



Overview:

The efforts put forth to promote the Albuquerque International Balloon Fiesta (AIBF) 2016 resulted in 3,896,870,505 impressions about the event through traditional and digital media coverage.

While digital and social media play a major role during the event serving as channels to communicate with fans and visitors, on-field guests, and inquiring media, it is a year-round effort which entails development of a monthly e-newsletter, social media editorial calendars, social media monitoring, response development and website additions as needed.

In the months following Balloon Fiesta, we collect media clips published by attending and offsite media outlets, update the media registration process for the 2017 event, publish the monthly e-newsletter, develop news releases and media alerts as needed, respond to media requests and maintain the various social media accounts.

Stories & Impressions 2016 Overview

Media	Number of Stories	Impressions
TV & Radio	2,609	81,572,783
Print	243	18,006,632
Digital	3,822	3,703,332,861
Total	41,269	3,896,870,505

Following is a detailed overview of the 2016 Balloon Fiesta media coverage:

Attending Media Figures:

Total number of registered media: 1,049
Total number of media organizations: 183
Countries represented: United States, Japan, The Netherlands, Switzerland, Qatar, Spain, and China
High profile attending media: Al Jazeera English, USA Today, PBS Twice as Good, National Geographic, Huffington Post, itteQ Japanese Variety Show, Smithsonian National Air and Space Museum

Media Coverage Figures:

Media	Number of Stories	Impressions
TV & Radio	2,609	81,572,783
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Social	AIBF/User Activity	
Twitter	2,461 (mentions by others)	2,112,430
Facebook	729 (posts by AIBF)*	9,278,000
Instagram	21,605 (posts by others)	81,989,099
SnapChat	9.8K (uses by others)	598,700 (views)
Total impressions for traditional and social: 3,896,870,505		

For social media, # of posts are the number of posts from January through October.

*Facebook does not offer data on other users' accounts

High Profile Media Outlet Coverage:

USA Today, Huffington Post, Big News Network, Meri News India, Taipei Times Online, The Canadian Press, Associated Press International, Chicago Daily Herald, North Korea Times, People, Mail Online UK, ABC News, One News Page United Kingdom, Washington Post, National Geographic Travel, Yahoo! UK and Ireland, Yahoo! Singapore, Yahoo! Finance, Reuters UK, Reuters, EuroNews, PressTV.com, BBC, PR Newswire, Mail Online UK, MSN Australia, Noticias Republica Dominicana, International Business Times, POPSUGAR Smart Living, CBS News, CBS Los Angeles, CBS New York, CBS Boston, CBS Philadelphia, Telegraph.co.uk, Daily Telegraph Australia, Japan Times

Social Media – New media plays a major role in how we communicate with Balloon Fiesta's audience. It enables our team to connect with fans locally and all over the world; giving on-field attendees a way to connect and off-field fans an opportunity to experience the event from afar.

Facebook

Our strategy focused on posting engaging material throughout the year (including pilot welcomes, historical and organization facts and event tips), striking images, contests, videos and acting as a guest service tool.

Likes:

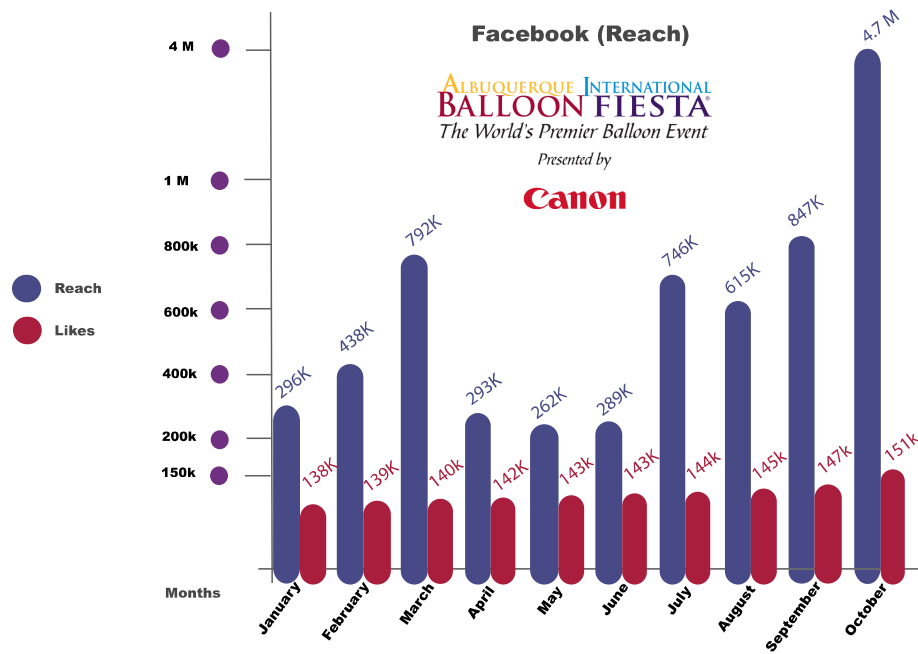
2016: 151,558

2015: 136,807

2014: 116,448

Facebook Top Three Posts:

- 1) Official Photographer Album - Bennie Bos (167.9 K engagements)
- 2) Photo of AfterGlow Fireworks show (124.1 k engagements)
- 3) Photo of second Mass Ascension (100.7 K engagements)



Total

Reach: 9,278,000 from January 1, 2016 – October 31, 2016

Twitter

The Twitter strategy aligns closely with the Facebook strategy in a condensed format.

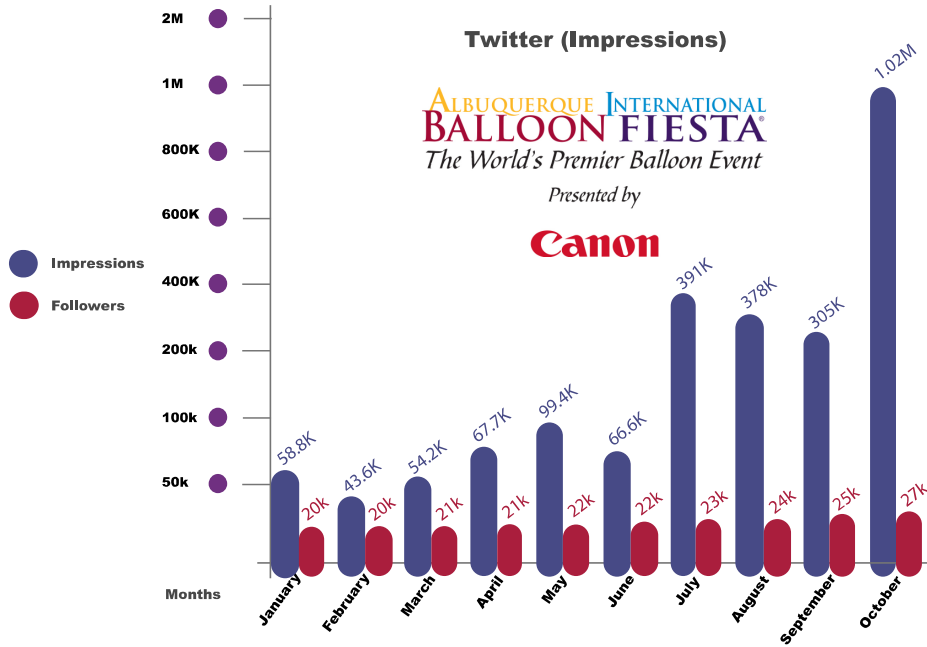
Followers:

2016: 26,989
 2015: 18,608
 2014: 11,103

Twitter Top Three Posts:

- 1) Photo of AfterGlow Fireworks show (30,861 impressions)
- 2) Photo of ring toss flying competition (24,585 impressions)
- 3) @CanonUSA tent, prizes and camera check station (20,092 impressions)

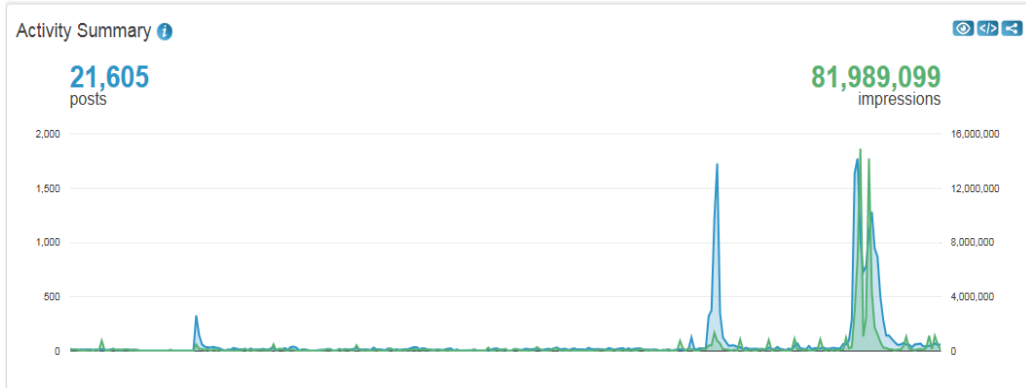
Impressions: (Via Twitter Analytics)



Total: 2,112,430 impressions from January 1-October 31, 2015

Impressions Definition (according to Twitter): Times a user is served a Tweet in timeline or search results.

Instagram Impressions: (Via Hashttracking)



Total: 81,989,099 impressions from January 1-October 31, 2016

Instagram

The Instagram strategy includes the posting of engaging images and event information.

- Followers:
2016: 8,673
2015: 5,428
2014: 2,789

- Total Reach: 29,369,966
 - New Followers: 585 during AIBF week, totaling 8,673

YouTube (Via YouTube Analytics)

YouTube was utilized to display videos of Balloon Fiesta and the Film Fest finalists.

- Subscribers: 431
- Videos: 60
- Total Views: 161,225 (Lifetime)

Research Sources:

Television/Radio Impressions

(Source: Tracked through TV Eyes Broadcast Data, April 2016-October 2016)

Online Stories

(Source: Tracked through Meltwater and LexusNexus Newsdesk Media Monitoring Solution Dates: January 2016- October 2016)

Print Stories

(Source: Tracked through Lexus Nexus Newsdesk Media Monitoring Solution, Dates: January 2016-October 2016)