

# Albuquerque International Balloon Fiesta 2019 Media Overview



**Overview:** Thank you for the opportunity to serve as the media relations team for the 2019 Albuquerque International Balloon Fiesta. The Garrity Group’s core responsibilities over the course of the year included: social media content development and monitoring, e-newsletter development and distribution, media relations, issue management, event planning and management and sponsor communication/coordination.

During our 2019 engagement with Balloon Fiesta we generated and were able to track coverage that reached 3.4 billion people.

Below is an overview of traditional and social media metrics tracked by our team:

**Media Coverage** (numbers listed reflect content posted by traditional media and social media users)

- Broadcast Coverage (TV and Radio): 3,859 stories reached an audience of 60,432,343\*
  - Online and Print Coverage (including blogs): 2,746 stories generated, reached an audience of 3,365,421,465\*
  - Posts generated by Facebook, Twitter, and Instagram users reached an audience of 13,757,162.
- Facebook Reach: 10,205,055\*\*
  - Twitter Impressions: 2,869,342\*\* ○ Instagram Reach: 682,765\*\*

|                     | <i>Number of Stories<br/>2018</i> | <i>Number of Stories<br/>2019</i> | <i>Percentage Change</i> |
|---------------------|-----------------------------------|-----------------------------------|--------------------------|
| <i>Total</i>        | 1,877                             | 6,603                             | 251.78%                  |
| <i>Broadcast</i>    | 1,215                             | 3,858                             | 217.53%                  |
| <i>Print/Online</i> | 662                               | 2,745                             | 314.65%                  |

**Hosted Media** (media hosted at Balloon Fiesta)

- Total number of registered media: 839
- Total number of media organizations: 141
- Countries Represented: China, France, India, Japan, Ukraine and the United States

**Media Figures**

- Total reach: 3,439,610,970\*
  - Online and Print reach: 3,365,421,465\*
  - Broadcast reach (TV and Radio): 60,432,343\*
  - Social media reach: 13,757,162\*\*

\*Tracked through Meltwater in partnership with TVEyes, Dates: January 2019 – October 2019

\*\*Tracked through Facebook, Twitter, and Instagram Analytics, Dates: January 2019 – October 2019

# Albuquerque International Balloon Fiesta 2019 Media Overview



## Traditional & Digital Media Overview

Months prior to the start of Balloon Fiesta, our team developed a communications approach. The approach focused on identifying target media and informing them about the Balloon Fiesta media relations program, including the media ride opportunity.

Our Balloon Fiesta media outreach focused on informing and inviting reporters/editors/influencers to attend and/or cover the event. In addition to reaching out to reporters by way of social media and email, we developed and distributed a flyer to inform media attending other high-profile events (i.e. Senior Olympics, International PowWow) about the benefits and story opportunities that awaited at Balloon Fiesta.

### High Profile Media Coverage:

**Broadcast:** The Weather Channel, Heads and Tails, NBC, Good Morning Arizona, Good Morning America, CNN, Fox News, CBS Sports Network

**Print/Online:** The Associated Press, Al Jazeera, Voice of America, Reuters, Travel Channel, MSN.com, US News & World Report, New York Post, Yahoo! News, CNN.com, The Washington Post, Daily Mail Online, The Washington Times, National Geographic

**Topics of Focus:** Our team pitched and facilitated a wide variety of stories to local and visiting media, topics of interest included: America's Challenge, Glamping and Concierge Programs, X Marks the Spot, event-specific details, public safety, Park & Ride updates, weather, traffic/parking, no drone zone, Music Fiesta and Special Shapes.

Our team also responded to media inquiries from the Day Three Incidents. The incidents received local and national news coverage and stories were short lived.

**Top onsite media/live reports: (attended Balloon Fiesta):** Weather Channel, NBC, Heads and Tails, Associated Press, Good Morning Arizona, Al Jazeera, CNN

We also placed a significant amount of resources promoting changes to Park and Ride, rebuilding the trust that was lost as a result of the 2019 event. We also focused on raising awareness about new public safety details as well as informing the public about the "No Drone Zone" (activations in the TFR were down 82% compared to 2018's event).

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

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The screenshot shows a Yahoo! News article. At the top, there's a navigation bar with 'Home', 'Mail', 'News', 'Finance', 'Sports', 'Entertainment', 'Search', 'Mobile', and 'More'. Below that is a search bar and a 'Sign in' button. The main headline is "'Nothing like it:' Global balloon fiesta ready for liftoff" by AP, dated October 5, 2019. The article features a large image of a hot air balloon being prepared. To the right of the main image are several smaller thumbnails with titles like "Peace of mind this holiday season" and "Flames and fireworks as Myanmar fire balloon fest opens".

Yahoo! News – [Link to Story](#)

The screenshot shows a U.S. News & World Report article. The navigation bar includes 'HOME / CIVIC / U.S. NEWS' and various category links like 'Best Countries', 'Best States', etc. The main headline is "Gas Balloon Teams Reach Canada in Annual Distance Contest". The sub-headline reads: "Polish balloon pilot Krzysztof Zapart and American teammate Andy Cayton are the apparent winners of the 2019 America's Challenge gas balloon race." The article text describes the team's journey across the Canadian border. There are several advertisements on the right side, including one for "Intelligence Taught by Experts" and another for "2019 List of All Colleges - Rankings and Reviews".

U.S. News & World Report – [Link to Story](#)

The screenshot shows a video player for "PIX11 News at Ten on WPIX-TV (CW)" dated Monday, October 7, 2019. The video title is "HOT AIR BALLOONS TAKE PART IN NEW MEXICO'S FIESTA". The video description reads: "2:28:01 AM and away hundreds of hot air balloons from all over the world are in albuquerque new mexico. The annual **balloon fiesta** kicked off this weekend as the sun went down. Balloons were filled simultaneously and up they went. The twilight event showed off glowing balloons and isn't it a beautiful sight right there twinkling up in that night sky. Spectators describe it as a stunning sight. This is a nine day event in the balloon fiestas. Forty seventh year. It started with just 13 balloons in a mall parking lot back in 1972 still much". There is an "Add to Report" button in the top right corner.

PIX11 News – Link not available

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Voice of America – [Link to Story](#)

Travel Channel – [Link to Story](#)

Discovery Channel – Link not available

# Albuquerque International Balloon Fiesta 2019 Media Overview



Following is a sample of Park & Ride coverage garnered during this year's event:

**Albuquerque Journal** | SUBSCRIBE NOW

**BECAUSE YOU GET A 24/7 NURSE ADVICE LINE.** | PRESBYTERIAN Health Plan, Inc.

**Guest Columns**

**Balloon Fiesta launches traffic, safety changes**

BY TY YOUNG / PRESIDENT, ALBUQUERQUE INTERNATIONAL BALLOON FIESTA BOARD OF DIRECTORS

The magical time that is Balloon Fiesta is upon us. Soon, our skies will be filled with more than 550 balloons, flown by pilots from 17 different countries. This year's event will kick off Friday with Albuquerque Aloft; more than 140 pilots will launch their balloons from schools in Albuquerque and Rio Rancho. This program has grown year after year, and there could be no better way to start Balloon Fiesta than with this tradition and the thousands of local smiling students, their families and our educators.

Following the Friday morning launch, we'll get started bright and early Oct. 5 with opening ceremonies before we launch the first mass ascension. Along with the excitement that opening day brings can also come kinks. Although this is the 48th event, every year proves to be different. Last year, for several reasons, some of which were out of our control, many guests had trouble accessing Balloon Fiesta Park on opening day. The frustration and inconvenience many of you dealt with then is an experience we never want for our guests. With thousands of guests trying to get to the park before 7 a.m., we know it will get congested, but we've worked very hard over the past year to help ease that congestion and accessibility.

When the 2018 event wrapped up, our team got to work. We reached out to guests who had purchased Park and Ride tickets on opening day to re-activate their tickets for future sessions during the event. We teamed up with the Civil Engineering Department at the University of New Mexico to conduct a traffic study, identifying improvements to traffic and Park and Ride. We discovered ways to increase efficiencies at our existing Park and Ride locations. We traveled to similar large-scale events, nationally and internationally, to identify and possibly apply best practices. We also added more signage near the ride share drop off and pick up location, making it an easier area to navigate.

Albuquerque Journal – [Link to Story](#)

**KOAT 7** | Ride share, Park & Ride, Finding spots: You'll notice changes to your Balloon Fiesta ...

**RECOMMENDED**

These programs are life-saving: Students open up to puppets about sensitive topics

2019 Municipal Election Results

Don't get chicken Alfredo is perfectly creamy

Judge to decide if suspect in Victoria Mariana case gets out of jail

Police officers reunite with baby they saved from choking

Woman feared about in home was likely killed by her own Great Dane, police say

Truck Hunters' host Susanne Whang has died at 56

A house party, a Pokémon Go game and two unthinkable tragedies

**Ride share, Park & Ride, Finding spots: You'll notice changes to your Balloon Fiesta commute**

City leaders and event coordinators say they're determined to reduce traffic and make sure everyone gets on their Park & Rides on time

Updated: 10:17 PM WDT Sep 25, 2019

Justin Matthews

**PARK AND RIDE CHANGES** | BALLOONFIESTA PARK | NEW ON 7 | KOAT

SHOW TRANSCRIPT

**ALBUQUERQUE, N.M.** — City leaders and Balloon Fiesta coordinators say they're determined to reduce traffic and make sure everyone gets on their Park & Rides on time.

21,000 people used Park and Ride to get to Balloon Fiesta last year, but because of the long lines and wait times, some people missed mass ascension.

hotwire

"We want our guests to get here, they want to utilize park and ride, we want to make sure they get here and they're not stranded like they were in 2018," said Dennis Christiansen, the transportation manager for Balloon Fiesta.

KOAT – [Link to Story](#)

**KOB 4** | 44° | From the 20° Tuesday 41° High 25° Low 25° High

WATCH CONTACT LOCAL NEWS WEATHER POLITICS SPORTS TRAFFIC COMMUNITY 4 LINKS ABOUT

Wayfair: Official Site

**UNM researchers looking to make Balloon Fiesta traffic more tolerable**

UNM researchers looking to make Balloon Fiesta traffic more tolerable

Patrick Hayes

April 15, 2019 06:24 PM

ALBUQUERQUE, N.M. — While hundreds of balloons filled the Albuquerque skies during last year's International Balloon Fiesta, visitors were greeted by nonstop traffic and parking problems.

KOB 4 reported extensively on issues when it came to the city's Park and Ride service and the event's ride-share setup.

"So after the press coverage last fall — some the traffic troubles Balloon Fiesta had, I contacted them and said 'do you need any help,' UNM researcher Claude Morelli told KOB 4.

SHARE | The ultimate gift guide | Walmart | MOST READ STORIES

Albuquerque's 2019 Local Election Results

SWAT team called out to SE Albuquerque

New Mexico hip-hop artist Wake Delf dies after car crash

Red River residents prepare to honor U.S. Capitol Christmas tree

New Mexico governor withdraws 2020 endorsement

SWAT team called out to SE Albuquerque

KOB 4 – [Link to Story](#)

# Albuquerque International Balloon Fiesta 2019 Media Overview



## Social Media Overview

Social and digital media plays a major role in how we communicate with Balloon Fiesta’s audiences. 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. Below is an overview reflecting results and content developed by our team, posted through the official AIBF accounts.

In addition to focusing on traditional topics like pilot welcomes, event information and story angles, our team also incorporated in-depth videos (The 2019 Official Balloon Fiesta Serigraph Poster, Public Safety, America’s Challenge, Getting to Balloon Fiesta, and Balloon Fiesta tips).

## Integrated Communication

Our team’s approach has embraced social media to amplify and complement all traditional media efforts. As a result, our team’s social media content has served as a driver for stories. Below is a sample of media coverage that was garnered from a social media in-depth video.

A screenshot of a news article from KRQE titled "Balloon Fiesta releases annual poster". The article features a large, colorful illustration of various hot air balloons in flight over a landscape. The article text discusses the poster's theme and mentions artist Daniel Kilien. To the right of the article is a weather forecast for Erica's Wednesday Morning Forecast, showing a current temperature of 54°F and a high of 64°F. The article is dated July 21, 2019, and was updated on August 22, 2019.

## Albuquerque International Balloon Fiesta 2019 Media Overview



Additionally, after digital stories are published, many readers and/or the publication itself will post the story to social media. This extends the reach of the coverage. Social echo, a measurement of this extended coverage, can be seen below.

- Twitter (the number of times Balloon Fiesta news media has been posted by a third party, and has been tweeted or retweeted): 5,512
- Facebook (total number of Balloon Fiesta news media coverage posts, likes, comments and private messages from a third party): 136,689

### **Our goals**

To build upon our team's previous efforts, our 2019 approach began with two goals and three measurable objectives. Background on this can be found in the final 2019 Balloon Fiesta social media plan. The Goals and objectives can be seen below.

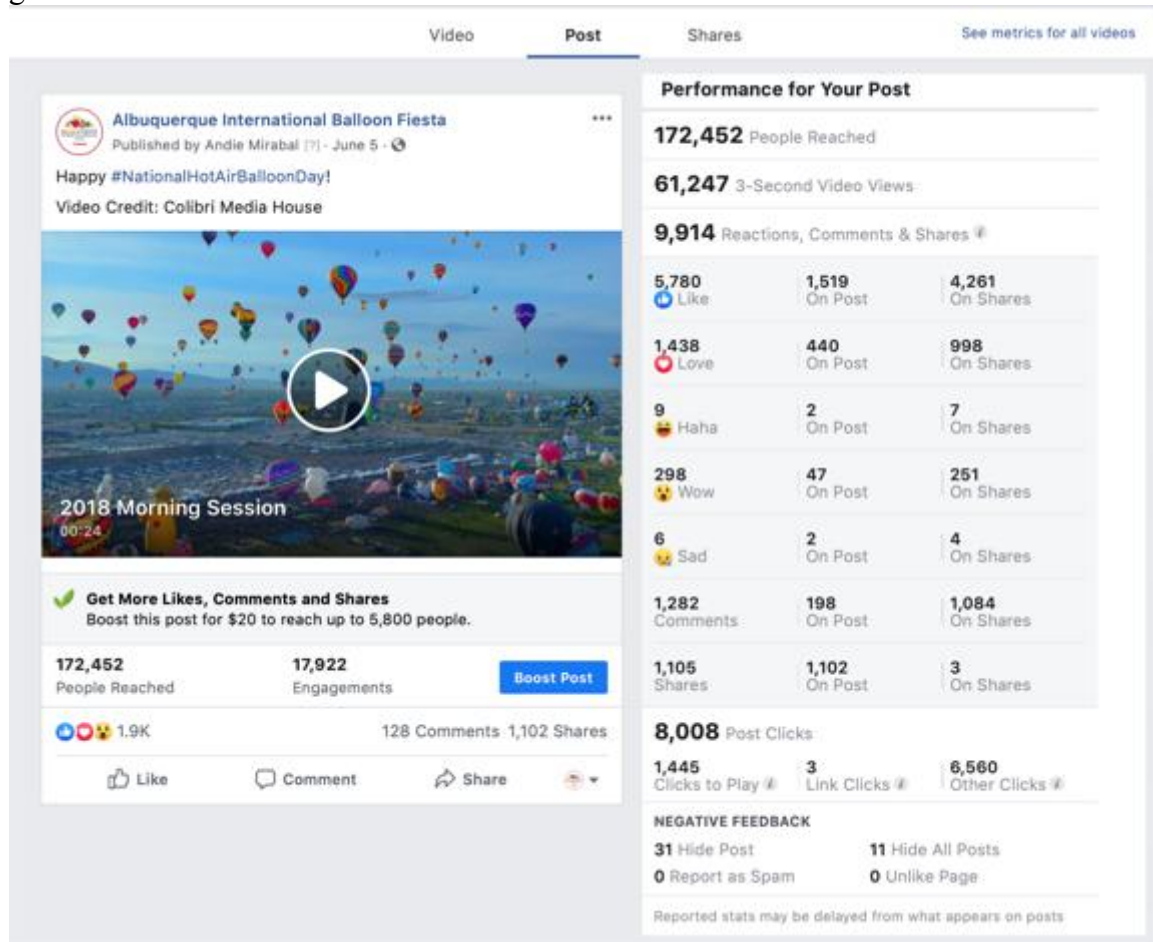
- Goal 1: To attract more millennials to Balloon Fiesta, through social media.
  - Objective 1: Increase reach on Facebook by 10 percent
  - Objective 2: Increase engagement on Twitter by 10 percent
  - Objective 3: Increase followers on Instagram by 10 percent
- Goal 2: To positively position Balloon Fiesta as a responsive brand
  - Objective 1: To respond to at least two (2) reviews each month

Our team experienced a number of successes, including a 1,073.55% increase in Facebook reach, a 3,511.08% increase in engagement on Twitter and a 15.88% increase in Instagram followers between January and October.

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Our team experienced growth in all areas, across the three channels (Facebook, Twitter and Instagram). A variety of tactics were implemented, to achieve growth, such as increasing the use of video. To better engage with our social media audiences, our team incorporated more video into the social media content. A sample of the engagement garnered from a video can be seen below.



Additionally, our team worked with social media influencers to bring them to the event.

**Special Appearances:** As Balloon Fiesta continues to grow in popularity and reach new potential guests, interest from well-known personalities and celebrities has increased as well. This year's well-known guests included the Biggest Loser trainers Steve Cook and Erica Lugo, as well as Jeanine Mason and Nathan Dean Parsons and Morgan Moroney. Samples of their posts can be seen below.



# Albuquerque International Balloon Fiesta 2019 Media Overview



**Jeanine Mason** @itsjeaninemason · Oct 14  
I love you the most #BalloonFiesta. Another stunning year. Congrats @balloonfiesta!

Balloon Fiesta and Jake Borelli

12 25 397

**stevecook** • Following  
Albuquerque International Balloon Fiesta

**stevecook** • Adventures in New Mexico. We almost froze but it was worth it to see the @balloonfiesta. Jacket @wear\_azul

3w  
**garylegion** I was staring out at the field from VIP and was like... "That dude is pretty jacked." Then you turned around for the picture and I was like... "That dude pretty handsome." Then I was like... "That dude Steve Cook."

3w 11 likes Reply  
View replies (2)

**devinmac\_2.0** You gotta checkout [unclear]

Liked by ericafitlove and 92,515 others

OCTOBER 12

Add a comment... Post

**morganrosemoroney** • Following ...  
Balloon Fiesta Field

**morganrosemoroney** What a beautiful start to our morning. So worth the 3AM wake up call! @balloonfiesta ❤️

3w  
**stevecook** • Love the pictures

3w 17 likes Reply  
View replies (1)

**guusjevangeel** Aaaaaah 😍😍😍

3w 2 likes Reply  
View replies (1)

**iammellamurphy** I am in love with that blanket. where is it from? P.S.

Liked by stevecook and 25,152 others

OCTOBER 12

Add a comment... Post

# Albuquerque International Balloon Fiesta 2019 Media Overview



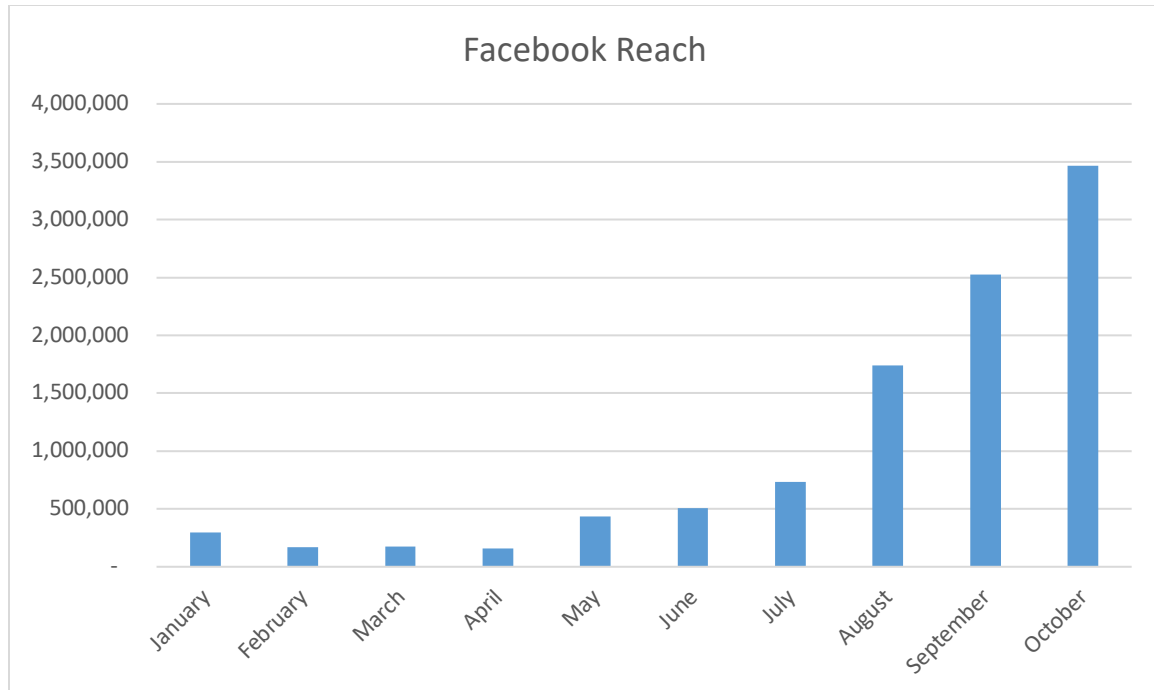
As in years past, Facebook and Twitter also proved to be vital tools during times of issue management. Guests and followers used the platforms to ask questions and display grievances, both publicly and through direct messages. Our team used these platforms to communicate important information such as event and weather updates.

Following is a detailed breakdown of each social media outlet’s performance. Please note that reach is the number of unique impressions.

## Facebook (via Facebook Analytics)

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

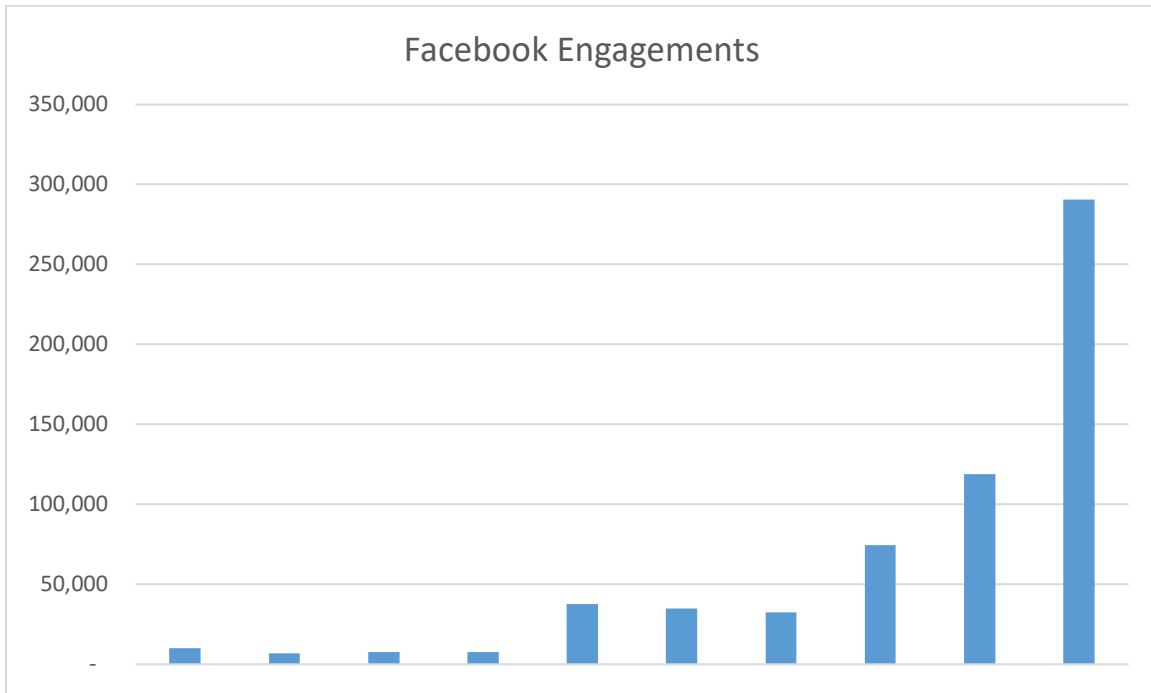
January 2019 – October 2019, Facebook reach increased by about 1,073 percent between the beginning of January and the end of October, resulting in a reach of 3,466,901 in the month of October. The blue columns indicate the reach that the AIBF Facebook account received each month.



# Albuquerque International Balloon Fiesta 2019 Media Overview



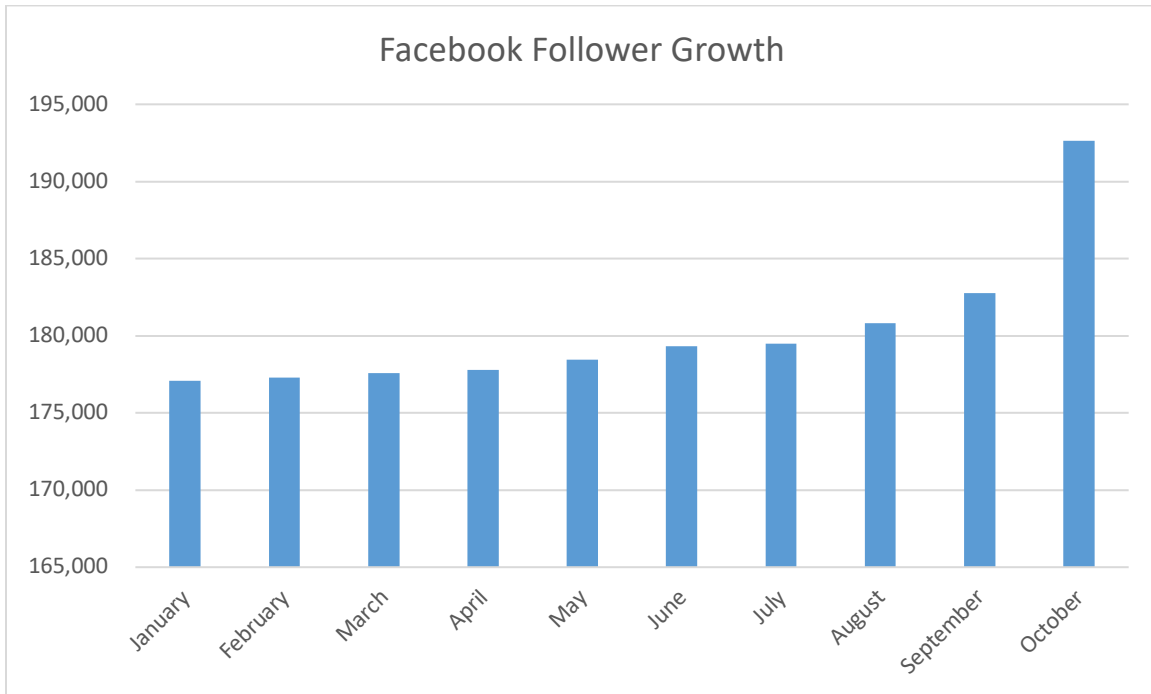
January 2019 – October 2019, Facebook engagements increased by about 2,795 percent between the beginning of January and the end of October, resulting in 290,495 engagements in the month of October. The blue columns indicate the engagements that the AIBF Facebook account received each month.



# Albuquerque International Balloon Fiesta 2019 Media Overview



January 2019 – October 2019, Facebook followers increased by about 9 percent between the beginning of January and the end of October, resulting in 192,640 followers in the month of October. The blue columns indicate the total amount of followers that the AIBF Facebook account had each month.



Facebook Top Three Posts (October 5 – October 13):

- 1) Balloon Fiesta Live – Morning Session 10/6 (13.7 K engagements)
- 2) Balloon Fiesta Live – Morning Session 10/5 (13.6 K engagements)
- 3) Dawn Patrol Image 10/08 (9.5 K engagements)

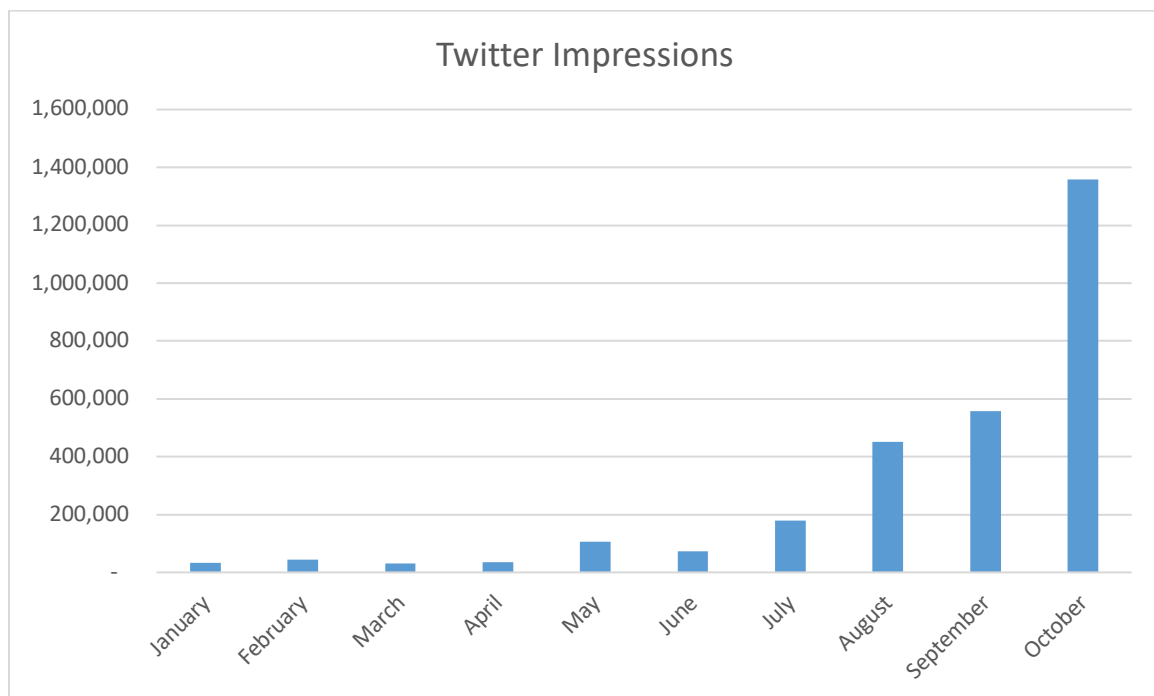
# Albuquerque International Balloon Fiesta 2019 Media Overview



## Twitter (Via Twitter Analytics)

The Twitter strategy aligns closely with the Facebook strategy but in a condensed format. Twitter also served as a Balloon Fiesta news alert service alerting media to news releases and story angles.

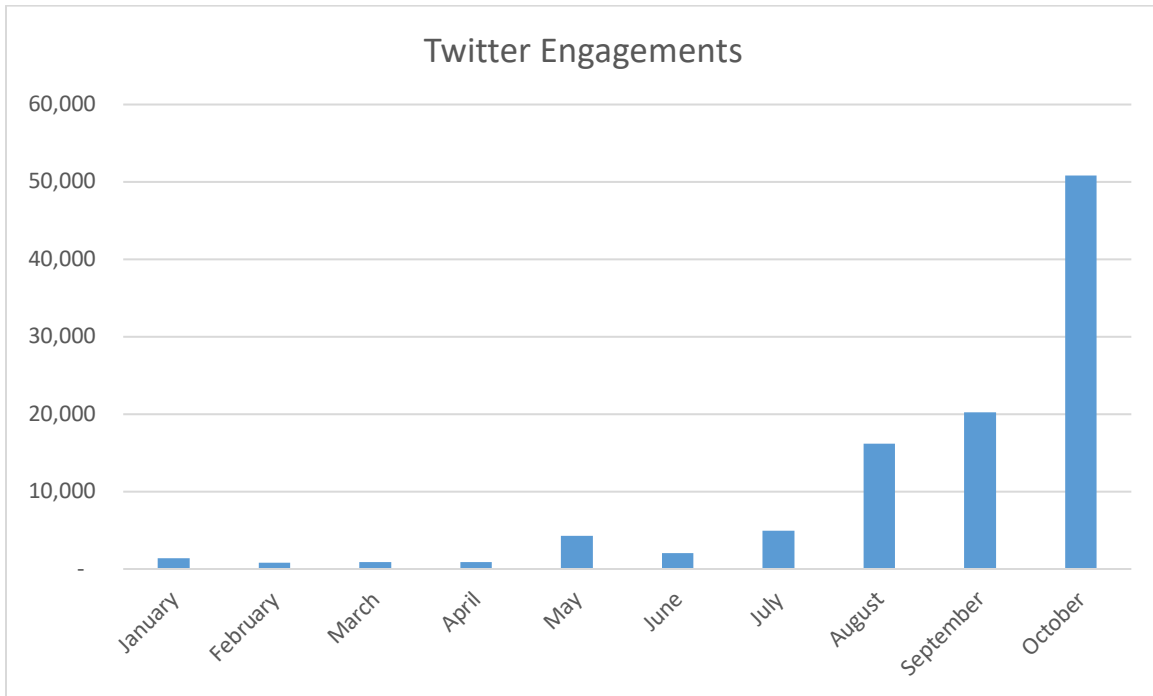
January 2019 – October 2019, Twitter impressions increased by about 3,930 percent between the beginning of January and the end of October, resulting in 1,359,007 impressions in the month of October. The blue columns indicate the impressions that the AIBF Twitter account received each month.



# Albuquerque International Balloon Fiesta 2019 Media Overview



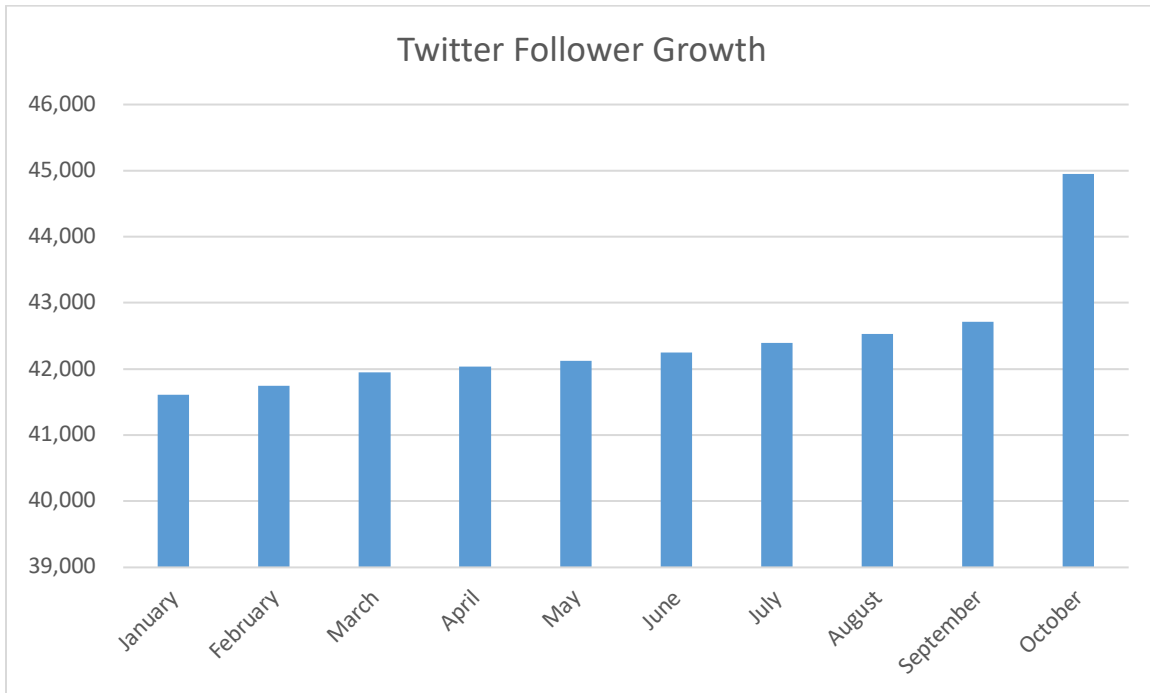
January 2019 – October 2019, Twitter engagements increased by about 3,511 percent between the beginning of January and the end of October, resulting in 50,844 engagements in the month of October. The blue columns indicate the number post engagements that the AIBF Twitter account received each month.



# Albuquerque International Balloon Fiesta 2019 Media Overview



January 2019 – October 2019, Twitter followers increased by about 8 percent between the beginning of January and the end of October, resulting in an audience of 44,949. The blue columns indicate the total number of page followers that the AIBF Twitter account had each month.



### Twitter Top Three Posts (October 5 – October 13):

- 1) Dawn Patrol Image 10/09 (37,340 impressions)
- 2) Green Flag Message 10/05 (34,334 impressions)
- 3) Event thank you message 10/13 (33,994 impressions)

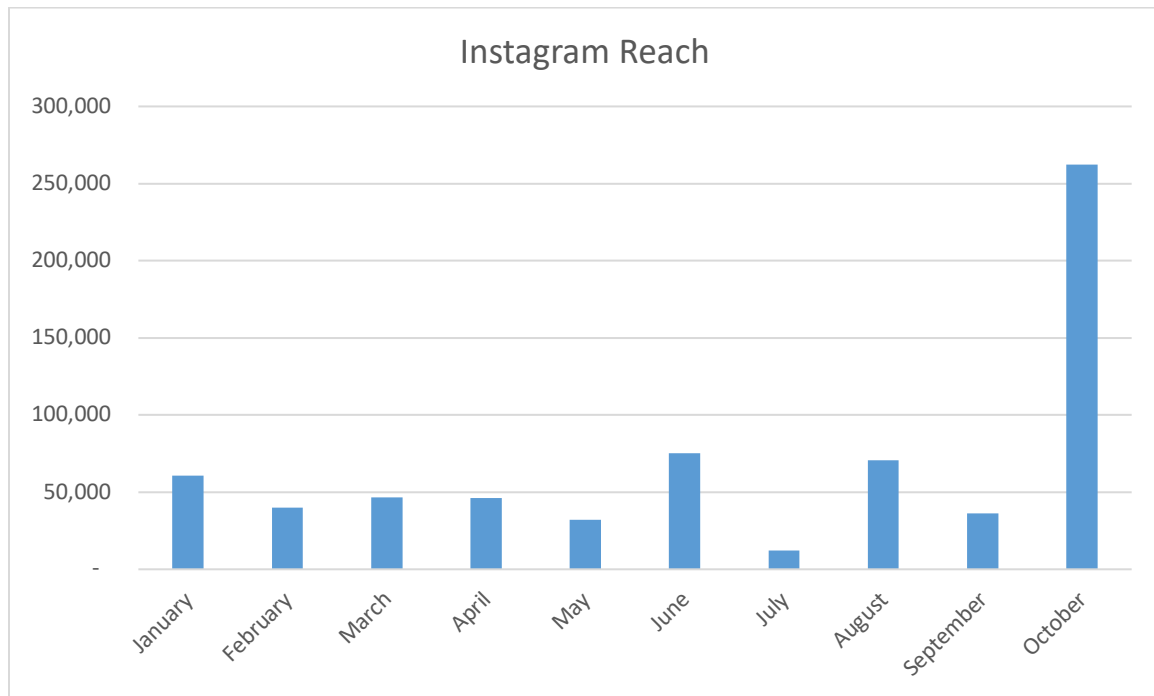
# Albuquerque International Balloon Fiesta 2019 Media Overview



## Instagram (via Instagram Analytics)

The Instagram strategy includes the posting of engaging images, video and event information. Our team utilized the “live” and stories features more often this year, beginning the week before Balloon Fiesta. This approach allowed for more real-time updates and content.

January 2019 – October 2019, Instagram reach increased by about 331 percent between the beginning of January and the end of October, resulting in a reach of 262,308 in the month of October. The blue columns indicate the reach that the AIBF Instagram account received each month.

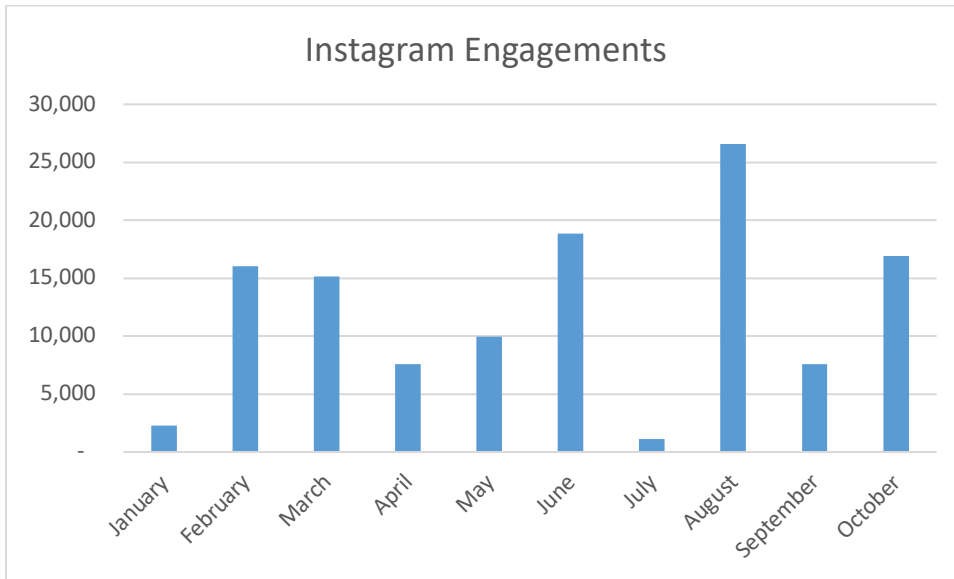




## Albuquerque International Balloon Fiesta 2019 Media Overview



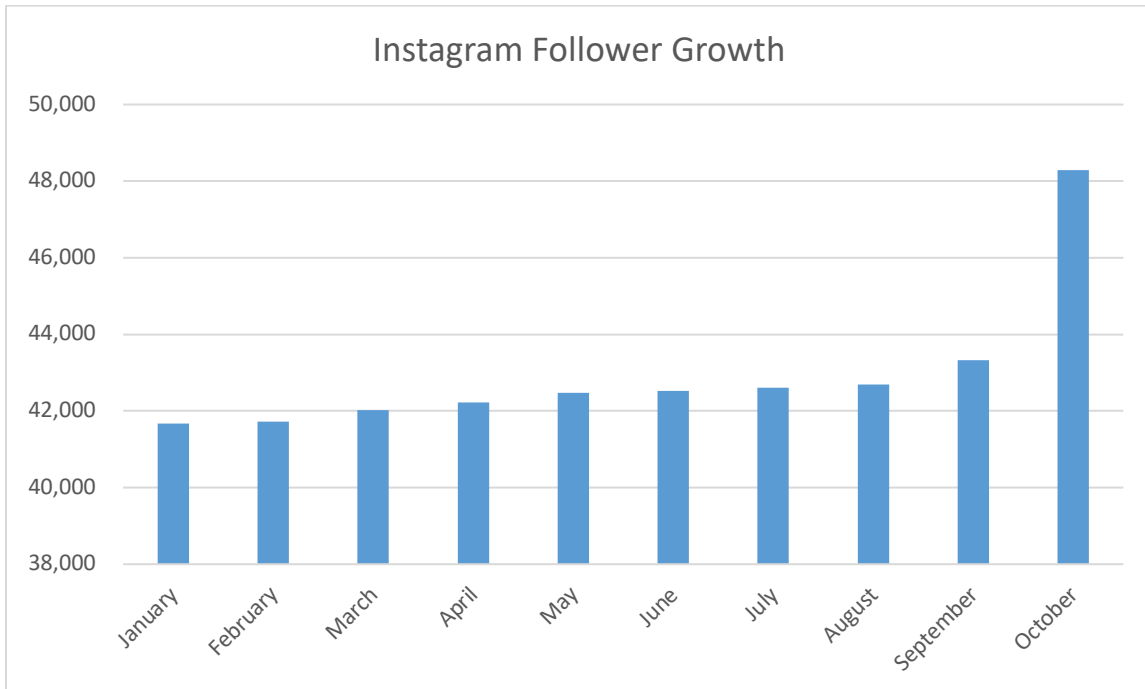
January 2019 – October 2019, Instagram engagements increased by about 633 percent between the beginning of January and the end of October, resulting in a reach of 16,899 in the month of October. The blue columns indicate the engagements that the AIBF Instagram account received each month.



# Albuquerque International Balloon Fiesta 2019 Media Overview



January 2019 – October 2019, Instagram followers increased by about 16 percent between the beginning of January and the end of October, resulting in an audience of 48,296. The blue columns indicate the total number of page followers that the AIBF Twitter account had each month.



### Instagram Top Three Posts (October 5 –October 13):

- 1) Evening glow video 10/05 (9,456 engagements)
- 2) Event thank you video 10/13 (9,126 engagements)
- 3) Morning session photo 10/06 (5,883 engagements)


# Albuquerque International Balloon Fiesta 2019 Media Overview



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

**Albuquerque International Balloon Fiesta**  
Published by Andie Mirabal [?] · October 13 at 2:10 PM ·

Wondering what it looks like when Team Fastrax Sky Divers are preparing for their #BalloonFiesta shows? Here's some behind-the-scenes footage!



**104,317** People Reached    **12,062** Engagements    [Boost Post](#)

👍❤️🔥 1.1K    140 Comments 332 Shares 43K Views

👍 Like    💬 Comment    ➦ Share

Most Relevant ▾

Write a comment...

**Knate Myers Photography** Very cool but can we see their GoPro footage??  
Like · Reply · Message · 3w    🍌❤️ 11

**Albuquerque International Balloon Fiesta Stay** tuned for that footage!  
Like · Reply · Commented on by Andie Mirabal    🍌❤️ 14

View more replies

**Christine Sopa** Their performance is magical. Saw it last weekend.  
Like · Reply · Message · 3w    🍌❤️ 1

View more comments    2 of 14

**Balloon Fiesta** @balloonfiesta · Oct 13

Thank you to each and every pilot, crew member, guest, volunteer, sponsor and #BalloonFiesta supporter. We would not have had such a wonderful event without you! We hope you enjoyed and look forward to seeing you next year. The 2020 Balloon Fiesta will take place October 3-11.



0:24 7K views

💬 14    ↻ 87    ❤️ 562    ➦    📶



**balloonfiesta**

balloonfiesta A fantastic morning session! Small #ABQ box creating the opportunity for pilots to choose their own adventure. #BalloonFiesta  
4w

+

**cruzyferr** Fantastic! Bucket list ❤️

❤️ 💬 ➦ 📖

Liked by jesree and 4,559 others

OCTOBER 6

Add a comment...    [Post](#)

# Albuquerque International Balloon Fiesta 2019 Media Overview



## Online Reviews:

As part of our team's approach to position Balloon Fiesta as a responsive brand, we monitored and responded to online reviews. Below are the total number of reviews.

### Facebook

On Balloon Fiesta's Facebook, between January 1 and November 4, there were a total of 176 reviews. Of those, 173 recommend Balloon Fiesta.

- Common Themes of Positive Posts: Beautiful, never experienced anything like it, bucket list item
- Common Themes of Negative posts: Traffic and parking

### Yelp

On Balloon Fiesta's Yelp page, between January 1 and November 4, there were a total of 16 reviews. Of those, 14 recommended Balloon Fiesta.

- Common Themes of Positive Posts: Beautiful, wake up early, enjoyed artisans
- Common Themes of Negative posts: Traffic

### Trip Advisor

On Balloon Fiesta's Trip Advisor page, between January 1 and November 4, there were a total of 0 reviews.

### Reddit

On Reddit, between January 1 and November 4, there were a total of 0 reviews.

### Wikipedia

On Wikipedia, between January 1 and November 4, there were a total of 0 reviews.

### Apple Store App.

On Balloon Fiesta's Apple Store App., between January 1 and November 4, there were a total of 2 reviews.

- Common Theme: Balloon Search not working

### Android Store App.

On Balloon Fiesta's Apple Store App., between January 1 and November 4, there was a total of 1 review.

- Common Theme: Doesn't show flying status