



LOS ALAMOS
MEETING AND VISITOR
BUREAU

August 15, 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 July 2017.
Please let me know if you have any questions about this report.

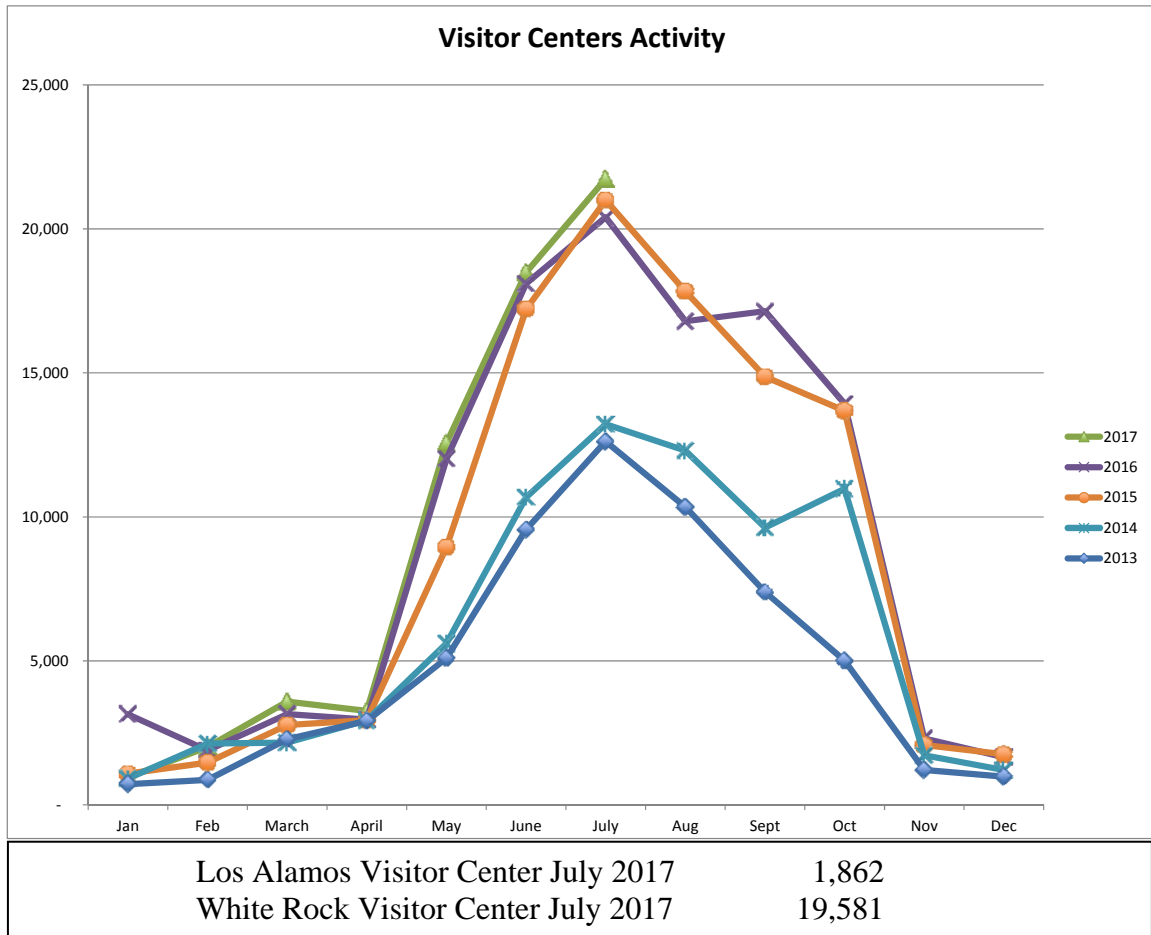
Sincerely,

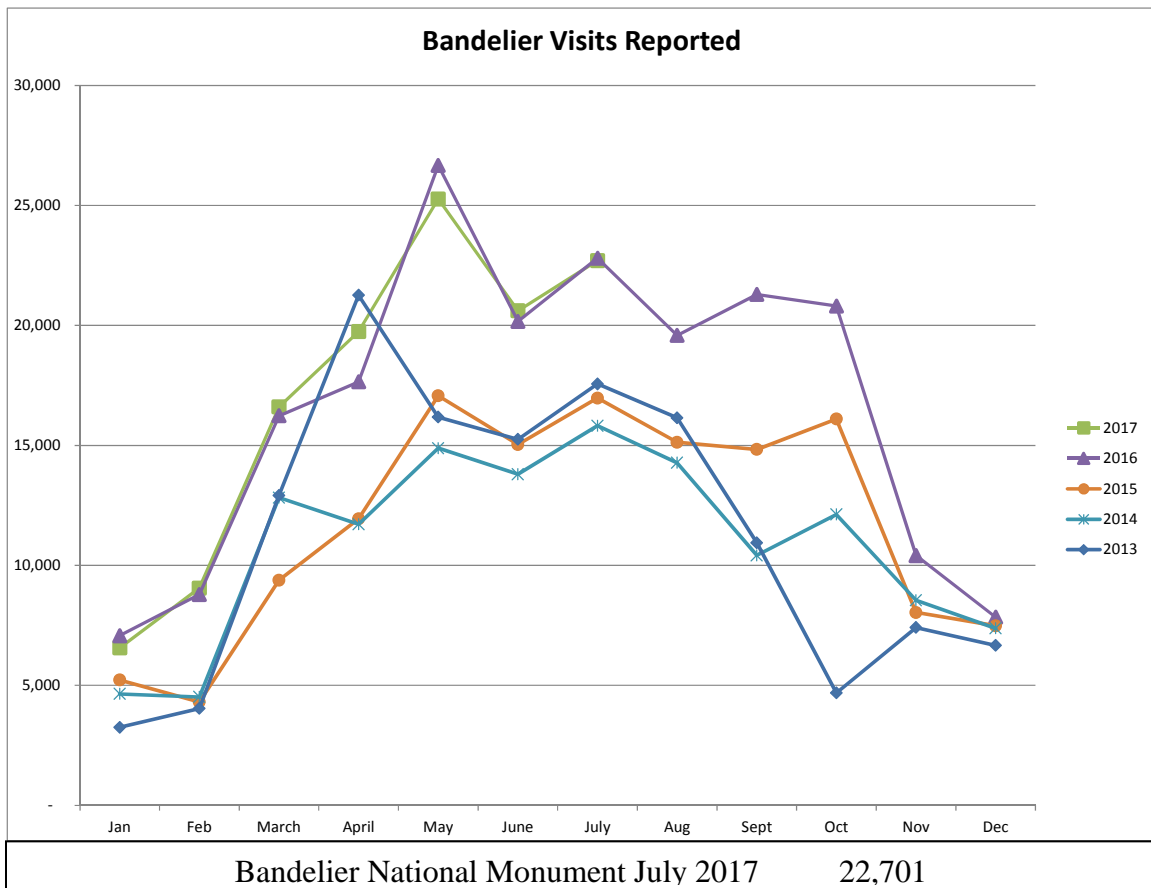
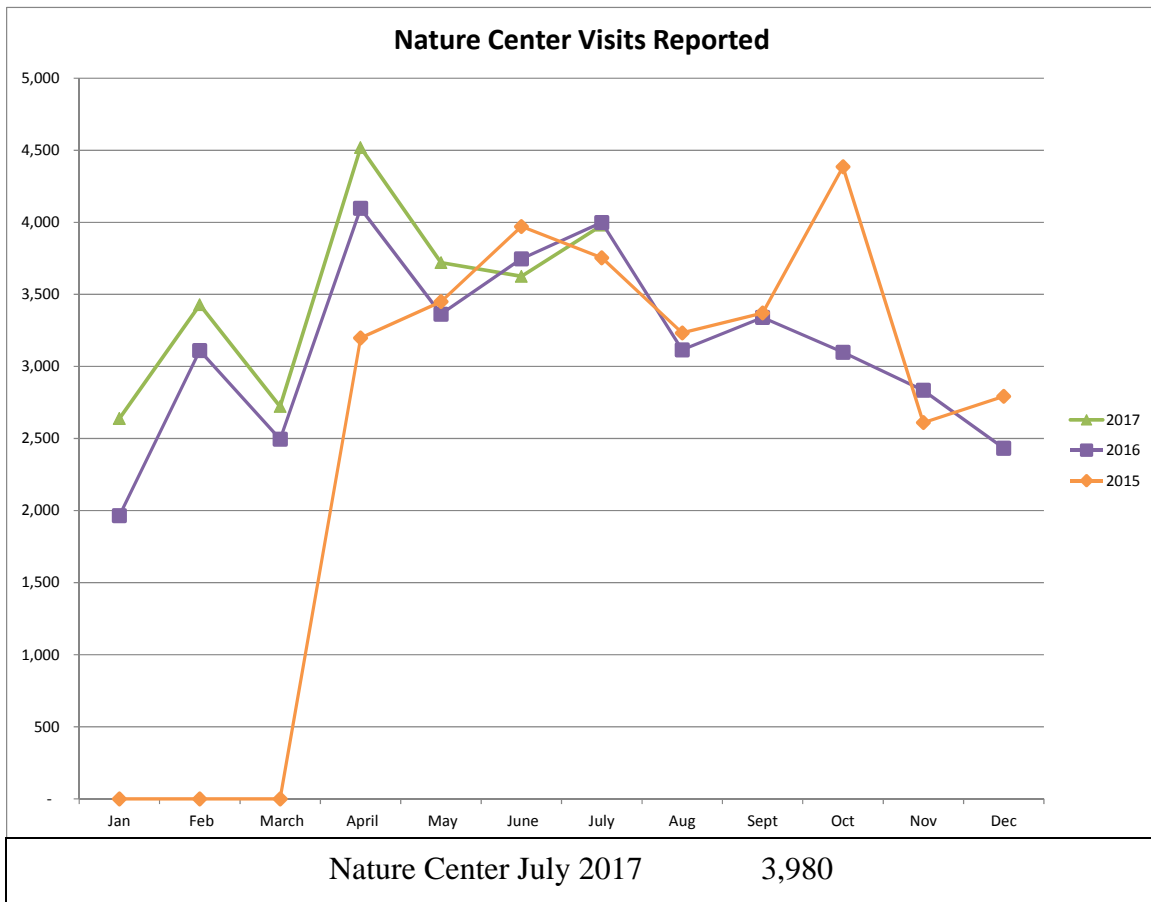
Melanie Peña
Director of Discover Los Alamos

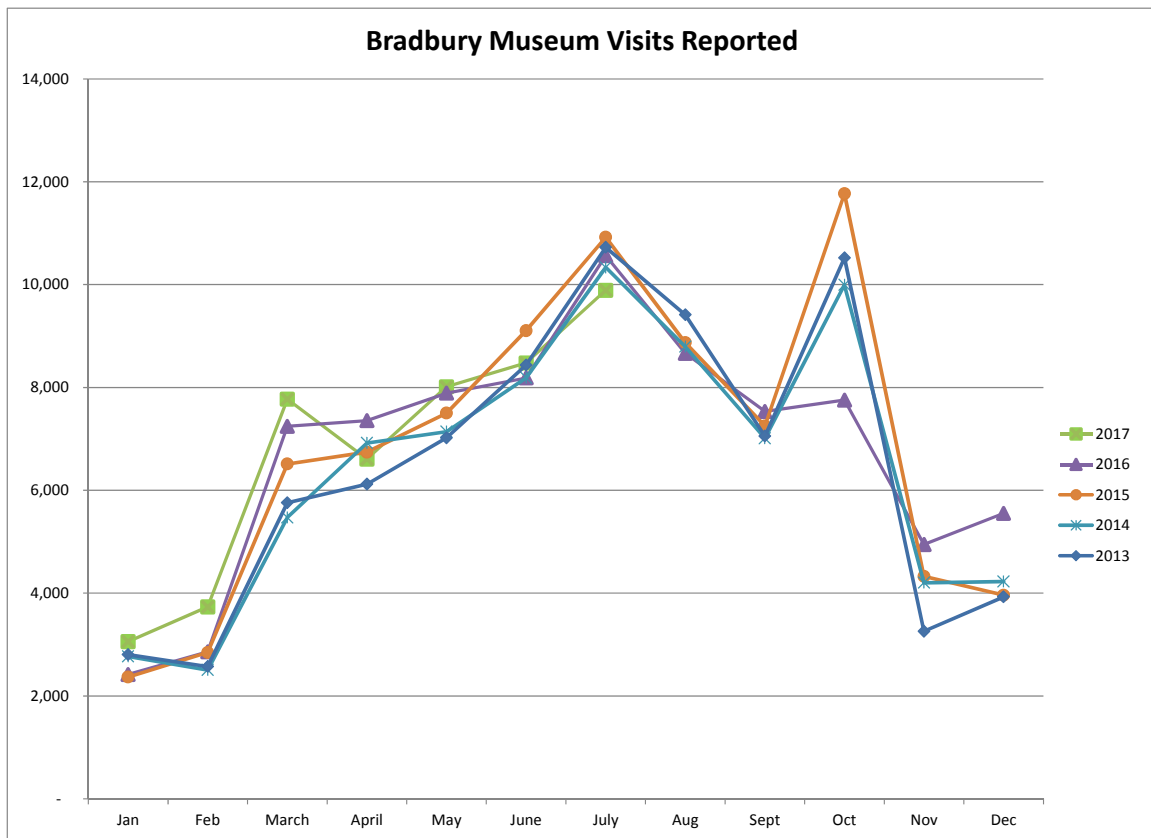
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

DLA Monthly Report

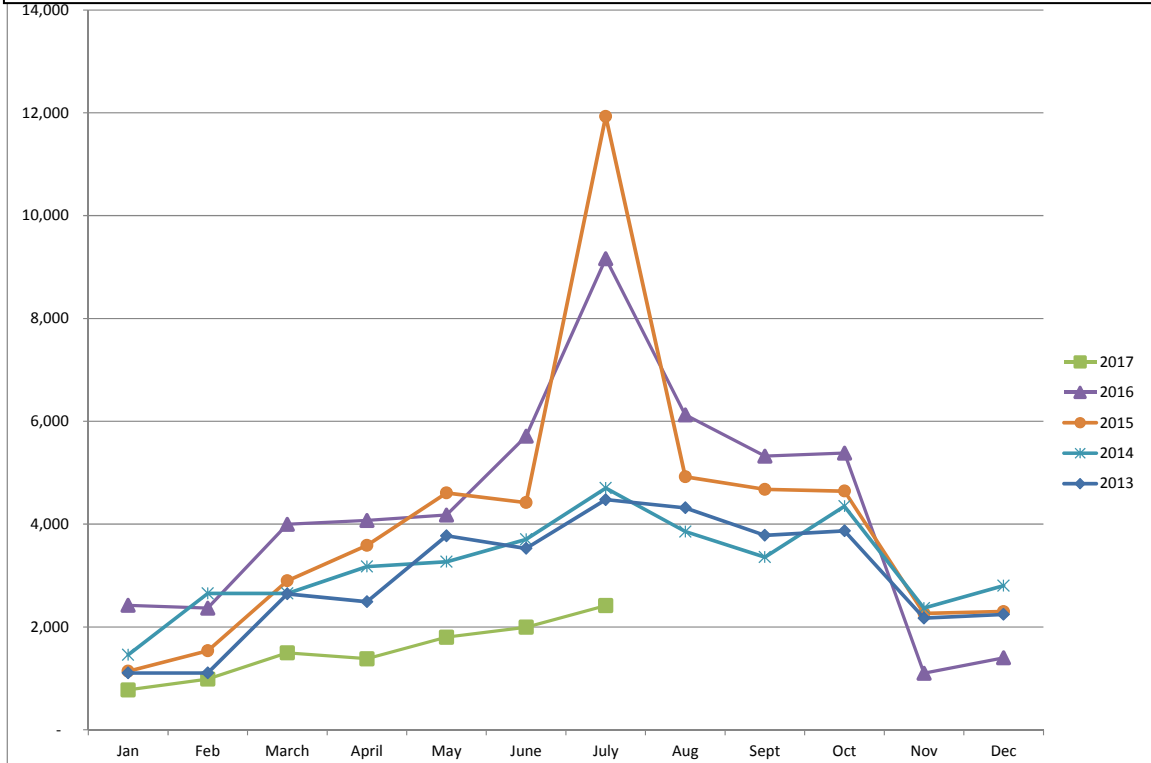
July 2017



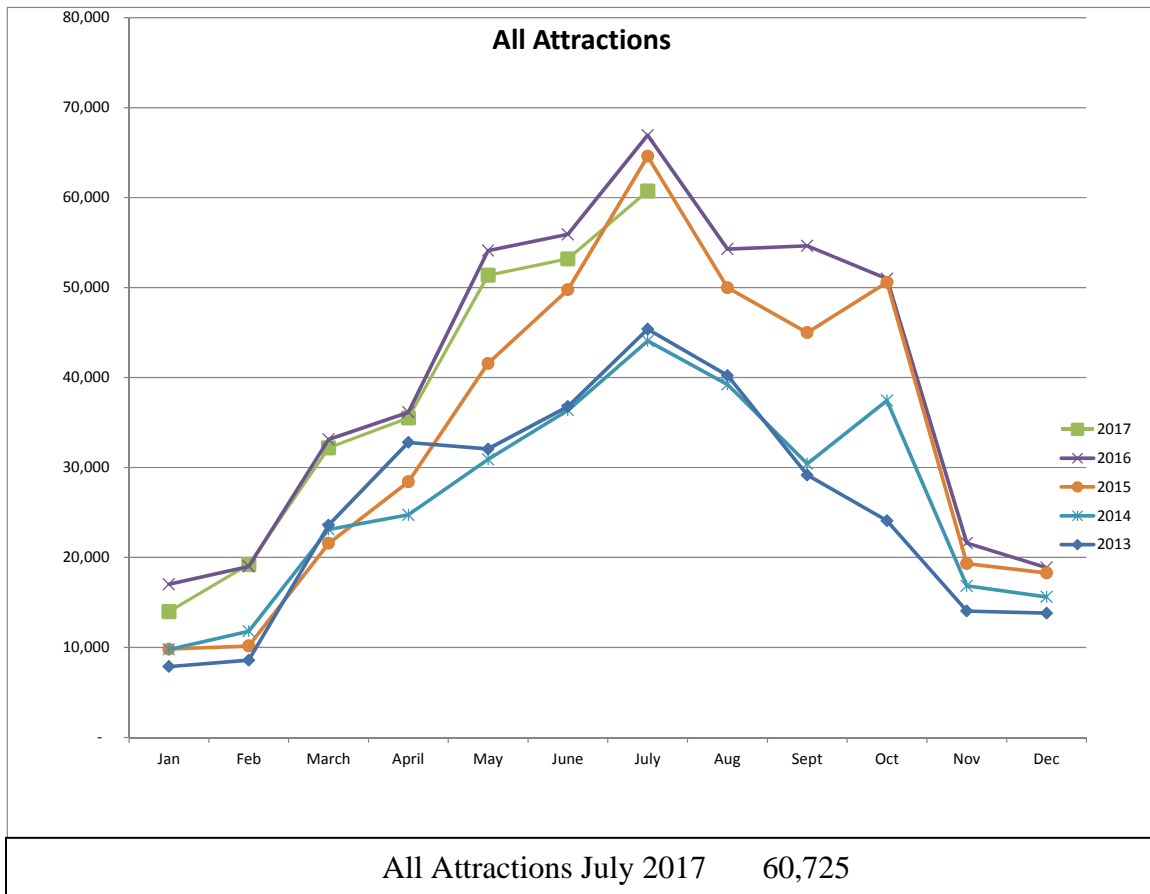




Bradbury Science Museum July 2017 9,890



History Museum July 2017 2,416



July 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in July was 4,400. Currently our storage inventory is approximately 4,000.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by an DLA 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.
- DLA's website visitlosalamos.org and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- DLA prepares and distributes a hard copy of the event calendar in the visitor centers.
- DLA recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in July was 100.

- Comments left by visitors in our logs included “This area merits much more aggressive tourism marketing. I’m wishing I’d know to restructure my trip around spending more time here”, “Visitor Center is an excellent resource for out of towners”, “Town sure doesn’t look like it did when we worked here”, “Love the area”, “Visitor Center staff great”, “Beautiful town”, “Keep up the good work, Los Alamos is beautiful”, “Beautiful area & friendly people”, “Extraordinary! Never seen anything like Bandelier.”
- 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 July. The large display featured the Los Alamos Nature Center.
- In July, DLA 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.

July 2017:

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

Analysis of Visitor Surveys

July 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* –

73% Yes
27% No

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

Bandelier National Monument	65%
Manhattan Project/MPNHP	48%
Bradbury/History Museum	42%
LA Nature Center	13%
Scenery/Recreation/Sports	20%
Business/Family/Friends	3%
Other:	0%

- ✓ The most prevalent states of origin are from Texas, California, Colorado, Oklahoma, Florida, Arizona, Maryland, Nevada, Missouri, Oregon and Tennessee.
- ✓ The most prevalent foreign countries of origin are Canada, Norway, Germany and Spain.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque, Santa Fe, Rio Rancho, Las Cruces, Edgewood and Clovis.