



YOUR DESTINATION COULD SOON BE TRENDING

2023 NEW MEXICO  TRUE

YOUR DESTINATION COULD SOON BE TRENDING:

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

Condé Nast
Traveler

AFAR

Sunset

TRAVEL+
LEISURE



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.

SOCIAL MEDIA INFLUENCERS

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



Example

COUPLE IN THE KITCHEN

Account: [@coupleinthekitchen](https://www.instagram.com/coupleinthekitchen)

Followers: 56k

Focus: F&B, Travel

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



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

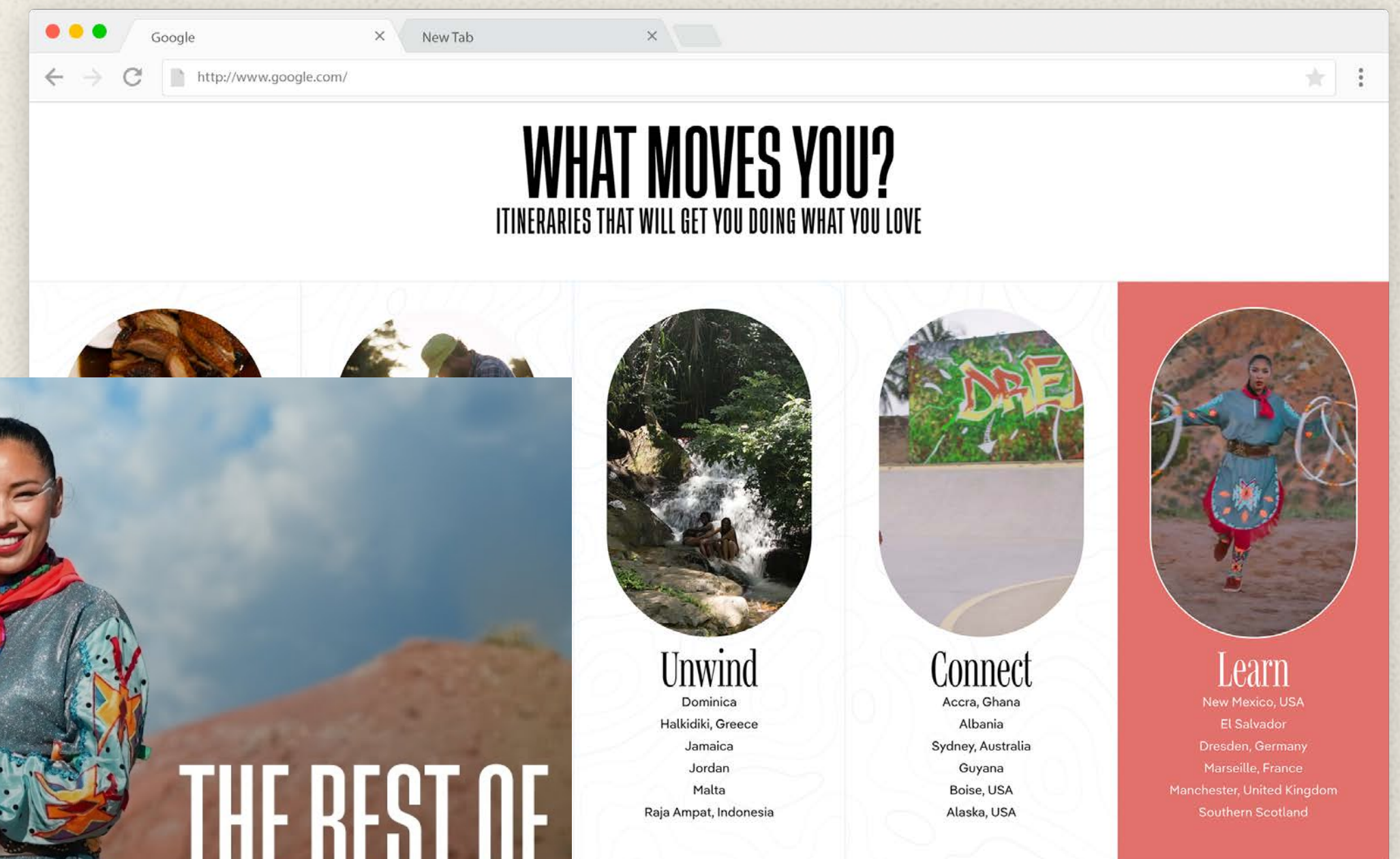
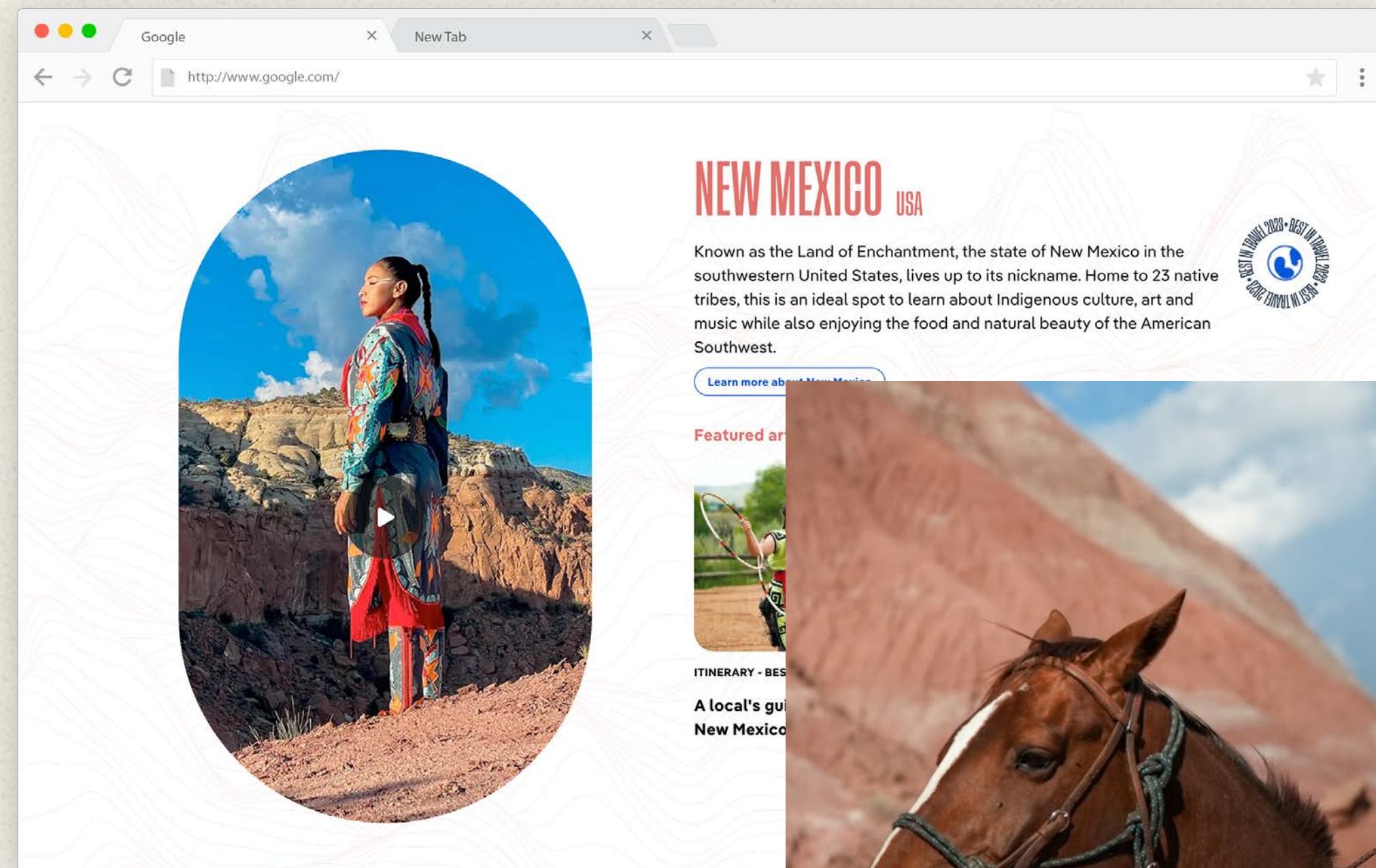
- Some pieces we work for months/years to secure



EXAMPLES

EXAMPLES

LONELY PLANET BEST IN TRAVEL 2023 AWARD



EXAMPLES

TRAVEL


WHERE TO GO NEXT

The Spirit of the Southwest

A road trip through New Mexico and Arizona highlights a diverse Indigenous culinary heritage.

By Mark Johanson

Acoma Sky City on the Acoma Pueblo in New Mexico is the oldest continuously inhabited community in the U.S.



22 Things to do in Ruidoso, NM

vidafrancoblog

Surfaces, salem ilese • Come With Me

22 Things to do in Ruidoso, New Mexico

1 Stay in a cabin There's nothing like staying in a cozy cabin @cozybearcabins

2 Eat pizza at Cafe Rio Pizza Enjoy a delicious pizza @cafe_rio_pizza

3 See deer everywhere The Sierra Blanca is their home so you'll definitely see them around @discoverruidoso

4 Eat tamales at Tina's Cafe Famous for their handmade tamales and green sauce @tinascfe2825

525 likes

AUGUST 30, 2022

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Post

SevenFiftyDaily

The business and culture of drinks

ARTICLES GUIDES PARTNER SUSTAINABILITY | SUBSCRIBE

SEARCH & ON

WINE

written by Tyler Wetherall

published February 21, 2023

SHARE

f

+

A Case Study in Growing an Emerging Wine State

From investing in education and grape-growing subsidies to galvanizing the winemaking community, New Mexico offers an example of rightsized growth



New Mexico is home to the oldest wine growing wine region in the U.S., but the state has struggled to receive recognition nationwide. Photo courtesy of New Mexico Wines.

INSIGHTS

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

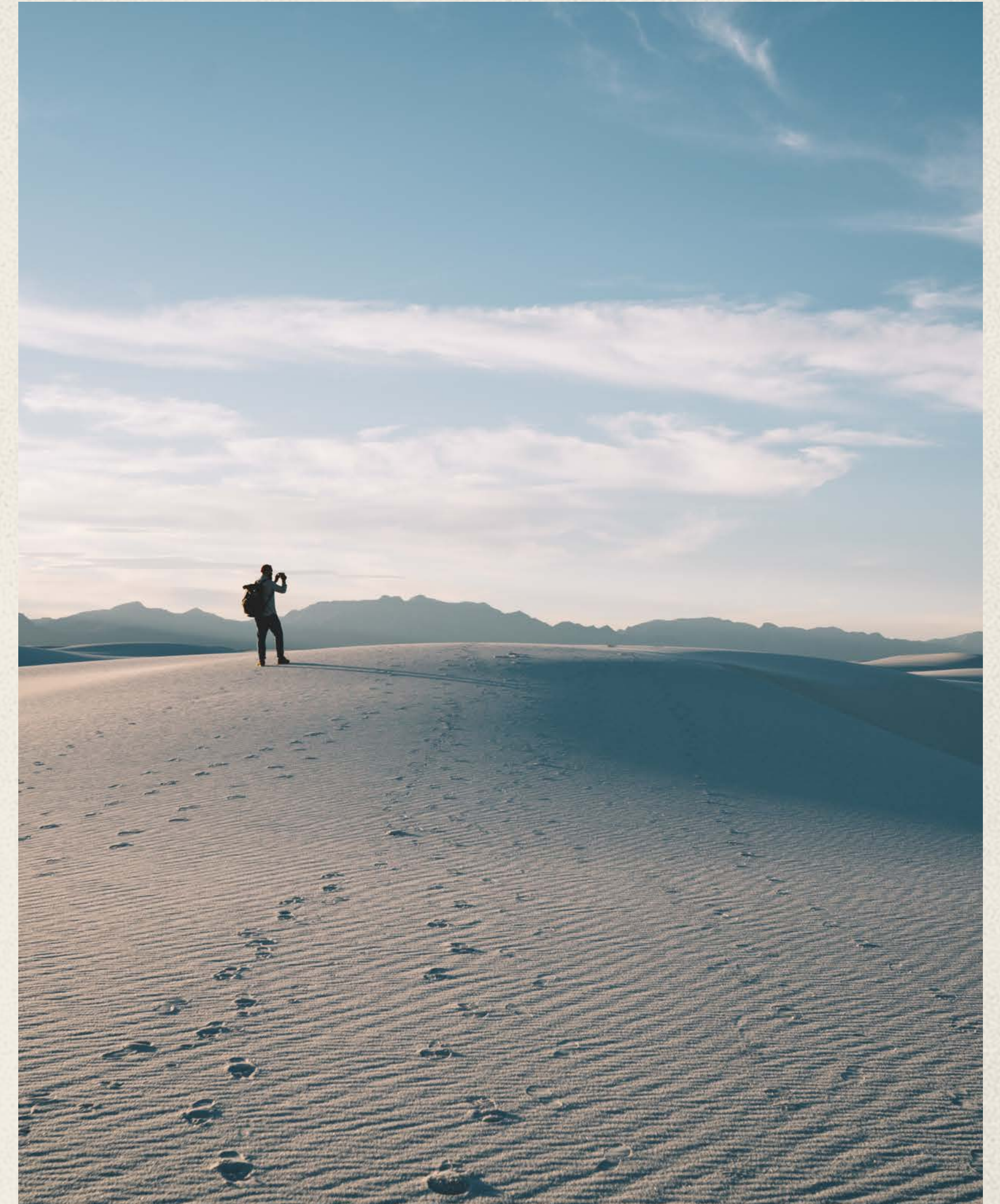
INSIGHTS

HOW TO GET YOUR DESTINATION TRENDING

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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