

## Albuquerque's Ballooning Economy

*Photos taken by Bob Farrell*



Starting in 1972 with a small group of 13 balloons, the Albuquerque International Balloon Fiesta has grown into Albuquerque's largest and most economically beneficial annual event. During 2010, the fiesta brought in approximately 500 hot air balloons, in addition to more than 800,000 spectators. The event also drew in pilots and rigs from 39 states and 17 countries.

The total annual economic impact of the fiesta throughout the local community is estimated at nearly \$250 million when considering both direct and indirect spending. Additionally, the event generates more than \$4 million worth of positive free media coverage for the Greater Albuquerque area.

More information about the Balloon Fiesta can be found at The Albuquerque International Balloon Fiesta's official website at [www.balloonfiesta.com](http://www.balloonfiesta.com) or by visiting the Albuquerque Convention and Visitors Bureau site at [www.itsatrip.org](http://www.itsatrip.org).

