

Los Alamos County FY27 360 Plan

ADDING VALUE +

ATTACHMENT B





- [FY27 Award Summary](#)
- **Total Initiative Opt-ins (MMP): 7**
- **Total Media Spend: \$150,150**
- [FY27 Production Summary](#)

REMINDERS:

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

1. Content Summary: *Content Creation: Regional Micro-Influencer Seasonal, Content Refresh; Print: 405 Magazine; Digital: OKC POOH, Meta Static & Video, YouTube, CTV, Sponsored Content*
2. Destination's Value Proposition: *Unique layering of Indigenous heritage, Hispanic traditions, and groundbreaking scientific innovation. Culmination of where ancient stories, living cultures, and modern discovery coexist. Interpretive storytelling, outdoor recreation, cultural programming, and educational experiences. Manhattan Project National Historical Park, Bradbury Science Museum, Los Alamos Nature Center, Los Alamos History Museum, Bandelier National Monument and Valles Caldera National Preserve. Outdoor recreation: mountain biking, hiking trails, skiing, XC skiing in the Caldera.*
3. Target Audience:
 - a. *Geographics: West Texas (Lubbock, Amarillo, Midland/Odessa), Dallas, Denver*
 - b. *Demographics: Millennials (Age 30-45), Boomers/Retirees (Age 62+), Gen X (Age 46-61)*
 - c. *Psychographics: Outdoor Recreation, History (Museums, Exhibits, Historic Sites), Cultural Heritage*
4. Timing: *Winter/Spring*
5. Objectives: *Drive market from TX, Denver, OKC, Southern NM for longer overnight trips. Small business support, free/low-cost attractions, outdoor recreation turning into repeat visitors.*
6. Messaging and Tone: *Tone: welcoming/conversational. Small mountain town vibes with science and history. Affordable, family-friendly adventures and science/discovery*
7. Roles & Responsibilities: *Kristen, Lauren and Kirsten on all comms*

ATTACHMENT B

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 & unchartered 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.



GEN X

Statistics:

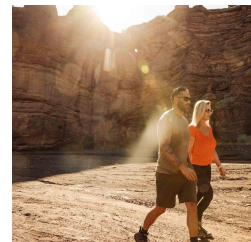
- Prefers Facebook for Information
- Engages with traditional and digital media (radio/audio, OOH, Facebook, YouTube)
- Regularly streams TV and music

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.



YOUNG BOOMERS/EMPTY NESTERS

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

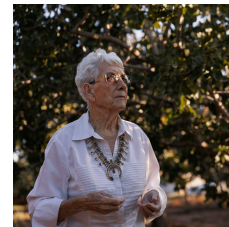
Decision-Making Factors:

- 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.

SENIORS

Statistics:

- Heavy consumers of traditional media Magazine, TV, newspaper
- Primarily uses Facebook
- Most receptive to advertising, keeps them up to date on service they need or would like



Travel Preferences for New Mexico:

- Attractions: Seniors are drawn to New Mexico's art scene, rich history, and vibrant culture.
- Travel Style: Prefer all-inclusive or organized tours for a comfortable and secure vacation experience.

Decision-Making Factors:

- Media Discovery: Seniors rely on traditional media, such as TV and newspapers, and social media to learn about New Mexico.
- Emphasis on Service: They place a strong emphasis on personalized service and guidance for a worry-free trip.

Los Alamos County

FY26 Cooperative MARKETING Program

360 Plan

Updated Quarterly + End of Year



ATTACHMENT B



- [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*
2. 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.*
3. 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*
4. Timing: *March 2025*
5. 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)*
6. Messaging and Tone: *Tone: welcoming/conversational. Small mountain town vibes with science and history. Affordable, family-friendly adventures and science/ discovery*

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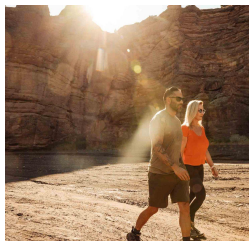
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> Total Spend: \$8,326.78

> Total Impressions: 57,036

> Total Clicks: 3,344

Delivery/Performance by Channel

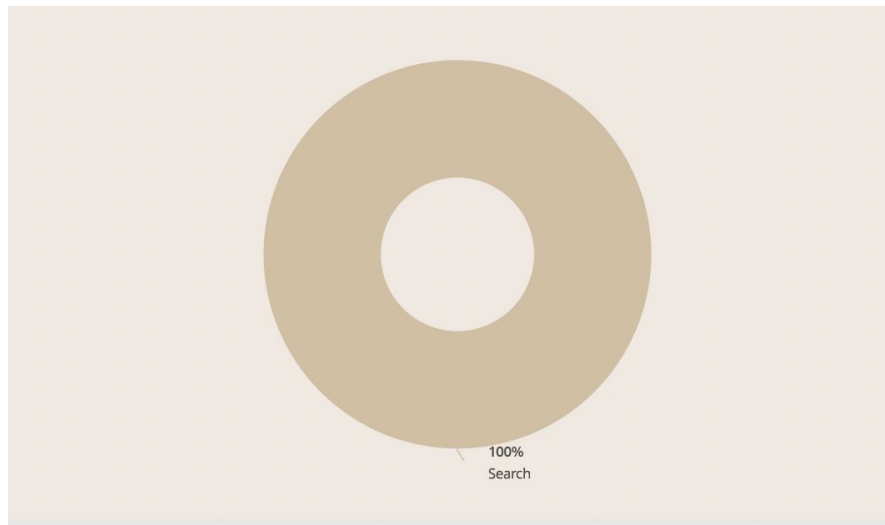
Channel	# Spend ↓	# Impressions	# CPM	# Clicks	# CTR	# CPC
Search	\$8,326.78	57,036	\$145.99	3,344	5.86 %	\$2.49
Total	\$8,326.78	57,036	\$145.99	3,344	5.86 %	\$2.49

CoOp Initiative Details:

- Digital Initiatives live: Search
- CoOP Reporting Period (Q3): 1/1/26-3/31/26
- Partner Run Dates (Q3): 3/2/26-3/31/26

Overall Digital delivery metrics:

- Total Digital Spend: \$8,326.78
- Total Impressions: 57,036
- Total Clicks: 3,344
- Overall CPM: \$145.99
- Website Sessions: 3,251
- Click Through Rate: 5.86 %

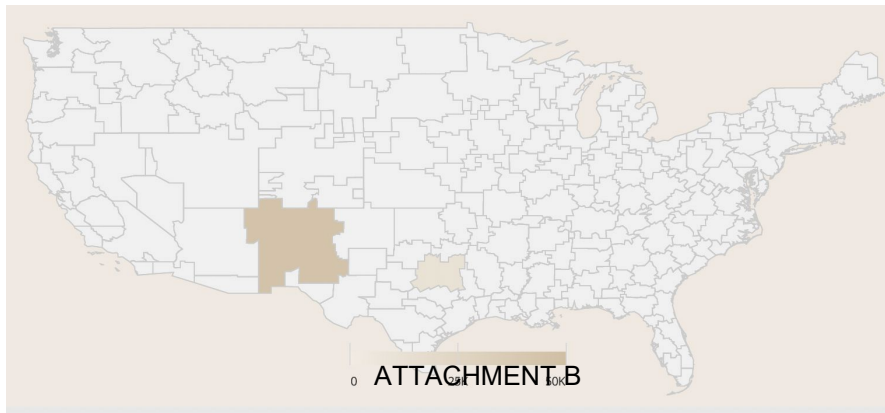
Spend by Medium (Digital)

Channel by channels performance and insights:

- Search
 - Search drove highly efficient engagement with a 5.86% CTR
 - Maintained a CPC of \$2.49.
 - Top 15s TOS generating keywords for managed search include: [Bandelier National Monument] exact match (218), [Manhattan Project National Historic Park] exact match (206), [bradbury science museum] exact match (136)

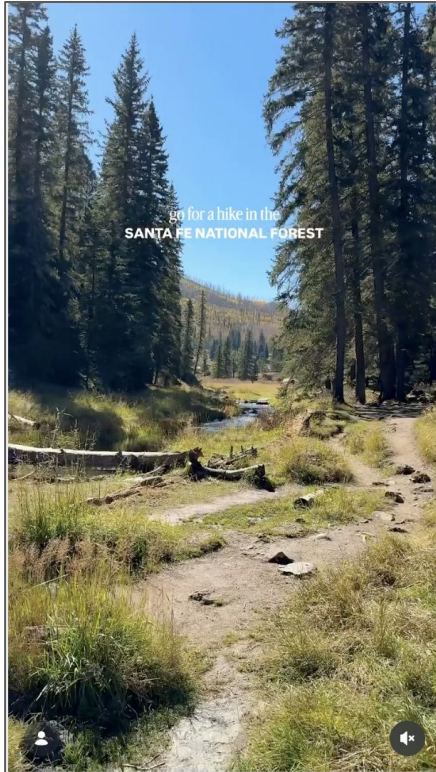
Geo Insights

- The largest portion of spend throughout channels went to the Albuquerque-Santa Fe, NM DMA with \$7,094
- Albuquerque-Santa Fe, NM achieved a 6.24% CTR and a \$2.48 CPC, while Dallas-Ft. Worth, TX achieved a 4.32% CTR and a \$2.54 CPC.



Optimizations and/or Recommendations (future)

- Several keywords were paused throughout the flight due to a higher Cost Per 15s Time On Site CPA as well as a higher than average CPC and lower than average Conversion Rate. These keywords include: [oppenheimer house] exact match, 'oppenheimer movie' broad match, and 'overlook park' broad match
- One of the most efficient keyword groups were the "Museum" Ad Groups. These Ad Groups generated 15s TOS conversions at a CPA of \$2.94 (16% lower than account average) and had a strong conversion rate of 86% (10% higher than average). Due to the strong performance it is recommended to add additional Museum keywords into upcoming campaign builds as well as possibly breaking these keywords out into their own dedicated campaigns.

Anissa Borchardt / [@herjoliejourney](https://www.instagram.com/herjoliejourney)

herjoliejourney
Paid partnership with [visitlosalamosnm](#)
Los Alamos, New Mexico

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herjoliejourney 16w
Looking for a destination that blends science, scenery, and small-town charm? You'll find all that (and more!) in Los Alamos, New Mexico 🍂

Whether you're into history, hiking, or hidden gems, this mountain town has something for everyone!!!

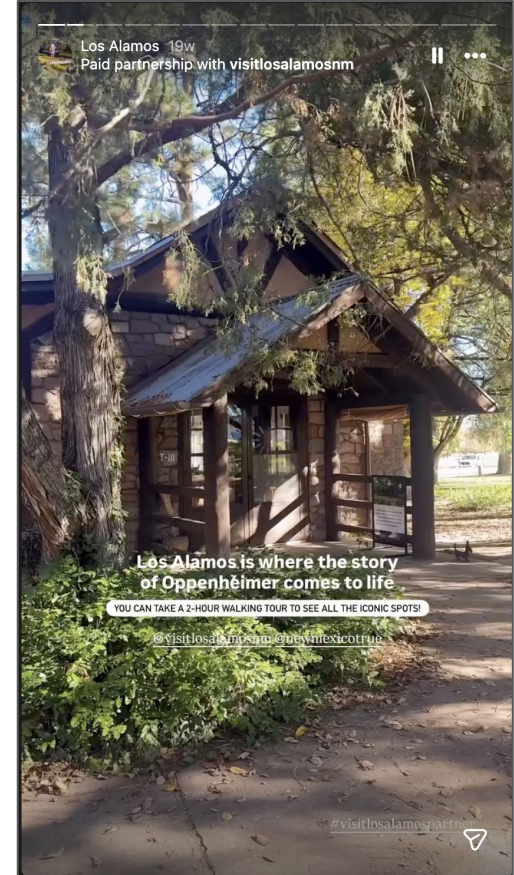
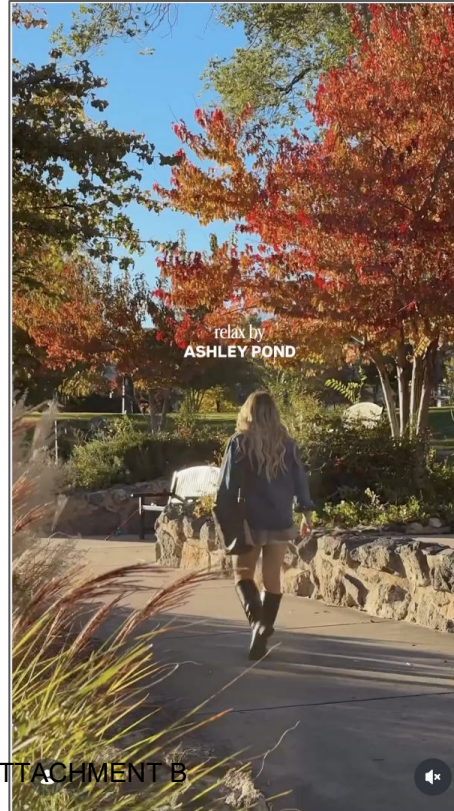
Here are 11 of the best things to do in Los Alamos 🍂

- 1 Go on a walking tour to see Oppenheimer-related sites 🍃
- 2 Visit the [@bradburysciencemuseum](#) 🎨
- 3 Relax by Ashley Pond 🍂
- 4 Stop by the Los Alamos Nature Center [@peechnature](#) 🌿

🍂 80 🗨️ 41 📌

November 7, 2025

[Add a comment...](#)



ATTACHMENT B



www.visitlosalamos.org/

Places to Stay in Los Alamos - Los Alamos Hotels



Looking for a place to stay? Find lodging options in Los Alamos, NM. Plan your trip today! Find a variety of lodging options in Los Alamos, New Mexico. Plan your trip today!



www.visitlosalamos.org/

Los Alamos Hotels - Los Alamos, New Mexico Hotels

Los Alamos, NM offers plenty of lodging options. Plan your trip today! Find a wide variety of exceptional hotels in Los Alamos, NM. Plan your trip today!



Myranda Hausheer / [@myrandainthemountains](#)

myrandainthemountains and **visitlosalamosnm**
Paid partnership
Lady Jazmon • Getaway (Instrumental)

myrandainthemountains 11w
🔥 SAVE & SHARE: the perfect 4 day itinerary from [@visitlosalamosnm](#) & [@newmexicotrue](#) ✨

In partnership with [@visitlosalamosnm](#), I got to visit New Mexico and I loved it! It's an easy drive from Denver and there's something for everyone.

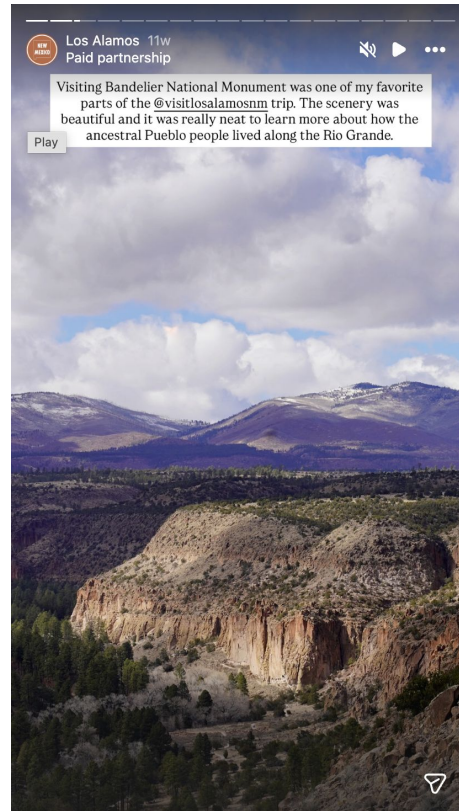
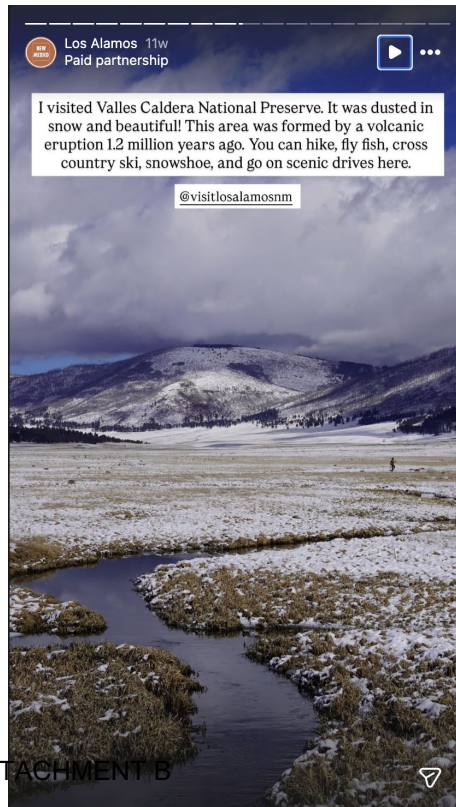
Day 1:

- Drive from Denver
- Lunch: Boese Bros Brewpub
- Visit [@peechnature](#) - learn what makes Los Alamos special (hint, it involves volcanoes and stunning canyons)
- Check into the Holiday Inn Express
- Happy Hour: [@pajaritobrewpub](#)
- Dinner: Yuans Dumpling & Noodle House

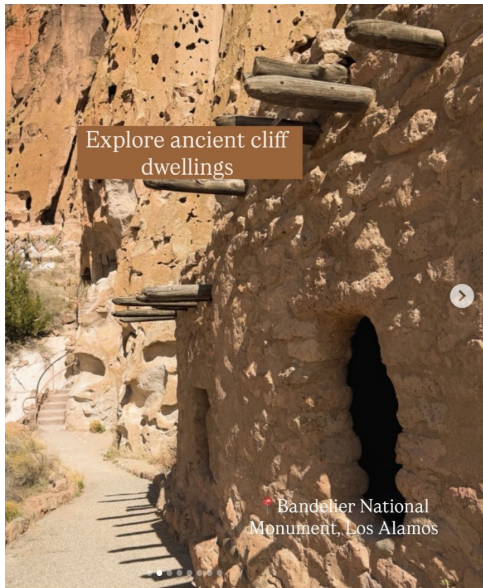
182 47 8

March 3

Add a comment...



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Selma Escobar / [@selma_explores](#)

selma_explores and **visitosalamosnm**
Paid partnership with **visitosalamosnm**
Los Alamos, New Mexico

selma_explores Edited • 8w
This New Mexico town surprised us in the best way... and ended up being such a fun family getaway

From exploring ancient cliff dwellings to learning about the science and history that shaped this place, there's so much to do here - and it's all easy to experience in just a couple of days.

Here's how we spent our time:

- Exploring the cliff dwellings at Banderlier National Monument [@bandeliernps](#) (you can climb into select ones via ladders - such a cool experience)
- Hiking to this incredible viewpoint at

335 70 9

March 23

Add a comment...



Irene Ogeto / [@blackhikingqueen](#)

Can you believe this is in New Mexico?

blackhikingqueen and **visitlosalamosnm**
Paid partnership
Los Alamos, New Mexico

blackhikingqueen 2w
I spent a weekend exploring [@visitlosalamosnm](#) and really enjoyed my time outdoors. There's so many great spots to get outside and be in nature. Save this to plan your next trip

Bandelier National Monument - you can get up close views of petroglyphs, dwellings carved into the soft rock cliffs. Halfway through the loop you can hike half a mile and climb up to the Alcove House which was home to the Ancestral Pueblo people and it 140 feet above the canyon. Check out the Frijoles Canyon overlook for spectacular

375 48 7
Liked by [shelbytategeorge](#) and 374 others
June 11

Add a comment...



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Reply to blackhikingqueen...



Spent the afternoon at the Los Alamos Nature Center [@peecnature](#)

[@visitlosalamosnm](#)
[@newmexicotrue](#)
[#VisitLosAlamosPartner](#)

Reply to blackhikingqueen...



ATTACHMENT B



LOS ALAMOS NM
TRUE

[Link to final deliverables](#)

Outdoors

 Visit Los Alamos
Ad · 🌐

Explore Los Alamos County, where wide-open skies meet dramatic high-desert landscapes shaped by science, history, and nature.



visitlosalamos.org
Let the Horizon Lead [Learn more](#)

👍 2

👍 Like 💬 Comment ➦ Share

 Visit Los Alamos
Ad



Explore Los Alamos County, where wide-open skies meet dramatic... [More](#)

[Learn more](#)

Valles Caldera

 Visit Los Alamos
Ad · 🌐

Encounter vast grasslands, roaming wildlife, sweeping volcanic and mountain views at Valles Caldera National Preserve.



visitlosalamos.org
Where Wonder Expands [Learn more](#)

👍 15 💬 1 comment

👍 Like 💬 Comment ➦ Share

 Visit Los Alamos
Ad



Encounter vast grasslands, roaming wildlife, sweeping volcanic and... [More](#)

[Learn more](#)

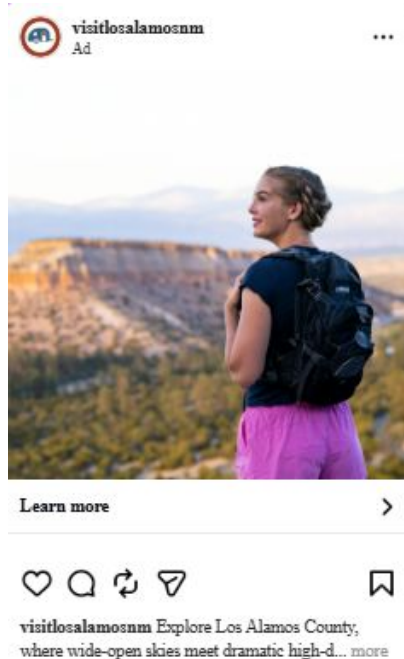
Tsankawi



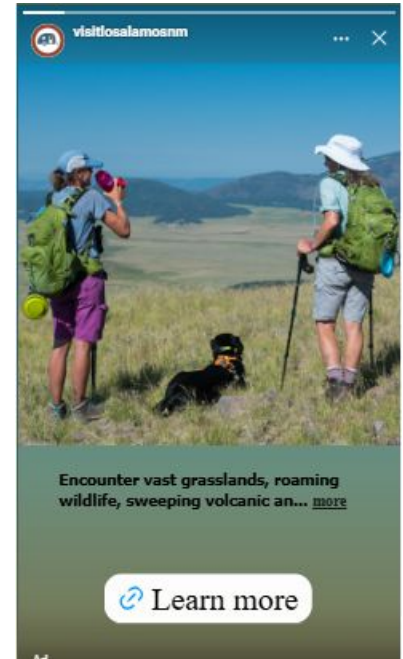
VallesCaldera



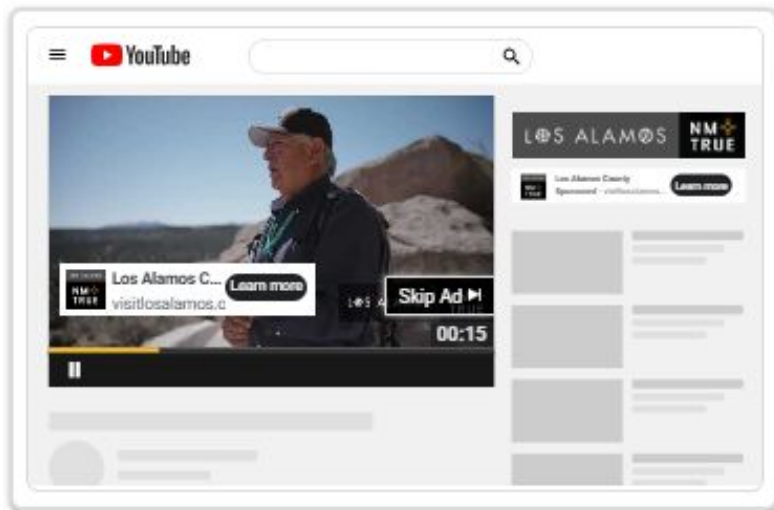
Outdoors



VallesCaldera



Tsankawi



Headline: Where Curiosity Takes You Further

Description: Explore trails, culture, and discovery in Los Alamos, NM.

Discovery



Headline: Where Curiosity Takes You Further

Description: Explore trails, culture, and discovery in Los Alamos, NM.

Bandelier - 600x600



Los Alamos in One Day

Trace deep Indigenous history, a walkable downtown, and historic science in Los Alamos.

sponsored by Los Alamos, New Mexico

[Learn More](#)

Science - 1200x628



Science Changed History

Experience a full day of science, history, and dramatic landscapes in Los Alamos County.

sponsored by Los Alamos, New Mexico

[Learn More](#)

Bike - 120x600

AFAR

DESTINATIONS ▾ TRIP IDEAS ▾ TIPS + NEWS ▾ HOTELS ▾ JOURNEYS ▾

TRAVEL INSPIRATION ▾ OUTDOOR ADVENTURE ▾ NATIONAL PARKS ▾

Best Things to Do in Los Alamos for First-Time Visitors

Perched in the scenic mountains of northern New Mexico, Los Alamos is a destination unlike any other in the United States.



Bandelier - 300x600



Recently Visited: Home & Garden

Miami, FL 83°

Family-Friendly Attractions You Can't Miss in Los Alamos



Planning a family trip to Los Alamos, New Mexico? This unique mountain town offers far more than its famous scientific history. From hands-on museums and outdoor adventures to ancient archaeological sites and beautiful parks, Los Alamos provides plenty of opportunities for families to learn, explore, and have fun together.

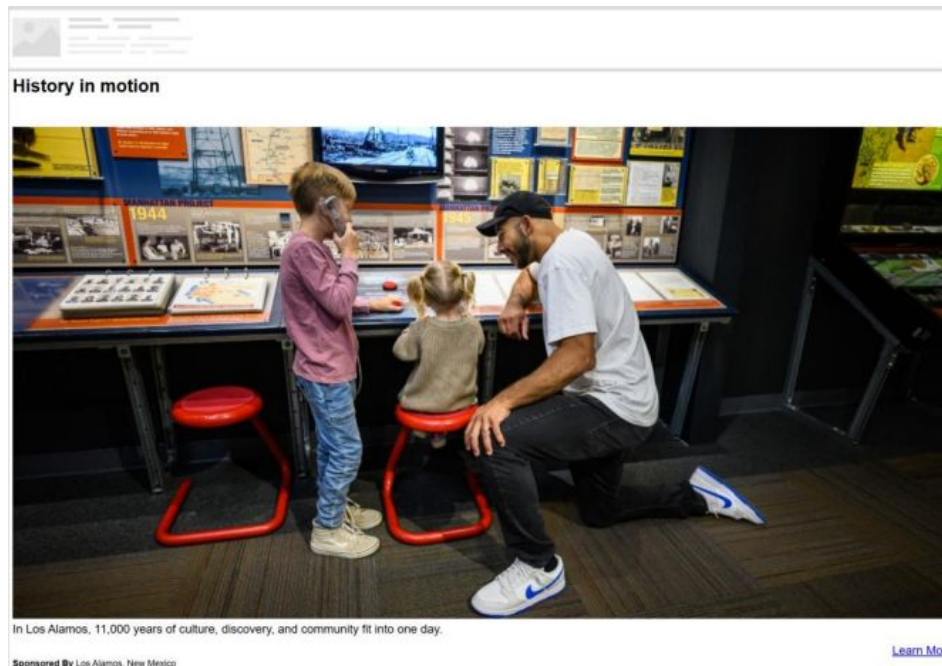
FY26 Reporting

FY26 POP: Travel Intender Sponsored Content (6/1/26-8/31/26)

Science - 627x627



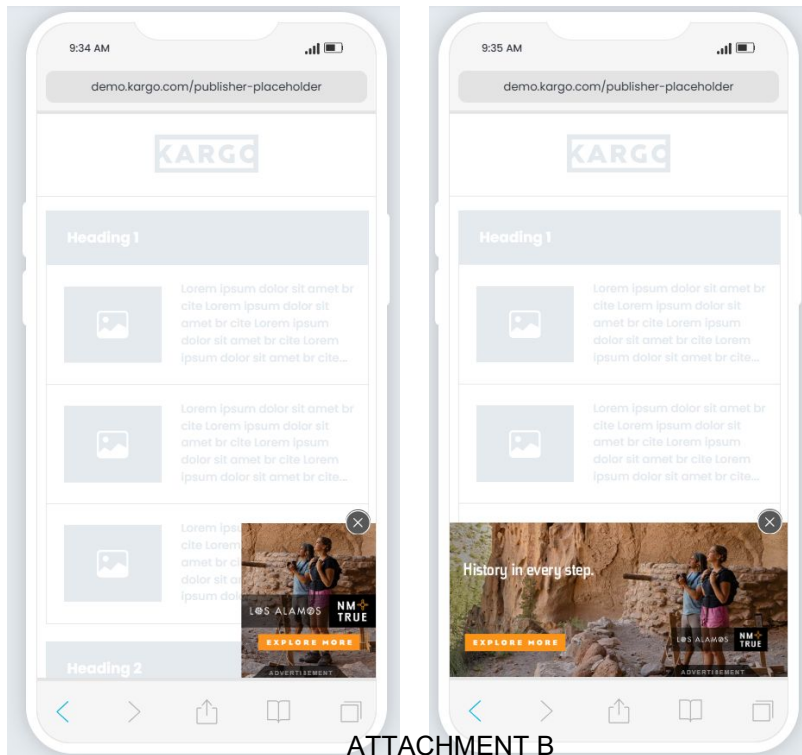
Science - 1200x627



ATTACHMENT B

FY26 Reporting

FY26 POP: Rich Media Static (6/1/26-8/31/26)



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www.visitlosalamos.org/

Places to Stay in Los Alamos - Los Alamos Hotels



Looking for a place to stay? Find lodging options in Los Alamos, NM. Plan your trip today! Find a variety of lodging options in Los Alamos, New Mexico. Plan your trip today!



www.visitlosalamos.org/

Los Alamos Hotels - Los Alamos, New Mexico Hotels

Los Alamos, NM offers plenty of lodging options. Plan your trip today! Find a wide variety of exceptional hotels in Los Alamos, NM. Plan your trip today!



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)