

The MEXICO Report

www.themexicoreport.com

“An internationally recognized, Top Blog of Mexico showcasing travel, culture and philanthropy”

The MEXICO Report is an influential, online news source created, authored and managed by travel PR professional, writer and Mexico expert, Susie Albin-Najera. The mission of this Mexico-specific website is to provide an alternative source of news for reports, features and profiles on people, places, events, culture, non-profits, 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 is continuing to help to change the image of Mexico in a significant way by creating a positive movement of news sharing and reports throughout Mexico, America, Canada and beyond. Through consistent and constant communication via social media outlets (i.e. blog posts and share tools), 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 MEXICO Report is currently ranked in the top searches on Google, Yahoo!, and other major search engines for ‘good or positive news about Mexico.’

*‘Top Five Blogs in Mexico’ – Readers Choice Awards, About.com
‘Top Blog in Mexico’ – Go Overseas
Certificate of Recognition – Mexican Consulate San Jose*

The goals and objectives of The MEXICO Report are to:

- Create a positive awareness and image of Mexico, its people, places and events taking place in Mexico or relating to Mexico, success stories, inspirational profiles, safety and family travel
- Influence travel and travel decisions and to increase revenue to Mexico internationally and tourism within Mexico
- Educate international travelers, showcase positive articles, videos, photos and events present Mexico in a positive light from an American’s point of view
- Create, present and share current stories taking place in Mexico and stories relating to Mexican culture and communicating those positive messages daily with viewers, subscribers, the general public and potential travelers to Mexico, as well as families who want to travel and explore Mexico together



Quick Stats on The MEXICO Report:

- A resourceful, trusted and well-branded website about Mexico news, travel and culture presenting inspirational content on news, people, places, profiles, events, non profit, culture and more
- Honored with distinctive recognition and featured in many publications, voted ‘Top Five Blogs in Mexico’ by Readers Choice Awards, About.com and ‘Top Blog in Mexico’ by Go Overseas and recognized by Mexican Consulates and Mexico Tourism Boards
- The MEXICO Report has a monthly visitorship of approximately **10,000** hits per month, growing significantly with each new post
- Branded as ‘the go-to site for good news about Mexico’, The MEXICO Report ranks in the top search engines such as Google and Yahoo!
- The MEXICO Report generates a monthly e-Newsletter distributed to 1,000 subscribers
- **Facebook:** The MEXICO Report’s Facebook page has nearly **5,700** fans with an audience of travelers and potential travelers to Mexico, in addition to Hollywood celebrities, influential writers, directors, producers and entertainment professionals
 - Articles from the website are shared daily on the page and numerous other social media outlets – as well as weekly messages, generating increased website visits
 - On The MEXICO Report Facebook page and website, other positive bits of news are shared and relied upon by its audience
 - According to a study, ‘positive’ articles (behind sex) are the most shared posts on Facebook
- **Twitter:** The MEXICO Report on Twitter has more than **3,315** followers and counting, with each post usually being retweeted for maximum communication sharing
- **YouTube:** The MEXICO Report has it’s own dedicated channel to post and share positive, real, educational, informational, entertaining videos about Mexico including celebrity testimonials
- **LinkedIn:** The MEXICO Report also manages the ‘Mexico Travel Writers’ group on LinkedIn and Facebook to share the positive news about Mexico
- The MEXICO Report website is capturing the growing tourism market;
- The concept is unique because it is from an American point of view

- The site attracts singles, couples, adventurers, families, boomers, alternative lifestyle, celebrities, honeymooners, English speakers, bilinguals, Americans, Mexicans, Canadians, Australians, Europeans and more
- Links to The MEXICO Report can be found on the most influential Mexico-related websites such as Mexico Tourism Board's official specialists program – Magic of Mexico, About.com's Mexico Travel Blogs, Mexico Premiere, among others

BRANDING POSITIVE MEXICO

- Branded as 'the go-to site for good news about Mexico', The MEXICO Report continues to be listed in the top search engines such as Google, Yahoo!, and other major search engines for 'positive news about Mexico'
- ['Real Heroes of Mexico'](#) Awards, created and marketed by The MEXICO Report to showcase profiles of those individuals going above and beyond to make a difference in Mexico
- [Navidad Gift Guide](#) – an annual Holiday Guide to Giving Back that benefits non-profits in Mexico
- [The Mexico Bucket List](#) – a 'must do' list of Mexico sites, activities, hotels and more to visit

BACKGROUND INFO

Sample Media / Recent News:

- 2014 The Mexico Report Celebrates 5-Year Anniversary
- 2013 Panelist on Travel Bloggers at Hispanicize
- [Top Five Blogs in Mexico](#) Readers' Choice Awards, About.com
- The MEXICO Report Receives Certificate of Recognition by Mexican Consulate, San Jose, CA
- The MEXICO Report Selected as a 'Top Blog in Mexico'
- Editor of The MEXICO Report featured on Blog Talk Radio
- The MEXICO Report Featured on Hispanic PR Blog; <http://wp.me/pIQZ1-8N>
- "Rick and Susie Najera Featured Writers at 6th Annual Puerto Vallarta Writers Conference"
- "Strengthening Hispanic Ties: Susie Albin's Job and Volunteer Efforts Aim for Cross Border Harmony"
- "A Sharing Approach: Susie Albin Fosters International Understanding for Work and Pleasure"

Testimonials

What the 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

“Thank you for promoting our beautiful country. You do a great job!” – Mariana Bermudez, Cultural Department, Consulate General of Mexico, L.A.

“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

“Thank you for reminding me how beautiful my country is!” – Leonor, Mexico Boutique Hotels

“Susie, I think 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

“Inspiring! Thank you for sharing this story.” – Sylvie Laitre, Mexico Boutique Hotels

“What a beautiful story. I’m encouraged to see a good story about Mexico. Thank you for telling the stories of hope.” – Rick Najera

“Great Blog Susie. Thank You!” - Boomers Abroad

“Hi Susie, that’s a great post. Thank you for promoting Mexico.” – Salvador Lopez

“What a wonderful and inspirational success story, thank you Susie.” - Laura Velasquez Triplett

“This is SO good.” – Adam Behar, Baja Breeze Magazine

“I have to tell you that ever since I’ve been reading your beautiful Mexico posts, it has renewed a love of culture that had diminished as a result of the bad press and also after my mom’s passing, I sort of lost touch with my roots. Your stories, photos have given a rebirth and the decor to my home and type of jewelry I’m wearing is also changing. It screams, I love mi cultura y artesana! Thanks, Susie.” - Elia Esparza, writer

Creator and Editor of The MEXICO Report

Susie Albin-Najera

Bio



Susie Albin-Najera has traveled throughout Mexico her entire life, from Baja to Chiapas to Yucatan and just about everywhere in between. 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 and Izamal. 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.

Recently she visited the city-state of Puebla, Ixtapa-Zihuatanejo and Manzanillo for the first time.

TRAVEL/TOURISM, PUBLIC RELATIONS, HISPANIC MARKETING, SPECIAL EVENTS
Najera is a communications professional with expertise in Mexico tourism, public relations, media, marketing, market research and social media. Specializing in the Hispanic market, she has worked in the field of entertainment, consumer, corporate, travel/tourism 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 manages cooperative marketing initiatives with more than 1,000 hotels in Mexico, Caribbean, Costa Rica, Hawaii and U.S. Cities as well as partner marketing with tourism boards, CVBs and CVAs as well as social media tourism marketing.

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, 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

In 2012, Najera authored her first book titled, The Real Heroes of Mexico, showcasing philanthropic profiles and the efforts of those making a difference throughout Mexico. She launched her second book, The Real Heroes of Mexico 2013 in August, 2013 and is currently working on her third book in 2014.

VOLUNTEER

Volunteering in the community has always been extremely important to Najera. Currently she serves on the Advisory Board for International Community Foundation, philanthropy beyond borders and 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 much-needed supplies to 14 different orphanages. She has worked and volunteered with dozens of non-profits throughout the years including Project Concern International and PEACE Mexico donating pro-bono PR services, raising funds for bilingual education and collecting clothes for underprivileged populations in Southern California and Mexico. Susie also serves on the Board of Directors for One Town at a Time, raising funds for computers for classrooms for children in Cabo Corrientes (about 45 minutes south of Puerto Vallarta).

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](#).

###