



NEW MEXICO USA

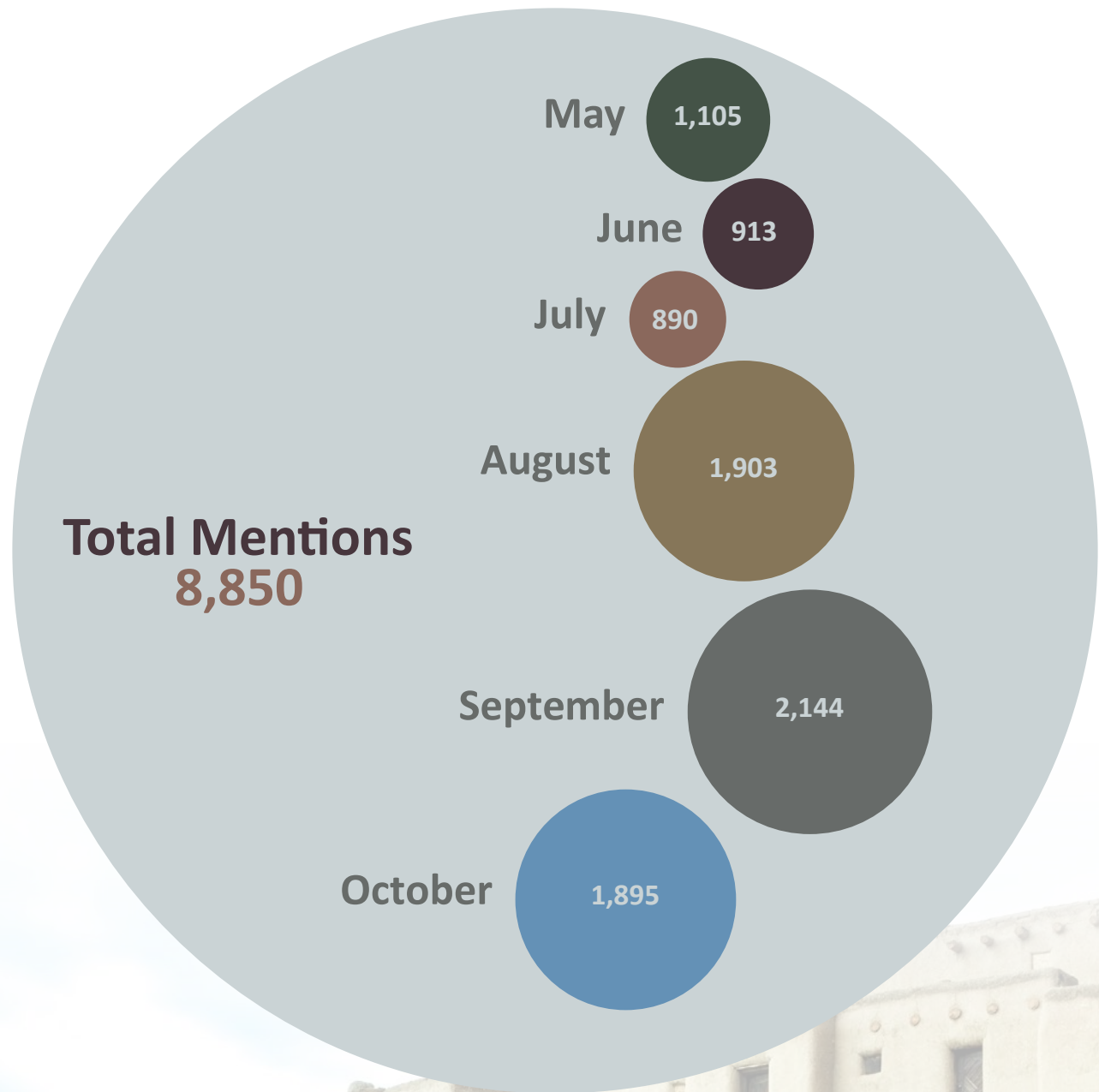
**6 MONTH REPORT**  
**MAY – OCTOBER 2016**

**PRESENTED BY**  
**THE WAITE**  
**COMPANY**



# TAOS MENTIONS BY MONTH

MAY – OCTOBER 2016



## TOTAL MENTIONS PER MEDIA GROUP

Print  
192

Internet News  
5,159

Social  
3,499

**TOTAL CIRCULATION REACH: 6,395,389,845**

**TOTAL ONLINE: 6,380,417,660**

**TOTAL PRINT: 14,972,185**

# TOP STORIES GENERATED BY WAITE COMPANY ACTIVITIES

USA Today  
Reach: 25,446,800 (Online)

[31 Scenic Fall Road Trips](#)  
[Fall Foliage: 10 Great Stops For Leaf Peeping\\*](#)



Outlet	Reach
Detroit Free Press	5,077,273 (Online)
Tennessean	1,481,209 (Online)
Florida Today	660,598 (Online)
Tallahassee Democrat	647,826 (Online)
Asheville Citizen-Times	324,998 (Online)
Fort Collins Coloradoan	401,352 (Online)
Des Moines Register	3,400,644 (Online)
Statesman Journal	363,536 (Online)
Poughkeepsie Journal	400,266 (Online)
Democrat and Chronicle	1,175,432 (Online)

\* Leaf Peeping Story ran in 31 USA Today Network Outlets

Outlet	Reach	Title
About.com Honeymoons	32,766,270 (Online)	<a href="#">Top 6 Ski Resorts in the USA and Canada For Couples</a>
Redbook, August 2016	2,222,115 (Print)	Travel: Totally Terrific Road Trips
Elevation Outdoors	40,000 (Print) 43,316 (Online)	<a href="#">Visit New Mexico: The Guide to Enchantment</a> <a href="#">Enchanting Trails: Mountain Biking in New Mexico</a>
Travel Channel Roam Blog	4,910,404 (Online)	<a href="#">New Mexico: From Pueblos to Bat Dwellings</a>
Orbitz Travel Blog	15,734,042 (Online)	<a href="#">8 Charming Small Towns Close to Stunning Nature</a>

Outlet	Reach	Title
Destination   Do Blog	16,748 (Online)	<a href="#">Travel to Taos for Two</a>
LA Travel, Fall 2016 Issue	50,000 (Print)	<a href="#">Tasting Taos</a>
US News & World Report	20,727,620 (Online)	<a href="#">10 Cities with Great Ghost Tours</a>
Denver Post	196,286 (Print) 3,513,356 (Online)	<a href="#">Mabel Dodge Luhan Show and Ambitious Project at Taos' Harwood Museum</a>
Albuquerque Journal	91,127 (Print) 238,947 (Online)	<a href="#">The Road to Santa Fe is full of Peaks and Valleys</a> <a href="#">Santa Fe, Taos Sign Occupancy Tax Collection Agreements with Airbnb</a>
Albuquerque Business First	15,197 (Online)	<a href="#">Outside Best Towns</a>
Albuquerque Journal	91,127 (Print) 238,947 (Online)	<a href="#">Elevated Adventure: More Than 30 Hot-air Balloons to Take Over Skies Above Taos</a>



**LA TRAVEL**  
Inspiring Angelinos to Travel Near and Far

**Tasting Taos**

Every so often, a place stands out mostly for its food. Not to say the said place isn't full of wonderful sights and smells and sounds. But there is just something about the local flavor that lingers much longer and stronger than all the other senses combined. When I think of Taos, it's not about the colors that sometimes mesmerize me of that tiny high desert town in northern New Mexico. The chunky yet cheery exterior of a fresh baked bread, the bitterness of wild parsley garnishing a communal meal in the forest, the effervescent bubbles of a local wine tickling the tongue.

While there is no shortage of good restaurants in Taos, you will not have a first experience there at The Love Apple. Set in a former 19th century Catholic church known as "Placitas Chapel", stepping through the arched doorway of the courtyard seems to transport you not only back in time, but to a whole other space. White washed adobe walls against cheery painted blue shutters, potted herbs, bunches of dried garlic and ginger are hung upon rickety ladder corks the atmosphere of a romantic European café. The enchantment continues with a menu so thoughtfully curated that it feels like a work of art. Every ingredient is sourced locally and prepared from scratch.

My husband and I dined at focus on a patio lit by fairy lights, kept warm by pink wooden blankets that coordinated with the freshly swept wilderness arranged on tables in mason jars. I'm not going to lie, we had a very hard time choosing our meals, as everything on the menu sounded equally tempting. We opted to start with the cornbread sampler - beautifully yellow and when free cornbreads served with sweet and savory whipped butters, and bacon wrapped dates that were brined in bourbon and stuffed with pecans and Monterey cheese.

Our menu consisted of Braised Beef Taos in homemade flour tortillas served with green chile cream, creamed corn and "vegetarian" Potato Gnocchi in a sauce of shell and meat, pea, beef, pea, and pea. The "vegetarian" Potatoes Gnocchi in a sauce of shell and meat, pea, beef, pea, and pea. The "vegetarian" Potatoes Gnocchi in a sauce of shell and meat, pea, beef, pea, and pea.

If you like mixing meals with adventure, take a hike to lunch. Literally. We met up with Stuart Wilde of Wild Earth (Taos) Adventures for an unforgettable day spent hiking the Columbine Canyon north of Taos. The why? Because they're perfect low-impact, high altitude pack animals that make great hiking companions. They're not just pretty, curious but also mischievous. Hikes walk at a comfortable pace and carry all the necessities on their backs (so you don't have to).

Our hike was scheduled on a glorious summer day perfect for a fine solo mountain hike into the New Mexico wilderness. We were joined up with our fellow hikers, given important safety instructions (their country), and spent a few minutes getting to know our camp crew. We were competing by making their backs and letting them with handfuls of "granola". Setting off along the trail, we followed the



**redbook**  
46 best-ever | Kristen Bell has amazing lessons about confidence, marriage, and finding joy

**Totally terrific road trips**

Your vacation days are precious, and you'll want to fill every moment of them with surprise, excitement, and quality family time. These routes do that and more. Pack up the car, head out, and you'll come home with phenomenal memories and plenty of money left in the bank.

BY DENISE ATUPURIA  
ILLUSTRATIONS BY JANE WEBSTER

**THE SOUTHWEST TIME-TRAVEL ADVENTURE**

**TOTAL DISTANCE:** 437 MILES

This region's unique blend of history, culture, and scenic views is a treasure trove for anyone looking for a road trip that's both educational and fun. Start in Denver, CO, and head south to Taos, NM, where you'll find a mix of old-world charm and modern amenities.

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Head to Taos, NM, where you'll find a mix of old-world charm and modern amenities. Visit the Harwood Museum of Art, a UNESCO World Heritage site, and enjoy the view from the top of the San Juan Mountains.

**Day 99: Santa Fe, NM**

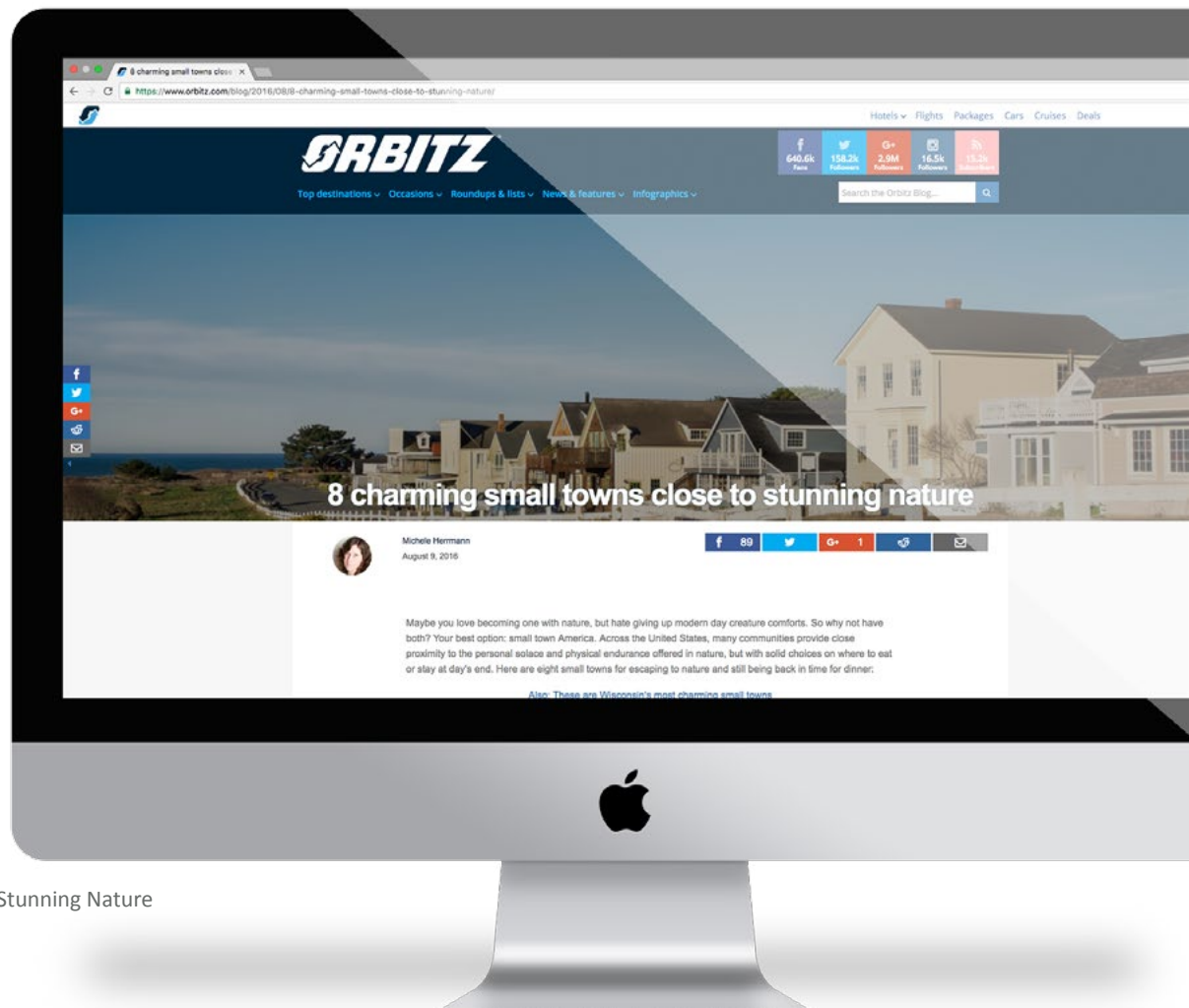
Head back to Santa Fe, NM, where you'll find a mix of old-world charm and modern amenities. Visit the Palace of the Governors, a UNESCO World Heritage site, and enjoy the view from the top of the San Juan Mountains.

**Day 100: Taos, NM**

Head to Taos, NM, where you'll find a mix of old-world charm and modern amenities. Visit the Harwood Museum of Art, a UNESCO World Heritage site, and enjoy the view from the top of the San Juan Mountains.

# UPCOMING PLACEMENTS SECURED BY WAITE COMPANY (FUTURE STORIES)

Outlet	Reach
USA Today, Go Escape Magazine, Winter 2016	100,000 (Print)
Travel Girl Magazine, Winter 2016 and Winter 2017	150,00 (Print) 31,788 (Online)
Denver Life Weddings, Fall/Winter 2016	40,000 (Print)
Go World Travel, Spring 2017	82,860 (Online)
Paste Magazine, Spring 2017	586,426 (Online)





# OTHER TOP TAOS MENTIONS

## (NOT CREDITED TO WAITE CO)

Outlet	Reach	Title
New York Times	2,101,611 (Print) 115,768,655 (Online)	<a href="#">6 L.G.B.T.-Friendly Places to Visit</a>
Architectural Digest	819,256 (Print) 1,389,084 (Online)	<a href="#">Best Small Towns in America</a>
Huffington Post	31,021,260 (Online)	<a href="#">18 of the Best Small Towns in America</a>
Outside	687,834 (Print) 828,535 (Online)	<a href="#">The 16 Best Places to Live in the U.S.: 2016</a>
Thrillist	5,039,796 (Online)	<a href="#">The 14 Coolest Things to Experience on an American Indian Reservation</a> <a href="#">The Best Mountain Towns in America</a>
Cosmopolitan	8,145,149 (Online)	<a href="#">Where to Vacation With Your BFFs in Every State</a>
MSN	109,612,743 (Online)	<a href="#">Popular Holiday Destinations and Where to go Instead</a> <a href="#">12 Stops on the Ultimate Fall Foliage Road Trip</a> <a href="#">The 8 Most Beautiful Fall Towns in America</a>
Salon	17,229,979 (Online)	<a href="#">10 of the Most Eco-Friendly Destinations in North America</a>
USA Today	25,446,800 (Online)	<a href="#">50 State Road Trip: Fun Things to Do for Under \$20 in Each State</a>

Washington Post  
Reach: 351,278 (Print) 31,934,776 (Online)

[At This Earthship Community in New Mexico, Renters Can Give Sustainability A Try\\*](#)

\*Earthship story was picked up by 26 North American newspapers online and/or print.

Outlet	Reach
Denver Post	3,315,356 (Online)
Idaho Statesman	43,903 (Print)
Austin American-Statesman	5,139,419 (Online)
Calgary Herald	1,335,489 (Online)
Edmonton Journal	431,178 (Online)
Palm Beach Post	1,589,080 (Online)
Atlanta Journal-Constitution	1,884,616 (Online)