

# GROUP TOUR/ TRAVEL TRADE

## MARKETING OBJECTIVE

The group tour market remains an important area of focus for Albuquerque. Currently Albuquerque's strongest driver for the group tour business is the Albuquerque International Balloon Fiesta®. This event creates tremendous awareness in the group tour market and converts thousands of group tour visitors each year. ACVB seeks to capitalize off this interest to increase Albuquerque's exposure as a premier southwestern group tour destination year-round.

ACVB is focused on increasing group tour business to Albuquerque by actively soliciting tour groups throughout the year using the same process as soliciting meetings/conventions and sporting events.

## **PRINT ADVERTISING: TRAVEL TRADE/GROUP TOUR**

### **DESCRIPTION**

Reaching out to niche markets is important, especially in travel trade marketing. This advertisement provides a snapshot of Albuquerque as a diverse destination that invites the LGBT market to bring their groups here.

## ALBUQUERQUE

Albuquerque celebrates diversity as an all-around destination for the GLBT traveler. Encounter enchanting art and performance, exquisite cuisine including the best tastes of New Mexico and gorgeous high desert landscape. We are certainly a broad and beautiful community.



That said, it is difficult to direct you to a "gay neighborhood" or club area. Instead, you should know that Albuquerque is "out all-around" and an open book of experiences waiting to happen. In any one of our unique neighborhoods — from Old Town to Nob Hill — a visitor can shop,

eat, and enjoy or indulge in our culture in ways that transcend a common GLBT Visitor Guide narrative.

Diverse cultures, authentic art and vibrant traditions have shaped the centuries-old story of Albuquerque. Come experience the history that continues to unfold with premier cultural events, distinctive attractions, museums and shopping. Nowhere is the confluence of past and present more dramatic than in Albuquerque, where the modern city skyline is set against a backdrop of the ancient Sandia Mountains and an endless blue sky. You can feel comfortable as you explore signature attractions that are uniquely Albuquerque.

Spectacular weather, with 310 days of sunshine, makes Albuquerque a destination for outdoor activities, including golfing, biking and a fabulous weather makes Albuquerque the "Hot Air Balloon World" — take a ride in one of the colorful balloons that dot the skies almost every morning.

These organizations provide the best in events and entertainment for the GLBT community. Several Albuquerque accommodations are also TAG Approved.




- Dana Goldberg Comedy Productions/Southwest Funnyfest: April 30, 2011
- Albuquerque PrideFest: June 9-11, 2011
- Southwest Gay and Lesbian Film Festival: October 2011
- Sinatra-Devine Productions: Come Out, Come Out Wherever You Are: October 2011
- Women In Movement In New Mexico
- New Mexico Gay Rodeo Association
- Sandia Out Professional Alliance
- Eat, stay, shop, play... be Gay! DestinationQ.com



ALBUQUERQUE CONVENTION & VISITORS BUREAU  
800-284-2282 505-842-9918  
[www.ItsATrip.org/glb](http://www.ItsATrip.org/glb)

Albuquerque celebrates diversity and welcomes the GLBT community with our Southwestern hospitality. Visit [www.ItsATrip.org/glb](http://www.ItsATrip.org/glb) for more information.



### DIVERSITY THRIVES IN ALBUQUERQUE

WWW.ITSATRIP.ORG/GLBT

## ALBUQUERQUE

CONVENTION & VISITORS BUREAU



*Diversity Thrives  
in Albuquerque!*

**ALBUQUERQUE**

[WWW.VISITABQ.ORG/LGBT](http://WWW.VISITABQ.ORG/LGBT)

Albuquerque ranked among Five  
American Cities You Should Visit in 2015  
by *The Huffington Post*

   @VISITABQ | 800.284.2282

Photograph © Raymond Watt



# **ACVB WEBSITE: TRAVEL TRADE SECTION**

## **DESCRIPTION**

The travel trade section of the website is a resource for group tour operators to plan a trip through Albuquerque. Offerings include Balloon Fiesta information, itinerary ideas, tour operator listings, Albuquerque rankings and more.

## WEB / TRAVEL TRADE HOMEPAGE

IT'S A TRIP®  
**ALBUQUERQUE**  
CONVENTION & VISITORS BUREAU

FREE VISITORS GUIDE  
CLICK HERE >



SEARCH

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL  
click here for more >

AUTHENTIC ALBUQUERQUE

THINGS TO DO

PLACES TO STAY

EVENTS

DINING

SHOPPING

SPECIALS & COUPONS

TRAVEL TOOLS

Travel Trade

TRAVEL TRADE

What's New

Tour Operators

Balloon Fiesta

Itinerary Ideas

Travel Agents

Top Albuquerque Rankings

Contact Us

Travel Trade eNews Request

Trip Planner

You do not currently have anything in your **Trip Planner**.

Spotlight

**Cliff's**  
Amusement Park  
Click here

**Calibers**  
Calibers Shooters  
Sports Centers -  
SHOP/LEARN/PLAY

**Music Festival**  
Edgewood Music  
Festival Saturday,  
June 20, 10a.m.-6p.m.

Home / Travel Trade

TRAVEL TRADE

Albuquerque, New Mexico's largest city, offers such a broad range of experiences it sometimes even amazes its residents! These experiences continue to attract interest from not only consumers but also travel professionals worldwide due to the wide array of **Albuquerque** tourist attractions available to visitors.

Historic **Albuquerque, New Mexico** is a combination of the very old and the highly contemporary, the frontier town and the cosmopolitan city. It is a city with a rich **history** famous for its multiculturalism reflected in its public art, **museums** and architecture. The Albuquerque experience is not man-made or contrived. Our petroglyphs, vistas, sunsets, food, historic attractions and lifestyle exist with and without tourism. The Albuquerque experience is wrapped up in four wonderful seasons.

Feel free to call on the staff at the Albuquerque Convention and Visitors Bureau for personal assistance in planning your **Albuquerque group travel** excursions. We want your clients to have the best experience and make you look like a star!

**Download the ACVB Escort Notes** as a PDF.

Thank you for the opportunity to show you why we say: **Albuquerque, it's a trip!**



**ESCORT NOTES**  
Detailed information covering Albuquerque's geology, history, attractions and state facts for the travel professional.

**ALBUQUERQUE**  
CONVENTION & VISITORS BUREAU

>> Click to Download

[WWW.VISITALBUQUERQUE.ORG/TRAVEL-TRADE/](http://WWW.VISITALBUQUERQUE.ORG/TRAVEL-TRADE/)

ACVB RESPONSE TO RFP — SOLICITATION No. P2015000056



## WEB / GROUP TOUR ITINERARY IDEAS

Tour Operators

Balloon Fiesta

**Itinerary Ideas**

Day Trip Suggestions for Group Tours

Travel Agents

Top Albuquerque Rankings


Contact Us

Travel Trade eNews Request


### GROUP TOUR ITINERARY IDEAS

These documents offer ideas for group tour itineraries based on the many attractions and activities available in and around the Albuquerque area:


#### Meet Albuquerque



#### Hot Air Ballooning



#### Outdoor Adventure



If you would like assistance in building your Albuquerque tour itinerary contact the Tourism and Communications department at the Albuquerque CVB:

800-733-9918  
505-842-9918  
[trade@VisitABQ.org](mailto:trade@VisitABQ.org)

**Trip Planner**

You do not currently have anything in your **Trip Planner**.

*Spotlight*


**Hyatt Regency**  
Downtown hotel with rooftop pool - [CLICK HERE](#)

**Crowne Plaza**  
In the UNM & midtown district, near attractions.

**Hotel & Casino**  
Route 66 Casino Hotel - [Click here](#)

**EDGEWOOD CHUCK WAGON SUPPERS**  
JUNE 20-AUGUST 29  
[CLICK HERE](#)  
Wildlife Nest Nature Park is NEW MEXICO Park.

**Discover Flamenco! June 7-14**



Discover the passion and energy of flamenco through Festival Flamenco, offering the most comprehensive flamenco

[WWW.VISITALBUQUERQUE.ORG/TRAVEL-TRADE/SAMPLE-ITINERARIES/](http://WWW.VISITALBUQUERQUE.ORG/TRAVEL-TRADE/SAMPLE-ITINERARIES/)



# WEB / BALLOON FIESTA GROUP TOUR INFORMATION

Tour Operators

**Balloon Fiesta**

Itinerary Ideas

Travel Agents

Top Albuquerque Rankings

Contact Us


Travel Trade eNews Request


**Trip Planner**


You do not currently have anything in your **Trip Planner**.


**Spotlight**

**Vernon's**  
New Mexico's Only  
Speakeasy  
Restaurant


**Crown Plaza**  
In the UNM &  
midtown district, near  
attractions.

**Hotel Andaluz**  
Historic Downtown  
Boutique Hotel and  
Restaurant

**BEST OF ALBUQUERQUE**

**GATHERING OF NATIONS POW WOW**

**Gathering of Nations Pow Wow**

**GATHERING OF NATIONS POW WOW**  
APRIL 23, 24 & 25, 2015

Native American culture comes alive at the 31st Gathering of Nations Pow Wow April 23-25, 2015. Song & Dance - Crafts - Food & Music...**MORE**

**BALLOON FIESTA FOR GROUP TOURS**


**Balloon Fiesta Dates: October 3-11, 2015**

**Group Tour Hospitality Package:**

- Download the **2015 Group Registration Form**
- Download the **2015 Chasers Club Upgrade Form**

**Albuquerque International Balloon Fiesta Tours**

Are you ready to be part of the biggest, most photographed event in the world? Then bring your tours to Albuquerque for the Albuquerque International Balloon Fiesta®. Each year over 500 hot air balloons will fly over our beautiful city and will attract over one million spectator visits. The Albuquerque International Balloon Fiesta makes the Balloon Fiesta easy and fun for you and your passengers. For an all-inclusive price, you will receive the following: motorcoach parking on the Balloon Fiesta field, entrance to the event and access to the Chasers Club Hospitality Tent. Your passengers are given the VIP treatment. The tent is heated for comfort and refreshments are served. Don't delay, it's not too late to make arrangements to attend the year's most spectacular event.



When putting together your Albuquerque tour keep in mind the morning balloon events end at approximately 10 am and the evening events begin at 6:30 pm which leaves plenty of time to see all there is to see in and around the city.

**Register your group now for Balloon Fiesta**


Questions? E-mail: [sgiannini@balloonfiesta.com](mailto:sgiannini@balloonfiesta.com) Call: 888-422-7277 or [trade@VisitABQ.org](mailto:trade@VisitABQ.org)

**2015 Balloon Fiesta Group Tour Tent Format:**

For your convenience, the Albuquerque International Balloon Fiesta® coordinates a Hospitality Tent specifically designed for group tours. By registering your group tour, your clients will receive:

- Admission into the Balloon Fiesta Hospitality Tent and balloon events
- Coffee, tea, cocoa and snacks for morning events
- Cold drinks and snacks for evening events
- Cash bar access on-site for service after 7am each day (after noon on Sunday)
- A hot food item (offered at cost of \$10/person\*)
- Limited seating in tent

\*This \$10 charge may be prepaid by the tour operator. For menu options and to register your group for this upgrade, please download the attached **form**. For additional questions, contact Balloon Fiesta directly at 888-422-7277 for more information.



As a reminder, all administrative and on-field operations of the package will be handled directly by the Albuquerque International Balloon Fiesta®. The Albuquerque CVB will no longer be the point of contact for this operation.

For questions regarding group tours coming to the Albuquerque International Balloon Fiesta®, please contact

[WWW.VISITALBUQUERQUE.ORG/TRAVEL-TRADE/BALLOON-FIESTA/](http://WWW.VISITALBUQUERQUE.ORG/TRAVEL-TRADE/BALLOON-FIESTA/)

ACVB RESPONSE TO RFP — SOLICITATION No. P2015000056



# **EMAIL MARKETING: GROUP TOUR/TRAVEL TRADE**

## **DESCRIPTION**

A quarterly email is sent to the ACVB group tour contact list promoting Albuquerque group tour offerings and travel itinerary ideas.

## EMAIL / ANNUAL HOLIDAY EMAIL

Happy Holidays  
Having trouble viewing this newsletter? [View it online.](#)  
Manage subscription preferences [here.](#)

FORWARD TO A FRIEND

[f](#) [t](#) [You Tube](#)

[www.VisitABQ.org](#)

# ALBUQUERQUE

CONVENTION & VISITORS BUREAU

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## ALBUQUERQUE

CONVENTION & VISITORS BUREAU

# Bright Holiday Wishes

*'Tis the season to be merry and bright!*

Here in Albuquerque, the light of the holiday season is reflected in our traditions and our people. From luminarias adorning shops and sidewalks, to ovens baking New Mexican holiday favorites, our city is bustling this time of year in bright celebration. Sending our warmest wishes to you and yours this holiday. We look forward to seeing your group in Albuquerque and may you make memories that shine.

*From all of us at the  
Albuquerque Convention & Visitors Bureau*



View our favorite Albuquerque memories from 2014 at [PictureABQ.com](#) or contribute your own using #PictureABQ on Instagram and Twitter.

[View our 2014 favorites »](#)



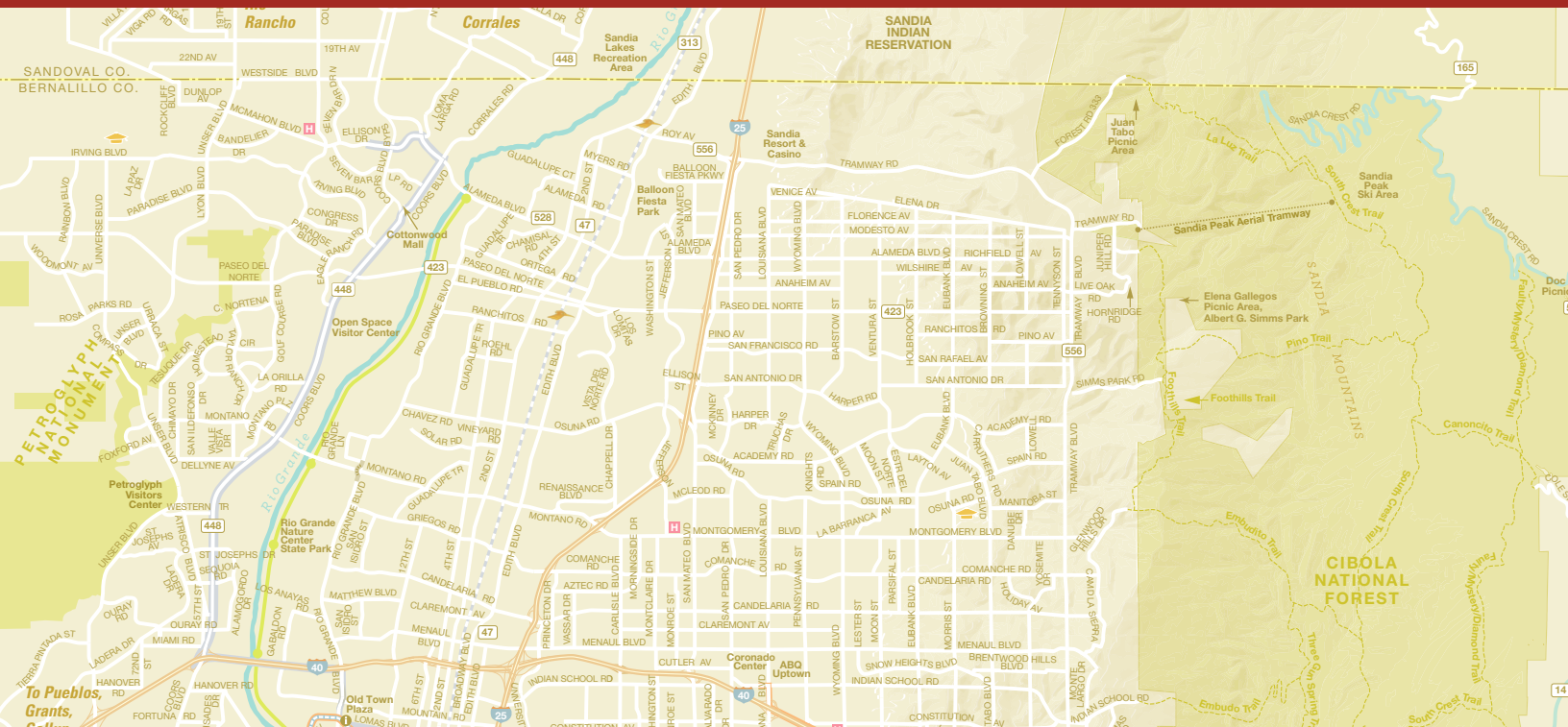
# ESCORT NOTES

Detailed information covering Albuquerque's geology, history, attractions and state facts for the travel professional.

WWW.VISITABQ.ORG

## ALBUQUERQUE

CONVENTION & VISITORS BUREAU





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### VISITOR INFORMATION CENTERS

Albuquerque International Sunport - Baggage Claim  
2200 Sunport SE, Albuquerque, NM 87106  
Old Town - Plaza Don Luis  
303 Romero NW, Albuquerque, NM 87104

### NEW MEXICO DEPARTMENT OF TOURISM

(800) 545-2040

[www.newmexico.org](http://www.newmexico.org)

### MOTORCOACH & RV INFORMATION

For information on motor carrier safety, highway and fuel taxes, permits and more, see page 32 and visit: [www.VisitABQ.org/travel-tools/rv-info.aspx](http://www.VisitABQ.org/travel-tools/rv-info.aspx)

### SIGHTSEEING & GUIDED TOUR OPTIONS

Albuquerque offers numerous opportunities to take sightseeing and guided tours with professional tour companies or volunteers. Find more information at <http://www.VisitABQ.org/thingstodo/tours-day-trips/guided-tours.aspx>





# GENERAL INFO

## HISTORY

### PREHISTORY

- The most ancient resident of Albuquerque was also one of the most ancient residents of North America: The “Sandia Man” lived here as many as 20,000 years ago.
- The Ice Age inhabitants were big game hunters and, as the climate changed, the inhabitants of the Rio Grande Valley became gatherers and farmers; they began to cultivate the area and develop partially underground housing.
- When the Spanish arrived, they called the natives “Pueblo” (“village”) Indians to distinguish them from the war-like nomadic tribes, especially because the Pueblo people had a sophisticated culture and were skilled at masonry, arts, crafts and lunar astronomy.

### SPANISH COLONIAL PERIOD

- When the Spanish arrived in the winter of 1540-1541, the 12-16 pueblos in the Rio Grande valley welcomed them and shared provisions.
- The Spanish began to hold power over the Pueblos and chose a specific settlement in the area to protect them from, watch over and trade with the Indians in the area.
- In 1680, religious persecution, taxes from the Spanish and a valley drought led the Indians to revolt under the leadership of a Taos medicine man named Popé. The Pueblos were severely damaged by their successful endeavor. Only four of the original 12-16 pueblos remain (Isleta, Sandia, Santa Ana and San Felipe).
- For 13 years, the Pueblos were free of Spanish rule. Then, in 1693, a second attempt at capturing New Mexico was made and General de Vargas of Spain succeeded in reclaiming New Mexico as a Spanish colony.
- In 1706 Francisco Fernandez de la Cueva, the Duke of Alburquerque, incorporated a collection of farms and lands between Chihuahua and Santa Fe as Royal Villa and named the villa after the King of Spain, “The Royal Villa of St. Phillip of Alburquerque.”



# GENERAL INFO

## HISTORY

### FRONTIER DAYS

- During the Civil War, the Confederate Army occupied the city and stole all of the cattle and livestock they could to feed the armies. The Union army reinforcements arrived, forcing the confederates to withdraw from the city in the Battle of Albuquerque.
- Once the War had ended, the army began to turn its attention to the escalating raids of the Navajo and Apache Indians. Kit Carson reduced them into submission by destroying water holes, fields and livestock. The surviving Indians surrendered in 1864 and were sent to a concentration camp at Bosque Redondo on the Pecos River. The “Long Walk” to the camp is a bitter chapter in Navajo history.
- After 1903, the United States Army declared that troops should never engage in battles with the Indians again.

### RAILROAD ERA

- In 1880, the Atchison, Topeka and Santa Fe Railroad (AT&SF) arrived in Albuquerque. Ironically, the Santa Fe Railroad did not go to Santa Fe because the company decided to push on to the Pacific coast rather than build the expensive route through the mountains.
- In Albuquerque, the station was built a few miles southeast of the plaza, now known as Old Town and a “New Albuquerque” sprang up closer to the tracks.
- The town of “New Albuquerque” was notoriously wild, with bars outnumbering businesses. Gambling, drinking and gunfights were a common occurrence. In fact, Billy the Kid, as well as other infamous outlaws, came to Albuquerque during this time.

# GENERAL INFO

## HISTORY

### MODERN DAY

- Albuquerque's dry climate, thin air and gorgeous sunshine eventually helped it mellow into respectability; it became a haven for health-seekers, especially those who suffered from tuberculosis. Many of these new residents were leading citizens and talented people, which changed the cultural tone of the city to unexpectedly artistic, with flourishing cultural-rich traditions and history.
- In the 1920's, Albuquerque gained a major role in transportation and tourism, serving as a gateway for most goods and visitors in the Southwest.
- Historic Route 66's first route alignment of 1926-1937 ran North-South through Santa Rosa, Santa Fe, Albuquerque, Los Lunas and several Indian Reservations. Route 66 was fixed in the memory of many by John Steinbeck's novel, "The Grapes of Wrath," Bobby Troup's lyric "Get Your Kicks on Route 66" and CBS TV's "Route 66."
- During World War II, the atomic bomb was developed through the top-secret Manhattan Project in Los Alamos (90 miles north of Albuquerque). (See Museums: National Museum of Nuclear Science & History.)
- After World War II, part of the project also developed into what is now Sandia National Laboratories on Kirtland Air Force Base in Albuquerque. Kirtland and Sandia Labs continue to be involved in nuclear research and development, as well as other projects.
- The city has also become a sought out destination for film and television production. Some of these productions include *Breaking Bad*, *In Plain Sight*, *Terminator Salvation* and many others. Albuquerque Studios is the largest film studio in the United States.





# GENERAL INFO

## POPULATION AND DEMOGRAPHICS

### STATISTICS

- The greater metropolitan area of Albuquerque has a population of over 909,000 people (2012). The city of Albuquerque has a population of 555,417 (2012). (*US Census Bureau*)
- Albuquerque personifies a multicultural population: Native American, Hispanic, Latino, Anglo, Asian, Middle Eastern, African American and cultures collide in the city to create a unique, modern blend of traditions.
- Albuquerque is home to more than 70 different ethnicities.
- New Mexico is home to 22 Native American tribes, including 19 Indian Pueblos and three reservations.



## CLIMATE AND TERRAIN

### STATISTICS

- The sun shines in Albuquerque, on average, 310 days per year. (85%)
- The elevation of Albuquerque ranges from 4,900 ft. (1490m) above sea level near the Rio Grande Valley to over 6,700 ft. (1950m) in the Sandia foothills. The elevation at the Albuquerque International Sunport is 5,352 ft. (1631m) above sea level, making it among the highest metropolitan cities in the U.S.
- This elevation gives Albuquerque a high desert climate. As a result, there are four distinctly mild seasons, and very low humidity levels.
- Albuquerque actually gets more rain than most people realize. The average annual rainfall in the city is about 8.67 in. (*National Weather Service Station*). However, in the nearby Sandia Mountains to the east, the annual rainfall is about 40 in. (102 cm) with an average annual snowfall of about 111 in. (282 cm).



# GENERAL INFO

## AVERAGE WEATHER PATTERNS

Month	Average High/ Low	Average Humidity	Possibility of Sunshine
January	47°/23°	55%	88%
February	53°/27°	49%	77%
March	61°/33°	39%	73%
April	70°/41°	33%	79%
May	79°/50°	32%	76%
June	89°/59°	28%	85%
July	92°/64°	42%	75%
August	89°/63°	45%	67%
September	82°/56°	49%	71%
October	71°/44°	43%	69%
November	57°/31°	48%	87%
December	48°/24°	56%	86%

## GEOLOGICAL FEATURES

*Albuquerque's most prominent geological features are the massive Sandia Mountains that form the city's eastern border, the historic Rio Grande that flows through the city's heart and a string of five dormant volcanoes that stand silhouetted on the city's western edge.*



### THE SANDIA MOUNTAINS

- Pronounced: “san-DEE-uh”
- The Sandia Mountains make up the eastern border of the city, with the highest point of the mountains being Sandia Crest (10,678 ft.). Sandía means *watermelon* in Spanish, and is popularly believed to be a reference to the reddish-pink color of the mountains at sunset.

# GENERAL INFO

## GEOLOGICAL FEATURES

### SANDIA MOUNTAINS (CONTINUED)

- The Sandias were formed between five and 25 million years ago by slippage along a fault line. They are growing at about one inch per year.
- Tijeras (tee-HEH-rahs) canyon divides the Sandia Mountains from the Manzano (mahn-ZAH-no) Mountains. Tijeras is Spanish for scissors; Manzano is Spanish for apple.
- The view from Sandia Crest encompasses an 11,000 square mile area.
- The Sandias are an excellent location for outdoor activities: hiking, picnicing, skiing, or bicycling. Or, if you want a challenge, take the scenic 10,738-foot walking trip up the Peak.

### THE RIO GRANDE VALLEY

- The Rio Grande (Big River) has also been called the Rio Bravo (Fierce River) and the Rio del Norte (River from the North).
- The locals know this 4,300-acre open space park as the “Bosque” (meaning “woodland” in Spanish).
- The Paseo del Bosque Trail, the city’s premiere mixed used trail, is a 16 mile-long paved bikepath, uninterrupted by roadways. It is a favorite trail for bikers, runners and walkers.
- Many people don’t know that in Bernalillo, (north of Albuquerque on the Rio Grande), you can enjoy paddlesports like kayaking and canoeing. There are several local outfitters.
- Visitors can observe 400 species of resident and migratory birds in the bosques along the Rio Grande.



### THE MESAS & VOLCANOES

- Mesa means *table* in Spanish, an appropriate name for these flat geographic features.
- The mesas and surrounding dormant volcanoes on Albuquerque’s west side are part of the Petroglyph National Monument. (For more information see Parks & Monuments.)

# Attractions

## Parks and Monuments - Within ABQ

**THE BIO PARK** - THE ABQ BIO PARK CONSISTS OF THE AQUARIUM, ZOO, BOTANIC GARDEN AND TINGLEY BEACH. IT IS A POPULAR STOP FOR LOCALS AND VISITORS ALIKE.

### ABQ BioPark Zoo

903 10th ST SW, 87102

(505) 768-2000

[www.cabq.gov/biopark/zoo](http://www.cabq.gov/biopark/zoo)

- The Zoo is home to over 200 species of animals.
- Events, plays and concerts held at the Zoo provide fun for the whole family.
- See the zoo website for a feeding schedule, where you can watch fun animals like sea lions and polar bears devour their lunch.



*Photo ©Kelly Ryan Naranja*

### ABQ BioPark Aquarium

2601 Central AVE NW, 87102

(505) 764-6280

[www.cabq.gov/biopark/aquarium](http://www.cabq.gov/biopark/aquarium)

- Features freshwater, estuarine and ocean exhibits. Be amazed by the breathtaking underwater creatures that live inside of a 285,000 gallon shark tank with a 38-foot wide viewing window.
- Enjoy breakfast or lunch while viewing the shark tank at the Shark Reef Cafe.

### ABQ BioPark Botanic Garden

2601 Central AVE NW, 87102

(505) 768-2000

[www.cabq.gov/biopark/garden](http://www.cabq.gov/biopark/garden)

- Explore 1.5 miles of beautiful gardens in the 36-acre park.
- Explore a number of themed gardens including: The Ceremonial Rose Garden, Spanish-Moorish Garden, Japanese Garden, and Heritage farm.



# ATTRACTIONS

## PARKS AND MONUMENTS - WITHIN ABQ

### TINGLEY BEACH (A PART OF THE ABQ BIOPARK)

1800 Tingley DR, 87102

(505) 768-2000

[www.cabq.gov/biopark/tingley](http://www.cabq.gov/biopark/tingley)

Tingley Beach provides many fun activities:

- Paddle boat rentals
- Walk, hike, relax, fish, boat, bike or picnic with no admission fees
- Bicycle rentals: the beach is located next to the Paseo del Bosque Bike Trail

### RIO GRANDE NATURE CENTER

2901 Candelaria RD, 87107

(505) 344-7240

<http://www.emnrd.state.nm.us/SPD/riograndenaturecenterstatepark.html>

- A refuge from the city life of Albuquerque, the park offers opportunities to experience 270 acres of woods, meadows and farmland flourishing with native grasses, wildflowers, willows and cottonwood.
- The Nature Center also offers exceptional bird watching of roadrunners, ducks and more.

### PETROGLYPH NATIONAL MONUMENT

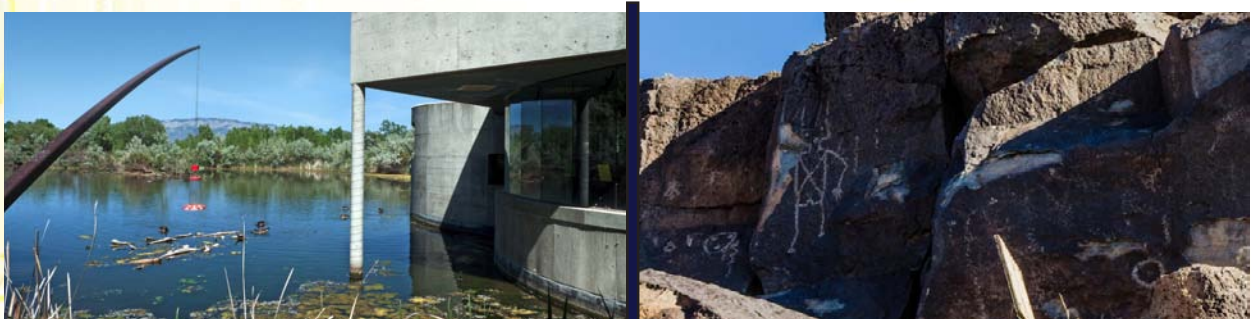
6510 Western Trail NW

Albuquerque, NM 87120

(505) 899-0205

[www.nps.gov/petr/](http://www.nps.gov/petr/)

- Five extinct volcanoes along a 17-mile stretch on the western edge of Albuquerque.
- Features numerous trails for hikers of all levels to discover thousands of ancient petroglyphs (rock carvings).







# ATTRACTIONS

## PARKS AND MONUMENTS - OUTSIDE ABQ

### THE CORONADO HISTORIC SITE

485 Kuaua RD  
Bernalillo, NM 87004  
(505) 867-5351

- [www.nmmonuments.org/coronado](http://www.nmmonuments.org/coronado)
- Coronado Historic Site and the preserved ruins of the Kuaua Pueblo can be found just minutes north of Albuquerque in Bernalillo. You will find a fully restored kiva (sacred ceremonial chamber), and Pre-Colombian mural art.
- The Visitor Center is also a beauty to see, built in the Pueblo Revival style with a spacious porch and spectacular views. Fourteen examples of original, recovered art are found here.

### THE WILDLIFE WEST NATURE PARK

87 N Frontage RD  
Edgewood, NM 87015  
(505) 281-7655  
[www.wildlifewest.org](http://www.wildlifewest.org)

- An educational project of the New Mexico Wildlife Association, the park features a 122-acre wildlife refuge, educational programs, weekend cultural celebrations and beautiful spaces for private parties. It is operated by a dedicated staff of volunteers.

### VALLES CALDERA NATIONAL PRESERVE

39201 NM Hwy. 4  
Jemez Springs, NM 87025  
(505) 661-3333  
[www.vallescaldera.gov](http://www.vallescaldera.gov)

- The Valles Caldera National Preserve is one of six land-based super volcanoes in the world. It is a group-friendly escape from traditional national parks, offering stunning vistas and oftentimes, wildlife sightings.

*For more information on museums, parks, monuments and other activities, go to  
<http://www.visitalbuquerque.org/things-to-do/museums-culture/>*



# Attractions

## MUSEUMS - Old Town

### INDIAN PUEBLO CULTURAL CENTER

2401 12th ST NW 87104

(505) 843-7270

[www.indianpueblo.org](http://www.indianpueblo.org)

- Located minutes away from Old Town.
- Dedicated to preserving the Pueblo Indian culture, history and art.
- Features a museum, events, dances, exhibits and delicious, authentic style food at the Pueblo Harvest Cafe.

### THE TURQUOISE MUSEUM

2107 Central AVE NW 87104

(505) 247-8650

[www.turquoisemuseum.com](http://www.turquoisemuseum.com)

- Provides visitors with an inside look at the history of turquoise in our state; including learning about the different mines where our state gem was discovered. The museum is open for limited hours, check the website for details.

### THE AMERICAN-INTERNATIONAL RATTLESNAKE MUSEUM

202 San Felipe NW, Ste A 87104

(505) 242-6569

[www.rattlesnakes.com](http://www.rattlesnakes.com)

- Features information, artifacts, memorabilia and the largest collection of different species of rattlesnakes in the world.



# ATTRACTIONS

## MUSEUMS - OLD TOWN

### EXPLORA

1701 Mountain RD NW 87104

(505) 224-8300

[www.explora.us](http://www.explora.us)

- The premier hands-on learning center of New Mexico.
- Features more than 250 interactive exhibits, educational programs and activities in science, art and technology.

### ALBUQUERQUE MUSEUM

2000 Mountain RD NW 87104

(505) 242-4600

[www.cabq.gov/museum](http://www.cabq.gov/museum)

- Marvel at the distinct art of the Southwest.
- Stroll through over 400 years of Albuquerque's history in great exhibits and displays.

### NEW MEXICO MUSEUM OF NATURAL HISTORY & SCIENCE

1801 Mountain RD NW 87104

(505) 841-2800

[www.nmnaturalhistory.org](http://www.nmnaturalhistory.org)

- Exhibits feature dinosaur fossils and geological remains that portray billions of years of New Mexico's history. Exhibits include: Dawn of the Dinosaurs, New Mexico's Ice Age, Age of Volcanoes, and many more.
- Take a trip around the sun, at the wonderful Planetarium.
- At the Dynatheater, films come to life on a giant five-story screen with digital surround sound.
- Features the first museum dedicated to the microcomputer and personal computer revolution: STARTUP.





# ATTRACTIONS

## MUSEUMS - EAST SIDE

### THE NATIONAL MUSEUM OF NUCLEAR SCIENCE & HISTORY

601 Eubank BLVD SE 87123

(505) 245-2137

[www.nuclearmuseum.org](http://www.nuclearmuseum.org)

- Showcases the history of nuclear development from the atomic bomb through the latest alternative energy research.
- Features displays of real artifacts from the Manhattan project and other nuclear developments.

### THE TINKERTOWN MUSEUM

121 Sandia Crest RD, 87047

(505) 281-5233

[www.tinkertown.com](http://www.tinkertown.com)

- This unbelievable collection of wood-carved figurines were created by the late Ross Ward over a 40-year period. Ward's wife now operates the museum that showcases all the work that Ross put into collecting, carving and constructing.

## MUSEUMS - DOWNTOWN

### THE NEW MEXICO HOLOCAUST AND INTOLERANCE MUSEUM

616 Central AVE SW 87102

(505) 247-0606

[www.nmholocaustmuseum.org](http://www.nmholocaustmuseum.org)

- Learn about the holocaust, genocide and other forms of bullying in the world.

### THE NATIONAL HISPANIC CULTURAL CENTER

1701 4th ST 87102

(505) 242-5289

[www.nhccnm.org](http://www.nhccnm.org)

- The center is host to many prominent Albuquerque events including Globalquerque and the Flamenco Festival Internacional de Alburquerque.
- Features local, national and international artists to preserve and advance Hispanic culture, art and humanity.



# ATTRACTIONS

## MUSEUMS - UNIVERSITY AREA

### THE UNIVERSITY ART MUSEUM

Central & Cornell in the Center for the Arts Building  
University of New Mexico Campus 87106

(505) 277-4001

[www.unmartmuseum.unm.edu](http://www.unmartmuseum.unm.edu)

- Displays permanent University collections as well as world traveling exhibits.
- Some of world renowned artist Georgia O'Keefe's works are on permanent display.

### THE MAXWELL MUSEUM OF ANTHROPOLOGY

1 University Blvd. NE, 87131

(505) 277-4405

[www.maxwellmuseum.unm.edu](http://www.maxwellmuseum.unm.edu)

- Specializes on the cultural heritage of the Southwest.
- Features a reconstructed cave setting, complete with Ice Age drawings, sculptures and a vase collection of prehistoric pottery.

## MUSEUMS - BALLOON FIESTA PARK/LOS RANCHOS

### ANDERSON-ABRUZZO ALBUQUERQUE INTERNATIONAL BALLOON MUSEUM

9201 Balloon Museum Dr. NE 87113

(505) 880-0500

[www.cabq.gov/balloon](http://www.cabq.gov/balloon)

- Permanent and changing exhibitions featuring the history, science and art of hot air ballooning.

### UNSER RACING MUSEUM

Located at the Unser Discovery Campus

1776 Montañño Road NW

Los Ranchos de Albuquerque, NM 87107

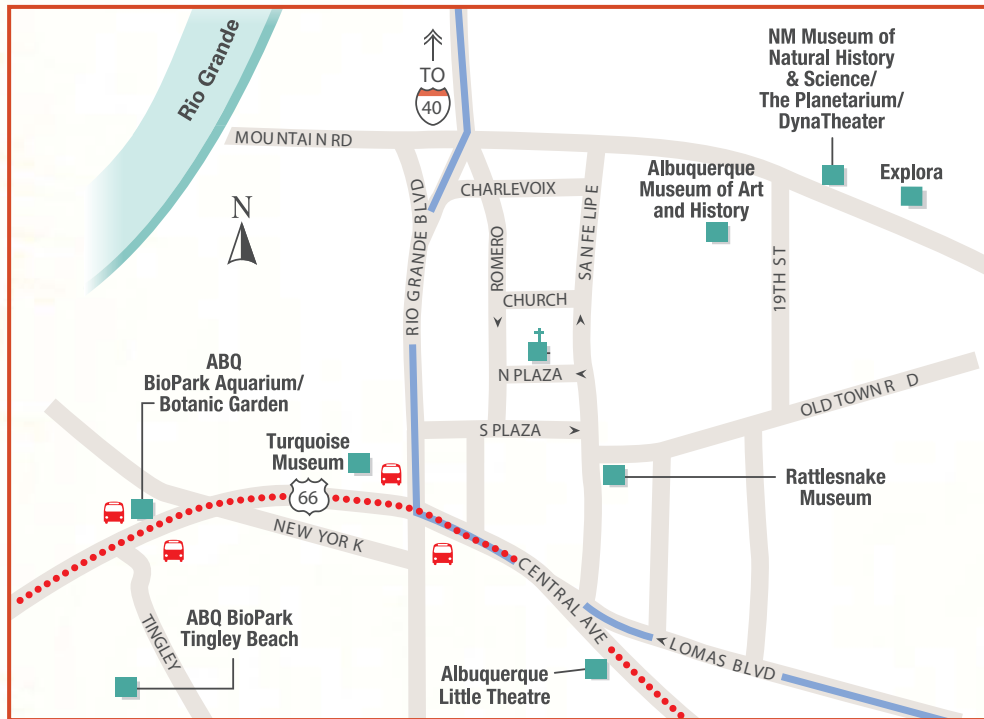
(505) 341-1776

[www.unserracingmuseum.com](http://www.unserracingmuseum.com)

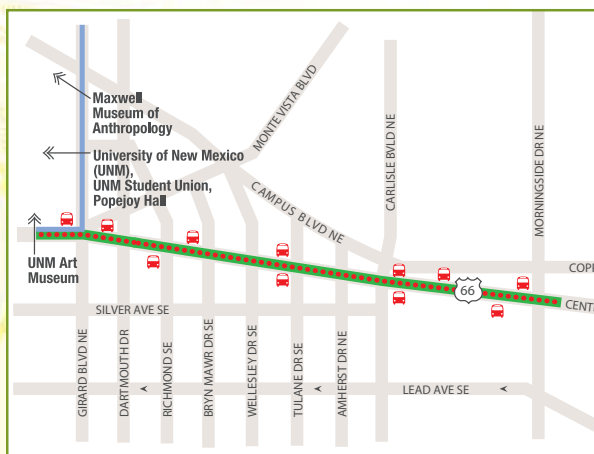
- The Unser Racing Museum is a multi-dimensional museum experience utilizing modern technologies to educate and immerse the visitor in the exciting world of racing.

*For more information on specific neighborhood museums, attractions, parks, etc., go to  
<http://www.visitalbuquerque.org/travel-tools/neighborhoods/>*

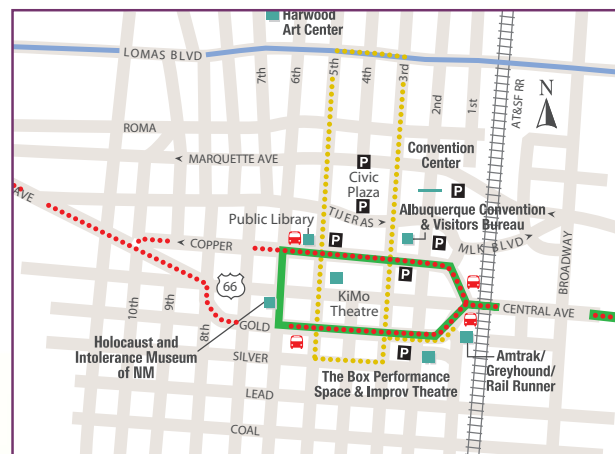
# Attractions



## Entertainment Districts OLD TOWN



## Entertainment Districts NOB HILL



## Entertainment Districts DOWNTOWN



# Attractions



ALBUQUERQUE  
[www.visitabq.org](http://www.visitabq.org)

ALBUQUERQUE  
AREA VISITORS MAP

# ATTRACTIONS

## VINEYARDS

*Nearly 150 years before the first grapes were grown in California, Spanish missionaries planted grapes in the Rio Grande Valley, making New Mexico the oldest wine-making region in the United States.*

### GRUET WINERY

8400 Pan American Frwy NE

Albuquerque, NM 87113

(505) 821-0055

[www.gruetwinery.com](http://www.gruetwinery.com)

- World-renowned wine critics consider Gruet to be one of the finest sparkling wine producers in the country.
- Originally from France, the Gruet family has been producing wines in New Mexico (both sparkling and regular) since 1987.
- See website for tasting room times

### CASA RONDEÑA WINERY

733 Chavez Rd NW

Los Ranchos de Albuquerque, NM 87107,

(505) 344-5911

[www.casarodena.com](http://www.casarodena.com)

- An award-winning winery, Casa Rondeña Winery is not only an exceptional New Mexican wine maker, the winery also offers some of New Mexico's most unique architecture. It is situated amidst adobe, stone, Moorish tile and ancient timbers, the winery and vineyards create a charming environment in which to spend an afternoon.
- The winery produces many different styles of wine, from a reserve cabernet sauvignon to a rosé.



# ATTRACTIONS

## VINEYARDS

*During the 1860s, Europe experienced “The Great French Wine Blight”, which destroyed hundreds of vineyards primarily in France, but other European countries as well. In order to survive, European wineries ended up having to use an American rootstock that was resistant to the aphid. So, unknown to many, all European grape vines exist on American vine rootstocks.*

### CORRALES WINERY

6275 Corrales Rd

Corrales, NM 87048

(505) 898-5165

[www.corraleswinery.com](http://www.corraleswinery.com)

- Located just north of Albuquerque, this is New Mexico’s newest winery with stunning views of the Sandia Mountains.
- Choosing grapes from their own vineyard as well as from vineyards around New Mexico, these handcrafted wines have won many awards.

### ANASAZI FIELDS WINERY

26 Camino De Los Pueblitos

Placitas, NM 87043

(505) 867-3062

[www.anasazifieldswinery.com](http://www.anasazifieldswinery.com)

- Located on the western edge of the old village of Placitas, this winery handcrafts table wines from fruits and berries as well as grapes.
- Their dry fruit wines include fruits such as peach, apricot, plum, cherry and cranberry.
- All of the wines are aged in oak for one to four years.





# ATTRACTIONS

## SIGHTSEEING

### NOB HILL (ROUTE 66)

- Nob Hill spans a mile-long stretch of Central Avenue (formerly known as Route 66), marked on each end by neon arches.
- This district is bursting with unique shops, trendy restaurants and chic nightspots.
- Louis Hesseldon designed the Nob Hill Shopping Center in a mix of Territorial Revival and Modern design elements. This area is one of the best examples of retro shopping centers in America.
- Nob Hill is Albuquerque's premier neighborhood for diverse culture, artistic vibe, and eclectic neon lights.

### SANDIA CREST

- At 10,678 feet, the Crest is the highest point of the Sandia Mountains.
- The Sandia Crest Byway (NM 536) is higher than all other Southwest scenic drives.
- Part of the Cibola National Forest, the Sandias are home to Rocky Mountain big horn sheep, mule deer, black bears and even eagles.
- The Sandia Peak Aerial Tramway is North America's longest single-span tramway. Ride up 2.7 miles of cable over rugged canyons and pinnacles of the Sandia Mountains.
- At the top, enjoy a spectacular 11,000-mile panoramic view.
- Dining opportunities exist both at the base of the tram & at the Crest.

### OLD TOWN ALBUQUERQUE

- Historic Old Town has been the heart of Albuquerque since the city was founded in 1706.
- Old Town is home to the historically acclaimed San Felipe de Neri church, the oldest in the city.
- Offers the best of New Mexico's arts and crafts, museums and restaurants and is the location for regular music and dance performances.
- Experience authentic New Mexican traditions in Old Town like the luminarias (brown sacks filled with sand and a candle to create a lantern in the holiday season) that are on display every winter.



# ATTRACTIONS

## SIGHTSEEING

### MINING TOWNS/TURQUOISE TRAIL

- The mining towns of Golden, Madrid and Cerrillos are found along North NM 15 between Albuquerque and Santa Fe.
- Some of these mining towns were revived as artist's colonies; Madrid hosts a successful outdoor music series in the summer and was even used as a setting in the 2007 movie, *Wild Hogs*. Cerrillos has been use as a set for several Western movies, including *Young Guns*.
- The scenic and historic Turquoise Trail National Scenic Byway (NM 14 and 536) area encompasses 15,000 square miles in the heart of New Mexico. The Turquoise Trail links Santa Fe with Albuquerque and runs through Tijeras, Cedar Crest, Sandia Park, Golden, Madrid, Cerrillos and San Marcos/Lone Butte.

# MAJOR EVENTS

## ALBUQUERQUE INTERNATIONAL BALLOON FIESTA®

Balloon Fiesta Park  
4401 Alameda Place NE, 87113  
(505) 821-1000  
[www.balloonfiesta.com](http://www.balloonfiesta.com)

- Known as the “Hot Air Ballooning Capital of the World,” Albuquerque hosts the largest hot air balloon event in the world each October, the Albuquerque International Balloon Fiesta®.
- Every year, hundreds of balloonists from around the world come to Albuquerque to launch their balloons from Balloon Fiesta Park for the first two weeks of October.
- Some popular events:
  - The Balloon Glow: the balloons are inflated on the ground before the sun comes up or after it sets, so the bright glow of the flame illuminates the balloons in the dark.
  - The Mass Ascension: Early in the morning, over 500 balloons launch from the park, to create an incredible spectacle.
  - The Special Shape Rodeo: Only the “special shape” balloons, such as a fish or a cartoon character, will inflate and launch from the park together, filling the air with unique sights of huge balloon butterflies, sharks, bumble bees and more.
- The Balloon Fiesta began in 1972, with about ten balloons launching from a shopping mall parking lot. 2011 marked the 40th anniversary of the Fiesta, with a record breaking 345 balloons launching in one hour on the first day of the Fiesta.





# MAJOR EVENTS

## CULTURAL EVENTS

### GATHERING OF NATIONS POWWOW

University of New Mexico Arena “The Pit”

1414 University Boulevard SE

[www.gatheringofnations.com](http://www.gatheringofnations.com)

- The Native American Pow Wow takes place annually during the last weekend in April at the University of New Mexico’s basketball venue, “The Pit.”
- It began in 1983 to promote Native American and American Indian (indigenous) culture and tradition and to dispel stereotypes.
- Over 3,000 dancers and singers representing more than 500 tribes from Canada and the United States come to Albuquerque annually to participate in the Gathering of Nations Pow Wow.



### GLOBALQUERQUE

National Hispanic Cultural Center

1701 4th Street SW

[www.globalquerque.org](http://www.globalquerque.org)

- New Mexico’s Annual Celebration of World Music and Culture features events around the state and culminates in a two-day multi-stage festival at the National Hispanic Cultural Center.
- A myriad of international performers join representatives of New Mexico’s varied cultural traditions, plus food and crafts from around the world, educational workshops, free family fun, dance classes and performances.



# MAJOR EVENTS

## CULTURAL EVENTS

### FESTIVAL FLAMENCO INTERNACIONAL DE ALBUQUERQUE

The National Hispanic Cultural Center

1701 4th St SW

[www.ffinm.org](http://www.ffinm.org)

- The National Institute of Flamenco presents the Festival Flamenco Internacional de Albuquerque in June every year.
- The Flamenco Festival is distinguished as the most important and longest standing flamenco event outside of Spain.
- This global event includes workshops, plus seven spectacular performances.

### ROUTE 66 SUMMERFEST

Nob Hill on Central Avenue

[www.rt66central.com/rt66summerfest.html](http://www.rt66central.com/rt66summerfest.html)

- This street festival along Central Avenue celebrates the past and present culture of Historic Route 66 in Albuquerque.
- Central Avenue is filled with live music and entertainment, car shows, tours of historic Nob Hill, kids' events, arts, sidewalk sales, plus local wine, beer and culinary events.

# MAJOR EVENTS

## ARTS & CRAFTS FESTIVALS

### RIO GRANDE ARTS AND CRAFTS FESTIVALS

Expo New Mexico Fairgrounds and Paseo/I-25 Tent

[www.riograndefestivals.com](http://www.riograndefestivals.com)

- The Rio Grande Arts and Crafts Festival features three shows every year: a spring show in March, a Balloon Fiesta show in October and a holiday show in November.
- The spring and holiday shows are at the Expo fairgrounds and the Balloon Fiesta show is at the southwest corner of Paseo del Norte and I-25 in the big white tent.
- The shows feature the works of hundreds of the nation's most outstanding artists and craftspeople.
- Visitors can shop and purchase directly from the artists, and also enjoy the food court, complete with wine sampling.
- There are also artists' demonstrations, children's activities and a variety of entertainment, making it a fun event for the entire family.



### NEW MEXICO ARTS AND CRAFTS FAIR

Expo New Mexico Fairgrounds

[www.nmartsandcraftsfair.org](http://www.nmartsandcraftsfair.org)

- In June every year, this arts and crafts show features over 220 talented artists and crafters.
- The New Mexico Arts and Crafts Fair is the longest running art show in New Mexico (over 50 years) and features only New Mexican artists.
- Rated as one of the top 200 Art Shows in the USA by *Sunshine Artist Magazine*.



# MAJOR EVENTS

## HOLIDAY EVENTS

### RIVER OF LIGHTS

Botanic Gardens - ABQ BioPark  
2601 Central Ave NW  
[www.riveroflights.org](http://www.riveroflights.org)

- Beginning late November and running through December, the River of Lights features hundreds of thousands of twinkling lights and dazzling holiday displays at New Mexico's largest walk-through light show.
- Each year's show unveils ingenious new sculptures and stunning displays made by Albuquerque BioPark artists.

### GILDAN NEW MEXICO BOWL

University of New Mexico Stadium  
1414 University Boulevard SE  
[www.gildannewmexicobowl.com](http://www.gildannewmexicobowl.com)

- Since its inception in 2006, the New Mexico Bowl has been played on the Saturday afternoon before Christmas at University Stadium on the University of New Mexico campus.

### LUMINARIA TOUR

[www.ItsATrip.org/holiday](http://www.ItsATrip.org/holiday)

- Luminarias are brown paper bags containing votive candles and sand to create beautiful holiday lighting.
- Every Christmas Eve, thousands of them line the streets of Albuquerque with their low, ethereal glow.
- These little lanterns light up the Southwest every year during the holidays and the Old Town Luminaria Tour is one of the best places in Albuquerque to experience this unique tradition.



# FILM IN NEW MEXICO

## ALBUQUERQUE

### GREAT PLACE TO FILM:

- In 2010, *MovieMaker* Magazine voted Albuquerque as being the “best place in America to make movies and to call home.” ([cabq.gov/film](http://cabq.gov/film)) Today, many film productions and TV shows are filmed here.

### RENOWNED FILM STUDIOS:

- Albuquerque Studios- Productions include hit TV series *Breaking Bad*, *The Night Shift*, *In Plain Sight*, and also box office hits such as *Book of Eli*.

### FILMING RIGHT IN OUR OWN NEIGHBORHOODS:

- Because of the popularity of TV shows like *Breaking Bad* and *In Plain Sight*, and movies like *Transformers*, *No Country for Old Men*, *Sunshine Cleaning*, and *The Book of Eli*, visitors have the opportunity to see the locations where these pictures were filmed.





# FILM IN NEW MEXICO

## OUTSIDE ALBUQUERQUE

### MADRID, NM:

- The small town known as the “Mayberry” of New Mexico, Madrid, hosted filming of the well known movie, *Wild Hogs*.
- The production process lasted about six months, while the actual filming lasted about one month.

### CERRILLOS, NM:

- Cerrillos, NM, a small community just outside of Albuquerque, has been the location for several movie productions. These productions include: *Young Guns*, *The Hitcher*, and *Beer For My Horses* starring Toby Keith.

*For more information on film in Albuquerque and film in New Mexico, visit:*

*<http://www.imageworks.com>*

*<http://www.nmfilm.com>*

*<http://www.cabq.gov/film>*



# ABOUT NEW MEXICO

## STATE TRIVIA

- New Mexico is commonly nicknamed “The Land of Enchantment.” In 2012, the State Tourism Office launched a new campaign premise: “New Mexico *True*”
- The State slogan: “Everybody is somebody in New Mexico.”
- The State song: “O, Fair New Mexico.”
- The State motto: “Crescit eundo” - It grows as it goes

## STATE FACTS

### NEW MEXICO STATE FLAG

1925 (a red Zia sun on a field of Spanish yellow)

- The Zia Sun originates with the Zia Pueblo of New Mexico.
- The Zia believe that the number four was sacred and was embodied in the earth with the four main directions (N, S, E, W); in the year with the four seasons; in the day with sunrise, noon, evening and night; and in life’s divisions of childhood, youth, adult and old age
- The Zia also believe the symbol represents four sacred obligations of man: develop a strong body, a clear mind, a pure spirit and a devotion to the welfare of his people.

### THE NEW MEXICO STATE SEAL

- (From the official act of legislation) “[The New Mexico state Seal] shall be the Mexican [brown] Eagle grasping a serpent in its beak, the cactus in its talons, shielded by the American [bald] Eagle with outspread wings and grasping arrows in its talons; the date 1912 under the eagles and, on a scroll, the motto: ‘Crescit Eundo’ [‘it grows at it goes’].”
- The Mexican [brown] Eagle represents the ancient Aztec myth that the gods ordered the Aztec Indians to settle the site in which they saw a Mexican eagle poised on a cactus devouring a serpent.
- This portion of the seal is still the official symbol of the Mexican Republic.
- The American eagle portion of the Seal represents the change of loyalty of New Mexico to the United States and no longer to Mexico, while America protects and encourages the Mexican influence in the state.

A faint, light-colored map of New Mexico serves as the background for the entire page. It shows major roads, cities, and geographical features like the Rio Grande and the Gila Mountains. The map is oriented with North at the top.

# ABOUT NEW MEXICO

## THE STATE FLOWER: THE YUCCA

- Pronunciation: Yuh-kuh
- Called “Our Lord’s candies” by early settlers who saw the beautiful flowers of the yucca cactus gracing New Mexico plains and deserts.
- Member of the lily family and symbol of sturdiness as well as beauty.
- Practical uses: the yucca roots are great substitutes for soap, much of the plant is edible and dried yucca wood is excellent for fires.

## THE STATE TREE: THE PIÑON

- A slow-growing evergreen flourishes over much of New Mexico. The Piñon tree produces piñon or pine nuts; small, buttery-tasting seeds.
- Every few years, the piñon produces a bumper crop of nuts and hundreds of New Mexicans go piñon picking.
- When cool weather sets in, the distinctive incense of burning piñon logs perfume the air throughout the state.

## THE STATE BIRD: THE CHAPARRAL BIRD, AKA THE “ROADRUNNER”

- A species of cuckoo, the Roadrunner is a combination of a chicken and a magpie and has the ability to run along the ground at speeds up to 20 mph.
- It was nicknamed the roadrunner by pioneers as it often raced along in the wagon ruts made by prairie schooners.

A faint, light-colored map of New Mexico serves as the background for the page. It shows major roads, cities, and geographical features like the Rio Grande and the Gila National Forest. The map is oriented with North at the top.

# ABOUT NEW MEXICO

## **THE STATE ANIMAL: THE BLACK BEAR**

- The black bear is found throughout NM and was designated the state animal in 1963 following the 1950 Lincoln forest fire where the famous Smokey The Bear was found.
- Smokey was a New Mexican black bear that survived the fire, became a national symbol for fire prevention and is the insignia for the NM Department of Game and Fish.

## **THE STATE FISH: THE NEW MEXICO CUTTHROAT TROUT (RIO GRANDE CUT-THROAT TROUT)**

- Native to the cold lakes and streams in northern New Mexico, this trout is dark olive in color has black spots on the body, red streaks on its throat and belly and is only about 6-8 inches long.

## **THE STATE VEGETABLES: CHILE AND FRIJOLES (PINTO BEANS)**

- Interestingly, neither beans nor chile are botanically vegetables. Chile is technically a fruit because it contains the seeds of the plant inside. Beans are also not vegetables; they are legumes, also a type of fruit. Culinarly however, both are considered vegetables because of the way they are cooked and prepared.
- The introduction of the frijole and chile along with the introduction of Indian corn to the early settlers has given the state a distinctive cuisine that can only be considered “native New Mexican.”

## **THE STATE QUESTION: RED OR GREEN?**

- This question is asked whenever ordering food with chile and refers to whether a person prefers green chile, red chile or “Christmas,” a combination of both.
- This state question signifies just how important chile is in the local cuisine and the economy of the state.
- In 2010, 8,700 acres were harvested, a crop valued at about \$41.6 million.



A faint, yellow-toned map of New Mexico serves as the background for the page. It shows major roads, cities, and geographical features like the Rio Grande and various state parks. The map is oriented with North at the top.

# ABOUT NEW MEXICO

## THE STATE GEM: TURQUOISE

- Hundreds of years before the Spanish explorers arrived, Native Americans in New Mexico have been mining and fashioning ornaments out of turquoise.
- The gemstone has become a big industry and a signature part of fashion in the state.
- It is the only phosphate to be considered a precious stone.

## THE STATE COOKIE: THE BISCOCHITO (BIZCOCHITO)

- The biscochito is a type of shortbread cookie flavored with anise that was brought to New Mexico by early Spaniards.
- Adopting the Biscochito as the state cookie in 1989 made New Mexico the first state with an official cookie.

## THE STATE CUISINE: NEW MEXICAN

- New Mexican cuisine is unique because of its blend of Native American, Spanish and Mexican ingredients; a cuisine you really cannot find any place else in the country.
- It's a combination of preparing and creating delicious food with simple ingredients like chile (red and/or green), pinto beans, tortilla (corn and/or flour), cheese, chicken/beef/pork and often onions.
- The chile is what makes New Mexican stand out against other cuisines. Though traditional New Mexican food is where most expect to find chile, you can also order chile at nearly all restaurants in the state. You can add it on burgers, pasta, eggs and any other dish you can imagine.



# FUN FACTS

1. The additional “r” in Albuquerque was omitted in the 19th century because many settlers couldn’t pronounce it properly.
2. New Mexico is one of the Four Corner states: bordering at the same point with Colorado, Utah and Arizona.
3. Albuquerque is one of the few cities in the nation in which you can play golf in the city and ski on excellent mountain slopes less than 30 minutes away, all in the same day.
4. The 2.7-mile aerial tramway located on the northeast edge of Albuquerque is the longest in North America, and has the third longest span in the world. The tram whisks visitors from base at 6600-feet in elevation to the top of the 10,378-foot Sandia Peak in about 20 minutes.
5. The Sandia Mountains house the world’s highest television towers--those belonging to Albuquerque’s three commercial and one educational network.
6. Bill Gates and Paul Allen founded Microsoft in Albuquerque in 1975 before moving to Bellevue, Washington in 1979.
7. Albuquerque is the Hot Air Ballooning Capital of the world and the site of the Albuquerque International Balloon Fiesta every fall. Hundreds of thousands of balloonists, fans and visitors attend every year.
8. Albuquerque native, Neil Patrick Harris, is an American Golden Globe- and Emmy-nominated actor. Prominent roles include “Doogie Howser, M.D.” and Barney Stinson in “How I Met Your Mother.”
9. Brian Urlacher was a University of New Mexico Lobo football favorite before heading to the NFL as starting linebacker for the Chicago Bears.



# MOTORCOACH INFO

New Mexico does not require that motor coach and commercial bus operators display New Mexico plates when entering the state on a chartered trip. For information on certain fuel and prorated agreements now in place between New Mexico and other states, operators should check with the Motor Transportation Division of the state in which their vehicles are domiciled.

For information on requirements for liability statements and ICC regulations, contact:

*New Mexico Public Regulations Commission, Transportation Division*

*P.O. Box 1269, Santa Fe, NM 87504-1269*

*(505) 827-4519*

*[www.nmprc.state.nm.us/td.htm](http://www.nmprc.state.nm.us/td.htm)*

For information on motor carrier safety regulations, contact:

*New Mexico Motor Transportation Division*

*P.O. Box 1028, Santa Fe, NM 87504*

*(505) 827-0321*

Information about highway and fuel taxes and permits is also available:

*[www.dps.nm.org/lawEnforcement/mtd/index.php](http://www.dps.nm.org/lawEnforcement/mtd/index.php)*

## DUMPING STATIONS

- Flying J Travel Plazas: I-40 Exit 15
- TravelCenters of America; Albuquerque Travel Center: I-25 North Exit 225, I-25 South Exit 227, I-40 East Exit 159A, I-40 West Exit 159D; 2501 University N.E.
- Albuquerque Auto Truck Plaza: I-25 and NM Route 44; Exit 242
- American RV Park of Albuquerque: I-40; 13500 Central Avenue S.W.
- Giant Service Station: NM 500 / Rio Bravo Blvd / Albuquerque
- Giant Service Station : 201 Rio Bravo Blvd, 505-877-9217
- South side of Academy Rd NE between San Mateo Blvd and Bear Canyon Golf Course





ALBUQUERQUE  
CONVENTION & VISITORS BUREAU

## Ballooning

As the Hot Air Ballooning Capital of the World, there is no better place to explore ballooning than Albuquerque, New Mexico. Whether your group decides to fly or just learn about the sport, these spots will get you started. Find more about ballooning at [www.VisitABQ.org/ballooning](http://www.VisitABQ.org/ballooning).



### Albuquerque International Balloon Fiesta®

The world's largest hot air ballooning event happens right here in Albuquerque! Watch as more than 500 balloons take off at the same time. This festival is a favorite for tour groups and occurs the first full week of every October.

**TIME TO ALLOCATE:** Will vary. Give us a call to help in your planning! 800-284-2282

**MORE INFORMATION:** [www.BalloonFiesta.com](http://www.BalloonFiesta.com)



### Hot Air Balloon Rides

As the Hot Air Ballooning Capital of the World, the city has many high caliber hot air ballooning companies. Small balloons can take between 2–4 passengers, while large balloons can take between 12–14 passengers. Regardless of your group's size, there is an operator in Albuquerque that can help visitors check this fun adventure off of their bucket list!

**TIME TO ALLOCATE:** 4–5 hours

**MORE INFORMATION:** [www.VisitABQ.org/balloons](http://www.VisitABQ.org/balloons)



### Anderson-Abruzzo Albuquerque International Balloon Museum

Start your adventure at the world's only museum dedicated to lighter-than-air craft. This stunning facility showcases a vast collection of balloons, artwork, and aerial artifacts. Groups love using the balloon simulator. Docents/group discounts are available.

**TIME TO ALLOCATE:** 2 hours

**MORE INFORMATION:** [www.BalloonMuseum.com](http://www.BalloonMuseum.com)



### Discover Balloons: A Gift Shop in Historic Old Town Albuquerque

Discover Balloons is a little shop with a big collection. If your group is looking to commemorate their trip to New Mexico with a balloon-themed gift, this is the place to go. Discover Balloons has the world's largest collection of hot air balloon gift items. The store opened in 1995 and remains a vibrant storefront in one of the city's most popular group tour stops, Old Town.

**TIME TO ALLOCATE:** 4 hours (let your group spend an entire morning or afternoon in Old Town)

**MORE INFORMATION:** [www.OldTownABQ.com](http://www.OldTownABQ.com) or [www.DiscoverBalloons.com](http://www.DiscoverBalloons.com)



**ALBUQUERQUE**  
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## *Meet Albuquerque*

For a first trip to Albuquerque, put these stops on the list of things to do. From a tram ride that overlooks the city to a cruise down the historic Route 66 highway, these experiences are quintessentially Albuquerque.



### **Sandia Peak Aerial Tramway**

Start your adventure at North America's longest aerial tramway, the Sandia Peak Aerial Tramway. The 2.7-mile trip whisks visitors up to the 10,378-foot peak of the Sandia Mountains where a spectacular panorama view of the city awaits. At the top, grab a drink or a bite to eat at High Finance Restaurant. Head back to the base of the tram for a margarita at Sandiango's or a visit to the New Mexico Ski Hall of Fame.

**TIME TO ALLOCATE: 2 hours**

**MORE INFORMATION: [www.SandiaPeak.com](http://www.SandiaPeak.com)**



### **Shop in Historic Old Town Albuquerque**

With more than 150 shops and galleries plus great restaurants and places to stay, Albuquerque's Historic Old Town neighborhood offers something for everyone. There are companies that guide groups on outings ranging from ghost to trolley tours in this fun historic district. Visitors can stroll the plaza and pick up a piece of Southwestern jewelry from one of the many vendors.

**TIME TO ALLOCATE: 4 hours (let your group spend an entire morning or afternoon in Old Town)**

**MORE INFORMATION: [www.OldTownABQ.com](http://www.OldTownABQ.com)**



### **Visit a Museum**

There are so many group-friendly museums in Albuquerque, the only challenge will be picking one! Groups enjoy the personal attention and education they receive at Old Town's Turquoise Museum and the history exhibited at the National Museum of Nuclear Science & History (a Smithsonian affiliate museum). The city also has many arts and cultural museums to explore, from the Indian Pueblo Cultural Center and National Hispanic Cultural Center to the Albuquerque Museum, which recently introduced a new permanent exhibit called *Only In Albuquerque* that showcases the city's unique history.

**TIME TO ALLOCATE: Varies depending on the museum**

**MORE INFORMATION: [www.VisitABQ.org/museums](http://www.VisitABQ.org/museums)**





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## Outdoor Adventure

With 310+ days of sunshine each year, it's almost always a great day to get outside in Albuquerque. Luckily, the city has many fun options for groups that like to get out in nature, as well as those just looking to enjoy the view. It's no wonder Albuquerque was named one of the Top 10 most wildlife-friendly cities in the USA by *USA Today*. Find more outdoor adventures at [www.VisitABQ.org/outdoors](http://www.VisitABQ.org/outdoors).



### ABQ BioPark

Take a walk on the wild side, or the botanic side as you explore Albuquerque's most visited attraction, the ABQ BioPark. The ABQ BioPark includes a botanic garden, zoo, aquarium and man-made beach area that provides hours of fun for locals and visitors alike. Groups love getting a personal tour of the zoo or dining next to sea creatures at the Shark Reef Cafe.

**TIME TO ALLOCATE: 1.5 hours for each stop (30 minutes at Tingley Beach)**

**MORE INFORMATION: [www.ABQBioPark.com](http://www.ABQBioPark.com)**



### Volcanic Rock

Petroglyph National Monument protects one of the largest petroglyph sites in North America, featuring designs and symbols carved onto volcanic rocks by Native Americans and Spanish settlers 400 to 700 years ago. Groups love learning about the living history of the area and have fun interpreting what the symbols mean. There is a parking fee for the monument but admission is free.

**TIME TO ALLOCATE: 1 hour**

**MORE INFORMATION: [www.nps.gov/petr](http://www.nps.gov/petr)**



### Watermelon Sunsets

Sunsets in Albuquerque are among the most beautiful in the world. The Sandia Mountains, claimed to be named after the watermelon hue the mountains turn at sunset, are the showpiece of the city's eastern skyline. (Sandia means watermelon in Spanish). Make sure eyes are looking towards the mountains as the sun goes down. This show doesn't cost a dime.

**TIME TO ALLOCATE: Enough to savor it**

**MORE INFORMATION: Google "Albuquerque sunset"**