

LOS ALAMOS

LTAB Meeting | December 16, 2025

Destination*iQ*

ATTACHMENT A



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.](#)

ATTACHMENT A

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_TravelInterder: 0 vs 976 (-100%)

Since October 21, 2025

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)
 - DestinationiQ 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

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

ATTACHMENT A

NM True: Coop Schedule

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

ATTACHMENT A