



NEW MEXICO *True*

ENCHANTED

8

newmexico.org

Q&A

Text questions to:

505-469-2739

oremail

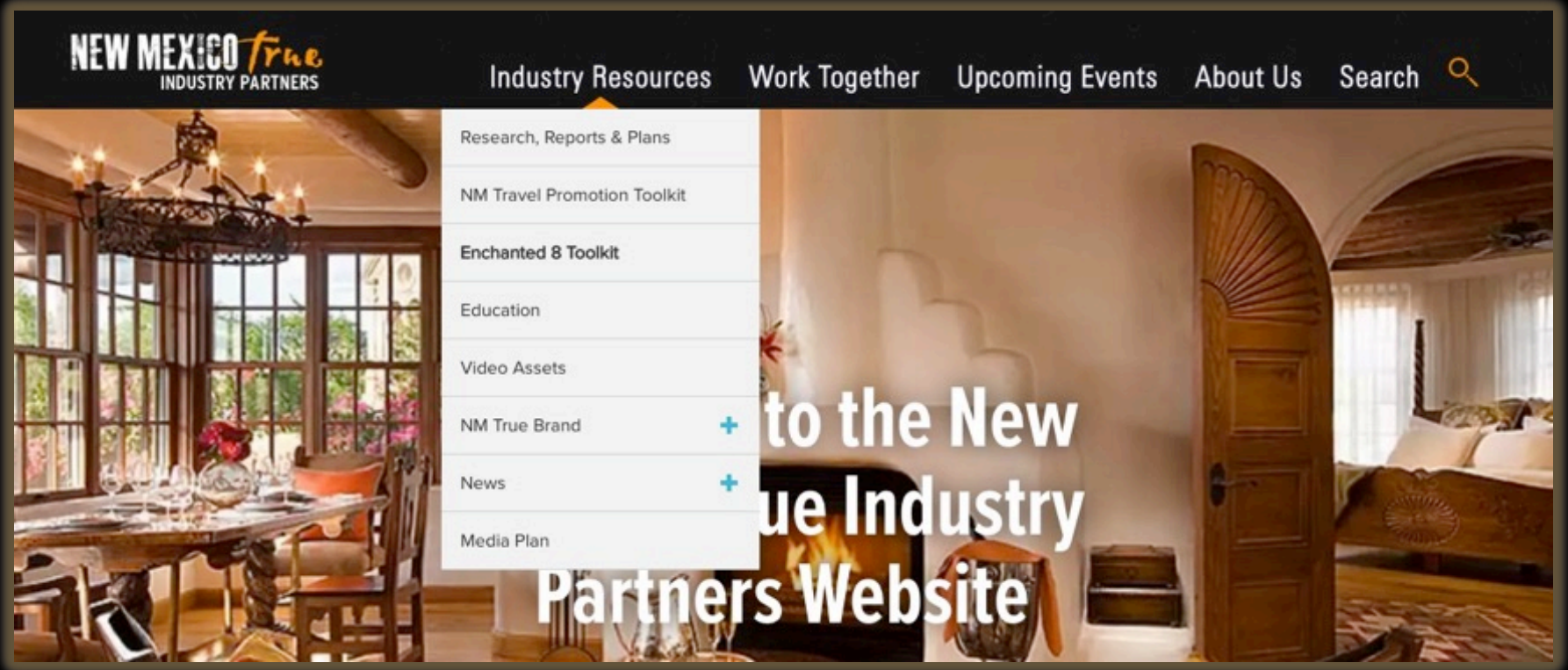
industry.relations@state.nm.us



Enchanted 8 Overview

- Collection of themed road trips designed to feed the soul and inspire & motivate summer trips to and within NM.
- Now through Labor Day.
- Ever-evolving – content will last beyond this summer.
- How partners can participate/ toolkit.

Enchanted 8 Toolkit



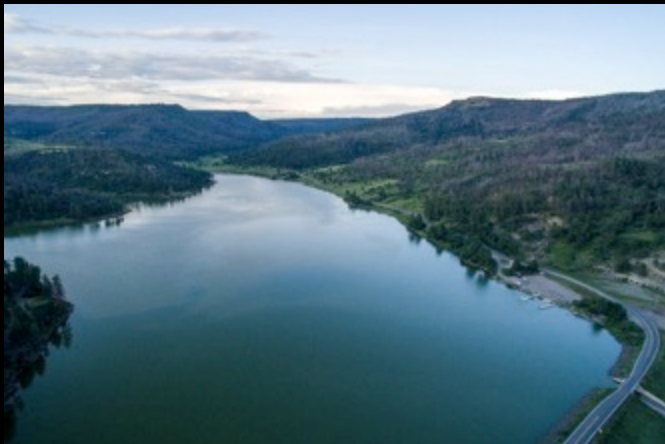
NMTourism.org -> Industry Resources ->
Enchanted 8 Toolkit

★ KNOW ★

LIST

CREATE

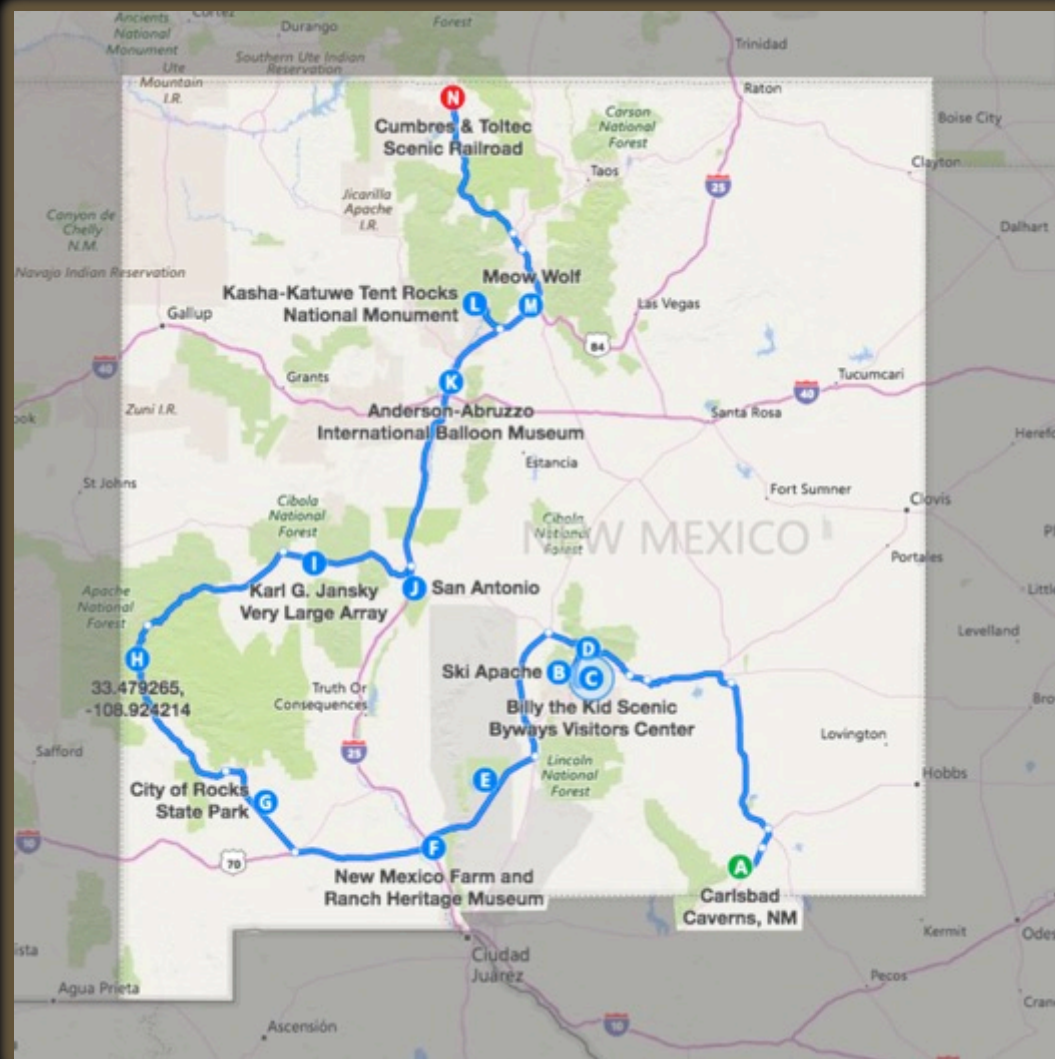
SHARE



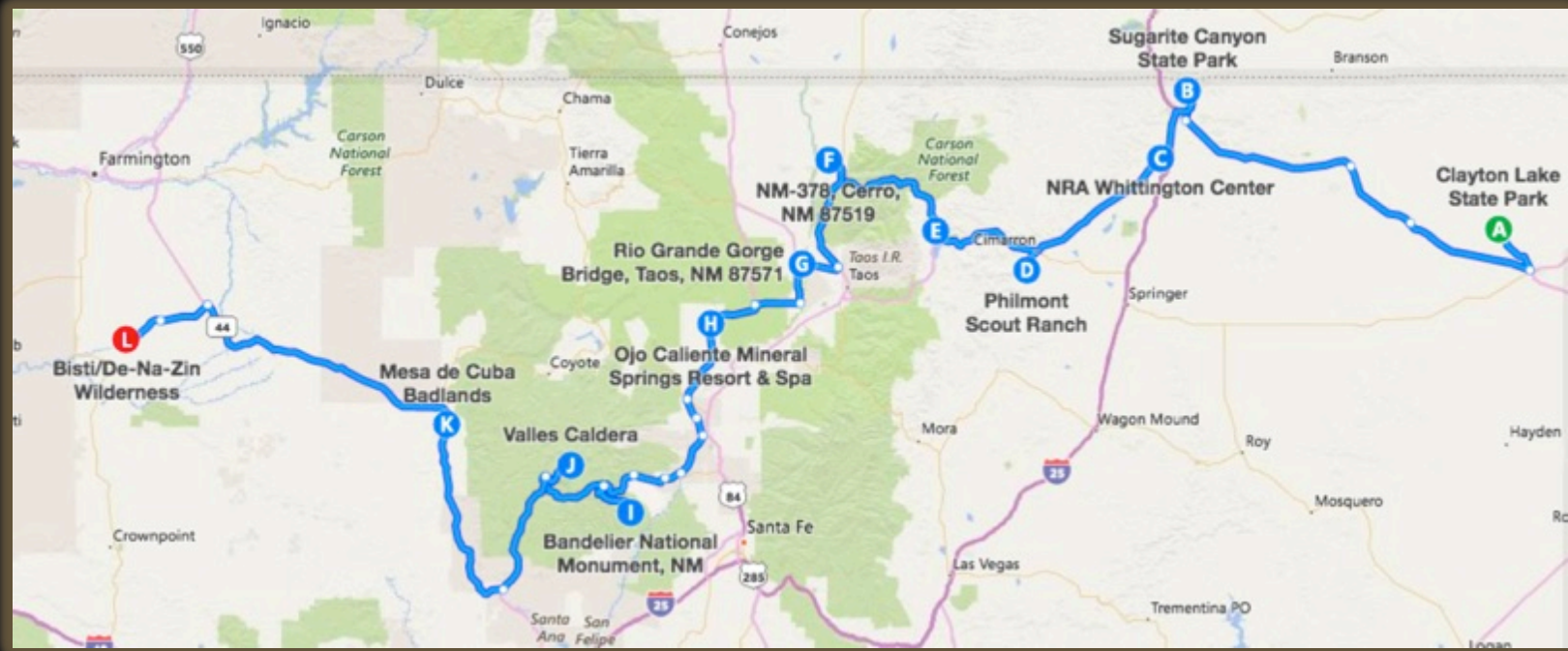
1. Look through the Enchanted 8 to determine which road trips come through or near your business or community

- Proximity – are there stops close to you?
- Complementary – are there stops that match up with you?
- Similarities – are there themes that are similar to your offerings?
- Audiences – are there target groups that match yours?

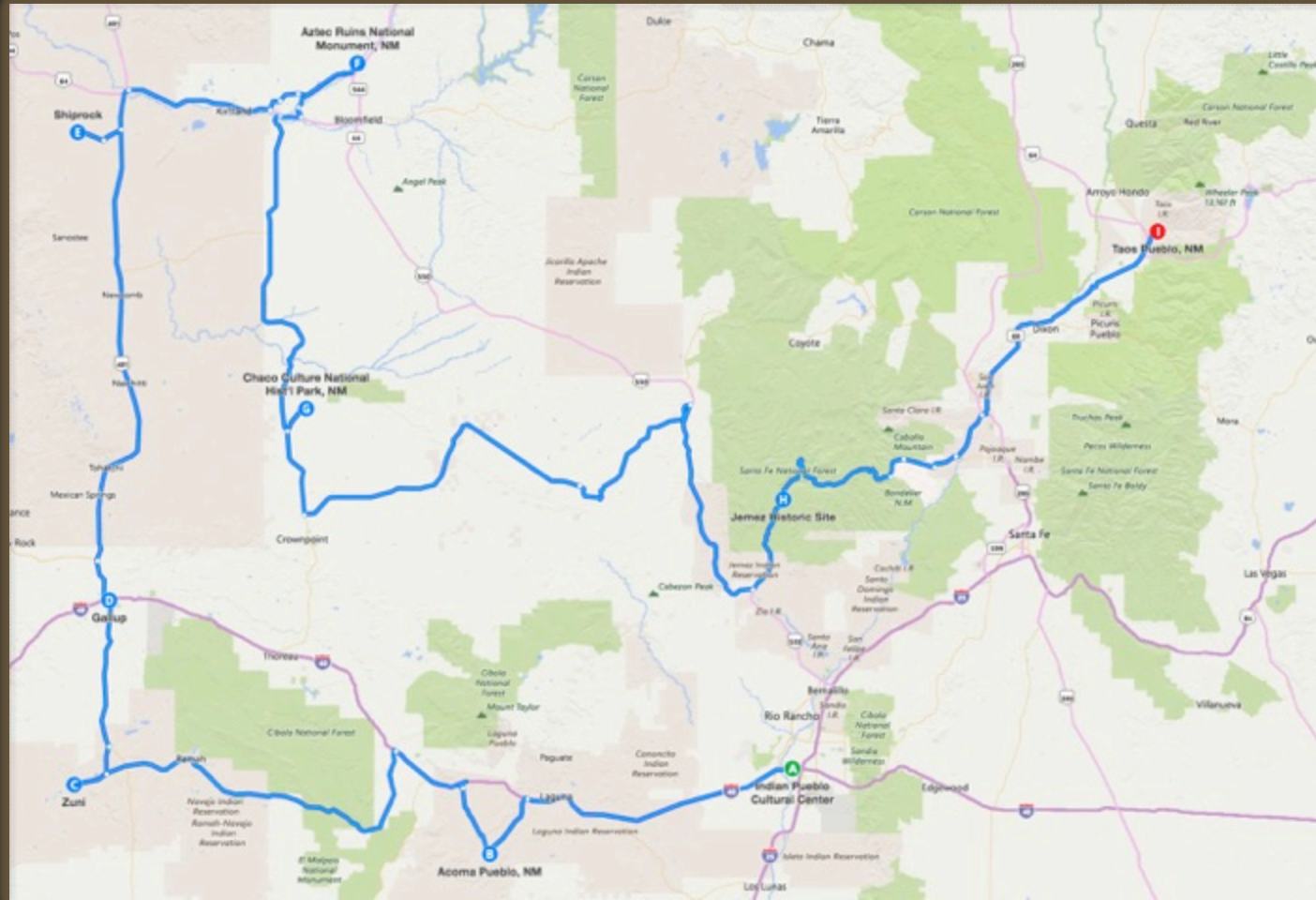
Road Trip For True Families



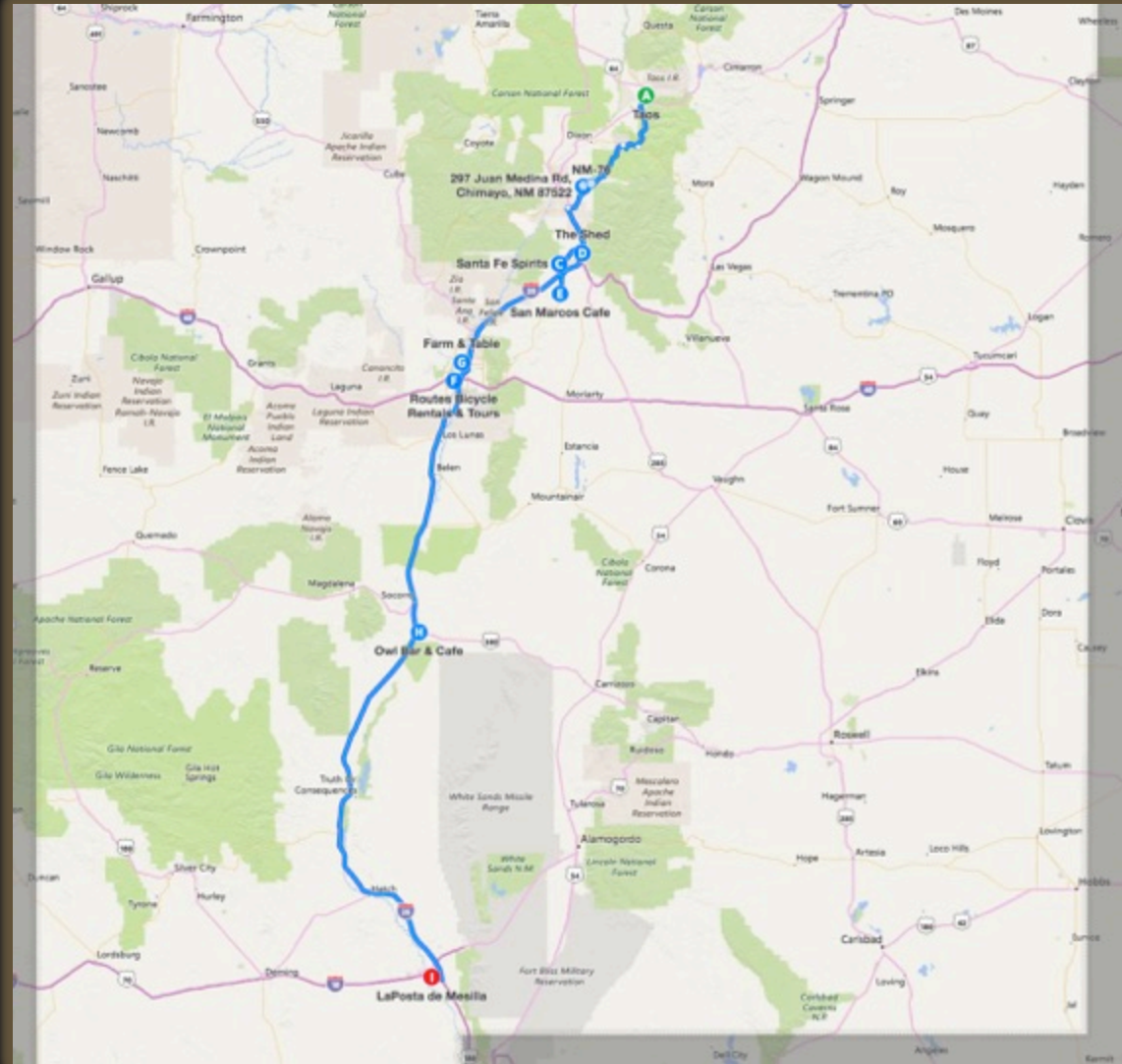
Road Trip For True Adventure Seekers



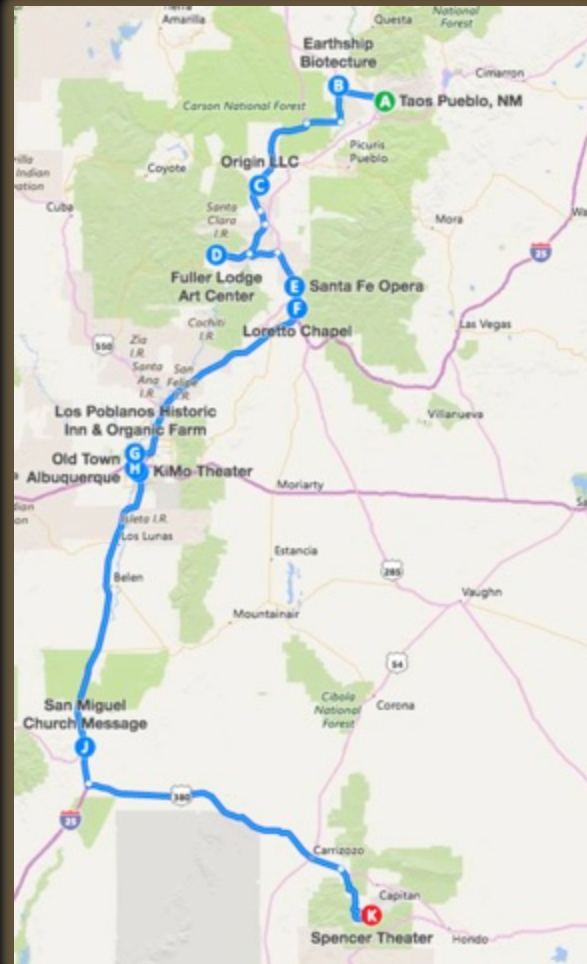
Road Trip For True Native Culture Enthusiasts



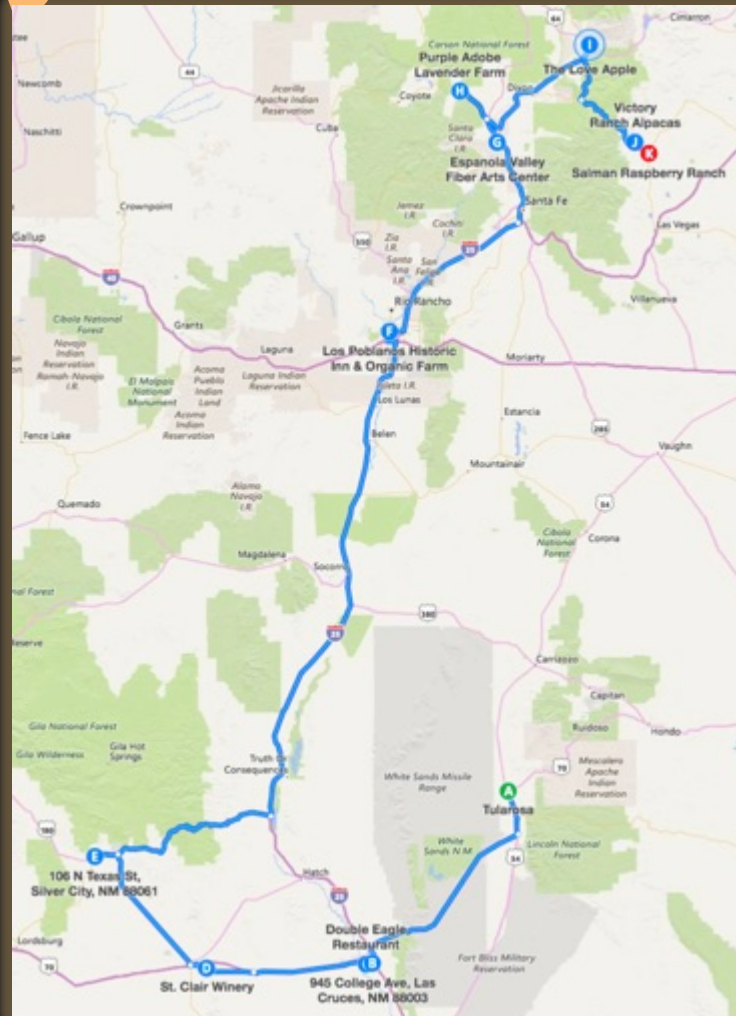
Road Trip For True Foodies



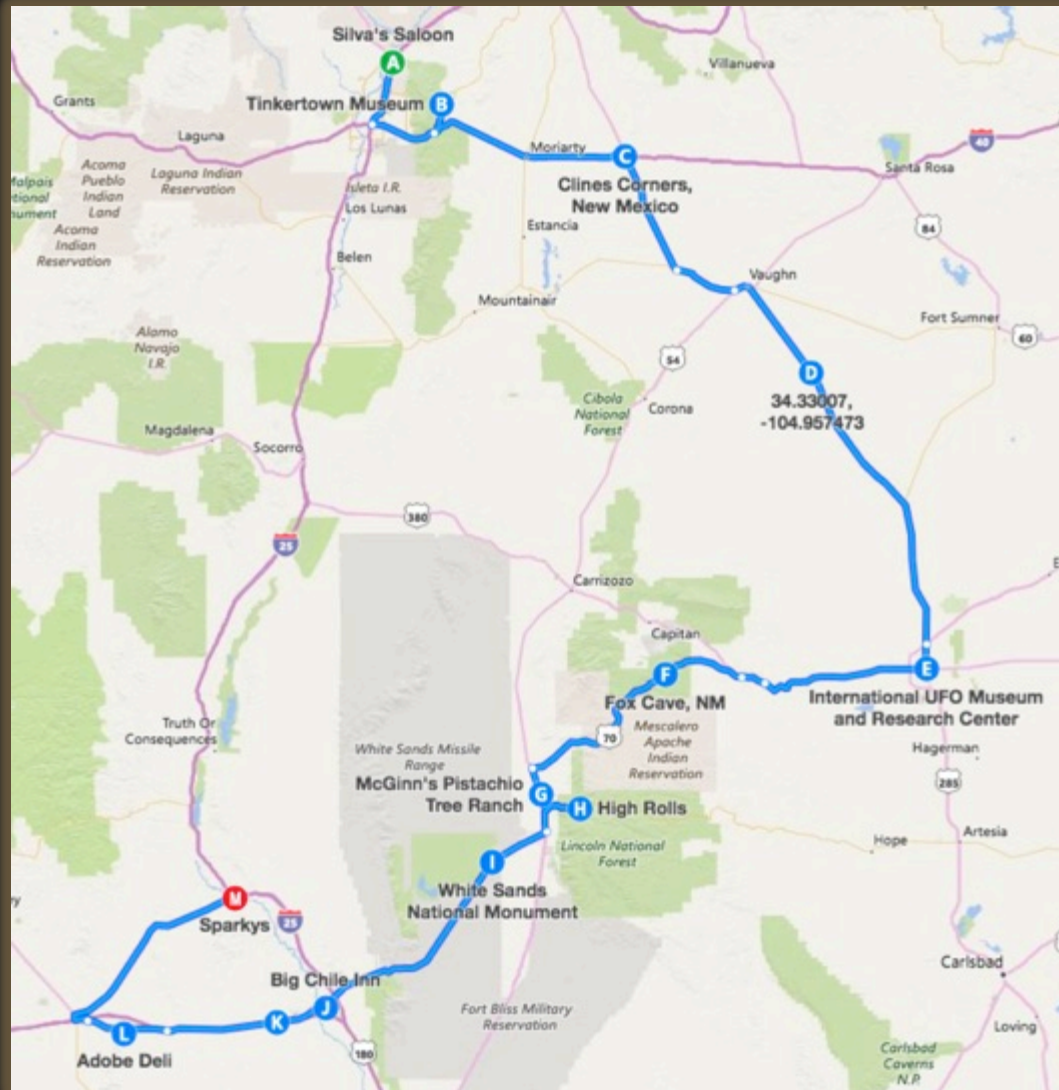
Road Trip For True Architecture Aficionados



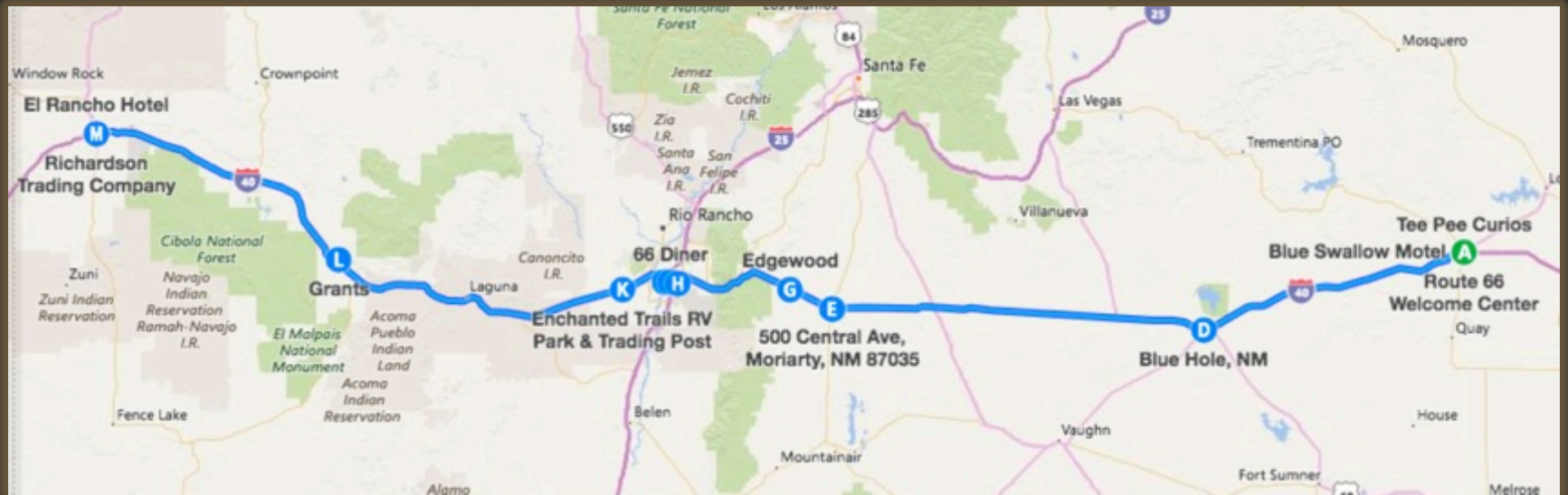
Road Trip For True Agriculture Addicts



Road Trip For True Eccentrics



Road Trip For True Rt. 66 Fanatics



2. Reference and share this webinar - NMTourism.org

Education

As an ongoing program for how to partner with the New Mexico Tourism Department's brand, we offer monthly webinars on a variety of topics to educate partners with archived recordings housed here. Additional resources on this page include recorded speeches, meetings and events with educational and informative value.

For information, schedules and RSVP details, visit the department's page for [upcoming events](#).

HOW TO CREATE TANGIBLE TOURISM IN YOUR AREA



HOW TO MARKET ON A SHOESTRING



3. Follow the #NewMexicoTRUE social handles & share posts relevant to you



/NewMexico



@NewMexico



/VisitNewMexico



/VisitNewMexico



/NewMexicoTrue

NEW MEXICO True

Visit New Mexico
@NewMexico

Home
About
Events
Explore #NewMexicoTRU...
Check us out on Youtube
Follow us on Twitter
Follow us on Pinterest
Photos
Posts

Liked Following Share ...

Posts

Visit New Mexico
Published by Talweg (?) · June 5 at 4:20pm · 🌐

Wanna get weird? #NewMexicoTRUE

Road Trip for True Eccentrics
Explore some of the Land of Enchantment's oddities on this trip, which begins with eccentric characters and a bar that enshrines their mementos, a village in miniature and the state's largest gift shop of curios.
NEWMEXICO.ORG

4. Mark Your Calendar - Spotlight Weeks!



[Route 66]
June 19
August 28



[Agriculture]
July 17



[Families]
June 26



[Native]
July 24



[Foodies]
July 3
August 7



[Eccentrics]
August 21



[Architecture]
July 10
August 14



[Adventure]
June 12
July 31

KNOW



LIST



CREATE

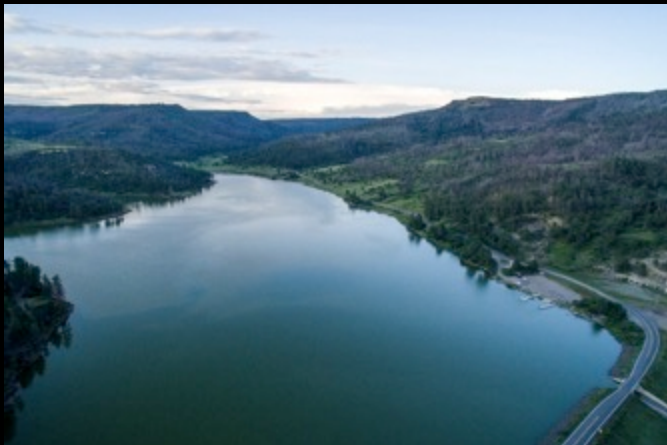
SHARE



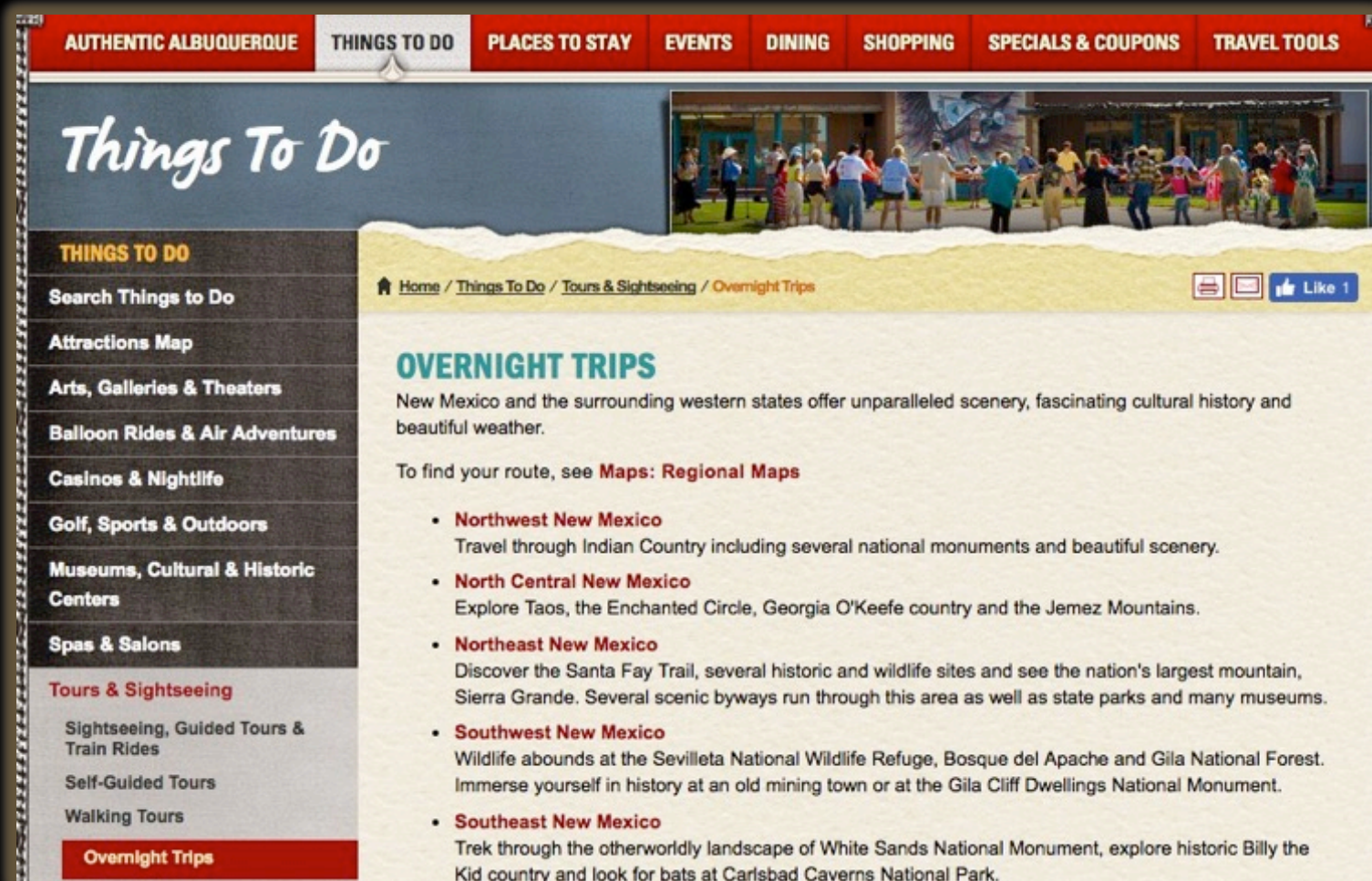
5. Have YOUR OWN Road Trip Listed on NewMexico.org



- Drive 120,000+ unique monthly newmexico.org visitors to you
- Existing or new content
- Social media opportunities



5. Have YOUR OWN Road Trip Listed on NewMexico.org



The screenshot shows the NewMexico.org website interface. At the top is a red navigation bar with white text for categories: AUTHENTIC ALBUQUERQUE, THINGS TO DO, PLACES TO STAY, EVENTS, DINING, SHOPPING, SPECIALS & COUPONS, and TRAVEL TOOLS. Below this is a large blue banner with the text 'Things To Do' in a white script font. To the right of the banner is a photograph of a group of people dancing in a courtyard. A left-hand sidebar contains a list of activity categories, with 'Overnight Trips' highlighted in a red box. The main content area features a breadcrumb trail: Home / Things To Do / Tours & Sightseeing / Overnight Trips. The section title is 'OVERNIGHT TRIPS' in teal. The text describes the scenic and cultural offerings of the region. A list of five regional trip options is provided, each with a brief description of the route and highlights.

THINGS TO DO

- Search Things to Do
- Attractions Map
- Arts, Galleries & Theaters
- Balloon Rides & Air Adventures
- Casinos & Nightlife
- Golf, Sports & Outdoors
- Museums, Cultural & Historic Centers
- Spas & Salons
- Tours & Sightseeing**
 - Sightseeing, Guided Tours & Train Rides
 - Self-Guided Tours
 - Walking Tours
 - Overnight Trips**

Home / Things To Do / Tours & Sightseeing / Overnight Trips

OVERNIGHT TRIPS

New Mexico and the surrounding western states offer unparalleled scenery, fascinating cultural history and beautiful weather.

To find your route, see **Maps: Regional Maps**

- **Northwest New Mexico**
Travel through Indian Country including several national monuments and beautiful scenery.
- **North Central New Mexico**
Explore Taos, the Enchanted Circle, Georgia O'Keefe country and the Jemez Mountains.
- **Northeast New Mexico**
Discover the Santa Fay Trail, several historic and wildlife sites and see the nation's largest mountain, Sierra Grande. Several scenic byways run through this area as well as state parks and many museums.
- **Southwest New Mexico**
Wildlife abounds at the Sevilleta National Wildlife Refuge, Bosque del Apache and Gila National Forest. Immerse yourself in history at an old mining town or at the Gila Cliff Dwellings National Monument.
- **Southeast New Mexico**
Trek through the otherworldly landscape of White Sands National Monument, explore historic Billy the Kid country and look for bats at Carlsbad Caverns National Park.


6. Create A Business Listing



- Using the Partners Portal, add your tourism-related business listing to newmexico.org (120,000+ visitors each month)
- Include a beautiful, eye-catching image to go with it.


6. Create A Business Listing

ART, SHOPPING & ENTERTAINMENT




Shopping

Help us improve your quest.

Shopping Region Enter Keyword VIEW MAP 


City Filter Results

View: [A-F](#) [G-L](#) [M-R](#) [S-Z](#) [All](#) Sort by: *Recommended* | Location ← 1-12 of 755 →




& Art etc. LLC
Santa Fe
NorthCentral

[Details](#) [Map](#) [Your Trip](#)




Natasha Santa Fe
Santa Fe
NorthCentral

[Details](#) [Map](#) [Your Trip](#)



Sierra County New Mexico Tourism
Truth or Consequences
SouthWest

[Details](#) [Map](#) [Your Trip](#)



2Hawk Designs
Chamisal
NorthCentral

[Details](#) [Map](#) [Your Trip](#)



7. Promote Your Event with an Enchanted 8 Twist



- List your events on the NMTD Events Calendar at newmexico.org through the Partners Portal.
- Share your listing with industry.relations@state.nm.us



7. Promote Your Event with an Enchanted 8 Twist



"Geography of Hope" with Maura Allen and Denny Haskew
June 9, 2017
Santa Fe
Sorrel Sky Gallery Santa Fe

[Details](#) [Map](#) [Your Trip](#)



Artist Reception featuring Eric Paul Riege
June 9, 2017
Albuquerque
UNM CFA Downtown Studio

[Details](#) [Map](#) [Your Trip](#)



NoiseFold New Media Exhibition
June 9, 2017
Santa Fe
form & concept

[Details](#) [Map](#) [Your Trip](#)



One-Year Anniversary Exhibition
June 9, 2017
Santa Fe
form & concept

[Details](#) [Map](#) [Your Trip](#)



Walk with a Ranger
June 9, 2017
Red River
Red River Ski & Summer Area

[Details](#) [Map](#) [Your Trip](#)



Albuquerque Film & Music Experience
June 9, 2017
Albuquerque
KiMo Theatre

[Details](#) [Map](#) [Your Trip](#)



Beads: A Universe of Meaning
June 9, 2017
Santa Fe
The Wheelwright Museum of the American Indian

[Details](#) [Map](#) [Your Trip](#)



CURRENTS New Media Opening Night!
June 9, 2017
Santa Fe

[Details](#) [Map](#) [Your Trip](#)

8. Create or list your deal or packages for road trippers



- Have a deal or discount you want to share with summer travelers? List it through the Partners Portal.
- Share your listing with: industry.relations@state.nm.us


8. Offer a deal or discount for road trippers

Help us improve your quest.

Category From: 06/14/2017 To: 06/14/2018 [NEW MAP](#)


Enter Keyword [Filter Results](#)

Sort by: **Recommended** | Location 1 - 12 of 29




\$149+ July LIMITED Weekday-Downtown Historic Santa Fe bed breakfast
El Pueblo Bonito Bed and Breakfast Inn
Valid: May 1, 2017 - July 31, 2017

[Details](#) [Map](#) [Your Trip](#)




AAA Member Rate
Hotel Chimayo de Santa Fe
Valid: June 26, 2015 - December 30, 2020

[Details](#) [Map](#) [Your Trip](#)




AAA Member Specials
Hotel Chimayo de Santa Fe
Valid: June 26, 2015 - December 30, 2020

[Details](#) [Map](#) [Your Trip](#)




BOOK DIRECT: SAVE BIG!! \$119 & Up April; \$128 & Up May and June!
El Pueblo Bonito Bed and Breakfast Inn
Valid: March 29, 2017 - June 30, 2017

[Details](#) [Map](#) [Your Trip](#)




Bed & Breakfast Package
Hotel Encanto de las Cruces
Valid: June 1, 2014 - December 31, 2020

[Details](#) [Map](#) [Your Trip](#)




Cliff's Amusement Park Package
Holiday Inn Express Albuquerque Midtown
Valid: Starting April 22, 2017

[Details](#) [Map](#) [Your Trip](#)







Dinner & Drinks Package
Holiday Inn Express Albuquerque Midtown
Valid: Starting March 1, 2017

[Details](#) [Map](#) [Your Trip](#)



Georgia O'Keeffe Museum Package
Hotel St. Francis
Valid: June 1, 2014 - December 31, 2020

[Details](#) [Map](#) [Your Trip](#)



KNOW

LIST

★ CREATE ★

SHARE



9. Customize Your Own Enchanted 8 Graphic



- Access the template through the #NewMexicoTRUE ad builder toolkit – Media.NMTourism.org
- Or send a photo, location name and which road trip it ties into to Industry.Relations@state.nm.us

10. Pitch An Enchanted 8-Related Story

- Have an interesting character, story, statistic or angle along the Enchanted 8? Send to Bailey.Griffith@state.nm.us to pitch to local media



10. Pitch An Enchanted 8-Related Story

To: Griffith, Bailey, TD

Cc:

Bcc:

Subject: Enchanted 8 Story Pitch

Dear Bailey,

We'd like to share the following pitch with you regarding the Enchanted 8 Road Trip for True Foodies and also the Road Trip for True Native Culture Enthusiasts. We think this story/angle ties well into each road trip and is something you can use while you talk about the Enchanted 8 to media or even produce content for newmexico.org.

Norma Naranjo and her husband Hutch open their home on the pueblo of Ohkay Owingeh up to groups interested in learning about native cuisine and culture. The Feasting Place aka Norma's home is a welcoming gathering place to have a hands-on experience with a local, learning how to prepare and cook authentic New Mexican food. Norma demonstrates a variety of techniques, allowing guests to make the dishes themselves, as well as learn about the history, ingredients and process. Afterward, the group shares the meal. Reservations have to be made in advance, however, a few hours at Norma's is a great stop to plan along a road trip. More information can be found at the thefeastingplace.com or by contacting me at 505-469-2739.

I look forward to hearing how this experience can be shared with media and consumers as it relates to The Enchanted 8.

Thanks!



11. Create Content!



- Write an article about something unique to your community or business that ties into the Enchanted 8.
- [Send to Industry.Relations@state.nm.us](mailto:Industry.Relations@state.nm.us) for consideration to use on newmexico.org and social media.
- Submit (spruce up!) existing content as well.

11. Create Content!

The screenshot displays the Visit Las Cruces website. The top navigation bar includes links for 'Plan a Meeting', 'Travel Professionals', 'Sports Sales', 'Media', 'Film', 'Customer Service Training', and 'Office Construction Cam', along with social media icons for Facebook, Pinterest, Twitter, and YouTube. Below this is the 'Visit LAS CRUCES NEW MEXICO' logo and a secondary navigation menu with 'Things to Do', 'Places to Stay', 'Deals & Packages', 'Dining', 'Events', 'Gift Shop', 'News', and 'Contact'. A search icon is also present.

The main content area features a large image of two hikers on a trail. Overlaid on the image is the text: 'THE FIVE BEST HIKING TRIALS IN SOUTHERN NEW MEXICO'. Below the image, the article title 'The Five Best Hiking Trials In Southern New Mexico' is displayed, followed by the date 'JANUARY 22, 2017' and the category 'NEWS'. The introductory text reads: 'If you are looking for unique places to take the family and explore the outdoors, here are five great kid and family friendly hikes around Las Cruces.'

On the right side of the article, there is a 'BOOK NOW' section with a booking form. The form includes fields for 'ARRIVAL' (set to Jul-13-17), 'DEPARTURE' (set to Jul-18-17), and 'ADULTS' (set to 2). A 'SEARCH AVAILABILITY' button is located at the bottom of the form.

At the bottom of the page, a red heading reads '#5 - Desert Discovery Trail'.



12. Develop Your Own Road Trip



- Create your own road trip for inclusion on newmexico.org
- Submit 75 words, a photo and a link to redirect back to your site
- Email to:
industry.relations@state.nm.us



12. Develop Your Own Road Trip

To:

Cc:

Bcc:

Subject: E8 Supplementary Road Trip

Good morning Laura,

I wanted to pass along a road trip - "3 Perfect Days in Indian Country" that we developed to supplement The Enchanted 8. [Photos can be found here](#) and this the full road trip also [lives on our site here](#) (feel free to redirect back to this!). Below is the 75-word summary. Please let me know if you need anything else.

History, culture and natural beauty have deep roots in these wide-open spaces that span northern New Mexico. This road trip through Indian Country includes historical and scenic stops in Grants, Gallup and Farmington with outdoor adventures including El Malpais National Monument and Chaco Culture National Historic Park. With complementary recommendations, tie in these stops to The Enchanted 8 Road Trip for True Adventure Seekers and Road Trip for True Native Culture Enthusiasts.

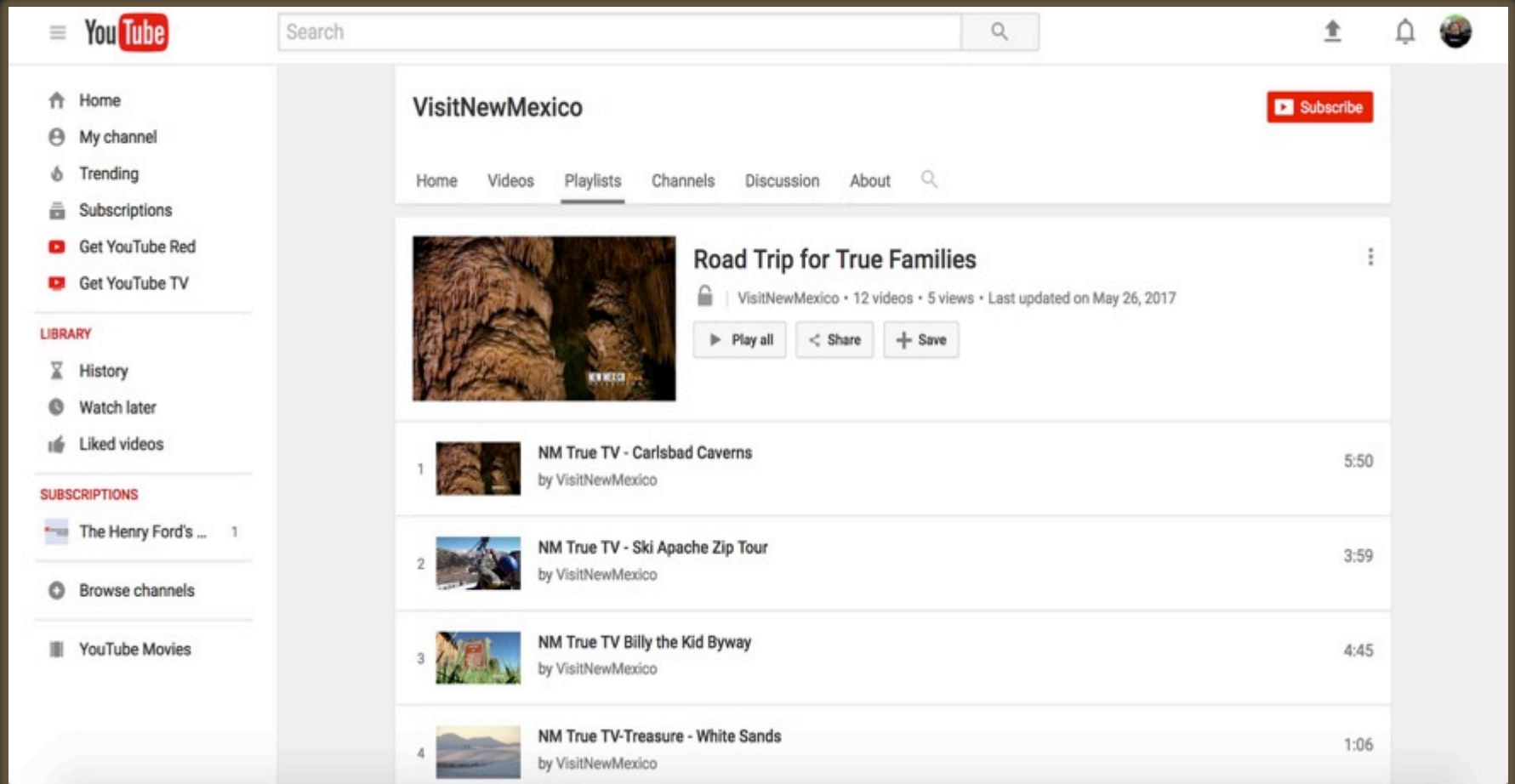


13. Create and/or Submit Videos



- Send YouTube links/mp4 files to any videos you have incorporating one of the Enchanted 8 road trips for consideration to be included on our playlists and promoted on social media.
- Email: industry.relations@state.nm.us

13. Send us your videos



The image shows a screenshot of a YouTube channel page for 'VisitNewMexico'. The channel name is at the top left, with a 'Subscribe' button to its right. Below the channel name are navigation tabs: Home, Videos, Playlists (selected), Channels, Discussion, and About. The main content area displays a playlist titled 'Road Trip for True Families' with a thumbnail image of a cave interior. Below the playlist title, it says 'VisitNewMexico • 12 videos • 5 views • Last updated on May 26, 2017'. There are three buttons: 'Play all', 'Share', and 'Save'. Below the playlist title, there is a list of four videos:

Video Number	Video Title	Channel	Duration
1	NM True TV - Carlsbad Caverns	by VisitNewMexico	5:50
2	NM True TV - Ski Apache Zip Tour	by VisitNewMexico	3:59
3	NM True TV Billy the Kid Byway	by VisitNewMexico	4:45
4	NM True TV-Treasure - White Sands	by VisitNewMexico	1:06

The left sidebar contains navigation options: Home, My channel, Trending, Subscriptions, Get YouTube Red, Get YouTube TV, LIBRARY (History, Watch later, Liked videos), SUBSCRIPTIONS (The Henry Ford's ... 1), Browse channels, and YouTube Movies.

13. Send us your videos



KNOW

LIST

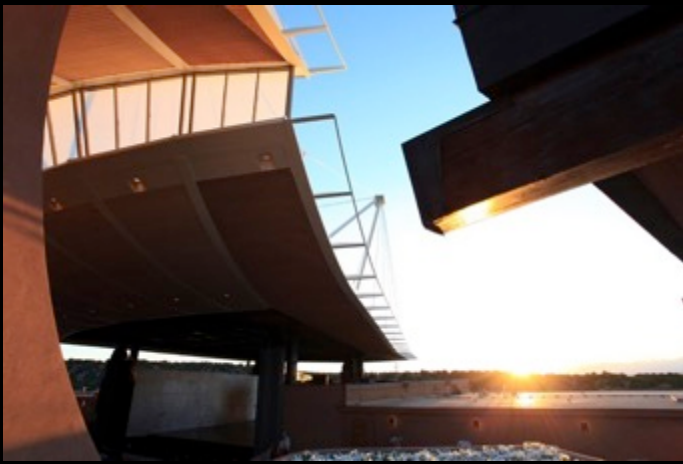
CREATE

★ SHARE ★



14. Share Your Custom Enchanted 8 Graphic

- After completing No. 9...
- Share your image on your website and social media platforms
- Redirect to newmexico.org/EnchantedEight
- Can be a supplementary stop



15. Tell us about what you're doing...

- Let us know anything and everything you are doing to promote, share and build into the Enchanted 8.
- The department will cross-promote and spotlight you as a best practice/example.
- Email: industry.relations@state.nm.us

16. Alert Your Regional Marketing Board



- Share your initiatives and promotion of the Enchanted 8 with your regional marketing board chair
- Plan to attend an upcoming regional marketing board meeting

16. Alert Your Regional Marketing Board

The image is a screenshot of the New Mexico True Industry Partners website. The background is a photograph of a large flock of white swans in a body of water. The text 'Regional Marketing Boards' is overlaid in the center in a large, white, sans-serif font. At the top left is the logo 'NEW MEXICO True INDUSTRY PARTNERS'. To the right of the logo is a navigation bar with the following items: 'Industry Resources', 'Work Together', 'Upcoming Events', 'About Us', and 'Search' with a magnifying glass icon. A dropdown menu is open under 'About Us', listing several options: 'What We Do' (with a plus icon), 'Who We Are | Contacts' (with a minus icon), 'Tourism Department Contacts', 'Visitor Information Centers', 'Tourism Commission', 'Regional Marketing Boards' (with a minus icon and highlighted), 'Letter of Interest', 'RFPs', 'Careers', and 'Tourism Talk'.



17. Request a True Tour



- Host the department in your town or community.
- NMTD staff will use this as an opportunity to create Enchanted 8 content for blog – website and social media promotion



17. Request a True Tour

The screenshot displays the website's navigation bar with the following items: Industry Resources, Work Together, Upcoming Events, About Us, and Search. A dropdown menu is open, listing: Partnership Opportunities, Partners Portal Sign Up (+), Grants (+), NM True Certified (+), Collaborate with Us (-), Sponsorship Request Form, Request a True Tour, Request a Speaker, and 20 Ways to Work Together. The background features a rustic dining room with a wooden table, chairs, and a chandelier. A banner at the bottom reads 'IN THIS SECTION' with a dropdown arrow and a 'SHARE' icon.

NEW MEXICO True
INDUSTRY PARTNERS

Industry Resources Work Together Upcoming Events About Us Search

- Partnership Opportunities
- Partners Portal Sign Up +
- Grants +
- NM True Certified +
- Collaborate with Us -
- Sponsorship Request Form
- Request a True Tour**
- Request a Speaker
- 20 Ways to Work Together

IN THIS SECTION ▾ SHARE

True Tour Request



18. Share This Toolkit!

- Get the word out on how businesses or partners within your community can also participate by sharing this toolkit.
- Provide and collaborate with others on your staff to leverage their skills and areas.
- Include as a topic in meetings or e-blasts.



19. Share Videos From the Enchanted 8 Playlist



- Locate videos that are relevant to your region, town, community, etc. and share through your platforms
- Remember! You can also contribute videos to get added/shared

19. Share Videos From The Enchanted 8 Playlists










Road Trip for True Architecture Aficionados

VisitNewMexico • 7 videos • 3 views • Last updated on May 26, 2017

▶ Play all

< Share

+ Save

-  **True OVERviews-Taos Pueblo**
by VisitNewMexico 0:36
-  **True OVERviews - Taos Earthships**
by VisitNewMexico 0:31
-  **NM True TV Earthships**
by VisitNewMexico 1:11
-  **NM True TV - Los Alamos Historical Museum**
by VisitNewMexico 4:47
-  **NM True TV - Acoma Sky City/Pueblo Deco Revival**
by VisitNewMexico 2:45
-  **Los Poblanos - A New Mexico True Experience**
by VisitNewMexico 2:28
-  **Salt Missions Scenic Byway**
by NmToDe 3:10



20. #Hashtags



#Enchanted8



#NewMexicoTRUE

NEW MEXICO *True*

Thank You!

Q&A

Text questions to:

505-469-2739

oremail

industry.relations@state.nm.us

NEW MEXICO *True*