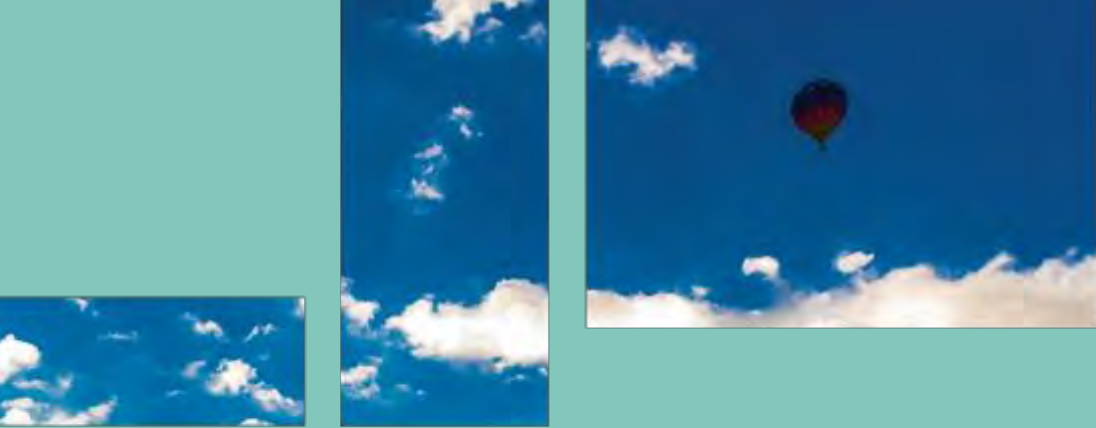
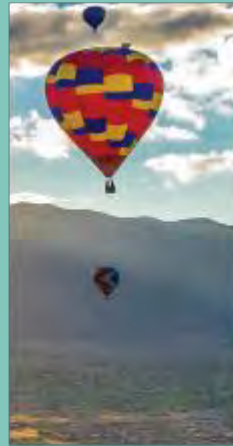
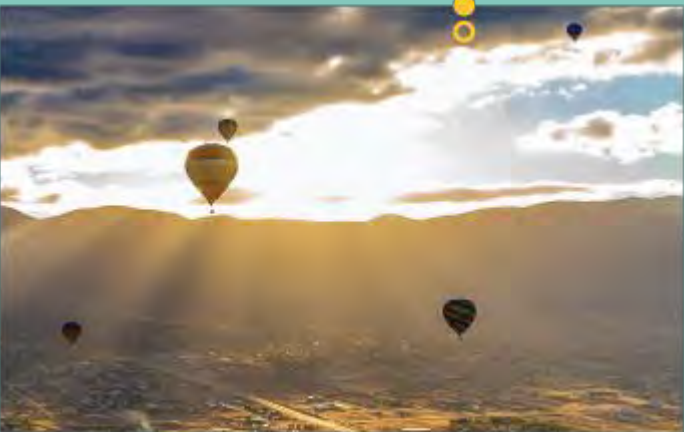
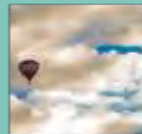




. V I S I T .
ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

Maximize Your
Marketing and Customer
Service During Balloon
Fiesta





About Visit Albuquerque

- A private, non-profit 501(c)6 organization that is funded by:
 - Lodgers' tax through a contract with the City of Albuquerque
 - A tourism marketing assessment paid by overnight guests who stay at lodging properties in the city
 - Private investments from more than 600 business Partners in the form of annual dues, advertising and sponsorships
- Governed by a 20-member Board of Directors
- Managed by a professional staff of approximately 35
- Supported by a volunteer force of more than 50



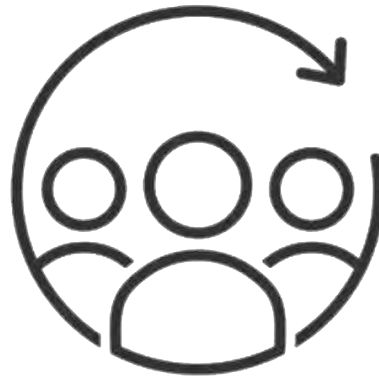
Our Mission

- As the official destination organization for the city, Visit Albuquerque is responsible for **promoting Albuquerque as a competitive and world-class leisure, meeting, convention and sports destination**, and enhancing its **public image as a dynamic place to live and work**.
- Through the impact of travel, Visit Albuquerque **strengthens the city's economic position** and **provides opportunity for people in the community**.

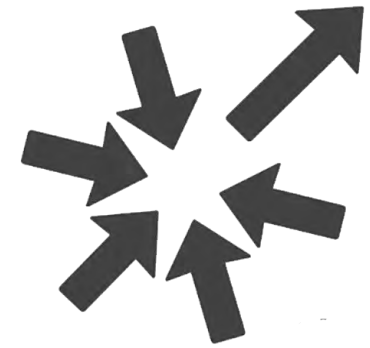
Why Marketing & Customer Service Matter During Balloon Fiesta



More potential
customers to
maximize revenue



A positive
experience can turn
first-time visitors into
repeat customers



Being strategic can
help you stand out
in the crowd and
earn your market
share

Get the Word Out Through Visit Albuquerque

COUPON LISTINGS

Browse coupons for things to do, restaurants, places to stay and attractions below.

Keyword

Keyword ...

RESET

CATEGORIES

☐ Hotel Deals: Special (50)

☐ Hotel Deals: General (36)

☐ Coupon: Things to Do (28)

☐ Coupon: Dining (14)

☐ Coupon: Shopping (9)

Show More ▾

VIEW BY: GRID LIST MAP

SORT BY: Ascending

DISPLAY:



\$10 OFF ANY HANDS-ON BREAD OR PIZZA CLASS

Valid: January 1, 2026 - December 31, 2026

Sherwood Coffee 'n' Bread

DETAILS

+ TO PLANNER



\$10 OFF SWIM CLUB MEMBERSHIP

Valid: January 1, 2026 - November 1, 2026

Hotel Zazz

DETAILS

+ TO PLANNER



\$10 OFF YOUR TOUR

Valid: Starting December 19, 2025

Breaking Bad RV Tours

DETAILS

+ TO PLANNER



\$175 SUNRISE FLIGHT

Valid: January 1, 2026 - December 31, 2026

Rainbow Ryders, Inc. • Hot Air Balloon Ride Co.

DETAILS

+ TO PLANNER



\$2 OFF GENERAL ADMISSION

Valid: January 1, 2026 - December 31, 2026

National Museum of Nuclear Science & History

DETAILS

+ TO PLANNER



\$25 OFF ANY VIDEO PACKAGE

Valid: February 24, 2026 - December 31, 2026

Viva Skydive

DETAILS

+ TO PLANNER

- **Submit Online Coupons:** Reach visitors by offering exclusive deals via our website
- **Events Calendar:** Increase visibility by listing your events on our ABQ365 Events Calendar
- **Brochure Distribution:** Ensure your brochures are stocked at our Visitor Information Center in Old Town
- **Advertising** opportunities are available
- Tag us on social media **@VisitABQ** and **#TrueABQ**

Get the Word Out Through Visit Albuquerque



Submit
Coupons

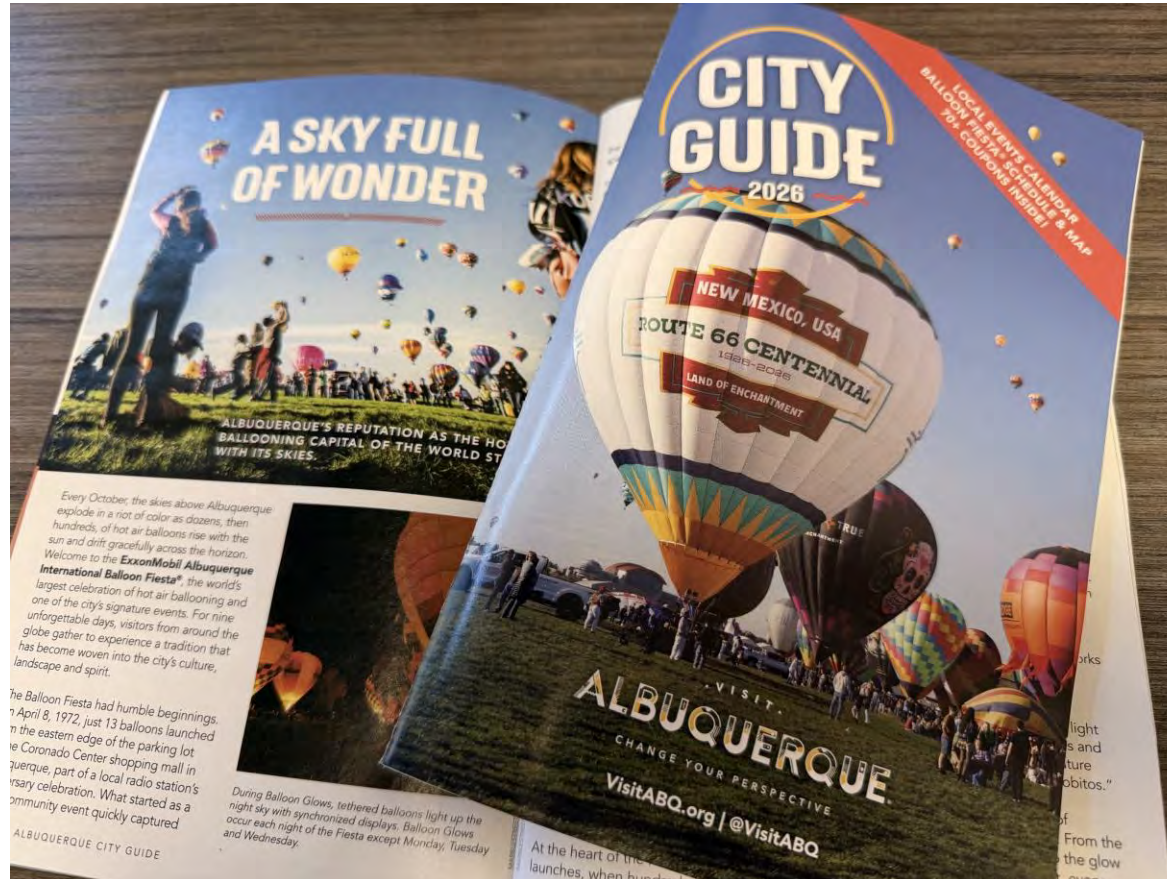


Submit
Events

Email us at
Marketing@VisitABQ.org

Tell Us
What's New

Visit Albuquerque's City Guide



- The City Guide for Balloon Fiesta Visitors is distributed from late September to mid-October each year
- Includes a calendar of events, coupons, visitor information and more
- Deadline to include a coupon is July 25 each year
- Advertising opportunities are available (deadline for 2026 has passed)



Digital Marketing Tips

Make Your Business Easy to Find

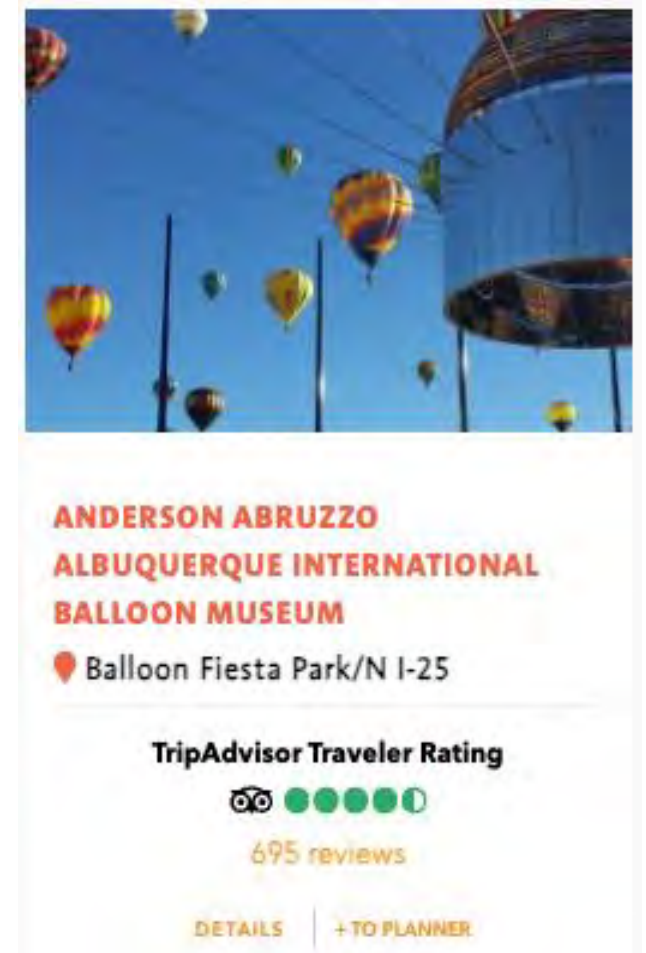
- **Update Your Google Business Listing and Apple Maps Listing:** Ensure business hours and location are accurate and up to date
- **Update Your Visit Albuquerque Listing:** Make sure your information on VisitABQ.org is accurate and current

Questions?

Alanna Allen

Partner Services Manager

Allen@VisitABQ.org





Your Online Presence

Up-to-date profiles are:

- **The first thing** people see when they search for your business.
- **2.7x** more likely to be considered reputable.
- 70% more likely to attract visits.
- 50% more likely to lead to a purchase.



○ ○ ○ Create Signature Offerings

Generate Buzz to Garner Business

- **Themed Menu Items:** Create limited-time dishes, drinks or menus inspired by Balloon Fiesta to draw in customers.
- **Special Offerings:** Offer balloon-themed products, services or activations to enhance the visitor experience.
- **Host Special Events:** Plan unique events or tours around Balloon Fiesta to attract visitors.

Email Media@VisitABQ.org with details!

The Cielos Azules cocktail
from the DWTNR at ARRIVE
Albuquerque



Let the Local News Know

How to Work with the Media

- **Press Releases:** Send timely press releases to local media about your special offerings or events, or media advisories to invite media to previews.
 - [Anatomy of a press release](#)
- **Media Outreach/Pitching:** Reach out directly to specific media contacts with a concise pitch about your offering or event (be sure to include visuals).
 - Visit ABQ can help! Your partnership with us includes media/PR assistance.

The Telegraph

Travel > Destinations

The world's hot air balloon capital in the heart of America's largest desert

Come to Albuquerque for its beloved balloons. Stay for its hip and historic Old Town, Native American culture and stretch of Route 66

 **Kris Griffiths**
Show biography ▾

Published 04 July 2026 4:52am
BST

  1 

 Gift this article free

 Add us as preferred source



Albuquerque International Balloon Fiesta is the largest festival of its kind in the world Credit: Alamy

Take Advantage of Social Media

- Plan, but be flexible.
- Use the balloon theme in a versatile way.
- Repurpose old content.
- Respond to messages and comments.
- Leverage your special events for social media content!
- Enlist the help of a local content creator.



Be Discoverable on Social Media

- Consider updating your bio with your location, hours, and offerings.
- Post consistently 1–2 weeks before Balloon Fiesta to get on visitors' radar.
- Use Balloon Fiesta keywords and hashtags in your posts.
- Boost a high-performing post or run a targeted social media ad.



[View insights](#)

[Boost post](#)



poulinmarketplace ...

Marketplace Home | ABQ, NM

1,110 posts 11.2K followers 878 following

Decor | Furniture | Coffee & Tea

MON-FRI 7:30 AM-5:00 PM

SAT 8:00 AM- 3:00 PM

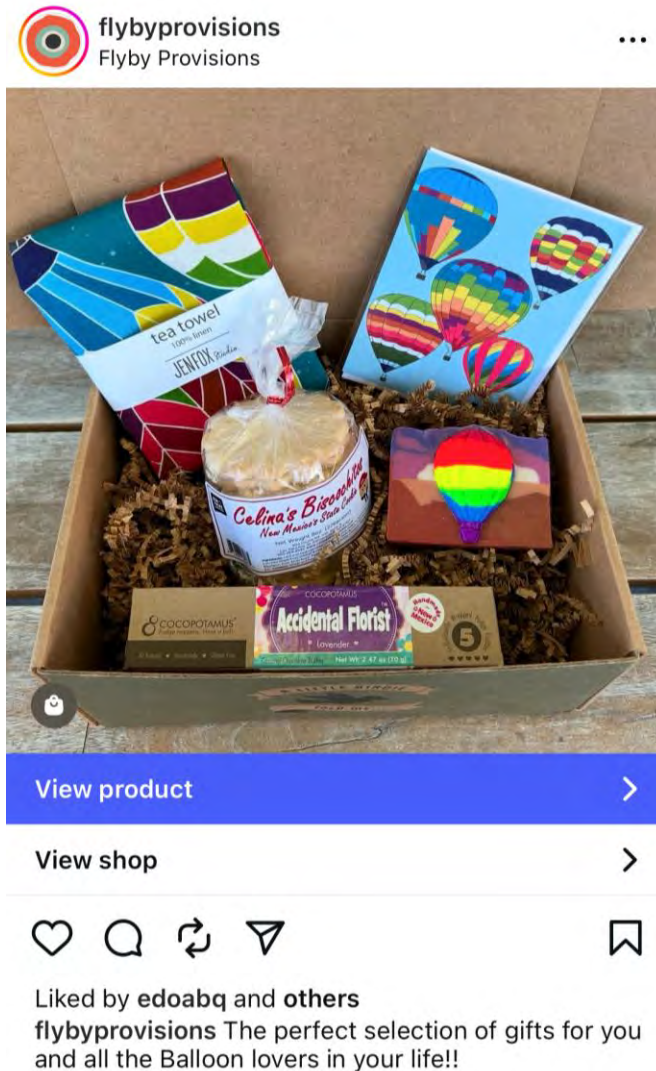
By @PoulinDesignCenter

linktr.ee/MarketplaceHome

○ Social Media Examples



○ Social Media Examples



Working With Local Creators

- Find someone in your niche.
- Offer payment if you can.
- Word gets around - treat them nicely!



@stylemybonez



@camillerodriguez



@mikespring



@ilinsterr



@abqadventures

ABQ Adventures



abqadventures 🌐 ...

Becky Wood | ABQ Adventures ✨ Things to do in New Mexico

236 posts 39K followers 2,914 following

🍷 Tasty eats 📍 Things to do 🏔️ Scenic views 🐕 Dog-friendly fun 🚗 Road trip ideas

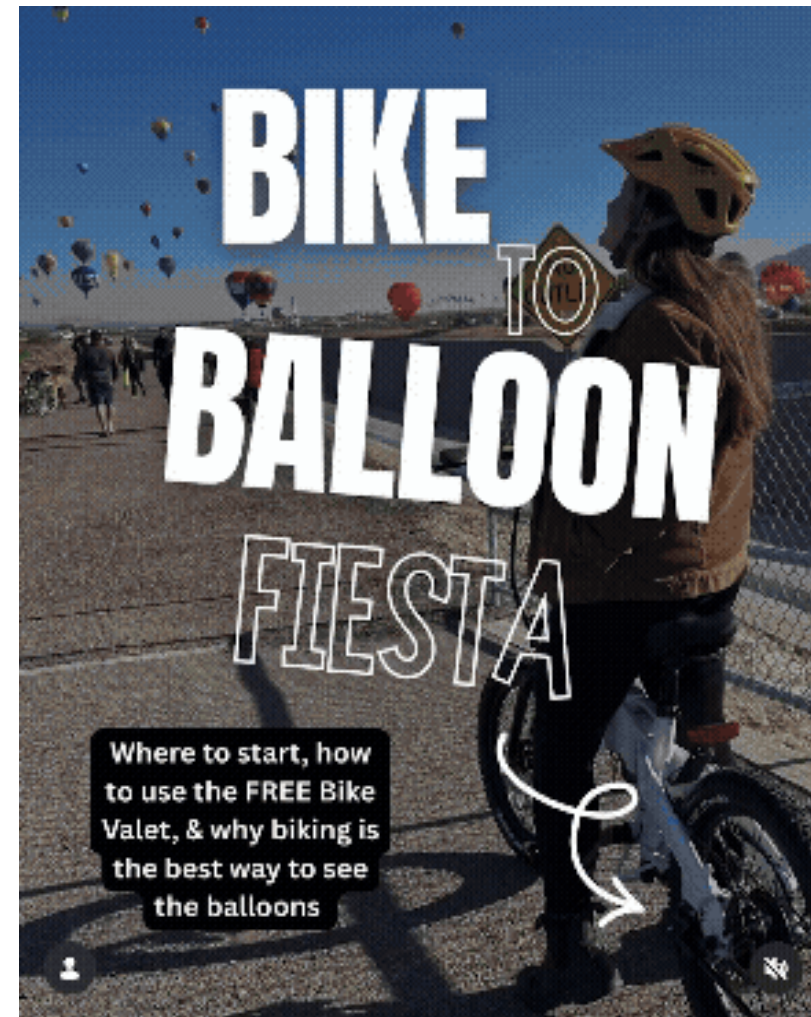
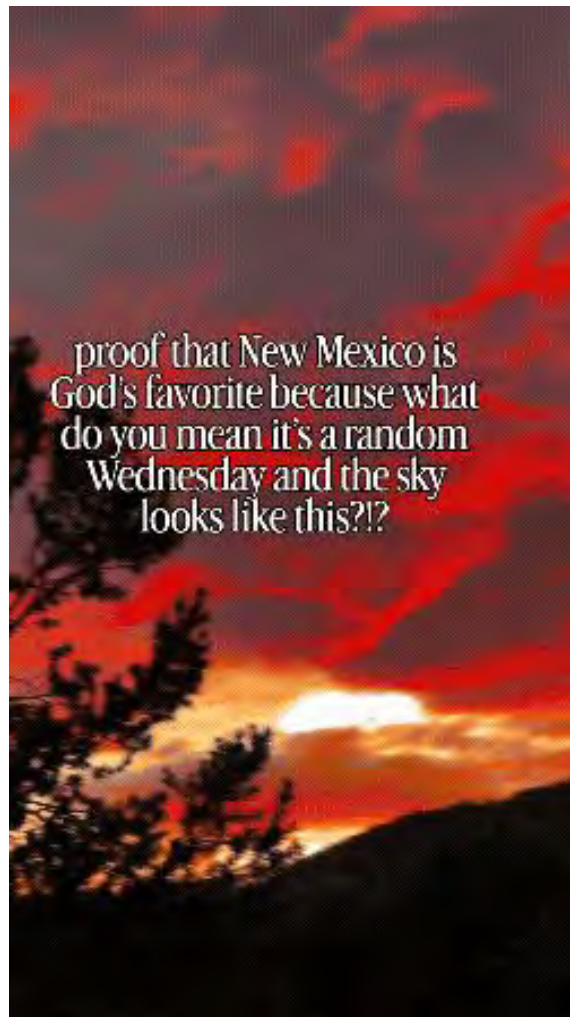
✉️ contact@abqadventures.com

🔗 www.newmexicomagazine.org/chexmixhitstheroad and 1 more

@abqadventures

Followed by    cchurchstreet, bike_in_coffee + 272 more

ABQ Adventures



○ ○ ○ Make Visitors Feel Welcome

- Post welcome signs.
- Keep a Balloon Fiesta FAQ at your front desk.
- Be prepared to answer questions about the top things to do and events happening in Albuquerque.
- Train your staff.
 - Next ACE class:
Thursday, Nov. 12, from 9 a.m.-12 p.m.
Balloon Fiesta Office/4401 Alameda Blvd NE





Use Positive Language



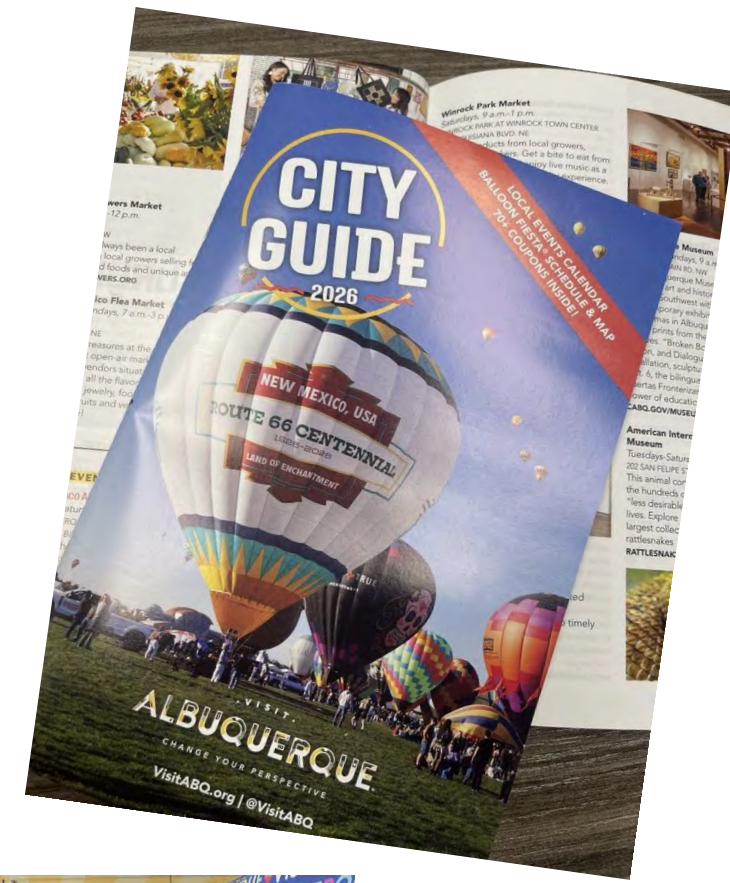
Sneak Peek

Instead of This...	Say This
I don't know.	Let me find out.
Calm down / settle down.	I'm sorry, I understand how you feel.
No one else has complained about this.	What more can you tell me about this issue?
It's not my fault / not my area.	Let's see how I can make it right for you.



On-Site Activations

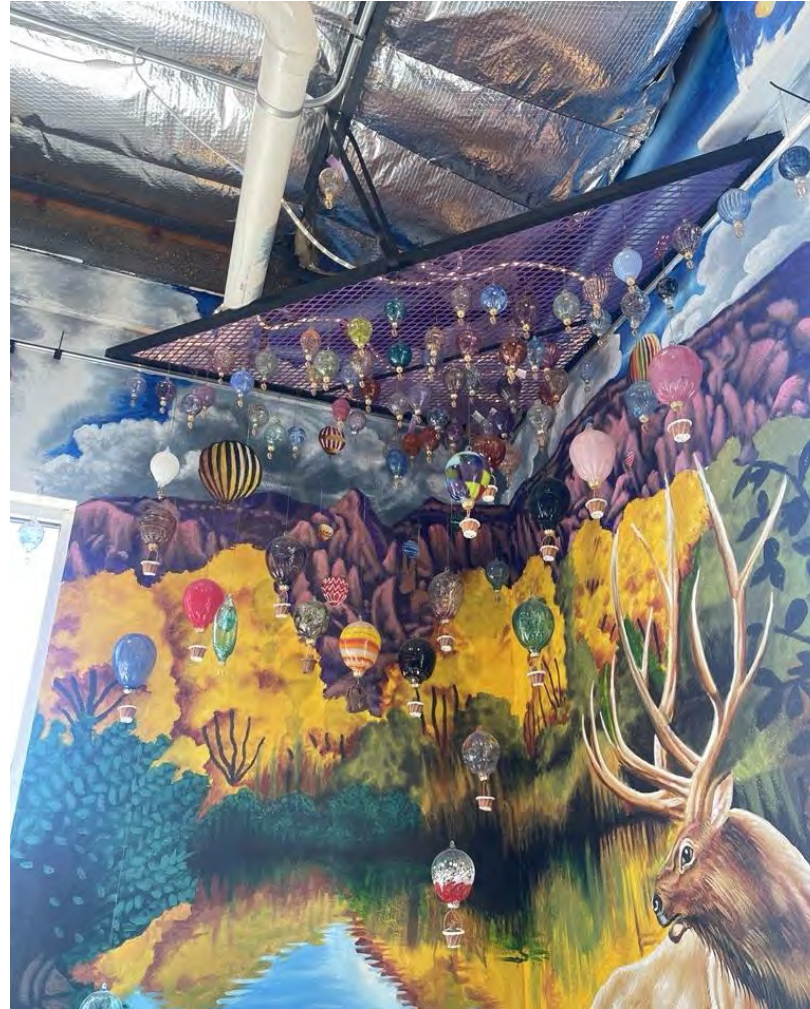
- **In the Know!** Let guests know about our Visit ABQ visitor information table, located mid-field at Fiesta.
- **Souvenir Snap!** Life-size picture frame, where attendees can take their pictures with balloons.
- **Celebration Swag!** Is a guest celebrating a birthday, anniversary or engagement? Tell them to stop by our booth for a custom button!
- **Send a Postcard from Balloon Fiesta!** Guests can stop by the booth during evening sessions to send love from the field



○ Create Special Experiences



Suburban Studios



Aurora Borealis Glassworks



Old Town Visitors Center & Sunport

- Route 66 Crossroads Information Station
- Open Every Day of Balloon Fiesta Week 10 a.m.- 7p.m.





What's Happening at Sunport During Balloon Fiesta

Sunport Serenades

Enjoy live music and performances throughout the airport every day during Balloon Fiesta.

Balloon-Inspired Décor

Experience festive balloon ceiling decorations in the Great Hall and throughout the A & B Concourses.

Balloon Fiesta Welcome

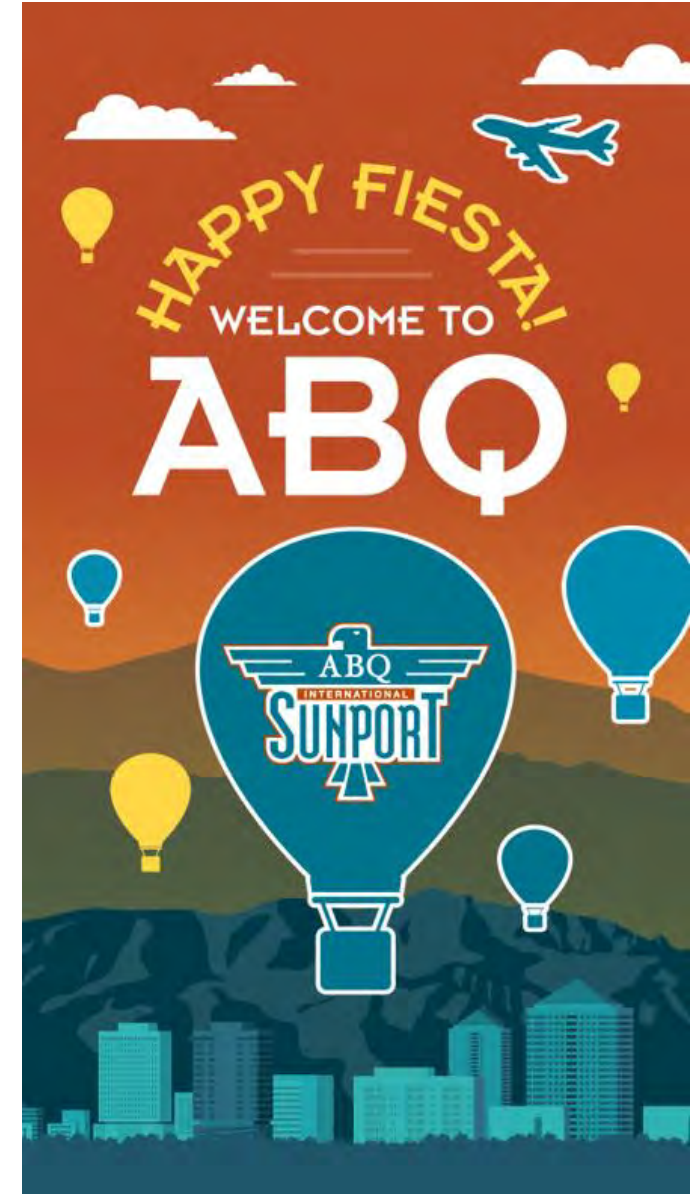
Look for a special Balloon Fiesta welcome message featured across Sunport's digital screens.

Flag Pole Banners

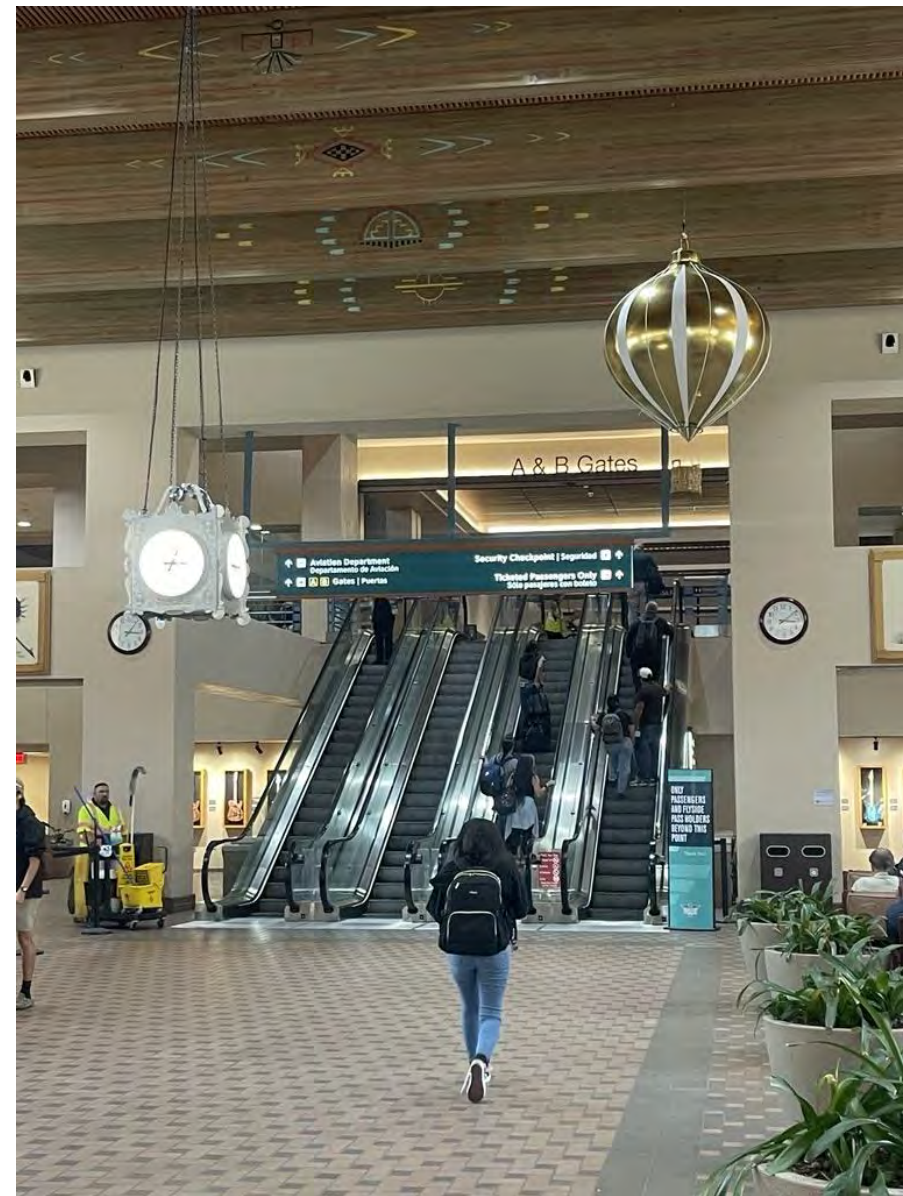
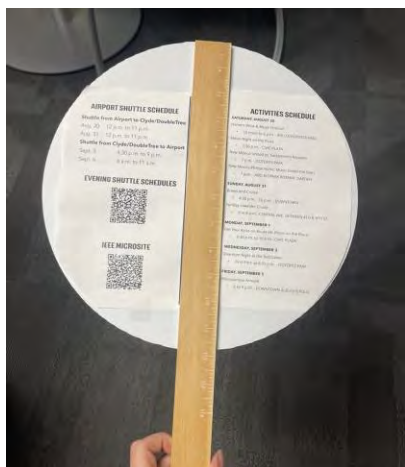
Balloon Fiesta comes to life along Sunport Boulevard with festive flag pole banners welcoming visitors.

Taste, Shop & Explore

Encourage visitors to explore Sunport's restaurants, shops, and local offerings while they're here.



Sunport Snapshot



○ ○ ○ Spreading the Word

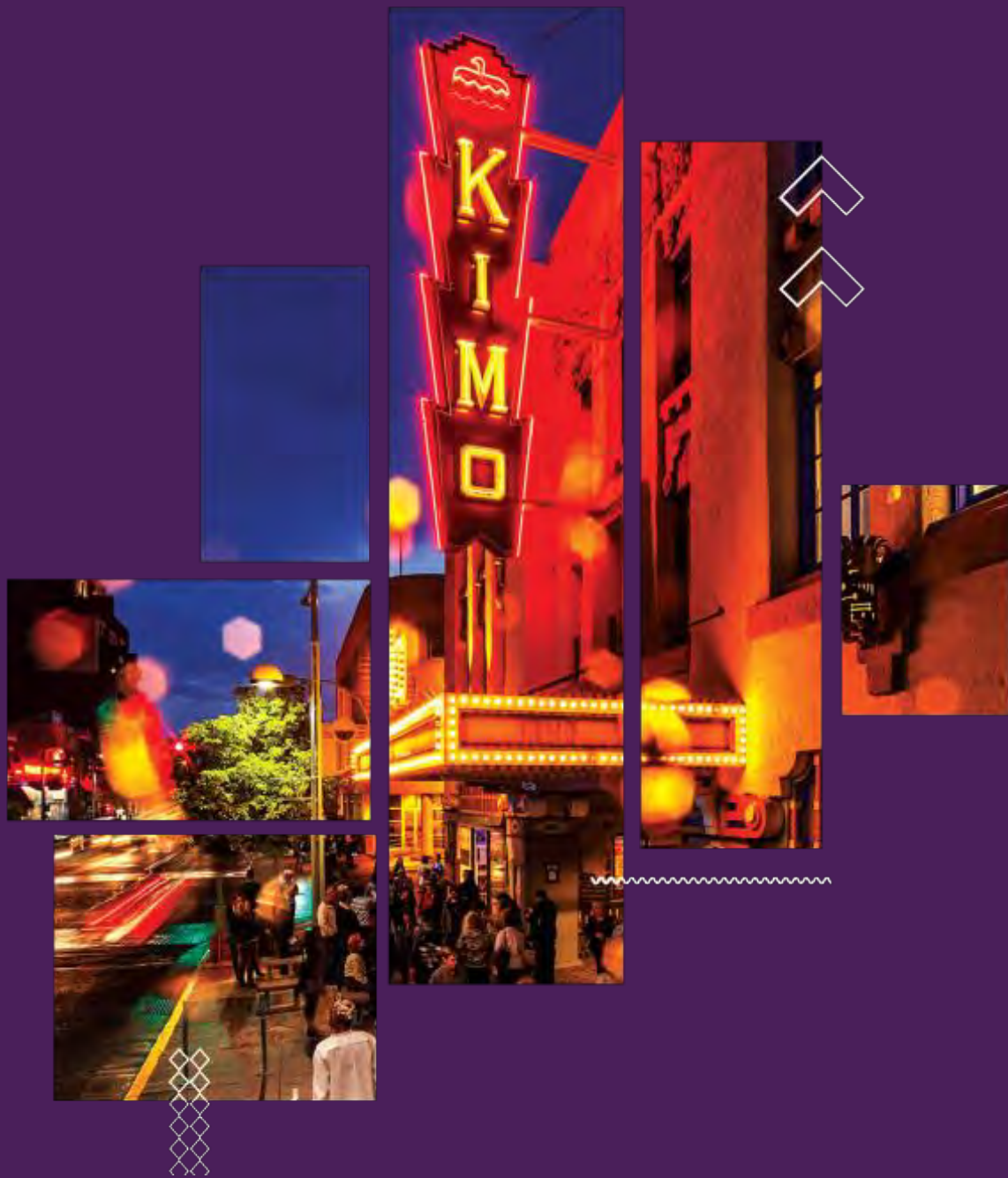
- Rideshare driver outreach
 - Wed-Fri Week before Balloon Fiesta
 - Distribute 100-200 bags a year
 - Coordinate with Balloon Fiesta to include drop off info for drivers
 - Bags include snacks for drivers





Contacts

- **Brooke Jung**, Vice President of Destination Development & Community Engagement
 - Jung@visitabq.org
- **Brenna Moore**, Director of Communications & Public Relations
 - Moore@VisitABQ.org
- **Sarah East**, Marketing & Communications Manager
 - East@VisitABQ.org
- **Lara Brockway**, Social Media Manager
 - Brockway@VisitABQ.org
- **Meg Espie**, Travel Trade & Travel Media Manager
 - Espie@VisitABQ.org
- **Alanna Allen**, Partner Services Manager
 - Allen@VisitABQ.org



THANK YOU



. V I S I T .

ALBUQUERQUE®

CHANGE YOUR PERSPECTIVE



ANDERSON ABRUZZO
ALBUQUERQUE INTERNATIONAL
BALLOON
museum

Nan Masland
Balloon Museum Director





Jennifer Garcia
Director of Operations &
Logistics / Event Director

Stephanie Kitts
Communications Manager