



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## Agenda - Final Lodgers' Tax Advisory Board

*Linda Deck, Chair; Matthew Allen, Vice-Chair; Jennifer Jenson;  
Jennifer Olsen; and Julie Ruud, Members.*

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Tuesday, November 15, 2022

12:00 PM

1000 Central Avenue, Room 110 and Zoom

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Members of the Public can, also, join this meeting session to make public comment via Zoom by pasting into their browser the following:

<https://us02web.zoom.us/j/88112049893?pwd=dG5KcXBmUWhTNy9VUFMzeFBHZzdldz09>

once the session has started.

or by Telephone:

US: +1 669 444 9171

Webinar ID: 881 1204 9893

Passcode: 437668

### **I. ADMINISTRATIVE ACTIONS**

#### **A. Call to Order/Introductions**

#### **B. Approval of Today's Agenda**

#### **C. Review/Approval of Meeting Minutes (Oct 18 2022)**

[16605-22](#)      October 18, 2022 Meeting Minutes

**Presenters:**      Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:**      [A- DRAFT LTAB Minutes October 18, 2022](#)

#### **D. Members, Terms, and Vacancies**

[16606-22](#)      LTAB Members, Terms, and Vacancies

**Presenters:**      Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:**      [A - LTAB Members, Terms, and Vacancies](#)

#### **E. Public Comment for Items Not on the Agenda**

**II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION****A. *TOURISM Santa Fe Data Collection (Randy Randall & Jordan Guenther)*****B. Draft 2023 LTAB Meeting Calendar**

[16607-22](#) 2023 LTAB Meeting Calendar

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:** [A - 2023 LTAB Meeting Calendar](#)

**C. Pending Projects**

[16630-22](#) FY23 Pending Projects

**Presenters:** Linda Deck

**Attachments:** [A - LTAB Pending Projects](#)

**D. *New Projects Introduction*****III. MONTHLY REPORTS****A. *Council Report*****B. *Tourism Data Review, Analysis, Highlights*****1. Lodgers' Tax Revenue Report**

[16608-22](#) Lodgers' Tax Revenue Report

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:** [A - Lodgers' Tax Revenue Report \(September 2022 Accruals\)](#)

**2. Visitation Trends Report**

[16609-22](#) Los Alamos Visitation Trends Report

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:** [A - LOS ALAMOS VISITATION REPORT \(SEP 2022\)](#)

**3. Datafy Reports**

[16610-22](#) Datafy Visitation Reports

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:** [A- Datafy Visitation Reports \(Oct 2022\)](#)

**4. Tourism Marketing Reports**

[16611-22](#) Tourism Marketing Reports (Oct 2022)

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:** [A - TOURISM MARKETING REPORTS \(OCT 2022\)](#)

**C. BCC Reports (Tourism Implementation Task Force, Historic Preservation)**

**D. Other Announcements (All)**

**IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS (December 20)**

**A. DRAFT LTAB Agenda - December 20, 2022**

[16612-22](#) Draft LTAB Agenda (December 20, 2022)

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Attachments:** [A - DRAFT LTAB AGENDA December 20, 2022](#)

**V. ADJOURN**

**Farewell Reception for Outgoing Chair Linda Deck**

*If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the County Human Resources Division at 662-8040 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes can be provided in various accessible formats. Please contact the personnel in the Economic Development Department at 662-8087 if a summary or other type of accessible format is needed.*



# County of Los Alamos

## Staff Report

November 15, 2022

Los Alamos, NM 87544  
www.losalamosnm.us

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**Agenda No.:**

**Index (Council Goals):**

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Legislative File:** 16605-22

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**Title**

October 18, 2022 Meeting Minutes

**Recommended Action**

**Review and approve October 18, 2022 Meeting Minutes**

**Attachments**

A - DRAFT LTAB Meeting Minutes - October 18, 2022

## **Lodgers' Tax Advisory Board DRAFT Minutes October 18, 2022**

### **I. ADMINISTRATIVE ACTIONS**

**Members Present:** Linda Deck, Chair; Matthew Allen, Vice-Chair; Jennifer Olsen and Julie Ruud, Members; Jennifer Jenson, Member

**Others Present:** Keith Lepsch, Council Liaison, Kelly Stewart, Staff Liaison; Joanie Griffin, Sunny505; Victoria Pacheco, Management Analyst; and IT.

#### **A. Call to Order**

Chair Deck called the meeting to order at 12:05 pm.

#### **B. Approval of Today's Agenda**

Member Olsen moved approval of the agenda. Chair Deck seconded. The motion passed 4-0.

#### **C. Approval of Minutes**

Member Olsen moved to approve the September 20, 2022, LTAB meeting minutes as presented. Member Ruud seconded the motion. The motion passed 4-0.

#### **D. Board Transition**

Chair Deck confirmed that December 1, 2022 is the final day of her second consecutive three-year term (per term limits), and her last meeting will be November 15<sup>th</sup>.

Vice-Chair Allen, whose term also is set to expire after the November meeting, affirmed he will reapply to a second term on the Board.

Member Ruud announced that she will be leaving the Comfort Inn and the state and that this will be her last meeting as a board member.

Ms. Stewart confirmed that LTAB will begin seeking a lodging representative and an attraction representative to fill the two vacancies.

Member Olsen volunteered to take on the Acting Chair position once it becomes vacant by Chair Deck's departure until the new year when Chair and Vice-Chair will be voted on at the first meeting.

#### **E. Public Comment**

No public comment.

### **II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION**

#### **A. VisitWidget App (Justin Huffmon and Erich Dahlke)**

Justin Huffmon and Erich Dahlke presented a demonstration of their travel app, VisitWidget.

## **B. Pending Projects and FY23 LTAB Work Plan Priorities**

### **1. LTAB Pending Projects List**

Ms. Stewart gave a status update on pending projects and presentations.

### **2. FY23 Work Plan Summary**

Chair Deck reviewed the FY23 work plan.

## **C. New Projects Introduction**

Member Ruud requested a presentation from one of the municipalities that use VisitWidget, Datafy, and other data collection tools to help LTAB understand what data is collected, by which tool/vendor, and how they use it to inform marketing decisions.

## **III. MONTHLY REPORTS**

### **A. Councilor Report**

Councilor Lepsch reported that he and a few others attended the Manhattan Project National Historical Park "behind-the-fence" tours. He also announced that County Council's agenda includes approval of the appointment of Holiday Inn General Manager Dana Evans to the Tourism Implementation Task Force.

### **B. Tourism Data Review/Analysis**

#### **1. Lodgers Tax Revenue Report**

Chair Deck reported that FY22 (July 2021-June 2022) was a banner year for Lodgers' Tax revenues which were the highest in more than a decade. The first quarter of FY23 (July-September) is tracking slightly above FY22.

#### **2. Visitation by Attraction Report**

Chair Deck and board members reviewed the visitation reports, noting that visitation from Bandelier had not yet been reported.

#### **3. Tourism Marketing, P.R. & Social Media Reports**

Ms. Dickerman (Sunny505) reported that the social media metrics for Visit Los Alamos Facebook and Instagram channels continue to increase each month. One of the key news releases distributed throughout the state and surrounding region was that Los Alamos was

ranked as one of the top 100 micropolitans in the United States. Ms. Dickerman reported projects that Sunny 505 is working on for Los Alamos County.

**C. Relevant Topics Reports**

**1. County Projects Update**

Ms. Stewart had nothing to report on this item.

**2. Tourism Implementation Task Force (TITF)**

Member Olsen had nothing to report on this item.

**3. State and Regional Initiatives**

Ms. Stewart had nothing to report on this item.

**4. Calendar of Events**

Ms. Stewart reminded the board of Halloweekend events on October 28-29.

**D. Other Announcements**

Chair Deck reported that the Periodic Table discussion that has been held outside at the Bathtub Row Brewing CoOp will move inside to the projectY Co-Workspace during the winter months.

**IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

**A. Next Meeting: November 15, 2022, 12:00-2:00 Room 110 and Zoom**

Future meetings will remain in a hybrid format.

**V. ADJOURN**

Member Rudd made a motion to adjourn. Member Olsen seconded it. The meeting was adjourned at 1:27 p.m.



# County of Los Alamos

## Staff Report

November 15, 2022

Los Alamos, NM 87544  
www.losalamosnm.us

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**Agenda No.:**

**Index (Council Goals):**

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Legislative File:** 16606-22

---

**Title**

LTAB Members, Terms, and Vacancies

**Recommended Action**

**Review and discuss LTAB Members, Terms, and Vacancies.**

**Attachments**

A - LTAB Members, Terms, and Vacancies





LOS ALAMOS COUNTY, NM  
LODGERS' TAX ADVISORY BOARD

**MEMBERS, TERMS & VACANCIES**

REPRESENTATION	MEMBER	ORGANIZATION	START DATE	END DATE	TERM	STATUS
Attraction	Linda Deck	Bradbury Science Museum	12/2/19	12/1/22	2	<i>Terming off</i>
Attraction	Jennifer Olsen	Bradbury Science Museum	12/2/21	12/1/24	1	
Lodging	Matt Allen	Pueblo Canyon Inn	12/2/19	12/1/22	1	<i>Reapplying</i>
Lodging	Julie Ruud	Comfort Inn	12/2/19	12/1/22	1	<i>Leaving Comfort Inn</i>
Community At-Large	Jennifer Jenson	Los Alamos resident	12/2/21	12/1/24	1	

**RE/APPLICATIONS:**

New Applicant, Attraction Representative, 12/2/22-12/1/25 (Term 1 of 2)

New Applicant, Lodging Representative, 12/2/22-12/1/25 (Term 1 of 2)

Reapplicant, Matt Allen, Lodging Representative, 12/2/22-12/1/25 (Term 2 of 2)



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**Legislative File:** 16607-22

---

**Title**

2023 LTAB Meeting Calendar

**Recommended Action**

**Approve 2023 LTAB Meeting Calendar dates.**

**Attachments**

A - 2023 LTAB Meeting Calendar

# LOS ALAMOS

where discoveries are made

## Lodgers' Tax Advisory Board 2023 Meeting Dates

**DATE:** 3<sup>rd</sup> Tuesday of each month

**TIME:** 12:00 p.m. to 2:00 p.m.

**LOCATION:** Via Zoom or at Los Alamos County Municipal Bldg., 1000 Central Ave., First Floor, Los Alamos, NM in Boards, Commissions, Committee (BCC) Room 110 OR Council Chambers

January 17, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
February 21, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
March 21, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
April 18, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
May 16, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
June 20, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
July 18, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
August 15, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
September 19, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
October 17, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
November 21, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom
December 19, 2023	Noon-2:00PM	BCC Room 110 and/or Zoom



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**Agenda No.:**

**Index (Council Goals):**

**Presenters:** Linda Deck

**Legislative File:** 16630-22

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**Title**

FY23 Pending Projects

**Recommended Action**

**Discuss and prioritize FY23 LTAB Work Plan and Project Updates**

**Attachments**

A - FY23 Pending Projects

**LOS ALAMOS COUNTY LODGERS' TAX ADVISORY BOARD**  
**PENDING PROJECTS/PRESENTATIONS**

- 1 Data Strategy Assessment** *including updated Datafy*
- 2 White Rock Visitor Center Restroom & Vendor Pad**
- 3 Visitor Information Kiosks/Materials Distribution, Forecast, Strategy**
- 4 Group Marketing Strategy & Plan**
- 5 Marketing Communications Plan RFP**
- 6 White Rock Visitor Center Refresh**
- 7 Visitor Guide Redesign**
- 8 Oppenheimer Campaign**
- 9 Short-Term Rental Study**
- 10 A2D & Ambassador Training Programs**



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**Index (Council Goals):**

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Legislative File:** 16608-22

---

**Title**

Lodgers' Tax Revenue Report

**Recommended Action**

**Review and Discuss Lodgers' Tax Revenue Report**

**Attachments**

A - Lodgers' Tax Revenue Report (September 2022 Accruals)

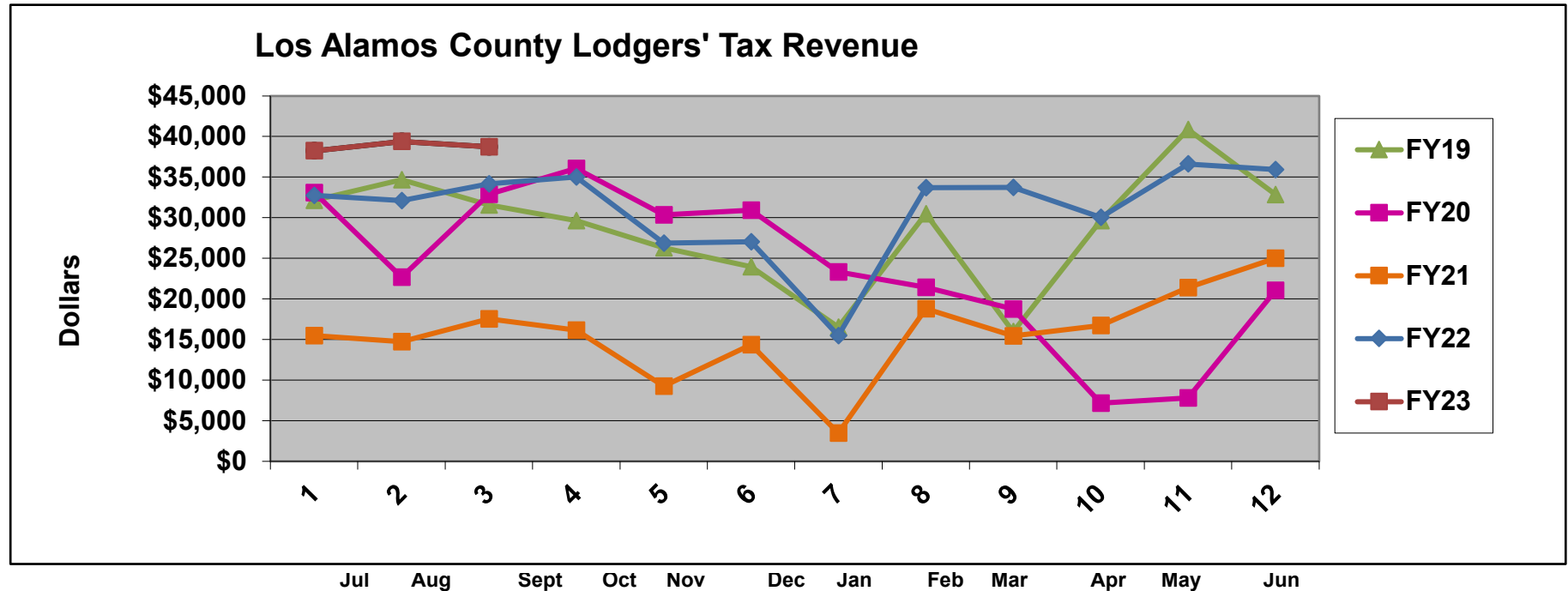
Los Alamos Co. Lodgers' Tax Revenue --Accrual Basis • 4 of 6 Collected for Sep 2022\* • Paid to LAC Oct 2022 Reported in to LTAB Nov 2022

FY21	Mo. collected	Actuals	FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10
SEP	Jul	\$38,245	\$38,245	\$32,734	\$15,478	\$33,081	\$32,125	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731
OCT	Aug	\$39,395	\$39,395	\$32,090	\$14,714	\$22,665	\$34,683	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692
NOV	Sep	\$38,724	\$38,724	\$34,172	\$17,544	\$32,880	\$31,559	27,185	27,560	35,631	23,945	19,896	16,934	23,943	25,553	25,512
DEC	Oct			\$34,992	\$16,140	\$36,058	\$29,619	25,468	12,360	8,433	10,413	16,577	15,660	19,187	22,707	23,533
JAN	Nov			\$26,876	\$9,257	\$30,326	\$26,270	19,439	23,383	31,602	23,908	12,470	14,688	16,980	19,042	20,852
FEB	Dec			\$27,022	\$14,346	\$30,916	\$23,937	18,413	20,529	16,345	15,255	13,263	13,599	15,126	16,837	21,876
MAR	Jan			\$15,473	\$3,486	\$23,299	\$16,524	17,912	12,883	15,902	6,882	12,079	11,705	15,740	13,871	17,734
APR	Feb			\$33,691	\$18,795	\$21,410	\$30,467	20,146	21,127	17,934	16,051	11,494	12,071	16,562	13,557	20,597
MAY	Mar			\$33,706	\$15,438	\$18,733	\$15,973	27,355	11,581	14,809	13,514	13,237	14,266	12,921	18,142	21,736
JUN	Apr			\$30,038	\$16,714	\$7,158	\$29,635	25,972	30,421	18,709	25,713	15,143	14,790	18,097	19,538	20,915
JUL	May			\$36,619	\$21,378	\$7,783	\$40,858	29,610	23,974	28,667	26,945	19,570	17,924	22,483	22,887	25,754
AUG	Jun			\$35,907	\$25,015	\$21,056	\$32,836	\$31,611	28,567	41,407	24,113	25,751	23,185	22,483	32,434	31,472
TOTAL	FY20	\$116,365	\$116,365	\$373,320	\$188,305	\$285,366	\$344,486	\$300,691	\$272,080	\$271,276	\$238,208	\$208,836	\$203,254	\$241,590	\$273,585	\$292,403

FY22 YTD: \$98,995 98% -34% -17% 15% 11% 0.3% 13% 15% 3% -16% -12% -6%

FY23/22 YTD: \$116,365 \$98,995 18%

FY23/19 YTD \$116,365 \$98,367 18%





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**Index (Council Goals):**

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Legislative File:** 16609-22

---

**Title**

Los Alamos Visitation Trends Report

**Recommended Action**

**Review and discuss Los Alamos Visitation Trends Report**

**Attachments**

A - Visitation Trends Report





November 3, 2022

Kelly Stewart  
Los Alamos County  
1000 Central Ave.  
Los Alamos, NM 87544

RE: Transmittal of Monthly Discover Los Alamos  
LTAB's Tourism Visitation Report for the month of September 2022.

Dear Kelly,

Attached is my submission of Discover Los Alamos's monthly tourism report for the month of September 2022. All attractions have now reopened to the public, since temporarily closing in March 2020. The White Rock Visitor Center is currently operating on high season hours, is open daily 8am-6pm and the Bandelier Shuttles are running smoothly.

Sincerely,

*Melanie Peña*

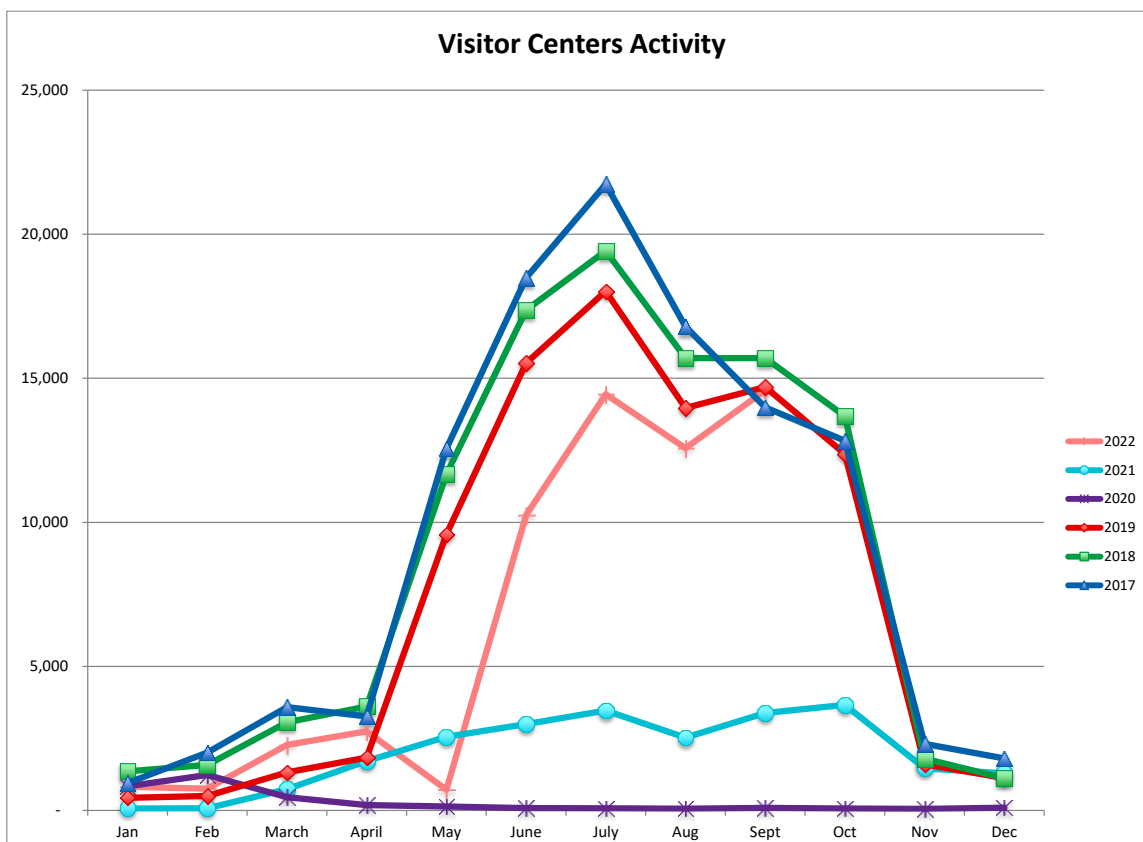
Melanie Peña  
Discover Los Alamos Director

cc: Dan Ungerleider and Lauren McDaniel

# Discover Los Alamos

## Monthly Tourism Report

### September 2022

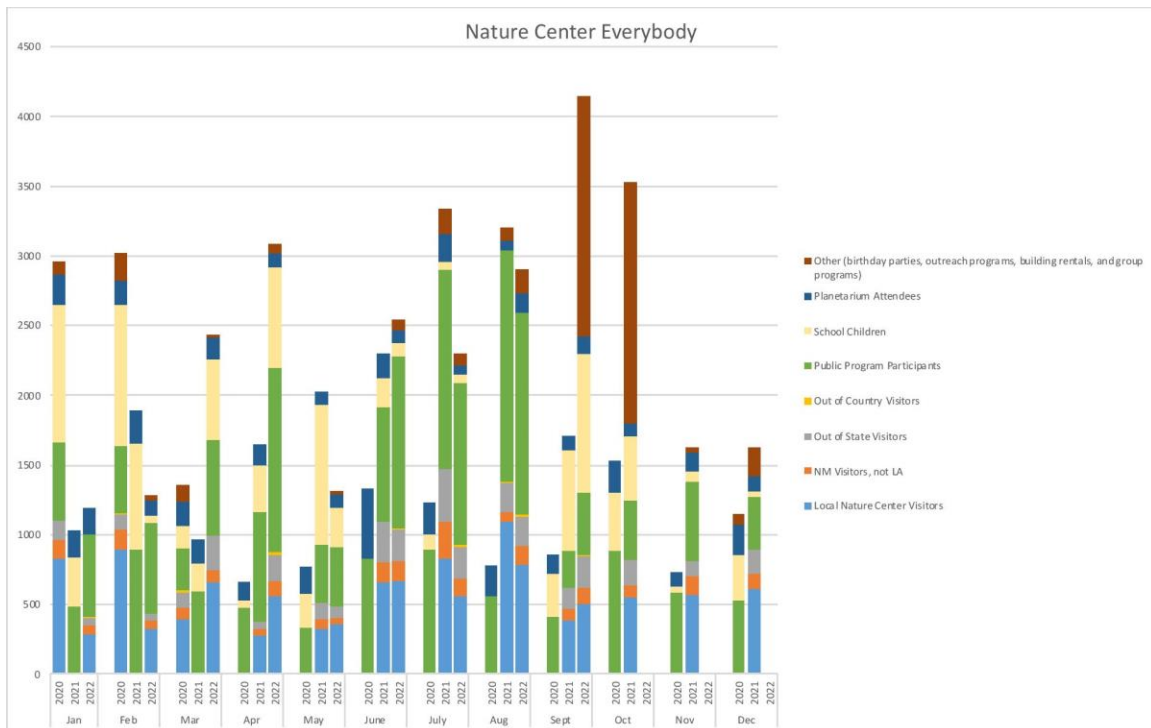


Los Alamos Visitor Center September 2022 1,296  
 White Rock Visitor Center September 2022 12,845

\*Beginning March 16, 2020, both Visitor Centers were closed to the public\*

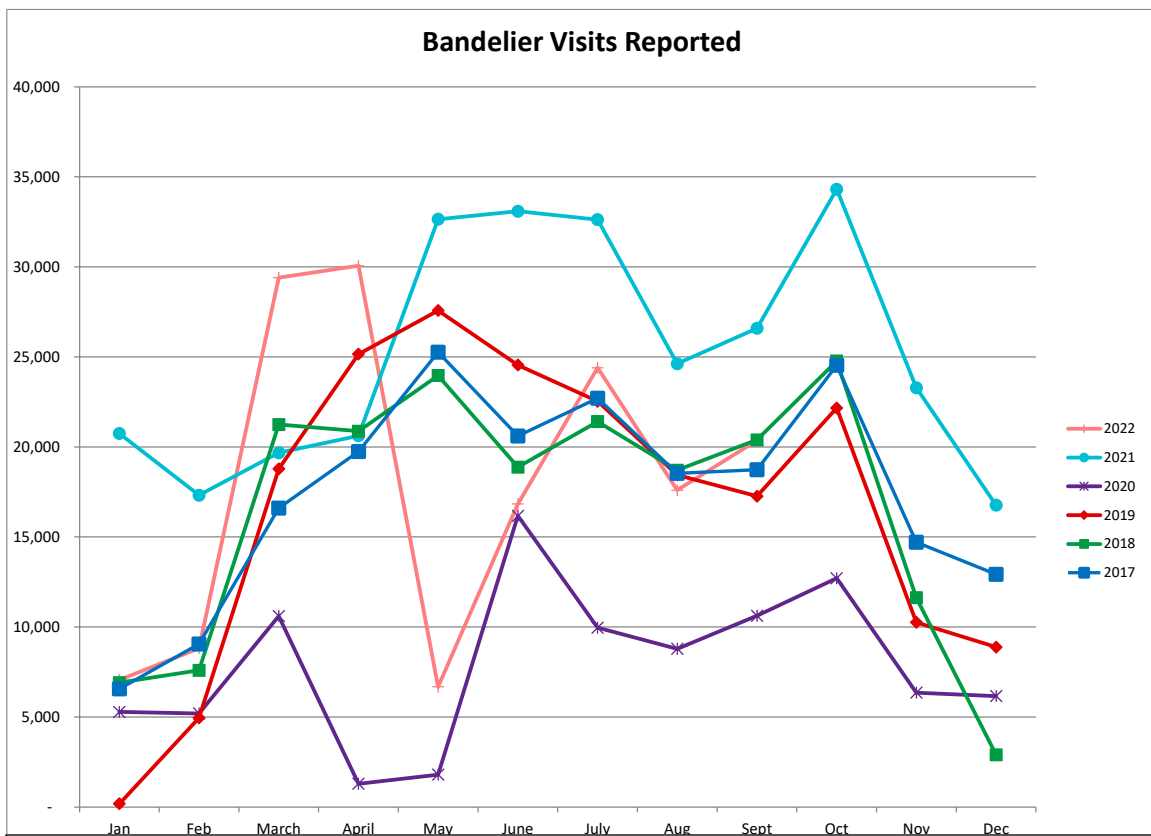
\*\*Visitor Centers reopened normal business hours on March 17, 2021\*\*

\*\*\*May 2-16 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15 due to the fire.\*\*\*



**Nature Center September 2022**

**4,147**

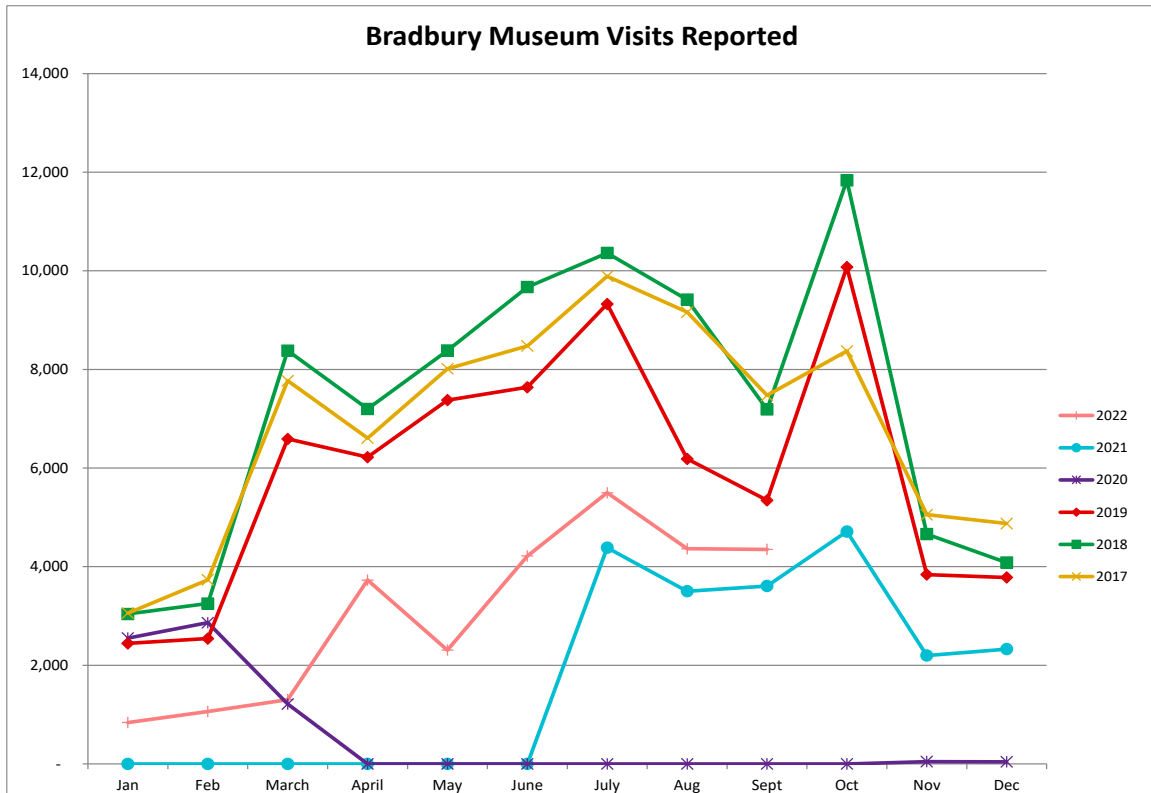


**Bandelier National Monument September 2022      20,363**

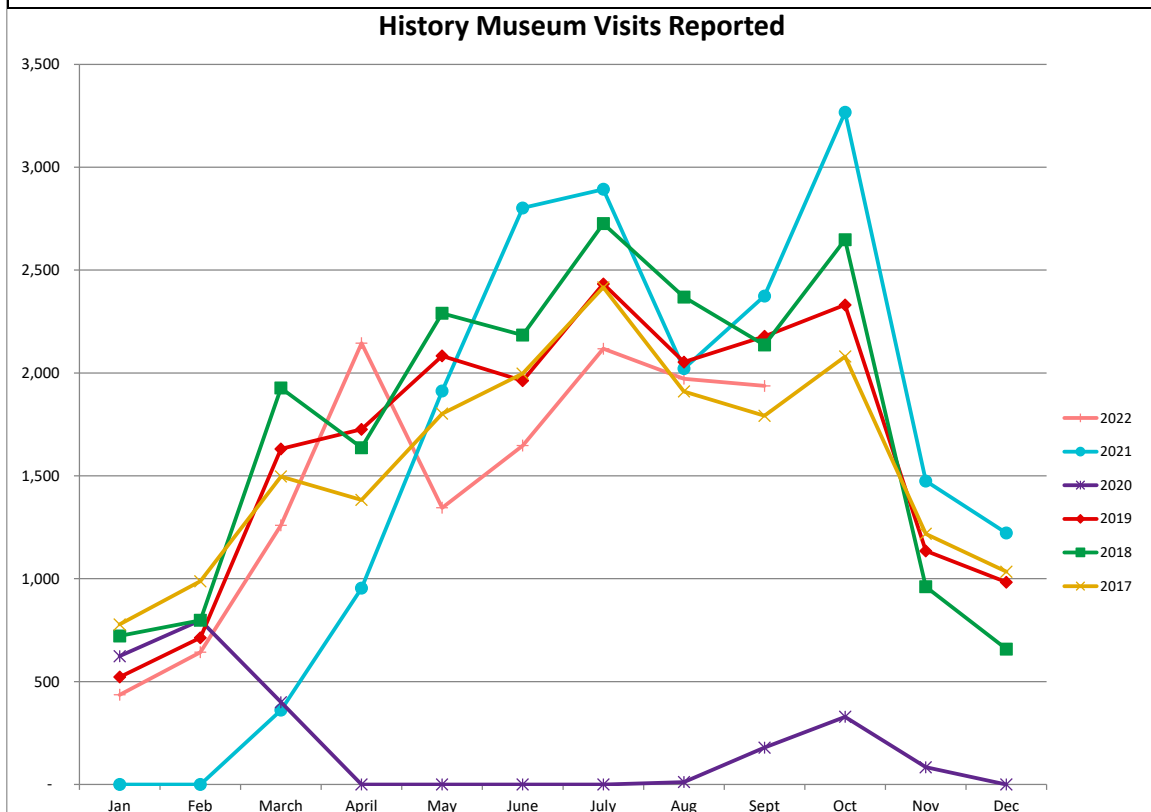
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~

475 20th St. Suite A, Los Alamos, NM 87544  
 505-662-8105 (fax) 505-662-0099 lavc@losalamos.org

**ATTACHMENT A**



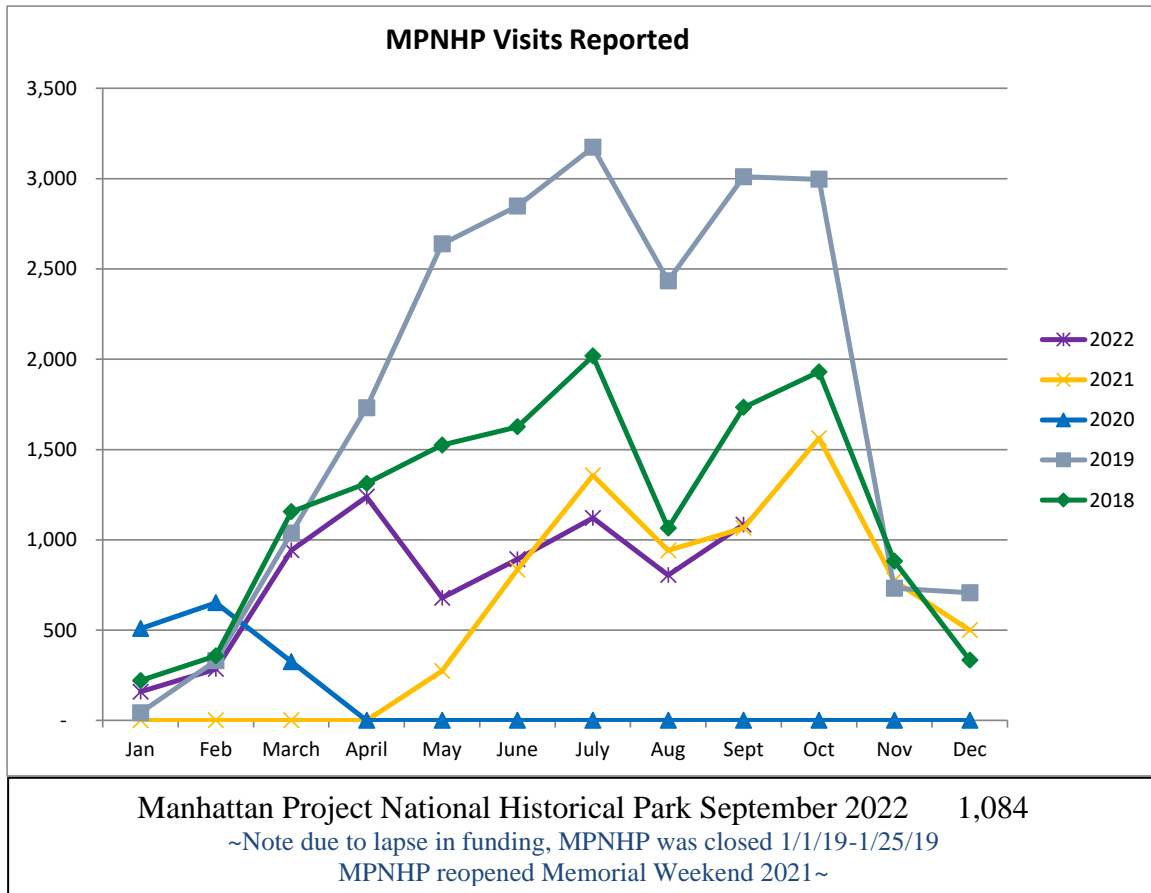
Bradbury Science Museum September 2022    4,350

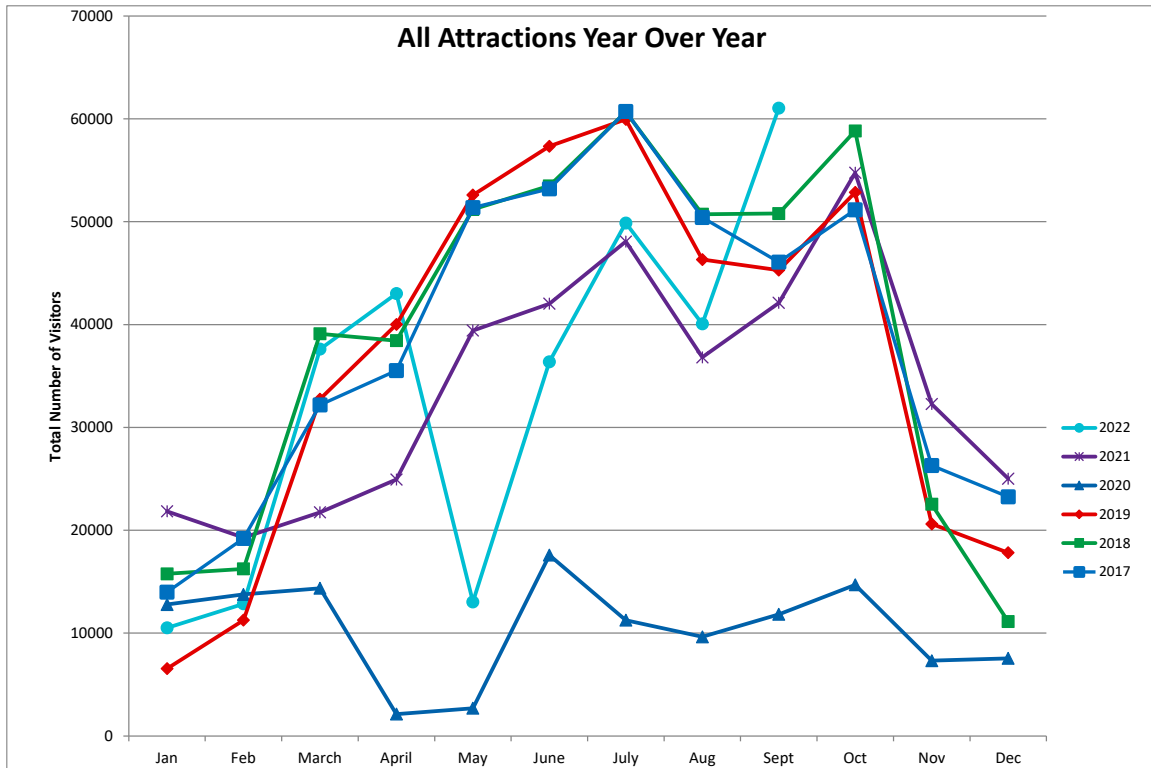


History Museum September 2022    1,937

475 20th St. Suite A, Los Alamos, NM 87544  
 505-662-8105 (fax) 505-662-0099 lavc@losalamos.org

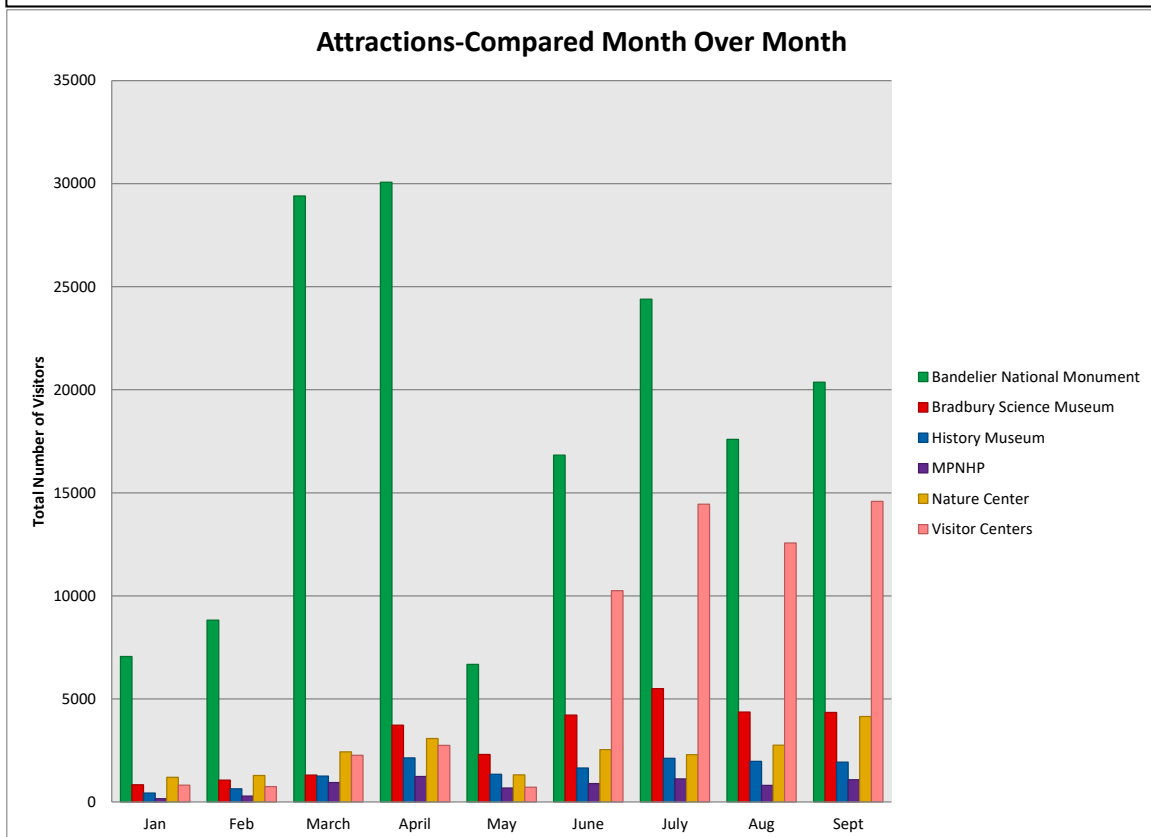
**ATTACHMENT A**





All Attractions YOY & MOM September 2022

61,049



475 20th St. Suite A, Los Alamos, NM 87544  
 505-662-8105 (fax) 505-662-0099 lavc@losalamos.org

**ATTACHMENT A**

### September Narrative Comments:

- The new 2022 Los Alamos Adventure Guide's has been delivered to DLA's storage unit. Approximately **20,000** copies are currently in storage. Fun and Games picked up over 200 boxes of the new Adventure Guides in September. 6 boxes for LANL- Recruiting Events Coordinator, HR - Office of Diversity and Strategic Staffing.
- Event material in kiosks and the displays are updated weekly or as needed by a DLA representative. These contain a weekly Concierge Calendar and are restocked with 8-10 different Los Alamos County tourism pamphlets. There are currently **28** in place in the Los Alamos, LANL and White Rock areas.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Visitor Guides in stock. Similarly, local distribution points are also monitored. These are filled by our contractors Fun & Games out of Albuquerque and Brochure Distribution out of Santa Fe.
- DLA's website [www.visitlosalamos.org](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://www.fyilosalamos.com) are updated on a weekly basis with events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were **28** volunteer hours logged for the month of September.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Bathtub Row Brewing Coop, Flower's by Gillian, Seeking Chameleon, Rose Chocolatier, The Cricket Window, Pet Pangaea, Hampton Inn & Suites, High Mesa Dental Arts, LA Doghouse, Hilltop Spa and Fran Stoval were on display for the month of September. The large display featured the Bradbury Science Museum.
- In September, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2022. We provide tourism materials and information as needed for each group.
  - 30 Welcome Bags - Harvest Host program
  - 100 Welcome Bags - STRIMA, group event
  - 15 Welcome Bags - Monday Mixer event

### Adventure Guides Mailed Out September 2022:

28     [www.visitlosalamos.org](http://www.visitlosalamos.org) online Adventure Guide requests.  
139    Adventure Guides sent for Texas Monthly inquiries from Sunny505

## Analysis of Visitor Surveys:

### **September 2022**

Sample size = Total of **156** combined LAVC & WRVC Sign in Sheets (Not all categories may be selected by the visitor)

✓ *Length of Stay-*

110 entries reported a day trip  
25 entries reported overnight stays

✓ *First Time Visit to Los Alamos–*

98 entries reported 1<sup>st</sup> time to Los Alamos  
37 entries reported a return visit to Los Alamos

✓ For the month of September, both visitor centers collected a total of **(156)** registration sheets and visitors indicated these reasons for visiting:

- Bandelier National Monument 87
- Manhattan Project/MPNHP 87
- Bradbury/History Museum 61
- Nature Center 16
- Scenery/Recreation/Sports 20
- Business/Family/Friends 13
- Other: Valles Caldera

✓ Age range of Visitors: (Newly added to the sign in sheets)

- 0 – 21: 8
- 22 – 40: 19
- 41 – 65: 62
- 65 – up: 77

✓ How did you hear about Los Alamos? (Newly added to the sign in sheets)

- Family/Friends/Business 40
- Internet Search 49
- Local Event 3
- Book/Film/Newspaper 29

✓ The most prevalent states of origin were from Texas, Washington, Colorado, California, Virginia, Arizona, New York, Florida, and Georgia.

✓ The foreign visitors visiting Los Alamos are from Germany (10 entries), The Netherlands, Austria, Honduras, Guadeloupe, Switzerland, Canada, Scotland,



France, Munich, Portugal, Alberta, United Kingdom, Newcastle England, London, and Japan.

- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from Albuquerque, Las Vegas, Tesuque, Santa Fe, Taos, Rociada, and El Prado.
- ✓ Visitor Comments:
  - Hiking Bandelier
  - Lovely country! Lovely people!
  - Beautiful country! Great people at the Visitor Center.
  - So excited to see!
  - My uncles and relatives worked in Los Alamos in 1940's. We wanted to visit the area and see the Manhattan Project.
  - Liz is super nice!
  - Really interesting city with a fascinating and globally significant history.
  - Lovely area
  - I wanted to learn more about the Manhattan Project. The staff here is great!
  - Nice visitor center!
  - So much change since I was here last, it's great. Watching the white lion sphynx moth on the bushes behind the building.
  - Beautiful here
  - Very interesting
  - Heard about Los Alamos from history!
  - Beautiful country
  - Always enjoy Los Alamos been coming here for 35 years.
  - Grew up hearing about Los Alamos
  - Beautiful setting
  - Visitor center 1<sup>st</sup> stop, and Melanie was an amazing, knowledgeable, and lovely first contact. Don't ever lose her!
  - Lovely area-lots of great hikes
  - Come here 1-2x a year for 2 doctors- Eye Associates and other MD. Great town!
  - Bob is very knowledgeable, thanks!
  - Bob is very knowledgeable. He provides us very useful information and suggestions about a day trip in the area.
  - Thought there was a Farmers Market on Saturday
  - History
  - Great staff provided great info and history
  - We are travelling Rt. 66. Last year we visited Oak Ridge, TN and enjoyed that and wanted to stop here.
  - Lovely town, well curated and informative. As an outsider it was challenging to find out what exactly was in and open in Los Alamos.
  - On my way to Jemez Springs.



# County of Los Alamos

## Staff Report

November 15, 2022

Los Alamos, NM 87544  
www.losalamosnm.us

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**Agenda No.:**

**Index (Council Goals):**

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Legislative File:** 16610-22

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**Title**

Datafy Visitation Reports

**Recommended Action**

**Review and Discuss Datafy Visitation Reports**

**Attachments**

A- Datafy Visitation Reports

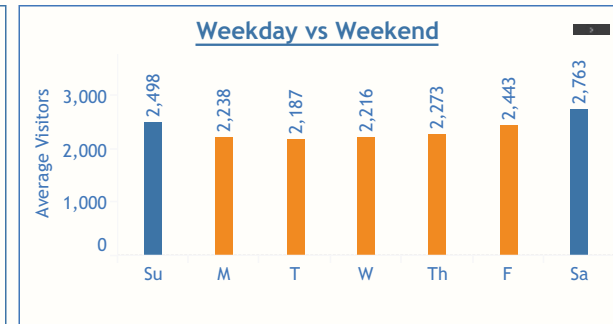
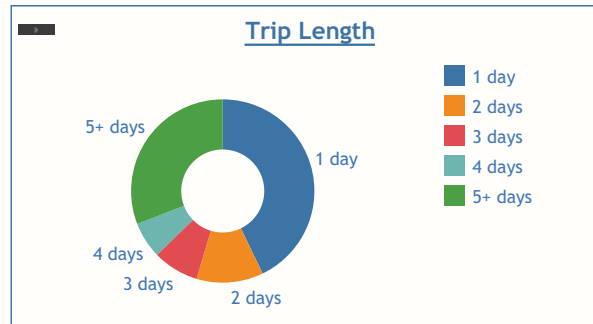
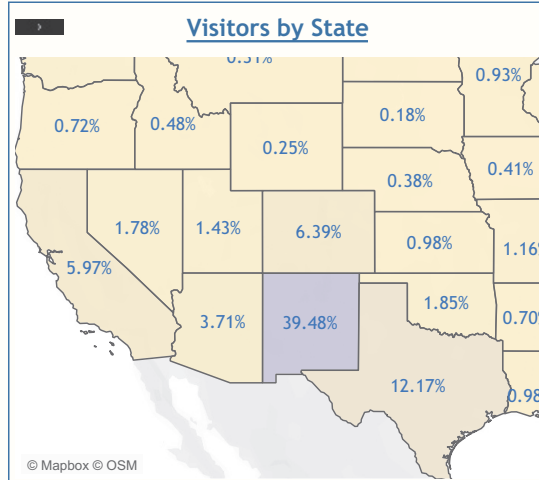
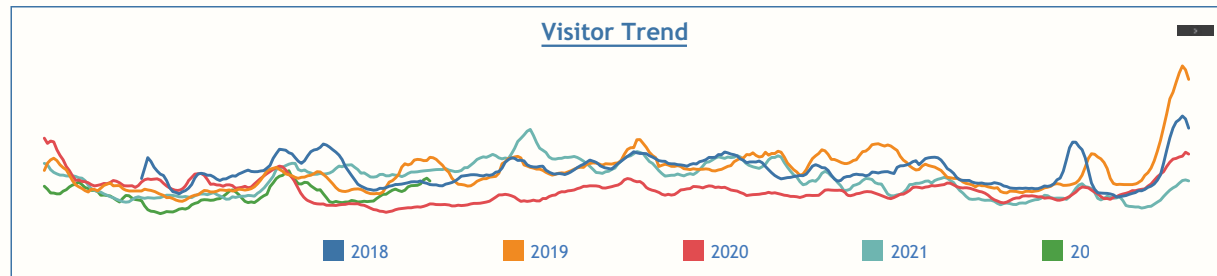


## Overview



Unique Visitors	Visitor Days Spent	Avg Trip Length	Number of Trips
408,634	3,672,514	3.595	1,022,425
In-State 93,260 Out-of-State 315,374	In-State 1,569,102 Out-of-State 2,103,412	In-State 3.6596 Out-of-State 3.5420	In-State 428,714 Out-of-State 593,711

Visitation		Year to Date	
		In-State	Out-of-State
2022	Unique Vis..	11,849	27,369
	Visitor Da..	91,040	98,398
2021	Unique Vis..	16,961	32,916
	Visitor Da..	118,834	135,020
2020	Unique Vis..	14,897	33,415
	Visitor Da..	97,039	133,154
2019	Unique Vis..	16,310	35,938
	Visitor Da..	116,026	134,899
2018	Unique Vis..	17,092	36,406
	Visitor Da..	107,244	124,186



Top POI's	
Cities	3,551,131
Attractions	536,138
Hotel	284,814

Top Markets	
Albuquerque-Santa Fe	84,564
Denver	17,189
Dallas-Ft. Worth	16,567
Los Angeles	10,961
Houston	10,416
El Paso -Las Cruces	10,197



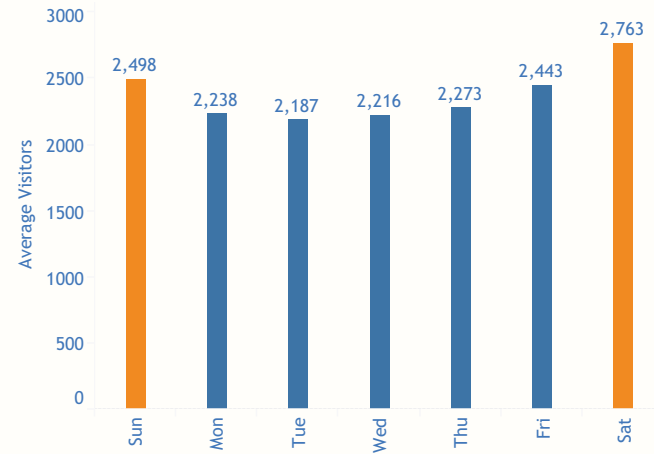
DMAs

Albuquerque-Santa Fe	1,400,087
Denver	189,200
El Paso -Las Cruces	181,577
Dallas-Ft. Worth	125,268
Phoenix -Prescott	104,553
Los Angeles	72,886
Houston	66,842
Amarillo	59,817
Salt Lake City	58,088
Las Vegas	52,787
Austin	41,334
Seattle-Tacoma	39,788
Chicago	36,734
San Francisco-Oak-San J..	36,017
Washington-DC -Hagrstwn	35,635
New York	33,293
Minneapolis-St. Paul	29,985
Oklahoma City	29,305
San Antonio	28,680
Atlanta	26,440

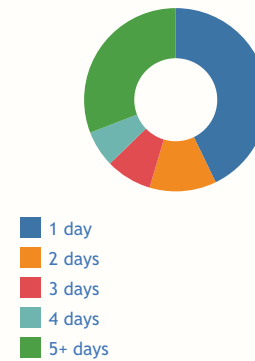
## Market Analysis of All



Weekday vs Weekend



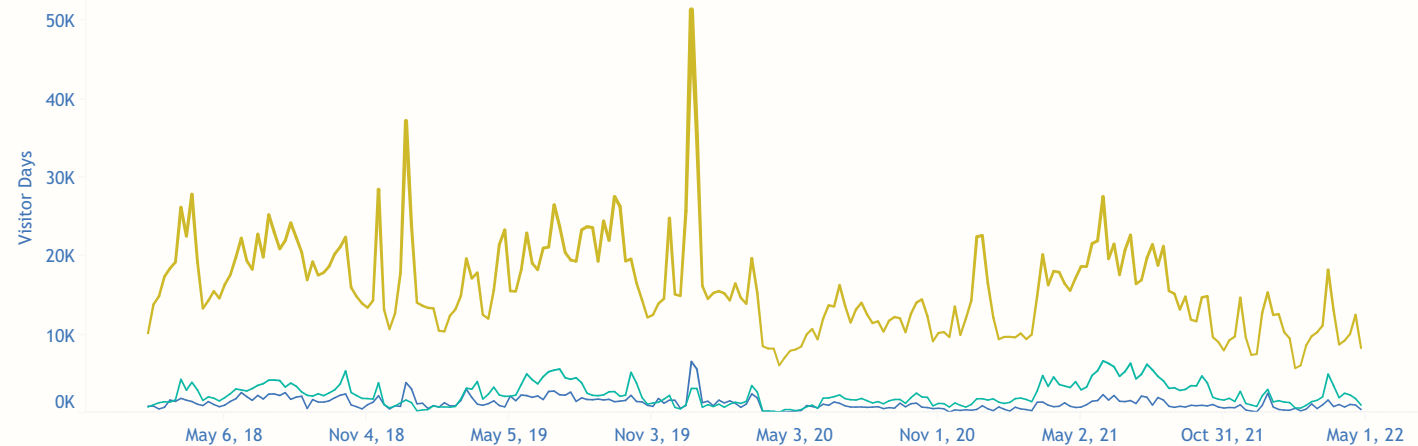
Trip Length



Cluster Breakdown

Cities	3,551,131
Attractions	536,138
Hotel	284,814

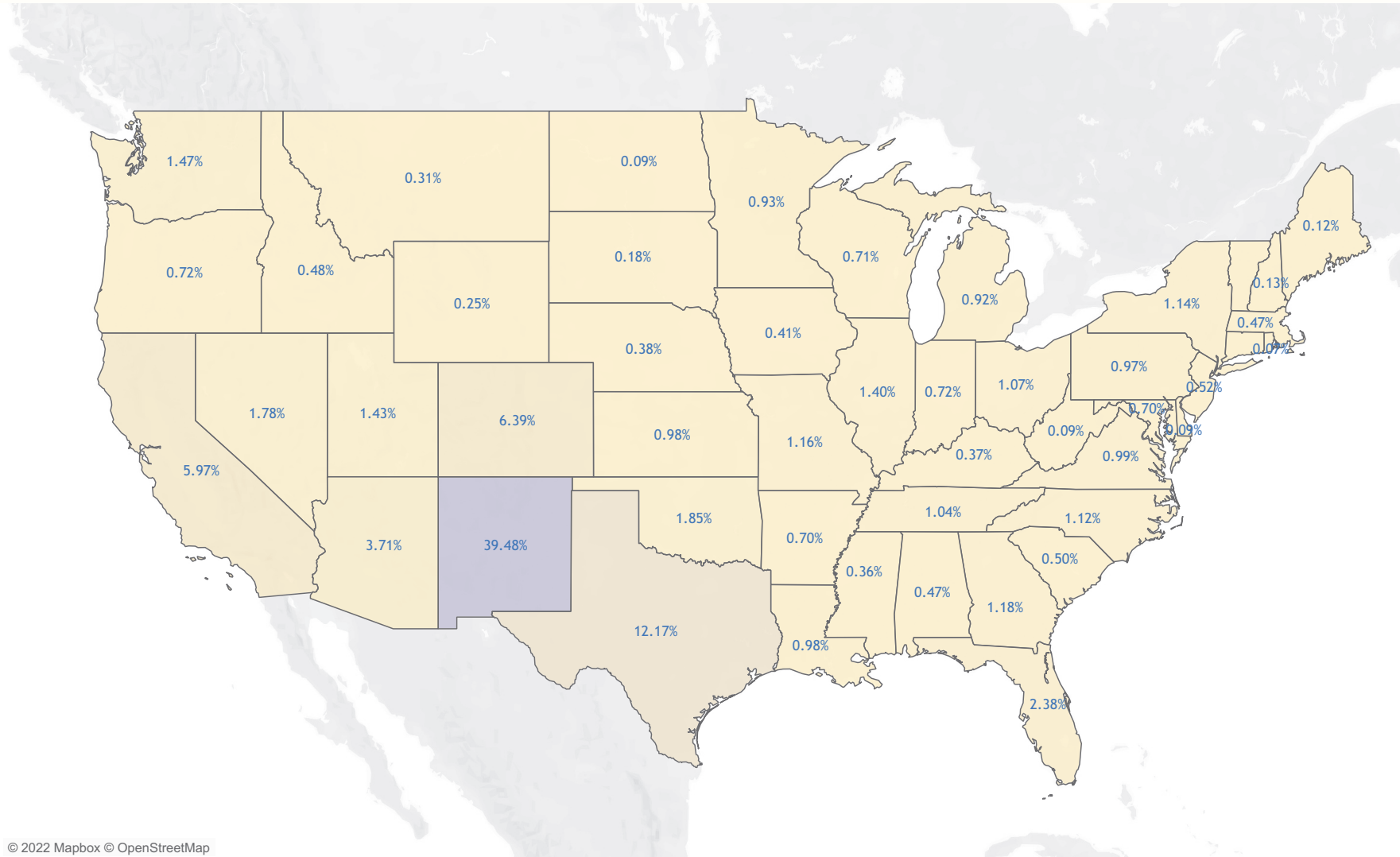
Weekly Activity Visitor Days



\*Select one of the locations on the left to filter the other sheets. When no location is selected, we get results for all visitors.



## Visitors by State



© 2022 Mapbox © OpenStreetMap



# County of Los Alamos

## Staff Report

November 15, 2022

Los Alamos, NM 87544  
www.losalamosnm.us

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**Agenda No.:**

**Index (Council Goals):**

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Legislative File:** 16611-22

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**Title**

Tourism Marketing Reports (Oct 2022)

**Recommended Action**

**Review and discuss October 2022 Tourism Marketing Reports**

**Attachments**

A - TOURISM MARKETING REPORTS (OCT 2022)



## **November 2022 LTAB Report Overview (Stats and Reporting as of November 5, 2022)**

### **Social Media**

The Facebook page audience grew to 14,213. Content reached 83,645 users and garnered 16,679 engagements.

Since the last report, the Instagram account has grown to 932 followers. Content reached 1,053 users with 157 engagements.

For October and November, top content included:

Halloween

Three National parks

### **Public Relations**

Since the previous report, Sunny505 distributed a news release on Halloween, resulting in coverage on KRQE and local outlets—Los Alamos Daily Post and Los Alamos Reporter. We also distributed a news release on Fall Fiesta at Bandelier National Monument, which was picked up by the Associated Press. For November, we will be distributing a news release on WinterFest and Small Business Saturday.

### **Other**

We continued working with New Mexico True on all our advertising assets, tracking results and planning for other initiatives. We were prepared to do a video shoot in October, but COVID shut down our plans. We will reschedule for late spring.

We also have renewed our contract with Datafy for tracking results and are in the process of implementing the new dashboard with them.

## October–November 2022 Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	rs Circulation	Audie	News Ad Value	PR Value	Date
Ski-O-Treat! Annual Los Alamos Ski Swap Oct. 29	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	5-Oct
ANCIENT AMERICA: These Prehistoric Ruins Are All in the USA	MSN.com	169,707,030		\$1,574,032.70	\$15,740,327.03	6-Oct
What's Happening In Los Alamos For Halloween Oct. 28-30?	Los Alamos Reporter	35,984		\$333.75	\$3,337.52	7-Oct
This is the best part of your state to live in, according to data	MSN.com	169,707,030		\$1,574,032.70	\$15,740,327.03	7-Oct
New Mexico Daybook (Fall Fiesta at Bandelier)	AP (Hosted)	326,008		\$3,023.72	\$30,237.24	7-Oct
FAQ: History Trivia Facts About New Mexico	ActiveRain - Blog	174,076		\$1,614.55	\$16,145.55	8-Oct
New Mexico Daybook (Fall Fiesta at Bandelier)	AP (Hosted)	326,008		\$3,023.72	\$30,237.24	8-Oct
Best Campsites in New Mexico	Outsider	917,609		\$8,510.82	\$85,108.23	10-Oct
Los Alamos County, New Mexico – Santa Fe	Business View Magazine	10,400		\$96.46	\$964.60	11-Oct
Los Alamos Co-Op Market Invites Community To Oct. 16 Harvest Festival	Los Alamos Reporter	35,984		\$333.75	\$3,337.52	11-Oct
Halloween Returns Oct. 28-30 To Los Alamos With Tricks, Treats, Glow And A Show	Los Alamos Reporter	35,984		\$333.75	\$3,337.52	12-Oct
Los Alamos Co+Op Market Invites Community To Harvest Festival Noon To 4 PM Sunday Oct. 16	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	12-Oct
Spending September As Bandelier's Artist In Residency Ties Past And Future Together For Poet Sarah Colby	Los Alamos Reporter	35,984		\$333.75	\$3,337.52	16-Oct
Journey Through Time at 3 Park Sites in Los Alamos, N.M.	National Park Trips Newsletter	90,000		\$834.75	\$8,347.50	18-Oct
Chamber: October MainStreet Updates	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	19-Oct
Rotary Hosts Purple Polio Glow Oct. 29 To Raise Money To Eradicate Polio	Los Alamos Reporter	35,984		\$333.75	\$3,337.52	19-Oct
Morning in America (Bandelier)	KDAF (CW)	8,980		\$83.29	\$832.90	21-Oct
Morning in America (Bandelier)	WLAX (FOX)	1,104		\$10.24	\$102.40	21-Oct
Dark Night Star Party Saturday At Spirio Fields One Hour After Sunset	Los Alamos Reporter	25,449		\$236.04	\$2,360.39	22-Oct
Dark Night At Overlook Park In White Rock Tonight!	Los Alamos Daily Post	30,798		\$285.65	\$2,856.51	22-Oct
Pumpkin Glow & Show At Overlook Park Saturday Oct. 29!	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	24-Oct
County: Parking For Pumpkin Glow & Show At Overlook Park	Los Alamos Reporter	35,984		\$333.75	\$3,337.52	25-Oct
Pumpkin Glow & Show At Overlook Park Saturday, Oct. 29	Los Alamos Reporter	35,984		\$333.75	\$3,337.52	25-Oct
Visit the Los Alamos Nature Center Friday For Halloween Fund	Los Alamos Reporter	35,984		\$333.75	\$3,337.52	25-Oct
Enjoy Tricks, Treats, Glow And A Show This Halloween	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	26-Oct
County: Oct. 29 Pumpkin Glow & Show Has Limited Parking	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	26-Oct
Oppenheimer: Universal Isn't Worried About Competition with Barbie	ComicBook.com	13,106,634		\$121,564.03	\$1,215,640.30	26-Oct
Pajarito Brewpub And Grill To Celebrate 10th Anniversary With Nov. 2 Chamber Ribbon Cutting	Los Alamos Reporter	35,984		\$333.75	\$3,337.52	26-Oct
Pajarito Brewpub And Grill Celebrating 10th Anniversary With Chamber Ribbon Cutting Wednesday Nov. 2	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	27-Oct
Pajarito Brewpub and Grill Celebrate 10th Anniversary with Chamber Ribbon Cutting Wednesday November 2nd	DELECTIOUS FOOD	43,763		\$405.90	\$4,059.02	28-Oct
What's happening around New Mexico Oct. 28 – Nov. 3 (Halloween)	KRQE-TV	735,536		\$6,822.10	\$68,220.96	28-Oct
LAMC Invites Community To Trick-Or-Treat Oct. 28	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	28-Oct
From Trinity to the Triad: the heritage of nuclear deterrence	Air Force Global Strike Command	29,192		\$270.76	\$2,707.56	28-Oct
From Trinity to the Triad: the heritage of nuclear deterrence	F.E. Warren Air Force Base	13,820		\$128.18	\$1,281.81	28-Oct
Ereignisse in der New Mexico-Woche vom 28. Oktober	Nachrichten Welt	11,475		\$106.43	\$1,064.31	29-Oct
From Trinity to the Triad: the heritage of nuclear deterrence	Malmstrom Air Force Base	9,440		\$87.56	\$875.56	29-Oct
Short Video Of Kiwanis Fireworks Show At Overlook Park	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	30-Oct
Los Alamos ... The Gateway To 3 National Parks	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	30-Oct
Pajarito Brewpub & Grill Celebrates 10 Years In Los Alamos	Los Alamos Daily Post	43,900		\$407.17	\$4,071.73	3-Nov
<b>Totals</b>		<b>356,081,108</b>		<b>\$3,302,652.28</b>	<b>\$33,026,522.77</b>	

\*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb

\*PR Value is determined by multiplying the News Ad Value by 10, this a public relations industry standard (which takes into account third party opinion values and strategic messaging).

\*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. While we send the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

### Social Media

Facebook		Twitter	
Monthly Reach	Monthly Engagements	Monthly Reach	Monthly Engagements
83,645	16,679	14,213	
Total Followers	Engagements	Followers	Engagements
932	157	1,053	

**Reach:** The number of people who saw any of your Page posts.

**Monthly Engagements:** The number of times people have engaged with your posts through likes, comments and shares.

**Followers:** The number of people who follow the page and receive updates in their newsfeed.

**Instagram Engagements:** The number of times people have engaged with your posts through likes and comments.





# County of Los Alamos

## Staff Report

November 15, 2022

Los Alamos, NM 87544  
www.losalamosnm.us

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**Agenda No.:**

**Index (Council Goals):**

**Presenters:** Linda Deck, Chair of the Lodgers' Tax Advisory Board

**Legislative File:** 16612-22

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**Title**

Draft LTAB Agenda (December 20, 2022)

**Recommended Action**

**Review and discuss LTAB Agenda for December 20, 2022 Meeting**

**Attachments**

A - Draft LTAB Agenda - December 20, 2022

***Lunch will be served***

- I. ADMINISTRATIVE ACTIONS *All*** **12:00 p.m. (10 min)**
- A. Call to Order/Introductions**
  - B. Approval of Today's Agenda**
  - C. Review/Approval of Meeting Minutes *November 15 2022***
  - D. Board Transition/Vacancies**
  - E. Public Comment for Items Not on the Agenda**
- II. NEW AND PENDING ITEMS (Actions May Be Taken on These Items)**
- A. White Rock Visitor Center Restroom Facility and Vendor Pad** **12:10 p.m. (30 min)**
  - B. FY24 Work Plan** **12:40 p.m. (30 min)**
  - C. New Projects Introduction *All*** **1:10 p.m. ( 5 min)**
- III. MONTHLY REPORTS *All***
- A. Council Report *Councilor Keith Lepsch*** **1:15 p.m. ( 5 min)**
  - B. Tourism Data Review/Analysis Highlights** **1:20 p.m. (10 min)**
    - 1. Lodgers' Tax Revenue Report**
    - 2. Visitation Trends Report**
    - 3. Datafy Report**
    - 4. Tourism Marketing Report**
  - C. Other Announcements *All*** **1:30 p.m. ( 5 min)**
- IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS:** **1:35 p.m. ( 5 min)**
- A. Next Meeting: Tuesday, January 17, 2023, 12-2 p.m. *Via Zoom***
  - B. LTAB Draft Jan 17 2022 Agenda**
- V. ADJOURN** **1:40 p.m.**