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# GROUP THE TRAVEL LEADER

*Untethered*  
IN ALBUQUERQUE



# THE GROUP TRAVEL LEADER

CHARTING THE EVOLUTION OF GROUP TRAVEL

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A hot air balloon raises an American flag over the field at the Albuquerque International Balloon Fiesta. Photo by J. Tyler.

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# AT LEAST

BY BRIAN JEWELL

TAKING PLACE EACH YEAR IN EARLY MAY, THE KENTUCKY DERBY IS THE MOST GLAMOROUS SPORTING EVENT IN THE COUNTRY.

# Once



A JOCKEY AND RACEHORSE AT THE KENTUCKY DERBY

Photos courtesy Louisville Tourism

# S

ome parties are so big that they become the calling cards of the cities that host them.

Thousands of cities and towns around the United States put on festivals throughout the year, but only a handful of these events have become destinations themselves. Many travelers dream of attending signature events such as the Kentucky Derby, the Rose Parade and the Albuquerque Balloon Fiesta.

If your group enjoys large celebrations, consider adding some of these iconic events to your 2020 travel plans.

MINT JULEPS, A DERBY STAPLE



EUPHORIA IN THE GRANDSTAND





## SUMMERFEST Milwaukee

Music fans of all types will find reasons to love Summerfest, a musical celebration that takes place in Milwaukee. Summerfest debuted in 1968 and has grown into what many people recognize as the world's largest music festival. Approximately 800,000 people attend the festival over the course of two extended weekends. More than 1,000 performances take place during that time, featuring over 800 acts on 12 stages on the city's festival grounds. Headliner concerts showcase the top names in national entertainment, and smaller shows throughout the day present opportunities to see emerging talent and local favorites.

In addition to the concerts, Summerfest features a fireworks show, numerous parades, an interactive sports zone and carnival rides. Since the festival site is on the shore of Lake Michigan, groups can also enjoy paddleboat experiences, and kayaking and stand-up paddleboarding lessons. This year's festival takes place June 26-30 and July 2-7.

[WWW.SUMMERFEST.COM](http://WWW.SUMMERFEST.COM)



*Courtesy Summerfest*



PHILADELPHIA FLOWER SHOW

*By Karin Feele, courtesy PHS*

## ALBUQUERQUE INTERNATIONAL BALLOON FIESTA



*By Angela Peace, courtesy Albuquerque International Balloon Fiesta*

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## PHILADELPHIA FLOWER SHOW

Philadelphia

For 90 years, gardeners and plant lovers from across the country have made the trip to Pennsylvania to attend the Philadelphia Horticultural Society's Philadelphia Flower Show. Billed as the nation's largest and longest-running horticultural event, the show features hundreds of displays by the world's premier floral and landscape designers. Attendees can expect to see a diverse collection of garden displays featuring numerous plants and design concepts. In addition, the event has competitions in horticulture and artistic floral arranging, as well as gardening demonstrations and other activities.

The 2020 Philadelphia Flower show will take place February 29 through March 8 at the Pennsylvania Convention Center. The theme for the year is Riviera Holiday, inspired by exotic Mediterranean gardens. Visitors will see groves of citrus trees, waves of lavender, white salvia, succulents, geraniums, rosemary, sage and much more.

[WWW.THEFLOWERSHOW.COM](http://WWW.THEFLOWERSHOW.COM)

## ALBUQUERQUE BALLOON FIESTA

Albuquerque, New Mexico

Each October, a combination of weather patterns and New Mexico geography create the Albuquerque Box, a set of conditions ideal for hot-air ballooning. This phenomenon has made Albuquerque the country's premier ballooning destination, especially during the annual Albuquerque Balloon Fiesta. This year, the nine-day festival takes place October 6-14 with more than 500 hot-air balloons. It's the largest balloon festival in the world, and this year marks its 48th edition.

As many as 100,000 spectators attend the festival on any given day to take part in various ballooning activities. The after-dark balloon glow features hundreds of colorful balloons illuminated by the light of their onboard burners. The most popular events of the festival are the mass ascensions, in which all the participating balloons take to the sky at once. Visitors also love the New Mexican food and balloon memorabilia for sale at the festival park.

[WWW.BALLOONFIESTA.COM](http://WWW.BALLOONFIESTA.COM)



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