

# SUNNY505

## **February LTAB Report Overview (Stats and Reporting as of February 17, 2020)**

### **Social Media**

Throughout January, our Facebook page has continued to grow, and importantly has maintained strong engagement alongside that audience growth. We are nearing our fiscal year 2020 goal of 10,000 followers and are currently at 9,560.

As a result of both paid and organic posts, Visit Los Alamos content reached 30,338 users, garnering 3,865 engagements. We received 257 page views over the past month.

We are currently working to promote Northern New Mexico Restaurant Week and have received great engagements, which are expected to continue and to continue to spur additional page growth throughout the coming weeks. We also plan to implement spring/summer photo contests, showcase photography and highlight important events to keep these numbers continually above FY19 averages.

For January/February, top posts included:

- Bradbury Science Museum
- National Park Week Save the Date
- Skiesta
- BBC Travel Article
- Pajarito
- Northern NM Restaurant Week

### **Public Relations**

Since last month's LTAB meeting and report, Sunny505 wrote, sent and pitched a news release on Skiesta. The release was disseminated on February 12 and is currently being pitched regionally—especially to New Mexico, Colorado and Texas publications—for coverage.

Additionally, Sunny505 is working to coordinate an interview with the Santa Fe New Mexican, related to January's outdoor recreation news release.

## **Other**

Our team attended the New Mexico Hospitality Association Trends Conference and shared the highlights with the LTAB.

We also are working directly with the Science Fest for promoting this year's event by adding an I-25 billboard.

We also are working with Kelly Stewart on a report to the Los Alamos County Council for increasing the tourism marketing and promotion budget for FY21.