



LOS ALAMOS

FY2019 Tourism Marketing Plan

INTRODUCTION

This plan provides a year in review of tourism marketing activities and results in fiscal year 2018 (FY18), July 1, 2017 through June 30, 2018, as well as a plan and forecast for Los Alamos tourism marketing in FY19. Both sections outline marketing goals, objectives, tactics and performance measures, as well as 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, New Mexico. General strategy and elements for the FY19 Plan are based on current challenges and opportunities to take the tourism economy to the next level. It also builds on the performance of the FY18 tourism marketing efforts.

FY18

FY2018 TOURISM MARKETING RESULTS

All FY18 tourism marketing goals were met or exceeded, with the exception of website new users and page view data, as metrics from losalamossiencefest.com were not available. From July 1, 2017 through June 30, 2018 Lodgers' Tax Revenue increased by 6% with \$297,657 generated. Paid and earned advertising has exceeded FY18 goals as well, garnering over 117,088,676 million impressions and stories featured in 9 "A" list publications.

In FY2018, Facebook was the primary social medium to engage Los Alamos' primary demographic (Baby Boomers, aged 55+). At the direction of the Los Alamos Lodgers' Tax Advisory Board, use of paid posts were strategically employed to increase audience reach, "Likes" and awareness for Los Alamos events and attractions, particularly in drive markets throughout the state 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 along with photos, video and hash tags that appeal to potential visitors. This high value content was conveyed to expanded audiences through paid posts.



LOS ALAMOS FY18 METRICS

	GOAL	ACTUAL
PAID MEDIA	7,150,000	7,200,000
<i>Gross impressions</i>	2,360	2,592
FACEBOOK		
<i>New "Likes"</i>	4,725	4,997
<i>Page Viewers</i>	18,000	20,876
<i>Page Views (Profile)</i>	3,000	4,185
<i>Engagements</i>	54,000	67,168
EARNED MEDIA		
<i>Gross impressions</i>	90,000,000	166,851,463
<i>"A-List" placements</i>	9	9
WEBSITE TRAFFIC		
<i>New users</i>	75,000	57,899
<i>Total page views</i>	150,000	138,940
LODGERS' TAX REVENUES		
<i>Dollars paid</i>	\$295,911	\$297,657
<i>% increase</i>	5%	6%

Marketing efforts also capitalized on key community and statewide events targeting Los Alamos' 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 (more than 460,000 attendees) in September and the Albuquerque International Balloon Fiesta in October (more than 880,000 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 12,792*.

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



9 A-LIST PLACEMENTS

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

Fox News Travel | National Park Service to Open Birthplace of Atomic Bombs

House Beautiful | Happiest Small Towns in America

CNN | Trinity Site Nuclear Weapon Test Anniversary

AZ Central | Best West Travel Destinations

USA Today | Atomic City Secret No More

Food Network Magazine | Things to Do for Fall

US News and World Report | 10 Fall Getaways

Only in Your State | Must Visit Fall Locations

Only in Your State | 5 Best Hikes in New Mexico

Voices of America | National Parks Road Trip

FY19

TARGET AUDIENCES

Primary Demographic: Persons 30+ HHI: 35K+

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

Secondary Demographic: Persons 50+ HHI: 60K+

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

TARGET MARKETS

ABQ, Denver, Phoenix, Dallas, Houston.

These geographic markets match The New Mexico Tourism Department's most current NM True demographic profiles re: FY17 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 (Pandora, Mobile device I.D. Targeting, Desktop Display, Facebook and Instagram) in the identified drive markets with messages to primary demographics.
- Educate travelers about Los Alamos, utilizing web, mobile devices and earned media.

GOALS

- I. Increase the number of people interested in traveling to Los Alamos, measured by increases in visitors to visitlosalamos.org.
- II. Increase Lodgers’ Tax revenue by 3% 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.

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.”



Los Alamos County has seen five years of steady, year-over-year growth. With Lodgers’ Tax revenues back to pre-recession numbers, tourism growth is anticipated to pace more in line with national averages—2.5%–3%. Using these reasonable budget levels as a baseline, tourism marketing expenditures and creative will be closely aligned with the New Mexico Tourism Departments’ New Mexico True campaign, allowing us to promote Los Alamos’ unique assets while capitalizing on the tourism increases throughout the state.

TARGET INCREASE FY19 METRICS

PAID ADS

print, broadcast, digital, social media
7.15 million advertising impressions
2,500 new “Likes” from boosted posts

FACEBOOK PAGE

“Likes”, comments, shares
7,500 total “Likes”
20,000 page viewers
3,200 profile page views
60,000 engagements

PUBLIC RELATIONS

earned media, press releases, story placement
18–20 press releases
120 million gross impressions
11 “A-List” stories

WEBSITE TRAFFIC

page views, session times
60,000 new users
140,000 total page views
a 1% increase

LODGERS’ TAX REVENUES

\$306,586

Flat

50%

33%

3%

3%

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

TACTICS

Generate awareness and interest through paid media, such as print and on-line ads placed in publications and on websites that our target markets are reading. The target growth for print is commensurate with flat print circulations across all print media. Budget allocated for this medium will deliver the same gross impressions as in FY18. 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.

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

New Mexico True Adventure Guide

Social Media

Digital Media

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Leverage the 100% increase in Facebook Likes generated in FY18 by employing some of the same tactics, including post boosts, sponsored ads and contests promoting visits to destination attractions to increase the size of the Facebook community ("Likes"), increase "reach" (the number of people served Los Alamos content) and page engagement.

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All paid, social and earned media drives users to the visitlosalamos.org website, with a focus on attracting new users—unique page views, a more accurate measure of individual engagement.

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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.

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



LOS ALAMOS TOURISM ECONOMY

Los Alamos, New Mexico is undergoing big changes FY19 with the town and region's largest employer, the Los Alamos National Laboratory, under new management that will impact the 10,000 employees and 18,000 residents. However the change will have no impact on

the reasons visitors come to the area — to visit the three National Parks; to explore the history, science and nature museums, and to partake in the spectacular scenery and recreational assets.

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.



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.



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, as well as regular events featuring live music and craft brews from the northern region.



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.

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
 - MainStreet Futures Committee
 - 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)

TOURISM MARKETING METRICS FY17–FY19

MEDIA	METRICS	FY17 ACTUAL	FY18 GOAL	FY18 ACTUAL	FY19 GOAL
PAID MEDIA	Gross impressions	6,688,676 impressions	7,150,000 impressions	7,200,000 impressions	7,150,000 impressions
	New Facebook "Likes"	710 new "Likes"	2,360 new "Likes"	2,592 new "Likes"	2,500 new "Likes"
SOCIAL MEDIA	Total Facebook "Likes"	2,360 total "Likes"	4,725 total "Likes"	4,997 total "Likes"	7,500 total "Likes"
	Reach	10,200 Facebook page viewers	18,000 Facebook page viewers	20,876 Facebook page viewers	20,000 Facebook page viewers
	Page Views (Profile)	2,400 Facebook page views	3,000 Facebook page views	4,185 Facebook page views	3,200 Facebook page views
	Engagements	30,000 "Likes," comments, shares	54,000 "Likes," comments, shares	67,168 Facebook engagements	60,000 Facebook engagements
EARNED MEDIA	Gross impressions	110,000,000	90,000,000	166,851,463	120,000,000
	"A-List" Placements	9 "A-List" stories	9 "A-List" stories	9 "A-List" stories	11 "A-List" stories
WEBSITE TRAFFIC	New Users	74,337 new users	75,000 new users	57,899 new users	60,000 new users
	Total Page Views	174,354 total page views	150,000 total page views	138,940 total page views	140,000 total page views
LODGERS' TAX REVENUES	Dollars Paid	\$281,820 Lodgers' Tax Revenue	\$295,911 Lodgers' Tax Revenue	\$297,657 Lodgers' Tax Revenue	\$306,586 Lodgers' Tax Revenue
	% Increase	11% over FY16	5% increase over FY17	6% increase over FY17	3% increase over FY18

"Earned Media" results were due to consistent monthly news release pushing and pitching.

"Website Traffic" results increased due to more paid advertising being placed on digital and social networks which drove people directly to the VisitLosAlamos.org website.

"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–FY19 METRICS

GLOSSARY OF MEDIA METRICS

“A-List” Placements	500,000-plus circulation/viewership per medium
Earned Media	Refers to publicity gained through promotional efforts other than paid media advertising. Traditionally from public relations efforts.
Engagements	The number of times Facebook users engage with posts on Visit Los Alamos Facebook page through “Likes,” comments and shares.
Facebook Boost Posts	Pay to increase the number of Facebook users in a target market exposed to a posted message.
Facebook “Likes”	The number of new people who click the “Like” button on the Visit Los Alamos Facebook page.
Gross Impressions	An ad impression, also known as an ad view or a single instance of a single advertisement experience, regardless of medium.
Media Impressions	Broadly defined as any interaction with a piece of content and an audience member.
New Users (Website)	New users, also known as “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.
Page Views (Profile) Facebook	The number of times a Facebook page’s profile has been viewed—logged in and logged out by users.
Total Page Views (Website)	A page view is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.
Paid Media	Ad space purchased in print publications (e.g., New Mexico Magazine), digital platforms (e.g., Pandora), social media (e.g., Facebook boost posts).
Reach	The total number of Facebook users who viewed any Visit Los Alamos Facebook page posts.

FY19 MARKETING TIMELINE

	JULY	AUGUST	SEPTEMBER
Q1	Message: Los Alamos ScienceFest ScienceFest Media schedule: Radio Connected TV Pandora Public Relations	Message: Gateway to 3 National Parks Media: public relations, Facebook boosted posts	Event: New Mexico State Fair Media: public relations, Facebook boosted posts
	OCTOBER	NOVEMBER	DECEMBER
Q2	Event: International Balloon Fiesta Media: public relations, Facebook boosted posts	Message: Ski Pajarito Opening Media: public relations, releases and Facebook posts	Message: WinterFest Media: public relations, releases and Facebook posts
	JANUARY	FEBRUARY	MARCH
Q3	Message: Ways to explore Los Alamos off the beaten path; Media: RootsRated native social media content Message: Los Alamos is a New Mexico True Destination; Media: New Mexico True Adventure Guide, public relations, Facebook boosted posts	Message: Ways to explore Los Alamos off the beaten path; Media: RootsRated native social media content Message: Los Alamos is a New Mexico True Destination Media: Digital ads, public relations, Facebook boosted posts	Message: Ways to explore Los Alamos off the beaten path Media: Digital ads, public relations, Facebook boosted posts
	APRIL	MAY	JUNE
Q4	Message: Gateway to Three National Parks Media: Digital ads, public relations, Facebook/Instagram ads	Message: Los Alamos is a New Mexico True destination Media: Digital ads, public relations, Facebook/Instagram ads	Message: Los Alamos is a New Mexico True destination; Media: Digital ads, public relations, Facebook/Instagram ads Message: ScienceFest 2018 Media: Digital ads, public relations, Facebook/Instagram ads