



2018 Balloon Fiesta

Notable Figures & Facts

- Total number of registered media: 1,099
- Total number of media organizations: 195
- Countries Represented: Belgium, Canada, Japan, Netherlands, Scotland, United States
- Total Broadcast Impressions: Coming end of November

Media Coverage Specifics

- Broadcast
 - Audience Size: Coming end of November
- Television and Radio Reports/Stories: Coming end of November
- Online and Print Coverage (including blogs):
 - Stories: Coming end of November
 - Audience: Coming end of November
- Total Impressions: Coming end of November

Top onsite media/live reports: (attended Balloon Fiesta): Weather Channel, NBC, Associated Press, MacGillivray IMAX Films, AAA Documentary Team, Fox/NBC San Antonio, Getty Images, Budget Travel, Small Town Big Deal

High Profile Media Coverage: Broadcast: Associated Press Broadcast, The Weather Channel, Small Town Big Deal Television Show ([National program](#)), World News Network (news aggregator)

Print/Online: ABC News, The Big Cheddar, Country Living, US News & World Report, The Atlantic, US Weekly

*Tracked through Meltwater, in partnership with TVEyes, Dates: January 2017 – October 2017

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Social Media

All numbers include January-October 2018

Facebook (Via Facebook Insights)

- Likes: 176,490
- Total Reach: Coming end of November

Twitter (Via Twitter Analytics)

- Followers: 41,792
- Tweet Impressions Coming end of November

Instagram (Via Simply Measured)

- Total Engagements: Coming end of November
- Followers: 40,193