

# SUNNY505

## **April 2024 LTAB Report Overview (Stats and Reporting as of April 8, 2024)**

### **Social Media**

The Facebook page audience has 15,449 followers. Content reached 24,819 users and garnered 2,390 engagements.

Since the last report, the Instagram account has grown to 1,106 followers. Content reached 1,101 users and garnered 209 engagements.

For March/April top content included:

White Rock  
Oppenheimer  
Fuller Lodge

### **Public Relations**

Since the last report, SUNNY505 has distributed a release on White Rock being named the Happiest Small Town in the U.S. and a news release promoting National Park Week vacations.

The White Rock news release received coverage in the Associated Press, Budget Travel, Boston Herald, News OK, Pittsburgh Post-Gazette, and the International Business Times, among many other national outlets. In addition to national coverage, the White Rock release also received local coverage on KRQE and in the Los Alamos Daily Post. The National Park Week release has received local coverage in the Los Alamos Reporter and Los Alamos Daily Post. Pitches are ongoing.

### **Other**

We submitted a cooperative advertising grant with the New Mexico Tourism Department. The amount of the grant is \$272,646. If fully funded, the amount Los Alamos County will owe is \$90,882. We negotiated an Oppenheimer-focused advertorial with New Mexico Magazine. We also produced an ad in the program for both the Texas Rangers and the Arizona Diamondbacks baseball season. Each ad has a unique QR code that will be tracked to see engagement and results.

**Total Trips** 406,835 Trips

**Visitor Days** 783,537 Days

**Avg Length of Stay** 1.9 Days

**Unique Visitors** 93,550 Visitors

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