



August 2021 LTAB Report Overview (Stats and Reporting as of August 6, 2021)

Social Media

The Facebook page audience grew to 11,983 up from 11,832, up from 11,712 in June. Additionally, followers increased to 12,198, up from 12,043.

The Instagram account is experiencing steady growth with 20 new organic followers. Interactions are up 29% compared to last month, with 400 engagements.

For June/July, top content included:

Beer & Bands
Overlooks
Scenic Views

Public Relations

Sunny505 is engaged in follow-up with reporters who attended the virtual media tour, as well as pitching the virtual tour to media unable to attend during the scheduled tour. Sunny505 is preparing an August news release for distribution.

Other

The team was busy with the new New Mexico Tourism Cooperative Advertising Program. We wrote and placed an advertorial for New Mexico Magazine as well as ABQ the Magazine. We also edited and produced a YouTube ad buy as part of the advertising program, along with digital ads and billboards for the Albuquerque Metro area.

We also designed the New Mexico True Adventure Guide ad, featuring Bandelier National Monument.

We reserved and are preparing for a booth at EXPO New Mexico in September. Lastly, we wrote the first draft of the FY22 Tourism Marketing Plan.