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Tuesday, October 20, 2009

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Balloon identity important to tourism industry



Posted at: 10/10/2009 9:00 AM | Updated at: 10/10/2009 9:10 AM
By: Eyewitness News 4



After Jeremy Jojola gives a report from his bird's-eye view from Chopper 4, Steve Stucker speaks with New Mexico Tourism Department Cabinet Secretary Michael Cerletti about what Balloon Fiesta and what the state's balloon culture means to the economy.

Tourism is the second largest private-sector industry in New Mexico and the largest private-sector employer-- ballooning has helped shape the state's identity.

Fiesta-goers not only come to visit Albuquerque for the fiesta, but also venture to other areas of the state to see all that New Mexico has to offer.

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