



2017 GUEST GUIDE

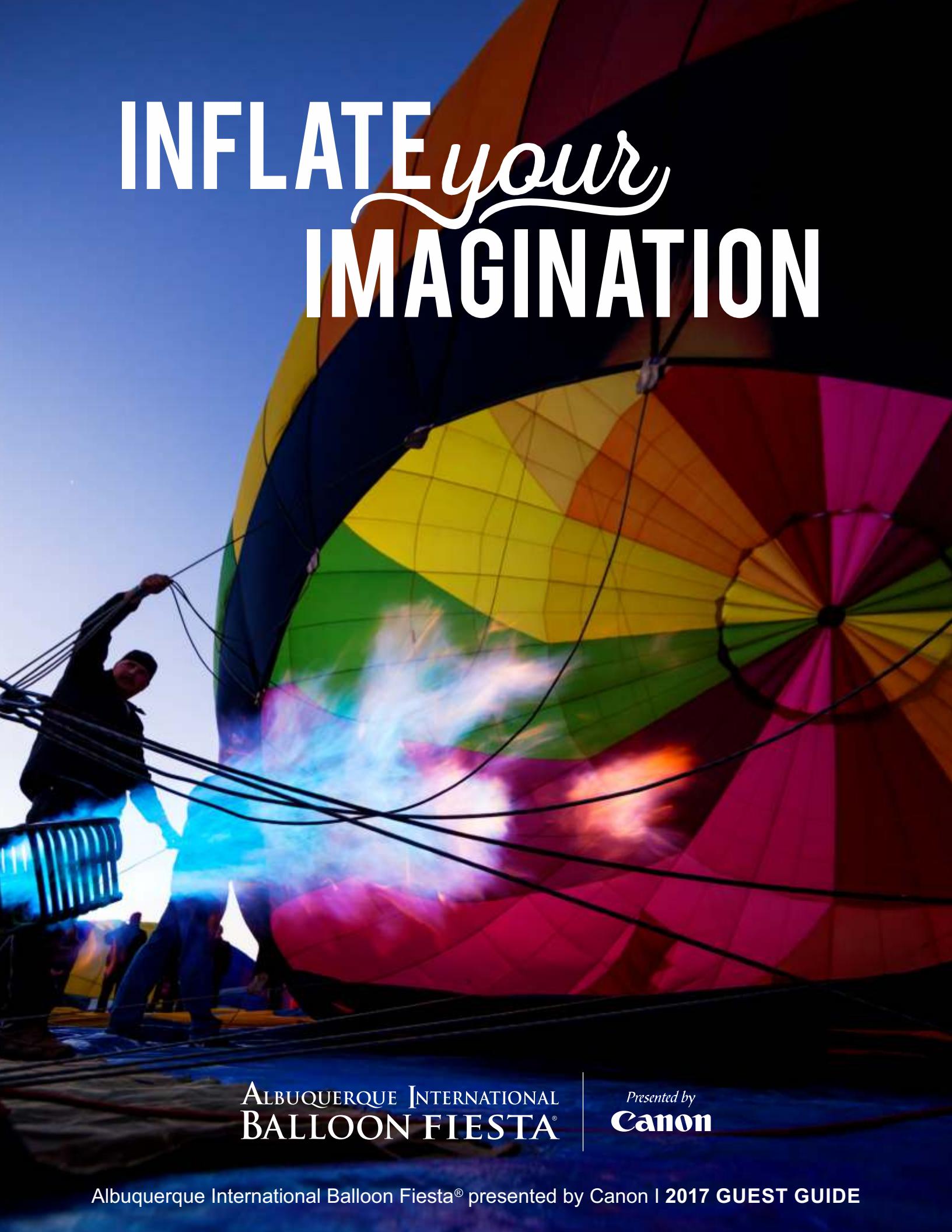
INFLATE *your* **IMAGINATION**

#BALLOONFIESTA

ALBUQUERQUE INTERNATIONAL
BALLOON FIESTA®

Presented by
Canon

INFLATE *your* IMAGINATION



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WELCOME TO THE BALLOON FIESTA® !

For nine days in October the Albuquerque International Balloon Fiesta creates an enchanted world of special shape balloon rodeos, twilight balloon glows, and vibrant balloon-filled skies. Brisk autumnal mornings in the Rio Grande Valley create an otherworldly backdrop for the breathtaking majesty of our most popular event, Mass Ascension of the Albuquerque International Balloon Fiesta. The experience of watching hundreds of gentle airy giants take flight is at once humbling and inspiring. It's the allure of these magical moments and more that have continued to bring ballooning fans worldwide together for over 45 years.

OUR GEOGRAPHY MAKES IT BALLOONING CENTRAL

Autumn is one of the most enjoyable times of year in New Mexico. This peaceful prelude to winter means that brisk mornings give way to warm afternoons with mild temperatures throughout the day and typically still winds. This ideal weather combined with its diverse altitudes and geography, makes Albuquerque an ideal location for ballooning at this time of year. The lower altitude of the river valley to the west, higher altitude of the mountain range to the east and the prevailing winds aloft create the legendary "Albuquerque Box," in which gentle winds blow in a box pattern, sometimes leading balloons right back to where they started. This natural phenomenon makes Albuquerque home to some of the best ballooning in the world.





WHAT IS THE ALBUQUERQUE INTERNATIONAL BALLOON FIESTA?

Any local will tell you that October is the most beautiful time of year in New Mexico, made so in large part by the much anticipated sight of colorful balloons punctuating the skyline. During this season, the sky is bluer, the days are gentler, and the mornings crisper -- almost as though the landscape has taken a deep sigh -- and on the desert's warm breath sails the annual Albuquerque International Balloon Fiesta. For nearly half a century, this age-old form of flight, which has captured the human imagination for hundreds of years, is celebrated in a 9-day event that draws the devout, the curious and the novice balloonists to the world-famous Balloon Fiesta Park.



Balloon Fiesta Park's launch field alone is comparable to the size of 54 football fields put together, but that 78-acre area is necessary to accommodate the 500+ balloons that launch during the event. The total expanse of the park is a whopping 365 acres, custom designed to facilitate the largest ballooning event on earth. Since its humble inception in a shopping mall parking lot in 1972, with a total of 13 balloons, the Albuquerque International Balloon Fiesta has grown into the most photographed event in the world.

SCHEDULE OF EVENTS

FRIDAY, OCTOBER 6

7:00am Albuquerque Aloft (at local elementary schools)

SATURDAY, OCTOBER 7

6:00am	Dawn Patrol Show, presented by Route 66 Casino Hotel & RV Resort
6:00am	Laser Light Show
6:30am	Krispy Kreme Morning Glow
6:45am	Opening Ceremonies
7:00am	Mass Ascension, presented by Canon
2:00pm	America's Challenge Gas Balloon Race Inflation
6:00pm	Twilight Twinkle Glow
6:00pm	America's Challenge Gas Balloon Race Launch
7:45pm	Laser Light Show
8:00pm	AfterGlow™ Fireworks Show, presented in part by Albuquerque Journal

SUNDAY, OCTOBER 8

6:00am	Dawn Patrol Show, presented by Route 66 Casino Hotel & RV Resort
6:00am	Laser Light Show
6:30am	Krispy Kreme Morning Glow
7:00am	Mass Ascension
9:00am	Fiesta of Wheels Car Show (located on launch field)
11:00am	Balloon Fiesta Pin Trading (Group Tour Tent, north end of Main Street)
6:00pm	Balloon Glow
7:45pm	Laser Light Show
8:00pm	AfterGlow™ Fireworks Show, presented in part by Albuquerque Journal

MONDAY, OCTOBER 9

PROPANE DAY presented by Airgas, an Air Liquide company

6:00am	Dawn Patrol
6:00am	Laser Light Show
7:00am	Balloons Launch
8:00am	Competition Flying Begins

TUESDAY, OCTOBER 10

6:00am	Dawn Patrol
6:00am	Laser Light Show
7:00am	Balloons Launch
8:00am	Competition Flying Begins



SCHEDULE OF EVENTS

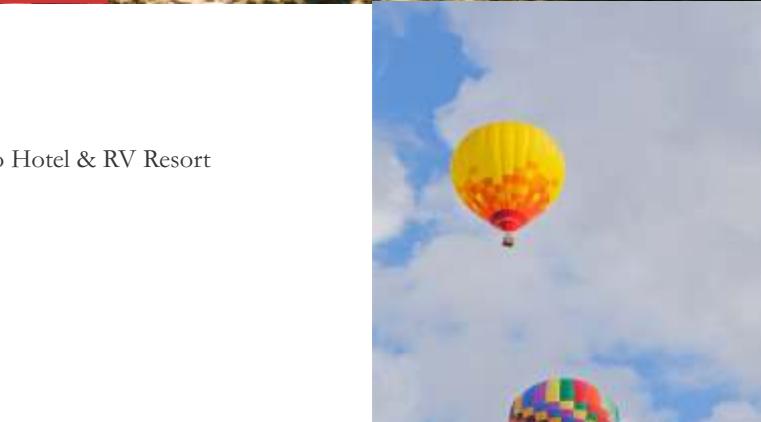
WEDNESDAY, OCTOBER 11

6:00am Dawn Patrol Show, presented by Route 66 Casino Hotel & RV Resort
6:00am Laser Light Show
6:30am Krispy Kreme Morning Glow
7:00am Flight of the Nations Mass Ascension
8:00am Competition Flying Begins

THURSDAY, OCTOBER 12

KID'S DAY

6:00am Dawn Patrol
6:00am Laser Light Show
7:00am Special Shape Rodeo™
8:00am Competition Flying Begins
6:00pm Special Shape Glowdeo™
7:45pm Laser Light Show
8:00pm AfterGlow™ Fireworks Show, presented in part by Albuquerque Journal



FRIDAY, OCTOBER 13

6:00am Dawn Patrol
6:00am Laser Light Show
7:00am Special Shape Rodeo™
8:00am Competition Flying Begins
6:00pm Special Shape Glowdeo™
7:45pm Laser Light Show
8:00pm AfterGlow™ Fireworks Show, presented in part by Albuquerque Journal



SATURDAY, OCTOBER 14

6:00am Dawn Patrol Show, presented by Route 66 Casino Hotel & RV Resort
6:00am Laser Light Show
6:30am Krispy Kreme Morning Glow
7:00am Mass Ascension
11:00am Balloon Fiesta Pin Trading (Group Tour Tent, north end of Main Street)
1:00 – 5:00pm Music Fiesta™
6:00pm Night Magic™ Glow, presented by Canon
7:45pm Laser Light Show
8:00pm AfterGlow™ Fireworks Show, presented in part by Albuquerque Journal



SUNDAY, OCTOBER 15

6:00am Dawn Patrol Show, presented by Route 66 Casino Hotel & RV Resort
6:00am Laser Light Show
6:30am Krispy Kreme Morning Glow
7:00am Farewell Mass Ascension

MAP OF THE BALLOON FIESTA PARK



GATES



ENTERTAINMENT

- 1) KID ZONE
- 2) SANDIA RESORT & CASINO MAIN STAGE
- 3) CHAINSAW CARVERS
- 4) MUSIC FIESTA™ STAGE (2nd SATURDAY)



OFFICIAL PARK LOCATIONS

- A) GONDOLA CLUB
- B) SPONSOR HOSPITALITY
- C) CORPORATE VILLAGE
- D) SID CUTTER PILOTS' PAVILION
- E) CHASERS' CLUB
- F) GROUP TOURS HOSPITALITY
- G) 7-ELEVEN® BALLOON DISCOVERY CENTER
- H) ARTISANS AT BALLOON FIESTA
- I) OFFICIAL SPORTSWEAR
- J) OFFICIAL MERCHANDISE



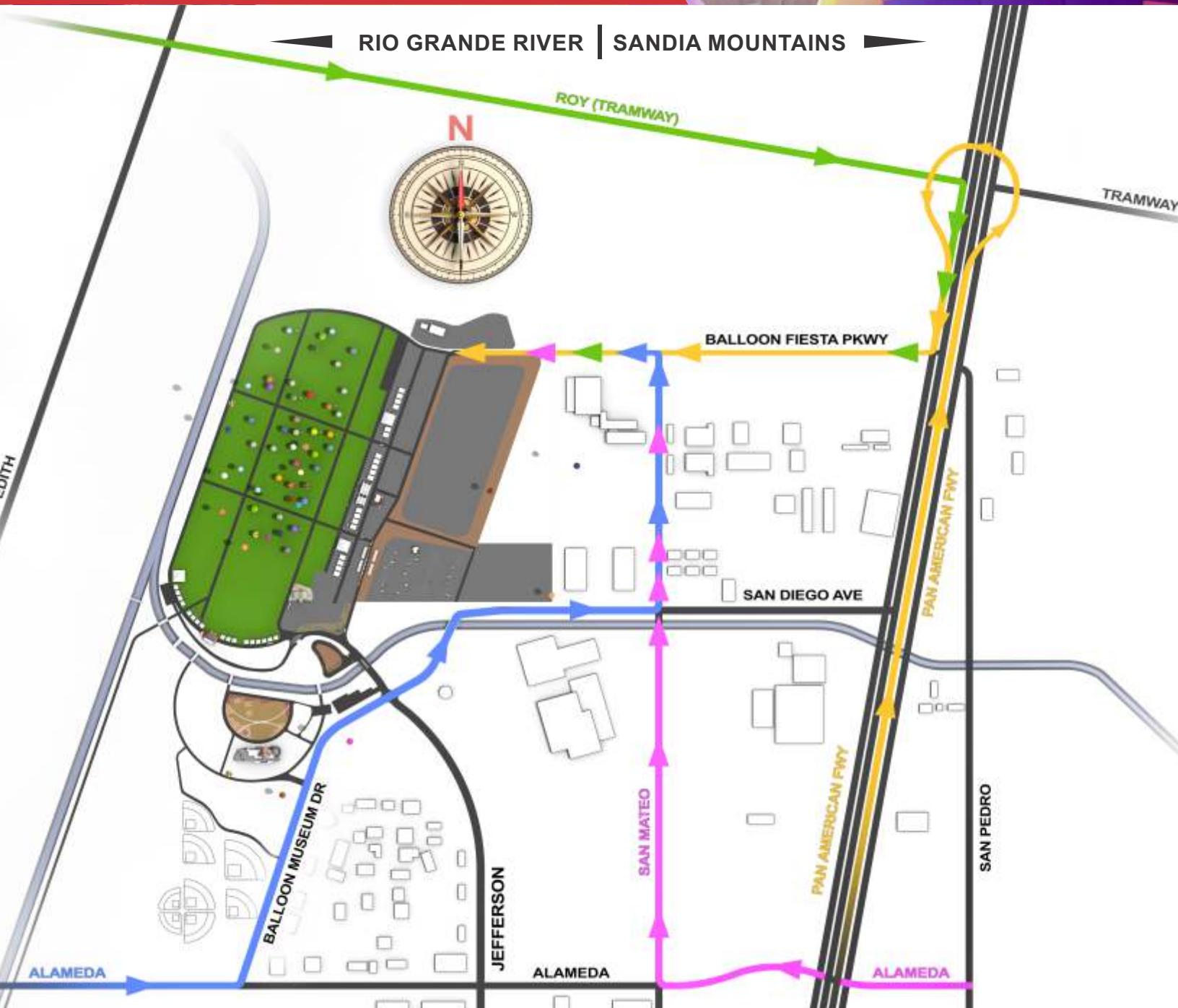
SPECIAL AREAS

- A) MEDIA CENTER
- B) BALLOON MANUFACTURERS
- C) ABQ & NM VISITOR INFORMATION
- D) BALLOON RIDES TENT



INFORMATION

GETTING TO THE PARK



Transportation services to the park include convenient Fiesta Express Park & Ride Service and bike valet. Balloon Fiesta public parking sites are also available, and guests are encouraged to purchase advance admission tickets to avoid lines at the gates.

Please note: Routes and assignments are subject to change.

Please refer to our website at www.balloonfiesta.com/guest-guide/directions-maps

AN EXPERT'S GUIDE TO BALLOON FIESTA TRAFFIC

Beating the Balloon Fiesta traffic can seem daunting at first, but with some careful advanced planning, you'll find that getting to and from Balloon Fiesta Park can be an easy and painless experience. We are here to help!

USE BALLOON FIESTA PARK & RIDE SERVICES

As attendance has grown, creating an influx in traffic congestion and parking issues, Albuquerque International Balloon Fiesta has partnered with several locations citywide to facilitate park and ride services. Balloon Fiesta offers guests special prices to park their vehicles at one of several Albuquerque locations and take the Balloon Fiesta Express Park & Ride bus to Balloon Fiesta Park.

Please check www.balloonfiesta.com/guest-guide/park-ride for schedule or location changes, and tickets. Be aware there is no Park & Ride service Monday, Tuesday or Wednesday.

WHERE: (subject to change)

- East-side location: Coronado Mall (Southwest corner) - 6600 Menaul Blvd NE, Albuquerque, NM 87110
Cliff's Amusement Park - 4800 Osuna NE, Albuquerque, NM 87109
- Northeast location: Hoffmantown Church (North parking lot) - 8888 Harper Dr NE, Albuquerque, NM 87111
- West-side location: Cottonwood Mall - 10000 Coors Bypass NW, Albuquerque, NM 87114
Intel - (South Parking Lot) - 1600 Rio Rancho Blvd. SE, Rio Rancho, NM 87124

PARK & RIDE TICKETS

Tickets can be purchased online June 1st at:

www.balloonfiesta.com/guest-guide/park-ride or at the Balloon Fiesta Gift Shop Sept. 1, located at 4401 Alameda NE, Albuquerque, NM 87113, Monday-Friday, 9am-5pm, or by calling 1-855-725-1824, or upon arrival at the remote Park & Ride lots (ticket prices will be higher if purchased at buses).

All riders must have a ticket before boarding the bus for arrival and departure.

For more information call 505-821-1000.

In Advance

(Valid online before 12 Midnight for morning sessions or before 12 Noon for afternoon/evening sessions)

Balloon Fiesta Park admission is included. A 10% service charge will be added at time of purchase.

Adults (13-61)	\$15
Seniors (62 & older)	\$12
Children (6-12)	\$7
Children (5 and under)	Free

Same day purchase

At Park & Ride locations or online after 12:00 midnight or 12:00 noon preceding the ride;

Balloon Fiesta Park admission and service charge is included.

Adults	\$22
Seniors	\$20
Children (6-12)	\$10
Children (5 and under)	Free





A MAP OF PARK & RIDE LOCATIONS

Morning Sessions:
Buses start at 4:30 am

Afternoon Sessions:
Buses start at 3:30 pm

Last Buses Going to Park depart Remote Lots at 7:00 am and 6:30 pm

For more Park & Ride information, please visit
www.balloonfiesta.com/guestguide/park-ride



Map © Jan Underwood, Information Illustrated, 2006

TICKETS AND HOSPITALITY

GONDOLA CLUB

The Gondola Club provides a true VIP experience you can't find anywhere else at Balloon Fiesta. This exclusive offering ensures the most comfortable, convenient, and private location for enjoying Balloon Fiesta. For those who want to escape the crowds and take in the experience in comfort, a session at the Gondola Club includes first-class amenities..

A Gondola Club ticket includes the following:

- The best viewing of the launch field available;
- Private parking near the Gondola Club;
- Admission to the park;
- A gourmet buffet (breakfast or dinner, depending on the session) and a hosted bar (except Sunday mornings per NM state law);
- Shuttles to Main Street;
- A collectable pin;
- Private bathrooms;
- A Gondola Club souvenir gift.

Thursday- Sunday Sessions:

ADULTS:	\$100	Discounted rate available for groups of 14 or more.
CHILDREN:	\$50	

Mid-Week Sessions Monday-Wednesday:

ADULTS:	\$50
CHILDREN	\$25

All tickets are non refundable.

*Gift included with full-priced ticket only.



CHASERS' CLUB

If you're looking for a way to take your Balloon Fiesta experience further, the Chasers' Club is a special package option designed to help guests make the most of their participation. This upgraded ticket grants your access to seating in a comfortable outdoor patio next to the launch field where you can indulge in hot food items, dessert and refreshments. With a valid ID you can also enjoy a Bloody Mary or Margarita on any day except Sunday mornings (NM state law), while you sit back, relax, and watch the day's beauty unfold. Located at the northeast corner of the Launch Field, a session in this private patio provides a prime vista of the launch site for a relaxing day of fun and balloon viewing.

A Chasers' Club ticket is only \$45 a session and includes the following:

- Admission to the event if purchased in advance;
- Guaranteed seating in our private patio at the north end of Balloon Fiesta Park for excellent viewing;
- A hot food item, dessert, and beverages;
- The option to purchase and leisurely enjoy a cocktail while you watch the balloon action of the moment.



BALLOON FIESTA FREQUENTLY ASKED QUESTIONS

WHAT IS THE COST AND WHERE DO I BUY TICKETS?

- General admission: \$10 for persons 13 and older;
- Children 12 years old and under are admitted free;
- General Parking: \$15 per car;
- Advance admission tickets are available in packs of five: A Five-Event Ticket pack is \$45 (a \$5 discount);
- Tickets are non-refundable, however, your ticket may be used as a rain check if an individual session must be cancelled due to weather or other safety considerations and the tickets can be used for any other session during the 2017 Balloon Fiesta.

To purchase tickets:

Call 1-855-725-1824, pick them up at the Balloon Fiesta's Gift Shop at 4401 Alameda Blvd. NE or at the Park Gates during the event. For additional purchase locations, call the corporate office at 505-821-1000.

For additional information: www.balloonfiesta.com/guest-guide/ticketing-information

** Please see our Survival Guide Map on page 6 for information on how to get around Balloon Fiesta Park.

DO TOUR GROUPS GET SPECIAL RATES?

Our Group Tour Hospitality Package makes the Balloon Fiesta experience easy for your planner and extra special for your customers. The package includes admission tickets, access to the Group Tour Hospitality Tent and parking in a lot near the tent. www.balloonfiesta.com/guest-guide/group-tours

WHERE IS THE LAUNCH FIELD LOCATED?

The launch field is located in north Albuquerque, west of I-25, approximately 10 miles north of the Albuquerque Sunport (Airport), 8 miles north of downtown Albuquerque, and 1 mile west of I-25.

WHAT ARE THE GPS COORDINATES OF BALLOON FIESTA PARK?

Latitude: 35° 11.8N Longitude: 106° 35.8W

WHEN SHOULD I ARRIVE?

For some of our most popular events, such as Mass Ascension, crowds have reached nearly 80,000 people, so arriving early is advisable. For weekend events, plan to arrive at the park by 5:00am. During evening events, plan to be at the park by 4:00pm. Gates open at 4:30am and 3:00pm.

IS THE PARK HANDICAP ACCESSIBLE?

Yes. We have hard surface handicap parking close to the entrance gates at the general parking fee of \$15. We also have a limited number of scooters and wheelchairs available to rent, if needed, as well as shuttles that operate around the Park. But please be aware Balloon Fiesta Park consists of over 360 acres and the launch field itself is almost 80 acres.

ARE THERE PLACES TO EAT ON THE FIELD?

There are a multitude of food concessions serving a variety of food at the Park.



HOW DO WE CONTACT THE BALLOON FIESTA DIRECTLY?

E-mail us at balloons@balloonfiesta.com for the quickest response, or write to:
4401 Alameda Blvd. NE Albuquerque, NM 87113
Toll-Free 1-888-422-7277 Phone 505-821-1000 Fax: 505-828-2887



WHAT ARE SOME OF THE ACTIVITIES HAPPENING AT THE PARK?

- Artisans at Balloon Fiesta is a free exhibit housed in a tent located at the North end of Main Street, just east of the Balloon Discovery Center. Inside you can shop the juried artists who are selected to participate each year.
- Main Street is where you will find 100 hand-selected merchandise and food concessions ranging from one of a kind souvenirs to sweet-tooth satisfiers. You will also find wandering performers along Main Street, such as flamenco dancers, Native American dancers, mariachis and other entertainers to make for non-stop fun.
- The Main Stage is located at the center of Main Street and features a variety of bands and performances throughout Balloon Fiesta.
- The Fiesta of Wheels car show takes place on the Launch Field after the Balloon Launch on Sunday, October 8th.
- The 7-Eleven® Balloon Discovery Center is an educational center located at the north end of Main Street, offering guests interactive and educational fun-filled activities for all ages.
- The Chainsaw Carving Competition brings a unique element to Balloon Fiesta with multiple sessions to keep things lively.
- Music Fiesta™ features headline performances from some of today's most sought after groups. Music Fiesta is scheduled for the 2nd Saturday afternoon of Balloon Fiesta.

WHAT IS A SESSION?

There are two sessions daily, which are divided into morning events and evening events. For example, the Dawn Patrol and Mass Ascension are a part of the morning session, while the Balloon Glow is a part of the evening session.

Although there are no ballooning activities between the morning and evening sessions, we welcome guests to stay at the park between sessions. Please note, there are no evening sessions on Monday, Tuesday, and Wednesday and concessions will close down midday.

WHAT ARE THE SAFETY PRECAUTIONS AROUND THE BALLOONS?

Because of our 45-year safety record, we are one of the only balloon (aviation) events where you are actually able to walk among the balloons as they are inflating and talk to the pilots. Please be respectful of any and all hot air balloons. Do not touch them or step on or over any of them. Please follow the directions of the pilots, crews and Launch Directors (Zebras).

ARE LARGE PACKAGES AND BACKPACKS ALLOWED AT THE PARK?

Yes, but they are subject to inspection upon entering the Park.

ARE PETS ALLOWED AT BALLOON FIESTA PARK?

The ONLY animals allowed at Balloon Fiesta Park are ADA service animals.

IS SMOKING ALLOWED AT BALLOON FIESTA PARK?

City ordinance prohibits smoking in all city parks and Balloon Fiesta Park is a city park. There is no smoking allowed on the Launch Field while balloons are present.

CAN YOU BRING IN OUTSIDE FOOD & DRINKS TO THE PARK?

Yes, but glass and alcohol are not allowed. Bags and coolers are subject to search.



BALLOON FIESTA FREQUENTLY ASKED QUESTIONS

ARE LAWN CHAIRS ALLOWED AND IS THERE SEATING AVAILABLE?

Yes. Lawn chairs and blankets are permitted in the Park. There are a limited number of picnic tables and benches located on the east side of the Launch Field along Main Street.

ARE THERE ATMs IN THE PARK?

Yes. There are ATMs at the north and south ends, as well as near the middle of Main Street. See Survival Guide map on page 6.

WHERE DO I PARK?

General parking is \$15 a car, every time you park. There are no in and out privileges. General parking lots are located on the north, east and south ends of the Park. Each parking lot is color-coded and the gates are numbered, so please remember the color and number of the gate through which you entered the field. We suggest taking a photo with your phone to refer back to. Additionally, download the Balloon Fiesta app before you leave home. When you get to the Park, mark the location you park your car.

IS TRANSPORTATION TO BALLOON FIESTA AVAILABLE? (See Page 8)

Yes, we offer an event-specific Park & Ride from multiple locations throughout Albuquerque.

BIKE VALET

Conveniently located bike trails end just north of the Balloon Museum, where you will be met by the Bike Valet. We have created this free service as another way to help guests beat the traffic and make the most of their time with us.

Bike Valet hours of operation are as follows:

- Morning Sessions 5:30AM to 10:30AM
- Evening Sessions 5:00PM to 9:00PM
- For more information and route, go to: www.balloonfiesta.com/guest-guide/bike-valet

HOTEL SHUTTLE SERVICE

We do not partner with hotels to provide shuttle service. However, the hotel where you are staying may provide this service through their individual establishment, and it is worth checking with them to find out. Otherwise, please view our Park & Ride information on page 8.

ARE THERE RENTAL CAR COMPANIES IN ALBUQUERQUE?

Don't let the special shape cactus and stage coach balloons fool you, New Mexico isn't really the old west. Most major car rental companies have an office in Albuquerque.

WHO ORGANIZES THE BALLOON FIESTA?

Albuquerque International Balloon Fiesta, Inc. organizes the Balloon Fiesta each year. It is a nonprofit 501(c)(3) organization with 12 full-time staff members, many volunteers, and about 120 officials who all work together to make every year an amazing experience for all.

WHO ARE THE ZEBRAS AT BALLOON FIESTA PARK?

Zebras are Balloon Fiesta's launch directors, identified by the black and white striped shirts they wear. They help launch the balloons every morning, and make up half of all the 120 officials on the field.

HOW BIG IS BALLOON FIESTA PARK?

Balloon Fiesta Park is over 360 acres. The Launch Field itself is over 78 acres.

WHAT DO CHASE CREWS DO?

A chase crew helps the pilot inflate and deflate his/her balloon for each flight. If you are interested in being on a chase crew, you can register online at www.balloonfiesta.com/pilots-and-crew/crew-registration.

Crew registration is 5:30 - 7:30am and 4:30 - 6:30pm daily at the Crew Corral located just north of the Sid Cutter Pilots' Pavilion.

BALLOON FIESTA FREQUENTLY ASKED QUESTIONS

WHAT IS DAWN PATROL?

Mass Ascension days. The Dawn Patrol Show occurs on Mass Ascension days. The Dawn Patrol consists of a group of selected balloons that launch prior to sunrise every morning.

WHAT IS MASS ASCENSION?

Our most popular event, the Mass Ascension is when all 500+ balloons launch from Balloon Fiesta Park during the same time frame. It usually takes less than two hours for all 500+ balloons to launch. On other days during Balloon Fiesta, all balloons are allowed to fly, the difference is half of the balloons will launch at the park and fly away and the others will launch away from the park and fly into the park.

WHAT IS ALBUQUERQUE ALOFT™?

On the Friday before Balloon Fiesta starts, registered pilots of Balloon Fiesta launch from designated elementary schools throughout Albuquerque and Rio Rancho as community flights.

I SEE DIFFERENT TYPES OF BALLOON GLOWS, WHAT'S THE DIFFERENCE?

Each Glow is a static display of the balloons after sunset in which their burners illuminate them. The Balloon Glow is the original and largest of this type of event and occurs on the first Sunday night. The Twilight Twinkle Glow™ occurs on the first Saturday night, the Night Magic Glow™ occurs on the second Saturday night and includes musical performances (it is included in a Music Fiesta™ ticket), while the AfterGlow™ after each glow involves a fireworks show.

For evening events, bring a flashlight. Also, take note of where you have parked your car — it may be more difficult to find in the dark.

WHAT IS THE SPECIAL SHAPE RODEO™/GLOWDEO?

Due to their whimsical quality, some of the favored events at Balloon Fiesta are the Special shape balloon events, which are showcased on Thursday and Friday mornings and evenings. The Special Shape Rodeo™ is the morning flying event, followed by the Special Shape Glowdeo™ in the evening.

A Glowdeo is a static display of the special shape balloons in which their burners illuminate them. The special shape balloons have included a stagecoach, piggy banks and a cow.

WHAT IS FLIGHT OF THE NATIONS?

This event honors all of the countries that are represented at Balloon Fiesta with up to two balloons per country carrying their nation's flag. The Flight of the Nations occurs on the Wednesday prior to Mass Ascension after the "Sponsor of the Day" balloon launches.

WHAT IS THE AMERICA'S CHALLENGE™?

It is a quite remarkable gas balloon race in which competing balloons lift off from Balloon Fiesta Park and compete to go the furthest distance. The winning balloons will often fly about three days, landing somewhere on the east coast of the United States or even in Canada.

WHAT OTHER COMPETITIONS HAPPEN AT BALLOON FIESTA?

Other competitions for pilots include the Ring Toss, Balloon Fiesta Golf, Multiple Judge-declared Goal, Fly-in Task and Minimum Double Drop. All competitions are based on flying accuracy rather than speed. For additional information these competitions visit: www.balloonfiesta.com/guest-info/competition

WHAT DO I NEED TO KNOW ABOUT TAKING PHOTOS?

Photography is welcome and encouraged at Balloon Fiesta. We take great pride in being the most photographed event in the world.





BALLOON FIESTA FREQUENTLY ASKED QUESTIONS

Tips: To achieve bold, intimate photos that are not cluttered with crowds and movements, move in closer, or have your subject move closer to the camera with a balloon filling the frame as the background. Close ups of detail capture unique, unexpected moments, while an overall view can show the magnitude of the experience.

The best times of day to capture incredible photos are during the “magic hours” of dusk and dawn, when the warm glow of the balloons blends with the richness of the sky. This technique has been coined the “jewel box effect,” and is best shot with a tri-pod and high-speed film or ISO because of the low light.

For more photo tips, please visit www.balloonfiesta/guest-guide/photography-tips

WHAT ARE THE GONDOLA & CHASERS' CLUBS? (See Page 10)

The Gondola and Chasers' Clubs are two different options to upgrade your Balloon Fiesta experience during a morning or evening session. Depending on the venue you select, you will enjoy a variety of VIP treatments and a special viewing area of the day's events. See the complete details on page 10.

To buy Gondola Club tickets, visit the Gondola Club page on our website: www.balloonfiesta.com/guest-guide/gondola-club or call 1.877.569.7767, after March 28.

To purchase Chasers' Club tickets, visit the Chasers' Club page on our website, after March 28: www.balloonfiesta.com/guest-guide/chasers-club

WHERE CAN I PURCHASE OFFICIAL BALLOON FIESTA SOUVENIRS?

Souvenirs may be purchased on the Park at the official Balloon Fiesta Souvenir tents, online at www.balloonfiestastuff.com, or at Balloon Fiesta's gift shop year-round.

WHAT DO I WEAR AND WHAT IS THE WEATHER LIKE?

Generally, temperatures in the morning are around 40°F, warming up to about 70°F by noon. Bring a jacket and dress in layers. Also remember to wear comfortable walking shoes. Bring sunscreen to put on after the sun is up. You will be at a high altitude and are at risk for sunburn. Bring appropriate eye protection. Sun and wind could be your enemies on a bright, sunny or windy day. For further weather information, visit www.balloonfiesta.com.

WHERE SHOULD I STAY?

Contact Balloon Fiesta Travel to reserve a hotel, www.balloonfiestahotels.com, or at 505.346.0522.

CAN YOU PARK AN RV AT THE FIELD?

We have several areas for parking RVs within walking distance of the launch field. Check-in time is 12:00 pm - 7:00 pm except during evening events (Oct. 7, 8, 12, 13, 14). For further details, and to make a reservation, please see our RV Reservation page at www.balloonfiesta.com/guest-guide/rv-information. RVs can be parked in our general parking for an individual session. The cost will be determined by the number of spaces used.

WHAT ARE THE DATES OF FUTURE BALLOON FIESTAS?

2018 October 6–October 14

2019 October 5–October 13

WHERE CAN I LEARN MORE ABOUT ALBUQUERQUE?

Visit the website of Visit Albuquerque at www.visitalbuquerque.org to browse an online version of the Official Albuquerque Guest Guide, or request a printed copy by calling Visit Albuquerque's office at 1-800-284-2282.

MUSIC FIESTA AT BALLOON FIESTA

MORE EVENT ENTERTAINMENT



MUSIC FIESTA™ AT BALLOON FIESTA

Naturally the balloons are always the star of the show at Balloon Fiesta. However, we also bring in amazing headlining musical artists to entertain our guests during those times when balloons are off the field. In the past, we've had the honor of hosting musical guests such as Paul Revere and The Raiders, 3 Dog Night, Jamie O'Neal, Marty Stuart, Marshall Tucker Band, Josh Gracin, Little Texas, Darius Rucker, Charlie Worsham, Sawyer Brown, David Nail, Josh Turner, Gloriana, The Band Perry and Chris Young.

Our signature music feature, Music Fiesta™, takes stage at the north end of the field on the 2nd Saturday of the event, between the morning and evening sessions and requires a separate ticket to attend. (The Night Magic Glow™ is included in your Music Fiesta™ ticket.)

Several types of Music Fiesta™ tickets are available:

■ Reserved Seating:	\$50 in advance
■ Premier Lawn Area:	\$20 in advance
■ General Admission:	\$10
■ Ultimate Music Fiesta™ Package:	\$500

Tickets for Music Fiesta™ will go on sale in July. For more details, visit: balloonfiesta.com/event-info/music-fiesta-faqs



MORE EVENT ENTERTAINMENT

Balloon Fiesta also features other great local and national performers on the Main Stage, located in the center of Main Street. You can hear a variety of genres ranging from military brass bands, salsa, funk, soul, rock, jazz and more during morning sessions on the weekends, and evening sessions.

And be sure to watch for exciting strolling performers along Main Street. Capture a glimpse and capture a photo of New Mexico culture with Native American dancers, Flamenco ensembles, Mariachi troupes, and so much more.

Entertainment at the Main Stage and along Main Street is free and included with admission into Balloon Fiesta.

To see the full lineup of performances, visit: www.balloonfiesta.com/event-info/entertainment-schedule.



ALBUQUERQUE FACTS

Albuquerque is the largest city in New Mexico, the state known as the Land of Enchantment. It is situated at 5,000 feet (1,539 meters) above sea level and a prime location for hot-air ballooning because of the “Albuquerque Box.” Albuquerque is home to over 850,000 residents, and its vibrant culturally diversity can be seen in the many aspects of daily life here. People are drawn to the area for its unique and varying landscape, including the majestic Rocky Mountains, red rock mesas, high desert vegetation and the picturesque Rio Grande river valley.

The area is known for its high quality of life and fair weather. It is also one of the nation's most dynamic art communities. Albuquerque is centrally located and is an easy drive from Denver, Dallas-Ft. Worth, Phoenix, Tucson, El Paso, Oklahoma City, Colorado Springs, and Las Cruces, which cities boast a combined metro population of over 12 million.



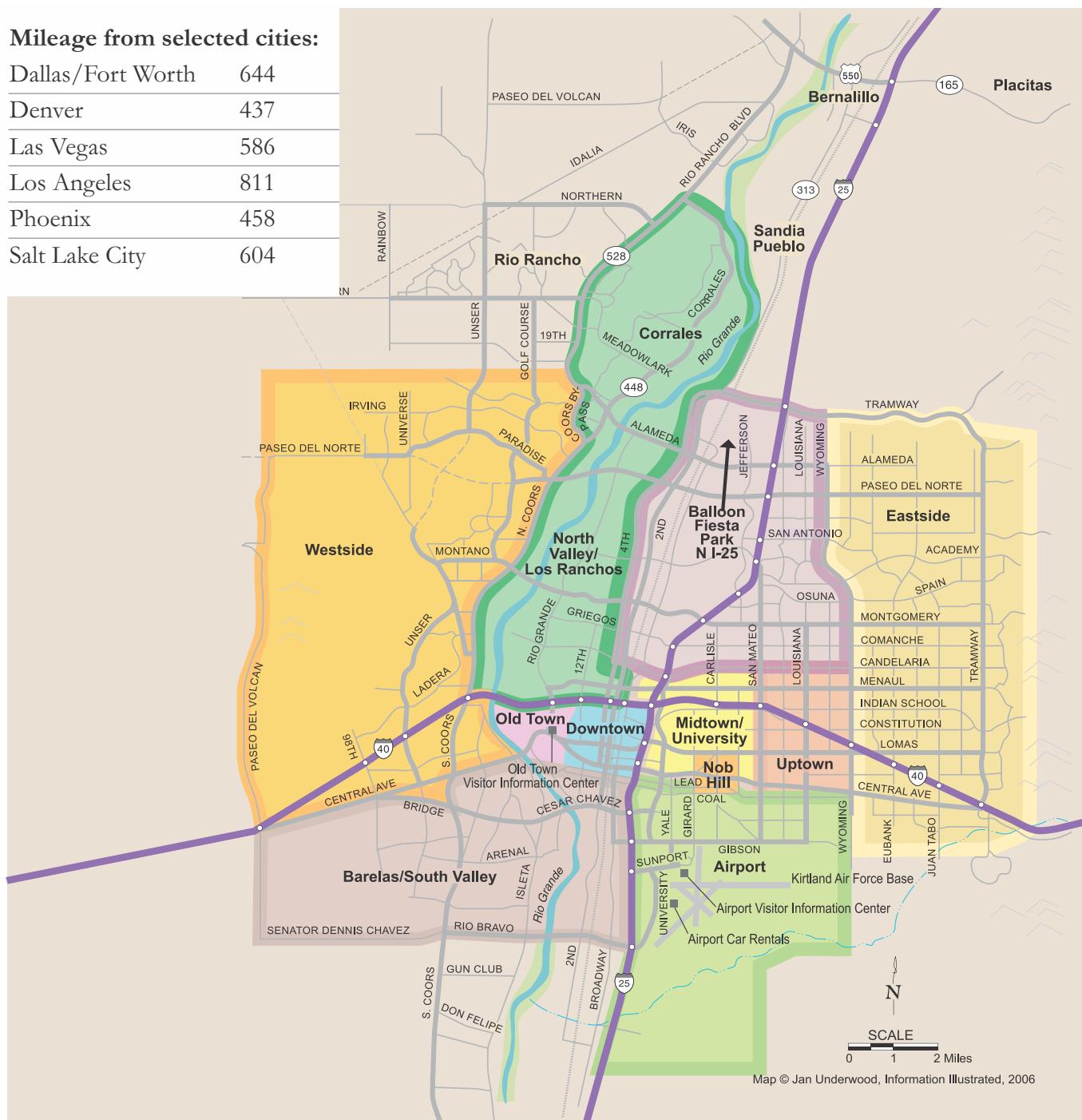
HOW DO I NAVIGATE AROUND ALBUQUERQUE?

Albuquerque is in the north-central part of New Mexico and is bisected by east-west Interstate 40 and north-south Interstate 25.

www.balloonfiesta.com/uploads/pdfs/Albuquerque_City_Map_Detail.pdf

Mileage from selected cities:

Dallas/Fort Worth	644
Denver	437
Las Vegas	586
Los Angeles	811
Phoenix	458
Salt Lake City	604



HOW DO I NAVIGATE AROUND ALBUQUERQUE?

Albuquerque's major streets run on a grid system. Most of the main streets will run either north-south or east-west. The address numbers start at Central Avenue at the railroad tracks in downtown Albuquerque and emanate outward. Sandia Mountains are to the east. Apps such as Google Maps are accurate and reliable and can help navigate you around town.

The Balloon Fiesta Office and Gift Shop are located on Alameda Blvd. one mile west of I-25. During the event, the access routes into Balloon Fiesta Park will change based on the day of the week (weekday or weekend), as well as the direction from which you are coming (east or west). Please view our Getting to the Park section starting on page 7 for maps and directions.

LOCAL EDITORIALS AND CURRENT EVENTS

The Albuquerque Journal

www.abqjournal.com

Alibi

www.alibi.com

INTERESTING NEW MEXICO STATE FACTS

Flower: Yucca

Tree: Pinon Pine

Bird: Roadrunner

Nickname: Land of Enchantment

Official Question: Red or Green (Chile)

Tie: Bolo

Statehood: January 6, 1912 (47th state in the Nation)

State Capital: Santa Fe (At nearly 7,000 ft. above sea level, it is the highest and oldest U.S. capital.)

Highest Point: Wheeler Peak, 13,161 ft.

Aircraft: Hot Air Balloon





WHAT CAN I DO AFTER THE BALLOONS?

MUSEUMS

Albuquerque Museum

A collection of contemporary and historical art
(505) 243-7255
2000 Mountain Road NW

Balloon Museum

At Balloon Fiesta Park
View the development of ballooning through historic, scientific & artistic exhibits.
(505) 768-6020
9201 Balloon Museum Dr NE

Explora Museum

A children's science museum
(505) 224-8300
1701 Mountain Road NW

Hispanic Cultural Center

Dedicated to the study, advancement, and presentation of Hispanic culture
(505) 246-2261
1701 4th Street SW

Indian Pueblo Cultural Center

Dedicated to the preservation of Pueblo Indian culture, history and art
(505) 843-7270
2401 12th Street NW

Maxwell Museum of Anthropology

Offers exhibits and programs relating to cultures around the world
(505) 277-4405
University of New Mexico, University Blvd.

National Museum of Nuclear Science & History

Learn the story of the Atomic Age, from early research to peaceful uses
(505) 245-2137
601 Eubank SE

New Mexico Museum of Natural History and Science

Foster an understanding of the diverse natural history of New Mexico
(505) 841-2800
1801 Mountain Road NW

Old Town Plaza

Shopping and arts in the original City Plaza
(505) 243-3215
One block N. of Central Avenue, at Rio Grande Blvd

Tinkertown Museum

Man-made eccentric memorabilia museum
(505) 281-5233
121 Sandia Crest Road, Sandia Park, NM

University of New Mexico Art Museum

Our efforts allow people throughout the world to enjoy our acquisitions
(505) 277-4001
University of New Mexico, Center for the Arts

Unser Racing Museum

All about the Unser family and their racing history
(505) 341-1776
1776 Montano Road NW



FUN FOR THE WHOLE FAMILY

Albuquerque Aquarium and Rio Grande

Botanical Garden
A "journey" down the Rio Grande from Albuquerque into the Gulf of Mexico
(505) 764-6200 or (505) 768-2000
2601 Central Avenue NW

Movie Venues

Cinema venues include Century 14 Downtown, Century Rio 24, Rio Rancho Premier Cinema, UA High Ridge 8, Icon Cinema Four Hills, UA Cottonwood Mall Stadium, Cinemark Movies 8, Regal Winrock Stadium 16, Cinemark Movies West, and Flix Brewhouse. For more information, check local newspapers or visit www.fandango.com.

National Museum of Nuclear Science & History

A place to learn, imagine, think and draw your own conclusions
(505) 245-2137
601 Eubank Blvd. SE

New Mexico Philharmonic

(505) 323-4343
4407 Menaul Boulevard. NE

Popejoy Hall

New Mexico's grandest multi-use theater
(505) 277-9771
University of New Mexico, Popejoy Hall

Rio Grande Nature Center State Park

270 acres flourishing with native grasses, wildflowers, and cottonwoods
(505) 344-7240
2901 Candelaria Road NW

Rio Grande Zoo

Encounter more than 250 species of exotic and native animals
(505) 764-6200 or (505) 768-2000
903 Tenth Street SW

Sandia Peak Tramway

The world's longest aerial tramway
(505) 856-7325
10 Tramway Loop NE

UNM Lobos Ticket Office

University of New Mexico Athletics - Go Lobos!
(505) 925-5626
University of New Mexico,
University Blvd.

OTHER MODES OF TRANSPORTATION:

BY TRAIN

Amtrak provides service to Albuquerque. Online information at www.amtrak.com or call 1-800-USA-RAIL (or TDD/TTY 1-800-523-6590). The station is located at 214 First Street SW.

NM Rail Runner Express

(505) 245-7245
www.nmrailrunner.com

A commuter rail running through the heart of Albuquerque. Spanning 100 miles from Santa Fe to Belen through the beautiful Rio Grande Valley, the train corridor has 13 stations, operating seven days a week. For more information on this excellent transportation option, please follow the link to Rail Runner Express or call (505) 245-7245.

USING PUBLIC TRANSPORTATION

For ABQ Ride bus schedules and routes, call (505) 243-RIDE (7433).

For Sun Tran bus schedules and routes, call (505) 843-9200.
www.cabq.gov/transit/tran.html

SHUTTLE SERVICES

Santa Fe Shuttle (505) 243-2300 / 1-888-833-2300 or online at www.shuttlesantafe.com
Provides safe, comfortable travel between Albuquerque and Santa Fe.

Sunport Shuttle (505) 833-4966 / 1-866-505-4966
Provides round-the-clock transportation to any address in the Albuquerque area from the airport and back again. Visit them online at www.sunportshuttle.com.

RIDE SHARE

Uber provided transportation services to and from Balloon Fiesta in 2016.





INDIAN CASINOS

Sandia Resort & Casino

30 Rainbow Road NE
Albuquerque
Off I-25, exit 235 at Tramway
(505) 796-7500 / 1-800-526-9366

Isleta Resort & Casino

Pueblo of Isleta
11000 Broadway Blvd. SE
(505) 724-3800

Route 66 Casino Hotel

14500 Central Ave. NW
Albuquerque
W. on I-40, exit 140
(505) 352-7866

Santa Ana Star Casino

54 Jemez Canyon Dam Road
Santa Ana Pueblo, Bernalillo
N. on I-25, exit 242
One mile W. on Hwy. 550
(505) 867-0000

Buffalo Thunder Resort & Casino

30 Buffalo Thunder Trail
Santa Fe, NM 87506
15 minutes north of Santa Fe Plaza
Exit 177 off highway 84/285
(877) 455-7775

San Felipe Casino

25 Hagen Rd
San Felipe, NM 87001
(505) 867-6700 / 1-877-529-2946

Dancing Eagle Casino

Interstate 40 Exit 108
Casa Blanca, NM 87007
1-877-440-9969

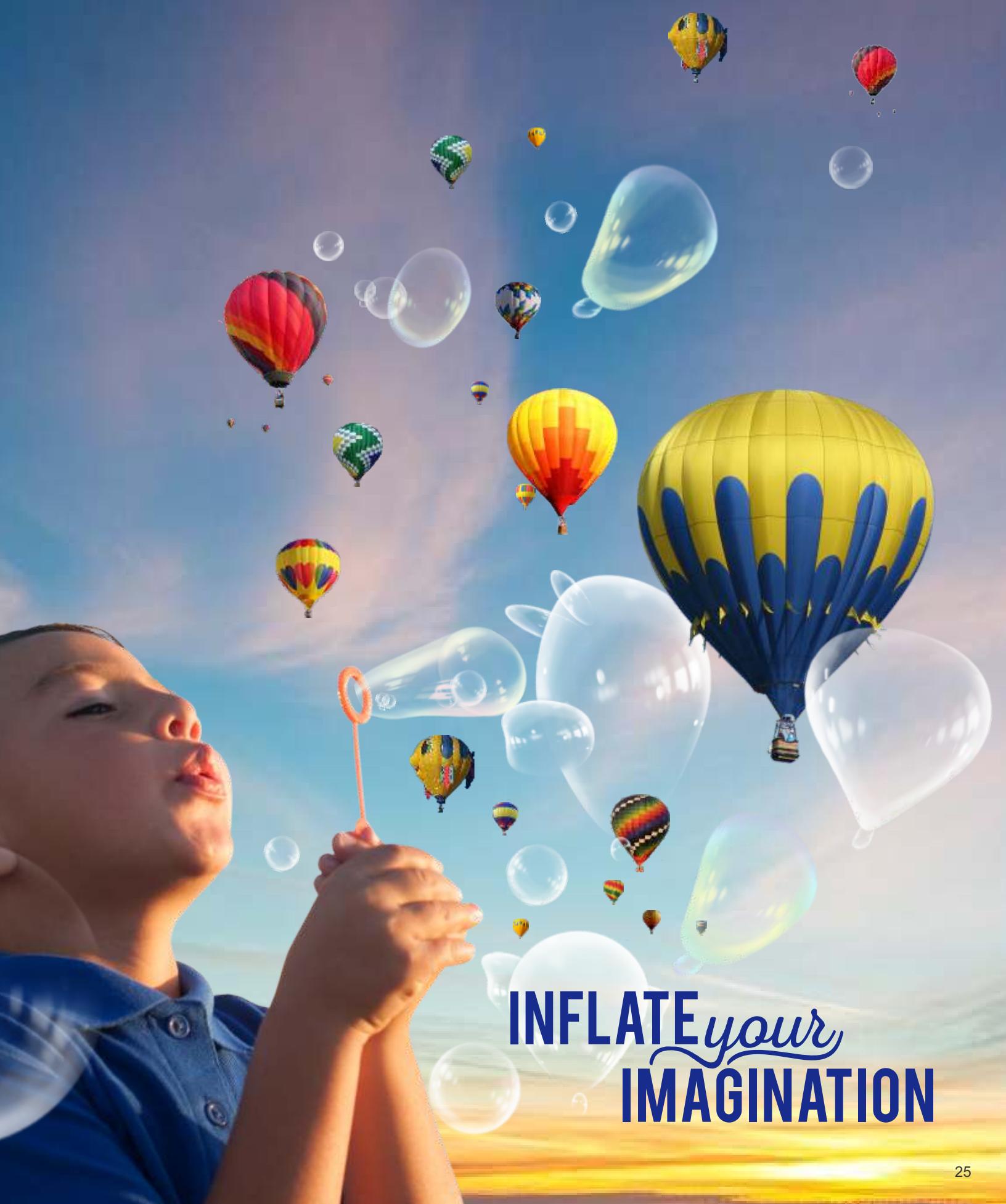
Sky City Casino

I-40 Exit 102
Acoma, New Mexico
W. on I-40, exit 102
(505) 552-6123



Sandia Resort & Casino





INFLATE*your*
IMAGINATION

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Tourism Department
800-733-6396
www.newmexico.org
TTY Users, call 1-800-659-8331

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