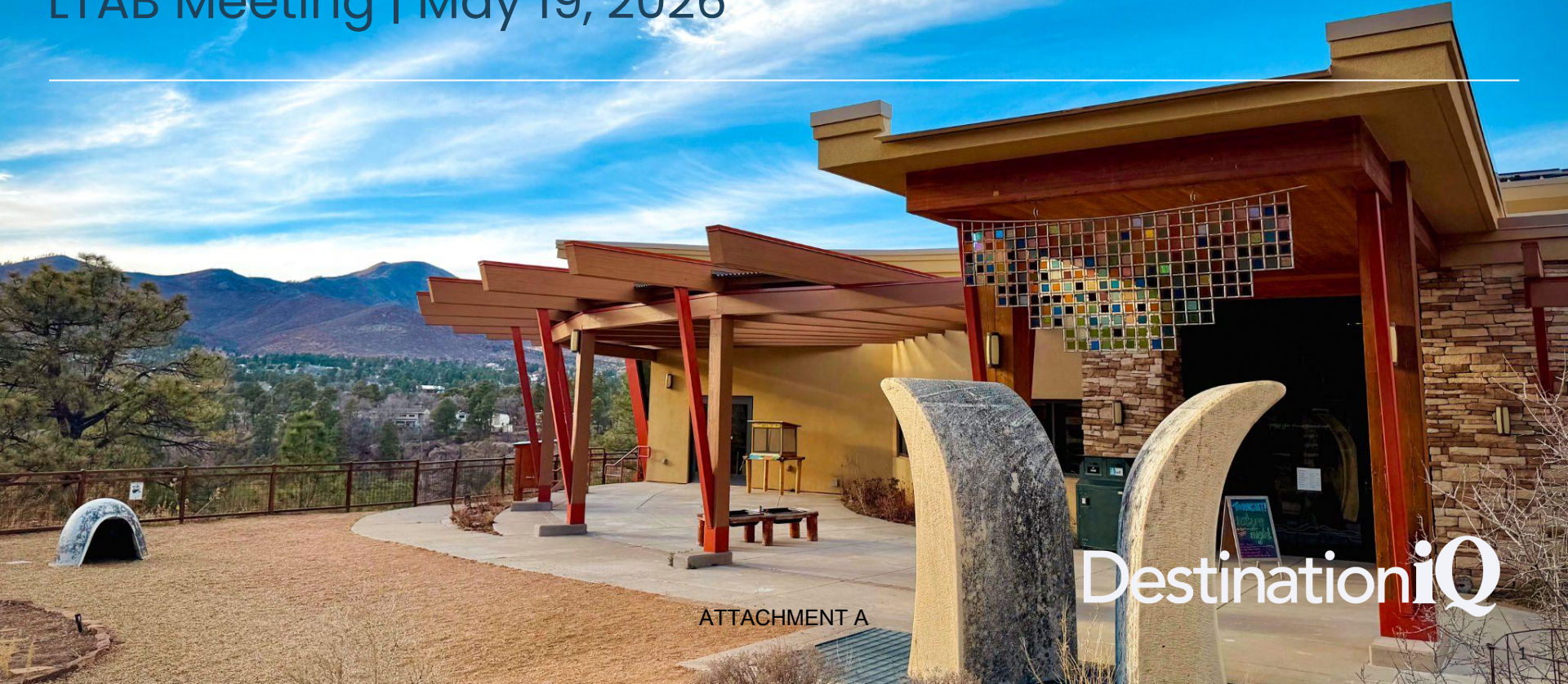


# Los Alamos County, NM

LTAB Meeting | May 19, 2026

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ATTACHMENT A

DestinationIQ

# Reporting & Accounting



## Website Data Report

Evaluate website traffic to understand user behavior and site performance.



## Meta Ads Report

Data and optimization details for Meta advertising campaigns to improve ROI.



## Google Ads Report

Data and optimization details for Google Ads campaigns, focusing on performance and efficiency.



## 2026 Accounting Spreadsheet

2026 Marketing Plan with associated financial documentation for strategic planning.

ATTACHMENT A

# Website User Traffic

- Traffic tripled vs. last year, primarily due to paid social (the Oppenheimer campaign)
- Every stage of the funnel is performing — Paid Search is driving awareness (+207.62%), Direct signals intent (+39.75%), and organic is building long-term impact (+20.98%)
- Based on your PlacerAI report, you may want to consider targeting El Paso, now the #2 DMA by total trips (944) and average trip duration (3.3 nights) and/or Phoenix, #4 (600 trips, 3.8 average nights)

**+202.68%**

Total  
19,166 vs. 6,332

**+207.62%**

Paid Search  
5,408 vs 1,758

**+39.75%**

Direct  
1,772 vs 1,268

**N/A%**

Paid Social  
8,669 vs 0 (no campaigns last year)

**+20.98%**

Organic Search  
2,618 vs 2,164

**+35.41%**

Organic Social  
283 vs 209

ATTACHMENT A

# Google Search Ads

- CTR hit its highest yet (8.08%), due to better audience targeting and strong seasonal intent, despite a decline in impressions (17.6%) and flat number of clicks (2,305) and steady CPC (0.43)
- The attraction campaign led the volume (1,656 clicks at a 9.39% CTR – the strongest in the account)
  - Manhattan Project / Oppenheimer (167 clicks @ 10.03% CTR) signals strong interest in history/science - continue optimization
  - Bradbury Museum 19.18% CTR – highest in the account - recommendation is to expand keyword set and increase budget allocation
  - Continue summer messaging for Valles Caldera
  - Tweak targeting for Visitor Center (high CTR, low volume)

Keyword	Clicks	Imp.	CTR
Bandelier National Monument	712	7,995	8.91%
Hiking in los alamos	384	7,358	5.22%
Bandelier National Monument	196	2,289	8.56%
Manhattan project los alamos	167	1,665	10.03%
valles caldera	103	103	11.22%
Bandelier	69	611	11.29%
Los Alamos	60	551	10.89%
visit los alamos	47	1,019	4.61%
Valles Caldera National Preserve	46	477	9.64%
Bradbury Museum	42	219	19.18%

ATTACHMENT A

# Meta Ads

## Overall

- **April 2026 delivered record-breaking performance with Cost per Landing Page Views just \$0.12 — a 76% improvement from March!**
- Oppenheimer creative drove 90.6% of spend generating 8,005 landing page views — a 311% increase over March
- All three markets performed at near-identical efficiency - creative has universal appeal
- Overall CTR surged to 6.08% (up from 3.36% in March), and total link clicks reached 9,235 vs. 3,143 in March — nearly a 3x increase. CPM remained low and stable at \$5.52

## ABQ & SF 30% of Budget

- 2,232 landing page views at \$0.13 cost per view
- 54,234 impressions with \$5.53 CPM
- 6.05% CTR with 3,279 clicks

## DFW 40%

- 3,466 landing page views at \$0.12 cost per view (most volume market)
- 72,768 impressions with \$5.50 CPM
- 6.24% CTR with 4,539 clicks

## Colorado 30%

- 2,307 landing page views at \$0.13 cost per view
- 54,232 impressions with \$5.53 CPM
- 5.89% CTR with 3,193 clicks



### Oppenheimer Historical Appeal

Total Spend	\$905.84
Avg Cost per LPV	\$0.12
Total Impressions	162,993
Total Landing Page Views	7,542
Spend Share	90.6%

# Projects & Tasks Review

## ✓ Current Tasks

- Gratis Digital Ad : June, July, August
- Promotion of Summer Concert Series

## ⌵ Completed Tasks

- [Annual Tourism Marketing Plan](#)

## ☰ Future Tasks

- FY27 NM True Coop

