



**Industry**

Travel & Tourism

**Services**

Public Relations

Crisis Communications

**Date of Service**

March 2020 – October 2021

Case Study

# Thought Leadership Asserts Jalisco's Voice of Authority

## Situation

As part of its strategic plan to stand out among competitors and attract more North American travelers, Jalisco Tourism sought to showcase the state as a multi-faceted Mexican destination offering a cross-section of tradition and modernity. When the COVID-19 pandemic caused a change in travel patterns and hesitancy towards international travel, Jalisco sought support in creating an integrated public relations and crisis communications program that would reach its target audiences across the United States.

## Solution

PTG Consulting created a strategy that centered on achieving thought leadership media coverage for Jalisco Tourism executives to reach the U.S. travel trade community responsible for planning future travel. The agency selected three notable figures as voices of authority whose expertise was of most interest and relevance to travel agents, tour operators, and meeting planners, and leveraged them to provide trade media with ongoing news updates, travel trends, and insightful recommendations through interviews, webinars, virtual and in-person meetings, and proactive pitching. This approach helped Jalisco Tourism's leadership achieve the most impactful engagement with media they've had since beginning international promotion efforts in 2019. This outreach also served as a crucial crisis communications tool at the height of the COVID-19 pandemic when a trusted voice was needed to address questions surrounding travel protocol and safety.



## Results

- ✓ Hosted three 60-minute webinars resulting in 50 total media attendees
- ✓ Secured and executed 12 one-on-one media appointments in New York City and Austin, Texas for Jalisco leadership
- ✓ Engaged in proactive media pitching to the United States and Canadian markets

**1.3 million**

Media impressions

**\$133,092**

Ad value from 29 articles in travel trade publications

**+50%**

Articles included quotes from Jalisco leadership

**9:1**

ROI

“PTG Consulting has landed Jalisco on top of some of the most widely read lists of the best places to travel in the world.”

— Rocio Lancaster | *Undersecretary of Promotions, Ministry of Tourism*



**TRAVELAGE WEST**  
EXPLORING TRAVEL FAVORITES AND FRONTIERS

But some **sexual diversity** states stand out more than others when it comes to fully recognizing the value of LGBTQ visitors and locals alike. Jalisco — which is home to both the sophisticated metropolis of Guadalajara and the long-running LGBTQ hotspot Puerto Vallarta — is an ideal example of a region that takes a decidedly sophisticated approach to both civil rights and tourism.



In 2018, the state government appointed Andres Trevino to the post of **sexual diversity director for Jalisco**, an office that reportedly doesn't exist in any other Mexican state.

In this interview, Trevino shares insight about what makes Jalisco such a welcoming place.



Andres Trevino, the sexual diversity director for the Mexican state of Jalisco  
Credit: 2021 Andres Trevino

**What makes Jalisco different from other states when it comes to LGBTQ rights and tourism?**

Jalisco is the first — and at the moment, the only — state to recognize transgender kids and youth rights to their legal identity. We are one of the few states that has legislation over hate crimes, and we have a local law to promote equality that explicitly establishes the affirmative actions that must be taken to promote LGBTQ equality.

Jalisco has long been recognized as an LGBTQ tourism destination. Puerto Vallarta and Guadalajara are cities with an enormous variety of cultural and entertainment activities for local and visitors. That has created a "virtuous circle," where being a tourist destination has made our institutions work on creating better conditions for our visitors and locals.

**TRAVEL WEEKLY**  
THE TRAVEL INDUSTRY'S TRUSTED VOICE

INSIGHT ■ MEXICO INSIGHT

**Jalisco's Cabo Corrientes poised for luxe influx**

By Megan Dittiger | Jan 16, 2021



Cabo Corrientes is the rounded peninsula that makes up the southern tip of the Bay of Banderas. It's home to unspoiled beaches, thick forest, rocky cliffs, small villages and not a whole lot else. To give you a sense, for my 30th birthday we took a motorcycle trip out to a small beach community called Mayo. The motorcycle slipped and skidded along a sandy road that led to the stunning 7-mile beach. The beach had absolutely nothing save for one small hotel, a campground and a palapa-covered restaurant. It was probably the best birthday I've ever had.

But new developments, which include a highway, an airport and a boutique hotel, are going to create a new pocket of luxury that is sure to enthrall travelers looking for that next "it" spot in Mexico. I'm telling you: This is it.

According to state of Jalisco's tourism secretary, German Ralis, the anticipated highway connecting Puerto Vallarta with the Costalegre is about 9 miles from completion.

"The way is about 200 kilometers," said Ralis. "Fourteen kilometers are left to be renewed. It connects Puerto Vallarta to the south of Costalegre. It will make the travel time faster to Cabo Corrientes."

To get to Cabo Corrientes from Puerto Vallarta at present is a long, snaking drive along the coastal Highway 200 and then a veer off at the town of El Tuito through the national forest toward the coast, where Mayo and other rugged beaches lay waiting. Beautiful! It most certainly is. Time efficient, at present, it is not. But it will be. Ralis anticipates the highway, which is a federal project, to be part of the next federal budget.

**INSIDER TRAVEL REPORT**

**Insider Video: Discover the Many Tourism Charms of Mexico's Jalisco**



By Alan Fine, Apr 23, 2021 (0 comments)

Rocio Lancaster, Undersecretary of Tourism for the Mexican state of Jalisco, talks with James Shillinglaw of Insider Travel Report about the many tourism attractions of her destination, which includes such famed cities as Guadalajara and Puerto Vallarta. Lancaster details new hotels, flights, major celebrations and events, how Jalisco has dealt with the pandemic, and a new campaign to show how it is LGBTQ+ friendly. For more information, visit <https://VisitJalisco.com.mx>.

No time to watch this video? Listen to the audio podcast with the same title, available on Spotify, Pandora, Stitcher, PlayerFM, Listen Notes, TuneIn + Alexa, Podbean, iHeartRadio, Google, iTunes Apple Podcasts and Amazon Music/Audible.



Webinars with Rocio Lancaster, Tourism Undersecretary



Media appointments with Germán Ralis, Tourism Secretary, and Rocio Lancaster, Tourism Undersecretary