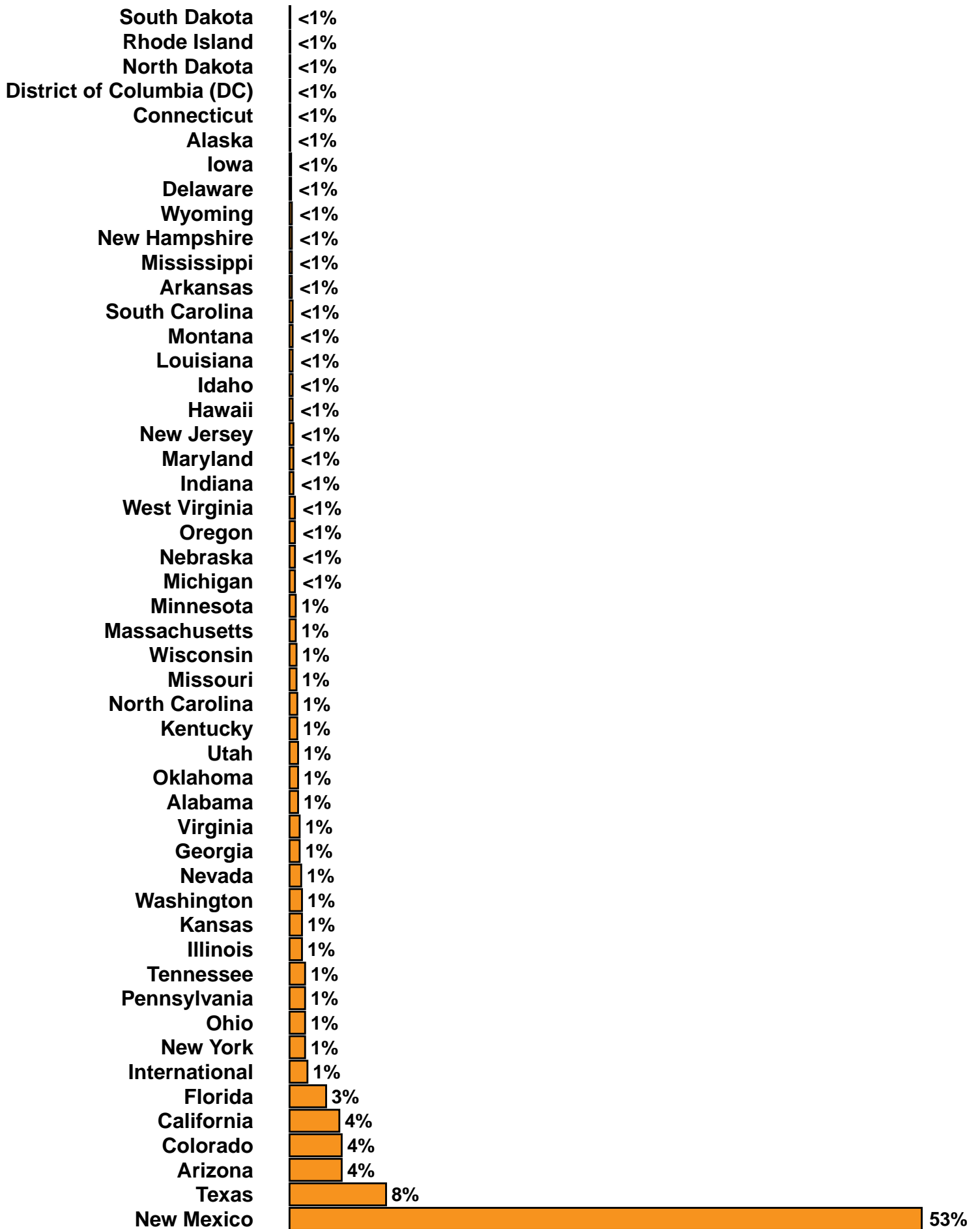


Balloon Fiesta Visitor Survey – 2025

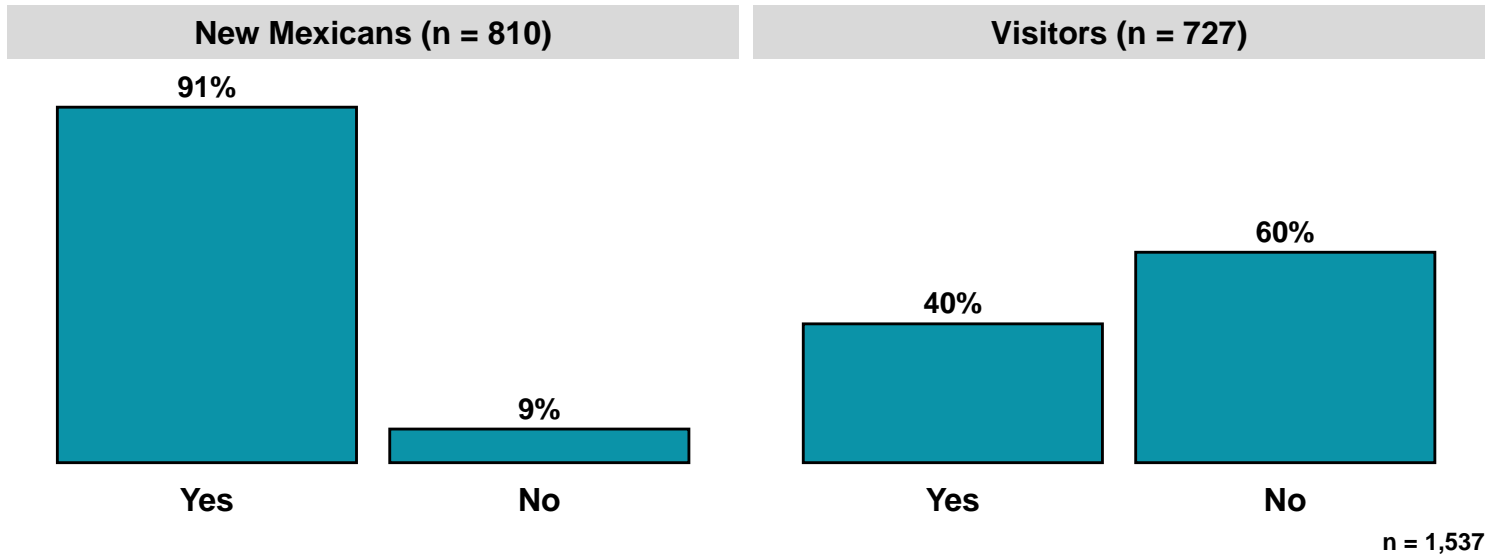
Prepared by the NMTD Research Division

What state do you reside in?

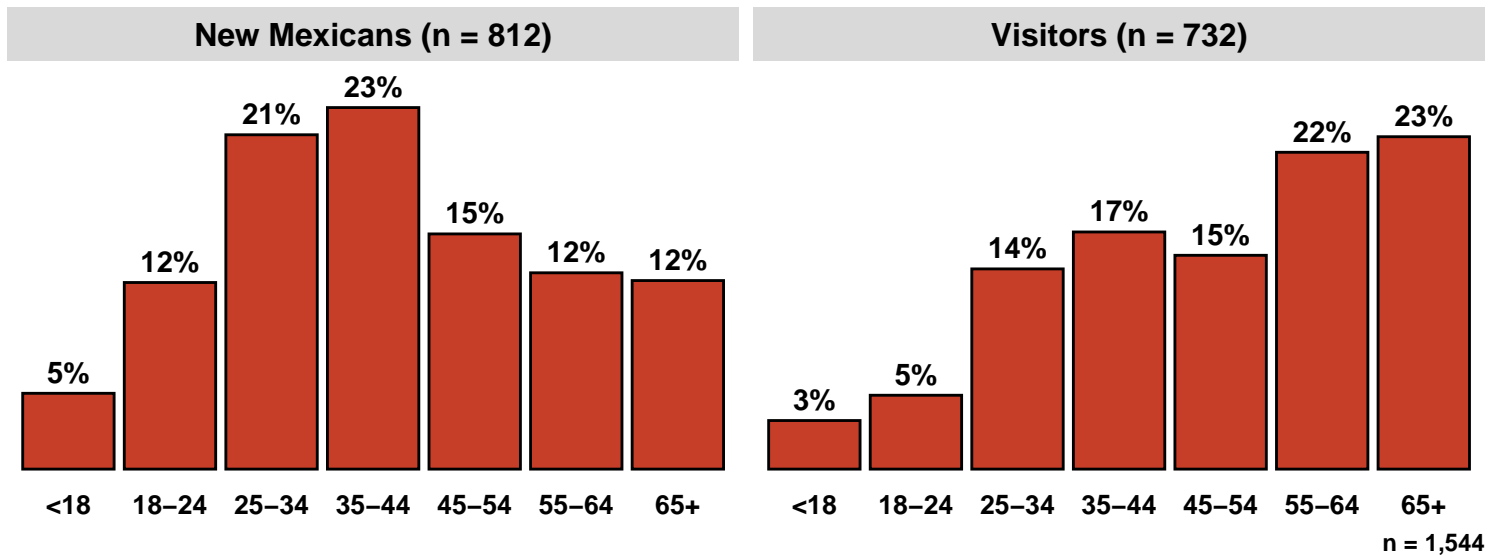


n = 1,545

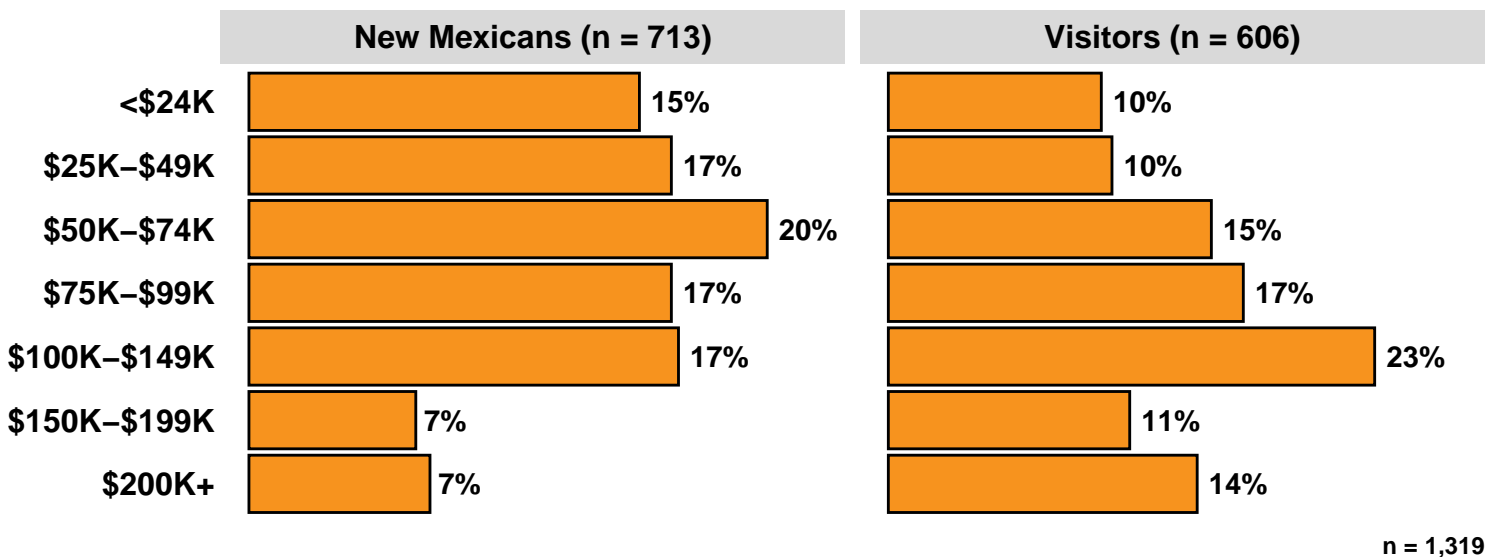
Have you visited the Albuquerque International Balloon Fiesta before?



What is your age?

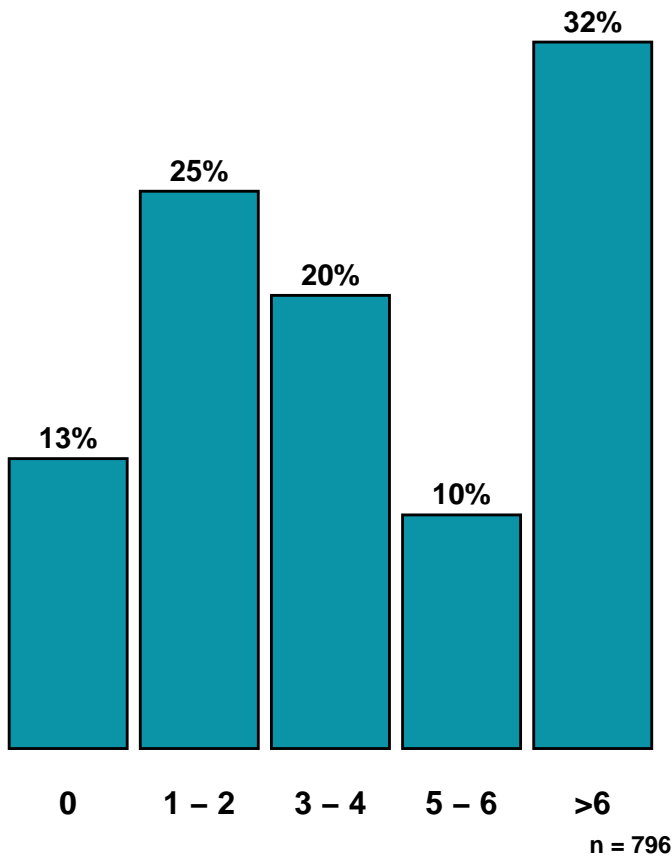


What is your approximate average household income?

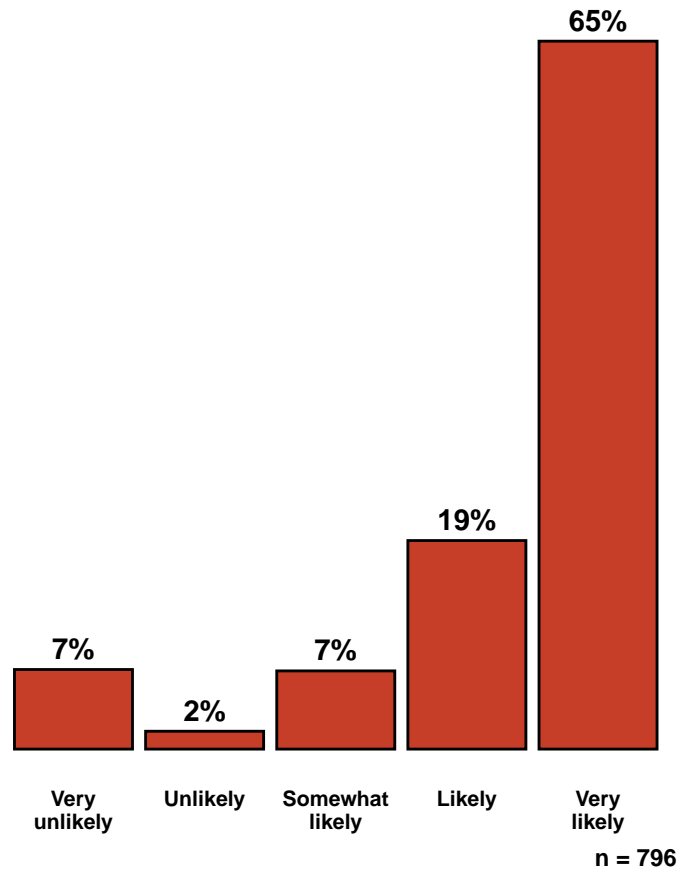


New Mexico Residents Only

On average, how many overnight trips do you take in New Mexico per year?

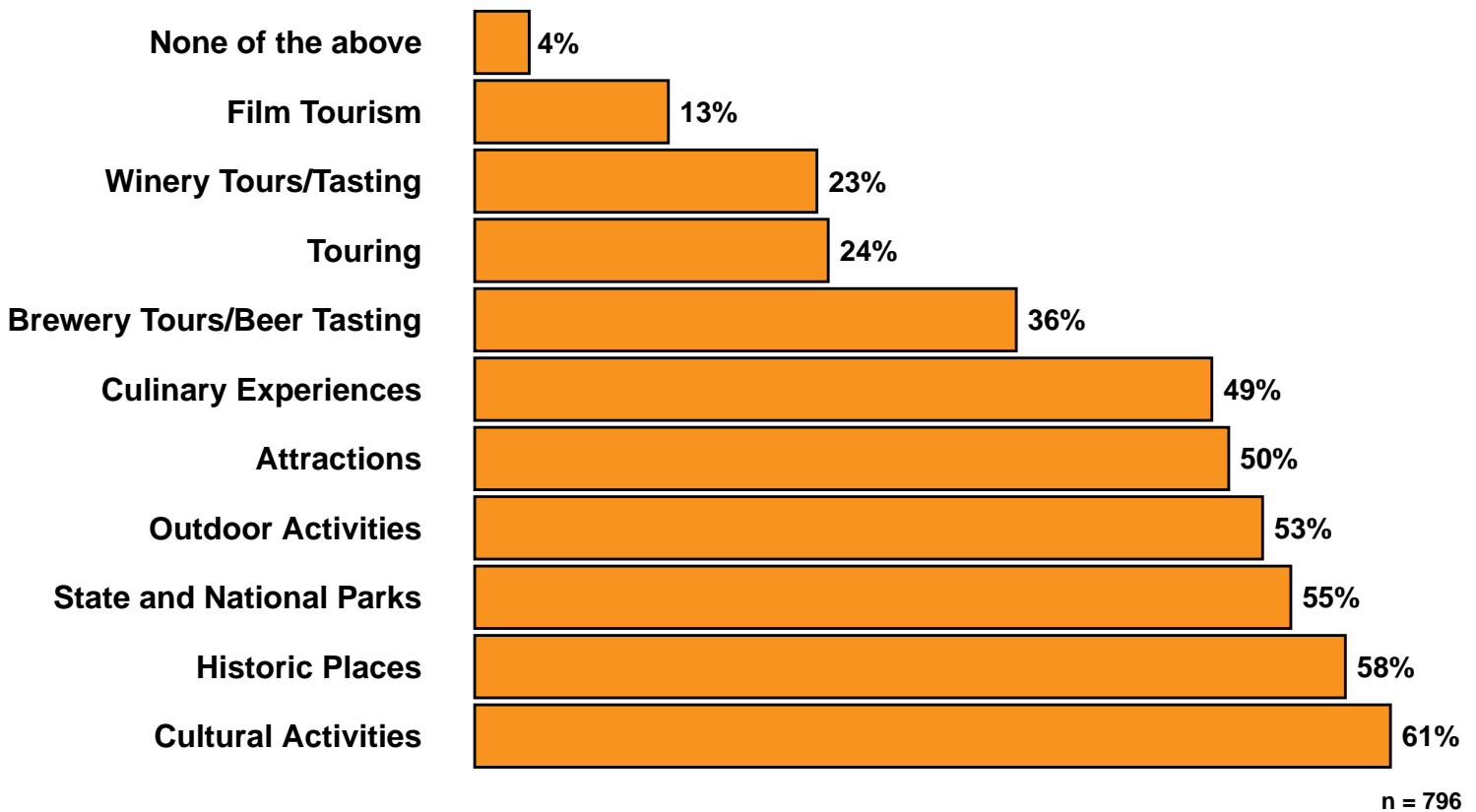


How likely are you to recommend visiting New Mexico to friends and family?



Within the last year, which activities in New Mexico have you participated in?

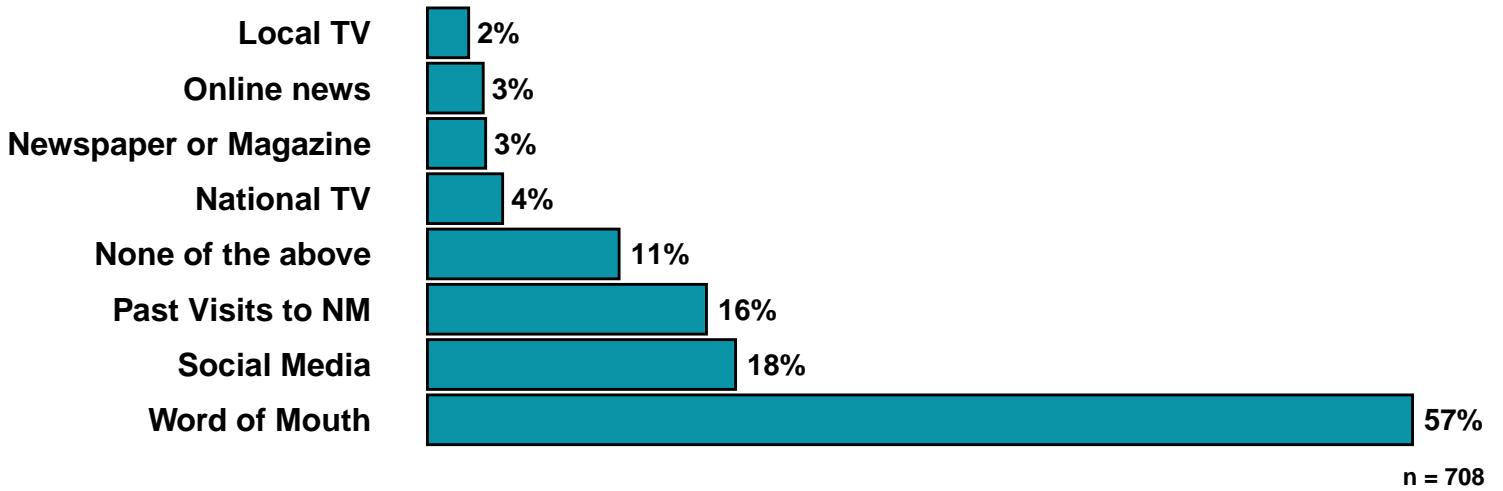
(Select all that apply).



Visitors Only

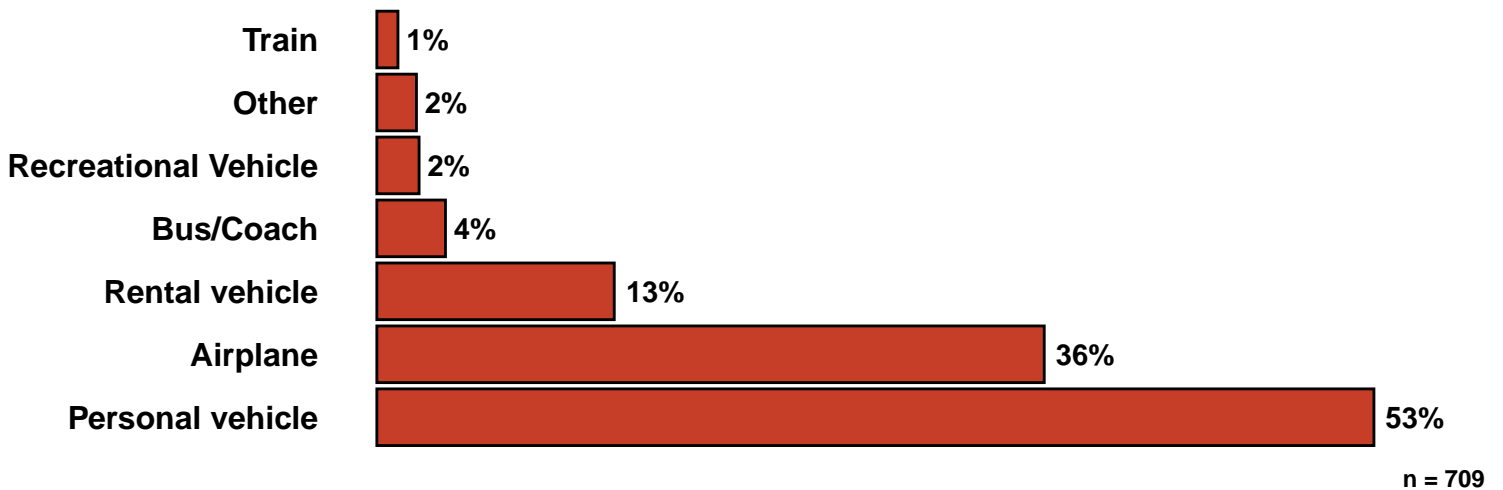
How did you hear about the Albuquerque International Balloon Fiesta

(Select all that apply).



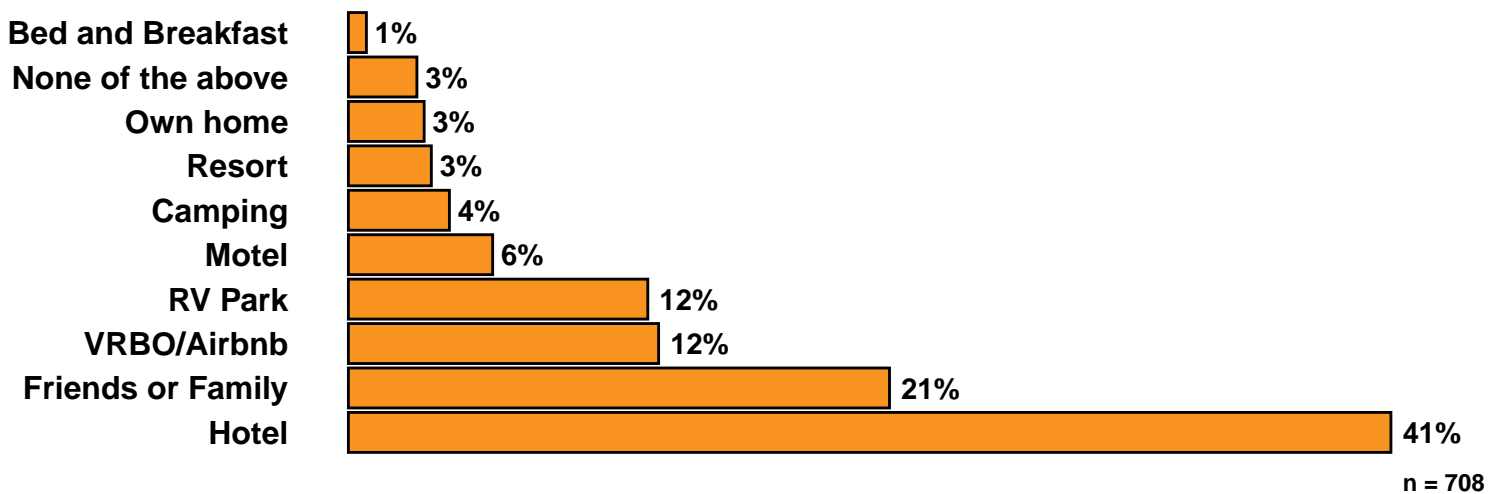
Which methods of transportation did you use to travel to New Mexico?

(Select all that apply).



What type of accommodations are you using during your stay in New Mexico

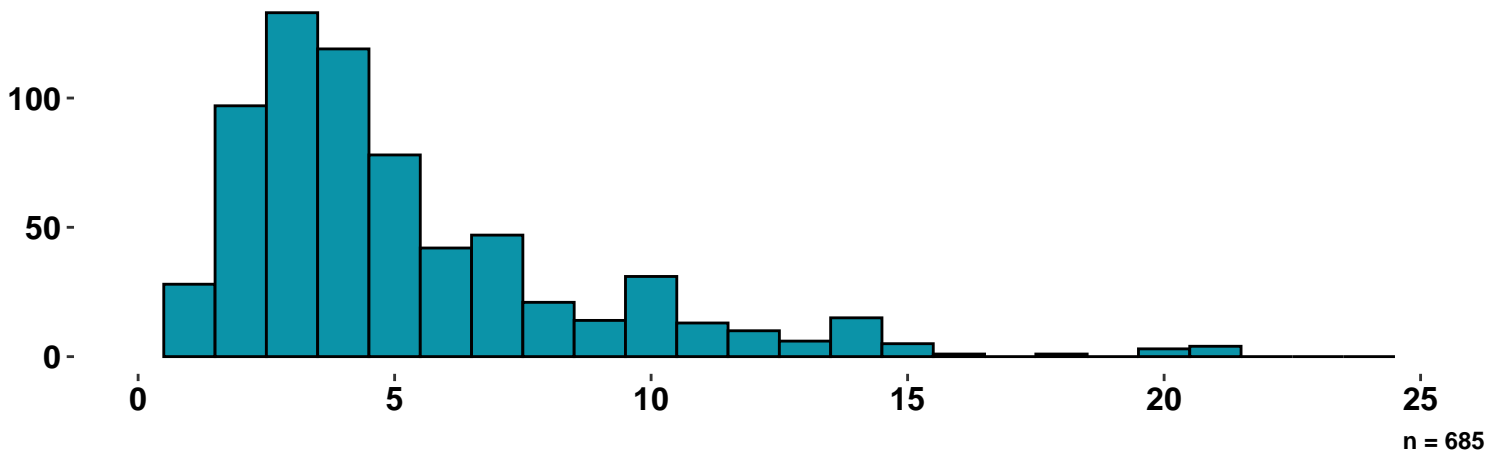
(Select all that apply).



Visitors Only

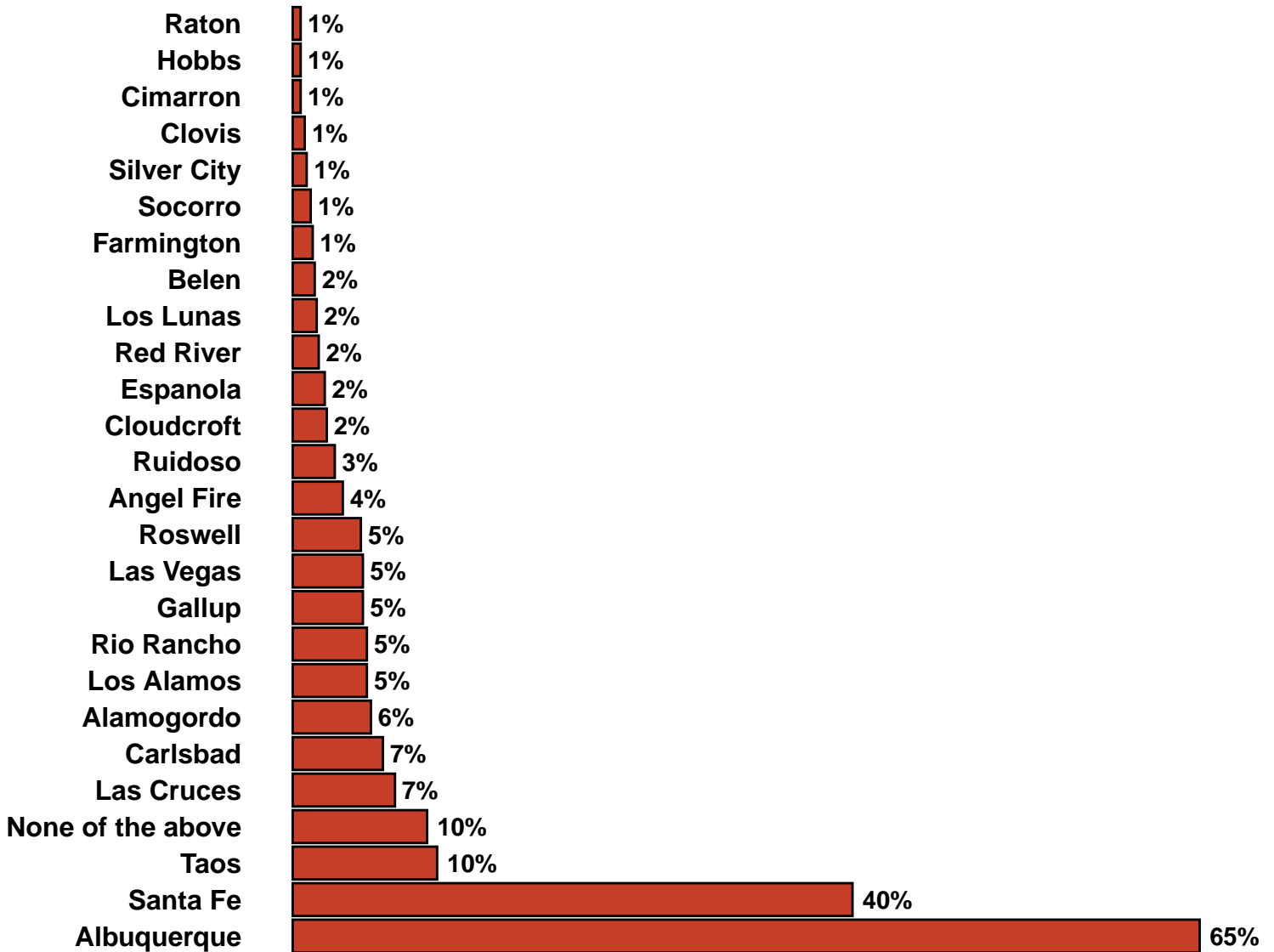
How many nights are you staying in New Mexico for this trip?

Median = 4



Do you plan to visit any of these cities during your stay for the International Balloon Fiesta?

(Select all that apply).

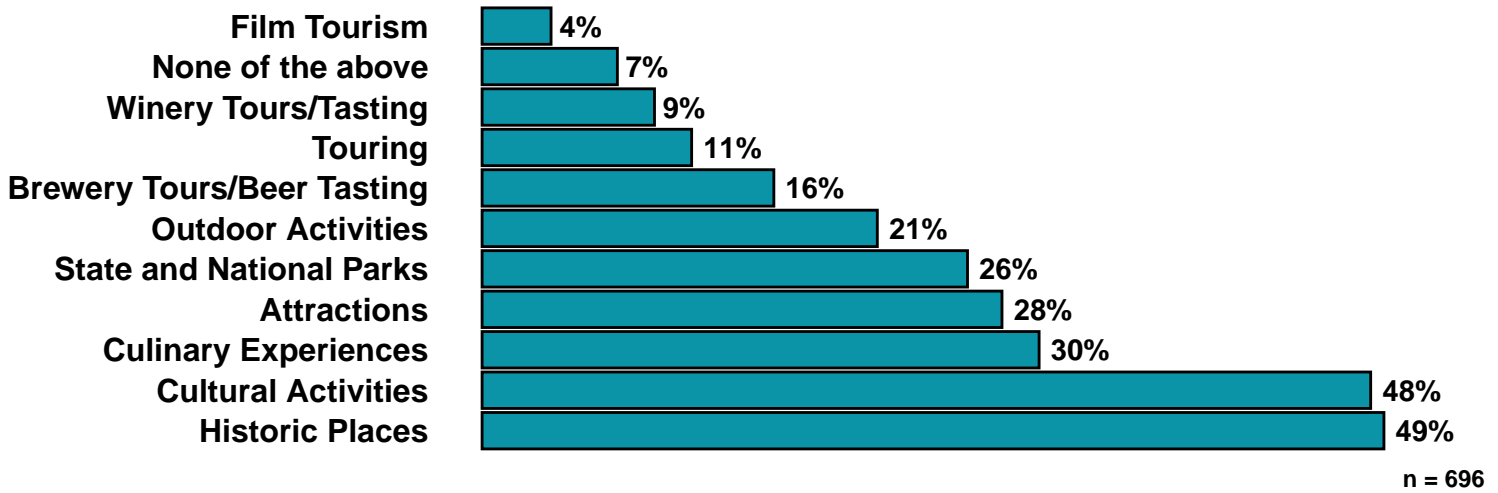


n = 691

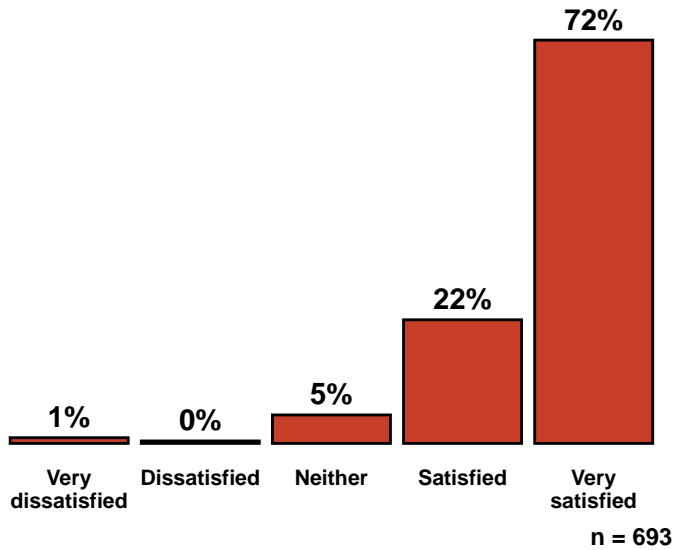
Visitors Only

Which of these activities have you done or plan to do during this trip to NM?

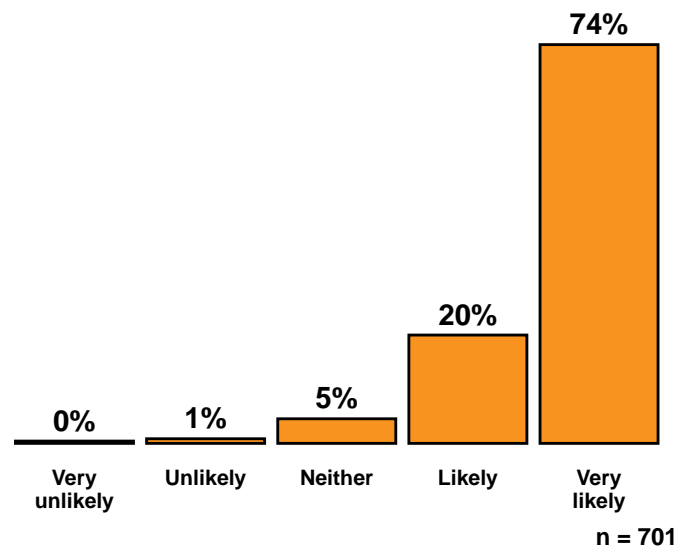
(Select all that apply).



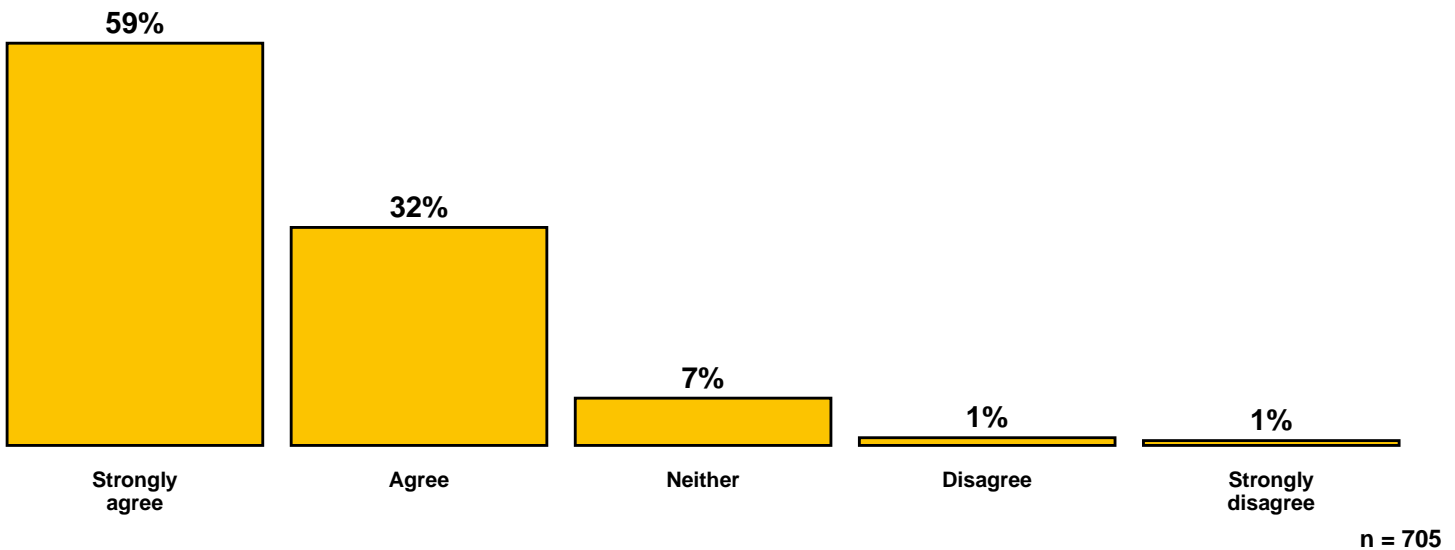
How satisfied are you with the level of service you have received in New Mexico? (at restaurants, hotels, attractions, etc)



How likely are you to return to New Mexico on a future vacation?

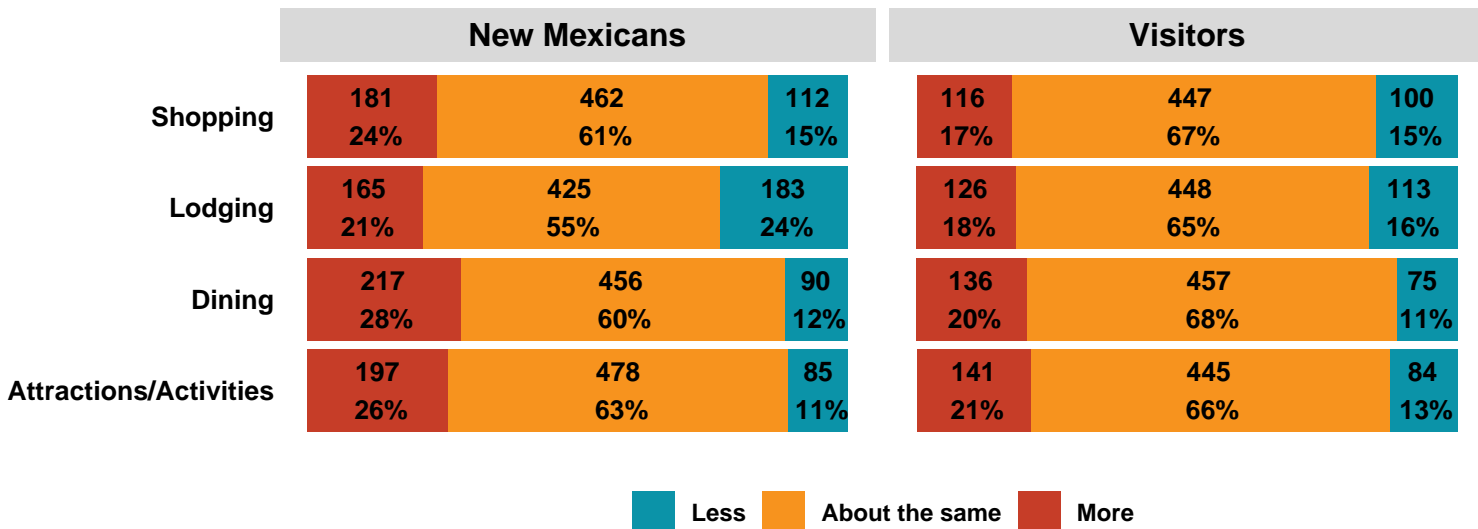


Please indicate how much you agree or disagree with the following statement: "I felt safe during my visit to New Mexico."

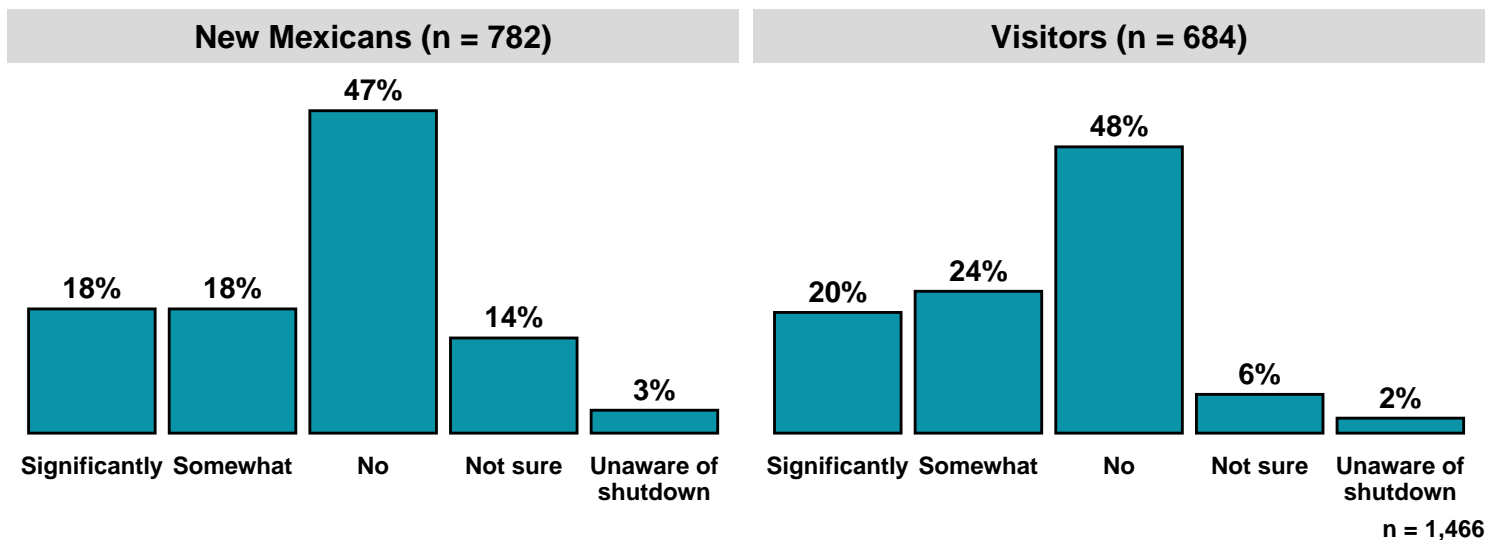


Government Shutdown Impacts

Thinking about your spending on this trip compared to similar trips in previous years, did you spend more, less, or about the same on the following?



Has the current federal government shutdown affected your travel plans for this trip?



Has the federal government shutdown affected the ease of your travel to or within NM?

