



August LTAB Report Overview (Stats and Reporting as of August 14, 2019)

Social Media

Over the past month, social media numbers have been climbing, and posts have seen higher engagements. With a variety of paid and organic posts, we have garnered 290 page views and 296 new page likes for an overall audience of 8,152.

When gauging social media success, reach and engagement are two of the most important metrics. The number of social media users reached rose from 54,203 last month to 181,020 this month. Additionally, engagements (likes, comments and shares on our content) climbed from 6,243 last month to 15,823 this month.

For July–August top posts include:

Los Alamos Itineraries (promoting tourism and trip planning)
County Fair & Rodeo
Los Alamos Nature Center
Bear Festival
Secret City Concerts
ScienceFest

Public Relations

Since last month's LTAB meeting and report, Sunny505 engaged in follow up media pitching on the ScienceFest and Senior Travel news releases. The ScienceFest release was pitched to statewide and regional outlets, resulting in coverage from KOAT, KRQE, *New Mexico Magazine*, and the *Santa Fe New Mexican*. Through Sunny505's pitching efforts for the senior travel release, we secured a story on *Senior Citizen Travel*.

Additionally, in the past month, Sunny505 has distributed one new media release. In coordination with PEEC, we sent a news release about Bear Festival on August 8th. As we move forward into August, we are actively pitching Bear Fest for statewide and regional coverage as well, and expect those results to be displayed in next month's report.

Paid Advertising

In early July we ran the NM True television spot created by the New Mexico Tourism Department. We had a scroll along the bottom that promoted Science Fest. The \$6,000 media buy purchased morning news programming on KOB-TV

and KOAT-TV. Half of that cost will be paid by the New Mexico Tourism Department as part of our FY'20 Flex Grant.

Other Activities

We have begun working on staffing for the October 5 and 12th events at this year's Albuquerque International Balloon Fiesta.

We also are in the early planning processes for developing a Los Alamos tourism electronic newsletter that will be distributed quarterly. The first one is slated to go out in October.

Lastly, we worked with the New Mexico Tourism Department on content for a New Mexico Magazine Advertorial, which is scheduled to run in November.