



20<sup>th</sup> April 2009

Jennifer Hoffman  
Via Email: [Jennifer.Hoffman@state.nm.us](mailto:Jennifer.Hoffman@state.nm.us)

Dear Jen

**PR Report NMTD March 2009:**

The month of March has brought a number of individual journalists to the state, including:

- **Dallas Morning News**
- **Porsche Magazine** and **Robb Report**
- **The Weather Channel**
- **Get Lost Magazine**
- **About.com**
- **Instinct Magazine**
- **MSN-Canada**
- **Texas Monthly** and **The Austin Statesman**

As we move forward, we look forward to expanding our Social Networking campaign, supporting Aeromexico, handling individual press trip requests, and continuing to strategically pitch based on our editorial calendar opportunities.

Yours sincerely,

Sarah Robarts  
**President, BPR**

Rachel Mason  
**Director, BPR- NM**

## **NM in the media in March 2009:**

### **Helium**

<http://www.helium.com/items/1369560-a-guide-to-the-albuquerque-international-balloon-fiesta>

### **The Sun Times**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18956925&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18956925&Preview=true)

### **Travel Channel**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_19046099&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_19046099&Preview=true)

### **Federal News Service**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18591249&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18591249&Preview=true)

### **Federal News Service**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18591250&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18591250&Preview=true)

### **Federal News Service**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18591251&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18591251&Preview=true)

### **Federal News Service**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18591252&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18591252&Preview=true)

### **Associated Content**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18959039&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18959039&Preview=true)

### **KOAT**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_19004137&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_19004137&Preview=true)

### **Examiner.com**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18802960&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18802960&Preview=true)

**El Paso Times**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18803509&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18803509&Preview=true)

**Associated Content**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18953355&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18953355&Preview=true)

**The Boulder Daily Camera**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_19091542&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_19091542&Preview=true)

**San Antonio Business Journal**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18657768&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18657768&Preview=true)

**St. Paul Business Journal**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18658235&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18658235&Preview=true)

**Charlotte Business Journal**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18659575&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18659575&Preview=true)

**New Mexico Business Weekly**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18659576&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18659576&Preview=true)

**Puget Sound Business Journal**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18664826&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18664826&Preview=true)

**Examiner.com**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18724531&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18724531&Preview=true)

**San Antonio Business Journal**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18724532&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18724532&Preview=true)

**Charlotte Business Journal**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18700259&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18700259&Preview=true)

**Business First**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18677330&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18677330&Preview=true)

**St. Paul Business Journal**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18678621&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18678621&Preview=true)

**San Francisco Business Times**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18681067&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18681067&Preview=true)

**Examiner.com**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_19018545&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_19018545&Preview=true)

**Associated Content**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_19023302&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_19023302&Preview=true)

**Associated Content**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_19004400&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_19004400&Preview=true)

**Examiner.com**

[http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832\\_15906\\_18888615&Preview=true](http://vocuspr.vocus.com/VocusPR30/ViewNewsOnDemand.aspx?ArticleID=513832_15906_18888615&Preview=true)

**Dallas Morning News**

[http://www.dallasnews.com/sharedcontent/dws/fea/travel/texasneighbors/stories/DN-albuarts\\_0419tra.State.Edition1.4a50e90.html](http://www.dallasnews.com/sharedcontent/dws/fea/travel/texasneighbors/stories/DN-albuarts_0419tra.State.Edition1.4a50e90.html)

**WFAA.com**

[http://www.wfaa.com/sharedcontent/dws/fea/travel/thisweek/stories/DN-albuarts\\_0419tra.State.Edition1.4a50e90.html](http://www.wfaa.com/sharedcontent/dws/fea/travel/thisweek/stories/DN-albuarts_0419tra.State.Edition1.4a50e90.html)

**Denton Record Chronicle**

[http://www.dentonrc.com/sharedcontent/dws/fea/travel/texasneighbors/stories/DN-albuarts\\_0419tra.State.Edition1.4a50e90.html](http://www.dentonrc.com/sharedcontent/dws/fea/travel/texasneighbors/stories/DN-albuarts_0419tra.State.Edition1.4a50e90.html)

**TOTAL AD VALUE EQUIVALENT OF March 2009 MEDIA HITS: \$87,951.01**

## **Press Releases sent out:**

- The Lincoln Fandango release has gone out to 611 editors and producers:  
[http://www.ballantinesbiz.com/newmexico/NMTD-LincolnFandango\\_03170909.html](http://www.ballantinesbiz.com/newmexico/NMTD-LincolnFandango_03170909.html)

## **Pitches and Leads:**

Below is an outline of pitching and leads for the month of March:

### **I Write Travel**

- Jane Cassie has produced the 3 promised articles, stemming from her late February/early March press trip to Santa Fe and Taos. The articles will be published by a number of Canadian outlets and we will keep you posted on those results.

### **About.com**

- Naomi Serviss, who attended the Spa FAM, has just finished her piece for About.com which should be published by next week. We will keep you posted on the coverage.

### **Meetings News**

- Sent lead to Albuquerque CVB - answering questions about meetings transportation

### **MSNBC.com**

- Pitched Taos Inn, Sage Inn, and Madelyn Inn for Mother's Day packages

### **CNN.com**

- Pitched Bishop's Lodge Ranch Resort & Spa for family friendly angle

## Events:

### **Spa press trip**

- Hosted journalists for trip to Taos, Santa Fe, Ojo Caliente, and Truth or Consequences
- Press list
  - **About.com**
  - **Instinct Magazine**
  - **MSN-Canada**
  - **Texas Monthly, Austin Statesman**
- Followed up with press with fact checking and image requests
- Thanked industry partners for participation

### **PR 101- Governor's Conference**

- Created targeted local media list for generating press at upcoming event
- Included conference in Social Networking

## Upcoming group and individual press trips:

### Group press trip:

- 2009 NMTD Soft Adventure press trip

### Individual press trip:

- Sophia Dembling **Dallas Morning News**
- Jack Smith **Porsche Magazine**
- Jim Gagne **The Weather Channel**
- Tom Neal Tacker **Get Lost Magazine**
- Eric Anderson **Travels with Eric Anderson**
- Joseph Schmitt **Passport Magazine** \*extending Soft Adventure press trip to include individual press trip TBD

## ITINERARIES:

### **The New Mexico Tourism Department welcomes Sophia Dembling, Dallas Morning News**

April 6<sup>th</sup>- 11<sup>th</sup>, 2009

#### **Monday, April 6**

- 11:20am arrive at Albuquerque International Sunport via American Airlines flight 1099
- Pick up rental car (reservations made on own)
- Depart for Truth or Consequences (2hr 15min)

Directions: Take I-25 South for approximately 145 miles. Take Exit 79 for Truth or Consequences. The exit becomes North Date Street. Go through the light at Denny's, and go a couple of miles to the second traffic light. Go through the light at 3rd Street (please watch your speed downtown). Date Street bends to the right and becomes one-way (Main Street) as you enter downtown. Follow Main Street around the curve and up the hill. The El Cortez Theater sign is the next landmark (on the right), which is at Main and Foch. TURN LEFT at Foch Street. At Broadway you will see Little Sprout Market. Foch Street zigzags across Broadway and continues beside Little Sprout. Austin Street is the next stop sign. Turn right, and Blackstone Hotsprings parking lot is on the left in the middle of the block.

- Arrive at Blackstone Hotsprings
- Contact: Rob Wheeler  
Blackstone Hotsprings  
410 Austin Street  
Truth or Consequences, NM 87901  
Phone: 575-894-0894
- Check in to the Jetsons Room, pick up soaking passes and schedule soak in the Wet Room if interested
- Free time for private soak
- 7pm dinner at Café Bella Luca with Gina Kelley, Director of Tourism for Sierra County 575 740 3902 (Gina's cell)
- Café Bella Luca  
303 Jones Street  
Truth or Consequences, NM 87901  
Phone: 575 894 9866

## **Tuesday, April 7**

- Breakfast on own, suggestion:
  - Little Sprout  
400 Broadway St  
Truth Or Consequences, NM 87901  
Phone: 575 894 4114
- Depart to Riverbend  
100 Austin Street  
Truth or Consequences, NM 87901  
Phone: 575 894 7625
- Pick up soaking passes at front desk
- 10am-2pm Private soak in Rio
- Free time late afternoon to explore town
- Dinner on own
- 8-9pm private soak in Rio
- Overnight at Blackstone Hot Springs

## **Wednesday, April 8**

- Check out of Blackstone Hot Springs
  - Depart for Las Cruces (1hr 15min)  
NM Farm and Ranch Heritage Museum  
4100 Dripping Springs Road  
Las Cruces, NM 88011  
Phone: 575 522 4100
  - DIRECTIONS: Start out going north on Broadway St. Turn left onto Main Ave. Merge onto I-25 South. Take I-25 for 74 miles. Take University Ave. exit 1. Turn left onto University Ave. Follow for 1.3 miles. University becomes Dripping Springs Road.
  - Pick up press kit and press pass at front desk of NM Farm and Ranch Heritage Museum
  - Tour of museum on own
  - Depart for White Sands (35min)
  - DIRECTIONS: Merge onto I-25 north for 4.4 miles. Merge onto US-70 E via exit 6. Stay on US- 70 for 20 mi. Follow signs to visitor's center.
  - Tour White Sands visitors center and National Monument on own
  - Depart for Alamogordo
  - DIRECTIONS: Travel north on US Highway 70 E towards Alamogordo for 15 miles.
  - Activities on own in Alamogordo
  - Depart for the Lodge at Sierra Blanca in Ruidoso
- DIRECTIONS: Take US 70 E for 13.6 mi. Take the US-54N/US-70E ramp toward Tularosa. Turn left onto US-54 N/ US-70 E for 5 miles. Turn left onto

US-54 N/ US-70 E for 42.5mi. Turn left onto Mescalero Trail. Turn left onto Sudderth Dr. Follow Sudderth for 2.9mi. Turn right onto NM-48/Mechem Dr./Alto Rd. Continue to follow for 2.1 mi. Turn right onto Sierra Blanca Drive.

- Check in to lodge, **confirmation # 125144**

### **Thursday, April 9**

- Overnight at Sierra Blanca in Ruidoso

### **Friday, April 10**

- Check out of Lodge at Sierra Blanca
- Depart for Albuquerque by way of San Antonio and Socorro
- Depart for Hotel Albuquerque in Old Town, Albuquerque

From: The Lodge at Sierra Blanca 107 Sierra Blanca Dr, Ruidoso, NM 88345  
To: Hotel Albuquerque At Old Town 800 Rio Grande Blvd  
NW, Albuquerque, NM 87104 505-843-6300

1. Start out going NORTHWEST on SIERRA BLANCA DR toward MECHEM DR/ NM-48. 0.3 mi
  2. Turn RIGHT onto MECHEM DR/ NM-48. Continue to follow NM-48. 7.4 mi
  3. Turn LEFT onto NM-37. 14.2 mi
  4. Turn LEFT onto US-380. 73.1 mi
  5. Merge onto I-25 N. 86.8 mi
  6. Take the I-40 W/ I-40 E exit, EXIT 226AB, toward GALLUP/ SANTA ROSA. 0.3 mi
  7. Merge onto I-40 W via EXIT 226B on the LEFT toward GALLUP. 2.3 mi
  8. Take the RIO GRANDE BLVD. exit, EXIT 157A. 0.3 mi
  9. Turn RIGHT onto RIO GRANDE BLVD NW/ NM-194 N. 0.1 mi
  10. Turn LEFT onto RIO GRANDE BLVD NW/ NM-194 S. 0.4 mi
  11. End at 800 Rio Grande Blvd NW Albuquerque, NM 87104
- Check into Hotel Albuquerque in Old Town, **confirmation #743520**

### **Saturday, April 11**

- Leave hotel for airport

From: Hotel Albuquerque At Old Town 800 Rio Grande Blvd NW,  
Albuquerque, NM 87104 - 505-843-6300  
To: Albuquerque International Sunport (ABQ) 2200 Sunport Blvd SE,  
Albuquerque, NM 87106 - 505-842-4366

1. Start out going NORTH on RIO GRANDE BLVD NW/ NM-194 N toward BELLAMAH AVE NW. 0.4 mi
2. Turn LEFT onto RIO GRANDE BLVD NW/ NM-194 S. 0.2 mi
3. Merge onto I-40 E via the ramp on the LEFT. 1.6 mi

4. Merge onto I-25 S via EXIT 159B toward AIRPORT/ LAS CRUCES. 4.3 mi
5. Take the SUNPORT BLVD. exit, EXIT 221, toward AIRPORT. 0.3 mi
6. Turn LEFT onto SUNPORT BLVD SE. 0.8 mi
7. Take the ramp toward DEPARTING FLIGHTS/ TICKETING/ CHECK-IN. 0.2 mi
8. Stay STRAIGHT to go onto SUNPORT BLVD SE. 0.0 mi
9. End at 2200 Sunport Blvd SE Albuquerque, NM 87106

Estimated Time: 11 minutes      Estimated Distance: 7.82 miles

- Return rental car
- 12:10pm depart Albuquerque International Sunport via American Airlines flight 1086

**Jack Smith**  
**Individual Press Trip Itinerary**  
**March 25-29, 2009**

**Wednesday, March 25**

2pm            arrive in Albuquerque

2-3pm            pick up baggage and rental car

3:30pm            Visit **Gruet Winery**  
*Ask for Sophian for tour and overview*  
 (505) 821-0055  
[www.gruetwinery.com](http://www.gruetwinery.com)

Directions from airport: Take I-25 north to Paseo del Norte exit. Continue through the stoplight on the frontage road. Gruet will be on your right at 8400 Pan American Frwy. N.E.

4:30pm            Depart for **Tent Rocks National Monument** hike  
 Open 7am – 7pm, gates close at 6pm  
*Sunset is around 7:15 so be sure to turn around in time to make it back to your car*

[http://www.blm.gov/nm/st/en/prog/recreation/rio\\_puerco/kasha\\_katuwe\\_tent\\_rocks.html](http://www.blm.gov/nm/st/en/prog/recreation/rio_puerco/kasha_katuwe_tent_rocks.html)

Directions: Take I-25 north to the Cochiti Pueblo Exit 264 off I-25 onto NM 16. Turn right off NM 16 onto NM 22, and follow the brown signs to Cochiti Pueblo and the national monument.

~7:30pm Check in at ABQ hotel  
Albuquerque Marriott  
2101 Louisiana, NE  
Albuquerque, NM 87110  
Phone: (505) 881-6800  
www.marriott.com/abqnm  
Contact: Stella Helms  
Confirmation #s: 84827634 and 84826891

8pm Dinner at the **Gruet Steak House**  
3201 Central Ave. N.E.  
Albuquerque, NM 87106  
(505) 256-9463  
www.gruetsteakhouse.com  
Contact: Matt Habey??

### Thursday, March 26

- Check out of hotel
- Depart for Lincoln (3 hrs)
- Take I-25 South through Socorro. 10 miles south of Socorro take U.S. 380 east. Lincoln is 12 miles east of Captain
  - Lincoln has not changed much since the Lincoln County War, and a host of characters, including Billy the Kid, launched this town into the history books. Lincoln's lively past brings with it the dubious superlative as the most violent town in western American history. Here is a tale fueled by ambition, greed, corruption, violence and the uncanny ability of William H. Bonney to escape from jail. Billy the Kid remains an enigma as he continues to elude his modern pursuers - historians.
  - Lincoln, a town preserved as it was in 1882, offers visitors plenty to explore, from the Lincoln County Courthouse and old Wortley Hotel to the Tunstall Mercantile with original merchandise.
- Nearby attractions from Lincoln:
  - Smokey Bear Historical Park is 12 miles west in Capitan.
  - The Hubbard Museum of the American West is 34 miles by U.S.380 & U.S.70 in Ruidoso Downs.
  - Valley of Fires National Recreation Area is 34 miles west on U.S.380.

- The Roswell Museum and Art Center and The International U.F.O. Museum and Research Center are 57 miles east in Roswell.
- In addition Ruidoso, Ruidoso Downs, and the Mescalero Apache Reservation have between them 2 casinos, a horse racing track, 4 public golf courses, and a downhill ski resort.
- Drive to Ruidoso
  - HWY 380 East to HWY 37. Turn South or right on HWY 37 and follow until it intersects with HWY 48. Turn right or South on HWY 48 and proceed South until Hwy 48, Mechem Drive at this point, comes to a T-type intersection with Sudderth Drive in the Village of Ruidoso. Turn left or East on Sudderth Drive and proceed approximately 1.5 miles until you view an Inn of the Mountain Gods sign at the intersection of Sudderth Drive and Evergreen. Turn right on Evergreen for three blocks until it merges with Carrizzo Canyon Road. Follow Carrizzo Canyon Road approximately 4 miles to the Inn of the Mountain Gods.
- Lodging at Inn of the Mountain Gods

### **Friday, March 27**

- 8am - leave Ruidoso and head north to meet up with the Turquoise Trail
- Start out going northeast on Carrizo Canyon Rd for 2.9 mi. Turn left onto Resort Dr. Turn slight right onto S. Grindstone Canyon Rd. Turn left onto Sudderth Dr. Turn right onto NM 48. Continue to follow NM 48 for 9.5 miles. Turn left onto NM 37 (14.2mi) Turn left onto US-380 (73.1mi) Merge onto I-25 N. Take Interstate 40 East to the Tijeras exit (175). Just before the exit, you will see the National Scenic Byway sign. Once you get off the exit, you can head north toward Cedar Crest. Continue on Turquoise trail to Santa Fe.
- 2pm lunch with Steve Lewis, Santa Fe Convention and Visitors Bureau, and Jennifer Padilla at Inn of the Anasazi
- Depart for Bandelier: Take Saint Francis Drive north toward Los Alamos. At the edge of Santa Fe, St. Francis Dr. becomes U.S. 84/285. After passing Pojoaque, merge right onto New Mexico 502 to Los Alamos. Continue up 502 toward Los Alamos. Bear left and exit onto New Mexico 4 towards White Rock. Continue for 12 miles, passing White Rock. Bandelier's entrance is on your left. Have your fee (usually \$12 per car – see [Reservations and Fees](#) for details) ready.
- 5pm tour and photo shoot of Bandelier National Monument
- Lodging in Los Alamos overnight at the North Road Inn

## Saturday, March 28

- Get an early start to head west from Los Alamos through Cuba to Chaco Canyon
- Morning - Chaco Canyon – Pueblo Bonita
- Afternoon – Tour Acoma “Sky City” (details to come shortly)

### Lodging at **Holiday Inn Select Albuquerque Airport**

1501 Sunport Pl SE (at University Blvd)

Albuquerque, NM 87106

Phone: (505) 944-2255

www.HolidayInnABQ.com

Contact: Alan Quintana, Director of Sales

**Confirmation #s:**

## Sunday, March 29

- Check out by 6am and drive to ABQ to return car
- Depart from Albuquerque – 8:45am

## The New Mexico Tourism Department Welcomes Jim Gagne from the Weather Channel

April 13<sup>th</sup>-15<sup>th</sup>, 2009

## Monday, April 13

- Early evening arrive at Albuquerque
- Pick up rental car (arrangements made on own)
- Depart for Taos (2.5hr)
- DIRECTIONS: Take I-25 N for 57 mi. Take US 285 exit 282 toward Taos. Stay on US 285 for 28.5 mi. Stay straight through town of Espanola. 285 turns into NM 68. Stay on 68 for 45 miles. Enter town of Taos. Turn right onto Kit Carson Road (at traffic light). El Monte Sagrado will be 0.4 miles on the left.

- Check into El Monte Sagrado

### **Confirmation # 109286**

Media rate of \$149/night

Contact: Denise Bina, sales and marketing 575-737-9826 if you have any issues

## Tuesday, April 14

- 6:15am meet at valet station in front of El Monte Sagrado for pick up and departure to Ballooning Site \*I would suggest following Ed with your vehicle to insure you can leave at proper time
- Contact: Ed Smith, chief pilot 575-751-9877
- 15-20min interview Ed Smith with balloon blown up and grounded
- Balloon flight with group
- 10am wrap up ballooning and return to El Monte Sagrado \*unless you are driving yourself, then you can depart for Llama Trek
- 10:15am depart for Llama Trek at Big Arsenic Trailhead (45min)
- DIRECTIONS: From El Monte- turn right onto Kit Carson Road. Take right onto Paseo del Pueblo (at traffic light). Follow Paseo del Pueblo to the far north end of Taos. At northern outskirts of Taos, continue (no turns) through major 4-way intersection (Conoco on left) on NM 522. Drive 20 mi. North on NM 522 to Questa, NM. Continue North on NM 522 to Questa, NM. Continue north on NM 522 for an additional 4 mi. Turn left at **Wild and Scenic Rivers Recreation Area** sign, on NM 378 (Phillips 66 on left). Drive 5 mi. to the entrance of Wild and Scenic Rivers Recreation Area (cross cattle guard). Continue driving for 7.8 mi. and turn right at sharp "T" (UNMARKED) In about another mile, turn right into **Big Arsenic Campground**. Please stop and pay BLM parking fee. Bear to the left following signs for day use parking.
- 11am Meet Stuart Wilde, Wild Earth Llama Adventures for interview and video of llama trek.
- Stuart's contact info
- 575 779 2408 (cell)
- 12:15pm wrap up and depart for RAFTING (1hr. 15min)
- 1:30pm meet at Rio Grande Gorge Visitors Center for Rafting
- DIRECTIONS: from Taos, take US 68 S toward Santa Fe for 15 mi. Visitors Center is located in very small town of Pilar. You will head down a long hill (over a mile) and visitors center is on left.
- Meet Cisco Guevara with Los Rios River Runners
  - 575 741 1007 (cell)
- Rafting group will be launching at 1:30pm at "Race Course". There will be a total of 4 rafts. Cisco will explain where to set up tripod for filming at specific locations. Entire trip, including interview with Cisco, should take 3 hrs.
- 4:30pm depart for Taos Pueblo
- Interview with Governor or spokesperson
- Overnight El Monte Sagrado

### **Wednesday, April 15**

- 8:45am check out of El Monte Sagrado
- Depart for Ojo Caliente (1hr.)
- DIRECTIONS: Drive North out of Taos on Paseo del Pueblo Norte/ Route 64 West 27 miles to Tres Piedras to the intersection of Route 64 & US 285. Turn left at the stop sign onto US 285. Continue South on US 285 for 30 miles until you reach Ojo Caliente. Approximately one mile before the entrance to the Springs you will pass a right (West) turn onto highway 111 and an Amerigas location on the right at that intersection is a landmark. We are about an hour southwest of Taos at Junction 414. This route is a two-lane, paved highway. Mile marker 353 is just past the right turn onto 414 that is the entrance to the Springs.
- Meet Wendi Gelfound, director of Marketing
- 575 770 2895 (cell)
- 10:15am interview with Wendi
- 10:30am shoot b-roll of Hotsprings
- 11am depart for Santa Fe
- Mid-afternoon interview with Mike Cerletti, Cabinet Secretary New Mexico Tourism Department
- Depart for Albuquerque
- Overnight lodging at Isleta Casino & Resort

## **The Santa Fe Convention and Visitors Bureau welcomes Tom Neal Tacker from Get Lost Magazine**

### **Saturday, March 21<sup>st</sup>**

- Late arrival to Albuquerque
- Pick up rental car with Enterprise
- Depart for Santa Fe (1hr)

Directions:

Merge onto I-25 N toward Santa Fe. Stay on I-25 for 60 miles. Take St. Francis Drive via exit 282 toward Santa Fe plaza. Stay on St. Francis for 4.6 miles. Turn right onto Paseo de Peralta. Turn right at stop light onto Washington Ave. Hotel is on the left.

- Check into Hotel Plaza Real- confirmed

### **Sunday, March 22<sup>nd</sup>**

- Pick up press kit and passes from Steve Lewis for museums and monuments around Santa Fe
- Free time to explore museums and monuments
- 6:30pm dinner at Coyote Café- complimentary

- \*Eric DeStefano is unavailable during this trip but we will arrange for a phone interview after the press trip.

### **Monday, March 23<sup>rd</sup>**

- 12pm lunch at La Fonda with Lane Warner and Bert Leyva
- Depart for Ghost Ranch in Abiquiu (1hr)
- Directions: Travel north on Washington Avenue. Take left onto Paseo de Peralta. Turn right onto N. St. Francis Drive. (24mi) Turn left onto US 285 (22.8 mi)
- Meet with Linda Seebantz, director of Marketing at Ghost Ranch
- Tour property and museum

### **Tuesday, March 24<sup>th</sup>**

- 10am meet Erin Newbrand, director of Marketing & PR at O'Keeffe Museum
- 10:30am docent tour at O'Keeffe Museum
- Check out
- Depart for Albuquerque

## **The New Mexico Tourism Department Welcomes Eric Anderson**

### **Friday, May 1**

- 1:40pm arrive Albuquerque International Sunport via Southwest flight 2703
- Pick up rental car
- Check into Albuquerque Hotel- ABQCVB handling

### **Saturday, May 2**

- Check out of hotel
- Depart for Santa Fe (1hr)
- Check in to Hotel Santa Fe- Steve Lewis confirmation

### **Sunday, May 3**

- Overnight Hotel Santa Fe

### **Monday, May 4**

- Overnight Hotel Santa Fe

### **Tuesday, May 5**

- Overnight Hotel Santa Fe

**Wednesday, May 6**

- Overnight Hotel Santa Fe

**Thursday, May 7**

- Check out of Hotel Santa Fe
- Depart for Taos
- Check in to Taos Lodging TBD

**Friday, May 8**

- Overnight Taos

**Saturday, May 9**

- Check out of Taos Lodging
- Depart for Albuquerque
- Check into Albuquerque Lodging TBD

**Sunday, May 10**

- 1:50pm depart Albuquerque International Sunport



**NMTD  
Report on Ad Value  
March, 2009**

<b>News Headline</b>	<b>News Date</b>	<b>Outlet Name</b>	<b># words</b>	<b>Ad Value</b>
A guide to the Albuquerque International Balloon Fiesta	4/1/2009	Helium	508	\$762.00
Sara Stevens Oot Best laid plans for vacation	4/12/2009	The Sun Times	49	\$11.03
IN THE 1940s, THE ACTION WAS IN ROSWELL, NEW MEXICO	4/16/2009	Travel Channel	658 words	\$11,280.00
LINCOLN FANDANGO CELEBRATES BILLY KID TRAIL RIDE	3/12/2009	Federal News Service	344	\$516.00
SRAM CORPORATION TITLE SPONSOR OF SILVER CITY'S ANNUAL TOUR OF GILA CYCLING EVENT	3/13/2009	Federal News Service	398	\$597.00
RIO RANCHO'S ANNUAL PORK & BREW NAMED AMONG NATION'S TOP EVENTS BY AMERICAN BUS ASSOCIATION	3/11/2009	Federal News Service	419	\$628.50
NEW MEXICO A HUGE HIT DURING CALIFORNIA-ROSE PARADE MARKETING INITIATIVE	2/24/2009	Federal News Service	568	\$852.00
Travel to Lincoln, New Mexico A National and Historic Landmark Featuring Billy the Kid	4/12/2009	Associated Content	428	\$642.00
TODAY, THEY MET WITH TOURISM OFFICIALS TO DISCUSS WHAT NEW MEXICO HAS TO OFFER.	4/14/2009	KOAT	831 words (Video time unknown)	\$1,246.50
A thousand years into the past -- Chaco Culture National Historic Park	4/2/2009	Examiner.com	2,521	\$3,781.50
Out'n'about Guided stroll through Silver City includes plenty of history and stories	4/2/2009	El Paso Times	703	\$5,624.00
The Top Five Most Haunted Places in New Mexico	4/11/2009	Associated Content	1,049	\$1,573.50
Travel Nearby New Mexico offers lovely getaway	4/19/2009	The Boulder Daily Camera	892	\$1,181.90
Tourism Department selects ad contract finalists	3/26/2009	San Antonio Business Jour	333	\$2,651.51
Tourism Department selects ad contract finalists	3/26/2009	St. Paul Business Journal	353	\$529.50
Tourism Department selects ad contract finalists	3/26/2009	Charlotte Business Journal	346	\$3,147.22
Tourism Department selects ad contract finalists	3/26/2009	New Mexico Business Wee	334	\$2,221.10
Tourism Department selects ad contract finalists	3/26/2009	Puget Sound Business Jou	347	\$3,387.59
Southern New Mexico offers golf values 4 days	3/29/2009	Examiner.com	506	\$759.00
New West finalist for New Mexico marketing effort	3/29/2009	San Antonio Business Jour	285	\$2,269.31

New West finalist for New Mexico marketing effort	3/28/2009	Charlotte Business Journal	296	\$2,692.42
New West finalist for New Mexico marketing effort	3/27/2009	Business First	290	\$1,607.04
New West finalist for New Mexico marketing effort	3/27/2009	St. Paul Business Journal	290	\$2,813.00
New West finalist for New Mexico marketing effort	3/27/2009	San Francisco Business Times	256	\$5,337.22
Budget vacation in Albuquerque - cheap prices for hotels and food	4/15/2009	Examiner.com	457	\$685.50
Summer to Fall Festivals in New Mexico	4/15/2009	Associated Content	256	\$384.00
Southwestern United States Road Trips	4/14/2009	Associated Content	463	\$694.50
Easy Riders to revel in Taos	4/7/2009	Examiner.com	551	\$826.50
Albuquerque's art: Old Town galleries appeal to art lovers	4/19/2009	Dallas Morning News	723	\$27,080.69
Albuquerque's art: Old Town galleries appeal to art lovers	4/19/2009	WFAA.com	723	\$1,084.50
Albuquerque's art: Old Town galleries appeal to art lovers	4/19/2009	Denton Record Chronicle	723	\$1,084.50
<b>estimated ad value:</b>				<b>\$87,951.01</b>



## Lincoln Fandango Celebrates Billy the Kid Trail Ride

Santa Fe, NM, March 17, 2009 – Get a hands-on, seat-in-the-saddle look at New Mexico's Western heritage up close and personal with the folks in Lincoln, NM when they celebrate completion of the seventh annual Billy the Kid Trail Ride May 16, 2009.

The Billy the Kid Trail Ride begins in Ft. Sumner May 9, 2009 and travels 125 miles to Lincoln over the same route that Billy the Kid used to move between Lincoln and Ft. Sumner after his infamous escape from the Lincoln County Jail in April 1881. With historically accurate reenactments, story telling, chuck wagon dinners and safe horsemanship, the Billy the Kid Trail Ride, through its host ranches, offers a true western experience while preserving lands and landmarks.

After the riders hit Lincoln May 16 – and after a well-earned opportunity to freshen up – they will join Lincoln residents and their visitors in the fun of an old fashion Fandango at the Lincoln State Monument Visitor's Center, beginning at 5 p.m. Green chile stew, frijoles, tortillas and homemade cobbler with ice cream are on the menu; and story tellers and musicians will provide the entertainment.

Lodging is available in Lincoln for the riders and other visitors are welcome to participate in the Fandango.

"This is a great way to share in the legend that is Billy the Kid," said Michael Cerletti, Secretary of the New Mexico Tourism Department. "It is incredible how everyone has come together to create this living monument to Billy the Kid, Pat Garrett and the Wild West of southern New Mexico. The Billy the Kid Trail Ride is an unforgettable eight days of starry skies and campfires, history and memories to last a lifetime."

**For more information about the Lincoln Fandango, call The Ellis Store Country Inn, 800-653-6460, or the Dolan House, 575-653-4670.**

**For more information on the Billy the Kid Trail Ride contact Beth MacQuigg, 505-550-9508 or [emacquigg@comcast.net](mailto:emacquigg@comcast.net).**

**Mike Stauffer  
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