



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 February 2017. Please let me know if you have any questions about this report.

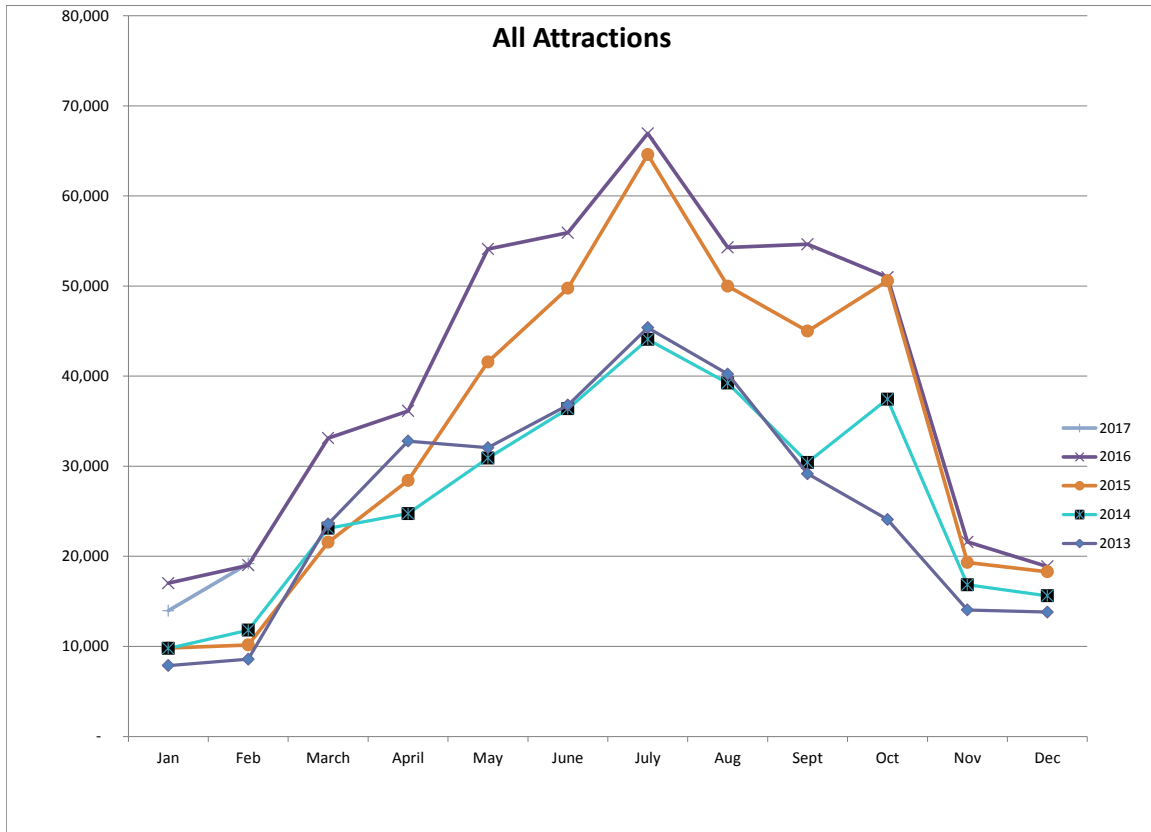
Sincerely,

Melanie Peña
Los Alamos Meeting & Visitor Bureau Manager

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

LAMVB Monthly Report

February 2017

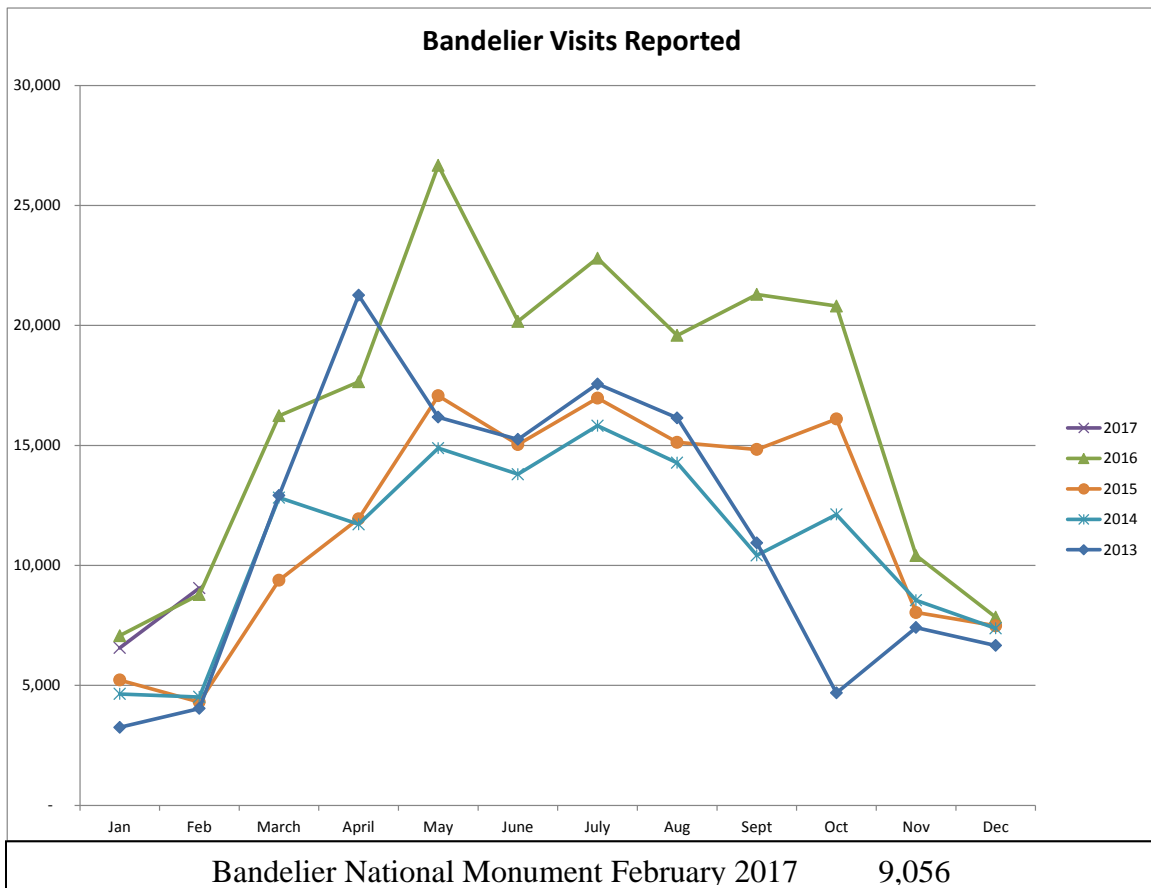
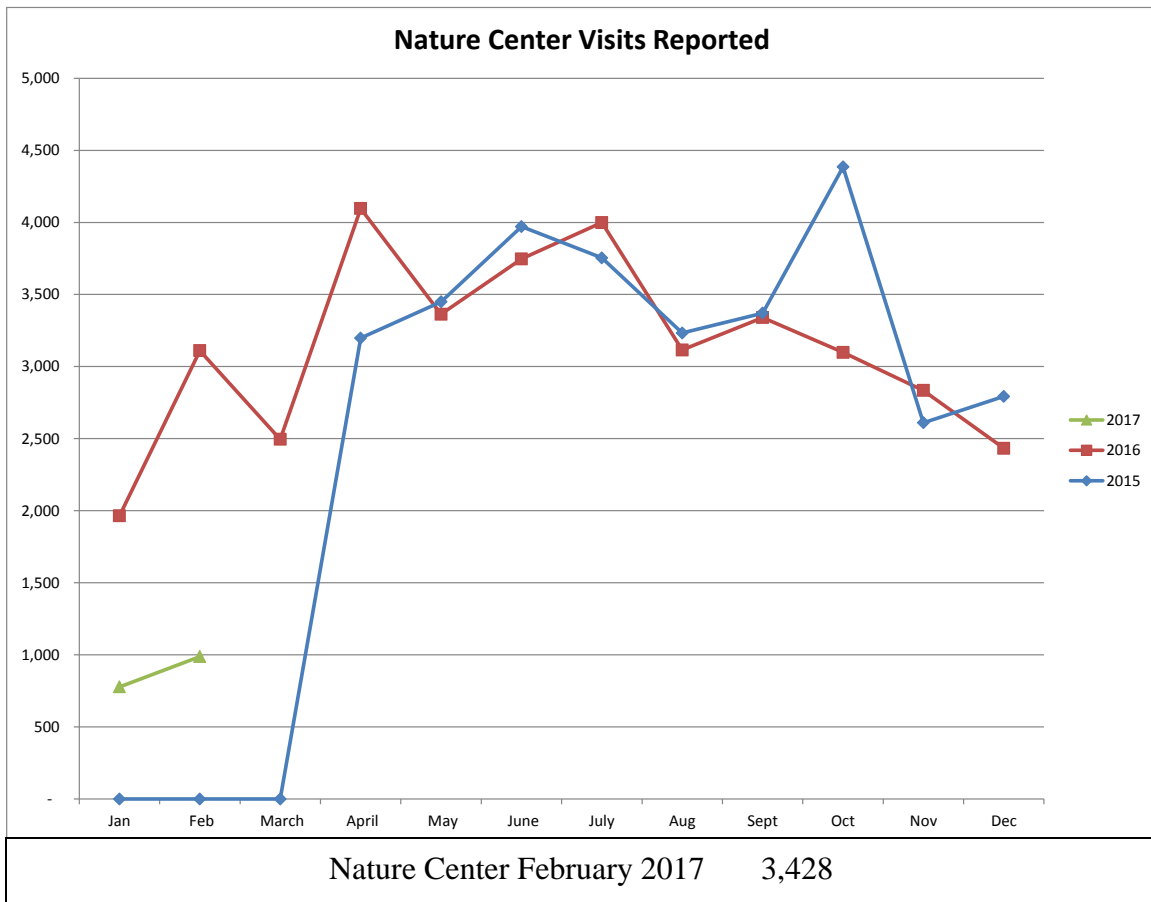


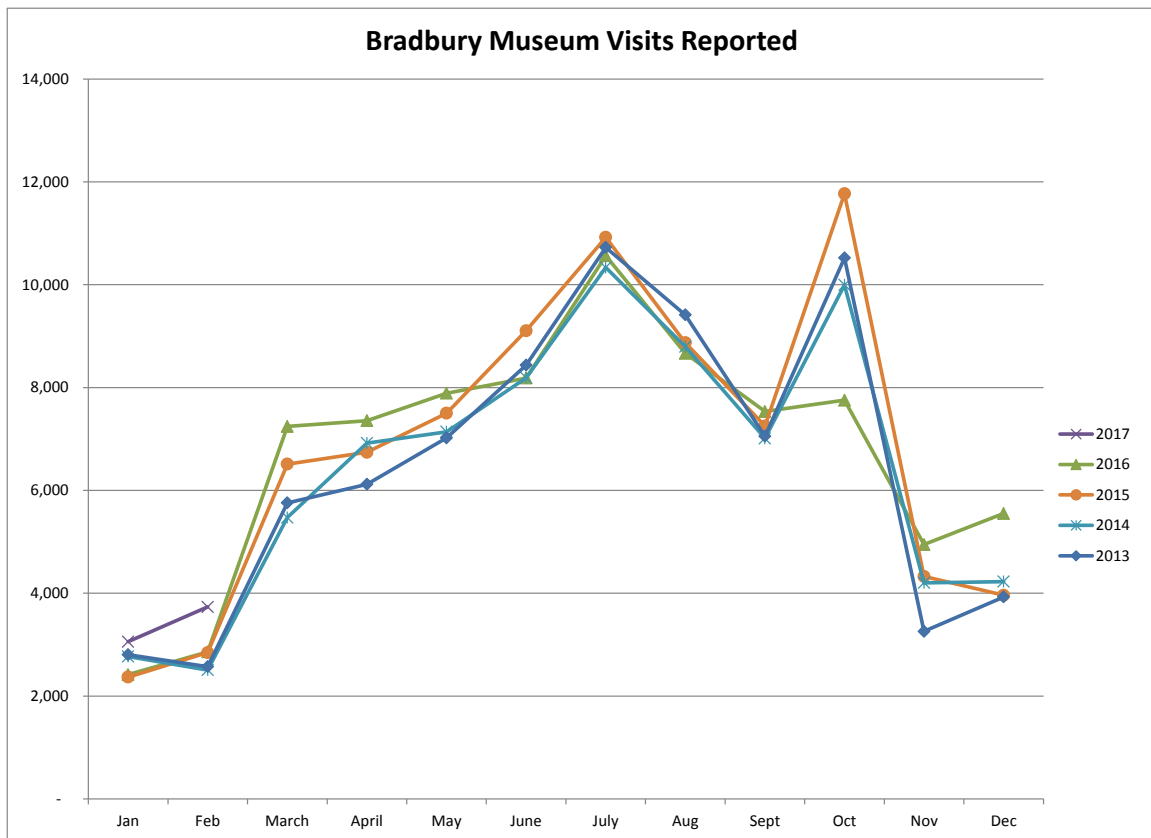
Los Alamos Visitor Center February 2017

735

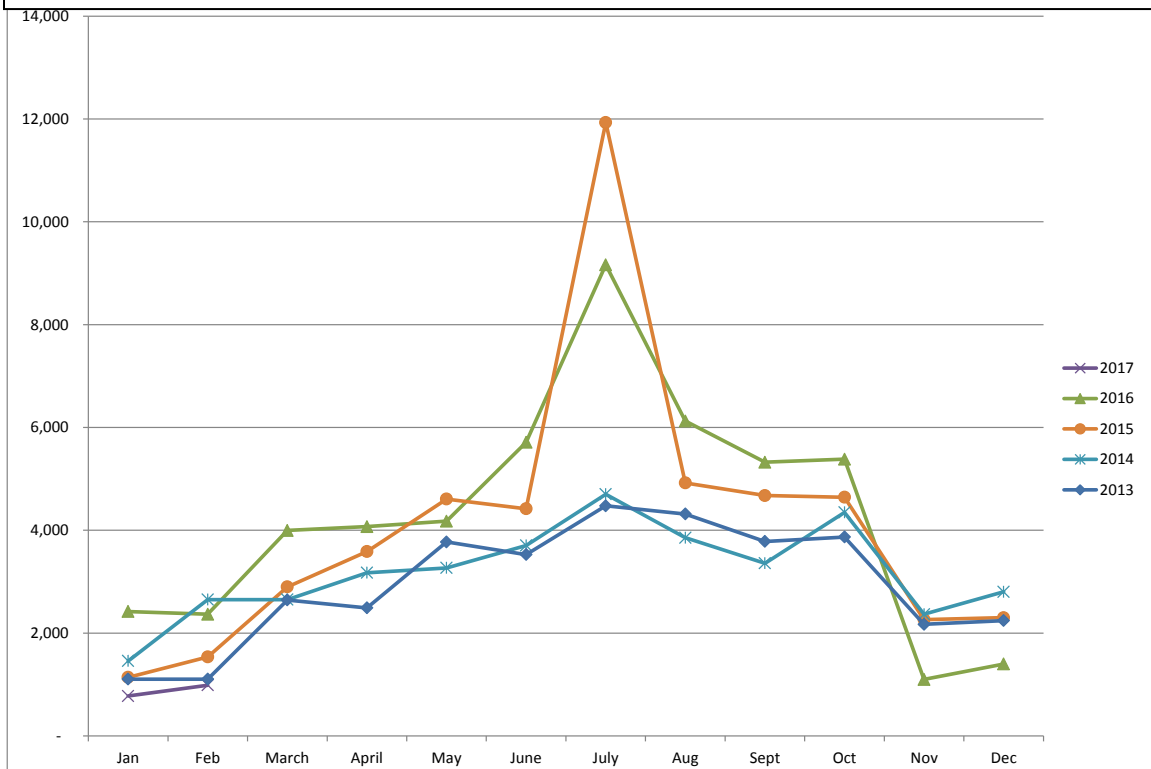
White Rock Visitor Center February 2017

678

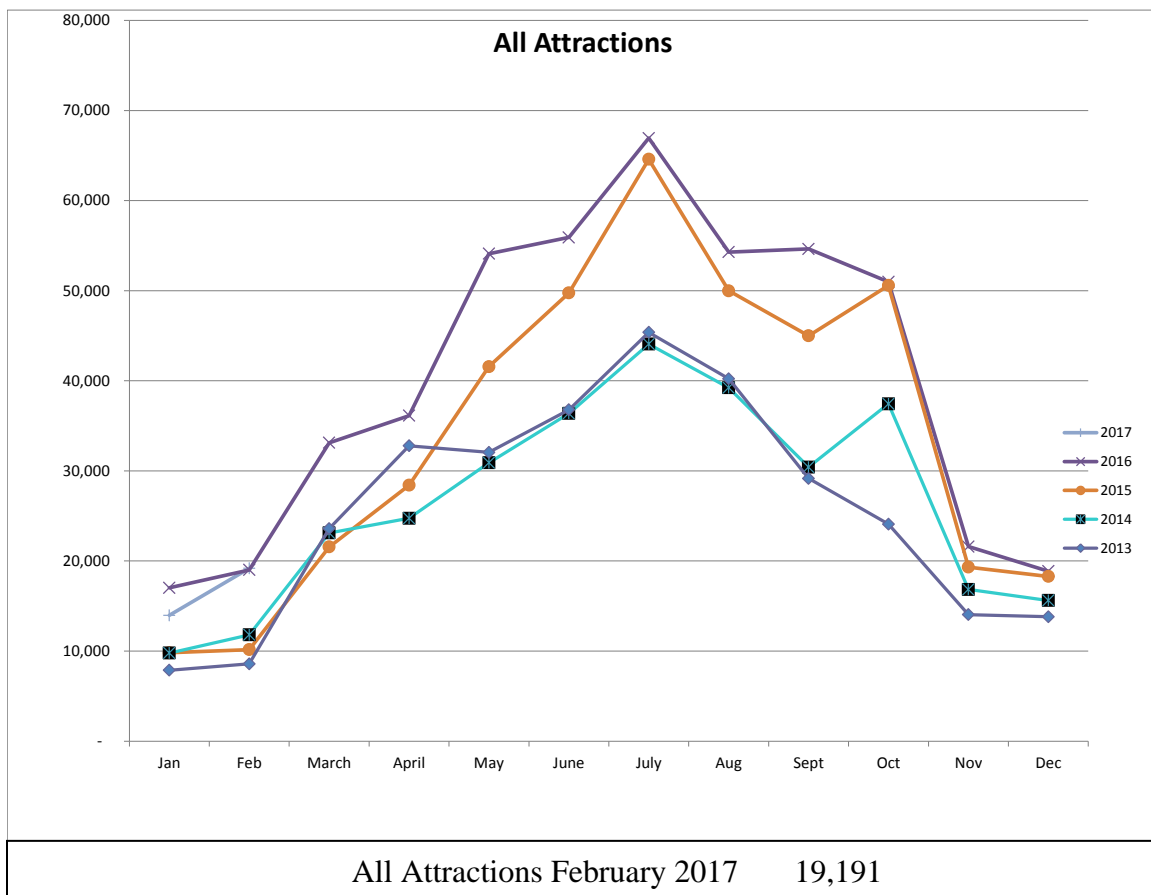




Bradbury Science Museum February 2017 3,733



History Museum February 2017 988



February 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in February was 3,600. Currently our storage inventory is approximately 27,200.
- 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 and events info feeding 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 February was 28.

- Comments left by visitors in our logs included “Thank you”, “Annie was so helpful”, “Great views”, “Great visitor center”, “Very clean city, nice information center”, “Thanks for all the great maps”, “Informative visitor center”, “Great help from the visitor center”, “Great help”, “Beautiful area, very welcoming”, “Thank you NM folks”, “Super service and amazing views” and “Beautiful day in NM”.
- 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 February. The large display featured Sunbeam Pottery from San Ildefonso Pueblo.
- In February, 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.

February 2017:

8 visitosalamos.org online Visitor Guide requests.
22 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

February 2017

Sample size = 45 entries

✓ *Length of Stay* -

78% of visitor center survey respondents report less than a day
22% report overnight stays

✓ *First Time Visit to Los Alamos* –

80% Yes
20% No

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

Bandelier	42%
Manhattan Project/MPNHP	42%
Bradbury/History Museum	42%
Scenery	67%
Recreation/Sports	7%
Business/Family/Friends	11%
Other: _____	

- ✓ The most prevalent states of origin are from Wisconsin, Colorado, Texas, Iowa, Nebraska, Vermont, Delaware, Massachusetts, and Florida.
- ✓ The most prevalent foreign countries of origin are Australia, United Kingdom, Sweden, Canada and Brazil.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque, and Santa Fe.