



TRACTION SERIES: NEW MEXICO MEDIA REPORT

PREPARED FOR THE NEW MEXICO OUTDOOR
RECREATION DIVISION



EXECUTIVE SUMMARY

Planning for Traction Series: New Mexico began in January 2026 through a partnership between TREAD Agency and the New Mexico Outdoor Recreation Division. Together, the organizations developed and executed a four-day immersive outdoor recreation business-attraction initiative in Taos, New Mexico, from June 2-5, 2026.

Designed around the themes of conservation, access, stewardship and outdoor recreation in New Mexico, the event brought together outdoor brands, media, creators, local businesses, conservation leaders and flyfishing guides to experience New Mexico's landscapes, waterways, culture and outdoor recreation economy firsthand.

EVENT SNAPSHOT

- June 2-5, 2026 | Taos, New Mexico
- 30 attendees plus local speakers, guides and special guests
- 7 participating brand sponsors
- 1 title sponsor
- 9 national media and content creators
- 7 New Mexico businesses and organizations represented
- 3 days, 2 nights of programming, networking and field experiences

BRAND SPONSORS



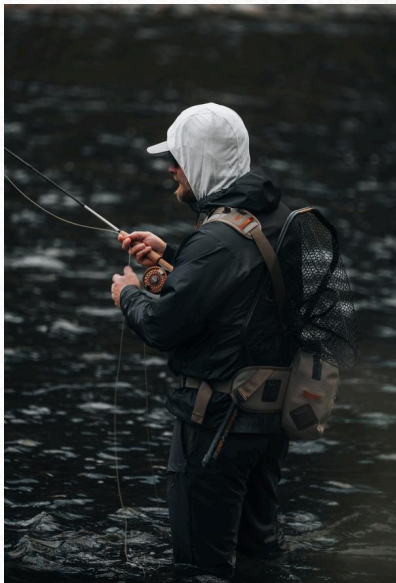
KEY OUTCOMES

- Facilitated direct relationship-building between outdoor brands, media, creators, conservation leaders and New Mexico stakeholders.
- Created meaningful exposure to New Mexico's outdoor recreation economy, business climate and outdoor industry opportunities.
- Generated product testing and brand storytelling opportunities through hands-on experiences on the Rio Grande.
- Supported connections between local New Mexico businesses, attending media and creators, resulting in potential future content and partnership opportunities.
- Introduced attendees to conservation, stewardship, public lands, tribal partnerships and outdoor recreation issues shaping northern New Mexico.
- Produced ongoing media, creator and social storytelling opportunities that continue to amplify New Mexico nationally.

The New Mexico Outdoor Recreation Division approached TREAD Agency with a clear objective: increase awareness among outdoor recreation brands about the opportunities available to do business in New Mexico.

Traction Series: New Mexico was developed as an immersive recruitment and relationship-building experience rather than a traditional conference or trade show. By bringing decision-makers, media and storytellers directly into New Mexico's landscapes and communities, attendees experienced firsthand the state's unique combination of outdoor recreation assets, conservation values, business opportunities and authentic outdoor culture.

The event demonstrated how New Mexico can serve as a destination not only for recreation but also for product testing, content production, business development, brand activations and long-term outdoor industry investment.



EVENT PURPOSE AND GOALS

Traction Series: New Mexico was created to support the New Mexico Outdoor Recreation Division's efforts to attract outdoor recreation brands, businesses and industry investment to the state while highlighting the landscapes, communities and resources that make New Mexico uniquely positioned for outdoor recreation growth.

Unlike a traditional trade show, conference or media tour, the event was designed as an immersive experience where participants could engage directly with New Mexico's outdoor recreation ecosystem and have authentic conversations with community leaders.

PRIMARY OBJECTIVES

- Introduce outdoor brands, media and creators to New Mexico's outdoor recreation economy and business opportunities.
- Showcase New Mexico as a destination for outdoor industry investment, product testing, content creation, events and future brand activations.
- Highlight the importance of conservation, stewardship, public access and responsible recreation through educational programming and field experiences.
- Create meaningful relationships between outdoor brands, media, creators, local businesses, conservation organizations, tribal leaders and community stakeholders.
- Generate future media coverage, creator content and storytelling opportunities that amplify New Mexico's outdoor recreation advantages to national audiences.
- Support the Outdoor Recreation Division's broader business-attraction efforts by exposing decision-makers to the state's resources, infrastructure, culture and outdoor industry ecosystem.

Success was not measured solely by immediate media coverage or event attendance; it was also defined by:

- Direct engagement between outdoor brands and New Mexico stakeholders.
- Meaningful conversations around future business activity in New Mexico.
- Increased awareness of New Mexico's outdoor recreation economy.
- Authentic product experiences in real-world environments.
- New relationships between brands, media, creators and local businesses.
- Exposure to New Mexico's conservation, stewardship and cultural heritage.
- Future opportunities for product testing, content production, events and brand investment within the state.
- Ongoing media, creator and social storytelling that extends New Mexico's visibility beyond the event itself.

Through presentations, field experiences, community engagement and networking opportunities, Traction Series: New Mexico successfully demonstrated how New Mexico's landscapes, waterways, businesses and communities can support the growth of outdoor recreation brands while preserving the values that make the state unique.

WHO ATTENDED

HOSTED MEDIA

JOSH CRUMPTON
WILD DISPATCH
[@TEXAS_JOSH](#)

ALEX LANDEEN
HOOK & BARREL MAGAZINE
[@HOOKANDBARRELMAG](#)

TREVOR HUBBS
FLYFISHERMAN
[@FLYFISHERMANMAGAZINE](#)

JASPER TABACK
SPORTS ILLUSTRATED
[@SPORTSILLUSTRATED](#)

TRAVIS HALL
FIELD & STREAM
[@FIELDANDSTREAM](#)

SARAIN FOX
CONTENT CREATOR
[@SARAINFOX](#)

LEVI DUNSEY
CONTENT CREATOR
[@LEVIDUNSEY](#)

SHELBY BURNS
CONTENT CREATOR
[@SHELBSSAYS](#)

ABBY CASEY
CONTENT CREATOR
[@ACOUTDOORS](#)

OFFICIAL SPONSOR REPRESENTATIVES

KARINA ARMIJO
STATE OF NEW MEXICO
RECREATION DIVISION
[@NMOUTDOORREC](#)

CARL COLONIUS
STATE OF NEW MEXICO
RECREATION DIVISION
[@NMOUTDOORREC](#)

PETER MITCHELL
ECONOMIC DEVELOPMENT
NEW MEXICO
[@NMECONOMICDEV](#)

ROB BLACK
ECONOMIC DEVELOPMENT
NEW MEXICO
[@NMECONOMICDEV](#)

ALEX MAIER
ONWATER
[@ONWATERFISH](#)

DREW NISBET
SITKA GEAR
[@SITKAGEAR](#)

LUCAS BURT
BOGS BOOTS
[@BOGSFOOTWEAR](#)

JULIE MADDEN
COAST PRODUCTS
[@COASTPORTLAND](#)

AMANDA GOAD
DOMETIC
[@DOMETIC](#)

ERIC JACKSON
SITKA GEAR
[@SITKAGEAR](#)

SKYLAR WHINERY
BOGS BOOTS
[@BOGSFOOTWEAR](#)

TIM PRESLEY
COAST PRODUCTS
[@COASTPORTLAND](#)

JEREMY HANCOCK
DOMETIC
[@DOMETIC](#)

RILEY RICHARDSON
TACTACAM
[@TACTACAM](#)

PAGE BUONO
AMERICAN RIVERS
[@AMERICANRIVERS](#)

ADDITIONAL SPONSORS

CURLY & TEAM
CHEF
[@TAOSCOW](#)

DRIP CASTLE
GEM HACENDIA
[@DRIPCASTLEESTATES](#)

TAOS MESA BREWERY
BEER BEVERAGES
[@TAOSMOTHERSHIP](#)

HUMBLE BRANDS
PERSONAL CARE PRODUCTS
[@HUMBLEBRANDS](#)

TAOS FLY SHOP
NICK STREIT
[@TAOSFLYSHOP](#)

SPEAKERS

GARRET VENEKLASSEN
NEW MEXICO WILD

WAYNE VIGIL
PUEBLO OF NAMBE

RYAN MARTINEZ
TEWA ROOTS SOCIETY



TREAD AGENCY

TRACTION SERIES

TAOS, NEW MEXICO

JUNE 2ND - 5TH

'26

JUNE 2, 2026

- Checking-In at Gem Hacienda
- Welcome & Introductions
- Cocktail Hour & Welcome Appetizers
- Welcome Address & Dinner by the State of New Mexico

JUNE 3, 2026

- Breakfast at Gem Hacienda.
- State of the Outdoor Industry
- American Rivers Keynote on Conservation with Pueblo of Nambe and Tewa Roots Society
- Mapping the Experience with OnWater
- Humble Brands Experience
- Rest at Gem Hacienda
- Backcountry Food Systems with Dometic
- The Gear That Gets You There with Bogs
- Why We Fish: A New Chapter of Sitka
- Networking or Rest at Gem Hacienda
- Guide Briefing, Cocktail Hour & Appetizers
- Signature Dinner
- Film Night Under the Stars: Stories from the Water

JUNE 4, 2026

- Grab & Go Breakfast
- Groups Departures
- On the Water Experiences Lunch
- Arrive Back to Gem Hacienda Dinner
- Coast: Find Your Way Scavenger Hunt

JUNE 5, 2026

- Grab & Go Breakfast
- Groups Departures



BOGS®

COAST®

DOMETIC

OnWater



TACTACAM

BRAND INTEGRATION & PRODUCT EXPERIENCE

Dometic shared how its fridge cooler can be used in the backcountry, long weekend trips or for roadtripping across the country.

onWater showed everyone the importance of knowing your waterways and how technology can help everyone better understand the rivers we all want to protect.

COAST provided lights and shared how it is taking steps to better the outdoor community.

BOGS supplied the boots for the before-and-after time on the Rio Grande. It also shared how the company is continuously striving to make the best footwear for outdoor recreational activities.

SITKA equipped attendees with its latest fishing boots and shared how its conservation efforts are shaping the fishing space.

Tactacam shared how officials and landowners can best use cameras to protect their land for both public and private use.

American Rivers joined us along with two Nambe Pueblo tribal members, who shared perspectives on tribal partnership, stewardship and the future of outdoor recreation in Northern New Mexico.



TRADITIONAL MEDIA HIGHLIGHTS



Field & Stream Magazine

Journalist - Travis Hall

Monthly Readership: 619K - online

Expect: Conservation focused coverage, which will also land in its angling/conservation bi-annual print magazine.



Fly Fisherman Magazine

Journalist - Trevor Hubbs

Monthly readership - 100K online & 800k in print

Expect: Trevor is heavily involved in the outdoor industry from a government and conservation level. His story will likely focus less on the fishing and lean more into the morning discussions from local New Mexico leaders.



Hook & Barrel Magazine

Journalist - Alex Landeen

Monthly readership - 40K online
80K in print

Coverage: Alex plans to chat with Garrett VeneKlasen regarding New Mexico Wild and the conservation push.



FISHING ON SPORTS ILLUSTRATED

Journalist - Jasper Taback

Monthly readership - 34M - online
(across Sports Illustrated)

Coverage: Additional content to come from Jasper.

Josh Crumpton | Texas Josh

74.8K followers on Instagram

Falls between creator & traditional media.

Creator Type: Cooking/Outdoors

Highlight: Coverage in his upcoming TV show "Undercurrent"



[Read More](#)

CONTENT CREATOR HIGHLIGHTS

Shelby Burns | [ShelbsSays](#)

91.8K followers on Instagram

68.5K followers on TikTok

Stories: 8

Posts: 2 Reels, 1 Carousel

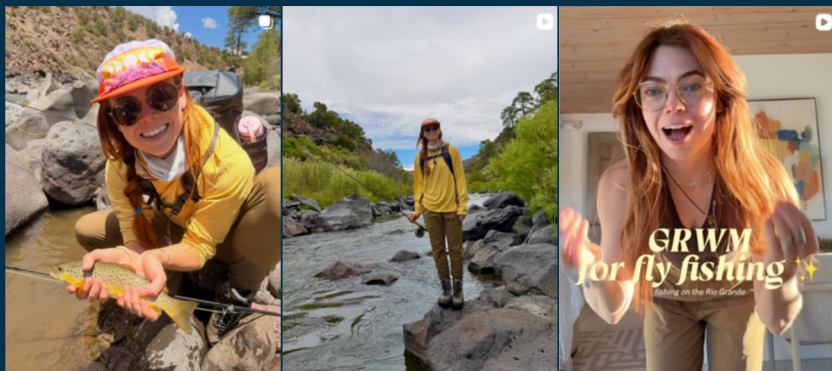
Creator Type: Vanlife, Kayakin, & Outdoor Adventure Seekers

Highlight: First time fly fishing

"Learning about the rivers, the Taos community and connecting with an amazing crew made the experience unforgettable."

— Shelby Burns

[See more stories](#)



Abby Casey | [Acoutdoors](#)

21.6K followers on Instagram

10.7K followers on TikTok

Stories: 6

Posts: 1 Reel, 1 Carousel

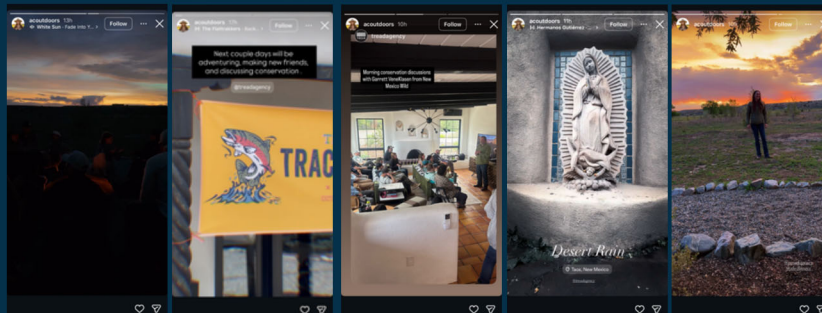
Creator Type: Outdoors/Radio Host from MT

Highlight: Connected with Humble brands for their ambassador program

"I got to experience this place through the people who know it best."

— Abby Casey

[See more stories](#)



CONTENT CREATOR HIGHLIGHTS

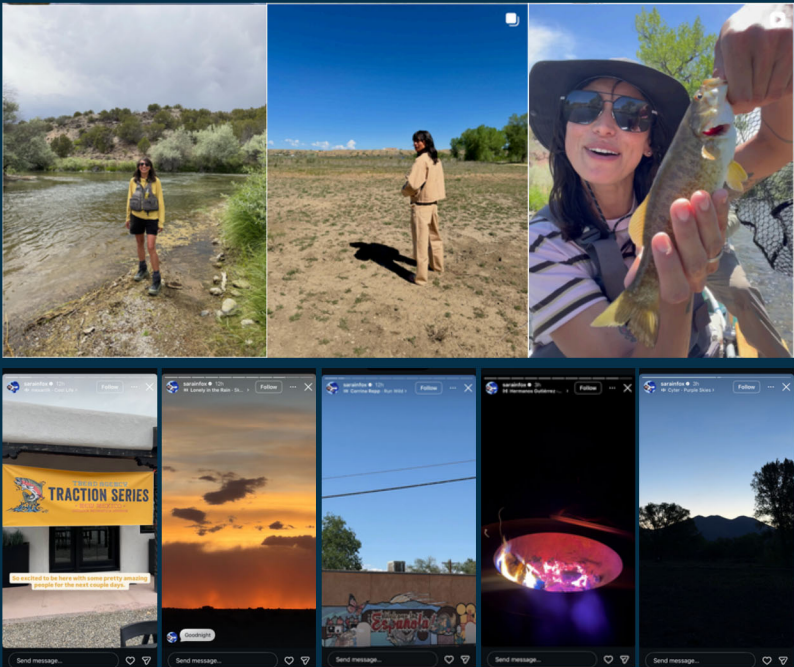
Sarain Carson-Fox | [sarainfox](#)
74.1K followers on Instagram
15K followers on Facebook

Stories: 15
Posts: 5 reels, 2 Carousels, 1 post

Creator Type: Indigenous Voice from Canada

“Learned more about conservation and how each and every one of us who enjoys the outdoors has a responsibility to protect them.”
— Sarain Carson-Fox

[See more posts](#)



Levi Dunsey | [Levi Dunsey](#)
20K followers on Instagram
10K followers on Facebook

Posts: 3 Reels highlighting the conservation of New Mexico's waters

Creator Type: Fly fishing Guide in Utah

"Before this trip, Taos wasn't even on my list of fly fishing destinations. Now, I can't imagine the story of fly fishing without the rivers, history and communities that make this place so special."

— Levi Dunsey



ADDITIONAL COVERAGE HIGHLIGHTS

Benjamin Lew
thebenlew

3K followers on Instagram
Stories: 5

**HOOK & BARREL
MAGAZINE**
hookandbarrelmag

38.2K followers on Instagram
Stories: 1

Drew Nisbet
drew_nisbet

5K followers on Instagram
Stories: 5

Eric Jackson|
ejackshreds

145K followers on Instagram
Stories: 2

Arian Stevens
Photography
arianstevens

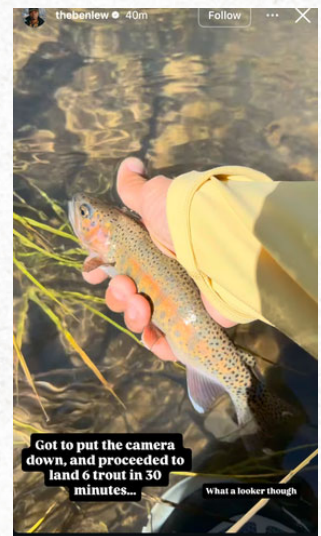
6.3K followers on Instagram
Stories: 2

Nick Streit|
taosflyshop

6.2K followers on Instagram
Stories: 3

Sophia Smith|
sophunart

3.6K followers on Instagram
Stories: 2
Post: 1 ([Link to View](#)).



COVERAGE REACH

The social media activity highlighted in this report represents the initial wave of coverage generated during and immediately following Traction Series: New Mexico. Traditional media stories, long-form features, videos and additional creator content will continue to be published over the coming months.

Audience figures represent the combined audiences of participating media outlets and content creators. They do not represent earned impressions or article views.

36.2+M

TOTAL AUDIENCE REPRESENTED

TRADITIONAL
MEDIA AUDIENCE
REPRESENTED

35.7+M

POTENTIAL READERS,
VIEWERS AND FOLLOWERS
REPRESENTED

TOTAL
SOCIAL MEDIA
COVERAGE

500+K

COMBINED AUDIENCE REACH
ACROSS PARTICIPATING
CONTENT CREATORS &
ATTENDEES OF TRACTION
SERIES: NEW MEXICO

CONTENT CREATOR HIGHLIGHTS

45

TOTAL PIECES
OF COVERAGE:

29

16

STORIES POSTS

ADDITIONAL COVERAGE HIGHLIGHTS

24

TOTAL PIECES
OF COVERAGE:

22

2

STORIES POSTS

MEASURING EVENT SUCCESS

BRAND PERCEPTION SURVEY HIGHLIGHTS

- 100% reported an improved understanding of public land access and stewardship.
- 100% indicated they are more likely to engage with New Mexico over the next 12-24 months.
- 100% rated the product integration environment as valuable (4-5 out of 5).
- 80% said the event exceeded expectations.
- 100% identified relationship building as the most valuable outcome.

GOAL 1

POSITION NEW MEXICO AS AN OUTDOOR RECREATION DESTINATION

Traction Series successfully strengthened participants' perception of New Mexico as a destination for outdoor recreation, product storytelling and brand experiences.

Although participants entered the event with varying perceptions, every respondent left recognizing New Mexico's strengths for outdoor recreation, with most rating it as a very strong environment for product testing and storytelling

GOAL 2

INCREASE INTEREST IN DOING BUSINESS IN NEW MEXICO

Participating brands identified at least one new opportunity to pursue in New Mexico following the event.

Most commonly selected opportunities:

- Content creation
- Guide and outfitter partnerships
- Brand partnerships
- Product testing

GOAL 3

BUILD MEANINGFUL INDUSTRY RELATIONSHIPS

When asked what provided the greatest value, every respondent referenced relationships.

Recurring themes included:

PRODUCT CONVERSATIONS
CONNECTING WITH CREATORS **LONG-TERM PARTNERSHIPS**
SPENDING EXTENDED TIME WITH OTHER BRANDS **MEETING MEDIA**

GOAL 4

CONSERVATION & STEWARDSHIP

Brands reported an improved understanding of public land access and stewardship following the event.

Most respondents also agreed that New Mexico effectively balances:

- Outdoor access
- Conservation
- Economic opportunity

That's exactly what the programming around New Mexico Wild, Tewa Roots Society, Nambé Falls Recreation Area and onWater was designed to accomplish.

GOAL 5

FUTURE TRACTION SERIES INTEREST

100% said they would participate again.

AREAS OF OPPORTUNITY

Several opportunities emerged that could further strengthen New Mexico's appeal:

- Improved flight accessibility
- Continued growth of outdoor retailers
- More community-based outdoor events
- Expanded opportunities for content production

While attendees identified logistical improvements such as air travel access and retail infrastructure, several respondents specifically noted they now see New Mexico as a destination for future content creation, product testing and outdoor storytelling.



CLOSING THOUGHTS

Traction Series: New Mexico successfully demonstrated the value of bringing outdoor brands, media, creators and local stakeholders directly into the landscapes and communities that define the state's outdoor recreation economy.

Through hands-on product experiences, conversations around conservation and access, time spent on the Rio Grande and direct engagement with New Mexico businesses and leaders, the event helped position the state as more than an outdoor destination. It showed New Mexico as a place for product testing, content creation, relationship building, brand storytelling and future outdoor industry investment.

The results reflect that impact. Participating brands reported stronger awareness of New Mexico's outdoor recreation opportunities, improved understanding of public land access and stewardship, and increased interest in future engagement within the state. Media and creator participation also extended the reach of the experience beyond Taos, generating ongoing social content, earned media opportunities and storytelling that will continue to build visibility for New Mexico's outdoor recreation economy.

Most importantly, Traction Series: New Mexico created the kind of authentic connections that are difficult to replicate through traditional trade shows, conferences or marketing campaigns. Brands, media, creators, guides, conservation leaders and local businesses built relationships through shared experiences in the field.

As a new partnership between TREAD Agency and the New Mexico Outdoor Recreation Division, Traction Series: New Mexico proved that immersive location-based programming can support business attraction, strengthen industry relationships and create lasting storytelling opportunities. The momentum built during this event provides a strong foundation for continued media follow-up, future brand engagement and additional opportunities to showcase New Mexico as a leader in outdoor recreation, stewardship and economic development.

