Fall Road Trips in the U.S. That Pair Changing Leaves With Unforgettable Events



23 Unexpected City Vacations to Add to Your Travel Bucket List



25 Fun Fall Weekend Getaways in the U.S.