



LOS ALAMOS  
where discoveries are made

## FY19 Work Plan for Los Alamos County Boards and Commissions

(Fiscal Year 2019: July 1, 2018 – June 30, 2019)

Board and Commission Name: Lodgers' Tax Advisory Board (LTAB)

Date prepared: Feb 9, 2018 Date approved by Council: 5/1/18

Prepared by: Kelly Stewart, County Staff Liaison

This work plan will be accomplished in the following time frame:  
from Jul 1, 2018 to Jun 30, 2019

Chairperson: Ryn Herrmann Term: Dec 2015 to Present

Members and terms:

Loryn "Ryn" Herrmann – Dec 2 2015 - Dec 1 2018 (Term 2)  
Linda Deck – Dec 2 2016 - Dec 1 2019 (Term 1)  
Katie Bruell – Dec 2 2015 - Dec 1 2018 (Term 1)  
Catherine Mockler - Dec 2 2016 - Dec 1 2019 (Term 1)  
Elizabeth Allen - Dec 2 2017 - Dec 1 2020 (Term 1)

Department Director: Joanie Ahlers, Economic Development Division

Work plan developed in collaboration with Department Director?(Y/N?) Y

Staff Liaison: Kelly Stewart, Marketing Specialist, Economic Development Division  
Administrative Support provided by: Barbara Lai, Community Development Department

Council Liaison: James Chrobocinski Reviewed by Council Liaison? N

**1.0 Provide a brief Summary of your Board or Commission's activities over the past twelve months. Please describe your Board or Commission's accomplishments and identify constraints. List any "lessons learned" and identify the greatest challenges faced by the Board or Commission.**

### **LTAB FY18 ACTIVITIES**

- Discover Los Alamos meeting and visitor bureau (DLA), a program of the Los Alamos Commerce and Development Corporation (LACDC), renewed contract with tourism materials service vendor, Fun and Games to distribute services of visitor guides to hotels, visitor centers and events statewide to all Los Alamos attractions for a reduced rate. In addition to the County's visitor guide distribution, Fun and Games now distributes brochures from the Bradbury Science Museum, the Los Alamos Nature Center/PEEC and the Manhattan Project National Historical Park/Gateway to 3 National Parks.
- LTAB presented to Council in November 2017, including the need for a full-service hotel and event space, the need for a regular source/system for collecting lodging data, i.e., average daily rate (ADR) and occupancy; enhancement of Gateway to Three National Parks, customer service training.
- Promoted Los Alamos as the Gateway to 3 National Parks, as well as high altitude recreation events and assets including the 100-plus mile trail system, Pajarito Mountain and bike tourism opportunities.
- Hosted one of ten Regional Tourism Economic Summits in Los Alamos on behalf of the New Mexico Hospitality Association (October 25, 2017)
- Worked with New Mexico Tourism Department and the New Mexico Hospitality Association to leverage all opportunities for positive exposure to target audiences, including article placement in several national magazines and statewide and southwest regional awards/recognition for Los Alamos assets and marketing efforts, e.g., the Atomic City Spy Tour
- Advised County on the Tourism Marketing Services contract. See summary of activities and results in the FY18 Tourism Marketing Plan (Can be obtained from LTAB Staff Liaison).
- Advised County on the Visitor Center Operations and Management services performed by DLA. DLA maintains, operates and staffs the Los Alamos and White Rock visitor centers, providing a quality visitor experience 7 days a week. In addition, they promote and facilitate the Bandelier Shuttle operations (May 15-October 15), fulfill all visitor guide requests, and maintain 4 auxiliary kiosk locations along Central Avenue with a weekly up-to-date event calendar. DLA also stocks 12 display racks with visitor guides and event calendars at attractions and businesses throughout the townsites and White Rock. DLA updates [VisitLosAlamos.org](http://VisitLosAlamos.org) (the County's official tourism website), and applies for, implements and solicits for matching dollars from the New Mexico Tourism Department's Marketing Co-op grants, as well as other available grant opportunities. DLA regularly collaborates with the County and the Tourism Marketing Services on advertising, marketing, print materials and events. DLA provides logistical, marketing and visitor welcome services for any event that requests Visitor Center services and materials. DLA continues to manage the rotation of two local business display cases inside the White Rock Visitor Center.



**2.0 Describe the future work plans for this Board or Commission using the following items and showing the relationship to those items: (Please remember that Council approval of this work plan does not constitute official Council approval of proposed projects, assignments, or anticipated recommendations included in this work plan that have budget implications.)**

**MISSION:** To advise the County Manager and Council on the expenditures of funds received through Lodgers' tax for advertising, publicizing and promoting tourist attractions and facilities in and around the County of Los Alamos.

**GOALS:**

- I. Maximize every opportunity to put heads in beds.
- II. Influence a positive visitor experience at every interface, e.g., a tourism visit is the potential first of several economic development visits.
- III. Develop measures for tourism interfaces/experiences.
- IV. Support projects that drive tourists to other local businesses, like retail and restaurants.
- V. Serve as a conduit between the public and the County Council.

**COUNCIL VISION:** Los Alamos is a world-renowned community where discovery and innovation are inspired by its dramatic history and magnificent mountain setting. We offer extraordinary education, recreational and cultural opportunities in a vibrant, small-town atmosphere.

**COMMUNITY ASSET AREAS:** 3 National Parks and High Altitude Recreation.

**AREAS OF FOCUS:** National Parks Trifecta including Manhattan Project National Historical Park, High Altitude Sports & Recreation, Hospitality Industry, Branding & Marketing and Destination Vitality.

1. Support implementation of the Tourism Strategic Plan, Wayfinding Plan and Brand Action Plans
2. Facilitate transition of new contracts for Visitor Center Operations and Management services and Tourism Marketing services.
3. Assess and change data collection, interpretation and reporting to increase effectiveness of tourism marketing decisions, including visitation data, lodging data (occupancy and average daily rate), return on investment, etc.
4. Develop target markets and campaigns based on identified visitor trip planning decision points—timing, location, media preference—e.g., all Bandelier National Monument visitors' decision to travel up to the Los Alamos townsite attractions; or a Santa Fe visitor's decision to travel up to a Los Alamos attraction. Identify resources to help determine when and where in the trip planning process is the best time and medium to present our message to visit Los Alamos. Campaigns must include hospitality partners and incentives to track conversion from awareness to interest to consideration to visit.
5. Assess and consolidate Los Alamos tourism marketing materials.
6. Participate and promote customer service training program offered via the County's branding initiative.
7. Initiate group marketing efforts, targeting tour operators, tournament events and other activities that bring large groups of visitors to town for multiple nights.

**2.1 List any special projects or assignments given to this Board or Commission by Council or the Department director:**

N/A

**2.2 List the guiding documents/plans (with approval or revision dates listed) used by this Board or Commission.**

- FY18 Tourism Marketing Services Marketing Plan
- Lodgers' Tax Fund Accrued and Actual Revenue reports (Los Alamos County Finance Department)
- P.R./Social Media Data reports (Griffin and Associates)
- Visitor/Attraction Trends reports (LACDC-Meeting and Visitor Bureau Program, visitor center operations and management contractor)
- Recreation Division monthly reports
- Reports from interactions with Arts In Public Places Board, Historic Preservation Board, Library Board, Parks and Recreation Board, Planning and Zoning Board and Transportation Board
- Tourism Strategic Plan, including Wayfinding Plan
- Brand Action Plan

**2.3 Other projects/assignments proposed by the Board or Commission: *(Any projects or activities proposed in this section should be discussed with the Council Liaison prior to listing it in this work plan.)***

N/A

**3.0 Identify any interfaces for the goals/tasks in this work plan with County Departments and other Boards and Commissions. Specify the coordination required.**

LTAB members are assigned to monitor activities of other Boards and Commissions as follows:

- 1) Historic Preservation Advisory Board - Linda Deck
- 2) Planning and Zoning Commission – Catherine Mockler
- 3) Parks and Recreation Board – Elizabeth Allen
- 4) Transportation Board – Kelly Stewart
- 5) Library Board – Katie Bruell
- 6) Art and Public Places – Ryn Herrmann

**4.0 List any special public information or involvement meetings or efforts to be conducted by this Board or Commission:**

N/A

**5.0 List the current subcommittees for this Board or Commission.**

N/A



- 5.1 For subcommittees with members that are not members of the parent board or commission:**  
**List the subcommittee members and their terms.**  
**Explain how sub- committee members are selected or appointed.**  
**Provide a description of each subcommittee's charter or purpose.**  
**Describe the expected duration for the subcommittee and their work plan(s) demonstrating how they support the Board or Commission:**

**Attachment A: Provide a copy of your Board or Commission's "Purpose" and "Duties and Responsibilities" from Chapter 8 of the County Code:**

**Sec. 8-101. Purpose**

A lodger's tax advisory board is established to 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. (Ord. No. 02-078, § 2, 10-3-2006)

**Sec. 8-102. Membership, terms and qualifications.**

The lodger's tax advisory board is established and its members shall be appointed in accordance with NMSA 1978, § 3-38-22. Only the member representing the general public must be a resident of the county. The term of each member of the lodger's tax advisory board shall be three years beginning on December 2 and ending on December 1. (Ord. No. 02-078, § 2, 10-3-2006)

**Sec. 8-103. Duties and responsibilities.** (Ord. No. 02-078, § 2, 10-3-2006)

The lodger's tax advisory board shall serve in an advisory capacity to the county council and shall have the following functions, responsibilities and duties:

- 1) Provide citizen input to staff and council on ways and means for improving the county's use of lodger's tax funds. For this purpose, the board shall gather public input in ways appropriate to the circumstances, which may include public hearings dedicated to specific topics.
- 2) Review and act upon all lodgers' tax related matters submitted to the board by council.

**Attachment B: Using the chart below, place an X in the column on the right if the Council Goal is related to the work of the LTAB Board or Commission:**

Mark all that apply

Economic Vitality	
<u>Economic Vitality:</u>	
<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Build the local tourism economy with emphasis on implementing Tourism Strategic Plan and supporting plans.</li> </ul>	X
<ul style="list-style-type: none"> <li>• <b>Priority Area</b> - Revitalize and eliminate blight in Los Alamos and White Rock (TBD)</li> </ul>	
<ul style="list-style-type: none"> <li>• Promote a strong and diverse economic base by encouraging new business growth</li> </ul>	
<ul style="list-style-type: none"> <li>• Collaborate with Los Alamos National Laboratory as the area's #1 employer</li> </ul>	
<u>Financial Sustainability</u>	
<ul style="list-style-type: none"> <li>• Encourage the retention of existing businesses and assist in their opportunities for growth</li> </ul>	
<ul style="list-style-type: none"> <li>• Support spinoff business opportunities from LANL</li> </ul>	
<ul style="list-style-type: none"> <li>• Significantly improve the quantity and viability of retail business</li> </ul>	
Quality of Life	
<u>Housing:</u>	
<ul style="list-style-type: none"> <li>• <b>Priority Area</b> -- Support development of affordable workforce housing</li> </ul>	
<ul style="list-style-type: none"> <li>• Promote the creation of a variety of housing options for all segments of the Los Alamos Community, including infill opportunities as appropriate</li> </ul>	
<u>Education:</u>	
<ul style="list-style-type: none"> <li>• Support Los Alamos Public Schools' goal of ranking among the top public schools in the nation</li> </ul>	
<ul style="list-style-type: none"> <li>• Partner with Los Alamos Public Schools and the University of New Mexico – Los Alamos; and support, as appropriate, the delivery of their educational services to community standards</li> </ul>	
<u>Quality Cultural and Recreational Amenities:</u>	
<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Maintain and improve existing outdoor recreation and open space amenities</li> </ul>	
<ul style="list-style-type: none"> <li>• Implement a comprehensive range of recreational and cultural amenities that enhance the Los Alamos community</li> </ul>	
<u>Environmental Stewardship:</u>	
<ul style="list-style-type: none"> <li>• Enhance environmental quality and sustainability balancing costs and benefits including County services and utilities</li> </ul>	
<u>Mobility:</u>	
<ul style="list-style-type: none"> <li>• Maintain and improve transportation and mobility</li> </ul>	
<u>Operational Excellence:</u>	
<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Continue implementation of the Comprehensive Plan with an emphasis on neighborhoods</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Maintain and improve existing quality essential services</li> </ul>	



	and supporting infrastructure including PRISM/Munis and permitting	
	<ul style="list-style-type: none"><li>• Invest in staff development to create a high performing organization</li></ul>	
	<ul style="list-style-type: none"><li>• Manage commercial growth well following an updated, concise, and consistent comprehensive plan</li></ul>	
	<ul style="list-style-type: none"><li>• Establish and implement a mechanism for effective Utility policy setting and review</li></ul>	
	<u>Communication:</u>	
	<ul style="list-style-type: none"><li>• Improve transparency in policy setting and implementation</li></ul>	
	<ul style="list-style-type: none"><li>• Create a communication process that provides measurable improvement in citizen trust in government</li></ul>	
	<u>Intergovernmental Relations:</u>	
	<ul style="list-style-type: none"><li>• Strengthen coordination and cooperation between County government, LANL, and the regional and national partners</li></ul>	





photo by Leslie Bucklin

LOS ALAMOS

FY2018 Tourism Marketing Plan



## INTRODUCTION

This plan outlines marketing goals, objectives, tactics and performance measures, as well as the current key tourism assets, attractions and experiences, key messages, target audiences, and strategic media designed to increase the number of new and repeat visitors to Los Alamos. General strategy and elements of the plan are based on the current challenges, opportunities and planning efforts to take the tourism economy to the next level. It also builds on the performance of the FY2017 tourism marketing plan.

## FY2017 TOURISM MARKETING RESULTS

All FY17 tourism marketing goals were met or exceeded. From July 1, 2016 through June 30, 2017 Lodgers' Tax Revenue increased by 11% with \$281,820 generated. This marks the first time the fund has exceeded the pre-recession high of \$251,542. Paid and earned advertising has exceeded FY17 goals as well, garnering over 110,000,000 million impressions and 9 stories featured in "A" list publications.

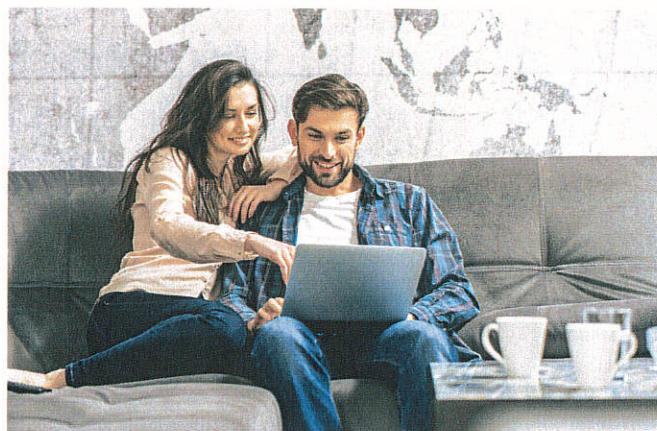
In FY2017, Facebook was the primary social medium used to engage Los Alamos' primary demographic (Baby Boomers, aged 50+). At the direction of the Los Alamos Lodgers' Tax Advisory Board, paid posts were strategically employed to increase audience reach, awareness and "Likes" for Los Alamos events and attractions, particularly in drive markets throughout New Mexico and in the southwest region. Facebook contests were also used to engage residents, past and present, as community ambassadors, encouraging them to share their authentic experiences, posting narrative, photos, video and hashtags that appeal to potential visitors. This high value content was conveyed to expanded audiences through paid posts.

### 9

#### FY17 A-LIST PLACEMENTS

A-list publications are print or digital media with circulations of 500,000 or more.

**AZ Central** Phoenix/AZ, part of the USA Today network • **Care 2** the worlds largest social network for good • **Fox News Travel** • **OnlyInYourState.com** • **Phoenix Business Journal** • **San Francisco Gate** website sister-site of the San Francisco Chronicle and the go-to online source for all news and entertainment related to the Bay Area. • **The Guardian** covering American and international news for an online, global audience • **Time** online



PAID ADS **6,688,676** impressions

PAID POSTS **710** Facebook "Likes"

FACEBOOK **2,360** total "Likes"  
plus **36,000** additional comments and shares

EARNED MEDIA **24** press releases

CIRCULATION **110,000,000** gross  
impressions

PUBLICITY **9** A-List Publications

WEBSITE\* **75,006** unique visitors

EVENT SUPPORT (Visitor Engagement) **4,616**

VISITOR CENTER TRAFFIC\* **113,069** walk-ins

LODGERS' TAX REVENUES **\$281,820**  
an **11%** increase over FY16

Marketing efforts also capitalized on key community and statewide events targeting Los Alamos' key demographics to create awareness and convert visits. Los Alamos Economic Development Marketing and its tourism marketing services contractor partnered with the New Mexico Tourism Department, staffing booths at the New Mexico State Fair in September (462,104 attendees) and the International Albuquerque Balloon Fiesta in October (887,000 attendees). Key community events conducted in the downtown Los Alamos Main Street/Creative District, namely the Los Alamos ScienceFest, were promoted to drive markets throughout the state, soliciting record attendance of over 25,000.

*Data for these metrics is provided by Discover Los Alamos meeting and visitor bureau, Los Alamos County's visitor center operations and management contractor.*





## TARGET AUDIENCES

### Primary Demographic: Persons 50+ HHI: 60K+

Interests: History, Museums, Native American Culture, National Parks, RVing, General Travel

### Secondary Demographic: Persons 30+ HHI: 35K+

Interests: Mountain Biking, Hiking, Rock Climbing, Tri-Athlons, National Parks, SummerFests

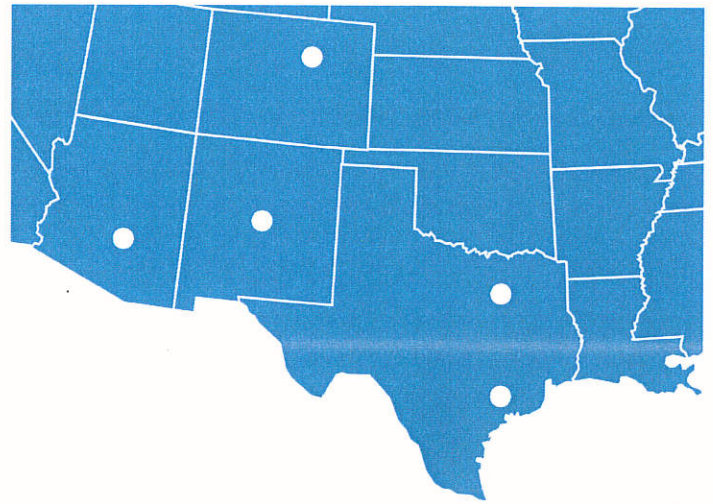
## TARGET MARKETS

ABQ, Denver, Phoenix, Dallas, Houston.

*These geographic markets match NM True demographic profiles re: FY16 Longwoods international visitation data*

## STRATEGIC APPROACH

- Drive with a single voice using the Los Alamos brand message with consistency.
- Provide marketing programs that focus on authentic "aha moments" found in Los Alamos.
- Continue to differentiate Los Alamos from other New Mexico locations via its historic, culturally significant roots, world-class recreation amenities and "Gateway to 3 National Parks" designation.
- Utilize key digital media in the identified drive markets with messages to primary demographics.
- Educate travelers about Los Alamos, utilizing web, mobile devices and earned media.



## KEY MESSAGES

### Los Alamos Brand Identity

*Essence: Cultivating curiosity and delivering aha moments.*

*Brandline: Where Discoveries Are Made*

### Los Alamos is New Mexico True

*Use of bold images and minimal copy that convey Los Alamos as a destination for "venturesome travelers seeking an authentic experience."*

## GOALS

- I. Increase the number of people interested in traveling to Los Alamos, measured by increases in visitors to [visitlosalamos.org](http://visitlosalamos.org).
- II. Increase Lodgers' Tax revenue by 6% or more with first time and repeat travelers (measured by the County's monthly Lodgers' Tax reports), which is a metric that is consistent with the Travel Industry of America's projections nationally.
- III. Increase and repost the number of mainstream major media that write or air positive news stories on Los Alamos.
- IV. Showcase our new New Mexico True-approved creative to our primary and secondary demographics.



## FY18 LOS ALAMOS TOURISM ECONOMY

Los Alamos, New Mexico is facing big changes in fiscal year 2018 (July 1, 2017 through June 30, 2017) with the town and region's largest employer, the Los Alamos National Laboratory, facing a change in contract management that will impact the 10,000 employees, 40 percent of whom also live in the County of 18,000. Throughout this time of change, Los Alamos' tourism industry is expected to be strong. Visitors continue to come to Los Alamos to visit

the three National Parks, the history, science and nature museums, and the spectacular scenery and recreational assets. What's more, Los Alamos County Council and staff are proactively leveraging the Los Alamos tourism economy through update of the Economic Vitality Strategic Plan, and development and implementation of the Los Alamos Tourism Strategic Plan that includes branding and wayfinding initiatives.

## KEY TOURISM ASSETS, ATTRACTIONS & EXPERIENCES

### 3 NATIONAL PARKS

The National Park Service always tells a great story, and now rangers are creating experiences and itineraries for three parks that are a 5-minute walk or a 30-minute drive from downtown Los Alamos—Bandelier National Monument to the south, the Valles Caldera National Preserve to the west, and the new Manhattan Project National Historical Park in the town itself.

#### Bandelier National Monument

A short drive from downtown Los Alamos, Bandelier offers visitors an excellent opportunity to explore Ancestral Pueblo dwellings, broad mesas and steep-walled canyons, where ladders provide access to small, carved dwellings built into natural recesses.



#### Pajarito Mountain

Pajarito Mountain's challenging runs and minimal lift lines make it an exceptional recreation playground for all seasons. The family-friendly mountain offers a network of cross-country trails, 40+ downhill trails, and 300 cleared acres for skiers, boarders, mountain bikers and hikers of all levels.

#### Valles Caldera National Preserve

This 89,000-acre Preserve encompasses a dormant supervolcano that is now home to elk herds and hosts a variety of recreation activities, including fishing, hiking, biking and car tours.



#### Manhattan Project National Historical Park

One of the most unusual assets of the National Park Service, the Manhattan Project National Historical Park tells the story of America's race to create an atomic weapon to end World War II.



#### High Altitude Recreation

The County's trails provide some of the most exceptional views of the surrounding canyons, mesas, valleys and mountains. Whether by bike, horse, wheelchair or on foot, there is an easy, medium or expert trail to match the desired experience, including paved and unpaved trails.



## FY2018 TOURISM MARKETING METRIC TARGETS

### TARGET INCREASE

	PAID ADS <sup>*</sup> Print, Broadcast Digital
<b>7%</b>	<b>7,150,000</b> gross impressions
	FACEBOOK PAGE VisitLosAlamos.org
<b>100%</b>	<b>2,360</b> Paid New "Likes" <b>4,725</b> Total "Likes"
	PUBLIC RELATIONS Social/Digital/Print
<b>8%</b>	<b>90,000,000</b> gross impressions <b>18-20</b> media releases <b>7</b> A-List publications
	WEBSITE VisitLosAlamos.org
<b>8%</b>	<b>75,000</b> unique views <b>4,000</b> visitor guide page views <b>5,000</b> visitor guide orders
	VISITOR CENTER TRAFFIC
<b>4.5%</b>	<b>117,101</b> visitor walk-ins
	EVENTS Visitor Engagement
<b>100%</b>	<b>335</b> NM State Fair <b>681</b> ABQ Balloon Fiesta <b>3,600</b> Los Alamos ScienceFest VISITATION*
	LODGERS' TAX REVENUES*
<b>5%</b>	<b>\$295,911</b> from \$281,820

Generate interest through paid media, such as print and on-line ads placed in publications and on websites that our target markets are reading. All ads drive viewers to the VisitLosAlamos.org website for more information. Interested, potential visitors are measured through Google analytics gathered for the visitor website.

Earn authentic media coverage through strategic placement of paid ads through the New Mexico Tourism Cooperative Grant with the following medias:

New Mexico Magazine  
New Mexico True Adventure Guide  
Outside Magazine  
Roots Rated Social Media  
NCC Digital Video  
Stack Adapt Digital Media

Double the size of the Facebook community ("Likes"), increase "reach" (the number of people served our content) and page engagement through post boosts, sponsored ads and contests that promote destination attractions.

Work with the Lodgers' Tax Advisory Board, New Mexico Tourism Department (NMTD), New Mexico Hospitality Association (NMHA), attractions and local businesses and attractions to develop campaigns that incentivize visits to attractions and businesses in a way that can be measured and rewarded.

Work with local hotels to develop campaigns and packages to increase hotel stays and Lodgers' Tax Revenues

\*While not a direct measure of marketing efforts, this is a desired outcome and conversion metric to measure success of marketing efforts.



## PROGRAMS & PARTNERSHIPS

### New Mexico Tourism Department (NMTD)

- North Central Region Board collaborative marketing efforts
- New Mexico True campaigns, opportunities, destination designation, webinars
- Cooperative Marketing and Rural Pathway Project Grants

### New Mexico Hospitality Association (NMHA)

- Membership benefits and opportunities
- New Mexico Tourism TRENDS and Governor's Conferences
- New Mexico Top HAT Awards Banquet

### Local Partnerships

- Los Alamos Branding Initiative
- Wayfinding Plan
- Lodgers' Tax Advisory Board
- Discover Los Alamos Meeting and Visitor Bureau
- Los Alamos Chamber of Commerce
- Los Alamos Commerce and Development Corporation (LACDC)
- Los Alamos Attractions/Organizations
  - Bradbury Science Museum and BSM Association
  - Los Alamos Historical Society/History Museum Campus
  - Pajarito Environmental Education Center/Los Alamos Nature Center
  - Pajarito Mountain

### Los Alamos County

- Economic Development Division
- County Manager's Office
- Communications and Public Relations Office
- Community Services Department
- Parks, Recreation and Open Space Division

### Los Alamos County Plans

- Tourism Strategic Plan
- Brand Action Plan
- Comprehensive Plan
- Economic Vitality Strategic Plan
- Wayfinding Plan

### Los Alamos County Boards, Commissions & Committees

- Lodgers' Tax Advisory Board (LTAB)
- Arts in Public Places Board
- Historic Preservation Board
- Library Board
- Parks and Recreation Board
- Planning and Zoning Board
- Transportation Board
- Tourism Implementation Task Force
- Discoveries Action Team
- Economic Vitality Action Team (EVAT)
- MainStreet Futures Committee





## TOURISM MARKETING FY16–FY18 METRICS

MEDIA	METRICS	FY16 ACTUAL	FY17 GOAL	FY17 ACTUAL	FY18 GOAL
PAID MEDIA	Gross impressions	4,554,554 impressions	6,500,000 impressions	6,688,676 impressions	7,150,000 impressions
	New Facebook "Likes"	545 new "Likes"	600 new "Likes"	710 new "Likes"	2,360 new "Likes"
SOCIAL MEDIA	Total Facebook "Likes"	1,710 total "Likes"	2,200 total "Likes"	2,360 total "Likes"	4,725 total "Likes"
	Reach	N/A Facebook page viewers	7,800 Facebook page viewers	10,200 Facebook page viewers	180,000 Facebook page viewers
	Page Views (Profile)	N/A Facebook page views	2,100 Facebook page views	2,400 Facebook page views	3,000 Facebook page views
	Engagements	N/A "Likes," comments, shares	24,000 "Likes," comments, shares	30,000 "Likes," comments, shares	54,000 "Likes," comments, shares
EARNED MEDIA	Gross impressions	127,000,000	85,000,000	110,000,000	90,000,000
	"A-List" Placements	9 "A-List" stories	9 "A-List" stories	9* "A-List" stories	7 "A-List" stories
WEBSITE TRAFFIC	Page Views	42,500 views	48,020 views	175,354 page views	75,000 unique page views
VISITOR CENTER TRAFFIC	# Walk-Ins	112,467 visitor center walk-ins	125,980 visitor center walk-ins	113,069 visitor center walk-ins	117,101 visitor center walk-ins
LODGERS' TAX REVENUES	Dollars Paid	\$253,981 Lodgers' Tax Revenue	\$269,219 Lodgers' Tax Revenue	\$281,820 Lodgers' Tax Revenue	\$295,911 Lodgers' Tax Revenue
	% Increase	6% over FY15	6% over FY16	11% over FY16	5% increase over FY17

\*2017 "A-List" Media Placements in *Time*, *Care 2*, *Phoenix Business Journal*, *SF Gate* (2 stories), *OnlyInYourState.com*, *The Guardian*, *AZ Central*, *Fox News Travel*

### Situational Observations:

**"Earned Media"** Experienced unanticipated, one-time events resulted in significant increases in gross impressions in FY16 (such as publicity around the *Manhattan* miniseries and, again, in FY17 due to National Park status announcements).

**"Website Traffic"** surged in FY17 as part of larger allocation of media spends to digital media such as, but not limited to, Pandora, Connected TV and traditional media such as print publications with available e-marketing assets, like *New Mexico Magazine* and *Texas Monthly*.

**"Goals vs. Actual"** are defined by the data available in the moment. The "Goals" projected for visitor behavior (e.g., impressions) are based on research conducted for the media placement buy and largely informed by the performance data provided by the selected media outlet regarding its capability to reach and measure target audiences. "Actuals" track the impressions and other measures of audience behavior during the active run dates of the campaign. "Actuals" may also include bonus value added reach or opportunities for engagement that is supplied at the discretion of the media outlet based on ad space or other inventory that becomes available during campaign run dates.



## TOURISM MARKETING FY16–FY18 METRICS

GLOSSARY OF MEDIA METRICS	
<b>"A-List" Placements</b>	500,000-plus circulation/viewership per medium
<b>Earned Media</b>	Refers to publicity gained through promotional efforts other than paid media advertising. Traditionally from public relations efforts.
<b>Engagements</b>	The number of times Facebook users engage with posts on Visit Los Alamos Facebook page through "Likes," comments and shares.
<b>Facebook Boost Posts</b>	Pay to increase the number of Facebook users in a target market exposed to a posted message.
<b>Facebook "Likes"</b>	The number of new people who click the "Like" button on the Visit Los Alamos Facebook page.
<b>Gross Impressions</b>	An ad impression, also know as an ad view, a single instance of a single advertisement experience regardless of medium.
<b>Media Impressions</b>	Broadly defined as any interaction with a piece of content and an audience member.
<b>Page Views (Profile)</b>	The number of times a Facebook page's profile has been viewed by logged in and logged out by users.
<b>Paid Media</b>	Ad space purchased in print publications (e.g., New Mexico Magazine), digital platforms (e.g., Pandora), social media (e.g., Facebook boost posts).
<b>Reach</b>	The total number of Facebook users who viewed any Visit Los Alamos Facebook page posts.
<b>Unique Page Views</b>	Unique page views provide a useful alternative to basic page views. With unique page views, you eliminate the factor of multiple views of the same page within a single session. If a user views the same page more than once in a session, this will only count as a single unique page view.



## FY18 MARKETING TIMELINE

	JULY	AUGUST	SEPTEMBER
Q1	<b>Message:</b> Los Alamos ScienceFest <b>Media:</b> Print Ads, Local Radio, Pandora, Connected TV	<b>Message:</b> Gateway to 3 National Parks <b>Media:</b> New Mexico Magazine Advertorials	<b>Event:</b> New Mexico State Fair <b>Distribution:</b> marketing materials re destination attractions and amenities
	OCTOBER	NOVEMBER	DECEMBER
Q2	<b>Event:</b> International Balloon Fiesta <b>Distribution:</b> marketing materials re destination attractions and amenities	<b>Message:</b> Ski Pajarito Opening <b>Media:</b> public relations, releases and Facebook posts	<b>Message:</b> WinterFest <b>Media:</b> public relations, releases and Facebook posts
	JANUARY	FEBRUARY	MARCH
Q3	<b>Message:</b> Ways to explore Los Alamos off the beaten path; <b>Media:</b> RootsRated native social media content <b>Message:</b> Los Alamos is a New Mexico True Destination; <b>Media:</b> NCC online video campaign	<b>Message:</b> Ways to explore Los Alamos off the beaten path; <b>Media:</b> RootsRated native social media content <b>Message:</b> Los Alamos is a New Mexico True Destination; <b>Media:</b> NCC online video campaign	<b>Message:</b> Ways to explore Los Alamos off the beaten path; <b>Media:</b> RootsRated native social media content
	APRIL	MAY	JUNE
Q4	<b>Message:</b> Gateway to Three National Parks <b>Media:</b> New Mexico Magazine and Outside Magazine	<b>Message:</b> Los Alamos is a New Mexico True destination <b>Media:</b> StackAdapt YouTube video pre-roll	<b>Message:</b> Los Alamos is a New Mexico True destination; <b>Media:</b> StackAdapt YouTube Video pre-Roll <b>Message:</b> ScienceFest 2018 <b>Media:</b> Pandora Video



