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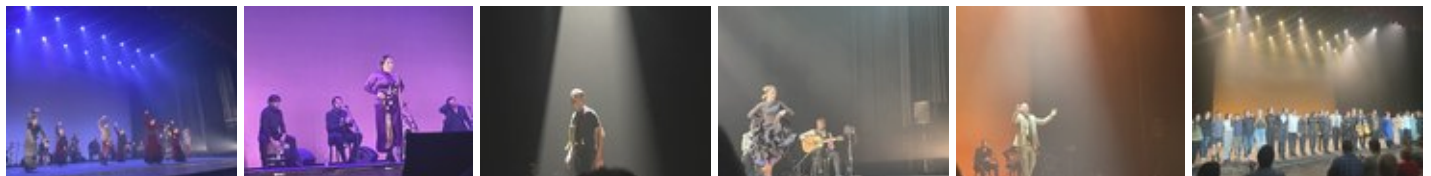
From the Albuquerque Business First:

<https://www.bizjournals.com/albuquerque/news/2023/07/04/annual-festival-flamenco-creates-economic-impact.html>

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Festival Flamenco creates \$12M in economic impact



The Yjastros are a dance company in UNM's Department of Theatre and Dance. Out of the 13 performance companies in attendance, the Yjastros were the only New Mexican-based company to perform at the festival.



By [Aayush Gupta](#) – Real Estate Reporter , Albuquerque Business First
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Earlier this summer, 10,868 people attended the 36th Annual Festival Flamenco in Albuquerque, a nine-day event celebrating Spanish culture and heritage.

The festival is the oldest and largest flamenco festival outside of Spain, featuring 23 performances from 114 performers. In addition, the festival hosted 60 workshops on the history and creation of flamenco, a style of Spanish music and dance.

Over the course of nine days, festival attendees from all over the world stayed in local hotels, ate in local restaurants and shopped in local stores. In total, the festival employed 194 festival staff and contractors, and contributed \$12 million to the economy. Of that total, roughly \$5 million was spent in lodging and \$632,103 was collected in taxes, according to the Bernalillo County Economic Development Department.

Employees included dancers, technicians, costume designers and singers. The event also had 71 volunteers, according to the festival's Grants Administrator [Sarah Gonzales](#).

On the final day of the event, attendees were witness to acclaimed flamenco artists [Yjastros](#), Raquel Heredia, Andrés Marín, Patricia Guerrero and Israel Galván.

The Yjastros are a dance company in the University of New Mexico's Department of Theatre and Dance. Out of the 13 performance companies in attendance, the Yjastros were the only New Mexican-based company to perform at the festival.

Hosted by the National Institute of Flamenco and the University of New Mexico, the festival utilized four venues for its performances: the UNM Rodey and X Theatres, the National Hispanic Cultural Center and Tablao Flamenco Albuquerque. The event had 44 sponsors including the National Endowment for the Arts and Bernalillo County Board of Commissioners.

The festival was first brought to the city in 1987 when Jim Linnell, former UNM Dean of College of Fine Arts, asked Eva Encinias-Sandoval, a professor of dance, to create a flamenco performance for the College of Fine Arts 50th anniversary. The event was a huge success and has since become an annual showcase for culture and heritage.