



LOS ALAMOS
MEETING AND VISITOR
BUREAU

November 13, 2017

Kelly Stewart
Los Alamos County
1000 Central Avenue
Los Alamos, 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 October 2017. Please let me know if you have any questions about this report.

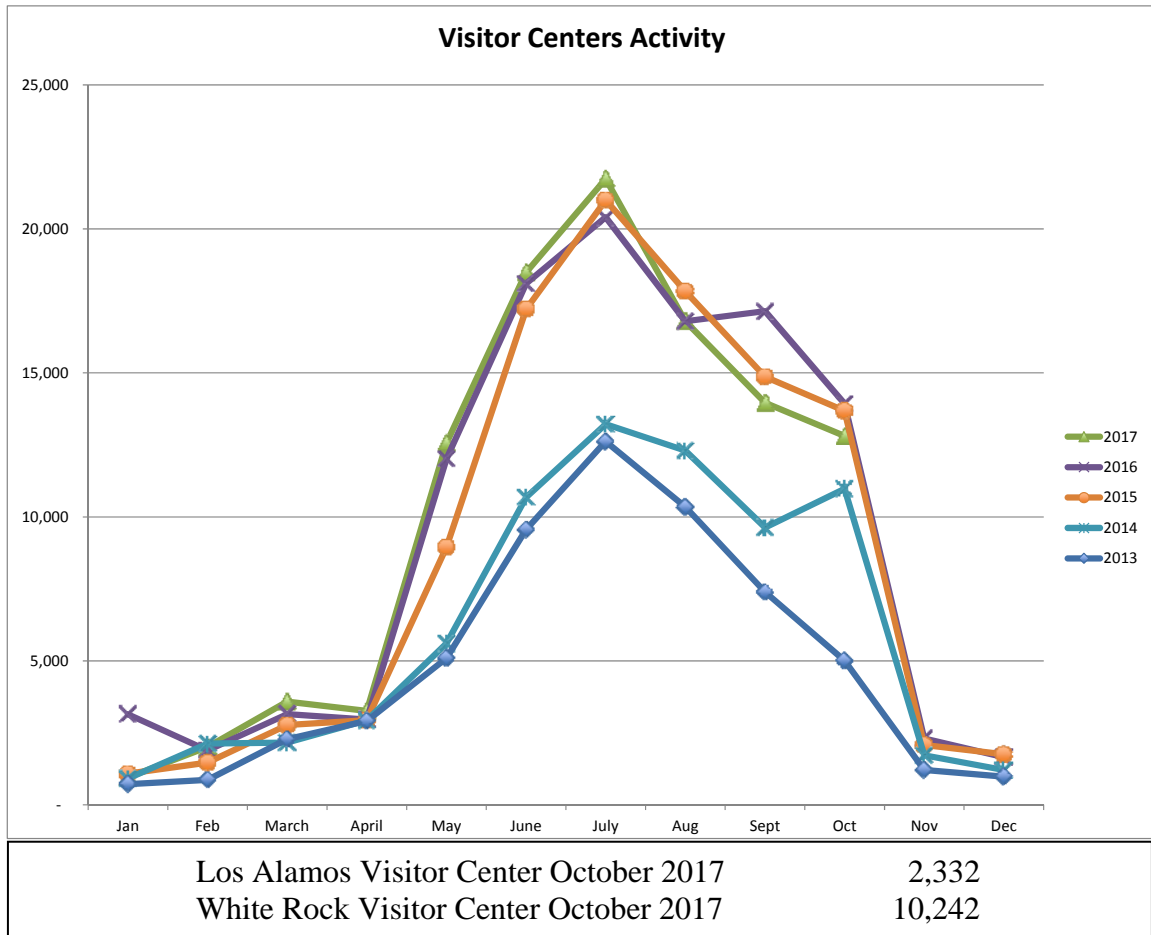
Sincerely,

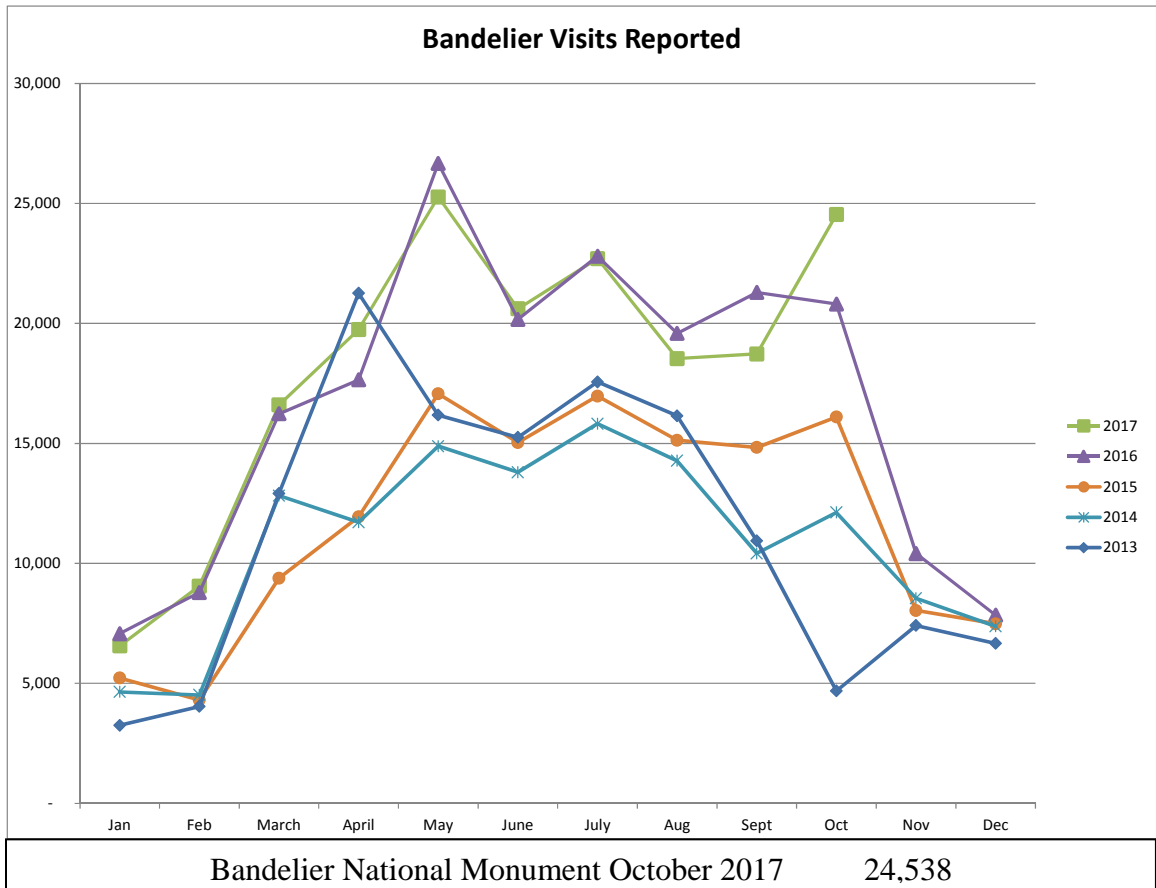
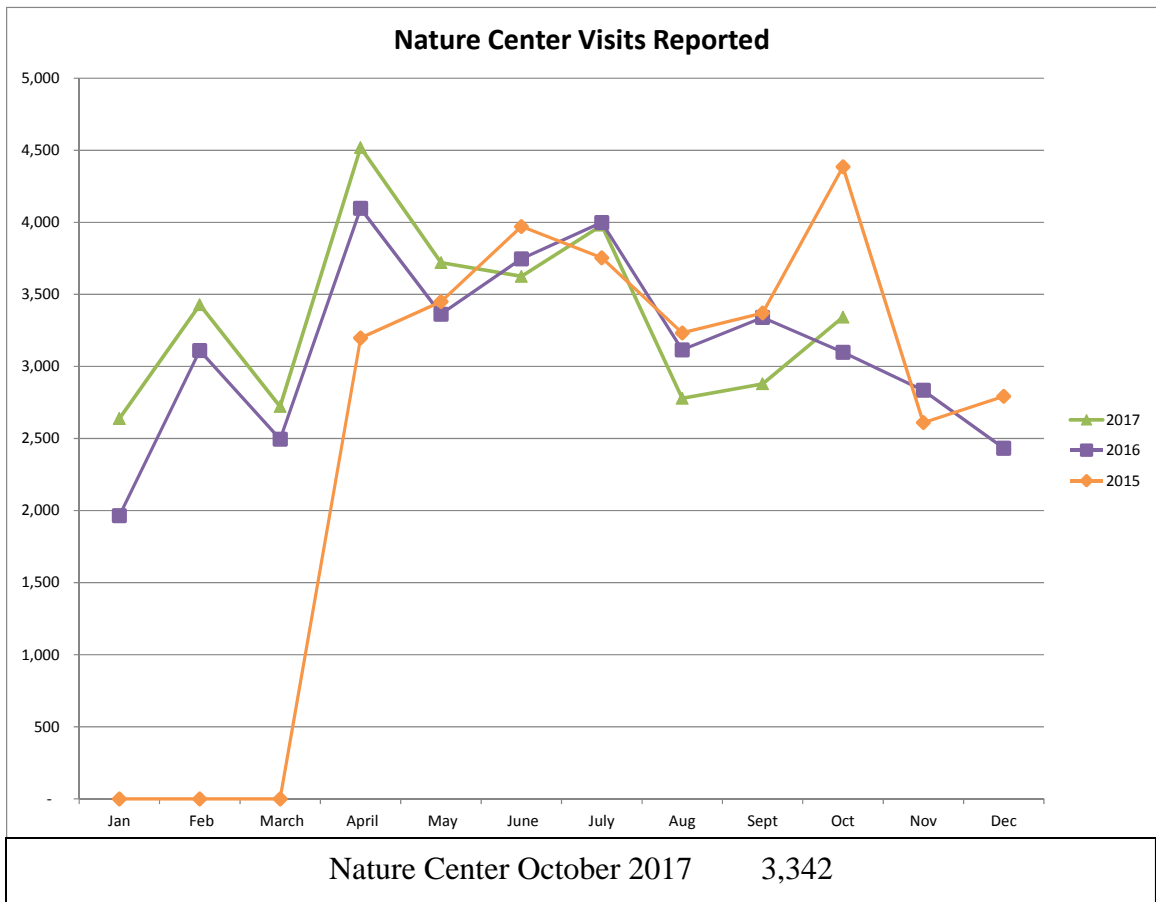
Melanie Peña
Director of Discover Los Alamos

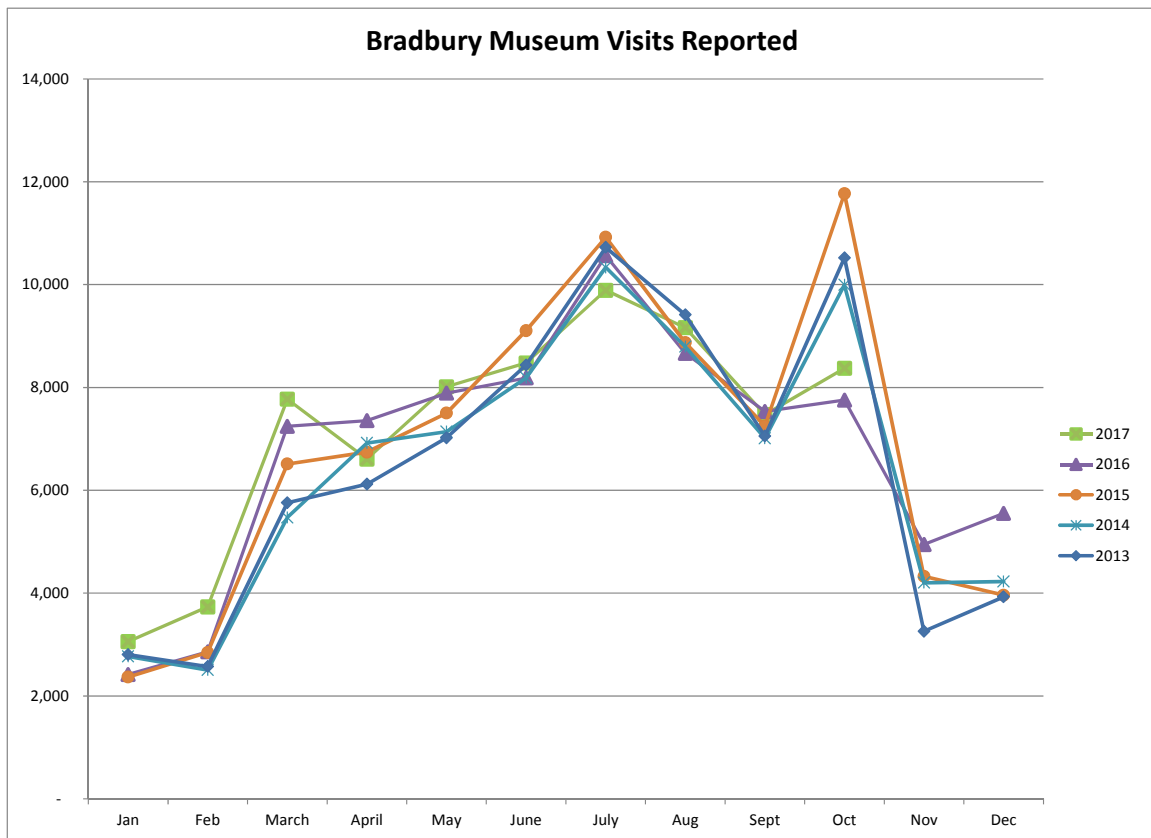
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

DLA Monthly Report

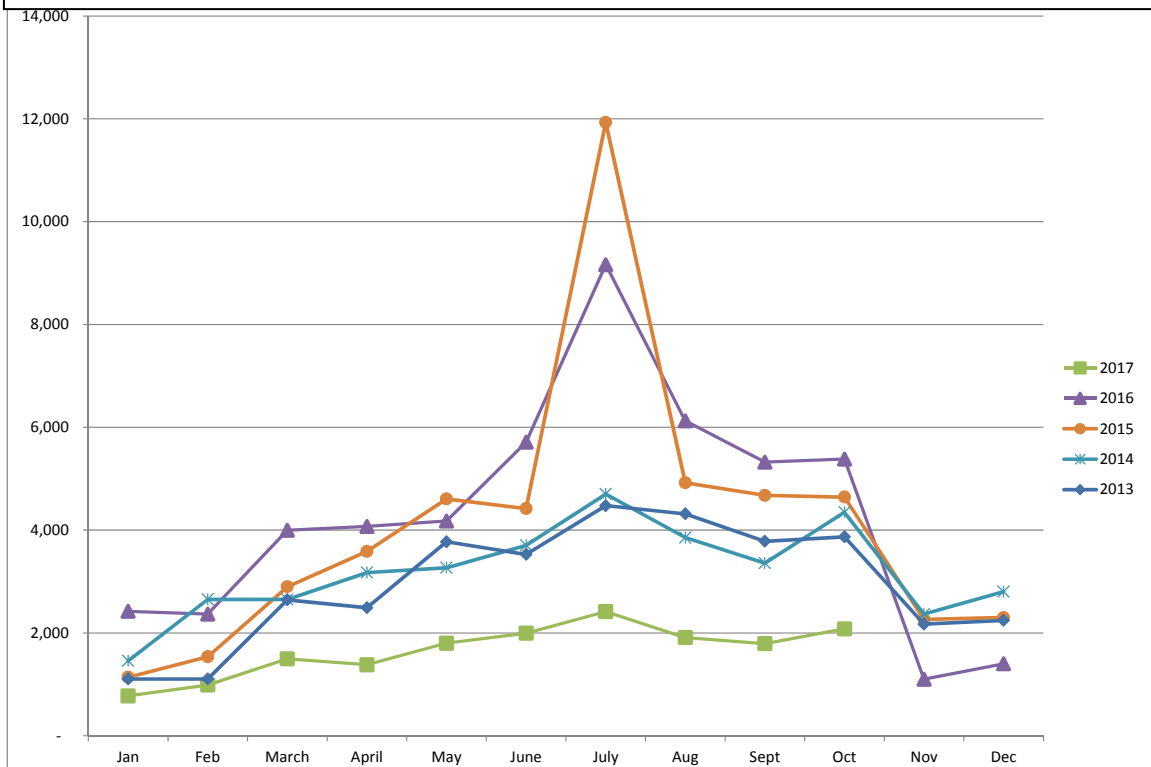
October 2017



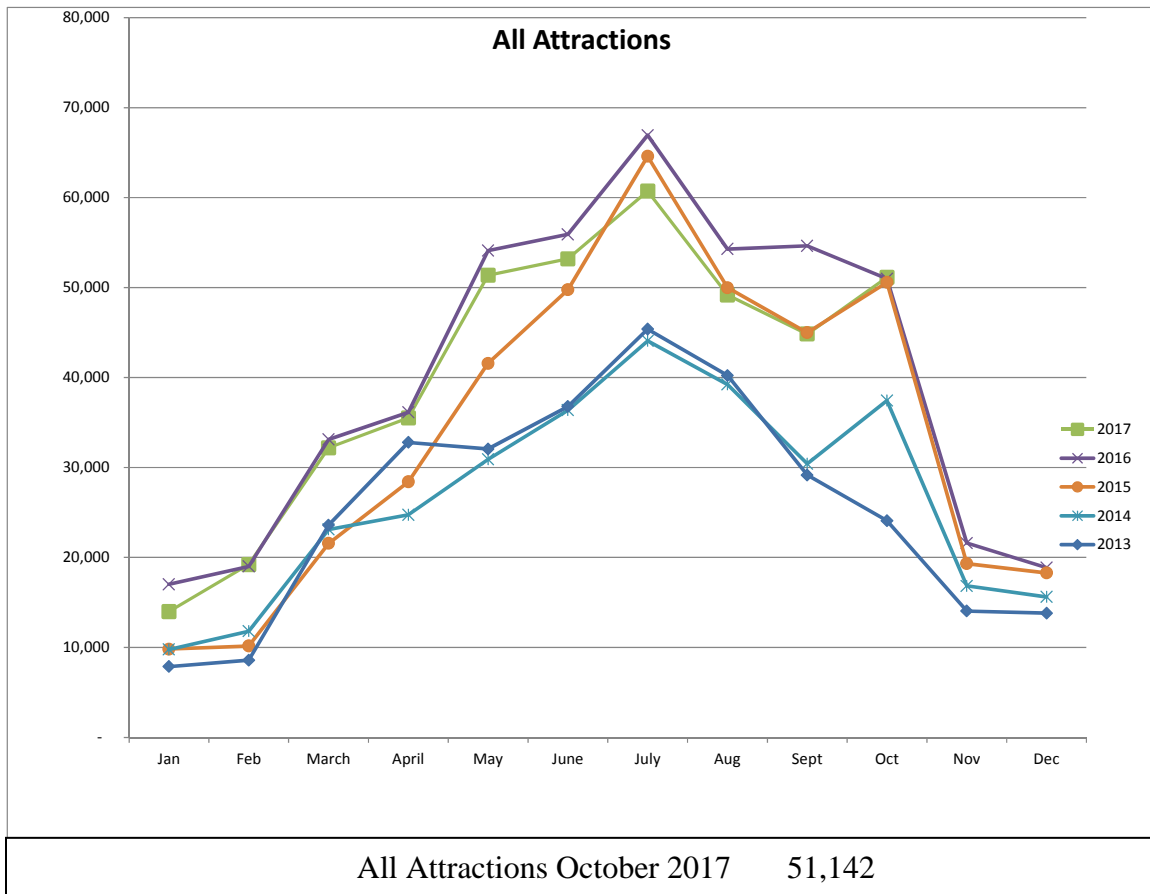




Bradbury Science Museum October 2017 8,373



History Museum October 2017 2,080



October 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.
- 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 October was 40.

- Comments left by visitors in our logs included “Great visitor center”, “Beautiful geography”, “Love Los Alamos”, “Beautiful day, great intro and explanation of the sites. Friendly staff”, “Really enjoyable, lots of information, thanks”, “Loved seeing Los Alamos and all the museums”, “Was told ‘there’s nothing there’ what a nice surprise and enjoyed our day”, “Beautiful area”, “Helpful, friendly and knowledgeable staff. RV parking is excellent”, “Staff here is awesome”, “Thoroughly enjoyable”, “What a great visitor center. We spent 4 days here and all the volunteers and staff were exceptionally helpful.”
- 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 September. The large display featured the Los Alamos History Museum.
- In October, 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.

October 2017:

- 45 visitlosalamos.org online Visitor Guide requests.
- 86 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

October 2017

Sample size = 100 entries

✓ *Length of Stay* -

81% of visitor center survey respondents report less than a day
19% report overnight stays

✓ *First Time Visit to Los Alamos* –

79% Yes
21% No

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

Bandelier National Monument	71%
Manhattan Project/MPNHP	49%
Bradbury/History Museum	39%
LA Nature Center	13%
Scenery/Recreation/Sports	27%
Business/Family/Friends	5%
Other:	0%

- ✓ The most prevalent states of origin are from Texas, Florida, Georgia, Colorado, Washington State, California, North Carolina, Maryland, Louisiana, Oregon, Tennessee, and Ohio.
- ✓ The most prevalent foreign countries of origin are Canada, Italy and Switzerland.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque, Raton, Deming and Santa Fe.