



LOS ALAMOS
MEETING AND VISITOR
BUREAU

September 14, 2017

Kelly Stewart
Los Alamos County
1000 Central Avenue
Los Álamos, NM 87544

RE: Transmittal of Monthly Discover Los Alamos LTAB report

Dear Kelly:

Attached is the submission of our monthly activity report for the month of August 2017.
Please let me know if you have any questions about this report.

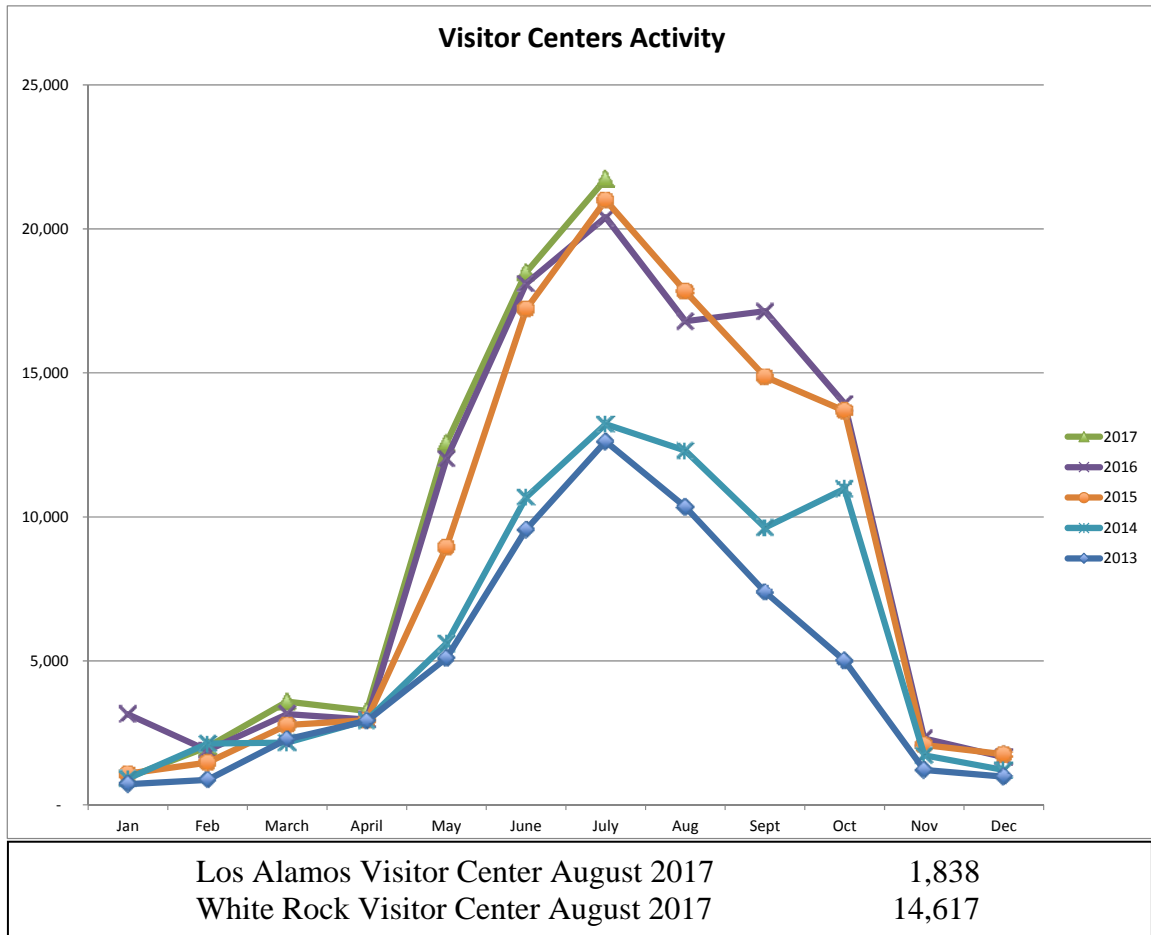
Sincerely,

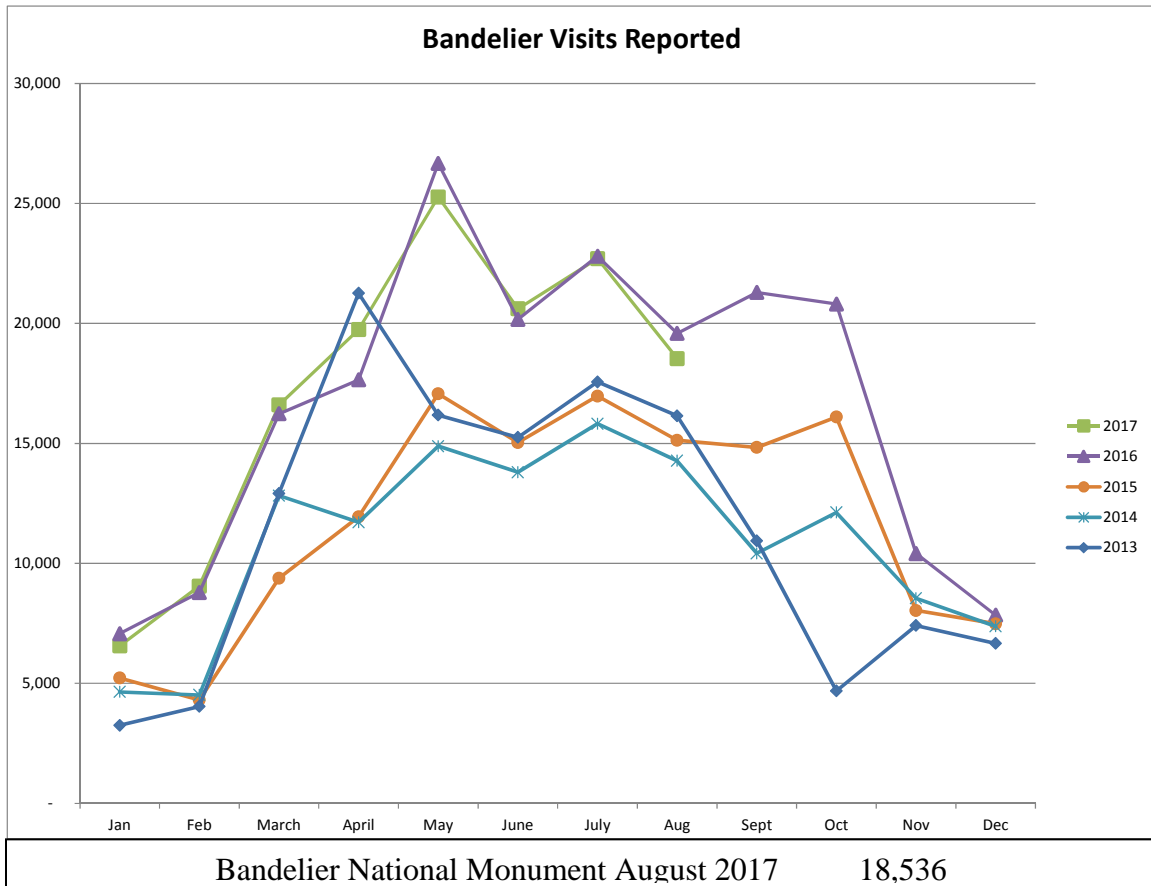
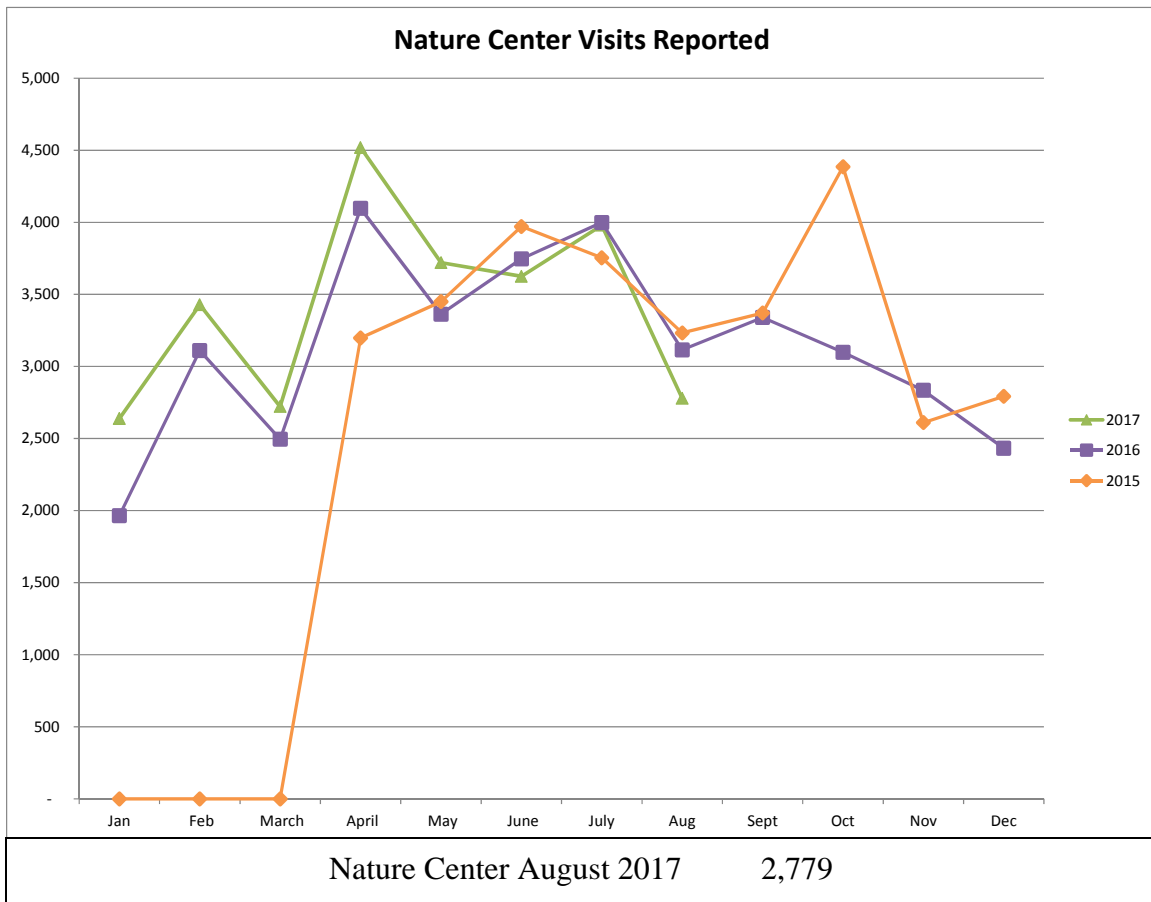
Melanie Peña
Director of Discover Los Alamos

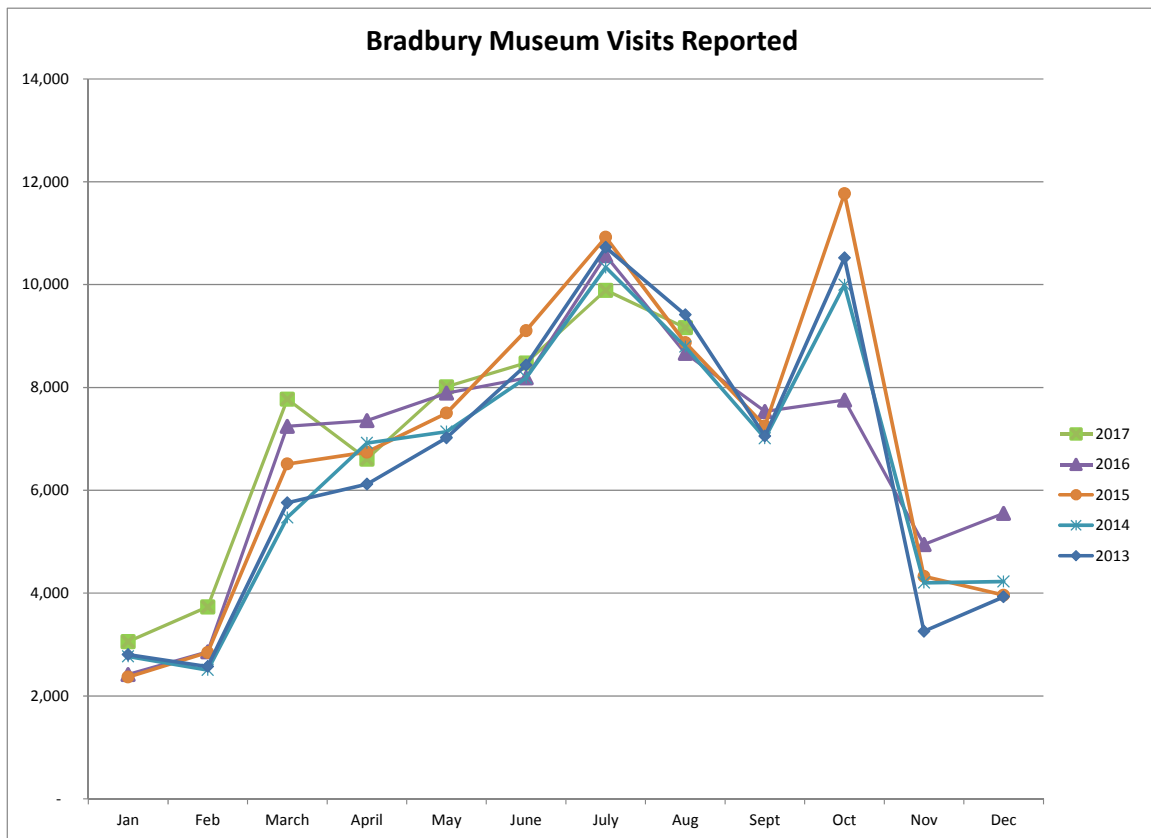
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

DLA Monthly Report

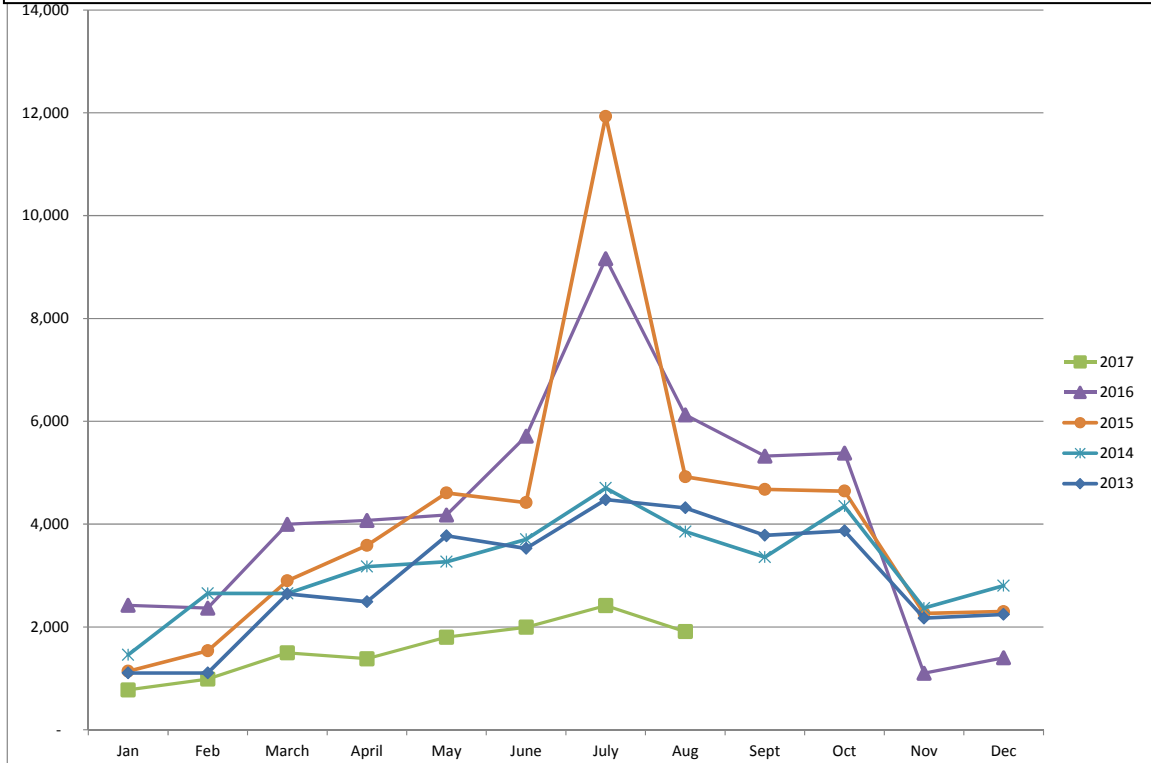
August 2017



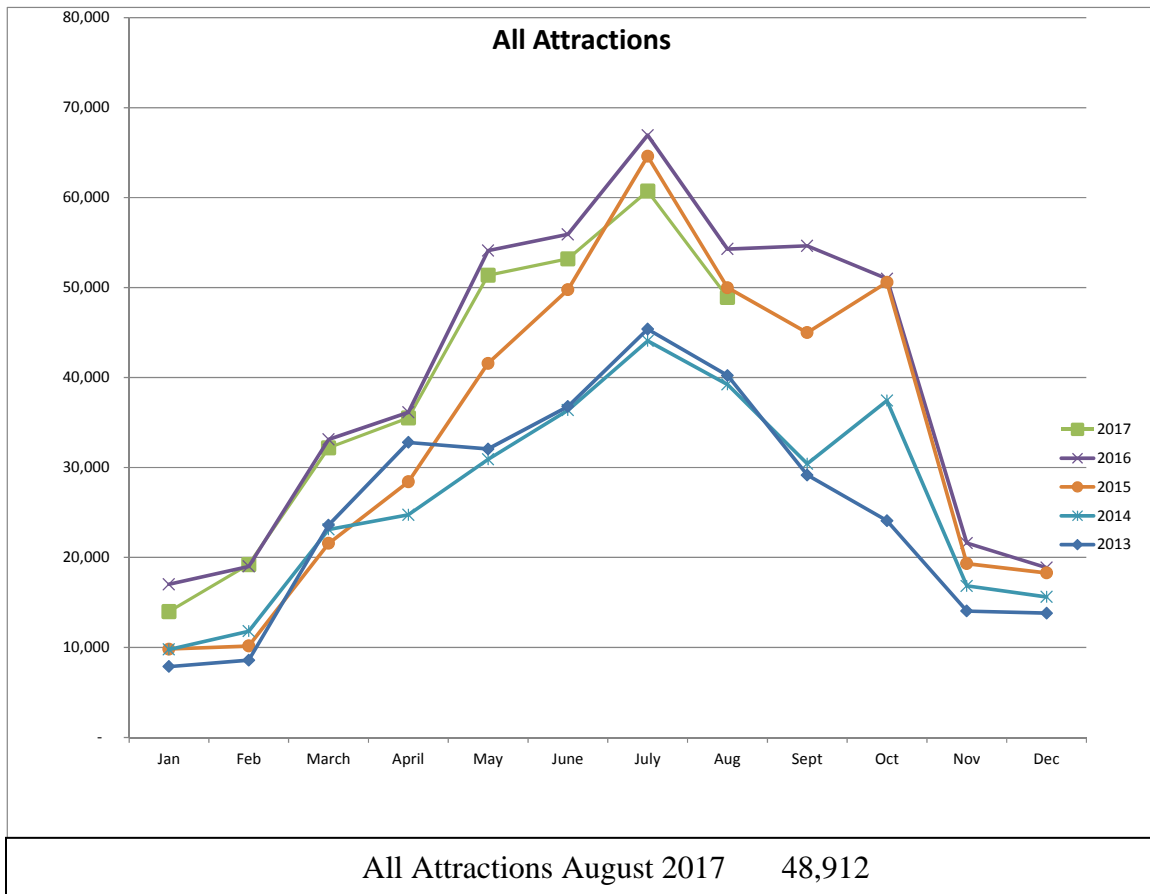




Bradbury Science Museum August 2017 9,162



History Museum August 2017 1,910



August 2017 Narrative Comments

- The newest edition of the Los Alamos Visitor Guide was received in August with approximately 150,000 copies. Fun & Games has already picked up 80 boxes to distribute.
- The approximate number of visitor guides distributed from the visitor centers, including Fun & Games in August was 15,625.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by an DLA representative. There are currently 16 in places 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 August was 79.
- Comments left by visitors in our logs included “Thanks very helpful”, “Beautiful!”, “Very nice, lots of information for you beautiful city”, “Nice visitor center”, “Very helpful, thank you”, “Very pleased with the sites”, “Really beautiful scenery”, “Awesome views, amazing history!”, “Interested in visiting the museums”, “Clear helpful information”, “Beautiful sites, very friendly people, interesting history!”, “Great to be back”, “Fantastic country”, “Fun and informative, lots to see and learn”, “Beautiful and hot”, “Very enjoyable, very friendly”.
- 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 August. The large display featured the Fuller Lodge Art Center.
- In August, 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.

August 2017:

14 visitlosalamos.org online Visitor Guide requests.
114 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

August 2017

Sample size = 100 entries

✓ *Length of Stay* -

83% of visitor center survey respondents report less than a day
17% report overnight stays

✓ *First Time Visit to Los Alamos* –

82% Yes
18% No

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

Bandelier National Monument	61%
Manhattan Project/MPNHP	34%
Bradbury/History Museum	35%
LA Nature Center	16%
Scenery/Recreation/Sports	22%
Business/Family/Friends	5%
Other: Valles Caldera	1%

- ✓ The most prevalent states of origin are from Texas, Arizona, California, New York, Oklahoma, Washington State, Alabama, Colorado and Louisiana.
- ✓ The most prevalent foreign countries of origin are Brazil, Austria, Germany, Belgium, Australia and Italy.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque, Santa Fe, Alamogordo, Rio Rancho, Ghost Ranch, Deming and Las Cruces.