



**Media Contact:**

Brenna Moore/Visit Albuquerque

Office: (505) 222-4349

[Moore@VisitABQ.org](mailto:Moore@VisitABQ.org)

## Visit Albuquerque Keeps City in National Spotlight Throughout 2020

*Organization's media relations efforts keep Albuquerque top-of-mind with future travelers*

ALBUQUERQUE, N.M. – (Dec. 29, 2020) – Despite a year of unprecedented challenges, [Visit Albuquerque](#) – the city's official destination marketing organization (DMO) – worked to keep Albuquerque and its unique businesses top-of-mind with travel media and future travelers, securing placements in top media outlets throughout 2020 via a dedicated media relations approach.

"It's wonderful to see all the positive coverage Albuquerque and our partners received this year in outlets ranging from *The New York Times* to *Forbes*," said Tania Armenta, President & CEO of Visit Albuquerque. "We are always focused on keeping the city in the news and in the minds of future travelers, but the quality of coverage we've received during a very challenging year makes us optimistic for the future and the strong recovery of our city's tourism and hospitality industry."

Visit Albuquerque created a [blog post](#) to highlight a few of the prominent placements the organization secured in 2020, and is also spotlighting top mentions on its social media accounts (@VisitABQ and @ABQ365). Articles published prior to the spread of COVID-19 in the United States promoted travel to Albuquerque, while coverage secured later in the year shifted to virtual experiences and inspiration for future trips. A few of the highlights include:

1. [The 25 Places You Need to Travel in 2020](#) - Matador Network
2. [Albuquerque — yes, Albuquerque — is the next foodie destination you need to visit](#) - The Denver Post

3. [New Mexico is the Ideal Family Spring Break Road Trip](#) - *Lonely Planet*
4. [The Best Family Vacation Spots in the U.S.](#) - *Condé Nast Traveler*
5. [Sunshine State of Mind](#) - *Travel + Leisure*

Following a record-setting year in 2019, travel and tourism in Albuquerque was off to a strong start in 2020, but was dealt a devastating blow by the pandemic. When travel restrictions, stay-at-home orders, occupancy limits and prohibitions on group gatherings were implemented, Visit Albuquerque refocused its efforts to support local businesses, provide information and resources to stakeholders, uplift the community and highlight Albuquerque as an ideal destination to visit when the time is right.

"With so much uncertainty this year, we were fortunate to generate positive media coverage for Albuquerque that will help keep the city at the top of people's lists for future travel. We look forward to welcoming these readers and travelers to our city in the near future," said Armenta.

#### **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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