

TRAVEL MEDIA & PUBLIC RELATIONS

MARKETING OBJECTIVE

Due to its affordability, authentic culture and heritage, one-of-a-kind cuisine, film tourism, outdoor recreational opportunities, and up-and-coming brewery scene, Albuquerque has increasingly become a place of interest for travel writers and travel professionals. By keeping Albuquerque top of mind with the media, ACVB is able to generate awareness, buzz, and positive coverage of the city and its unique offerings, thus resulting in an increase in both leisure and group tour travel, in addition to encouraging more conventions and meetings.

National and international awareness of Albuquerque is vitally important, as media coverage of Albuquerque has been shown to have a significant impact on travel decisions. ACVB's travel media contributions go beyond providing an impact to travel and conventions by providing significant value to the overall city and efforts to move the destination forward by improving awareness and desirability. ACVB also communicates positive coverage of the city, local events, partner information, updates, awards and accomplishments to a local audience as well.

MEDIA COVERAGE & PRESS RELEASES: LEISURE TRAVEL

DESCRIPTION

ACVB has an excellent reputation with national and international travel writers as being a professional, responsive organization. Relationships with writers and editors are maintained and developed using several methods, from creating unique pitches that are of interest to a variety of media, hosting journalists in destination through group press tours and individual media visits, and conducting in-person meetings with top-tier journalists (both travel and trade) in key markets.

ACVB's PR team regularly authors press releases for national and regional distribution. Timely releases are produced in-house to inform national media on upcoming events, ACVB updates, feature releases (including story ideas and angles), sweepstakes, and awards.

Albuquerque

Southwestern style mingles easily with high-tech culture in New Mexico | By Eric Lucas

It is the metropolitan center of an area whose civilization dates back thousands of years; its Old Town breathes 18th century frontier character; it is transected by the mid-20th century's most famous road; yet Albuquerque's modern public persona consists of an iconic image known around the world—colorful hot-air balloons rising in the desert. During events such as the October International Balloon Fiesta, balloons color the landscape like a thousand bright lollipops against the piercing blue Southwest sky. But there are certain to be a dozen or more balloons in the upper Rio Grande Valley on any fine-weather day—of which there are 310 a year—and I'm sure that no matter how often residents and visitors have seen the spectacle, they lift their heads skyward at least once a day to watch.

Except me, on this early summer day. I'm looking down on a dozen balloons drifting up the valley toward Santa Fe. "Not too often you have this perspective," a fellow visitor remarks.

From our vantage atop 10,378-foot Sandia Peak, we can see 45 miles northeast, to New Mexico's capital, Santa Fe (see page 73). I've come here aboard another Albuquerque icon, the Sandia Peak Aerial Tramway, a 2.7-mile conveyance that transports passengers 3,850 vertical feet to its namesake mountaintop. From here, the view encompasses 11,000 square miles of New Mexico: from Mount Taylor, 100 miles west, sacred to

the Navajo, to the Jemez Mountains northward, beloved by Georgia O'Keeffe, to the lower valley southward and its surrounding desert plateaus and ranges.

The panorama also embraces Albuquerque's three-faceted persona: This is a desert city, its canyons and washes holding prickly pear cactus, yellow-flowered rabbitbrush and yucca plants. It's also a mountain city, situated at more than 5,000 feet at Sandia's knees, with spicy-scented piñon pines cloaking the foothills. It's also a valley city, with the Rio Grande rolling southward a quarter-mile east of Old Town. The riverside bosques (woodlands) and ready water were the key reasons the Spanish settled the city in 1706.

Back then, Albuquerque and Santa Fe were connected to Mexico City by the Camino Real de Tierra Adentro (the Royal Road of the Interior Lands). When the Santa Fe Trail brought American adventurers to the Southwest a century later, the riverside village began to acquire its identity as a crossroads. In the mid-20th century that image peaked when

Hot-air balloons (above) lift off at the International Balloon Fiesta. The Sandia Peak Aerial Tramway (above right) carries visitors 2.7 miles to its namesake summit. Icons of the Route 66 era (below) continue to decorate the city.



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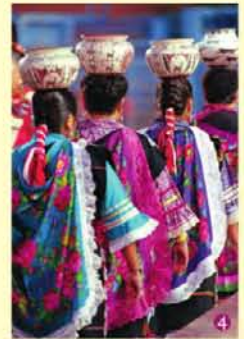
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1 The San Felipe de Neri Church has been a spiritual and cultural center of Albuquerque for more than 200 years. 2 Western boots never go out of style in New Mexico. 3 An Albuquerque road sign calls attention to the historic nature of Route 66. 4 Dancers of the Zuni Olla Maidens group balance ceramic pots. 5 Old Town Albuquerque, now populated with cafes and shops, preserves many historic adobes. 6 A vintage turquoise necklace features a squash blossom motif. 7 Sandia National Laboratories is a leading energy research center. 8 The flat enchilada, a staple of New Mexico cuisine. 9 Prickly pear cactus bears purple fruit. 10 Red hot chile peppers. 11 The New Mexico state flag features a red sun symbol of the indigenous Zia people.



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11 ACE FOTOSTOCK SPAIN, S.L. / ALAMY; 2) EDENHAYT / SHUTTERSTOCK.COM; 3) DENNIS COX / ALAMY; 4) MARBLESTREETSTUDIO.COM; 5) ROBERT HARDING PICTURE LIBRARY LTD / ALAMY; 6) DIGITALFARMER / SHUTTERSTOCK.COM; 7) SANDIA NATIONAL LABORATORIES; 8) ALASAM / FOLKOR; 9) GLOBE TURNER / SHUTTERSTOCK.COM; 10) KALAVATI / SHUTTERSTOCK.COM; 11) GLOBE TURNER / SHUTTERSTOCK.COM

Route 66 powered its way into the city—and the American imagination—and the “mother road” was featured in books, movies and TV shows. Adventurous motorists made pilgrimages across the United States to get their kicks along Route 66, and Albuquerque, the first big

Exhibitions at the Indian Pueblo Cultural Center include artists from the 19 New Mexico Pueblos.



COURTESY: WWW.VISITBALQUERQUE.ORG

city for hundreds of miles in either direction, was a key way station. Neon signs guided travelers to motels and diners along Central Avenue. Some of the signs remain, glimmering reminders of what we now fancy as simpler times.

The 21st century may be more complex, but it's still a simple question that I face in a modern-day cafe along Central, where I'm having a quintessential New Mexico brunch of flat enchiladas, egg atop, beans beside and plenty of chile sauce.

“Red or green?” the waitress inquires about the chile sauce. It's an everyday question in this part of the world—it is actually New Mexico's official state question. I like both the musty, rich red sauce, usually made using Chimayo chiles grown 100 miles north of here, and the tangy green sauce, usually made with poblano or Anaheim chiles grown southward toward Las Cruces. “Can I have both?” I plead.

Mine is not a usual request—it's much like mixing red and white wine, I suppose. Nonetheless, my plate arrives, half red, half green, and I

A DAY TRIP TO SANTA FE

Founded in 1607 as the farthest outpost of the new Spanish empire in the Western Hemisphere, Santa Fe is now the continental United States' oldest capital and a city renowned worldwide for its historic character, fabulous art and delectable food.



Perched at about 7,000 feet along the foothills of the Sangre de Cristo Mountains, the city has graceful adobe buildings—municipal code requires that new construction adhere to Southwest style—that house museums, inns, restaurants and galleries all focused on history, art and Southwest culture.

The key attractions include:

- **Palace of the Governors:** The 1610 territorial seat of government now hosts the New Mexico History Museum, whose halls chronicle pre-Columbian indigenous civilization, Hispanic

settlement and the 1672 Native revolt that New Mexico calls the “first American revolution,” as well as the region's transformation into a premier cultural and travel destination. The museum's hall of Southwest *retablos*, *bultos* and *crucifijos* (ecclesiastical artworks) is a stunning testament to the centuries-old vigor of this still-thriving art form.

The building's famous portico fronting Santa Fe Plaza has for 300 years been the home of an

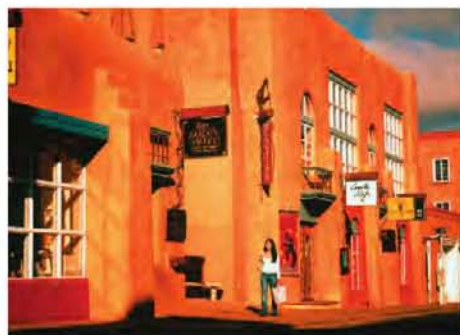
Indian Market whose vendors offer jewelry, pottery, blankets and more.

- **Georgia O'Keeffe Museum:** New Mexico's most famous resident was enchanted by the Land of Enchantment early in the 20th century and lived in the area until her death in 1986. The museum devoted to her work opened in 1997 and holds 1,149 O'Keeffe pieces, as well as works by contemporaries such as Thomas Hart Benton, Edward Hopper, Marsden Hartley and, of course, photographer Alfred Stieglitz, O'Keeffe's celebrated husband.



- **Canyon Road:** One of America's best-known art thoroughfares winds through the hillside just east of the city center, holding dozens of art galleries, boutiques and cafes. Here you can occasionally still find works by the famous New Mexico artists who turned the state's powerful landscapes into a distinct school of art—including Peter Hurd, Ernest Blumenschein, R.C. Gorman, Nicolai Fechin and more.

- **City Center:** Santa Fe visitors enjoy strolling the city's historic center to discover dozens of shops and galleries, cafes and vendors proffering everything from homemade tamales and local chile powder to handmade santos and turquoise jewelry. For more information, visit santafe.org. —E.L.



Clockwise from above left: Georgia O'Keeffe and one of her skull paintings, 1931. Luminarias in the Canyon Road area. Downtown Santa Fe shopping.

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savor the ultimate Southwest comfort food, unable to decide which is better.

While it can seem as if life here often revolves around the simplest of matters, it's worth bearing in mind that Albuquerque is also one of America's high-tech capitals. Born during World War II, Sandia National Laboratories, located east of Albuquerque International Sunport (the city's airport), is a leading energy-research center: solar, naturally, but also nuclear, especially fusion, reflecting the lab's wartime heritage. Albuquerque is also a software center—it was here, in 1975, that Bill Gates and Paul Allen began what became Microsoft, before moving back to the Seattle area four years later.

Among Albuquerque's roughly 25,000 high-tech industry jobs, almost half are in some way associated with

ONLY IN NEW MEXICO

Legendary mystery writer Tony Hillerman, whose novels about Navajo country were bestsellers, was a longtime journalism professor at Albuquerque's University of New Mexico.

New Mexico's first vineyards were planted in 1629—it's the oldest wine region in the United States. The state now has 19 wineries.

New Mexico leads the country in chile-growing—120,000 tons a year. The chile is the official state vegetable.

Sandia Peak Aerial Tramway is North America's longest—2.7 miles.

Snow-sports fans visit the peak's ski area December through March; in the city below, golfers hit the links year-round.

Human artifacts found at Folsom Camp near Albuquerque date back 10,000 years. —E.L.

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Sandia National Laboratory.

Albuquerque also rates high in national surveys for attributes its half-million residents treasure: livability, sustainability, fitness, walkability and outdoor recreation—remember those 310 days of sun. It's a capital of Hispanic and Native American cultures: the latter represented by the ancient pueblos dotting the Rio Grande Valley nearby; the former reflecting more than four centuries of Spanish influence. San Felipe de Neri Church, Old Town Albuquerque's centerpiece, basks in the sun on the north side of Old Town Plaza.

Nearby, galleries such as Andrews Pueblo Pottery offer high-quality Southwest Native American pottery and jewelry, as well as certified pre-Columbian objects.

Albuquerque is packed with things you won't find anywhere else. A few yards away, inside the hugely popular American International Rattlesnake Museum, I learn more about these Southwest creatures than one would ever expect to know.

At the National Hispanic Cultural Cen-

ter, modern New Mexico artists such as Gustavo Victor Goler demonstrate the marvelous vitality of 21st century interpretations of ancient Southwest art forms such as santos (carvings and paintings of saints). His *Our Lady of Guadalupe* features its subject standing astride a crescent moon, surrounded by shafts of starlight.

North of the city, at the Indian Pueblo Cultural Center, treasures from 19 individual pueblos include Maria Martinez's famous San Ildefonso bowls, whose earthy matte-on-glossy black finishes glisten with seemingly infinite depth.

The brighter hues of Albuquerque's balloons may be obviously modern, but the same factors that led to such dynamic Native art make ballooning a prime element of life here—the landscape and weather. A unique meteorological phenomenon known as the “Albuquerque box” typically allows balloons to launch to an initial altitude and drift south, and then rise to drift back north at a higher altitude.

Not that balloons always return to whence they came. No matter, almost everyone loves Albuquerque's balloons.

“The entire community embraces ballooning,” says Scott Appelman, president of Rainbow Ryders, a local company. “It's an economic and cultural centerpiece of life, and I can't imagine a better place.”

People have been relishing that exact line for thousands of years. Balloons may be relatively new on the scene, but they perfectly reflect the longstanding color, vitality and enjoyment of life along the upper Rio Grande.

I don't think I'll ever decide which is better, red or green chile sauce, but it's a fine dilemma to pursue. ▲

Eric Lucas is a contributing editor.

Alaska Airlines launches new direct service between Albuquerque and Seattle on September 18. Get more information and book tickets at alaskaair.com or call 800-ALASKAAIR.

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 Old Town's organic farm turns out flowers, honey, and herbs.



ALBUQUERQUE NM

Steeped in tradition, this Southwestern city is suddenly about new twists on classics.

aka: The Q
Population: 555,417
Order like a local: Ask for your enchiladas "Christmas-style," that is, covered in both red and green chile sauce.
Playlist potential: Major—it's mentioned in nearly 50 songs, including our fave, the so-bad-it's-good Partridge Family number "Point Me in the Direction of Albuquerque."

TOP PICKS Old Town Farm has given the you-pick-it concept a full-service spin. "Point & Pick" is just what it sounds like: You point to the tomato or other seasonal produce you want, and the staff picks it for you. oldtownfarm.com

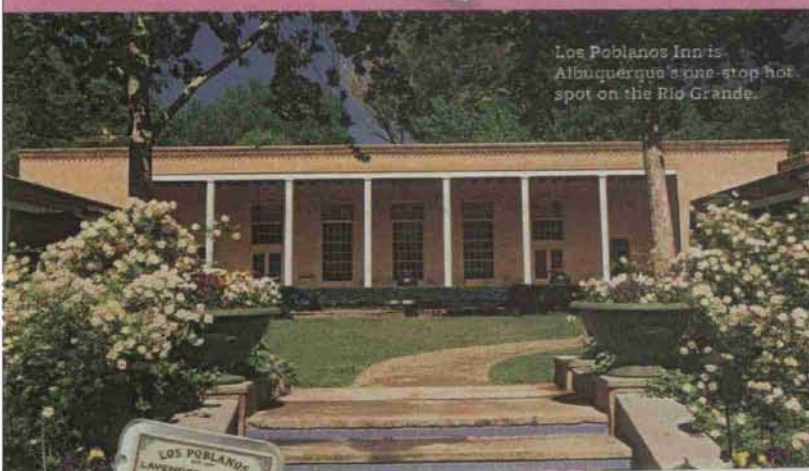
HOLE IN FUN This small city holds its own surfing the hyper-creative doughnut wave. Our pick for likeliest-to-develop-a-cult-following: Rebel Donut, where edible

works of art are almost too pretty to eat. Bonus: The bakery ships cake doughnuts nationwide. rebelonut.com

MULTITASKING GETAWAY Historic inn, working farm and garden center, and haute cuisine hangout—Los Poblanos Historic Inn does it all. It's also where locals head for homemade spa goodies, featuring aromatic lavender grown on site. lospoblanos.com

MADE TO ORDER The food at popular taqueria Zacatecas will knock you out, but we're especially enamored of the customizable margarita menu that lets you play mixologist with your own flavor mash-ups. We can't wait to take the idea home and host a make-your-own-margarita party! zacatecastacos.com

Los Poblanos Inn is Albuquerque's one-stop hot spot on the Rio Grande.



SMILE SOOTHER
 Baby, it's dry out there. Los Poblanos' lavender lip salve is just the pampering your pucker needs. \$5 each; lospoblanos.com

Take a flight of house-infused requilas (think hibiscus or chile) at Zacatecas.



PHOTOS: (OLD TOWN FARM) LINDA THORNE, (ZACATECAS) © 2013 MICHAEL C. GUTIERREZ, (LOS POBLANOS) JACK PARSONS



A couple takes a trip of a lifetime.

Source: CNN Embed Video

Added on 10:52 AM ET, Tue October 22, 2013





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Autumn in New Mexico *smells* different—both smoky and sweet, the familiar scent of roasting chiles after harvest season ends. The state even adopted an official state question: "Red or green?" for which chile you prefer.



KRISTIN CONARD

Kristin Conard is a California writer and writing teacher by way of Kansas, England, and New Jersey.

KRISTIN CONARD

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Autumn in New Mexico smells different—both smoky and sweet, the familiar scent of roasting chiles after harvest season ends. The state even adopted an official state question: “Red or green?” for which chile you prefer.



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EAT: Zacatecas Tacos & Tequila

In Albuquerque, you can get chiles seemingly everywhere—roadside stands, the Downtown Growers Market, local restaurants, even McDonald’s. Try them out on the Mazatlan shrimp tacos at Nob Hill’s Zacatecas Tacos & Tequila. The colorful Mexican restaurant, decorated with mariachi statues and photos of Mexico, also has a great selection of mezcal and tequila. Here, chef and owner Mark Kiffin shows off the goods.

ZUMA Press, Inc / Alamy



EAT: The Grove Cafe and Market

Along with chiles, the breakfast burrito is a big Albuquerque staple. It's on the menu at The Grove Cafe and Market, topped with housemade green chile. The Grove also make its own English muffins layered with organic jam, local honey, or salmon and cream cheese. They squeeze their own orange juice, which you can get straight or as a mimosa.

Lauri Patterson/Getty Images



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PLAY: Albuquerque International Balloon Fiesta

Another beloved New Mexican autumn tradition is the Albuquerque International Balloon Fiesta (Oct. 4-12), which, with 750 balloons, is the largest of its kind in the world. The balloons go up by sunrise to capture the best winds. It's hard to beat the magic of the mass ascension, but it's closely matched by the evening "glows" when the balloons are inflated and lit, like giant Christmas bulbs.

Ron Behrmann



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VISIT: Petroglyph National Monument

More than 25,000 petroglyphs, or rock carvings, can be found at Petroglyph National Monument. Some have been there since 2,000 B.C. while some are more recent, though still hundreds of years old. Walk along the trails (three paved and one unpaved) of Boca Negra Canyon, where about 200 petroglyphs cover the dark volcanic cliffs.

Robert Harding World Imagery / Alamy



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VISIT: Old Town

Albuquerque's historic Old Town Plaza is anchored by the 18th century San Felipe de Neri Church.

Ian C Dagnall / Alamy



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VISIT: Old Town

You can wander the streets past adobe buildings decorated with hanging bunches of chiles, or buy jewelry (lovingly displayed on a blanket) from a Native American artist. For a dose of quirky culture, check out the Rattlesnake Museum or the Turquoise Museum.

Robert Harding Picture Library Ltd / Alamy



VISIT: The Candy Lady

The Candy Lady in Old Town is an infamous candy shop that's been around for more than 30 years, selling traditional sweets along with more...shall we say, adult candy. They were asked by *Breaking Bad* to create a prop for the show—rock candy to stand in for meth. One of their best-selling products is now their \$1 bags of Heisenberg blue “meth” rock candy.

Steve Snowden / Getty Images



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EAT: Rebel Donut

Speaking of Heisenberg... Rebel Donut's tasty pastry is topped with blue sugar crystals, it was first tried by Jesse Pinkman himself. *Breaking Bad*'s Aaron Paul. The shop sells other "artisan" donuts, including watermelon, nacho, and Blue Sky flavors.

Courtesy Visit Albuquerque



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SHOP: Nob Hill

Nob Hill is the fun and funky neighborhood along old Route 66 - Albuquerque's original Main Street. Kitschy, vintage neon still exists above and along high-end art galleries, independent shops, casual brewpubs and restaurants.

© Efrain Padro / Alamy



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RIDE: Sandia Peak Tramway

Going for a ride in a hot air balloon isn't the only way to take to the skies in Albuquerque. The Sandia Peak Tramway takes you on a dramatic ride up to 10,378 feet. At the top, you can enjoy the view from the observation deck, a sweeping scene across 11,000 square miles, or head out along the nearby hiking trails.

© Steve Hamblin / Alamy



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DRINK: Apothecary Lounge

If you can't see the sunset from the tramway, let it wash over you from the roof of the historic and recently remodeled Hotel Parq Central, home to Apothecary Lounge. Priceless mountain views come with your wine, beer, Sazerac, or prickly pear margarita.



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STAY: Los Poblanos Inn and Historic Farm

Amid 25 acres of gardens and organic fields, including a fragrant stretch of lavender, the rooms in the original ranch house at Los Poblanos are in a traditional New Mexican style with adobe walls and kiva fireplaces. The farm rooms are in 1930s "dairy-style buildings" with tin roofs.

Efrain Padro / Alamy



Ellise Pierce/Special Contributor

Serapes and vintage American Indian-themed paintings populate Albuquerque's Antiques and Things and other shops.

City a hot spot for antiquing

Follow along as a die-hard shopper scouts out vintage emporiums

By **ELLISE PIERCE**
Special Contributor

ALBUQUERQUE, N.M. — Santa Fe may be New Mexico's sparkliest gem, with its chunky silver concho

belts and women (and men) dripping with far too much turquoise. But Albuquerque — or the Burq, as locals call it — is where I like to go.

It may be known for its balloon festival and simply the hub to fly into for all things northern New Mexico, but I love Albuquerque for its antique shops, many with a distinct Southwestern vibe. There are tons of them here, and they're all a short drive from the airport, with plenty of great pit stops along the way.

Say you have just a weekend, or a day, even. That's plenty. You'll need a car to hit the two main antiques shopping districts — one along Central Avenue, the old Route 66, and the other a bit north of the city center, along Fourth Street.

Because shopping requires intense concentration — one must be ready to negotiate at any given moment — I suggest starting out with breakfast at an Albuquerque landmark, Frontier Restaurant.

Across from the University of New Mexico campus, with a yellow roof and a covered-wagon facade, you can't miss it. If you've forgotten to stop for cash on the way, there's an ATM inside so you can grab some green to pay for your breakfast burrito with egg, hash browns, cheddar and green chiles and a cinnamon roll the size of your head covered in melted butter (yes, you must).

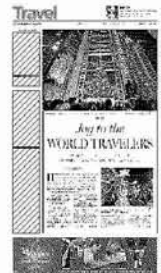
The Frontier is like heaven for road-weary souls.

See **ANTIQUE** Page 5K

First stop: Central Avenue

I suggest driving east along Central Avenue, then working your way westward, and eventually hitting Interstate Highway 25. But we'll get to that part later. For now, drive past the kitschy old motels with neon signs until you see the Zia Motor Lodge sign on your left — that's your visual cue. On your right, at Madison Avenue, is a passel of antiques shops that you mustn't miss.

Well, two of them, at least. In a little



strip center is **Antiques and Things**, an antiques mall that's mostly stocked with small, easily packed things — lots of vintage plates and kitchenware, some old turquoise jewelry, the requisite well-worn cowboy boots and old saddles, and an old steamer trunk or two. I found a great leather belt for \$8, which Ralph Lauren's pickers would've snapped up had they seen it. (They won't get the chance. It's now in my closet, along with a dozen or so others.)

Walking west along Central, half a block away you'll encounter **Antique Specialty Mall**, across from the Firestone tire store. At this smaller mall, you'll find a slightly more edited batch of vendors who display their wares in a bit more stylized way — which means there's some good stuff here, but the folks who are selling it know this, so no \$8 belts here.

If you're looking for old Indian blankets and serapes, this is a good place to find them, and in a range of prices. I also found a great old buffalo hide rug (it was \$400ish), some metal gym locker baskets (\$42 — ouch!) and a genuine vintage Route 66 sign (marked "NFS," Not For Sale, the bane of my shopping trips). This place is one of my faves. Even though the prices are a bit high, it's a great place to wander for ideas.

Another one of my top shops is **Morningside Antiques**, on the corner of Central and Morningside Drive. It's not junky in the least, and the owners have a keen eye for mixing, matching and refurbishing. Case in point: I nearly drove past one afternoon, but the stacked industrial stools with metal legs and wooden seats with stenciled numbers on top lured me in. There were six or seven, priced at \$250, far more than what I wanted to pay for old stools, but I loved that they had them here.

Inside, the vibe is old European meets Southwest — enormous buffalo heads, French chairs covered in mink, old butcher blocks, dining room tables.

I spotted a pair of oversize, down-stuffed pillows covered in Fortuny fabric on one side and a dusty blue-gray on the other, perfectly faded and lovingly worn, which I bought for \$40 apiece. (Score!) They're perfect on my oatmeal-colored leather sofa, along with my gray Australian army World War II blanket.

If you're a serious collector of anything American Indian or Southwest, **Cowboys & Indians** is across the street. It's a museum-like boutique of pawn jewelry, kachina dolls, concho belts, arrowheads, ceremonial costumes, horse saddles and old spurs. It's a must-stop, even if you're not in the buying mood for this sort of thing. There's a lot of history here, well-preserved and presented.

If you need a pick-me-up, pop in to Flying Star Cafe and grab a triple cappuccino to go. You may need a giant Cowgirl Cookie (oatmeal and cranberries), too.

Back on the road

Now hop back in your rental car, drive west and get on I-25 headed north. Just a few exits up the road — 10 minutes, tops — is your exit, Paseo del Norte, which will get you to Fourth Street's Antique Mile in a jiff.

The shopping mile is along Fourth between Ortega (it's across from an old-timey barbershop, and there's usually a man selling ristras in front, too) and Osuna roads.

A Few Old Things, at Ortega, is like a mini antiques mall. There's some old furniture here, but not necessarily antique. Mainly you'll find lots of small, easy-to-carry things: vintage cookie cutters, Indian blankets made into pillows, a fair amount of old turquoise and silver jewelry and some great (but pricey) industrial lamps. Stock turnover is frequent here, so if you see it, buy it.

Which is a good policy anyway.

The **Tin Roof** is around back, and it's a bit feast-or-famine. The prices are great — I picked up a tall wooden stool to use as a bedside table for \$7.

Beyond that is an annex for A Few Old Things. Be sure to pop in — it's furniture-centric, mostly, but you never know. I found a gorgeous round table in pine for just \$225, and a red painted vintage tool box for \$30, neither of which I bought, but I liked them. It feels very flea-market, which to me means cool junk and small prices.

Driving south on Fourth, if you need to refuel, I'd suggest Blake's Lotaburger on El Pueblo for a green chile cheeseburger that'll make you rethink the jalapeño-is-hotter-than-green-chile notion. I've had some that are just sort of hot and others that have literally made me cry. Either way, Blake's is to New Mexico what Whataburger is to Texas, so you really ought to give one a try, with fries on the side. It would be wrong not to.

Located in a historic old adobe with turquoise shutters and a matching tin roof, **Legacy Antiques** feels like walking through your grandmother's house. There are lots of early 20th-century pieces of furniture here, stacks of china and an entire room upstairs devoted to lamps and lighting.

My favorite on Fourth is **Antique Co-op**, a mishmash of vendors in a space that steps up and down and has all sorts of nooks and crannies filled with bowls, old silverware (I bought a bundle of old iced-tea spoons here for \$15 or so), lamps made from Mason jars, carved wooden Indian heads, blankets, cowboy hats and a good collection of blue and white spongeware pottery.

There's a lot of shabby-chic painted furniture, too: dressers, tables and small stools in pinks, greens and whites. I'm a sucker for just about anything for the kitchen, and as much as I loved the giant colander like the one my friend Alisa snagged at the Porte de Vanves flea

market in Paris one Sunday, I wasn't about to pay \$35 for one that I found here. I considered myself just that much richer, and vowed to go back soon to see what they might have next.

Like any good junker, I often don't know what I'm searching for until I find it — as in, "Why *yes*, those Fortuny pillows are exactly what I was looking for!" The truth is, I wasn't looking for pillows at all that day, and certainly not fancy Fortuny ones, but when I saw them, I just knew.

You know how people say that when they met (insert name of spouse here), they just knew? I'm not one of those people. But when it comes to what really lasts — a good set of pillows, a reliable sofa, iced-tea spoons — these things I know about.

And Albuquerque's a great place to find I'll-love-you-forever things.

Ellise Pierce is a freelance writer and cookbook author in Santa Fe, N.M. Follow her blog at cowgirlchef.com.

When you go

Frontier Restaurant, 2400 Central Ave. S.E.; frontierrestaurant.com

Antiques and Things, 4710 Central Ave. S.E.

Antique Specialty Mall, 4516 Central Ave. S.E.; antiquespecialtymall.com

Morningside Antiques, 4001 Central Ave. N.E.

Cowboys & Indians Antiques Inc., 4000 Central Ave. S.E.; cowboysandindiansnm.com

Flying Star Cafe, 3416 Central Ave. S.E.; flyingstarcafe.com (multiple locations)

A Few Old Things, 8833 Fourth St. N.W.; afewoldthings.com

The Tin Roof, 8831 Fourth St. N.W.

Blake's Lotaburger, 8440 Fourth St. N.W.; lotaburger.com (multiple locations)

Antique Co-op, 7601 Fourth St. N.W.



Cowboy hats are among the many items at Antique Co-op.

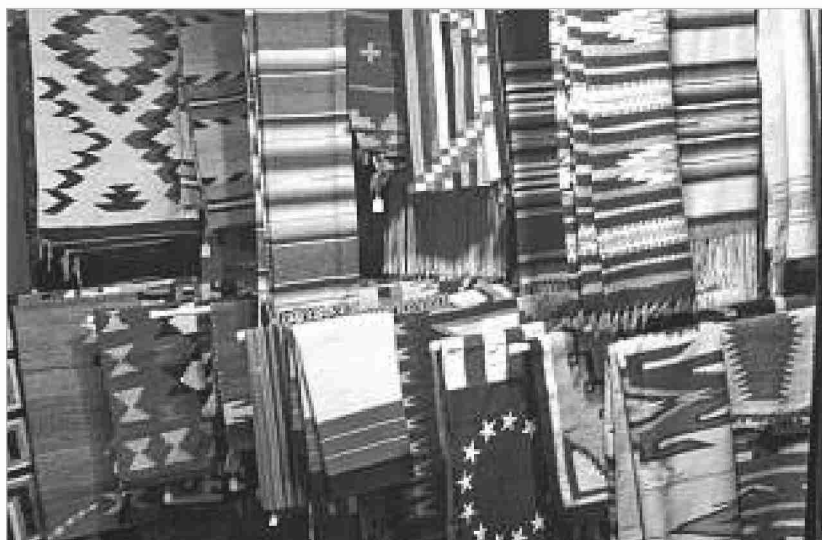


Photographs line a wall at Antiques and Things.



Photos by Ellise Pierce/Special Contributor

Shopping for antiques and unique items is a breeze in Albuquerque.



Cowboys & Indians in Albuquerque is a must for aficionados of items dealing with American Indians and the Southwest.



Antique Co-op is a mix of vintage rugs, bowls, silverware, lamps made from Mason jars, blankets, cowboy hats and pottery.



Collectors go for the kachinas at Cowboys & Indians.

Quirky 'querque

Albuquerque boasts beer scene, pet perks

By **Myscha Theriault**
Tribune News Service

Perhaps best known for its hot air balloon scene, revitalized sections of historic Route 66 and easy access to Cibola National Forest, the city of Albuquerque, N.M. has other gems to offer as well. Two of them are canine accessibility and a slamming beer scene. Here's how to take advantage of both when visiting this Southwestern city.

STROLLING » One of the coolest places to explore by foot with your dog is the Old Town cultural district. Filled with shops, galleries and restaurants, the streets and alleys in and around the city's original plaza are incredibly pet friendly. Water bowls are set about for canine hydration, and the grassy area around the central gazebo provides shade, benches and the opportunity to enjoy whatever local musical group might be performing at the time of your visit.

This same central park is located next to the centuries-old San Felipe de Neri church, which you can explore with a traveling partner if you tag team canine supervision. The park around the gazebo provides the perfect spot to rest with Rover, have a light picnic and plan which area of the historic downtown you want to explore next.

For fans of the television series "Breaking Bad," one spot you won't want to miss is the shop of

The Candy Lady. This establishment makes colored rock candy flavors, including the light blue color used as a product prop in the show. Outdoor seating is available and accessible to dogs, and plenty of costume items are available for photo opportunities, including sunglasses and hats so visitors can dress up as show character Walter White.

SIPPING » The craft beer scene in Albuquerque has become significant enough to warrant the designation of an urban brewery district. This means those who enjoy sipping some suds as a vacation activity will have a number of venues where they can enjoy tasting flights and growlers to go.

One place worth trying is Nexus. Not only do they have great beers to choose from for an evening tasting session, you are also allowed to enjoy those beers on the patio with your fur baby in tow. The fact they offer soul food so far from the South also makes it a unique stop for those on a cross-country road trip. Vegetarians will want to check out their \$7 fried zucchini or their \$6 chips and salsa.

Red Door Brewing Company is also pet friendly, with a modern industrial vibe and snacks available from outside food trucks. Your dog can join you inside at the bar, and sports fans can enjoy events on the venue's large-screen televisions.

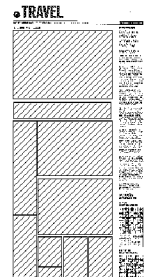
SLEEPING » If you'd prefer to enjoy a drink at your hotel, Nativo Lodge lets you bring Bowzer to the bar as well as your room. Because their bar is located in the lobby and not in the restaurant, bringing your four-legged buddy along for happy hour isn't a problem. The \$5 drink specials make

it attractive as well. You and your dog can also enjoy drinks in the outdoor teepee near the pool. Furnished with a floor mat, decorative pillows, lanterns and small cocktail tables, it's a nice place to relax after a day of urban pet travel. Rack rates for a standard king room at Nativo are only \$89, with off-season rates dropping as low as 70 bucks. The hotel's pet fee is \$25.

SNACKING » For fun, casual fare you can enjoy on the patio with your pooch, head to the Golden Crown Panaderia. An easy drive from the Old Town district and located near a number of museums, the venue sells authentic Mexican baked goods, great coffee and a selection of sandwiches, vegetarian pizza and green chile bread to go. Their \$8 avocado baguette is a nice meatless pick, and sized to satisfy. Large breed dogs are welcome, and the outdoor seating allows you to enjoy the traditional atmosphere in this part of town.

If your preference is a light, romantic dinner in a more cosmopolitan setting, make your way to Mas Tapas y Vino, located in Hotel Andaluz. Vegetarian small plates start at less than \$6 and top out at less than \$20. My favorites include their mezze offering and the Spanish cheese plate. Dinner service starts midafternoon, making it easy to work around canine day care arrangements.

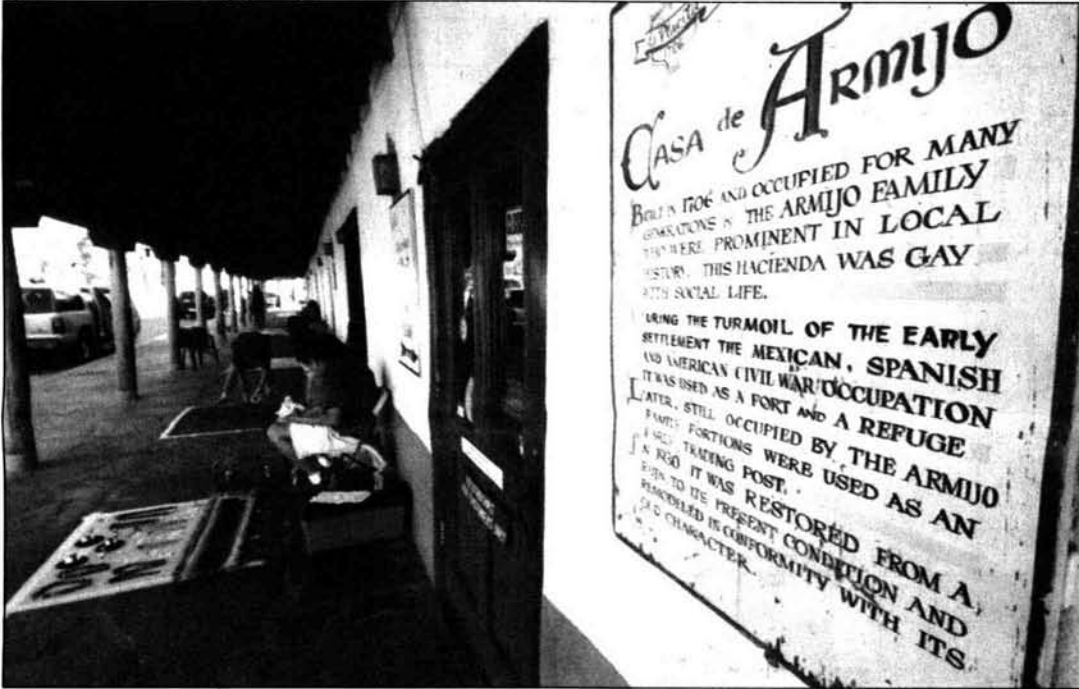
Myscha Theriault is a best-selling author and avid traveler. She is traveling through North America with her husband and Labrador retriever. Readers can follow their adventures on Twitter by following MyschaTheriault.





THE ASSOCIATED PRESS FILE PHOTOS

In this Jan. 17, 2015, photo, bartender Josh Morales pours a pint of beer at the Ponderosa Brewery in Albuquerque, N.M. There are 20 breweries in Bernalillo County, according to the New Mexico Beer Guild.



This Sept. 17, 2013 photo shows local artisans preparing to sell jewelry and other crafts along the historic Old Town portal in Albuquerque, N.M. The Old Town Plaza area boasts shops and restaurants as well as brick sidewalks and a collection of adobe buildings. Old Town is also home to San Felipe de Neri Church, the city's oldest church.



This Oct. 6, 2012 file image provided by the Albuquerque Convention and Visitors Bureau shows the Albuquerque International Balloon Fiesta.

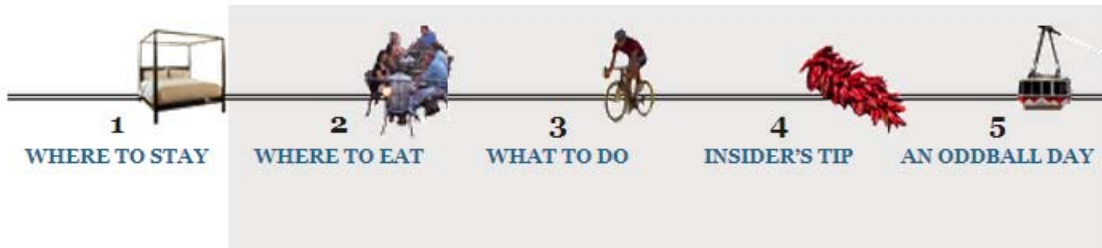
The Five-Point Weekend Escape Plan

Pedal Your Way Through Albuquerque

With miles of trails, food-focused cycling tours, and breweries and wineries accessible by bike, the best way to explore New Mexico's biggest city is on two wheels.

By Jenny Miller Published Jul 18, 2014 [Share](#)

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1. Where to Stay



The serene rooms at Los Poblanos come with free bikes to explore the on-premises farm and local vineyards. (Photo: Courtesy of Mike Crane Photo)

Wander amid fields of lavender and veggies at **Los Poblanos** (from \$180), a 1932 Spanish-style inn surrounded by a 25-acre organic garden. Opt to stay in one of 20 rooms at the main building, appointed with New Mexico antiques, original artwork (including WPA New Mexican pieces and R.C. Gorman lithographs), carved ceiling beams, and kiva fireplaces. Or choose one of the airy rooms in what's known as the Farm—a row of wooden cottages with pitched tin roofs that made up the 1930s dairy. The property's bounty goes into house-made lavender salve and other products sold in the on-site Farm Shop, and onto the menu at La Merienda, the hotel's terrific under-the-radar restaurant. Borrow a free cruiser bike for a jaunt past nearby wineries in the afternoon; then try out chef Jonathan Perno's "Rio Grande Valley cuisine" for dinner—think spinach tagliatelle with red chiles and New Mexico piñon (\$20) and a Rio Grande fritto misto with green chile pepper jelly, El Trigal Manchego, and local chevre (\$15).

Head downtown to the 107-room **Hotel Andaluz** (from \$149), debuted by New Mexico native Conrad Hilton in 1939. It reopened in 2009 with a \$30 million boutique update and Moorish-inflected makeover, like the lobby's courtyard fountain with "casbahs" underneath archways on each side. Even if you don't stay in the Penthouse suite, where Hilton and Zsa Zsa Gabor checked in on their wedding night, your room will have Moulton Brown toiletries, Northern Canadian goose-down comforters, and a pillow menu with seven different options. To re-create some of that couple's romance, grab a glass of sherry (\$6-\$14) at rooftop bar Ibiza, where private booths are sheltered by strands of vines. For dinner, nibble on Iberian bites at Mas, the hotel's new tapas bar, where Spanish favorites include morcilla (blood sausage) with peppers (\$12) and boquerones (white anchovies; \$10).

Stay within a quick bike ride to Albuquerque's Old Town at the 188-room **Hotel Albuquerque** (from \$83). Decorated in Spanish colonial style (think tiles and iron chandeliers in the lobby) with a few Southwestern adobe touches, the property boasts a landscaped outdoor pool area surrounded by lounge chairs with views of the Sandia mountains. Grab a seat on the patio of the hotel's outlet of local New-Mex favorite Garduños for lunch—try the margarita flight with flavors like strawberry-basil and green chile (\$14), and the carne adovada (pork simmered with red chilies, \$15.45). After a day cycling around the city, kick up your heels at Casa Esencia, a 1783 home that has been transformed into one of the city's swankiest nightclubs, and is located right on the grounds (i.e., stumbling distance from your room).

2. Where to Eat



Extremely local New Mexican produce shines at Farm & Table.
(Photo: Sergio Salvador)

Explore the city's burgeoning food-truck scene with **Curbside Cuisine**, a mobile-eatery lineup that started in March 2011 in Albuquerque's International District and now happens every Wednesday from about 11 a.m. to 2 or 3 p.m. in the **Talin Market** parking lot. The roster changes, but might include the Rustic Truck's American fare, like a green-chile cheeseburger (\$8); the Supper Truck's eclectic spread featuring fried-chicken bánh mì (\$8) or grilled shrimp tacos (2 for \$7); or Hot Off the Press, panini-makers offering specials like apple chutney and Cheddar (\$7).

Think hyperlocal at **Farm & Table**, which sources its 80 percent New Mexico-produced fare from more than 40 nearby vendors. A seasonally changing dinner menu is offered Wednesdays through Saturdays in F&T's wood-beamed dining room. At the moment, the operation's own grass-fed steak (market price), raised on the farm in back, and mushroom-and-kale empanadas (\$8), made with roasted green chilies and local Tucumcari Cheddar cheese, are among the selections. The restaurant also serves Saturday and Sunday brunch, with dishes

like eggs Benedict made with locally raised pork and bacon (\$13), and hosts a farm stand on Saturdays from 9 a.m. to 2 p.m., peddling freshly harvested produce like kale, chard, and mustard greens.

Dig into properly Mexican fare at **Zacatecas Tacos + Tequila**, located in the trendy Nob Hill area. The lively indoor-outdoor eatery (with garage-style doors that get raised in nice weather) received a James Beard nomination for Best New Restaurant in 2013, but the real evidence of quality is in the hordes of hungry diners. Grab a high-top table underneath the display of Mexican calaveras (skull masks) and dip into queso fundido with housemade pork chorizo (\$8); then try the duck relleno, an Anaheim chile stuffed with duck confit and goat cheese (\$10). Leave room for a sampling of the two-bite tacos in flavors like spicy chicken tinga (\$10 for 4) or Mazatlan-style shrimp with pickled cabbage (\$13 for 4).

3. What to Do



Thanks to the city's 16-mile long Bosque Bike Trail, a new brewery district, and two-wheeled eating tours, a bike is the best way to see Albuquerque today.

(Photo: Courtesy of Albuquerque Convention & Visitors Bureau)

Get out of the city on the beautiful **Bosque Bike Trail**, a 16-mile-long paved path blissfully uninterrupted by car traffic. If you haven't opted to BYOB (that's bring your own bike), rent some wheels at **Bike Smith** (\$35–\$50 per day), located near the entrance. (Choose from a road bike, hybrid, mountain bike, or junior models by cycling-nerd favorite Fuji.) Several city attractions are accessible via the trail: A few miles in, brake for the **Rio Grande Nature Center**, which is free for cycle-in visitors and offers an up-close look at a three-acre pond (via glass walls that look underwater) with its resident ducks, turtles, and other critters. A little farther down the trail you'll find the **National Hispanic Cultural Center** (free on Sundays; \$2–\$3 otherwise), which offers rotating visual arts exhibits (currently, one of Oaxacan block prints). Just beyond that, cycle through the **Albuquerque Biological Park** (admission \$4–\$20), which encompasses one and a half miles of paths through a botanical garden, plus a zoo and an aquarium.

Combine suds and cycling by peddling over to Albuquerque's new **Brewery District**, a formerly industrial stretch that the city officially designated a booze hub this year (with street signs and a map likely in the near future). Start out at **Nexus Brewery** with a refreshing white ale (\$2.5–\$5.50), spiced with orange peel and coriander, and some carbo-loading for the rest of your ride—there's a full food menu of Cajun and New-Mex grub, like red or green chile nachos (\$11) and gumbo (\$9.50). Ride over to **Il Vicino Brewery Canteen** for a pint of the hearty Dark & Lusty Stout (\$4.50) accompanied by the aptly named “beer sponge” megapretzel

(\$2.95). If you still have energy and thirst left, the city's first craft distillery, **Left Turn Distilling**, is just down the street; have a taste of its vodka or gin (rum and blue corn whiskey will emerge from the stills later this summer) before walking back to your bike.

Burn (and then replenish) calories on a two-wheeled eating excursion. **Routes Rentals & Tours** added the New Mexico Chile Bike Tour (\$50 with bike rental; \$45 if you bring your own) this year, which takes participants to see how the state's red and green chilies are eaten. Tours make four or five pit stops which change regularly, but might include Golden Crown Panaderia for its famous green chile cheese bread or Xocolatl Chocolate Cartel for green chile chocolate. Or take a solo spin down to **Bike-In Coffee**, held weekends from 9 a.m. to 2 p.m. at **Old Town Farm**, a 12-acre spread within the city limits. Purchase cold brew Kona coffee (\$3), silver-dollar-size red-pepper and goat cheese "quiche babies" (\$3), or "Skookies" (a cross between a scone and cookie made with fruit grown in the garden and orchard; \$3) in a parked 1973 Winnebago (which might bring to mind the ABQ-filmed *Breaking Bad*). Enjoy your bites at a table or wooden bench, and hit up Old Town Farm's recently added bike repair station if your ride is in need of a tune-up.

4. Insider's Tip



At a quality grocery like Nob Hill's La Montañita, find fresh chiles you'll be able to transport home without sacrificing flavor.

(Photo: Courtesy of La Montañita Co-op)

Any trip to Albuquerque will leave even those with the weakest spice thresholds with a yen for green chilies. For those who plan accordingly, it's possible to enjoy them at home, as fresh as they'd be just off the grill. Purchase the peppers from a high-quality grocery like **La Montañita** co-op in Nob Hill, which sells a couple of varieties of peeled frozen peppers out of season (\$7–\$14), and whole raw chilies, as well as peeled and vacuum-packed ones in season (prices vary). Should you opt to take fresh chilies home, Jim Garcia, the VP of beloved restaurant Sadie's of New Mexico, recommends poking fork holes in the whole peppers and blistering them in a broiler or over an open flame, then putting them into a plastic bag to "sweat," before peeling them under cold running water. Then slice lengthwise and remove the seeds and stem, for a souvenir you can freeze or serve right away.

5. Oddball Day



Hop aboard a tram to the top of Sandia Peak.
(Photo: Courtesy of Sandia Peak Ski & Tram)

Set aside your bike to explore Albuquerque's history and heights. Begin your day with a Native American–style breakfast of atole, blue corn porridge with dried fruit, (\$6.99) at the **Harvest Café**, part of the **Indian Pueblo Cultural Center**. Then tour the museum (\$3–\$6) to learn about some of Albuquerque's earliest residents via displays of ceramics, jewelry, and other handicrafts from each of the 19 Pueblo villages. Afterwards, set off for a ride of a different kind up **Sandia Peak** (so-called because the sunset hitting its half-moon-shaped slope colors it red like a watermelon, *sandia* in Spanish). Once the **Sandia Peak Tramway** (\$12–\$20) drops you at the top, wander and take in the two-mile-high views of the surrounding mountains and starkly flat valley below. Grab lunch at the cheekily named **High Finance**, a fine-dining restaurant in the evening but a casual lunch spot by day; try the green chile stew (\$6–\$8) or the Albuquerque Turkey sandwich (\$10), made with green chile, pepper jack, and avocado. Back down the mountain, jaunt over to Albuquerque's Old Town, founded in 1706 and still populated by quaint flat-roofed adobe houses (now converted into shops and restaurants). Skip the kitschy souvenir stores, and instead poke into historic marvels like the **San Felipe de Neri Church** (the oldest building in the city, dating back to 1793), with its two spires and soaring white interior decorated with colorful religious artwork; or the pocket-size, arty **Chapel of Our Lady of Guadalupe**. Built in the 1970s as a place for students of a nearby art school to pray, it features several funky art installations, including a stained-glass lunar calendar. End the day with dinner at **Sadie's of New Mexico**, a local institution that celebrated its 60th birthday this year. Gorge on chips and Sadie's famous salsa, which runs from mild to four-alarm, and order the house special, beef enchiladas with red or green chile (\$13.57) along with a crisp Gold Margarita, made with Patron (\$9).

6. Links

The Albuquerque Convention and Visitors' Bureau offers helpful trip-planning help at www.itsatrip.org.

The "**New Mexico Travel**" section of the Albuquerque *Journal* features coverage of dining, culture, outdoor activities, and more in ABQ and the rest of the state.

Toggle over to ABQ365.com for a daily event calendar highlighting unique and fun things to do around town, as well as a blog with newsy updates.

People

TVWATCH

Breaking Bad Fans Get Additional Fixes in Albuquerque

1.6k
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Aaron Paul with Blue Sky Donuts

COURTESY OF REBEL DONUT

BY PAM GROUT 08/11/2013 AT 04:00 PM EDT

When you hear about someone making money from methamphetamines, that's usually a bad thing. But not in the case of Albuquerque, New Mexico. The city, which is the home of the hit show *Breaking Bad*, has a collection of local businesses that are cashing in on the show's methamphetamine theme with everything from candy to donuts.

The Emmy award-winning drama – about a struggling high school chemistry teacher (Walter White played by Bryan Cranston) who turns to cooking meth after being diagnosed with inoperable lung cancer – begins its last season on Aug. 11, but if you can't wait that long, here's some ways to satisfy your cravings.

Sink Your Teeth Into It


The [Rebel Donut](#) shop gets orders for their *Breaking Bad* Blue Sky donuts from all over the country. Topped with "blue meth" sugar crystals, the Blue Sky is the first to sell out on weekends, beating out Rebel's maple bacon donuts, red chile chocolate donuts, 14-inch donuts, the Barney Rebel (that's crusted with Fruity Pebbles cereal) and 100 other varieties.

"*Breaking Bad* fans are rabid," says assistant manager Dylan Mettling. "They drive cross country just to buy them." And even Emmy-winning (and [nominated again this year](#)) star Aaron Paul, who plays addict and Cranston partner Jesse Pinkman, approves!

Keep up with your favorite celebs in the pages of PEOPLE Magazine [by subscribing now.](#)

Spirit

SOUTHWEST AIRLINES + AIRTRAN



NEW ORLEANS
A COCKTAIL TOUR

OUR ANNUAL GUIDE TO SPIRITS PAGE 68

YOUR ADVENTURE IN

Albuquerque



OFF WE GLOW
The world-famous International Balloon Fiesta attracts some 750,000 visitors each October.



You'll get your kicks on Route 66 when you make a trip to this scenic city. With its sunny skies, fiery food, and plethora of year-round pursuits, Albuquerque proves it's worthy of much more than just a pit stop. Ready to ride?

BY AMANDA GLEASON

**BEGIN YOUR
ADVENTURE HERE**

Which view
would you rather
wake up to?



If you'd like to look out your window and see...



GETTING THERE Fly into Albuquerque International Sunport (ABQ). cabq.gov/airport

UP IN THE AIR
The tramway ascends 4,000 feet in about 15 minutes.



PHOTOGRAPHY COURTESY OF JAY BLACKWOOD

SEE THE MOUNTAINS FROM A DIFFERENT PERSPECTIVE WHEN YOU...

Live the High Life

If you'd like to elevate your experience in Albuquerque, then catch a ride on the Sandia Peak Tramway. The cable car ascends above deep canyons, steep cliffs, and lofty ponderosa pines, delivering you to the top of Sandia Peak, where you can ogle Mount Taylor to the west and Cabezon, the stump of an eroded volcano, to the north. (They're part of the 11,000-square-mile panoramic view you'll get of the Rio Grande Valley.) What goes up must come down, and we recommend bringing your skis or snowboard and hitting the slopes for your descent. The tram serves the mountain's ski area, scheduled to kick off its season in mid-December. It's comprised of 35 trails suitable for snow bunnies of every age and ability; there's even a Snow Sports School that offers lessons to ensure you rise to the top of your game. sandiapeak.com *Your adventure continues...*

THEN YOUR MOST IDEAL HOTEL IS...



Sandia Resort & Casino

The towering Sandia Mountains make an enchanting backdrop to this relaxing spread, where outdoor fire pits provide calming warmth.



Hotel Parq Central

Just east of downtown, this boutique getaway's rooftop bar, Apothecary Lounge, crafts concoctions like the Hot Apple Jim, made with clove-infused Jim Beam, cinnamon, and apple cider.



Los Poblanos Historic Inn and Organic Farm

Set among 25 acres of lavender fields, this cozy abode gives guests the chance to pitch in at its one-acre farm by pruning roses and milking goats.

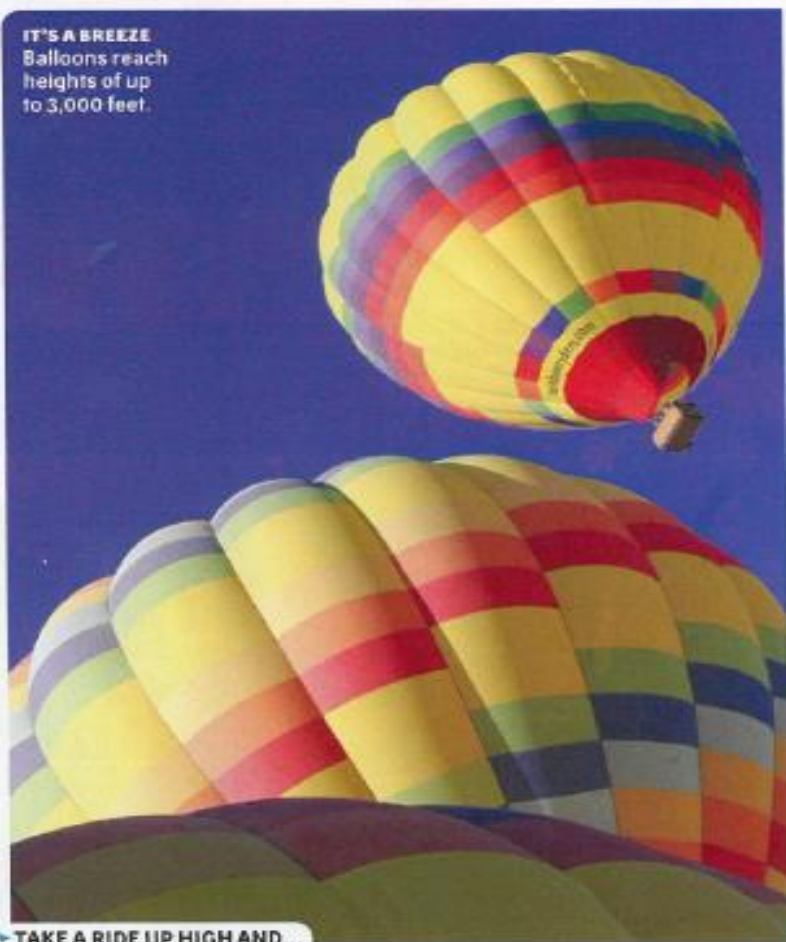
What's your preferred mode of transportation?



If you prefer to get around via...



IT'S A BREEZE
Balloons reach heights of up to 3,000 feet.



TAKE A RIDE UP HIGH AND...

Catch a Drift

Clear skies, calm winds, and mild temps make Albuquerque a year-round hub for hot-air ballooning, so it's no surprise that the city has become the world's capital for this high-flying sport. Earn your wings with Rainbow Ryders, a 30-year-old company that offers both sunrise and sunset outings. The journey begins on the ground with the balloon rising to an upright position as the cool air inside it is heated. Once airborne, you'll enjoy an hour of fly time high above the Rio Grande Valley. "Hot-air balloons move with the wind, which changes direction with altitude," says president Scott Appelman. Consider that part of the fun, and also this: Upon landing, each guest is presented with a flight certificate, balloon pin, snacks, and a glass of champagne—just what every high roller deserves. rainbowryders.com Your adventure continues...

Continued

THEN MAKE A BEELINE TO...



ABQ Trolley Co.
Reserve a seat on this open-air trolley for a tour of the city's most dazzling holiday light displays, such as the 55-foot-tall tree that towers over Old Town.



Valles Caldera National Preserve
Located about 90 miles north of Albuquerque in the Jemez Mountains, this 90,000-acre expanse, situated inside a collapsed crater, offers horse-drawn sleigh rides each winter.

GETTING AROUND

ABQ Ride, the city's bus system, totes travelers to popular attractions around town. If further exploring is on your agenda, a rental car is your best bet. cabq.gov/transit, itsatrip.org

Which aspect of Albuquerque piques your curiosity more?



Continued

If you're eager to explore...

What's the perfect addition to any meal?



THEN YOU WON'T WANT TO MISS...



El Pinto
Sink your teeth into the slow-baked red chile ribs at this city staple, which features five indoor dining rooms and a cantina serving more than 150 tequilas.



Golden Crown Panaderia
This neighborhood bakery has perfected *biscochitos*, the cinnamon-flavored state cookie that's especially popular during the holiday season.



Twisters
Breaking Bad fans will know this burrito and burger joint's Isleta Boulevard location: It was portrayed as Los Pollos Hermanos in the hit TV show. The chicken logo inside makes the ideal photo op.

SEE ARTIFACTS FROM EARLY AREA RESIDENTS AS YOU...

Dig into the Past

Immerse yourself in the longest continually inhabited community in the country when you pay a visit to Acoma Pueblo, a Native American village established by the Acoma tribe in the 11th century. It's still home to more than 250 primitive dwellings, and you can get an inside look at how residents live with a 90-minute guided tour. Knowledgeable tribe members lead guests to notable structures throughout the village, including "kivas" (houses of worship), an ancient cemetery where respected leaders and elders are buried, and San Esteban del Rey, a Spanish mission constructed in the 16th century. As you stroll along, stop to browse the homemade items—including fry bread and ornate pottery—sold by tribe members outside their homes. Now *that's* how we like to talk shop. acomaskycity.org



HUMBLE ADOBE
The pueblo's oldest remaining homes were built in the 1500s.

GETTING OUT

The Vortex Theatre hosts plays, musicals, dances, and more during its holiday festival, happening on weekends from December 6–December 22. vortexabq.org

Your adventure continues...

What's your happy hour standby?



THEN HAVE A DRINK AT...



Marble Brewery

Try the Marble Red, brewed with caramel malts, at this rousing downtown hangout, where food trucks and live music are mainstays.



ArtBar

Order a cocktail for a cause at this members-only nonprofit bar, which raises money for the local arts through its sales. A \$5 cover charge grants you access for the month.



Indian Pueblo Cultural Center

Uncover more New Mexico history as you browse statues, murals, and other artifacts from the state's 19 pueblos.

WATCH THIS To see some of our adventures come to life, visit our YouTube channel, SWASpiritMagazine.

SEE MORE SHOOT LOCATIONS WHEN YOU...

Make a Scene

Breaking Bad may have wrapped up this fall, but the Emmy-winning series hasn't had its final curtain call just yet. The show goes on with the Routes Rentals & Tours "Biking Bad" ride, a wheeled jaunt to key settings seen in the AMC thriller. Tours are offered every other Saturday, year-round. Choose from five themes, ranging from The Pinkman Experience to Walt's Descent, and prepare to pedal to a dozen locations, such as A1 Car Wash and the White residence. But television isn't the only industry attracted to this desert locale: Films like *The Avengers*, *Transformers*, and *No Country for Old Men* all feature scenes shot in the area. Movie buffs can access a map of popular sites from the Convention & Visitors Bureau website for a self-guided spin. And that's a wrap! routesrentals.com, itsatrip.org



BRAKE TIME
The Rio Grande River: one stop on the "Biking Bad" tour.

And when you're done...

America's Favorite Cities

by Travel + Leisure Staff | October 7, 2014



For our eighth annual (and sometimes controversial) survey, we tallied more than 50,000 votes, ranking 38 cities in dozens of categories. Find out the results, including which cities are rudest, best for pizza, and most stylish.

Top Cities Overall

1. Providence
2. Houston
3. Kansas City
4. Minneapolis/St. Paul
5. Los Angeles

[5 Reasons to Visit Providence Now »](#)

See the winners in each category:

[Culture](#) | [Shopping](#) | [Quality of Life](#) | [People](#) | [Nightlife](#) | [Food + Drink](#) | [Type of Trip](#) | [Methodology](#)

CULTURE

Art Scene

1. New York City
2. Providence
3. Minneapolis/St. Paul
4. Kansas City
5. Houston

Christmas Lights

1. Kansas City
2. New York City
3. Salt Lake City
4. Albuquerque
5. Cleveland

Concerts

1. Nashville
2. Austin
3. Los Angeles
4. Minneapolis
5. Houston

Festivals

1. New Orleans
2. Austin
3. Nashville
4. Minneapolis/St. Paul
5. Louisville

Free Attractions

1. Washington, D.C.
2. Minneapolis/St. Paul
3. Kansas City
4. Houston
5. New Orleans

Galleries

1. New York City
2. Houston
3. Providence
4. Washington, D.C.
5. Kansas City

Check out T+L's [Guide to New York City's Top Galleries](#) »

Historical Sites

1. Washington, D.C.
2. Philadelphia
3. Charleston
4. Boston
5. New Orleans

Museums

1. Washington, D.C.
2. New York City
3. Houston
4. Cleveland
5. Chicago

Music Scene

1. Nashville
2. Austin
3. New Orleans
4. Cleveland
5. Minneapolis/St. Paul

Theater

1. New York City
2. Minneapolis/St. Paul
3. Houston
4. Cleveland
5. Providence

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SHOPPING

Antiques Stores

1. New Orleans
2. Charleston
3. Houston
4. Kansas City
5. Atlanta

Bookstores

1. Portland, OR
2. Houston
3. New York City
4. Seattle
5. Minneapolis/St. Paul

Check out T+L's [Guide to Shopping for Rare Books in Portland, OR](#) »

Boutiques

1. Houston
2. New York City
3. Los Angeles
4. Atlanta
5. Kansas City

Flea Markets

1. Kansas City
2. Albuquerque
3. Houston
4. Cleveland
5. Louisville

Home Décor/Design Stores

1. Houston
2. Atlanta
3. Los Angeles
4. Kansas City
5. Dallas

Luxury Stores

1. New York City
2. Los Angeles
3. Houston
4. Chicago
5. Atlanta

Specialty Food Markets/Food Halls

1. Houston
2. Seattle
3. New York City
4. Cleveland
5. Los Angeles

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QUALITY OF LIFE

Affordability

1. Kansas City
2. Oklahoma City
3. Cleveland
4. Pittsburgh
5. Houston

Architecture/Cool Buildings

1. Charleston
2. New Orleans
3. Chicago
4. Washington, DC
5. Providence

Cleanliness

1. Minneapolis/St. Paul
2. Salt Lake City
3. Kansas City
4. Charleston
5. Tampa

Good Drivers

1. Kansas City
2. Minneapolis/St. Paul
3. Portland, ME
4. Cleveland
5. Portland, OR

Peace and Quiet

1. Minneapolis/St. Paul
2. Kansas City
3. Charleston
4. Salt Lake City
5. Albuquerque

People-watching

1. New Orleans
2. New York City
3. Las Vegas
4. Nashville
5. San Francisco

Public Parks/Gardens

1. Minneapolis/St. Paul
2. Washington, DC
3. Portland, OR
4. Charleston
5. Boston

Public Transportation/Pedestrian-Friendliness

1. Portland, OR
2. Washington, DC
3. Minneapolis/St. Paul
4. Boston
5. Chicago

Safety

1. Salt Lake City
2. Portland, ME
3. Minneapolis
4. Charleston
5. Nashville

Weather

1. San Diego
2. Honolulu
3. Los Angeles
4. Albuquerque
5. Tampa

Check out T+L's [Guide to Exploring the Outdoors in San Diego](#) »

PEOPLE

Athletic/Active

1. Minneapolis/St. Paul
2. San Diego
3. Portland, OR
4. Denver
5. Austin

Attractive

1. Miami
2. San Diego
3. Charleston
4. Los Angeles
5. Providence

Check out T+L's Guide to [America's Most and Least Attractive People](#) »

Friendly

1. Nashville
2. Salt Lake City
3. Minneapolis/St. Paul
4. Kansas City
5. Oklahoma City

Geeky

1. Providence
2. Portland, OR
3. Seattle
4. Austin
5. Kansas City

Hip/Cool

1. Austin
2. Providence
3. Los Angeles
4. Nashville
5. Miami

Intelligent

1. Minneapolis/St. Paul
2. Houston
3. Washington, DC
4. Providence
5. Boston

Passionate Sports Fans

1. Pittsburgh
2. Kansas City
3. Cleveland
4. Baltimore
5. Philadelphia

Quirky

1. New Orleans
2. Austin
3. Portland, OR
4. Providence
5. Albuquerque

Rude

1. New York City
2. Tampa
3. Miami
4. Los Angeles
5. Boston

Snobby

1. New York City
2. Miami
3. Los Angeles
4. Washington, DC
5. Boston

To see the full results, check out [America's Snobbiest Cities](#) »

Stylish

1. New York City
2. Los Angeles
3. Miami
4. Houston
5. Charleston

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NIGHTLIFE

Cocktail Bars

1. New Orleans
2. Houston
3. Providence
4. Miami
5. Las Vegas

Dive Bars

1. New Orleans
2. Austin
3. Nashville
4. Kansas City
5. Baltimore

Live Music Scene

1. Nashville
2. New Orleans
3. Austin
4. Minneapolis/St. Paul
5. Los Angeles

Nightclubs

1. Miami
2. Las Vegas
3. New Orleans
4. Los Angeles
5. New York City

Check out T+L's [Guide to Miami's Nightlife Scene](#) »

Singles Scene

1. Miami
2. Houston
3. New Orleans
4. Austin
5. Atlanta

To see the full results, check out [America's Best Cities for Singles](#) »

Wine Bars

1. Houston
2. San Francisco
3. New York City
4. Portland, OR
5. Los Angeles

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FOOD + DRINK

Bakeries

1. Providence
2. Houston
3. New York City
4. Minneapolis/St. Paul
5. New Orleans

Barbecue

1. Kansas City
2. Memphis
3. Austin
4. Houston
5. Nashville

Bars

1. New Orleans
2. Nashville
3. Austin
4. Houston
5. Providence

Brunch

1. Houston
2. New Orleans
3. Providence
4. Atlanta
5. Charleston

Coffee

1. Portland, OR
2. Seattle
3. Providence
4. Albuquerque
5. Houston

To see the full results, check out [America's Best Coffee Cities »](#)

Craft Beer

1. Portland, OR
2. Kansas City
3. Minneapolis/St. Paul
4. Cleveland
5. Houston

Diners

1. Providence
2. Atlanta
3. Houston
4. Cleveland
5. Albuquerque

Hamburgers

1. Houston
2. Providence
3. Minneapolis/St. Paul
4. Atlanta
5. Albuquerque

Notable Restaurants

1. New Orleans
2. Providence
3. New York City
4. Charleston
5. Kansas City

Check out T+L's [Guide to New Orleans for Food Lovers »](#)

Pizza

1. Chicago
2. Providence
3. New York City
4. Atlanta
5. Philadelphia

Sandwiches

1. New Orleans
2. Providence
3. Philadelphia
4. Houston
5. Albuquerque

Street Food/Food Trucks

1. Austin
2. Providence
3. Portland, OR
4. Cleveland
5. Minneapolis/St. Paul

Wine

1. San Francisco
2. Portland, OR
3. Houston
4. Providence
5. Los Angeles

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TYPE OF TRIP

Adventure Vacation

1. Salt Lake City
2. Albuquerque
3. Honolulu
4. Tucson
5. Denver

Beach Getaway

1. Honolulu
2. Tampa
3. Miami
4. San Diego
5. Los Angeles

Family Vacation

1. Orlando
2. Tampa
3. Salt Lake City
4. Albuquerque
5. Minneapolis/St. Paul

Gay-friendly Vacation

1. Minneapolis/St. Paul
2. Providence
3. San Francisco
4. New Orleans
5. Atlanta

Girlfriend Getaway

1. Nashville
2. New Orleans
3. Kansas City
4. Charleston
5. Providence

Relaxing Weekend

1. Tucson
2. Charleston
3. Albuquerque
4. San Diego
5. Portland, ME

Romantic Escape

1. Charleston
2. Honolulu
3. San Francisco
4. New Orleans
5. San Diego

To see the full results, check out [America's Most Romantic Cities](#) »

Ski Trip

1. Salt Lake City
2. Denver
3. Albuquerque
4. Portland, OR
5. Seattle

Spa Vacation

1. San Diego
2. Miami
3. Los Angeles
4. Honolulu
5. Las Vegas

Wild Weekend

1. New Orleans
2. Las Vegas
3. Miami
4. Austin
5. Los Angeles

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Methodology

The America's Favorite Places survey, developed by the editors of *Travel + Leisure*, launched online on June 2, 2014. Respondents rated their choice of 1,209 destinations in up to 67 categories, using a scale of one to five (with five being the highest score). The final results reflect a subset of the survey data for 38 cities, based on votes cast through July 21, 2014. Surveyed cities are selected by *Travel + Leisure* editors based on reader feedback and tourism statistics.

Disagree with any of these results? Make your opinions heard by voting in the America's Favorite Places survey.

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FOR IMMEDIATE RELEASE

ALBUQUERQUE CONVENTION & VISITORS BUREAU RELEASES 2015 VISITORS GUIDE

Albuquerque, N.M. – (February 17, 2015) - The Albuquerque Convention and Visitors Bureau (ACVB) has released its 2015 Visitors Guide. The 80-page guide is designed to showcase the wide variety of things visitors and locals can see and do throughout the city.

The eye-catching cover features the popular Rail Yards Market, which kicked off in 2014, and is scheduled to run most Sundays from May through November this year. The photo was selected as an example of the hip, happening and innovative momentum in the city. Expanded features this year include pages dedicated to winter sports, unique Albuquerque souvenirs and tips for attending Balloon Fiesta. In addition, the entertainment districts pages now feature local celebrities – UNM men’s basketball coach Craig Neal, meteorologist Mark Ronchetti, Miss Albuquerque and Isotopes mascot Orbit – giving their top three things to do in each neighborhood.

“We’re pleased to share the updated look and feel of the 2015 Visitors Guide. This guide is packed with unique experiences, events and photos of the Albuquerque area,” said Tania Armenta, vice president of marketing for ACVB. “We encourage locals to pick up a copy from one of our visitor information centers, to use to make plans for themselves, and when they have friends or family visiting from out of town.”

Visitors Guides can be picked up at either the Old Town Information Center in Plaza Don Luis or the Sunport Information Center, as well as at many ACVB partner businesses throughout the city. Visitors can request a free copy or view the paperless interactive version [online](#).

###

The mission of the Albuquerque Convention and Visitors Bureau is to stimulate economic growth by marketing Albuquerque as a visitor and convention destination. For information visit www.visitalbuquerque.org, www.facebook.com/visitABQ or www.twitter.com/VisitABQ.

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FOR IMMEDIATE RELEASE

Months-long cultural partnership celebrates Albuquerque's diverse arts scene

"On the Map: Unfolding Albuquerque Art + Design" runs through June

ALBUQUERQUE, N.M. – (March 3, 2015) –Albuquerque has long been known for many things that make it exciting and unique: fantastic cuisine, a mix of cultures, an array of outdoor activities, film tourism and traditional Southwestern art. Until recently, the diversity of the city's arts scene, featuring a stunning array of contemporary art installations, was somewhat unknown to non-residents. *On the Map* sets out to change that, with more than 20 venues hosting events featuring a diverse selection of Albuquerque art.

Now through June, Albuquerque visitors can experience countless forms and styles of art, including photography, paintings, sculptures, murals and much more, all by local artists and displayed in venues that are a reflection of the city's distinct culture, such as the historic KiMo Theatre and the modern 516 ARTS. There are more than 75 events and exhibitions scheduled through the run of the event.

"I believe *On the Map* puts Albuquerque's incredible arts scene in the national spotlight," said Albuquerque mayor Richard J. Berry. "It's a scene that locals know about and can see all around them every day, and this collaboration helps us share the diversity and quality of art here with an outside audience."

Some events include:

- [Visualizing Albuquerque](#), Albuquerque Museum, through May 3
- [From the Ground Up: Design Here + Now](#), 516 ARTS, through April 11
- [All Over the Map: The Ongoing Dialogue of Public Art](#), Albuquerque Museum, through April 15
- [Coordinates](#), Richard Levy Gallery, through June 6
- [Surface: Emerging Artists of New Mexico](#), Harwood Art Center, through end of June

"I would imagine that no two people mean the same thing when they are referring to the art of the middle Rio Grande Valley," said Libby Lumpkin, renowned art historian and UNM professor. "That's what

I like about the [On The Map] project. It brings out all the many types-art that carries on ancient traditions or shocks with the new, art that promotes spirituality or political positions, the sophisticated, the decorative and all points in between. My favorites are the works that generate friction between types. That's where sparks fly."

For more information on *On the Map*, including a detailed event schedule, go to www.ABQonthemap.com. Brochures featuring a detailed location map and schedule can be picked up at Albuquerque's Visitor Information Centers, located in historic Old Town Albuquerque and the Albuquerque International Sunport.

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FOR IMMEDIATE RELEASE

The Albuquerque Convention and Visitors Bureau Welcomes Summer With “Route 66 Summerfest” Sweepstakes

ALBUQUERQUE, N.M. – (June 10, 2015) – The [Albuquerque Convention and Visitors Bureau](#), along with the City of Albuquerque, Nob Hill Main Street, and the New Mexico Jazz Festival, is offering travelers a chance to celebrate summer along the "Mother Road" in Historic Nob Hill with its Route 66 Summerfest Sweepstakes.

Now through June 25, interested parties can visit www.VisitABQ.org/66summerfest to enter for a chance to win a unique prize package made for two.

The Route 66 Summerfest package, valued at more than \$680, includes:

- A fun-filled day at Route 66 Summerfest
- Two-night stay at Hotel Cascada
- Admission for four to the Hotel Cascada Water Park
- Admission for two to the NM Jazz Festival Show
- Admission for two to the Albuquerque Museum
- Sunday brunch for two
- Dinner or lunch for two
- \$200 VISA Card to be used for airfare, gas or shopping

Albuquerque’s annual [Route 66 Summerfest](#) spanning one mile of Historic Nob Hill will take place on Saturday, July 18. Central Avenue will be filled with live music and entertainment, a car show, shopping, kids' activities, food trucks, a beer and wine garden and more!

“Cruising Route 66 is a must-do while visiting Albuquerque, as the city is home to such an amazing stretch of the historic road. This festival offers visitors an opportunity to experience the best of Route 66 culture with great entertainment, food, fun and an

abundance of neon,” said Tania Armenta, Chief Operating & Marketing Officer of the Albuquerque Convention and Visitors Bureau.

In addition to signing up for the sweepstakes, registrants can [request](#) a free 2015 Albuquerque Visitors Guide, which helps to make trip planning easy and fun.

Revisit the past while enjoying the present at the Route 66 Summerfest!

The mission of the Albuquerque Convention and Visitors Bureau is to stimulate economic growth by marketing Albuquerque as a visitor and convention destination. For more information, visit www.visitalbuquerque.org, www.facebook.com/VisitABQ or www.twitter.com/VisitABQ.

###

MEDIA COVERAGE & PRESS RELEASES: MEETINGS & CONVENTIONS

DESCRIPTION

ACVB has an excellent reputation with national and international travel writers as being a professional, responsive organization. Relationships with writers and editors are maintained and developed using several methods, from creating unique pitches that are of interest to a variety of meetings industry media outlets to press releases authored for national and regional distribution.

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Breaking News

Week of February 11

Albuquerque Convention Center Breaks Ground on Renovation Project



At the groundbreaking were (l to r): Lew Dawley, general manager, Albuquerque Convention Center; Albuquerque Mayor Richard J. Berry; and Dale Lockett, president/CEO, Albuquerque Convention and Visitors Bureau.

including a new layout and improved food service equipment plus a food tasting and demonstration room; installation of a new service corridor and service elevator for the ballrooms; and recoating of the East Building exterior walls and parapets including the skybridge over 2nd Street. Phase two will begin in fall 2013 and is scheduled for completion in summer 2014. The Albuquerque Convention Center renovation project is part of more than \$300 million in recent improvements to the Albuquerque hospitality product. For more information, go to www.itsatrip.org/meetings/whats-new/abqconvcenterrenovation.

Officials recently broke ground for the first phase of the Albuquerque Convention Center's \$20 million renovation project. Scheduled for completion in August 2013, phase one includes renovation of the West Building upper level ballrooms A, B, and C and adjacent restrooms including new ceiling, wall and floor treatments, movable partitions, lighting, an improved sound system and other improvements; renovation of the West Building lower-level kitchen

Irving Convention Center Hotel Approved

The Irving, Texas, City Council approved a memorandum of understanding with Mortenson Development Inc., which allows the parties to move forward with a development agreement for a \$90 million, 350-room, upscale, full-service Irving Convention Center at Las Colinas (ICCLC) headquarters hotel. Mortenson Development Inc. will fund, design and build the hotel, which will also include a 300-space parking garage, a skybridge linking the hotel to the ICCLC, and 20,000 sf of additional meeting room space. The development agreement is expected to be finalized in May and a hotel brand announced in June. Groundbreaking will take place later this year, and a grand opening is slated for third quarter 2015. "This is an important next step for Irving as we continue with our destination development vision — adding an attached headquarter hotel to the ICCLC has always been a part of the plan, and it has clearly remained a high priority for us. I am thrilled to see this moving forward with the unanimous support of our city council and our board of directors," said Irving Convention and Visitors Bureau Executive Director Maura Allen Gast. www.irvingtexas.com

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PCMA Reports Record-Breaking Hybrid Attendance at Convening Leaders



Ann Shephird: On Assignment

Albuquerque Highlights Arts & Culture Offerings

From the Indian Pueblo Cultural Center to Route 66 and the National Institute of Flamenco to “Breaking Bad,” Albuquerque is filled with a unique array of arts-and-culture offerings. Even better, as I learned on a recent tour put together by the Albuquerque Convention & Visitors Bureau, these offerings are also available to association meeting planners holding events in the city.

At the top of the list for association planners is, of course, the Albuquerque Convention Center, which is in the final stages of a \$25 million renovation project. The center is also the site of a mosaic project that started in 2001 and has brought a group of young apprentices together with professional artists each summer since then to continue the work, part of a series of public art pieces found throughout the downtown area. Those mosaics—and other arts-and-culture offerings discovered on my tour—can be seen in the photos that follow.



Part of the first mosaic created at the convention center in 2001, “Las Florecitas” provided the foundation for the mosaics that followed.



The “Winds of Change” portion of the convention center’s mosaic was created in 2011.



The Indian Pueblo Cultural Center can accommodate groups of up to 400 in both indoor and outdoor facilities.



The 146-room Navajo Lodge offers five "Artist Rooms," each created by a local Native American artist such as this room by Nanibah Chacon.



The 516 Arts gallery downtown is currently featuring the Digital Latin America exhibit.



This former Route 66 service station has been transformed into Kelly's Brewpub in the Nob Hill section of Albuquerque.



The organic farm is located behind El Pinto Restaurant & Salsa Company, which can accommodate large groups (up to 1,000) for events.



The Stables at Tamaya, at the Hyatt Regency Tamaya Resort & Spa, features a variety of offerings for groups, from trail rides to rodeos.



Los Poblanos Historic Inn & Organic Farm offers meeting space for groups of up to 150 and a variety of workshops.

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AWARDS OF EXCELLENCE
2014 WINNERS PAGE 34



The Art of Teambuilding

How Common 'Horse Sense' Leads To Transformational Change PAGE 16

Founder and leader of the Equine Experience, Wyatt Webb guides groups to improved relationship skills at Miraval Resort & Spa in Tucson, Arizona.



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Southwest
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Bringing Native Culture Into Meetings

You don't have to set your conference in a foreign country to infuse it with compelling cultural elements. Among the cultures thriving in the Southwest are those of Native American tribes, giving planners many ways to deepen the meeting experience.

Craig Benell, acting general manager of **We-Ko-Pa Resort & Conference Center** in Scottsdale, a business enterprise of the Fort McDowell Yavapai Nation, says convening at a Native American-owned resort is one excellent way. "Staying at a Native American-owned resort such as ours gives attendees the opportunity to experience a tribe's rich culture and history firsthand, which makes for a truly memorable meeting."

In addition to Native American influences throughout the resort, We-Ko-Pa offers group programs. "One of our most popular is The Yavapai Experience, a two-hour cultural heritage tour at nearby Fort McDowell Adventures," Benell says. "Guests begin their tour gathered around a campfire listening to the stories of the Yavapai, followed by a guided one-mile nature walk, a question-



Credit: Nancy Pava

A Yavapai coming of age ceremony reflects the tribe's rich and diverse heritage. We-Ko-Pa Resort and Conference Center offers a Yavapai Experience tour for groups.

and-answer session and Yavapai fry bread. It's a once-in-a-lifetime way for meeting attendees to truly experience the history of Arizona." Fort

McDowell Adventures is now under the management of the resort.

At Scottsdale's 496-room **Talking Stick Resort**, attendees experience

the heritage and traditions of the Salt River Pima-Maricopa Community through the resort's priceless collection of art, at the spa and in the lobby cultural center. Seasonal weekend performances by internationally known Yellow Bird Productions, featuring Native dances and songs, are a highlight. Complimentary for all guests, this built-in cultural experience requires no extra work by planners. Talking Stick's conference center encompasses more than 100,000 sf of indoor/outdoor space.

Albuquerque's **Indian Pueblo Cultural Center** is an excellent offsite choice, a place where attendees can learn about New Mexico's 19 pueblos. Catering to groups of 40 to 400, the center offers a museum; storytelling; art and food presentations; Native dancers, musicians and crafts people; and a restaurant featuring traditional "feast day" food on its menu, which can be customized.



Credit: Casino Arizona

Talking Stick Resort: "Talking stick" refers to a calendar stick, a long piece of wood traditionally kept by several tribal members, on which records of important events were documented each year.

Late-evening access to the stellar gift shop can be included, too.

Albuquerque has many Native American events on its calendar, including the **Gathering of Nations Powwow**, set for April 23–25 next year. Meeting during a significant Native American celebration provides attendees with a memorable sense of time and place.

Majority owner of the **Hotel Santa Fe The Hacienda and Spa** in Santa Fe, New Mexico, is the Picuris Pueblo, a Native American tribe established in the area 800 years ago. The 128-room inn is full of Native American art and draws staff from Picuris tribal members. The gift shop showcases work by Pueblo artists.

Groups can have their event opened or closed with a blessing from the Picuris' governor or by a tribal drumming ritual. All guests enjoy weekly performances in the lounge

Inn of the Mountain Gods is located within the historic and sacred lands of the Mescalero Apache Tribe.

by Native American/Spanish musician Ronald Roybal, who specializes in Native American flute music, and dancers from Picuris perform weekly in summer. A favorite for intimate groups is dining in the teepee set up on the grounds.

Inn of the Mountain Gods, three-plus hours southeast of Albuquerque, is located within the historic and sacred lands of the Mescalero Apache Tribe. Visitors using the inn's 273 guest rooms and 40,000 sf of meeting space are asked to be respectful of Apache traditions and beliefs. A brochure from the tribe notes that:

- Within Apache culture it's considered impolite to make direct eye contact, especially with elders.
- It's impolite to stare or point.
- Mescalero Apache show affection by being respectful; individuals may not wish to be hugged or even touched.
- It is considered a bad omen for anyone to enter the resort carrying or wearing items made of snakeskin.

While not all Native American tribes have identical traditions and beliefs, visitors should be aware that Native cultures differ significantly from white Western culture. Planners should speak to hosts about important cultural information to pass on to attendees before arriving at Native-owned resorts. — **CL**



Credit: Inn of the Mountain Gods



To find and compare hotels, send RFPs, visit mcvenues.com



Why here? New Mexico is a perennial draw for meetings, conventions and incentives. Groups flock here for the modern meeting facilities, Native American culture, art museums and galleries, outdoor activities such as hiking, rafting and hot-air ballooning (above), and, of course, authentic Southwestern cuisine.

Local Update:

ALBUQUERQUE

The first phase of the \$20 million renovation of the **Albuquerque Convention Center** is under way; a second phase will begin this fall. Planned enhancements include a new façade, enlarged windows, and a remodeling of the ballroom and the West Building's lower atrium, along with the addition of a café. The project is slated for completion in mid-2014.

JetBlue has begun daily nonstop service between New York City's JFK International Airport and Albuquerque International Sunport.

The **Albuquerque Convention and Visitors Bureau** has launched a meetings incentive, offering a discount of \$25 per room, per night, to any group that signs a hotel contract before Dec. 31 of this year. To qualify for the discount,

the group must book at least 50 rooms for at least two nights. Contact the bureau for details at itsatrip.org/meeting-planners.

Albuquerque's **Casas de Sueños Old Town Historic Inn**, a vintage 1930s adobe-style hotel with 21 casitas, opened an event offshoot, the **Casa de Banquets**, on Central Avenue in what formerly served as Gus's Trading Post. The venue can accommodate up to 180 people.

The 188-room **Hotel Albuquerque at Old Town** has added a new state-of-the-art LED ceiling-lighting system to its 14,000-square-foot Alvarado Ballroom. In all, the property offers 41,000 square feet of indoor meeting space and 21,000 square feet of outdoor events space surrounded by lush gardens.

Continued on page 64

GREAT GIFTS

Looking for local gifts beyond chili peppers and silver jewelry? The Albuquerque Convention & Visitors Bureau recommends the following:

■ **New Mexico Pinon coffee:** This local favorite comes in flavors like Biscochito and Pinon Chocolate. Cost, from \$9.50; New Mexico Pinon Coffee Co. (nmpinoncoffee.com)

■ **Balloon pins:** Get a lift from trinkets from the Anderson Abruzzo International Balloon Museum. Cost, from \$3 (balloonmuseum.com)

■ **Bottle-cap art magnets:** Goldie Garcia creates whimsical art using the caps. Cost, \$8; National Hispanic Cultural Center (nhccnm.org)



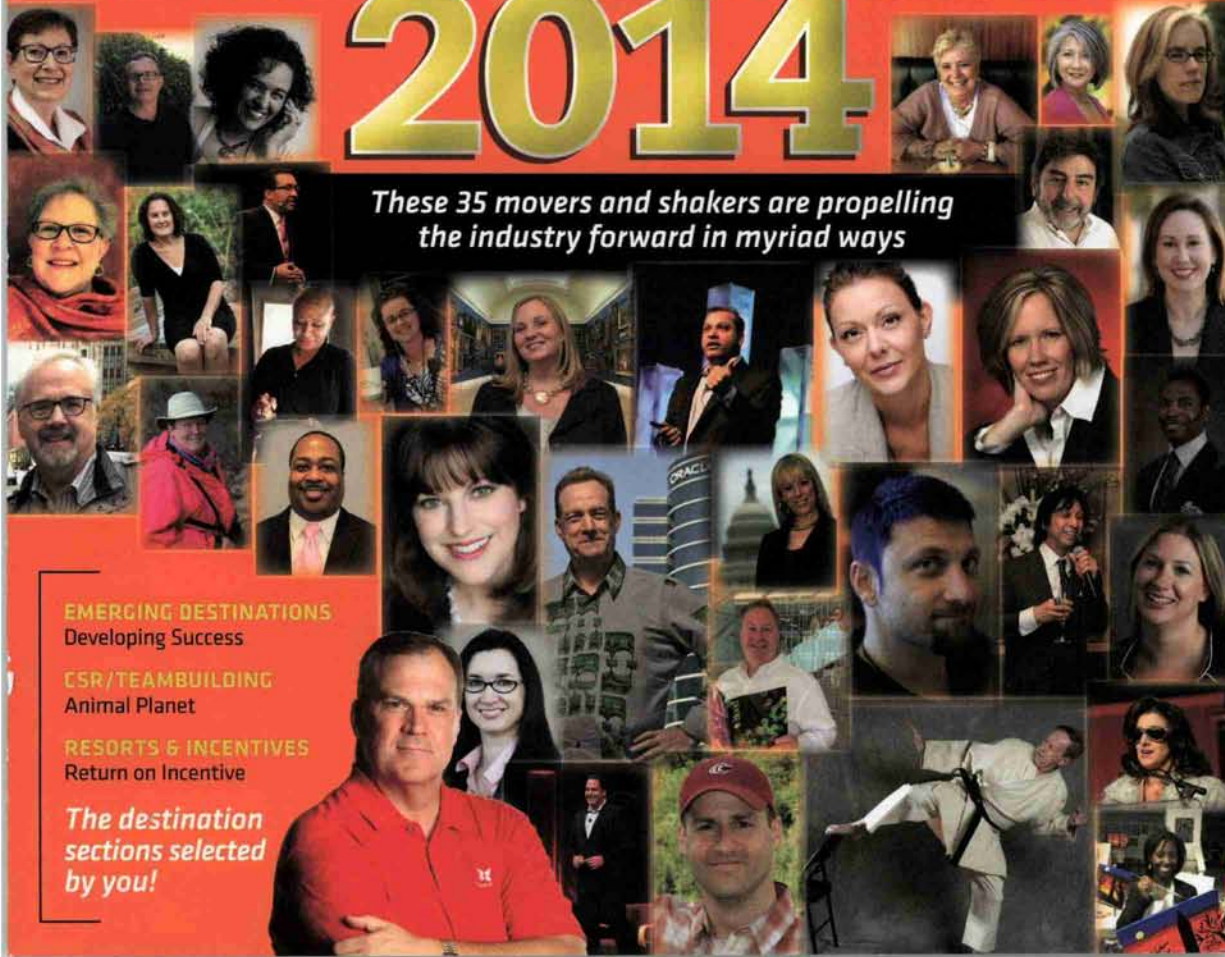
GET YOUR KICKS: Drive the historic old Route 66, now Central Avenue, from Albuquerque's western end through historic Old Town, downtown, the University of New Mexico area and trendy Nob Hill.

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THE DESTINATION EXPERTS

Meetings Trendsetters 2014

*These 35 movers and shakers are propelling
the industry forward in myriad ways*

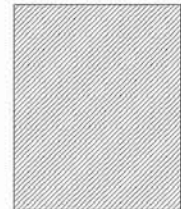


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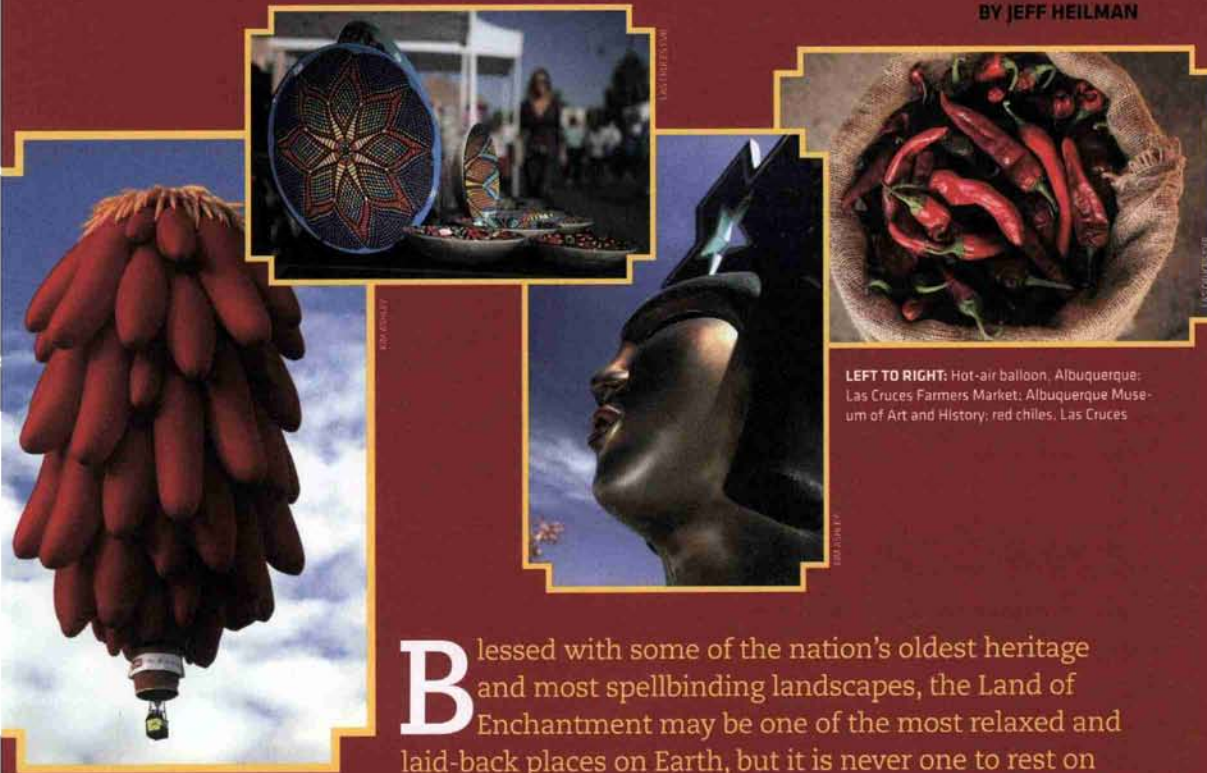
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Enchanting Enhancements

Impressive developments have New Mexico further boosting its meetings appeal

BY JEFF HEILMAN



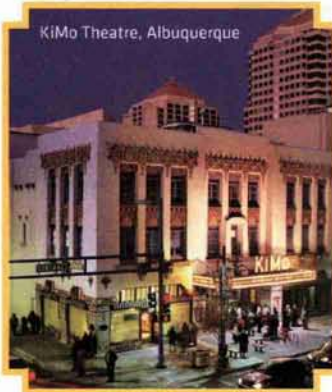
LEFT TO RIGHT: Hot-air balloon, Albuquerque; Las Cruces Farmers Market; Albuquerque Museum of Art and History; red chilies, Las Cruces

Blessed with some of the nation's oldest heritage and most spellbinding landscapes, the Land of Enchantment may be one of the most relaxed and laid-back places on Earth, but it is never one to rest on its laurels when it comes to enhancing its group appeal. Uniquely different to start with, the cities and regional destinations of New Mexico are adding to their meetings magic—with intergalactic possibilities ahead.

Albuquerque

Last August, Forbes ranked this sun-kissed desert community 7th on its list of top engineering cities in the nation. Home to Sandia National Laboratories and several aviation firms, historic "Duke City" is also creating new opportunities on the meetings front.

As of March, the Albuquerque CVB had booked 48,000 room nights for fiscal 2014, exceeding its goal of 41,000 and doubling 2013's total of 24,000. Accompanied by a rise in convention bookings, this positive



growth owes much to the city's investment of more than \$300 million in its hospitality offerings—including the \$22 million upgrade of the Albuquerque Convention Center, scheduled for completion later this year.

"We attract an incredibly wide variety of groups and would like to continue to attract this type of diversity, which mirrors the diversity in our city," says Dale Lockett, president and CEO of the Albuquerque CVB (ACVB), also noting "the impressive value" that groups can expect in experiencing the city's "beautiful setting, authentic culture, incredible cuisine

and countless activities."

Comprehensively listing events and happenings in the city and including a blog written by locals, ABQ365, billed as "the daily source for what to do," is the bureau's new marketing initiative aimed at attracting that wider, more diverse audience.

"With more and more people using social media and other online tools, target audiences are blending," stated Tania Armenta, the bureau's vice president of marketing, communications and tourism, in a recent interview with *Albuquerque Business First*. "The ACVB decided to expand its reach to target both visitors and residents."

With plans underway to renovate the 4th Street Mall, adding bike lanes, sidewalks, and patio space in the heart of Route 66 in downtown Albuquerque, future enhancements include the addition of a pedestrian bridge that would easily connect visitors from downtown to the East Downtown neighborhood, which features several independent shopping and dining options.

In property news, Sandia Resort & Casino plans to finish an expansion in early 2015. The project includes the addition of the Green Reed Spa and Golf Pavilion, which will be available for events, and a four-story parking garage.

Santa Fe

Ideally suited for both corporate and association meetings of up to 1,000 attendees, "The City Different" is enhancing its distinction as an urban destination seamlessly blended with core meeting and event assets for a compact citywide experience.

"Santa Fe offers a unique destination for midsize meetings," says Randy Randall, a hospitality industry veteran who became the new executive director of the Santa Fe CVB in April. "Unlike many cities with a downtown meeting facility, no hotel is attached to our beautiful



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convention center. Instead, there are several blocks of historic streets and buildings that contain uniquely different hotels and distinctive restaurants and shops for conferees to walk through as they proceed to their meeting."

Randall adds that Santa Fe's incredible climate creates an ideal environment for outdoor meetings along the city's 400-year-old streets.

Just last month, David Carr, with over a decade of experience on the Santa Fe hospitality scene, started as the bureau's new director of sales. Hired by Randall, his focus includes working with the city's hospitality industry to create new initiatives that make meeting in Santa Fe even more attractive.

New and enhanced hotels are also elevating Santa Fe's high-altitude appeal.

Located adjacent to the landmark St. Francis Cathedral and incorporating two historic buildings, the Drury Plaza Hotel will be the first new hotel to debut in downtown Santa Fe in almost two decades. Scheduled to open this August, the 182-room property, rendered in authentic Territorial style, will be the city's second-largest hotel. Offering 17,000 square feet of meeting space, including 7,000 square feet outside, the hotel will feature a restaurant

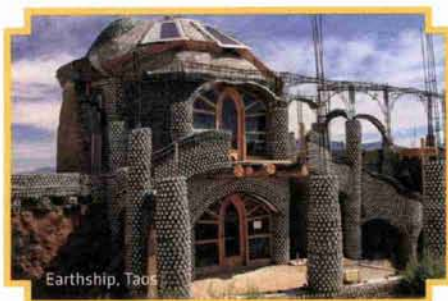
from star Santa Fe chef John Rivera Sedlar.

In other news, the 35-room Hotel Santa Fe, The Hacienda and Spa added a four-season outdoor patio, with seating for 100 and standing room for up to 130 for events. Ideally suited for smaller corporate and incentive groups, the boutique Rosewood Inn of the Anasazi recently completed a full renovation of all 58 guest rooms, while La Posada de Santa Fe Resort is now part of the Starwood Luxury Collection.

Taos

Typically attracting smaller gatherings such as industry associations, arts groups and family reunions, this fabled mountain escape 90 minutes north of Santa Fe has a captivating lineage that blends signature assets such as the Taos Pueblo, continuously inhabited for over 1,000 years, with its days as an art and hippie colony.

"What draws people to Taos is its transformative nature—visitors feel like they have left the country," says Joanie Griffin, consultant and spokesperson for the Town of Taos. "Offering world-class arts, rich heritage, historic museums, great dining, endless views, outdoor activities and more, Taos



provides groups with so much to do in addition to their meeting or event. It's like nowhere else."

Managing a collection of properties in

New Mexico, Albuquerque-based Heritage Hotels & Resorts transformed the former Casa de las Chimeneas into the serene eight-room Palacio de Marquesa, available for buy-outs and ideal for intimate social and business gatherings.

Northwestern New Mexico

As the primary group base for the state's mesmerizing Four Corners Region, where New Mexico squares up with Utah, Arizona and Colorado, Farmington is surrounded by a dreamscape of outdoor attractions.

Local enchantments include the Bisti Badlands, Chaco Culture National Historical Park, San Juan River and Aztec Ruins National Monument, a UNESCO World Heritage Site. Golfers also have the nation's fourth-ranked public facility, Pinon Hills Golf Course.

Located 182 miles northwest of Albuquerque, this inviting city, with regional air service into Farmington Four Corners Regional Airport, is also ideal for day excursions to the Canyon De Chelly National Monument, Durango & Silverton Narrow Gauge Railroad and other Four Corners' regional treasures.

Composed of a 1,200-seat auditorium, a lobby with concession areas, a kitchen and catering facilities, the Farmington Civic Center also offers a grand ballroom, fresh off a \$1 million remodeling, with more than 7,900 square feet of meeting space configurable into separate meeting rooms.

Other local improvements include a recent renovation of the 125-room Courtyard by Marriott, featuring 4,000 square feet of grand ballroom and meeting room space.

"It is not a country of light on things," once said iconic American painter Georgia O'Keeffe. "It is a country of things in light."

Her words aptly describe the wider region surrounding Los Alamos, where enticing outdoor attractions for groups include the ancient cave dwellings of Bandelier National Monument, the Jemez Mountain Scenic Byway and, of course, O'Keeffe Country, inspiration for many of her timeless works. In downtown Los Alamos, meanwhile, the Bradbury Science Museum offers an unforgettable window into the ongoing atomic legacy of the Los Alamos National Laboratory.

Southern New Mexico

Home to the communities of Las Cruces, Mesilla and Ruidoso, as well as meetings favorites such as the Inn of the Mountain Gods Resort and Casino, southern New Mexico is a scenic, welcoming option for groups.

Cradled in the fertile Mesilla Valley between the majestic Organ Mountain Desert Peaks (just named a National Monument in May) and the Rio Grande, fast-growing Las Cruces is attracting increasing national attention as both a prime business and retirement destination. Offering more than 3,000 hotel rooms and 128,000 square feet of meeting space, this sunny, compact city, conveniently accessed at the intersection of interstates 10 and 25, is also well equipped for small to midsize gatherings of 10 to 1,400 attendees.

There are plans to build a hotel adjacent to the LEED-certified Las Cruces Convention Center, which offers just over 30,000 square feet of meeting space, including a 14,500-square-foot exhibition hall and 9,000-square-foot ballroom.

The biggest news for Las Cruces, however—in fact, for the entire planet—is happening some 45



White Sands National Monument, Las Cruces

miles away in the southern New Mexico desert, where Spaceport America (see “Gateway to the Future” sidebar, page w10) is home of the space tourism program being spearheaded by Virgin Galactic.

Needless to say, anticipation in Las Cruces, as the closest visitor base to the Spaceport, is sky high.

“Traditionally drawing groups just from within New Mexico, we are on the cusp of becoming a global destination,” says Chris Faivre, director of marketing and communications for the Las Cruces CVB. “You could say that we have a shifting market ahead.”

If New Mexico is the Land of Enchantment today, what will they call it tomorrow? The possibilities are out of this world. ■

Just a tad shy of being able to book a seat on Virgin Galactic, longtime Meetings Focus contributor JEFF HEILMAN is seeking other ways to be the first journalist in space.



For more New Mexico content, visit MeetingsFocus.com/NewMexico.

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MEETINGS AND CONVENTIONS

HOME / DESTINATION GUIDES

DESTINATION GUIDES

New Mexico Destination Guide

by Lisa A. Grimaldi | February 01, 2014



WHY HERE?

New Mexico's unique group appeal stems from its stunning vistas, Native American culture, fiery and delicious cuisine, and diverse offerings of sophisticated cities like Santa Fe and Albuquerque (above). Extra cool factor: *Breaking Bad* was shot here.

Taste Tips

Gwyneth Doland, an expert on New Mexico cuisine, offers advice on experiencing authentic local flavors at itsatrip.org/abqexperts/cuisine.

ALBUQUERQUE

Local Update

- Phase II of the \$22 million renovation of the **Albuquerque Convention Center** began this past October. The project includes a 5,600-square-foot addition with a new large entrance vestibule, a small retail space and an outdoor deck. The work is slated for completion this summer. The first phase, which revamped the facility's meeting spaces, was finished last summer.
- The 300-room Radisson Hotel and Waterpark has completed a renovation and been rebranded as the **Hotel Cascada-An Urban Resort**. The property has an indoor pool and interior atrium, an adjacent water park and more than 26,000 square feet of flexible conference space.
- **Casas de Sueños Old Town Historic Inn**, a

Some suggestions:

Order blue corn enchiladas served stacked, not rolled. Traditional ingredients include ground beef, red chile, onion, melted cheese and a fried egg on top.

If you like green and red chiles, ask for a Christmas-style enchilada.

Breaking Bad

Junkies going through series-end withdrawal can still get their fix via tours in and around Albuquerque by firms such as ABQ Trolley Co. (abqtrolley.com).

1930s adobe-style hotel with 21 casitas, opened an event space, the Casa de Banquets, on Central Avenue in the former Gus's Trading Post. The venue can accommodate up to 200 people for events.

Meeting Hotels: Major properties include the 411-room Albuquerque Marriott Hotel, 395-room Hyatt Regency Albuquerque, 300-room Hotel Cascada-An Urban Resort, 295-room Albuquerque Sheraton Uptown, 295-room DoubleTree by Hilton Hotel Albuquerque and 261-room Albuquerque Embassy Suites Hotel & Spa.

The 276-room Sheraton Albuquerque Airport and 150-room Courtyard by Marriott Albuquerque Airport are at Albuquerque

International Sunport. Ten minutes away is the 228-room Sandia Resort and Casino.

For more area hotels, and to send RFPs, go to mcvenues.com.

Convention Center: Albuquerque Convention Center; exhibit space, approximately 167,000 square feet; number of meeting rooms, 30; (505) 768-4575; albuquerquecc.com

Airport Transit: Albuquerque International Sunport, about five miles from downtown. Transfer cost by taxi, \$15; by shuttle, \$18

Taxes: Room tax, 6%; sales tax, 7%; total tax on hotel rooms, 13%

Group Venue: One of the city's most celebrated activities -- hot-air ballooning -- is showcased at the **Anderson-Abruzzo Albuquerque International Balloon Museum**. Groups of up to 500 people are accommodated. (505) 768-6020; cabq.gov/balloon

Contact: Albuquerque Convention & Visitors Bureau, (800) 733-9918; itsatrip.org/meetings

NEW ARRIVALS

The ABQ Biopark Zoo in Albuquerque welcomed four new residents -- Tasmanian devils -- this past December as part of a conservation program to save the species from extinction. cabq.gov/culturalservices/biopark/zoo

STOP, SHOP & LEARN

Check out the gorgeous Southwestern jewelry and other gifts for sale at the daily market held outside Santa Fe's Palace of the Governors, originally built in the early 17th century as Spain's seat of government. An on-site history museum tells all. palaceofthegovernors.org

SANTA FE

Local Update

- The **Drury Plaza** hotel complex is under construction in the historic St. Vincent Hospital building and adjoining Marion Hall. Plans call for a 182-room hotel to open this summer, followed by a 30-room boutique property for which details are still being determined.

Meeting Hotels: Santa Fe properties include the 219-room Eldorado Hotel & Spa, 179-room La Fonda on the Plaza, 157-room La Posada de Santa Fe, 157-room Sage Inn, 110-room Bishop's Lodge Ranch Resort & Spa, 65-room Four Seasons Resort Rancho Encantado Santa Fe, 57-room Inn of the Anasazi and 43-room Old Santa Fe Inn.

To find and compare hotels, and send RFPs, visit mcvenues.com.

Convention Center: Santa Fe Convention Center; exhibit space, approximately 18,000 square feet; number of meeting rooms, 11; (505) 955-6200; communityconventioncenter.com

Airport Transit: Albuquerque International Sunport, about 60 miles from downtown Santa Fe. Transfer cost by shuttle, \$27 one-way, \$47 roundtrip

Santa Fe Municipal Airport, 10 miles from downtown Santa Fe. Transfer cost by shuttle, \$15 one way, \$27 roundtrip

Taxes: Room tax, 7%; sales tax, 8.1875%; total tax on hotel rooms, 15.1875%

Group Venue: The signature paintings of flowers and the New Mexico landscape are the main attraction of the **Georgia O'Keeffe Museum** collection. A current exhibit (through Sept. 14) features works created in Hawaii by O'Keeffe and photographer Ansel Adams. The airy facility is available for private functions of up to 150. (505) 496-1000; okeeffemuseum.org

Contact: Santa Fe Convention & Visitors Bureau, (800) 777-2489; santafe.org



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Reel Good Times

BY JEFF HEILMAN

Albuquerque, Santa Fe and Taos are scene-stealers on the group stage



Is New Mexico the new Hollywood? That's the question Fox News asked as AMC's hit TV series *Breaking Bad*, filmed in and around Albuquerque, concluded its five-season run this fall. Actually, the state has flown high as a film center for over a century.

From *Indian Day School*, a 38-second short from the Thomas Edison Company released in 1898, to 2013 releases including *The Lone*

Ranger and *We're the Millers*, the Land of Enchantment claims an impressive, often iconic filmography.

Home to leading group destinations Albuquerque, Santa Fe and Taos, the state's north-central expanse could have its own star on Hollywood's Walk of Fame, with *The Grapes of Wrath* (1940), *Easy Rider* (1969), *Butch Cassidy & the Sundance Kid* (1969), *Silverado* (1985), *Lonesome Dove* (1989) and *Cowboys & Aliens* (2011) among the features shot in the region.

What does this mean for the association, corporate and incentive groups that routinely convene here? Sun-kissed virtually year-round and set amid a cinema-ready mix of ancient landscapes and soaring mountain peaks, these laid-back locales, rich in art and architecture and zesty in food and drink, are go-to places for "making good" ideas come to life.

Albuquerque

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NEW MEDIA STOCK.COM

attendees," says Rob Enriquez, vice president of convention sales, services and sports for the Albuquerque CVB.

"With 310 days of sunshine per year, gorgeous sunsets, blue skies and low humidity, we are perfect for all types of meetings and events."

As the state's film office is attracting filmmakers with incentives including refundable tax credits, and visitors with a growing number of "film tourism" programs, historic "Duke City" continues to enhance its group appeal with over \$300 million in recent hospitality investments and planned developments that include hotels and off-site facilities.

Among the major initiatives is a \$20 million renovation of the Albuquerque Convention Center, built in 1972. Part of Mayor Richard Berry's overall plan to reinvest in the future of the city, the two-phase project, which broke ground in February, includes a major facelift and modern upgrades for the facility. The renovation is slated for completion by next summer.

In the meantime, planners can take advantage of benefits such as a single contract for three hotels (700-plus rooms and 640,000 square feet of meeting space) surrounding the convention center. If booked by the end of 2013, the "Red & Green" incentive (themed around the chiles that define New Mexican cuisine) provides up to \$25 per room night to be credited back to a group's bottom line.

Major meetings properties include Albuquerque Marriott, Embassy Suites Albuquerque, Hotel Andaluz, Hyatt Regency Albuquerque, Isleta Resort & Casino, Sandia Resort & Casino and Sheraton Albuquerque Uptown.

With diverse venues including the recently expanded Albuquerque Museum of Art and History, Albuquerque Balloon Museum, historic Kimo Theatre and Indian Pueblo Cultural Center, the city also offers *Breaking Bad* visitor experiences, including trolley and biking tours of the show's filming locations.



JEFF HEILMAN

Zoom In

Q&A with Bobby Beals, Founder and CEO, Beals & Co. (www.bealsandco.com)



ALEX IONAVICO

Describe the "art and soul" of Santa Fe and what makes the city a leading center of creativity.

I'm proud to be part of a community that has been rich in the arts since before the early 1920s, beginning with the Taos Society of Artists and then the Los Cinco Pintores in Santa Fe, the establishment of the largest Indian Market in the nation and more with the arrival of Georgia O'Keeffe. Pushing creativity in all forms, the many fine artists

here have become the soul of Santa Fe and their body of artworks the driving force behind other creative outlets like the culinary arts, the musical arts and the art of hospitality.

What are some unique ways that groups can experience the art of Santa Fe?

Beals & Co. works with planners to integrate well-known artists into their group agenda. Programs include "Art Chats," where groups visit an artist for

a demonstration and discussion. In "Gourmet Dinners," star local chefs such as Andrew Cooper from the Four Seasons Encantado, Anthony Smith from The Eldorado Hotel & Spa and James Campbell Caruso from Hotel Andaluz collaborate with an artist on a creative dining experience.

What are some "creative tourism" opportunities for groups?

I love to bring the artist closer to the visitor. With "Everyone is an

Artist," professional artists provide lessons to your guests throughout the visit. When hiking in our beautiful mountains, why not have an artist paint the scenery while there? Santa Fe groups often have a busy agenda, so breaking out to visit the artist studio or offering a class just seems like the way to go. Groups leave happy and enriched with what Santa Fe truly has to offer.

Santa Fe

Set in the foothills of the Sangre de Cristo Mountains at the southern end of the Rockies, this celebrated center of creativity, founded by Spanish colonialists in 1610, is America's oldest capital city. Free of high-rises and with no structure taller than the 1887 St. Francis Cathedral Basilica, historic downtown Santa Fe is a wonderful collage of earth-colored, organic Pueblo and Territorial adobe

structures. Add its globally renowned art scene (see Zoom In Q&A with Bobby Beals, this page), numerous dining options, 15 major museums and year-round fiestas and festivals, and the appeal of the "City Different" is readily apparent.

"Santa Fe is unique in the United States for its culture, cuisine and history," says Santa Fe CVB Executive Director Jim Luttjohann. "Along with the city's natural beauty and



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many attractions, these are elements that attract meetings to Santa Fe and help boost attendance.”

Gatherings are a breeze in walkable Santa Fe, where the LEED Gold-certified Santa Fe Community Convention Center offers 40,000 square feet of versatile space and the warm and welcoming Eldorado Hotel & Spa, with 219 rooms and suites and 20,000 square feet of space, is the city’s largest conference property.

“As a host hotel for many citywide conventions, the Eldorado has been welcoming attendees and their guests for over 25 years,” says Doug Libby, the hotel’s director of sales and marketing. “Our close proximity to attractions including the Georgia O’Keeffe Museum, Lensic Performing Arts Center and historic Santa Fe Plaza makes us an ideal location to host events ranging from



KiMo Theater, Albuquerque

intimate gatherings to large conferences.”

Other choice

downtown properties include the landmark La Fonda on the Plaza, featuring 179 newly renovated rooms, and the 134-room Inn and Spa at Loretto. Just minutes from downtown, the 65-room Four Seasons Resort Rancho Encantado is a five-star choice for meetings and events. All hotels provide shuttles to and from Albuquerque Sunport, about an hour away, while delegates from Dallas, Phoenix, Denver and Los Angeles can fly direct into Santa Fe Municipal Airport.

Historic Walks of Santa Fe is a great resource for city and regional tours, with “museum docent” guides including Jack Cafferty, an actor who appeared in *Lonesome Dove* and other features.

“For over 20 years, we have shown private and corporate

groups the hidden treasures of culturally diverse Santa Fe, one of nation’s largest art capitals,” says Carol Imrie-Mui, founder of the company.

Taos

Located 90 scenic minutes north of Santa Fe by car, Taos, described by writer D.H. Lawrence as “one of the chosen spots on earth,” is a dreamy, free-spirited mountain escape awash in adobe and steeped in history.

“Taos has been hosting visitors for over

Old House Restaurant, Eldorado Hotel and Spa, Santa Fe



JEFF HEILMAN



Albuquerque International Balloon Fiesta

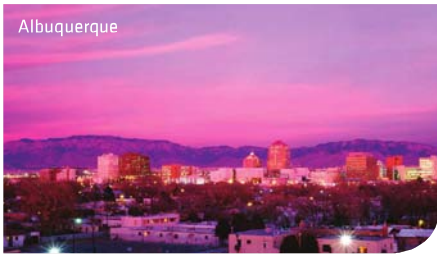
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Albuquerque

1,000 years and is a truly special destination offering world-class art and museums, abundant outdoor activities, five-star dining and welcoming hosts," says Joanie Griffin, coordinator for Taos Tourism.

Continuously inhabited by Taos Indians since its construction between 1000 and 1450 A.D., the multistoried Taos Pueblo, a UNESCO World Heritage Site and National Historic Landmark, is the spiritual heart of this artful city and a must-visit for groups.

Meetings properties include the Native American-inspired El Monte Sagrado Living Resort & Spa, featuring beautiful indoor and outdoor meeting space and a mix of luxurious rooms, suites and casitas. Groups can also enjoy live music and mingle with the locals at the Adobe Bar, located at the landmark 44-room Taos Inn, opened in

1936.

The Museum Association of Taos offers a combination ticket for admission to five institutions, including the Taos Art Museum and the Millicent Rogers Museum, with 360-degree views of the multihued Sangre de Cristo Mountains. With "1,444,480 acres of outdoor 'breakout' room" for groups to explore, Taos Ski Valley is one of the premier ski destinations in the U.S., while llama rides are among the many outdoor pursuits. **mi**

Long-time Meetings Focus contributor **JEFF HEILMAN'S** best memories of his travels to the Santa Fe region? All of them.



Santa Fe Trail, Museum Hill

Santa Fe



JEFF HEILMAN

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Meet the new Albuquerque.

How can a 300-year-old city be new? Hard work. In addition to \$20 million being invested in the Albuquerque Convention Center, the city offers more than \$300 million in recent hospitality investments and planned developments including hotels, off-site venues and area attractions. It all adds up to world-class amenities and modern meeting spaces in a city that looks and feels like no other.

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Industry News

Convention Centers

Oct 22, 2014

Meeting Planners Help Cut the Ribbon at the Newly-Renovated Albuquerque Convention Center

- by Andrew Rathkopf



Mayor Richard J. Berry cuts the ribbon

On Tuesday, 29 meeting planners joined Albuquerque Mayor Richard J. Berry and Robert Enriquez, vice president of convention sales for the [Albuquerque Convention and Visitors Bureau](#), to cut the ribbon for the newly-renovated [Albuquerque Convention Center](#).

The center's \$25 million renovation includes a new exterior façade, a complete remodeling of the ballroom with a new entertainment deck, new windows with panoramic views of the city and surrounding mountains and a complete kitchen renovation. The remodeling was divided into two phases, the first of which began in February 2013 and ended in July of the same year, and the second which started in October 2013 and ended this month.

The planners, representing organizations and associations from across the nation, were in Albuquerque for a "familiarization tour" that showcased not only the renovation, but also some of the city's unique attractions, including hot air ballooning, Native American dancing, mariachi music and New Mexico's famous cuisine.

Albuquerque Convention and Visitors Bureau recognizes locals for “bringing meetings home”

2015 Meeting Heroes helped bring more than \$2 million in direct spending to Albuquerque

ALBUQUERQUE, N.M. (May 19, 2015) – The [Albuquerque Convention and Visitors Bureau](#) (ACVB) recognized the 2015 Albuquerque Meeting Heroes at the organization’s annual luncheon on Tuesday, May 12.

For the last 20 years, ACVB has been recognizing community members for their efforts in bringing meetings to Albuquerque. Since its inception, the program has acknowledged 220 individuals who have helped bring meetings and conventions to the city, and \$420 million in direct spending has come to Albuquerque as a result of their efforts. The work of the 2015 Meeting Heroes will contribute more than \$2 million in direct spending to Albuquerque:

- José Munoz is bringing his meeting “home” with the 2016 Coalition of Community Schools National Forum taking place in Albuquerque from April 4 – 8, 2016.
- Bob Romero was instrumental in helping to bring the 2015 U.S. Indoor Archery Championships and the Junior Olympic Archery Development (JOAD) National Indoor Championships to Albuquerque from February 20 – 22, 2015.
- Joaquin Chavez’s efforts resulted in the 2014 USA National University Weightlifting Championships that took place in Albuquerque from September 26 – 28, 2014.
- Sardo Sanchez took the initiative in bringing the 2016 Combined Action Platoon Veterans Association Reunion to Albuquerque from November 7 – 12, 2015.
- Christopher Timm encouraged support from members to explore Albuquerque during the 2015 Run for the Wall Midway Route that took place May 14 – 15, 2015.
- Dr. Kathie Winograd secured the Central New Mexico Community College 2015 RC-2020 for Albuquerque. This meeting will take place from October 7 – 11, 2015.

“When a resident of Albuquerque steps up and recommends the city as a future event location, it sends a powerful message about the quality and uniqueness of our destination,” said Robert Enriquez, ACVB Vice President of Convention Sales, Services & Sports.

*Individual photos of the 2015 Meeting Heroes are available here:

<https://www.dropbox.com/sh/os68p0sic22htaz/AAAKDKoLL4gDjchBfjXJ8LVga?dl=0>

If residents would like to help bring a meeting to Albuquerque, they can visit www.MyABQMeeting.com for details. The process is simple, and they could become a future ABQ Meeting Hero.

Tourism is one of the largest private industries in the city of Albuquerque, generating over \$2 billion for the economy through visitor spending. Albuquerque welcomes approximately 6.2 million visitors annually, which generate more than \$69 million in local taxes each year. Meetings contributed approximately \$80 million in direct spending this fiscal year. The hospitality industry also employs over 40,000 people in Albuquerque.

###

The mission of the Albuquerque Convention and Visitors Bureau is to stimulate economic growth by marketing Albuquerque as a visitor and convention destination. For information, visit www.VisitABQ.org, www.facebook.com/VisitABQ or www.twitter.com/VisitABQ.

CONTACT:
Megan Mayo Ryan
505-222-4349

Albuquerque's Mayor Berry Breaks Ground for Convention Center Renovation

Albuquerque, NM— Crashing a hammer through a sheetrock wall, Mayor Berry kicked off the renovation on the first phase of the Albuquerque Convention Center this afternoon.

Most of the work being done is behind the scenes to the public, but which will increase the effectiveness and efficiency for future events, as well as update the existing ballrooms.

“The ultimate goal is to make this a more attractive facility to hold larger scale conventions,” Mayor RJ Berry said. “We expect phase two will bid by the beginning of the summer, and that phase has a majority of the exterior renovation that everyone will see.”

The City of Albuquerque refinanced the debt on the building to fund the \$20 Million dollars of work taking place in two phases.

"The investment in improving our convention facility is critical to ACVB's efforts to generate millions of dollars of direct economic spending and increased gross receipts taxes paid by out-of-town attendees. All of which help provide jobs for Albuquerque in our hotels, restaurants, shops and attractions," stated Dale Lockett, President/CEO of the Albuquerque Convention & Visitors Bureau.

Phase one work is scheduled to be complete August 26, 2013. Phase Two work is estimated to be complete Summer of 2014.

###

The mission of the Albuquerque Convention and Visitors Bureau is to stimulate economic growth by marketing Albuquerque as a visitor and convention destination. For information, visit www.ItsATrip.org, www.facebook.com/visitABQ or www.twitter.com/VisitABQ.

MEDIA ALERT

WHO: Albuquerque Convention & Visitors Bureau

WHAT: The Convention Sales team will host 24 top meeting planners from all over the country for a “destination familiarization tour” where they will learn about the best of what Albuquerque has to offer, with a focus of converting this knowledge and experience into future meeting and convention bookings that will positively impact the city’s economy.

Highlights of the tour will be the newly renovated Albuquerque Convention Center, a sampling of Albuquerque’s meeting hotels and noteworthy attractions within the city. As part of their time in Albuquerque, the group will be participating in a bike build activity benefiting the Boys & Girls Club.

WHEN: Wednesday, May 13 – Saturday, May 16. Please see schedule below; items with a visual aspect have been included.
**Interviews will be available with Robert Enriquez, ACVB Vice President of Sales*

WHERE: Sheraton Uptown
2600 Louisiana Blvd NE
Albuquerque, NM 87110

Wednesday, May 13

Arrival and welcome tour of Sheraton Uptown, reception at Hotel Albuquerque’s Casa Esencia

Thursday, May 14

6:00 a.m. Balloon Flight with Rainbow Ryders
2:30 p.m. Best of ABQ Tour with ABQ Trolley Co.

Friday, May 15

11:15 a.m. Mercado (marketplace) with convention suppliers at the Albuquerque Convention Center
2:00 p.m. Tour of Doubletree by Hilton, CSR bike building activity benefiting the Boys & Girls Club

Media Contact:
Denise Suttle
(505) 350-9379
suttle@visitabq.org

###

MEDIA COVERAGE & PRESS RELEASES: MEETINGS & CONVENTIONS

DESCRIPTION

ACVB has an excellent reputation with national and international travel writers as being a professional, responsive organization. Relationships with writers and editors are maintained and developed using several methods, from creating unique pitches that are of interest to a variety of meetings industry media outlets to press releases authored for national and regional distribution.

From the Albuquerque Business First

:<http://www.bizjournals.com/albuquerque/news/2014/09/26/conventions-and-meetings-bring-in-more-than-45-2m.html>

Conventions and meetings bring in more than \$45.2M to ABQ economy

Sep 26, 2014, 12:35pm MDT Updated: Sep 26, 2014, 2:22pm MDT



[Brandon J. Call](#)

Research Director- *Albuquerque Business First*

[Email](#)

Tourism means big bucks for Albuquerque. Just ask the Albuquerque Convention & Visitors' Bureau, which brought in more than \$45.2 million in direct spending by conventions and events held in Albuquerque last year — and that's just from the Top 25 Largest Albuquerque-area Conventions and Events.

With an attendance of 4,000 and direct spending of more than \$9.6 million, the 2013 USA Roller Sports Speed and Figure Skating National Championships topped this week's List.

See which other conventions and meetings organized by the ACVB topped The List in [the accompanying slideshow](#). To see the full list, look in the Sept. 26 weekly edition of Albuquerque Business First.

Information on the conventions and events list was obtained from ACVB and include only annual meetings, conferences, conventions and sporting events booked through ACVB. For purposes of The List, direct spending is defined as (room nights X average daily rate) + (attendees X days X average daily expenditure).

If you'd like to be surveyed for an upcoming industry list, please email me at bcall@bizjournals.com.

Want Albuquerque news in your inbox? [Click here](#) to sign up for our email newsletters.

Brandon Call is the Research Director at Albuquerque Business First.

Business

Outlook

MONEY RATES ◆ PAGE 15

MONDAY, OCTOBER 14, 2013

SOUL FOOD FROM LA WITH LOVE

Frank's Famous Chicken & Waffles also has catfish, collard greens, shrimp and grits.

PAGE 4



NM'S ICONIC CUISINE FORMS BASIS OF CULINARY-THEMED MARKETING TO LURE MORE VISITORS

Copyright © 2013
Albuquerque Journal

BY JESSICA DYER
Journal Staff Writer

People may love New Mexico's big sky and postcard-worthy scenery, but they can get downright obsessed with its food — and the tourism industry is working hard to capitalize on that zeal.

The state Tourism Department has made culinary-themed marketing one of its main focuses this year, according to Tourism Secretary Monique Jacobson. She estimates the state will spend \$100,000 this fiscal year on specific food-related advertising, paying for space in magazines such as *Saveur* but also seeking food-centric news coverage from writers at key publications.

New Mexico's cuisine also will play an integral part in the state's more general marketing campaign in cities such as Chicago, Dallas, Denver, Houston and Phoenix.



JACOBSON: State a leader in culinary tourism

A 'growing' focus

"We've always known that (culinary tourism is) important, but I think over the last few years, it seems to be growing, and it's more of a focus area for us," Jacobson said. "It's something we don't want to let happen, it's something we want to take more of a leadership and ownership role in."

The Albuquerque Convention and Visitors Bureau has long incorporated food in its marketing and is now conducting annual culinary tours for food journalists.

Tania Armenta of the ACVB describes food as a "critically important" vehicle for luring visitors. The bureau's overarching marketing goal is to show potential visitors that Albuquerque is a one-of-a-kind city, and local food helps communicate that message.

Culinary tourism is a hot trend, she said, in part because more travelers are actively seeking unique dining experiences, but also because eating is part of every trip.

"Although there are people who are true foodies who travel just for that aspect, unlike other 'niche markets,' it's true every traveler is going to eat, and I think they want to have good food and culinary experiences while they're traveling," she said.

See **NM SETTING**
on **PAGE A6**



MARLA BROSE/JOURNAL

The Albuquerque Convention and Visitors Bureau recently hosted a culinary press tour to showcase the city's food scene. Pictured, from left, are Jennifer Nalewicki of New York, Jessie Festa of New York and Ashley Taufen from a Denver public-relations firm eating a morning meal at the Indian Pueblo Cultural Center's Pueblo Harvest Café.

Setting the table for **FOOD TOURISM**



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NM setting the table for culinary tourism

from PAGE 1

Recent tourism industry research indicates that nearly a third of travelers deliberately pick destinations based on food- and drink-related activities, Jacobson said. Anecdotal evidence shows culinary tourism is on the rise, she added, citing food's increasing role in American popular culture.

With its diverse and distinctive edible offerings, Jacobson believes New Mexico is well positioned to excel among the growing number of food-conscious travelers.

NM's chile 'advantage'

"I think it's an area where we actually have a competitive advantage and a right to succeed," Jacobson said. "We can be a leader in terms of culinary tourism."

When it comes to enticing potential visitors with food, there is no hotter commodity than chile.

Chile appeals to visitors seeking authenticity, Jacobson said, and it plays well to the traveler who prioritizes adventure and experience — the type of person the Tourism Department already thinks is leaning toward New Mexico.

Chile is also a great differentiator for the state, and one that seems to have worldwide appeal.

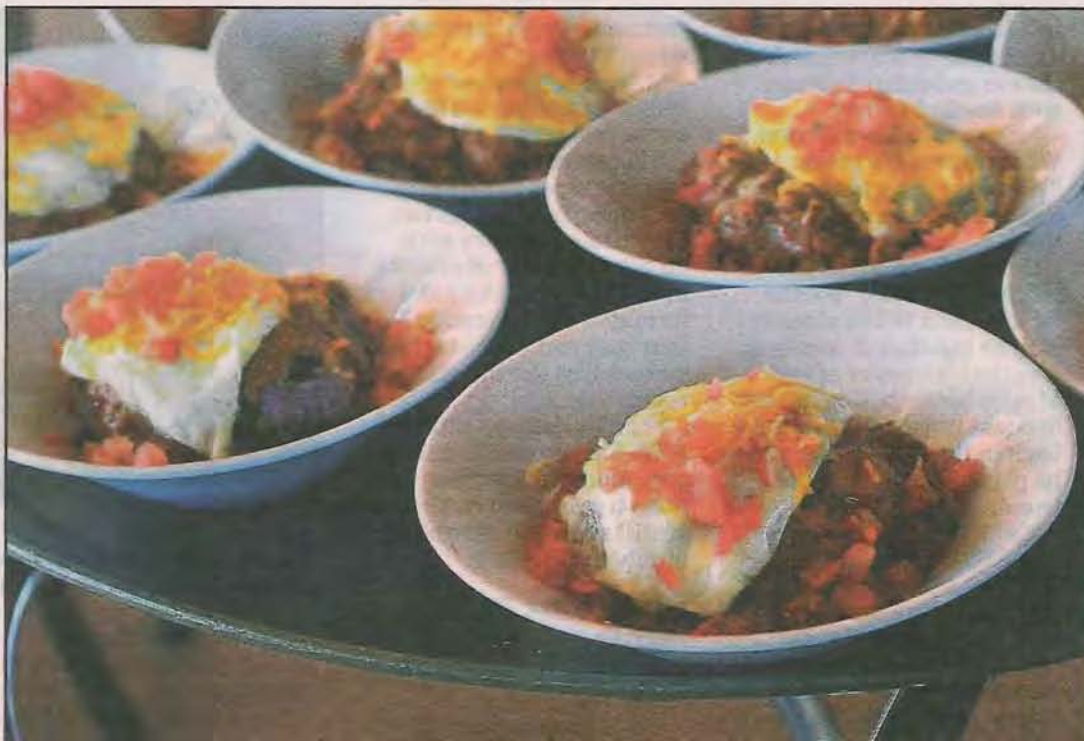
Jane Butel, cookbook author and owner of a Corrales cooking school, said out-of-towners comprised most of her recent cooking class. She also has trained chefs from across the globe, including those with plans of starting New Mexican-style restaurants in India and Nigeria.

"The word is out about the New Mexican taste," she said. "Especially anybody who knows anything about food."

But highlighting New Mexico's edible assets doesn't mean sticking with traditional, chile-laden "New Mexican" food.

Other food treasures

The Tourism Department has a list of "culinary treasures" on its website — independent restaurants



MARLA BROSE/JOURNAL

Chackewe con huevos — a dish featuring traditional blue corn meal and carne adovada — was among the Native American foods that culinary journalists sampled during a recent visit to the Indian Pueblo Cultural Center's Pueblo Harvest Café.



JOURNAL FILE

Chris Morales of Golden Crown Panaderia displays a blue-corn-crust pizza with pepperoni, green chile and cheese toppings. The bakery has become an actual destination for tourists — both foreign and domestic.



COURTESY OF THE NEW MEXICO TOURISM DEPARTMENT

The state tourism office is using this ad to attract visitors who prioritize food when they travel. Culinary tourism is one of the department's primary focuses this year.



EDDIE MOORE/JOURNAL

A green-chile cheeseburger is sampled during a Green Chile Cheeseburger Smackdown in Santa Fe last month.

from around the state that boast at least 40 years of local history — that run the gamut from Clovis' Foxy Drive-In to the fine dining at The Compound Restaurant in Santa Fe.

ACVB also works to showcase the city's varied cuisine. When it hosted its latest group of food journalists, the itinerary included a visit to Talin Market for the regular Wednesday food truck gathering, a tour of microbreweries to show off the city's craft beer scene and trips to a few metro-area farms.

The journalists — most from the New York area — also received a primer on

Native American food at the Indian Pueblo Cultural Center's Pueblo Harvest Café. Staff there provided a culinary history lesson about the "three sisters" — corn, squash and beans — and served bowlfuls of chakewe con huevos (a dish of traditional blue corn porridge topped with carne adovada, eggs, cheddar and tomatoes), homemade tortillas and fry bread.

Armenta said journalists often communicate how impressed they are with the city's food landscape.

"When someone like that says you should be really proud of your restaurant

Daily Grind expands in new location

from PAGE 5

general manager Jennifer Rogers, whose parents, Nancy and Mike Rogers, founded The Daily Grind in 1996.

The new site at Cutler and Washington NE features a full kitchen, enabling chef Leah Purucker to introduce heartier dinner fare such as the Mahi Mahi tacos (\$12), steak and frites (\$20), burgers (\$9-10) and a range of appetizers like crab cakes (\$9) and green chile cheese fries (\$7).

"We're trying to be more than a coffee shop," Purucker says.

Rogers says The Daily Grind always has been more than a place for coffee and baked goods. Though the traditional coffee-shop fare remains — including her mom's popular raspberry and blueberry scones — The Daily Grind also has a breakfast menu that includes huevos rancheros and pancakes, and offers a lineup of sandwiches, salads and paninis for the lunch crowd.

Longtime customers will recognize many of the items from The Daily Grind's Downtown location and its original site at San Pedro and Candelaria.

And though the new space has a far-more-modern flair with a corrugated



ADOLPHE PIERRE-LOUIS/JOURNAL

With its move to Midtown Albuquerque, The Daily Grind added dinner service, beer and wine. These crab cakes are among the new menu items.

metal siding, high ceilings and brightly painted walls, Rogers says The Daily Grind wants to retain its homey vibe and local flavor. It serves New Mexico beef and offers local beer and wine, and even used area artists for its dining tables and

server uniforms.

"We never want to grow so big that we are not who we used to be," Rogers says. "We want to be a very family, close-knit restaurant, and I think we're staying true to that."

The Daily Grind is located

4360 Cutler NE, next to Calibers. It is open 7 a.m.-9 p.m. Monday through Saturday and 8 a.m.-8 p.m. Sunday. The phone number is 883-8310.

Goodbye, Sizzler

After nearly 50 years in business, Albuquerque's only Sizzler restaurant closed quietly this summer.

Kimberly Choi — whose husband Jean bought the local Sizzler franchise in 1982 — says the economy was a factor in the closure. The restaurant, she says, had been at 7212 Menaul NE since 1966.

Its 5,000-square-foot building is currently being offered for lease.

Choi says there are no plans to open another Sizzler in town.

And farewell, Landry's

As I recently reported online, the only Landry's Seafood House in Albuquerque shuttered in late September. Claim Jumper — a California-based chain also owned by Landry's Inc. — is slated to open in the same space, 5001 Jefferson NE, in December.

"We are grateful for the (17) exceptional years that Landry's Seafood has served the local community, and are excited to offer a new concept for our diners

to enjoy," Terry Turney, Claim Jumper's senior vice president and chief operating officer, said in an email to the *Journal*. "At this time, there are no immediate plans to build additional locations in Albuquerque."

Also from my blog

■ The Standard Diner introduced breakfast last month. The EDo eatery is now opening at 7 a.m. daily and dishing out morning-friendly options like blue corn waffles (\$7.50), huevos rancheros (\$8.75), omelets and eggs benedict. The Standard Diner is located at 320 Central SE.

■ Rey's Place and La Familiar — a pair of restaurants owned, respectively, by Michael Rey and his wife Luz Molinar — have merged. Rey closed his business on Edith and moved the operation to his wife's location at 1611 4th NW.

The new Rey's Place & La Familiar New Mexican Restaurant offers menu items popularized at each location, including New Mexican, Mexican and American food.

If you have retail news to share, contact me at jdye@abqjournal.com or 823-3864. For more frequent updates on Albuquerque's shopping and restaurant scene, visit my blog at abqjournal.com.

NM steps up marketing push for culinary tourism

from PAGE 6

scene and culinary scene, that's coming from a great authority," Armenta said.

Seeking local taste

Culinary tourism may be a growing trend, but it's certainly not new to Golden Crown Panaderia.

Visitors helped carry Golden Crown when it transitioned from a wholesale to retail business in 2002, said Chris Morales, who owns the New Mexican bakery with his father. Its location along Mountain Road captured tourists already in the area visiting nearby museums at a time when locals still thought it was only wholesale.

Back then, it was just coincidence, Morales said.



JOURNAL FILE

Author Jane Butel, owner of a Corrales cooking school, says out-of-towners comprised most of her recent cooking classes.

But now that the bakery has developed a sterling online reputation, earned mention in major media outlets like

National Geographic and air time on the Food Network, it has become an actual destination for tourists — both foreign and domestic.

Some come for the baked goods such as biscochitos (the New Mexico state cookie), while others seek out the place because it gives pizza a local flair by using green chile or blue corn crusts.

"There is a big movement of people who want to find a local spot where the locals eat and where locals go," Morales said. "People will actively seek out restaurants (like that)."

One popular restaurant

Visitors also have been flocking to El Pinto, the

51-year-old New Mexican restaurant in Albuquerque's North Valley.

The restaurant does not advertise outside New Mexico but has been featured in many national publications during its 51-year existence.

Marketing director Doug Evilsizor said roughly a quarter of the customers at El Pinto — the state's largest and one of its most famous restaurants — are from out of state. Servers there are trained to answer the inevitable questions about red and green chile, sopaipillas and even the salsa produced in a factory right behind the restaurant.

"Culinary tourism is big, and New Mexico is a great place for it," he said.

\$20M makeover under way

Convention center renovation begins with kitchen, ballroom overhauls

Copyright © 2013 Albuquerque Journal

BY JESSICA DYER
 Journal Staff Writer

The fancy new glass facade, light tower and balcony — aka “party deck” — are coming.

But, for now, the Albuquerque Convention Center’s \$20 million makeover is concentrated mostly on the inside.

The property’s first major renovation in 21 years began in late January, and much of the first phase is devoted to overhauls of the kitchen and ballroom.

The \$8 million phase — which also includes the removal of a loading dock ramp and exterior storage unit and some new stucco — has gone smoothly so far.

“We’re on schedule and on budget,” Keith Reed, manager of the city’s Construction Services Division, said during a recent site tour.

The first phase — handled by contractor Gerald Martin — is on a tight time frame due to the center’s future commitments, Reed said. The kitchen and ballroom should be finished by early July.

The promise of a renovated ballroom has been key in luring new meeting business to the city, said Albuquerque Convention & Visitors Bureau President and CEO Dale Lockett. He said it was instrumental in landing an American College for Clinical Pharmacy event expected to bring 1,500 attendees and an estimated \$870,700 in direct spending this October.

Lockett said the ballroom had previously been “on its last legs as something we could sell.”

“We cannot say how much more business the upgrade will ultimately bring in. What we can say definitively is that without this reinvestment in our convention center product, we would not be competitive for much longer due to what

See **\$20M** on **PAGE B3**

our competition was doing,” Lockett said via email.

Mayor Richard Berry announced the makeover last summer. The city refinanced some of its Convention Center debt at a lower interest rate to fund the project.

The design by Dekker/Perich/Sabatini will be implemented in two phases. The second phase should begin in late August and conclude next summer, Reed said. It includes the facade and balcony as well as upgrades to the atrium — and its industrial, fractured-face concrete walls — designed to give the space a more inviting feel. That means a fireplace, new furniture and new plaster and paint for the atrium’s interior walls.

Right now, though, the ballroom and kitchen are getting the attention.

The 11,400-square-foot kitchen has been gutted and will be getting new plumbing, electrical wiring, lighting and an all-around more user-friendly redesign, Reed said. The kitchen work will also create space for food-related events, such as tastings.

The ballroom — often divided into three smaller spaces by temporary walls — is getting a new ceiling as well as new carpeting, LED lighting and wall partitions. Crews are creating a new service corridor along the room’s western edge, enhancing staff access.

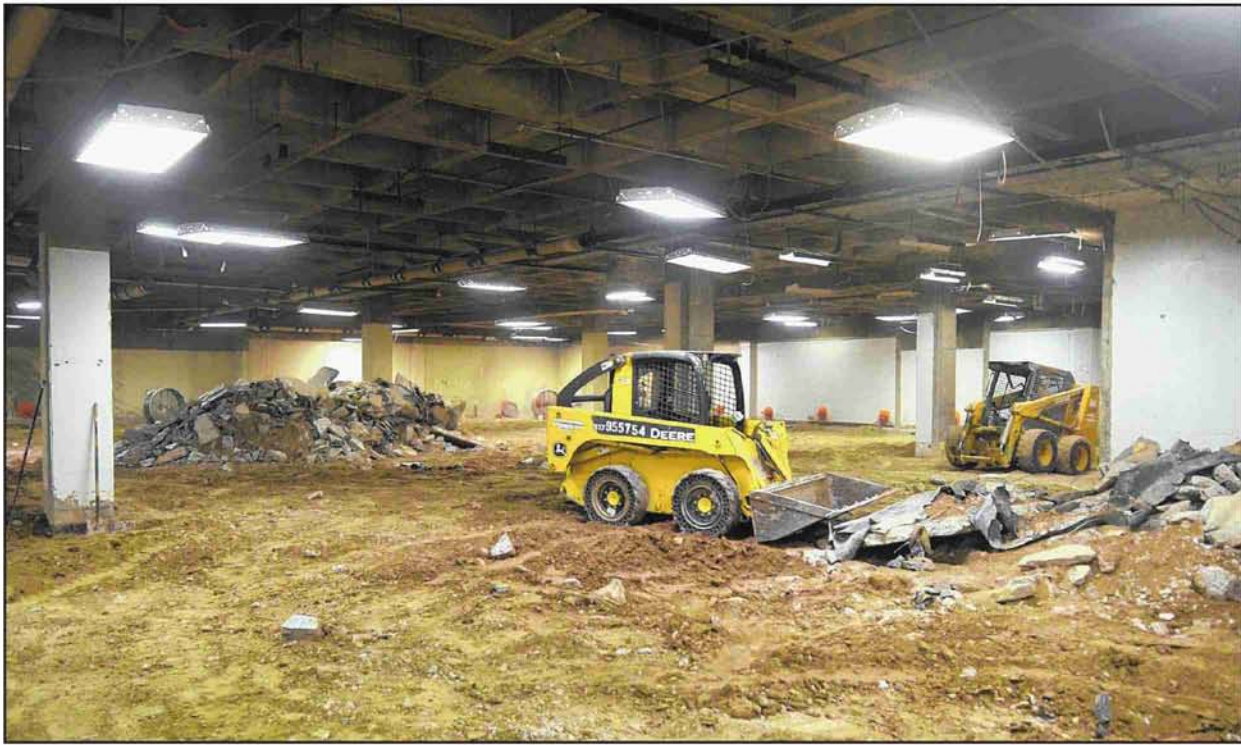
The restrooms — which opened directly into the ball-

room — will have their access points flipped so that users enter through the atrium instead.

Convention Center General Manager Lewis Dawley said construction has meant shifting previously planned events from one part of the venue to another and preparing all meals in emergency kitchen trailers outside the building. But the center has been able to accommodate all scheduled events, he said, and crews have worked to minimize construction-related disruption.

“We’ve moved people around and had to relocate folks, but we’re feeling pretty good,” Dawley said. “We’re on our way.”





DEAN HANSON/JOURNAL

The kitchen in the Albuquerque Convention Center has been gutted as part of construction in the first phase of the center's \$20 million renovation.

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ACVB: Convention impact tripled this year

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By [Jessica Dyer / Journal Staff Writer](#)
PUBLISHED: Tuesday, June 10, 2014 at 5:32 pm



The Albuquerque Convention Center’s major makeover remains a few months from completion, but the venue already is buzzing – and not just from the construction-related jack-hammering.

Business conducted at the center this fiscal year has generated triple the economic impact of last fiscal year, according to figures released Tuesday in conjunction with the Albuquerque Convention & Visitors Bureau annual meeting.

The ACVB, citing business attributed to its sales staff, said convention center events will account for an estimated \$25.7 million in direct spending by the time the fiscal year ends June 30. That’s compared to \$8.6 million in 2013.

Last July’s USA Roller Sports’ national championships – a three-week event – represented the bulk of the gain (\$9.7 million), and such large, rare bookings make year-to-year comparisons difficult. Even without it, however, spending associated with convention center business nearly doubled between 2013 and 2014.

A truly lackluster 2013 accounts for some of the difference, as last year represented bookings made during the heart of the recession.

But ACVB officials also credit the 2014 gains to generous incentive packages doled out by the ACVB and local hotels.

“We did everything from underwriting the cost of the Convention Center for appropriately-sized groups to helping with transportation and other inducements that would help make their meeting special in Albuquerque,” ACVB CEO Dale Lockett said in an interview.

The convention center – which should have its nearly \$25 million renovation mostly complete by August – may not attain the same numbers next year, but it should remain busy. ACVB has arranged for convention center events estimated to bring in \$15.3 million in fiscal 2015 and may still book more.

During Tuesday’s meeting, which drew more than 300 people to the convention center ballroom, ACVB also touted media relations efforts that resulted in more than 2,000 stories about Albuquerque this year.

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BUSINESS EVENTS

THURSDAY, JUNE 12 >

THU, JUN 12 @ 12:00 PM



Futurist Series Luncheon- Keynote David Zach,
Hotel Albuquerque at Old Town

THU, JUN 12 @ 1:00 PM



Beginning QuickBooks
Sandoval County SBDC Bernalillo Of...

SAT, JUN 14 @ 1:00 PM



Multimedia Processes Using Max for Live
Warehouse 21

TUE, JUN 17 @ 6:45 AM



Morning Meetup
Weck's Restaurant Louisiana

NEXT EVENTS >

ADD EVENTS FULL CALENDAR

BUSINESS LINKS

- ABQ Economic Development Stories
- City Inspections and Permits
- City of ABQ Business Info Search
- City of ABQ Business Registration
- City of ABQ Economic Development Dept.
- Legal Notices
- Small Business Administration of ABQ





FACEBOOK ACTIVITY

"No doubt we had a number of pop culture phenomena that helped us – "Breaking Bad," the American Girl (doll) being from Albuquerque," Tania Armenta, ACVB's vice president of marketing, communication and tourism, said in an interview.

The city's appearance on many "best-of" lists also helped, though Armenta said the ACVB was especially proactive this year.


"We held film tourism press tours (and have been) very aggressive to go after that coverage on behalf of Albuquerque," she said.

Suggested Reading:

 'Aggressive' ACVB Sees Rise in Bookings	 Convention Business Shows Signs of Life	 Convention Business Shows Signs of Life	 \$1 million ACVB/Sunport
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Carmen Coy will be among the many performers in the 26th Festival Flamenco Internacional de Albuquerque.

Show focuses on 'important and longstanding flamenco families,' with headliners coming from Spain

By DAVID STEINBERG
 For the Journal

If you've never seen flamenco, Eva Encinias Sandoval has a sure-fire cure: Attend the "Fiesta Flamenca."

The "Fiesta Flamenca" is a gala performance presented twice and concludes the 26th Festival Flamenco Internacional de Albuquerque. It will be on June 14 and 15 at the National Hispanic Cultural Center.

"It's a star-studded evening where you can see all of the headliners doing their solos. ... The energy is high. I think they will try to outdo one another. Flamenco is very competitive," said Encinias Sandoval, the director of the Albuquerque-based National Institute of Flamenco. The festival is a project of the institute.

"It's really a beautiful opportunity to see all of these really high-end performers sharing a stage, which rarely happens," she said.

The "Fiesta Flamenca" will give flamenco first-

timers a sense of the range and scope of the work of the artists who are participating in the festival, which runs June 10-15, Encinias Sandoval said.

The headliners are coming from Spain and they also will be on stage with their companies in separate, earlier festival performances.

Albuquerque's Yjastros, the American Flamenco Repertory Company, also will take part in "Fiesta Flamenca."

"This year we wanted to focus our programming on important and longstanding flamenco families," Encinias Sandoval said.

The festival's performance schedule opens June 10 in the University of New Mexico's Rodey Theatre with Marco Flores and Company presenting the work "DeFlamencas."

Encinias Sandoval said Flores' show won Best Flamenco Show at the most recent flamenco festival in Jerez, Spain.

From what she gleaned from the reviews of

"DeFlamencas," each dancer has a "unique, refreshing style and that they brought to it a clear

See **DANCE** on **PAGE F2** command of the art form. ... They're all very young artists. Flores himself has a tremendous stage presence," she said.

Flores is from Sevilla, Spain.

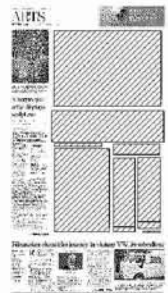
On June 11 at the KiMo Theatre, Iván Vargas and Company will perform the work "Yo Mismo."

"Yo Mismo," Vargas wrote in an email, is a spectacle in which the performers convey the moods of each distinct flamenco style. For example, there is the pain and sadness in "La Seguirilla," the passion in the "Taranto" and the joy and the exaltation in the "Alegrías."

"Also we pay homage to the Gypsy people and to the Sacromonte neighborhood in which I was born and which is a source of a deep-rooted flamenco that is evident in 'Yo Mismo,'" Vargas wrote.

He is from the Maya family of flamenco artists that includes Juan Andres Maya and Mario Maya.

Vargas said the show debuted in Granada, Spain, where he is based, and was later staged in France and



in Prague to critical and public acclaim.

“He’s very physical and aggressive in his technique, a really strong dancer,” Encinias Sandoval said of Vargas.

The show, she said, also will present video of his family and the dances taught to him.

The video will probably be screened throughout the concert, she said.

“They’re very proud of their tradition,” Encinias Sandoval said. “And Vargas is one of the few dancers you see anymore who really illustrate the Maya style of technique.”

She said that it’s important for the Albuquerque community and in particular, her dance students, to see the Maya technique in contemporary flamenco.

“Sometimes they think the styles are passé, that they are not relevant in our modern times. When they see Iván, I know they will think differently,” Encinias Sandoval said.

In a separate June 11 late evening performance at the KiMo, singer Tomás de Perrate and guitarist Alfredo Lagos will be on stage.

The following evening, June 12, at Rodey Theatre, Karime Amaya and Company, featuring dancer Juan José Jaen Arroyo “El Junco” will perform. Amaya, grandniece of famed flamenco artist Carmen Amaya, is from Barcelona.

And on June 13 at Rodey, Israel Galvan and Company of Sevilla will present the show “La Edad de Oro.”

The title translates to

“The Golden Age,” which refers to the period from the late 19th-century through the first three decades of the 20th century when flamenco flourished in Spain.

The festival also offers more than 25 hourlong workshops from novice through professional.

These are the performances of the 2013 Festival Flamenco Internacional de Albuquerque:

■ Marco Flores and Company presents “DeFlamencas” at 8 p.m. June 10, Rodey Theatre, Center for the Arts, UNM campus.

Tickets are \$30, \$40, \$50 and \$60 at www.unmtickets.com, by calling 925-5858, at select area Albertsons supermarkets or at the door.

■ Iván Vargas and Company presents “Yo Mismo” at 7:30 p.m. June 11, KiMo Theatre, Fifth and Central NW. \$30, \$40, \$50 and \$60 at www.kimotickets.com or at the KiMo ticket office or at the door.

■ Tomás de Perrate and Alfredo Lagos at 9:30 p.m. June 11, KiMo Theatre. \$20 at www.kimotickets.com or at the KiMo ticket office or at the door.

■ Karime Amaya and Company featuring El Junco at 8 p.m. June 12 at Rodey Theatre, Center for the Arts, UNM campus. \$30, \$40, \$50 and \$60 at www.unmtickets.com, by calling 925-5858, at select area Albertsons supermarkets or at the door.

■ Israel Galvan and Company presenting “La

Edad de Oro” at 8 p.m. June 13 at Rodey Theatre, Center for the Arts, UNM campus. \$30, \$40, \$50 and \$60 at www.unmtickets.com, by calling 925-5858 or at the door.

■ “Fiesta Flamenca” gala performances at 8 p.m. June 14 and 15 at the National Hispanic Cultural Center, 1701 Fourth SW. \$40, \$50, \$60, \$75 and \$90 at the NHCC box office, by calling 724-4771 or by visiting www.nhccnm.org.

Ticket packages are available. They include one ticket to each Festival Flamenco performance. Mid-level seating (gold) and premium seating (platinum) are available. Call 242-7600.

A New Mexico Pass is available; the pass offers New Mexico residents a 30 percent discount on packages.

For information on the festival’s workshops visit www.ffi26.org.



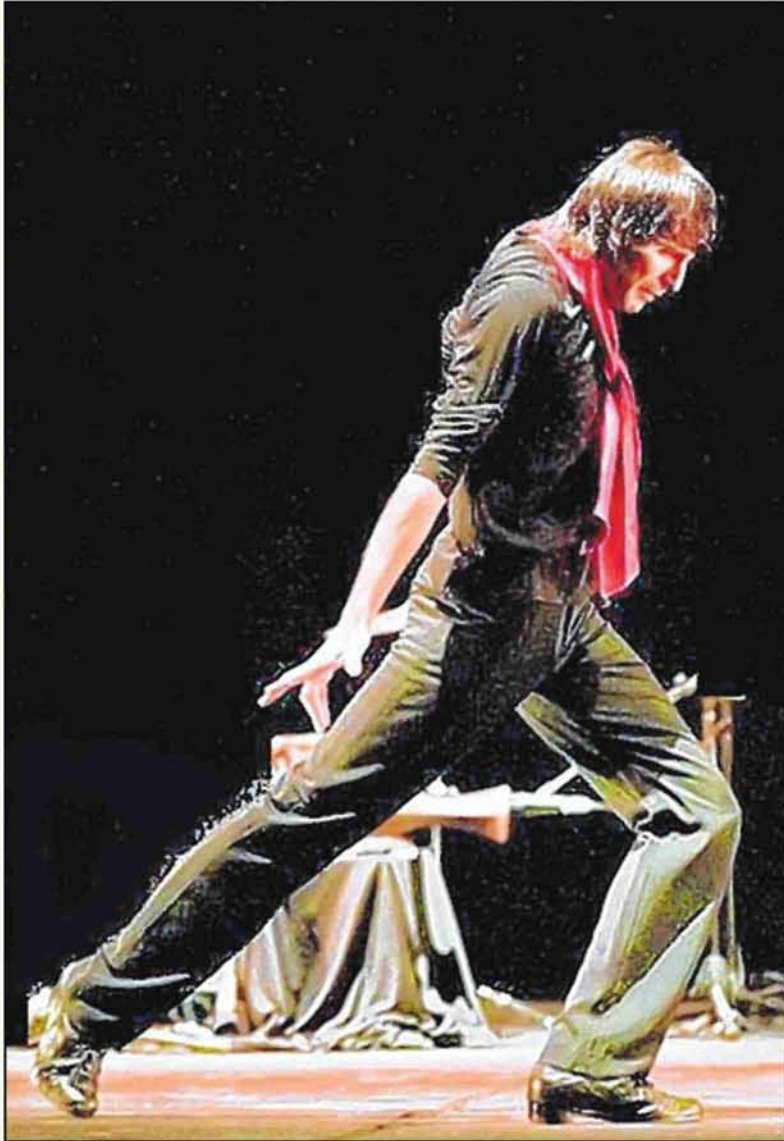
Marco Flores and his company from Sevilla, Spain, will open the flamenco festival.



Dancer Iván Vargas, seen on stage with singers and guitarists, will bring his show, "Yo Mismo," to Albuquerque. It has been staged in Spain, France and Prague.



Flamenco guitarist Alfredo Lagos will be on stage June 11.



Juan José Jaen Arroyo, "El Junco," will perform in a show at Rodey Theatre on the UNM campus.

COURTESY OF ACVB, ALBUQUERQUE INTERNATIONAL SUNPORT

These are examples of a \$1 million tourism campaign touting New Mexico's sun-drenched skies.

TOURISM

Tapping into solar power to attract visitors to NM

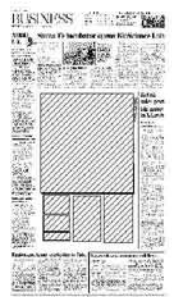
■ *Sunport, ACVB unveil \$1M ad campaign touting state's bright skies*

Copyright © 2014 Albuquerque Journal

BY JESSICA DYER
 Journal Staff Writer

Albuquerque tourism and airport officials are betting big on the power of the sun.

The Albuquerque International Sunport and Albuquerque Convention & Visitors Bureau are collaborating on a \$1 million advertising campaign that touts



the city's bright skies in four markets with nonstop flights into Albuquerque: Seattle, Portland, Ore., Kansas City and Chicago. The six-month effort, dubbed "Fly to Sunshine," runs through mid-summer with ads predominantly running online and on billboards.

The campaign marks the first time the Sunport and ACVB have cooperated on an advertising campaign. They are splitting the costs evenly. A Sunport spokesman says the airport's \$500,000 share makes this the largest campaign in the facility's history.

"Fly to Sunshine" comes after several years of declining passenger traffic at the airport, though spokesman Dan Jiron said those losses weren't the only impetus. He said the Sunport and ACVB for years had discussed a joint campaign to better leverage their advertising dollars in markets they both want to reach.

"Our goal is one and the same: To get people into Albuquerque and into New Mexico," he said.

"A lot of those people are going to travel by air, so it really does make sense to collaborate on those things."

The Sunport hasn't traditionally advertised much, largely because of Federal Aviation Administration guidelines. Airports that receive any FAA funding can spend only on ads that somehow promote the facility but not the general destination, Jiron said. Since Albuquerque has just one airport, "we've never really had to" advertise the airport specifically, Jiron said. Most of the Sunport's marketing dollars instead go to promoting flights, like last year's new Jet Blue service between the Sunport and New York.

Jiron said Sunport attorneys examined the "Fly to Sunshine"

campaign to ensure it doesn't run afoul of FAA guidelines since partnering with a destination marketing group like ACVB is still somewhat uncommon.

"I'd say we are a little bit on the cutting edge of doing this," he said. "There have been others (airports) that have done it, but I think doing it to this degree with the ACVB, I think we're one of the front-runners."

Both local and state tourism organizations long focused their advertising efforts more regionally, targeting the so-called "drive markets." But the ACVB has extended its reach in the last decade, said Tania

Armenta, vice president of marketing, communications and tourism. The state has been looking a little farther too, launching a larger push into Chicago last year.

Armenta said research shows about 24 percent of Albuquerque's 6 million annual overnight visitors arrive by air.

"The fly market is critically important to build ... Albuquerque and New Mexico's tourism base," she said.

She said the ACVB and the Sunport concentrated "Fly to Sunshine" in areas they thought they could increase demand for existing flights to Albuquerque.

The "sunshine" creative focus — developed in

collaboration with the McKee Wallwork agency — was picked because weather is often a key motivator for travel to Albuquerque, especially for people who live in comparatively gloomier or cooler cities.

"That's something you're seeking — you're seeking sunshine and a different climate than what you're experiencing," she said.

There is also a side effort to include New York with a few email blasts, social media and public-relations activities.

The campaign, launched in late January, is already responsible for nearly 14 million impressions, Armenta said, and 37,000 website clicks.

See **SUN** on **PAGE B3**

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Heather Briganti

ACVB

222-4349

AMERICAN BUS ASSOCIATION NAMES TWO ALBUQUERQUE EVENTS AS NORTH AMERICA'S 100 BEST EVENTS FOR 2015

Events are a Ticket to Fun and to Critical Group Tourism Dollars

ALBUQUERQUE, N.M. – (September 18, 2014) - The American Bus Association (ABA) announced today that the Gathering of Nations Native American Powwow and the Albuquerque American Indian Art Festival have been designated as two of the Top 100 Events in North America for 2015 by an experienced expert tourism industry selection committee. Inclusion in the Top 100 list, published as a supplement to the September/October issue of Destinations magazine, indicates that the events offer excellent entertainment value to both tour groups and individual travelers from around the world, according to ABA.

With the release of the American Bus Association's 2015 Top 100 Events in North America, ABA celebrates 33 years of the program. What began as a way for motorcoach operators to incorporate new product into their itineraries has grown to one of the most sought-after lists by travel professionals, motorcoach operators and the general public.

"The attractiveness of Albuquerque's winning events as don't-miss entertainment values is only part of why their selection this year is such a distinction for Albuquerque," said Peter J. Pantuso, CTIS, ABA's president and CEO. "The real news here is that these events have been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Albuquerque an important boost in visibility among professional tour planners."

According to studies completed by researchers at Dunham and Associates, one overnight visit by a motorcoach group can leave up to \$25,000 in a local destination's economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes.

"Tour groups spend more and stay longer," Pantuso said. "That's why these events are truly a local economic asset. There is no better way to jump-start tourism than to attract motorcoach groups to great events and convince them to extend their stay."

ABA's 2015 Top 100 Events Selection Committee selected Albuquerque's winning events from hundreds of event nominations submitted by ABA members. Judges considered the events' broad appeal, accessibility to motorcoaches and skill at handling large groups, and a variety of other relevant criteria.

ABA also gives special recognition to annual events that have been consistently selected as part of the Top 100 Events list. The Albuquerque International Balloon Fiesta has once again been recognized for this list as it attracts continual group and motorcoach business and offers international appeal.

The Top 100 Events list is available online at www.buses.org/Top100.

The mission of the Albuquerque Convention and Visitors Bureau is to stimulate economic growth by marketing Albuquerque as a visitor and convention destination. For information visit www.visitalbuquerque.org, www.facebook.com/visitABQ or www.twitter.com/VisitABQ.

###



MEDIA ALERT

WHO: Albuquerque Convention & Visitors Bureau

WHAT: Annual Luncheon - Albuquerque's tourism industry professionals come together to celebrate accomplishments from the past year and look to build on the current momentum in the city. The event will feature an awards ceremony recognizing the 2015 Albuquerque Meeting Heroes, along with remarks and presentations from key community and industry leaders.

Approximately 325 attendees

WHEN: Tuesday, May 12, from 10:30 a.m. - 1:00 p.m.

Networking & Partner Benefits Showcase: 10:30 a.m. - 11:30 a.m.

Luncheon: 11:30 a.m. - 1:00 p.m.

**Interviews available at 10:30 a.m. and after 1:15 p.m.*

WHERE: Albuquerque Convention Center, Ballrooms A and B (west side)

PROGRAM

- Welcome:
Augusta Meyers, Master of Ceremonies
Laura Kesselman, ACVB Board Chair
- Remarks:
Rob Perry, Chief Administrative Officer of the City of Albuquerque
Rey Garduño, Albuquerque City Council President
- Recognitions: 2015 Albuquerque Meeting Heroes
- Year-in-Review Video
- Presentations:
"The more they know, the better we look" 2014 Traveler Perception Study -
McKee Wallwork + Co.
"Snapshot of National Industry Best Practices" - Bill Geist, President of
DMOproZ with introduction by Dale Lockett, ACVB President/CEO

Media Contact:

Brenna Moore

ACVB

Mobile: (505) 500-5689

MEDIA ALERT

WHO: Two Mile High LLC
WHAT: Sandia Crest House Grand Re-Opening
WHEN: Friday, Saturday and Sunday, June 12 - 14
WHERE: 701 Sandia Crest Road, Sandia Park, NM

ADDITIONAL INFORMATION:

Complete schedule of events:

<http://www.sandiacresthouse.com>

<http://www.visitalbuquerque.org/abq365/events/detail/Sandia-Crest-House-Grand-ReOpening/26285>

Friday, June 12

4:30 p.m. Ribbon Cutting with the Greater Albuquerque Chamber of Commerce
Free refreshments, including sliders, cake and punch

Friday, Saturday and Sunday, June 12 - 14

- Various activities for children, including face painting and magic by Tall Paul
- New Mexico artisans on site
- Free water bottles to the first 300 adults each day
- Chair massages available each day

Directions: From I-40, take NM 14 north for 6 miles to Highway 536, Sandia Crest National Scenic Byway. Follow 536 for 14 miles to the summit and Sandia Crest House.

Media Contact:

Mary Hope Buckler
Two Mile High LLC (Sandia Crest House)
(505) 250-1288

ACVB WEBSITE: MEDIA SECTION

DESCRIPTION

The media section of the website is specifically geared towards providing resources for writers seeking formation about Albuquerque. It includes a dynamic feed of Albuquerque news and press releases featuring information about the destination, ACVB partner offerings, convention and sports bookings, events, rankings and more. The media image library allows media contacts to browse and request downloads of ACVB photography right from the website in an automated system.

This section of the website also includes an extensive media kit, story ideas, information on media tours and site visits, Albuquerque news and rankings, and more.

WEB / MEDIA WHAT'S NEW

The screenshot shows the website's navigation bar with links for Visitors, Meetings, Travel Trade, Partners, Media, Blog, and ABO365 Locals. The main header features the Albuquerque Convention & Visitors Bureau logo and a 'FREE VISITORS GUIDE' download link. A search bar and a sign-up for discounts are also present. A red navigation bar contains categories like 'Authentic Albuquerque', 'Things to Do', 'Places to Stay', 'Events', 'Dining', 'Shopping', 'Specials & Coupons', and 'Travel Tools'. The 'Media' section is highlighted, with a sidebar menu listing options such as 'What's New', 'Media Kit', 'Latest News', 'Image Library', 'Video Library', 'Story Ideas', 'Media Tours & Site Visits', 'Top Albuquerque Rankings', 'ACVB Media Contact', 'Media Assistance Request Form', 'Albuquerque Film Office', and 'Media eNews Request'. The main content area features a 'What's New with Albuquerque, New Mexico Tourism' article with a cityscape image and a 'Recent Media Mentions' section listing articles from The Huffington Post, New York Times, and News Travel.

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ALBUQUERQUE
CONVENTION & VISITORS BUREAU

Visitors Meetings Travel Trade Partners Media Blog ABO365 Locals

FREE VISITORS GUIDE
CLICK HERE ▶

SEARCH

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL
click here for more ▶

AUTHENTIC ALBUQUERQUE THINGS TO DO PLACES TO STAY EVENTS DINING SHOPPING SPECIALS & COUPONS TRAVEL TOOLS

Media

MEDIA

What's New

Media Kit

Latest News

Image Library

Video Library

Story Ideas

Media Tours & Site Visits

Top Albuquerque Rankings

ACVB Media Contact

Media Assistance Request Form

Albuquerque Film Office

Media eNews Request

Trip Planner
You do not currently have anything in your Trip Planner.

Spotlight

World Balloon
Albuquerque's Original Balloon Ride

Historic Old Town
Restaurants - Hotels
Shopping - Museums -
B&B's - Tours & More

Classic Concerts
Soul®

Home / Media / What's New

WHAT'S NEW WITH ALBUQUERQUE, NEW MEXICO TOURISM

Each season, the Albuquerque Convention & Visitors Bureau updates our visitors and friends regarding new and exciting changes and additions to our many New Mexico **attractions**. We also provide our community with up-to-date information on Albuquerque **events**. For a glimpse of what's new in the city, please view the articles below, and check out recent Albuquerque **rankings** and **media coverage**. For daily updates, visit our **Latest News** page with media releases from around Albuquerque.

Recent Media Mentions:

- 5 American Cities You Should Visit In 2015**, The Huffington Post, February 2015
- 'Better Call Saul' Sparks Excitement in Albuquerque**, New York Times, February 2015
- Big Event Travel: 5 Reasons to Follow the Crowds**, U.S. News Travel, January 2015
- Off the Beaten Path: 6 Hidden Gems Along New Mexico's Turquoise Trail**, Yahoo! Travel, October 2014

Albuquerque Convention Center Completes \$23 Million Renovation

The **\$23 million renovation** of the Albuquerque Convention Center was completed in October as part of Mayor Richard Berry's overall plan to reinvest in the future of the city. Phase one of the renovations included a newly designed ballroom and kitchen, and a new service corridor. The second phase featured a new entrance to the West

WWW.VISITALBUQUERQUE.ORG/MEDIA/WHATS-NEW/

WEB / MEDIA KIT - NEW MEXICAN CUISINE

The screenshot shows the Albuquerque Convention & Visitors Bureau website. At the top, it says "IT'S A TRIP® ALBUQUERQUE CONVENTION & VISITORS BUREAU". Navigation links include "Visitors", "Meetings", "Travel Trade", "Partners", "Media", "Blog", and "ABQ365 Locals". A search bar and a "FREE VISITORS GUIDE" link are also present. A red navigation bar contains categories like "AUTHENTIC ALBUQUERQUE", "THINGS TO DO", "PLACES TO STAY", "EVENTS", "DINING", "SHOPPING", "SPECIALS & COUPONS", and "TRAVEL TOOLS". The "Media" section is active, showing a breadcrumb trail: "Home / Media / Media Kit / New Mexican Cuisine". The main content area is titled "CUISINE & WINE" and features a "Download PDF" link and a "New Mexican Cuisine" section. This section includes a paragraph about the cuisine, an image of a chef, and a "New Mexico Cuisine Quick Facts" list. A sidebar on the left lists various media resources. The URL "www.visitalbquerque.org/media/media-kit/cuisine/" is visible at the bottom left.

IT'S A TRIP®
ALBUQUERQUE
CONVENTION & VISITORS BUREAU

Visitors Meetings Travel Trade Partners Media Blog ABQ365 Locals

FREE VISITORS GUIDE
CLICK HERE

SEARCH

SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL
click here for more

AUTHENTIC ALBUQUERQUE THINGS TO DO PLACES TO STAY EVENTS DINING SHOPPING SPECIALS & COUPONS TRAVEL TOOLS

Media

MEDIA

What's New

Media Kit

Culture, Heritage and History
Native American Pueblos

New Mexican Cuisine

Arts
Museums
Hot Air Ballooning Capital of the World
Ballooning Fiesta
Ballooning Museum
Ballooning Culture & History
Golf
Outdoor Recreation
Family Fun
State & Facts

Latest News
Image Library
Video Library
Story Ideas
Media Tours & Site Visits
Top Albuquerque Rankings
ACVB Media Contact
Media Assistance Request Form
Albuquerque Film Office
Media eNews Request

Home / Media / Media Kit / New Mexican Cuisine

CUISINE & WINE

Download PDF

New Mexican Cuisine

New Mexican cuisine is a fusion of Spanish, Native American and Mexican ingredients and techniques. While familiar items like corn, beans and squash are often used; New Mexican cuisine has its own distinct preparation, ingredients and flavor. The defining ingredient is chile, a spicy chile pepper that is a staple in many New Mexican dishes. Chile comes in two varieties, red or green, depending on the stage of ripeness in which they were picked. Harvested in the late summer, the long, narrow peppers are served freshly roasted and peeled, or frozen for use throughout the year. Most commonly, green chile is made into a spicy sauce that's ladled over enchiladas, burritos and stuffed sopaipillas. Green chile is also found piled on top of cheeseburgers, stuffed into breakfast burritos, fried into rellenos (stuffed chiles) and made into a stew with chunks of potatoes and ground beef, but green chile is such a prominent part of the cuisine that it is also found in breads, on pizza, in pasta and much more. Red chiles, left on the plants to ripen to a deep garnet color, are strung into ristras to dry. These dried red chiles are rehydrated and pureed into a smooth sauce that adds spice to huevos rancheros, tamales, enchiladas and much more.



New Mexico Cuisine Quick Facts:

- New Mexico state fruit: Chile (red and green)
- New Mexico state question: "Red or Green?" This refers to the kind of chile you would like with your meal. To get both, simply answer "Christmas."
- New Mexico state cookie: Biscochito, a crispy butter cookie flavored with anise and cinnamon.
- New Mexico produces more than 66,000 tons of chile annually.

Wineries and Breweries

New Mexico is considered to be one of the oldest wine producing regions in the Americas. It is believed

www.visitalbquerque.org/media/media-kit/cuisine/

WWW.VISITALBUQUERQUE.ORG/MEDIA/MEDIA-KIT/CUISINE/

WEB / RECENT PRESS RELEASES

media kit

- Latest News
- Image Library
- Video Library
- Story Ideas
- Media Tours & Site Visits
- Top Albuquerque Rankings
- ACVB Media Contact
- Media Assistance Request Form
- Albuquerque Film Office
- Media eNews Request

Trip Planner
You do not currently have anything in your **Trip Planner**.

Spotlight

- Marriott**
Near Old Town and Balloon Fiesta Park
- Calibers**
Calibers Shooters Sports Centers - SHOP/LEARN/PLAY
- Hacienda del Rio**
Great Margaritas & "New Mexican" Food!

Highlights

Albuquerque Br

Film Tourism
Go On Location
See what's filmed here: **Breaking Bad, The Avengers, The Lone Ranger** and many more have filmed in Albuquerque.

www.visitalbuquerque.org/media/press-releases/

LATEST NEWS

Albuquerque Convention & Visitors Bureau News [View All](#)

- 2/17/2015 - Albuquerque Convention & Visitors Bureau Releases 2015 Visitors Guide...[more »](#)
- 1/28/2015 - Albuquerque Serves Up Romantic Ideas for Valentine's Day...[more »](#)
- 1/15/2015 - The Albuquerque Convention & Visitors Bureau Kicks Off The New Year With "Bucket List Escape" Sweeps...[more »](#)
- 10/3/2014 - Albuquerque Convention & Visitors Bureau Launches #PICTUREABQ Photo Contest to Celebrate the Beauty...[more »](#)
- 8/6/2014 - Cross It Off Your Bucket List: You Can Win a Trip To The Albuquerque International Balloon Fiesta® ...[more »](#)

Albuquerque News [View All](#)

- 6/3/2015 - Tenth Annual Gildan New Mexico Bowl to be Played Saturday, Dec. 19...[more »](#)
- 5/18/2015 - USA Roller Sports National Championships Return to Albuquerque, July 11-August 1, 2015...[more »](#)
- 4/20/2015 - New Grant Funding Supports Placemaking & Bike Share Initiatives on Downtown's Civic Plaza...[more »](#)
- 4/17/2015 - Nob Hill Beautified with New Mural & Gabion Walls...[more »](#)
- 4/17/2015 - Baby Hippo Born at ABQ BioPark ...[more »](#)

Conventions & Meetings [View All](#)

- 5/19/2015 - Albuquerque Convention and Visitors Bureau recognizes locals for "bringing meetings home"...[more »](#)
- 2/10/2015 - World's Leading Futurists Converge in Albuquerque 1st Ever Face the Future Conference May 4-6th...[more »](#)
- 1/26/2015 - Meet Ty Pennington at Sprayfoam Convention This Week...[more »](#)
- 1/15/2015 - Sprayfoam 2015 Announces Keynote Speaker Ty Pennington ...[more »](#)
- 9/15/2014 - First-Ever Face the Future Conference To Be Held In Albuquerque Next Year...[more »](#)

Events [View All](#)

- 4/8/2015 - Studio Sale in the Gallery + Contemporary Art Auction...[more »](#)
- 3/23/2015 - The Dinner Detective Murder Mystery Comedy Dinner Show is Coming to the Hotel Andaluz in Albuquerque...[more »](#)
- 3/2/2015 - Albuquerque Little Theatre presents the sidesplitting comedy NOISES OFF!...[more »](#)
- 2/27/2015 - Balloon Museum Hosts St. Paddy's Day Celebration...[more »](#)
- 2/2/2015 - Santa Ana Star Casino Hosts "Better Call Saul" Premiere Party...[more »](#)

Exhibit Openings [View All](#)

- 3/10/2015 - Bits & Pieces: A pop-up exhibit of collages about eclectic Albuquerque...[more »](#)
- 1/21/2015 - Our Penitente Land: The De Aragon/Callos Collection...[more »](#)
- 9/15/2014 - The Albuquerque Museum Welcomes the Gods and Heroes of the Past...[more »](#)
- 6/9/2014 - Aquarium Welcomes New Sharks...[more »](#)
- 5/20/2014 - Immersive Butterfly Exhibit Opens for Summer...[more »](#)

Rankings [View All](#)

- 12/3/2014 - Cliff's Amusement Park Transforms for the Holidays...[more »](#)
- 9/19/2014 - American Bus Association Names Two Albuquerque Events as North America's 100 Best Events for

WWW.VISITALBUQUERQUE.ORG/MEDIA/PRESS-RELEASES/

WEB / EXAMPLE PRESS RELEASE

The screenshot shows the website for the Albuquerque Convention & Visitors Bureau. At the top, there is a navigation bar with links for Visitors, Meetings, Travel Trade, Partners, Media, Blog, and ABQ365 Locals. The main header features the text "IT'S A TRIP®" and "ALBUQUERQUE CONVENTION & VISITORS BUREAU". A "FREE VISITORS GUIDE" is advertised with a "CLICK HERE" link. A search bar and a "SIGN UP FOR DISCOUNTS, NEWS AND EVENTS BY EMAIL" button are also present. A red navigation bar contains categories: AUTHENTIC ALBUQUERQUE, THINGS TO DO, PLACES TO STAY, EVENTS, DINING, SHOPPING, SPECIALS & COUPONS, and TRAVEL TOOLS. The main content area displays a "MEDIA RELEASE" published on 09/19/2014. The contact information is Heather Briganti ACVB at 505-222-4349. The headline of the article is "American Bus Association Names Two Albuquerque Events as North America's 100 Best Events for 2015". The sub-headline is "Events are a Ticket to Fun and to Critical Group Tourism Dollars". The article text describes how the Albuquerque American Indian Art Festival and the Gathering of Nations Native American Powwow were selected as two of the Top 100 Events in North America for 2015 by the American Bus Association (ABA). It highlights the economic impact of these events, noting that they attract motorcoach groups, which spend significantly on lodging, meals, and shopping. The article also mentions that the Albuquerque International Balloon Fiesta has been consistently selected as one of the Top 100 Events. The release concludes by stating that the Top 100 Events list is available online at www.buses.org/Top100. On the left side of the page, there are sections for "Sections" (listing various news categories and counts) and "Archives" (listing years from 2015 to 2001 with article counts). A "Search for Articles" section includes input fields for start and end dates and a keyword, with a "SEARCH" button.

WWW.VISITALBUQUERQUE.ORG/ARTICLES/VIEW/AMERICAN-BUS-ASSOCIATION-NAMES-TWO-ALBUQUERQUE-EVENTS-AS-NORTH-AMERICA-S-100-BEST-EVENTS-FOR-2015/5991/













WEB / IMAGE GALLERY WITH DOWNLOAD FUNCTION

INDUSTRY GALLERY

Browse another gallery:

Photos are available free of charge for editorial usage by media, meeting planners and travel trade professionals. However, all advertising and commercial use is prohibited. Photo credit is required to be placed adjacent to any use of our photography.

Please contact Natalie Kohl at 505 222 4351 or by email at photos@visitalbuquerque.org with any questions.

 <p>ACVB Logos</p> <p>6 photos</p>	 <p>American Indians</p> <p>21 photos</p>	 <p>Balloons</p> <p>37 photos</p>
 <p>Bio Park</p> <p>14 photos</p>	 <p>Convention Center</p> <p>14 photos</p>	 <p>Dining</p> <p>23 photos</p>
 <p>Downtown</p> <p>14 photos</p>	 <p>Golf</p> <p>11 photos</p>	 <p>Hotels</p> <p>4 photos</p>
		

WWW.VISITALBUQUERQUE.ORG/MEDIA-GALLERY/INDUSTRY/

EMAIL MARKETING: TRAVEL MEDIA

DESCRIPTION

A quarterly email is sent to the ACVB travel media contact list to promote exciting Albuquerque news and information in order to generate national and international coverage and interest.

EMAIL / QUARTERLY TRAVEL MEDIA E-NEWSLETTER

Albuquerque Media News: New Hotel Breaks Ground
Having trouble viewing this newsletter? View it online.

FORWARD TO A FRIEND

www.VISITABQ.ORG/MEDIA
ALBUQUERQUE
CONVENTION & VISITORS BUREAU

One of the Newest Convention Centers
IN ONE OF THE OLDEST CITIES



Albuquerque Convention Center renovation is complete!

The \$22 million renovation of the Albuquerque Convention Center is now complete. Phase one of the renovations included a newly designed ballroom and kitchen, and a new service corridor. The second phase featured a new entrance to the West Complex, a new entertainment deck off the ballroom, massive windows with panoramic views and a complete remodeling of the west building lower level atrium, including a warm and inviting gathering area with a fireplace. The project aims to attract more convention and group travel to Albuquerque.

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Heritage Hotels & Resorts breaks ground for Hotel Chaco

In December, ground was broken for Hotel Chaco, 118-room multi-million dollar hotel expected to be complete in spring 2016. The contemporary boutique hotel, which will be built adjacent to Hotel Albuquerque at Old Town, will juxtapose modern elements with ancient and Native American masonry techniques and building styles. Other



Nativo Lodge adds four artist rooms

Native American contemporary artists have transformed the guestrooms at the Nativo Lodge into incredible works of art. With its May 2014 debut, these large-scale installations give guests a unique opportunity to be surrounded by each artist's vision. In January, four more Artist Rooms were unveiled, adding more exciting options for

EMAIL / ANNUAL HOLIDAY EMAIL

2012 Holiday eNewsletter
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FORWARD TO A FRIEND
  

12

Reasons We Love the Holiday Season

ALBUQUERQUE
CONVENTION & VISITORS BUREAU

On 12.12.12, we are excited to share 12 reasons we love the holiday season in Albuquerque. We extend our very best wishes for a happy holiday season and thank you for contributing to our continued success.

To explore the 12 reasons, visit [our website](#).

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ALBUQUERQUE

Contact the Albuquerque Convention & Visitors Bureau:
800-733-9918 or 505-842-9918
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MEDIA KIT



WELCOME

Thank you for your interest in Albuquerque, a city with distinctive culture and heritage, unique attractions, stunning scenery and landscape, and unforgettable cuisine. The ACVB is here to help with all of your media inquiries. Our public relations team is available to assist members of the media with up-to-date information on every aspect of the city, and we can help you illustrate your story with images from our extensive photo library. We are also glad to help with story ideas, local contacts and the logistics of your visit.

This media kit will provide an overview of Albuquerque facts, but you are encouraged to check the website, www.VisitAlbuquerque.org, for the most up-to-date information on the city.

We are honored to have received such great media coverage in the past and look forward to helping you find the perfect angle for the next great Albuquerque story. You can always reach us at media@VisitABQ.org.

Sincerely,
ACVB Public Relations Team

CONTACT THE ALBUQUERQUE CONVENTION & VISITORS BUREAU

Albuquerque Visitor Information (to publish):

800-284-2282, e-mail info@VisitABQ.org, web www.VisitAlbuquerque.org

ACVB Media Contacts:

505-842-9918 or 800-733-9918 ext. 3349, fax 505-247-9101, e-mail media@VisitABQ.org
Visit our online media center at www.VisitAlbuquerque.org/media

Planning a visit to Albuquerque? Need additional story ideas?

Complete our media assistance request form at www.VisitAlbuquerque.org/media/assistance-request

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ALBUQUERQUE PHOTOS & B-ROLL

For images of Albuquerque, please visit our website, www.VisitAlbuquerque.org/media/image-library, to request a password for access to an image library of more than 100 photos of Albuquerque.

DVDs and raw b-roll footage are also available upon request through the form at www.VisitAlbuquerque.org/media/videolibrary.aspx.

If you have questions or need photos or footage you do not see online, contact us at photos@VisitABQ.org.

HISTORY, CULTURE & HERITAGE

Recognized as one of the most culturally diverse cities in the country, Albuquerque's ethnic tapestry is reflected in its architecture, artwork, cultural centers and cuisine. Countless customs and traditions passed down over generations are a vibrant part of daily life in the city, and make Albuquerque a center of authentic Southwestern culture.

Discover the rich art and culture, rooted in centuries of history, expressed through Native American pottery and jewelry, and Southwestern paintings. The influence of Native American, Spanish and Western heritage is clear. It's in the Pueblo and Spanish-inspired architecture. It's in the world famous cuisine, the music and the art. But most of all, it's in the people – evident in the tremendous Southwestern hospitality.



ALBUQUERQUE HISTORY

Albuquerque, New Mexico's largest city, was named to honor a Spanish Duke, the 10th Duke of Alburquerque, Spain. Colonial Governor Don Francisco Cuervo y Valdez selected the name, but over the centuries, the first "r" has been dropped. In 1706, Albuquerque was founded by a group of colonists who had been granted permission by King Philip of Spain to establish a new villa (city) on the banks of the Rio Grande (which means big or great river). The colonists chose a place along the river where it made a wide curve providing good irrigation for crops and a source of wood from the bosque (cottonwoods, willows and olive trees) and nearby mountains. The site also provided protection and trade with the Indians from the pueblos in the area.

The early Spanish settlers were religious people, and the first building erected was a small adobe chapel, San Felipe de Neri. Its plaza was surrounded by small adobe homes clustered close together for mutual protection against any threats posed by hostile forces in this vast and dangerous country. In 1792, the church collapsed under heavy rains and was rebuilt the following year. Since then, the building has undergone additional renovations. It has been enlarged several times and remodeled, but its original thick adobe walls are still intact. The church is the hub of historic Old Town, the sentimental heart of Albuquerque, with activity revolving around shopping and dining. To this day, special holidays and feast days are still commemorated as part of the year-round attractions of this "original" Albuquerque.

The growth of Albuquerque can be traced to two changes in the early development of the area. First, the Rio Grande changed course moving a little farther to the west, causing a slight shift in the population. Second, the railroad came to Albuquerque in 1880, and a "New Town" grew along the tracks two miles east of Old Town. Population increases can also be attributed to Albuquerque becoming an important stop on the Camino Real - the trail from Chihuahua to Santa Fe - and the city's proximity to the Santa Fe Trail, the Southwest's first "superhighway" during the westward expansion.

Between 1850 and 1875, many forts were established in the Southwest to protect the westward migration. Albuquerque was a major supply center to these forts. During this same period, merchandising companies that had first shipped goods by covered wagon, and then by rail, established warehouses and stores in Albuquerque. Manufactured goods from the east were brought in and hides, pelts, livestock, lumber and minerals were shipped out. Albuquerque never went through the lawless days of the frontier like other western towns. When those times came

(the last quarter of the 19th century), Albuquerque already had an established culture of a century-and-a-half old. Much of Albuquerque’s appeal today can be attributed to the subtle blending of the many cultures that comprise its fabric: American Indian, Spanish, Anglo, African and Asian. Each has left its mark in food, music, religion, art, customs, architecture and traditions.

Historic Route 66 weaves through Albuquerque connecting our past, present and future.

Albuquerque grew up along Route 66, and it continues to measure the pulse of the city, connecting popular attractions on what is now Central Avenue. Beginning with Petroglyph National Monument on the city’s far west side, modern day adventurers will pass through the Rio Grande Botanic Garden and the Albuquerque Aquarium, historic Old Town, the Albuquerque Museum and the New Mexico Museum of Natural History & Science. Walking or driving through the downtown area, visitors enjoy the majesty of the KiMo Theatre and the ambiance of diners and restaurants along a revitalized Route 66. Route 66 passes by the University of New Mexico, farther east, and the trendy Nob Hill area which is home to many of the city’s best restaurants and many eclectic shops and boutiques.



Albuquerque stands with one foot in the past, one foot in the present and both eyes on the future. Home to some of the nation’s finest high-tech research facilities including Sandia National Laboratory, Phillips Laboratory and the University of New Mexico, Albuquerque is leading the way in technology transfer. Companies including Intel, Eclipse Aviation, and Advent Solar call Albuquerque home. Civilian application of military technology has provided the spark for many an entrepreneur and led to a technological boom. Albuquerque continues to set the pace for success throughout the Southwest as both a visitor destination and a great place to live.



CULTURAL CENTERS

National Hispanic Cultural Center

The National Hispanic Cultural Center (NHCC) is the only national cultural institution dedicated to the study, advancement and presentation of Hispanic culture, arts and humanities. NHCC offers both permanent and traveling exhibits that showcase visual arts, performing arts, history and literary arts, media arts and education. The center is also home to a restaurant as well as indoor and outdoor performing arts spaces. At the entrance to the NHCC is the Torreón Fresco, a massive fresco depicting the cultural development of Hispanic heritage from prehistory to present day. Internationally renowned artist and New Mexico native Frederico Vigil created the painting in 2010 in the ancient “fresco” technique. It is open to the public on Sundays from 12-4pm or by special request. (505) 246-2261 www.nhccnm.org

Indian Pueblo Cultural Center

Located minutes away from historic Old Town, the Indian Pueblo Cultural Center is dedicated to the preservation and perpetuation of Pueblo Indian culture, history and art. The museum displays feature the Pueblo Indian cultures from prehistoric to modern times through a variety of fascinating exhibits and artifacts and represents all 19 pueblos found in New Mexico. The center also features the only Native American-owned restaurant in Albuquerque, which serves meals throughout the day and special weekend brunches accompanied by performances.

(866) 855-7902, (505) 843-7270 www.indianpueblo.org

Sky City Cultural Center

The Sky City Cultural Center and Haak’u Museum strive to preserve Native American traditions while providing insight into the unique history of the Acoma Pueblo Indians. The cultural center offers guided tours, Acoma pottery and Native American crafts for sale by local artisans, cultural exhibits, and a host of performances and events. (800) 747-0181 www.acomaskycity.org

South Broadway Cultural Center

South Broadway Cultural Center is a multi-cultural, visual, performing and literary art center that promotes, preserves and educates the community about the cultures and ethnicities that define Albuquerque. (505) 848-1320 www.cabq.gov/sbcc

African American Performing Arts Center

Located at Expo New Mexico, the center is used for music, theatre, special presentations and dance performances. The exhibit hall houses permanent and traveling art exhibits. The center provides public education programs on the history, culture and arts of people of African descent. (505) 222-0777, www.aapacnm.org

Albuquerque Museum of Art & History

The Albuquerque Museum of Art & History, located in the heart of historic Old Town, features art of the Southwest as well as 400 years of Albuquerque history and the Rio Grande Valley through permanent displays and traveling exhibitions. (505) 243-7255 www.cabq.gov/museum

For additional information about our unique culture, visit www.VisitAlbuquerque.org/culture.

HISTORIC ATTRACTIONS

Historic Old Town

There is a treasure trove of history hidden near the center of modern Albuquerque. This “Original Albuquerque” began 70 years before the American Revolution (1706) when King Philip of Spain gave colonists permission to settle an area of the Rio Grande Valley known today as Old Town. This area, now a historic zone, looks much like it did centuries ago. The picturesque plaza serves as the epicenter for activities and events. San Felipe de Neri, the historic church in Old Town, known as the “Corazon de Albuquerque” (heart of Albuquerque), was the first building constructed in the square. Settlers built their homes, shops and government offices around the plaza. The Pueblo-Spanish style architecture, characterized by the use of adobe, makes Old Town a beautiful place to visit. The flat-roofed buildings and their soft contours mirror the Southwestern landscape. Long portals (porches) line the fronts of most buildings while bancos (benches) are often found built into the back walls of portals so that weary bones can be soothed by the sight of a Southwestern sunset. A wide variety of Southwestern artwork is available in the area including jewelry, sculptures, paintings, weavings and handcrafted work. Old Town is home to more than 150 stores, 35 galleries, five museums and of course, delicious New Mexican-style dining. www.albuquerqueoldtown.com

Petroglyph National Monument

On Albuquerque’s west side, you will find the Petroglyph National Monument. More than 20,000 ancient Indian petroglyphs are carved into the black rock remnants of five extinct volcanoes. This monument is home to the world’s largest accessible collection of petroglyphs. These petroglyphs were carved by the ancestors of today’s Pueblo people, other Native American groups and Spanish settlers; from 1300 to 1650. Dancers, shamans, mythic creatures, clan symbols and a variety of animals all portray a way of life richly steeped in religion and ceremony. A variety of trails accommodate a range of visitors. (505) 897-8814 www.nps.gov/petr



NATIVE AMERICAN PUEBLOS

Albuquerque is the gateway to Native American culture in New Mexico. Discover ancient cliff dwellings and petroglyphs that serve as a glimpse into the lifestyles and beliefs of the area's earliest civilizations. The city is home to the Indian Pueblo Cultural Center, which provides an overview of pueblo life and the differentiating characteristics of each pueblo in New Mexico. The state is home to 22 Indian tribes, comprised of 19 pueblos, two Apache tribes (the Jicarilla Apache and the Mescalero Apache) and part of the Navajo Nation, which spreads through New Mexico, Arizona and Utah. The pueblos are Acoma, Cochiti, Isleta, Jémez, Laguna, Nambé, Okhay Owingea, Picurís, Pojoaque, Sandia, San Felipe, San Ildefonso, Santa Ana, Santa Clara, Santo Domingo, Taos, Tesuque, Zia and Zuni. Most are within an hour's drive of Albuquerque.



©Lynn Baker

Fall signals the celebration of the harvest season with special ceremonies, dancers in authentic dress and sacred rituals. Drums beat with an insistent cadence. Each dance tells a different story and serves a distinct purpose. The natives converse in tongues both unique and fascinating to the outsider. The air is filled with the fragrance of piñon smoke. Red chile ristras (strings) decorate many homes, with the chiles destined to add their distinct flavor to stews and sauces throughout the winter. The sights, sounds and smells are a feast for the senses. The works of talented Pueblo Indian artists and craftsmen are on display and available for purchase including hand-made jewelry, pottery, distinctive crafts and even traditional Indian food, like hot oven bread.

Pueblo life is a window to another world and time. Not relegated to history books or museums, this is a living culture carrying on the centuries-old traditions of their ancestors. Visitors admitted into pueblos to view the dances are expected to respect the customs and traditions. Some pueblos have strict rules governing photography, sketching and tape recording. Visitors must abide by the laws and rules of the pueblo they visit. Most pueblos have a tribal office that can answer any questions.

Indian Pueblo Cultural Center

The Indian Pueblo Cultural Center is located in Albuquerque and contains exhibits that represent all 19 pueblos in the state. The center is home to an extensive art gallery and shopping: Native American pottery, jewelry, music, paintings and sculpture are available for enjoyment and purchase. The Pueblo Harvest Café provides a taste of local cuisine infused with flavors common to Native American pueblos throughout New Mexico.

(505) 843-7270 www.indianpueblo.org

PUEBLO TOURS AND DAY TRIPS

Puye Cliffs: Located approximately 100 miles north of Albuquerque near Española, the Puye Cliff Dwellings showcases cliff and cave dwellings, early Pueblo architecture, an original Harvey House, and extraordinary panorama views.

www.puyeciffs.com

Kasha-Katuwe Tent Rocks National Monument: Just 45 minutes north of Albuquerque at Cochiti Pueblo, you will feel transported to another place and time during a hike through tent rocks, known as “hoodoos,” and slot canyons.

www.blm.gov/nm/st/en/prog/recreation/rio_puerco/kasha_katuwe_tent_rocks.html

Jemez Pueblo: Driving about 50 miles northwest of Albuquerque, you will encounter the Jemez Pueblo along a scenic byway trail. Red rocks frame the village landscape with fry bread and pottery stands below. The visitor center provides a nice overview of the history of the pueblo and the area.

CUISINE & WINE

NEW MEXICAN CUISINE

New Mexican cuisine is a fusion of Spanish, Native American and Mexican ingredients and techniques. While familiar items like corn, beans and squash are often used; New Mexican cuisine has its own distinct preparation, ingredients and flavor. The defining ingredient is chile, a spicy chile pepper that is a staple in many New Mexican dishes. Chile comes in two varieties, red or green, depending on the stage of ripeness in which they were picked. Harvested in the late summer, the long, narrow peppers are served freshly roasted and peeled, or frozen for use throughout the year. Most commonly, green chile is made into a spicy sauce that's ladled over enchiladas, burritos and stuffed sopaipillas. Green chile is also found piled on top of cheeseburgers, stuffed into breakfast burritos, fried into rellenos (stuffed chiles) and made into a stew with chunks of potatoes and ground beef, but green chile is such a prominent part of the cuisine that it is also found in breads, on pizza, in pasta and much more. Red chiles, left on the plants to ripen to a deep garnet color, are strung into ristras to dry. These dried red chiles are rehydrated and pureed into a smooth sauce that adds spice to huevos rancheros, tamales, enchiladas and much more.



©Jeff Greenberg

New Mexico Cuisine Facts

- New Mexico state fruit: Chile (red and green)
- New Mexico state question: "Red or Green?" This refers to the kind of chile you would like with your meal. To get both, simply answer "Christmas."
- New Mexico state cookie: Biscochito, a crispy butter cookie flavored with anise and cinnamon.
- New Mexico produces more than 66,000 tons of chile annually.

WINERIES & BREWERIES

New Mexico is considered to be one of the oldest wine producing regions in the Americas. It is believed that the first grapevines planted in New Mexico were brought in 1629 to Senecu, a Piro Indian pueblo south of Albuquerque, by Fray Gracia de Zuniga, a Franciscan, and Antonio de Arteaga, a Capuchin monk, to prepare wine for communion. Today, grape growers continue to take advantage of the high desert's warm, sunny days and cool, crisp nights, producing award-winning wines that you'll find offered on wine lists all over town. The high desert climate and soil are ideal conditions for New Mexico's award-winning favorites including sparkling wine, Cabernet Sauvignon, Chardonnay, Johannisburg Riesling, Merlot, Pinot Noir, Sauvignon Blanc and Zinfandel. Local winery, Gruet Winery, features award-winning sparkling wines, Chardonnays and Pinot Noirs that are widely distributed throughout the country. Albuquerque hosts the Albuquerque Wine Festival during Memorial Day weekend. The festival features delicious wines from over 20 local wineries in the state, arts & crafts and live music. www.nmwine.com

Breweries

Ranked #1 for Livability.com's "Top 10 Beer Cities" in 2011, Albuquerque is also home to an active and growing brewing community. Microbreweries are popping up around the city plus local brews are served all over town at restaurants, bars and brewpubs where you can eat while you watch the brew masters at work. Some breweries offer tasting rooms where you can drink in the difference between ales, lagers, bocks and porters.

Additional details on wine and cuisine can be found at www.VisitAlbuquerque.org/activities/wine-culinary

ARTS

Ranked top 10 in “Top 25 Big Cities for Art” by AmericanStyle magazine, Albuquerque has an abundance of art and culture to offer anyone seeking traditional or contemporary art. The arts in Albuquerque are locally supported and world-renowned. With top-rated arts markets Santa Fe and Taos nearby, Albuquerque is part of a dynamic blend of art and culture. In addition to silver and turquoise jewelry, traditional pottery, Spanish colonial embroidery, tinwork and other unique works, you’ll find exciting, provocative, contemporary works in a variety of art styles and expressions. Albuquerque is home to more than 100 galleries and studios offering a variety of art styles and expressions from traditional Southwestern and Native American to contemporary. Local galleries host a monthly gallery tour called ArtsCrawl, a community event for novices and seasoned collectors as well as a wide variety of other art events. Galleries are scattered throughout the city with concentrated arts areas in Old Town, Nob Hill and Downtown.



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Public Art Program

Also known as “1% for the Arts,” this program is responsible for the creation and establishment of more than 750 pieces of art celebrating Albuquerque’s cultural and artistic roots. Known for being of the country’s oldest, Albuquerque’s Public Art Program has created murals, statues, paintings and even decorative bus stops all over town, at the airport, Old Town, the University, and along Route 66. One percent of the general obligation bonds issued, state grants and private donations help fund the program. (505) 768-3833 www.cabq.gov/publicart

Performing Arts

Albuquerque’s thriving performing arts community features the National Institute of Flamenco, the Albuquerque Little Theatre, Musical Theatre Southwest, Keshet Dance Company and Tricklock Performance Company as well as numerous other independent theatre companies. Performances are regularly scheduled in the University of New Mexico’s Popejoy Hall, the historic KiMo Theatre in downtown Albuquerque, Albuquerque Little Theater, and a variety of smaller theater spaces. The Isleta Amphitheater, an outdoor arena accommodating 12,000, regularly hosts popular performing artists from around the world. The Roy E. Disney Center for Performing Arts at the national Hispanic Cultural Center is Albuquerque’s newest theater, with a world-class stage for theatre, music, dance, media arts and education. Many casinos surrounding Albuquerque also boast large performance spaces and regular shows by touring artists.

KiMo Theatre

The KiMo Theatre reopened to the public in September 2000 after undergoing a renovation to restore its original splendor that once earned it the title of “America’s foremost Indian Theater.” Built in 1927 in Pueblo Deco, a short-lived architectural style that fused the spirit of the Indian cultures of the Southwest with the exuberance of America during the roaring 20s, the KiMo Theatre offers a remarkable setting for performances and film showings.

Business office (505) 768-3522, Ticket office (505) 768-3544 www.cabq.gov/kimo



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Albuquerque Museum of Art & History

The Albuquerque Museum of Art & History is located in the heart of historic Old Town. This ever-transforming gallery highlights art of the Southwest together with 400 years of history of Albuquerque and the Rio Grande Valley through permanent displays and traveling exhibitions. The museum has had exhibits ranging from exploring Tiffany lamps to etchings by Spanish artists. (505) 243-7255 www.cabq.gov/museum

516 Arts

516 ARTS is an independent, non-profit arts venue located downtown. The two-story gallery is a unique, hybrid artspace positioned somewhere between a gallery and museum. Exhibitions feature high caliber, content-driven work through a series of collaborations by local, national and international artists working in all media including film. (505) 242-1445 www.516arts.org

University Art Museum

Home to New Mexico’s largest collection of fine art objects (approximately 30,000 works), this facility oversees four galleries on the University of New Mexico campus. About 10,000 photographs from 1840 to the present; 14,000 prints, including the Tamarind Lithography Archive; Spanish Colonial and Hispanic art from Europe and the Americas; American 19th and 20th century modernism; the Raymond Jonson Collection, key works from the Transcendental Painting Group and 16th-19th century European painting comprise the permanent collection. Its changing roster of exhibitions and robust offering of public programs are FREE and open to the public. (505) 277-4001 www.unmartmuseum.org

Annual Arts Events

(This is only a sampling of art-related annual events; please visit www.itsatrip.org/events for a complete calendar)

- Revolutions international Theatre Festival, January
- Women & Creativity Celebration, March
- American Indian Week “Pueblo Days” & Spring Indian Art Market, April
- Festival Flamenco Internacional de Albuquerque, June
- Albuquerque Folk Festival, June
- New Mexico Arts & Crafts Fair, June
- Albuquerque Film & Media Experience, June
- Mariachi Spectacular, July
- New Mexico State Fair, September
- ¡Globalquerque!, September
- Rio Grande Arts & Crafts Festival, October
- Fall Indian Art Market, October
- Weems international Artfest, November
- Rio Grande Arts & Crafts Festival Holiday Show, November



For additional information about discovering the art of Albuquerque, please visit www.VisitAlbuquerque.org/albuquerque/arts.

MUSEUMS

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Anderson-Abruzzo Albuquerque International Balloon Museum

The “Hot Air Ballooning Capital of the World” is home to the Anderson-Abruzzo Albuquerque international Balloon Museum. The museum, located at Balloon Fiesta Park, houses engaging exhibitions and informative programs on the history, science and art of ballooning worldwide. (505) 768-6020 www.balloonmuseum.com



New Mexico Museum of Natural History & Science

Located within walking distance of Old Town, the New Mexico Museum of Natural History & Science features a Journey Through Time, eight permanent exhibit halls that take guests through the formation of the universe, the age of the dinosaurs, and geologic changes including volcanoes and ice ages. The extreme Screen DynaTheater is the largest movie screen in New Mexico and an ‘out of this world’ planetarium. The museum also features a comprehensive exhibit about the evolution of the personal computer called “Startup: Albuquerque and the Personal Computer Revolution,” which overviews Albuquerque’s role in the beginning of the personal computing era. (505) 841-2800 www.nmnaturalhistory.org

National Museum of Nuclear Science & History

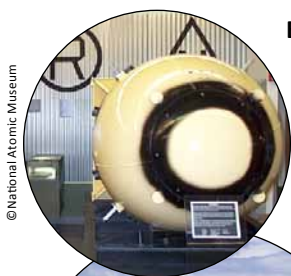
Visitors can explore the development of the Atomic Age through The Manhattan Project and the Cold War. Learn about the contributions of nuclear medicine, and examine the pros and cons of nuclear energy. The museum also includes Heritage Park, a nine-acre outdoor exhibition area for aircraft, missiles and nuclear submarines. (505) 245-2137 www.nuclearmuseum.org

Explora

Explora is New Mexico’s premier hands-on learning center with more than 250 interactive exhibits, educational programs and activities encouraging creativity, imagination, inspiration and inquiry into science, technology and art. (505) 224-8300 www.explora.us

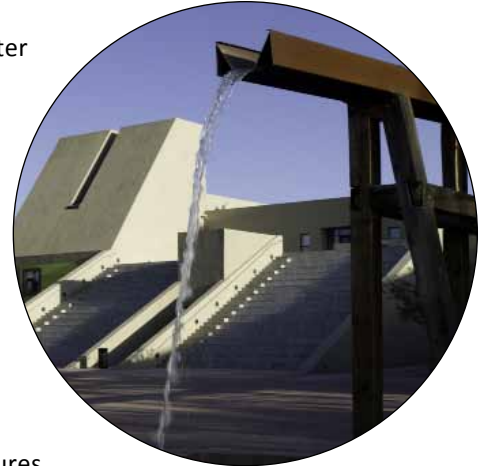
National Hispanic Cultural Center

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Indian Pueblo Cultural Center

Located minutes away from historic Old Town, the Indian Pueblo Cultural Center is dedicated to the preservation and perpetuation of Pueblo Indian culture, history and art. The museum displays feature the Pueblo Indian cultures from prehistoric times to the present through a variety of fascinating exhibits and artifacts which represent all 19 pueblos found in New Mexico. The center also features a restaurant, which serves authentic cuisine throughout the day and special weekend brunches accompanied by Native American music. (866) 855-7902, 505-843-7270 www.indianpueblo.org



©Kip Malone

Maxwell Museum of Anthropology

Specializing in the cultural heritage of the Southwest, this museum on the University of New Mexico campus has four exhibit areas and also features a reconstructed cave setting complete with replica Ice Age drawings and sculptures, and a spectacular collection of prehistoric pottery. The museum is world renowned for its holdings of art and artifacts from this region. (505) 277-4405 www.unm.edu/~maxwell

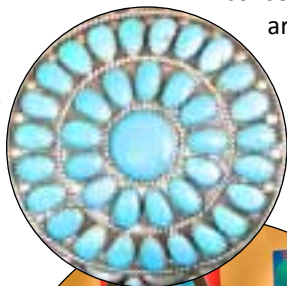
American International Rattlesnake Museum

Learn about snakebites, venom and fangs at the world’s largest collection of live rattlesnakes. Dedicated to animal conservation and preservation through education, the museum offers a large array of snake-related artwork, artifacts and memorabilia. (505) 242-6569 www.rattlesnakes.com

Turquoise Museum

Journey through a mine tunnel replica and see rare and spectacular turquoise specimens from around the world. Discover interesting facts about turquoise and its presence in New Mexico and view turquoise samples from over one hundred mines, educations and histories. Beautiful turquoise jewelry is available for purchase at the museum as well. (505) 247-8650 or (800) 821-7443 www.turquoisemuseum.com

©Jeff Greenberg



The Institute of Meteoritics (IOM) - Meteorites Museum

The Institute of Meteoritics (IOM) is a premier research institution for the study of early solar system and planetary evolution. IOM research focuses on a wide variety of extraterrestrial materials and the IOM meteorite collection now totals more than 600 different meteorites, including one of the largest meteorites in the world. Located on the University of New Mexico campus, visitors can also take a virtual tour online. (505) 277-1644 www.epswww.unm.edu/meteoritemuseum/index.htm

New Mexico Holocaust & Intolerance Museum and Study Center

Learn about the Holocaust, genocides and other forms of bullying that have affected people around the world. Exhibits include the Holocaust, Native American cultural genocide, the Armenian and Greek genocides, Slavery in America, and an educational mini-theater. Content is not limited to one religion, culture, geographic area, or time. The museum, a beneficiary agency of the Jewish Federation of New Mexico, is located downtown at 616 Central Avenue SW near the historic El Rey Theater. (505) 247-0606 www.nmholocaustmuseum.org



© Elaine Warner

Museum of Archaeology & Biblical History

Examine 3,000 years of evidence for the historical authenticity of the Biblical text displayed through ancient artifacts.

(505) 217-1330 www.mabh.org

Archeology & Material Culture Museum

Discover archaeology excavation through analysis. Follow America's first inhabitants through a 12,000-year timeline, ending in 1890 at Wounded Knee. Enjoy a computer enhanced exhibit held at the museum, which explores science conducted at Sandia Cave and turquoise mining in the local area. The museum is located in Cedar Crest along the Turquoise Trail National Scenic Byway.

(505) 281-2005 www.byways.org/explore/byways/2094/places/3069



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Tinkertown Museum

Ross Ward spent more than 40 years of his life carving, collecting and constructing what is now Tinkertown Museum. During the 1960s and 1970s, his miniature wood-carved figures traveled to fairs and carnivals around the country. This collection includes over 50,000 glass bottles, wagon wheels, old-fashioned store fronts and a 35' antique wooden sailboat that had been on a 10 year voyage around the world. Tinkertown is located in Sandia Park on Sandia Crest Road. (505) 281-5233 www.tinkertown.com

Unser Racing Museum

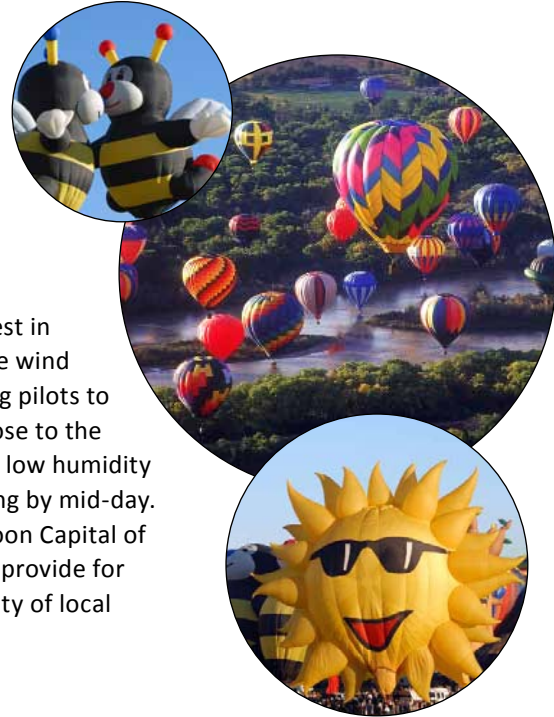
One of Albuquerque's most well known families, the Unsers, are prominent in the world of car racing. The museum lays out the history of the Unser racing legacy from the early days at Pikes Peak to the dynasty they have carried on at the Indy 500. Changing and permanent exhibits provide a look at the technology and design of racecars. (505) 341-1776 www.unserracingmuseum.com

BALLOONING

“Hot Air Ballooning Capital of the World”

Clear blue skies, calm winds and mild temperatures are the norm in Albuquerque, encouraging year-round hot air ballooning for more than 300 resident balloonists, more than any other state in the U.S.

Why Albuquerque? The weather here is widely considered to be the best in the world for ballooning. In the famous “Albuquerque Box” pattern, the wind blows predictably north at one elevation and south at another, allowing pilots to launch, fly a great distance, change altitude and backtrack to return close to the launch site. This unique pattern, created by the interplay of clear skies, low humidity and elevation, is common on early October mornings, usually dissipating by mid-day. Albuquerque’s ideal conditions have earned it the title of “Hot Air Balloon Capital of the World”. The outstanding weather and large ballooning community provide for ballooning year round. Visitors can fly throughout the year with a variety of local commercial ballooning companies.



©Ron Behrmann

Bees and Sun ©Raymond Weir

ALBUQUERQUE INTERNATIONAL BALLOON FIESTA®

Each fall, pilots, crews and spectators from all over the world come to the Albuquerque International Balloon Fiesta®, the world’s largest hot air ballooning event. For nine days during the first full week of October, hundreds of colorful balloons float above the city each morning as dawn breaks over the Sandia Mountains. This magical hot air balloon festival is considered to be one of the most photographed events in the world, and draws a huge international crowd of professional balloonists and spectators alike.

Mass ascensions, when more than 500 balloons lift off, are held on all four weekend mornings and one day mid-week. Mass ascensions begin after the “dawn patrol” carefully examines the morning’s weather conditions. When the dawn patrol gives the green light, balloons from all over the world rise together in a harmonious lift-off. The sight of 500+ balloons in the sky is as breathtaking for first-time visitors as it continues to be for veteran Balloon Fiesta attendees.

The Balloon Glow® and other balloon illumination events are held in the evenings, filling the launch field with tethered balloons of every color, shape and size. As the propane burners inflate the balloons against a dark sky, they seem to flicker like giant psychedelic light bulbs. Special shapes balloons come alive during magical evening Balloon “Glowdeos”™. Dinosaurs, bumble bees, flowers, Mother Hubbard’s shoe, a space shuttle, a cow jumping over the moon, and many more can all be seen up close during a glowdeo, and they all launch together during their own mass ascensions called “special shape rodeos.”

Balloon pilots particularly enjoy the competition of the Balloon Fiesta’s precision flying events. Every weekday morning pilots participate in competitions. For example, in the key grab event, pilots must launch at least one mile away from the field, then fly back, avoiding collisions with hundreds of other balloons, and navigate to the precise location of an envelope attached to a tall pole. The envelope holds prizes, possibly including the keys to a new car, and the first one to grab it wins.

Gas ballooning is the ultimate challenge for balloonists: they fly higher and farther than hot air balloons, often exposing pilots to violent weather conditions. Each year, the Balloon Fiesta hosts the America’s Challenge Gas Balloon Race, which began in 1995. This competition, based entirely on the distance traveled by a balloon, is the premier gas ballooning event in the United States. Over the years, Albuquerque has also hosted two gas balloon World Championships and four editions of the Coupe Aéronautique Gordon Bennett, the world’s oldest and most prestigious gas balloon competition.

The most unusual and exciting feature of the Balloon Fiesta is that spectators are allowed to walk amongst the balloons as they inflate on the launch field each morning. Visitors are welcome to ask questions and meet the pilots--they may even be asked to help out a crewmember with the inflation process! When it is time for a balloon to launch, “zebras” (the traffic directors dressed in black and white referee outfits) will clear a path in the crowd for each balloon to take off. www.balloonfiesta.com

Anderson-Abruzzo Albuquerque International Balloon Museum

The Anderson-Abruzzo Albuquerque International Balloon Museum is the world’s premier facility dedicated to the art, culture, science, history, sport and spectacle of ballooning. The museum, which opened in 2005, features one of the world’s finest collections of ballooning equipment and memorabilia. Set on the southern edge of Balloon Fiesta Park, the museum is a focal point in the Albuquerque International Balloon Fiesta.

Through innovative exhibits, the museum showcases the adventurous spirit, endeavors and achievements of individual balloonists, including several Albuquerque residents who continue to break records in the ballooning world. The museum is named after two Albuquerque pilots who were pioneers in long-distance helium balloon flight, Ben Abruzzo and Maxie Anderson, both part of the crews who first successfully crossed the Atlantic Ocean in a balloon in 1978 and the Pacific Ocean in 1981.

While the Anderson-Abruzzo Albuquerque International Balloon Museum celebrates the accomplishments of several New Mexico balloonists, its scope is international, with a reach that encompasses noteworthy adventures and achievements spanning the history of ballooning. Since the first balloon flight in 1783, hot air and gas balloons have been used for adventure, scientific experiments, the arts, warfare, espionage and space exploration. This story is told throughout the museum in interactive exhibits, historic facts, multi-media presentations and changing exhibits. (505) 768-6020 www.balloonmuseum.com



© Anderson-Abruzzo Albuquerque International Balloon Museum

BALLOONING HISTORY

More than a century ago in Albuquerque, “Professor” P.A. Van Tassell, a local bartender, piloted a “gas bag” from the center of town up to nearly 14,000 feet and landed, intact, a few miles away at the west end of the city. Still, ballooning remained an obscure sport for many years. It wasn’t until 1972 that 13 hot air balloons participated in the very first Balloon Fiesta. From that humble ascension, Albuquerque has become the prime destination for balloonists worldwide.

Citizens of Albuquerque have been behind many of the sport’s greatest achievements, including:

- The first successful crossing of the Atlantic by balloon was done by three Albuquerqueans: Ben Abruzzo, Maxie Anderson and Larry Newman who made history in the Double Eagle II helium balloon in August 1978.
- Abruzzo and Anderson, with another Albuquerquean, Ron Clark, along with Rocky Aoki of Tokyo were first to cross the Pacific by helium balloon. The Double Eagle V flight set the record for the longest distance ever flown in a balloon: 5,768 miles, from Nagashima, Japan to a landing site near Covelo, CA.
- Anderson, along with his son Kris and fellow pilot Don Ida set another record in 1980 when they flew the Kitty Hawk in the first non-stop flight crossing over North America by gas balloon.
- Another Albuquerque hero, Troy Bradley, has set over 50 world records for ballooning, and has attained the highest ranking a balloonist can achieve, the Montgolfier Diploma.

Ballooning Facts

- The first balloon passengers were a rooster, a sheep and a duck in 1783.
- A “champagne dunk” is part of the initiation rites following a balloon passenger’s first ride in a balloon. This ritual involves champagne being poured over the initiate’s head. (Champagne was also taken along on the first manned balloon ride, to appease the inhabitants of the region where they might land.)
- Balloon rallies at hot air ballooning events are colorful and energetic social events where crowds of balloonists and spectators gather and celebrate life. In some ways, the atmosphere is similar to tailgate parties at football games.
- Balloon pins and trading cards are popular collectors’ items. Ideally, each balloon has its own pin and card. During Balloon Fiesta, kids of all ages enjoy talking with pilots and collecting these pins and cards.
- Sport ballooning has been practiced in Albuquerque ever since Sid Cutter brought in a balloon in 1971.
- Flying a balloon requires a pilot’s license, awarded by the FAA after extensive training.
- Balloons are called “aerostats” because they are static in the atmosphere. Rather than flying through the air (as an airplane does), balloons travel on the air. Direction is controlled by skilled control of altitude in order to reach wind currents going in the desired direction.

More ballooning information: www.VisitAlbuquerque.org/balloon



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GOLF

Albuquerque: Golf's Best-Kept Secret

Golf Digest and *Golf Magazine* have ranked several of Albuquerque golf courses among the best in the country. In 2011, Albuquerque was ranked 3rd in *Livability.com's* "Top 10 Golf Cities." Our forested mountains, lush river valleys and high desert plains combine to make central New Mexico a dream come true for golf course designers. From desert links to parkland to mountain courses, Albuquerque offers arguably the most diverse golf experience available in one area.

New Mexico has a glorious year-round climate that makes it an ideal location for playing golf. Weather is a key variable for a golf vacation, and Albuquerque has some of the most reliable weather conditions in the country, with 310 days of sunshine and an average annual high temperature of 70 degrees. Prime golf season is April to October, one of the longest playing seasons among major golf destinations. The shoulder months are often outstanding as well, but can be less predictable. With an average winter high near 50 degrees and frequent sunny blue skies, golfers are out on the courses almost every day during the winter off-season.

Differences in course elevation can affect temperatures and weather conditions, sometimes significantly. Summer highs in Albuquerque, at 5,500 feet in elevation, average near 90 degrees, with very low humidity and cool mornings that start out near 62 degrees. Mountain courses, including Paa-Ko Ridge on the east side of the Sandia Mountains, have a slightly cooler average high temperature of 84 degrees in June, July and August; mornings start out around 50 degrees.

Combine the mile-high elevation and varied landscape of central New Mexico with warm sun, low humidity and an endless blue sky and the result is an ideal locale for golfers of every skill level. The area's unique scenery combined with affordability provides unbeatable cost-to-quality value, which draws visitors from across the nation.

A local organization, Golf on the Santa Fe Trail, arranges custom golf packages featuring eight world-class golf courses nestled along a 100-mile stretch of the Rio Grande Valley. (866) 465-3660 www.golfonthesantafetrail.com

Just outside Albuquerque are two public golf courses that rank in the nation's top 50: Paa-Ko Ridge Golf Club and Twin Warriors Golf Club. Paa-Ko Ridge Golf Club was awarded the only five-star rating in the Southwest by readers of *Golf Digest* in 2006 and it was one of only 25 courses to receive an overall "top-rated" score in the *Zagat America's Top Golf Courses Survey* for 2007/2008. Paa-Ko Ridge was ranked No. 3 in the United States for best public golf courses in a Readers Choice Poll by subscribers of *Golf World*, 2008 and No. 4 on "America's 100 Best Courses for \$100 or Less" by *Travel & Leisure Golf Magazine*, demonstrating the affordability of world-class golf in Albuquerque. Twin Warriors is consistently recognized with the Hyatt Regency Tamaya Resort & Spa as one of "America's 75 Best Golf Resorts" by *GOLF Magazine* and "Top 150 golf courses in the U.S." by *American Golf Resort Guide*.



©John Johnson golfphotos.com



©Paa-Ko Ridge Golf Club

GOLF RANKINGS

The Albuquerque region frequently appears in golf magazines and trade publications as a top golf destination. Albuquerque's recent rankings and news include:

- Paa-Ko Ridge Golf Course ranked in the "Ultimate Golf Destinations" by *Jetset Magazine* in 2012.
- Sandia Golf Club was voted one of the "Best Courses You Can Play in 2012" by *Golf Week* magazine.
- Albuquerque was ranked #3 in "Top 10 Golf Cities" by *Livability.com* in 2011.
- Twin Warriors Golf Club was ranked in "Top 150 Golf Courses in the U.S." by *American Golf Resort Guide* in 2011.
- Albuquerque was ranked #3 in *Livability.com's* "Golf's Best Kept Secrets: 10 Great Golf Cities" in 2010.
- *Conde Nast Traveler* magazine ranks Hyatt Regency Tamaya (featuring Twin Warriors Golf Club) one of "Nations Top Resorts" in 2010.
- Sandia Golf Club ranks "Top 100 Golf Shops" by *Golf World*, February 2009
- Santa Ana Golf Club and Twin Warriors Golf Club hosted 42nd PGA Professional National Championship in 2009.
- Paa-Ko Ridge Golf Club ranked No. 3 in the United States for best public golf courses in a Readers Choice Poll by subscribers of *Golf World*, October 2008.
- 2008 Best Modern Courses (No. 43 Paa Ko Ridge, No. 73 Black Mesa Golf Club), by *Golfweek*, 2008

For additional information about golfing in Albuquerque, please visit www.VisitAlbuquerque.org/golf.



©John Johnson golfphotos.com

OUTDOOR RECREATION

With 310 days of sunshine per year, Albuquerque is the ideal location for outdoor activities with four distinct seasons and fantastic year-round weather. With dependably sunny days, crisp mountain air and stunning vistas everywhere, Albuquerque provides attractive high-desert conditions for athletes of all interests. Mild winters and pleasant warm summers make Albuquerque a year-round destination.

The environmental heritage of Albuquerque’s natural landscape is marked by striking variations in terrain at elevations ranging from one mile in the cottonwood forest of the Rio Grande Valley to 10,678 feet at Sandia Peak. Elite athletes come from around the world to train here alongside locals and visitors who take advantage of the miles of hiking and biking trails that crisscross the metro area from the valley to the foothills of the Sandia Mountains on the eastern edge of the city.

The two-mile high Sandia Mountains provide excellent terrain for hiking, scenic trail rides and lift accessed mountain biking in the summer, and skiing or snowboarding in the winter. The city’s location in a high desert rift valley also lends itself to hot air ballooning, cycling, golfing, rock climbing, bouldering, geocaching, bird watching, fishing, rafting, llama trekking, horseback riding and much more throughout the year.

Albuquerque is an active city for locals and visitors who participate in annual fitness events ranging from a winter sport quadrathlon in February (Mount Taylor quadrathlon) to a family friendly bike/run event each October (Day of the Tread). Century cycling events and marathons take place in Albuquerque each year, and recreational competitors can find a 5K almost every weekend. Visit www.itsatrip.org/outdoors for a list of fitness events in Albuquerque.

Paseo del Bosque Trail

Albuquerque has a vast network of paved bike trails throughout the city, including the gem of the network, the Paseo del Bosque Trail that runs north and south through the city for approximately 16 miles along the Rio Grande. The Bosque Trail winds through mature cottonwoods, wetlands and ample open space, where roadrunners, lizards and coyotes can often be spotted. Bike lanes on many of the city’s streets and miles of open road on the outskirts are more reasons that Albuquerque has earned a solid reputation as an excellent city for cyclists.

View a trail map: www.cabq.gov/openspace/paseodelbosquetrail.html

Albuquerque Mayor Richard Berry recently announced a plan to connect 50 miles of trails throughout the city to promote wellness and quality of life in the city. This will give bicyclists, walkers, runners, skateboarders and everything in between the opportunity to be a part of a healthier, outdoor-minded community.

Outdoor Recreation Accolades

- Albuquerque’s Paseo Del Bosque Trail ranked a “Top 10 City Bike Ride” by *Sunset Magazine* in 2012.
- Albuquerque ranked 3rd in *Men’s Fitness* magazine’s “25 Fittest Cities” in 2012.
- Ranked #1 in “Top 10 Great Places to Ride a Bike” by *Livability.com* in 2011.
- Albuquerque ranked #3 for “Top 10 Great Hiking Trails” by *Livability.com* in 2011.
- #17 in country for “America’s Top 50 Bike-Friendly Cities” by *Bicycling* magazine in 2010.



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©JayBlackwood Sandia Peak Tram & Ski

Sandia Peak Aerial Tramway & Ski Area

The world's longest double reversible bi-cable aerial tramway, a glorious mountain setting and a varied recreational playground come together to make a marvelous getaway anytime of the year. The Sandia Peak Tram travels 2.7 miles from the base of the foothills northeast of Albuquerque to the 10,378-foot Sandia Peak. From the lower terminal, the tramcar travels suspended over rugged boulders and rocky mountain landscapes, and the city drops beneath you as you glide over the lush ponderosa forest. The view is one of deep rugged canyons, extinct volcanoes, distant mountains, unusual formations carved by erosion and a sensational desert landscape encompassing more than 11,000 square miles on a clear day. Tram riders may choose to take a hike or have dinner and then ride down, ski down the east side during winter/spring seasons, or ride the primary chairlift at the Sandia Peak Ski Area in the summer and fall.



©Jay Blackwood Sandia Peak Tram & Ski

During the winter, the Sandia Peak Ski Area is a popular destination among visitors and residents alike. In addition to the tram, you can also access the ski area via the Turquoise Trail to the Crest National Scenic Byway. Ski and snowboard rentals are available at the ski lodge, but skiers can also take equipment with them on the tram. In the summer, enjoy the cool temperatures and fresh mountain air while riding a chairlift or mountain biking on a series of trails across Cibola National Forest. Bike rentals are available at the base or the top of the chairlift. (505) 856-7325 www.sandiapeak.com

Rio Grande Nature Center

Located on 270 acres of riverside forest and meadows, the bosque, as this wooded area is called in the Southwest, is home to 100-year-old stands of cottonwoods and a cattail marsh alongside a pond. Threaded throughout are more than two miles of trails offering a sense of isolation and tranquility. More than 260 species of birds make this their temporary or permanent home. The visitors center, built partially underground, houses a library and exhibits on the ecology, geology and history of the Rio Grande Valley. (505) 344-7240 www.rgnc.org

Wildlife West Nature Park

The 122-acre wildlife refuge and enhanced zoo features native New Mexico plants and animals. All the animals and birds in the enhanced zoo are non-releasable. The park is an educational project of the New Mexico Wildlife Association and is staffed by volunteers and members of the New Mexico Youth Conservation Corps. The park offers educational programs, weekend cultural celebrations and space for private parties. (505) 281-7655 www.wildlifewest.org

Petroglyph National Monument

Petroglyph National Monument contains more than 20,000 images pecked in stone. All of the images are inseparable from the landscape and from the spirits of the people who created them. The images carved onto these black rocks provide an opportunity for people today to share the cultures of those who long ago inhabited and traveled through the Rio Grande Valley. The monument provides a variety of hiking opportunities from basic nearly flat hikes to moderate hikes of several miles to discover hundreds of petroglyphs. (505) 897-8814 www.nps.gov/petr

Golf in Albuquerque

The Albuquerque high desert climate is perfect for golf with desert links, parkland and mountain courses. The region offers arguably the most diverse golf experience available in one area. The Albuquerque area offers 14 public and private courses in varying levels of difficulty, several of which are on Native American land. For additional information, check out page 17 or visit www.VisitAlbuquerque.org/golf.

For additional information on outdoor recreation opportunities, visit www.VisitAlbuquerque.org/outdoors.

FAMILY FUN

Albuquerque offers an abundance of family-oriented activities that encourage discovery and make learning fun.

Albuquerque Biological Park

The BioPark consists of three separate facilities, the ABQ BioPark Zoo, the Albuquerque Aquarium and the Rio Grande Botanic Garden plus Tingley Beach. (505) 764-6200 TTY (505) 768-2000 www.cabq.gov/biopark

The ABQ BioPark Zoo sits on more than 60 acres blocks from Old Town and downtown Albuquerque. It has become one of the leading zoos in the nation. Expert staff, scientifically researched diets, naturalized habitats and specialized animal management techniques make the zoo an oasis for both exotic and native species. In keeping its mission of conservation, education and research, the zoo has established captive breeding programs for a number of threatened and endangered species. In addition to a top-notch education program, the zoo also offers a summer concert series.



©Jeff Greenberg

At the Aquarium, visitors follow the story of a drop of water as it enters the upper Rio Grande high in the San Juan Mountains of Colorado, past canyons, deserts and valleys of New Mexico, Texas and Mexico, through the lower Rio Grande and finally into the Gulf of Mexico. A 285,000-gallon Shark Tank with floor-to-ceiling viewing windows is the home of many sharks, sea turtles, stingrays and other animals from the Gulf of Mexico. Other highlights are eels in a walk-through cave, invertebrates in a tide pool, live coral and colorful fish in reef displays.

The Botanic Garden covers 36 developed acres including a 10,000 square foot glass conservatory, which displays plants from Southwestern deserts and the world’s Mediterranean climates. The Botanic Garden is home to many specialty gardens including the Japanese Garden, Spanish-Moorish Garden, Ceremonial Rose Garden, Dragonfly Sanctuary Pond and Children’s Fantasy Garden. The award-winning Rio Grande Heritage Farm offers a variety of farm animals and fun activities. In summer, the Botanic Garden hosts a concert series and opens its Butterfly Pavilion with hundreds of free-flying temperate and tropical butterflies.

At Tingley Beach, guests can fish in three different fishing ponds, float boats in the Model Boat Pond, hike to the nearby Rio Grande, have a picnic or find goodies at the Tingley Beach Café and Convenience Store. During summer, Tingley visitors can rent pedal boats and bicycles. An NM fishing license is required for anglers over 12 years of age. Tingley Beach is free and open from sunrise to sunset daily.

AMUSEMENT CENTERS

Cliff’s Amusement Park, which has been in Albuquerque for over 50 years, features WaterMania! And Li’l Squirts waterpark for all ages, along with exciting roller coasters like the New Mexico Rattler and over 20 rides that will have everyone laughing and screaming with excitement. (505) 881-9373 www.cliffsamusementpark.com

Hinkle Family Fun Center is open year round and has go-karts, paintball, bumper boats, laser tag, arcade games and miniature golf. (505) 299-3100 www.hinklefamilyfuncenter.com

IT’Z is fun venue for families with activities such as bowling, video games, a roller coaster, bumper cars, pizza and more. (505) 883-3677 www.itzusa.com

Sandia Peak Aerial Tramway and Ski Area

North America’s longest double reversible aerial tramway, a glorious mountain setting and a varied recreational playground come together to make a marvelous getaway anytime of the year. The Sandia Peak Tram travels 2.7 miles from the base of the foothills northeast of Albuquerque to the top of the 10,378-foot Sandia Peak. From the lower terminal, the tramcar travels suspended over rugged boulders and rocky mountain landscapes, and the city drops beneath you as you glide over the lush ponderosa forest. The view on a clear day from Sandia encompasses more than an 11,000 square mile panoramic view of deep rugged canyons, Rio Grande Valley, extinct volcanoes, distant mountains, unusual formations carved by erosion, sensational desert landscape and to the east the Estancia Valley. At the top of the peak riders can enjoy dining at the High Finance Restaurant or ride the tram down to dine at Sandiango’s Mexican Grill. In the winter and spring enjoy downhill skiing & snowboarding down the other side of the mountain on snow-covered slopes. In the summer and fall enjoy scenic chairlift rides or lift accessed mountain biking at Sandia Peak Ski Area. (505) 856-7325 www.sandiapeak.com



©Jay Blackwood Sandia Peak Tram & Ski

Sports Teams

- Albuquerque Isotopes, AAA Baseball www.albuquerquebaseball.com
- The University of New Mexico Lobos www.GoLobos.com
- New Mexico Stars Indoor Football www.nmstars-lsfl.com



©Jay Sinclair

MUSEUMS

Albuquerque’s museums offer an array of activities for children and families to discover. Children will be especially interested in the offerings at Explora and the New Mexico Museum of Natural History & Science. Learn more about Albuquerque’s museums on page 11 or visit www.VisitAlbuquerque.org/activities.

Explora! is New Mexico’s premier hands-on learning center with more than 250 interactive exhibits, educational programs and activities encouraging creativity, imagination, inspiration and inquiry into science, technology and art. (505) 224-8300 www.explora.us

The New Mexico Museum of Natural History & Science features eight permanent exhibit halls that take guests through the formation of the universe, the age of the dinosaurs, and geologic changes including volcanoes and ice ages. The Extreme Screen DynaTheater is the largest movie screen in New Mexico and an ‘out of this world’ planetarium. The museum also features a comprehensive exhibit about the evolution of the personal computer called “Startup: Albuquerque and the Personal Computer Revolution,” which overviews Albuquerque’s role in the beginning of the personal computing era. (505) 841-2800 www.nmnaturalhistory.org

STATS & FACTS

New Mexico is one of the nation’s most sparsely populated states. The state’s largest city by far, the Albuquerque Metro area has over 887,000 residents. The Albuquerque metro area is currently growing at a steady pace of 1 to 2 percent a year. The area’s five-year growth rate is projected at 7.2 percent compared with the national rate of 4.0 percent. Although it is a larger city, Albuquerque can’t help but retain its neighborhood feel.

The Sandia and Manzano mountains border Albuquerque on the east; Petroglyph National Monument on the west, Sandia Pueblo to the north and Isleta Pueblo to the south.

The city spans 187 square miles at elevations ranging from 4,500 feet elevation in the Rio Grande Valley to 6,500 feet in the foothills of the Sandia Mountains. The greater Albuquerque metropolitan area, which includes Bernalillo, Sandoval and Valencia counties, covers approximately 400 square miles.

Albuquerque enjoys blue skies and sunshine 310 days out of the year. The weather makes Albuquerque an outdoor enthusiast’s paradise and a magnificent place to enjoy outdoor sporting events, concerts, festivals and more.

Albuquerque International Sunport

Albuquerque is served by six major commercial airlines: American Airlines, Delta Air lines, Frontier Airlines, Southwest Airlines, United Airlines and US Airways (and JetBlue coming April 2013). It also receives regular service from two commuter airlines: Great Lakes Airlines and New Mexico Airlines. www.cabq.gov/airport

Albuquerque Convention & Visitors Bureau

20 First Plaza NW, Ste. 601 (87102) PO Box 26866, Albuquerque, NM 87125-6866

Web site: www.VisitAlbuquerque.org

Public Visitor information: (800) 284-2282 *(please use this number when publicly listing a phone number)*

Business Office: (800) 733-9918, (505) 842-9918 Fax: (505) 247-9101

Visitor information e-mail: info@VisitABQ.org

PR and Media e-mail: media@VisitABQ.org



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Distances from Albuquerque		
City	Miles	KM
Dallas, TX	655	1,048
Denver, CO	448	717
El Paso, TX	267	427
Las Cruces, NM	225	360
Los Alamos, NM	94	150
Phoenix, AZ	452	723
Roswell, NM	202	323
Santa Fe, NM	59	94
Taos, NM	129	206

Weather by Month	Average High/Low °F (°C)	Average Humidity	Possibility of Sunshine
January	47/23 (8/-5)	55%	88%
February	53/27 (12/-3)	49%	77%
March	61/33 (16/1)	39%	73%
April	70/41 (21/5)	33%	79%
May	79/50 (26/10)	32%	76%
June	89/59 (32/15)	28%	85%
July	92/64 (33/18)	42%	75%
August	89/63 (32/17)	45%	67%
September	82/56 (28/13)	49%	71%
October	71/44 (22/7)	43%	69%
November	57/31 (14/-1)	48%	87%
December	48/24 (9/-4)	56%	86%

ALBUQUERQUE FACTS

Albuquerque is known as the “Hot Air Ballooning Capital of the World” because of the excellent flying conditions, number of resident hot-air balloonists and the Albuquerque International Balloon Fiesta®

Forbes and *Popular Science* magazines have recognized Albuquerque as one of the greenest cities in the country. The city also has one of the highest percentages of open space in the country. Albuquerque is committed to “green” initiatives. Details are outlined at www.cabq.gov/albuquerquegreen

Albuquerque’s KiMo Theatre is a Pueblo Deco style theater which was built in 1927. Pueblo Deco was a short-lived, flamboyant architectural style that fused the spirit of the Southwest and Native American cultures with the exuberance of America during the roaring 1920s. The theatre fell into disrepair and then in 1977 the citizens of Albuquerque voted to purchase the movie palace. After many years of discussion, the theatre was brought up to standards and renovated to its former grandeur by 2000. The historic KiMo is also rumored to have a ghost who is said to be a young boy who was killed in a boiler explosion inside the lobby of the KiMo.



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Historic Route 66 was first commissioned in 1926 with a giant S-curve connecting various cities in New Mexico with mostly unpaved road. In 1931 federal funds were designated to realign the road on a more east-west direction. The entire route from Chicago, IL to Santa Monica, CA was paved in 1937. Today I-40 runs along much of the original roadbed with many of the original neon signs still dotting the path.

The American International Rattlesnake Museum in Albuquerque Old Town is home to the largest collection of live rattlesnakes in the world.

Five dormant volcanoes mark Albuquerque’s west side. They were formed about 190,000 years ago, but smoke was seen rising from them as recently as 1881. The volcanoes are still in the cooling stage and when it snows in Albuquerque, the snow melts first in the area of the volcanoes because of the residual heat.

The “bosques” are groves of cottonwood trees that grow along the riverbed of the Rio Grande amongst an otherwise arid high desert environment. The ribbon of green (and golden yellow in the fall) provides a colorful contrast to the desert shades of the area. The Cibola National Forest also full of green, lines the eastern edge of the city along the foothills.



©Jeff Greenberg

Albuquerque is home to several wineries. New Mexico is the oldest wine-producing region in the country. The first grapevines were brought to the state in 1629. New Mexico’s sun-soaked soil and cool high-desert nights create an ideal climate for making wine. The state now has over 30 wineries, producing almost 350,000 gallons of wine each year. www.nmwine.com

The New Mexico state question is “Red or Green?” This refers to red or green chile when ordering New Mexican food. Chile is featured in every meal from breakfast through dinner in New Mexico and it is one of the top cash crops in the state with more than 66,000 tons of chile being produced annually.

FILM PRODUCTION IN ALBUQUERQUE

MovieMaker Magazine named Albuquerque a top 10 “Best place in America to make movies and call home.” Albuquerque Studios, a 28-acre, \$74 million state-of-the-art motion picture and television production facility opened in 2007 with eight sound stages and a combined total of 168,000 sq. ft. of space. New Mexico offers outstanding incentives to production companies, which has helped generate broad interest in the state for movie and television filming. www.filmABq.com



©Kip Malone

Recent movies and television shows produced in and around Albuquerque include:

The Spirit	Fan Boys	Love Ranch
Breaking Bad	The Eye	Tennessee
In Plain Sight	Game	Afterwards
Crash: Season One	Transformers	Bordertown
Terminator Salvation	Employee of the Month	Linewatch
Swing Vote	No Country for Old Men	First Snow
Easy Money	In the Valley of Elah	21 Grams
Wild Hogs	Observe & Report	Trade
Beerfest	Sunshine Cleaning	
Wildfire	Love Lies Bleeding	
Hamlet 2	The Lost Room	



NOTABLE ALBUQUERQUE CONNECTIONS

“I knew I shoulda taken that left turn at Albuquerque.” -Bugs Bunny

- **Bill Gates** and **Paul Allen** founded Microsoft in Albuquerque in 1975 before moving to Bellevue, WA in 1979.
- **Carlos Condit**, a UFC fighter and the former UFC Interim Welterweight Champion is an Albuquerque native who still lives and trains in the city.
- **Jesse Tyler Ferguson**, a Screen Actors Guild Award winner and Emmy Award nominee is best known for his part on the show ABC’s Modern Family. Jesse moved to Albuquerque when he was young and was raised here.
- **Ben Abruzzo** and **Maxie Anderson**, along with Larry Newman, piloted the “Double eagle II,” the first manned balloon to cross the Atlantic Ocean. An international hot air ballooning museum in Albuquerque bears the Anderson and Abruzzo names.
- **Rudolfo Anaya**, a famous Mexican-American fiction author who is best known for his novel Bless Me, Ultima resides in Albuquerque.
- **Coach John Baker**, subject of the book and TV movie, A Shining Season, lived his highly inspirational life in Albuquerque until his untimely death from cancer.
- **Notah Begay III**, the first full-blooded American Indian PGA golfer in the history of the game, was born and raised in Albuquerque.
- **Jeff Bezos**, founder, president, chairman and CEO of Amazon.com was born in Albuquerque.
- **Bill Daily**, a famous actor and comedian who is commonly known for his work in I Dream of Jeanie and The Bob Newhart Show resides part time in Albuquerque.
- **Neil Patrick Harris** has won multiple Emmy Awards and is an American Golden Globe-nominated actor. Prominent roles include Doogie Howser, M.D., and Barney Stinson in How I Met Your Mother. He is a proud Albuquerque native.

- **Tony Hillerman** was an award-winning author of detective novels and non-fiction works best known for his Navajo Tribal Police mystery novels. Some of his works were made into big-screen and television movies. He was a long time Albuquerque resident.
- **Mike Judge**, creator of the television show King of the Hill and writer and director of the movie Office Space, was raised in Albuquerque.
- **Don Perkins**, the six-time Pro-Bowl NFL running back, started his football career at the University of New Mexico.
- **Freddie Prinze, Jr.** is an actor who has starred in several Hollywood films. He was raised in Albuquerque.
- **Ernie Pyle** was a beloved World War II correspondent. His house is now a branch of the Albuquerque Public library and it houses a display of his personal memorabilia.
- **Danny Romero**, world champion boxer, was born in Albuquerque.
- **Steve-O**, popular actor, stunt-man and slapstick-comedian is a native Albuquerquean.
- **Diego Sanchez**, welterweight fighter with the Ultimate Fighting Championship (UFC), was born in Albuquerque.
- **The Shins**, a Grammy-nominated indie rock group, was originally based out of Albuquerque.
- **Kate Snow**, co-anchor of ABC news' weekend edition of "Good Morning America," began her career as a reporter with Albuquerque's KOAT-TV.
- **Johnny Tapia**, the five-time world champion boxer, was born in Albuquerque.
- **Al Unser Sr., Al Jr.** and **Bobby Unser**, repeat winners of the Indianapolis 500 Auto Race. The Unser Racing Museum highlights the family accomplishments and technologies of auto racing.
- **Brian Urlacher** was a University of New Mexico Lobo football favorite before heading to the NFL as starting linebacker for the Chicago Bears.
- **Xzibit**, rap artist and television host was born in Albuquerque.



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For additional Notable Albuquerque Connections, visit www.VisitAlbuquerque.org/albuquerque/notable/default.aspx.

ALBUQUERQUE ACCOLADES

- Among "Top 25 Places to Go in 2013" by *Fodor's Travel*.
- *MSN* named Albuquerque as one of the "Top 10 Destinations for Morning People."
- Ranked among "5 Remarkably Affordable Travel Destinations for 2013" by *Forbes.com*
- Ranked one of the "2012 Top 10 Value Cities in the U.S." by *Hotwire.com*®
- *TripAdvisor* named Albuquerque one of the "15 Destinations on the Rise" in 2012.
- *Men's Fitness* ranked Albuquerque #3 in "25 Fittest Cities".
- Ranked #3 in "Top 10 Cities to be a Moviemaker" by *MovieMaker.com* in 2012.
- Named one of the "25 Best Places to Retire in 2012" by *Forbes.com*
- *Livability.com* ranked Albuquerque #7 in its list of "Top 10 Foodie Cities" in 2011.
- *TLC.com* recognized Albuquerque as #4 for "Top 10 Cities for Families" in 2011.
- Top 50 Best Places to live and Play by *National Geographic Adventure* magazine.
- Paa-Ko Ridge Golf Club as the Best the Southwest by *Zagat Survey*.
- Top 25 art destination in *AmericanStyle* Magazine.
- No. 16 of America's 50 Greenest Cities by *Popular Science* on *popsci.com*
- Paa-Ko Ridge Golf Club ranked no. 3 in the U.S. for best public golf courses in Readers Choice Poll by *Golf World*.
- Paseo Del Bosque Trail Ranked no. 1 for Top 10 City Bike Rides by *Sunset Magazine*

For a complete listing of Albuquerque rankings, visit www.VisitAlbuquerque.org/albuquerque/whats-new/top-ranking.aspx