

LODGERS' TAX ADVISORY BOARD UPDATE

Ryn Herrmann
Chairperson, LTAB

County Council Meeting
October 16, 2018

LTAB Board Members:

- **Ryn Herrmann**, Chair, Public at Large Representative
12/2/15 - 12/1/18 (Term 2)
- **Linda Deck**, Vice Chair, Tourism Industry Representative,
Bradbury Science Museum 12/2/16 - 12/1/19 (Term 1)
- **Katie Bruell**, Tourism Industry Representative,
PEEC The Nature Center 12/2/18 - 12/1/21 (Term 2)
- **Catherine Mockler**, Lodging Industry Representative,
North Road Inn 12/2/16 - 12/1/19 (Term 1)
- **Elizabeth Allen**, Lodging Industry Representative,
Pueblo Canyon Inn & Gallery 12/2/17 - 12/1/20 (Term 1)

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 both Lodgers' Tax revenues and Economic Development funds

Tourism Marketing Services

- New contract (July 1, 2018 with **Griffin and Associates** and **HK Advertising**
- 1-yr contract, with 2 possible 1-yr renewals

Visitor Operations and Management Services

- 6-mo. contract extension (July-Dec 2018) with Los Alamos Commerce & Development Corporation (LACDC)/**Discover Los Alamos**

Tourism Marketing Services

Griffin and Associates executes the following:

- **Public Relations** – wrote/distributed **22** press releases distributed to regional & national media to promote events & tourism to travel writers in the drive market (ABQ, Phoenix, Denver, Dallas, Houston) resulting in 9 stories in “A” list media in *Fox News Travel, House Beautiful, CNN, AZ Central, USA Today, Food Network Magazine, US News & World Report, Voices of America, Only In Your State* (2 articles)
- **Graphic Design** - for tourism, marketing media & communications
- **Event Support** - identified and supported events positioned to generate visitors to Los Alamos County, including **Balloon Fiesta** mass ascensions, **State Fair** and the **Aircraft Owners & Pilots Association Fly-In** to Santa Fe Regional Airport
- **Web Marketing/Social Media** - Gateway to 3 Parks Facebook campaigns; Winter/Ski Pajarito and Spring/drive market campaigns; ScienceFest Promotion

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

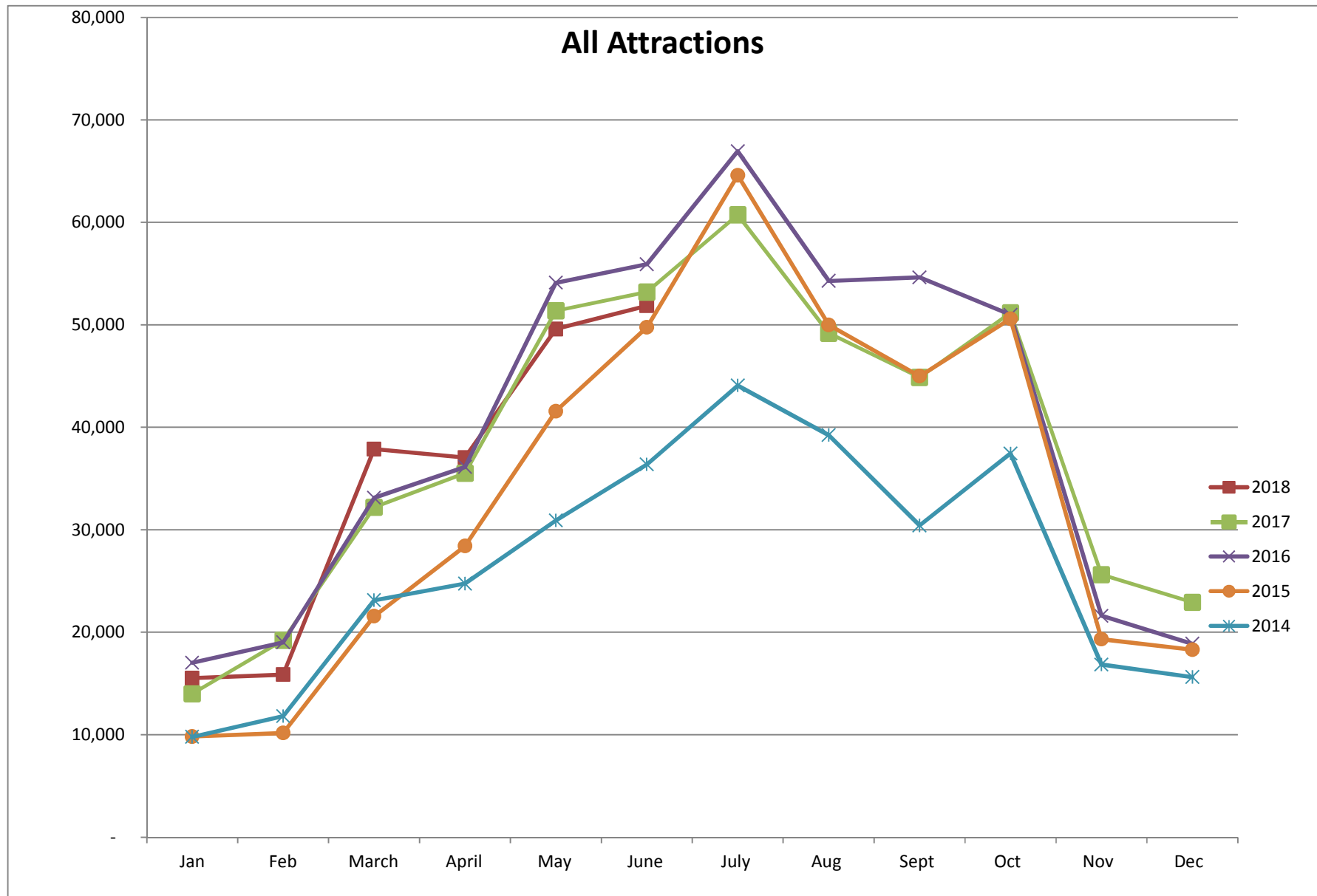
FY18 GOALS/RESULTS

FY18	GOALS	ACTUALS
WEBSITE Visitlosalamos.org	75,000 new users 150,000 total page views	57,899 new users 138,940 total page views
FACEBOOK	4,725 Likes	4,997 Likes
EARNED MEDIA	90M impressions 9 A-List Placements	167M impressions 9 A-List Placements
PAID ADVERTISING	7,150,000 gross impressions	7,200,000 gross impressions
VISITOR CENTERS ATTENDANCE	117,010 walk-ins	108,124 walk-ins
LODGERS' TAX REVENUES	5% increase from \$295,911	6% increase to \$297,657

FY16-FY19 Trends

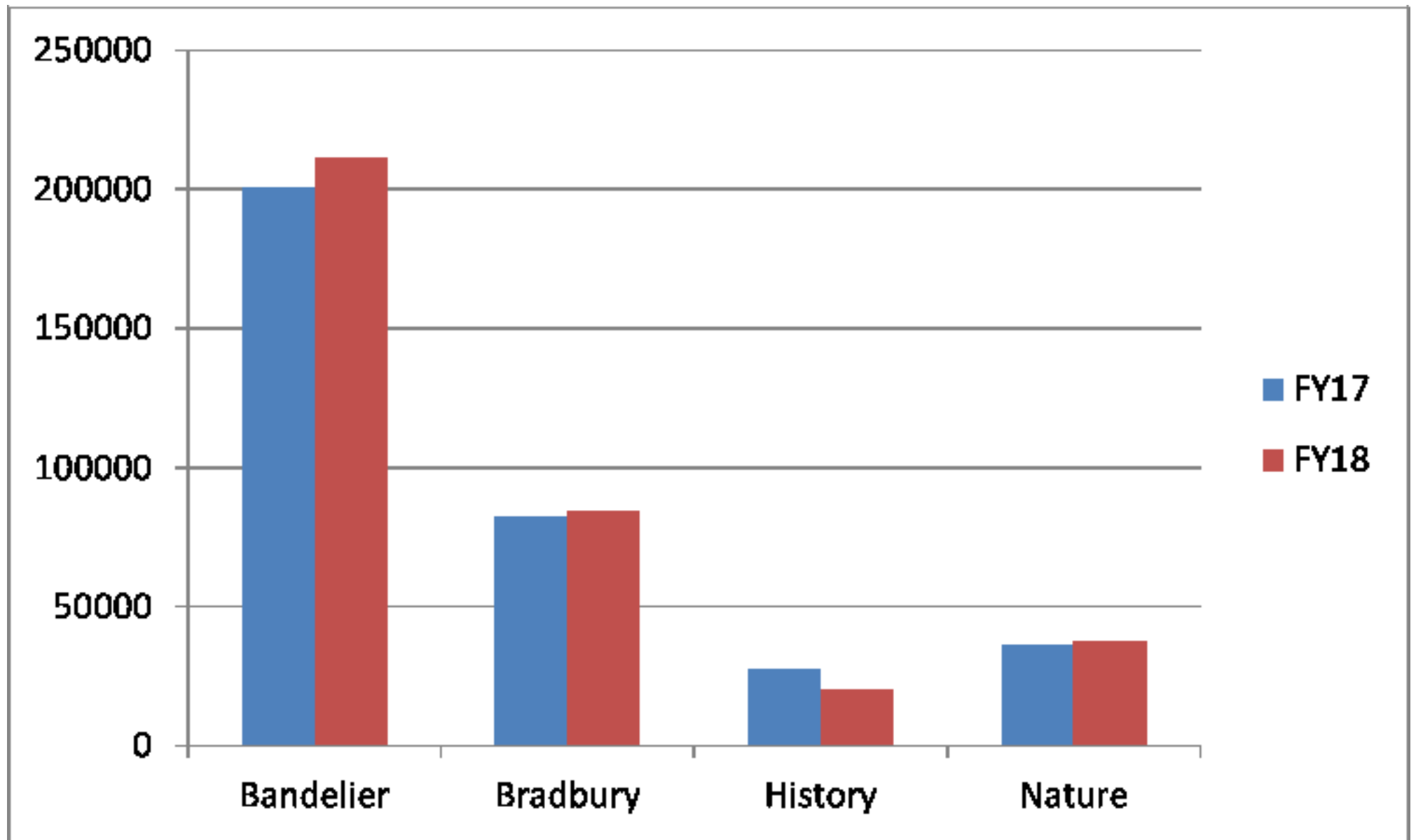
Measures	Actual FY16	Actual FY17	Actual FY18	Target FY19
Website Traffic: NEW USERS AVG. TOTAL PAGE VIEWS	66,940 173,393	74,337 174,354	57,899 138,940	60,000 140,000
Paid Social Media: NEW FACEBOOK LIKES TOTAL FACEBOOK LIKES	0 1,720	710 2,360	2,592 4,997	2,500 7,500
Earned Media Impressions: GROSS IMPRESSIONS A-LIST MEDIA PLACEMENTS	4,554,554 9 publications	110,000,000 9 publications	166,851,463 9 publications	120,000,000 11 publications
Paid Digital & Print Media: GROSS IMPRESSIONS	4,554,554	6,688,676	7,200,000	7,150,000
Visitor Center: ENGAGEMENTS	112,467	82,185	108,124	109,205
Lodgers' Tax Revenue: DOLLARS PAID: % INCREASE:	\$253,981 6%	\$281,820 11%	\$297,657 6%	\$306,586 3%

Visitation



Visitation to Los Alamos decreased during the summer months due to fire threat and restrictions.

Visitation by Attraction



Visitor Guide

- ~76,400 of 150,000 Los Alamos Visitor Guides distributed since Aug 2017
- Printed guide still relevant, but distribution is decreasing due to growing preference for digital version
- New guide due out May 2020
- Visitor Guide no longer part of Tourism Marketing Services contractor
- Now part of County's Tourism Strategic Plan process
- LTAB will participate in development of 2020 guide.



Success Highlights

- **New Mexico Hospitality Association Top HAT award finalists (2)**
- **New Mexico Tourism Department Co-op Marketing grant award, regional board member**
- ***New Mexico Magazine* editorial coverage**
- **Active participation in Tourism Strategic Plan Implementation Task Force and Wayfinding**
- **Tourism Partner Forums** hosted by LTAB to gather baseline and gap information re key issues, (*wayfinding, visitation data collection, materials distribution, airbnb*)

LTAB Top Priorities

- **Tourism Strategic, Wayfinding & Brand Action Plans**
- **3 National Parks and High Altitude Recreation Focus** Promotion
- **Local Lodging Trends** Occupancy & Avg. Daily Rate
- **Local Business Tourism Opportunities**
- **Customer Service** Education & Training
- **Metrics** Data Collection & Trend Analysis
- **Group Marketing & Trip Planning Campaigns**
- **State & Regional Tourism** NMTD, NMHA, Santa Fe

Key Priorities for 2019 and Beyond...

- Support development of Lodging/Conference Product
- Determine mechanisms to drive Bandelier Visitors to Los Alamos Attractions
- Identify/facilitate Los Alamos' experiential offerings
- Facilitate enhancement of tourism experience
- Establish tourism measures and metrics
- Participate in development of new visitor guide
- Continue participating in implementation of Tourism Strategic, Brand Action & Wayfinding Plans

Thank you.
Questions?