

LTAB January 16th Marketing Report

Public Relations: Top Ten Aha-Adventures for 2018 in Los Alamos
Griffin Action: Written, edited, approved w/Kelly Stewart, distributed Tuesday 1/9.

Public Relations: Ski Pajarito/Los Alamos/New Mexico True
Griffin Action: In development.

Social/Digital: Gateway 3 Winter Photo contest

Griffin Action: The #Gateway3NPS photo contest has generated great engagement, including clicks to the contest, comments, likes and shares of our content. Currently, we have 17 entries with 3 weeks left in the campaign. The #Gateway3NPS posts have generated the most engagements of posts so far this month.

Social/Digital: Ski Pajarito Facebook Memorable Experience contest

Photo contests are a great way to add visibility and to increase engagements and interactions on the Facebook page. This winter, following the #Gateway3NPS photo contest, we will be holding a Facebook contest centered around skiing at Pajarito.

*As contests work best when the prize is enticing and the entry is easy, participants can enter by posting their photos of skiing at Pajarito or their memories of skiing at Pajarito in the comments section of the Visit Los Alamos Facebook page's posts on the contest. We will compile all entries, and a winner will be picked on **March 1st**.*

Contest suggestions:

· Similar to the #Banderier100 contest, make it easy for people to enter.

They will only have to post in the comments section of contests posts to enter, and they have many options of what they can use to enter. For example, they can enter with photos, writing about their favorite memories at Pajarito, sharing their favorite thing about Pajarito, telling about their first visit, etc.

· We will utilize a variety of posts throughout the end of January and the entire month of February

· Posts will encourage people to share their best photos or memories of Pajarito

· Posts will continue to promote the hashtag #HighAltitudeSki

· Contest will run February 1–28, and the winner will be announced on March 1st.

Social/Digital: NCC Digital Tourism Campaign

Griffin Action: Approved NMTD via Grant program. Started January 8th.

Griffin Action: Will report ROI to LTAB when report metrics are available from NCC.

PR/Social Media/Facebook > Griffin Action: See activity report.