

SUNNY505

January 2024 LTAB Report Overview (Stats and Reporting as of January 9, 2024)

Social Media

The Facebook page audience has 15,350 followers. Content reached 3,063 users and garnered 396 engagements.

Since the last report, the Instagram account has grown to 1,063 followers. Content reached 669 users and garnered 106 engagements.

For November/December, top content included:

Breweries

Los Alamos Co-Op

Bandelier

Ice Skating

Public Relations

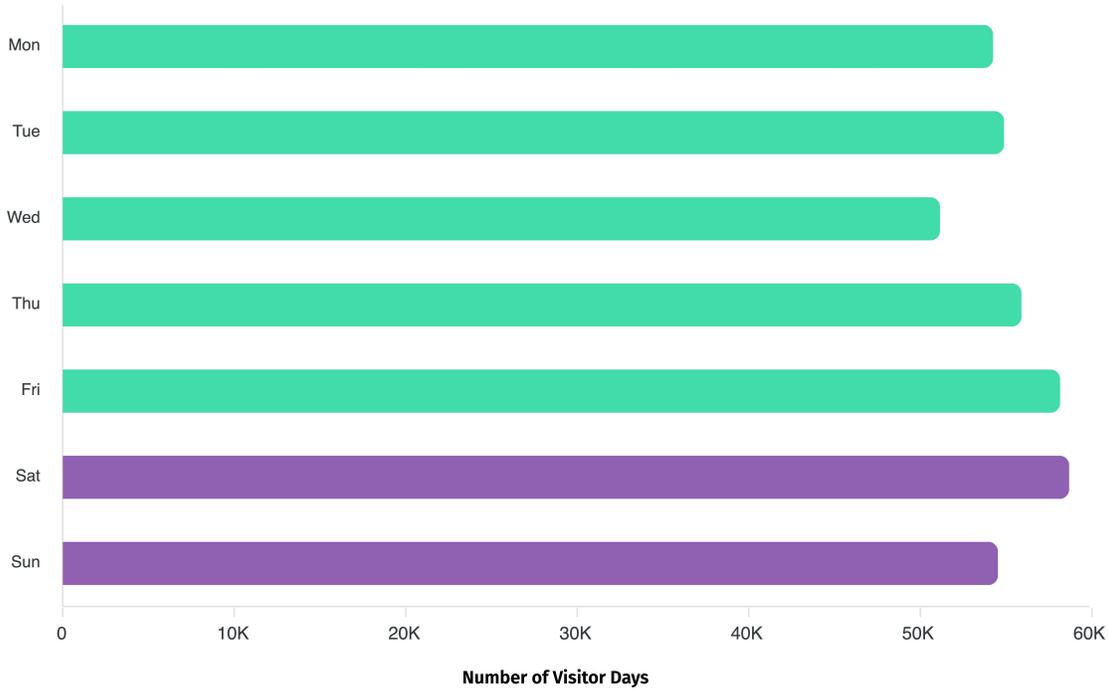
In late 2023, Sunny505 distributed a news release on WinterFest, ice skating and winter activities in Los Alamos. Since the last report, Sunny505 has distributed a news release promoting Los Alamos as a ski family getaway. Pitches are ongoing.

Other

We've begun planning for spring/summer/fall advertising and gearing up for FY25 New Mexico True Cooperative Advertising grant.

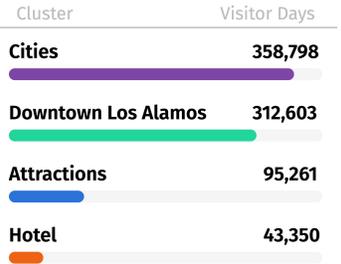
Visitor by Day

Geo Data



Cluster Visitation

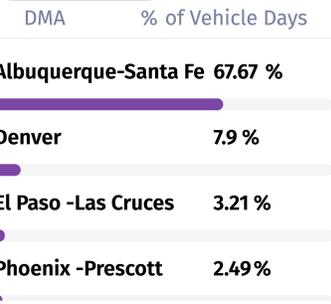
Geo Data



DMA Vehicle

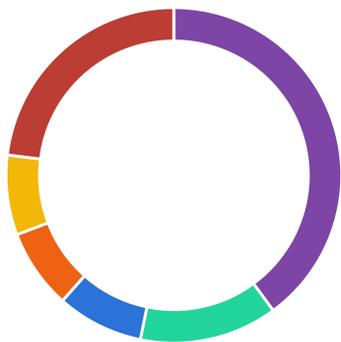
Visitation

Vehicle Data



Visitor Days by Length of Stay

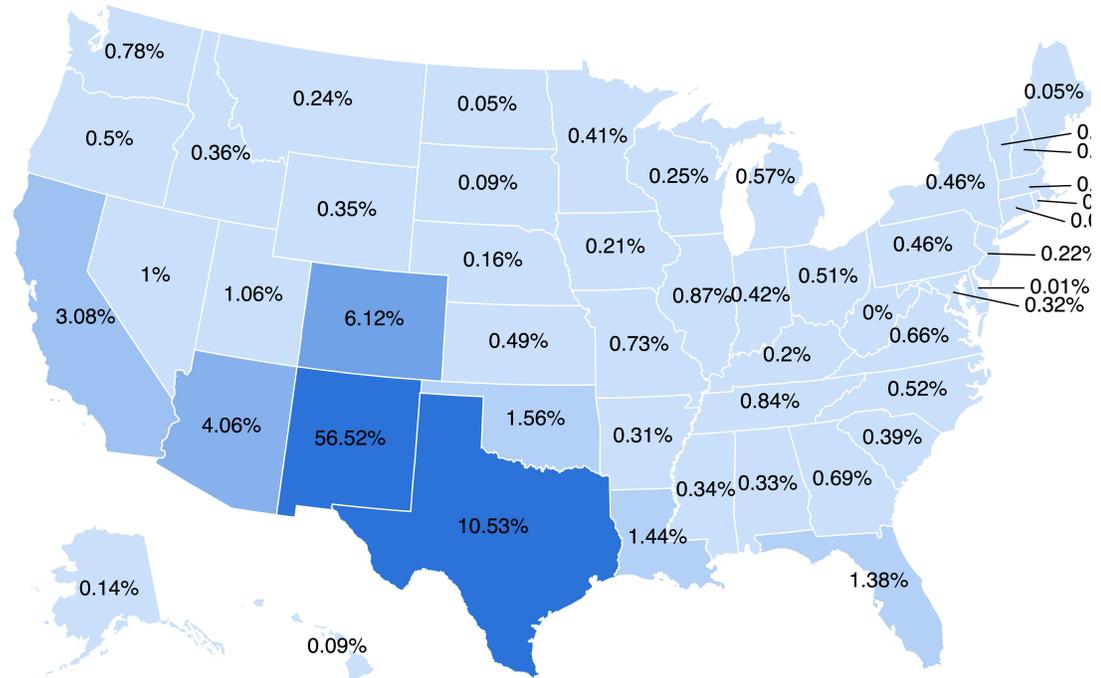
Geo Data



- 1 Day 39.9%
- 2 Days 13.3%
- 3 Days 8.35%
- 4 Days 7.69%
- 5 Days 7.69%
- 6+ Days 23.1%

Share of Trips by State

Geo Data



January LTAB

Global Filters In-State Out-of-State Distance: 50 mi - 3,323 mi Dates: 7/1/23 - 11/11/23 Clusters: Los Alamos Lab Excluded POIs: All Included

Data Source Filters

 Geo Data

07/01/2023 - 11/11/2023

Clusters: Los Alamos Lab Excluded

POIs: All Included

 Vehicle Data

01/01/2022 - 05/31/2023

Duration: All Included

Parking Distance: All Included

Clusters: All Included

POIs: All Included

Glossary

General Definitions

Distance Filter: Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Unique Visitors, Visitor Days, and Trips based on the distance between the home location, and the POI. The distance filter is calculated as flight distance, not driving distance.

Home Zip Code: The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior and our process is capable of determining when someone moves to a new zip code.

Percent Change: Percent change is the percentage difference between two values, representing the relative increase or decrease. A positive percent change indicates an increase, while a negative percent change indicates a decrease. This calculation is used on a variety of comparable metrics, such as Percent Change of Trips, Percent Change of Unique Visitors, and Percent Change of Visitor Days. For example, if a destination saw an increase from 100 trips to 125 trips, then the Percent Change in Trips would result in a 20% increase.

Geolocation Data Definitions

Point of Interest (POI): A physical boundary drawn on a map and utilized to capture mobile device activity with the boundary.

Cluster: A grouping of Points of Interest (POIs) based on venue type, visit purpose, etc.

Locals vs. Visitors: An estimate of the number of unique visitors to a given POI or cluster of POIs that factors a customizable distance split. 'Locals' are typically measured within a radius of 0 miles - 50 miles or a custom maximum distance point set by the user. All devices that consistently originate from within the defined radius will be displayed as a local within the data. Those non-locals tracked outside of this radius will be considered 'Visitors'.

Repeat vs One-Time Visitor: Based on observations of unique devices and then our estimate algorithm is applied. Once a device is observed a second time at any of the selected devices across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a visitor visits in March 2020, they would contribute to the visitors within the date range covering March 2020. If that visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that visitor shifts from a one-time visitor to a repeat visitor for all of the observations. Therefore, now this visitor would contribute to the numbers in both March and September and any subsequent visits.

Share of Trips: The relative presence of a particular market represented by a percentage which takes its individual trips compared to the total number of trips. For example if a specific location tracked 20 unique visitors out of a total of 80 trips, then that location witnessed a 25% share of trips.

Share of Unique Visitors: The relative presence of a particular market represented by a percentage which takes its individual unique visitors compared to the total number of unique visitors. For example if a specific location tracked 20 unique visitors out of a total of 80 unique visitors, then that location witnessed a 25% share of unique visitors.

Share of Visitor Days: The relative presence of a particular market represented by a percentage which takes its individual visitor days compared to the total number of visitor days. For example if a specific location tracked 20 visitor days out of a total of 80 visitor days, then that location witnessed a 25% share of visitor days.

Trips: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Trip Length: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device: A unique mobile device determined by unique identifiers.

Unique Visitor: An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses unique device identifiers as a baseline and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc.. The daily estimate is added up for whichever date range is selected by the filters.

Vehicle Data Definitions

Average Distance Traveled: The distance a vehicle has traveled from its home location to the destination.

Distance by Dwell Time: An average of how long a vehicle was in a cluster.

Duration: How long the vehicle was parked on average at a given location. The duration filter could, for example, be used to determine overnight stays at hotels by only selecting 'more than 6 hours.'

Parking Distance: On average, how close the vehicles were parked to the point of interest. The closer a vehicle is parked to a point of interest, the higher the confidence is that these vehicles were truly associated with this point of interest.

Glossary

Peak Visitation - Day & Time: An average of hourly visitation for each day of the week throughout your selected time frame such as the average visitation for 1pm on Saturdays.

Peak Visitation - Month & Day: An average of visitation for days of the week in each month, such as the average Thursday visitation for the month of May.

Vehicle Trip Length: How long (in days) vehicles were observed in the destination.



December 2023–January 2024 Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation	Audience	News Ad Value	PR Value	URL	Date
18 Best Places to Visit in New Mexico, According to Locals	News Pub	1,821		\$16.89	\$50.67	https://ne	1-Jan
18 Best Places to Visit in New Mexico, According to Locals	Travel + Leisure	10,695,384		\$99,199.69	\$297,599.06	https://ww	1-Jan
18 Best Places to Visit in New Mexico, According to Locals	Yahoo! Lifestyle	9,641,815		\$89,427.83	\$268,283.50	https://ww	1-Jan
18 Best Places to Visit in New Mexico, According to Locals	Yahoo Style Singapore	672,374		\$6,236.27	\$18,708.81	https://sg	1-Jan
18 Best Places to Visit in New Mexico, According to Locals	Verified News Explorer Network	68,943		\$639.45	\$1,918.34	https://vn	1-Jan
18 Best Places to Visit in New Mexico, According to Locals	newsexplorer.net	6,769		\$62.78	\$188.35	https://ne	1-Jan
Oppenheimer's secret city!	VOCAL	1,261,634		\$11,701.66	\$35,104.97	https://vo	2-Jan
Level Up Your Kid's Skiing At Camp Bluebird On Pajarito	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	3-Jan
Vibrant people fill New Mexico's outdoors scene with inspiring stories	Taos News	41,884		\$388.47	\$1,165.42	https://ww	3-Jan
Los Alamos Historical Society: Former CIA Spy Bruce Held Reveals "Wildest Year" As Acting NNSA Administrator	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	3-Jan
Pajarito Mountain To Open Townsight Lift On Saturday	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	4-Jan
SALA Event Center Pushes Forward With LEDA Agreement To Bring Immersive Theater Experience To Los Alamos	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	4-Jan
Pajarito: Townsight+100% Terrain+Powder=Get Here Now!	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	5-Jan
Today's Deepest Resorts – These Are North America's Top 5 Snowfall Totals for January 5, 2024	SnowBrains.com	619,393		\$5,744.87	\$17,234.61	https://sn	5-Jan
Los Alamos Historical Society Announces Postponement Of Bruce Held Lecture; Offers B-Roll Of Oppenheimer	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	5-Jan
Walk in the footsteps of scientific and creative giants in Los Alamos, NM	Luxe Beat Magazine	15,904		\$147.51	\$442.53	https://lu	5-Jan
Historical Society Offers Oppenheimer B-Roll Footage At SALA Event Center Jan. 9 As Bruce Held Lecture Is Po	Los Alamos Reporter	40,070		\$371.65	\$1,114.95	https://los	7-Jan
Coming up Golden: NM-filmed 'Oppenheimer' picks up five Globes, remains frontrunner for Oscars	Yahoo! Entertainment	8,223,451		\$76,272.51	\$228,817.52	https://ww	7-Jan
6 Towns in New Mexico With Rich History	World Atlas	4,657,141		\$43,194.98	\$129,584.95	https://ww	7-Jan
New numbers reveal "Oppenheimer" impact on Los Alamos tourism	KRQE-TV	972,009		\$9,015.38	\$27,046.15	https://ww	8-Jan
Historic Oppenheimer House in Los Alamos to Undergo \$2 Million Restoration	BNN Breaking	1,218,697		\$11,303.41	\$33,910.24	https://bn	8-Jan
Los Alamos Historical Society seeks \$2 million to restore Oppenheimer house	Yahoo! News	58,768,089		\$545,074.03	\$1,635,222.08	https://ne	8-Jan
Golden Globe winner 'Oppenheimer' filmed in Santa Fe, Los Alamos and Abiquiú	Yahoo! News	58,768,089		\$545,074.03	\$1,635,222.08	https://ne	8-Jan
Los Alamos Historical Society seeks \$2 million to restore Oppenheimer house	The Santa Fe New Mexican	290,343		\$2,692.93	\$8,078.79	https://ww	8-Jan
Golden Globe winner 'Oppenheimer' filmed in Santa Fe, Los Alamos and Abiquiú	The Santa Fe New Mexican	290,343		\$2,692.93	\$8,078.79	https://ww	8-Jan
Oppenheimer sweeps Golden Globes: The atomic bomb and two verses from the Bhagavad Gita	The Indian Express	43,171,124		\$400,412.18	\$1,201,236.53	https://inc	9-Jan
New numbers reveal "Oppenheimer" impact on Los Alamos tourism Annalisa Pardo — KRQE NEWS 13 – Break	Romulans	438		\$4.06	\$12.19	https://ww	9-Jan
To face unafraid	Santa Fe Reporter	57,100		\$529.60	\$1,588.81	https://ww	11-Dec
What are the unique urban parks in New Mexico?	Energy Portal	655,369		\$6,078.55	\$18,235.64	https://ww	12-Dec
Los Alamos Cooperative Market Hosts San Ildefonso Pueblo Artist Jerome L. Martinez Through Jan.14	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	12-Dec
What are the best places for a nature walk in New Mexico?	Energy Portal	655,369		\$6,078.55	\$18,235.64	https://ww	13-Dec
Winter storm dumps fresh powder at New Mexico ski areas	KOB-TV	581,227		\$5,390.88	\$16,172.64	https://ww	14-Dec
Off the beaten path	Santa Fe New Mexican (Print Editor)	307,003		\$2,847.45	\$8,542.36	proquest.t	14-Dec
Snowy slopes beckon: Two more northern New Mexico ski areas open this weekend	Yahoo! Sports	25,305,622		\$234,709.64	\$704,128.93	https://sp	15-Dec
Snowy slopes beckon: Two more northern New Mexico ski areas open this weekend	Albuquerque Journal	393,722		\$3,651.77	\$10,955.31	https://ww	15-Dec
New Mexico: Taos, Santa Fe, White Sands	Ivoox	1,645,045		\$15,257.79	\$45,773.28	https://ww	20-Dec
Tiny Texas Towns: Just How Tiny Are They?	KELI-FM	1,663		\$15.42	\$46.27	https://98	22-Dec
Connecting people and places	Santa Fe New Mexican (Print Editor)	307,003		\$2,847.45	\$8,542.36	proquest.t	24-Dec
Christmas Day Scenes On Pajarito Mountain Ski Area	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	25-Dec
Tiny Texas Towns: Just How Tiny Are They?	101.9 The Bull	21,810		\$202.29	\$606.86	https://th	26-Dec
Artist Jerome Martinez At Co-op Market Saturday	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	29-Dec
Daily Postcard: Bird's Eye View Of Pajarito Mountain	Los Alamos Daily Post	33,762		\$313.14	\$939.43	https://lac	31-Dec
What a year: Looking back at top stories in New Mexico in 2023	AOL News	19,223,132		\$178,294.55	\$534,883.65	https://ww	31-Dec
What a year: Looking back at top stories in New Mexico in 2023	Yahoo! Entertainment	8,965,823		\$83,158.01	\$249,474.02	https://ww	31-Dec
7 Picture-Perfect Towns in New Mexico	News Pub	1,821		\$16.89	\$50.67	https://ne	31-Dec
7 Picture-Perfect Towns in New Mexico	World Atlas	4,657,141		\$43,194.98	\$129,584.95	https://ww	31-Dec
7 ciudades perfectas en Nuevo México	Noti-Ultimas	4,020		\$37.29	\$111.86	https://ww	31-Dec
Totals		262,546,205		\$2,435,116.05	\$7,305,348.15		

*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb

*PR Value is determined by multiplying the News Ad Value by 10, this a public relations industry standard (which takes into account third party opinion values and strategic messaging).

*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. While we send the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

Social Media

Facebook

Monthly Reach	Monthly Engagements	Followers
3,063	396	15,350
Total Followers	Engagements	Reach
1,063	106	669

Reach: The number of people who saw any of your Page posts.

Monthly Engagements: The number of times people have engaged with your posts through likes, comments and shares.

Followers: The number of people who follow the page and receive updates in their newsfeed.

Instagram Engagements: The number of times people have engaged with your posts through likes and comments.