

Los Alamos County, NM

LTAB Meeting | January 13, 2026



Destination*iQ*

ATTACHMENT A

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

- The addition of Google Search and Meta advertising in 2025 increased overall website traffic.
- Meta campaigns expanded brand visibility on social platforms, contributing to higher organic social traffic.
- Increased brand awareness has also driven growth in organic search and direct website traffic.

+147.25%

Total
9,058 vs. 3,662

+179,900%

Paid Search
1,800 vs 1

+69.53%

Direct
2,148 vs 1,267

N/A

Paid Social
1,455 vs 0

+16.88%

Organic Search
2,056 vs 1,759

+1,993.44%

Organic Social
1,277 vs 61

ATTACHMENT A

Meta Ads

Overall

- Strong 3.17% CTR = compelling creative messaging
- 5,925 total clicks demonstrating high engagement
- 539 Landing Page Views at \$3.71 average cost

ABQ & SF

- 148 landing page views at \$5.40 cost per view
- Highest CTR at 3.82% = strong local market resonance
- 3,056 clicks = robust engagement from regional audience

DFW

- 222 landing page views at \$2.70 cost per view (most efficient)
- 2.83% CTR with 1,476 clicks
- Strong conversion efficiency despite higher CPM

Colorado

- 169 landing page views at \$3.55 cost per view
- 2.53% CTR with 1,393 clicks
- Balanced performance across all metrics



Winter Wonderland Carousel - Top Performer

Spend	\$1,052.05
Cost per Landing Page View	\$4.67
Impressions	97,829
Landing Page Views	224
Spend Share	52.6%

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Google Search Ads

- Los Alamos' Google Ads account demonstrated strong growth in December compared to November 2025, with significant improvements in reach and cost efficiency.
- Impressions increased 48.2% from 20,413 to 30,259, showing expanded visibility for Los Alamos tourism
- Interactions grew 33.6% from 1,594 to 2,130, indicating solid audience engagement
- Cost-per-Click improved dramatically by 42.6% from \$0.70 to \$0.40, delivering excellent cost efficiency
- Historical Tourism Focus: Strong performance across Manhattan Project/Oppenheimer content and Bandelier National Monument

Keyword	Clicks	Imp.	CTR
Bandelier National Monument	323	323	7.85%
day trips new mexico	210	3023	6.95%
manhattan project los alamos	138	1053	13.11%
attractions los alamos	113	602	18.77%
hiking trails new mexico	107	2844	3.76%
los alamos	100	844	11.85%
los alamos	97	2236	4.34%
hiking trails los alamos	83	878	9.45%
los alamos new mexico	79	4650	1.70%
los alamos museums	75	417	17.99%

ATTACHMENT A

Projects & Tasks Review

✓ Current Tasks

- NM True Coop Deliverables
 - Marketing First NM True Video Ad
- Initial Marketing Assessment
- First Gratis Digital Ad
- Loading Leads in Constant Contact

✗ Completed Tasks

- Google & Meta Ads up and running
- Immersion Trip

⊕ Future Tasks

- Tourism Marketing Data Plan Development
- Annual Marketing Plan Development



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