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## Visit Albuquerque Announces 2020 Holiday Gift Guide

*Organization creates gift guide to help support  
Albuquerque's small business community*

ALBUQUERQUE, N.M. – (Nov. 19, 2020) – Visit Albuquerque, the city's Destination Marketing Organization (DMO), announces the launch of the [Albuquerque Small Business Holiday Gift Guide](#) — designed to support small businesses throughout the city by encouraging residents to shop local this holiday season.

"Finding ways to support our small business community has been and continues to be a top priority for our organization," said Tania Armenta, President & CEO of Visit Albuquerque.

"Buying from a locally owned business keeps more money in our community, creates local jobs and supports our neighbors, and we want to ensure we are doing everything we can to support the businesses that make Albuquerque unique," said Armenta.

The guide includes 19 categories of gift ideas and inspiration from more than 100 local businesses, highlighting partners of Visit Albuquerque and other local businesses with a focus on online shopping and e-commerce. The organization also plans to update the guide as additional offerings become available. In addition to the gift guide, Visit Albuquerque will frequently post on its @VisitABQ and @ABQ365 social media channels to further encourage shopping local. Promotions will begin on Small Business Saturday and run through December.

Each of the 19 categories are listed under eight overarching themes:

- [Family Gifts](#)
- [Gifts for Friends](#)
- [Foodie Gifts](#)
- [Beer & Wine Gifts](#)
- [Jewelry & Fashion Gifts](#)
- [Unique Gifts](#)
- [Sports and Outdoors Gifts](#)
- [Gifts that Give](#)

“Research shows that for every \$100 spent at a local business, about \$68 will stay in the community,” said Armenta. “This holiday season, we hope locals will plan to double the impact of their gift-giving by discovering treasures for everyone on their shopping list while simultaneously helping to strengthen our small business community.”

### **About Visit Albuquerque**

Visit Albuquerque is an accredited destination marketing organization (DMO), and a private, not-for-profit organization [501(c)(6)]. The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a convention, sports and visitor destination. For more information, go to [www.VisitABQ.org](http://www.VisitABQ.org).

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