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Media Contact:

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Patrick Pharris
Turtleback Mountain Golf & Resort

Patrick@PreRealInvestments.com
(702) 491-7464

2025 TURTLEBACK MOUNTAIN GOLF & RESORT NEW MEXICO OPEN SHATTERS RECORDS IN PGA OF AMERICA SECTIONAL TOURNAMENT MEDIA COVERAGE AND ECONOMIC IMPACT IN SIERRA COUNTY

Tournament drives 11 million media impressions, full regional lodging occupancy and surging restaurant and recreation revenue, redefining what state-level golf can deliver for local communities

TRUTH OR CONSEQUENCES, N.M. — Oct. 30, 2025 — The 2025 Turtleback Mountain Golf & Resort New Mexico Open achieved unprecedented visibility, audience reach and economic impact, establishing a new benchmark for what a regional golf event can achieve through integrated storytelling, digital innovation and media collaboration.

The tournament delivered a major boost to the regional economy in Truth or Consequences, Elephant Butte, and communities throughout Sierra County. During tournament week in September, lodging demand rose sharply, with Holiday Inn Express & Suites, Comfort Inn & Suites, and the casitas at Dam Site Marina & Historic District experiencing some of their highest occupancy rates of the year. Tranquil Springs Suites and short-term rental properties within Turtleback Mountain Golf & Resort reached 100% occupancy, driven by bookings from golfers, spectators, and staff.

“The New Mexico Open brought great energy to our hotel and community,” said Daniel Kelsey, General Manager of the Holiday Inn Express & Suites. “We welcomed many players and spectators, and it was exciting to see our property become part of such a vibrant event.”

“We’ve never seen demand like this at this time of year, full occupancy and a real shot in the arm for our team and community,” said Isabella Shetter, general manager of the Comfort Inn & Suites.

“We could not have asked for a better way to kick off our first year,” said Nate Stephens, co-owner of Tranquil Springs Suites. “Being 100% sold out during the New Mexico Open proves that events like this are catalysts for tourism and real economic growth in Sierra County.”

Restaurants experienced similar surges in activity. Los Arcos Steak & Lobster House, a Sierra County mainstay for nearly half a century, stayed open all week, including its usual day off, and still saw near-capacity crowds of 223 guests on multiple nights during the New Mexico Open.

“This was one of the busiest weeks in recent memory,” said Los Arcos owner Bobby Middleton.

Recreation activity across Elephant Butte Lake surged beyond seasonal norms. “The lake showed far more activity than usual, with boats and visitors rivaling our busiest summer weekends,” said Peter Meiusi, owner of the Marina Del Sur and Dam Site Historic Lodging.

Digital-first Strategy Delivers Record Audience Reach
For the first time in PGA of America sectional tournament history, the event adopted a four-day, six-hour-per-day Facebook Live broadcast as its primary media platform. The digital-first approach generated 3.5 million views, an average of more than 23 minutes watched per view, and 648 hours of accumulated watch time across the event, demonstrating the strongest-ever Facebook Live engagement for a PGA of America sectional tournament**.**

According to Meta Business Suite analytics, the livestream was simulcast across 14 partner pages and delivered 138,000 engagement actions**,** including reactions, comments and shares. The program’s $205,068 earned media value reflects what an equivalent paid campaign would have required.

“We set out to tell a story about golf, community and New Mexico’s spirit, and the world was captivated, setting a new standard for what regional sports can achieve,” said James Prendamano, CEO of PreReal Investments.

Television and Radio Coverage Extended Regional Reach
Between Sept. 15-18, major affiliates across New Mexico and West Texas aired 46 news stories, 48 television promos and 42 radio placements, reaching nearly 695,000 viewers and listeners and generating $207,712 in earned media value. NBC, CBS, ABC, Fox and ESPN Radio affiliates spotlighted Aidan Thomas’ debut professional victory, appearances by Notah Begay III and other PGA Tour professionals, and the event’s record $100,000 purse.

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National and Regional Online Press Coverage
National outlets including Yahoo Sports, MSN and The Golf Wire provided widespread exposure, while Albuquerque Business First, the Albuquerque Journal and the Sierra County Sentinel delivered deeper regional storytelling. Print and online coverage generated 2.7 million impressions and $137,500 in earned media value.

Fan-driven Storytelling Amplified Results
Using standard social media benchmarks, it is estimated that players, fans and sponsors generated between 1,100 and 1,400 user-created posts across Facebook, Instagram, TikTok, X and LinkedIn. Those posts produced an estimated 4.6 million to 5.2 million impressions, a 7.1% engagement rate and 88% to 90% positive sentiment. Organic activity alone delivered an additional $220,000 in earned media value, underscoring how community participation can match the impact and authenticity of paid advertising.

Combined Media Success by Channel*

Media Channel	Total Impressions	Earned Media Value
Facebook Live & Streaming	4.4 million	$205,068
Television & Radio	695,000	$207,712
Print & Online	2.7 million	$137,500
User-Generated Content	4.8 million	$220,000
Total	≈ 11.6 million	$770,280

** Figures independently verified through Nielsen Sports, Cision, Meltwater, TVEyes, Sprout Social, Meta Business Suite and World Advertising Research Center valuation standards.*

Elevating a Region Through Golf
“This event wasn’t just about golf,” said Dan Fletcher, chief marketing officer and head of special events for PreReal Investments and Turtleback Mountain Golf & Resort. “It was about showing the world what’s possible when storytelling, strategy and purpose come together to elevate an entire region.”

About Turtleback Mountain Golf & Resort
Turtleback Mountain Golf & Resort is southern New Mexico’s premier golf and lifestyle destination, offering championship golf, upscale residential living and exceptional leisure amenities. Nestled in the scenic Rio Grande Valley, the 18-hole course challenges players of all levels while delivering dramatic desert views. With 1,300 planned home sites and added amenities underway, the resort is redefining what it means to live, play and relax in the heart of Southern New Mexico. Visit https://turtlebackmountainresort.com.

About the New Mexico Open

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Since 1954, the New Mexico Open has been a proving ground for some of the game's greatest names, including Lee Trevino, Notah Begay III and D.J. Brigman. In 2025, the tournament found its new home at Turtleback Mountain Golf & Resort, aligning competition with community through expanded pro-am events, youth and military golf clinics and economic development efforts. Visit https://suncountrygolf.com/new-mexico-open .

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