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51ST ALBUQUERQUE INTERNATIONAL BALLOON FIESTA MEDIA REPORT

Prepared by:



Albuquerque International Balloon Fiesta 2023 Media Overview

Background

The 51st Albuquerque International Balloon Fiesta presented by ExxonMobil was held October 7-15, 2023.

The Balloon Fiesta announced that 546 hot air balloons flew in this year's event; including 107 special shape balloons and 75 remote control hot air balloons. The event, already a Guinness World Record holder for the Greatest Mass Balloon Ascent with its 2019 launch of 524 hot air balloons, will also be submitting for a new world record for remote control hot air balloons in the category of "The largest display of model hot air balloons." There were a reported 968,516 estimated guest visits for the 51st event.

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 112,533 subscribers) as well as providing event planning, issue management and sponsor communication / coordination through owned digital/social media channels and the Balloon Fiesta App (23,513 total users during the event).

Efforts this year also included public relations support on behalf of the Coupe Aéronautique Gordon Bennett, the first time it flew in Albuquerque since 2008. There was significant coverage of this event with features in national and regional media providing awareness about the sport of gas ballooning.

Balloon Fiesta Park was also in the path of the 2023 Annular Solar Eclipse which occurred near the end of morning flying events on Saturday, October 14th. The advance coverage of this galactic occurrence was eclipsed by day of coverage from Balloon Fiesta from NASA, The Weather Channel, Fox Weather and other national/international media.

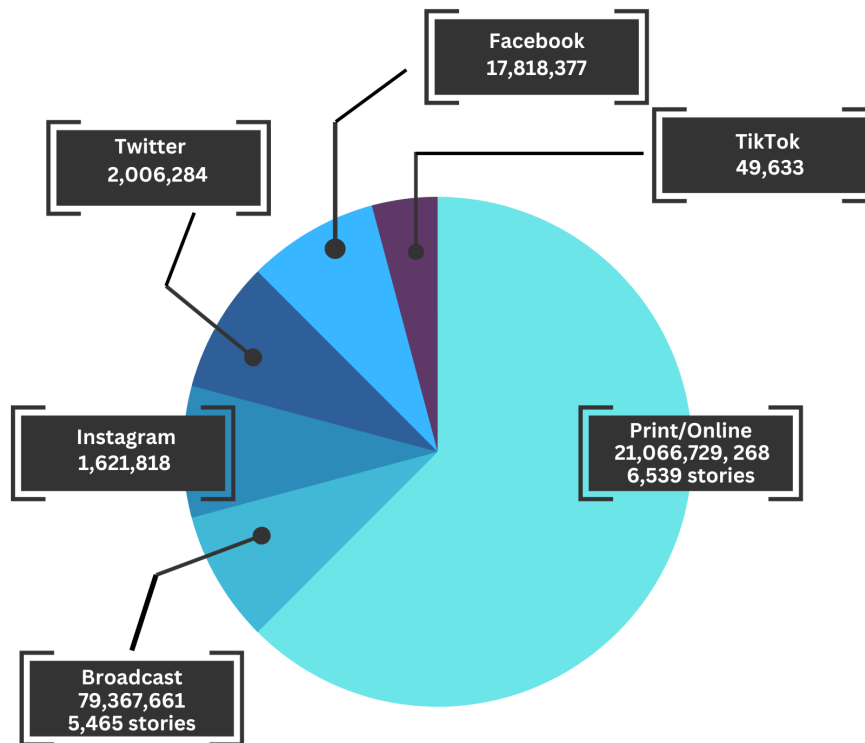


Albuquerque International Balloon Fiesta 2023 Media Overview

Total Reach of the 2023 Balloon Fiesta

The year-long proactive media outreach and digital management resulted in a reach of 21,167,593,041. This includes: 21.1 billion print and online unique views; 79.3 million broadcast views; 17.8 million Facebook unique views (including 603,923 Balloon Fiesta Live unique views); 1.6 million Instagram unique views, 2 million Twitter impressions and 49 thousand TikTok unique views. The Garrity Group Public Relations facilitated the year-round effort supporting and implementing traditional, digital, social media strategy.

TOTAL REACH: 21,167,593,041



Albuquerque International Balloon Fiesta 2023 Media Overview

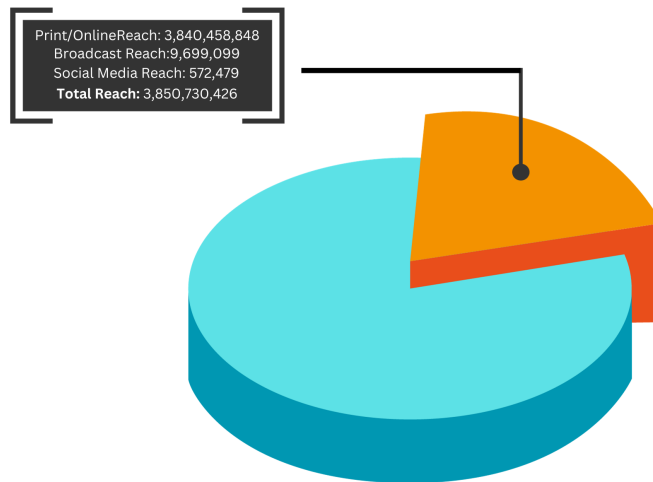
Coupe Aéronautique Gordon Bennett

The Gordon Bennett Cup gas balloon race that was hosted as a part of the 51st Balloon Fiesta. Media outreach and social media efforts in advance of the event focused on re-introducing the event, its sponsors (BayoTech was the Official Hydrogen Sponsor) and differentiating the difference between sport and non-sport gas balloons; educating people along potential flight paths about the unique nature of sport gas balloons. During the event, the focus turned to race coverage, awareness in advance of the gas balloon flight path and crisis communication related to a gas balloon crash Southeast of the Dallas/Fort Worth area, in Texas.

Of the 17 teams entered to participate in the Gordon Bennett Cup, 16 launched from Balloon Fiesta Park. Winners of the race were France team two, piloted by Eric Decellieres and Benoit Havret, who traveled 2,661.40 kilometers before landing in Jacksonville, North Carolina.

The Gordon Bennett Cup coverage has a total reach of total reach of 3,850,730,426. This includes a print/online reach of 3.8 billion; broadcast reach of 9.6 million; and a social reach of 572 thousand.

GORDON BENNETT BY THE NUMBERS



Albuquerque International Balloon Fiesta

2023 Media Overview

Media Coverage and Narratives

In 2023, media activations focused on the 51st event and fan favorites for the event (mass ascensions, down patrol, drone show, special shapes, Gondola Club, glamping) and new attractions and activities (merchandise, Camp 505, Gordon Bennett Cup and the Annular Solar Eclipse).

Compared to the 50th event, in 2022, there was an increase in the number of stories about Balloon Fiesta, from publications with a large, national reach. This can be attributed to a national focus by reporters, on the Annular Solar Eclipse, specifically promoting Balloon Fiesta as one of the best places to see the ‘Ring of Fire’ phenomenon and the Gordon Bennett gas race, its competitors and their landing locations. The eclipse introduced the Balloon Fiesta to an entirely new group of fans and potential guests.

In addition, The Garrity Group developed a variety of narratives to tell Balloon Fiesta’s story related to the RV experience at Balloon Fiesta, the Guinness World Record attempt by remote control balloons, new and returning special shape hot air balloons, international participation in the 51st event, Balloon Fiesta Park improvements, community involvement opportunities, non-ballooning events, sponsors, vendors and concessions, Music Fiesta, sensory activation vehicle, official merchandise (i.e. balloon pins, official poster), X-Marks the Spot (landowner/community engagement program) and unique pilot stories.

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 Balloon Fiesta Media Tower. For the 2023 event, there were 836 media credentials issued to representatives from 142 organizations that included reporters, TV crews, social media influencers and journalists. 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 an excess of 21 billion, an increase of about 9 billion or about 75 percent, compared to the 50th event. The Garrity Group arrived with these measures by using consistent media monitoring tools (Meltwater, TV Eyes, Neilson, Cision, Accesswire, google search and other industry standards).

| | 2019* | 2021 | 2022 | 2023 |
|-------------------|---------------|---------------|----------------|----------------|
| Total Media Reach | 3,425,853,808 | 8,678,842,782 | 12,107,076,984 | 21,146,096,929 |

*2020 Data Not Used due to Postponement of the 49th event, related to COVID-19

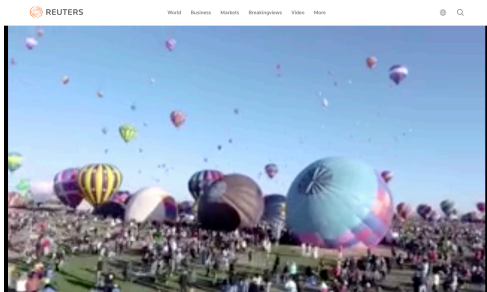


Albuquerque International Balloon Fiesta 2023 Media Overview

Traditional Media Coverage

The Garrity Group worked with a variety of national news media to tell the Balloon Fiesta story. This effort resulted in coverage from national and international media sources including MSN, CNN, Forbes, Daily Mail, The Weather Channel, Fox Weather, Yahoo! News, Reuters, USA Today and the Associated Press. 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).

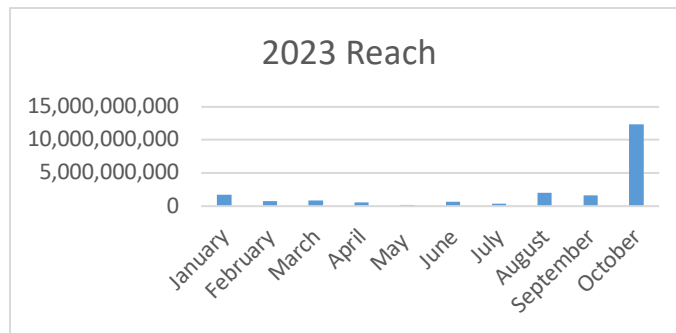
Print media coverage included the return of the Albuquerque Journal’s Balloon Fiesta tabloid and coverage in Albuquerque Business First. The team anticipates additional print coverage from the New York Times who sent a reporter to cover the volunteer aspect of Balloon Fiesta.



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 Twitch platform.

Combining our efforts to share information via newswire, personal media contacts and attending media Balloon Fiesta images were covered by Reuters (one billion international viewers) and KOAT and KRQE to name a few.

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 2023.



National and international media brands covering the 51st Balloon Fiesta (sample):



Albuquerque International Balloon Fiesta 2023 Media Overview



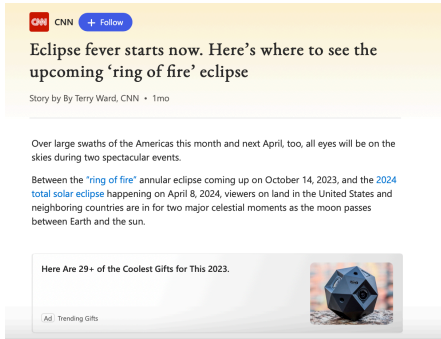
The Garrity Group also leveraged Accesswire as a tool to distribute news releases and secure additional coverage during the event. This coverage is reflected in the overall reach. However, a breakdown is below:

- Gordon Bennett Launches – 121 million reach, 503 stories published.
- Gordon Bennett Preview – 121 million reach, 778 stories published.
- AIBF Sponsors and First Day ABQBox – 121 million reach, 498 stories published.
- AIBF 51st Event Preview – 121 million reach, 377 stories

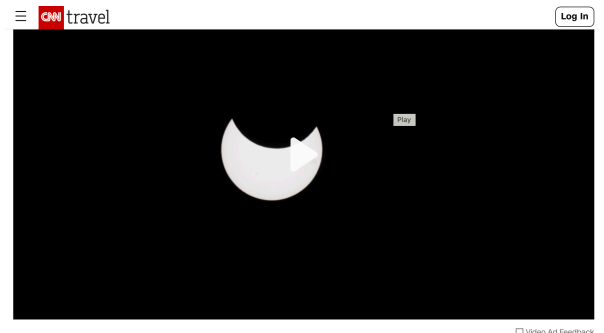


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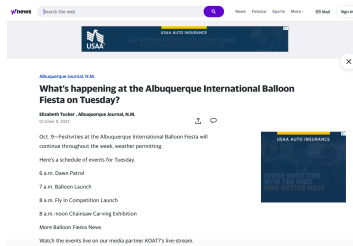
Following is a sample of traditional media coverage garnered during this year's event:



MSN – [Link to Story](#) | Reach – 129, 050,236



CNN – [Link to Story](#) | Reach – 125,988,013



Yahoo! News – [Link to Story](#) | Reach – 58,017,212



Hot air balloon flies miles away from festival, lands in backyard
- [Link to Story](#) | Reach – 67,402,235



The Weather Channel – [Link to Segment](#) | Local Viewership – 61, 976



KDVR – [Link to Segment](#) | Local Viewership – 2,008

Albuquerque International Balloon Fiesta 2023 Media Overview

AP WORLD U.S. POLITICS SPORTS ENTERTAINMENT BUSINESS SCIENCE FACT CHECK ODDITIES HEALTH

Israel-Hamas war World population Apollo astronaut dies Grammy nominations Vets

U.S. NEWS

Elite pilots prepare for 'camping out in the sky' as they compete in prestigious ballooning race

It's been 15 years since the world's elite gas balloon pilots have gathered in the United States for a race whose roots stretch back more than a century. (Oct. 5)

BY SUSAN MONTOVA BRYAN
Updated 4:36 PM MST, October 5, 2023

ALBUQUERQUE, N.M. (AP) — Flying high in the air, pilots Barbara Fricke and Peter Cuneo will have little room to stretch their long legs in a small basket. A solar panel, Cheez-Its and a GPS unit will also take up space as the accomplished Albuquerque ballooning pilots compete to travel the farthest distance in one of the world's most prestigious races.

They'll at least have a trap door on the side of the 4 feet by 5 feet (1.22 meters by 1.52 meters) wide basket so they can stretch out if needed.

Associated Press – [Link to Article](#)

Reach – 43,523,848

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The 66th Gordon Bennett Cup Launches from Balloon Fiesta

NEWS PROVIDED BY
ACCESSWIRE
Oct 06, 2023, 6:15 AM ET

Seventeen pilots representing nine countries take to the New Mexico Skies

ALBUQUERQUE, NM / ACCESSWIRE / October 6, 2023 / The 66th Coupe Aéronautique Gordon Bennett, sponsored by BayoTech, is underway. The Launch window for 17 hydrogen-filled gas balloons, representing nine countries, opened at 8:30pm, Saturday. With exception of France Team 3 which withdrew because of a leak in their envelope, all of the balloons lifted off from the same point. Launching over the span of an hour and a half, the gas balloons will follow a trajectory that will take them along Interstate-40 flying towards Oklahoma City.

Fox56 – [Link to Story](#) | Reach – 97,481

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CISION | Cision PR Newswire

BayoTech Announced as Official Hydrogen Sponsor of the 66th Coupe Aéronautique Gordon Bennett at the 2023 Albuquerque International Balloon Fiesta



NEWS PROVIDED BY
BayoTech --
Oct 05, 2023, 9:08 AM ET

ALBUQUERQUE, N.M., Oct. 2, 2023 /PRNewswire/ — BayoTech, Inc. ("BayoTech"), an innovator in hydrogen production, transportation and storage solutions, is proud to announce its role as the Official Hydrogen Sponsor of the 66th Coupe Aéronautique Gordon Bennett, taking place at the 2023 Albuquerque International Balloon Fiesta.

BayoTech Announced as Official Hydrogen Sponsor of the 66th Coupe Aéronautique Gordon Bennett at the 2023 Albuquerque International Balloon Fiesta – [Link to Story](#) | Reach – 972,787



Albuquerque International Balloon Fiesta 2023 Media Overview

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 Twitter) provide a way for the event to connect guests who are at Balloon Fiesta with fans who are 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 51st 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 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 51st event and 500+ hot air balloons that were invited to participate. The 2023 social media narratives focused on highlighting attending pilots and balloons, event updates, guest tips, Balloon Fiesta sponsors and Music Fiesta.

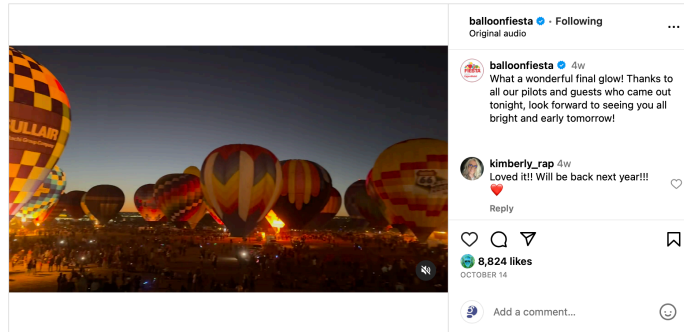
The Balloon Fiesta social media approach attracted more than 25,000 new people to become a part of the organization’s online community, following the Balloon Fiesta Facebook, Twitter, Instagram and TikTok pages.



Albuquerque International Balloon Fiesta 2023 Media Overview

Social Media Results

Balloon Fiesta’s growth was tracked across the organizations four major social channels (Facebook, Twitter, TikTok and Instagram). The growth was achieved using a variety of tactics that leveraged engaging messaging and high-quality images and video. A sample of the reach garnered from a general information post, can be seen below.



Reach: 74,614 | Reactions: 8,824 | Comments: 58

Facebook and Twitter 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.

Following is an overview of each social media outlet’s performance in three key areas: Reach, engagement and followers.

2023 BY THE NUMBERS

| | REACH | FOLLOWERS | ENGAGEMENTS |
|--|------------|-----------|-------------|
| | 17,818,377 | 239,669 | 618,112 |
| | 2,006,284 | 52,256 | 62,982 |
| | 1,621,818 | 71,172 | 1,142,688 |
| | 49,633 | 2,355 | 7,202 |



Albuquerque International Balloon Fiesta 2023 Media Overview

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

facebook

It was a gorgeous morning with an #ABQ box in effect! 🥰
October 7, 2023 at 11:16 AM
ID: 73946180100113

Interactions
4,551 reactions 522 comments 645 shares

Performance

| Reach | | Engagements | | Negative interactions | |
|--------|---------------|-------------|----------|-----------------------|--------|
| Total | Organic | Reactions | Comments | Total | Unique |
| 60,161 | 60,161 (100%) | 4,551 | 522 | 2 | 2 |
| | 0 (0%) | | 645 | | |

View details

Reach – 60,161



Post

Balloon Fiesta
@balloonfiesta

It is a great #BalloonGlow night at #BalloonFiesta

7:18 PM · Oct 8, 2023 · 22.6K Views

View post engagements

2 130 628 3

Impressions – 22,678



Find related content

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Balloon Fiesta · 10-15

Congratulations to David Strasmann for winning the 2023 AIBF Combined Competition this year!

Here is his fantastic play at the competition session Friday. #balloonfiesta #AIBF

less

ALL MY FELLAS - Frick
Balloon Fiesta Park · Albuquerque

315 2 7

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Comments (2)

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Total Viewers – 8,867

