"new mexico's festivals CELEBRATE THE HEIGHT OF culture, AND THE DEPTH OF community."

~ ANONYMOUS



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HISTORICALLY, New Mexico's festivals have been a place for artisans, farmers and adventurers to gather and exchange goods, ideas, and stories.

In the mid 1830s New Mexico became a trading hub between the United States, Mexico and California. Merchants migrated from the Great Plains to Santa Fe, to meet up with other artisans and farmers.

Later Indian Market was organized as part of the Fiesta de Santa Fe sponsored by the Museum of New Mexico as a way to preserve the native arts and traditions that were in danger of extinction. In 1936, the New Mexico Association on Indian Affairs took over the event.

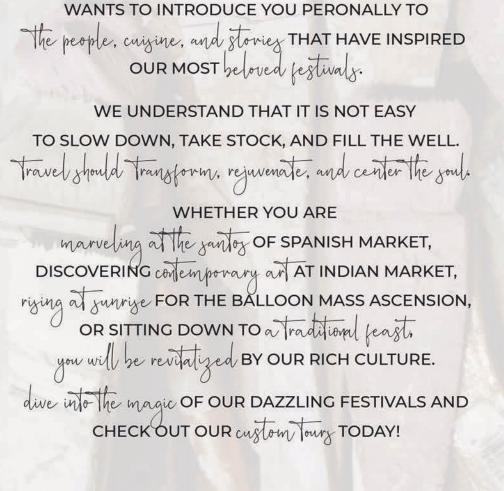
Seasonal festivals continued to pop up through the Land of Enchantment. In 1972, a small gathering of 13 balloons participated in the Albuquerque International Balloon Fiesta. Today the event has grown to become the largest balloon festival in the world. Your perspective will shift as you wonder at the "Mass Ascension" at dawn or get lost in the labyrinth of luminescent orbs at "Night Glow."

DIVE DEEPER WITH H.I. for an intimate journey INTO THE FESTIVALS THAT SUSTAIN US.

## DIVE DEEPER WITH H.I.

for an intimate journey into spanish market. The balloon fiesta, santa fe indian market, and The folk art festival.

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HERITAGE INSPIRATIONS knows that New Mexico is a place like no other. Our tours dive deep into the vibrant culture, incredible people, and wild beauty that set New Mexico apart from other mainstream destinations.

You will connect with others who share your passions as we visit with artists in their home studios and explore the twists and turns of rambling adobe neighborhoods. Join us as we travel the storied High Road to Taos, or whisk away through the brilliant autumn colors to Albuquerque's Balloon Fiesta on one of our E-Bike tours.

FOR H.I., new mexico IS NOT A DESTINATION, if if the way home. BECOME A PART OF OUR FAMILY TODAY.

## BOOK YOUR TOUR

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