

LODGERS' TAX ADVISORY BOARD UPDATE

**Ryn Herrmann
Chairperson, LTAB**

**County Council Meeting
November 7, 2017**

LTAB Board Members:

- **Ryn Herrmann**, Chair, Public at Large Representative, Los Alamos Commerce & Development Corporation
- **Linda Deck**, Vice Chair, Tourism Industry Representative, Bradbury Science Museum
- **Katie Bruell**, Tourism Industry Representative, PEEC The Nature Center
- **Catherine Mockler**, Lodging Industry Representative, North Road Inn
- **Elizabeth Allen**, Lodging Industry Representative, Pueblo Canyon Inn & Gallery

LTAB MISSION

- *To advise the Administrator and Council on the expenditures of funds received through Lodgers' Tax for advertising, publicizing and promoting tourist attractions, facilities and events in and around the County of Los Alamos.*

LTAB Helps guide the County's two tourism-related contracts:

Each of these contracts is funded* by Lodgers' Tax revenues

1. Tourism Marketing Services
 - Contract executed by **Griffin and Associates**
 - In final year of four-year contract
2. Visitor Operations and Management
 - Contract executed by **Los Alamos Commerce & Development Corporation (LACDC)**
 - In final year of three-year contract

**Visitor Center contract is funded ~75% LTR; Tourism Marketing is ~25% LTR; both are also funded by ED budget.*

Tourism Marketing Services

Griffin and Associates executes the following:

- **Public Relations** – wrote/distributed **24** press releases distributed to regional & national media to promote events & tourism to travel writers in the drive circle resulting in 9 stories in “A” list media (500,000+ circulation/viewership) in *Time*, *Care 2*, *Phoenix Business Journal*, *SF Gate* (2), *Only in Your State*, *The Guardian*, *AZ Central*, *Fox News Travel* for 110,400,000 earned impressions.
- **Graphic Design** - for tourism, marketing media & communications
- **Event Support** - identified and supported events positioned to generate visitors to Los Alamos County, including 2 days at Balloon Fiesta mass ascensions and the New Mexico True/Gathering of Counties Day at the State Fair
- **Web Marketing/Social Media** - Ski Pajarito, Gateway to 3 Parks Facebook campaigns; Spring/Drive Market campaign; ScienceFest Promotion; Facebook general marketing resulting in 6,688,676 paid impressions, 2,360 Facebook “Likes,” and 175,354 unique page views generated by 75,000 unique visitors on VisitLosAlamos.org.
- **Visitor Guide Design & Production** -150,000 copies

Visitor Operations and Management

LACDC's Meeting & Visitor Bureau executes the following services:

- **Visitor Center Operations** – Provide visitor assistance, telephone assistance, facilities maintenance and business display case management
- **Visitor Information Management** – Visitor Guide storage, inventory, distribution and request fulfillment, relocation information request fulfillment, weekly event calendar updates at 16 Los Alamos locations & 100+ email distribution
- **Official Tourism Website & Traffic Reports** – VisitLosAlamos.org website maintenance
- **Collection of Visitor Data** – Visitor Center attendance, tourist origin, attraction attendance and attendance analysis

FY17 GOALS/RESULTS

FY17	GOAL	RESULTS
WEBSITE Visitlosalamos.org	48,025 views	175,354 views
FACEBOOK	2,200 Likes	2,360 likes
EARNED ADVERTISING	85M impressions 9 A-List Placements	110M impressions 9 A-List Placements
PAID ADVERTISING	6,500,000 gross impressions	6,688,676 gross impressions
VISITOR CENTERS ATTENDANCE	125,980 walk-ins	113,069 walk-ins
LODGERS' TAX REVENUES	6% from \$271,000	10% to \$281,820

ATTACHMENT A

FY16-FY18 Trends

Measures	Actual FY16	Actual FY17	Target FY18	Predicted FY18
Visitor Center walk-ins	112,467	113,096	117,010	114,000
Website Traffic Page views	42,500	175,354	52,000	80,000
Paid Media Digital, Social, Print, Broadcast				
Gross Impressions New Facebook Likes	4,554,554 545	6,688,676 710	7,150,000 700	7,150,000 270
Total Facebook Likes	1,720	2,430	2,500	3,700
Earned Media Impressions Gross Impressions A-List Media Placements	127,000,000 9 publications	110,000,000 9 publications	90,000,000 7 publications	100,000,000 9 publications

LTAB Top Priorities

- **Tourism Strategic Plan**
- **Wayfinding Plan**
- **Brand Action Plan**
- **Local Lodging Trends** Occupancy & Avg. Daily Rate
- **Local Business Tourism Opportunities**
- **Customer Service** Education & Training
- **Gateway to Three National Parks** Promotion
- **Metrics** Data Collection & Trend Analysis

Continued Focus

- **New Mexico True Campaign**
- **New Mexico Hospitality Assoc.** Training, Advocacy and Recognition

Challenges/Council Assistance

- Lodging/Conference Product
- Lodging Data Collection Occupancy, ADR

Success Highlights

- **Full Board!**
- **Exceeded Lodgers' Tax Revenue and Social Media/Website goals**
- **Social Media Trending UP**
- **Visitor Guide Delivered**
- **New Mexico Hospitality Association Top HAT award finalists (3)**
- **New Mexico Tourism Department multiple grant awards, webinar panelists, regional board members**
- **New Mexico Magazine editorial coverage**

Thank you.
Questions?