

Double the Adventure

Why the 2025 Albuquerque Balloon Fiesta is a don't-miss for Primerus conference attendees

By Jo Mathis

Picture this: You're attending the [2025 Primerus Global Conference](#) in Santa Fe, and just 60 miles south lies one of the world's most breathtaking spectacles – the [53rd Albuquerque International Balloon Fiesta](#).

This October, combine your professional development with an unforgettable adventure that will become one of the highlights of your Southwest journey.

Running Oct. 4-12, the Albuquerque International Balloon Fiesta isn't just another special event. It's a meteorological marvel. Thanks to a rare weather phenomenon called the "Albuquerque Box," pilots can launch their balloons, navigate the skies, and actually return to land at the same location. This unique combination of wind patterns and geographic landscape creates a natural amphitheater in the sky, offering both pilots and spectators an experience found nowhere else on Earth.

Last year, this world-renowned event included 551 hot air balloons representing 16 countries. The 360-acre Balloon Fiesta Park transforms into a temporary city to host this amazing event on both land and in the sky.

Since the Balloon Fiesta begins on October 4 and the Global Conference doesn't start until October 9, that leaves five days for you to attend the balloon festival in the days leading up to the conference for an extended Southwest experience.



The early morning Mass Ascension event allows you to experience the magic before the Global Conference starts the afternoon of October 9. Or after the thought-provoking conference, there's no better way to decompress than watching hundreds of colorful giants gracefully rise into the air at the Farewell Mass Ascension launch on the morning of Sunday, October 12.

With 80 food and merchandise vendors lining the grounds, participants will enjoy gourmet options ranging from authentic New Mexican cuisine to international favorites.

The festival also features morning and evening glows, balloon rides, the America's Challenge competition showcasing precision piloting skills, Music Fiesta 2025, and unique attractions like chainsaw carving demonstrations that provide unexpected conversation starters for your next client dinner and the balloon glows create stunning photo opportunities for your social media and firm newsletter content.

The short drive between Santa Fe and Albuquerque makes this addition to your travel itinerary both practical and rewarding. October's perfect high desert climate – crisp mornings, warm afternoons, and clear skies – creates ideal conditions for both ballooning and extending your Southwest adventure.

Plan your visit to the fiesta by using the guide on the Balloon Fiesta's [website](#).

Editor's Note: [Juli Fournier](#) of [Stephenson Fournier](#) is willing to sell two extra tickets per day for Monday, Oct. 6 and/or Wednesday, Oct. 8.

