

# ALBUQUERQUE

CONVENTION & VISITORS BUREAU

## 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.itsatrip.org](http://www.itsatrip.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@itsatrip.org](mailto:media@itsatrip.org).

Sincerely,  
ACVB Public Relations Team

### CONTACT THE ALBUQUERQUE CONVENTION & VISITORS BUREAU

**Albuquerque Visitor Information (to publish):**

800-284-2282, e-mail [info@itsatrip.org](mailto:info@itsatrip.org), web [www.itsatrip.org](http://www.itsatrip.org)

**ACVB Media Contacts:**

505-842-9918 or 800-733-9918 ext. 3349, fax 505-247-9101, e-mail [media@itsatrip.org](mailto:media@itsatrip.org)

Visit our online media center at [www.itsatrip.org/media](http://www.itsatrip.org/media)

**Planning a visit to Albuquerque? Need additional story ideas?**

Complete our media assistance request form at [www.itsatrip.org/media/assistance-request](http://www.itsatrip.org/media/assistance-request)

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### **Albuquerque Photos & B-Roll**

For images of Albuquerque, please visit our website, [www.itsatrip.org/media/image-library](http://www.itsatrip.org/media/image-library), to request a password for access to an image library of more than 100 photos of Albuquerque. DVDs and raw Beta footage are also available upon request; please write to [photos@itsatrip.org](mailto:photos@itsatrip.org) with your request.

## 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

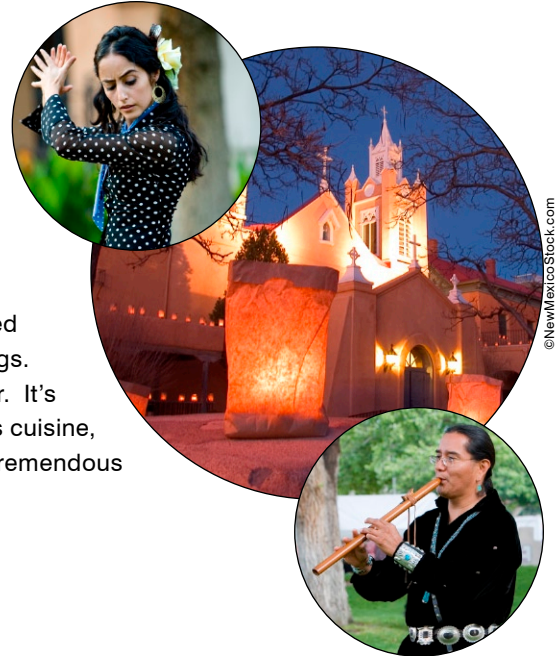
Albuquerque, New Mexico's largest city, was named to honor a Spanish Duke, the 10th Duke of Alburquerque, Spain. Colonial Governor Don Francisco Cuervo y Valdez selected the name, but over the centuries, the first "r" has been dropped.

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, and indoor and outdoor performing arts spaces. At the entrance to the NHCC, the Torreón Fresco is being transformed into a massive painting depicting the cultural development of Hispanic heritage from prehistory to present day. The painting is being created by internationally renowned artist Frederico Vigil in the ancient "fresco" technique. It is expected to be completed in 2009. (505) 246-2261 [www.nhccnm.org](http://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 times to the present through a variety of fascinating exhibits and artifacts and represents all 19 pueblos found in New Mexico. The center also features a recently expanded restaurant, which serves meals throughout the day and special weekend brunches accompanied by Native American performances.

(866) 855-7902, 505-843-7270 [www.indianpueblo.org](http://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 & Native American crafts for sale by local artisans, cultural exhibits, and a host of performances and events.

(800) 747-0181 [www.acomaskycity.org](http://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](http://www.cabq.gov/sbcc)

### **African American Performing Arts Center**

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

### **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](http://www.cabq.gov/museum)

For additional information about our unique culture, visit [www.itsatrip.org/culture](http://www.itsatrip.org/culture).



## **HISTORIC ATTRACTIONS**

### **Historic Old Town**

There is a treasure trove of history hidden near the center of modern Albuquerque. This “Original Albuquerque” saw its beginning 70 years before the American Revolution 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. Activities still revolve around the picturesque plaza. The first building erected was the church, San Felipe de Neri, which remains the center of life in Old Town. 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. 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, sculpture, paintings, weaving and hand-crafted work. Old Town is home to more than 150 stores, 24 galleries and fine restaurants plus six museums. [www.albuquerqueoldtown.com](http://www.albuquerqueoldtown.com)

### **Petroglyph National Monument**

On Albuquerque's west side, you will find the Petroglyph National Monument. More than 17,000 ancient Indian petroglyphs are carved into the black rock remnants of five extinct volcanos. This one site contains the world's largest accessible collection of petroglyphs. Images were carved by the ancestors of today's Pueblo people and other Native Americans as well as early Spanish settlers; most were created 1300 to 1650. These images reflect a life richly steeped in religion and ceremony, in nature as connected to the land and in mythology and healing. Dancers, priests, shamans, mythic creatures, clan symbols and a variety of animals and geometric designs all portray a way of life before the written record. A variety of trails accommodate a range of visitors. (505) 897-8814 [www.nps.gov/petr](http://www.nps.gov/petr)



## NATIVE AMERICAN PUEBLOS

Discover New Mexico's culture among ancient cliff dwellings and petroglyphs that serve as a glimpse into the lifestyles and beliefs of the area's earliest civilizations. Albuquerque is the gateway to Native American culture. There is no better place to start for an authentic Native American experience. 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.



Fall signals the celebration of the harvest season with special ceremonies, dancers in brilliant costumes and sacred rituals. Drums beat with an insistent cadence. The dancer's costumes help tell the story of the dance while feathers, jewelry and beads communicate other aspects of the dance. Each dance tells a unique story and serves a distinct purpose. The natives converse in tongues both strange 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 many talented Pueblo Indian artists and craftsmen are frequently on display and for sale: hand-made jewelry, pottery, distinctive crafts and even traditional Indian food. Bread baked in the traditional horno (outdoor oven) is delicious, as is fry bread, best consumed straight from the pan - hot and honey-drizzled.



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. All 19 pueblos are represented through displays of weaving, pottery, jewelry, clothing and photography. The center is home to an extensive art galleries and a shop with Native American pottery, jewelry, music, paintings, sculpture and much more. 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](http://www.indianpueblo.org)



## Pueblo Tours



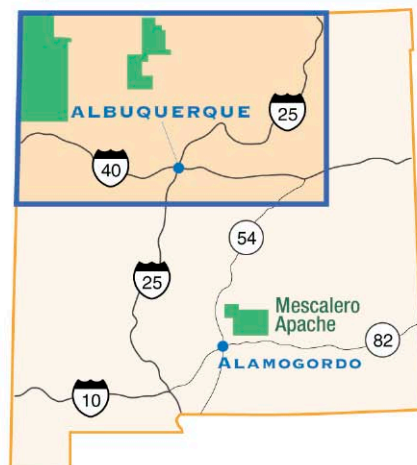
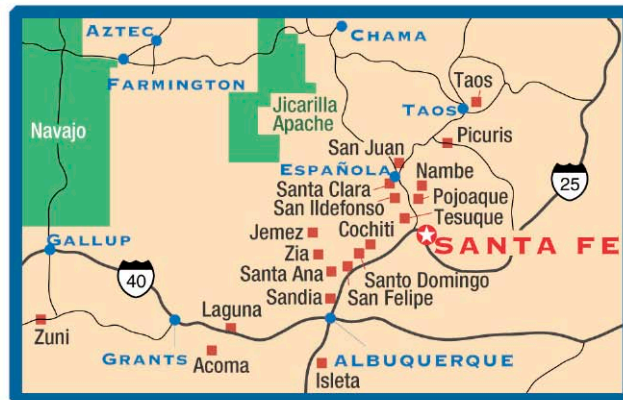
©Ron Behrmann

“Into the Sunset Western Pueblo Tours” now features day tours to the pueblos of Acoma and Zuni. The tours, “Experience Zuni” and “Destination Acoma,” start in Albuquerque at the Indian Pueblo Cultural Center and offer transportation, pueblo step-on guides, traditional pueblo meals, guided walking tours through each site’s museum, cultural center and mission. Village tours are led by a member of each respective pueblo. Tours accommodate between 10 and 55 guests. Tours must be scheduled in advance at (505) 843-7270.

“Experience Zuni” features two alternating tours on Wednesdays to Halona Iidiwan’a (the Middle Village) and includes either the Old Zuni Mission or the A:shiwi A:wan Museum and Heritage Center. Zuni was first of the pueblos to have encountered the Spanish explorers in 1540 in their search for the mythical “Seven Cities of Gold.” Saturday and Sunday tours to Zuni are also available.

“Destination Acoma” features the Sky City Cultural Center, Haak’u Museum and historic “Sky City,” the longest continuously occupied village in North America. This tour is offered every Tuesday and Thursday.

## New Mexico’s Pueblos and Reservations



- Pueblos
- Indian Reservations
- Cities
- Interstate Highways
- State Highways

## 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.



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#### 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 grows more chile than any other state with more than 120,000 tons of chile produced annually.

### WINERIES & BREWERIES

Nearly 150 years before the first wines were made in California, Spanish missionaries planted grapes in the Rio Grande Valley, making New Mexico the country's oldest wine-making region. 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. There are several wineries and vineyards in the Albuquerque area. 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. 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. [www.nmwine.com](http://www.nmwine.com)

Albuquerque is also home to an active and enthusiastic brewing community. Local brews are served all over town at restaurants, bars and brewpubs where you can eat while you watch the brewmasters at work. Some also 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.itsatrip.org/activities/wine-culinary](http://www.itsatrip.org/activities/wine-culinary).



## ARTS

Ranked in the top 10 arts destinations for large cities 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.

### Performing Arts

Albuquerque's thriving performing arts community features the New Mexico Symphony Orchestra, the National Institute of Flamenco, the Albuquerque Little Theatre, the Musical Theatre Southwest, Keshet Dance Company and Tricklock Performance Company plus numerous other independent theatre companies. Performances are regularly scheduled in the University of New Mexico's grand Popejoy Hall, the historic KiMo Theatre in downtown Albuquerque, Albuquerque Little Theater's performance hall as well as a variety of smaller theater spaces. The Journal Pavilion, an outdoor arena accommodating 12,000, 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.

### Public Art Program

Also known as "1% for the Arts," this program is responsible for the creation and establishment of more than 400 pieces of art celebrating Albuquerque's cultural and artistic roots. One of the country's oldest Public Art Programs, murals, statues, paintings and even decorative bus stops appear 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) 768-3829 [www.cabq.gov/publicart](http://www.cabq.gov/publicart)



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### 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. Business office (505) 768-3522, Ticket office (505) 768-3544 [www.cabq.gov/kimo](http://www.cabq.gov/kimo)



### 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 history of Albuquerque and the Rio Grande Valley through permanent displays and traveling exhibitions.

(505) 243-7255 [www.cabq.gov/museum](http://www.cabq.gov/museum)

### 516 Arts

516 ARTS is an independent, nonprofit arts venue located downtown. The two-story gallery is a unique, hybrid venue 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](http://www.516arts.org)

©Megan Mayo



### University Art Museum

Home to New Mexico's largest collection of fine arts and the nation's largest university museum collection of photography, this facility oversees five galleries on the University of New Mexico campus. Over 26,000 paintings, drawings, prints, photographs, sculptures and more - from Renaissance to modern times - make up the permanent collection.

(505) 277-4001 <http://unmartmuseum.unm.edu>

### Jonson Gallery

Featuring the archives and works of modernist painter Raymond Jonson, this gallery on the University of New Mexico campus celebrates New Mexico's wide range of past and present activity in the arts. Works of Jonson's contemporaries and students are also featured. (505) 277-4967 [www.unm.edu/~jonsong](http://www.unm.edu/~jonsong)

### Annual Arts Events

(This is only a sampling of art-related annual events, please visit [www.itsatrip.org/events](http://www.itsatrip.org/events) for a complete calendar)

- Revolutions International Theatre Festival, January
- New Mexico Italian Film Festival, February
- 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
- Mariachi Spectacular, July
- The Duke City Shootout-Digital Film Festival, July
- New Mexico State Fair, September
- iGlobalquerque!, September
- Go! Downtown Arts Festival, September
- Rio Grande Arts & Crafts Festival, October
- Fall Indian Art Market, October
- Old Town Santero Market, October
- Weems International Artfest, November
- Rio Grande Arts & Crafts Festival Holiday Show, November
- Fine Crafts Show, December



For additional information about discovering the art of Albuquerque, please visit [www.itsatrip.org/albuquerque/arts](http://www.itsatrip.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) 768-6080 [www.cabq.gov/balloon](http://www.cabq.gov/balloon)

### 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 brings guests face-to-face with the film. The museum’s planetarium is the only one in the world to project high-definition digital imaging over an entire domed screen while a second imaging system, Digistar II, creates a sense of motion through space. 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](http://www.nmnaturalhistory.org)

### National Atomic Museum (National Museum of Nuclear Science & History)

The National Atomic Museum is transforming into the National Museum of Nuclear Science & History. Visitors can explore how nuclear science continues to influence our world and explore the development of the Atomic Age through the Manhattan Project, the scientific engineering project centered in New Mexico that developed, produced and tested the first atomic bomb.

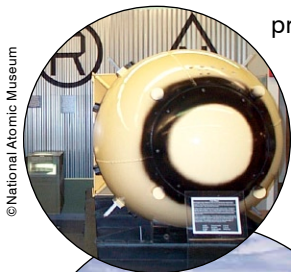
In 2009, the museum moves into a new 30,000 square foot facility with 18 exhibitions on nuclear history and technology. It will also include a Heritage Park, a nine-acre outdoor exhibition area for aircraft, missiles, railcars and nuclear submarines. (505) 245-2137 [www.atomicmuseum.com](http://www.atomicmuseum.com)

### iexplora!

iexplora! 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](http://www.explora.us)



©MarbleStreetStudio.com



©National Atomic Museum



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**Maxwell Museum of Anthropology**

Specializing in the cultural heritage of the Southwest, this museum on the University of New Mexico campus also features a reconstructed cave setting complete with 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](http://www.unm.edu/~maxwell)

©Jeff Greenberg



**American International Rattlesnake Museum**

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



**Turquoise Museum**

Adventure through a mine tunnel replica and see rare and spectacular turquoise specimens from around the world and learn the truth about turquoise before purchasing jewelry. (505) 247-8650 or (800) 821-7443



**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 <http://epswww.unm.edu/meteoritemuseum/index.htm>



© Elaine Warner



### **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 Americans, Armenian genocide, Black Slavery and the Bataan Death March. Content is not limited to one religion, culture, geographic area, or time. The museum is located downtown next to the KiMo Theatre.  
(505) 247-0606 [www.nmholocaustmuseum.org](http://www.nmholocaustmuseum.org)

### **Museum of Archaeology & Biblical History**

Examine 3,000 years of evidence for the historical authenticity of the Biblical text displayed through ancient near Eastern artifacts.  
(505) 217-1330 [www.mabh.org](http://www.mabh.org)

© NewMexicoStock.com



### **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. The museum is located in Cedar Crest along the Turquoise Trail National Scenic Byway.  
[www.byways.org/explore/byways/2094/places/3069](http://www.byways.org/explore/byways/2094/places/3069)

### **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. Tinkertown is located in Sandia Park on Sandia Crest Road.  
(505) 281-5233 [www.tinkertown.com](http://www.tinkertown.com)

### **Unser Racing Museum**

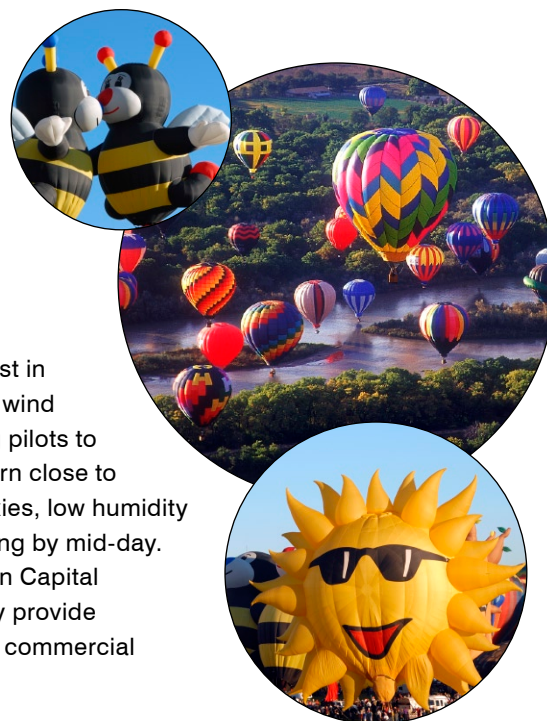
One of Albuquerque's most well-known families, the Unser family, is prominent in the world of car racing. The museum lays out the history of the Unser racing legacy from the early days at Pikes Peak to the dynasty they have carried on at the Indy 500. Changing and permanent exhibits provide a look at the technology and design of race cars.  
(505) 341-1776 [www.unserracingmuseum.com](http://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 and enabling more than 300 resident balloonists (more than any other state) to fly hot air balloons frequently and for long periods of time.

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, then 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 all year with a variety of local commercial ballooning companies.



©Ron Behrmann

Bees and Sun ©Raymond Watt

### 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 600 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 600+ balloons in the sky is as breathtaking for first-time visitors as it continues to be for veteran 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 and a cow jumping over the moon 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. 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 crew member with the inflation process! When it is time for a balloon to launch, "zebras" (the traffic directors dressed in black and white outfits) will clear a path in the crowd for each balloon to take off.

[www.balloonfiesta.com](http://www.balloonfiesta.com)



© Anderson-Abruzzo Albuquerque International Balloon Museum

### 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, but its scope is much broader.

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 were 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.cabq.gov/balloon](http://www.cabq.gov/balloon)

## 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 made history in the Double Eagle II helium balloon in August 1978.
- Abruzzo and Anderson, with another Albuquerquean, Ron Clark and 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, his son Kris and Don Ida set another record in 1980 when they flew the Kitty Hawk in the first non-stop crossing of North America by gas balloon.
- Another Albuquerque hero, Troy Bradley, set 24 world records for duration, distance, and altitude including the absolute world duration record for manned balloon flight (144 hours 23 minutes).



©Ron Behrmann

©memotology.com

### Ballooning Facts

- The first balloon passengers, in 1783, were a rooster, a sheep and a duck.
- A “champagne dunk” is part of the initiation rites following a balloon passenger’s first ride in a balloon, which often 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, 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.
- 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.itsatrip.org/balloon](http://www.itsatrip.org/balloon)



## 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. 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 lends itself perfectly to 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 combines with affordability to provide 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](http://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*.



©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 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
- Albuquerque hosted the NCAA Women's Golf Division I National Championships in May 2008 at UNM Championship
- Area golf courses among the top 40 casino golf courses by *Golf Digest* (No. 10 Twin Warriors Golf Club, No. 28 Sandia Golf Club, No. 33 Santa Ana Golf Club), July 2007
- Hyatt Regency Tamaya Resort & Spa is among the Top 100 reader-rated golf resorts in *Conde Nast Traveler*, June 2007
- Paa-Ko Ridge Golf Club as the Best the Southwest by *Zagat* Survey, May 2007
- Golf on the Santa Fe Trail ranked among four best multi-stop shops for your next golf trip, *GOLF Magazine*, May 2007
- "Golf at its absolute best" Five Star Rating to Paa-Ko Ridge Golf Club from *Golf Digest*, April 2006
- 2006 Gold Tee Award awarded to Twin Warriors Golf Club from *Meetings and Conventions Magazine*, May 2006
- One of "America's 75 Best Golf Resorts" is the Hyatt Regency Tamaya Resort & Spa Twin Warriors' Golf Club by *GOLF Magazine*, March 2006
- Sandia Golf Club at Sandia Resort and Casino, was named Development of the Year by *Golf Inc.* magazine, 2005
- Sandia Golf Club named one of the "Top Ten New Courses You Can Play" by *GOLF Magazine*, December 2005
- Hyatt Regency Tamaya Resort & Spa named "America's 75 Best Golf Resorts" by *GOLF Magazine*, March 2004
- Santa Ana Golf Club named "One of America's three best true links-style golf courses" by *The New York Times*, March 2004



©John Johnson golfphotos.com

For additional information about golfing in Albuquerque, please visit [www.itsatrip.org/golf](http://www.itsatrip.org/golf).

## 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 and 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 are all invited to 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 more recreational competitors can find a 5K almost every weekend. Visit [www.itsatrip.org/outdoors](http://www.itsatrip.org/outdoors) for a complete list of fitness events in Albuquerque.

### Bosque Trail

Albuquerque also has a vast network of paved bike trails throughout the city, including the gem of the network, the Bosque Trail. Traversing 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](http://www.cabq.gov/openspace/paseodelbosquetrail.html)

### Outdoor Recreation Accolades

- 3rd Fittest City in the United States, *Men's Fitness*
- 3rd Best City for Biking, *Bicycling Magazine*
- Paseo Del Bosque Trail Ranked No. 1 for Top 10 City Bike Rides by *Sunset Magazine*
- Top 50 Places to Live & Play, *National Geographic Adventure*
- One of America's 50 Greenest Cities, *Popular Science*
- The Albuquerque BioPark was named No. 8 of *Sunset Magazine's* Top 10 Urban Parks
- No. 1 for Open Space (percentage of parks and preserves) by a study of the Trust for Public Land



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©Jay Blackwood 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](http://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](http://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](http://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](http://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.itsatrip.org/golf](http://www.itsatrip.org/golf).

For additional information on outdoor recreation opportunities, visit [www.itsatrip.org/outdoors](http://www.itsatrip.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 Rio Grande Zoological Park, the Albuquerque Aquarium and the Rio Grande Botanic Garden plus Tingley Beach. (505) 764-6200 TTY (505) 764-6297 [www.cabq.gov/biopark](http://www.cabq.gov/biopark)

The Rio Grande Zoo sits on more than 60 acres just blocks from Old Town and downtown Albuquerque. The Rio Grande Zoo has become one of the leading zoos in the nation. Modern zoo medicine, scientifically researched diets, naturalized habitats and specialized animal management techniques have helped transform the zoo into an oasis for both exotic and native species. In keeping with its mission of wildlife preservation, conservation and education, the zoo has established captive breeding programs for a number of threatened and endangered species. In addition to a top-notch education program and year round classes, the zoo also offers a summer concert series.



©Jeff Greenberg

At the Albuquerque 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 large Gulf sharks. An eel cave gives visitors the opportunity to see moray eels and a tidal pool demonstrates the effects of the tide on beaches and the animals that live just below the surface.

The Rio Grande Botanic Garden covers 36 developed acres including a 10,000 square foot glass conservatory. The conservatory is divided into two wings - a Desert Pavilion that displays plants from the Chihuahuan and Sonoran deserts and a Mediterranean Pavilion with plants from Mediterranean climates around the world. The Botanic Garden is home to several specialty gardens, an herb garden, the Spanish/Moorish Court, a ceremonial rose garden and a demonstration garden. There is also the award-winning Rio Grande Heritage Farm, the new Sasebo Japanese Garden and the seasonal PNM Butterfly Pavilion featuring hundreds of free-flying North American butterflies and moths.

Tingley Beach features three fishing lakes, a model boating pond and a train station with gift shop and food service. During the summer, Tingley visitors can rent pedal boats and bicycles. Tingley Beach is open from sunrise to sunset every day of the year and is free to the general public.

### Amusement Parks

Albuquerque is home to Cliff's Amusement Park, which has been in Albuquerque for more than 45 years. (505) 881-9373 [www.cliffsamusementpark.com](http://www.cliffsamusementpark.com)

Hinkle Family Fun Center is open year round with go-karts, paintball and miniature golf. (505) 299-3100 [www.hinklefamilyfuncenter.com](http://www.hinklefamilyfuncenter.com)

IT'Z is fun for families with bowling, video games, a roller coaster, bumper cars, pizza and more. (505) 883-3677 [www.itzusa.com](http://www.itzusa.com)



©Cliff's Amusement Park

### Sandia Peak Aerial Tramway and 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 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 from Sandia Peak encompasses more than 11,000 square miles on a clear day. The view is one of deep rugged canyons, extinct volcanoes, distant mountains, unusual formations carved by erosion and a sensational desert landscape. At the top of the peak riders can enjoy a meal at the High Finance Restaurant and then ride the tram down, ski down the other side of the mountain on snow-covered slopes in the winter/spring seasons, or ride the primary chairlift at Sandia Peak Ski Area in the summer and fall.

(505) 856-7325 [www.sandiapeak.com](http://www.sandiapeak.com)



©Jay Blackwood Sandia Peak Tram & Ski

### Sports Teams

Albuquerque Isotopes, AAA Baseball [www.albuquerquebaseball.com](http://www.albuquerquebaseball.com)

New Mexico Scorpions, Professional Hockey (WPHL)  
[www.scorpionshockey.com](http://www.scorpionshockey.com)

The University of New Mexico Lobos [www.GoLobos.com](http://www.GoLobos.com)

Albuquerque Thunderbirds, NBA Development League Basketball  
[www.nba.com/dleague/albuquerque](http://www.nba.com/dleague/albuquerque)

New Mexico Wildcats Indoor Football [www.newmexicowildcats.com](http://www.newmexicowildcats.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.itsatrip.org/activities](http://www.itsatrip.org/activities).

**iexplora!** 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](http://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 brings guests face-to-face with the film. The museum's planetarium is the only one in the world to project high-definition digital imaging over an entire domed screen while a second imaging system, Digistar II, creates a sense of motion through space. (505) 841-2800 [www.nmnaturalhistory.org](http://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 just over 801,000 residents, and can’t help but retain its neighborhood feel.

Albuquerque is bordered on the east by the Sandia and Manzano Mountains, on the west by Petroglyph National Monument, to the north by Sandia Pueblo and to the south by Isleta Pueblo.

The city spans 187 square miles at elevations ranging from 4,500 feet above sea level 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 a sports lover’s paradise and outdoor activities are popular with residents and visitors.



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### Albuquerque International Support

Albuquerque is served by eight major commercial airlines: American Airlines, Continental Airlines, Delta Air Lines, Frontier Airlines, Northwest Airlines, Southwest Airlines, United Airlines and US Airways. It also receives regular service from two commuter airlines: Great Lakes Airlines and New Mexico Airlines. [www.cabq.gov/airport](http://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.itsatrip.org](http://www.itsatrip.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@itsatrip.org](mailto:info@itsatrip.org)

PR and Media e-mail: [media@itsatrip.org](mailto:media@itsatrip.org)

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 considered 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®.

Albuquerque has been recognized by Forbes and Popular Science 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](http://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 along with the now revitalized downtown district and it was slated for destruction when, 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. The ghost is said to be of a young boy who was killed in a boiler explosion.

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 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 full of green also lines the eastern edge of the city along the foothills.



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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 19 wineries, producing almost 350,000 gallons of wine each year. [www.nmwine.com](http://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 the number one cash crop in the state. New Mexico grows more chiles than any other state, with more than 120,000 tons of chile being produced annually.



## FILM PRODUCTION IN ALBUQUERQUE

Feature films and television show productions are on the rise in the Albuquerque area and throughout New Mexico. 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. Sony Pictures Imageworks also has plans to open a new facility at the Albuquerque Studios complex on the south edge of Albuquerque. [www.filmABQ.com](http://www.filmABQ.com)



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### Recent movies and television shows produced in and around Albuquerque include:

The Spirit	Hamlet 2	Love Lies Bleeding
Breaking Bad	Fan Boys	The Lost Room
In Plain Sight	The Eye	Love Ranch
Crash: Season One	Game	Tennessee
Terminator Salvation	Transformers	Afterwards
Swing Vote	Employee of the Month	Bordertown
Easy Money	No Country for Old Men	Linewatch
Wild Hogs	In the Valley of Elah	First Snow
Beerfest	Observe & Report	21 Grams
Wildfire	Sunshine Cleaning	Trade

## NOTABLE ALBUQUERQUE CONNECTIONS

### “I knew I shoulda taken that left turn at Albuquerque.” -Bugs Bunny

- **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* currently resides in Albuquerque.
- **Bill Gates** and **Paul Allen** founded **Microsoft** in Albuquerque in 1975 before moving to Bellevue, WA in 1979.
- **Neil Patrick Harris** is an American Golden Globe- and Emmy-nominated actor. Prominent roles include *Doogie Howser, M.D.*, 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
- **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.

For additional Notable Albuquerque Connections, visit [www.itsatrip.org/albuquerque/notable/default.aspx](http://www.itsatrip.org/albuquerque/notable/default.aspx).



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## ALBUQUERQUE ACCOLADES

- 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*
- No. 6 Best Place for Business and Careers by *Forbes Magazine*
- Albuquerque ranks as the second most affordable destination in North America according to *AAA's Annual Vacation Costs Survey*
- Top 25 art destination in *AmericanStyle Magazine*
- No. 16 of America's 50 Greenest Cities by *Popular Science on popsci.com*
- 3rd Fittest City in the United States by *Men's Fitness* magazine
- Paa-Ko Ridge Golf Club ranked No. 3 in the U.S. for best public golf courses in a Readers Choice Poll by subscribers of *Golf World*
- Top 20 Greenest Cities in the U.S. by *Forbes.com*
- Paseo Del Bosque Trail Ranked No. 1 for Top 10 City Bike Rides by *Sunset Magazine*
- Top 10 Movie Cities by *MovieMaker* magazine
- 2008 Best Modern Courses (No. 43 Paa Ko Ridge, No. 73 Black Mesa Golf Club), by *Golfweek*
- Among America's Most Walkable Neighborhoods in the Top 40 U.S. Cities by *Walkscore.com*
- The Albuquerque BioPark was named No. 8 of *Sunset Magazine's* Top 10 Urban Parks
- Top 10 Cities for Hispanics by *Hispanic Magazine*
- Ranked in the Top Towns for Empty Nesters by *Forbes.com*
- Ranked in the Top 20 for the 2008 U.S. Sustainability Rankings by *SustainLane*
- The Albuquerque Zoo is rated one of America's 60 best zoos, according to *The Intrepid Traveler*
- Top 10 Places in the U.S. to Live by *relocateamerica.com*

For a complete list, visit [www.itsatrip.org/albuquerque/top-rankings](http://www.itsatrip.org/albuquerque/top-rankings).