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OMB NO. 1124-0006; Expires February 28, 2014

U.S. Department of Justice
Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at http://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: http://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: http://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant

Finn Partners, Inc

2. Registration No.

6212

3. Name of Foreign Principal

Officina De Visitantes Y Convenciones de la Riviera Nayarit

4. Principal Address of Foreign Principal

Avenida Paseo d los Cocoteros
85 Sur Local 18

5. Indicate whether your foreign principal is one of the following:

- ☐ Foreign government
- ☐ Foreign political party
- ☒ Foreign or domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☐ Corporation
  - ☒ Association
  - ☐ Committee
  - ☐ Voluntary group
  - ☐ Other *(specify)* _____
- ☐ Individual-State nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

b) Name and title of official with whom registrant deals

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

Convention and Visitors Bureau

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Owned by a Hotel Association

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
March 05, 2014	Virginia Sheridan	/s/ Virginia Sheridan eSigned

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Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at http://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: http://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: http://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration No.
Finn Partners Inc	6212

3. Name of Foreign Principal

Officina De Visitantes Y Convenciones de la Riviera Nayarit

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Public Relations Counsel

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8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Strategic Counsel
Media Relations

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
March 05, 2014		/s/ Virginia Sheridan eSigned

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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CONTRATO DE PRESTACION DE SERVICIOS DE RELACIONES PÚBLICAS Y COMUNICACIÓN CORPORATIVA QUE CELEBRAN POR UNA PARTE **OFICINA DE VISITANTES Y CONVENCIONES DE LA RIVIERA NAYARIT A.C.**, REPRESENTADA POR EL LIC. FERNANDO GONZALEZ ORTEGA EN SU CARÁCTER DE PRESIDENTE DE LA MESA DIRECTIVA A QUIENES EN LO SUCESIVO Y PARA EFECTOS DE ESTE CONTRATO, SE LES DENOMINARA COMO **"EL CLIENTE"**, Y POR LA OTRA, **M. SILVER ASSOCIATES INC.**, REPRESENTADA POR EL SEÑOR MORRIS SILVER A QUIENES EN LO SUCESIVO Y PARA EFECTOS DE ESTE CONTRATO, SE LES DENOMINARA COMO **"LA AGENCIA"**, DE CONFORMIDAD CON LAS SIGUIENTES DECLARACIONES Y CLAUSULAS.

D E C L A R A C I O N E S

I. Declara EL CLIENTE por conducto de su representante:

A) Es un Asociación Civil legalmente constituido conforme a las leyes Mexicanas, como consta en la escritura publica No. 3,537 de fecha 27 de enero de 2003, otorgada ante la fe del Licenciado Teodoro Ramírez Valenzuela, Notario Público No. 2 de la demarcación territorial No. 1 del Estado de Nayarit, instrumento inscrito ante el Registro Público de la Propiedad y del Comercio de Bucerías, municipio de Bahía de Banderas, Nayarit, el día 27 de enero de 1993, del tomo 1, sección comercio, partida 82 del registro de Comercio y su objeto es la promoción turística de Bahía de Banderas, Nayarit. Que con fecha 25 veinticinco de enero del año 2008 dos mil ocho el licenciado Teodoro Ramirez Valenzuela titular de la notaria Publica numero Dos de la demarcación Territorial de Bucerias Nayarit protocolizo el acta de asamblea extraordinaria, del cual en el punto segundo del orden del día se trato el cambio de denominación de Oficina de Visitantes y Convenciones de Vallarta Nayarit, A.C. a Oficina de Visitantes y Convenciones de la Riviera Nayarit, A.C.

B) Que se dedica preponderantemente a la promoción turística de los hoteles y atractivos turísticos del municipio de Bahía de Banderas y de la Riviera Nayarit, Mexico.

C) Que su representante el C. Licenciado Fernando González Ortega, cuenta con las debidas facultades para obligarse contractualmente este tipo de actos, en los términos y condiciones contenidas en este instrumento, le fueron otorgadas en la Escritura Pública Número 1154 de fecha 28 de febredo de 2005, ante la fe del Licenciado Jose Luis Reyes Vázquez, titular de la Notaría Número 31 de la primera demarcación territorial del Estado de Nayarit, misma que fue inscrita en el Registro Público de la Propiedad y de Comercio de Bucerías, Nayarit, el 11 de Marzo de 2005, registrado en el libro 7 de la sección IV, partida 70.

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D) Que para todos los efectos de este contrato, señala como su domicilio ubicado en Avenida Paseo de los Cocoteros #85 Sur, local I-8, Nuevo Vallarta, municipio de Bahía de Banderas, Nayarit, México. Cp. 63732.

E) Que es su deseo celebrar el presente Contrato de Prestación de Servicios con LA AGENCIA para efectos de que le proporcione los servicios de Relaciones Públicas y Comunicación Corporativa que posteriormente se mencionan y que presta LA AGENCIA.

II. Declara LA AGENCIA por conducto de su representante:

a) Que su representada es una sociedad mercantil norteamericana constituida de acuerdo con las leyes aplicables en los Estados Unidos de América.

b) Que para efectos del presente Contrato, su domicilio se encuentra ubicado 747 Third Avenue, New York, New York 10017.

c) Que cuenta con la organización, elementos propios, experiencia y relaciones en el medio para proporcionar en forma satisfactoria los servicios que requiere EL CLIENTE.

d) Que el Sr. Morris Silver cuenta con las facultades suficientes para llevar a cabo la celebración del presente Contrato, y que a la fecha no ha sufrido modificación ni revocación algunas

Expuesto lo anterior, ambas partes sujetan el presente Contrato a las estipulaciones contenidas en las siguientes:

C L A U S U L A S

PRIMERA.- SERVICIOS.
Por virtud del presente contrato, LA AGENCIA se compromete y obliga a prestar a EL CLIENTE los servicios de Relaciones Públicas y Comunicación Corporativa que se describen en forma detallada más adelante, así como en el ANEXO I y que forman parte integrante de este Contrato.

SEGUNDA.- EXCLUSIVIDAD DEL SERVICIO.
LA AGENCIA se compromete a que durante la vigencia del presente Contrato, no prestará servicios de Relaciones Públicas y Comunicación Corporativa a ninguna persona moral o física que fabrique, represente, distribuya o que de cualquier forma comercialice productos o proporcione servicios iguales, similares o competitivos con los del CLIENTE, salvo previa y explícita autorización por escrito de EL CLIENTE. En este caso, se entiende que no tomará como cliente ni realizará proyectos para otro destino turístico de la república mexicana.

TERCERA.- SUPERVISION Y VIGILANCIA DEL SERVICIO.
EL CLIENTE tendrá en todo tiempo, el derecho de supervisar y vigilar los servicios prestados por LA AGENCIA y podrá también proporcionarle el material o instrucciones que estime convenientes para la mejor realización de los servicios objeto del presente contrato.

CUARTA.- INFORMACION CONFIDENCIAL.
LA AGENCIA tratará siempre en forma confidencial toda la información recibida de EL CLIENTE sobre el ramo de los servicios y productos que éste maneja, así como de la diversa naturaleza de los servicios de Relaciones Públicas y Comunicación Corporativa que le preste. EL CLIENTE tendrá libertad de rescindir este contrato en cualquier momento y sin responsabilidad de ninguna especie para él, si se comprobara objetivamente que LA AGENCIA ha obrado con falta de ética a este respecto.

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A su vez, las partes establecen que la información confidencial que se proporcione se considerará como secreto industrial, de conformidad con el art. 82 de la Ley de Fomento y Protección de la Propiedad Industrial. LA AGENCIA será responsable de los daños y perjuicios que se causen a EL CLIENTE por el incumplimiento de lo anteriormente estipulado.

QUINTA.- RESPONSABILIDAD.
LA AGENCIA conviene en que será el único responsable por la incorrecta o inadecuada prestación del servicio y, por lo tanto, será responsable de los daños y perjuicios que se le ocasionen a EL CLIENTE como consecuencia de lo anterior, obligándose a mantener a EL CLIENTE en paz y a salvo de cualquier reclamación legal de terceros que por este motivo pudiere surgir.

SEXTA.- COORDINADOR
EL CLIENTE designa como coordinador y enlace para los efectos del presente contrato a la persona que ocupe el puesto de Director de la Oficina de Convenciones y Visitantes de la Riviera Nayarit, A.C., quien servirá de contacto y supervisor de los servicios prestados por LA AGENCIA.

LA AGENCIA designa a un Ejecutivo de Cuenta para ser el enlace con el coordinador, quien será el Director General de LA AGENCIA quien fungirá como Director de la Cuenta y será responsable ante EL CLIENTE del manejo de la misma.

SEPTIMA.- SERVICIOS.
LA AGENCIA prestará los siguientes servicios de Comunicación Corporativa:

1.- Preparar la estrategia y el programa general de Relaciones Públicas de EL CLIENTE, que incluya la definición de los factores de imagen de EL CLIENTE y que se desea enfatizar ante sus diferentes públicos.

2.- Ejecutar el programa de Relaciones Públicas que se encuentra en el anexo de este contrato, denominado Programa de Relaciones Públicas para La Riviera Nayarit, el cual, al inicio del contrato será revisada por ambas partes para determinar finalmente el programa a llevar a cabo, y el cual formará parte integral de este contrato.

3.- Llevar a cabo el programa y la estrategia de comunicación externa que se defina como final.

4.- Todas las otras actividades, similares y conexas, no mencionadas antes, y que se encuentran contenidas en la Propuesta de Servicios de Relaciones Públicas y Comunicación Corporativa que se entregó a EL CLIENTE, y que forma parte integral de este contrato como anexo del mismo, y que contribuyan a mejorar la imagen de EL CLIENTE y que de común acuerdo entre LA AGENCIA Y EL CLIENTE se determinen y que se encuentren dentro de las capacidades y el uso razonable de tiempo de LA AGENCIA.

5.- Cualquier proyecto adicional, fuera del programa detallado en el anexo, que esta pedido y previamente aprobado por EL CLIENTE, estará cobrado al precio estandar para honorarios de la agencia de $150 (ciento cincuenta dólares americanos) por hora además de los gastos o se creará un acuerdo especial para el proyecto con su presupuesto de honorarios y gastos que estará aprobado y adjuntado a este contracto como anexo.

OCTAVA.- PRESUPUESTO Y OTROS GASTOS.
Como parte integral de este Contrato, se encuentra el presupuesto estimado de costos y gastos en el ANEXO 1 de este contrato.

Si por acuerdo de ambas partes, la realización de los servicios antes mencionados o cualquier otro que se llegare a presentar requiriese de algún gasto o compra adicional por parte de LA AGENCIA, o la

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contratación de otro proveedor para un servicio complementario, previa aprobación de EL CLIENTE, los mismos serán pagados por el CLIENTE a LA AGENCIA contra la presentación de las notas o facturas expedidas a nombre del CLIENTE. En caso de que EL CLIENTE prefiera que LA AGENCIA facture estos servicios a EL CLIENTE, el monto de la factura contendrá un 15% adicional por gastos de administración y supervisión.

EL CLIENTE necesita aprobar cualquier gasto que no esta ya contemplado con el programa y el presupuesto citado en el anexo 1 (con excepcion de servicio "clipping"). Para pedir la aprobación de cualquier gasto por encima de lo estipulado en el anexo 1, LA AGENCIA presentara un Orden de Compra (Purchase Order) por email, indicando la cantidad, la razon por la compra y el nombre del proveedor. EL CLIENTE indicará su aprobación por email o puede mandar el Orden de Compra firmado por fax a 212-888-9323.

LA AGENCIA pagará en su totalidad los gastos realizados que no hayan contado con la previa autorización del CLIENTE.

EL CLIENTE costeará los gastos de viaje, hospedaje y alimentos del personal de LA AGENCIA cada vez que se requiera realizar un viaje para la prestación de algún servicio al CLIENTE, asi como cuando LA AGENCIA tenga que acudir al destino por razones de servicio y para la celebración de juntas con la OVC, con la previa aprobación de éste, en cada caso. Se utilizará tambien el sistema del Orden de Compra y su aprobación también para los gastos de viajes por parte de LA AGENCIA

La AGENCIA se presentará sus facturas, los recibos y los informes en inglés. Si se require traducción de los mismos, EL CLIENTE estará responsable para el gasto de la traducción que se facturará a costo.

El pago para los gastos del programa de RR.PP. se debe dentro de 30 dias después de la fecha de la factura.

NOVENA.- MODIFICACIONES AL CONTRATO
Ambas partes convienen que cualquier modificación a las disposiciones con base en este documento se harán por escrito y se anexarán al mismo para que obren como parte integrante del presente instrumento.

DECIMA.- HONORARIOS
EL CLIENTE pagará a LA AGENCIA, por los servicios antes mencionados la cantidad de $105,000.00 (Ciento y cinco mill dólares americanos) con impuesto incluido al año por medio de 12 abonos mensuales, de $8,750.00 (Ocho mil siete cientos cincuenta dólares 00/100 USD) durante la vigencia de este contrato.

El pago para los honorarios se efectuará el primer dia de cada mes de servicio.

UNDECIMA.- TERMINO DEL CONTRATO.
El presente contratro tiene una duración de un ano que empezara a apartir del día 05 del mes de Enero 2013 y terminara el día 31 de Diciembre del 2013.

AMBAS PARTES tienen la libertad de darlo por terminado, sin compromiso alguno, mediante aviso previo por escrito con 30 (treinta) días naturales de anticipación.

En caso de que por cualquier causa el presente Contrato se dé por terminado, ambas partes se obligan a cumplimentar sus obligaciones, de acuerdo a lo estipulado en las cláusulas del mismo.

DECIMO SEGUNDA.- SUBORDINACIÓN LABORAL.

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LA AGENCIA reconoce que para efectos del objeto de este Contrato no existe ningún elemento de subordinación laboral entre EL CLIENTE y LA AGENCIA o el personal que ésta llegare a contratar y, por lo tanto EL CLIENTE no tendrá relación de trabajo con dicho personal. Por lo antes expuesto, LA AGENCIA se obliga a mantener a EL CLIENTE en paz y a salvo de cualquier reclamación que pudiere surgir con motivo de conflictos o responsabilidad de carácter laboral o de cualquier otra índole con LA AGENCIA o su personal.

DECIMO TERCERA.- TRIBUNALES
Las partes convienen que en todo lo no previsto por el presente Contrato, se estará a lo dispuesto en los artículos 2606 al 2615 y demás aplicables del Código Civil vigente para el Distrito Federal, como disposición legal aplicable supletoria de la voluntad de las partes contratantes.

Para su interpretación y cumplimiento, en caso de ser necesario, las partes se someten expresamente a la jurisdicción de los Tribunales del fuero común de Bucerías Nayarit, renunciando expresamente a cualquier otro u otros que en razón de su domicilio, vecindad o cualquier otra causa tuviera o llegara a adquirir.

DECIMO CUARTA.- RESCISIÓN DEL CONTRATO
Será causa de rescisión del presente Contrato el incumplimiento de cualquiera de las partes a las obligaciones que asumen conforme a este documento, sin perjuicio del derecho de la parte afectada para reclamar de la otra los daños y perjuicios que tal incumplimiento le pudiera ocasionar.

Leído que fue el Contrato por las partes y enteradas plenamente de su contenido y efectos legales, ambas lo firman de conformidad al calce de la presente y al margen de las anteriores en Nuevo Vallarta, Nayarit, Mexico el dia 5 de Enero de 2013.

DECIMO QUINTO.- EMPLEO DEL EQUIPO DE LA AGENCIA
EL CLEINTE se compromenten a no contratar ni empleará ni hará ningun oferta de empleo a ningun empleado de LA AGENCIA por lo menos en un lapso de un año después de que el empleado terminara su empleo con LA AGENCIA.

EL CLIENTE
Por la Oficina de Visitantes y
Convenciones de la Riviera Nayarit.

Lic. Fernando González Ortega.

Firma

LA AGENCIA
M. SILVER ASSOCIATES INC.

Morris Silver

Firma

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ANEXO 1

RIVIERA NAYARIT

Riviera Nayarit Convention and Visitors Bureau

&

Bahia de Banderas Hotel and Motel Association

Public Relations Proposal

2013

M. Silver Associates Inc
November 28, 2012

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INTRODUCTION

At Tianguis 2007, a new destination was launched to the Mexican and international tourism industry – Riviera Nayarit – Mexico's Pacific Treasure. This announcement was the culmination of years of dreams, planning and hard work by public and private sector individuals, companies and organizations. It was the start of a whole new era for the state of Nayarit as government officials, the CVB, hotels, tour operators and marketing/public relations professionals joined together from the start to share the vision, identity and brand of this unique destination with the travel industry and traveling public. The dynamism with which they all adopted the brand and worked together with limited funds to make this region a destination has generated remarkable growth, investment, awareness and travel for Riviera Nayarit.

Riviera Nayarit continued to grow, amidst challenging years for Mexican tourism with swine flu, drug wars and the world economic recession. During that time, international tourism declined somewhat and Mexican tourism grew. Now - it is time to balance the markets so that the Mexican market and international markets both grow together.

The five year anniversary of Riviera Nayarit, 2012, brought significant opportunities to the destination – Tianguis, several major television shows and the second Extravaganza Nautica. All of this was needed to bring Riviera Nayarit further into the forefront as a premier destination.

2013 marks new opportunities for Riviera Nayarit – the U.S. State Department warning for travel to Mexico has been removed for Riviera Nayarit and other Mexican destinations and the economy is improving. The Mexican market grew in the last few years, the Canadian market remained fairly steady and the U.S. market is ready to come back to Mexico.

Riviera Nayarit has a strong marketing plan that focuses on its key attributes and knows what audiences will be attracted to each one. M. Silver's public relations endeavors for 2013 and beyond will focus on each of those pillars with specific strategies and tactics.

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2012 KEY PUBLIC RELATIONS AND MARKETING ENDEAVORS AND SUCCESSES

This was a strong year for major events, press visits and television filming. Following, is a snapshot from some of our more notable successes from our 2012 public relations program:

M. Silver PR endeavors achieved:

- 290 articles between January and October 31, 2013
- 266,926,307 impressions
- $8,299,287 estimated advertising value (*Exact amount will be reflected at the end of 2012)

Highlights include:

- **Tianguis:** MSA, together with the Riviera Nayarit and Puerto Vallarta CVB, Mexico Tourism Board, Arvizu PR and Latitude, coordinated the media selection, invitation, logistics, flights, accommodations, badges and post tours for U.S., Canadian, Mexican and International media.

  - **Top television shows:**
    - Travel Channel's "Top Spots"
    - Bachelor Canada
    - Bravo's new nationwide television program – "Newlyweds"

  - **Road Shows and Media Events:**
    - West Coast including Phoenix, San Diego and San Francisco
    - New York
    - Toronto

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- **Press Visits:**
  - **MSA organized several press groups in 2012:**
    - Nautical Extravaganza, March 7-11
    - Gourmet and Golf, April 12-15, in conjunction with Punta Mita resorts
    - Alaska Airlines, September 7-9
    - Gourmet Festival, November 8-13
    - As well as collaborating on press trips with Ricardo Sandoval and Occidental Hotel
  - **MSA arranged several individual visits to the region in 2012 including:**
    - *Latina Style*
    - *Perfect Wedding*
    - *Modern Luxury Group*
    - *Colorado Parent*

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2013 PUBLIC RELATIONS PROGRAM

M. Silver is proud to have been a part of the launch and growth of Riviera Nayarit since 2007 and is excited about the opportunities ahead. We will continue to operate a strong public relations program in the United States and Canada with the intention to help bring back U.S. tourism to Riviera Nayarit while increasing travel from Canada. Our most important focus for 2013 will be to utilize our public relations tools of media relations, press familiarization trips, press releases, promotions and social media support to focus on the key attributes and audiences cited in the Riviera Nayarit Marketing Plan in line with the other marketing, advertising and road show endeavors that the other departments of the CVB will conduct.

As you know, the key advantage that PR brings to your marketing mix is our ability to communicate the wide variety of Riviera Nayarit's attributes directly to journalists and media with messages and story angles geared specifically to each one's specific interests to persuade them to write stories about Riviera Nayarit that will stimulate their readers and viewers to visit our beautiful destination.

Our public relations program needs to be particularly creative to stretch available marketing funds to achieve maximum results with minimum expenditure. While focusing on your key marketing sectors, we will conduct a pro-active and reactive ongoing public relations program that entails aggressive media initiatives and optimizing partnerships and promotions.

We will continue to work very closely with public relations representatives of Riviera Nayarit hotels, airlines, tour operators and of course, the Mexico Tourism Board to generate joint marketing and public relations endeavors throughout the year. We can also discuss some ideas for a year round calendar of destination marketing/sales with our hotel, boutique, gallery, restaurant and tour partners.

Following is our public relations plan for 2013 that will show what specific public relations strategies and tactics will support Riviera Nayarit's brand, attributes, activities, facilities and products based on the key objectives cited in the 2013 Marketing Plan:

- Sun and Beach – resorts, beaches, water sports
- Nature – beach, forests, flora and fauna
- Premium/Luxury – golf, spas, boutique hotels, luxury resorts
- Meetings, weddings, incentives
- Culture – architecture, archeology, gastronomy, festivals, Huichols

- Boomers and Retired visitors
- Tourism for all – family travel, all-inclusives, couples, mancations, girls' getaways

We understand that Sun and Beach, Luxury, Nature and Meetings/Weddings are the top priorities for this year. We have included a wide range of potential public relations activities around each of the themes. You also expressed interest in reaching out to the Hispanic market in the U.S. so we have PR tactics for this audience as well.

Once reviewed, we would like to discuss these ideas to select top priorities to hone our Plan of Action for 2013; other activities can be held for future years' public relations programs.

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SUN AND BEACH

Key Assets:

- 192 miles of white sand beach along the Pacific Ocean framed by rainforest covered mountains
- Spectacular luxury beach resorts, boutique hotels and all inclusive resorts that appeal to all travel audiences
- Authentic Mexican tiny villages along the sea
- Wide range of opportunities to enjoy the wonders of the beach and sea: scuba, snorkeling, deep sea fishing, whale and dolphin watching, protected sanctuaries, surfing, SUP, sailing and boating

North American Audience:

- Men and women 25-54 years of age with annual income over $40,000 interested in sun, beach, sports, adventure, fun
- Regions of special focus for PR endeavors:
    - United States: California, Colorado, Illinois, Michigan, Missouri, New Jersey, New York, Pennsylvania, Texas, Washington
    - Canada: Alberta, British Columbia, Ontario, Quebec, Saskatchewan

PR Endeavors:

Press Trips:

- "Beach Hopping / Road Trippin" Press Trip to highlight the 192 miles of coastline and Riviera Nayarit's most spectacular beaches – i.e., best beach to propose, best beach to watch the sunset, best beach to learn to surf, etc.
    - Media targets: Canadian travel trade and consumer general press (newspapers/print/online); U.S. travel trade and consumer general press (newspapers/print/online); and, top-tier freelancers (newspapers/print/online)

- Sample media targets for individual visits in this category may also include:
  (*Indicates press trips that are already under discussion)
    - *Budget Travel*
    - *AFAR*
    - *Gadling.com*
    - *Get Lost**
    - *Islands Magazine*

Press Releases, Pitches and Interviews

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- "Road Trippin' through Riviera Nayarit"
- "192 Miles of Beach: Where to Start?" (Highlight best beach to propose, to watch the sunset, etc.)
- Top 10 beaches in Riviera Nayarit
- "Discover the Real Mexico on Riviera Nayarit's Beaches" (focus on lesser known beachside villages)
- Pitch an interview with world renowned surfing and SUP champion, Gerry Lopez, to niche outlets
- Obtain and distribute photos of celebrities on Riviera Nayarit beaches on social media and to celebrity magazines

LUXURY/PREMIUM TOURISM

Key Assets:

- Luxury Resorts: Riviera Nayarit stands out in that it has luxury resorts in gated communities, luxury all-inclusives with four-diamond restaurants and intimate luxury boutique properties. St. Regis and Four Seasons in Punta Mita, Villa La Estancia, Imanta, La Tranquila and Grand Velas are some of the finest resorts in our region
- Golf: our six courses are all world-class, designed by the top designers of golf courses in the world
- Spas: active travelers, usually over 40 years of age, are attracted to our luxurious, state-of-the-art spas as well as wellness resorts
- Boating: the many events of the Extravaganza Nautica, combined with the luxury marina in La Cruz de Huanacaxtle, have put Riviera Nayarit on the radar for owners of yachts and motorboats, as well as those that seek charters and deep sea fishing for their vacations

North American Audiences

- Luxury and spas attract professional men and women between 30-60 years of age with annual income exceeding $90,000 who seek personalized service, privacy and a very special luxury experience on their vacations
- Spas and yoga retreats ideal for girlfriends' getaway vacations
- Golf attracts men and women, but primarily men, between 35-65 years of age with annual income over $75,000. The caliber and variety of the golf available in the destination is a key factor in their decision about where to take their vacation.

Public Relations Activities

Press Trips:

- "Ultimate Luxury" Press Trip to highlight all of the luxury offerings including hotels, spas and communities

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- Targeted media: Canada luxury outlets (print/online); U.S. luxury outlets (print/online); U.S. regionals focused on targeted markets; and top-tier freelancers (print/online)
- "Tee Off in Riviera Nayarit" Press Trip to highlight all of the golf courses in the destination
  - Target media: U.S. and Canada golf media
- Broadcast Media Opportunities could include: Golf Channel's *GolfNow*; *House Hunters International*, one of the most popular HGTV programs to promote the destination's real estate opportunities; and Bravo's *Real Housewives of Beverly Hills*
- Pitch the destination as the ideal location for a fashion photo shoot for top-tier outlets such as: *Fashion Magazine of Canada; VOGUE; Harper's Bazaar; etc.*
- Pitch luxury homes with interesting design elements for a photo feature in luxury based home and design outlets including: *Architectural Digest*; *Town & Country*; *Dwell*; etc.

- Sample media targets for individuals in this category may also include:
  (*Indicates press trips that are already under discussion)
  - *Departures* (do not take press trips, but will assign freelancers)
  - *Condé Nast Traveler* (do not take press trips, but will assign freelancers)
  - *Modern Luxury**
  - *GQ*
  - *Esquire*
  - *Cigar Aficionado*
  - *Elite Traveler*
  - *Robb Report*

Press releases, Pitches and Interviews

- "Tee Time in Riviera Nayarit"
- "You Did *What*? Top 5 Luxury Experiences in Riviera Nayarit" (Reach out to the luxury properties in the destination and request for most extraordinary offering available)
- "Locally Inspired Spa Treatments"
- "Find Your Inner Balance – Yoga, Surfing, etc."

Trip Sweepstakes Promotions

- Contact a health/wellness publication regarding a trip sweepstakes such as *Self, American Spa, Men's Health, Men's Fitness* or *Shape*

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NATURE TOURISM

Key Assets:

- Ecotourism: viewing flora and fauna, interpretive hiking, Festival of Migratory Birds, whale watching, helping baby turtles reach the sea, photo safaris
- Adventure: enjoying the outdoors and nature with a wide variety of water and mountain sports activities available in Riviera Nayarit such as snorkeling, scuba, kayaking, surfing, sailing, deep sea fishing, wind surfing, SUP, hiking, mountain biking, zip lines, mountain climbing, horseback riding, parachuting, parasailing, etc.
- Sports Tournaments: participating in the many regional and world class sports events in Riviera Nayarit which include sailing, surfing, SUP, wind surfing, deep sea fishing, etc.

North American Audience:

- Nature attracts well educated men and women from 45-60 years of age with annual income between $70,000-$90,000
- Ecotourism is appealing to mid to high level professionals between 35 to 55 years of age with annual income exceeding $70,000
- Sports competitions draw well-educated men and women between 25 and 45 years with annual income between $70-80,000
- Wealth of adventure and sports attracts "Man-cations"

Public Relations Activities

Press Trips:

- Festival of Migratory Birds (date TBD)
- "Man Up! Riviera Nayarit Offers Outdoor Activities for the Adrenaline Junkie" Press trip to highlight all of the outdoor offerings including ATV jungle tours, exploring the Sierra Madre Mountains, deep-sea fishing, surfing, etc.
    - Targeted Media: Canada outdoor outlets; Canada men's lifestyle (print/online); U.S. outdoor outlets; U.S. men's lifestyle (print/online)
- Broadcast Media Opportunities include: *Nikon's Birding Adventures TV* (NBC SportsNetwork); *Winged Planet* (Discovery Channel); *Globetrekker* (PBS); and *Trip Flip* (Travel Channel)

- Sample media targets for individual visits in this category may also include:
  (*Indicates press trips that are already under discussion)
    - *Salt Water Sportsman**
    - *Fins & Skins**
    - *Stand-Up Journal**

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- *Outside*
- *Audubon Magazine*
- *National Geographic Traveler*
- *Men's Journal*
- *Scuba Diving*
- *Surfer Magazine*

Press Releases, Pitching, Interviews

- "Adrenaline Rush? Find it in Riviera Nayarit" (Focus on adventure travel in Riviera Nayarit)
- Promote Riviera Nayarit's Sierra Madre Mountains (ATV, jungle tours, zip-lining, etc.)
- Bird watching in Riviera Nayarit – best birds and times of year
- Fishing in Riviera Nayarit – best fish and times of year
- Pitch an interview with Mark Stackhouse

Trip Sweepstakes

- MSA can reach out to the top niche sports publications in North American to pitch a trip sweepstakes prize in return for editorial and online coverage of Riviera Nayarit. Magazines to reach out to include: *Scuba Diving*, *Surfer Magazine*, *Outside*, *Sport Fishing Magazine* or *Bird Watcher's Digest*

CULTURAL TOURISM

Key Assets:

- Gastronomy: the best of Mexican cuisine, special local dishes derived from the ocean's bounty and the rich agriculture of the region, seaside restaurants and superb Mexican and international chefs in Riviera Nayarit's restaurants and resorts
- Living indigenous culture, with opportunities to meet and experience the Huichol culture and art
- Colonial towns with important sites including forts, homes, plazas and haciendas
- Archeology: petroglyphs and ancient ruins

North American Audience:

- Men and women between 30-54 years of age as well as boomers and senior citizens with annual income over $40,000
- Couples, independent travelers, groups of 3-5 persons

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Public Relations Activities

Press Trips:

- Culinary Press Trip, "Sea to Table" (not in conjunction with Gastronomy Festival or Gourmet and Golf programs) Focus on the spectrum of Riviera Nayarit chefs and dining experiences
  - Targeted Media: U.S. and Canadian culinary outlets (print/online); food bloggers; and, top-tier culinary freelancers
- "Off *Off* the Beaten Path in Riviera Nayarit" Press trip showcasing the unknown attractions of Riviera Nayarit – colonial towns, Laguna Encantadas, Sierra del Nayar, Mexcaltitan, etc.
  - Targeted Media: U.S. and Canadian outdoor/adventure outlets (print/online); and top-tier relevant freelancers
- Pitch television stations on a feature to visit the Huichol museum in Sayulita, interview Huichol artists and visit Huichol village
- Pitch individual press trip to visit the off-the-beaten-track attractions of Riviera Nayarit

Press Releases, Pitches and Interviews

- "Going Local: the beachside restaurants of Riviera Nayarit"
- Riviera Nayarit Chefs and their Favorite Holiday Recipes
- Experience the Huichol culture in Riviera Nayarit
- Pitch interview with Cilau Valadez regarding Huichol art

GROUPS, MICE AND WEDDINGS

Key Assets:

- Accessibility to direct and connecting flights to most major North American gateways to Puerto Vallarta Airport
- Extensive meeting facilities for groups from 50 to 1000 in beachfront resorts
- Wide range of recreational activities for spouse programs and incentive trips
- Incredibly romantic settings for weddings and photographs in luxury resorts with experienced wedding planners to arrange everything from A to Z

North American Audiences:

- Riviera Nayarit reaches out to tour operators who organize groups
- The CVB communicates with the top meeting planning organizations: PCMA, ICCA, WEC, ICCA, MPI, ICCA, SITE, IMEX

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- The Mexico Tourism Board and the CVB collaborate on special programs for wedding planners to attract destination weddings

Public Relations Activities

Press Trips:

- "All Brides Welcome!" Press trip to focus on the destination attractions that appeal to all types of brides – from luxury, to boutique B&B, to bohemian chic, etc.
  - Targeted Media: U.S. and Canadian bridal outlets (print/online) and, top-tier bridal freelancers
- Pre- and Post-tours during Meeting Conferences and/or trade shows
- Invite meetings media to visit Riviera Nayarit

Press Releases:

- Meeting in Riviera Nayarit: Fact sheet of meeting and exposition facilities
- Incentives in Riviera Nayarit: Release to tantalize this market with the plethora of recreational activities.
- Best Places to Wed in Riviera Nayarit – fact sheet on facilities, photo spots, wedding planners
- Wedding packages in Riviera Nayarit resorts

Promotions:

- Trip Sweepstakes prize with bridal/romance magazine to provide a honeymoon giveaway. Suggested outlets include: *Brides; Bridal Guide; Destination Weddings & Honeymoon*; etc.
- Online contest to win an anniversary trip to Riviera Nayarit by sharing photos of your wedding or honeymoon in Riviera Nayarit

TOURISM FOR BOOMERS AND RETIRED TRAVELERS

Key Assets:

- Superb timeshare properties for purchase or rental
- Beautiful second home real estate for sale
- Suite hotels with kitchens for extended stay vacations
- Wide range of activities for an extended stay vacation
- Large ex-pat population

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North American Audiences

- Women and men between 50-69 years of age with an annual income over $75,000.
- Frequently travel in couples or group
- Timeshare and second home regional target – west coast U.S. and Canada, SE U.S.

Public Relations Activities

- Invite "50 plus" publications to visit Riviera Nayarit
- Contact RCI and Interval PR departments to discuss 2013 PR and marketing plans that could include Riviera Nayarit to propose PR partnership
- "Hot New Neighborhoods". Press release on Riviera Nayarit second home communities
- Release on extended stay vacations in Riviera Nayarit citing the hotels with kitchen facilities, wealth of things to do and large expat community

TOURISM FOR ALL

Key Assets:

- Excellent all-inclusive resorts
- Wealth of things for families to see and do
- Kids' Clubs at most resorts

North American Audiences:

- Family Travel
- Travel by young men and women in their 20's and early 30's who enjoy the nature, water and mountain sports, authentic Mexican style and experiences

Public Relations Activities:

Press Trips:

- "Are we there yet?" Press trip highlighting Riviera Nayarit as the ideal family destination
    - Targeted media: U.S. and Canadian Family outlets (print/online); Family editors at newspapers; Mommy bloggers; and, relevant top-tier freelancers

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- Sample media targets for individual press trips in this category may also include:
  (*Indicates press trips that are already under discussion)
  - *NY Daily News**
  - *Family Circle*
  - *Scholastic Parent & Child*
  - *Parenting*
  - *TravelingMom*

Press Releases and Pitches:

- "Family Friendly Riviera Nayarit" round-up of best all-inclusive hotels/packages
- "Family Adventure Travel in Riviera Nayarit" round-up of the more adventurous family friendly activities

Trip Sweepstakes Promotions:

- *iVillage* online promotion – trip giveaway based on a family-related contest with the fans
- *Time Out Kids* trip sweepstakes
- *Scholastic Parent & Child* trip sweepstakes

HISPANIC MARKET

Key Assets:

- Beach destination with ample range of activities
- Family travel facilities
- Spanish language destination

North American Audience

- All ages, all types of travelers: luxury, family travel, romance, boomers, retired persons
- Large Hispanic populations in California, Southwest, Illinois, Texas, New York
- Fastest growing travel segment in the U.S.*
- Regularly travels with children*
- 46% book online vs. 41% of rest of population*
- 40% use social media*

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* According to the 2010 Longwood USA Travel Survey

Public Relations Activities:

- "Conozca Riviera Nayarit" Press trip targeting Hispanic media
  - Targeted media includes: *Vanidades, Nexos, Catalina, La Opinion, Diario La Prensa*, etc.
- Regularly send relevant press releases to national list of Hispanic newspapers and online media

ONGOING PUBLIC RELATIONS ACTIVITIES

In addition to the specific campaigns to support Riviera Nayarit's CVB special market focused activities, MSA will conduct a comprehensive, proactive public relations program throughout the year including the following activities:

Riviera Nayarit Tourism News Bureau

The focal point and base of operations for the M. Silver public relations program will be the Riviera Nayarit News Bureau, established in the agency's New York office. The activities of the news bureau will include:

- Pro-actively pitching stories to consumer and trade media
- Responding to media queries
- Screening media requests for visits to Riviera Nayarit
- Developing and maintaining a customized media database
- Regularly updating the press kit
- Regularly updating the press room on the website
- Monitoring editorial calendars and media leads to pitch stories
- Maintaining photo, video, information and brochure libraries

Social Media Campaign

- Launch a **Pinterest/Instagram** campaign to have visitors take pictures of the beach and include a pre-determined hashtag; the photographer for best picture wins a free trip (or discount) to Riviera Nayarit

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- **Twitter and Facebook campaigns** – M. Silver Associates will provide content in the course of the year for postings for Twitter and Facebook that the CVB and other destination partners can use for their Twitter and Facebook accounts as well. These campaigns will focus on special events, festivals, introduction of new properties, special awards, celebrity visits and top statistics.

- **Facebook Chat:** To increase tour operator and travel agent fans on Riviera Nayarit's Facebook, we suggest organizing and promoting a Facebook Chat whereby Marc Murphy and/or selected guests would be on your wall for a selected timeframe to respond to a Q&A with fans on a specific theme. We would promote this Chat in advance on the Facebook site, as well as travel trade publications. We can also invite journalists to participate in this chat.

- Run a campaign on the Riviera Nayarit Facebook **"Check-in, Check-off!"** which allows Facebook fans to download a checklist of destination sites/activities, with a theme (i.e. luxury, family, nature, sun and beach, etc.), that they must experience and while doing so "check-in" on Facebook. Should they complete the entire list, they can win a prize.

- **YouTube and Flickr:** Maintain and update existing platforms to visually promote the destination to both consumers and media. Encourage visiting press to upload their photos and videos to each site. MSA will continuously post footage and photos from special events, festivals, tournaments, excursions and new developments happening in the region.

- **Blogger Relations and Education Campaign:** M. Silver Associates has strong contacts and relationships with the key industry and consumer bloggers, which changes constantly. We will communicate with these bloggers to educate them regarding Riviera Nayarit and regularly pitch them on stories about the destination

- **Press Release Optimization:** Utilization of key words, SEO (search engine optimization) and tracking with wire services

Destination Marketing

Destination marketing is a great way to garner consumer attention, stimulate visits, educate travelers about the destination's diversity and track sales from the promotion. MSA could work closely with you and your destination partners to develop a series of seasonal and themed promotional periods including downloadable discount coupons for hotels, restaurants, shopping and sightseeing that could be secured on the Riviera Nayarit website and, if desired, the websites of all participating partners. The destination marketing would be promoted on the Riviera Nayarit website and through public relations outreach to media in the U.S., Canada and Mexico. Since Riviera Nayarit has not conducted a Destination Marketing program as yet, we suggest that we conduct a first program targeting "Tourism for ALL" in the low season summer months to focus on Family Vacations for June through August.

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Other topics could include: romance featuring luxury resorts; sports getaways including accommodations plus golf, fishing and surfing; holiday shopping month in November with special discounts for art galleries and handicraft boutiques as well as having galleries and boutiques open late two days a week during that month.

Promote Events in Riviera Nayarit

A wide range of events are scheduled in Riviera Nayarit over the course of the year and we will actively promote them in advance with media relations and social media to encourage increased visitors, as well as promoting them during the event to generate greater interest and awareness of the destination. We will also use these events to generate press visits with target media. Key events to promote in 2012 include:

- January: Festival of Migratory Birds
- March: Punta Sayulita Longboard and Stand up Paddle Classic 2013,
- April: Punta Mita Gourmet and Golf Classic
- May/June: Fishing Tournament in San Blas
- October: Sport Fishing Tournament in La Cruz de Huanacaxtle
- November: Riviera Nayarit Gastronomy Festival

Media Relations

Your MSA account team will make daily contact with travel media in North America, pro-actively pitching a wide range of story ideas about Riviera Nayarit to print, online, travel blogs and broadcast media.

We will also collaborate with Villa Group, Grand Velas, Four Seasons and St. Regis to promote celebrity visits to Riviera Nayarit, distributing captioned photographs and tweeting about celebrity visits to stimulate greater interest in the destination.

We will communicate with journalists and publications that do not accept press trips and must pay their own way for researching travel articles. We will pitch Riviera Nayarit and offer our help with itinerary planning, interviews, and if applicable, media rates.

M. Silver Associates can develop a series of monthly telephone interviews with Marc Murphy and other destination spokespersons in Riviera Nayarit targeting travel trade, travel consumer and special interest publications.

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Media Relations – Broadcast

We have been conducting proactive outreach to television programs and production companies to pitch filming in Riviera Nayarit. We will communicate with the Mexico Tourist Board to see if their public relations budget can help cover airfare and travel expenses and if their advertising budget can support production fees, when necessary. Our pitching will focus on television programs featuring travel, food, nature, water sports, golf, as shown above in the special interest sections.

Media Relations – Guidebook Authors

We are in regular contact with the editors and guide book authors at the major travel guides to encourage them to visit the destination in the coming year to update their materials. Our ongoing targets include: Fodor's, Frommers, Lonely Planet, Insight Guides and Sunset Mexico Guide.

Press Releases

To keep Riviera Nayarit in the media and public "eye," MSA will prepare and distribute news and feature releases as well as targeted media pitches each month on a wide variety of topics that appeal to different audiences, interests and seasonality. The news releases in 2012 will cover such topics as: new developments in transportation, accommodations, infrastructure; new tour programs, facilities and services; sports facilities and events; seasonal special packages; new restaurants and nightlife; etc. Feature releases will focus on the key selling points for Riviera Nayarit tourism – sports activities, nature, golf, dining, shopping, resorts, meetings, weddings, spas, etc. Many of these releases are outlined in the above sections regarding PR support for your 2013 marketing plan.

The releases will be sent to general travel and lifestyle media as well as special interest publications, travel trade media, online publications and broadcast programming. These releases will generate ongoing media coverage of Riviera Nayarit as a tourism destination.

All releases and pitches will also be "tweeted" on the MSA Facebook and Twitter accounts which currently have over 3,000 media followers.

Visiting Journalist Program

Since budget for flights may be limited, we will communicate with the Mexico Tourist Board to ascertain availability of tickets for press trips. In addition, if we continue our collaboration with Interjet, we will request flights for journalist who can also include coverage of the airline in their articles. We have also developed relationships this year with the PR managers for Alaska Air and

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Virgin America so we hope we will be able to conduct more group and individual press trips this year. A wide range of group and individual press trips are suggested in the special interest sections. Riviera Nayarit and MSA will determine the highest priority press visits for 2013.

In addition, as mentioned above, we wish to invite top television programs to film programs in the destination. We will meet with the Mexico Tourist Office to discuss costs for production fees and flights. We will then pitch target television programs, coordinate their itinerary and shooting needs and provide land arrangements in the destination.

Travel Agent Relations

There are over 30,000 travel agencies in the U.S. and Canada. Each one potentially is a sales representative for tourism in Riviera Nayarit. MSA will continue to conduct a comprehensive travel trade public relations campaign on behalf of the Riviera Nayarit Convention and Visitors Bureau. This will include:

- Media outreach to key travel trade media
- Send trade publications news and feature releases focusing on programs and packages, hotels and tourist attractions, tour operators, new developments, familiarization trips, travel agent incentives and commissions etc.
- Interviews for Riviera Nayarit spokespersons with key travel trade publications
- Promote Riviera Nayarit participation in major trade shows and Mexico seminar series in North America

Additional Projects

- **Media Lunch in New York and Toronto:** Hosted by Riviera Nayarit CVB, the media lunch will invite top-tier media to hear about the new developments in the region
- **2013 Road Show:** U.S. media/travel agent tour in select key markets
- **Pop Up Store:** To showcase the luxury/lifestyle appeal of the destination, in particular Sayulita, MSA recommends hosting a pop-up store that will feature local handicrafts and handicrafts offered from the region – Huichol art, original artworks, home décor items and handicrafts from local stores including Esto es Mexico, Revolucion del Sueno, Sayulita Gypsy, etc. For opening day, hold a media preview inviting top NY lifestyle/fashion bloggers to view the goods and learn about Sayulita.

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CORE PROGRAM AND ESTIMATED BUDGET

PUBLIC RELATIONS ACTIVITIES INCLUDED IN CORE PROGRAM:

- Briefing meeting at outset of program to review ideas in plan to select key marketing priorities for 2013, identify special events or new developments, and hone the Plan of Action timeline
- Riviera Nayarit News Bureau in NYC office to handle all media inquiries
- Pro-active media relations, including production of story angles and creative pitch letters to print, broadcast and online outlets
- Regularly update our media data base of target trade, consumer and special interest media
- Expand and update a comprehensive press kit
- Monitor editorial calendars and media leads for trade, consumer and special interest publications to maximize opportunities for media placement
- Create and issue at least one press release or media pitch each month
- Upload press releases to website press room
- Coordinate arrangements for group and individual press trips including invitation, liaison regarding itinerary and interviews, follow up on return
- Arrange media interviews for Riviera Nayarit Tourism Convention and Visitors Bureau spokespersons by phone, or in conjunction with spokespersons' existing business travel plans to target cities as well as their participation in trade shows
- Help promote events in Riviera Nayarit
- Pitch production of television programs in Riviera Nayarit
- Support Riviera Nayarit's social media program
- Assist client in maximizing relationships and promotional opportunities with destination travel partners
- PR support at NA trade shows and seminar series in which Riviera Nayarit is participating by arranging interviews
- Monitor online coverage with Google and Factiva searches

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- Strategic planning and ongoing counseling
- Monthly team teleconference regarding ongoing activities
- Monthly activity reports and clipping reports, sent by email
- Year end report with annual results
- Spanish language capability in account team

ESTIMATED BUDGET

- Agency service fees at US $105,000 per year, per our core program, services cited above are included in the agency fees

- Out of pocket expenses included in this fee including administrative photocopying, online distribution of press releases, telephone costs, photocopies, staff travel in NYC, subscriptions

- The Riviera Nayarit CVB is responsible for out of pocket expenses for special projects, Burrelles/Luce press clipping service, Impact Study, media lunch events and press familiarization travel expenses as well as MSA staff travel if requested in North America and Mexico. All such expenses will be subject to prior approval by the Riviera Nayarit CVB and copies of invoices for these services will be included in our invoice to the CVB.

- Additional agency fees and expenses will be charged for such activities as escorting press groups, organizing media tours, arranging for a media lunch, pop up store if desired

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