

LOCAL PARTNERS

MARKETING OBJECTIVE

ACVB provides a number of tools and learning opportunities to local partners so they may collaborate with the organization to contribute to the marketing of Albuquerque and its success as a tourism and convention destination. This collaboration also encourages them to be both fantastic ambassadors of the destination and also excellent hosts to in-market guests.

ACVB WEBSITE: PARTNER PLAZA

DESCRIPTION

This portion of the website is a one-stop-shop for all ACVB partner resources. Highlights include information on regular ACVB-organized partner events, a calendar of upcoming conventions, forms to submit coupons and lodging packages for website inclusion, collateral and more.

WEB / PARTNER PLAZA LANDING PAGE

The screenshot shows the 'Partners' landing page of the Albuquerque Convention & Visitors Bureau website. The page has a warm, textured background with a decorative border. At the top, there is a navigation menu with links for Visitors, Meetings, Travel Trade, Partners, Media, Blog, and ABQ365 Locals. The main header features the Albuquerque Convention & Visitors Bureau logo and a search bar. Below the header is a red navigation bar with categories: AUTHENTIC ALBUQUERQUE, THINGS TO DO, PLACES TO STAY, EVENTS, DINING, SHOPPING, SPECIALS & COUPONS, and TRAVEL TOOLS. The main content area is titled 'Partners' and includes a sidebar with navigation links such as 'Become a Partner', 'Contact Us', 'Partner Events', 'Marketing, Communications & Tourism', 'Meetings & Conventions', 'Resources', 'Manage Your Account', and 'Logout'. The main content area features a 'Partner Login' section with fields for Username and Password, and a 'Featured Partner' section for Cliffs Amusement Park. The Cliffs Amusement Park section includes an image of people at a picnic and text describing the park's amenities and contact information. There are also sections for 'Trip Planner', 'Spotlight' (featuring Hyatt Regency, Old Town Tours, and Classic Concerts), and 'Convention Calendar' and 'Partner Events' at the bottom.

IT'S A TRIP®
ALBUQUERQUE
CONVENTION & VISITORS BUREAU

Visitors Meetings Travel Trade **Partners** Media Blog ABQ365 Locals

FREE VISITORS GUIDE
CLICK HERE >

SEARCH

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL
click here for more >

AUTHENTIC ALBUQUERQUE THINGS TO DO PLACES TO STAY EVENTS DINING SHOPPING SPECIALS & COUPONS TRAVEL TOOLS

Partners

PARTNERS

- Become a Partner
- Contact Us
- Partner Events
- Marketing, Communications & Tourism
- Meetings & Conventions
- Resources
- Manage Your Account
- Logout

Trip Planner
You do not currently have anything in your Trip Planner.

Spotlight

- Hyatt Regency**
Downtown hotel with rooftop pool - [CLICK HERE](#)
- Old Town Tours**
History & Ghost Tours of Old Town
- Classic Concerts**
Old School "Soul" Concert Series
[Click Here](#)

Transferring data from www.facebook.com...

Home / Partners

ALBUQUERQUE CONVENTION & VISITORS BUREAU PARTNER PLAZA

Partner Plaza is a secure section of our website, which includes information about all of your partner benefits.

To enter Partner Plaza please login below with your username (email) and password and click on the **Login** button.

Partner Login

Username:

Password:

If you are experiencing difficulties with logging in, please contact Jessica Turpin at 505-222-4338 or turpin@visitabq.org.

Become a Partner of Albuquerque Convention & Visitors Bureau to take advantage of all the benefits listed below and more.

Featured Partner

Cliffs Amusement Park

4800 Osuna NE 87109
505-881-9373 ext. 120
GroupSales@CliffsAmusementPark.com
www.CliffsAmusementPark.com

It's not too early to plan your company party! In fact, it is the perfect time!
Whether your company has 25 employees or several thousand, treat them to an old-fashioned picnic at Cliff's Amusement Park. Cliff's is the only place in New Mexico with amusement park attractions, including, Family Rides, Thrill Rides, Kiddieland and Cliff's WaterMania! We offer great games and good food, too!

All company parties include:
Exclusive private event area with

Convention Calendar **Partner Events**

WWW.VISITALBUQUERQUE.ORG/PARTNERS/

WEB / EXAMPLE PARTNER EXTRANET

Welcome, - Logged in to: Albuquerque Convention & Visitors Bureau [LOGOUT](#)

Albuquerque CVB Member Extranet

Member Record | Partner Bulletins

ACCOUNT DETAIL: ALBUQUERQUE CONVENTION & VISITORS BUREAU

Account Information

Account ID: 53070523	Status: ACTIVE
Account: Albuquerque Convention & Visitors Bureau	Region: Downtown
Account (sort): Albuquerque Convention & Visitors Bureau	Email: info@VisitAbq.org
Parent:	Web Site: www.VisitAbq.org
Formerly: info@itsatrip.org ; www.itsatrip.org	

Phone/Fax Numbers

Primary: (505) 842-9918	Alternate:
Toll Free: (800) 284-2282	Fax: (505) 247-9101

Address Information

Physical Address	Billing Address	Shipping Address
20 First Plaza Ctr. N.W. Ste. 601 Albuquerque, NM 87102 UNITED STATES	P.O. Box 26866 Albuquerque, NM 87125-6866 UNITED STATES	P.O. Box 26866 Albuquerque, NM 87125-6866 UNITED STATES

Additional Fields

General
Sub-Status

Member Record | Partner Bulletins
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AVAILABLE TO PARTNERS VIA LOGIN

WEB / BECOME A PARTNER

The screenshot shows the 'Partners' page of the Albuquerque Convention & Visitors Bureau website. At the top, the navigation bar includes 'Visitors', 'Meetings', 'Travel Trade', 'Partners', 'Media', 'Blog', and 'ABQ365 Locals'. The main header features the text 'IT'S A TRIP® ALBUQUERQUE CONVENTION & VISITORS BUREAU'. A 'FREE VISITORS GUIDE' is advertised with a 'CLICK HERE' link. A search bar and a 'SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL' button are also present. A red navigation bar contains categories: 'AUTHENTIC ALBUQUERQUE', 'THINGS TO DO', 'PLACES TO STAY', 'EVENTS', 'DINING', 'SHOPPING', 'SPECIALS & COUPONS', and 'TRAVEL TOOLS'. The main content area is titled 'Partners' and includes a breadcrumb trail: 'Home / Partners / Become a Partner'. A social media 'Like' button shows a count of 2. The primary heading is 'JOIN ACVB BY BECOMING A PARTNER!'. The text explains that conventions and tourism bring new dollars to Albuquerque and that ACVB partners help promote their business. Contact information is provided: 505-222-4307 or 800-733-9918 ext. 3307, with email enroll@visitabq.org. A key benefit is highlighted: 'ACVB partnership is an affordable way to reach thousands of visitors!'. Further text states that partners are entitled to many benefits and should call the ACVB Development Division at 505-222-4307 for more information. A section titled 'ACVB Partner Benefits' includes 'Internet Listing', which is described as a powerful marketing tool. A 'Spotlight' section features three partner listings: Hyatt Regency, Balloon Rides, and Hotel Andaluz. A small thumbnail of the website's home page is shown in the bottom right corner.

WWW.VISITALBUQUERQUE.ORG/PARTNERS/JOIN-ACVB/

WEB / LODGING PACKAGES SUBMISSION FORM

IT'S A TRIP®
ALBUQUERQUE
CONVENTION & VISITORS BUREAU

Visitors Meetings Travel Trade **Partners** Media Blog ABQ365 Locals

FREE VISITORS GUIDE
CLICK HERE >

SEARCH

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL
click here for more >

AUTHENTIC ALBUQUERQUE THINGS TO DO PLACES TO STAY EVENTS DINING SHOPPING SPECIALS & COUPONS TRAVEL TOOLS

Partners

PARTNERS

Become a Partner

Contact Us

Partner Events

Marketing, Communications & Tourism

- ABQ365
- ACVB Website
- Co-op Advertising
- Featured Partner
- Media Relations
- Official Visitors Guide
- Social Media Opportunities

Specials & Coupons

- E-Coupons
- E-Coupon Submission Form
- Packages & Deals
- Packages & Deals Submission Form**

Travel Trade

Visitor Center & Brochure Distribution

Meetings & Conventions

Resources

Manage Your Account

Logout

Trip Planner
You do not currently have anything in your Trip

PACKAGES & DEALS SUBMISSION FORM

Thank you for participating in ACVB's lodging package program. This program is for ACVB Partners only. Please complete the form below to submit your special lodging package to ACVB.

We will use a photo from your listing to promote your package unless you have a specific photo that you would like to use. If you have a photo that you would like to use to promote your package, please email it to marketing@visitabq.org. These lodging packages will be available to visitors on our Packages & Deals web page www.visitalbuquerque.org/specials-coupons/packages/.

Company Name:

Address Line 1:

Address Line 2:

City:

State: --None--

Zip:

First Name:

Last Name:

Email:

Phone:

Package Name:

Package Type: --None--

Package Description (include price ranges, starting price, package inclusions, etc):

Package Savings:

www.visitalbuquerque.org/partners/mct/specials-coupons/packages-submission-form/

WWW.VISITALBUQUERQUE.ORG/PARTNERS/MCT/SPECIALS-COUPONS/PACKAGES-SUBMISSION-FORM/

WEB / SOCIAL MEDIA OPPORTUNITIES FOR PARTNERS

The screenshot shows the website for the Albuquerque Convention & Visitors Bureau. At the top, it says "IT'S A TRIP® ALBUQUERQUE CONVENTION & VISITORS BUREAU". Navigation links include "Visitors", "Meetings", "Travel Trade", "Partners", "Media", "Blog", and "ABQ365 Locals". A search bar and a "FREE VISITORS GUIDE" link are also present. A red navigation bar contains categories like "AUTHENTIC ALBUQUERQUE", "THINGS TO DO", "PLACES TO STAY", "EVENTS", "DINING", "SHOPPING", "SPECIALS & COUPONS", and "TRAVEL TOOLS". The main content area is titled "Partners" and features a sidebar with various options like "Become a Partner", "Contact Us", and "Partner Events". The central focus is "SOCIAL MEDIA OPPORTUNITIES", which includes a list of bullet points about social media posts, email contact, Facebook fans, and social media handles. Below this, there are sections for "Visit ABQ" and "#VisitABQ", each with a paragraph of text. At the bottom, there are icons and links for social media platforms: Facebook (facebook.com/VisitABQ), Twitter (twitter.com/VisitABQ), YouTube (youtube.com/VisitABQ), Pinterest (pinterest.com/VisitABQ), Flickr (flickr.com/VisitABQ), and Instagram (instagram.com/VisitABQ). A "Spotlight" section is partially visible at the bottom left.

IT'S A TRIP®
ALBUQUERQUE
CONVENTION & VISITORS BUREAU

Visitors Meetings Travel Trade Partners Media Blog ABQ365 Locals

FREE VISITORS GUIDE
CLICK HERE >

SEARCH

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL
click here for more >

AUTHENTIC ALBUQUERQUE THINGS TO DO PLACES TO STAY EVENTS DINING SHOPPING SPECIALS & COUPONS TRAVEL TOOLS

Partners

PARTNERS

- Become a Partner
- Contact Us
- Partner Events
- Marketing, Communications & Tourism
 - ABQ365
 - ACVB Website
 - Co-op Advertising
 - Featured Partner
 - Media Relations
 - Official Visitors Guide
 - Social Media Opportunities**
 - Specials & Coupons
 - Travel Trade
 - Visitor Center & Brochure Distribution
- Meetings & Conventions
- Resources
- Manage Your Account
- Logout

Trip Planner
You do not currently have anything in your Trip Planner.

Spotlight

Home / Partners / Marketing, Communications & Tourism / Social Media Opportunities

SOCIAL MEDIA OPPORTUNITIES

- Most of our social media posts are generated out of new partner news or events on our calendar
- Email socialmedia@visitabq.org to have something considered for social media promotion
- We update our 100,000+ Facebook fans with all things Albuquerque and exciting new things/offering of our partners.
- We recently launched ABQ365 and have 7,400+ fans already! This page, geared toward Albuquerque locals, will feature 365 days of events happening in the area.
- Make sure we have your social media handles so we're following you and promoting the messages you're putting out there.

Visit ABQ

There are lots of ways to stay connected to the Albuquerque Convention & Visitors Bureau. Become a part of our online conversation to get the latest news on the topics that matter to you—like happenings around town, photos, event details and more.

#VisitABQ

Tag tweets and photos with #VisitABQ. That way, we're sure to see them - and possibly share them with Albuquerque's social audience. Don't you want to #VisitABQ? We thought so.

Facebook
facebook.com/VisitABQ

Twitter
twitter.com/VisitABQ

YouTube
youtube.com/VisitABQ

Pinterest
pinterest.com/VisitABQ

Flickr
flickr.com/VisitABQ

Instagram
instagram.com/VisitABQ

www.visitalbuquerque.org/partners/mct/social-media/

WWW.VISITALBUQUERQUE.ORG/PARTNERS/MCT/SOCIAL-MEDIA/

WEB / PARTNER IMAGE GALLERY

IT'S A TRIP®

ALBUQUERQUE

CONVENTION & VISITORS BUREAU

- Visitors
- Meetings
- Travel Trade
- Partners**
- Media
- Blog
- ABQ365 Locals

SEARCH

FREE VISITORS GUIDE

CLICK HERE >

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL

click here for more >

AUTHENTIC ALBUQUERQUE
THINGS TO DO
PLACES TO STAY
EVENTS
DINING
SHOPPING
SPECIALS & COUPONS
TRAVEL TOOLS

Partners

PARTNERS

- Become a Partner
- Contact Us
- Partner Events
- Marketing, Communications & Tourism
- Meetings & Conventions
- Resources**
- Concierge Guide
- Convention Calendar
- Definite Booking Report
- In-market Map
- Newsletters
- Photo Library for Partners
- President Reports
- Relocation List
- Tips for Working with Media
- Working with Meeting Planners
- For Hotels Only
- For Restaurants Only
- Manage Your Account
- Logout
- Trip Planner**
- You do not currently have anything in your **Trip Planner**.

Home / Partners / Resources / Photo Library for Partners

PHOTO LIBRARY FOR PARTNERS

Please read the photo rights terms. By downloading a photo, it signifies you agree to these terms.

Click here to view the required photo captions.

A photo CD is also available to you of the pictures below for use in your marketing materials and website promotions. Inquire with the Development Marketing Coordinator for details at news@visitabq.org.

To download, right click & "Save as." Use the file name below.

 <p>Albuquerque Museum of Art & History Sculpture Garden in Historic Old Town Credit: www.visitalbuquerque.org File: ACVB_abq-museum_008</p>	 <p>Albuquerque Museum of Art & History Sculpture Garden in Historic Old Town Credit: www.visitalbuquerque.org File: ACVB_abq-museum_029</p>	 <p>Anderson-Abruzzo Albuquerque International Balloon Museum Located at Balloon Fiesta Park Credit: www.visitalbuquerque.org File: ACVD_balloon_museum</p>
 <p>Musician- Andrew Thomas Traditional Native American flute performance at the NM State Fair Credit: www.visitalbuquerque.org File: ACVB_andrew-thomas_005</p>	 <p>Downtown Nightlife Patin at the Carom Club Credit: www.visitalbuquerque.org File: ACVB_carom_club_003</p>	 <p>Downtown Nightlife Billiards at the Carom Club</p>
 <p>Cactus Prickly Pear Credit: www.visitalbuquerque.org File: ACVB_oactus_026</p>		
 <p>Downtown Dining Carom Club</p>		

WWW.VISITALBUQUERQUE.ORG/PARTNERS/RESOURCES/PARTNER-PHOTOS/

WEB / CONVENTION CALENDAR RESOURCE

The screenshot displays the website for the Albuquerque Convention & Visitors Bureau. At the top, the navigation menu includes 'Visitors', 'Meetings', 'Travel Trade', 'Partners', 'Media', 'Blog', and 'ABQ365 Locals'. The main header features the text 'IT'S A TRIP® ALBUQUERQUE CONVENTION & VISITORS BUREAU'. A 'FREE VISITORS GUIDE' is advertised with a 'CLICK HERE' link. A search bar and a 'SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL' button are also present.

The main navigation bar contains links for 'AUTHENTIC ALBUQUERQUE', 'THINGS TO DO', 'PLACES TO STAY', 'EVENTS', 'DINING', 'SHOPPING', 'SPECIALS & COUPONS', and 'TRAVEL TOOLS'. The 'Partners' section is highlighted, with a sidebar menu listing options like 'Become a Partner', 'Contact Us', 'Partner Events', 'Marketing, Communications & Tourism', 'Meetings & Conventions', 'Resources', 'Manage Your Account', and 'Logout'. Under 'Meetings & Conventions', the 'Convention Calendar' is selected.

The 'CONVENTION CALENDAR' section features a large image of a city skyline at night and a smaller image of a convention center building. The text explains that this confidential annual calendar lists future meetings, association and non-association conventions, and trade shows. It provides details on the information included, such as dates, contact names, and addresses. A link is provided to view the 2015 Convention Calendar, and an email address, meet@visitabq.org, is listed for inquiries.

The 'Charrette Process and Research Findings' section includes a link to view a summary of the process and key research findings. The text describes the Charrette® Planning process initiated in August 2010, aimed at developing a clear and focused plan for the destination, benefiting hotels, the Albuquerque Convention Center, and other meeting venues.

At the bottom left, a 'Spotlight' section highlights the 'Hyatt Regency' and 'Historic Old Town' as featured locations.

WWW.VISITALBUQUERQUE.ORG/PARTNERS/RESOURCES/CONVENTION-CALENDAR/

WEB / TIPS FOR WORKING WITH MEDIA

The screenshot shows the Albuquerque Convention & Visitors Bureau website. At the top, there is a navigation bar with links for Visitors, Meetings, Travel Trade, Partners, Media, Blog, and ABQ365 Locals. The main header features the text "IT'S A TRIP® ALBUQUERQUE CONVENTION & VISITORS BUREAU". Below this is a red navigation bar with categories: AUTHENTIC ALBUQUERQUE, THINGS TO DO, PLACES TO STAY, EVENTS, DINING, SHOPPING, SPECIALS & COUPONS, and TRAVEL TOOLS. The main content area is titled "Partners" and includes a sidebar with various links and a central article titled "TIPS FOR WORKING WITH MEDIA".

Partners

PARTNERS

- Become a Partner
- Contact Us
- Partner Events
- Marketing, Communications & Tourism
- Meetings & Conventions

Resources

- Concierge Guide
- Convention Calendar
- Definite Booking Report
- In-market Map
- Newsletters
- Photo Library for Partners
- President Reports
- Relocation List

Tips for Working with Media

- Working with Meeting Planners
- For Hotels Only
- For Restaurants Only

Manage Your Account

- Logout

Trip Planner

You do not currently have anything in your **Trip Planner**.

Spotlight

TIPS FOR WORKING WITH MEDIA

- Be prepared and professional, but show your personality
- Remember that we're in the travel business – this is fun!
- Think like a journalist – what would you want to know if this was your first interaction with your business/attraction? Details are crucial.
- Personal stories often add to the experience, but make sure you have covered all of your points about your business first.
- What's way down the road? They have very long lead times for print publications; they will follow up if you pique their interest.
- How can they interact with you (social media, websites, e-mail)? Put this info on your materials and make social media info available when they're at your business so they can tweet right then!
- Choose guides that are enthusiastic and passionate about your business and Albuquerque to interact with the media (they are the face of your business)
- Review the journalists outlets and previous stories ahead of time so you know who you're talking to
- Be creative
- Restaurants:
 - Be sure to showcase your best service and overall experience – make it memorable. It's about more than just the food.
 - Have copies of the full menu available.
 - Showcase your signature dishes.
 - Tell the stories of your owners, chef, restaurant concept, local growers, etc.

WWW.VISITALBUQUERQUE.ORG/PARTNERS/RESOURCES/WORKING-WITH-MEDIA/

ACVB WEBSITE: TRAVEL MATTERS MICROSITE

DESCRIPTION

ACVB continues to utilize the Travel & Tourism Matter website and video to communicate the importance of the travel and tourism industry for the Albuquerque economy. This campaign includes speaking engagements with local leaders and business people through the Alliances and Advocacy Directors Council. www.TravelMattersABQ.com

IT'S A TRIP®

ALBUQUERQUE Travel & Tourism Matter
CONVENTION & VISITORS BUREAU *We make it work!*

TRAVEL WORKS IN ABQ POWER OF U.S. TRAVEL TESTIMONIALS RESOURCES & RESEARCH GET INVOLVED!

Travel & Tourism Matter



How much do visitors spend in Albuquerque yearly?

- \$9,000,000
- \$300,000,000
- \$2,000,000,000

Travel works in Albuquerque

The Travel and Tourism industry employs over 29,000 people in the Albuquerque metro area.

That's more than 3 times the population of Corrales.

[Learn More](#)

Make Travel Matter to You

- Promote Albuquerque
- Provide excellent service
- Bring your meeting home
- Work with ACVB

[Learn More](#)

HOME PAGE TRAVEL & TOURISM MATTER ALBUQUERQUE WE MAKE TRAVEL WORK FOR YOU

WWW.TRAVELMATTERSABQ.COM

IT'S A TRIP®
ALBUQUERQUE CONVENTION & VISITORS BUREAU
Travel & Tourism Matter
We make it work!

TRAVEL WORKS IN ABQ POWER OF U.S. TRAVEL TESTIMONIALS RESOURCES & RESEARCH GET INVOLVED!

Travel Works In ABQ

Travel and tourism is one of the largest private industries in the city of Albuquerque, and in the state of New Mexico. Visitors spend money at shops, restaurants, attractions, hotels, meeting facilities and countless other businesses – that’s millions of dollars in outside money to stimulate the Duke City’s economy each year.

Tourism is Big Business!

- Visitors to Bernalillo County spend approximately \$2 billion annually and \$5.5 billion statewide.
- The Bernalillo County hospitality industry supports approximately 29,000 jobs.

Visitor Facts and Stats

- The Albuquerque International Sunport serviced over 5.2 million passengers in CY 2011 (enplane and deplane).
- Albuquerque hosted approximately 6.1 million visitors in CY 2011 (excluding day-trip).
- The average length of stay in Albuquerque was 2.9 nights in 2011.
- The ACVB Visitor Information Centers assist over 107,000 visitors over the course of a year.
- In CY '11, 85% of New Mexico visitors traveled for leisure, 4% for meeting/convention /seminars and 11% for business.

Top four (4) states (besides New Mexico) visitors come from (Calendar Year 2011)

travelmattersabq.com/travel-works-in-albuquerque/

Tourism produces over \$69 million in local taxes each year.

The average Albuquerque visitor “total trip” per party spending was \$623 in CY 2011.

Make Travel Matter to You

- Promote Albuquerque
- Provide excellent service
- Bring your meeting home
- Work with ACVB

[Learn More](#)

WWW.TRAVELMATTERSABQ.COM/TRAVEL-WORKS-IN-ALBUQUERQUE/

WEB / TRAVEL MATTERS - TESTIMONIALS

Testimonials



Jack Sturgeon
Skip Maisel's Wholesale/Retail Indian Jewelry and Crafts

"Tourism and travel have played a large role in the success of Skip Maisel's since the 1930's. Being located on Route 66, tourism and travel is an integral part of our business. We wouldn't be as successful as we are today without the exposure and business that the tourism and travel industry brings to us with visitors from around the world."



Angela Brown
Waitress, Buca di Beppo

*Make Travel
Matter to You*

- Promote Albuquerque
- Provide excellent service
- Bring your meeting home
- Work with ACVB

[Learn More](#)

WWW.TRAVELMATTERSABO.COM/TESTIMONIALS/

WEB / TRAVEL MATTERS - RESOURCES & RESEARCH

IT'S A TRIP®

ALBUQUERQUE

CONVENTION & VISITORS BUREAU

Travel & Tourism Matter
We make it work!

TRAVEL WORKS IN ABQ POWER OF U.S. TRAVEL TESTIMONIALS RESOURCES & RESEARCH GET INVOLVED!

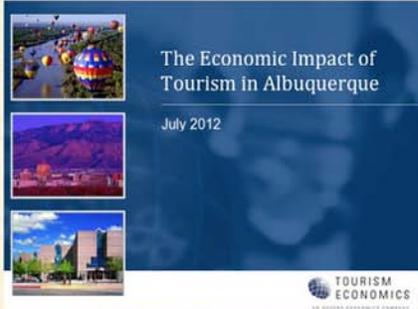
Resources & Research

Tourism Resources

- New Mexico Tourism Department
- Tourism Association of New Mexico
- American Hotel & Lodging Association (AH&LA)
- U.S. Department of Commerce: Office of Travel and Tourism Industry
- U.S. Travel Association
- United Nations World Tourism Organization
- Hospitality Trends

Tourism Research

- New Mexico Tourism Research
- Travel Effect
- Travel and Tourism Research Association
- STR Global
- ABQ Sunport
- UNM Bureau of Business & Economic Research
- The State of the American Traveler – July 2014 (PDF)



The Economic Impact of Tourism in Albuquerque

July 2012

TOURISM ECONOMICS

Make Travel Matter to You

- Promote Albuquerque
- Provide excellent service
- Bring your meeting home
- Work with ACVB

[Learn More](#)

WWW.TRAVELMATTERSABQ.COM/NEWS-RESOURCES/

EMAIL MARKETING: PARTNER COMMUNICATIONS

DESCRIPTION

ACVB's membership team sends regular communications to industry partners in order to strengthen community relationships and support of tourism efforts. Two separate monthly emails highlight news and events, as well as opportunities for collaboration. Additional emails serve as invitations and reminders for ACVB-organized networking events.

EMAIL / MONTHLY PARTNER NEWS & VIEWS

News & Views
Having trouble viewing this newsletter? [View it online](#)
Manage subscription preferences [here](#)

FORWARD TO A FRIEND
  



WWW.VISITABQ.ORG
ALBUQUERQUE
CONVENTION & VISITORS BUREAU
News & Views

UPCOMING ACVB Events

ACVB Events

Business Exchange

June 3, 2015
Back Street Grill
1919 Old Town Rd. N.W.
5-7 pm

Come join us at Back Street Grill in Old Town for our business exchange. Come network with other ACVB partners, staff and volunteers. Cost is \$5 for partners and \$15 for non-partners.

ACE

June 23, 2015
Stone Age Climbing Gym
4130 Cutler Ave. N.E.
Registration begins: 8:45 am Class begins: 9 am

ACE is a three-hour class that dives into things to do and see in the Albuquerque area as well as do's and don'ts of customer service. While it is geared towards front-line employees, this class is helpful for all positions to learn how you can better each guest experience. Cost is \$25 per student.

Pre-payment and registration is required. To register, please contact turpin@visitabo.org.

Partner Orientation

June 18, 2015
ACVB First Plaza Galeria N.W.
Suite 601
9:30-11 am

Need a refresher course on what ACVB can do for your business? Are you a new partner who isn't sure how to take full advantage of your benefits? Be sure to reserve your spot at our FREE orientation. Space is limited! To register, email us at partnerevents@VisitABQ.org



ACVB News

Another successful ACVB Annual Luncheon

A huge thank you goes out to all of our partners who attended the Annual Luncheon. A special thank you also goes out to the Albuquerque Convention Center for hosting us, SMG for the fabulous food, Alliance Audio Visual for making sure all of our technical needs went off without a glitch, Convention Services of the Southwest for their lovely decorations and to all of our speakers. Lastly, a special thanks to all of our [sponsors of the event](#). Without

EMAIL / MONTHLY MARKETING TOP 5

Marketing Top 5 | Visit Albuquerque
Having trouble viewing this newsletter? [View it online](#)
Manage your subscription preferences [here](#)

FORWARD TO A FRIEND

WWW.VISITABQ.ORG
ALBUQUERQUE
CONVENTION & VISITORS BUREAU
Marketing Top 5

1.
Recent Rankings



ABQ's Recent Rankings

Details: Check out all the recognition Albuquerque has recently received as a top-ranked city for friendliness, sweet treats, and girlfriend-getaway travel. [View all Albuquerque Rankings here](#).

Noteworthy Media Mentions:

Travel+Leisure: [These are the Friendliest Cities in America](#)

Budget Travel: [Drop Everything! 8 Girlfriend Getaways You Need NOW](#)

Travel+Leisure: [America's Best Cities for Sweet Teeth](#)

Fredericksburg.com: [Albuquerque is haven for beer, pet pals](#)

Travel+Leisure: [America's 20 Most Charming Cities](#)

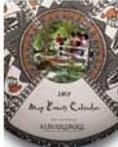
Albuquerque's International Balloon Fiesta was voted [runner-up as Best Cultural Festival](#) in USA Today's 10Best. Thanks to everyone who voted!

Become a member of ACVB good news. Join today! ACVB is introducing a new good news notification program that will provide you information like this and more in a timely manner so you can share on social media and through other promotion. If you'd like to sign up for this benefit, please visit <http://www.visitalbuquerque.org/partners/good-news/>

Find Your New Mexico True Park



Summer is a great time to visit New Mexico's outstanding State Parks, Historic Sites and National Parks and Monuments. Beginning this June, the New Mexico Tourism Department is teaming up with New Mexico State Parks and the New Mexico Department of Cultural Affairs for the **Find Your New Mexico True Park** video contest. Find out how your business can participate in and benefit from the Find Your New Mexico True Park promotion. [Get details here](#).



[May Calendar of Events](#)

2.
NYC Media Mission



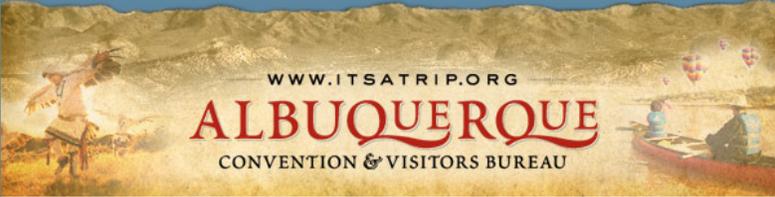
NYC Media Mission Recap

EMAIL / PARTNER EVENT REMINDERS

Upcoming Business Exchange | Visit ABQ
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FORWARD TO A FRIEND



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CONVENTION & VISITORS BUREAU

Upcoming Business Exchange

Wednesday, June 3, 2015
Back Street Bar & Grill
1919 Old Town Rd. N.W.
Plaza Hacienda
5-7 pm



Come join us for some networking and fresh innovative Southwestern cuisine with a Baja twist at Back Street Grill. On the menu will be some great starters like Mini Chimi's, New Mexican Chile Cheese Fries and Honey Chipotle Beef Short Ribs. There will also be plenty of tacos filled with meats, fish or shrimp and plenty of guacamole to go around! Local beers will also be featured along with a great selection of wine. The entrance to the restaurant can be accessed by the Albuquerque Museum parking lot.
Admission for partners is \$5.00. We look forward to seeing you there!

ALBUQUERQUE
Contact the Albuquerque Convention & Visitors Bureau:
800-284-2282 or 505-842-9918 e-mail: info@itsatrip.org
20 First Plaza Ste. 601 Albuquerque, NM 87102

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EMAIL / ANNUAL LUNCHEON EMAIL INVITATION

2015 Annual Luncheon E-Invite
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ALBUQUERQUE
CONVENTION & VISITORS BUREAU



ANNUAL LUNCHEON
MAY 12, 2015
ALBUQUERQUE
CONVENTION & VISITORS BUREAU

Come join us this year at the Albuquerque Convention Center! **Networking and Partner Benefits Showcase begins at 10:30am, followed by the luncheon promptly at 11:30am.** This year's event will include board elections, presentations including ACVB sales and marketing overview and remarks from industry and community leaders.

Tickets to the event are \$40 per person or \$300 for a table of eight (**parking not included**).

Please print and complete the attached [registration card](#) and return it with payment. Or, for convenience, you may also register online via the link below.

To register, or if you have any questions, please contact partnerevents@visitabq.org or call us at 222-4338.

[Also, a big thank you goes out to all of our sponsors this year!](#)

Register at HoldMyTicket.com »

RSVP by May 5, 2015

ALBUQUERQUE
Contact the Albuquerque Convention & Visitors Bureau:
800-284-2282 or 505-842-9918 e-mail: info@visitabq.org
20 First Plaza Ste. 601 NW, Albuquerque, NM 87102

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LOCAL PARTNER COLLATERAL

DESCRIPTION

The ACVB provides a number of tools and learning opportunities to local partners so that they can be both fantastic ambassadors of the destination and also excellent hosts to in-market guests.

VISITORS WELCOME

2015 PARTNER

ALBUQUERQUE

CONVENTION & VISITORS BUREAU



Discover nearby places, events,
deals and more at www.VisitABQ.org

@VisitABQ



PRINT / CONCIERGE GUIDE

DESCRIPTION

ACVB's Concierge Guide serves as a reference guide for all hotel front-desk personnel, containing an individual page including a map and calendar for each attraction and visitor amenity in Albuquerque.



PRINT / "ACE" COURSE COLLATERAL

DESCRIPTION

ACVB's Albuquerque Concierge Excellence (ACE) course serves as a destination training program for front-line employees in the hospitality industry.



Cultural Centers

Indian Pueblo Cultural Center

Museum, gallery, shopping, Native dancing, art demonstrations, bread baking, events, restaurant

National Hispanic Cultural Center

Performing arts, art museum, heritage research center, special events, shopping

African American Performing Arts Center at Expo New Mexico

Performing arts, art exhibits, public education programs

South Broadway Cultural Center

Events, exhibits, art gallery, library, multi-purpose room and a theater

Museums

- Albuquerque Museum of Art & History
- American International Rattlesnake Museum
- Anderson-Abruzzo Albuquerque International Balloon Museum
- Casa San Ysidro
- Coronado Historical Site
- Explora
- Holocaust & Intolerance Museum of New Mexico
- J&R Vintage Auto Museum
- Lockheed Martin DynaTheater @The New Mexico Museum of Natural History & Science
- Maxwell Museum of Anthropology
- National Museum of Nuclear Science & History
- New Mexico Museum of Natural History & Science
- New Mexico Steam Locomotive and Railroad Historical Society
- New Mexico Veterans Memorial
- The Planetarium @The New Mexico Museum of Natural History & Science
- Tijeras Pueblo Archaeological Site
- Tinkertown Museum (Seasonal)
- Turquoise Museum (Tours available twice daily: Mon. – Sat.)
- University of New Mexico Art Museum
- Unser Racing Museum

Arts

- Regularly recognized as a Top 10 Arts Destination by *AmericanStyle* magazine
- Performing arts – National Institute of Flamenco, Popejoy Hall, KiMo Theatre, Tricklock Company and many more
- More theater per capita than any city its size
- 100+ galleries and studios
- Over 800 public art works

Ballooning

- Albuquerque is home to the world's largest balloon festival – Albuquerque International Balloon Fiesta®
 - » 500+ balloons
 - » Visitors and pilots from around the world
- Known as the “Hot Air Ballooning Capital of the World”
- Take a ride in a balloon year-round

Outdoor Recreation

- Albuquerque has an abundance of hiking/biking trails; Paseo del Bosque Trail ranked #1 for Top 10 city bike rides by *Sunset* magazine
- Petroglyph National Monument - the world's largest accessible collection of prehistoric rock art with more than 20,000 ancient petroglyphs
- ABQ BioPark – Aquarium, Rio Grande Botanic Garden, Zoo and Tingley Beach

Sandia Mountains

- Hiking, mountain biking, rock climbing
- Skiing, snowboarding, snowshoeing, cross-country skiing
- Sandia Peak Aerial Tramway is North America's longest aerial tram (2.7 miles)

Golfing

- Recognized courses, great value, outstanding quality
- Golf on the Santa Fe Trail ranked among four best multi-stop shops for your next golf trip, *GOLF* magazine

Sports Teams

- Albuquerque Isotopes, AAA Baseball
- The University of New Mexico Lobos

Entertainment Districts

Historic Old Town

- The heart of Albuquerque, site of our founding in 1706
- Home to 100+ shops, galleries, museums and restaurants

Downtown

- Nightlife, restaurants, theaters, shopping, galleries, historic Route 66

Historic Nob Hill

- Reminiscent of the original historic Route 66
- Boutique shopping, eclectic dining and exciting nightlife

Uptown

- Shopping with high-end, national chains
- Home of the state fairgrounds – Expo New Mexico

Dining & Cuisine

- New Mexican cuisine has a distinct flavor based on native ingredients – incorporates Mexican, Native American and Spanish flavors
- Albuquerque offers a broad array of restaurant choices with many locally owned establishments and a variety of cuisine options

Chile

- Locally grown in New Mexico
- State Question: “Red or Green?” – “Christmas” for both
- Visitors can always ask for the chile on the side

Events

- ABQ365 combines a comprehensive event calendar and a destination blog voiced by local residents

www.VisitABQ.org/abq365

ABQ365

Call 311 for City of Albuquerque Information
Call 511 for New Mexico Road Advisory Hotline

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Albuquerque AT A GLANCE

Albuquerque
Concierge
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2015 ANNUAL LUNCHEON

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