

LODGERS' TAX ADVISORY BOARD UPDATE

**Ryn Herrmann
Chairperson, LTAB**

**County Council Meeting
October 18, 2016**

LTAB Board Members:

- **Ryn Herrmann**, Chair, Public at Large Representative, Los Alamos Commerce & Development Corporation
- **Linda Deck**, Vice Chair, Tourism Industry Representative, Bradbury Science Museum
- **Katie Watson**, Tourism Industry Representative, PEEC The Nature Center
- **Felicia Duran**, Lodging Industry Representative, Comfort Inn
- Vacant, Lodging Industry Representative

LTAB MISSION

- *To advise the Administrator and Council on the expenditures of funds received through Lodgers' Tax for advertising, publicizing and promoting tourist attractions, facilities and events in and around the County of Los Alamos.*

LTAB Helps guide the County's two tourism-related contracts:

Each of these contracts is funded* by Lodgers' Tax revenues

1. Visitor Operations and Management
 - Contract executed by **Los Alamos Commerce & Development Corporation (LACDC)**
 - In second year of three-year contract
2. Tourism Marketing Services
 - Contract executed by **Griffin and Associates**
 - In third year of four-year contract

**Visitor Center contract is funded ~75% LTR; Tourism Marketing is ~25% LTR; both are also funded be ED budget.*

Visitor Operations and Management

LACDC's Meeting and Visitors Bureau executes the following:

- **Visitor Center Operations** – Provide visitor assistance, telephone assistance, facilities maintenance and business display case management
- **Visitor Information Management** – Visitor Guide storage, inventory, distribution and request fulfillment, relocation information request fulfillment, weekly event calendar updates at 16 Los Alamos locations & 100+ email distribution
- **Official Tourism Website & Traffic Reports** – Visitor website maintenance
- **Collection of Visitor Data** – Visitor Center attendance, tourist origin, attraction attendance and attendance analysis

Tourism Marketing Services

Griffin and Associates executes the following:

- **Public Relations** – wrote/distributed 17 press releases distributed to regional & national media to promote events & tourism to travel writers in the drive circle
- **Graphic Design** - for tourism, marketing media & communications
- **Event Support** - identified and supported events positioned to generate visitors to Los Alamos County, including 2 days at Balloon Fiesta mass ascensions and the New Mexico True/Gathering of Counties Day
- **Web Marketing/Social Media** - Ski Pajarito, Find Your Park, Gateway to 3 Parks Facebook campaigns; Spring/Drive “Awesome Awaits” campaign; ScienceFest Promotion; Facebook general marketing, etc.
- **Video Production** - “What Can You Say” TV 30-second spot
- **Visitor Guide Design & Production** -150,000 copies

FY16 GOALS/RESULTS

FY16	GOAL	RESULTS
WEBSITE Visitlosalamos.org	35,000 views	42,500 views
FACEBOOK	1,675 Likes	1,720 likes
EARNED ADVERTISING	109M impressions 7 A-List Placements	127M impressions 9 A-List Placements
PAID ADVERTISING	4,000,000 gross impressions	4,665,664 gross impressions
VISITOR CENTERS ATTENDANCE	5% 83,484 walk-ins	26% 112,467 walk-ins
LODGERS' TAX REVENUES	6% from \$239,847	6% to \$256,512

FY15-FY17 Trends

Measures	Actual FY15	Actual FY16	Target FY17
Visitor Center walk-ins	77,526	112,467	125,980
Website Traffic Page views	16,997	42,500	40,250
Digital/Social media*			
Gross Impressions	N/A	4,665,664	6,500,000
New Facebook Likes	N/A	545	700
Total Facebook Likes	1,175	1,720	2,200
Major Media Impressions Gross Impressions A-List Media Placements	197,000,000 5 publications	127,000,000 9 publications	85,000,000 5 publications

LTAB Top Priorities

- **Visitor Guide Update**
- **Local Lodging Trends** Occupancy & Avg. Daily Rate
- **Local Business Tourism Opportunities**
- **Customer Service** Education & Training
- **Manhattan Project NHP** Preparation & Promotion
- **Recreation Tourism** Competitive Events & Recreation
- **Metrics** Data Collection & Trend Analysis

Focus and Coordination Projects

- **Brand Implementation**
- **Tourism Industry Development Initiative**
- **Capital Improvement Projects**
- **New Mexico True Campaign**
- **New Mexico Hospitality Assoc.** Training, Advocacy and Recognition



Challenges/Council Assistance

- Lodging/Conference Product



Thank you.
Questions?