

THE LIST ALBUQUERQUE-AREA CONVENTIONS AND EVENTS

LISTED BY DIRECT SPENDING

RESEARCHED BY:
Flo Samuels

Top 5 events by attendance

1. 2013 Boys & Girls Basketball Championships: 42,075
2. 2012 Gildan New Mexico Bowl - Fan Block: 15,000
3. 2013 Albuquerque Comic Expo: 13,000
4. 2012 National Junior Olympic Cross Country Championships: 7,175
5. 2013 English Program: 5,800

\$27,982,210

Direct spending by conventions and events on The List

Top 5 events by room nights

1. 2012 National Junior Olympic Cross Country Championships: 2,856
2. 2013 Presidente Picante: 2,712
3. 18th International Symposium on Electronic Art (ISEA2012): 2,410
4. Community Transportation Association of America 2013 Expo: 2,406
5. 2013 Boys & Girls Basketball Championships: 2,115

Rank	Prior Rank	Convention/Event	Organization	Direct spending	Attendance	Room nights	Dates held	Venue
1	1	2013 Boys & Girls Basketball Championships	New Mexico Activities Association	\$6,993,540	42,075	2,115	Sept. 11-17, 2013	UNM Pit
2	3	2012 Youth National Championships	Arabian Horse Association	\$4,250,830	5,000	1,987	July 14-29, 2012	EXPO New Mexico
3	4	2013 Albuquerque Comic Expo	OT Exhibitions	\$3,036,100	13,000	361	June 20-23, 2013	Convention Center
4	2	2013 English Program	Christian Congregation of Jehovah's Witnesses	\$1,781,370	5,800	1,001	June 20-24, 2013	Other Local Facility
5	NL	2012 Gildan New Mexico Bowl - Fan Block	ESPN	\$1,464,000	15,000	1,600	Dec. 12-16, 2012	UNM Stadium
6	NL	2013 Expo	Community Transportation Association of America	\$1,288,600	1,000	2,406	May 31-June 8, 2013	Convention Center
7	2	2013 Spanish Speaking District Convention	Christian Congregation of Jehovah's Witnesses	\$1,090,800	4,000	120	June 27-July 1, 2013	Other Local Facility
8	NL	2013 Regional Championship	Sun Country Regional Volleyball Association	\$854,000	3,600	1,060	April 26-28, 2013	Convention Center
9	NL	2012 National Junior Olympic Cross Country Championships	USA Track and Field	\$731,010	7,175	2,856	Dec. 4-9, 2012	Balloon Fiesta Park
10	NL	2013 IFRAO International Congress	American Rock Art Research Association	\$552,150	750	1,755	May 26-30, 2013	Hotel
11	NL	18th International Symposium on Electronic Art (ISEA2012)	ISEA International	\$491,400	500	2,410	Sept. 20-30, 2012	Hotel
12	NL	2012 24th Annual National Conference	National Association for the Education of Homeless Children & Youth	\$453,500	900	1,520	Oct. 26-31, 2012	Convention Center
13	21	2013 Annual Conference	New Mexico Dental Association	\$450,000	1,700	250	June 11-15, 2013	Convention Center
14	22	2013 Navajo Trail Regional Bridge	American Contract Bridge League	\$450,000	800	648	Jan. 20-28, 2013	Hotel
15	NL	2013 Annual Conference	Southwest Liturgical Conference	\$449,000	1,000	840	Jan. 15-19, 2013	Convention Center
16	NL	2012 Hot Chocolate 5/15K	RAM Racing	\$441,300	5,000	955	Sept. 25-Oct. 1, 2012	Civic Plaza
17	24	2013 Basketball Championship	New Mexico Games	\$416,100	3,500	1,125	May 24-27, 2013	Johnson Center - UNM
18	23	2013 Presidente Picante	New Mexico Juniors Volleyball	\$378,720	2,700	2,712	Feb. 15-17, 2013	Johnson Center - UNM
19	5	2013 Indoor Track & Field Championships	USA Track and Field	\$378,000	950	816	Feb. 25-Mar. 5, 2013	Convention Center
20	NL	2013 Spring Nationals	American Bicycle Association	\$374,600	2,200	1,330	May 23-28, 2013	Duke City BMX
21	NL	2013 Annual Convention & Exposition	National Ornamental & Miscellaneous Metals Association	\$337,300	700	531	Mar. 19-23, 2013	Convention Center
22	NL	2013 Oasis Albuquerque Gift Show	Oasis Inc.	\$334,000	1,000	160	Apr. 8-13, 2013	Convention Center
23	1'	2013 State Baseball Championships	New Mexico Activities Association	\$331,980	1,900	1,125	May 14-18, 2013	Isotopes Stadium
24	NL	2013 Annual Training Seminar	Association of Firearm and Tool Mark Examiners	\$330,210	350	1,660	June 23-28, 2013	Hotel
25	NL	2013 ODL Seminar: Outdoor Living/Sporting Goods/Luggage/Pet Supplies	Army & Air Force Exchange Service	\$323,700	450	1,293	Jan. 7-11, 2013	Convention Center

NL Not listed previous year

*Included as one entry last year for New Mexico Activities Association

Source notes

Information obtained from the Albuquerque Convention & Visitors Bureau for fiscal year 2013 (July 2012-June 2013) and other sources. The List includes annual meetings, conferences, conventions and sporting events.

Direct spending = (room nights x average daily rate) + (attendees x days x average daily expenditure)

Ties broken by attendance.

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A CLOSER LOOK

The contributions of convening

How much, in aggregate, do conventions and sporting events contribute to the Albuquerque and New Mexico economy. To determine this we took the top 25 Conventions and Events Lists from 2008 to 2013 and ran some numbers. This analysis did not look at total contributions of all activities, because we only analyzed the top 25 each year, but it does give an overview of the potential. The charts and tables on this page tell the tale.

Direct spending calculated

How does the Albuquerque Convention & Visitors Bureau, the source for most of our data, calculate direct spending?

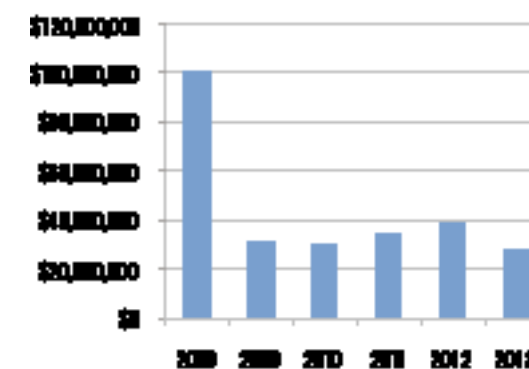
Calculations are based on the DMAI (Direct Marketing Association International) Event Impact Calculator that looks at the impact of conventions and other events on local communities in terms of taxes, jobs and spending. The calculator, using nine data

sources, takes into consideration the average daily rate of a hotel room (lodging expenses), average daily expenditures such as dining and shopping, total attendance adjusted by local attendance and the type of group - sporting, corporate, association, etc.

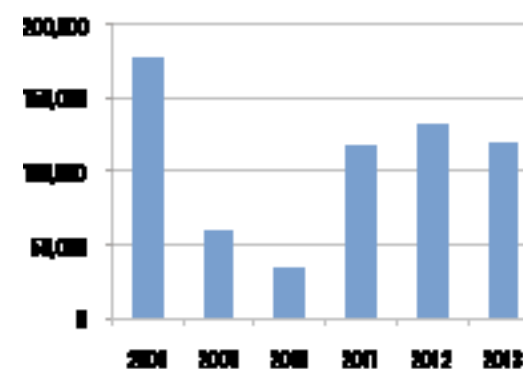
Participant and organizer surveys, venue financial data and information contributed by destination marketing organizations' own databases covering thousands of events come into play.

The Sports Module, introduced in August 2013, analyzes the impact of events based on level of play such as youth, adult amateur, collegiate and professional-level. The Sports Module includes Longwoods International survey results for 5,000 participants and attendees at sporting events and primary studies on more than 150 sporting events analyzed by Tourism Economics. Definitely not something you'd want to determine on a simple calculator.

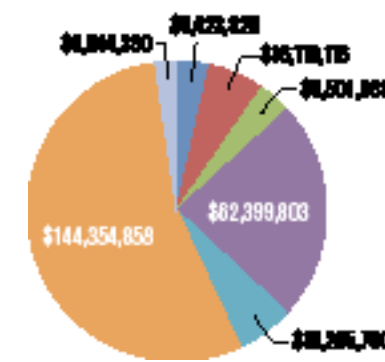
Total Direct Spending 2008-2013



Total Attendance 2008-2013

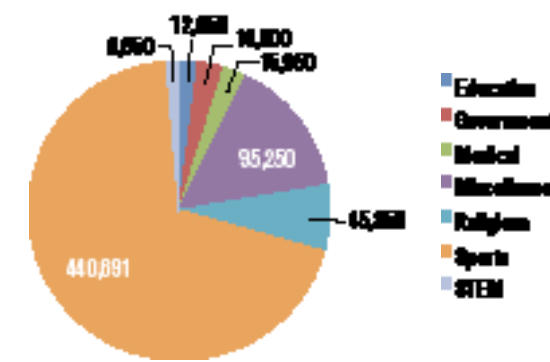


Direct spending by type 2008-2013



Source: Albuquerque Convention & Visitors Bureau

Attendance by type 2008-2013



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