



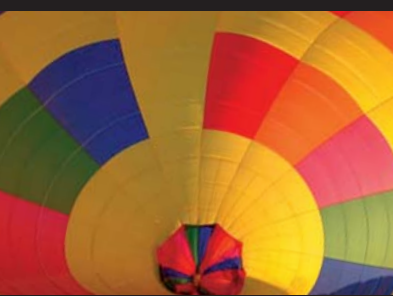
Albuquerque International Balloon Fiesta®

2007 Guest Guide

Presented by Wells Fargo



| TRAVEL | TICKETS | PARKING | HOTEL | ALBUQUERQUE FACTS |
| DIRECTIONS & MAPS | SAFETY TIPS | WEATHER *and More*



Albuquerque International Balloon Fiesta® 2007 Guest Guide Presented by Wells Fargo

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ALBUQUERQUE INTERNATIONAL
BALLOON FIESTA

OCTOBER 6-14, 2007

Toll Free 888 422-7277
Phone 505 821-1000
Fax 505 828-2887
balloons@balloonfiesta.com

Mailing address:
4401 Alameda Boulevard, NE
Albuquerque, New Mexico 87113

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Welcome

For ten days in October, the New Mexico skies are painted as hundreds of balloons lift off from Albuquerque's Balloon Fiesta Park. Nothing rivals the power of Mass Ascension on crisp early mornings as these graceful giants leave the ground to take their place in the cerulean desert sky. For ballooning fans worldwide, the Albuquerque International Balloon Fiesta is a pilgrimage. There's something for everyone to enjoy...whimsical special shapes filled with equal parts of hot air and wonder, and Balloon Glows that create a magical night landscape for guests to wander. No matter who you are, the Albuquerque International Balloon Fiesta will leave you awestruck and wanting more.

WHAT IS THE ALBUQUERQUE INTERNATIONAL BALLOON FIESTA?

The Albuquerque International Balloon Fiesta is a world-renowned attraction and destination for kids of all ages. For more than three decades, the first week in October brings the smell of roasting chiles and the beautiful, magical moving picture show of hot air balloons sailing silently through the crisp fall air.

Guests from all over the world come to Albuquerque to celebrate ballooning. Literally hundreds of balloons will be taking flight from Balloon Fiesta Park this year, October 6 through 14, 2007.

From its modest beginnings in 1972 with 13 balloons launching from a shopping mall parking lot, Balloon Fiesta has grown to multiple events launching year-round at the custom-designed, 365-acre Balloon Fiesta Park. Our signature event remains Balloon Fiesta—which, with 700 balloons, is the largest ballooning event on earth, the most photographed event on earth, and the largest annual international event held in the United States.

Imagine 54 football fields, all put together. That's the size of Balloon Fiesta Park's 78-acre launch field! And at this Park's "playing field," there are no losing teams and no viewing stands. Guests walk the field and are part of the action.

Hundreds of thousands of smiling, upturned faces, awestruck by the spectacular beauty of hot air balloons filling the big blue New Mexico sky. What you can't hear until you walk our field at nightfall is the thrilling roar of hundreds of burners simultaneously igniting, turning the Park into a huge lighted Christmas tree of colorful balloons. What you can't feel until you join us is the massive joy everywhere around you.

SCHEDULE OF EVENTS

Balloon Fiesta Park is located north on Alameda Boulevard, one mile west of I-25.

SATURDAY, OCTOBER 6

| | |
|---------|--|
| 5:45 am | Dawn Patrol Show |
| 6:45 am | Opening Ceremonies |
| 7:00 am | Mass Ascension |
| Noon | Fiesta del Vino Wine Festival <i>separate admission required</i> |
| 2:00 pm | America's Challenge Gas Balloon Race Inflation |
| 6:00 pm | America's Challenge Gas Balloon Race Launch <i>presented by Matheson Tri-Gas</i> |
| 7:00 pm | Twilight Twinkle Glow |

SUNDAY, OCTOBER 7

| | |
|---------|--|
| 5:45 am | Dawn Patrol Show |
| 7:00 am | Mass Ascension |
| 9:00 am | Fiesta of Wheels Car Show |
| Noon | Fiesta del Vino Wine Festival <i>separate admission required</i> |
| 5:45 pm | Balloon Glow |
| 8:00 pm | AfterGlow™ Fireworks Show <i>presented by Albuquerque Journal</i> |

MONDAY, OCTOBER 8 — WELLS FARGO BALLOON DISCOVERY CENTER DAY

| | |
|---------|--|
| 5:45 am | Dawn Patrol |
| 7:00 am | Flying Competition – Balloon Fiesta Hold'em |

TUESDAY, OCTOBER 9 — PEPSI DAY

| | |
|---------|--|
| 5:45 am | Dawn Patrol |
| 7:00 am | Flying Competition – Balloon Fiesta Hold'em |

WEDNESDAY, OCTOBER 10

| | |
|---------|--|
| 5:45 am | Dawn Patrol Show |
| 7:00 am | Flight of the Nations Mass Ascension Flying Competition |

THURSDAY, OCTOBER 11

| | |
|---------|--|
| 5:45 am | Dawn Patrol |
| 7:00 am | Wells Fargo Special Shape Rodeo™ |
| 8:00 am | Flying Competition & Prize Grab |
| 4:00 pm | Chainsaw Wood Carving Contest <i>North End of Launch Field</i> |
| 5:45 pm | Wells Fargo Special Shape Glowdeo™ |
| 8:00 pm | AfterGlow™ Fireworks Show <i>presented by Albuquerque Journal</i> |

FRIDAY, OCTOBER 12

| | |
|---------|--|
| 5:45 am | Dawn Patrol |
| 7:00 am | Wells Fargo Special Shape Rodeo™ |
| 8:00 am | Key Grab Competition |
| 8:00 am | Chainsaw Wood Carving Contest <i>North End of Launch Field</i> |
| 5:45 pm | Wells Fargo Special Shape Glowdeo™ |
| 8:00 pm | AfterGlow™ Fireworks Show <i>presented by Albuquerque Journal</i> |

SATURDAY, OCTOBER 13

| | |
|---------|--|
| 5:45 am | Dawn Patrol Show |
| 7:00 am | Mass Ascension |
| 8:00 am | Chainsaw Wood Carving Contest <i>North End of Launch Field</i> |
| 5:45 pm | Night Magic™ Glow |
| 6:00 pm | Chainsaw Carvers Auction <i>North End of Launch Field</i> |
| 8:00 pm | AfterGlow™ Fireworks Show <i>presented by Albuquerque Journal</i> |

SUNDAY, OCTOBER 14 – PROPANE DAY PRESENTED BY AIRGAS SOUTHWEST, INC.

| | |
|---------|-------------------------|
| 5:45 am | Dawn Patrol Show |
| 7:00 am | Farewell Mass Ascension |





An enlarged version of this map can be downloaded at www.balloonfiesta.com/images/laibf_map_full.jpg



GENERAL ADMISSION TICKETS



The Balloon Fiesta tickets are now available for online purchase. You can also purchase a hospitality package and become a Gondola Club Gold member. Find out more about our Gondola Club by calling 1-888-422-7277, viewing page 19 of this guide, or by visiting the Balloon Fiesta online at www.balloonfiesta.com.

Admission to the 2007 Balloon Fiesta will be \$6 for persons over the age of 12. Children 12 years old and under are admitted free. General Parking is \$10 per car.

Advance admission tickets are available in packs of five (5) as a Five-Event Ticket for \$25, a \$5 discount. Also available is the All-Event Parking Pass for \$50. There will be shipping and handling charges of \$1 for all ticket/parking pass orders.

View maps of the Balloon Fiesta Park for directions, parking information, and getting around the Park. *See pages 5 and 11 for map information.*

Order with a credit card or call 1-888-422-7277 ext 303 for ticket information.

The Balloon Fiesta offers no refunds for unused tickets. However, rain checks will be issued if an individual session must be cancelled due to weather or other safety considerations, and the tickets can be used for any other session at the 2007 Balloon Fiesta.

ALBUQUERQUE FACTS

Albuquerque is the largest city in New Mexico, the Land of Enchantment. Situated at 5,000 feet (1,539 meters) above sea level, Albuquerque is base camp for hot-air ballooning. It is a culturally-diverse metropolitan area with over 750,000 residents. Combined with Santa Fe, its neighbor to the north, Albuquerque hosts millions of visitors each year. People are drawn by the scenic beauty including the Rocky Mountains, red rock mesas, sandy hills and desert/alpine vegetation. The area is known for its high quality of life, including one of the nation's most dynamic art communities. Albuquerque is an easy drive from Denver, Dallas-Ft. Worth, Phoenix, Tucson, El Paso, Oklahoma City, Colorado Springs, and Las Cruces with a combined metro population of over 12 million.

For more information about Albuquerque, contact Albuquerque Convention and Visitor's Bureau at 1-800-284-2282. You may also want to visit the City of Albuquerque website at www.cabq.gov and the Bernalillo County Government Visitors Information at www.bernco.gov/live.

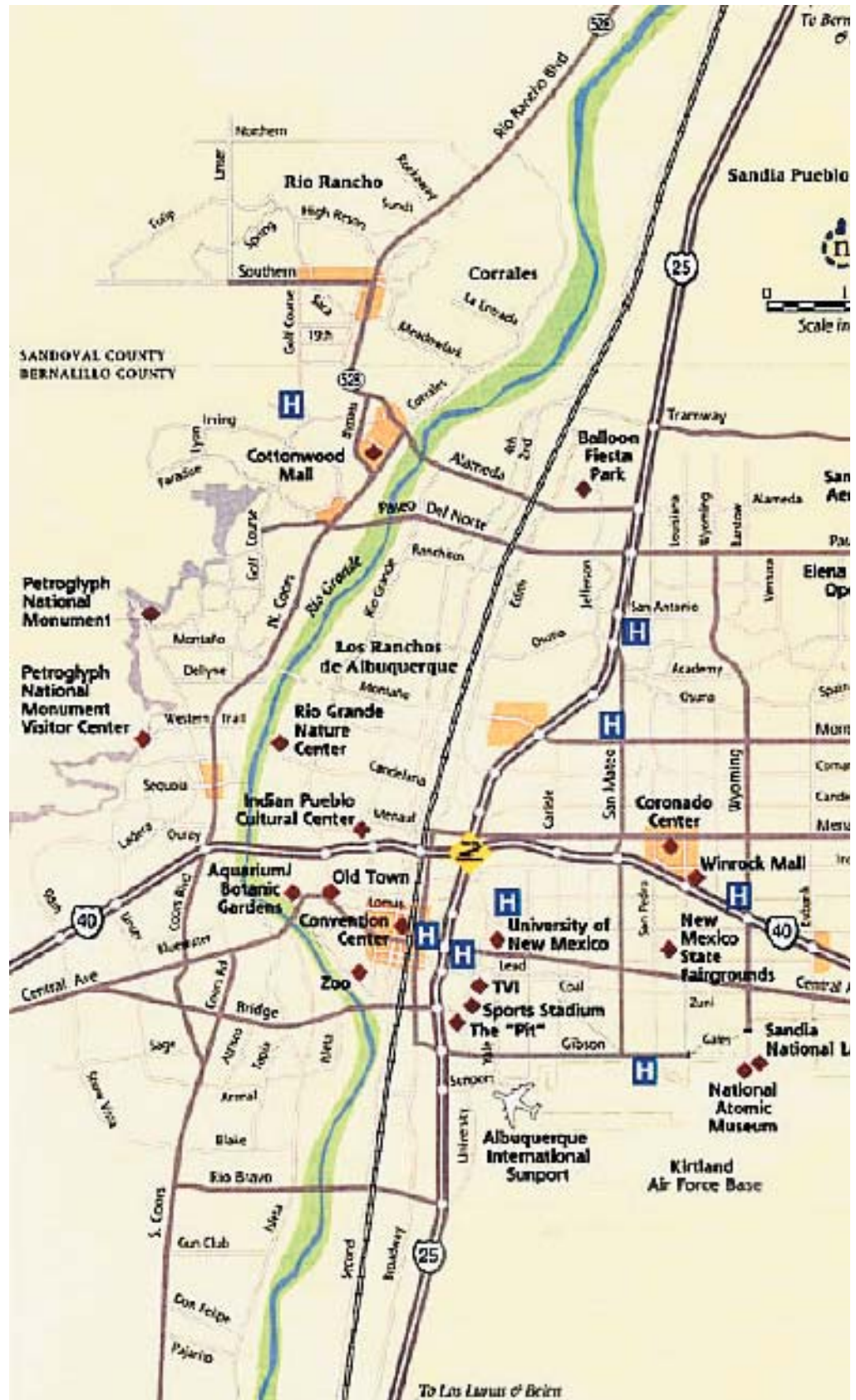
HOW DO I DRIVE TO ALBUQUERQUE?

Albuquerque is in the North-central part of New Mexico and is bisected by east-west Interstate 40 and north-south Interstate 25.

Mileage from selected cities:

| | |
|-------------------|-----|
| Dallas/Fort Worth | 644 |
| Denver | 437 |
| Las Vegas | 586 |
| Los Angeles | 811 |
| Phoenix | 458 |
| Salt Lake City | 604 |

view the map at right or view it online at
www.esc.sandia.gov/USMetroMap.pdf





HOW DO I FIND MY WAY AROUND ALBUQUERQUE?

Albuquerque's major streets run on a grid system. Most of the main streets will run either north-south or east-west. The address numbers start at Central Avenue at the railroad tracks in downtown Albuquerque and emanate outward.

Internet Map Link: www.esc.sandia.gov/USMetroMap.pdf

The Balloon Fiesta Offices and Gift Shop are located on Alameda Blvd. one mile west of I-25. During the event, the access routes into Balloon Fiesta Park will change based on the day of the week (weekday or weekend), as well as the direction you are coming from (east or west). Please view our Getting to the Park section starting on page 11 for maps, directions, and parking options.

LOCAL EDITORIALS AND CURRENT EVENTS

The Albuquerque Journal

www.abqjournal.com

The Albuquerque Tribune

www.abqtrib.com

New Mexico Magazine

www.nmmagazine.com

A State Visitor Information Center is located at the Indian Pueblo Cultural Center:
2401 12th St. NW, Albuquerque, NM 87104, 505-843-7270.

<http://www.indianpueblo.org>

INTERESTING NEW MEXICO STATE FACTS

| | |
|----------------|---|
| Flower: | Yucca |
| Tree: | Pinon Pine |
| Bird: | Roadrunner |
| Nickname: | Land of Enchantment |
| Statehood: | January 6, 1912 (47th state in the Nation) |
| State Capital: | Santa Fe (At nearly 7,000 above sea level, it is the highest U.S. capital.) |
| Highest Point: | Wheeler Peak, 13,161 ft. |
| Aircraft: | Hot Air Balloon |



TRAVEL HELP

HOW DO I FLY INTO ALBUQUERQUE?

Albuquerque's Airport

Albuquerque International Sunport

Sunport Information (505) 244-7700

2200 Sunport Blvd. SE, Albuquerque, New Mexico 87106

AIRLINES THAT FLY INTO ALBUQUERQUE

Continental Airlines

www.continental.com

1-800-525-0280

* Continental Airlines is sponsoring the Flight of Nations Mass Ascension this year at the Balloon Fiesta.

American Airlines

1-800-433-7300

Northwest Airlines

1-800-225-2525

Mesa Airlines

1-800-637-2247

Skywest Airlines

(435) 634-3000

Delta Air Lines

1-800-221-1212

Southwest Airlines

1-800-435-9792

Frontier Airlines

1-800-432-1359

United Airlines

1-800-241-6522

Great Lakes Airlines

1-800-554-5111

US Airways

1-800-235-9292

HOW DO I GET AROUND ALBUQUERQUE?

CAR RENTALS:

Budget Rent A Car of NM, Inc.

www.budget.com

1-800-527-0700

Hearing Impaired/TDD

1-800-826-5510

Thrifty Car Rental

www.thrifty.com/

1-800-847-4389

* Budget Rent A Car and Thrifty Car Rental are sponsors of this year's Albuquerque International Balloon Fiesta.

Dollar Rent A Car

1-800-800-4000

Hearing Impaired/TDD

1-800-232-3301

Hertz Corporation

1-800-654-3131

Hearing Impaired/TDD

1-800-654-2280

Enterprise Rent A Car

1-800-736-8222

National Rent A Car

1-800-CAR-RENT

(1-800-227-7368)

Advantage Rent A Car

(505) 247-1066

Alamo Rent A Car

1-800-GO-ALAMO

(1-800-462-5266)

Avis (Auto Rental)

1-800-331-1212

Hearing Impaired/TDD

1-800-331-2323

Spanish Translation

1-800-874-3556

OTHER MODES OF TRANSPORTATION:

BY TRAIN

Amtrak provides service to Albuquerque.

Online information at www.amtrak.com or call 1-800-USA-RAIL (or TDD/TTY 1-800-523-6590).

The station is located at 214 First Street SW.

USING PUBLIC TRANSPORTATION

For ABQ Ride bus schedules and routes, call (505) 243-RIDE (7433).

For Sun Tran bus schedules and routes, call (505) 843-9200.

www.cabq.gov/transit/tran.html

SHUTTLE SERVICES

Santa Fe Shuttle (505) 243-2300 / 1-888-833-2300 or online at www.shuttlesantafe.com

Provides safe, comfortable travel between Albuquerque and Santa Fe.

Sunport Shuttle (505) 833-4966 / 1-866-505-4966

Provides round-the-clock transportation to any address in the Albuquerque area from the airport and back again.

Visit them online at www.sunportshuttle.com.

NM Rail Runner Express (505) 245-7245 or online at www.nmrailrunner.com

A new commuter rail running through the heart of Albuquerque.

For more information on this excellent transportation option, please follow the link to Rail Runner Express or call 505-245-7245.



WHERE DO I STAY IN ALBUQUERQUE?

For your convenience in locating hotel accommodations, we offer the assistance of Balloon Fiesta Travel, located through our Travel Link at www.nmtravel.com/bfres, or call 1-888-398-5537 for further assistance.



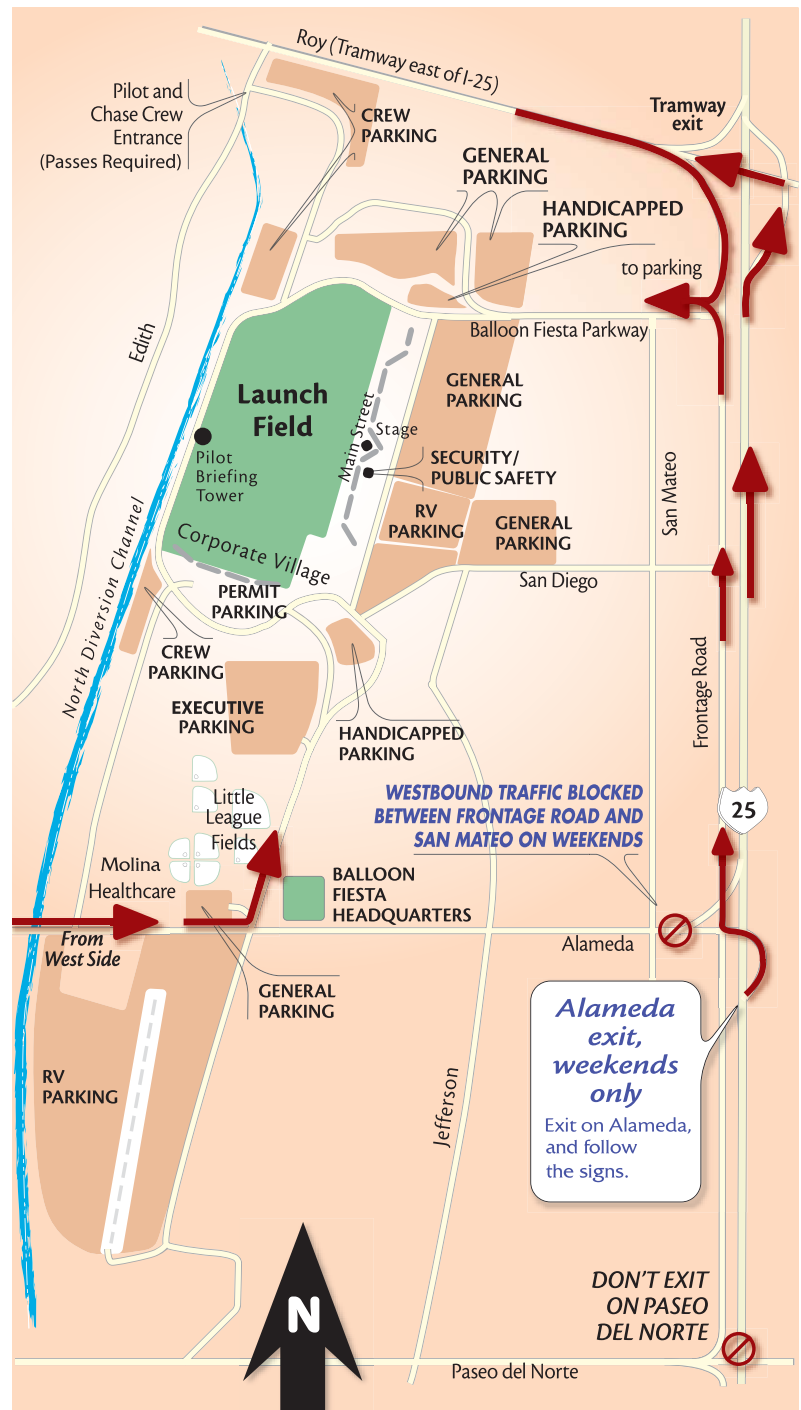
GETTING TO THE PARK

Transportation services to the park include convenient Park and Ride shuttle schedules. Balloon Fiesta public parking sites are also available, and visitors are encouraged to purchase advance admission tickets.

*Please note:
Routes and
assignments are
subject to change.
We will update
these maps should
changes occur.*

VIEW OUR MAP OF THE PARK

*See our map
on page 5.*





BEAT THE TRAFFIC TO BALLOON FIESTA!

USE FIESTA EXPRESS PARK & RIDE SERVICES!

Each year the Albuquerque International Balloon Fiesta teams up with sponsors to help Balloon Fiesta goers avoid congested traffic and parking conditions near the Balloon Fiesta® by offering incentives to park their vehicles at one of several Albuquerque locations and take a Balloon Fiesta Express Park & Ride bus into Balloon Fiesta Park. **Please note that the cost of Fiesta Express Park & Ride tickets has been reduced. Now it makes even more sense to park & ride!!**

Tickets are available for purchase online, at the Balloon Fiesta Gift Shop Monday-Friday 9am-5pm, or by calling (505) 821-1000 or 1-888-422-7277. They will also be available at the Park & Ride lots.

WHERE:

(This 2006 information will be updated in July 2007.)

- Calvary Chapel of Albuquerque (North Lot)
(No service Saturday evenings, or Sunday mornings)
- Cliff's Amusement Park (Enter from Osuna)
- Coronado Center (Southwest Corner)
- Winrock Mall (Southeast Corner)
- Hoffmantown Church (North Parking Lot)
- Sam's Club on Coors Bypass (Limited parking on Westside)
- Rail Runner Train & Shuttle (Available for busy weekend events)

Additional lots and services will be added before Balloon Fiesta!

FEES:

In Advance (*online available soon*)

- Adults (13-61) \$10 (admission included)
- Seniors (62 & older) \$10 (admission included)
- Children (6-12) \$5 (free admission)
- Children (5 and under) ride & admission are free

AT THE PARKING LOTS

- Adults (13-61) \$15 (admission included)
- Seniors (62 & older) \$12 (admission included)
- Children (6-12) \$5 (free Park admission)
- Children (5 and under) ride & admission are free

Purchase in advance and save!

Purchase Fiesta Express Park & Ride tickets online!



A MAP OF THE PARK AND RIDE LOCATIONS

(This 2006 information will be updated in July 2007.)

Park & Ride service will be available for every Balloon Fiesta event except Friday (10/6). Parking should be plentiful and traffic is expected to be light for the first evening event.

Weekend Morning Events: Buses start at 4:30 am

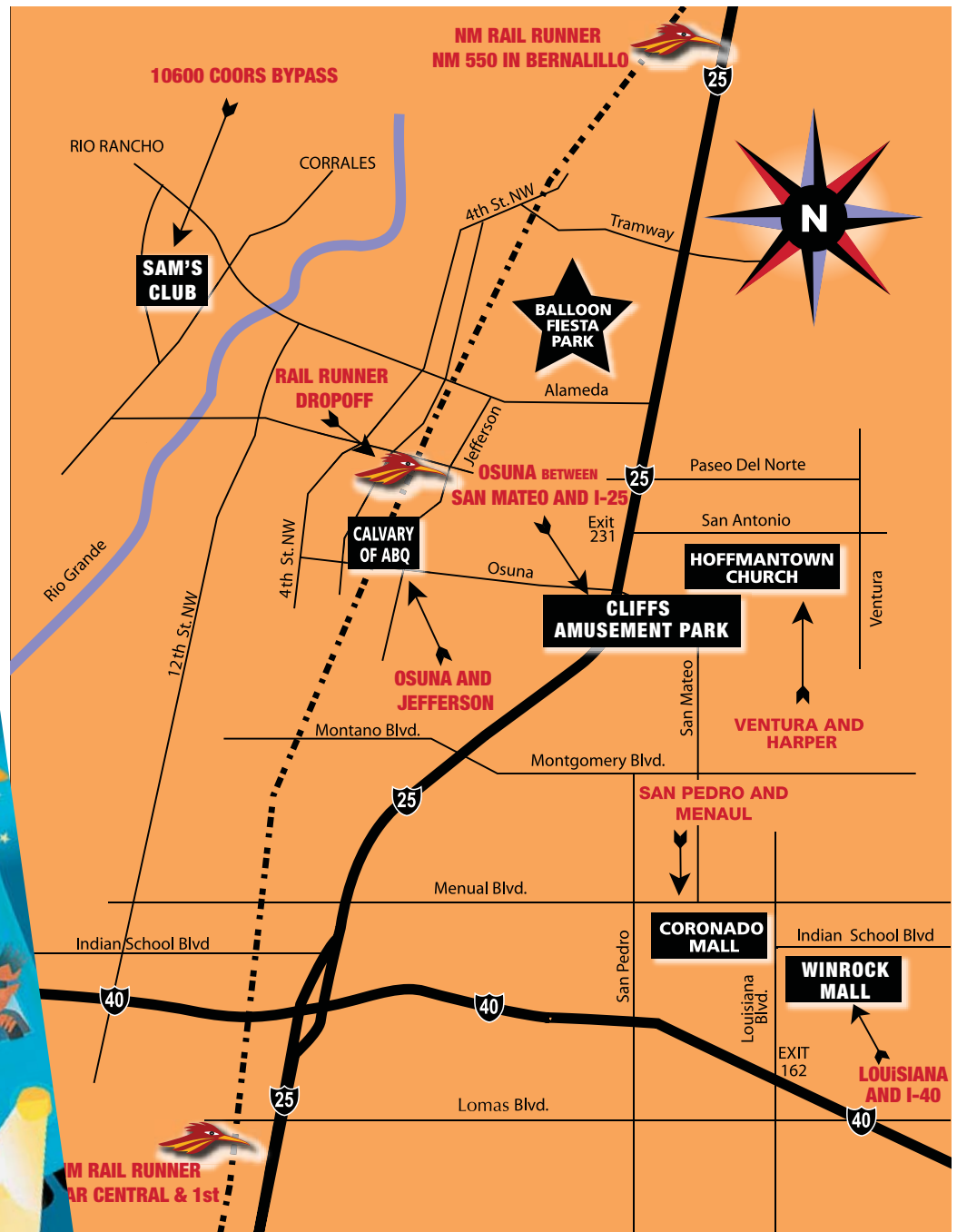
Weekday Morning Events: Buses start at 5:00 am

Afternoon Events: Buses start at 3:30 pm

Last Buses Depart Mall
and Church Lots at
7:00 am and 6:30 pm.

Last Buses Depart Balloon
Fiesta Park at
11:00 am for Morning
Sessions and
10:00 pm for
Evening Sessions.

For a Free Park & Ride brochure,
please call the Balloon Fiesta at
(505) 821-1000.





WHAT CAN I DO AFTER I LEAVE BALLOON FIESTA PARK?

MUSEUMS & HISTORICAL RELEVANCE

Albuquerque Museum

A collection of contemporary and historical art
(505) 243-7255
2000 Mountain Road NW

Balloon Museum

At Balloon Fiesta Park
(505) 880-0500
9201 Balloon Museum Dr NE

Explora Museum

A children's science museum
(505) 224-8300
1701 Mountain Road NW

Hispanic Cultural Center

Dedicated to the study, advancement, and presentation of Hispanic culture
(505) 246-2261
1701 4th Street SW

Indian Pueblo Cultural Center

Dedicated to the preservation of Pueblo Indian culture, history and art
(505) 843-7270
2401 12th Street NW

Maxwell Museum of Anthropology

Offers exhibits and programs relating to cultures around the world
(505) 277-4405
University of New Mexico, University Blvd.

National Atomic Museum

Learn the story of the Atomic Age, from early research to peaceful uses
(505) 245-2137
1905 Mountain Road NW

New Mexico Museum of Natural History and Science

Foster an understanding of the diverse natural history of New Mexico
(505) 841-2800
1801 Mountain Road NW

Old Town Plaza

Shopping and arts in the original City Plaza
(505) 243-3215
One block N. of Central Avenue, at Rio Grande Blvd.

Tinkertown Museum

Man-made eccentric memorabilia museum
(505) 281-5233
121 Sandia Crest Road, Sandia Park, NM

University Art Museum

Our efforts allow people throughout the world to enjoy our acquisitions
(505) 277-4001
University of New Mexico, Center for the Arts

Unser Racing Museum

All about the Unser family and their racing history
(505) 341-1776
1776 Montano Road NW

FUN FOR THE WHOLE FAMILY

Albuquerque Aquarium and Biological Park

A "journey" down the Rio Grande from Albuquerque into the Gulf of Mexico
(505) 764-6200
2601 Central Avenue NW

Hinkle Family Fun Center

Rides, games, lazer tag, bumper cars, and mini golf
(505) 299-3100
12931 Indian School Road NE

New Mexico Symphony Orchestra

October 13 - Pops II: James Bond and Beyond
(505) 881-9590
4407 Menaul Boulevard. NE

Popejoy Hall

New Mexico's grandest multi-use theater
(505) 277-3824
University of New Mexico, Popejoy Hall

Rio Grande Botanical Garden

An oasis in the desert
(505) 764-6200
2601 Central Avenue NW

Rio Grande Nature Center State Park

270 acres flourishing with native grasses, wildflowers, and cottonwoods
(505) 344-7240
2901 Candelaria Road NW

Rio Grande Zoo

Encounter more than 250 species of exotic and native animals
(505) 764-6200
903 Tenth Street SW

Sandia Peak Tramway

The world's longest aerial tramway
(505) 856-6419
10 Tramway Loop NE

UNM Lobos

University of New Mexico Athletics - Go Lobos!
(505) 925-5626
University of New Mexico, University Boulevard

MOVIE VENUES

Cinema venues include Century 14, Century Rio, UA Coronado 6, UA High Ridge 8, UA Four Hills 10, UA Cottonwood Mall Stadium, Cinemark Movies 8, and Cinemark Movies West. For more information, check local newspapers or visit www.fandango.com.

DAY TRIPS

Acoma Pueblo

Sky City is located only 65 miles west from Albuquerque. Visit this incredible pueblo built on a 357-foot-tall mesa to protect it from raids and attacks. The Acoma people claim that their city is the longest continuously inhabited city in the United States. Call for information on tours or other questions, 1-800-747-0181. It is located 65 miles west of Albuquerque on I-40, exit 102, and 15 miles south on Indian Rte 23, exit 108. Must get permission to enter; stop at Sky City Cultural Center.

Anasazi Country

A visit to the northwestern corner of the state reveals a complex of roads, dwellings and outlying villages, along with other places steeped in Native American history and lore, including the mysterious ruins of Chaco Canyon.

Ancient Ruins Loop

In less than an hour, abandon the modern world and enter into the mists of prehistory. Just head out from Santa Fe to the Los Alamos area and you'll find well-preserved ruins of ancient cliff dwellings to explore at leisure.

Carlsbad

It takes a little getting used to the flat, almost monochromatic landscape of the high-desert plains, but you can enjoy visits to bat caves, a desert zoo, and a refreshing waterfall, which can fill one to several days.

Santa Fe

Nestled at 7000 feet in the foothills of the Rocky Mountains, Santa Fe is America's oldest capital city, founded in 1607. It is internationally renowned for its contemporary, cosmopolitan sophistication. Santa Fe is famous for its culture, art, and traditions, not to mention its enchanted landscape and awe-inspiring mountain vistas.

Taos

An outdoor lover's mecca of recreation, history and beauty, Taos is actually a blend of several close-knit communities that, together, provide visitors with a world of infinitely varied experiences. Visit Taos Pueblo, an ancient living Indian village that has stood unchanged for centuries - visitors can enjoy Native foods and browse through shops scattered throughout.

Turquoise Trail

This popular alternative route between Santa Fe and Albuquerque is a slightly longer (75 miles as opposed to 60), but more entertaining option than the straight shot down I-25—although even that supposedly mundane drive offers some stunning vistas. Along the route you'll come across odd rock formations, ghost towns, a petting zoo, a mining museum, and a side road leading to one of the state's finest vistas.

White Sands

The road trip from Ruidoso to Alamogordo covers only 46 miles, but in that short distance you'll span the time period from the Wild West era to the space age. In between you'll pass through the Mescalero Apache reservation, where you can ski, camp, hike, fish, mountain bike, and ride horses. Loop back to Ruidoso via the El Malpais lava beds to add a prehistoric dimension to your journey through time.

PLACES TO GOLF

Arroyo del Oso Golf Course

7001 Osuna Rd. NE, Albuquerque, NM 87109
(505) 884-7505

University of New Mexico

Championship Course at the University of New Mexico
3601 University Blvd. SE, Albuquerque, NM 87106
(505) 277-4546

University of New Mexico - North Course

2201 Tucker Rd. NE, Albuquerque, NM 87131
(505) 277-4146

Isleta Eagle Golf Course

4001 Hwy. 47 SE, Albuquerque, NM 87105
(505) 869-0950

Ladera Golf Course

3401 Ladera Dr. NW, Albuquerque, NM 87120
(505) 836-4449

Los Altos Golf Course

9717 Copper Ave. NE, Albuquerque, NM 87123
(505) 298-1897

Desert Greens Golf Course

10035 Country Club Ln. NW
Albuquerque, NM 87114
(505) 898-7001

Puerto Del Sol Golf Course

1800 Girard Blvd. SE
Albuquerque, NM 87106
(505) 265-5636

Sandia Golf Club

30 Rainbow Rd. NE
Albuquerque, NM 87113 - 2156
(505) 798-3700

Santa Ana Golf Club

288 Prairie Star Rd.
Bernalillo, NM 87004
(505) 867-9464

Twin Warriors Golf Club

1301 Tuyuna Trail
Santa Ana Pueblo, NM 87004
(505) 771-6155

PaaKo Ridge Golf Club

1 Clubhouse Dr.
Sandia Park, NM 87047
(505) 281-6000

For internet users, link to www.golfonthesantafetrail.com for further information on New Mexico golf.

CASINOS

Fine Indian casinos offer numerous amenities and entertainment.

Sandia Resort & Casino

30 Rainbow Road NE
Albuquerque
Off I-25, exit 235 at Tramway
(505) 796-7500 / 1-800-526-9366

Isleta Casino Resort

Pueblo of Isleta
13 miles S. of Albuquerque and five minutes away
from I-25, via exit 215
(505) 869-3111

Santa Ana Star Casino

54 Jemez Canyon Dam Road
Santa Ana Pueblo, Bernalillo
N. on I-25, exit 242
One mile W. on Hwy. 550
(505) 867-0000

Sky City Casino

I-40 Exit 102
Acoma, New Mexico
W. on I-40, exit 102
1-888-SKY-CITY (759-2489)

Dancing Eagle Casino

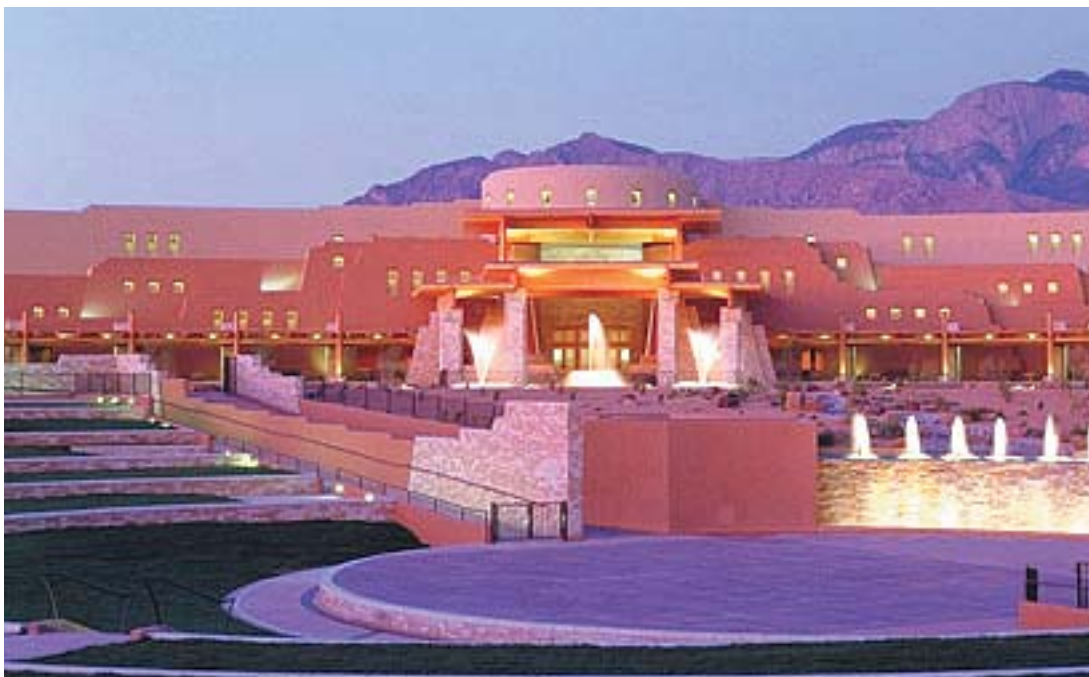
Interstate 40 Exit 108
Casa Blanca, NM 87007
1-877-440-9969

Route 66 Casino

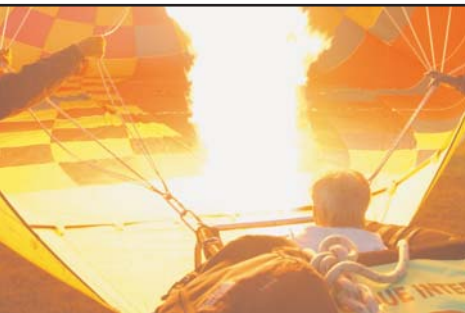
14500 Central Ave. NW
Albuquerque
W. on I-40, exit 140
(505) 352-7866

Casino Hollywood

25 Hagen Rd
San Felipe, NM 87001
(505) 867-6700 / 1-877-529-2946



Sandia Casino



BALLOON FIESTA FREQUENTLY ASKED QUESTIONS

Commonly asked questions in planning your trip to the Balloon Fiesta

WHAT IS THE COST, AND HOW DO I GET INTO THE PARK?

Admission to the 2007 Balloon Fiesta will be \$6 for persons over the age of 12. Children 12 years old and under are admitted free. General Parking is \$10 per car.

Advance admission tickets are available in packs of five (5) as a Five-Event Ticket for \$25 (+ \$1 S&H), a \$5 discount. There will be shipping and handling charges of \$1 per ticket for all ticket/parking pass orders. Order with a credit card or call 1-888-422-7277 ext. 303 for ticket information.

The Balloon Fiesta offers no refunds for unused tickets. However, rain checks will be issued if an individual session must be cancelled due to weather or other safety considerations, and the tickets can be used for any other session at the 2007 Balloon Fiesta.

WHEN SHOULD I ARRIVE AT BALLOON FIESTA PARK?

Since crowds for some of our events will be almost 100,000 people, arriving sooner is better. For weekend events, plan to arrive at the park by 5:30am. During evening events, try to be at the park by 4pm. Gates open at 4:30am and 3:00pm.

WHERE DO WE WATCH THE BALLOONS?

Because of our 35-year safety record, we are one of the only balloon (aviation) events where you are actually able to walk among the balloons and talk to the pilots. We are a hands-on event, but please be courteous to hot air balloons and do not step on or over any.

WHAT IS A SESSION?

A session is all the activities that go on during a certain time frame. Balloon Fiesta has morning sessions and evening sessions. An example would be when you visit the park to see the Dawn Patrol and Mass Ascension, you would be coming to a morning session.

ARE PETS ALLOWED AT BALLOON FIESTA PARK?

No, except handicap assisting pets.

IS SMOKING ALLOWED AT BALLOON FIESTA PARK?

There is no smoking allowed on the Launch Field while balloons are present. Smoking is permitted in designated locations on Main Street. Please be considerate of our other guests.

WHERE DO WE PARK?

We have general parking lots on the north and south ends of the park for \$10 every time you park. Each parking lot is color-coded and the gates are numbered, so please remember the color and number of the gate through which you entered the field.

**IS THERE AN ALTERNATIVE TO DRIVING TO
BALLOON FIESTA PARK YOURSELF?**

Yes, we offer Park & Ride locations throughout Albuquerque. Please call our corporate office at (505) 821-1000 or 1-888-422-7277 for times and locations.

**DO YOU OFFER SHUTTLES FROM HOTELS
WITHIN ALBUQUERQUE?**

No. You will need to contact your individual hotel to see if they are offering a shuttle to Balloon Fiesta Park.

**ARE LARGE PACKAGES AND BACKPACKS
ALLOWED AT THE PARK?**

Yes, but they are subject to inspection upon entering the Park.

**WHAT TYPES OF ENTERTAINMENT HAPPEN
AT THE PARK?**

Besides the balloons, there is a stage located in the center of Main Street that schedules various bands and children's acts. We also have roving entertainment and interactive education at the Balloon Discovery Center.

WHO ORGANIZES THE BALLOON FIESTA?

Albuquerque International Balloon Fiesta, Inc. organizes the Balloon Fiesta each year. It is nonprofit organization with 11 full-time staff members.

IS THE PARK HANDICAP ACCESSIBLE?

Yes. We have handicap parking on a hard surface close to the entrance gates available for the regular parking fee every time you park, as well as scooters and wheelchairs available to rent. There are also shuttles that run the length of the Park.

**WHO ARE THE ZEBRAS AT BALLOON
FIESTA PARK?**

Zebras are Balloon Fiesta's launch directors. They help launch the balloons every morning. The reason they are called Zebras is that they wear black and white striped shirts. Zebras make up half of all the officials on the field. We have about 120 officials who run the events during the week of Balloon Fiesta.



WHAT DO CHASE CREWS DO?

Chase crews help the pilot inflate and deflate his/her balloon for each flight. If you are interested in being on a chase crew, you can: register online at www.balloonfiesta.com; call to have an application sent to you; or visit the Chase Crew tower in the southeast corner of the launch field to sign up.

**WHAT IS THE BALLOON DISCOVERY
CENTER?**

The Balloon Discovery Center is the educational center located at the north end of Main Street. It offers guests a chance to learn about the sport of ballooning.

WHAT IS DAWN PATROL?

Dawn Patrol is a group of selected balloons that launch prior to sunrise on the days of Mass Ascensions.

WHAT IS A MASS ASCENSION?

A mass ascension is when all 700 balloons launch from Balloon Fiesta Park.

WHAT IS ALBUQUERQUE ALOFT™?

Albuquerque Aloft is a community flight the Friday before Balloon Fiesta starts. Registered pilots of Balloon Fiesta launch from designated elementary schools throughout Albuquerque and Rio Rancho.

WHAT IS FLIGHT OF THE NATIONS?

Flight of the Nations is an event held during the Wednesday Mass Ascension. It honors all of the countries that are represented in Balloon Fiesta. Up to two balloons from each country launch after the “Sponsor of the Day” balloon launches. Each balloon will carry its country’s flag.

WHAT IS THE DIFFERENCE BETWEEN THE BALLOON GLOW AND THE NIGHT MAGIC GLOW™?

They are both static displays of the balloons after sunset. The Balloon Glow is the original, occurs on the first Sunday night, and usually has more balloons. The Night Magic Glow occurs on the second Saturday night. For evening events, bring a flashlight. Also, take note of where you have parked your car — it may be more difficult to find in the dark.

WHAT IS THE AMERICA’S CHALLENGE™?

It is a long distance gas balloon race. The balloons lift off from Balloon Fiesta Park. The winning balloons will usually fly about three days, landing somewhere on the east coast of the United States.

WHAT IS THE BEST WAY TO TAKE A PICTURE?

Create simpler, bolder pictures that are not cluttered with unwanted detail by moving in closer. Close-ups provide variety and add interest to pictures. Take the overall view, then a tight view, then some close-ups of the details.

WHEN IS THE BEST TIME TO TAKE A PICTURE?

The magic hours of twilight - dawn or dusk - create beautiful lighting opportunities where the warmth of “Balloon Glow” blends with the velvet blue of muted skylight. Photographers call this “the jewel box effect.” Twilight and night are low levels of light which require high speed film.



WHAT IS THE SPECIAL SHAPE RODEO™?

The Special Shape Rodeo is two days where special shape balloons are showcased at Balloon Fiesta. Special Shape balloons are the only ones that will launch from Balloon Fiesta Park on those mornings (the standard shape balloons will fly into the park) and will also have a “Glowdeo” in the evening. A “Glowdeo” is a static display of the Special Shape balloons. Special Shape balloons can be shaped into almost anything you can imagine. Some examples include a stagecoach, piggy bank or a cow.

HOW CAN I PURCHASE TICKETS FOR BALLOON FIESTA?

Tickets are available through our website, www.balloonfiesta.com, by calling 1-888-422-7277, or at Balloon Fiesta’s Gift Shop at 4401 Alameda Blvd. NE. Please contact Balloon Fiesta’s corporate office to find out where other selling locations may be.

WHAT IS THE GONDOLA CLUB?

The Gondola Club is offered to Balloon Fiesta guests who would like to receive some extra special treatment while they are visiting the Balloon Fiesta. Members will receive entrance tickets, special parking tickets, a Gondola Club souvenir, a collectible pin, and hospitality tent privileges at Balloon Fiesta Park.

To join the Gondola Club, visit the Gondola Club page on our website, www.balloonfiesta.com, or call the Balloon Fiesta office.

**HOW LONG DOES IT TAKE FOR THE
BALLOONS TO LAUNCH?**

All 700+ balloons should be launched in less than two hours.

**IN WHAT TYPES OF COMPETITIONS DO
THE PILOTS COMPETE AT BALLOON FIESTA?**

Pilots compete in Balloon Fiesta Hold 'Em Key Grab, Balloon Fiesta Golf, Multiple Judge-declared Goal, Fly-in Task, Minimum Double Drop and a Prize Grab. All competitions are based on flying accuracy rather than speed.

HOW MANY ACRES IS BALLOON FIESTA PARK?

Balloon Fiesta Park is over 360 acres. The launch field is over 80 acres itself.

**ARE LAWN CHAIRS ALLOWED AT
BALLOON FIESTA PARK?**

Yes.

**IS THERE SEATING AVAILABLE AT
BALLOON FIESTA PARK?**

Yes, a limited number of picnic tables are available.

**WHERE ARE THE ATM'S LOCATED AT
BALLOON FIESTA PARK?**

There are ATMs at the north and south ends, as well as near the middle, of Main Street.

**WHAT CAR RENTAL COMPANIES
ARE IN ALBUQUERQUE?**

Most major car rental companies have an office in Albuquerque. For a detailed listing please view page 9 of this guide or visit www.balloonfiesta.com.

WHERE IS THE FIELD LOCATED?

The field is located in north Albuquerque, west of I-25, approximately 12 miles north of the Albuquerque Sunport (Airport), 7 miles north of downtown Albuquerque, and 5 miles east of Rio Rancho.



**WHAT ARE THE DATES OF FUTURE
BALLOON FIESTAS?**

| | |
|------|----------------------|
| 2007 | October 6-October 14 |
| 2008 | October 4-October 12 |
| 2009 | October 3-October 11 |
| 2010 | October 2-October 10 |
| 2011 | October 1-October 9 |

**WHERE CAN I PURCHASE BALLOON
FIESTA SOUVENIRS?**

Souvenirs may be purchased online at www.balloonfiestastuff.com, at Balloon Fiesta's gift shop year -round, or when you are on the Park at the official Balloon Fiesta Souvenir tents. Official Balloon Fiesta Souvenir tents are red and white.

WHERE CAN WE STAY?

Contact Balloon Fiesta Travel to reserve a hotel, <http://www.nmtravel.com/bfres/>, 1-888-398-5537 or (505) 346-0522 x1011.

**WHAT ARE TYPICAL WEATHER CONDITIONS,
AND WHAT DO I WEAR?**

Generally, temperatures in the morning are around 40°F, warming up to about 70°F by noon. Bring a jacket and dress in layers. Also remember to wear comfortable walking shoes. Bring sunscreen to put on after the sun is up. You will be at a high altitude and are at risk for sunburn. Bring appropriate eye protection. Sun and wind could be your enemies on a bright, sunny or windy day. For further weather information, visit www.balloonfiesta.com.



CAN WE PARK OUR RV AT THE FIELD?

We have several areas for parking RVs within walking distance of the field. Check-in time is 12:00 pm - 7:00 pm. For further details, please see our RV Information page, or contact the AIBF office at (505) 821-1000.

ARE THERE PLACES TO EAT ON THE FIELD?

Yes. There are food vendors at Balloon Fiesta Park serving a variety of foods. There is over 1/3 mile of concessions on the field. Watch the amount of alcohol you drink. You will be at a mile-high altitude which could increase the alcohol's effect.

WHERE CAN I LEARN MORE ABOUT ALBUQUERQUE?

Visit the website of the Albuquerque Convention & Visitors Bureau at www.itsatrip.com to browse an online version of the Official Albuquerque Guest Guide, or request a printed copy by calling the Bureau offices at 1-800-284-2282.

HOW DO WE CONTACT THE BALLOON

FIESTA DIRECTLY?

E-mail us at balloons@balloonfiesta.com for the quickest response, or write to:



ALBUQUERQUE INTERNATIONAL BALLOON FIESTA®

4401 Alameda Blvd NE
Albuquerque, NM 87113

Toll-Free: 1-888-422-7277

Phone: (505) 821-1000

Fax: (505) 828-2887