YOUR DESTINATION COULD SOON BE TRENDING

2023 NEW MEXICO TRUE
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HOW TO CAPITALIZE ON MEDIA TOPICS TO KEEP YOUR STORY FRESH
WHAT IS EARNED MEDIA?
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When travel media works with us to cover New Mexico, we ultimately influence their audiences and attract prospective ventursome travelers.
MEDIA CHANNELS

OUR MAIN FOCUS

- Print
- Digital
- Freelancers
- Social Media & Influencers
  - Instagram, YouTube, TikTok
- Broadcast

EMERGING CHANNELS

- Podcasts
- Email Newsletters
TRAVEL EDITORS + WRITERS

• Needs to receive news/ideas weeks/months in advance
• Likes to receive news, updates, press releases
• Potential to connect with multiple outlets via one connection
• Constantly looking for unique and timely story ideas
• Interested in doing press trips
• Some media outlets (like the New York Times) cannot accept press trips

Example
ASHLEA HALPERN
• Writes for: AFAR, Conde Nast Traveler, New York Magazine, and more.
• Profile: Avid traveler; writes about travel, culture, museums, luxury, culinary, and more.
Firsthand experiences are critical and documented throughout their channels. Keep in mind:

- Expect all trip expenses and experiences to be covered
- Established influencers expect payment in addition to hosted experiences
- Travel with a plus one that will act as the model or photographer; or bring another influencer (increased exposure)
- Some will create assets for your use

When sending news for sharable content, use bullet points with the information, suggested social copy, and images.
HOW WE WORK
HOW WE WORK

• Planning and hosting custom press trips to New Mexico
• Media missions & conferences
  ◦ In key markets like LA and NYC
• Trend-spotting
• Destination research and info gathering
• Proactive pitching
• Media monitoring & Reactive pitching
• Media events
• Influencer outreach
HOW WE WORK

PR CAN BE SUPER EFFECTIVE

**LOW-COST**
- PR has lower hard costs vs. paid advertising

**SHAREABLE**
- Content resulting from PR is super shareable on social media and other digital channels

**CREDIBLE**
- The public trusts recommendations from their favorite magazine/website, social media personalities, and bloggers

**TARGETED**
- Reach your ideal guests

**BOOSTS SEO**
- More people will discover your destination online

**COMPLEMENTS PAID**
- The travel-booking funnel is most effective when marketing/advertising is supported by PR

**REPUTATION-BUILDING**
- A good reputation comes in handy if ever a crisis arises

PR CAN BE SUPER EFFECTIVE
HOW WE WORK

BUT LET’S BE REAL

NO EDITORIAL CONTROL
• We influence what is published by providing information, story ideas, strategic messaging, access and sources
• But we don’t know what will be published until it is public

LOTS OF LEGWORK
• Advance planning, lots of details, constant relationship-building, high-stakes opportunities

EVER-CHANGING MEDIA LANDSCAPE
• Media is squeezed super thin, making our help even more critical

CAN TAKE A LONG TIME TO PAY OFF
• Some pieces we work for months/years to secure
EXAMPLES
LONELY PLANET BEST IN TRAVEL 2023 AWARD

EXAMPLES

NEW MEXICO (USA)

Known as the Land of Enchantment, the state of New Mexico in the southwestern United States, lives up to its nickname. Home to 21 native tribes, this is an ideal spot to learn about indigenous culture, art and music while also enjoying the food and natural beauty of the American Southwest.

WHAT MOVES YOU?
ITINERARIES THAT WILL GET YOU DOING WHAT YOU LOVE

Unwind
Bernalillo, New Mexico
Jemez Springs, New Mexico
Taos, New Mexico
Santa Fe, New Mexico

Connect
Albuquerque, New Mexico
Ruidoso, New Mexico
Tucumcari, New Mexico

Learn
New Mexico, USA
Dakota, USA
Montana, USA
Idaho, USA
Wyoming, USA

THE BEST OF NEW MEXICO
INSIGHTS
STORIES THAT TRAVEL MEDIA WANT TO TELL RIGHT NOW

WELLNESS
- Experiencing nature, hot springs, monasteries, unique spa treatments, retreats, etc

SET-JETTING
- Visit filming locations, like Los Alamos and Oppenheimer

INDIGENOUS TOURISM
- Especially cuisine and foodways

EDUCATIONAL EXPERIENCES
- Art, language, environmental workshops/retreats

REGENERATIVE TRAVEL
- Supporting local communities in a sustainable manner and with minimal environmental or social drawbacks

EXPERIENTIAL
- Hands-on or immersive
CURRENTLY TRENDING TRAVEL EXPERIENCES

- GIRLFRIEND GETAWAYS/ FRIEND REUNIONS
- MULTIGENERATIONAL FAMILY TRIPS
- ASTRONOMY
  - Dark skies, eclipse and other sky events
- UNIQUE LODGING OR AMENITIES
  - Glamping, vintage trailers, locally inspired elements
- SUSTAINABLE TRAVEL
- AGRITOURISM
- REJUVENATING
  - Spiritual, ritual/tradition-based, nature, breathwork, etc.
HOW TO SPOT YOUR NEWS-WORTHY OFFERINGS

- NEW, REOPENED, RENOVATED
- UNIQUE, QUIRKY, OFF-THE-BEATEN PATH
- AUTHENTIC
- IMMERSIVE
- STEEPED IN CULTURE
- LIGHT ADVENTURE
- LESSER KNOWN
- MILESTONES/CELEBRATIONS/ANNIVERSARIES

- INTERESTING PEOPLE
  - Business owners, founders, experts, artists, change-makers, etc.

- UNIQUELY NEW MEXICAN
  - Perhaps not even available in other places in NM!
  - This includes New Mexico True Certified products
HOW TO GET YOUR DESTINATION TRENDING

INSIGHTS

OUR TEAM IS CONSTANTLY GATHERING NEWS FROM AROUND THE STATE AND HOSTING JOURNALISTS IN NEW MEXICO.

HERE IS HOW TO GET IN ON THE ACTION:

- Help us spot news-worthy happenings at your destination
- Share your news with us
  - Chat with us today!
  - Send us your news frequently throughout the year
- Let us know if you’re interested in press visits
CONTACT US

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