



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

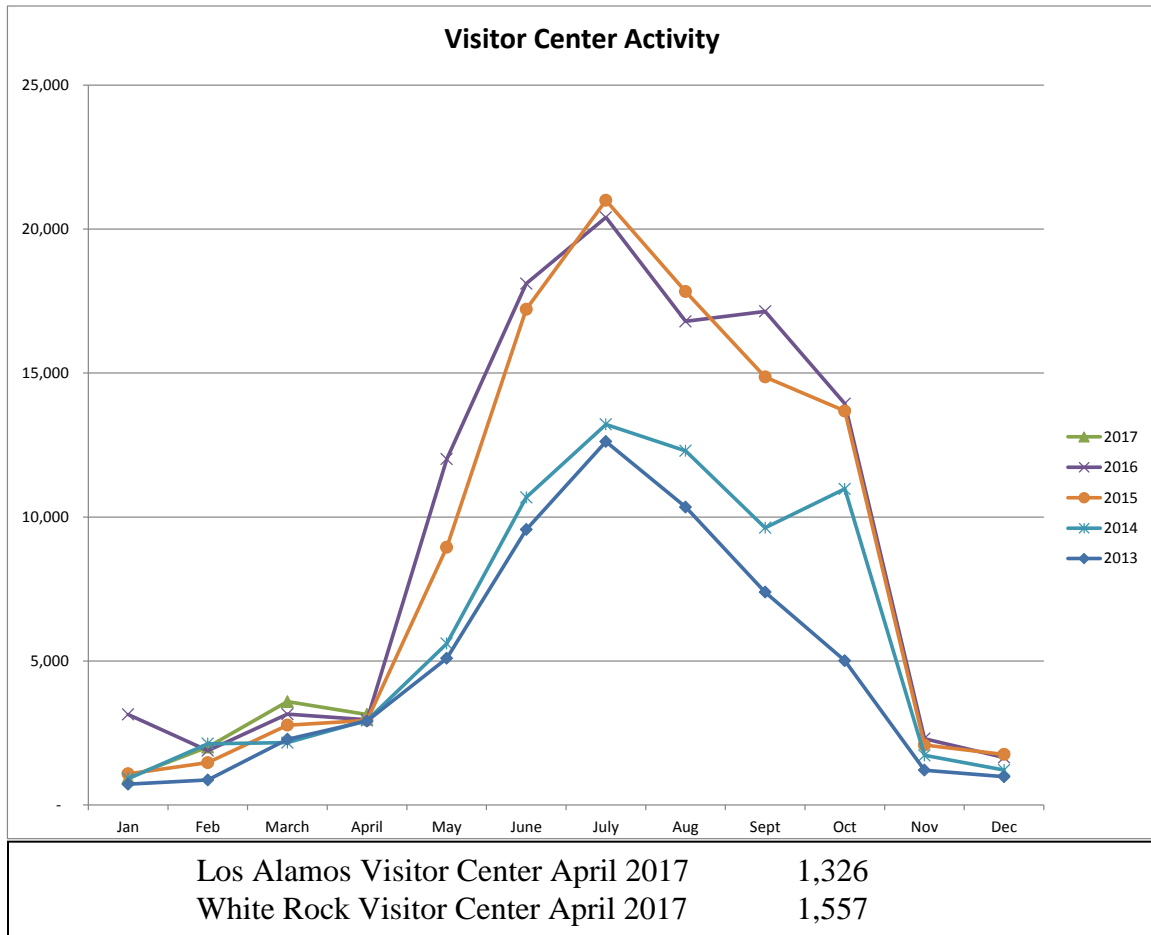
Sincerely,

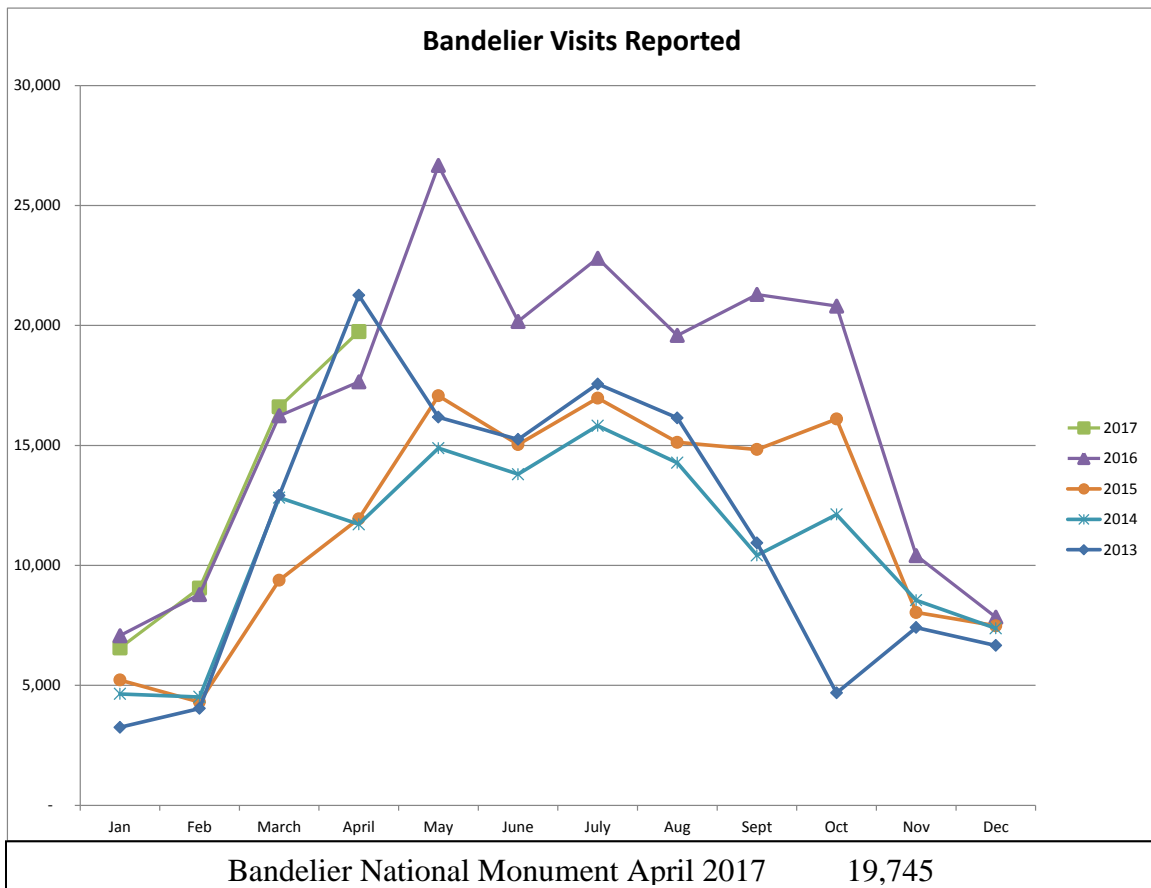
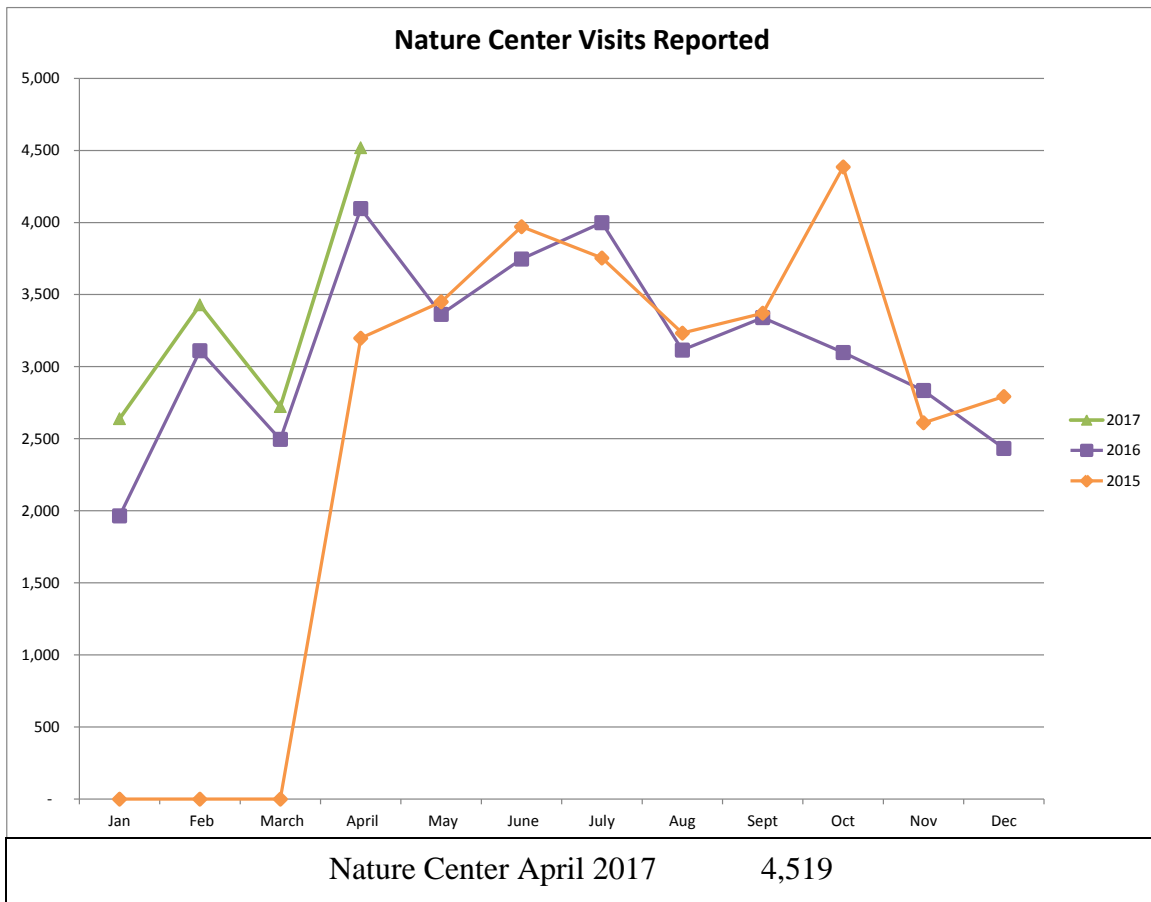
Melanie Peña
Director of Discover Los Alamos

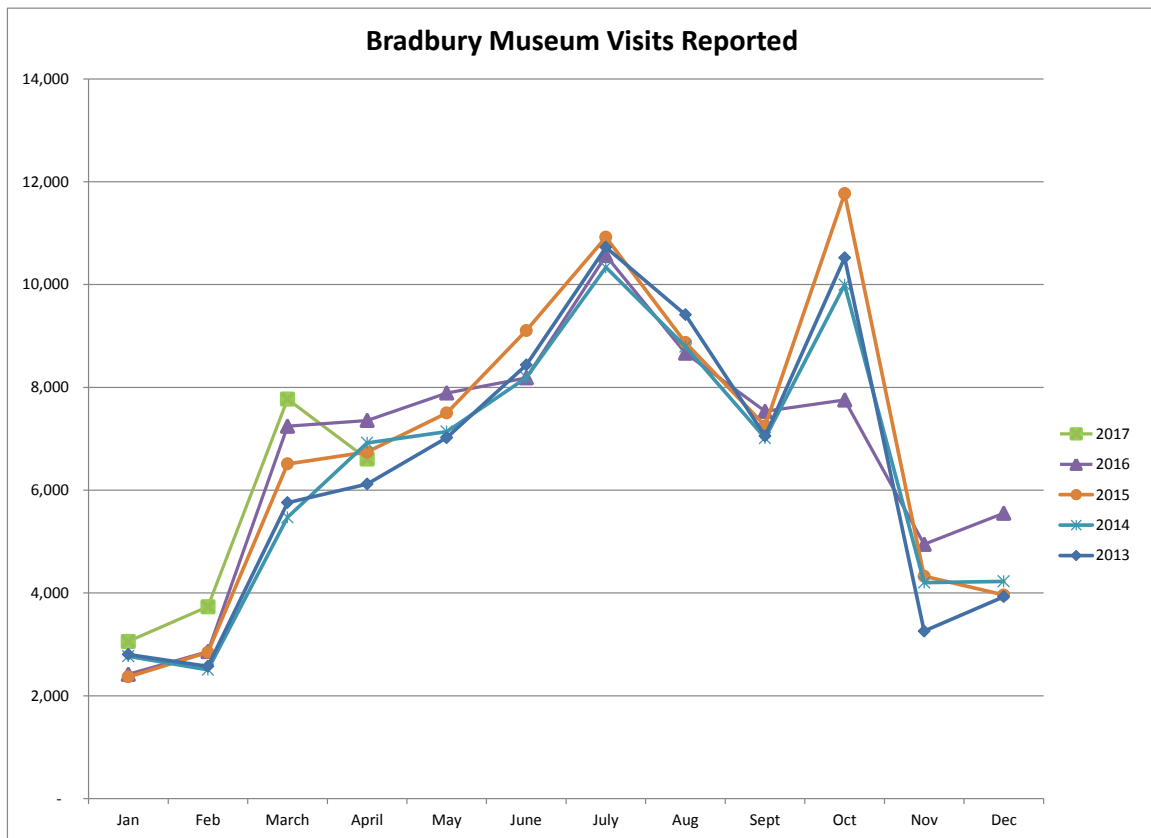
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

LAMVB Monthly Report

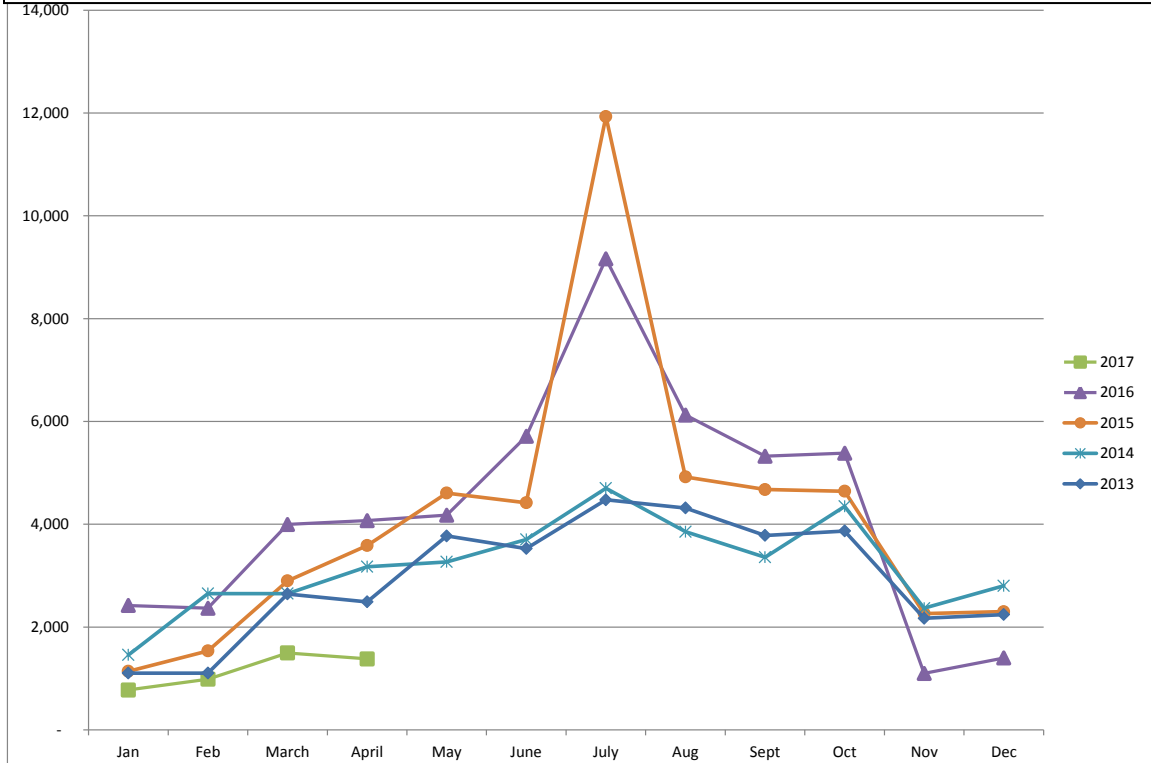
April 2017



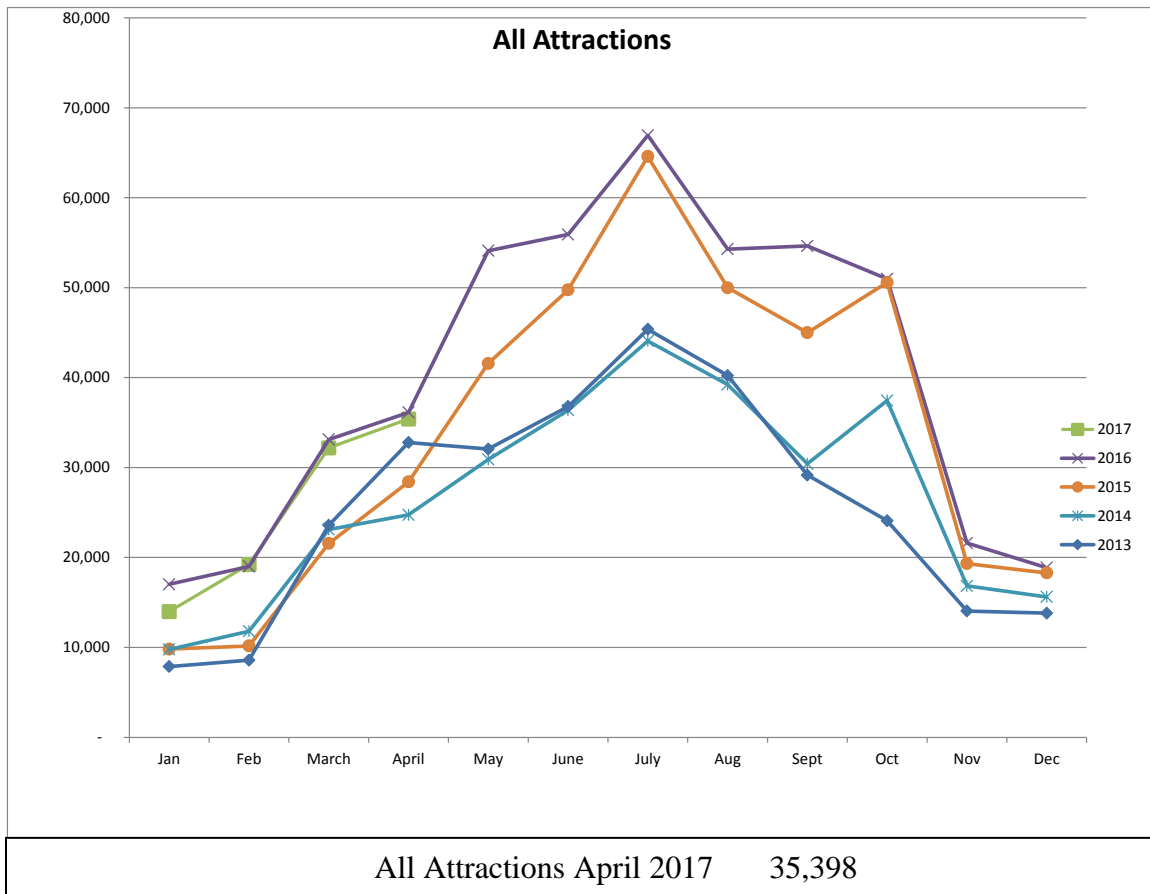




Bradbury Science Museum April 2017 6,608



History Museum April 2017 1,383



April 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in April was 6,200. Currently our storage inventory is approximately 14,200.
- 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 and 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 April was 28.

- Comments left by visitors in our logs included “Love this place, will be back this summer”, “Very interesting”, “Thanks for being open on a Sunday”, “Came to Santa Fe and decided to come here. We will be back for a longer stay”, “Great visitor center very informative and friendly”, “Very interested in the Los Alamos story, great info center with a very nice manager”, “Beautiful country”, “Annie is fantastic”, “Good information about what to visit”, “Very nice visitor center, very friendly staff”, “Nice RV park, thank you!”, “Amazing views, great America.”
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos Museum of Art, 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 April. The large display featured the Bradbury Science Museum.
- In April, 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.
 - 60 Welcome bags for Baseball Tournament.

April 2017:

75 visitlosalamos.org online Visitor Guide requests.
 133 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

April 2017

Sample size = 130 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* –

82% Yes
 18% No

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

Bandelier	70%
Manhattan Project/MPNHP	52%
Bradbury/History Museum	55%
LA Nature Center	24%
Scenery	41%
Recreation/Sports	4%
Business/Family/Friends	7%
Other: _____	0%

- ✓ The most prevalent states of origin are from Colorado, Texas, California, Washington State, Florida, Missouri, New York, Michigan, Virginia, and Pennsylvania.
- ✓ The most prevalent foreign countries of origin are Belgium, Canada, Finland, Germany and Australia.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque, Santa Fe, and Ruidoso.