



October LTAB Report Overview (Stats and Reporting as of October 7, 2019)

Social Media

Our audience on Facebook continues to grow, and September was a month of increased growth. Over the month, we gathered more new likes this month over last month and reached 8,490 likes total. Additionally, monthly page views (page visits) increased this month over last month. We reached 46,690 social media users this month, and garnered 9,378 engagements (likes, shares, clicks and comments). While these numbers have dipped from last month, both metrics are still more than double the average monthly engagement and reach throughout FY19, and we are continually implementing new tactics to keep that growth steadily increasing throughout FY20.

For September/October, top posts include:

Ullrifest at Pajarito

Gateway to Three National Parks/Fee-Free Day

Bandelier Night Sky Fiesta

Fall Fiesta at Bandelier

Fall Photos/Fall Colors

Public Relations

Since last month's LTAB meeting and report, Sunny505 engaged in follow up media pitching on the fall release (fall colors and fall events at Bandelier). As a result of our pitches, Fall Fiesta at Bandelier National Monument was included in the 'Vision' calendar in Roswell Daily Record and KOAT-TV out of Albuquerque included two stories on fall colors and fall fiesta as options for things to do after Balloon Fiesta.

This month, we also wrote and distributed the 'unleash your inner scientist' release, targeted to family travel. Grant County Beat in southern New Mexico picked up the news release. Pitches are ongoing to regional media. Additionally, we have created a targeted pitch for a new blog—*Surprises on the Road*. We will be following up with the blogger and will report on placement once the story has run.

Miscellaneous

The Sunny505 team also staffed a booth at the New Mexico State Fair and the opening day of the Albuquerque International Balloon Fiesta. Lastly, we submitted a reimbursement request to the NM Tourism Department for half of the Science Fair Television Buy that ran in July.