

The **MEXICO** Report

www.themexicoreport.com

“The Mexico Report is an internationally recognized travel blog showcasing Mexico’s tourism destinations, hotels & resorts, spas, vacation packages, travel deals, tips & advice, Mexico news, culture and philanthropy.”

The Mexico Report is an influential, online travel blog founded, created, and managed by marketing and travel consultant, Susie Albin-Najera.

The mission of The Mexico Report is to provide a source of tourism news, travel deals, profiles on destinations, events, culture, philanthropy, travel and tourism resources and more. More importantly, from this perspective, it encourages the significant travel market to see Mexico as a premiere tourist destination.

The Mexico Report continues to help change the image of Mexico in a significant way by creating a viral movement of news sharing and reports throughout Mexico, America, Canada and internationally. Through consistent communications via social media outlets (i.e. blog posts and share tools) and marketing campaigns, The Mexico Report has been creating a positive influence on travelers and potential travelers to Mexico since its inception in 2009 and has grown into a valuable and trusted resource for those looking for vacation options.

The goals and objectives of The Mexico Report:

- Create a positive awareness and image of Mexico, its destinations, accommodations, culture, people, adventure and events, success stories, inspirational profiles and safety
- To influence travelers and decision makers and to increase sales to Mexico
- Educate international travelers, showcase positive articles, videos, photos and events; present Mexico in a positive light from an American’s point of view

Quick Stats on The Mexico Report:

- Monthly viewership, approximately **10,000** views per month
- Demographics: Visitors from **164** countries, majority U.S., then Mexico & Canada
- Social:
 - Facebook **10K+**
 - Twitter **4K+**
 - Instagram (new) The Mexico Report + Susie Albin-Najera **1K+** followers
 -
 - YouTube Channel: dedicated channel to post and share positive, real, educational, informational, entertaining videos about Mexico including celebrity testimonials and current travel deals, Minute in Mexico
 - LinkedIn: The Mexico Report also manages the '**Mexico Travel Writers, Bloggers, Vloggers & Photographers** group (**2K+** members) on Facebook to share tourism news about Mexico
- Recognized by Conde Nast Traveler, Mexico Tourism Board and Consulate General of Mexico, About.com Mexico Readers Choice Awards
- Award-nominated, Favorite Mexico Blog Readers Poll and Top Blog of Mexico
- Trusted, influential site for Mexico travel information
- Up-to-date and regular content posted by editor Susie Albin-Najera, Certified Mexico Specialist
- The concept is unique because it is from an American point of view
- The site caters to an upscale demographic of families, couples, singles, celebrities, foodies, adventurers, boomers, weddings, honeymooners, groups and more

Testimonials *What readers are saying about The Mexico Report:*

"Your Real Heroes of Mexico program is sensational. Really. What's great is that the people you highlight are real people. Thank you for bringing to the world the real people, real life, real heroes of Mexico." John Hillock, Executive Director, Condé Nast Traveler

"Thank you so much for all the efforts and the incredible job you have been doing."
-Jorge Gamboa Patron, Director, Mexico Tourism Board

"We are very supportive of all you are doing to support Mexico. My family has been in Mexico since 1910, so we are committed! All of us highly appreciate your outstanding work and initiatives for Mexico, we thank you and we support all you are doing." – Bill Gottfried, Houston, TX

"Love it!" - Mario Bosquez, Host of Martha Stewart Living Radio. The show: "Living Today"

"Susie, I just cannot find the right words to express the profound sense of gratitude about your deep love for my country. You provoked in me a reflexion about the attitude we –as mexicans– should have about our homeland. Thank you very much." – Gerardo C., Mexico City

"Great project! You have so much good energy to share with the world, in this case Mexico. Keep it up." – Barbara Bunce

"I love this website! Mexico is wonderful and everyone should be talking about it!" - Felicity, Flights Mexico

"Very nice article, Susie...You are a gift to the Latin community" - Andrew Vasquez, BajaArtists.com

"This is a great website Susie! I enjoyed reading the many articles. Keep up the good work!" – Leslie Chandler, avid Mexico traveler

"Susie, great work! I'll share your work with my colleagues in the field. Thanks a lot!" - Jose Hernandez, InterContinental Hotels

"I enjoy reading your positive posts on Mexico. Your trip to Merida has encouraged me to go." – Sandra Kennedy, Travel Writer

"Thank you Susie for helping spread all the good news that is being made in Mexico!" - Michele Samal Kinnon, Buy Playa

"Beautiful, thank you for focusing on the good things about Mexico!!! With this attitude it's impossible to have a bad time in my amazing country." - Miguel

Canseco, delphinusworld.com

"Susie, you are doing a great job securing the future of Mexico." - Glenda Gabriel, Scuba Mex

"What a wonderful ... delightful ... insightful ... refreshing viewpoint on traveling within Mexico. Keep up the great work, Susie." – Tony Perez, Know Mexico

"I love your positive view on this....now this is the way to look at life!" – Iwalani McCalla, Kailua-Kona, Hawaii

"Susie, I am positive that you are right about Mexico! Thank you for your bold, clear, and true statements about our querido Mexico. Positively uplifting!" - Betsy McNair, My Mexico Tours

"Thank you so much for sharing this amazing story and the pictures are great!!! Thanks!" – Rafael T., Mexico

"BRAVO!!! It is so nice to read about the good things Mexico has to offer!" – Leslie Limon, MotherhoodinMexico.com

"Hola Susie, this is by far one of the most complete articles I've seen. Thanks and keep sharing..." – RT

"Awesome article on the business development in Mexico. I love to know more about the good that is happening in my Mother Land." – Jesse Marvez

"Bravo for this great blog!" - Hugo Hernandez, El Club de Comerciantes

"Wonderful blog with inspiring articles." - Michael Murphy, bienvenidosrealestate.com

"Great interview Susie. Your blog is awesome! I love all things Mexico!" – Alan Mercer, photographer

"Wow, what a great story. Thanks, Susie for shedding a light on how one person can really make a difference in the lives of others." – Lisa Zion, writer/actor

"It's a great feeling to know that someone is taking action and making a positive change in this world. Keep up the great work!" Manny Hernandez, inrockypoint.com

"Great Blog Susie. Thank You!" - Boomers Abroad

"What a wonderful and inspirational success story, thank you Susie." - Laura Velasquez

SUSIE ALBIN-NAJERA – BIO



Mexico TRAVEL

- Susie Albin-Najera has traveled throughout Mexico her entire life, starting at a young age with weekend visits to Baja with her family. Her love for Mexico grew exponentially while visiting the destination of Puerto Vallarta in 1989, which, along with Riviera Nayarit, has remained a favorite destination. She has also added many other Mexico destinations to her favorite list as well. This includes Oaxaca: Monte Alban, Mitla, Tlacolula, Yagul, Teotitlan del Valle and Tlacoachahuaya, San Bartolo Coyotepec, Huatulco and Puerto Escondido; Chiapas including Tuxtla-Gutierrez, San Cristobal, Palenque, Quintana Roo including Cancun, Riviera Maya, Playa del Carmen, Paamul, Puerto Aventuras and Tulum; Yucatan including Merida, Mayapan, Izamal and Valladolid. Plus many trips to D.F.-Mexico City, Xochimilco, Cuernavaca, Acapulco, Baja California including Tijuana, Rosarito, Ensenada, Tecate, Valle de Guadalupe, San Jose del Cabo, Cabo San Lucas and more. She has also visited the city-state of Puebla, Ixtapa-Zihuatanejo and Manzanillo.

TRAVEL+TOURISM, MARKETING, PUBLIC RELATIONS, SPECIAL EVENTS

- Najera is a brand and destination marketing specialist, with a specialty in strategic public relations, Mexico tourism, media, market research, social media and philanthropic advising. She has worked in the field of travel/tourism, entertainment, consumer, corporate and non-profit practices. In October, 2011, Susie joined Pleasant Holidays / Journese (Curators of Fine Travel), one of the largest tour operator/travel companies in the U.S. In her role as Destination Marketing Manager for Mexico & Global Accounts, she managed cooperative marketing initiatives with more than 1,000 hotels in Mexico, Caribbean, Costa Rica, Hawaii and Continental U.S. as well as partner marketing with tourism boards, CVBs and CVAs as well as social media tourism marketing. In July, 2015 Najera branched out full time as a travel advisor, certified Mexico Specialist and editor of The Mexico Report. She also produces Latino Thought Makers live show, highlighting Latino celebrities and their contributions.

WRITER-EDITOR

- Susie Albin-Najera is a professional freelance writer in the field of Mexico travel, tourism, arts, entertainment, community and culture. She is the creator and editor of The Mexico Report, a magazine-style blog showcasing everyday good news about Mexico, travel and culture which was recently voted 'Top Five Favorite Blogs in Mexico' by About.com Readers' Choice Awards and named a

'Top Blog in Mexico' by Go Overseas.com. Najera also served as Community Manager (featured writer/blogger) for Mexico Today, an initiative of Marca Pais-Imagen de Mexico and the government of Mexico, showcasing Mexico as a premier country for business and travel.

- Najera has been published in numerous publications including San Diego Magazine, Latino Future, Latin Star, Latin Style, Vallarta Tribune, La Prensa San Diego, Baja Traveler, Baja Breeze, Sister Cities and popular websites such as LatinoLA, Popular Hispanics, Ready-Set-Grow, Go Mexico Guide and more.

AUTHOR

- Najera authored her first self-published book in 2012 titled, The Real Heroes of Mexico, showcasing philanthropic profiles and efforts of those making a difference throughout Mexico. She launched her second book, The Real Heroes of Mexico 2013 in August, 2013. In April 2016, she published the 3rd Edition of the Real Heroes of Mexico.

VOLUNTEER

- Volunteering in the community has always been extremely important to Najera. Currently she serves on the host committee of Marc Anthony and Henry Cardenas' foundation, MaestroCares.org, raising funds to support orphanages in Latin America. She also was honored to join Corazon de Vida's advisory Board in August 2013. Corazon de Vida serves the children of Baja California from Tijuana to Ensenada by providing life-sustaining supplies to 10 different orphanages. She has worked and volunteered with dozens of non-profits throughout the years donating pro-bono PR services, raising funds for bilingual education and collecting clothes for underprivileged populations in Southern California.

HONORS

- Susie received San Diego Metropolitan's "20/20 Tijuana/San Diego Regional Leadership Award" and the distinguished "40 Under 40 Achievement Award." She was also nominated for the San Diego Business Journal's "Multicultural Heritage Award" and "Women Who Mean Business Award." Her blog, The Mexico Report, was honored as 'Top Five Favorite Blogs in Mexico' by About.com Mexico Travel Readers' Choice Awards and named a 'Top Blog in Mexico' by GoOverseas.com. Susie has also been recognized by the Mexican Consulate and Mexico Tourism Board for her dedication to showcasing Mexico culture and travel.

Susie is married to award-winning writer, actor, producer, director and speaker Rick Najera, one of America's most influential Latinos.

Awards - Certificates

- 'Top Five Blogs in Mexico' – Readers Choice Awards, About.com
- 'Top Blog in Mexico' – Go Overseas
- Certificate of Recognition – Mexican Consulate San Jose
- Mexico Travel Expert Certificate of Expertise - Mexico Tourism Board



Social

Facebook: <https://www.facebook.com/themexicoreport/> **10K+**

Twitter: <https://twitter.com/themexicoreport/> **4K**

Instagram: <https://www.instagram.com/themexicoreport/> and
<https://www.instagram.com/susienajera/> **1K**

LinkedIn: <https://www.linkedin.com/in/susiealbinnajera> **4.6K**

YouTube: <https://www.youtube.com/user/themexicoreport/> **10K+(views)**

Pinterest: <https://www.pinterest.com/themexicoreport/>

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