

Los Alamos County, NM

LTAB Meeting | March 17, 2026



ATTACHMENT A

DestinationiQ

Reporting & Accounting



Website Data Report

Evaluate website traffic to understand user behavior and site performance.



Meta Ads Report

Data and optimization details for Meta advertising campaigns to improve ROI.



Google Ads Report

Data and optimization details for Google Ads campaigns, focusing on performance and efficiency.



2026 Accounting Spreadsheet

2026 Marketing Plan with associated financial documentation for strategic planning.

ATTACHMENT A

Website User Traffic

- Having the increase in Total users, Direct Traffic, and Organic Traffic after cleaning up the bot traffic from last year is showing that the Brand awareness is growing with our launch of Google and Meta Ads.
- Steady Organic Growth (+10%): Compounding interest in our core attractions—like Manhattan Project history, the Bradbury Science Museum, and Bandelier is driving high-intent 'things to do' traffic. This is high-quality traffic.

+141.24%

Total
8,347 vs. 3,460

NA%

Paid Search
2,100 vs 0

+142.13%

Direct
1,908 vs 788

N/A%

Paid Social
948 vs 0

+10.03%

Organic Search
1,788 vs 1,625

+1,119.05%

Organic Social
768 vs 63

Meta Ads

Overall

*We can't optimize to leads or Visitor guides downloads due to tracking issues.

- February 2026 showed some efficiency challenges with increased cost and reduced conversion volume.
- Ad spend of \$1,000.06 generated 409 landing page views at \$2.45 cost per view, representing a **27% efficiency decline** from January's \$1.93 cost per view. The campaign received a total of **1,544 link clicks at an average cost of \$0.65 per link click**. The gap between link clicks and landing pages views widened, suggesting continued tracking concerns.

ABQ & SF 30% of Budget

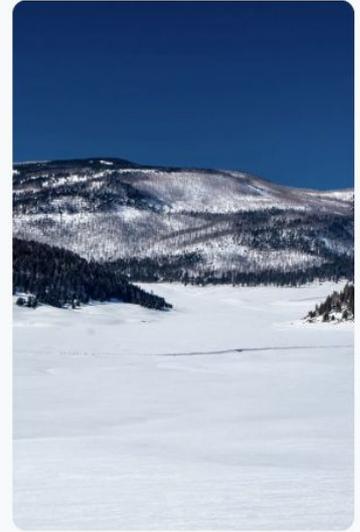
- 82 landing page views at \$3.66 cost per view (least efficient)
- Highest CTR at 3.26% = showing strong creative engagement
- 981 clicks = excellent awareness-stage performance but poor conversion.

DFW 40%

- 189 landing page views at \$2.12 cost per view (second most efficient Market)
- 2.80% CTR with 971 clicks
- Efficiency declined from January, Still solid performance, but lost its competitive advantage

Colorado 30%

- 138 landing page views at \$2.17 cost per view (most efficient in February)
- 2.57% CTR with 718 clicks
- Maintained relatively stable cost per view to January's \$1.99



Winter Wonderland Carousel - Top Performer

Total Spend \$475.59

Avg Cost per LPV \$2.54

Total Impressions 45,471

Total Landing Page Views 187

Spend Share 47.5%

Google Search Ads

- February showed a seasonal decline in overall activity with decreased impressions and clicks, coupled with rising costs, typical for the winter-to-spring transition period.
- Mt. Biking ad group saw a 66% improvement in CTR MoM, whereas Skiing ad group saw a 6% decline.
- We saw a decrease in Impressions (-6.4%), Interactions (-7.5), & Interaction Rate (-1.2%) and feel like these are minor when you consider the seasonal variables.
- Attraction campaign remains dominant: White Rock Visitors Center and Bradbury Museum driving the highest CTRs. Although Bandelier National Monument drove high volume, efficiency metrics on these

Keyword	Clicks	Imp.	CTR
Bandelier National Monument	456	7139	6.39%
Hiking trails los alamos	347	5662	6.13%
Attractions los alamos	167	5006	3.34%
Visit los alamos	129	471	27.39%
Los alamos	87	805	10.81%
Manhattan project los alamos	80	885	9.04%
Bandelier National Monument	71	1413	5.02%
Los alamos museums	67	486	13.79%
Valles caldera	47	654	7.19%
los alamos museums	45	674	6.68%

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Projects & Tasks Review

✓ Current Tasks

- Loading Leads in Constant Contact
 - Still unable to add
- Tourism Marketing Data Plan Development
- Annual Marketing Plan Development
- [Survey Results](#)

⌵ Completed Tasks

- NM True Updates
- Gratis Digital Ad : March, April, & May
- Interim Marketing Plan
 - [Long Version](#)
 - [Short Version](#)
- [Initial Market Assessment](#)
- Q1 Stakeholders email
- [Tourism Marketing Data Plan](#)

☰ Future Tasks

- March 11, Tourism Kickoff & County Meetings
 - Bryan's Presentation
- NMTrue Coop Choices

