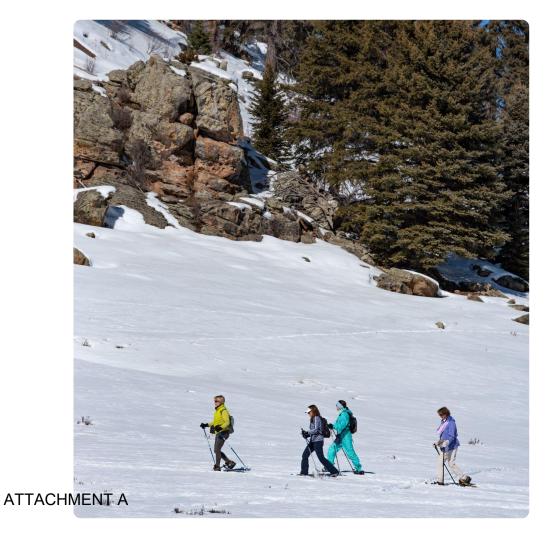


LTAB Meeting | December 16, 2025





Reporting



Website Data Report

Evaluate website traffic.

Read it.



Google & Meta Ads Report

Data and optimization details.

Read it.



2025/2026 Accounting

2025/2026 Deliverables plan with associated financial documentation.

Read it.

Data Review



First User Primary Channel

- Direct: 1,930 vs. 944 (+104.45%)
- Organic Search: 1,848 vs. 1,502 (+23.04%)
- Paid Search: 1,291 vs. 266 (+385.34%)
- Referral: 477 vs 599 (-20.37%)
- Paid Social: 111 vs. 7059 (-98.43%)
- Unassigned: 14 vs. 5,457 (-99.74%)



First User Campaign Total User Traffic

- Organic: 2,922 vs 1,475 (+98.1%)
- Direct: 1,930 vs 944 (+104.45%)
- Referral: 764 vs. 7,696 (-90.07%)
- NewMexic_LosAlamosFY25_InterstSegments: 0 vs 3,233 (-100%)
- NewMexico_LosAlamosFY25_Remarketing: 0 vs 1,245 (-100%)
- NewMexico_LosAlamosFY25_TraveInterder: 0 vs 976 (-100%)

Tasks Completed



Deliverables

- LTAB Google Drive Folder
- · Press Release to Stakeholders
- Launched Google Ads on November 11th.
- Got Access to Meta Ads Account. Launched on XXX>
- DestinationiQ Immersion Trip | December 9 11
 - Immersion Trip Itinerary
- · Quick View Los Alamos Interim Marketing Report
- Los Alamos Interim Marketing Report (FULL LENGTH)



3rd Party Communication

- · NM True Coop.
 - Upcoming Deliverables Managed by DestinationiQ
 (See Coop schedule on next two slides)
 - DetsinationiQ has now met with the NM True team and is in direct contact with them re: NM True Coop deliverables and has access to the Coop portal for asset delivery.
- Met with Discover Los Alamos to discuss shared goals and partnership

NM True: Coop Schedule

		In Market	Partner Due	
Initiative	Execution	Date	Dates	Partner Inputs Required
Micro-Influencer Seasonal Destination				
Program + Influencer Content	Micro-Influencer			Check in with your PSR & the social team for itinerary
Amplification	Experience	Mar '26	01/05	updates
	Google Ads			
Managed Search (Minimum 2 Opt-ins)	SEM campaign	Mar '26	01/15	Submit Managed Search Input Form.
	NM Travel			
	Intender Ads			
NM Travel Intender Ads (available as	Sponsored			
add-on to Package ONLY)	Content	Mar '26	01/15	Submit NM Travel Intender Sponsored Content Input Form
	NM Travel			
NM Travel Intender Ads (available as	Intender Digital			Use provided Display ad templates on Brand Resource
add-on to Package ONLY)	Ads	Mar '26	01/15	Hub & complete the destination URL form
Rich Media Static Ads (available as	Rich Media			
add-on to Package ONLY)	Static Ads	Mar '26	01/15	Submit Rich Media Static Input Form

NM True: Coop Schedule

Initiative	Execution	In Market Date	Partner Due Dates	Partner Inputs Required
Meta (FB & IG) Static, Facebook Video,	Meta Static Ad			
Sponsored Content, YouTube	(FB and/or IG)	Mar '26	01/15	Submit Meta (FB/IG) Static Input Form
Sterling Silver PACKAGE (Consideration):				
Meta (FB & IG) Static, Facebook Video,	Meta Video Ad			
Sponsored Content, YouTube	(FB and/or IG)	Mar '26	01/15	Submit Meta (FB/IG) Video Input Form
Sterling Silver PACKAGE (Consideration):				
Meta (FB & IG) Static, Facebook Video,	Sponsored			
Sponsored Content, YouTube	Content Ads	Mar '26	01/15	Submit Sponsored Content Input Form
Sterling Silver PACKAGE (Consideration):				·
Meta (FB & IG) Static, Facebook Video,	YouTube Video			Submit YouTube Input form with final produced :15s video
Sponsored Content, YouTube	Ad	Mar '26	01/15	spot. Once approved, partner to supply YouTube link.
	Micro-Influencer			Check in with your PSR & the social team for itinerary
Content Amplification	Experience	Jun '26	04/01	updates
	Google Ads			
Managed Search (Minimum 2 Opt-ins)	SEM campaign	Jun '26	04/15	Reach out to your PSR if keywords need a refresh

ATTACHMENT A