

Los Alamos County LODGERS' TAX ADVISORY BOARD

Annual Update to County Council
November 12, 2019

Presenter: LTAB Chair Linda Deck

LTAB Mandated by State & County

NMSA 1978, 3-38-22 • Municipal Code, Section 8-101.

Sec. 8-101. Purpose

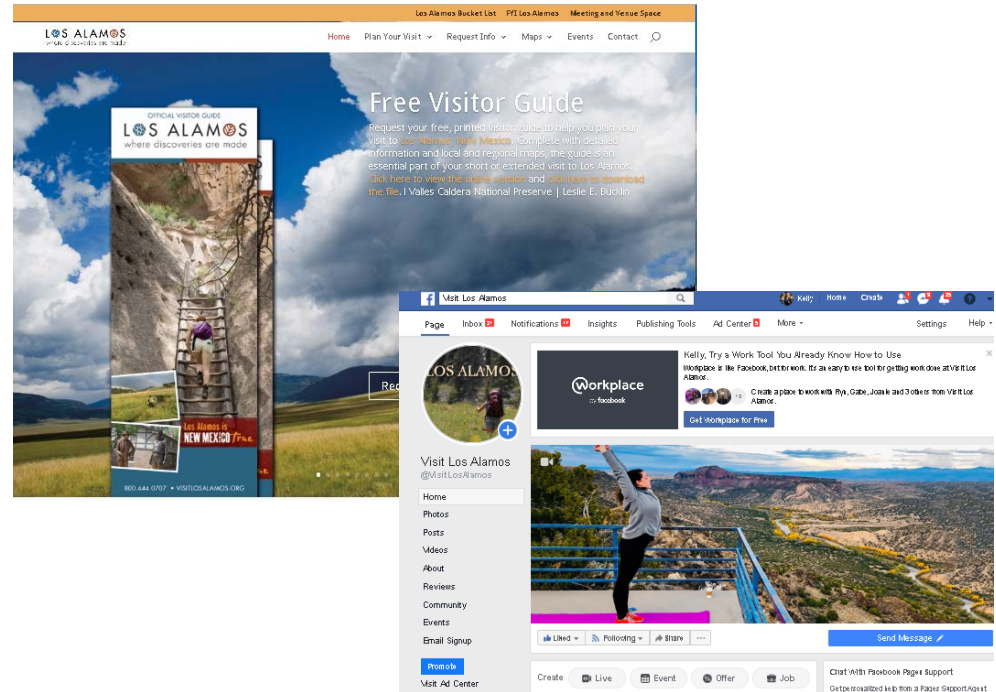
...advise the county manager and council on the expenditure of funds authorized by NMSA 1978, & 3-38-22 for advertising, publicizing and promoting tourist attractions and facilities in and around the county.

LTAB Members

- 1 TOURISM** Linda Deck, Bradbury Science Museum *Director*
- 2 TOURISM** Katie Bruell, PEEC/Los Alamos Nature Center *Exec. Dir.*
- 3 LODGING** Jacqueline Shen, Canyon Inn *Owner/Operator*
- 4 LODGING** Vacant
- 5 PUBLIC** Stacy Baker, White Rock *resident*

LTAB Role & Responsibilities

- ❖ Provide input to County's existing tourism programs and initiatives
- ❖ Identify, research and provide recommendations re issues and opportunities for improving tourism programs and use of Lodgers' Tax funds



Tourism Marketing Services

SUNNY505

Tourism Marketing

Bringing visitors to our borders

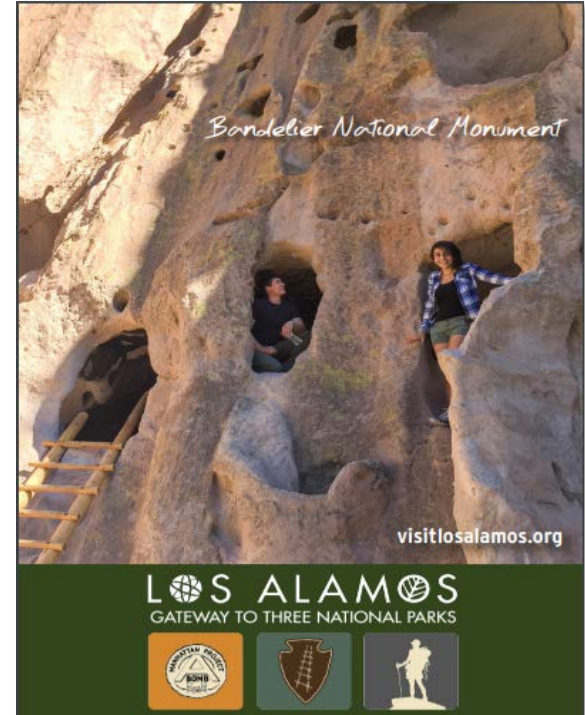
PUBLIC RELATIONS

SOCIAL MEDIA

PRINT & DIGITAL ADS

EVENT SUPPORT

GRAPHIC DESIGN



LOS ALAMOS

Visitor Center Services



Visitor Center Services

Orienting visitors to our assets

VISITOR ASSISTANCE

VISITOR INFORMATION MANAGEMENT

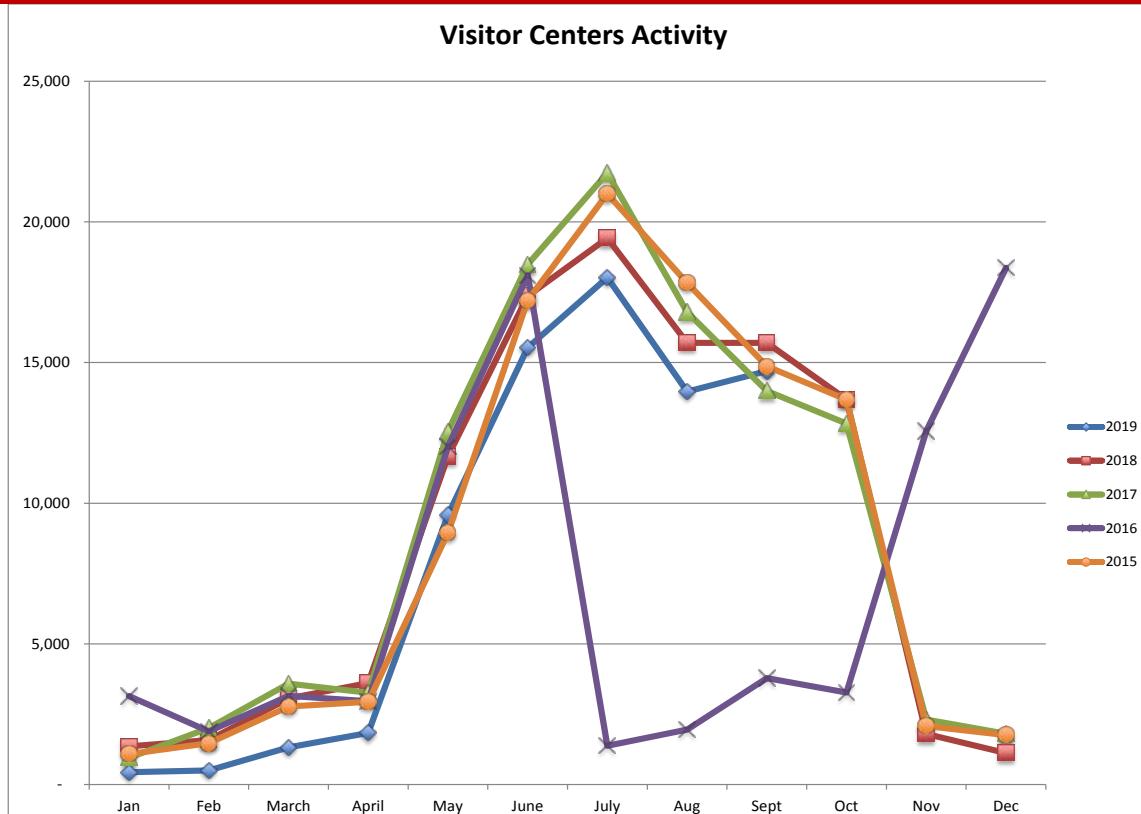
WEBSITE MANAGEMENT

VISITOR DATA COLLECTION

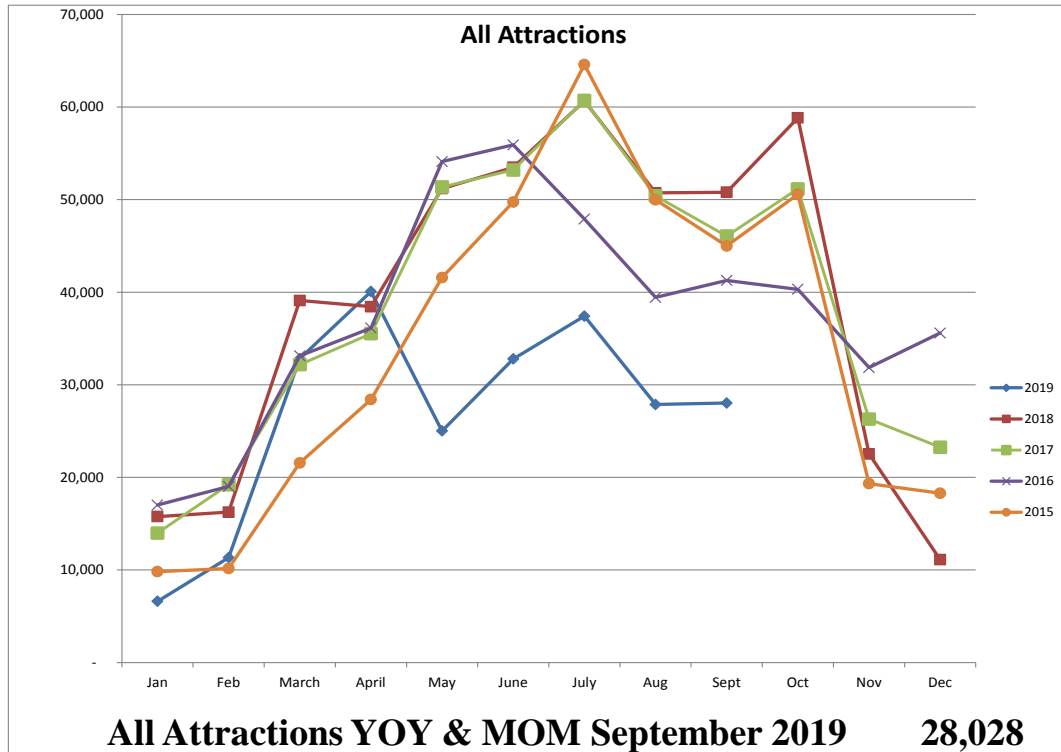


Media	Measures	Actual FY17	Actual FY18	Actual FY19	Target FY20
PAID ADS print/digital	gross impressions	6,688,676	7,200,000	7,150,000	7,150,000
	Facebook new likes	710	4,725	7,749	8,523
SOCIAL Visit Los Alamos Facebook Posts	total "Likes"	2,360	20,876	251,000	250,000
	reach (viewers)	N/A	67,168	40,628	50,000
	Engagements (Likes, shares)	N/A	57,899	66,000	70,000
EARNED press releases travel writers fam tours	"A-List" placements 500K+ circulation	9	9	36	11
	gross impressions	110,000,000	166,851,46	451,000,000	300,000,000
Lodgers' Tax \$	revenue	\$281,820	\$297,657	\$343,261	\$354,500
	% increase	6%	6%	13%	3.2%

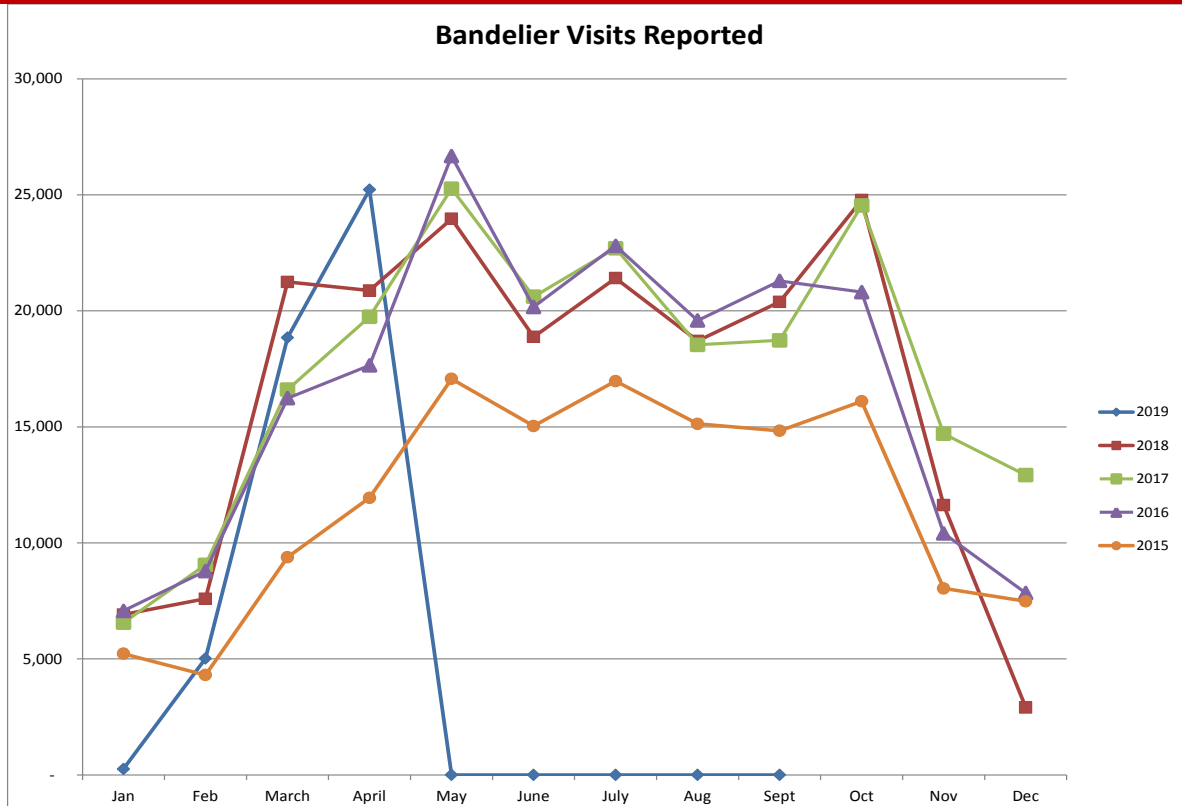
Tourism Visitation



Tourism Visitation



Tourism Visitation

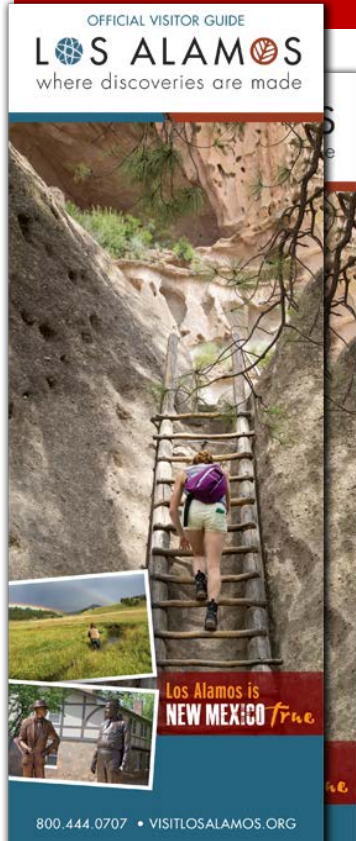


Tourism Progress Report

- 👍 **Tourism Strategic Plan/Task Force helping to identify and address challenges and opportunities**
- 👍 **Recognized contributor to regional and statewide tourism initiatives with New Mexico Tourism Department and New Mexico Hospitality Association**
- 👍 **Media relations producing high-value publicity in A-list publications that can be reposted.**



2020 Los Alamos Visitor Guide



- ✓ **County designed and produced**
- ✓ **Based on extensive research and best practices**
- ✓ **Recognize need for printed piece but smaller quantities, updated and reprinted as needed**
- ✓ **Designed to engage via “wow” factor; big, beautiful photos, essential copy only, no ads**
- ✓ **Drive to VisitLosAlamos.org website, then specific attractions/businesses for detail and directions**

LTAB FY20 Priorities

1. Visitation Metrics

- Identification, Collection, Interpretation, Reporting and Application (from Tourism Strategic Plan)
- Next Steps:
NMTD Research Director Facilitated Session

2. Short Term Rentals

- Presentation from Town of Taos
- NMTD Lodgers' Tax Handbook

3. Hospitality Best Practices

- LACDC's Visitor Journey A2D Training in FY20

Other Issues & Opportunities



Hotel Conference Center



Downtown Safety Perceptions and Realities



Increased attendance at MAPR Visitor Center



Google Workshops for Businesses

Dec 12 in Taos and Santa Fe

Lodgers' Tax Advisory Board

QUESTIONS?