

Los Alamos County

FY26 Cooperative MARKETING Program

360 Plan

Updated Quarterly + End of Year



ATTACHMENT A





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History & Objectives



01 FY25 CoOp Recap

02 CoOp Overview

- CoOp Partnership
- NM True Brand Style Guide
- Creative Approval Process

03 FY26 CoOp Marketing Plan

- FY26 CoOp Objectives
- Creative Brief

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Important and notable learnings, reporting insights, media placements, and creative messaging that will help us have a successful FY26!

- [Award Summary](#)
- **Total Initiative Opt-ins (MMP): 12**
- **Total Spend: \$200,421**
- **Total Impressions to Date: 8.5MM**
- [Creative Review](#)
- [Reporting Insights](#)
- [Creative Assets](#)



- [Award Summary](#)
- **Total Initiative Opt-ins (MMP): 7**
- **Total Media Spend: \$163,500**
- [Production Summary](#)

REMINDERS:

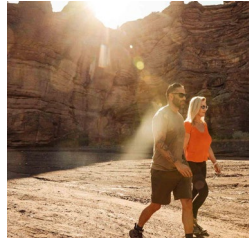
Submit First Partner Payment: **By July 10th**
First Partner Inputs Due: **July 1st**

1. Content Summary: *Digital: SEM, Meta (static & video), Sponsored, YouTube, NM Traveler Intender Ads, Rich Media, Social Influencer, Video Production*
1. Destination's Value Proposition: **Outdoor recreation:** *Hundreds of miles of hiking trails, mountain biking, skiing and the gateway to three national parks - Bandelier National Monument, Valles Caldera National Preserve and the Manhattan Project National Historical Park. **History, science and discovery for all ages:** Oppenheimer/Manhattan Project history - Bradbury & Los Alamos History museums. Los Alamos Nature Center, Science Fest.*
1. Target Audience:
 - a. *Geographics: Albuquerque, Dallas, Denver*
 - b. *Demographics: Gen X (Age 43-58), Millennials (Age 27-42), Young Boomers/Empty Nesters (Age 59-64)*
 - c. *Psychographics: History (Museums, Exhibits, Historic Sites), Outdoor Recreation, Cultural Heritage*
2. Timing: *March 2026*
1. Objectives: *Day trips from SF/ABQ (free attractions, festivals, outdoor recreation) and turning into repeat visits, small business support (eat and drink before/after adventure)*
1. Messaging and Tone: *Tone: welcoming/conversational. Small mountain town vibes with science and history. Affordable, family-friendly adventures and science/discovery*

GEN X

Statistics:

- Prefers Facebook for Information
- Engages with traditional and digital media (radio/audio, OOH, Facebook, YouTube)
- Regularly streams TV and music



Travel Preferences for New Mexico:

- Attractions: Interested in family-friendly vacations, historical sites, and southwestern cuisine.
- Travel Style: Prefer longer vacations, comfortable accommodations, more likely to travel in larger groups (3-4)

Decision-Making Factors:

- Media Mix: Discover New Mexico through a mix of digital and traditional media.
- Advance Planning: Plan trips well in advance, coordinating with family members. Heavily uses Tripadvisor & Expedia
- Loyalty Programs: Use loyalty programs to secure discounts / added perks.

MILLENNIALS

Statistics:

- Heavy user of streaming services & social media
- Engages with digital content, including Podcasts & mobile



Travel Preferences for New Mexico:

- Attractions: Interested in active vacations with family, adventure & cultural experiences, prioritizing spending, unique & uncharted destinations
- Travel Style: Prefers road trips, experiential vacations, and eco-conscious travel

Decision-Making Factors:

- Social Media & Blogs: Researches New Mexico on social media and travel blogs for unique experiences and recommendations.
- Tech-Savvy: Utilizes travel apps and websites for planning and deals.
- Peer Recommendations: Seeks advice from friends and peers who have visited New Mexico.

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Marketing Plan ([Award Summary Review](#))

- Geo/Demo/Behavioral Targets:
 - *History, Outdoor Recreation*
 - *Dallas, Denver*
 - *Millennials (Age 27-42), Gen X (Age 43-58)*
 - *NM Travel intender Ads include 3rd priority markets: Phoenix, Young Boomers/Empty Nesters (Age 59-64), Family Travel*
- Note on Targeting: Define your targets based on existing data and based on your overall marketing strategy (who you would like to visit your destination). It is recommended to have your targeting match imagery and messaging in your ad and creative assets. If you were awarded any content creation make sure your models and the content you create aligns with your target.
- Unique Visitor Experiences
- Messaging for the year based on season
- Landing pages - actions on site / [pixel form](#)

Creative Assets

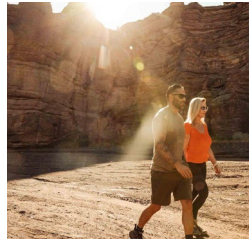
- Consider success of FY24 ads based on Reporting

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- Tech-Savvy: Utilizes travel apps and websites for planning and deals.
- Peer Recommendations: Seeks advice from friends and peers who have visited New Mexico.

YOUNG BOOMERS

Statistics:

- Heavy TV watchers & newspaper readers
- Primarily uses Facebook
- Keeps up to date with current events



Travel Preferences for New Mexico:

- Attractions: Attracted to New Mexico's art, culture, and outdoor activities.
- Travel Style: Favor group travel with friends or organized tours. Values restful vacations without excessive exercise

Decision-Making Factors:

- Media Discovery: Explore New Mexico through social media and travel agencies.
- Peer Influence: Decisions influenced by friend recommendations.
- Group Travel Convenience: Emphasis on ease and convenience of group travel arrangements.

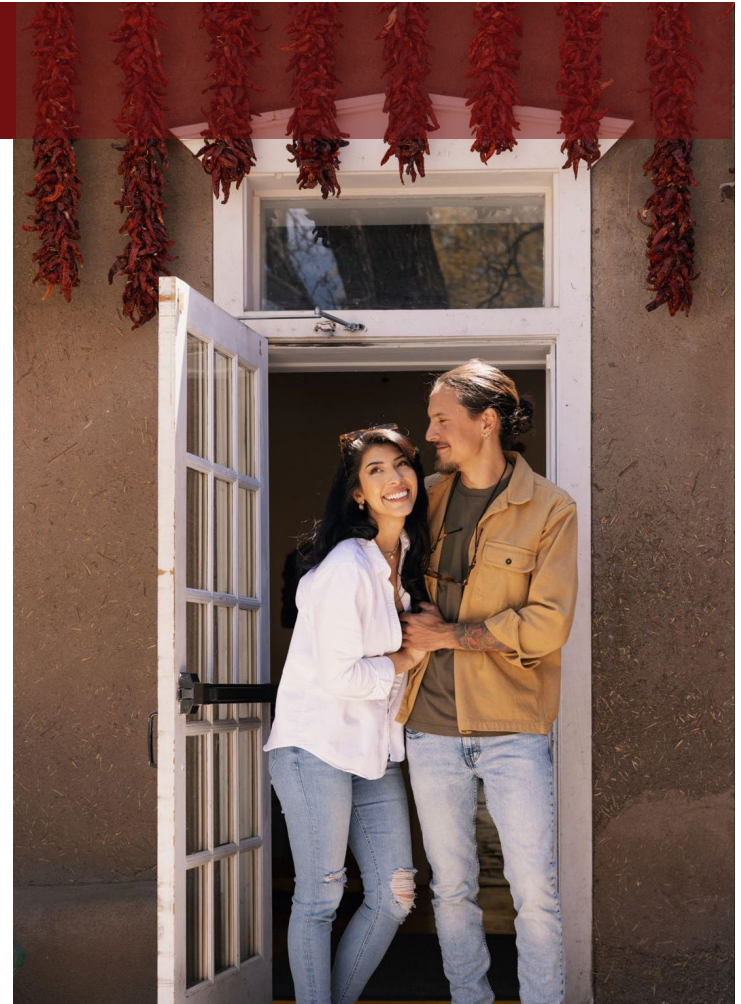
Performance & Analysis



01 FY25 Data & Insights

02 Proof of Performance (POP)

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YOUR CUSTOM DASHBOARD

Total Spend: \$46,951

Total Impressions: 4,413,235

Total Clicks: 50,363

Delivery/Performance by Channel

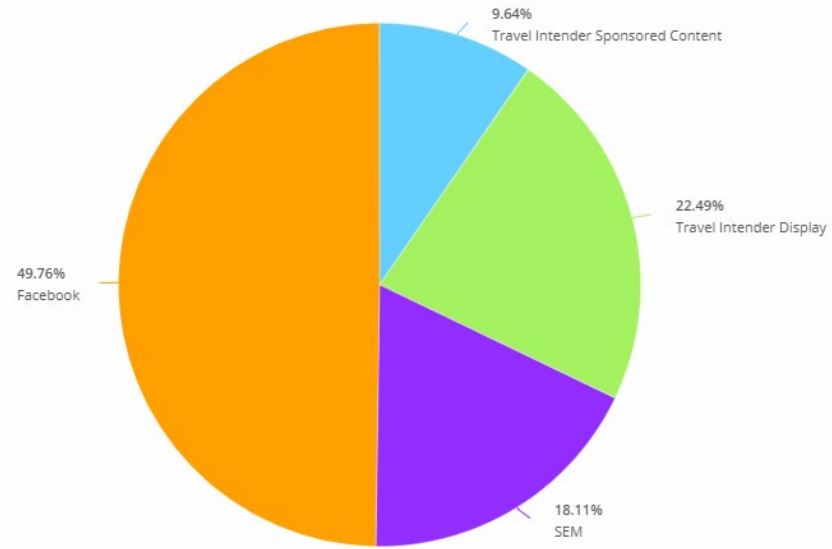
Channel	Spend ↓	Impressions	CPM	Clicks	CPC	CTR	Sessions	Cost Per Session	Avg Time On Site	Bounce Rate	Engaged Sessions	CPES (Cost per Engaged Session)	Engaged Session Rate	15s TOS Action	15s TOS CPA
Facebook	\$23,365	2,040,707	\$11.45	44,293	\$0.53	2.17 %	20,205	\$1.16	00:01:11	74 %	5,173	\$4.52	25.60 %	55,996	\$0.42
Travel Intender Display	\$10,559	1,727,293	\$6.11	1,716	\$6.15	0.10 %	1,702	\$6.20	00:00:10	92 %	134	\$78.80	7.87 %	1,899	\$5.56
SEM	\$8,502	27,562	\$308.45	2,426	\$3.50	8.80 %	2,069	\$4.11	00:02:16	34 %	1,373	\$6.19	66.36 %	1,792	\$4.74
Travel Intender Sponsored Content	\$4,525	617,673	\$7.33	1,928	\$2.35	0.31 %	2,868	\$1.58	00:00:40	45 %	1,577	\$2.87	54.99 %	1,466	\$3.09
Total	\$46,951	4,413,235	\$10.64	50,363	\$0.93	1.14 %	26,844	\$1.75	00:01:09	69 %	8,257	\$5.69	30.76 %	61,153	\$0.77

CoOp Initiative Details:

- Initiatives live: Facebook Static, Travel Intender Display & Sponsored Content, SEM
- Reporting Period: 9/3/24-11/30/24
- Partner Run Dates: 9/3/24-11/30/24, 3/3/25-8/31/25
- Package Initiative: Prickly Pear

Overall Digital delivery metrics:

- Total Digital Spend: \$46,951
- Total Digital Impressions: 4,413,235
- Total Clicks: 50,363
- Overall CPM: \$10.64
- Website Sessions: 26,855
- Social Post Engagement: 44,497
- Click Through Rate: 1.14%

Spend by Medium (Digital)

- Facebook Static
 - Facebook had a CTR over double that of the benchmark at 2.06%, showing positive performance
 - Engagement was solid, with the ads finding nearly 35,000 engagements and users spending an average of 1:10 on the site
 - It was a very efficient click driver, garnering 27,090 clicks at a \$0.51 CPC
- Facebook Remarketing
 - This tactic complemented the static line well by bringing users already exposed and engaged back to the website
 - While slightly more expensive at a \$13.08 CPM, remarketing saw a CTR 15% higher than the static one at 2.36%
 - This more specific audience proved fruitful in strong engagement, and garnered 3,461 engaged sessions
- SEM
 - At the bottom of the funnel SEM found the most engaged users, with an engaged session rate of 66% and an avg TOS of 2:16
 - The top clicked keywords for Los Alamos' Managed Search were: [Bandelier National Monument] exact match (462 total clicks, 19% of overall clicks), "top places to go in new mexico" broad match (285 total clicks, 12% of overall account clicks), and [los alamos] exact match (155 total clicks, 6% of overall account clicks)
- NM Travel Intender
 - These ads together drove 36 bookings, 16 hotel night stays, and 629 in-destination visits for Los Alamos
 - The top 3 most booked dates were: 1) December 30, 2024, 2) January 14, 2025 and 3) November 9, 2024
 - The average lead time was 33.34 days, and the average length of stay was 1.6 days
 - In terms of foot traffic, these ads drove a 29.87:1 Return on Ad Spend (ROAS) for Los Alamos - really proving out the effectiveness of the campaign in influencing visits and economic impact
 - Display drove more overall visits but also had a higher budget allocation. The Digital team is considering shifting to a 50/50 split in next flight to capitalize on strong engagement seen from sponsored content
 - From a media metric perspective, both display and sponsored content hit their benchmarks with CTR's of 0.10% and 0.31% respectively

Geo Insights

- Dallas-Fort Worth dominated performance, driving 1.85M Facebook impressions at a 2.13% CTR
- Denver ads had the highest CTR (2.60%), indicating strong interest in the market
- SEM performed best in Denver (9.24% CTR) and Dallas (7.77% CTR), suggesting high-intent users in these markets

Creative performance/Recommendation

- Facebook
 - 'NationalParks' saw much higher levels of engagement with a 2.53% CTR compared to Oppenheimer at 1.61%, while 'Oppenheimer' saw more efficient cost metrics - \$8.30 CPM and \$0.51 CPC
- Travel Intender
 - Both channels here only had one creative theme - consider submitting a second to help optimize in future campaigns



YOUR CUSTOM DASHBOARD

> Total Spend: \$4,190.78

> Total Impressions: 19,959

> Total Clicks: 1,994

Delivery/Performance by Channel												
Channel	Spend ↓	Impressions	CPM	Clicks	CTR	CPC	Sessions	Cost per Session	Avg Time on Site	Engaged Sessions	Cost per Engaged Session	15s TOS Action
Search	\$4,190.78	19,959	\$209.97	1,994	9.99 %	\$2.10	2,000	\$2.10	00:02:18	1,296	\$3.23	1,504
Total	\$4,190.78	19,959	\$209.97	1,994	9.99 %	\$2.10	2,000	\$2.10	00:02:18	1,296	\$3.23	1,504



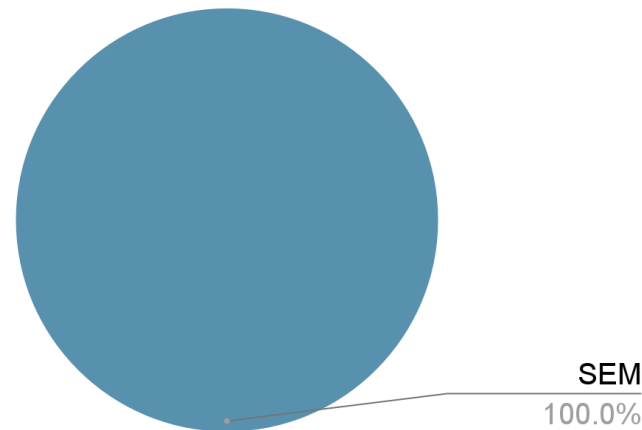
CoOp Initiative Details:

- Initiatives live: SEM
- Reporting Period: 1/1/25 - 3/31/25
- Partner Run Dates: 9/3/24 - 11/30/24, 3/3/25 - 8/31/25

Overall Digital delivery metrics:

- Total Digital Spend: \$4,190.78
- Total Digital Impressions: 19,959
- Total Clicks: 1,994
- Overall CPM: \$209.97
- Website Sessions: 2,000
- Click Through Rate: 9.99%

Spend by Medium (Digital)



- **SEM**
 - Los Alamos' Managed Search drove 1,994 clicks at a 9.99% CTR and a \$2.10 average CPC
 - The initiatives also drove 1,504 15s TOS conversions at a \$2.79 15s TOS CPA
 - The Los Alamos initiatives also saw a strong Engaged Session Rate of 64.8%, showing that once users clicked on our ad they were very engaged with the site
 - Avg TOS was also strong at 2:18
 - The top clicked keywords for Los Alamos' Managed Search were: [Bandelier National Monument] exact match (852 total clicks), "top places to go in new mexico" broad match (376 total clicks), and [los alamos] exact match (88 total clicks)
 - The Top 15s TOS Conversion generating keywords include: [Bandelier National Monument] exact match (325), 'top places to go in new mexico' broad match (127), and [los alamos] exact match (80)
 - Female users saw a large majority of clicks (65%) compared to male users (35%)

Geo Insights

- Albuquerque, NM and Dallas, TX were tied for the top CTR (10.14%) while Dallas, TX has the lowest CPC (\$2.06) and lowest CPM (\$197.21)

New Mexico True Sponsored

Learn more about the Oppenheimer era, the discoveries made and his contribution to ending WWII in Los Alamos, New Mexico.




VISITLOSALAMOS.ORG
Los Alamos = Oppenheimer
Science is Our Culture

[Learn more](#)

2

New Mexico True Sponsored



Learn more about the Oppenheimer era, the discoveries made and his... [More](#)

[Learn more](#)

New Mexico True Sponsored

Visit 3 national parks – Bandelier National Monument, Valles Caldera National Preserve & Manhattan Project Historical Park



VISITLOSALAMOS.ORG
Discover Bandelier
Bandelier National Monument

[Learn more](#)

Like Comment Share

New Mexico True Sponsored



Visit 3 national parks – Bandelier National Monument, Valles Caldera National... [More](#)

[Learn more](#)

New Mexico True Sponsored

Come for Oppenheimer and the Manhattan Project history, discover adventure in Los Alamos with hundreds of trails from town.



VISITLOSALAMOS.ORG
Gateway to 3 National Parks
It's an outdoor playground.

[Learn more](#)

3

New Mexico True Sponsored



Come for Oppenheimer and the Manhattan Project history, discover adventure... [More](#)

[Learn more](#)

New Mexico True Sponsored


Ancestral Pueblo dwellings across a landscape of broad mesas and steep-walled canyons. Dozens of trails & so much to explore.



VISITLOSALAMOS.ORG
Bandelier National Monument
Where discoveries are made

[Learn more](#)

New Mexico True Sponsored



Ancestral Pueblo dwellings across a landscape of broad mesas and... [More](#)

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Why we like this deal:

Packed with plenty of history, art, adventure and chili peppers, New Mexico is a destination that covers all the bases. On this 6-day discovery of the American Southwest, you'll see firsthand why the state is known as the "Land of Enchantment." Learn how local art, culture and cuisine have been shaped by Indigenous American and Spanish influences as you wander the Pueblo streets of Santa Fe and Taos. Then, explore the ancient Bandelier cliff dwellings and pictographs, marvel at an otherworldly desert landscape shaped over millions of years.



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When To Go

New Mexico is a year-round destination, with skiing, snowmobiling, and snowboarding in the winter; and rafting, camping, cycling, hiking, golf, and other recreational pursuits in the spring and summer. Festivals run throughout the year, including the Whole Enchilada Festival, International Balloon Fiesta, and State Fair. The most popular time to visit is during the summer, especially with international visitors, and winter in the ski areas is a strong second. The mountain areas are particularly busy during these seasons. The lowlands are busy with snowbirds in the winter. Christmas is a busy time throughout New Mexico. Santa Fe is popular during all seasons, as is Taos to a lesser degree.

high season: June to August, December to March
shoulder season: April to May, September to November

Weather Information


New Mexico has a semiarid subtropical climate, with light precipitation, plenty of sunshine, and low relative humidity. However, the weather varies by time of year and by elevation. Summer rains begin around August and snow falls in the mountains during the winter. Depending on specific location, summer temperatures can hit highs in the high 80s to mid-90s in the summer, while they can drop below freezing in the winter. However, when it's snowing in the high country, it's warm enough for golf in the lowlands. And when it's hot in the summer, it's cool in the mountains.

VIEW MORE

Popular Travel Guides

Search ...


- Alexandria, VA
- Anaheim, CA
- Arlington, TX
- Arlington, VA
- Athens, Greece



Lindero Views
Los Alamos, NM has hundreds of trails to explore right from town, with 300-degree views.


LOAD MORE

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 www.visitlosalamos.org/nationalparks

Learn Local & National History - Gateway to 3 National Parks

Explore 3 Parks, Bandelier and Manhattan Project Natl. Historical Park. Plan Your Visit! Los Alamos offers hundreds of trails right from town. Unmatched views, and Spac...



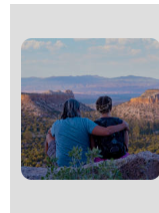
Sponsored



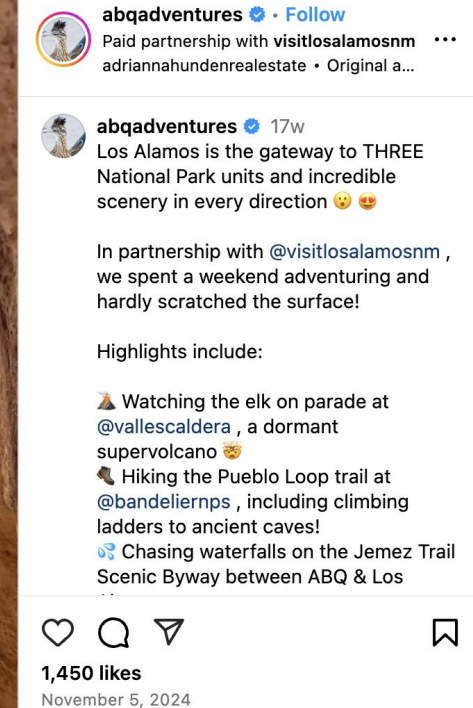
www.visitlosalamos.org/nationalparks

Discover Beautiful Scenery - Gateway to 3 National Parks

Explore three national parks: Bandelier, Valles Caldera and Manhattan Project. Learn more. Explore 3 Parks, Bandelier and Manhattan Project Natl. Historical Park. Plan Your Visit! Explore Events. Read News. Plan Your Visit.



Becky @abqadventures

Link to [Deliverables](#)

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FY25 Reporting

POP: Still Photo Production

Delivery Folder



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FP Print Ad:
Readership: 413,000
Impressions: 50,051
Clicks: 53

ADVENTURE

12 Fun Things to Do in the Mountains
this October

Kim Habicht

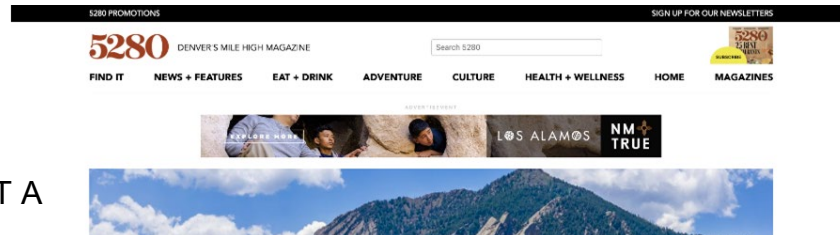
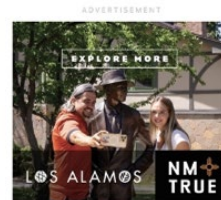
The Oversimplified Guide to Opening
Day at A-Basin

Maren Horjus

Where to Railbike in Colorado

Jessica LaRusso

These Are the 5 Most Popular
Fourteeners in Colorado



FY25 Reporting

POP: NM True Adventure Guide (Annual)



FP Print Ad:
Circulation: 300,000

Link to [Deliverables](#)Chris Desmond / [@cdesmondtravel](#)

cdesmondtravel and **visitosalamosnm**
Paid partnership with **visitosalamosnm**
Original audio

cdesmondtravel Where science meets stunning views and a hint of mystery

If you have a goal to hit all 50 states, then you HAVE to check out Los Alamos while visiting New Mexico. So much to explore and so many activities in the winter like skiing 20 minutes from town at Parajito Ski Area and hike in Bandelier National Monument. Along with a historical walk of Oppenheimer's house and learning more about the Manhattan Project.

Add this hidden gem town to your travel bucket list!

As always, follow along for more epic adventures! 🏔️🎿🇺🇸

[#visitosalamos](#) [#visitosalamospartner](#) [#NMTRUE](#) [#NewMexicoTRUE](#)

15w

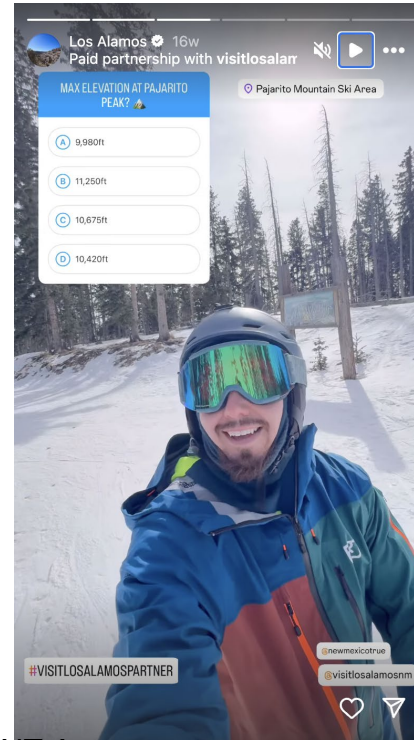
jessavacation Es el lugar perfecto para ver el atardecer. Amo esos cielos desérticos. ❤️❤️🇺🇸🇺🇸

15w 2 likes Reply See translation

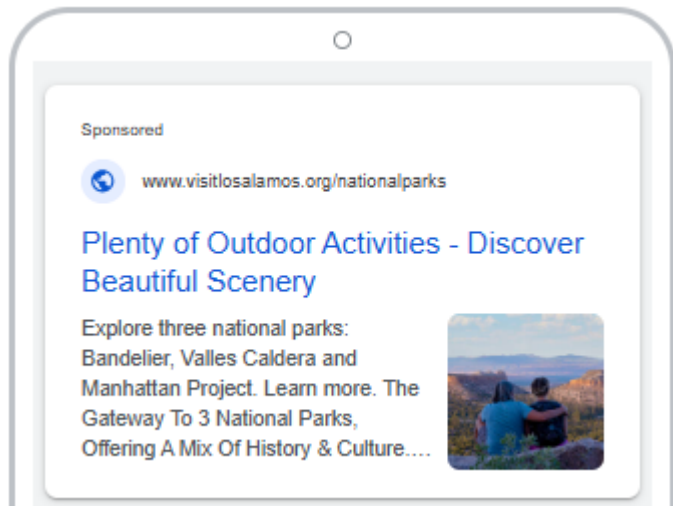
View replies (1)

Liked by [simplycaitlinelizabeth](#) and 77 others

February 10



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www.visitlosalamos.org/nationalparks

Explore The Great Outdoors - Mix of History & Culture

Explore 3 Parks, Bandelier and Manhattan Project Natl. Historical Park. Plan Your Visit! The Gateway To 3 National Parks, Offering A Mix Of History & Culture. Plan Your Visit! Check Events.



Optimizations and/or Recommendations (future)

- The search team paused several poor performing keywords with higher than average 15 second time on site conversions including: [national parks los alamos] exact match, [los alamos manhattan project museum] exact match, [manhattan project national historic park] exact match, “hiking trails los alamos” broad, and [hiking trails los alamos] exact
 - "Hiking" related keywords had a 46% higher Cost Per 15s TOS and a 24% lower 15s TOS conversion rate compared to non "hiking" related terms.
 - *Going forward, the search team recommends focusing more of the SEM budget on “scenic view” keywords due to this group having a 19% lower Cost Per 15s TOS and a 16% higher conversion rate compared to the account average.*

TARGETING

Seems to be working great. Keep us posted if anything changes in your own visitation data.

CONTENT / CREATIVE / MESSAGING

Spring/Summer launches: Prickly Pear + NM Travel Intender add-on, Managed Search, Sponsored Content, Print. Loving the use of the new photo assets!

CHANNELS / TACTICS

Spring NM Traveler Intender will have several different creative themes so the digital team will have more flexibility to optimize the best performers and more themes will add more awareness and consideration to the market.

FY25 Benchmarks

Channels	Performance Benchmarks
Facebook Video	60% Video Completion Rate (VCR) & \$0.04 Cost Per Completed View (CPCV)
Instagram Video	30% Video Completion Rate (VCR) & \$0.10 Cost Per Completed View (CPCV)
YouTube	25% Video Completion Rate (VCR) & \$0.05 Cost Per Completed View (CPCV)
CTV	95% Video Completion Rate (VCR) & \$0.05 Cost Per Completed View (CPCV)
Programmatic Display	0.09% CTR & Impression Delivery
Page Context AI Display	0.13% CTR & Unique 15s TOS Conversions
Sponsored Content	\$2.50 CPS & Unique 15s TOS Conversions
Rich Media Ads	0.60% CTR & Unique 15s TOS Conversions
Instagram Reels	\$2 CPC, Social Post Engagements
Facebook Static	0.90% CTR & Unique 15s TOS Conversions
Instagram Static	0.50% CTR & Unique 15s TOS Conversions
NM Travel Intender (Display and Sponsored Content)	Cost/Arrival, CTR (TBD)
Facebook Remarketing	1% CTR, Unique 15s TOS Conversions & Site Actions
Managed Search	Unique 15s Time on Site Conversions, CPA

Performance can vary greatly from partner to partner, with varying target markets, demos, budgets and creative. The digital team is looking at each partner's performance by initiative and striving to improve performance over time and set realistic benchmarks per partner

Campaigns are geared toward driving a high volume of impressions to partners target markets and audiences, therefore campaigns are being optimized to drive efficient cost per thousand impressions (CPMs)

Glossary

Acronym/Term	Definition
CTR	Click through Rate; clicks divided by impressions
CPM	Cost per 1,000 impressions
CPC	Cost per click
CPCV	Cost per completed view
CPV	Cost per video view
CPA	Cost per conversion (is specific to tracked actions on each partner site and excludes 15s TOS action)
CPS	Cost per session
15s TOS CPA	Cost per 15 seconds Time On Site action
Social Post Engagement	Total number of actions taken on social ads (includes shares, reactions, saves, comments, likes, interactions, and link clicks)