



LOS ALAMOS
MEETING AND VISITOR
BUREAU

April 11, 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 March 2017.
Please let me know if you have any questions about this report.

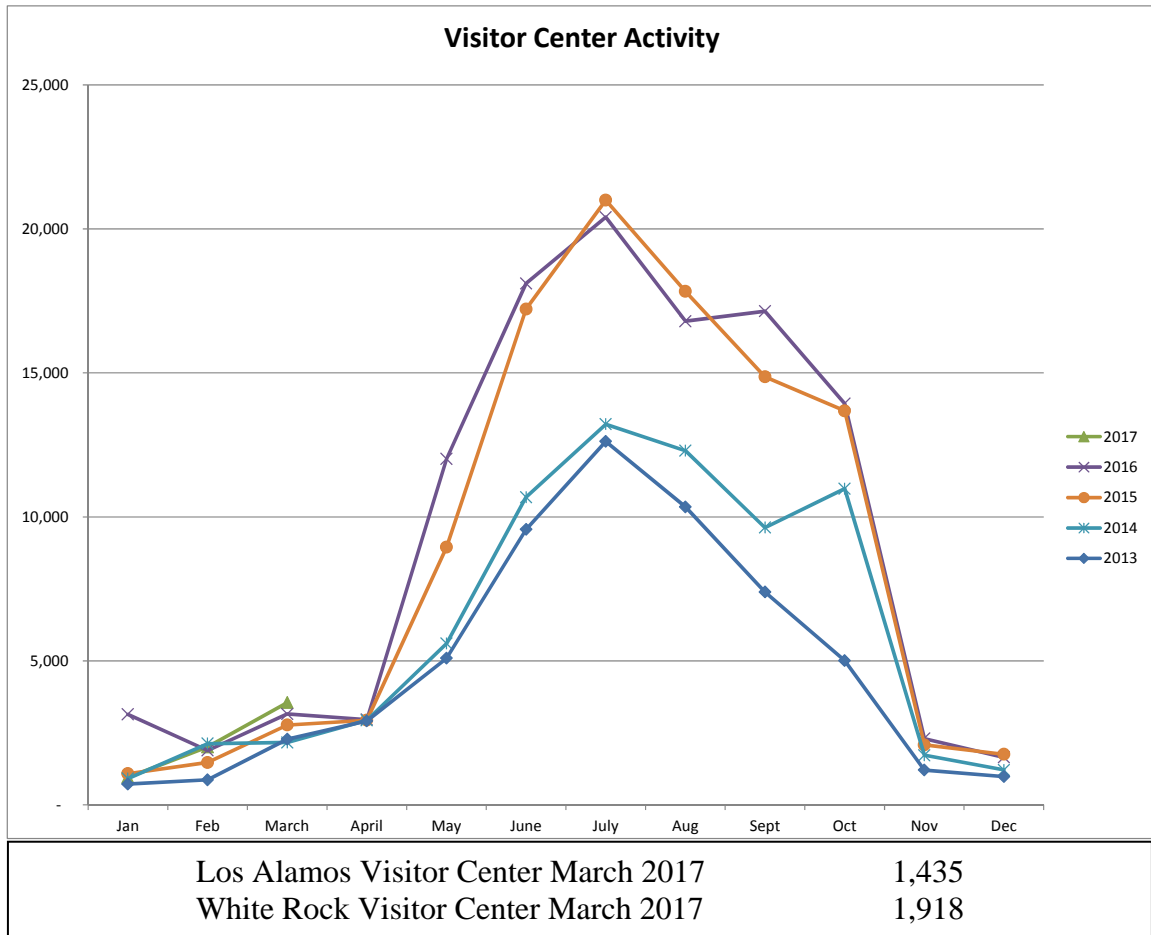
Sincerely,

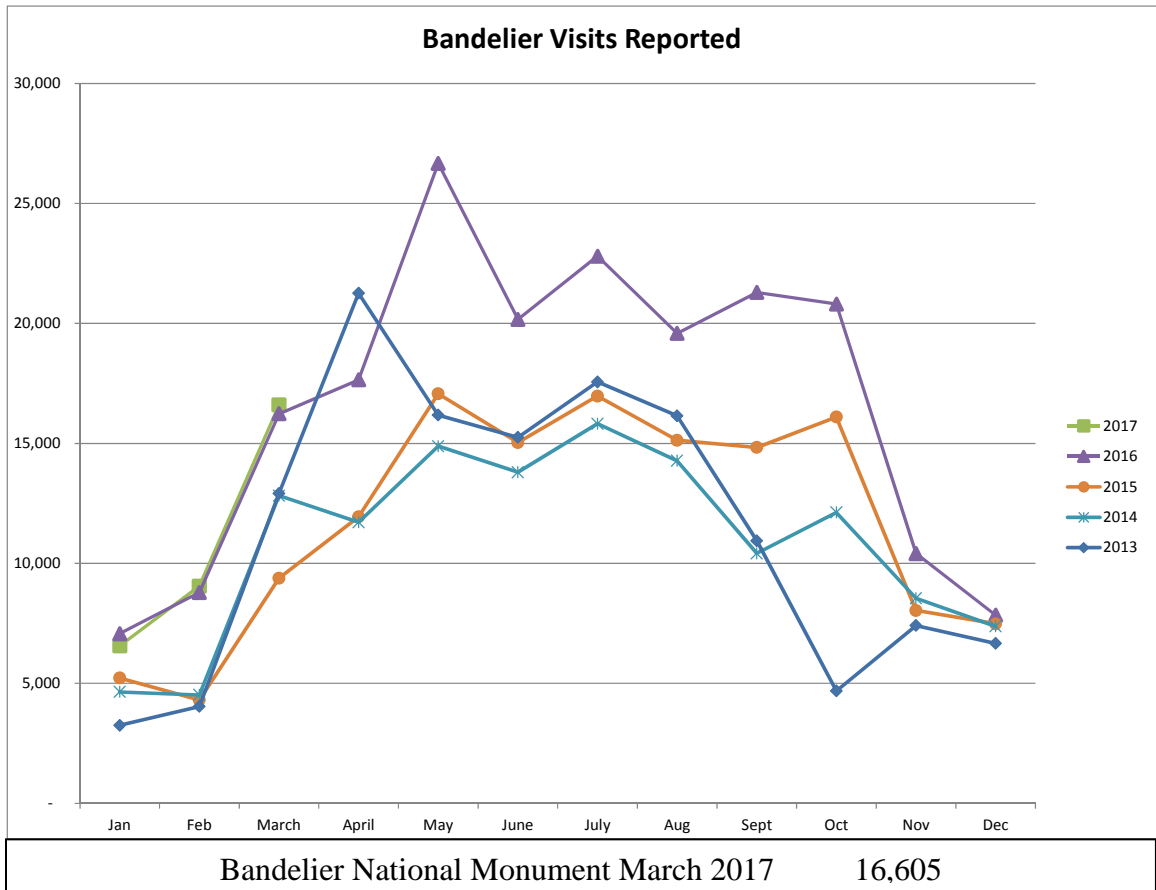
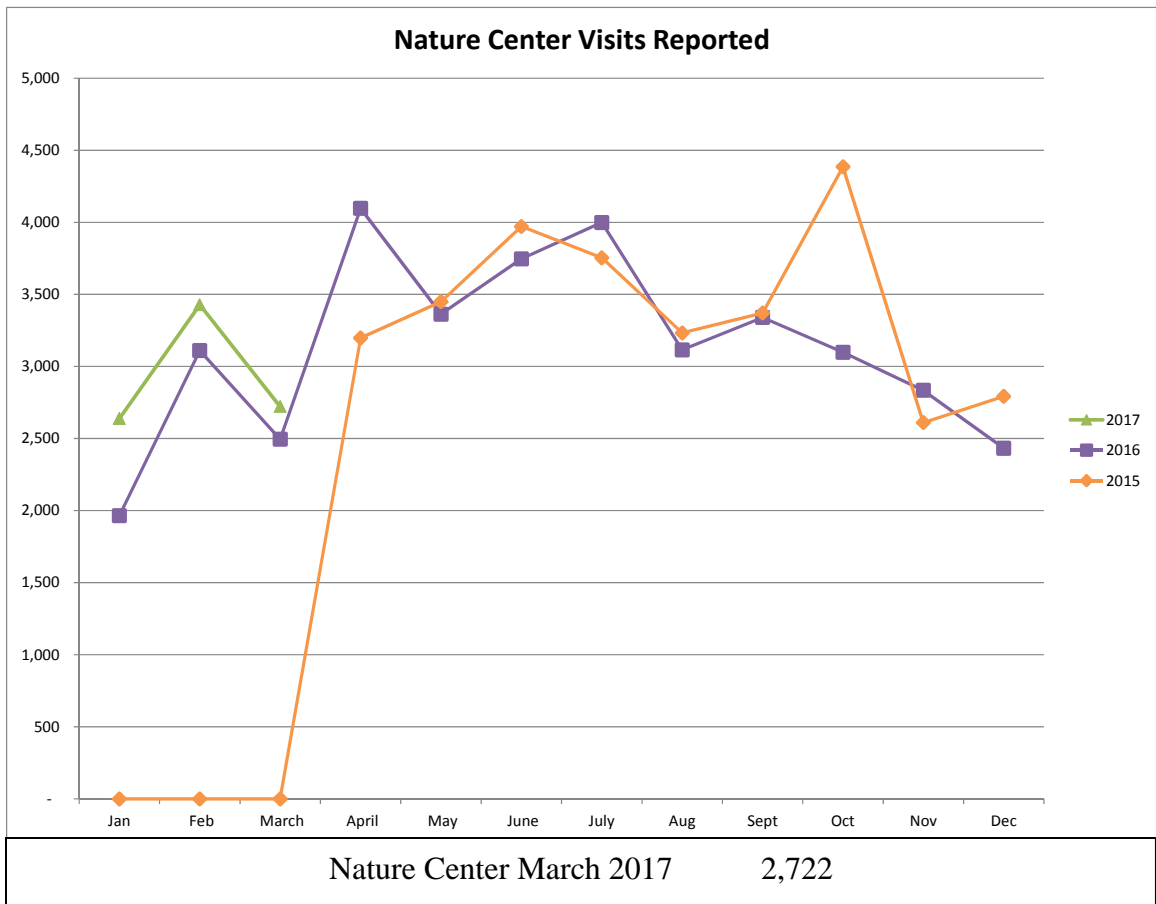
Melanie Peña
Los Alamos Meeting & Visitor Bureau Manager

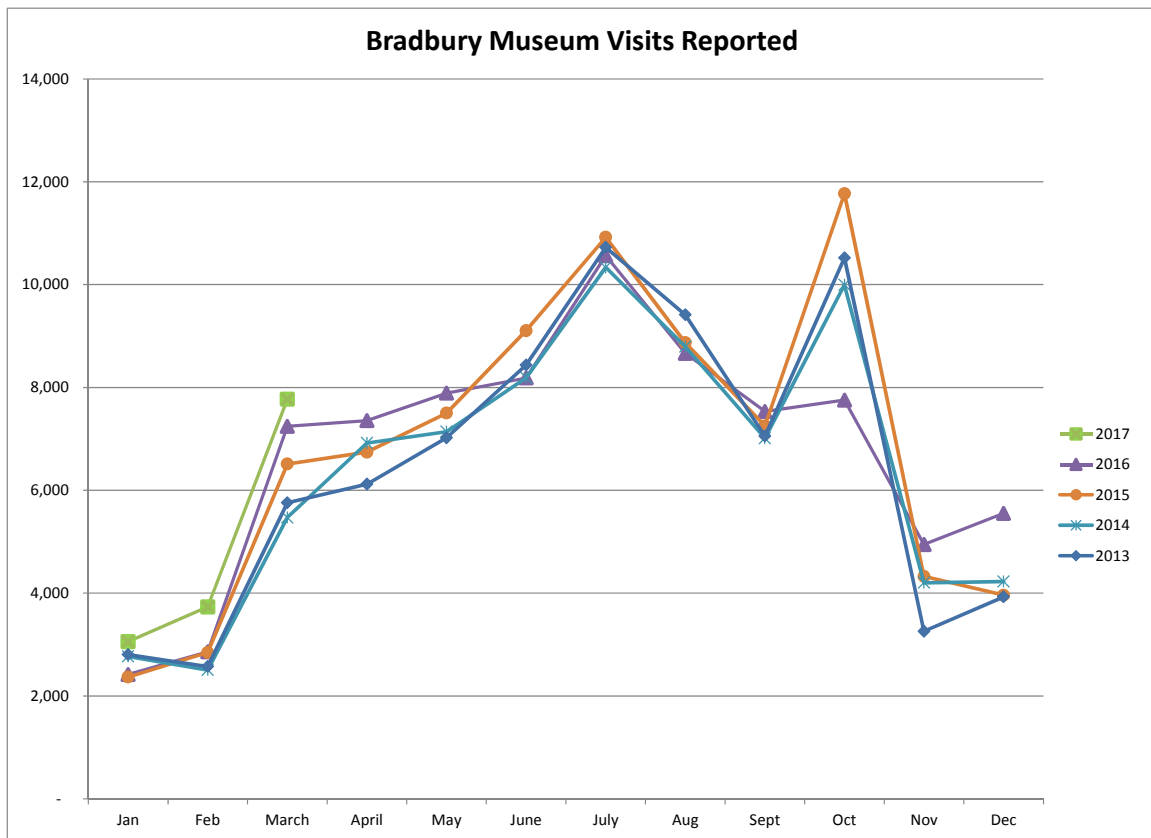
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

LAMVB Monthly Report

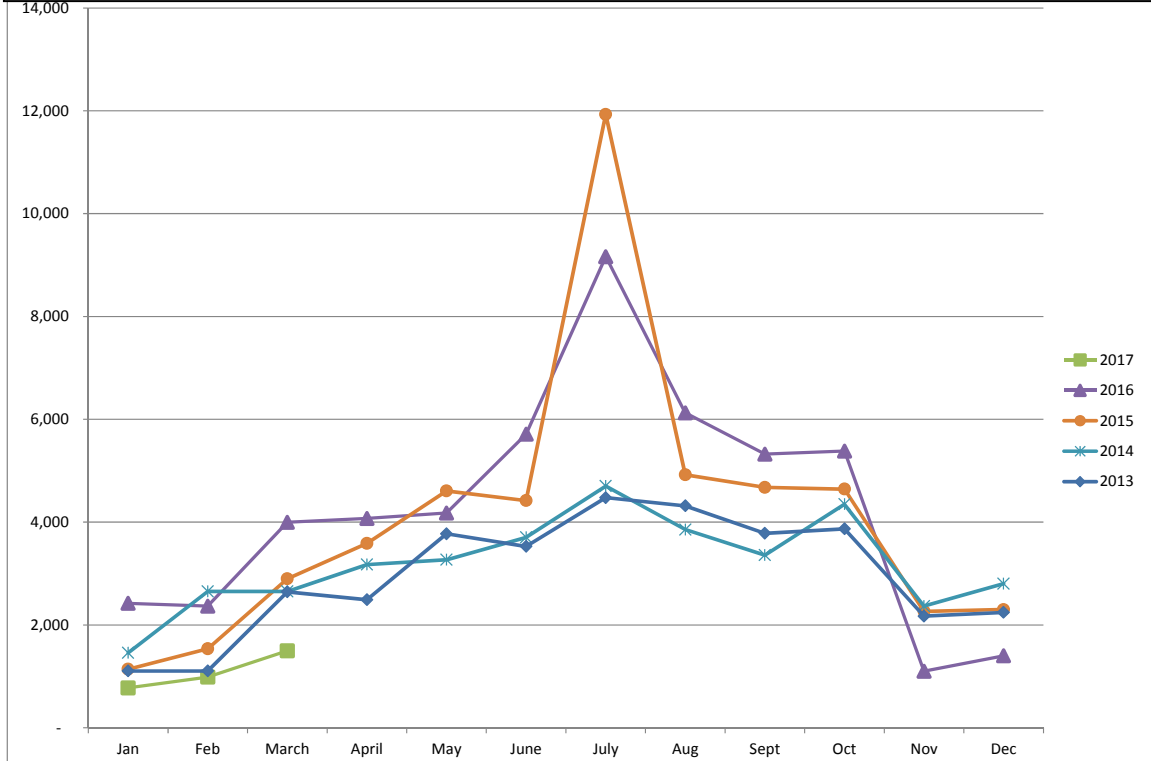
March 2017



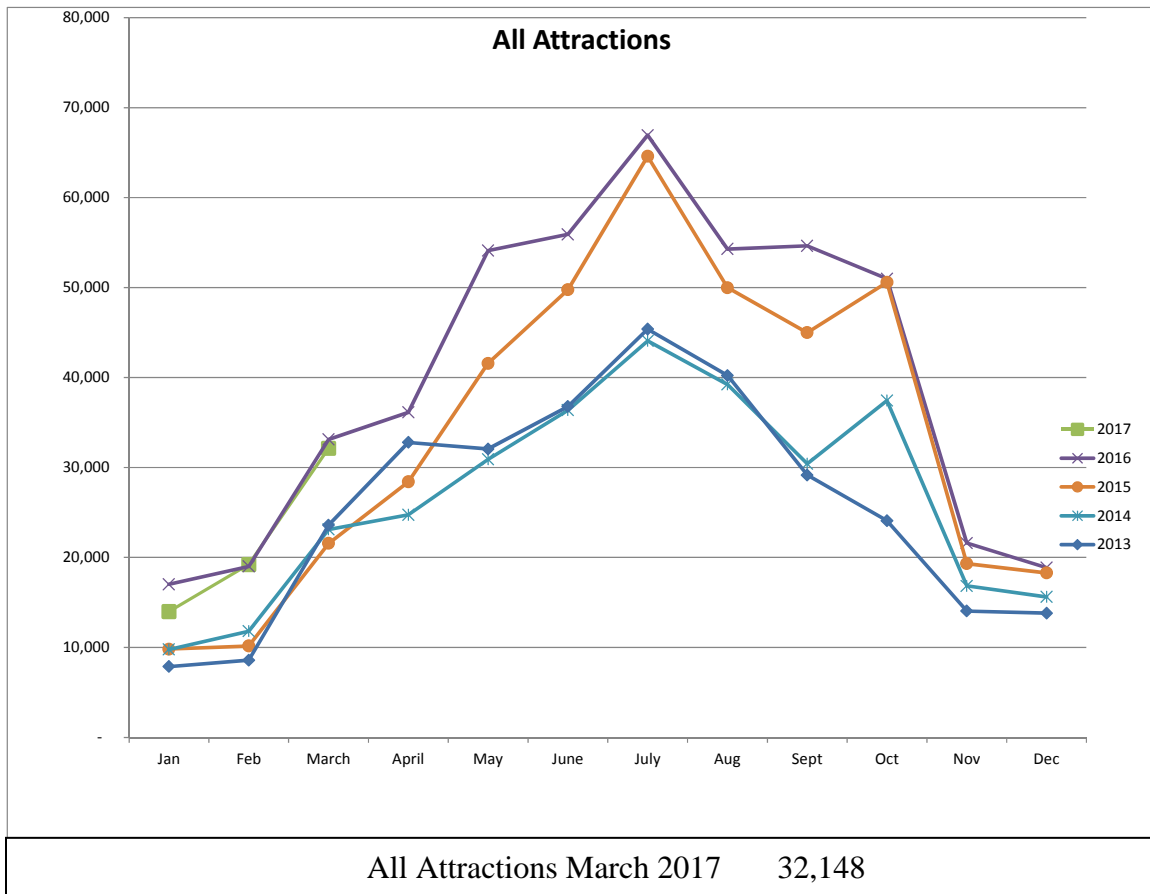




Bradbury Science Museum March 2017 7,773



History Museum March 2017 1,497



March 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in March was 6,800. Currently our storage inventory is approximately 20,400.
- 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 March was 30.

- Comments left by visitors in our logs included “Very nice visitor center”, “My curiosity brought me to Los Alamos”, “Interesting place”, “I’m excited to see and learn about the history of Los Alamos”, “Very helpful”, “So happy to be here, we love New Mexico”, “Very informative and friendly information center”, “Beautiful place to visit, thanks to your efforts for keeping the history and stories alive”, “The city has changed a lot”, “Amazing views”, “Thanks for the information for hiking trails and fishing sights” and “Nice backpacking in Bandelier”.
- 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 March. The large display featured Sunbeam Pottery from San Ildefonso Pueblo.
- In March, 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.
 - 50 Welcome bags for LANL recruitment.

March 2017:

8 visitlosalamos.org online Visitor Guide requests.
 38 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

March 2017

Sample size = 100 entries

✓ *Length of Stay* -

84% of visitor center survey respondents report less than a day
 16% report overnight stays

✓ *First Time Visit to Los Alamos* –

83% Yes
 17% No

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

Bandelier	54%
Manhattan Project/MPNHP	51%
Bradbury/History Museum	54%
LA Nature Center	2%
Scenery	26%
Recreation/Sports	6%
Business/Family/Friends	11%
Other: ____ Golf Course____	1%

- ✓ The most prevalent states of origin are from Texas, Colorado, Michigan, Washington State, Minnesota, Florida, Arizona, Massachusetts, Kansas, California, Oklahoma, Montana and Oregon.
- ✓ The most prevalent foreign countries of origin are Canada, Germany, Finland, United Kingdom, Norway, Ireland, Australia, Brazil, France and Italy.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Santa Fe, Farmington, Rio Rancho, Las Cruces, Albuquerque and Sandia Park.