

CITY GUIDE

2026

LOCAL EVENTS CALENDAR
BALLOON FIESTA® SCHEDULE & MAP
70+ COUPONS INSIDE!

NEW MEXICO, USA
ROUTE 66 CENTENNIAL
1926-2026
LAND OF ENCHANTMENT

. VISIT .

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WELCOME!

WELCOME TO ALBUQUERQUE AND THE 2026 ALBUQUERQUE INTERNATIONAL BALLOON FIESTA®

We can't wait for you to experience the magic of Balloon Fiesta, coupled with our city's unmatched natural beauty, abundant recreation opportunities, one-of-a-kind New Mexican cuisine and rich cultural history.

This guide is designed to help you make the most of your time at Balloon Fiesta Park. Use it to plan your activities over the nine-day event. You'll find a description of Fiesta events on pages 6-9, a schedule on pages 10-12, and a helpful park map in the center spread.

When you're not taking in all the action on the field, we hope you will explore everything that Albuquerque has to offer, from biking along the beautiful Bosque and hiking in the Sandia Mountains to experiencing our cultural heritage and sampling traditional New Mexican cuisine.

Enjoy your time experiencing the many things that make our city special, and come back again soon!



RAYMOND WATT; COVER PHOTO COURTESY OF NEW MEXICO TRUE



**Indian Pueblo
Cultural Center**
Gateway to Pueblo Culture since 1976

THE OLD ROAD

ART THROUGH STRUGGLE GALLERY

MURAL ON VIEW AUGUST 1, 2026-JUNE 27, 2027



IndianPueblo.org

On the 100th anniversary of Route 66 in 2026, experience "The Old Road"—a mural that at once remembers the first major highway traversing the United States and gives emphasis to its impact on Pueblo communities and New Mexico.



TABLES TO SHARE



MOMENTS TO TOAST



GATHER AROUND LOCAL FLAVORS AND HANDCRAFTED COCKTAILS

Sawmill Market • Level 5 Rooftop Restaurant • Equinox Café & Bar • QBar Lounge • Garduño's Old Town • 1922 Bar & Lounge • Carrie's Restaurant
Park Square Market



SawmillMarket.com • HHandR.com/eat-drink • ParkSquareMarketABQ.com

A SKY FULL OF WONDER

ALBUQUERQUE'S REPUTATION AS THE HOT AIR BALLOONING CAPITAL OF THE WORLD STARTS WITH ITS SKIES.

Every October, the skies above Albuquerque explode in a riot of color as dozens, then hundreds, of hot air balloons rise with the sun and drift gracefully across the horizon. Welcome to the **ExxonMobil Albuquerque International Balloon Fiesta®**, the world's largest celebration of hot air ballooning and one of the city's signature events. For nine unforgettable days, visitors from around the globe gather to experience a tradition that has become woven into the city's culture, landscape and spirit.

The Balloon Fiesta had humble beginnings. On April 8, 1972, just 13 balloons launched from the eastern edge of the parking lot of the Coronado Center shopping mall in Albuquerque, part of a local radio station's anniversary celebration. What started as a small community event quickly captured



During Balloon Glows, tethered balloons light up the night sky with synchronized displays. Balloon Glows occur each night of the Fiesta except Monday, Tuesday and Wednesday.

the imagination of balloon enthusiasts and spectators alike.

In 1996, the City of Albuquerque opened Balloon Fiesta Park, a sprawling 365-acre launch field that has served as the event's home ever since. Today, the park hosts Balloon Fiesta each October while also serving as a venue for festivals, fairs, concerts and community gatherings year-round.

Adjacent to Balloon Fiesta Park is the **Anderson Abruzzo Albuquerque International Balloon Museum**, home to one of the world's most comprehensive collections of ballooning artifacts, photographs and interactive exhibits. The museum is named in honor of Albuquerque adventurers Ben Abruzzo and Maxie Anderson, who made history in 1978 by completing the first successful balloon crossing of the Atlantic Ocean. Through engaging displays, visitors can explore the science, history and adventure of lighter-than-air flight.

Included free with museum admission is a popular virtual reality balloon flight that lets visitors experience the thrill of launching without ever leaving the ground. Created from immersive 360-degree footage captured during previous Fiestas, the 10-minute program places you in the basket of a balloon as it rises above the launch field before floating peacefully over Albuquerque's colorful landscape.

Today, nearly 600 balloons participate in the Balloon Fiesta each year, including a collection of hundreds of whimsical special shape balloons that depict everything from animals and cartoon characters to vehicles and buildings. The annual event draws about 800,000 spectators over its nine-day run, making it one of the most photographed events in the world.

At the heart of the Fiesta are the morning launches, when hundreds of balloons take



The Anderson Abruzzo Albuquerque International Balloon Museum is the world's premier balloon museum dedicated to the art, culture, science, history, sport and spectacle of ballooning.

off in carefully choreographed waves shortly after sunrise. Watching the field slowly fill with colorful balloons before they lift into the sky is an unforgettable sight. Because the early mornings can be chilly before dawn, visitors should dress in layers. Also be sure to arrive early to allow time for parking and picking up a breakfast burrito, cinnamon roll and coffee from one of the many vendors along the Fiesta's Main Street.

The excitement continues long after sunrise. Evening balloon glows illuminate the launch field as tethered balloons fire their burners in synchronized bursts, transforming the park into a glowing garden of colorful lanterns. Spectators can also enjoy fireworks displays, skydiving demonstrations, live entertainment, shopping and musical performances. Recent additions to the event line-up include a dazzling aerial light show that features hundreds of drones and an exhibition of remote-control miniature balloons affectionately known as "globitos."

The Balloon Fiesta is a celebration of wonder, color and wide-open skies. From the excitement of predawn launches to the glow of illuminated balloons after sunset, every day offers moments that inspire awe. Plan your time at Fiesta to take in every moment.

BALLOON FIESTA HIGHLIGHTS



DRONE LIGHT SHOW

Hundreds of synchronized drones entertain spectators with a carefully choreographed show in the dark skies over Balloon Fiesta Park, combining to make colorful shapes and even spell out words. Shows take place every morning of Balloon Fiesta at 5:45 a.m., as well as at 7:45 p.m. each evening except Monday, Tuesday and Wednesday.



DAWN PATROL/KRISPY KREME MORNING GLOW

The first balloons to take flight each morning, Dawn Patrol is a chance for pilots to determine the day's winds at the layers above the ground and for early bird guests to send our balloonists off with a cheer. Dawn Patrol lifts off every day at 6 a.m.



MASS ASCENSION/BALLOON LAUNCH

Witness hundreds of balloons lift off and fill the horizon in the unforgettable, two-wave Mass Ascension on Saturday and Sunday mornings and the Flight of the Nations Mass Ascension on Wednesday. On other Fiesta days, the morning Balloon Launch is equally exciting and is an excellent photo op!



TWILIGHT TWINKLE GLOW™ AND BALLOON GLOW™

At twilight, the burners of tethered balloons are ignited, illuminating the night with colorfully glowing envelopes that guests can wander among. Glow events take place each evening of Fiesta except Monday, Tuesday and Wednesday.

FLOAT UP.
DROP IN.



VISIT

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SPECIAL SHAPE RODEO™

Held on Thursday and Friday mornings, these “rodeos” showcase uniquely shaped balloons. Look for a family of bees, a cow, and some of your favorite cartoon characters!



SPECIAL SHAPE GLOWDEO™

The special shape balloons get their own glow time on Thursday and Friday evenings.



FLIGHT OF THE NATIONS – MID-WEEK MASS ASCENSION

During this mid-week flight, preceding the Mass Ascension, select pilots of participating countries carry their country's flag. This exciting event recognizes the international ballooning community that participates in Balloon Fiesta to help make it the largest of its kind in the world.



COMPETITIONS

Double launches on Monday, Tuesday, Thursday and Friday offer the best shows at the Balloon Fiesta. They combine the launch of hundreds of balloons from the Launch Field with the allure of hundreds more maneuvering to the Launch Field for their chance at prizes and fame, creating a theatrical ebb and flow of color in the sky. During competitions, pilots demonstrate their flying finesse, control and accuracy while competing for points and prizes.

AFTERGLOW™ FIREWORKS

Following each glow event, the night blooms with a spectacular fireworks show. Bring your blankets and chairs for this extravaganza.



FIESTA DE LOS GLOBITOS

Wander among one of the world's largest gatherings of remote-control balloons on the first Sunday of Fiesta and again on Wednesday and Friday mornings, and enjoy a special Globito Glow on the second Saturday evening.



MAIN STREET AND VISIT ALBUQUERQUE'S LIFE-SIZE FRAME

During ballooning events, be sure to visit this one-third mile stretch at Balloon Fiesta Park where you will find a variety of food vendors, unique merchandise and hands-on exhibits. Stop at Visit Albuquerque's visitor information table and get your photo taken in our life-size picture frame with balloons as your backdrop!

For a full Balloon Fiesta schedule, see Pages 10-12.

WOLF 'N' SWALLOW



Golden Hour
wed-fri
4-6p
Burgers & Burgundy
sundays

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2026 SCHEDULE OF EVENTS

Schedule is correct as of August 15, 2026, and may be subject to change. Events are subject to weather conditions. All events take place at Balloon Fiesta Park unless otherwise noted.

OCTOBER 2 FRIDAY	7 a.m.	Balloons Aloft <i>At local elementary schools</i>
OCTOBER 3 SATURDAY EXXONMOBIL DAY	5:45 a.m.	Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
	6 a.m.	Dawn Patrol Show, PRESENTED BY ROUTE 66 CASINO HOTEL & RV RESORT
	6:30 a.m.	Krispy Kreme Morning Glow
	6:55 a.m.	Opening Ceremonies
	7 a.m.	Mass Ascension, POWERED BY EXXONMOBIL
	8 a.m.-noon	Chainsaw Carving Exhibition
	9 a.m.	Entertainment on the Main Street Stage
	10:00 a.m.	Chainsaw Carving Auction
	3-6 p.m.	Chainsaw Carving Exhibition
	5 p.m.	Team Fastrax™ Skydiving, SPONSORED BY ACCIDENT INSURANCE COMPANY, INC.
	5:15 p.m.	Entertainment on the Main Street Stage
	6:30 p.m.	Twilight Twinkle Glow™, POWERED BY EXXONMOBIL
	7:30 p.m.	Team Fastrax™ Skydiving, SPONSORED BY ACCIDENT INSURANCE COMPANY, INC.
	7:45 p.m.	Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
	8:00 p.m.	AfterGlow™ Fireworks Show
OCTOBER 4 SUNDAY	5:45 a.m.	Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
	6:00 a.m.	Dawn Patrol Show, PRESENTED BY ROUTE 66 CASINO HOTEL & RV RESORT
	6:30 a.m.	Krispy Kreme Morning Glow
	7:00 a.m.	Mass Ascension
	7:30-11 a.m.	Fiesta de Los Globitos, SPONSORED BY CITY OF LAS VEGAS, NM
	8 a.m.-noon	Chainsaw Carving Exhibition
	9 a.m.	Fiesta of Wheels Car Show; Entertainment on the Main Street Stage
	10 a.m.	Chainsaw Carving Auction
	11 a.m.	Balloon Fiesta Pin Trading
	3-6 p.m.	Chainsaw Carving Exhibition
	5 p.m.	Team Fastrax™ Skydiving, SPONSORED BY ACCIDENT INSURANCE COMPANY, INC.
	5:15 p.m.	Entertainment on the Main Street Stage
	6:30 p.m.	Balloon Glow
	7:30 p.m.	Team Fastrax™ Skydiving, SPONSORED BY ACCIDENT INSURANCE COMPANY, INC..
	7:45 p.m.	Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
	8 p.m.	AfterGlow™ Fireworks Show

OCTOBER	5:45 a.m.	Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
5	6 a.m.	Dawn Patrol
MONDAY	7 a.m.	Balloon Launch
NEW MEXICO DAY	8 a.m.	Fly In Competition
SPONSORED BY NEW MEXICO TRUE	8 a.m.-noon	Chainsaw Carving Exhibition
	9 a.m.	Entertainment on the Main Street Stage

OCTOBER	5:45 a.m.	Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
6	6 a.m.	Dawn Patrol
TUESDAY	7 a.m.	Balloon Launch
COCA-COLA DAY	8 a.m.	Fly In Competition
	8 a.m.-noon	Chainsaw Carving Exhibition
	9 a.m.	Entertainment on the Main Street Stage

OCTOBER	5:45 a.m.	Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
7	6 a.m.	Dawn Patrol Show, PRESENTED BY ROUTE 66 CASINO HOTEL & RV RESORT
WEDNESDAY	6:30 a.m.	Krispy Kreme Morning Glow
	7 a.m.	Flight of the Nations Mass Ascension
	7:30-11 a.m.	Fiesta de Los Globitos, SPONSORED BY CITY OF LAS VEGAS, NM
	8 a.m.-noon	Chainsaw Carving Exhibition
	9 a.m.	Entertainment on the Main Street Stage

OCTOBER	5:45 a.m.	Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
8	6 a.m.	Dawn Patrol
THURSDAY	7 a.m.	Special Shape Rodeo™, PRESENTED BY DUKE CITY REDI-MIX
	7 a.m.	Balloon Launch
	8 a.m.	Fly In Competition
	8 a.m.-noon	Chainsaw Carving Exhibition
	9 a.m.	Entertainment on the Main Street Stage
	10 a.m.	Chainsaw Carving Auction
	3-6 p.m.	Chainsaw Carving Exhibition
	5 p.m.	Team Fastrax™ Skydiving, SPONSORED BY ACCIDENT INSURANCE COMPANY, INC.
	5:15 p.m.	Entertainment on the Main Street Stage
	6:30 p.m.	Special Shape Glowdeo™
	7:30 p.m.	Team Fastrax™ Skydiving, SPONSORED BY ACCIDENT INSURANCE COMPANY, INC.
	7:45 p.m.	Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
	8 p.m.	AfterGlow™ Fireworks Show



PRO TIP

Get the latest Balloon Fiesta scheduling info!
Download the mobile app to your phone.

BALLOONFIESTA.COM/MOBILE-APP



OCTOBER

9

FRIDAY

KIDS' DAY
SPONSORED BY
CHICK-FIL-A

- 4:30 a.m. Kids' Day Goodie Bag Distribution begins
- 5:45 a.m. Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
- 6 a.m. Dawn Patrol
- 7 a.m. Special Shape Rodeo™
- 7 a.m. Balloon Launch
- 7:30-11 a.m. Fiesta de Los Globitos, SPONSORED BY CITY OF LAS VEGAS, NM
- 8 a.m. Fly In Competition
- 8 a.m.-noon Chainsaw Carving Exhibition
- 9 a.m. Entertainment on the Main Street Stage
- 10 a.m. Chainsaw Carving Auction
- 3-6 p.m. Chainsaw Carving Exhibition
- 5 p.m. Team Fastrax™ Skydiving, SPONSORED BY ACCIDENT INSURANCE COMPANY, INC.
- 5:15 p.m. Entertainment on the Main Street Stage
- 6:30 p.m. Special Shape Glowdeo™
- 7:30 p.m. Team Fastrax™ Skydiving, SPONSORED BY ACCIDENT INSURANCE COMPANY, INC.
- 7:45 p.m. Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
- 8 p.m. AfterGlow™ Fireworks Show

OCTOBER

10

SATURDAY

EXXONMOBIL
DAY

- 5:45 a.m. Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
- 6 a.m. Dawn Patrol Show, PRESENTED BY ROUTE 66 CASINO HOTEL & RV RESORT
- 6:30 a.m. Krispy Kreme Morning Glow
- 7 a.m. Mass Ascension, POWERED BY EXXONMOBIL
- 8 a.m.-noon Chainsaw Carving Exhibition
- 9 a.m. Entertainment on the Main Street Stage
- 10 a.m. Chainsaw Carving Auction
- 11 a.m. Balloon Fiesta Pin Trading
- 3-6 p.m. Chainsaw Carving Exhibition
- 4 p.m. Music Fiesta™ – Nathaniel Krantz
- 5 p.m. Team Fastrax™ Skydiving, SPONSORED BY ACCIDENT INSURANCE COMPANY, INC.
- 5:30 p.m. Music Fiesta™ – Dasha
- 6:30 p.m. Night Magic™ Glow, POWERED BY EXXONMOBIL
- 6:30 p.m. Fiesta de Los Globitos, SPONSORED BY CITY OF LAS VEGAS, NM
- 7:30 p.m. Music Fiesta™ – Russell Dickerson
- 9 p.m. Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
- 9:15 p.m. AfterGlow™ Fireworks Show

OCTOBER

11

SUNDAY

- 5:45 a.m. Drone Light Show, SPONSORED BY SANDIA RESORT & CASINO
- 6 a.m. Dawn Patrol Show, PRESENTED BY ROUTE 66 CASINO HOTEL & RV RESORT
- 6:30 a.m. Krispy Kreme Morning Glow
- 7 a.m. Farewell Mass Ascension, PRESENTED BY NEWS RADIO 770 KKOZ
- 8 a.m.-noon Chainsaw Carving Exhibition

The
NATIONAL MUSEUM OF
NUCLEAR
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from the Manhattan Project &
Cold War to today's peaceful
uses of nuclear technology.



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▲ PART ▲ SCIENCE, ▲ ALL ▲ MAGIC

LEARN HOW PILOTS USE
WARM AIR AND WIND
TO FLY THEIR BALLOONS

Hot air ballooning is based on a simple scientific principle: Hot air rises.

During the crisp fall mornings of Balloon Fiesta, hundreds of balloon envelopes are carefully laid out on the lawn of Balloon Fiesta Park. Each balloon's crew then uses a large fan to fill the balloon envelopes with air. After the balloon is partially inflated, a propane burner is used to heat the air inside the envelope. As the trapped air begins to warm, the envelope stands upright, becomes buoyant and gently lifts into the air with its pilot and passengers on board.

Once airborne, the balloon's pilot turns the propane burner on and off to adjust the altitude of the balloon. Because winds blow in different directions and speeds at various altitudes, pilots also use the burner to "steer" the balloon. They move up and down between air currents to guide their balloons in the direction they want to go.

Albuquerque offers balloonists something found nowhere else – a predictable wind pattern known as the "Albuquerque Box." It allows pilots to ride air currents in a predictable, square-shaped loop, making it possible to launch and land close to the same spot. (See diagram for details.)

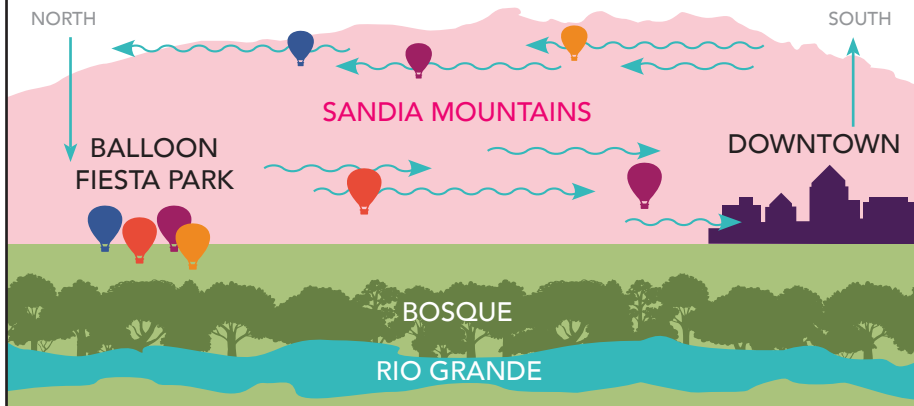
In addition to using the burners to control ascent and descent, pilots also open and close vents at the top of the balloon's envelope to release heated air. Letting the hot air escape decreases the balloon's buoyancy, which slows an ascent or helps begin a controlled descent.

Unlike an airplane, a hot air balloon always moves with the wind rather than against it. As a result, flights are very gentle and peaceful.

Science makes it possible to drift above Albuquerque in a hot air balloon. The rest is pure magic.

THE ALBUQUERQUE BOX

One of the reasons the city is known for ballooning is the weather phenomenon called the "Albuquerque Box." Balloon Fiesta Park sits in a valley where cold air flows south and warm air flows north. The warm air rises to a higher altitude, creating a rectangular wind pattern. This box allows balloons to take off and head south, then rise to a higher altitude to go north, and land very close to where they took off.



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TOP THINGS TO DO

ADD THESE CAN'T-MISS
ATTRACTIONS TO YOUR
ALBUQUERQUE ITINERARY



Sandia Peak Aerial Tramway

Albuquerque blends ancient traditions with modern energy, creating a destination unlike anywhere else in the Southwest. From centuries-old landmarks and vibrant cultural centers to breathtaking mountain views and family-friendly attractions, every visit offers something new to discover. Whether you're here for a weekend or an extended stay, these are some of Albuquerque's can't-miss experiences.

HISTORIC OLD TOWN

The spot where Albuquerque was founded in 1706, Old Town is the cultural heart of Albuquerque. Centered around a charming plaza and the iconic San Felipe de Neri Church, this historic district features traditional adobe architecture, shady courtyards and colorful streets filled with more than 150 locally owned shops, galleries, museums and restaurants. Browse handcrafted Native American jewelry, Southwestern art and pottery,

and then enjoy authentic New Mexican cuisine featuring the state's famous red and green chile. Throughout the dates of Balloon Fiesta, head to the gazebo in Old Town's central plaza for live music and dance performances that celebrate Albuquerque's rich heritage.



A bowl of posole or green chile stew is a classic New Mexican staple in the fall.

WORLD-CLASS MUSEUMS

Albuquerque's museums showcase everything from art and history to science and the natural world. Explore the **Albuquerque Museum** to learn about



"The Other Route 66" at the Albuquerque Museum focuses on the stories of those who worked and lived along the Mother Road.

the city's fascinating past and its thriving arts community, or visit the **American International Rattlesnake Museum**, home to one of the world's largest collections of live rattlesnakes. Science enthusiasts can spend hours at the **National Museum of Nuclear Science & History** or enjoy hands-on exhibits at **Explora**, a favorite for visitors of all ages.

SANDIA PEAK AERIAL TRAMWAY

Experience unforgettable views aboard the **Sandia Peak Aerial Tramway**, North America's longest aerial tram. The scenic ride climbs high above rugged canyons to the crest of the Sandia Mountains, where panoramic views stretch across Albuquerque and the Rio Grande Valley. At the summit, enjoy hiking trails, spectacular sunsets and cooler mountain temperatures before dining at **TEN 3**, the mountaintop restaurant offering elevated cuisine at more than 10,000 feet above sea level.

ABQ BIOPARK

The **ABQ BioPark** offers four outstanding attractions that are perfect for families and nature lovers alike. Wander through the award-winning **Botanic Garden**, home to themed gardens and seasonal displays; explore the **BioPark Aquarium's** fascinating marine life; encounter animals from around the world at the **BioPark Zoo**; or cast a line at scenic **Tingley Beach**. Together, these attractions provide a full day of outdoor fun and discovery for visitors of every age.

INDIAN PUEBLO CULTURAL CENTER

As the gateway to New Mexico's 19 Pueblo communities, the **Indian Pueblo Cultural Center** offers an engaging introduction to the history, traditions and living cultures of the state's Indigenous peoples. Explore museum exhibits, watch authentic Pueblo dance performances, shop for handcrafted art and jewelry, and enjoy contemporary Native cuisine at the acclaimed **Indian Pueblo Kitchen**. The cultural center will host the Albuquerque American Indian Arts Festival, offering an opportunity to meet over 50 Native American artists and see artist demonstrations, Oct. 3-4.

NATIONAL HISPANIC CULTURAL CENTER

Celebrate the art, history and contributions of Hispanic culture at the **National Hispanic Cultural Center**. Highlights include Frederico Vigil's breathtaking "Mundos de Mestizaje," the largest concave fresco in North America, located inside the Torreón. The campus also features a performing arts theater presenting concerts, musicals and plays, along with an art museum, research library, genealogy center and gift shop, making it one of Albuquerque's premier cultural attractions.

SHOPPING

Whether you're searching for authentic Native American pottery, handcrafted silver jewelry, a traditional punched-tin mirror or a classic Route 66 souvenir, Albuquerque offers exceptional shopping throughout the city. Local boutiques and galleries are filled with one-of-a-kind artwork, handcrafted gifts and regional specialties. Before heading home, be sure to stock up on New Mexico favorites like roasted chile products, jarred salsas, biscochito cookies, red chile-infused chocolate and other locally made treats. For even more shopping inspiration, visit **VISITABQ.ORG/THINGS-TO-DO/SHOPPING**.

BALLOONS & BREWS

OPEN EARLY! **OCT. 3-11**
7-10 a.m.

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IN JEMEZ SPRINGS



Cañon
del Rio

Laughing Lizard Inn



WHERE ROUTE 66 TAKES FLIGHT



CHECK OFF TWO BUCKET-LIST EXPERIENCES IN ONE UNFORGETTABLE DESTINATION

All eyes are on Albuquerque every October as the city becomes the center of the ballooning world. In 2026, there is an additional reason to celebrate as the city marks the centennial of Route 66, perhaps the most famous road in America. Even the theme of this year's Fiesta, "The Scenic Route," pays homage to our city's special connection to the Mother Road.

For Balloon Fiesta visitors, it's the perfect time to check off two bucket-list experiences in one unforgettable destination.

Begin your journey at **Route66ABQ.com**, where you'll find curated itineraries and stories about the people and places that shaped Route 66. One of the website's highlights is an interactive "Then and Now" slider that lets you compare historic photographs with present-day views of a dozen Albuquerque landmarks.

Known locally as Central Avenue, Albuquerque's Route 66 is lined with

glowing neon signs, classic diners and beautifully resorted vintage motels. Along the way, former service stations have found new life as restaurants and breweries, while historic buildings now hold food halls, coffee shops and even hidden speakeasies. Our city is home to the nation's longest uninterrupted urban segment of the Mother Road, with 18 miles and nearly a century of history connecting vibrant neighborhoods. Every block offers another reason to slow down and explore.

To commemorate the centennial, the City of Albuquerque has installed immersive art projects along the length of Central Avenue that bridge the road's rich history with bold new visions. This art-filled road trip, called "**Route 66 Remixed**," brings the historic corridor to life in exciting and innovative ways, including through the use of augmented reality. A self-guided tour allows you to spend time with each of the installations, which offer great photo ops. Learn more at Route66ABQ.com.

Don't miss 4th Street, either. Before Route 66 was realigned east-west through Albuquerque in 1937, it traveled north-south along what is now 4th Street, passing through the village of Los Ranchos on the northern end of Albuquerque and the Baretas neighborhood south of Downtown. You'll find family-owned restaurants, gift shops, antique stores and more along this stretch, offering another glimpse into Albuquerque's Route 66 story.

On Monday, Oct. 5, the village of Los Ranchos will celebrate the original Route 66 with the 2nd Annual Globito Glow in the Village, featuring 66 remote-control hot air balloons tethered on nearly a mile-long stretch of 4th Street north of Osuna Road. The free event will include entertainment, food vendors and family activities.

The 1937 realignment of Route 66 through Albuquerque makes the city the only place in the nation where Route 66 crosses



The Route 66 Visitor Center at Nine Mile Hill features a neon sign park and a photo exhibit revealing how travel shaped Albuquerque's identity.

itself. This history comes full circle at the intersection of 4th Street and Central Avenue. At this crossroads, you'll find Visit Albuquerque's Route 66 Information Station. Stop by for souvenirs, maps and other visitor information.

Continue your Balloon Fiesta adventure along Route 66 in Albuquerque, where the past, present and future of the Mother Road come together in the heart of New Mexico.



*Open for Lunch
& Dinner*

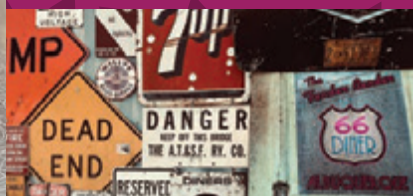
SUN-THURS FRI-SAT
11AM-9PM 11AM-10PM



*Authentic 50's
Food and Fun!*

Burgers • Burritos
Chicken Fried Steak
Pies • Milkshakes...
and more comfort food
for the whole family!

*A New Mexico Landmark
For 39 Years*



1405 CENTRAL AVE NE • 505-247-1421 • 66DINER.COM



The Soaring Eagle Dance Group (Zuni Pueblo) at the Indian Pueblo Cultural Center.

CULTURE THAT INSPIRES CREATIVITY



**WHERE THE PAST IS PRESENT:
ALBUQUERQUE'S DYNAMIC
CULTURE IS ON DISPLAY
THROUGHOUT THE CITY.**

Home to more than 70 cultural and ethnic communities, Albuquerque is one of the most diverse cities in the Southwest. Native American, Hispanic and Anglo traditions have shaped the city's identity for centuries, creating a vibrant blend of history, creativity and living culture. From centuries-old adobe plazas and colorful public art to world-class museums, performing arts venues and authentic local cuisine, Albuquerque offers visitors countless ways to experience the traditions and artistic spirit that make the city truly unique.

CENTURIES OF CULTURE

Albuquerque's rich and diverse culture is woven into everyday life. Historic adobe architecture, vibrant murals, museums and cultural centers tell the story of the people who have called this region home for generations. Visitors can experience living traditions through Native American dance performances, artist demonstrations and cultural exhibits at the **Indian Pueblo Cultural Center**, or explore the **National Hispanic Cultural Center**, which celebrates the art, history and contributions of Hispanic cultures through exhibitions, performances and educational programs.



Petroglyph National Monument



AN ART-FUELED ROAD TRIP

Route66Remixed.com

Remixed

Route66ABQ.com

A City of Albuquerque Route 66 Centennial Project



To celebrate the Mother Road's Centennial, **Route 66 Remixed** transforms 18 miles of Central Avenue in Albuquerque into an artventure with large-scale murals, sculptures, and digital installations honoring the local culture. Explore stop-by-stop or take the full tour with an online guide voiced by the city's inaugural poet laureate. Created with Meow Wolf, Refract Studio, community partners, and local artists, with support from Visit Albuquerque, New Mexico Tourism Department, and Blake's Lotaburger, **Route 66 Remixed** is an art-fueled road trip!

ONE
ALBUQUERQUE
arts & culture

VISIT
ALBUQUERQUE
CHANGE YOUR PERSPECTIVE



MEOW
WOLF

Refract Studio

Blake's
LOTABURGER



For those who enjoy the outdoors, **Petroglyph National Monument** offers an unforgettable journey into the past. Easy hiking trails wind through ancient volcanic landscapes where thousands of petroglyphs — symbols and images carved into basalt rocks by Indigenous peoples and later Spanish settlers between 400 and 700 years ago — provide a remarkable connection to the region's history.

TRADITIONAL AND CONTEMPORARY ART

Albuquerque's thriving arts scene reflects the many cultures that have influenced the city over the centuries. Native American, Hispanic, Western and contemporary artists showcase their work in galleries, museums and public spaces throughout the city. Begin your exploration at the **Albuquerque Museum** or the art museum at the **National Hispanic Cultural Center**, then browse the galleries of historic Old Town and Downtown's contemporary arts district, including **516 ARTS** and **Pleased to Present**.

One of the highlights on the city's arts calendar is the **Rio Grande Arts & Crafts Festival**, a nationally recognized juried event featuring the work of approximately 200 artists and craftspeople. Its Balloon Fiesta Show takes place Oct. 2-4 and Oct. 9-11 at **Sandia Resort & Casino**. This juried show showcases both traditional and contemporary pieces in a high-energy marketplace that also includes entertainment and culinary experiences.

Art lovers should also keep an eye out for Albuquerque's extensive public art collection, which includes more than 800 sculptures, murals, mosaics and installations found in parks, neighborhoods, the Albuquerque Convention Center, the Albuquerque International Sunport and along the city's iconic Route 66 corridor through Downtown and Nob Hill.



Albuquerque is known as the Flamenco Capital of North America. Enjoy performances at intimate tablaos in the city such as Casa Flamenca.

PERFORMING ARTS

From Broadway touring productions and locally produced theater to symphony concerts, live music and traditional dance, there's entertainment to enjoy throughout the year. Experience the passion and artistry of authentic flamenco at intimate venues such as **Casa Flamenca** or **Tablao Flamenco Albuquerque**, both located near Old Town. The **Albuquerque Little Theatre** presents the classic stage play "Arsenic and Old Lace" Oct. 2-18, and the University of New Mexico's **Popejoy Hall** will host the touring production of Disney's "Beauty and the Beast" Oct. 14-18.

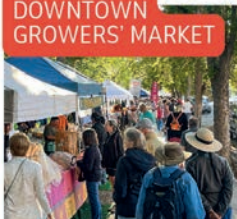
On the live music scene, Mumford & Sons will play **First Financial Amphitheater** on Oct. 3; Jack White will perform at Revel on Oct. 4, and Downtown venues including the Sunshine Theater, Launchpad, El Rey Theater and Sister Bar will welcome local and regional touring acts throughout the month.

To discover even more museums, galleries, performances and cultural experiences, head to **VISITABQ.ORG/ABOUT-ABQ/CULTURE-HERITAGE**.

ABQ ARTWALK



DOWNTOWN
GROWERS' MARKET



WALKING TOURS



explore downtown
abq mainstreet



CAFES &
RESTAURANTS



LIVE MUSIC



DOWNTOWN ABQ
MAINSTREET
Arts & Cultural
District



start your
journey
here



FirstFinancial
CREDIT UNION
AMPHITHEATER

**PREMIUM
EXPERIENCES**

ELEVATE YOUR
CONCERT EXPERIENCE
& **LEVEL UP YOUR ENTERTAINMENT**



ACCESS TO EVERY SHOW | PREMIUM SEATING | VIP CLUB ACCESS
EXCLUSIVE VENUE ENTRY | PREMIUM PARKING

BUILD YOUR PREMIUM EXPERIENCE

ALBUQUERQUEPREMIUMSEATING@LIVENATION.COM



OUTDOOR ADVENTURE

WITH SPECTACULAR WEATHER, FOUR DISTINCT SEASONS AND ENDLESS OPPORTUNITIES TO EXPLORE, ALBUQUERQUE IS AN OUTDOOR LOVER'S PLAYGROUND.



Take the Sandia Peak Aerial Tramway or hike the challenging La Luz Trail to Sandia Crest.

Surrounded by mountains, mesas and the legendary Rio Grande, the city offers outdoor adventures for every interest and skill level. Stroll along the river, hike scenic mountain trails, tee off on a championship golf course or explore hundreds of miles of bike paths. Outdoor recreation is a way of life here.

HIKING

From leisurely nature walks to challenging mountain climbs, Albuquerque's hiking trails showcase the region's diverse landscapes. Experienced hikers can tackle the iconic 9-mile La Luz Trail, which climbs more than 3,700 feet to Sandia Crest, rewarding adventurers with breathtaking panoramic views stretching across more than 11,000 square miles on clear days.

In the foothills of the Sandia Mountains, scenic trails wind through prickly pear cactus, juniper and fragrant desert sage, while the paved Paseo del Bosque Trail follows the Rio Grande beneath towering cottonwood trees, offering excellent opportunities for birdwatching and wildlife viewing.

At Petroglyph National Monument, visitors can explore volcanic landscapes and discover thousands of ancient rock carvings created by Indigenous peoples and early Spanish settlers, providing a fascinating glimpse into the region's rich cultural history.

GOLF

Albuquerque has become a popular golf destination thanks to its stunning scenery, abundant sunshine and comfortable

year-round playing conditions. Golfers can enjoy a remarkable variety of settings, from mountain foothills and high desert terrain to lush fairways bordering the Rio Grande bosque. The city's collection of public, municipal and resort courses includes layouts designed by renowned golf architects, offering memorable rounds for beginners and experienced players alike. With affordable tee times and scenic vistas on nearly every hole, Albuquerque makes it easy to enjoy a day on the links.

BIKING

With hundreds of miles of dedicated bike trails, multi-use paths and scenic roadways, Albuquerque is a cyclist's dream. The city's extensive trail network makes it easy to explore neighborhoods, parks and open spaces by bike, while the paved Paseo del Bosque Trail is a favorite for recreational riders seeking beautiful views along the Rio Grande. For more adventurous cyclists, the



Hike high-desert trails in Albuquerque's foothills.

nearby mountains and mesas offer exciting mountain biking trails ranging from beginner-friendly routes to challenging technical terrain. Local bike shops and outfitters provide rentals, guided tours and equipment, making it simple for visitors to experience Albuquerque on two wheels.

Albuquerque offers countless ways to get outside and experience the beauty of New Mexico. For even more outdoor adventure inspiration, visit **VISITABQ.ORG/OUTDOORS**.

CAMPBELL BISHOP

ORIGAMI INTHEGARDEN



Open
Monday through Friday
First entry 9am, Last entry 2pm
And Open
Saturday, October 3 & October 10

3453 14 N, Cerrillos NM 87010
origamiinthegarden.com
505.471.4688

ALBUQUERQUE NEIGHBORHOODS



**ALBUQUERQUE IS A MOSAIC OF UNIQUE NEIGHBORHOODS.
EACH CORNER OF THIS VIBRANT CITY IS WORTH DISCOVERING.**

Each of Albuquerque's neighborhoods has its own history, character and vibrancy. As you travel around the city, admire the changes in scenery and contrasts between historic and modern architecture. Every neighborhood has a story worth exploring. Below are just a few.



DOWNTOWN

Downtown is the center of Albuquerque's nightlife scene with a variety of restaurants, theaters, bars, clubs, shops and galleries. The famous **Route 66**, also known as Central Avenue, is Downtown's main artery. Bar hop down Central, attend a performance at the **KiMo Theatre** or **Kiva Auditorium**, or take in a show at one of Downtown's many live concert venues.



NOB HILL

Neon lights illuminate the distinctive roadside architecture of Nob Hill along a mile-long stretch of Historic **Route 66** (Central Avenue). Nob Hill offers local flair with boutique shopping, eclectic dining and exciting nightlife. Businesses both old and new are committed to maintaining the area's retro style. It's a great place to grab a bite, share a beer and check out the overall vibe.

HISTORIC OLD TOWN AND SAWMILL DISTRICT

Albuquerque's first neighborhood, Old Town is home to more than 150 shops, galleries and restaurants that surround a central plaza and the **San Felipe de**



Neri Church. Old Town's historic adobe buildings and storefronts provide the perfect contrast to the nearby Sawmill District's hip retail stores, breweries, luxury hotels and **Sawmill Market**, an artisanal food hall sure to satisfy anyone's palate. Also steps away is **Museum Row**, where you'll find museums focused on art, history and science.

UPTOWN

One of the city's most rapidly evolving districts, Uptown boasts shopping, entertainment and fine dining. Uptown is one of Albuquerque's largest retail districts. **Coronado**



Center, Winrock Town Center and ABQ Uptown feature a wide range of stores, including local specialty shops and national retailers.



BARELAS/SOUTH VALLEY

The **National Hispanic Cultural Center**, located in the heart of Baretas, is dedicated to preserving Hispanic history. The center is home to an art museum, genealogy center and library that celebrate Hispanic culture. If it's a Sunday, stroll through the **Rail Yards Market** between 10 a.m. to 2 p.m. for arts and crafts, locally grown produce and more.



WESTSIDE

Nestled among the growing suburban neighborhoods and retail centers west of the Rio Grande is **Petroglyph National Monument**, one of the largest petroglyph sites in North America. View thousands of images carved into volcanic rock by the Native Americans and Spaniards who traveled through the area 400 to 700 years ago. The monument's Vulcan Volcano Loop Trail takes you up close to an ancient cinder cone, part of a field of extinct volcanoes you can explore on foot.



NORTH VALLEY/LOS RANCHOS

Escape to a slower pace in Albuquerque's North Valley and the nearby village of **Los Ranchos de Albuquerque**, boutique retail shops and shady restaurant patios. Walk through vineyards or fields of lavender, green chile, sunflowers, pumpkins and more at one of the area's wineries or organic farms.

To learn more about Albuquerque's neighborhoods, go to **VISITABQ.ORG/ABOUT-ABQ/NEIGHBORHOODS**.



CALENDAR OF EVENTS

A SNAPSHOT OF HAPPENINGS DURING AND SURROUNDING BALLOON FIESTA

All events are in Albuquerque unless otherwise noted.

EVENTS

U-Pick Green Chile, Sunflowers and Pumpkins

Daily

BIG JIM FARMS

3521 RIO GRANDE BLVD.

Harvest and roast your own green chile at this family-owned organic farm. Sunflowers and pumpkins are also available to pick.

BIGJIMFARMS.COM



Corrales Harvest Festival

Sept. 26-27

VILLAGE OF CORRALES

Enjoy a weekend of shopping from local artists and vendors, food trucks and hay rides. Don't miss the market run by kid entrepreneurs aged 5 to 17 on both days, or the pet parade on Sunday morning!

CORRALESHARVESTFESTIVAL.COM



Fiesta Flamenca Burqueña

Sept. 26

CIVIC PLAZA

This free, family-friendly festival brings the world of flamenco to you! Enjoy the art form with music and dancing.

[FLAMENCOWORKS.ORG/FIESTA-](http://FLAMENCOWORKS.ORG/FIESTA-FLAMENCA-BURQUENA)

FLAMENCA-BURQUENA





Church Street Cafe



Cure those hunger
pangs with exciting
and delicious
authentic
New Mexico food



2111 Church St. NW

Albuquerque, NM 87104

Tues - Sat 8:00 am - 9:00 pm

Sun 8:00 am - 4:00 pm

Closed Monday

CHURCHSTREETCAFE.COM

Enjoy handcrafted
artisan cocktails made
with our house-distilled
spirits, inspired by
the bold flavors of the
Southwest

SPIRITS



OLD TOWN

522 Romero St. NW
Albuquerque, NM 87104
SPIRITSOFFOLDTOWN.COM



Weds - Sat 11:00 a.m. - 10:00 p.m. • Sun 11:00 a.m. - 7:00 p.m. • Closed Monday & Tuesday

New Mexico United vs. Sacramento Republic FC

Sept. 26

RIO GRANDE CREDIT UNION FIELD

1601 AVENIDA CESAR CHAVEZ SE

Cheer on the New Mexico United soccer team as they take on Sacramento Republic FC for Meow Wolf Night.

NEWMEXICOUTD.COM/SCHEDULE

The Albuquerque Folk Festival

Sept. 26

NATIONAL HISPANIC CULTURAL

CENTER

1701 4TH ST. SW

With dozens of events, multiple performance stages, workshop venues, vendors and a children's tent, there's fun for the whole family.

ABQFOLKFEST.ORG



Route 66: The Main Street of America Premiere

Oct. 1

KIMO THEATRE

423 CENTRAL AVE. NW

Celebrate the Route 66 Centennial with a special screening of a feature-length documentary highlighting the powerful stories of the Mother Road.

MAINSTREETOFAMERICA.MYEVENTSCENTER.COM/EVENT/ALBUQUERQUE-NM-SCREENING-ROUTE-66-THE-MAIN-STREET-124607

Albuquerque Fall Gem & Mineral Show

Oct. 2-4

EXPO NEW MEXICO, CREATIVE ARTS BUILDING

300 SAN PEDRO DR. NE

Dozens of dealers will be selling gemstones, minerals, jewelry, beads, fossils and more. It is sure to rock!

SHOWABQ.COM



Grecian Festival

Oct. 2-4

ST. GEORGE ORTHODOX CHURCH

308 HIGH ST. SE

Don't miss this cultural celebration of the city's vibrant Greek community, featuring authentic Greek food, dancing, music and gifts.

ABQGREEKFEST.COM

ABQ Zine Fest

Oct. 3

GIZMO ARTS

410 CENTRAL AVE. NE

Check out some fantastic work from local "zinesters" at this friendly, fun and free event.

ABQZF.COM

Balloon Run

Oct. 3

RIO GRANDE RIVER

4000 BOSQUE SCHOOL RD. NW

This isn't your ordinary race! Run amongst the balloons near the Rio Grande in a 5K, 10-mile or half-marathon race.

RUNSIGNUP.COM/RACE/NM/ALBUQUERQUE/BALLOONRUN



FEATURED EVENT

Casa Flamenca

Oct. 2-4, 9-11

401 RIO GRANDE BLVD. NW

Live flamenco from some of the best artists in the world returns to Casa Flamenca's outdoor venue. Come see the passion and power of this Spanish art form.

CASAFLAMENCA.ORG





BEDROCK KITCHEN
LOCALLY CRAFTED TO GO

BREAKFAST & LUNCH
HOT | COLD
READY TO GO!

*Also addressing common
allergens such as
gluten free, dairy free
and safe natural sugars
for diabetics, low salt for
high blood pressure.

**NEW 100% LOCAL
ORGANIC WINTER MENU!**

OPEN MONDAY-FRIDAY 8AM-4PM | SATURDAY 8AM-3PM
5333 4th Street NW | Albuquerque | New Mexico 87107



New Mexico's Best Authentic
Italian Food & Craft Cocktails?



M'tucci's Restaurants

Four locations around the Metro
Westside, Rio Rancho, I-25 and Nob Hill

mtuccis.com

BALLOON FIESTA MAP

-  Gates (♥ indicates pass required)
-  Information Booth
-  Rideshare Dropoff/Pickup
-  Bike Valet
-  Restrooms
-  ATM by Bank of America
-  Event Safety
-  First Aid
-  S.A.V (Sensory Activation Vehicle)

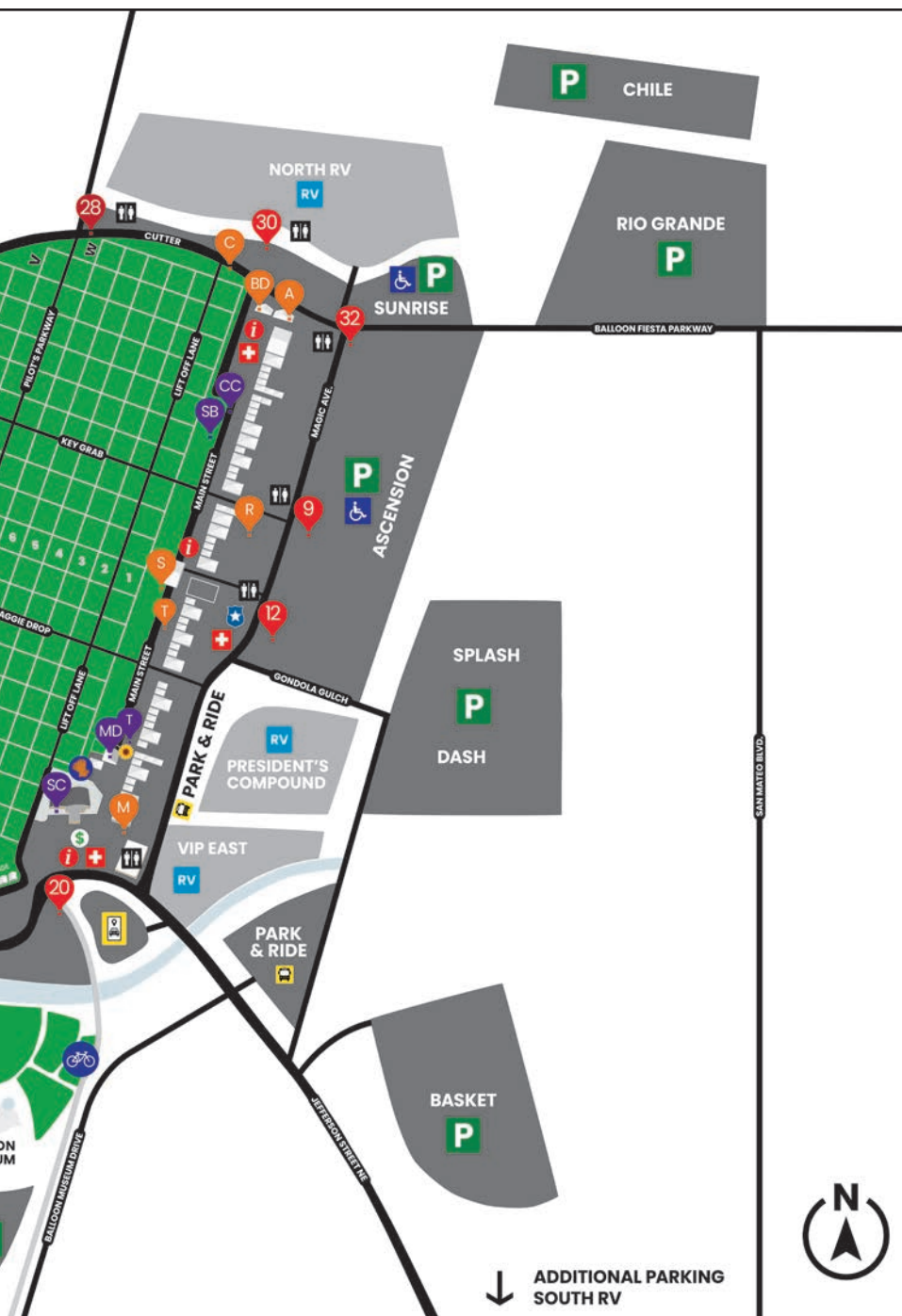
Official Park Locations

-  Gondola Club
-  Sponsor Hospitality powered by ExxonMobil
-  Sid Cutter Pilots' Pavilion
-  Chase Crew HQ
-  Pilot's Tower
-  Media Hospitality Tent
-  Visit Albuquerque & New Mexico True Visitor Information
-  Fiesta Sky Boxes
-  Chasers' Club

Points of Interest

-  Official Merchandise
-  Tag Your Tots
-  Main Street Stage
-  Balloon Rides
-  Artisans Tent
-  Balloon Discovery Center
-  Chainsaw Carvers





Cultural Dance Program

Oct. 3-11

INDIAN PUEBLO CULTURAL CENTER

2401 12TH ST. NW

During the week of Balloon Fiesta, the Cultural Center's courtyard will have multiple dances every day and be lined with authentic Native art and jewelry for sale.

INDIANPUEBLO.ORG/EVENTS

Farm Dinner

Oct. 3 and Oct. 17

BIG JIM FARMS

3521 RIO GRANDE BLVD.

Fine dining meets New Mexico agriculture at these Farm Dinners set among the fields at Big Jim Farms.

BIGJIMFARMS.COM



FEATURED EVENT

Albuquerque American Indian Arts Festival

Oct. 3-4

INDIAN PUEBLO CULTURAL CENTER

2401 12TH ST. NW

See amazing artist showcases and demonstrations, meet Native American artists and watch cultural dances.

INDIANPUEBLO.ORG

Balloons & Brews

Oct. 3-11

STEEL BENDER BREWYARD

8305 2ND ST. NW, LOS RANCHOS DE

ALBUQUERQUE

Steel Bender Brewery will be open from 7-10 a.m. daily during Balloon Fiesta so you can watch the balloons launch while enjoying craft beer and cider, mimosas, hot cocoa, breakfast burritos and more.

STEELBENDERBREWYARD.COM



Red Rocks Indigenous Market

Oct. 3-4

WALATOWA VISITOR CENTER

7413 HWY 4, JEMEZ PUEBLO

Shop from more than 75 indigenous artists, eat authentic indigenous cuisine and watch live performances at this market.

New Mexico United vs. Phoenix Rising FC

Oct. 4

RIO GRANDE CREDIT UNION FIELD

1601 AVENIDA CESAR CHAVEZ SE

Cheer on the New Mexico United soccer team as they take on Phoenix Rising FC for Hispanic Heritage Night.

NEWMEXICOUTD.COM/SCHEDULE

Globito Glow in the Village

Oct. 5

HISTORIC ROUTE

66 (4TH STREET)

IN THE VILLAGE OF

LOS RANCHOS

Spend an evening

in the village

of Los Ranchos

wandering

among 66

glowing globitos

(remote-control hot air balloons) to celebrate the Route 66 centennial. The event will include music, food vendors and activities for the entire family.

LOSANCHOSECONOMICDEVELOPMENT.ORG/GLOBITO





413 2ND ST. SW. DOWNTOWN
ALBUQUERQUE NEW MEXICO

COFFEE | PASTRIES | COMMUNITY



BARBEQUE

With A View

SINCE 1984

THE
COUNTY LINE
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**THE
COUNTY
LINE**

9600 Tramway Blvd. NE | 505.856.7477 | COUNTYLINE.COM © f

Legendary Bar-B-Q



FEATURED EVENT

Balloon Fiesta Week in Old Town

Oct. 1-11

HISTORIC OLD TOWN

Albuquerque's historic Old Town welcomes Balloon Fiesta visitors with a week of New Mexican flavor, including music and dance performances in the gazebo.

**CABQ.GOV/ARTSCULTURE/HISTORIC-OLD-TOWN/
BALLOON-FIESTA-WEEK-IN-OLD-TOWN**



Nob Hill Photography Walk

Oct. 10

BLUE SKY COWORKING

3214 PURDUE PL. NE

Explore historic Route 66 through Nob Hill, capture the neighborhood's unique character, and enjoy some of the special Balloon Fiesta displays along the way.

COWORKING.BLUESKYNM.COM

ABQ Bruja Fest

Oct. 10-11

EXPO NEW MEXICO

300 SAN PEDRO DR. NE

Spend a magical day immersed in all things witchy and mystical. Shop from vendors, participate in workshops and watch performances featuring local music, dance and more.

ABQBRUJAFEST.COM

New Mexico

United vs.

Monterey Bay FC

Oct. 10

RIO GRANDE CREDIT

UNION FIELD

1601 AVENIDA CESAR

CHAVEZ SE

Cheer on the New

Mexico United

soccer team as

they take on

Monterey Bay FC for Blackout Night.

NEWMEXICOUTD.COM/SCHEDULE



ABQ Fermentation & Fungi Festival

Oct. 11

FUSION | 708

700 1ST ST. NW

Shop from your favorite fungi producers, sip delicious fermented beverages and foods, and get hands-on demonstrations for all things fermented.

**DTABQMAINSTREET.ORG/FERMENTATION-
AND-FUNGI-FEST**



Indigenous Peoples Day

Oct. 12

INDIAN PUEBLO CULTURAL CENTER

2401 12TH ST. NW

The Indian Pueblo Cultural Center will host dances, speakers and special performances to honor Indigenous Peoples Day.

INDIANPUEBLO.ORG

New Mexico Goathheads Inaugural Home Opener

Oct. 16

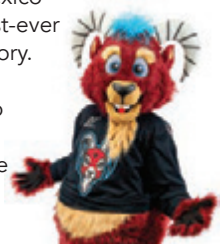
RIO RANCHO EVENTS CENTER

3001 CIVIC CENTER CIRCLE NE, RIO RANCHO

Cheer on the New Mexico Goathheads at their first-ever game in franchise history.

Mark the return of professional hockey to New Mexico as the Goathheads take on the Idaho Steelheads.

NMGOATHEADS.COM





New Mexico's favorite
Green Chile Cheeseburgers & Breakfast Burritos

Find the nearest location **LOTABURGER.COM**



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≡ BREWING CO. ≡

413 2ND ST. SW. DOWNTOWN
ALBUQUERQUE NEW MEXICO

CASK | DRAFT | LOCAL



TOURS

ABQ Trolley Co. Best of ABQ City Tour

Wednesdays-Sundays plus every day during Balloon Fiesta week

TOUR ABQ, INSIDE OLD TOWN EMPORIUM
204 SAN FELIPE ST. NW

Ride on an open-air trolley for a narrated tour of Albuquerque featuring red and green chile, favorite filming locations, a beach in the desert and more!

TOURABQ.COM



Albucreepy Trolley Co.: Ghosts & Gravestones

See website for schedule
TOUR ABQ, INSIDE OLD TOWN EMPORIUM

204 SAN FELIPE ST. NW

New Mexico has a reputation for the mysterious, and you will experience this firsthand on the Albucreepy Trolley Co.: Ghosts and Gravestones.

TOURABQ.COM



FEATURED EVENT

Tablao Flamenco Albuquerque

Every Friday, Saturday and Sunday
HOTEL ALBUQUERQUE

800 RIO GRANDE BLVD. NW

Experience authentic flamenco from world-renowned artists in an intimate venue called a tablao, where guests can also enjoy Spanish food and cocktails.

TABLAOFLAMENCO.ORG

Albuquerque Museum Old Town Walking Tour

Sundays, Thursdays and Fridays

ALBUQUERQUE MUSEUM

2000 MOUNTAIN RD. NW

Explore historic Old Town on foot with an informative guide who will provide insight into the people and places that shaped the community.

CABQ.GOV/ARTSCULTURE/ALBUQUERQUE-MUSEUM/ALBUQUERQUE-MUSEUM-TOURS

Albuquerque Outdoor Sculpture Garden Tour

Wednesdays and Saturdays

ALBUQUERQUE MUSEUM

2000 MOUNTAIN RD. NW

Stroll through the Albuquerque Museum's sculpture garden, led by a knowledgeable docent.

CABQ.GOV/ARTSCULTURE/ALBUQUERQUE-MUSEUM/ALBUQUERQUE-MUSEUM-TOURS

Balloon Fiesta Bike Tour

Oct. 3-11

ROUTES BICYCLE TOURS AND RENTALS

2113 CHARLEVOIX ST. NW

Cycle to Balloon Fiesta with this deluxe tour experience, which includes the services of a bicycle tour guide, bike and helmet rental, Balloon Fiesta admission tickets and a New Mexican-style breakfast.

ROUTESRENTALS.TICKETSPICE.COM/ABQ-BIKES-BALLOONS



VISIT INDIAN PUEBLO KITCHEN
FEATURING LOCAL NATIVE
AMERICAN SOURCED BEEF

2401 12th St NW, Albuquerque, NM 87104



**Indian
Pueblo
Kitchen**



Prime Rib Fry Bread Dip

SOURCE & VERIFIED
**NATIVE AMERICAN
BEEF**

Up, Up, and Away to Explora!



explora!

After the balloons land,
keep the adventure going

Explore 250+ hands-on exhibits in science, technology, engineering, art, and math. Perfect for the whole family!



Plan your visit
at explora.us





Bicycle Tours with Routes

See website for schedule

ROUTES BICYCLE TOURS AND RENTALS

2113 CHARLEVOIX ST. NW

Join Routes on one of their award-winning bike tours of Albuquerque neighborhoods.

ROUTESRENTALS.COM

Breaking Bad RV Tours

See website for schedule

BREAKING BAD STORE

2049 S PLAZA ST. NW

This award-winning tour takes you to filming locations throughout the city in an RV like the one used on the show! Travel to 20+ of the most popular "Breaking Bad" and "Better Call Saul" filming locations.

BREAKINGBADRVTOURSABQ.COM

Day Tours with Heritage Inspirations

See website for schedule

HERITAGE INSPIRATIONS

DEPARTS FROM VARIOUS LOCATIONS

Tour Albuquerque's Old Town or venture to Acoma Pueblo or Chaco Canyon on a guided half-day or full-day tour.

HERITAGEINSPIRATIONS.COM

Duke City Pedaler

See website for schedule

TOUR ABQ, INSIDE OLD TOWN EMPORIUM

204 SAN FELIPE ST. NW

Enjoy a fun-filled 2.5-hour tour around the streets of Albuquerque's Old Town, showcasing historic buildings, public art and amazing breweries for the ultimate day-drinking experience.

TOURABQ.COM

Old Town's History, Legends, and Lore Tour

Daily

#ABQTOURS HISTORY & GHOST TOURS OF OLD TOWN

303 ROMERO ST. NW

Soak in the sights, sounds, flavors, people, shops, products and photo opportunities of Albuquerque's historic Old Town during this walking tour led by Old Town experts.

ABQTOURS.FUN

Old Town Albuquerque Ghost Tours

Nightly

#ABQTOURS HISTORY & GHOST TOURS OF OLD TOWN

303 ROMERO ST. NW

Legends, folklore, ghost stories and history come to life as you depart on an intriguing excursion for apparitions, spirits and specters through Albuquerque's Old Town.

ABQTOURS.FUN



FEATURED EVENT

Rio Grande Arts & Crafts Festival

Oct. 2-4 and Oct. 9-11

SANDIA RESORT & CASINO

30 RAINBOW RD. NE

Explore art from 200 fine artists from across the country. Enjoy live music and performances as well as local food and drink.

RIOGRANDEFESTIVALS.COM/

BALLOON-FIESTA-SHOW

Experience The Tradition

WINTER SPANISH MARKET



Discover handcrafted artwork and holiday gifts from New Mexico's finest traditional Hispanic artists.

SANTA FE COMMUNITY CONVENTION CENTER
DECEMBER 5TH & 6TH 2026



Learn more at: traditionalspanishmarket.org

CELEBRATE IN STYLE
**WITH OUR
COLLECTION**
OF CONTEMPORARY &
TRADITIONAL JEWELRY

GERTRUDE
ZACHARY

VISIT US TODAY TO DISCOVER ALL WE HAVE TO OFFER:
1501 LOMAS BLVD. NW, ALBUQUERQUE, NM 87104
WWW.GERTRUDEZACHARY.COM | 505-247-4442





FEATURED EVENT

Harvest Festival

Oct. 3-4

ABQ BIOPARK BOTANIC GARDEN

2601 CENTRAL AVE. NW

Celebrate fall at the ABQ BioPark Botanic Garden with live music, festival treats, local brews and gorgeous sights.

CABQ.GOV/ARTSCULTURE/BIOPARK/EVENTS/HARVEST-FESTIVAL



Torreón Tour

Thursdays, Fridays, 11 a.m.

NATIONAL HISPANIC CULTURAL CENTER

1701 4TH ST. SW

Take a guided tour of a 4,000-square-foot fresco by Federico Vigil that depicts thousands of years of Hispanic history.

NHCCNM.ORG



New Mexico Jeep Tours

See website for schedule

NEW MEXICO JEEP TOURS

DEPARTS FROM VARIOUS LOCATIONS

Explore beautiful New Mexico historical sites and natural wonders well off-the-beaten-path with these private tours.

NMJEEPTOURS.COM



Route 66 Remixed

September 26, October 1, October 17

TOUR ABQ, INSIDE OLD TOWN EMPORIUM

204 SAN FELIPE ST. NW

This open-air trolley tour is a rolling celebration of 100 years of the Mother Road in Albuquerque.

TOURABQ.COM



SpiritFly Expeditions

See website for schedule

SPIRITFLY EXPEDITIONS

DEPARTS FROM VARIOUS LOCATIONS

Learn how to fly fish or go on a guided fishing trip. Spend a day out on the water and learn from experienced local guides

SPIRITFLYEXPEDITIONS.COM

Vino Vans

See website for schedule

VINO VANS

LOCAL PICK-UP

Experience Albuquerque's extensive wine scene in style and stress-free. Vino Vans will pick you up, take you to several amazing Albuquerque wineries and then drop you off.

HIGHDESERTEXCURSIONS.COM



★ BOXING BEAR BREWING CO. ★

Happy

BALLOON FIESTA!

Join us at our Firestone Taproom for:

CRAFT BEER | LIVE MUSIC | FOOD

Just steps away from Balloon Fiesta Park!



Scan to view our locations,
current tap selections, events,
Bear Kitchen ordering & more

VISIT US AT OUR ALBUQUERQUE TAPROOMS & ONLINE AT BOXINGBEARBREWING.COM

FIRESTONE TAPROOM & BREWERY · 8420 FIRESTONE LN NE · ALBUQUERQUE NM 87113 · 505-503-6341
BRIDGES ON TRAMWAY TAPROOM · 12501 CANDELARIA RD NE · ALBUQUERQUE NM 87112 · 505-639-4983

BEER FLIGHTS · DOG FRIENDLY · FREE STICKER

(with purchase)

**BRING HOME
THE ENCHANTMENT**



**20% OFF EVERYTHING
WITH CODE: FIESTA
SERAPARITO.COM**



**SERAPARITO
SUPPLY CO.**

Glassblowing Classes!

Everyone can blow glass!

No experience required

Fun for the whole family!

Make glass flowers, vases, balloons, shot glasses, marbles, stained glass art, chiles, & so much more

Safe, fun, accessible



**AURORA BOREALIS
GLASSWORKS**

classes | studio | gallery

Book online, or call us today!

Use code ABQVG for 10% off

505-225-3535

5001 Central Ave NE, Unit B1, 87108

auroraborealisglassworks.net

³⁵
Breaking

⁵⁶
Bad

RV TOURS

ALBUQUERQUE, NM

**\$10 OFF
ANY TOUR!**

USE PROMO CODE:

BRBAFiesta

BALLOON FIESTA SPECIAL!



TOURS BY
RV TOURS



TOURS BY
SUV TOURS



VISIT OVER
25+ ICONIC
FILMING
LOCATIONS



GUIDED BY
REAL SCREEN &
FILM INDUSTRY
PROFESSIONALS



EXCLUSIVE
BREAKING
BAD MERCH



BOOK YOUR ADVENTURE TODAY!
BREAKINGBADRVTOURSAHQ.COM



**BREAK BAD.
SEE ALBUQUERQUE.
MAKE MEMORIES.**

**OFFER VALID DURING BALLOON FIESTA SEASON.
ADVANCE BOOKING RECOMMENDED.
MOST TOURS SELL OUT IN ADVANCE!**

Use code BRBAFiesta at Checkout to receive \$10 off your booking. Cannot be combined with other offers. One use per booking.

BALLOON FIESTA COUPONS

DINING | **SHOPPING** | **THINGS TO DO** | **PLACES TO STAY**

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CHANGE YOUR PERSPECTIVE

ABQBarkeeps **10% Off Your Mobile Bartender Service**

Use code **ABQBarkeepsBalloon**.
Set the tone with exceptional service and
signature drinks for your event!

Albuquerque, NM
505-900-4456 | abqbarkeeps.com

Azuma Sushi and Teppan - San Mateo **Free "New Mexico Roll" With Purchase**

Inspired by NM's legendary green chile—
a signature fusion of Japanese sushi and
Southwestern flavor. Get a free New Mexico
roll with the purchase of any dinner entree.

470 San Mateo Blvd. NE
Albuquerque, NM 87109
505-880-9800 | azumaabq.com

Azuma Sushi and Teppan - Wyoming **Free "New Mexico Roll" With Purchase**

Inspired by NM's legendary green chile—
a signature fusion of Japanese sushi and
Southwestern flavor. Get a free New Mexico
roll with the purchase of any dinner entree.

8104 Wyoming Blvd. NE, Suite B
Albuquerque, NM 87113
505-821-3583 | azumaabq.com

Council Room - Sandia Resort & Casino **Buy Two Entrees, Receive a Free Dessert**

Valid Oct. 3-11, 2026. Cannot be combined
with other offers or discount.
Management reserves all rights.

30 Rainbow Rd. NE, Albuquerque, NM 87113
505-796-7500 | sandiacasino.com

D.H. Lescombes Winery & Bistro Cottonwood **Free Balloon Wine Flight at D.H. Lescombes Winery!**

2 - 2oz pours of 631 Cabernet Sauvignon
& Heritage Cabernet Sauvignon OR 631
Malvasia-Riesling & Canyon Five.
One coupon per person.

3771 NM-528, Albuquerque, NM 87114
505-548-8206 | lescombeswinery.com

D.H. Lescombes Winery & Bistro Old Town **Free Balloon Wine Flight at D.H. Lescombes Winery!**

2 - 2oz pours of 631 Cabernet Sauvignon
& Heritage Cabernet Sauvignon OR 631
Malvasia-Riesling & Canyon Five.
One coupon per person.

901 Rio Grande Blvd. NW, B-100,
Albuquerque, NM 87104
505-317-3998 | lescombeswinery.com

BALLOON FIESTA COUPONS

For more Albuquerque information, visit our website at www.VisitABQ.org.

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Frank's Famous Chicken and
Waffles, LLC
15% Off Your Order!

Valid Oct. 1-14, 2026.
Use coupon code **Balloon26**.

400 Washington St. SE, STE A
Albuquerque, NM 87108
505-712-5109
franksfamouschickenandwaffles.com

Ghost Light Saloon at Painted
Lady Bed & Brew
Save 20% Off Your Order

Save 20% when visiting the Ghost Light Saloon
at Painted Lady Bed & Brew.

1100 Bellamah Ave. NW,
Albuquerque, NM 87104
505-200-3999 | bedandbrew.com

Gobble This
**Free Pupusa With a
Purchase of an Entrée**

Get a free pupusa with a purchase of an entrée.

308 San Felipe St. NW,
Albuquerque, NM 87104
505-975-3969

I Scream Ice Cream
**Buy One Get One Free!
(50% Off T-Shirts)**

Buy 1 frozen dessert, get 1 free!
Limit 2 free scoops/transaction.
Not valid on gift card purchases.

2000 Carlisle Blvd. NE
Albuquerque, NM 87110
505-268-0139 | iscreamicecreamabq.com

Jason's Deli
**Free Kids Meal
with Adult Purchase**

Dine in and get one free kids meal with the
purchase of an adult entree.

2105 Louisiana Blvd. NE
Albuquerque, NM 87110
505-881-6700 | jasonsdeli.com

Kiva Koffee -
Sandia Resort & Casino
**Buy 1 Danish, 2nd Danish
(of equal or lesser value)
50% Off**

Valid Oct. 3-11, 2026. Cannot be combined
with other offers or discount.
Management reserves all rights.

30 Rainbow Rd. NE, Albuquerque, NM 87113
505-796-7500 | sandiacasino.com

Lounge 201 & Patio - DoubleTree
By Hilton Hotel Albuquerque
**Sip Into the Sunset -
Free Glass of Wine**

Celebrate the colors of Balloon Fiesta with a
free glass of house wine when you purchase
any of our delicious dinner entrees.

201 Marquette Ave. NW
Albuquerque, NM 87102
505-247-7000 | hilton.com/en/hotels/albsmdt-
doubletree-albuquerque/

New Mexico Wine Studio
Mimosa Special

Enjoy \$8 glasses of mimosas or \$18 bottles of
mimosas. Bottles are available for purchase
only when shared by two people.

301 Romero St. NW, #209
Albuquerque, NM 87104
505-705-7517 | nmwinestudio.com

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Noisy Water Winery
**Buy One, Get One Free
Wine Tastings**

Take advantage of one free wine tasting when
you buy one at regular price!

Good only during 2026 Balloon Fiesta.

301 Romero St. NW, Albuquerque, NM 87104
505-842-8022 | noisywaterwinery.com

Moonwalk Bar - 505 Central
\$2 Off Cocktails

\$2 off any cocktail at Moonwalk Bar.

505 Central Ave. NW, Albuquerque, NM 87102
505-533-8777 | 505central.com

Mountainside -
Sandia Resort & Casino
**Buy One Italian Plate,
Get 2nd Plate 50% Off**

Valid Oct. 3-11, 2026. Cannot be combined
with other offers or discount.

Management reserves all rights.

30 Rainbow Rd. NE, Albuquerque, NM 87113
505-796-7500 | sandiacasino.com

P'a Shur Deli & Grill -
Sandia Resort & Casino
**Buy One Chicken Taquito
Special, Get 2nd One
Half Off**

Valid Oct. 3-11, 2026. Cannot be combined
with other offers or discount.

Management reserves all rights.

30 Rainbow Rd. NE, Albuquerque, NM 87113
505-796-7500 | sandiacasino.com

Poulin Marketplace HOME
**Buy One Drink,
Get One Half Off**

Limit one per customer. Some exclusions apply.
See store for details. Valid 10/1/26-10/12/26

8600 Pan American Fwy. NE
Albuquerque, NM 87113
505-880-2500 | poulinmarketplace.com

Remedy Coffee
**20% Off Food and Drink
During Balloon Fiesta**

Stop by Remedy Coffee near Old Town and
Route 66 to caffeinate and refuel during
Balloon Fiesta! Open daily 7 am-4 pm.

1816 Lomas Blvd. NW
Albuquerque, NM 87104
505-219-3819 | remedycoffeeabq.com

Rio Bravo Brewing
\$1 Off a Beer

One per customer per visit.
Only valid at our main location.

1912 2nd St. NW, Albuquerque, NM 87102
505-900-3909 | riobravobrewing.com

Roadrunner Grill -
Sandia Resort & Casino
**Buy One Chicken Wrap,
Get 2nd One Half Off**

Valid Oct. 3-11, 2026. Cannot be combined
with other offers or discount.

Management reserves all rights.

30 Rainbow Rd. NE, Albuquerque, NM 87113
505-796-7500 | sandiacasino.com

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Sandia Sports Bar -
Sandia Resort & Casino

**Buy One Pretzel,
Get One Free**

Valid Oct. 3-11, 2026. Cannot be combined
with other offers or discount.
Management reserves all rights.

30 Rainbow Rd. NE, Albuquerque, NM 87113
505-796-7500 | sandiacasino.com

Savoy Bar & Grill
**\$20 Off of \$75 Minimum
Food Purchase**

Present this coupon and receive \$20 off a
minimum food purchase of \$75.
Does not include alcohol, tax or gratuity.

10601 Montgomery Blvd. NE
Albuquerque, NM 87111
505-294-9463 | savoyabq.com

Sheehan Winery
15% Off Your Order!

15% off any bottle or glass
purchase in our Tasting Room.

303 Romero St. NW, Albuquerque, NM 87104
505-508-1221 | sheehanwinery.com

Snapdragon Tea
**Buy 1 Sandwich,
Get 1 Half Off**

It's BOGO time! Buy one sandwich and get
50% off a second sandwich of equal or lesser
value. Applies to in-store purchases.

115 Harvard Dr. SE, Retail #7
Albuquerque, NM 87106
505-750-2040 | snapdragontea.com

Spirits of Old Town
**1/2 Price On Your First
Margarita**

Get your first margarita
(or giggle water) for half price.

522 Romero St. NW, Albuquerque, NM 87104
505-525-4810 | spiritsofoldtown.com

Takumi Japanese Restaurant
Free Takumi Roll

One free Takumi roll with the purchase of a
dinner entree.

2100 Louisiana Blvd. NE, #800
Albuquerque, NM 87110
505-508-3091 | takumibbq.com

Three Sisters Kitchen
**Free Drip Coffee OR Cookie
with Any Purchase!**

Visit the Three Sisters Kitchen Cafe inside
Explora (Old Town) for 1 free drip coffee OR
cookie with purchase of another item.

1701 Mountain Rd. NW
Albuquerque, NM 87104
505-832-7237 | threesisterskitchen.org

Tucanos Brazilian Grill
**Free Brazilian Lemonade
with Purchase**

Enjoy a refreshing FREE Brazilian Lemonade
with your Tucanos Churrasco purchase.
Albuquerque location only.

110 Central Ave. SW, Albuquerque, NM 87102
505-246-9900 | tucanos.com

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VARA Winery and Distillery
**15% Off at the VARA
Tasting Room**

The balloons are up — and so is the fun!
Get 15% off any purchase in our tasting room
all Balloon Fiesta week.

315 Alameda Blvd. NE
Albuquerque, NM 87113
505-898-6280 | varawines.com

Wolf 'n' Swallow
**\$10 Off Your Check
of \$50 or More**

Receive \$10 off your check when you spend
\$50 or more.

414 Central Ave. SE, Albuquerque, NM 87102
517-667-8355 | wolfnswallow.com

505 Central Food Hall
\$5 Off Any Shirt

Receive \$5 off any shirt.

505 Central Ave. NW, Albuquerque, NM 87102
505-503-8777 | 505central.com

A Few Old Things Antiques
**15% Off On Each Item
Over \$30**

The discount applies to regular priced items.
Must be paid by cash, check or debit card.

8833 4th St. NW
Los Ranchos de Albuquerque, NM 87114
505-922-1209 |

Amapola Gallery
**Discover Local.
Save 10%**

Explore 40 local artisans at our gallery in Old
Town. Save 10% on one unique, made-in-New
Mexico item.

205 Romero St. NW, Albuquerque, NM 87104
505-242-4311 | amapola-gallery.com

Fastsigns Albuquerque
Northwest
15% Off Full Color Banner

15% discount on full color digitally printed vinyl
banner with grommets.
Rush order and delivery available.

9664 Eagle Ranch Rd. NW, Suite 6
Albuquerque, NM 87114
505-532-1001 | fastsigns.com/2434

Fiber Arts on 4th
**\$5 Off Any Purchase
of \$50 or More**

Cannot be used on workshops or gift cards.
Offer only available on in-person purchases
(not online).

6463 4th St. NW
Los Ranchos de Albuquerque, NM 87107
505-323-2315 | fiberartson4th.com

Flyby Provisions
**Exclusive Balloon Fiesta
Souvenir**

Receive a FREE limited edition Balloon Fiesta
souvenir with any \$60 purchase.
While supplies last.

201 Coal Ave. SW, Albuquerque, NM 87102
505-525-5494 | flybyprovisions.com

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For more Albuquerque information, visit our
website at www.VisitABQ.org.

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Gertrude Zachary Jewelry
20% Off One Item!

Please come visit us for your exclusive discount on one item!

1501 Lomas Blvd. NW
Albuquerque, NM 87104
505-247-4442 | gertrudezachary.com

Kei & Molly Textiles
15% Off Kei & Molly Towels

Show this coupon for 15% off hand-printed towels in-store only. Excludes other discounts.
Valid Oct. 3-11.

4400 Silver Ave. SE, Suite A
Albuquerque, NM 87108
505-268-4400 | keiandmolly.com

Luna and Luz
10% Off Your Purchase

10% off your entire purchase of locally-made art, jewelry and gifts. Valid in-store only.

400 San Felipe St NW, Suite D
Albuquerque, NM 87104
505-200-2535 | lunaandluz.com

New Mexico Magazine
25% Off Route 66 Merch

Get 25% off our all merch in our Route 66 Shop. Use the code **BALLOONFIESTA26** at checkout.

491 Old Santa Fe Trail, Santa Fe, NM 87501
505-490-1972 | newmexicomagazine.org

Old Barrel Tea Co. - Old Town
20% Off Loose Leaf Tea

Bring in your coupon to redeem in store, or shop online and use code **BALLOONFIESTA** at checkout.

2041 S. Plaza St. NW, Albuquerque, NM 87104
505-842-5722 | oldbarreltea.com

Old Barrel Tea Co. - Uptown
20% Off Loose Leaf Tea

Bring in your coupon to redeem in store, or shop online and use code **BALLOONFIESTA** at checkout.

2241 Q St. NE, Suite 7-i, Albuquerque, NM 87110
505-219-2556 | oldbarreltea.com

Old Town Olive
Free Tapi Spout with Olive Oil or Balsamic Vinegar Purchase

A free reusable Tapi Spout per bottle purchase helps control the pour and replaces the cork after opening.

1919 Old Town Rd. NW Suite 7
Albuquerque NM, 87104
505-243-3948 | oldtownolive.com

Poulin Marketplace HOME
20% Off One Home Decor Item

Limit one per customer. Some exclusions apply.

See store for details.
Valid only 10/1/26-10/12/26.

8600 Pan American Fwy. NE
Albuquerque, NM 87113
505-880-2500 | poulinmarketplace.com

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Squidly Designs
15% Off In-Store!

Get 15% off your purchase plus a free Squidly store sticker when you shop with us!

514 Central Ave. SE, Albuquerque, NM 87102
505-333-9442 | squidlydesigns.com

Vintage Vault @ Mid-Town
10% Off Your Purchase

10% off your purchase.
Items marked firm or on sale are excluded.

4646 Menaul Blvd. NE
Albuquerque, NM 87110
505-803-6935 | VintageVaultABQ.com

Vintage Vault @ NobHill
10% Off Your Purchase

10% off your purchase. Items marked firm or on sale are excluded. Entrance on Amherst.

3503 Central Ave. NE
Albuquerque, NM 87106
505-361-2129 | VintageVaultABQ.com

#AbqTours - History & GHOST
Tours of Old Town
**FREE Old Town Postcard &
FREE Old Town Map**

Tell 'em you wish they were here! Assorted styles while supplies last. 25 years in Old Town. History & ghosts!

303 Romero St. NW, Albuquerque, NM 87104
505-246-8687 | abqtours.fun

Amazing Scavenger Hunt
Adventure-Albuquerque
**We're Blowing Up With an
Extra 20% Off**

Use promo code **DONTLOOKUP** for an additional 20% off. For a limited time only.

Albuquerque, New Mexico
805-603-5620 | urbanadventurequest.com

Blue Sky Coworking NM
**10% Off Desks, Lounge
and Conference Room
Bookings**

Experience Nob Hill's creative spirit. Save 10% at Blue Sky Coworking. Work alongside local art and community. Code **BALLOON10**.

3214 Purdue Pl. NE, Albuquerque, NM 87106
505-750-9002 | blueskynm.com

Box Studio Sculpture Garden
**\$5 Off Purchase of \$25 or
More!**

Get \$5 off when you spend
\$25 or more in our gift shop.

3453 NM Highway 14, Cerrillos, NM 87010
505-471-4688 | boxstudiosculpturegarden.com

Breaking Bad RV Tours
**\$10 off Balloon Fiesta
Special**

Experience the ultimate Breaking Bad tour during Balloon Fiesta. Use promo code **BRBAFiesta** at checkout!

2049 S Plaza St. NW, Albuquerque, NM 87104
505-415-6314 | Breakingbadrvtoursabq.com

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Calibers Indoor Shooting
Sports Center
**50% Off Shooting
Experiences & Machine
Gun Packages!**

Always wanted to try a machine gun? Get 50% off with code **BALLOON**. Excludes Date Night.

9320 Coors Blvd. NW
Albuquerque, NM 87114
505-800-5105 | CalibersUSA.com

Calibers Indoor Shooting
Sports Center - Cutler
**50% Off Shooting
Experiences & Machine
Gun Packages!**

Always wanted to try a machine gun? Get 50% off with code **BALLOON**. Excludes Date Night.

4340 Cutler Ave. NE, Albuquerque, NM 87110
505-800-5103 | CalibersUSA.com

Casa Flamenca
\$10 Off Each Ticket

Albuquerque's premier 5-star flamenco venue
with authentic artists direct from Spain.
Use code **CFflamglobos26**.

401 Rio Grande Blvd. NW
Albuquerque, NM 87102
505-247-0622 | casaflamenca.org

Creativity Warehouse
Free Sitting Fee!

Enjoy some creative time at Creativity
Warehouse with no sitting fee for up to 4
people!

1950 Juan Tabo Blvd. NE, Suite M,
Albuquerque, NM 87112
505-299-6168 | creativitywarehouse.com

Green Reed Spa -
Sandia Resort & Casino
**Book a Seasonal
Facial and Receive a
Complimentary Candle**

Valid Oct. 3-11, 2026. While supplies last.
No other discounts.
Management reserves all rights.

30 Rainbow Rd. NE, Albuquerque, NM 87113
505-796-7500 | sandiacasino.com

Harwood Art Center
**Free Open Draw Session
& Yoga Class!**

Enjoy a free Open Drawing Session with a live
model Tuesdays 6-9 pm; and free all-levels
yoga class Wednesdays 4-5 pm

1114 7th St. NW, Albuquerque, NM 87102
505-242-6367 | harwoodartcenter.org

New Mexico Holocaust &
Intolerance Museum
20% Off All T-Shirts!

Show your support and get 20% off our new
"Upstander" T-shirts!
One discounted shirt per coupon.

616 Central Ave. SW, Albuquerque, NM 87102
505-247-0606 | nmholocaustmuseum.org/

New Mexico Museum of Natural
History & Science
\$1 Off Admission!

\$1 off general admission only for non-New
Mexicans. Limit two per transaction.
Does not include theater shows.

1801 Mountain Rd. NW
Albuquerque, NM 87104
505-841-2800 | nmnaturalhistory.org

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New Mexico United
**20% Off New Mexico
United Tickets**

Get 20% off New Mexico United Tickets.
Use code **AIBF26**

3500 Central Ave. SE, Albuquerque, NM 87106
505-209-7529 | newmexicoutd.com

Pimentel Guitars Inc.
**Take a Tour
and Get 10% Off**

Come tour our custom guitar building shop
and get a 10% discount on any purchase.

3316 Lafayette Dr. NE
Albuquerque, NM 87107
505-884-1669 | pimentelguitars.com

Sherwood Bread
**\$10 Off Any Hands-On
Cooking Class**

Use code **BALLOON10** to save \$10 on any
hands-on cooking class.
Experience Albuquerque through food!

2401 12th St. NW, Albuquerque, NM 87104
505-750-1144 | sherwood.coffee

Tinkertown Museum
2 For 1 Admission

One free admission with one paid ADULT
admission. Tinkertown is open every day
during Balloon Fiesta 10 am-4 pm.

121 Sandia Crest Rd., Sandia Park, NM 87047
505-281-5233 | tinkertownmuseum.org

Visit Albuquerque Old Town
Visitor Information Center
Free Souvenir!

Free souvenir when you stop at the Visitor
Center in Old Town.

522 Romero St. NW, Albuquerque, NM 87104
800-284-2282 | visitabq.org

Wildlife West Nature Park
BOGO Adult Admission

Purchase one adult admission,
get a second adult admission free.

87 North Frontage Rd., Edgewood, NM 87015
505-281-7655 | wildlifewest.org

Element by Marriott
Albuquerque Uptown
10% Off Prepaid Rooms

Experience Balloon Fiesta with spacious suites,
full kitchens, and an on-site rooftop bar.
Use code **ADP**.

2430 Louisiana Blvd. NE
Albuquerque, NM 87110
505-675-1400 | marriott.com/ABQEL

Extended Stay America
Albuquerque
**Balloon Fiesta -
Save 10% Today**

Experience Balloon Fiesta and save 10% on
your stay.

2321 International Ave.
Albuquerque, NM 87106
505-244-0414 | [extendedstayamerica.com/
hotels/nm/albuquerque/airport](http://extendedstayamerica.com/hotels/nm/albuquerque/airport)

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Fairfield Inn & Suites by Marriott
Albuquerque Airport
12% Off On Prepaid Rooms

Lock in your Balloon Fiesta
stay early and save 12%!
Use promo code **ADP** on our website to book.

2300 Centre Ave. SE, Albuquerque, NM 87106
505-247-1621 | marriott.com/ABQFA

Home2 Suites by Hilton
Albuquerque Downtown/
University
10% Off Retail Rate

Enjoy 10% off retail and make yourself at home
with spacious suites and free breakfast.

1660 University Blvd. NE
Albuquerque, NM 87102
505-242-0002 | hilton.com/en/hotels/abqduht

Hotel Zazz
**Tap the Golden Banana:
Free Pour + Secret Menu**

Whisper **"VISITABQ"** for a free Route 66
welcome pour, collectible swag and our hidden
\$6.60 Balloon Fiesta menu.

3711 Central Ave. NE
Albuquerque, NM 87108
505-266-7663 | hotelzazz.com

La Quinta Inn & Suites
Albuquerque Midtown
**Book 2 Consecutive Nights,
Get 20% Off Your Stay**

Stay 2 consecutive nights starting Oct. 3-Oct.
11, 2026, and receive 20% off your entire stay.

2011 Menaul Blvd. NE
Albuquerque, NM 87107
505-226-0927 | wyndhamhotels.com

Motel 6 Albuquerque Carlisle
**10% Off Your
Next Stay With Us!**

Not valid on Fridays and Saturdays.

3400 Prospect Ave. NE
Albuquerque, NM 87107
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505-856-5910 | marriott.com/ABQNJ

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Enjoy more room to relax this Balloon Fiesta
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2400 Centre Ave. SE, Albuquerque, NM 87106
505-232-5800 | marriott.com/ABQTS

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