



# 52ND ALBUQUERQUE INTERNATIONAL BALLOON FIESTA MEDIA REPORT

Prepared By:





# Albuquerque International Balloon Fiesta

## 2024 Media Overview

### Background

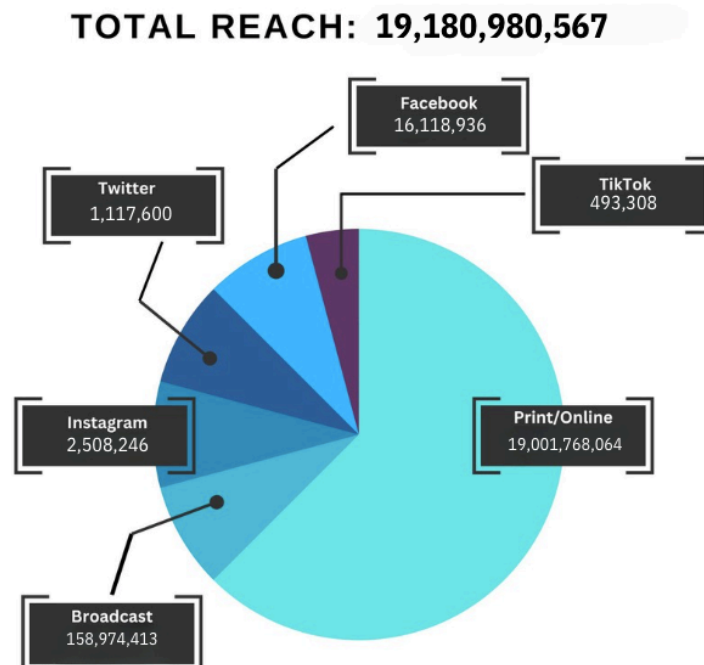
The 52<sup>nd</sup> Albuquerque International Balloon Fiesta presented by ExxonMobil occurred October 5-13, 2024.

In its [2024 Final Numbers](#) news release The Balloon Fiesta announced that the 52<sup>nd</sup> event included: 551 hot air balloons and 667 registered pilots flying in this year's event; including 106 special shape balloons and 77 remote control hot air balloons. There were a reported 838,337 estimated guest visits for the 52<sup>nd</sup> event, with all 14 sessions taking place. The 2024 event had no cancellations or rain checks.

The nine-day event concluded a year-long coordinated communications approach on behalf of the event, sponsors and participating pilots. This effort includes messaging, media relations, issue management, social media content, media monitoring, developing/distributing a monthly newsletter (with 103,541 subscribers) as well as providing event planning, and sponsor communication/coordination through owned digital/social media channels and the Balloon Fiesta App (26,663 total users during the event).

### Total Reach of the 2024 Balloon Fiesta

The year-long proactive media outreach and digital management resulted in a reach of **19,180,980,567**. This includes: **19** billion print and online views; **158.97** million broadcast views (including 27,000 Vimeo Broadcast views), **16.12** million Facebook unique views (including 1,645,565 Balloon Fiesta Live unique views), **2.51** million Instagram unique views, **1.12** million X/Twitter impressions and **493,308** TikTok unique views. The Garrity Group Public Relations facilitated the year-round effort supporting and implementing traditional, digital and social media strategies.



# Albuquerque International Balloon Fiesta

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### Media Coverage and Narratives

In 2024, media activations focused on the 52<sup>nd</sup> event and fan favorites for the event (Mass Ascensions, Dawn patrol, Drone shows, Special shapes, Gondola Club, Glamping, Camp 505, Music Fiesta, Serigraph poster, Flight of Nations, and Final Numbers) and new attractions and activities (New Mexico Day, Merchandise, New Special Shapes, Concessions, Leadership Transition, ExxonMobil Title Sponsorship Announcement, Wishing Star Foundation and Event Safety measures).

Working with the event, The Garrity Group developed a variety of narratives to tell Balloon Fiesta’s story related to New Mexico Day, the 2024 Official Serigraph Poster, Music Fiesta headliner Carly Pearce, new special shapes, the new launch of a themed content area for educators titled “Education Connection”, international participation in the 52<sup>nd</sup> event, community involvement opportunities, Balloon Fiesta event safety measures, event food and merchandise concessions, and final event numbers.

In advance of and during the event, media were invited to cover Balloon Fiesta in person or remotely via a live stream feed from a camera broadcasting atop the new Balloon Fiesta media tower. For the 2024 event, there were 794 media credentials issued to representatives from 110 organizations, including reporters, TV crews, social media influencers and journalists. In 2024, Balloon Fiesta welcomed 20 new media organizations covering the event for the first time. The media interviewed a variety of Balloon Fiesta officials, pilots, sponsors, and guests.

As a result of these efforts, coverage of Balloon Fiesta by traditional media (print, online, and broadcast) resulted in **19 billion** print and online views (4,466 articles) and **158.97 million** broadcast views (3,392 clips). The Garrity Group arrived at these measures by using consistent subscription and free media monitoring tools (Meltwater, TV Eyes, Cision, Newz Group, google search, and other industry standards).

	2021	2022	2023	2024
Total Media Reach Over the Years	8,678,842,782	12,107,076,984	21,146,096,929	19,180,980,567

*\*2021 – First Event Post COVID-19*

*\*2022 – 50<sup>th</sup> Anniversary Event*

*\*2023 – 51<sup>st</sup> Event including Annular Solar Eclipse & Gordon Bennett Gas Race*

*\*2024 – 52<sup>nd</sup> Albuquerque International Balloon Fiesta Event*

In 2021, media activations focused on the 49<sup>th</sup> event as the first event post-COVID-19 due to the postponement of all large gathering events. The next year, 2022, focused on the 50<sup>th</sup> Anniversary Event for Balloon Fiesta, increasing the total reach. Compared to the 50<sup>th</sup> event, 2023 saw an increase in the total media reach, which can be attributed to the national focus on the Annular Solar Eclipse and the Gordon Bennett gas race. Following the 2023 event, 2024 media activations focused on the 52<sup>nd</sup> Albuquerque International Balloon Fiesta.



# Albuquerque International Balloon Fiesta

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### Traditional Media Coverage

The Garrity Group worked with various national news media to tell the Balloon Fiesta story. This effort resulted in coverage from national and international media sources, including USA Today, Associated Press, Thrillist, Yahoo, AOL, The Washington Post, BBC World News, CBC News Network, and CNN. In New Mexico, our team worked to help coordinate live coverage from television network affiliates, including KRQE-TV (CBS), KASA-Fox, KOB-TV (NBC), KOAT-TV (ABC) and Kkob-AM (Cumulus). Print media coverage included the return of the Albuquerque Journal's Balloon Fiesta tabloid and coverage in Albuquerque Business First.

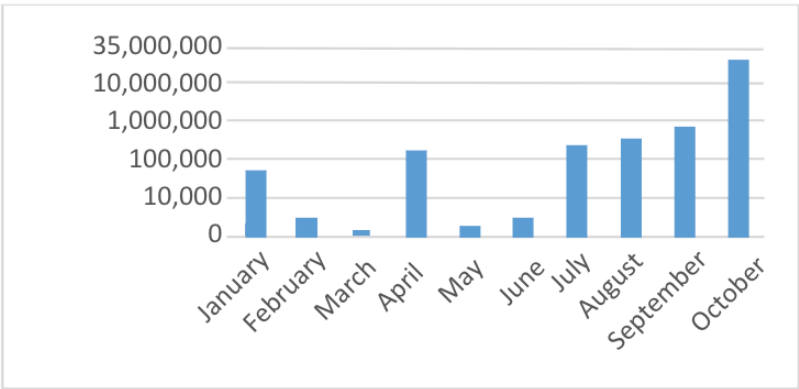


The media team also leveraged a clean livestream feed of the Balloon Fiesta launch field to fill the need for broadcast media of high-quality video and an opportunity to cover Balloon Fiesta in real-time, remotely. Working with Balloon Fiesta, the Garrity Group established a 4K camera and a live stream through the Vimeo platform. By sharing Balloon Fiesta remotely, the live broadcast was utilized to

cover the event by KOAT, KRQE and ABQ Raw, to name a few, generating 27,000 unique views.

Though much of the coverage is secured in the month of October, a large amount is generated throughout the year. Below is a breakdown of measurable broadcast coverage throughout 2024.

### 2024 Broadcast Reach



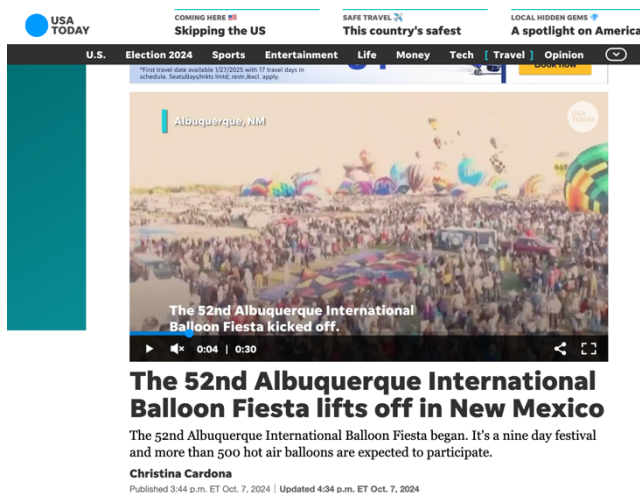


# Albuquerque International Balloon Fiesta 2024 Media Overview

National and International Media Brands covering the 52<sup>nd</sup> Balloon Fiesta  
(sample):



Following is a sample of traditional media coverage garnered during this year's event:



USA Today – [Link to Story](#) | Reach - 85,700,000



Euro News – [Link to Story](#) | Reach – 1,590,000

# Albuquerque International Balloon Fiesta 2024 Media Overview



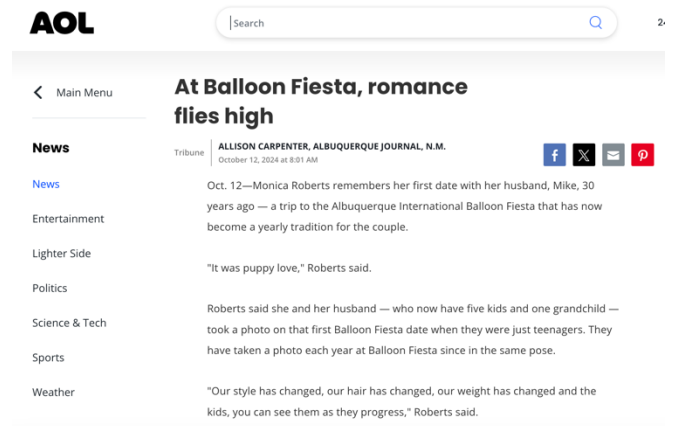
**Associated Press** – [Link to Story](#) | Reach - 53,000,000



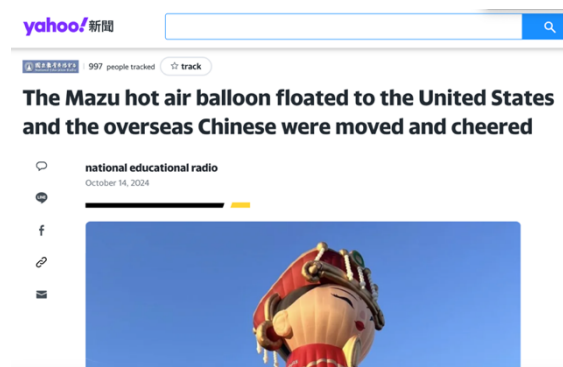
**Thrillist** – [Link to Story](#) | Reach – 2,001,000



**BBC World News** – [Link to Story](#) | Reach – 49,701,000



**AOL** – [Link to Story](#) | Reach – 25,900,000



**Yahoo! News** – [Link to Story](#) | Reach – 9,810,000



# Albuquerque International Balloon Fiesta

## 2024 Media Overview

### Social Media Content and Narratives

Complementing the traditional media approach, The Garrity Group developed a variety of narratives to tell the Balloon Fiesta story, focusing on the 52nd event and 500+ hot air balloons that were invited to participate. The 2024 social media narratives focused on highlighting attending pilots and balloons, event updates, guest tips, Balloon Fiesta sponsors and Music Fiesta.

*The Balloon Fiesta social media approach attracted more than 17,350 new people to become a part of the organization's online community, following the Balloon Fiesta Facebook, X/Twitter, Instagram and TikTok pages.*

Facebook, X/Twitter, Instagram, and TikTok are important tools to communicate and engage with guests and to introduce the event to new audiences. Guests and followers used the platforms to ask questions and display grievances, both publicly and through direct messages. Our team used these platforms to communicate important information such as event and weather updates, parking lot status and rain check policies.

As Balloon Fiesta's platform with the largest reach and following, Facebook remains our cornerstone for community building and guest loyalty. Engagement is high across likes, comments, shares, and direct messages. Instagram continues to be our visual storytelling powerhouse, displaying an active, curated feed. Use of in-app features like interactive Stories, along with the introduction of comedic-style Reels (short-form videos) has increased our reach beyond existing followers. TikTok has been our playground for creativity, where we've tapped into trending sounds to create fun, relatable content that resonates with younger demographics.

A sample of the reach garnered from a general information post, can be seen below:



Reach: 45,663 | Views: 65,153 | Interactions: 5,267

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### Digital Media Overview


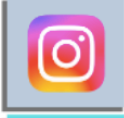

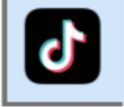
Social and digital media play a major role in how The Garrity Group engages Balloon Fiesta’s audiences. Balloon Fiesta-owned, social and digital media channels (Facebook, Instagram, TikTok and X/Twitter) provide a way for the event to connect guests at Balloon Fiesta and with fans following from afar.

In advance of and during the event, The Garrity Group leveraged social media to build awareness of the event, generate excitement for the 52nd Balloon Fiesta and share information that is helpful to guests planning for a Balloon Fiesta visit. Posts included a variety of photos and videos to engage users.

### Social Media Results

Balloon Fiesta’s growth was tracked across the organization’s four major social channels (Facebook, X/Twitter, TikTok and Instagram). The growth was achieved using a variety of tactics that leveraged engaging messaging and high-quality images and video.

Following is an overview of each social media outlet’s performance in three key areas: reach, followers, and engagement. The ‘reach’ metric counts reach from the organic or paid distribution of page content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page, profile visits, and the number of times the content was played or displayed. This number also provides reach from posts and stories that were boosted. Engagement represents the number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, and videos.

	REACH	FOLLOWERS	ENGAGEMENT	INSIDE THE NUMBERS (Compared to 2023)
	16,118,936	250,679	621,691	<ul style="list-style-type: none"><li>Facebook’s audience grew by 11,010 new followers.</li><li>Facebook’s engagement increased by 0.58%.</li></ul>
	2,508,246	76,219	483,376	<ul style="list-style-type: none"><li>Instagram’s audience grew by 5,047 new followers.</li><li>Instagram’s reach increased by 54.65%.</li></ul>
	1,117,600	52,100	77,754	<ul style="list-style-type: none"><li>Twitter’s engagement grew by 23.45%.</li></ul>
	493,308	3,717	15,211	<ul style="list-style-type: none"><li>TikTok’s audience grew by 1,362 new followers.</li><li>TikTok’s reach increased by 893.91%.</li><li>TikTok’s engagement increased by 111.21%.</li></ul>



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Additionally, the 52<sup>nd</sup> event saw an increase in Balloon Fiesta Live viewership with a total of 1,645,565 unique views through Facebook and YouTube, more than doubling the number of views in 2023. The most watched show was the first Saturday morning, October 5, 2024. In addition to the live streams, Balloon Fiesta Live! was broadcast on low-power TV station 28, reaching a four-mile radius around the field and picked up by Community Access Channel 27 on Comcast in Albuquerque.

Following is a sample of social media coverage generated during this year's event:



Views: 186,298 | Reach: 124,728



Views: 85,593

Albuquerque International Balloon Fiesta  
2024 Media Overview



**Balloon Fiesta**   
@balloonfiesta



Good morning and Welcome!

Up bright and early for Day 1! Looking forward to a great day of ballooning. Stay tuned for details on today's events.

4:33 AM · Oct 5, 2024 · **21.1K** Views

View post engagements

12

10

126

3



Reach: 21,200

