



# New Mexico

# Tourism

## PR

## Toolkit

**NEW MEXICO** *True*



# INCLUDED IN TOOLKIT

- ✦ Introduction: Value & Importance of PR
- ✦ Share Information with NMTD/How to Pitch
- ✦ Travel Trends
- ✦ Sample Influencer Contract





# What is PR and why is it important?

Using creative ideas and strategic thinking to create awareness of New Mexico in the media and ultimately among consumers. The media coverage creates positive word-of-mouth which leads to an increase in tourism.

## Public Relations

- ✦ “Free” coverage - no guarantee
- ✦ Limited creative control - we control what is provided to the media, not what appears
- ✦ Must have “news”
- ✦ Re-purpose clips on social media
- ✦ More trustworthy as readers value editorial guidance

## Advertising

- ✦ Paid-for Placement
- ✦ Total creative control
- ✦ Consumers understand an ad is trying to “sell” them something
- ✦ Shorter shelf-life
- ✦ Less authentic



# THE VALUE OF PR:

Part of the PR strategy is to identify the different audiences interested in New Mexico. We look at demographics such as age, gender, location, and income level of potential travelers and use these metrics to determine which media outlets they are consuming to see if these outlets are a fit for coverage.

PR is able to provide your destination with more than just credibility and a good PR strategy can ensure that the destination receives news coverage for several years. PR is worth the investment for the following reasons:

- ✦ Editorial features boost your search ranking and ability for people to find out about your destination online
- ✦ Marketing and advertising are more effective when supported by PR
- ✦ PR is often less expensive than paid advertising features
- ✦ Our target audience trusts the opinion of their favorite magazine, social media influencer, and blogger. When researching destinations to travel to or what to experience, they're likely to follow those recommendations.





# SHARE YOUR STORIES & IDEAS

Does your destination or tourism business have upcoming news in 2021? Whether its a new product, experience, expansion, anniversary or major milestone, the New Mexico Tourism Department wants to know about it. Share your news with us so we may be able to incorporate in campaigns and pitches to national travel media. Submit online at [www.newmexico.org/industry/work-together/partnership-opportunities/pr-media/](http://www.newmexico.org/industry/work-together/partnership-opportunities/pr-media/)

- ✦ Trend-spotting, storytelling and proactive pitching: Story ideas should be tailored to media outlets that can most readily use them and shared in a timely fashion. Our team will take your stories/ideas, craft them into a pitch and share with the most suitable outlets.
- ✦ Media events: A (virtual) event is the perfect opportunity to work with local partners and showcase the destination through food, music, art, and more.

**Your internal team can craft pitches too and share with outlets of your choice.**

DISCLAIMER: DUE TO THE PANDEMIC OUR PR STRATEGIES HAVE BEEN AMENDED TO COMPLY WITH PUBLIC HEALTH ORDERS AND MAY CHANGE DEPENDENT ON WHEN TRAVEL IS SAFE.

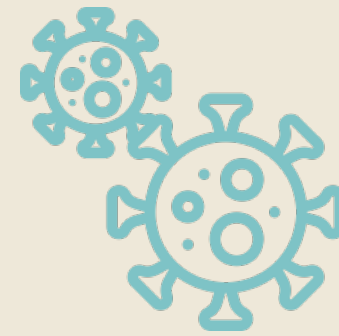




# TRAVEL TRENDS



YOUNGER GENERATION  
WILL LEAD THE WAY



COVID-SAFE PRACTICES



FAMILY GATHERINGS



OUTDOOR ACTIVITIES



REMOTE WORKING &  
FLEXCATIONS



STAYING LOCAL



ROAD TRIPS &  
RV VACATIONS



THINKING OUTSIDE THE  
BOX

HEALTH & WELLNESS

# WORKING WITH TRAVEL WRITERS & INFLUENCERS

Understanding lead times:

Working with media outlets requires advanced planning to best coverage opportunities

If there are major news coming up, such as a big milestone/anniversary, opening, etc., the more lead time we can give writers/editors, the better.

Media outlets:

- ✦ Consumer: 4-8 month lead time
- ✦ Trade: 6-8 week lead time
- ✦ National Newspapers: 1-3 week lead time
- ✦ Online : Immediate to 1 week lead time
- ✦ Bloggers & Influencers: Immediate

Best practices:

- ✦ Communication is key
  - Establish a relationship
  - Respond in a timely manner
  - Quick, efficient responses can lead to the media more likely featuring your business and reaching out again
- ✦ Value of images/assets
  - It is almost always necessary to include a quality, high-res image with a pitch or a press release
  - Photo credit is extremely valuable
- ✦ Understanding Newsworthiness
  - Uniqueness
  - Is the story compelling?
  - Who is the audience?



## COMPANY LOGO

### Social Media Influencer Agreement

The purpose of this document is to make sure both parties withhold the agreed upon terms.

**Property / Company Name:** XX

**Contact Person and Title:** X

**Influencer Name:** XX

**Email Address:** XX

**Dates:** XX

**Purpose:** Detail overall scope

1. **Content creation:** Influencer XX agrees to post 2 Instagram posts with the mention of @COMPANY in the caption, a tag on the photo, and using the geo-tag of PLACE within 30 DAYS of their stay onto the Instagram account XX and at least 10 Instagram Stories during their stay, along with inclusion in blog XX, YouTube channel, TikTok, etc.
2. Within 5 days of the stay, influencer will provide COMPANY with XX number of raw images for future use with photo credit given to @INFLUENCERHANDLE.
3. Influencer is responsible to send Company a link to the post on the Influencer's Instagram feed without 24 hours of posting and a screen shot of Instagram story impressions within 24 hours of posting.
4. **Content focus:** Influencer is to focus on the hotel's guest room, hotel property, and restaurant.
  - a. The posts must not be deleted or archived for 365 days from posting.
  - b. The Influencer will refrain from using any inappropriate language or content promoting bigotry, racism, or any discrimination based on race, gender, religion, nationality, sexual orientation, age, or disability.
  - c. Posts may not mention any other brands.
  - d. It is up to the influencer to ensure posts follow FTC guidelines and disclosures.
  - e. The Influencer is to include #hashtag example in their Instagram caption.
  - f. Talking Points:
    - i. Include here any general about your company / hotel / etc. that you would like the Influencer to know
  - g. Any additional coverage is up to the discretion of the influencer, but always welcome!
    - i. Please do not use our property as a backdrop for other advertising without our consent.
    - ii. Outside alcoholic beverages are strictly prohibited.
5. Copyright: COMPANY has the right to repost any Instagram posts with proper credit to @INFLUENCERHANDLE.
6. Compensation: In exchange for coverage, @COMPANY agrees to provide the following to @INFLUENCERHANDLE.
  - a. Details of a stay
  - b. Details of dining
  - c. Details of parking
  - d. Details of a gift / product



COMPANY LOGO

\_\_\_\_\_  
Influencer Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company Representative Signature, Title

\_\_\_\_\_  
Date

SAMPLE