



LOS ALAMOS  
MEETING AND VISITOR  
BUREAU

June 9, 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 May 2017.  
Please let me know if you have any questions about this report.

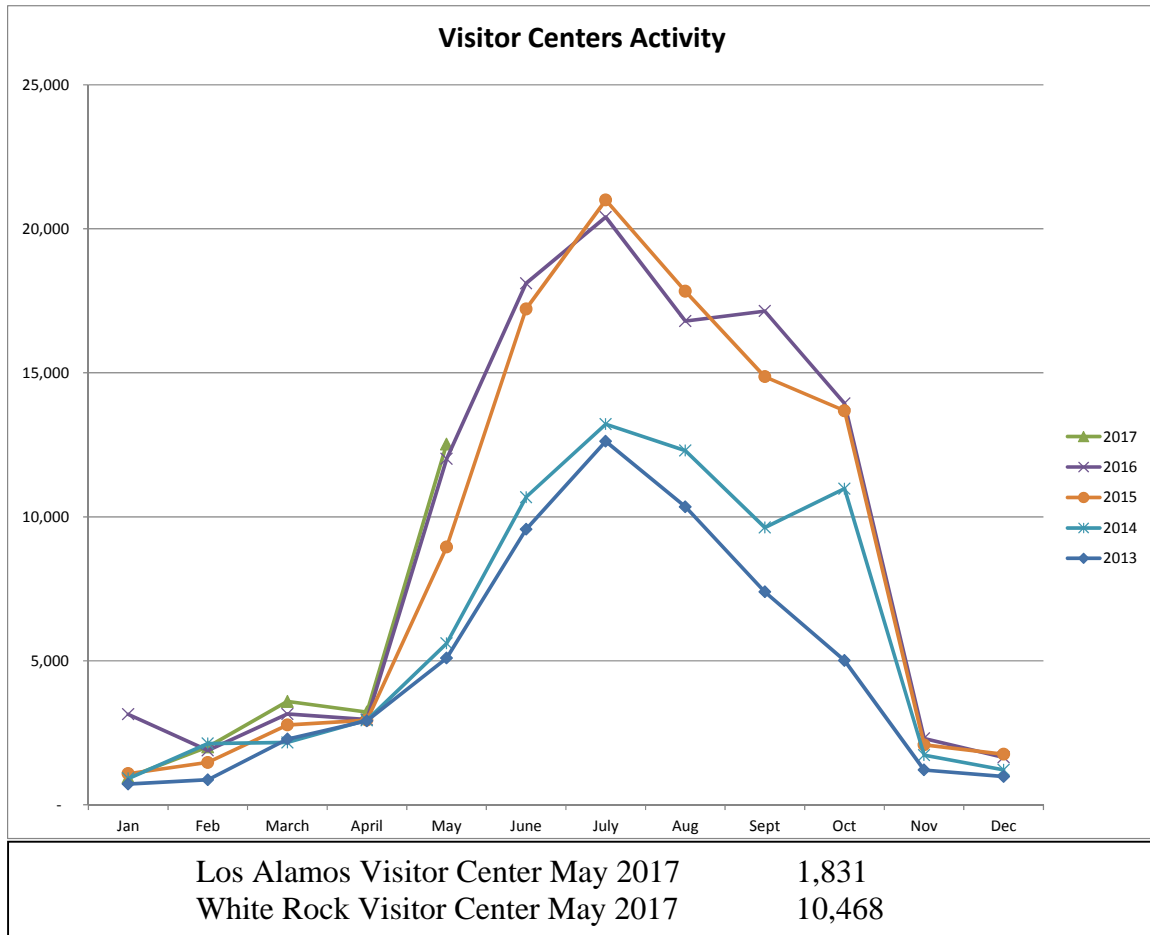
Sincerely,

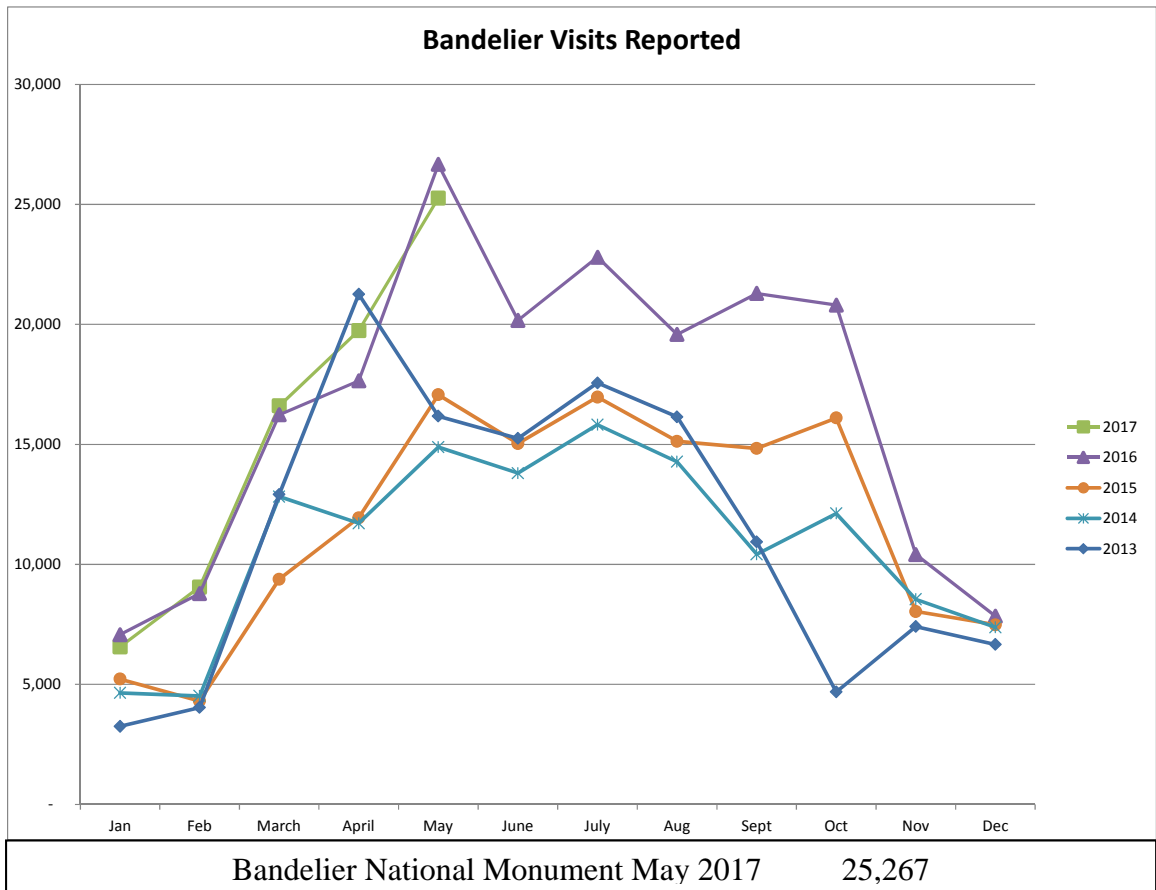
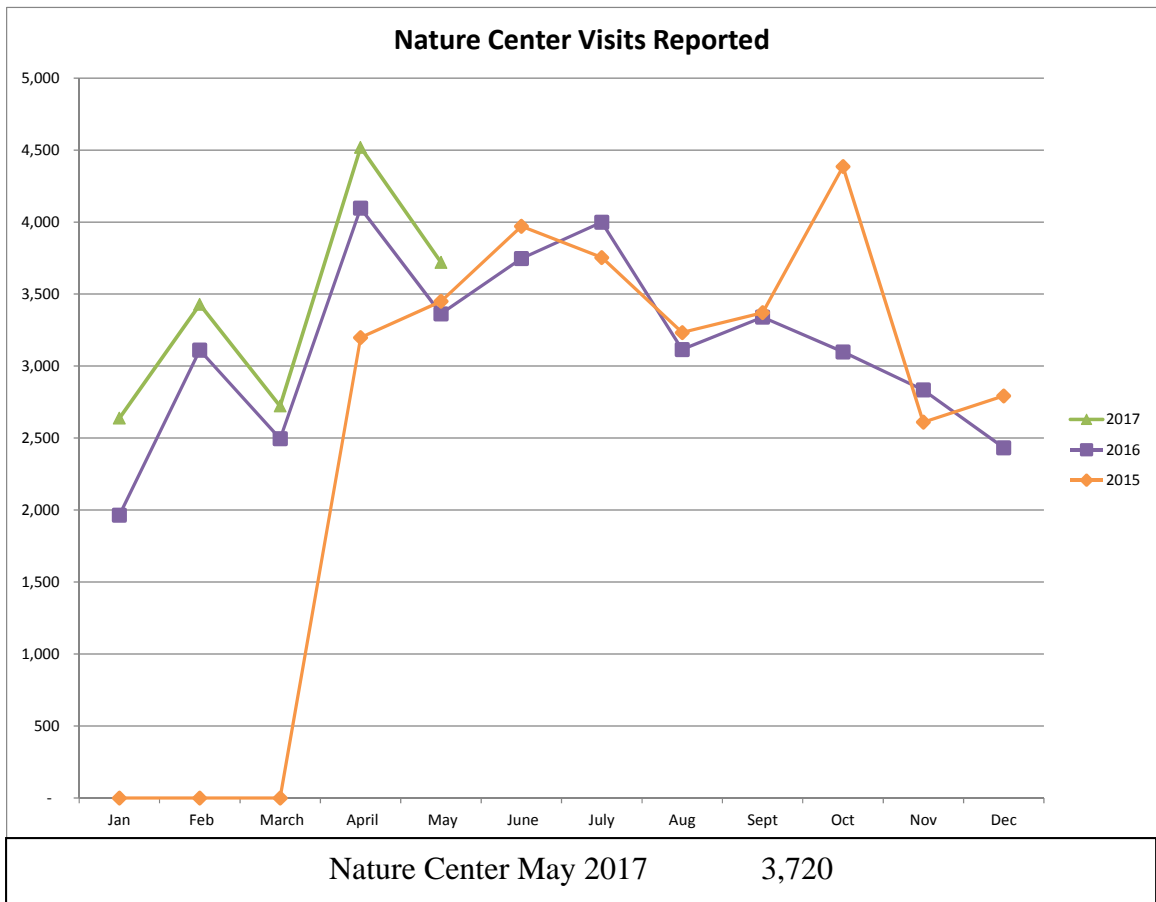
Melanie Peña  
Director of Discover Los Alamos

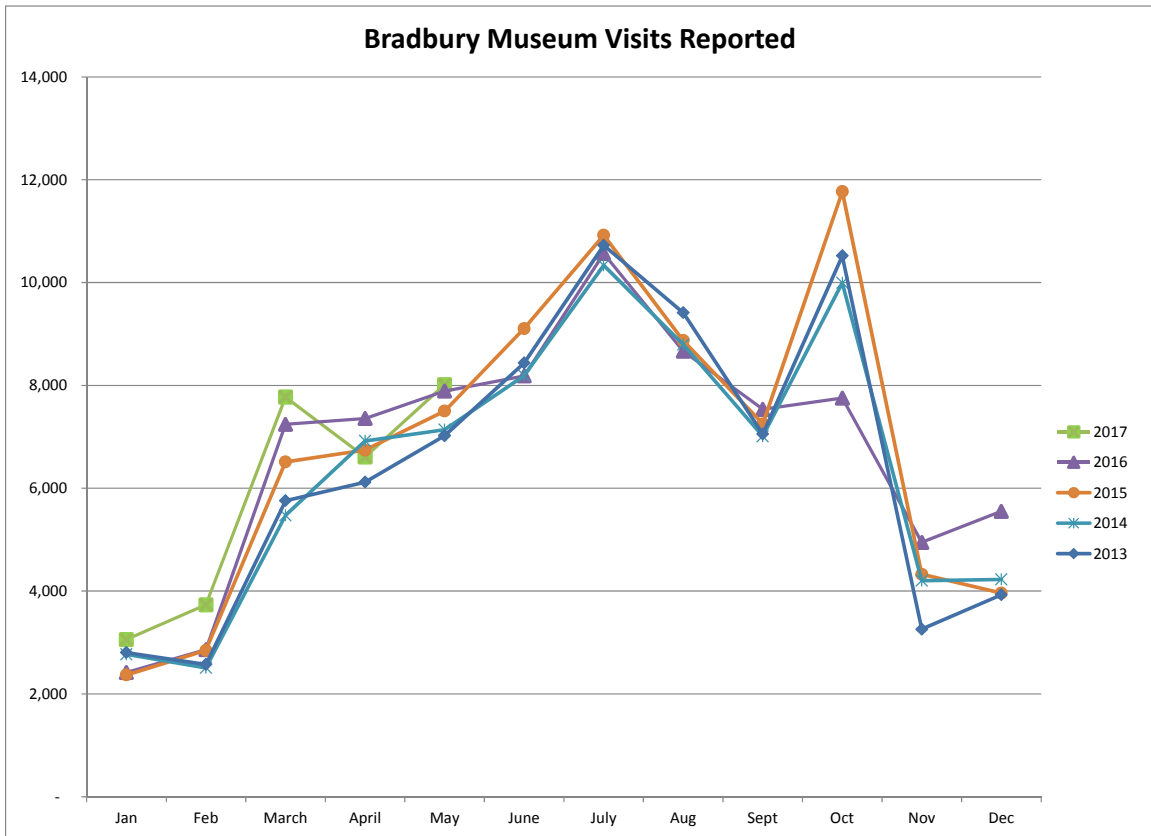
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

# LAMVB Monthly Report

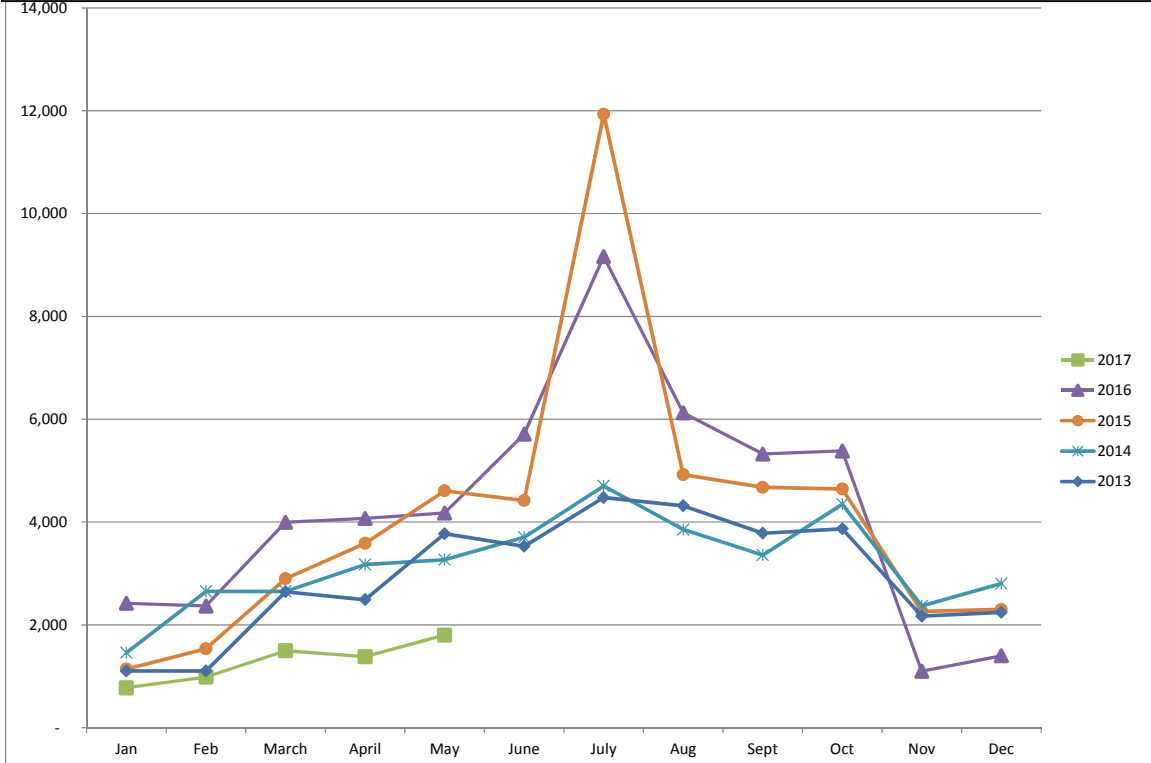
## May 2017



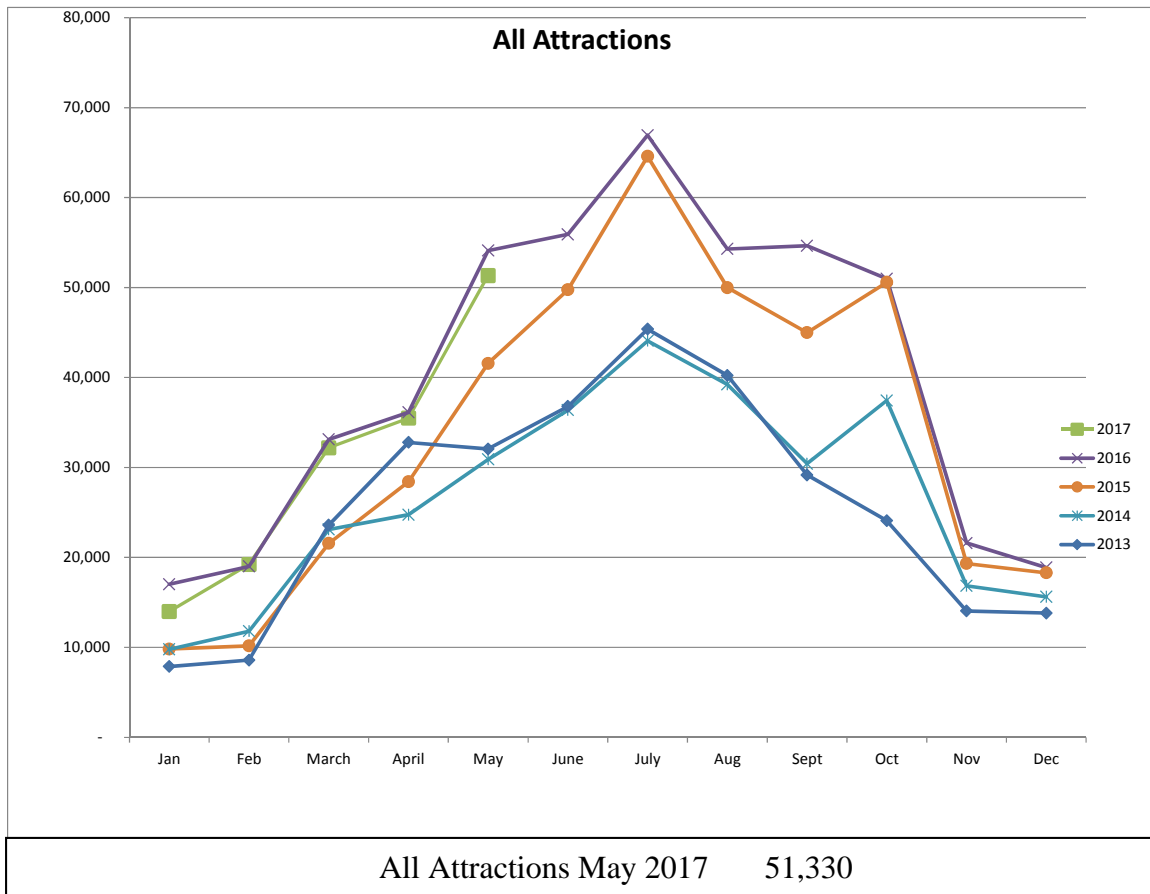




**Bradbury Science Museum May 2017** 8,014



**History Museum May 2017** 1,802



### May 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in May was 4,000. Currently our storage inventory is approximately 10,200.
- 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](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 May was 76.

- Comments left by visitors in our logs included “Very helpful visitor center”, “Very friendly people and interesting info”, “Makes us want to move here”, “Excellent information”, “Helpful and friendly”, “Cool”, “Beautiful site”, “Love the area, gorgeous friendly people”, “Absolutely lovely. Even better in person, thank you for the hospitality”, “Haven’t been here in 45 years!”, “Excellent advice”, “Beautiful country, thank you”, “Wonderful center”, “Very helpful, more to see than expected”, “Visiting family in Dixon, Truly this is the Enchanted Land”, “Beautiful and a learning experience”, “Very cordial and helpful staff”, “Amazing scenery”, and “Beautiful and awe inspiring natural history.”
- 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 May. The large display featured the Bradbury Science Museum.
- In May, 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.

May 2017:

21      visitlosalamos.org online Visitor Guide requests.  
103      Visitor Guides sent to Texas Monthly inquiries.

## Analysis of Visitor Surveys

May 2017

Sample size = 100 entries

### ✓ *Length of Stay* -

80% of visitor center survey respondents report less than a day  
20% report overnight stays

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

86% Yes  
14% No

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

Bandelier	66%
Manhattan Project/MPNHP	50%
Bradbury/History Museum	42%
LA Nature Center	12%
Scenery	25%
Recreation/Sports	6%
Business/Family/Friends	3%
Other: LANL, Doctor Apt., Mountain Biking, Jemez	1%
  
- ✓ The most prevalent states of origin are from Colorado, Texas, Florida, California, Georgia, Tennessee, Massachusetts, Louisiana, Washington State, North Carolina, Arizona and Iowa.
  
- ✓ The most prevalent foreign countries of origin are Canada, Japan, Holland, Germany, England, Australia and Singapore.
  
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Las Cruces, Albuquerque, Santa Fe and Pojoaque.