CITY of ALBUQUERQUE
TWENTY SEVENTH COUNCIL

COUNCIL BILL NO. R-26-79 ENACTMENT NO. _____

SPONSORED BY: Renée Grout, Brook Bassan, Dan Champine, Joaquín Baca

RESOLUTION

ASSESSING DISTRICT BENEFIT FEES FOR THE ALBUQUERQUE TOURISM MARKETING DISTRICT IN ACCORDANCE WITH THE APPROVED BUDGET.

WHEREAS, the Albuquerque Tourism Marketing District (ATMD) was Created by Ordinance O-22-14; and

WHEREAS, the Management Committee has prepared and filed with the Council, for its review and approval, the FY27 operating budget that is in accordance with the ATMD plan; and

WHEREAS, the ATMD Management Committee, Visit Albuquerque, has filed with the Council a progress report of the ATMD activities for the preceding fiscal year, which includes a complete financial statement setting forth its assets, liabilities, income and operating expenses as of the end of FY26 and the benefits of the ATMD programs to the ATMD lodging businesses' owners; and

WHEREAS, the ATMD Management Committee has recommended to the Council the benefit fee amounts to be assessed in accordance with the ATMD plan; and

WHEREAS, Ordinances O-22-14 and O-22-21 provide for the distribution of the ATMD benefit fee to the Management Committee of the ATMD who shall determine how such funds are spent subject to the Management Committee's compliance with the ATMD plan; and

WHEREAS, NMSA 1978 Section 3-63-13 authorizes the City Council to annually assess the ATMD benefit fees.

BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF ALBUQUERQUE:

SECTION 1. The City Council hereby approves the ATMD budget for FY27.

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SECTION 2. The City Council hereby assesses the ATMD benefit fees for FY26 in accordance with the formulas and procedures adopted in Ordinance O-22-21.

SECTION 3. The estimated revenue of the ATMD benefit fees in the amount of $7,056,817 for FY27, shall be held in a special account for the purpose of carrying out the ATMD in accordance with the approved budget and the ATMD plan and distributed in accordance with the provisions of Ordinances O-22-14 and O-22-21.

SECTION 4. The City Council acknowledges receipt of the ATMD budget and approves the progress report and complete financial statement for FY26.

SECTION 5. SEVERABILITY. If any section, paragraph, sentence, clause, word or phrase of this Resolution is for any reason held to be invalid or unenforceable by any court of competent jurisdiction, such decision shall not affect the validity of the remaining provisions of this Resolution. The Council hereby declares that it would have passed this Resolution and each section, paragraph, sentence, clause, word or phrase thereof irrespective of any provision being declared unconstitutional or otherwise invalid.

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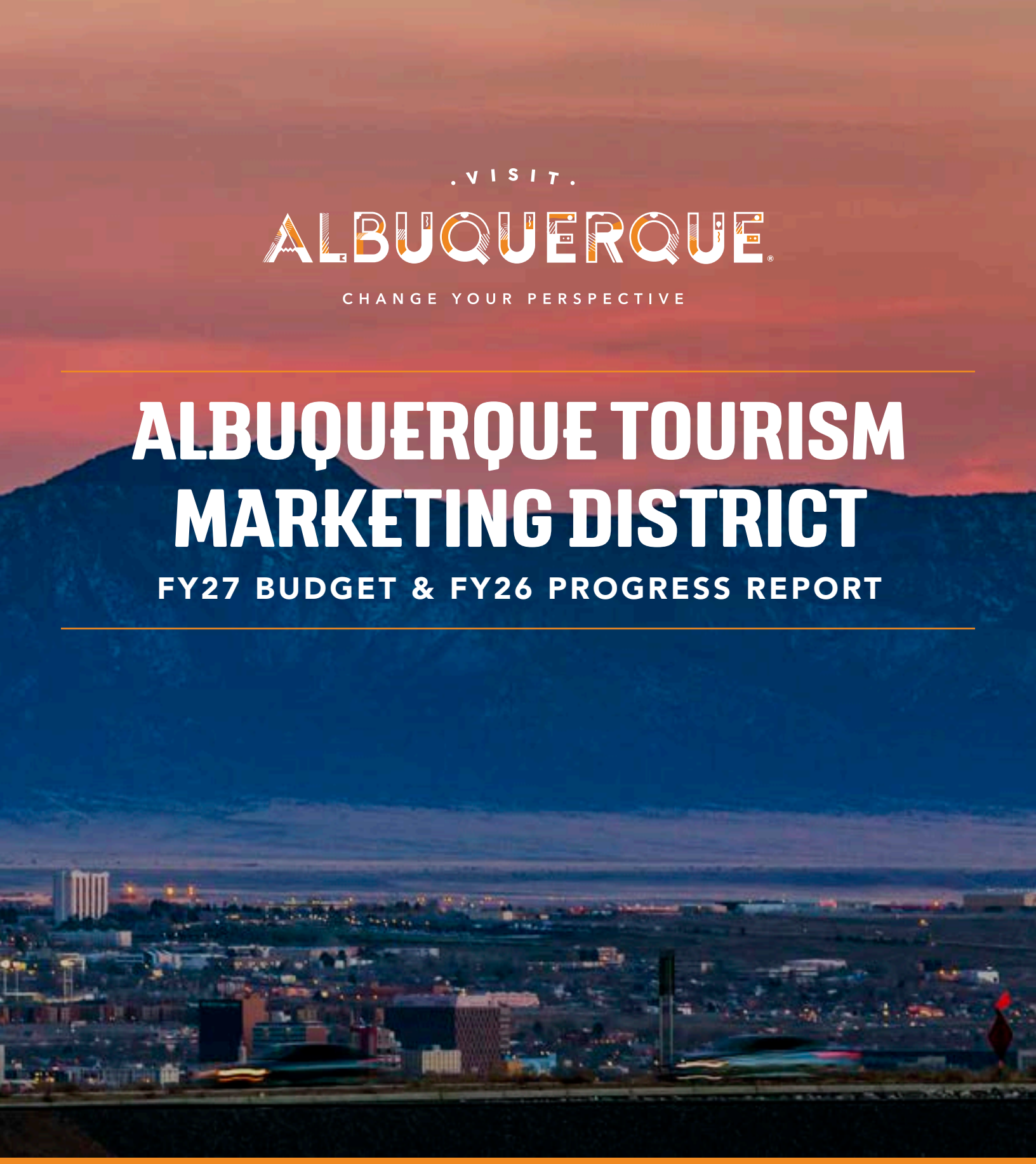
ALBUQUERQUE TOURISM MARKETING DISTRICT

FY27 BUDGET & FY26 PROGRESS REPORT



SUBMITTED TO THE ALBUQUERQUE CITY COUNCIL

Estimated Budget for the Period of July 1, 2026, to June 30, 2027

Progress Report for the Period from July 1, 2025, to June 30, 2026

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Part I: Background

OVERVIEW

Developed by Albuquerque lodging businesses and Visit Albuquerque, the Albuquerque Tourism Marketing District (ATMD) is a business improvement district designed to promote the economic vitality of the ATMD and the general welfare of the city of Albuquerque (City) by providing specific benefits to payors, by funding sales, marketing, communications, visitor services enhancements and destination product development/tourism grants for lodging businesses paying the ATMD business improvement benefit fee.

Effective July 1, 2022, the ATMD will remain in operation for a duration of five (5) years. The ATMD provides an additional source of funding to expand promotion of the City, enhance visitor services and develop destination assets and events, with the benefit of increased room night sales to lodging businesses paying the ATMD business improvement district fee. These funds will supplement, not supplant, lodgers' tax and hospitality fee tourism marketing revenues.

Pursuant to City of Albuquerque Ordinance No. O-22-014, which authorized creation of the ATMD, and the Business Improvement District Act, NMSA 3-63-1 et seq. (BID Act), Visit Albuquerque has prepared the FY27 Budget & FY26 Progress Report for submission to the City Council for its review and approval. Visit Albuquerque is the authorized management committee designated to administer the ATMD pursuant to the BID Act.

GOVERNANCE

Albuquerque City Council, through adoption of the ordinance creating the ATMD and pursuant to § 3-63-11 NMSA, has appointed Visit Albuquerque to serve as the ATMD's management committee and administer and implement the ATMD Plan. Visit Albuquerque is a nonprofit corporation that operates within the boundaries of the ATMD. Pursuant to the ATMD Plan, Visit Albuquerque has established the ATMD Committee, which is responsible for approving the budget for ATMD funds and managing expenditures. The ATMD Committee is comprised solely of lodging business owners or owner representatives paying the ATMD benefit fee, and has a minimum of five (5) members with the following criteria:

1. A minimum of three select-service owners or owner representatives;
2. A minimum of two full-service owners or owner representatives;
3. Representation must include hotels in five various neighborhoods defined by Visit
4. Albuquerque's mapping system;
5. No more than two members may represent hotels from the Downtown area; and
6. Only one member may represent the same ownership/management group.

Current members of the ATMD Committee are:

Sharmin Dharas
Owner, Hotel Zazz
Small Property Representative

Sean Jariwala
Managing Partner, Ambica Hospitality
AAHOA Representative

Deepesh Kholwadwala
Owner & President/Chief Executive Officer, Sun Capital Hotels

Dhawal Kholwadwala
President, 505 Hospitality
GAHLA Representative

Damen Kompanowski
General Manager, Sheraton Uptown

Malini Perumal
Senior Vice President for Sales, Marketing & Revenue Management
Total Management Systems Inc.

Molly Ryckman
Vice President of Sales & Marketing, Heritage Hotels & Resorts

Part II: FY27 Budget

BOUNDARIES

The ATMD will continue to include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the commercial areas of the City of Albuquerque. A map of the ATMD boundary is included herein as Appendix 1.

In the prior reporting period, two (2) new lodging businesses have opened, four (4) lodging businesses have closed, and seven (7) lodging businesses have changed their name. A complete listing of businesses currently assessed for FY26 within the ATMD can be found in Appendix 2.

New Lodging Business:

- Days Inn & Suites by Wyndham Albuquerque West - 6031 Iliff Rd. N.W.
- Days Inn by Wyndham Albuquerque I-25 - 1520 Candelaria Rd. N.E.

Lodging Business Closures:

- Comfort Inn & Suites Downtown Albuquerque - 411 McKnight Ave. N.W.
- El Cuervo ABQ - 701 Roma Ave. N.W.
- French Quarters Motel, The - 9317 Central Ave. N.W.
- La Hacienda Motel - 6214 Central Ave. S.W.

Renamed Lodging Businesses:

- Econo Lodge Downtown/University is now Super 8 by Wyndham Albuquerque Downtown - 817 Central Ave. N.E.
- Extended Stay Hotel is now Days Inn by Wyndham Albuquerque Northeast - 2108 Menaul Blvd. N.E.
- GreenTree Inn Albuquerque North is now Best Western North I-25 Hotel - 7630 Pan American Fwy. N.E.
- Quality Inn Albuquerque East is now SureStay by Best Western Albuquerque East I-40 - 450 Paisano St. N.E.
- Ramada Plaza by Wyndham is now Hotel Mesa Albuquerque Midtown - 2020 Menaul Blvd. N.E.
- Sleep Inn Airport Albuquerque is now Garner Hotel Albuquerque Airport - 2300 International Ave. S.E.
- Super 8 Albuquerque West is now Garner Albuquerque West - 6030 Iliff Rd. N.W.

IMPROVEMENTS AND ACTIVITIES

The improvements and activities to be provided for fiscal year 2027 are consistent with the District Plan (Plan). ATMD improvements and activities will increase overnight tourism and market assessed lodging businesses as destinations for leisure travelers, meetings and events, thereby increasing room night sales for lodging businesses paying the ATMD improvement district benefit fee.

Sales, Marketing & Communications

The sales, marketing and communications program will continue to promote the City of Albuquerque and assessed lodging businesses as destinations for leisure travelers, meetings and events. The sales and marketing program will continue to have a central theme of promoting Albuquerque as a desirable place for overnight visits. The program will continue to have the goal of increasing overnight visitation and room night sales at assessed lodging businesses, and may include the following activities:

- Online marketing efforts to increase awareness and optimize online presence to drive overnight visitation and room sales to assessed lodging businesses;
- Advertising targeted at potential visitors to drive overnight visitation and room sales to assessed lodging businesses;
- Attendance at trade shows to promote travel to the city and promote assessed lodging businesses;
- Sales blitzes to promote Albuquerque as a destination for meetings and events and promote assessed lodging businesses;
- Familiarization tours of the city's attractions, visitor assets and assessed lodging businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring the city's attractions, visitor assets and assessed lodging businesses;
- Attendance at professional industry conferences and affiliation events to promote Albuquerque as a destination and assessed lodging businesses;
- Lead generation activities designed to attract group events to assessed lodging businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed lodging businesses;
- Development and maintenance of a website designed to promote Albuquerque as a destination and promote assessed lodging businesses;
- Marketing campaigns that position Albuquerque as a top choice for potential visitors to increase demand for overnight visitation to assessed businesses;
- Strategies to increase demand for overnight visitation and room sales to assessed businesses, including local marketing, followed by drive markets, short-fly markets, long-fly markets, and eventually key international markets; and
- Research to assess the impact of sales, marketing and communications campaigns on driving travel to Albuquerque and to assessed businesses.

Visitor Services Enhancements

The visitor services enhancement (VSE) program will continue to provide funding for programs and initiatives based on criteria to be developed by Visit Albuquerque. The focus of the VSE program will continue to be on the entire destination brand footprint to ensure a consistent brand experience throughout the ATMD. VSE programs may include:

- A long-term ambassador program with trained staff that supplements the current level of police presence around assessed businesses and encourages overnight visitation at assessed lodging businesses;
- Welcome center and kiosk improvements including new technology-driven visitor information enhancements; and
- Brand-centric visitor services training program for both public and private sector staff.

Destination Product Development / Partner Grants

Destination product development / partner grants projects will continue to be designed to improve the visitor experience in an effort to increase overnight visitation at assessed lodging businesses. As the total number of rooms sold and room prices increase over time, the amount of available funds for projects will increase. As required by applicable law or regulation, the ATMD Committee will continue to observe all appropriate City-required practices, including but not limited to the obtaining of contracts and permits, to implement destination product development/ partner grants projects. Projects may include:

- Comprehensive and integrated wayfinding signage system including signage to parking decks and lots;
- Transportation program connecting assessed lodging businesses with downtown and other attractions, to increase room night sales;
- Art and cultural projects, to attract overnight visitors;
- Gateway enhancements, to attract overnight visitors;
- Enhancements to environmental experiences which attract overnight visitors, that expose visitors to the value of the vital ecosystems;
- Improvements to existing parks and sports facilities utilized by overnight visitors;
- Grants and Partnerships with targeted special events that attract overnight visitors;
- Safe and fun entertainment complex for young teens and adults utilized by overnight visitors;
- Live music venue which attracts overnight visitors;
- Infrastructure improvements that enhance Albuquerque's competitive position to attract desirable special events year around and attract overnight visitors; and
- Improvements to the City's downtown parking deck that make the overnight visitor experience more desirable.

Administration

The administration portion of the budget shall continue to be utilized for administrative staffing costs, office costs, advocacy, and other general administrative costs such as insurance, legal, and accounting fees. The administration portion of the budget shall not exceed ten percent

(10%) of the annual budget, in accordance with the ATMD's plan, in any year of the ATMD's term. There shall continue to be an emphasis on spending ATMD funds on programs that drive maximum benefit to the assessed lodging businesses at the least possible cost.

Contingency/Reserve

The budget includes a contingency line item to continue to account for uncollected business improvement benefit fees, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the ATMD Committee. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the ATMD Committee. Contingency/reserve funds may continue to be spent on ATMD programs or administrative and renewal costs. The reserve fund may be used for the costs of renewing the ATMD.

City Fee

The City of Albuquerque shall continue to retain a fee equal to one percent (1%) of the amount of business improvement benefit fees collected to cover its costs of collection and administration.

ATMD BUDGET AND BUSINESS IMPROVEMENT BENEFIT FEE

Estimated FY27 Estimated Budget

The FY27 budget for the ATMD is estimated to total approximately $7,056,817. Projections for the FY27 budget are based on the actual collections from FY26 and projected growth, less the one percent (1%) City administration fee.

Business Improvement Benefit Fee

There is no change in the method and basis of levying the business improvement benefit fee.

Business Improvement Benefit Fee Rate

The annual business improvement benefit fee rate is two percent (2%) of gross room rental revenue. Based on the benefit received, business improvement benefit fees will not be collected on: stays of more than thirty (30) consecutive days; stays pursuant to a written agreement for at least thirty (30) consecutive days; stays by any person to whom rent is charged at the rate of $2.00 per day or less; stays at institutions of the federal government, the state or any political subdivisions thereof; stays at religious, charitable, educational, or philanthropic institutions, including without limitation stays at summer camps operated by such institutions; stays at clinics, hospitals, or other medical facilities; stays at privately- operated convalescent homes or homes for the aged, infirm, indigent, or chronically ill; stays at short-term rental units; and stays pursuant to contracts executed prior to July 1, 2022, or as soon as possible thereafter.

The term "gross room rental revenue" as used herein means: the consideration received by a lodging business in money, credits, property or other consideration value in money for lodgings. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to state gross receipts taxes, local sales taxes, and lodgers' taxes.

The business improvement benefit fee is levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the business improvement benefit fee on to transients. The amount of the business improvement benefit fee, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the lodging business. The business improvement benefit fee shall be disclosed as the "Tourism Marketing Benefit Fee." The business improvement benefit fee is imposed solely upon, and is the sole obligation of the assessed lodging business even if it is passed on to transients. The business improvement benefit fee shall not be considered taxable revenue for any purposes, including calculation of lodgers' taxes.

Bonds shall not be issued that are secured by ATMD revenue for the provision of ATMD programs or for the retirement of pre-existing debt of the City of Albuquerque.

Time and Manner for Collecting Business Improvement Benefit Fees

The ATMD business improvement benefit fee was implemented on July 1, 2022, and will end five (5) years from its start date. The City shall continue to be responsible for collecting the business improvement benefit fee on a monthly basis (including any delinquencies, penalties and interest) from each lodging business and remitting the funds to Visit Albuquerque. The City shall take all reasonable efforts to collect the business improvement benefit fee from each lodging business. The City shall forward the business improvement benefit fees to the management committee, Visit Albuquerque, on a monthly basis, less the one percent (1%) city fee.

Penalties and Interest

The ATMD shall reimburse the City of Albuquerque for any costs associated with collecting unpaid business improvement benefit fees. If sums in excess of the delinquent ATMD business improvement benefit fees are sought to be recovered in the same collection action by the City, the ATMD shall bear its pro rata share of such collection costs. Assessed lodging businesses which are delinquent in paying the business improvement benefit fee shall be responsible for paying:

1. *Original Delinquency:* Lodging businesses shall make a return by the 25th of each month on forms provided by the City for lodging paid to the lodging business in the preceding calendar month and shall remit therewith to the City payment of the business improvement fee then. The report shall include sufficient information to enable the City to audit the report. If the 25th day of the month falls on a weekend or holiday, the return shall be due on the next business day.
2. If any lodging business makes a return without paying the business improvement benefit fee then due, the lodging business shall be liable for the business improvement benefit fee and a penalty equal to ten percent (10%) thereof or $100, whichever is greater. Promptly after receipt of such return, the City shall give the delinquent lodging business written notice of the business improvement benefit fee and penalty.
3. *Neglect or Refusal to Make Return:* If any lodging business neglects or refuses to make a return and pay the business improvement benefit fee, the Mayor shall make an estimate based upon an examination of the lodging business' books and records, or upon any information in its possession or that may come into its possession, of the amount of gross room rental revenue of the delinquent lodging business for the period in respect to which the lodging business has failed to make a return, and upon the basis of said estimated amount shall compute and assess the business improvement benefit fee payable by the delinquent lodging business, adding to this amount a penalty equal to ten percent (10%) thereof or $100, whichever is greater. Promptly thereafter the City shall give the delinquent lodging business written notice of the estimated business improvement benefit fee and penalty.
4. *Continued Delinquency:* If payment is not made by the lodging business within fifteen
5. (15) days of the date of the notice that the business improvement benefit fee is delinquent, the Mayor may bring an action in law or equity in the district court for the collection of any amounts due, including without limitation penalties thereon, interest on

the unpaid principal at a rate of not exceeding one percent (1%) a month the costs of collection and reasonable attorneys' fees incurred in connection therewith.

6. *Continuous Surety Bond:* A Continuous Surety Bond naming the City as beneficiary in the amount of $3,000 plus $60 per room or individual sleeping accommodation available for use by the public shall be posted and filed with the City Clerk upon a lodging business' failure to remit business improvement benefit fees for two (2) consecutive months. If payment or posting Continuous Surety Bond is not made by the lodging business within fifteen (15) days of the date of notice that the business improvement benefit fee is delinquent, the Mayor may bring an action in law or equity in the district court for the collection of any amount due, including without limitation penalties thereon, interest on the unpaid principal at a rate not exceeding one percent (1%) a month, the costs of collection and reasonable attorneys' fees incurred in connection therewith. Continuous Surety Bond shall remain in force three (3) years from date of issuance per arrear incident applicable. Continuous Surety Bond may be augmented or applied to any succeeding arrear business improvement benefit fee due the City of Albuquerque.
7. *Lodging Business Disputes*: A lodging business that disputes the assessment of any business improvement benefit fee or related penalties and interest may, within five (5) working days of the date of the notice from the City that the business improvement benefit fee is delinquent, appeal the Mayor's decision to the City Hearing Officer as set forth in § 4-4-9 of the Municipal Code of the City of Albuquerque.

Part III: FY26 Progress Report and Benefits to Assessed Lodging Businesses

FY26 Actuals

The FY26 budget for the ATMD was estimated to total approximately $6,654,000. In FY26, estimated collections, less the one percent (1%) City administration fee, were higher than expected, totaling $6,841,086.

A complete ATMD Financial Report outlining assets, liabilities, income and operating expenses can be found in Appendix 4.

Progress Report

With funding from the ATMD, Visit Albuquerque, with its continued service as the management committee of the ATMD, has continued to expand its marketing reach and has achieved strong results.

Sales, Marketing & Communications: Paid Advertising

ATMD funding has opened the door to new channels and has enabled year-round advertising beyond the constraints of seasonal campaigns. In FY26, Visit Albuquerque placed more than $4.24 million in paid advertising using ATMD funding, generating more than 641 million impressions across thirteen (13) key geographic markets. Paid advertising placements funded by the ATMD are detailed in Appendix 3.

Destination Product Development / Partner Grants: Tourism Grant Program

Visit Albuquerque's grant program empowers local organizations to establish and enhance tourism-generating projects across the city. In FY26, thirty-six (36) applicants received funding, totaling $500,000. This is the highest number of recipients in the program's history. Grantees were selected for their potential to strengthen Albuquerque's visitor economy, attract visitors during the shoulder season, and create engaging experiences across a variety of activities.

Downtown Impact

Grant funding reached projects throughout Albuquerque, with a strong focus on Downtown activation and revitalization. A twenty-nine percent (29%) share of funds supports projects centered in Downtown. A more active and vibrant Downtown neighborhood can attract visitors, creating new economic opportunities for residents and local businesses. To further this work, Visit Albuquerque launched a feasibility study to identify future tourism-related projects to move Downtown and the visitor economy forward.

Seasonality

Grantees support visitation throughout the year, placing emphasis on the shoulder season. Nearly half of funding goes to projects designed to attract visitors during periods when tourism

demand is typically lower.

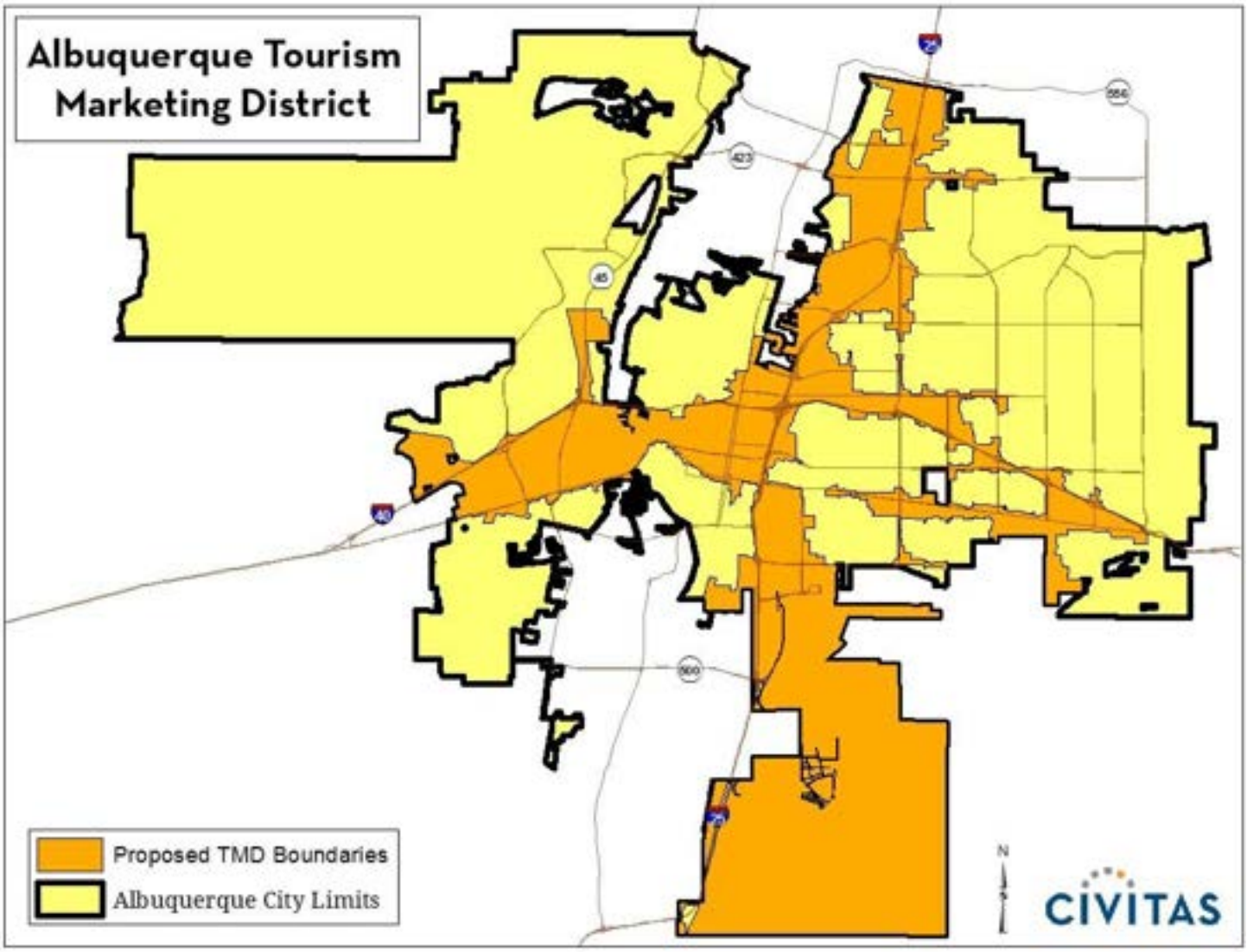
- 58% of funding supports projects during the peak tourism season (April–October)
- 42% of funding supports projects during the shoulder season (November–March)

Activities

Awarded projects create engaging experiences across a variety of activities. By share of funding:

- **Preservation & Tourism Assets (21%)**: Investments that preserve and improve important attractions and strengthen long-term appeal to overnight visitors.
- **Arts & Culture (20%):** Programs and events that showcase visual arts, film, museum exhibitions and cultural experiences.
- **Culinary & Beverage (16%):** Experiences that highlight Albuquerque's food, beverage and local culinary scene.
- **Festivals (15%):** Events that bring residents and visitors together while generating overnight stays.
- **Sports & Outdoor Recreation (10%):** Events that attract participants and spectators traveling for races, recreation and outdoor experiences.
- **Entertainment & Live Music (10%):** Programming that draws visitors through live performances, concerts and entertainment offerings.
- **Seasonal & Holiday Events (8%):** Celebrations and experiences that encourage visitation during seasonal and holiday periods.

Appendix 1 – Boundary Map



Appendix 2 – Assessed Businesses

Lodging Business Name	Address
Albuquerque Inn	7640 Central Ave. S.E.
Albuquerque KOA Journey	12400 Skyline Rd. N.E.
Albuquerque Marriott Hotel	2101 Louisiana Blvd. N.E.
Albuquerque Marriott Pyramid North	5151 San Francisco Rd. N.E.
ARRIVE Albuquerque	717 Central Ave. N.W.
Baymont by Wyndham Albuquerque Airport	2601 Mulberry St. S.E.
Best Western Airport Albuquerque Inn Suites Hotel & Suites	2400 Yale Blvd. S.E.
Best Western North I-25 Hotel	7630 Pan American Fwy. N.E.
Best Western Plus Rio Grande Inn	1015 Rio Grande Blvd. N.W.
Bottger Mansion Bed and Breakfast Albuquerque	110 San Felipe St. N.W.
Casas De Suenos Old Town Historic Inn, Ascend Hotel Collection	310 Rio Grande Blvd. S.W.
Comfort Inn & Suites Alameda At Albuquerque Balloon Fiesta Park	5811 Signal Ave. N.E.
Comfort Inn Albuquerque Airport	1801 Yale Blvd. S.E.
Comfort Suites Albuquerque Airport	1401 Woodward Rd. S.E.
Comfort Suites Albuquerque/North Journal Center	5251 San Antonio Dr. N.E.
Coronado Village	8401 Pan American Fwy. N.E.
Courtyard by Marriott Albuquerque Airport	1920 Yale Blvd. S.E.
Courtyard by Marriott Journal Center	5151 Journal Center Blvd. N.E.
Crossroads Motel	1001 Central Ave. N.E.
Crowne Plaza Albuquerque	1901 University Blvd. N.E.
Days Inn & Suites by Wyndham Airport Albuquerque	2331 Centre Ave. S.E.
Days Inn & Suites by Wyndham Albuquerque North	5101 Ellison St. N.E.
Days Inn & Suites by Wyndham Albuquerque West	6031 Iliff Rd. N.W.
Days Inn by Wyndham Albuquerque Downtown	615 Central Ave. N.E.
Days Inn by Wyndham Albuquerque I-25	1520 Candelaria Rd. N.E.
Days Inn by Wyndham Albuquerque Northeast	2108 Menaul Blvd. N.E.
Days Inn by Wyndham East Albuquerque	10321 Hotel Ave. N.E.
Desert Sands Inn & Suites Albuquerque	13317 Central Ave. N.E.
DoubleTree by Hilton Hotel Albuquerque	201 Marquette Ave. N.W.
Downtown Inn	1213 Central Ave. N.W.
Drury Inn & Suites Albuquerque	4310 The 25 Way N.E.
Econo Lodge East Albuquerque	13211 Central Ave. N.E.

Econo Lodge Inn & Suites Albuquerque	10331 Hotel Ave. N.E.
Econo Lodge Old Town Albuquerque	2321 Central Ave. N.W.
Econo Lodge West Coors Boulevard Albuquerque	5712 Iliff Rd. N.W.
El Don Motel	2222 Central Ave. S.W.
El Vado Motel	2500 Central Ave. S.W.
El Verde Inn	10020 Country Club Ln. N.W.
Element Albuquerque Uptown	2430 Louisiana Blvd. N.E.
Embassy Suites by Hilton Albuquerque	1000 Woodward Pl. N.E.
Extend a Suites & RV Park	12999 Central Ave E
Extend A Suites Albuquerque West	5701 Iliff Rd. NW
Extended Stay America Albuquerque Airport	2321 International Ave. S.E.
Fairfield Inn & Suites by Marriott - Airport	2300 Centre Ave. S.E.
Fairfield Inn & Suites by Marriott Albuquerque North	4875 Pan American W. Fwy. N.E.
Fairfield Inn by Marriott Uptown	2160 Louisiana Blvd. N.E.
Garner Albuquerque West	6030 Iliff Rd. N.W.
Garner Hotel Albuquerque Airport	2300 International Ave. SE
Hampton by Hilton Inn & Suites Albuquerque North/I 25	4412 The 25 Way N.E.
Hampton Inn & Suites Albuquerque - Coors Road	6150 Iliff Rd. N.W.
Hampton Inn & Suites Albuquerque Airport	1300 Woodward Rd. S.E.
Hampton Inn Albuquerque-University/Midtown	2300 Carlisle Blvd. N.E.
Hilton Garden Inn Albuquerque Airport	2601 Yale Blvd. S.E.
Hilton Garden Inn Albuquerque Downtown	222 Central Ave. S.E.
Hilton Garden Inn Albuquerque Uptown	6510 Americas Pkwy. N.E.
Hilton Garden Inn Albuquerque/Journal Center	5320 San Antonio Dr. N.E.
Holiday Inn & Suites Albuquerque Airport	1501 Sunport Pl. S.E.
Holiday Inn & Suites Albuquerque North I 25	5050 Jefferson St. N.E.
Holiday Inn Express & Suites Albuquerque Airport	1921 Yale Blvd. S.E.
Holiday Inn Express & Suites Albuquerque East	10501 Copper Pointe Way N.E.
Holiday Inn Express & Suites Albuquerque Midtown	2500 Menaul Blvd. N.E.
Holiday Inn Express & Suites Albuquerque North Balloon Fiesta Park	5401 Alameda Blvd. N.E.
Home2 Suites by Hilton Albuquerque Airport	3021 University Blvd. S.E.
Home2 Suites by Hilton Albuquerque/Downtown-University	1660 University Blvd. N.E.
Homewood Suites by Hilton Albuquerque Airport	1520 Sunport Pl. S.E.
Homewood Suites Albuquerque Downtown	222 Central Ave. S.E.
Homewood Suites by Hilton Albuquerque Uptown	7101 Arvada Ave. N.E.
Homewood Suites by Hilton Albuquerque-Journal Center	5400 San Antonio Dr. N.E.
Hotel 505	900 Medical Arts Ave. N.E.

Hotel Albuquerque at Old Town	800 Rio Grande Blvd. N.W.
Hotel Andaluz Albuquerque, Curio Collection by Hilton	125 Second St. N.W.
Hotel Chaco	2000 Bellamah Ave. N.W.
Hotel Mesa Albuquerque Midtown	2020 Menaul Blvd. N.E.
Hotel Parq Central	806 Central Ave. S.E.
Hotel Zazz	3711 Central Ave. N.E.
Hyatt Place Albuquerque Airport	1400 Sunport Pl. S.E.
Hyatt Place Albuquerque/Uptown	6901 Arvada Ave. N.E.
InTown Suites Albuquerque	4676 Commerce Ave. N.E.
La Quinta Inn & Suites by Wyndham Albuquerque Journal Ctr NW	7439 Pan American Fwy. N.E.
La Quinta Inn & Suites by Wyndham Albuquerque Midtown	2011 Menaul Blvd. N.E.
La Quinta Inn & Suites by Wyndham Albuquerque West	6101 Iliff Rd. N.W.
La Quinta Inn by Wyndham Albuquerque Airport	2116 Yale Blvd. S.E.
La Quinta Inn by Wyndham Albuquerque Northeast	5241 San Antonio Dr. N.E.
Lazy H Motel	5601 Central Ave. N.E.
Luxury Inn	6718 Central Ave. S.E.
Microtel Inn & Suites by Wyndham Albuquerque West	9910 Avalon Rd. N.W.
Monterey Motel	2402 Central Ave. S.W.
Motel 6 - Midtown	1701 University Blvd. N.E.
Motel 6 Albuquerque - North	8510 Pan American Fwy. N.E.
Motel 6 Albuquerque, NM - Carlisle	3400 Prospect Ave. N.E.
Motel 6 Albuquerque, NM - Northeast	13141 Central Ave. N.E.
Nativo Lodge	6000 Pan American Fwy. N.E.
Painted Lady Bed & Brew	1100 Bellamah Ave. N.W.
Piñon Motel & Apartments	8501 Central Ave. N.E.
Quality Inn & Suites Albuquerque	6100 Iliff Rd. N.W.
Quality Inn & Suites Albuquerque Midtown - University Area	1315 Menaul Blvd. N.E.
Quality Inn & Suites Albuquerque North near Balloon Fiesta Park	5601 Alameda Blvd. N.E.
Quality Inn & Suites Sunport Airport Albuquerque	2231 Yale Blvd. S.E.
Quality Suites Albuquerque Airport	1501 Gibson Blvd. S.E.
Ramada Albuquerque Airport	2300 Yale Blvd. S.E.
Red Roof Inn Albuquerque - Midtown	2015 Menaul Blvd. N.E.
Residence Inn Albuquerque Airport	2301 International Ave. S.E.
Residence Inn Albuquerque North	4331 The Lane @ 25 N.E.
Rodeway Inn Albuquerque Downtown on Rt 66	801 Central Ave. N.E.

Sandia Peak Inn Old Town ABQ, a Howard Johnson by Wyndham	4614 Central Ave. S.W.
Sheraton Albuquerque Airport Hotel	2910 Yale Blvd. S.E.
Sheraton Albuquerque Uptown	2600 Louisiana Blvd. N.E.
Siegel Select Albuquerque II	5020 Ellison St. N.E.
Siegel Select Albuquerque	2500 University Blvd. N.E.
Sonesta ES Suites Albuquerque	3300 Prospect Ave. N.E.
Sonesta Simply Suites Albuquerque Midtown	3025 Menaul Blvd. N.E.
Southwest Suites Corporate Housing	5840 Osuna Rd. N.E.
Spark by Hilton Albuquerque North I-25	4630 Pan American Fwy. N.E.
SpringHill Suites Albuquerque North/Journal Center	5910 Holly Ave. N.E.
SpringHill Suites Albuquerque University Area	1101 Central Ave. N.E.
Staybridge Suites Albuquerque - Airport	1350 Sunport Pl. S.E.
Staybridge Suites Albuquerque North	5817 Signal Ave. N.E.
Studio 6 Albuquerque, NM - North	4441 Osuna Rd. N.E.
Suburban Extended Stay Hotel East	13031 Central Ave. N.E.
Suburban Studios Albuquerque Midtown - University	2401 Wellesley Dr. N.E.
Super 8 by Wyndham Albuquerque Downtown	817 Central Ave. N.E.
SureStay by Best Western Albuquerque East I-40	450 Paisano St. N.E.
SureStay by Best Western Albuquerque Midtown	1635 Candelaria Rd. N.E.
The American Inn & Suites	7407 Central Ave. N.E.
The Clyde Hotel	330 Tijeras Ave. N.W.
The Imperial	701 Central Ave N.E.
The Querque Hotel	1760 Menaul Rd. N.E.
TownePlace Suites Albuquerque Airport	2400 Centre Ave S.E.
TownePlace Suites Albuquerque North	5511 Office Blvd. N.E.
TownePlace Suites by Marriott Uptown	2160 Louisiana Blvd. N.E.
Travelodge by Wyndham Albuquerque East	1601 Paisano St. N.E.
Travelodge by Wyndham Albuquerque West	6012 Iliff Rd. N.W.
Tree Inn & Suites	2120 Menaul Blvd. N.E.
Tru by Hilton Albuquerque North I 25	4949 Jefferson St. N.E.
Westward Ho Motel	7500 Central Ave. S.W.
WoodSpring Suites Albuquerque East I-40 Tramway	13001 Central Ave. N.E.

Appendix 3 – ATMD FY26 Paid Advertising Placements

SUMMARY OF PLACEMENTS

Visit Albuquerque placed more than **$4.24 million** worth of advertising in FY26 using ATMD funding, generating more than **641 million** impressions. Channels were selected to reach our target audiences of Flavor Chasers, Memory Makers, Soulful Voyagers and Bucket Listers. Digital channels to reach these travelers included online banner ads, streaming video spots, paid social media and pay-per-click search engine marketing. Traditional channels included ads in print publications, outdoor billboards and ads at 10 airports. In addition, ATMD funding was used to include Albuquerque is a documentary series for the Route 66 Centennial.

FY26 Ad Placement	Ad Impressions*	Ad Spend
Online Banner Ads	145,558,776	$1,198,553
Connected TV and Preroll Video	25,678,644	$605,374
Online Banner Ads for I-40 Intercept Campaign	8,205,128	$55,749
Outdoor Billboards for I-40 Intercept Campaign	5,914,435	$23,731
Online Banner Ads for Signature Events	7,358,991	$50,000
Airport: Dallas-Fort Worth International (DFW)	35,310,365	$442,643
Airport: Dallas Love Field	78,897,000	$135,888
Airport: Denver International (DEN)	58,159,908	$389,116
Airport: Houston Hobby (HOU)	1,734,139	$22,155
Airport: Houston George Bush Intercontinental (IAH)	4,469,082	$57,096
Airport: Los Angeles International (LAX)	15,624,158	$199,611
Airport: Phoenix Sky Harbor International (PHX)	115,425,000	$234,204
Airport: Salt Lake City International (SLC)	10,854,945	$30,488
Airport: San Diego International (SAN)	18,930,282	$88,980
Airport: John Wayne Airport Orange County (SNA)	9,445,192	$38,618
Paid Social Media (Instagram, Facebook, TikTok, Pinterest, YouTube)	92,359,140	$500,000
Search Engine Marketing (Pay Per Click)	876,419	$120,000
Texas Monthly	3,399,500	$18,844
Route 66 Docuseries	2,970,000	$25,000
Total	**641,171,104***	**$4,236,050**

**These are planned ad impressions. Actual impressions were higher than planned impressions due to overdelivery by ad vendors and bonus placements. Actual impressions were 784,380,388.*

ADVERTISING EFFECTIVENESS

Funding provided by the Albuquerque Tourism Marketing District has significantly expanded Visit Albuquerque's ability to promote Albuquerque. ATMD investments have enabled year-round marketing, expanded geographic market coverage, and allowed Visit Albuquerque to target new audiences that would otherwise remain out of reach.

Visit Albuquerque advertised in **13 key geographic markets** in FY26. The markets were chosen based on their historical performance in attracting visitors; demographic alignment with our core audiences; the overall ease, convenience and cost for travelers from those markets to reach Albuquerque; our city's dissimilarity from the target market; and the cost of the media market. In each of those markets, advertising that was funded by non-ATMD dollars also ran. Target markets were:

- Amarillo, Texas
- Austin, Texas
- Colorado Springs, Colorado
- Dallas, Texas
- Denver, Colorado
- El Paso, Texas
- Houston, Texas
- Los Angeles, California
- Lubbock, Texas
- Phoenix, Arizona
- Salt Lake City, Utah
- San Diego, California
- Tucson, Arizona

In addition, our online banner ads retargeted travelers throughout the United States who have visited our website. This marketing strategy re-engages individuals who have shown interest in Albuquerque and helps keep our destination top of mind.

Our **FY26 Brand Health and Marketing Effectiveness Study** measured awareness of our destination's paid advertising among target travelers, defined as those ages 25 to 74 who have taken at least one overnight leisure trip in the past 12 months. The study showed that awareness of Visit Albuquerque's paid advertising was highest in El Paso, at 36%, followed closely by Amarillo (33%) and Lubbock (32%). Even in large cities, where the population makes it more difficult to reach target audiences, awareness of our paid advertising campaigns was 31% in Dallas, 29% in Los Angeles, 29% in Phoenix and 28% in Houston. Lowest awareness of paid advertising was in Salt Lake City, at 18%, and San Diego, at 23%. Both of those cities are expansion markets, with advertising campaigns added in FY26. We expect awareness to grow in those markets with continuity and repetition.

Awareness of every paid advertising channel increased in FY26 compared to FY25. Online video led paid awareness in most markets, followed by online banner ads, paid social media, airport advertising, and radio and podcast advertising. Because advertising has a carryover effect, all channels work together to build Albuquerque's brand.

PAID ADVERTISING AWARENESS BY MARKET

	Online Video Awareness	Online Banner Awareness	Paid Social Awareness	Airport Ad Awareness	Radio/Podcast Awareness	**Overall Paid Ad Awareness**
Amarillo	22%	10%	10%	7%	0%	**33%**
Austin	17%	12%	7%	6%	2%	**28%**
Colorado Springs	20%	13%	12%	7%	4%	**31%**
Dallas	18%	13%	11%	8%	2%	**31%**
Denver	14%	9%	7%	6%	2%	**24%**
El Paso	20%	12%	14%	8%	1%	**36%**
Houston	16%	10%	11%	7%	2%	**28%**
Los Angeles	19%	15%	13%	7%	2%	**29%**
Lubbock	15%	9%	8%	3%	2%	**32%**
Phoenix	17%	10%	8%	6%	2%	**29%**
Salt Lake City	9%	7%	5%	4%	1%	**18%**
San Diego	16%	11%	8%	7%	3%	**23%**
Tucson	14%	11%	10%	6%	0%	**29%**

The Marketing Effectiveness Study showed that an estimated 7.5 million people in our nine core markets* recalled seeing Visit Albuquerque's paid advertising during FY26. As a direct result of Visit Albuquerque's paid advertising campaigns, travelers from those nine markets alone booked nearly 322,000 trips to Albuquerque, generating approximately **$143 million in direct visitor spending**. In total, nearly $14 million in taxes were generated for Albuquerque as a result of the FY26 paid advertising efforts.

Based on the direct spending by influenced visitors from those nine core markets, Visit Albuquerque returned almost **$29 in visitor spending and $2.73 in tax revenue for every ad dollar spent**.

Comparing FY26 results to FY25, our paid advertising campaigns influenced more visits and more direct spending, were more cost effective, and delivered a higher return on investment.

RETURN ON AD SPEND – NINE CORE MARKETS*

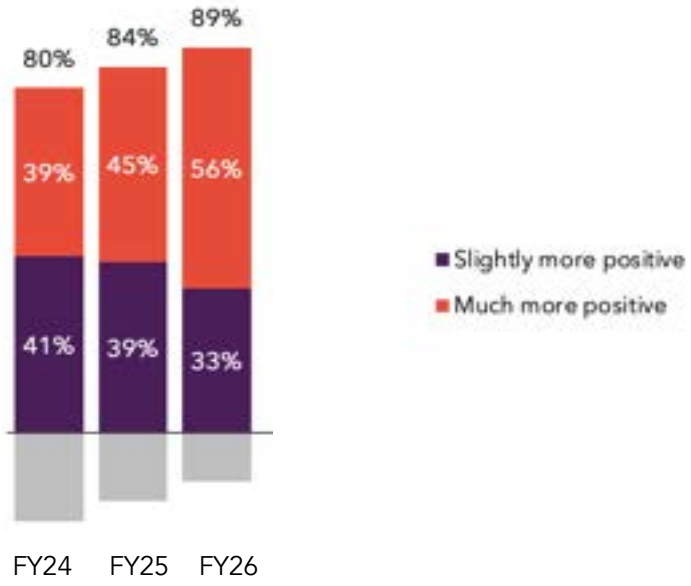
	FY25	**FY26**
Estimated Total Person Trips Influenced	307,791	321,732
Estimated Total Direct Spending Influenced	$116,107,583.00	$143,115,467
Estimated Total Taxes Influenced	$10,668,047.00	$13,575,168
Total Ad Spend in Nine Core Markets**	$5,280,130.00	$4,964,734
Direct Spending ROI (Return on Ad Spend)	**$21.99**	**$28.83**
Tax ROI	**$2.02**	**$2.73**

**Core Markets are Amarillo, Austin, Colorado Springs, Dallas, Denver, El Paso, Houston, Los Angeles and Phoenix.*

***Total ad spend includes campaigns funded by ATMD as well as by lodgers' tax and 1% Hospitality Fee.*

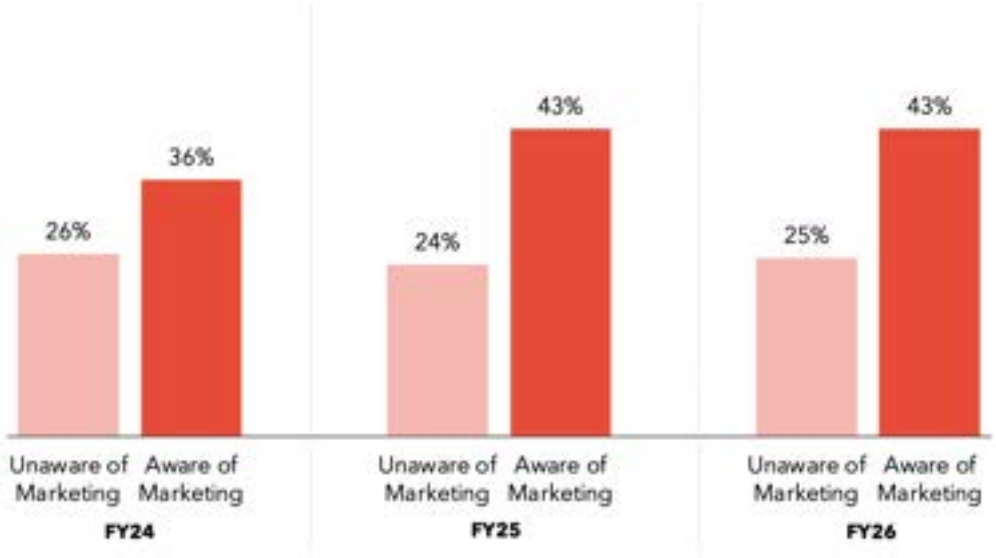
In addition, the Marketing Effectiveness Study showed that 89% of those in nine core markets who recalled seeing our paid advertising in FY26 said the **ads had a positive impact on their perceptions of Albuquerque**, a 5-point increase from FY25 and a 9-point increase from FY24.

ADVERTISING'S POSITIVE IMPACT ON PERCENTAGES OF ALBUQUERQUE



Among those in our core markets who were aware of Visit Albuquerque's FY26 marketing campaigns, **43% reported interest in visiting Albuquerque** in the next 12 months, compared to only 25% of those who were unaware of our marketing. The gap in the level of interest between those who were aware of Visit Albuquerque's marketing and those who were unaware has nearly doubled in two years, increasing from a 10-point difference in FY24 to an 18-point difference in FY26. This shows that our marketing has become more effective in generating interest about traveling to our destination.

INTEREST IN VISITING ALBUQUERQUE IN THE NEXT 12 MONTHS



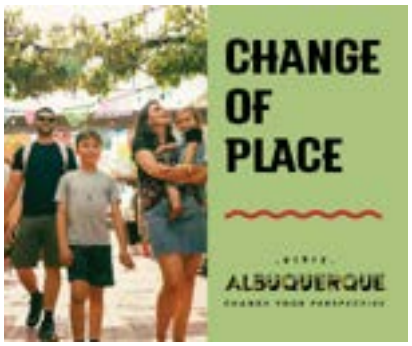
ONLINE BANNER ADS: MAIN LEISURE TRAVEL CAMPAIGN

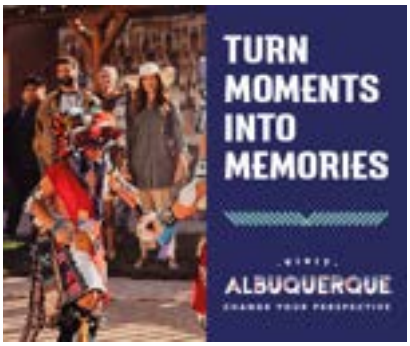
August 1, 2025, to June 30, 2026
Impressions: 145,558,776
Spend: $1,198,533
Ad units: Banner ads in nine sizes, social-to-display ads, image carousels, mobile breakaway ads, mobile runway ads

In FY26, Visit Albuquerque's online ads targeted travelers aged 25 to 74 in our 13 key geographic markets. Ads were designed for each of our four key audience types (Flavor Chasers, Memory Makers, Soulful Voyagers and Bucket Listers). In addition, a set of conversion ads were used to retarget people who demonstrated interest in visiting Albuquerque. Sample ads are shown below.

FLAVOR CHASERS

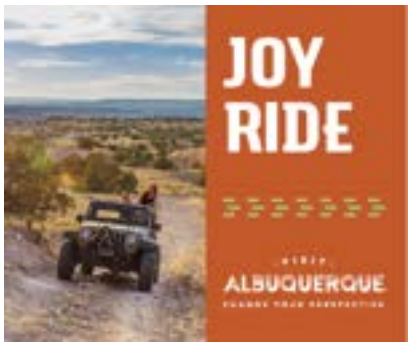
MEMORY MAKERS





SOULFUL VOYAGERS

BUCKET LISTERS



CONVERSION

VIDEO ADS: MAIN LEISURE TRAVEL CAMPAIGN

August 1, 2025, to June 30, 2026
Impressions: 25,678,644
Spend: $605,374
Ad units: Connected TV, Over-the-Top TV, Preroll Video

Visit Albuquerque placed 15- and 30-second video spots on internet-connected TV sets where viewers stream digital content as well as preroll video spots that play before the content of YouTube videos and other online video content.

I-40 INTERCEPT CAMPAIGN

April 1, 2026, to June 30, 2026
Impressions: 8,205,128 banner ad impressions + 5,914,435 billboard impressions
Spend: $55,749 for banner ads + $23,731 for billboards
Ad units: Banner ads in six sizes; outdoor billboards measuring 40x10 feet and 35x21 feet

To capture the attention of summer road trippers, Visit Albuquerque conducted an advertising campaign from April through June that encouraged people driving on I-40 to stop overnight in Albuquerque, even if our city was not their final destination.

We posted **seven billboards on I-40**, with two facing eastbound drivers from the Arizona state line toward Albuquerque and five facing westbound drivers from the Texas state line toward Albuquerque. The billboards showcased Albuquerque as the perfect spot for tired travelers to stop for the night.

We also **geofenced approximately 600 miles** of the interstate from Flagstaff to Amarillo, including the gas stations, rest stops and quick-service restaurants along that stretch. Mobile devices within the geofenced area received a Visit Albuquerque banner ad.

SIGNATURE EVENT ADVERTISING

Various dates, see below
Impressions: 7,358,991
Spend: $50,000

Visit Albuquerque developed marketing campaigns to promote awareness and ticket sales for four "signature events" in FY26. These events also each received $10,000 grants from the Tourism Grant Program funded by the ATMD. We worked with event producers to determine messaging and target markets for each event and to develop a customized campaign.

- **Day of the Tread**, ads in market Sept. 10 to Oct. 15, 2025, targeting Amarillo, Colorado Springs, El Paso, Lubbock, Tucson and New Mexico cities outside of Albuquerque.
- **Gathering of Nations**, ads in market Feb. 17 to April 6, 2026, targeting Amarillo, Colorado Springs, Dallas, Denver, El Paso, Lubbock, Phoenix and Tucson.
- **Festival Flamenco**, ads in market April 15 to May 31, 2026, targeting Amarillo, Colorado Springs, Dallas, Denver, El Paso, Lubbock, Phoenix and Tucson.
- **Mariachi Spectacular**, ads in market June 1 to June 30, 2026, targeting Amarillo, Colorado Springs, Dallas, Denver, El Paso, Lubbock and New Mexico cities outside of Albuquerque.

DALLAS-FORT WORTH INTERNATIONAL AIRPORT

July 1, 2025, to January 12, 2026, and February 12, 2026, to May 31, 2026
Impressions: 35,310,365
Spend: $442,643

Dallas-Fort Worth International Airport is the third-busiest airport in the world by the number of aircraft landings and the second-busiest airport in the world by passenger count. DFW is the largest hub for American Airlines in the world. Our presence there in FY26 included:

- Nine digital spectaculars (230" and 165") in Terminals A, B and C
- Forty-eight iVision screens (85") in gatehold areas of Terminals A, B and C
- Seventy-two digital monitors (75") in the baggage claim areas of Terminals A, B, C and E

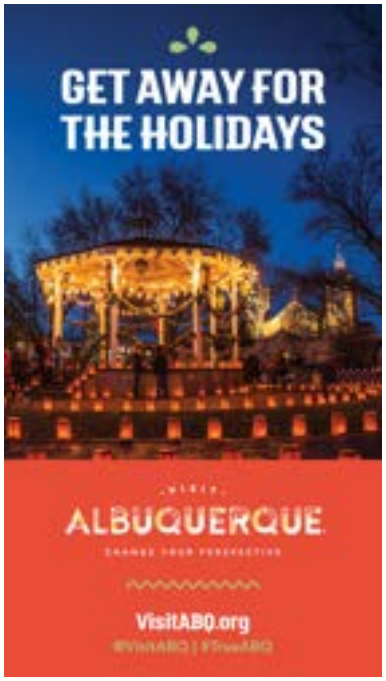
DALLAS LOVE FIELD

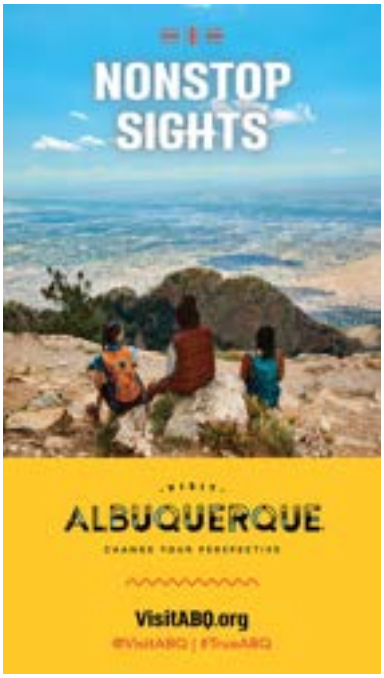
July 1, 2025, to June 28, 2026
Impressions: 78,897,000
Spend: $135,888

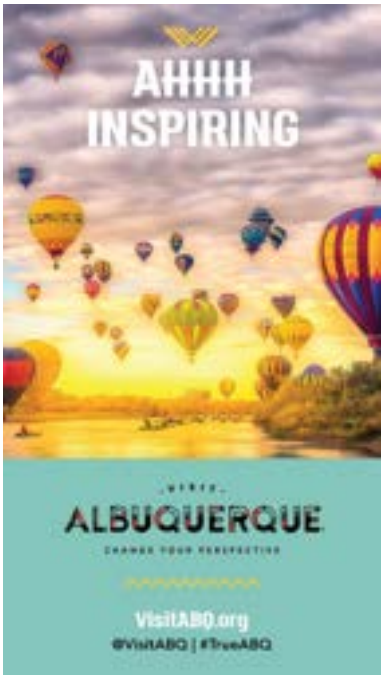
Dallas Love Field is the operating base for Southwest Airlines, which has a 95% market share at the airport. Southwest Airlines is the largest carrier by passenger volume to the Albuquerque International Sunport. Visit Albuquerque's advertising at Love Field included:

- Thirteen 80-inch digital screens throughout the terminals and concourses
- Eight 82-inch digital screens in the baggage claim area

With digital screens, we are able to rotate messaging seasonally or promote events such as the Albuquerque International Balloon Fiesta.







DENVER INTERNATIONAL AIRPORT

July 1, 2025, to June 28, 2026
Impressions: 58,159,908
Spend: $389,116

Denver International Airport is the third-busiest in the world in terms of passenger traffic. At DIA, our ads appear on 40 double-sided digital "blade" signs at 20 gate hold areas in Concourse C. This concourse is primarily used by Southwest Airlines and accounts for 34% of all passenger traffic at DIA. Each blade sign is 8 feet tall. Because the sign includes the gate number at the bottom, they are highly viewed. In addition, they have high dwell times because they are located above seating areas at the gates.

HOUSTON HOBBY AIRPORT

November 21, 2025, to December 31, 2025
February 9, 2026, to February 22, 2026
March 9, 2026, to March 29, 2026
April 6, 2026, to April 26, 2026
May 11, 2026, to May 30, 2026
Impressions: 1,734,139
Spend: $22,155

At Houston Hobby, we placed ads on 70-inch digital screens located in the central concourse and at the baggage claim carousels. The number of screens varied from 13 to 15, depending on contracted run dates. Sample ads are shown below.

HOUSTON GEORGE BUSH INTERNATIONAL AIRPORT

November 21, 2025, to December 31, 2025
March 16, 2026, to May 31, 2026
Impressions: 4,469,082
Spend: $57,096

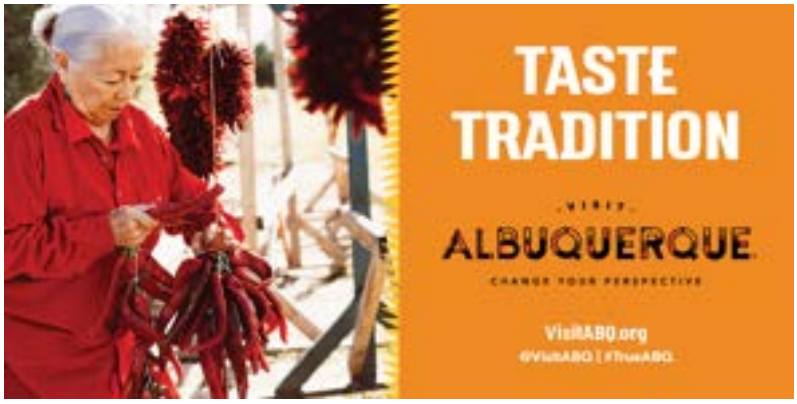
Our ads at IAH appeared on 70-inch digital screens in Terminals A, B, C and E for 25 days in November and December 2025 and on digital "spectacular" screens of various sizes in Terminals A, C and E for 11 weeks in March through May 2026. Sample ads are shown below.

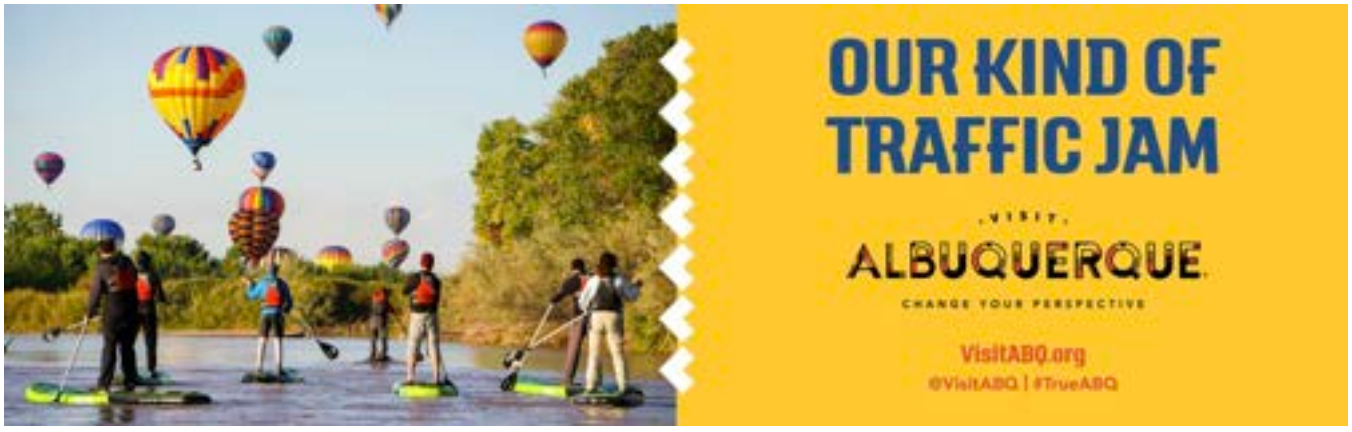
LOS ANGELES INTERNATIONAL AIRPORT

December 1, 2025, to January 9, 2026
March 16, 2026, to May 31, 2026
Impressions: 15,624,158
Spend: $199,611

In December 2025 and early January 2026, we placed 10-second video spots on 87 i-Vision (80") and baggage claim (70") monitors throughout LAX, the world's 11th busiest airport and a major international gateway for the United States. Our ads appeared in six out of the nine terminals at LAX, including Terminal 1, primarily used by Southwest Airlines; Terminals 2 and 3, Delta Airlines; Terminals 4, American Airlines; and Terminals 7 and 8, United Airlines.

For 11 weeks in March through May 2026, we appeared on 16 digital "spectacular" units of various sizes in Terminals 1, 2, 4, 7 and 8. Sample ads are shown below.





PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

July 1, 2025, to June 28, 2026
Impressions: 115,425,000
Spend: $234,204

Phoenix Sky Harbor is one of the 10 busiest airports in the United States. Our advertising presence there included three large window wraps on Level 3 of Terminal 4, which services Southwest Airlines and American Airlines, and digital signage in Terminals 3 and 4.

- Three window wraps, one is 31 ft. x 6 ft. and two are 17 ft. x 6 ft.
- 42 baggage claim monitors (75”) in Terminal 3
- Two digital screens over escalators in Terminal 3 (one is 20 ft. x 6 ft. and one is 20 ft. x 5 ft.)
- Four digital screens (75”) in Terminal 4

SALT LAKE CITY INTERNATIONAL AIRPORT

February 2, 2026, to June 28, 2026
Impressions: 10,854,945
Spend: $30,488

We ran 10-second video ads on 34 screens (measuring 85”) on Concourse A and B of the Salt Lake City airport.

SANTA ANA / ORANGE COUNTY JOHN WAYNE AIRPORT

February 16, 2026, to June 28, 2026
Impressions: 9,445,192
Spend: $38,618

Visit Albuquerque ads ran on 40 digital screens (75”) on Concourses A, B and C at John Wayne Aiport, as well as on 12 digital monitors (75”) in the baggage claim area.

SAN DIEGO INTERNATIONAL AIRPORT

February 2, 2026, to June 28, 2026
Impressions: 18,930,282
Spend: $88,980

Our placements at San Diego International Airport are in the new Terminal 1, which opened in late 2025 to replace an old terminal after a multiyear renovation. We have the largest advertising unit in Terminal 1, a back-lit static unit that measures 72 feet long x 6 feet high.

We also are running ads on four 65-inch screens in Terminal 1 and eight 88-inch screens in Terminal 2.

TEXAS MONTHLY

April 1, 2026, to April 30, 2026
Impressions: 3,399,500
Spend: $18,844

The April 2026 issue of *Texas Monthly* featured an editorial section on New Mexico. Visit Albuquerque purchased a full-page ad in the issue and ran an advertorial in the Trip Planner section of the magazine. To support the print placements, we also ran banner ads on the *Texas Monthly* website during the month of April.

NEW MEXICO

ADVERTISEMENT

Find Your Next Getaway in New Mexico

Whether you're looking for an outdoor adventure or rejuvenating break, find your perfect vacation in The Land of Enchantment.

SOCIAL MEDIA ADVERTISING CAMPAIGN

July 1, 2025 to June 30, 2026
Impressions: 92,359,140
Spend: $500,000

Research shows that Albuquerque's target travelers are heavy users of social media and use it for trip inspiration and planning. To reach these audiences, Visit Albuquerque places paid advertisements on Instagram, Facebook, TikTok, Pinterest and YouTube. The "**U Are Here**" campaign creatively invites travelers to imagine themselves as the middle "U" in Albuquerque's name.

In FY26, our social media ad campaign generated more than 92 million impressions and more than 14 million engagements (likes, clicks, shares), for an engagement rate of more than 15.2%. Engagement rates above 6% for paid advertising are considered strong.

Our strongest month for engagement was April 2026, when we ran a sweepstakes contest targeting residents of New York City to raise awareness of JetBlue's nonstop flight from JFK International Airport to the Albuquerque International Sunport. Our engagement rate during the month of April was a remarkable 35.1%.

In the second half of the fiscal year, we introduced an artistic element to the "U Are Here" theme, working with a local watercolor artist to illustrate the "U" and to blend the photos and videos with watercolor brushstrokes, as if the viewer is stepping into a painting that comes to life. We will continue the campaign in FY27, introducing four other artists.

ROUTE 66 DOCUSERIES

Debuted February 1, 2026
Impressions: 2,970,000 as of June 30, 2026
Spend: $25,000

Visit Albuquerque assisted with the filming of two segments of an 11-part docuseries titled "**The Mother Road: The Route 66 Experience**." Produced by Odyssey Studios, the docuseries covers the length of Route 66 from Chicago to Santa Monica.

Albuquerque is featured in two episodes of the docuseries, which Visit Albuquerque coordinated and participated in developing. While in Albuquerque in October 2025, the crew filmed in Old Town and Nob Hill, and they also captured footage of the Balloon Fiesta. The Old Town episode was one of the most-watched in the entire series, with more than 300,000 views.

The docuseries is distributed on YouTube, Amazon Prime Video, Places.Travel and Atlas Obscura.

Visit Albuquerque used ATMD funding to cover the video production costs and to help pay for a digital advertising campaign to promote the docuseries.

Appendix 4 – 2026-27 Tourism Grant Program Recipients

2026 INCUBATOR GRANT RECIPIENTS

- 516 Arts – First Fridays event series (December 2026-June 2027), $10,000
- Albuquerque German Language Club – Christkindlmarket/Christmas market (Dec. 12-13, 2026), $10,000
- Blackout Theater – Art Official Intelligence: A Human-Made Art Festival (Nov. 15, 2026-Feb. 21, 2027), $10,000
- Itality Plant Based Foods – Immersive Culinary & Cultural Experiences (through June 29, 2027), $10,000
- Juneteenth Renaissance Institute – Heart of ABQ 6.6K (May 29, 2027), $10,000
- Mindfield Film Festival – Mindfield Film Festival (Aug. 27-30, 2026), $10,000
- New Mexico Performing Arts Society – The Sights and Sounds of Route 66 event (Fall 2026 and Spring 2027), $10,000
- New Mexico Prickly Pear Festival – Expanding the Reach of New Mexico Food Culture: Marketing for the New Mexico Prickly Pear Festival (Sept. 18-19, 2026), $10,000
- Nob Hill Main Street – Nob Hill Chile Drop (Dec. 31, 2026), $10,000
- OffCenter Community Arts Project – Artist Immersion Series (Nov. 14, 2026-June 14, 2027), $10,000
- WHEELS Museum – Route 66: Roads & Rails Transportation Festival (April 17-18, 2027), $10,000
- Winrock Park – Winrock Wonderland & Christmas Tree Lighting (Nov. 27-29, 2026), $10,000

2026 INNOVATOR GRANT RECIPIENTS

- AMP Concerts – Live @ Winrock Free Concert Series (May 28-July 23, 2027), $21,000
- Anderson Abruzzo Albuquerque International Balloon Museum Foundation – Outdoor Balloon Adventure (Opens May 15, 2027), $30,000
- Arts Hub – Funny Fiesta (March 1-7, 2027), $16,800
- Blue River Productions – Great New Mexico Beer Festival (Nov. 7, 2026), $10,000
- Casa Barelas – Cultural Concert Series on 4th (yearlong), $10,000
- Casa Flamenca – Old Town: A Rich and Engaging Visitor Experience (through Oct. 31, 2026), $10,500
- Downtown ABQ Main Street and Arts & Culture District – Destination: Downtown (yearlong), $12,500
- Fiber Arts on 4th – Expansion of educational equipment, $19,100
- Flamenco Works, Inc. – Fiesta Flamenca Burqueña (Sept. 21-27, 2026), $25,000
- GO Unlimited – Rio Rally 2026 adaptive race (Sept. 25-27, 2026), $10,000
- The Groove Artspace – ABQ Mosaic & Glass Festival 2027 (March 2027), $12,600

- Indian Pueblo Cultural Center – Grounded in Clay exhibition (through March 2027), $10,500
- National Museum of Nuclear Science & History – Spyglass Festival: Spies in the Sky (Jan. 15-16, 2027), $15,000
- New Mexico Jeep Tours – Pinzgauer fleet expansion, $10,000
- New Mexico Restaurant Association – Albuquerque Restaurant Week (April 2027), $10,000
- New Mexico Wine & Grape Growers Association – Vino in the Village at the Quadricentennial Vineyards (Sept. 1, 2026-June 30, 2027), $42,000
- Olympia Management – ABQ Running Fiesta (Oct. 31-Nov. 1, 2026), $20,000
- Pleased to Present – ABQ Invitational & Mural Restoration (March-April 2027), $20,000
- The Historic Lobo Theater – Century on Central sign restoration, $25,000

2026 SIGNATURE EVENT RECIPIENTS

- ExxonMobil Albuquerque International Balloon Fiesta® (Oct. 3-11, 2026) – the world's largest hot air balloon gathering
- Day of the Tread (Oct. 24-25, 2026) – annual Halloween- and Day-of-the-Dead-themed bicycle race
- Dia de los Muertos (Oct. 30-Nov. 9, 2026) – a multiday celebration of Day of the Dead in Old Town
- Mariachi Spectacular de Albuquerque (July 7-10, 2027) – the largest and most comprehensive mariachi concert and conference event in the country
- National Institute of Flamenco's Festival Flamenco Alburquerque 40th Anniversary (July 9-17, 2027) – the largest flamenco event held outside of Spain

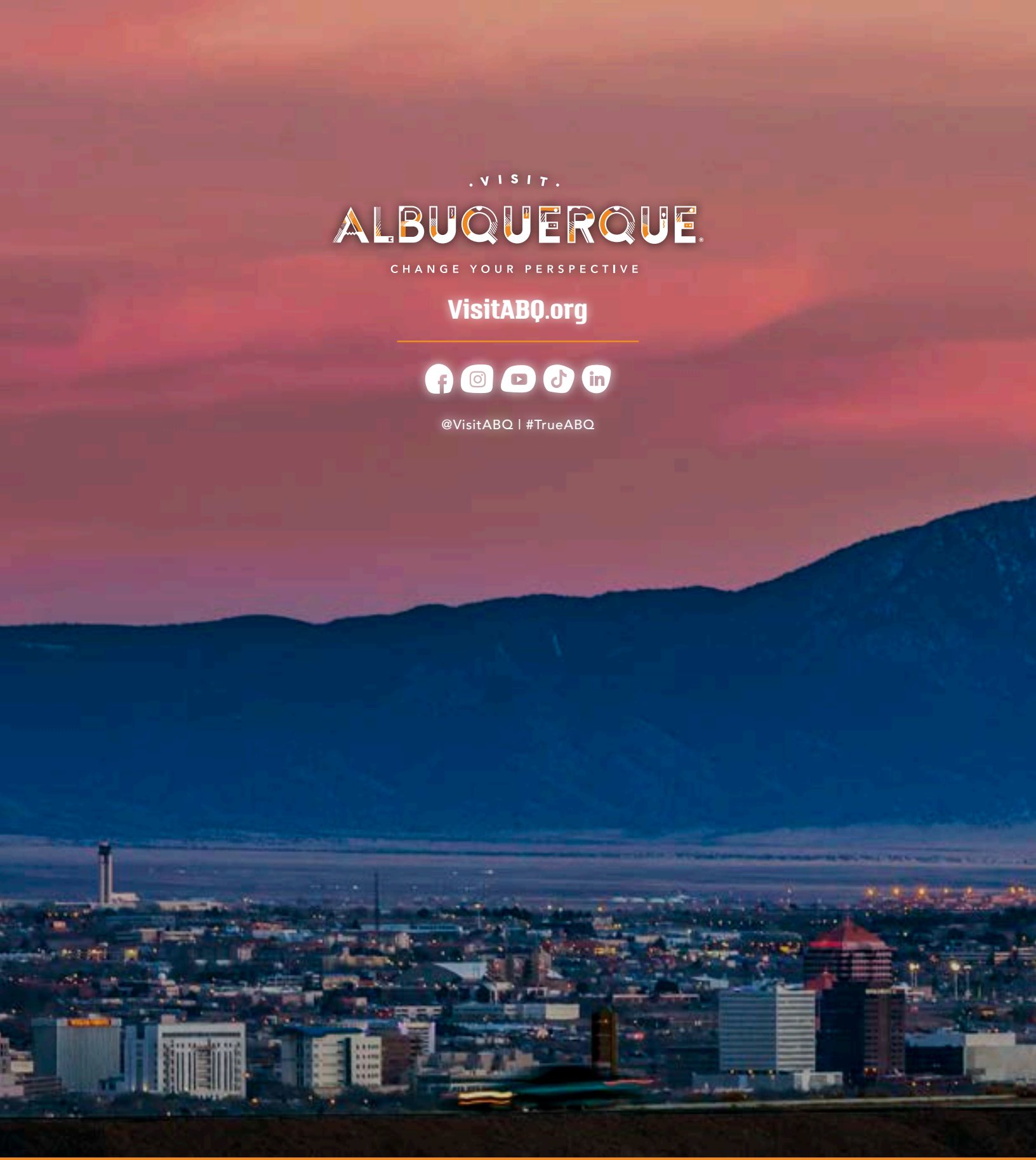
Appendix 5 – Financial Statement

Balance Sheet

	Unaudited Year To Date 06/30/2026	Year to Date 06/30/2025
Assets		
Current Assets		
Cash and Cash Equivalents	$1,645,082	$1,307,204
Other Current Assets	$21,921	$26,056
Total Current Assets	$1,667,003	$1,333,260
Long-term Assets		
Property & Equipment	$0	$0
Other Long-term Assets	$0	$0
Total Long-term Assets	$0	$0
Total Assets	**$1,667,003**	**$1,333,260**
Liabilities and Net Assets		
Liabilities		
Short-term Liabilities		
Accounts Payable	$351,552	$398,068
Other Short-term Liabilities	$579,375	$658,022
Total Short-term Liabilities	$930,927	$1,056,089
Total Liabilities	**$930,927**	**$1,056,089**
Net Assets		
Net Assets	$501,059	$49,189
Designated Reserve	$235,017	$227,982
Total Net Assets	$736,076	$277,171
Total Liabilities and Net Assets	**$1,667,003**	**$1,333,260**

Statement of Revenues and Expenses

	Unaudited FY2026 Forecast	FY27 Budget
Revenues		
Tourism Marketing Benefit Fees	$6,910,188	$7,128,098
Other Revenue	$55,525	$50,400
Total Revenues	$6,965,713	$7,178,498
Expenses		
City Fee	$69,102	$71,281
Sales, Marketing and Communication	$5,249,097	$5,878,267
Destination Development & Visitor Services	$516,944	$540,000
Administration	$671,665	$689,656
Total Expenses	$6,506,808	$7,179,204
Increase / (Decrease) In Net Assets	**$458,905**	**$0**



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