



# Los Alamos County, NM

LTAB Meeting | November 18, 2025

Destination*IQ*

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# Destination*iQ*

## Core Belief

Every community deserves to be a destination that prospers from the economic impact provided by tourism, improves the quality of life for visitors and residents, and grows sustainably without the effects of overtourism.

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# Commitment to Collaboration and Transparency

At DestinationIQ, we believe sustainable tourism growth begins with collaboration and transparency. In addition to working closely with our immediate points of contact, we actively engage Lodging Tax Boards, local governments, business owners, and community stakeholders throughout every stage of our process. By keeping communication open and ensuring all voices are heard, we foster shared ownership of tourism initiatives—building trust, aligning goals, and creating long-term strategies that benefit both residents and visitors alike.

# Destination*IQ* Leadership Team



**Lindsay Diamond**  
Account Director  
Since 2016

With 10+ years in tourism and 20 in marketing and communication, Lindsay blends global travel experience with strategic expertise and a strong network of tourism leaders, state officials, and industry partners.



**Sean Jefferson**  
Technical Director  
Since 2015

Sean brings over 20 years of industry experience and is known for his calm, approachable demeanor, which allows him to clearly and effectively explain complex concepts to clients.



**Kirsten Slavin**  
Project Manager  
Since 2022

Kirsten keeps teams aligned and projects on track through strong organization and clear communication. She anticipates challenges and consistently delivers exceptional results.



**Tina Jordan**  
Graphic Designer  
Since 2024

Tina is both a natural artist and a people person, bringing 20 years of experience in design and client relations that give her a unique and valuable perspective.



**Bryan Jordan**  
Owner & President  
Since 1995

Bryan brings decades of tourism experience and a passion for sustainable strategies that drive economic impact. He founded DestinationIQ to bridge gaps in traditional consulting, offering end-to-end support from strategy to marketing execution.



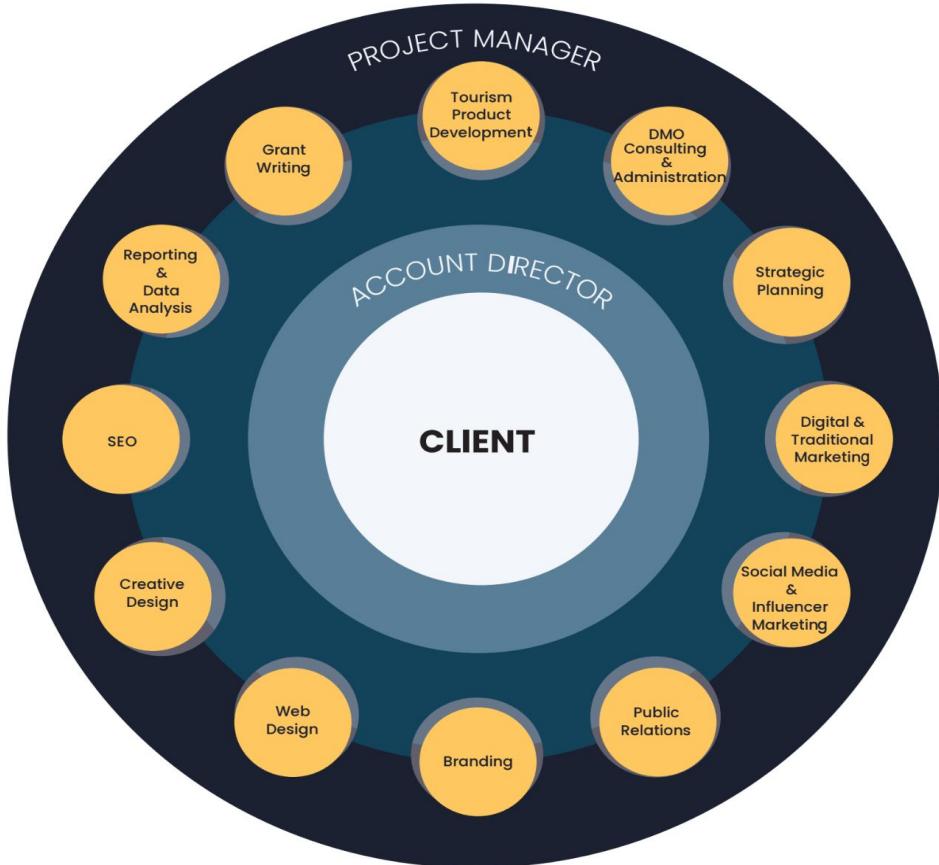
**Ashley Mosher**  
Social Media Manager  
Since 2024

Ashley is an experienced social media manager skilled in photography and videography, creating authentic, engaging content that brings brands to life.



**Jim Kober**  
Content Manager  
Since 2023

Jim is an award-winning writer with 25 years of experience in digital marketing, specializing in driving sustainable growth for tourism destinations.



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## Part of Your Staff

We have an experienced, flexible team that delivers large projects while fostering strong relationships and transparency.

## True Partnership

Many clients have become lifelong friends. Our guidance and expertise help destinations grow sustainably and responsibly

## Extension of Your Team

With a flexible, hand-selected team, we fill your gaps—acting as an extension of your board and staff to handle projects where time, capacity, or expertise is limited.

# Subcontractor Network

DestinationiQ has an extensive network of contractors covering the following areas:

- Traditional Marketing
- Digital Advertising
- Reporting and Analytics
- Public Relations
- Graphic Design
- Social Media
- Photography & Videography
- Web Programming and Maintenance
- Web Development
- Copywriting



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# Destination Management Defined



## Destination Management

You may have noticed that we are a **Destination Management Agency**, rather than just a Marketing Agency.

It is an important distinction and one we feel is imperative to the long-term success of tourism in an area - financially and for the well-being of those who call the area home.

Destination Management is a continuous, long-term partnership supporting areas, regions, counties, and cities in ALL aspects of tourism.

Destination Management includes - but is not limited to - consulting, marketing and advertising, enhancing visitor experience and visitor education, tourism advocacy, strategic planning, tourism product development, grant writing, budgeting, research, creative design, and consulting on social, economic, cultural and environmental matters.

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# Long Term Health → The Goal of Destination Management

01

## Stewardship

Actively protecting, preserving, and enhancing a destination's natural, cultural, and community assets to ensure tourism benefits both residents and visitors—now and for future generations.

02

## Sustainability

Fostering visitor and economic expansion in a way that maintains the destination's character, resources, and community well-being for long-term viability.

03

## Stakeholders

Collaborating with residents, businesses, government, and community partners to align tourism goals, ensure shared benefits, and foster collective ownership of the destination's success.

04

## Education and Advocacy

Promoting awareness of tourism's value and providing stakeholders, residents, and visitors with the knowledge and tools to support responsible, informed participation in the destination's growth and stewardship.

05

## Visitor Experience

Creating meaningful, enjoyable, and seamless interactions that connect travelers to the destination's people, places, and stories while reflecting its authentic character and values.

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# Year 1 | Retainer Deliverables & Goals

Task	Goal
Interim Marketing Plan	Ensure a seamless transition and uninterrupted marketing presence for Los Alamos County while foundational research and long-term strategy development are underway.
Initial Marketing Assessment	Evaluate the current state of Los Alamos County's tourism marketing—identifying opportunities, gaps, and alignment with county plans and stakeholder priorities—to ground future strategies in data, insight, and opportunity.
Tourism Marketing Data Plan	Implement advanced tools and analytics—such as geofencing, visitor spend tracking, and CRM integration—to measure marketing effectiveness, demonstrate ROI, and guide smarter, data-driven tourism investments for Los Alamos County.
Annual Marketing Plan Development	Create a comprehensive, data-driven marketing framework that defines strategic goals, target markets, KPIs, and tactical plans across all channels—ensuring measurable results and sustainable tourism growth for Los Alamos County.
Transition & Integration Support	Ensure a smooth, collaborative transition from the current contractor by transferring knowledge, assets, and programs—maintaining continuity while integrating existing initiatives into a unified, forward-looking tourism strategy for Los Alamos County
Account Administration, Virtual Meetings & In-Person Meetings	Provide consistent communication, project management, and collaboration between DestinationiQ and Los Alamos County—ensuring transparency, accountability, and alignment throughout all phases of the tourism marketing program

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# Year 1 | Retainer Deliverables & Goals

Task	Goal
Immersion Trip	Immerse the DestinationiQ team in Los Alamos County's landscapes, culture, attractions, and community perspectives, building firsthand understanding that informs authentic storytelling, strategic planning, and locally grounded marketing initiatives.
Reporting (monthly, quarterly, annually)	Provide transparent, data-driven evaluations of marketing performance through regular reports that track KPIs, analyze visitor data, measure ROI, and inform ongoing strategy adjustments for continuous improvement.
Facebook & Instagram Ads	Reach and engage targeted audiences through paid social campaigns that increase destination awareness, drive website traffic, and convert interest into visits—continuously optimizing performance for maximum ROI.
Google Search Ads	Capture high-intent travelers actively searching for experiences in Los Alamos County by using targeted keywords and optimized campaigns that drive qualified traffic, boost conversions, and maximize return on ad spend.
Design Services	Create visually compelling print and digital materials—such as posters, banners, and advertisements—that align with Los Alamos County's brand identity, enhance campaign impact, and attract visitors through cohesive, professional design.
NMTD Advertising Program	Collaborate with the New Mexico Tourism Department on co-branded marketing initiatives that extend Los Alamos County's reach, strengthen alignment with the New Mexico True brand, and amplify the impact of county advertising investments

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# Additional Opportunities

- Organic Social Media on Facebook & Instagram
- Influencers
- Additional Organic Social Channels
- Google Display Advertising
- YouTube Advertising Management
- Programmatic Advertising
- Traditional Advertisings (print, billboards, etc)
- Public Relations
- Grant Writing & Administration
- Email Drip Campaign
- Monthly Visitor Facing Newsletter
- Website Content Updates
- Website Refresh
- Video Editing & Development

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# Step #1 | LTAB & Community Engagement

- 01     Intro to DestinationiQ Email     →     An introduction to DestinationiQ from Ellyn Felton
- 02     Los Alamos, NM Meeting Deck     →     This is a running deck and will include all projects, data, links to files, etc.
- 03     LTAB Meetings     →     DestinationiQ will attend monthly LTAB meetings, either virtually or in person. We will be prepared to present work being done, data, etc.
- 04     Quarterly Stakeholder emails     →     These emails are distributed to all tourism stakeholders in Los Alamos County. They will include updates on projects, website and visitor data, and any opportunities for community collaboration.
- 05     ACE Infographic     →     DestinationiQ will develop an infographic exhibiting the collections of lodgers tax and how it benefits the residents of Los Alamos County
- 06     Event Promotion     →     DestinationiQ will promote events via Meta Ads and as a means to exhibit immediate support to local businesses and organizations. Additional opportunities for event promotion exist should Los Alamos County choose to engage in projects such as organic social or monthly visitor facing newsletters.

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# Communication

To communicate with DestinationiQ, we ask that LTAB does the following:

Have the LTAB Chair communicate with Ellyn. Ellyn will then communicate with DestinationiQ.

This streamlined communication structure helps prevent miscommunication, keeps messaging aligned, and maintains an organized record of requests and decisions flowing through a single, designated point of contact.

# Q&A

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