



ALBUQUERQUE

IT'S A TRIP®





**DESTINATION MASTER PLAN**  
**ANNUAL REVIEW**  
**MARCH 23, 2007**



**Why is it important for you  
to be up-to-date on Albuquerque's  
Destination Master Plan?**



# TOURISM IS BIG BUSINESS!

Source: 2006 Travel Industry Association of America  
Economic Impact Report for Bernalillo County:

Tourists' direct spending:      \$2.02 billion

Payroll related to tourism:      \$ 452 million

Employees involved in tourism:      23,000

Local taxes from tourism:      \$ 31 million



## Say "Thanks" to a tourist.

The next time you see someone walking around town in red pepper sunglasses and a hot-air-balloon-shaped hat, smile and say "thank you." On average, nearly 3 million people visit Albuquerque every year, spending almost \$2 billion in Bernalillo County. Not to mention the tourism industry supports 30,000 local jobs. It's clear tourism contributes greatly to our local economy and tourists are vital to making a better Duke City.



*Visitors come to Albuquerque from all over the world. Here's a guide to help you say "thanks" no matter where they're from.*



DIALECT	"THANK YOU"	DIALECT	"THANK YOU"
Arabic	Shukran	German	Danke
Bostonian	Wicked thanks	Japanese	Arigato
British	Jolly well done	New Yorker	Thanks, youse guys
Bulgarian	Blagodarya	Oklahoman	'Preciate it
Californian	Like, totally, thanks	Punjabi	Dannaba
Canadian	Thanks, eh	Texan	Thanks, y'all
French	Merci	Zulu	Ngiyabonga

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We Want Your Feedback Throughout the Presentation!



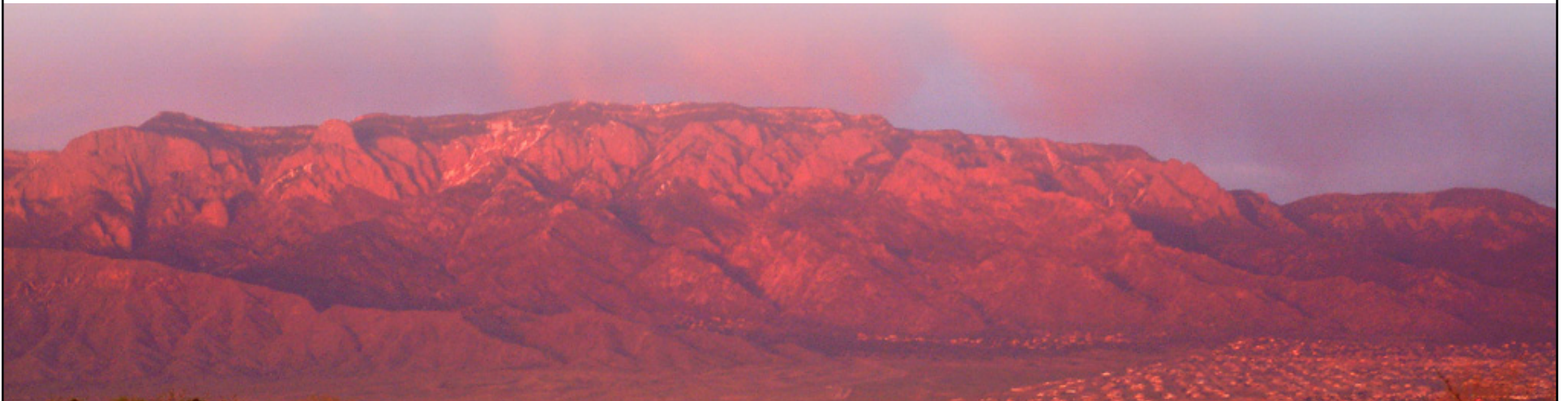




**DMP – How It Came To Life**  
**Rebecca Plutino, General Manager,**  
**Best Western Rio Grande Inn**

## **Destination Master Plan (DMP) 2006**

- 1. Facilitated Effort**
- 2. Broad Community Participation**
- 3. Full Day Retreat – Action Items**
- 4. Public Rollout 3/17/06**
- 5. City's First Comprehensive Destination Master Plan**





# DESTINATION MASTER PLAN

## VISION STATEMENT:

**We will make Albuquerque  
a world-class destination  
by preserving and promoting  
our authentic Southwest heritage,  
rich culture,  
dramatic landscape, and  
spectacular climate.**





**NO**  
**Strategic Plans Left**  
**On The Shelf**





**DMP – What We’ve Been Up To**  
**Pam Bazant-Jung, President**  
**Heritage Hotels and Resorts**



## **Destination Master Plan 2007**

- 1. Board Retreat – How to Measure Success**
- 2. Directors Councils Aligned to DMP**
- 3. DMP Matrix and Action Plans**
- 4. Community Involvement – Show of Hands!**
- 5. Today – DMP Review**





## **Critical Elements to Measure Success**

- **Think and act like a destination.**
- **Form a strong partnership with the City**
- **Make significant progress toward “owning ballooning”.**
- **Make significant progress on front line training (product).**
- **Ramp up cultural and heritage product development and marketing.**
- **Establish and propagate the brand.**
- **Improve Convention Center product.**
- **Establish baseline data to be able to measure progress.**



**OTHER ACTION ITEMS  
from Last Year's  
Destination Master Plan**





**DESTINATION APPROACH**  
**Rebecca Plutino, General Manager**  
**Best Western Rio Grande Inn**

# Values Necessary for a Destination Approach

**More Than the 'Sum of the Parts'**

**Authenticity**

**No City Limits**

**Diversity!**

**Infrastructure**

**Quality**



# Values Necessary for a Destination Approach (continued)

**Excellence, Honesty and Integrity**

**The Greater Good**

**Courtesy and Respect**

**Communication**

**Continuous Improvement**

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## *Adopt a Destination Approach*

**Key Strategic Partners:**

**The Entire Destination –**

**City of Albuquerque Elected Officials & Staff,  
Hospitality Industry,**

**Broader Economic Community, and**

***YOU!!!!!!!***





## *Adopt a Destination Approach*



### **Key Goals:**

- **Work Together as a Strong Destination for Common Good.**
- **Examine Issues in Context of Impact on Each Part of the Partnership and the Destination as a Whole.**
- **Draw on the Destination's Resources and Energies to Maximize Effectiveness in Approaching Each Challenge.**

## *Adopt a Destination Approach*

### **Key Outcomes:**

- **Raised Visibility of Impact of Tourism Industry**
- **An Industry and City that Work Better Together**
- **Craft Solutions to Problems and Capitalize on Opportunities**
- **Better Visitor Experiences**
- **More ROI on the Destination Investment for All Parties**
- **Symbiosis between Visitor Industry and Economic Development**





## *Adopt a Destination Approach*

### **Major Accomplishments**

- **Zoning Changes in Old Town**
- **Regular Programming in Old Town**
- **Collaborations:**
  - Improved Downtown Package**
  - Determining the Impact of Regionalism**
  - Ballooning, Outdoor Recreation, Golf**
  - Culture & Heritage (Zuni/Acoma/IPCC, IPCC/ABQ Museum/NHCC)**



## ***Adopt a Destination Approach***

### **June 2007 Targets:**

- **Broaden Stakeholders Beyond Hospitality Industry**
- **Identify Involvement of “Other Than Hospitality Industry” Partners**
- **Identify Initiatives Taking a Broad View Involving Multiple Entities – for example:**
  - Old Town**
  - Golf**
  - Outdoor Recreation**
  - Culture & Heritage**







**RELATIONSHIP WITH THE CITY**  
**Sally Adams, GM ClearChannel Outdoor**  
**Elise Rogers, VP Development ACVB**

## *Industry & CABQ Relationship*

### **Key Strategic Partners:**

**CABQ (Mayor, Department Directors, City Council)**

**ACVB Board of Directors**

**AHCC**

**Greater Albuquerque Innkeepers Association (GAIA)**

**UNM**

**Community Leaders**

**Hospitality Industry**





## *Industry & CABQ Relationship*

### **Key Goal:**

- **Industry will Develop Collaborative Relationship with CABQ Mayor  
Department Directors and  
City Council**



# *Industry & CABQ Relationship*



## **Key Outcomes:**

- **Closer Working Relationship between Industry and CABQ.**
- **Greater Understanding of Different Perspectives.**
- **Destination Makes Decisions Related to Hospitality with a Deeper Knowledge of the Issues.**
- **Establish Better Communication Channels.**



## *Industry & CABQ Relationship*

### **June 2007 Targets:**

- **ACVB's 2007 Contract Extended**
- **Identify (quantity & quality) Meetings with City Councilors**
- **Meet with Councilor Study Group to Discuss Industry Issues (Convention Center, hotel room block, etc.)**
- **Host Event with Council and Administration Staff**



## *Industry & CABQ Relationship*

### **Post-June 2007 Targets:**

- **Begin Discussion with City Regarding Public Policy Related to Tourism Industry**







# **REGIONAL PARTNERSHIPS**

**Ron Solimon, CEO/President Indian Pueblo  
Cultural Center & Indian Pueblos Marketing Inc.**

**Debi Owen, Dir.of Communications,  
Sandia Peak Ski & Tramway**

# *Regional Partnerships*

## **Key Strategic Partners:**

**CABQ (Mayor/CAO)**

**Mike Cerletti, Secretary of Tourism**

**Pueblo Leadership**

**(Tribal Governance and  
Economic Development Corporations)**

**City Council**

**Greater Albuquerque Innkeepers Association**

**ACVB**

**Albuquerque Hispano Chamber of Commerce**

**Greater Albuquerque Chamber of Commerce**

**Middle Rio Grande Council of Governments**

**University of New Mexico**





# ***Regional Partnerships***

## **Key Goals:**

- **Contribute to the Evolution of the Destination Partnership.**
- **Enhance Marketing and Sales of Leisure Travel, Meetings and Conventions.**
- **Support Development of New Product Related to Culture and Heritage.**
- **Reinforce Destination Approach.**



## *Regional Partnerships*

### **Key Outcomes:**

- **Focus on Marketing the “Destination Experience”.**
- **Visitors Interface the Destination They Perceive (no “City Limits”).**
- **Destination Portfolio Broadens, Enhancing Destination Marketing.**
- **Visitors will Contribute to the Greater ABQ Economy.**
- **Participate with GACC/UNM Addressing Regional Concerns and Issues**





# *Regional Partnerships*

## **June 2007 Targets:**

- **Independent Economist Analysis of Regional Destination Marketing**
- **Develop Marketing Template for Pueblo Hotel and/or Resort Properties**
- **Continue Conversation with Partners from Initial Meeting**
- **Template for New Developments to Partner more easily.**





# **CONVENTION PRODUCT**

**Tom Morton, General Manager SMG  
Karl Holme, General Manager Hyatt Regency  
& President, Greater Albuquerque Innkeepers Assn.**



# Albuquerque Convention Center

## PHASE 1





# Albuquerque Convention Center Phase 1



- Life Safety & Security Systems
  - Mechanical System
  - FF&E
  - Kitchen Equipment & Flooring
  - Building Interior Systems
  - Building Exterior Systems
- Projects to be Completed in Phase 1
- Third street exterior signage and aesthetic enhancement.
  - Lower level west meeting room renovation.
  - West complex, 2nd & 3rd Street latilla and lighting installation.



# *Improve Convention Center Facilities*

## **Major Accomplishments:**

Completion of Substantially All  
Phase 1 Improvements



## *Improve Convention Center Facilities –Phase 2*

### **Key Strategic Partners:**

**Mayor Martin J. Chavez**

**Fred Mondragon, Office of Economic Dev.**

**Tom Morton, General Manager SMG**

**Greater Albuquerque Innkeepers Assn.**

**Downtown Action Team**

**Tourism Association of NM – Debbie Scott**

**State Elected Officials**

**Dr. Bruce Perlman, CAO**

**City Councilors**

**ACVB**

**AHCC**

**NM Lodging Association**

**NM Tourism Dept.**







## *Improve Convention Center Facilities –Phase 2*

### **Key Goals:**

- **Grow Convention and Meetings Business**
- **Improve Infrastructure**
- **Further the Destination Approach**

## *Improve Convention Center Facilities –Phase 2*

### **Key Outcomes:**

- **Facility Reflects Albuquerque's Strengths of Heritage and Culture**
- **Improves Ability to Make Convention Sales**
- **Improves Functionality and Delivery of Quality Guest Experiences**
- **Keeps Albuquerque in the Convention Market Until Serious Reinvestment Can Occur**





# *Improve Convention Center Facilities –Phase 2*

## **June 2007 Targets:**

- **Raise awareness of Albuquerque as the State's major convention destination.**
- **Disseminate findings from HVS study on Convention Center.**
- **Identify synergy between Convention Center, Events Center and a new Headquarter Hotel.**
- **Acquire Phase 2 funding from state legislature**
- **Raise awareness with CABQ about need for ongoing capital improvement program.**
- **If request is rejected by legislature, develop strategy to lay necessary groundwork for success in 2008.**





**(Smart Decisions + Smart Meetings) =  
Albuquerque**





**Albert Einstein agrees! (He's the one on the left.)**



# **RESEARCH**

**Joni Thompson, CPA, Chief Operating Officer  
ACVB**



*Measure Visitor Demographics*  
*Monitor Destination Performance*

**“Not everything that counts can be counted,  
and  
Not everything that can be counted counts!”**

**(sign hanging in Albert Einstein’s office at Princeton)**



## *Measure Visitor Demographics Monitor Destination Performance*

### **Key Strategic Partners:**

**Brian Sanderoff, Research & Polling**

**NM Tourism Department**

**Travel Industry Association of America (TIA)**







## *Measure Visitor Demographics*

## *Monitor Destination Performance*

### **Key Goals:**

- **Understand How Various Visitor Groups Perform**
- **Understand Impact of PR and Advertising Campaigns**
- **Planning Based on Research**
- **Understand How New Marketing Approaches and Targets Impact the Destination.**

## *Measure Visitor Demographics* *Monitor Destination Performance*

### **Key Outcomes:**

- **Understanding of Key Descriptors of Target Market**
- **Differentiate Between “Average Visitor” and “Target Visitor”**
- **Benchmark Data for Future Comparison of Demographics**





## ***Measure Visitor Demographics Monitor Destination Performance***

### **June 2007 Targets:**

- Obtain TIA Economic Impact (BernCo)
- Develop Communication Plan
- Maintain Baseline for Comparatives
- Process to Measure and Monitor Statistics in Future.
- Analyze Visitor Demographic Info on TIA Studies – GLBT, Wine & Culinary.

Who IS this person?



# *Measure Visitor Demographics*

## *Monitor Destination Performance*



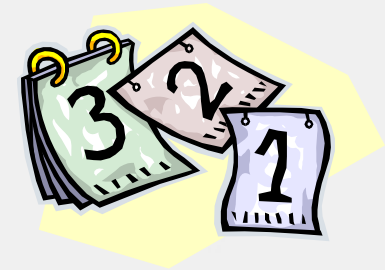
**FEMALE – “40-something”**





# Measure Visitor Demographics Monitor Destination Performance

**Average Length of  
Stay: 4 DAYS**



**Average Spending  
Per Trip: \$420**



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# **OWNING BALLOONING**

**Scott Appelman, President Rainbow Ryders, Inc**





## ***Attract & Serve Balloon Niche Balloon Image & Product***

### **Key Strategic Partners:**

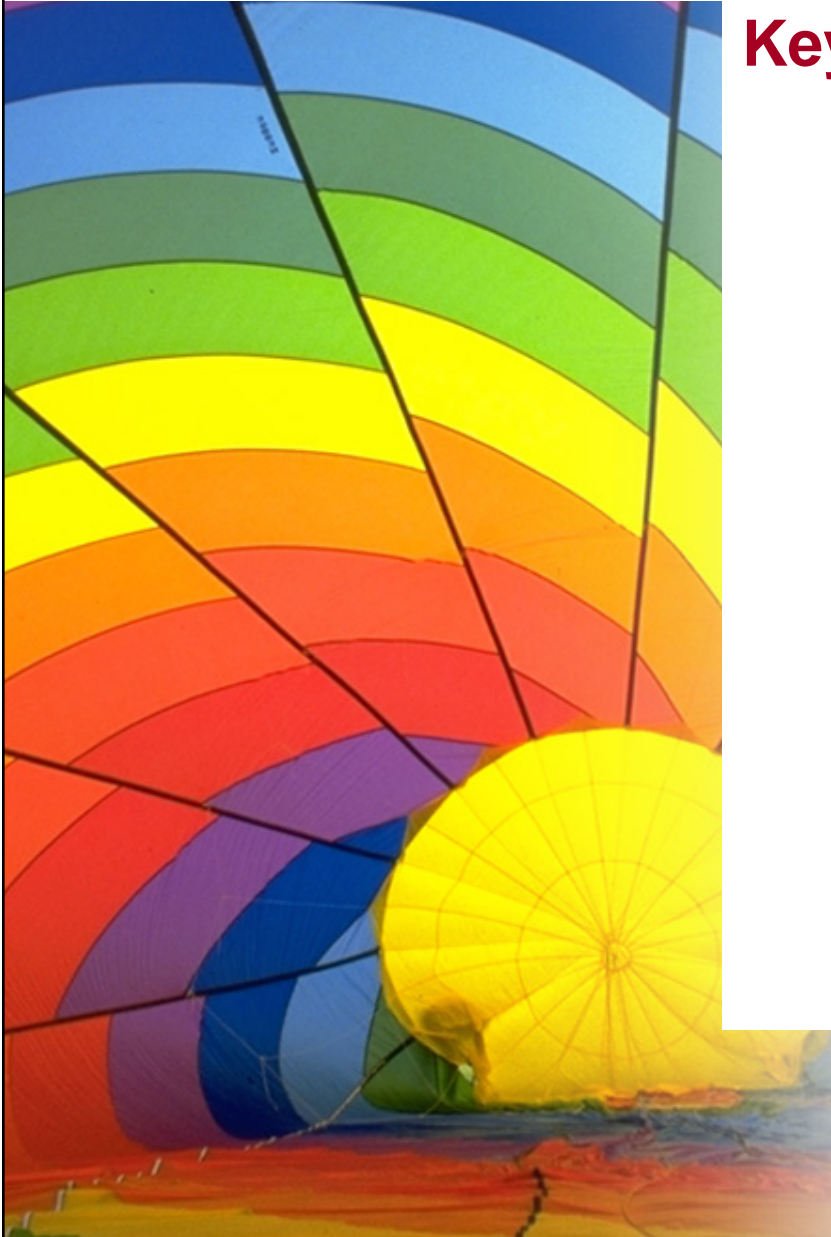
**Dr. Bruce Perlman, CAO, CABQ**  
**Paul Smith, ABQ Intl Balloon Fiesta**  
**Jeffrey Cooper-Smith Balloon Museum**  
**Jodi Baugh**  
**Ray Bair**  
**Liz Appelman**  
**Kathy Leyendecker**  
**Marshall Monroe**  
**Debbie Fowler**  
**Troy Bradley**

**Jay Hart, Parks & Rec, CABQ**  
**Gary Bennett, ABQ Intl Balloon Fiesta**  
**Tom Levine, Balloon Museum**  
**Bruce Hale**  
**Dick Rice**  
**Blair Kaufman CNM**  
**Mark Sullivan**  
**Pat Brake**  
**Mike Rice, ABQ Sunport**  
**Fran Mezzanella**

# ***Attract & Serve Balloon Niche Balloon Image & Product***

## **Key Goals:**

- **Execute Consistent Branding**
- **Promote Multiple Ballooning Events Throughout the Year**
- **Provide Educational Opportunity for Residents and Visitors.**
- **Ensure Physical Space for Safe Launching/Landing.**
- **Engage Economic Community Support of this Industry.**



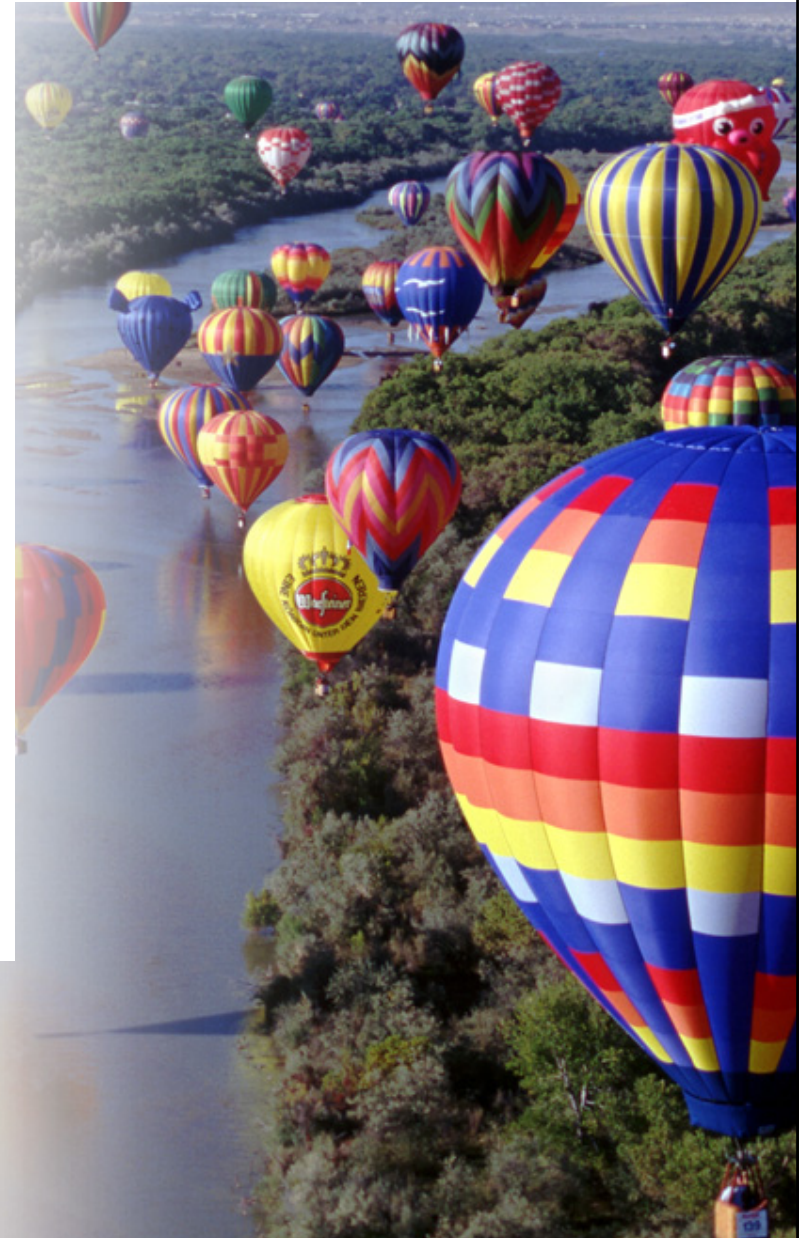


# *Attract & Serve Balloon Niche*

## *Balloon Image & Product*

### **Key Outcomes:**

- **Albuquerque to be Identified as Hot Air Balloon Capital of the World.**
- **Ensure a Sustainable Future for Entire Balloon Industry, including:**
  - Fiesta**
  - Museum**
  - Events**
  - Pilots**
- **Protect and Preserve the \$100M+ Ballooning Industry**



# *Attract & Serve Balloon Niche*

## *Balloon Image & Product*

### **June 2007 Targets:**

- **CNM to Establish Hot Air Balloon Pilot Training Program.**
- **Establish Ballooning Action Team to Develop Commercial Events, Education Programs, and Other Initiatives.**
- **Raise Public Awareness to Maintain Assets that Support the Industry (e.g. preserving open spaces for landing).**
- **Develop Process to Showcase Ballooning to Convention Groups.**







# **VISITOR EXPERIENCES**

**Terry Harris, President Information Systems of NM**



# VISITOR EXPERIENCES

Culture & Heritage

Bilingual Frontlines

Frontline Training

Concierge Guide

Outdoor Recreation

Golf





# **CULTURE & HERITAGE**

**Ron Solimon, CEO/President Indian Pueblo Cultural  
Center & Indian Pueblos Marketing Inc.**

**Eduardo Díaz, Executive Director  
National Hispanic Cultural Center**

# *Cultural & Heritage Product Development in Tandem with Marketing*

## **Key Strategic Partners:**

**Velia Silva, CABQ Cultural Services  
Rick Gutierrez, CABQ Cultural Services  
Museum Co-Op Council  
Albuquerque Arts Alliance  
Travis Suazo, NM Dept. of Tourism  
Cultural Event Organizers**







## ***Cultural & Heritage Product Development in Tandem with Marketing***

### **Key Goals:**

**Care for Cultural Treasures**

**Enhance Visitor Experience**

**Attract More Cultural Visitors**

**Increase Length of Stay**

**Increase Visitor Spending**

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# *Cultural & Heritage Product Development in Tandem with Marketing*



## **Key Outcomes:**

- **Sustainable Cultural & Heritage Tourism.**
- **Sensitivity to Host Cultures.**
- **Provide Cultural and Heritage Products to Visitors.**
- **Brand Albuquerque, Emphasizing Culture & Heritage Identity and Ensure its Authentic Portrayal and Promotion.**



# *Cultural & Heritage Product Development in Tandem with Marketing*

## **June 2007 Targets:**

- **Identify and Engage Key Community Leaders in Cultural and Heritage Tourism Discussion and Education**
- **Identify Opportunities for Collaboration and Development of Additional Offerings for the Cultural Traveler**
- **ACVB to Hire Staff Person with Primary Focus on Cultural and Heritage Tourism**





## ***Cultural & Heritage Product Development in Tandem with Marketing***

### **June 2007 Targets (continued):**

- **Identify Opportunities for Collaboration with NMTD, CABQ, ACVB**
- **Research Major Events in the City to Identify Success and Growth**
- **New Packaging Efforts among the Cultural Community**
- **ACVB Website to add Significant Focus on Culture and Heritage**
- **ACVB Expand Culture and Heritage Marketing Plan and Partnership Opportunities**





# **BILINGUAL FRONTLINES**

**Conrad Granito, GM Santa Ana Star Casino**

**Alex Romero, CEO**

**Albuquerque Hispano Chamber of Commerce**



# BIENVENIDOS





## *Bilingual Frontlines*

### **Key Strategic Partners:**

**CABQ – Economic Development:**

**Fred Mondragon**

**Alberto Solis**

**AHCC:**

**Mary Ann Jones**

**Vivian La Valley**

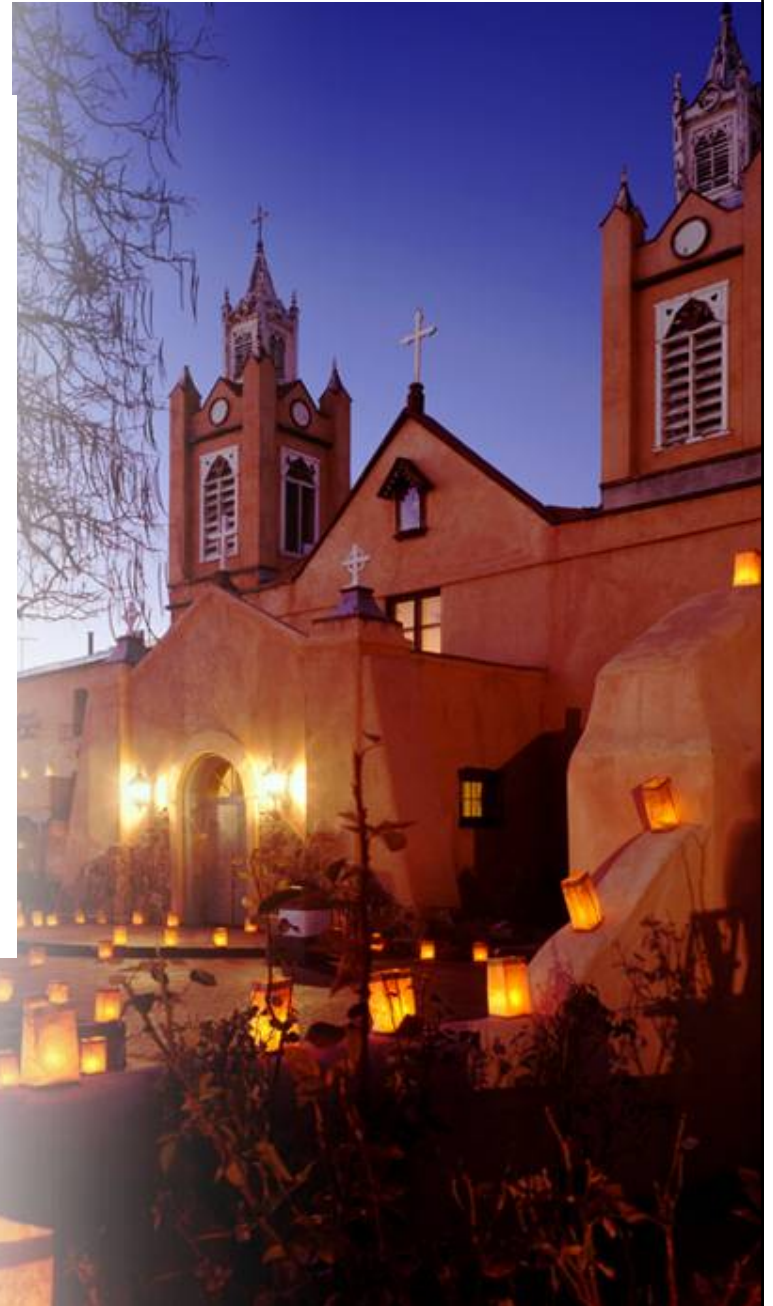
**Phil Castillo**

**Brian Sanderoff, Research & Polling**

**GAIA Board**

**New Mexico Tourism Department**

**Tourism Association of NM**



## *Bilingual Frontlines*

### **Key Goals:**

- **Improve Visitor Experience**
- **Increase Leisure Tourism**
- **Reinforce Culture and Heritage Product**





## ***Bilingual Frontlines***

### **AHCC Initiatives**

- **Point of Sale Materials - Spanish/English**
- **Statistics – Climate, Dress, Cultural Activities**
- **Website Redesign/CD ROM**
- **Establishing Relationships**
- **Expanding Advertising**
- **Film Industry**



# NATIVE AMERICAN MARKET

GATHERING OF NATIONS





# *Bilingual Frontlines*

## **June 2007 Targets:**

- **Identify Research Relevant to the Mexican Market.**
- **Develop Task Force, Including CABQ, ACVB, AHCC, GAIA, and Attractions, to Identify Scope and Execution of Program.**
- **Support CABQ Efforts to Establish Air Service with Mexico.**







# **FRONTLINE TRAINING**

**Elise Rogers, VP Development, ACVB**  
**Sally Adams, GM ClearChannel Outdoor**





## ***Frontline Training – Experiences/Taxi Experiences***

### **Key Strategic Partners:**

**ACVB**

**AHCC**

**Old Town Merchants Association/Nob Hill Business Association**

**Museum Co-op Council**

**CABQ**

**Tourism Association of New Mexico (TANM)**

**Greater Albuquerque Innkeepers Association**

**Downtown Action Team**

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## ***Frontline Training – Experiences Taxi Experiences***

### **Key Goals:**

- **Improve Visitor Experience**
- **Reinforce Destination Approach**
- **Increase Visitor Spending, Profitability**



# *Frontline Training – Experiences*

## *Taxi Experiences*

### **Key Outcomes:**

- **Better Information Available**
- **Improved Visitor Experience**
- **Positive Media Attention**
- **Longer and Repeat Visits**
- **More Spending per Visit**
- **Improved Destination Appeal and Image**



# ***Frontline Training – Experiences***

## ***Taxi Experiences***

### **June 2007 Targets:**

- **Inclusion of Destination Appeal in Customer Service Training**
- **Transportation Training Module Including taxis, shuttles, buses, rental cars**
- **Develop “Driver Information Sheet” Highlighting Key Attractions**

### **Post-June 2007 Targets:**

- **Launch Training by Fall 2007**
- **Work to Secure Sponsors**







# **CONCIERGE GUIDE**

**Tania Armenta,  
VP Tourism & Communications, ACVB**

# ***Concierge Guide***



## **Key Strategic Partners:**

**ACVB Development Division**

**ACVB Tourism and  
Communications Division**

**Museum Co-Op Council**

**Key Attractions**

**Leisure Marketing & Branding  
Directors Council**



# Concierge Guide



## Key Goals:

- Improve Visitor Experience
- Increase Visitor Spending
- Reflect Destination Style

## Concierge Guide

### Key Outcomes:

- **Front-Line Staff Better Able to Provide Information about Museum and Attraction Offerings.**
- **More Traffic and Higher Spending for Museums and Attractions.**
- **Training/Ownership/Interactive with Front-Line Staff (related to Action #18 – Front Line Training).**
- **Greater cross-promotion between entities**





# *Concierge Guide*

## **June 2007 Targets and Major Accomplishment:**

- **Concierge Guide Completed and Distributed**



# *Concierge Guide*

## POST-JUNE 2007 TARGETS:

- **Train Front-Line Staff on Contents & Use of Guide**
- **Provide Updates and Additional Resource Pages as Needed**







# **OUTDOOR RECREATION**

**Cheryl Rein-Borunda, Convention &  
Tourism Compliance Manager**

# Outdoor Recreation

## Key Strategic Partners –

**Mark Gundlach, GM Embassy Suites**

**ABQ Convention Center**

**McKee Wallwork Cleveland**

**Members of the Cycling Community**

**Members of the Hiking Community**

**Members of the Sports Community**

**BMX and VeloPort**

**Nob Hill Velo**

**Bike Coop**

**Sports Outdoorz**

**CABQ: Parks & Recreation, Planning,**

**Economic Development**

**ACVB**

**AHCC**





# Outdoor Recreation

## Key Goals

**To bring together the sports and recreation resources in the Albuquerque area**

**To actively promote Albuquerque as an accessible premier outdoor destination**

**To serve the athlete, the recreationist and the tourist in all of us**



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# Outdoor Recreation

## June 2007 Targets:

- Expand Resources, Outfitters, Guides and Equipment Rentals for Visitors
- Include Outdoor Recreation in Concierge Guide
- ACVB Website to Include Comprehensive Section for Outdoor Recreation
- Expand Photography and Video Available for Marketing Purposes
- Develop Venues (e.g. Softball Complex) and Product to Ensure Albuquerque's Success in These Markets
- Events Calendar





**[new mexico]**  
**SOME ENCHANTED JOURNEY**

## ALL OUT ALBUQUERQUE

**Go big under the sunny skies of this massive natural playground**

One glimpse of Albuquerque and you know you're in for a treat. Sandwiched between the Rio Grande and the Sandia Mountains, the city absolutely drips with beauty and the promise of outdoor fun. Take a closer look and discover that natural beauty is just the starting point: add year-round perfect weather, a rich and storied past, a remarkably diverse culture, fabulous food, vast hiking and biking trail networks, skiing, dozens of golf courses, and a wide variety of deluxe accommodations, and you have a destination that can't be matched. Whether you want to push yourself to the highest physical limits, or limit yourself to the highest physical pleasures, you're guaranteed to find your own version of the perfect trip in Albuquerque.

Albuquerque's landscape offers outdoor activities wherever you look, all within a stone's throw of anyplace you might stay. You can mountain bike in the Sandia foothills, hike in the Elena Gallegos Open Space Park, run along the Rio Grande through the Bosque "Cottonwood Forest," or hike in the Manzano Mountains. And you can do it all under a bright blue sunny sky 310 days a year. In the winter months, ski at Sandia Peak Ski Area in the morning and golf in the afternoon—the weather is just that good.

You can't separate outdoor recreation from history and culture here—after all, connection to the earth is a fundamental part of every Native American belief system. Explore the mesa at Acoma "Sky City" Pueblo on a guided tour, hike at Petroglyph National Monument and explore the ancient etchings, or retrace the routes of the conquistadors on a bike ride from Bernalillo to Albuquerque.

For those feeling less grounded, Albuquerque is the hot air balloon capital of the world. Soaring above the Rio Grande Valley by balloon is a bizarre combination of serenity and excitement, and the wind patterns that enable you to land back where you took off will surely convince you that this place

really is enchanted. The world's largest hot air balloon festival happens here every October, creating a technicolor sky for nine days. Albuquerque even has a giant new balloon museum packed with artifacts and interactive exhibits.

The activity choices go on and on, from mild to offbeat: fish or rent boats at Tingley Beach, or test your mettle at the brand new VeloPort/BMX facility. Or just



meander through the Old Town Plaza and slip into the daydream that you're in the original Spanish settlement of 300 years ago. Then throw your bike on Rapid Ride, part of the city's amazing public transportation system and zip from the museums to explore uptown Albuquerque.

At day's end relish southwestern cuisine that goes far beyond chile rellenos and lay your head at one of the city's countless great hotels where the New Mexico style shines through—great service, never stuffy. Just make sure you don't go to sleep without thanking your lucky stars for bringing you to this incredible place.

**800-284-2282 [www.itsatrip.org/outside](http://www.itsatrip.org/outside)**



# GOLF

Warren Lehr, PGA Director  
Paa-Ko Ridge Golf Club





## **GOLF**

### **Key Strategic Partners:**

Golf Community

Golf on the Santa Fe Trail (GOTSFT)

NM Golf Tourism Alliance (NMGTA)

City of Albuquerque (CABQ)

Lodging Industry

New Mexico Tourism Department (NMTD)

ACVB

## GOLF

### June 2007 Targets:

- New Organization Representing Golf Throughout the State –NMGTA
- NMGTA to Present to GAIA and NM Bed & Breakfast Association
- NMGTA and GOTSFT Continue to Develop Golf Packages
- NMGTA to Establish Website
- NMGTA Work with ACVB and NMTD to Market Golf
- ACVB Website to Include Comprehensive Golf Section
- NMGTA Work with ACVB to Develop and Place New Golf Ad.







**AT HIGH ALTITUDE**  
*the golf ball travels farther.*

**THAT'S FARTHER, NOT STRAIGHTER.**

Golf is never the same game twice. Of course the difference of each experience depends on where you're playing. That's why more and more golfers are coming to Albuquerque. Both *Golf Digest* and *Golf Magazine* have ranked several of our public courses among the best in the country for good reason. Our forested mountains, lush river valleys, and a high desert plain combine to make central New Mexico a

dream come true for golf course designers. From desert links, to parkland, to mountain courses, we offer arguably the most diverse golf experience available in one area. We're also home to the only 5-star ranked course in the Southwest. Combine our varied golf experiences with a historic blend of Native American, Hispanic and Western cultures, and it's easy to see why a golf vacation in Albuquerque is simply unique from any other.

Visit [www.itsatrip.org/golf](http://www.itsatrip.org/golf)

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Call 1-800-284-2282





## WOW, THERE'S A MOUNTAIN.

It's funny for us to hear the things that new visitors find surprising, but the 10,600 ft. Sandia Mountains seem a little obvious to be a surprise to anyone.

Having a two-mile high mountain chain crowning our city provides us with more than romantic views from anywhere. It also affects our weather, giving us milder days and cooler evenings than nearby communities. Not to mention a perfect environment for shopping, outdoor dining, gallery strolls, and cycling or hiking the many and varied trails. But maybe the best thing

our mountains give us is an amazing light show. For a little while every evening the setting sun is an artist, painting the mountains its own remarkable palette of golds and pinks and even crimson.

Many cities have unique structures that make their skylines distinct. In contrast to man-made icons, our distinction, our skyline, is real and natural just like the people who live here. What we've preserved in lieu of icons is a unique, rich blend of Native American, Hispanic and Western cultures shaped naturally over thousands of years.

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Find out more at [www.itsatrip.org](http://www.itsatrip.org) or call 1-800-284-2282.

PHOTO: JAY BLACKWOOD





## HEY LET'S DO THAT AGAIN.

For thousands of years people have been experiencing the spirit of adventure that makes Albuquerque unique from every other place. It's the kind of feeling you get floating in a hot-air balloon, high above the city. As the wind gently carries you along the Rio Grande you marvel at the world's largest cottonwood forest that frames our famous river. Stretching north and south as far as the eye can see, its vista of color changes with each season. You feel this spirit of adventure hiking or cycling along the mountain trails, or riding the Sandia Peak Tram up thousands of

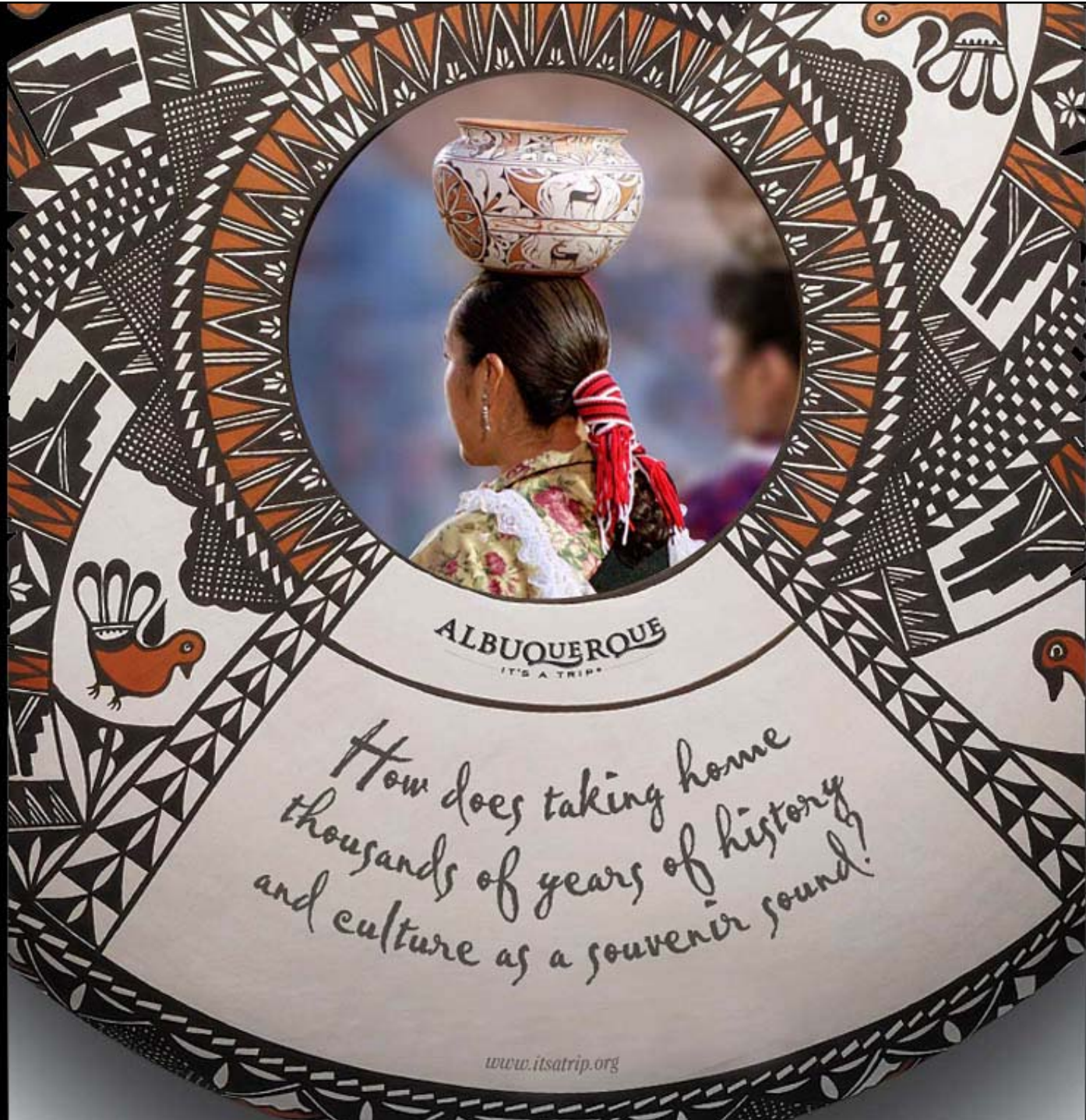
feet to the windswept crest—a mile above the city. You feel it in the array of restaurants, museums and the sidewalk vendors that surround our city's three-hundred-year-old Old Town Plaza. It's with you in the many shops and galleries of eclectic Nob Hill. It's in our historic theatres and concert halls. You can particularly experience this spirit of adventure in our many cultural centers and nearby pueblos. In fact, this spirit permeates life here so fully that you become a part of our story. Which is why people always return to discover Albuquerque all over again.

Visit [www.itsatrip.org](http://www.itsatrip.org).

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ALBUQUERQUE  
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*How does taking home  
thousands of years of history  
and culture as a souvenir sound?*

[www.itsatrip.org](http://www.itsatrip.org)



## ¡Viva Albuquerque! ¡Viva la Cultura!

Mayor Martin J. Chávez and the Cultural Services Department invite you to enjoy our temperate climate and high desert landscapes, and experience the authentic culture and arts of our dynamic city. Your adventure will take you to Old Town Plaza, The Albuquerque Museum of Art & History, the Anderson-Abruzzo Albuquerque International Balloon Museum, the famous "Pueblo Deco" KiMo Theatre and the world-class BioPark's Zoo, Aquarium, Botanic Garden and Aquatic Park.

For information call:  
505.768.2000 (NM Voice/Relay or 711)  
[www.cabq.gov/crs](http://www.cabq.gov/crs)



### Sandia Peak Aerial Tramway

The world's longest aerial tramway transports you above deep canyons and breathtaking terrain. At sunset the desert skies produce a spectacular array of color and a vast 11,000 square-mile panoramic view from the observation deck atop 10,378 foot Sandia Peak.

505-856-7325  
[www.sandiapeak.com](http://www.sandiapeak.com)

### Dreamscape Desperado: Billy the Kid and the Outlaw in America

The Albuquerque Museum  
May 13 - July 22, 2007

Billy the Kid is not only New Mexico's most famous citizen, but the most famous outlaw in American history. This summer, explore the facts and myths surrounding William H. Bonney, aka Billy the Kid, in the exhibition *Dreamscape Desperado: Billy the Kid and the Outlaw in America* at The Albuquerque Museum. The power of the legend of Billy the Kid is universal. This itinerant gunman who was killed at age 21 has inspired 60 films, a ballet with score by Aaron Copland, songs, plays, and novels by several Pulitzer-prize winners. Learn more about his remarkable appeal beginning May 13.



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# ALBUQUERQUE

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Visitors  
Center  
←





Los Angeles Times

# TRAVEL

Sunday, January 14, 2007

latimes.com/

## Albuquerque rising

By BEVERLEY BEYETTE  
Times Staff Writer

Albuquerque

**A**T the American International Rattlesnake Museum in Old Town Albuquerque, I spotted a sign on the door. "We love tourists," it said. "They taste just like chicken."

In the past, this city was about as welcoming as that sign. Shops in Old Town had to be persuaded to stay open evenings, and until recently, zoning laws prohibited Old Town visitors from sitting on a restaurant patio and enjoying a glass of wine or a margarita.

So tourists would fly into Sunport, Albuquerque's airport, and slither their way up Interstate 25 to Santa Fe, its sexier, better-dressed sister city.

Now Albuquerque is sprucing up its Cinderella image and turning into one of the belles of the tourist ball. TripAdvisor placed Albuquerque fourth in last year's listing of the Top 10 underrated world destinations, and online travel company Orbitz chose it as one of five "outstanding locations that should be on everyone's must-see list" in the next five years.

If one thing has put Albuquerque on the tourist map, it's the annual International Balloon Fiesta (Oct. 5-14 this year). It helped establish a sense of place, said Dale Lockett, president and chief execu-



JEFF GREENBERG

Like great turquoise, the city's a natural. But with its balloon fiesta and confluence of cultures, this unpolished gem is primed to shine.

tive of the city's convention and visitors bureau.

The fiesta began modestly in 1972 as a hot-air-balloon rally sponsored by a local radio station. It attracted 20,000 spectators and 13 balloons. Now, the 10-day festival draws up to a million visitors and as many as 700 multicolored balloons.

The balloon crowd had just left when I visited in late October. I decided to ground myself here, so checked into Los Poblanos, a historic inn not far from Old Town.

The next morning, after a hearty breakfast at the inn, I set off to find out what all the "better-than-it's-ever-been" buzz was about.

I started in Old Town, site of Albuquerque's first Spanish settlement in 1706. The shops in the adobe buildings around the band-shell-centered square weren't doing much trade, selling T-shirts, turquoise and kachina dolls. I quickly lost interest and headed for Old Town's Spanish Colonial 1793 San Felipe de Neri Church, one of the oldest surviving buildings in the city, although its twin cross-topped towers are a 19th century addition. Masses are still celebrated in the church. The quiet, dimly lit interior has original adobe walls and an elaborate altar.

Nearby, I discovered the rattlesnake museum. Its \$3.50 entrance ticket came with a certificate of bravery. The museum [See Albuquerque, Page L9]



# BRANDING



**Fred Mondragon, Director Department of Economic Development  
Debbie Johnson, CEO Rick Johnson & Company**



City of Albuquerque  
Economic Development  
Department  
Branding Project

A Presentation for ACVB  
Destination Marketing Plan Meeting  
March 23, 2007

# Background:

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- Mayor's Economic Development Forums – 2005 & 2006
- Cooperation between City Economic Development, Hospitality & Business Organizations
- Agreements of Joint Priorities & Needs, Including Branding Creation & Implementation



# Partners:

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Led by Fred Mondragon & COA Economic Development Department, team members are:

- ACVB, Dale Lockett
- AED, Gary Tonjes
- AHCC, Alex Romero
- AIPCC, Ron Solimon
- GACC, Teri Cole

# Assignment:

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- Hire professionals to develop a branding recommendation, program & plan
- Have a branding education & orientation presentation within Economic Development forum
- Meet continuing requests from business organizations to have tie-in options
- Utilize existing research



# Research Sources:

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- ACVB – Egret Study (National)
- COA – SLS Forum Focus Groups (Local)
- Mesa Del Sol – Wadley Donovan Survey (Local)
- AED – AN Focus Groups (National)
- Tricentennial – SNL Focus Groups (Local)

# Research Results Summary:

**Albuquerque Perceptions yielded many clear positives:**

- Quality of Life
- Weather/Climate
- Mountains/Landscapes
- Affordable Recreation & Housing
- Economic Momentum
- Diversity/Acculturation
- Friendly People
- Creativity & Artistic Atmosphere Culture
- Technology Corridors
- Accessible Leaders



# Branding Definitions:

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## Branding IS NOT:

- Short-term
- Just a logo or ad campaign
- From a single-source
- An isolated action or idea
- Easy/without concentrated Effort

# Branding Definitions:

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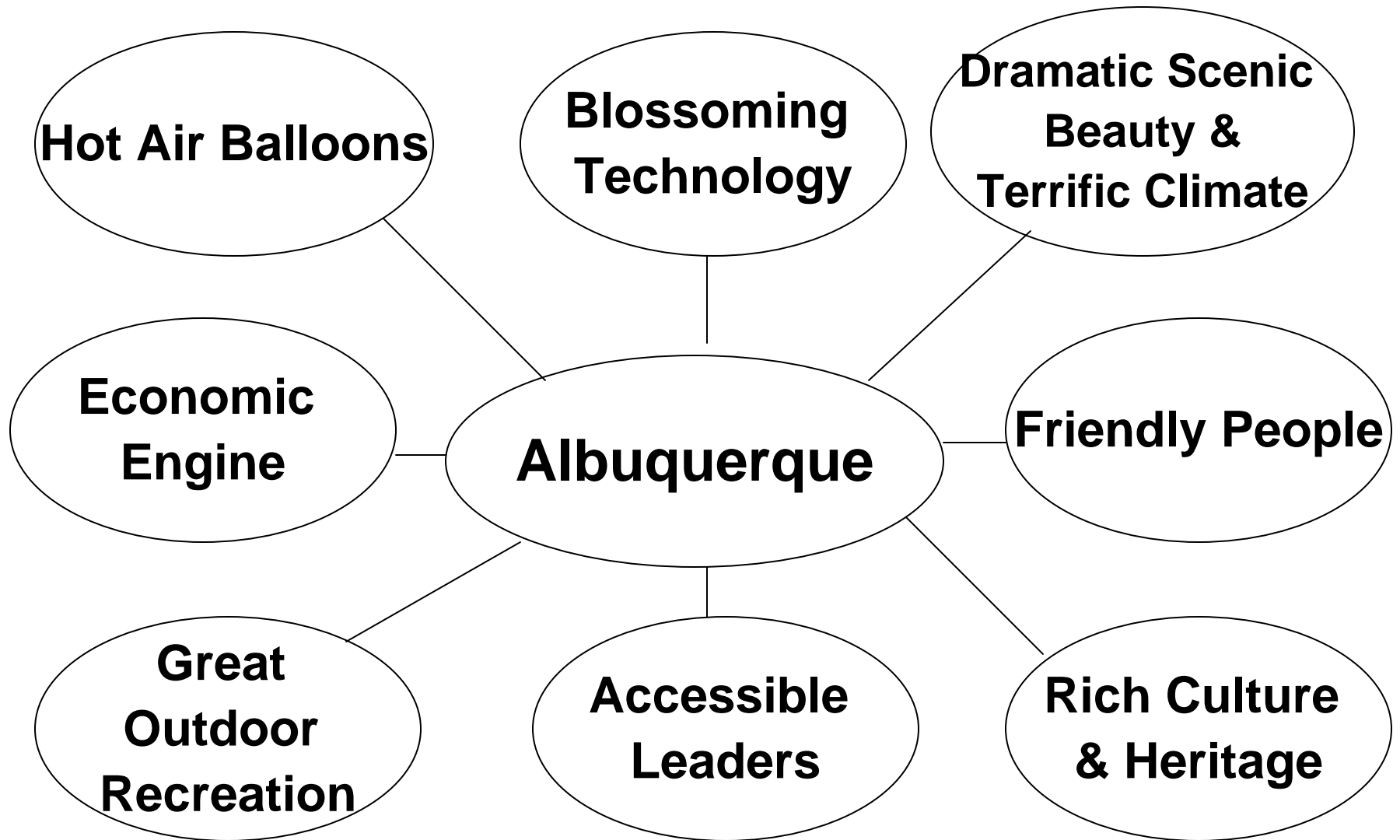
Branding IS :

- Long-Term/cultivated & nurtured
- A Position – to be something distinctive
- A Personality- with engaging characteristics
- A Promise – to deliver something people want
- An Expectation Following Reality
- Aspirational/Positive/Beneficial/Emotional
- Flexible/Simple/Memorable



## Albuquerque Brand DNA

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# Brand Position:

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There is no other city like Albuquerque –

we are a different combination of unusual &  
UNIQUE aspects...

which can surprise, please & delight you.



# Brand Promise:

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In Albuquerque you will find

- UNIQUE sights, sounds, experiences
- A lot of High-QUALITY facilities, venues, opportunities
- Some QUIRKY architecture, shops, hotels, places, etc.
- QUOTES from satisfied & enriched “customers”
- A visit that is a QUANTUM leap over other destinations

What do all these build?

# Brand Opportunity:

The “Q” lives in Albuquerque  
and has been seeded –



# Existing Qs

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**The Q Bar**

Proposed Brand:

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Albuquerque is the **Q**.



# Brand Opportunities:

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- The Q is unique, no other city has claimed it
- The Q is perfect for our second tier city – we do have unique cuisine, scenery, food, culture, events, facilities, architecture, people.
- The Q can foster endless extensions such as ALBUQUOTES, ALBUQUALITY, ALBUQUICKLY, ALBUQ this & that
- Other cities have successfully shortened their ID to letters: LA, KC, Big D, D.C., creating a friendly, intimate nickname

# Brand Opportunities:

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- The Q is traditional, yet contemporary
- The Q works in English, Spanish & all pueblo/tribal alphabets and languages
- The Q has promotional legs
- The Q invites participation and expansion
- The Q is evolutionary & organic, (like the city itself) and could thus become...



# ...The New Omnibrand:

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We can Develop the Q into an OMNIBRAND that will:

- Be different from standard brands in its huge scope, complexity & need for flexibility
- Allow individual, adaptation, & customization
- Provide position/platform for aspirational connotations – quality, unique, etc.
- Work with Q alone, or in ABQ, or in ALBUQ, or in ALBUQUERQUE
- Maximize very distinctive city spelling

# The New Omnibrand:

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Encourages participation & creativity from all over the city:

- Q to your heart's content!
- Q in your own way!
- Whatever you do, Q!
- I Love Q!

Whether it is called Q Town, The Big Q, Q City, The Q – it is ALBU - Q. Would make the Q ubiquitous – and become

a noun, verb, adjective, place, concept, culture – an idea...

a brand.



# Omni Brand Graphics:

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- The primary/omnibrand Q is a hand-drawn, stable & hefty, easily-recognizable, ultimately reproducible, pleasing Q
- The primary Q has a color palette representing the southwest – sand/earth, sunshine & sunsets, Rio Grande and Sandias.
- The primary Q complements the existing Q's all over town
- The primary Q works with the standard typeface helvetica, for use in expressions, sentences, phrases, etc.

# Primary Q

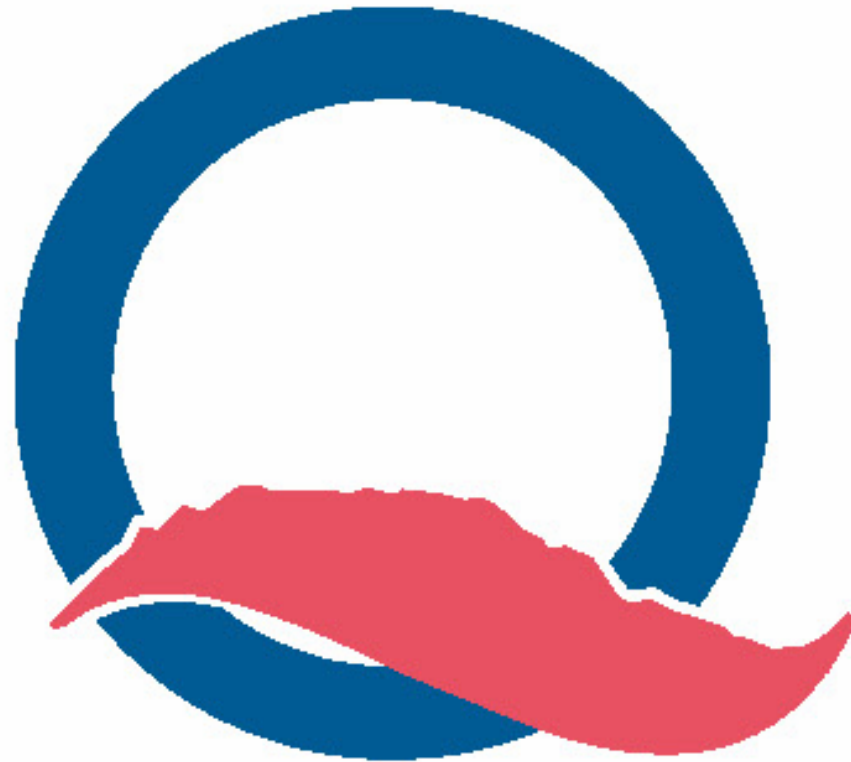
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# Primary Q

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# Secondary Q's: Sunrise

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# Secondary Q's: City Seal

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# Secondary Q's: Cultural

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# Secondary Q's: Artistic

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# Your Commitment Ignites the Brand :

- Every effort we have discussed today builds the ABQ brand (in a significant way)
- The DMP, with all its tangible enhancements to visitor experiences, is a great catalyst
- Your participation in the DMP helps fulfill the Brand Promise and solidify the brand position... so that the Q really does mean QUALITY



# Omni Brand Growth & Continuity:

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- It needs your love!
- It needs your help!
- It needs your support!
- It needs your commitment!
- It needs you!


*TEERING IT UP FOR YOU*

**DALE LOCKETT  
PRESIDENT & CEO  
ACVB**

**ALBUQUERQUE**  
IT'S A TRIP®





- Have we Piqued your interest?
- THE  quintessential Destination
- Thank you Hospitality Industry Leaders and Experts!
- Positive Impact on Marketing
- Momentum – We're on a Roll!
- Challenges Still Remain



ALBUQUERQUE  
IT'S A TRIP®



Quality of Life for Albuquerque Improves!







**Hats off to you all  
for your involvement and  
participation!**

The image features a square metal frame with a scalloped inner edge and a central circular cutout. The frame is intricately decorated with small rivets and larger, five-petaled flower-shaped motifs, each with a central gold-colored dot. The background behind the frame is a light-colored, textured surface with a subtle radial pattern. The central blue circle contains the text 'ALBUQUERQUE' in a white, elegant serif font, with 'IT'S A TRIP' in a smaller, simpler font below it, separated by a horizontal dotted line.

ALBUQUERQUE

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