



LOS ALAMOS  
MEETING AND VISITOR  
BUREAU

February 10, 2017

Kelly Stewart  
Los Alamos County  
1000 Central Avenue  
Los Álamos, NM 87544

RE: Transmittal of Monthly MVB LTAB report

Dear Kelly:

Attached is the submission of our monthly activity report for the month of January 2017.  
Please let me know if you have any questions about this report.

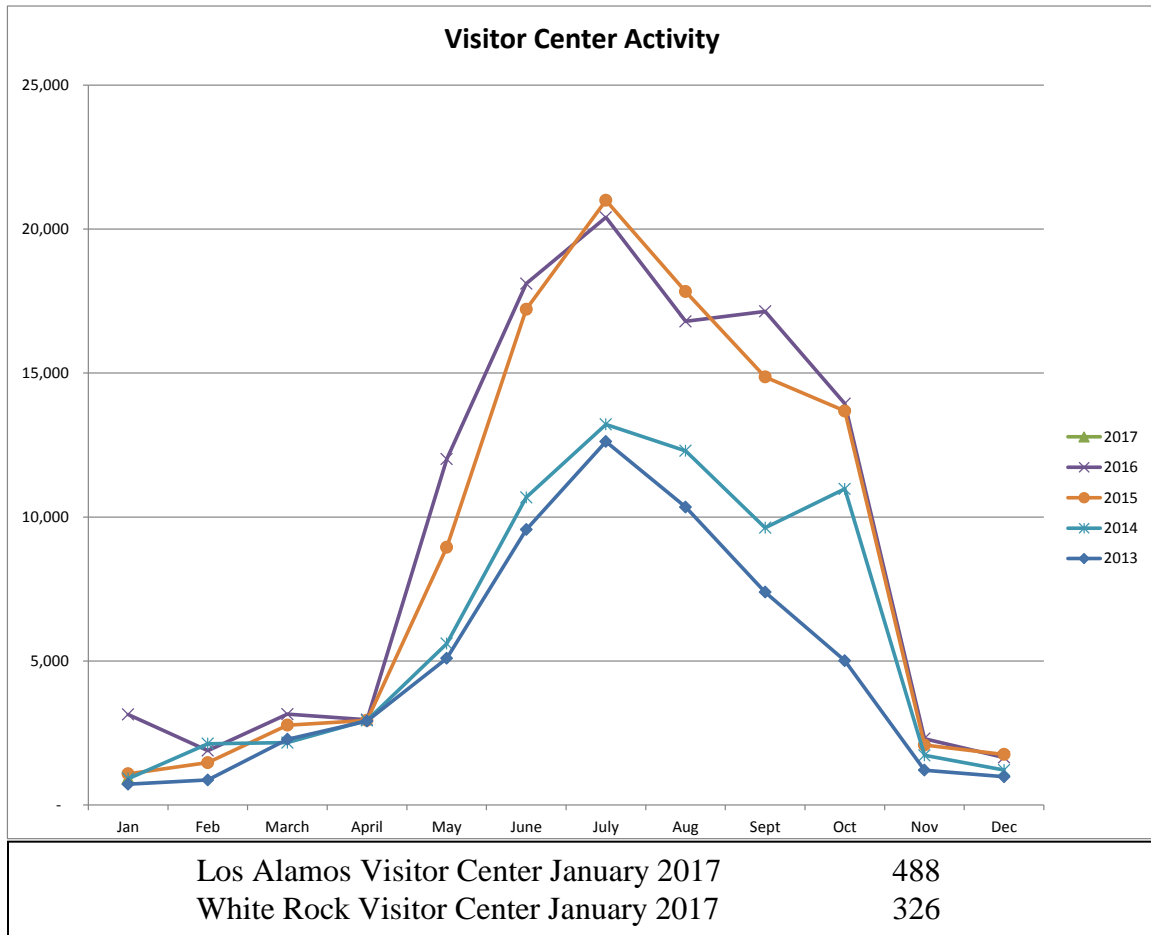
Sincerely,

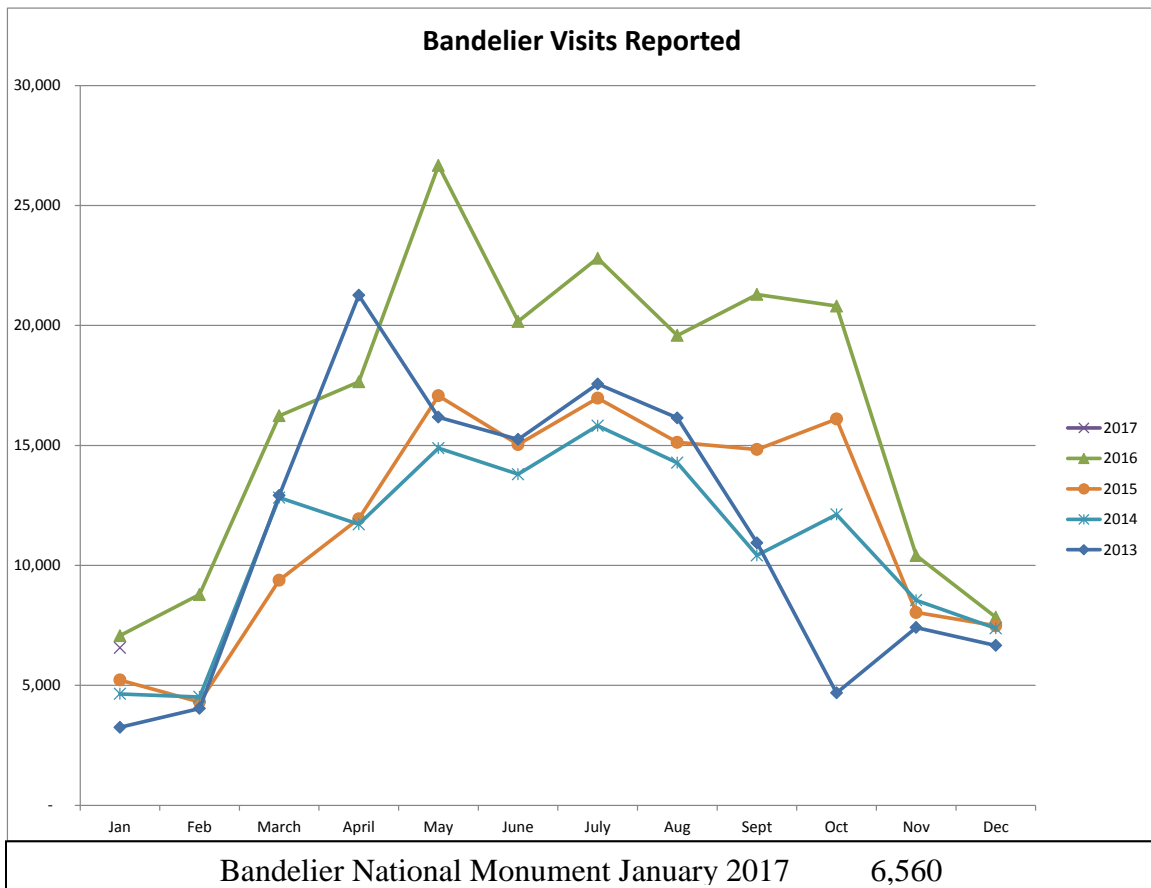
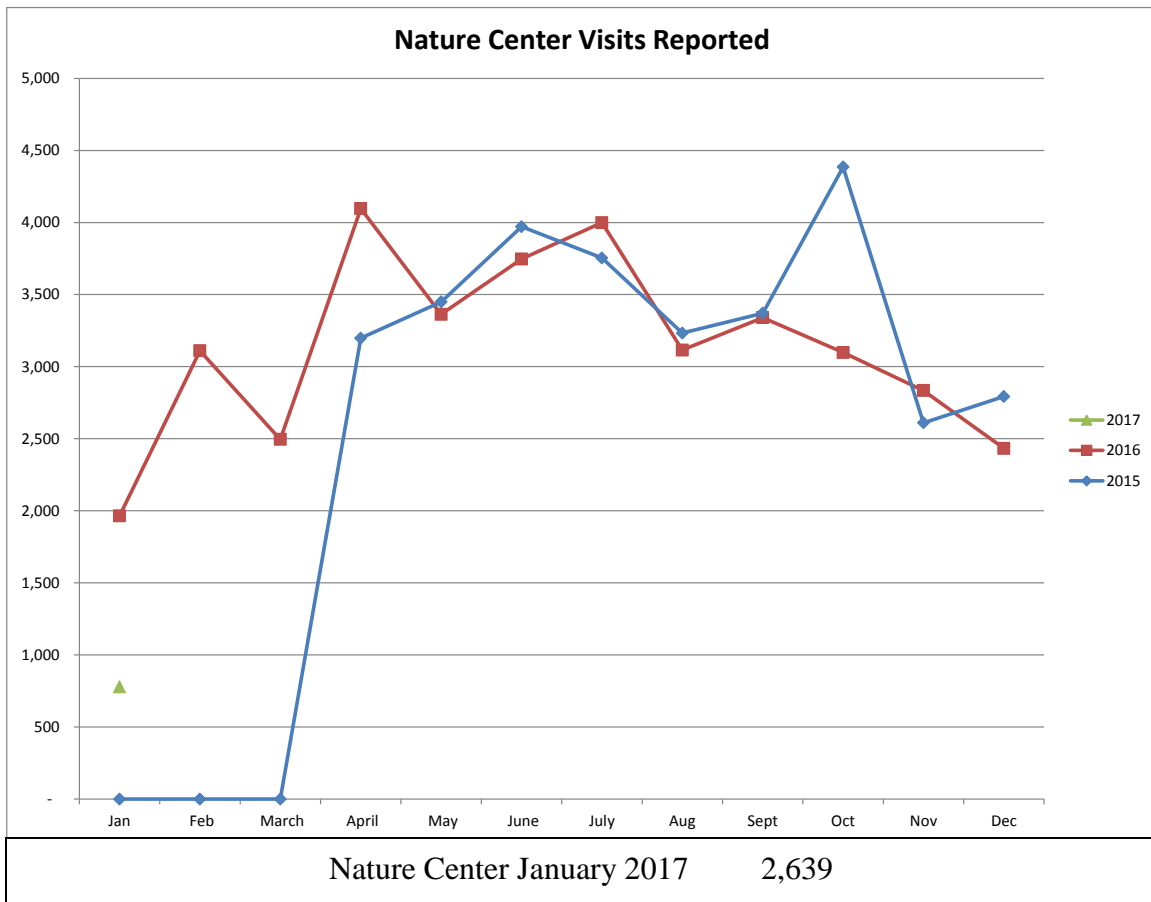
Melanie Peña  
Los Alamos Meeting & Visitor Bureau Manager

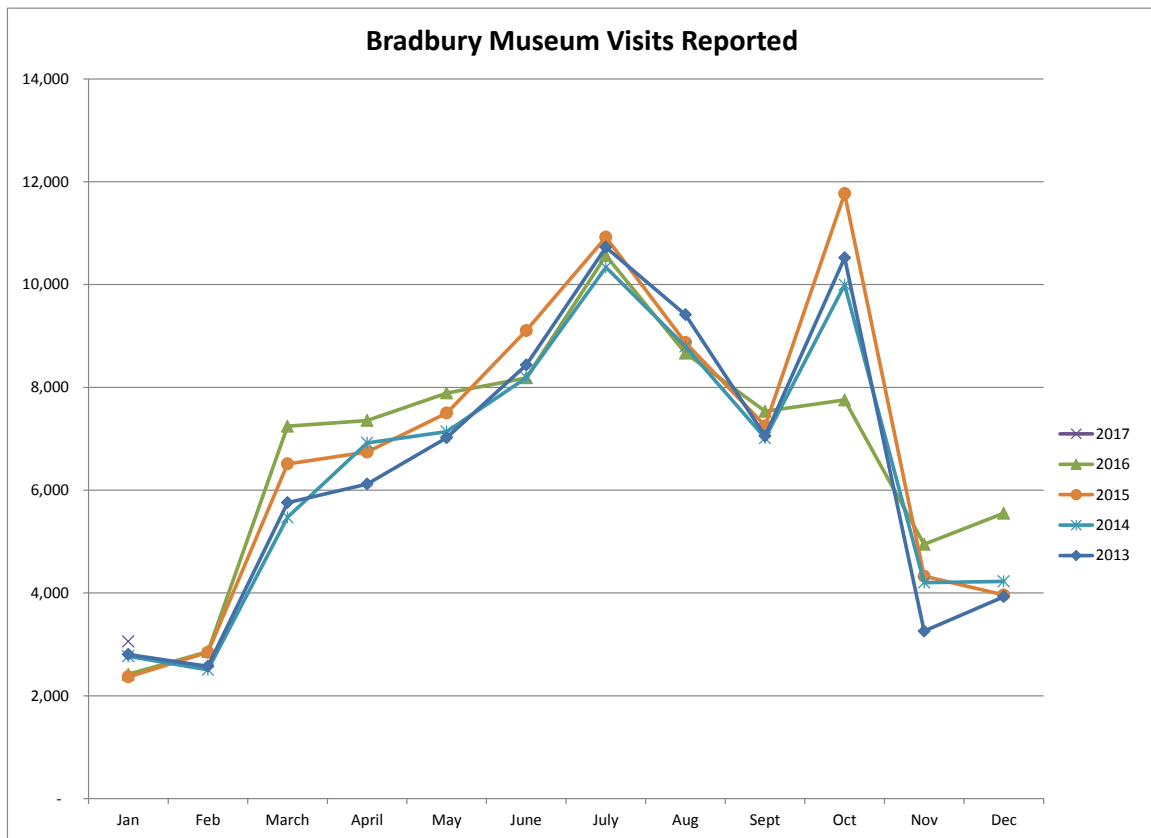
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

# LAMVB Monthly Report

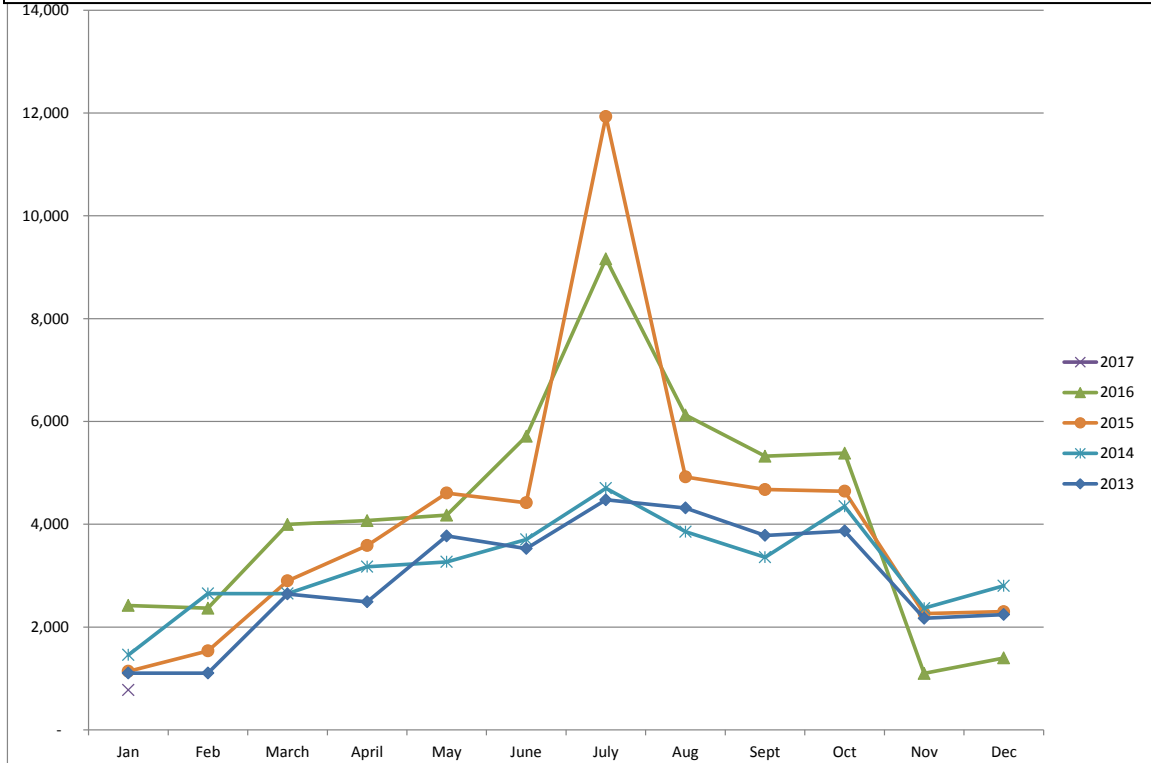
## January 2017



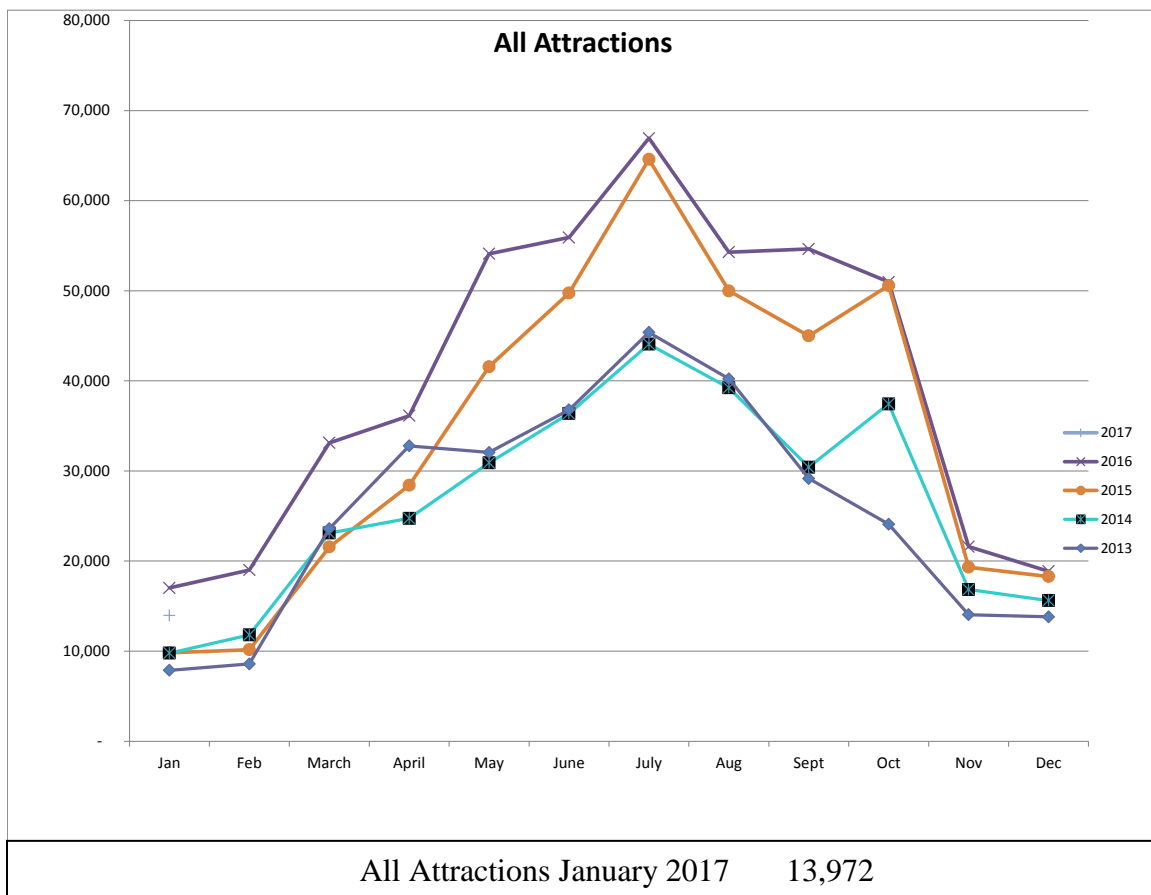




Bradbury Science Museum January 2017      3,059



History Museum January 2017      778



#### January 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in January was 3,600. Currently our storage inventory is approximately 30,800.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by an LAMVB representative. There are currently 16 in place in Los Alamos/White Rock.
- 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 contractor Fun & Games.
- LAMVB's website [visitlosalamos.org](http://visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://www.fyilosalamos.com) are updated on a weekly basis with events and information.
- LAMVB prepares and distributes a hard copy of the events calendar in the visitor centers.
- LAMVB recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in January was 30.

- Comments left by visitors in our logs included “Fantastic!”, “Amazing”, “Interesting place”, “Lovely place for raising kids”, “Fascinating”, “Love Los Alamos, awesome”, “Very pretty”, “Lovely area”, “Nice visitor center”, “I will be back”, “Beautiful”, “What a treat”, and “Very informative visitor center staff.”
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Don Quixote’s, Flower’s by Gillian, Seeking Chameleon, Zia Realty, Unquarked, CB Fox, Rose Chocolatier, Warm Hearts Yarn, Pet Pangaea, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of January. The large display featured Sunbeam Pottery from San Ildefonso Pueblo.
- In January, LAMVB helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2017. In addition to providing materials and information, requests are also made for permission based emails customized for each group. Not all groups choose this promo.

January 2017:

40 visitlosalamos.org online Visitor Guide requests.  
 22 Visitor Guides sent to Texas Monthly inquiries.

## Analysis of Visitor Surveys

January 2017

Sample size = 52 entries

### ✓ *Length of Stay* -

75% of visitor center survey respondents report less than a day  
 25% report overnight stays

### ✓ *First Time Visit to Los Alamos* –

60% Yes  
 40% No

- ✓ For the month of January 2017 the visitor centers registration sheets indicate reasons for visiting as: (several responses have checked more than one reason for visiting)

Bandelier	37%
Manhattan Project/MPNHP	50%
Bradbury/History Museum	56%
Scenery	48%
Recreation/Sports	8%
Business/Family/Friends	0%
Other: _____	

- ✓ The most prevalent states of origin are from Wisconsin, Colorado, Maine, Texas, Georgia, Montana, Missouri, California, Washington State, Wyoming and North Carolina.
- ✓ The most prevalent foreign countries of origin are Canada, New Zealand, Israel, South Korea, Panama, South Africa and Brazil.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque, and Laguna.