



ALBUQUERQUE INTERNATIONAL
BALLOON FIESTA®



Welcome

Economic and Rural
Development and
Policy Committee
Members



Julie Morgas Baca

Executive Director



Founded in 1972 with 13 balloons in a shopping center parking lot

Grew into the world's largest hot air balloon event

Celebrating more than five decades of aviation, community and tradition





Our Mission:

To conduct the world's premier ballooning event, while promoting the sport of ballooning, the City of Albuquerque, and the State of New Mexico nationally and internationally.

ECONOMIC IMPACT

\$216.33 million

- **Local Business Spending: \$127.25 million** in direct visitor expenditures.
- **Broader Statewide Impact: \$89.08 million** in additional economic activity supported across New Mexico.
- **Total Economic Impact: \$216.33 million**



ECONOMIC IMPACT



2024 Balloon Fiesta Attendance

- **838,337** total guest visits during the nine-day event (October 5–13)
- **611,986 (73%)** guest visits were from outside New Mexico, representing **46 states**
- **One-third** of out-of-state visitors came from **Arizona, California, Colorado, and Texas**
- These visitors support New Mexico's economy by staying in hotels, dining at restaurants, shopping, and visiting attractions throughout the state.
- **125,750 (15%)** guest visits were from the Albuquerque metropolitan area

Key takeaway: Nearly **3 out of every 4** Balloon Fiesta guest visits came from outside New Mexico, bringing new tourism dollars into communities across the state.

ECONOMIC IMPACT

Economic Benefits Across New Mexico

- **\$15.02 million** in state and local tax revenue generated by visitor spending.
- Balloon Fiesta visitors travel throughout New Mexico, supporting local businesses and communities across the state. Many arrive via major interstate and highway corridors from Texas, Colorado, and Arizona, extending the economic impact well beyond Albuquerque.
- Visitors spent an estimated **\$20.98 million** at restaurants and bars across the state.
- **61%** of visitors stayed overnight, generating **\$45.48 million** in lodging revenue and **\$2.73 million** in Albuquerque lodgers' tax and hospitality fees.
- Visitor spending supported **1,337 full-time equivalent jobs** and generated **\$68.89 million** in employment wages.

Balloon Fiesta is not just an Albuquerque event—it is a statewide economic driver that generates tourism, tax revenue, and jobs across New Mexico.





Balloon Fiesta Park

"Balloon Fiesta Park is one of New Mexico's highest-performing public assets, delivering year-round economic impact, supporting emergency preparedness, strengthening tourism, and providing an irreplaceable community space that benefits residents and visitors alike."



Partners







Susan Rice

CABQ Recreation Service Division Manager





Jennifer Garcia

Director of Operations & Logistics / Event Director



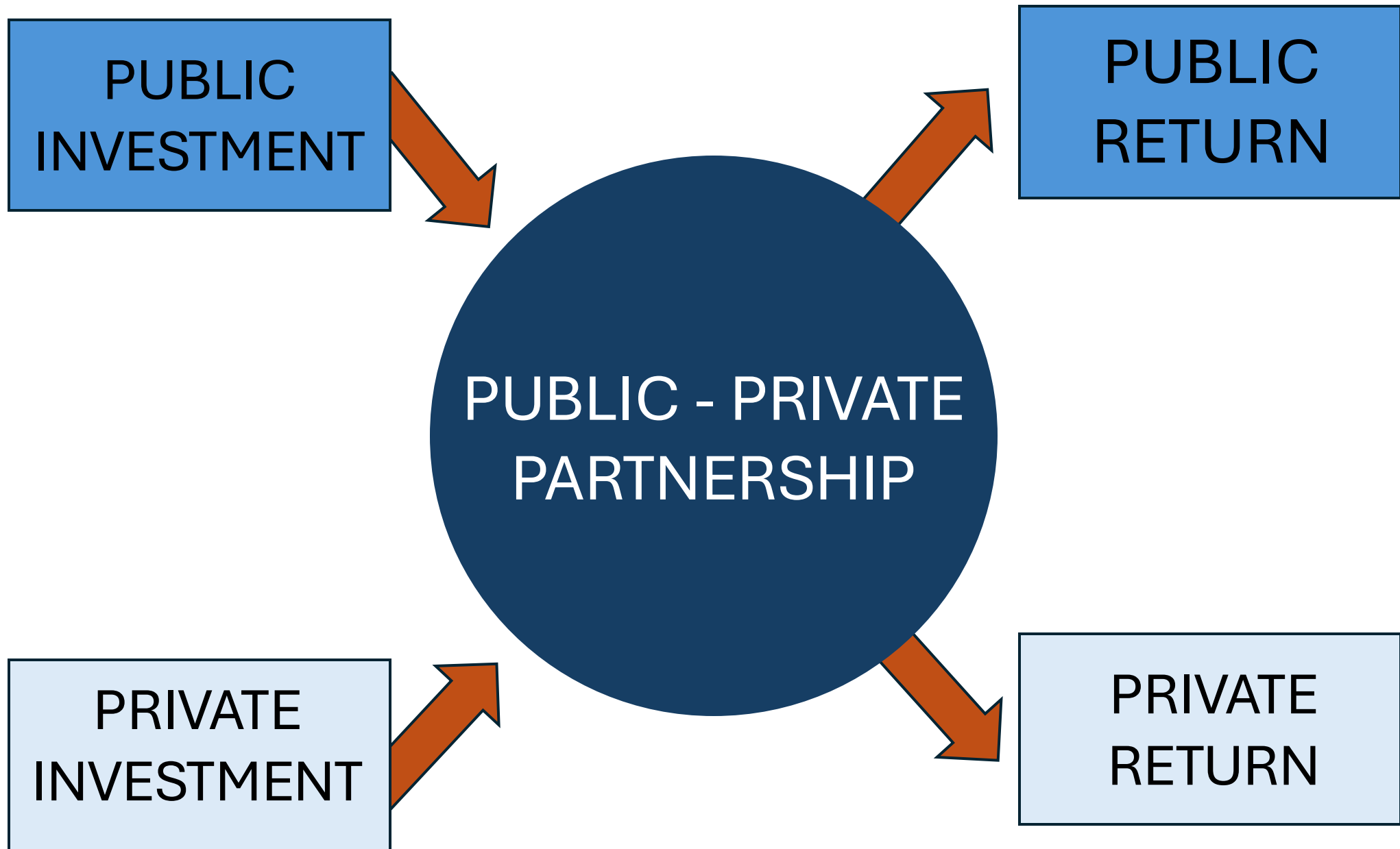
*Did you
know?*





Jerry Lovato

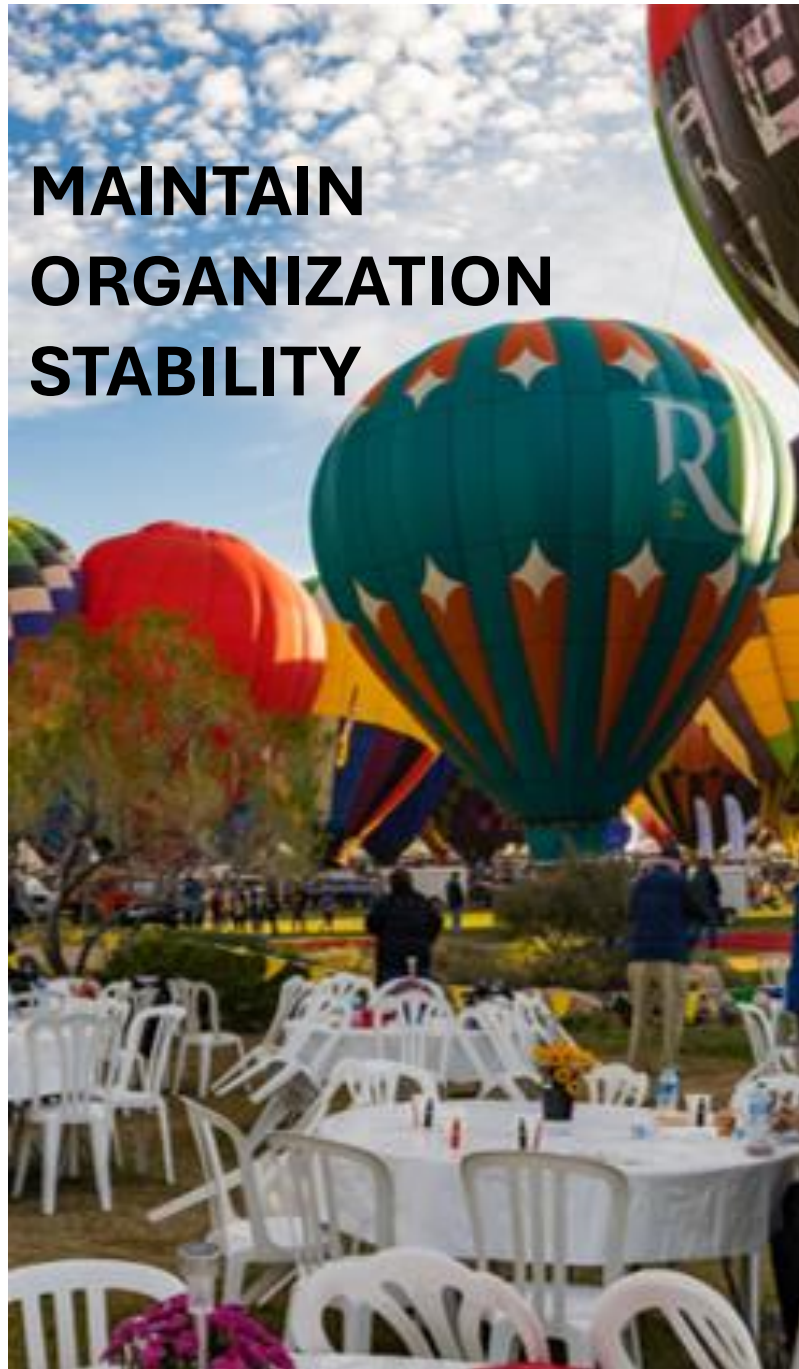
Member of AIBF Board of Directors



**STRATEGIC
GOALS**



**MAINTAIN
ORGANIZATION
STABILITY**



**FOSTER INNOVATION
AND GROWTH**



Implement Solutions

AIBF Contracts



Implement Solutions

Request Help From:

- City of Albuquerque
- Bernalillo County
- AMAFCA / MRGCD
- The Pueblo of Sandia
- Public Safety Agencies



Identify Solutions that were not completed and or addressed

Modify contracts or operations to address, IF Possible, for next Fiesta



Review past Fiesta

What worked
What did not work
What broke



Address Concerns

Address Pilot Concerns
Address Safety Concerns
Address Transportation and Accommodations Concerns





“The Board has reviewed these needs, evaluated priorities, and believes these projects are necessary for the future of Balloon Fiesta.”



Public and Private
Partnership



Strategic Planning



Long-term
sustainability of
Balloon Fiesta



Why the Board
unanimously supports
these projects



ESLETA
resort + casino

FIESTA
presented by
CAHON

AAA
800-345-3865



Julie Morgas Baca

Executive Director





Legislative Priorities



A. \$5,500,000 million to plan, design, construct, furnish, equip, purchase, and improve Balloon Fiesta Park, including accessibility, parking, and a new covered stage.







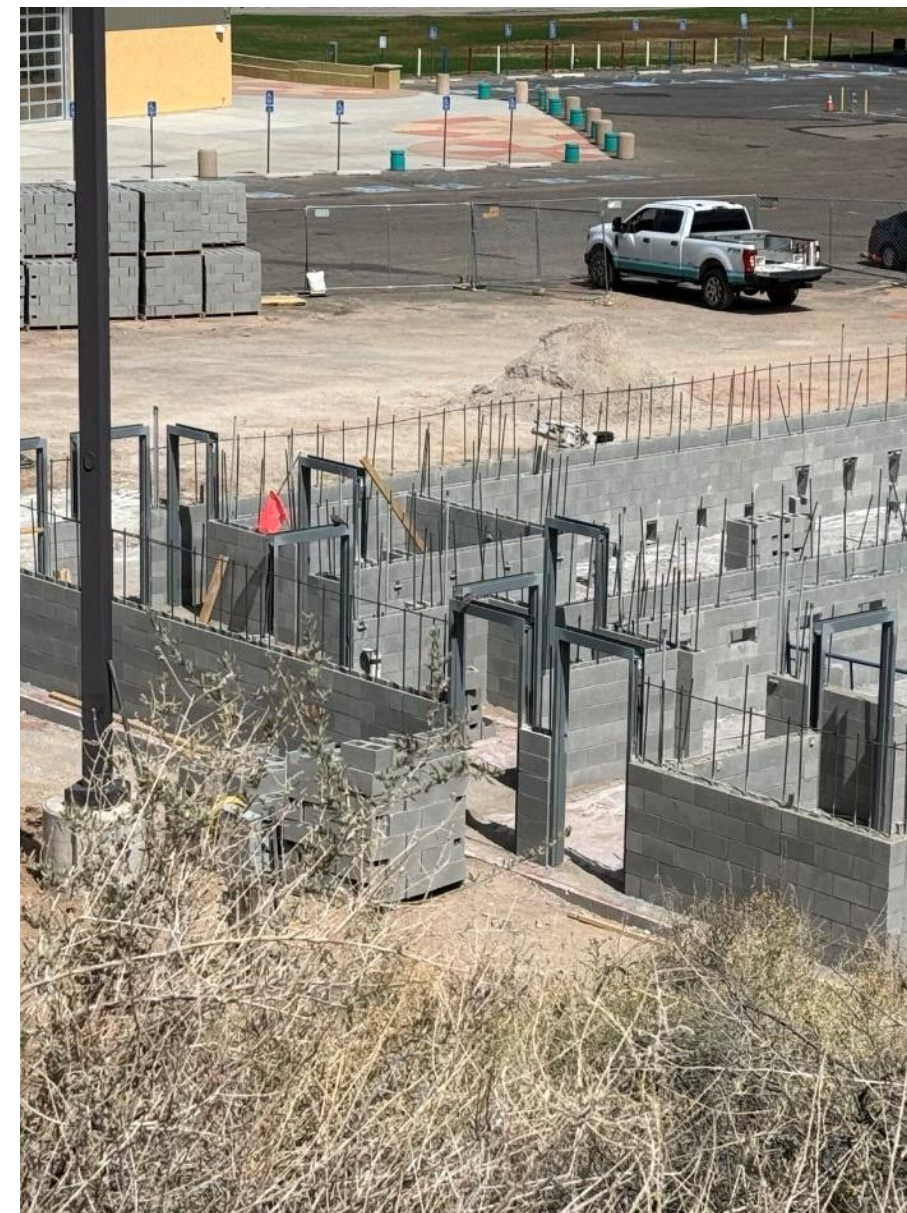
B. \$1,200,000 to plan, design, construct, furnish, equip and improve the Golf and Event center, including roofs and decking, plumbing, HVAC, kitchen appliances and flooring, at Balloon Fiesta Park







C. \$1,000,000 to plan, design, construct, purchase, furnish and equip permanent restrooms and related infrastructure at Balloon Fiesta Park



South Bathroom resulted in 52 Toilets, 27 sinks and 14 urinals

**Photos are of new south bathrooms*



Questions & Answers

Thank you

