



LOS ALAMOS
MEETING AND VISITOR
BUREAU

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

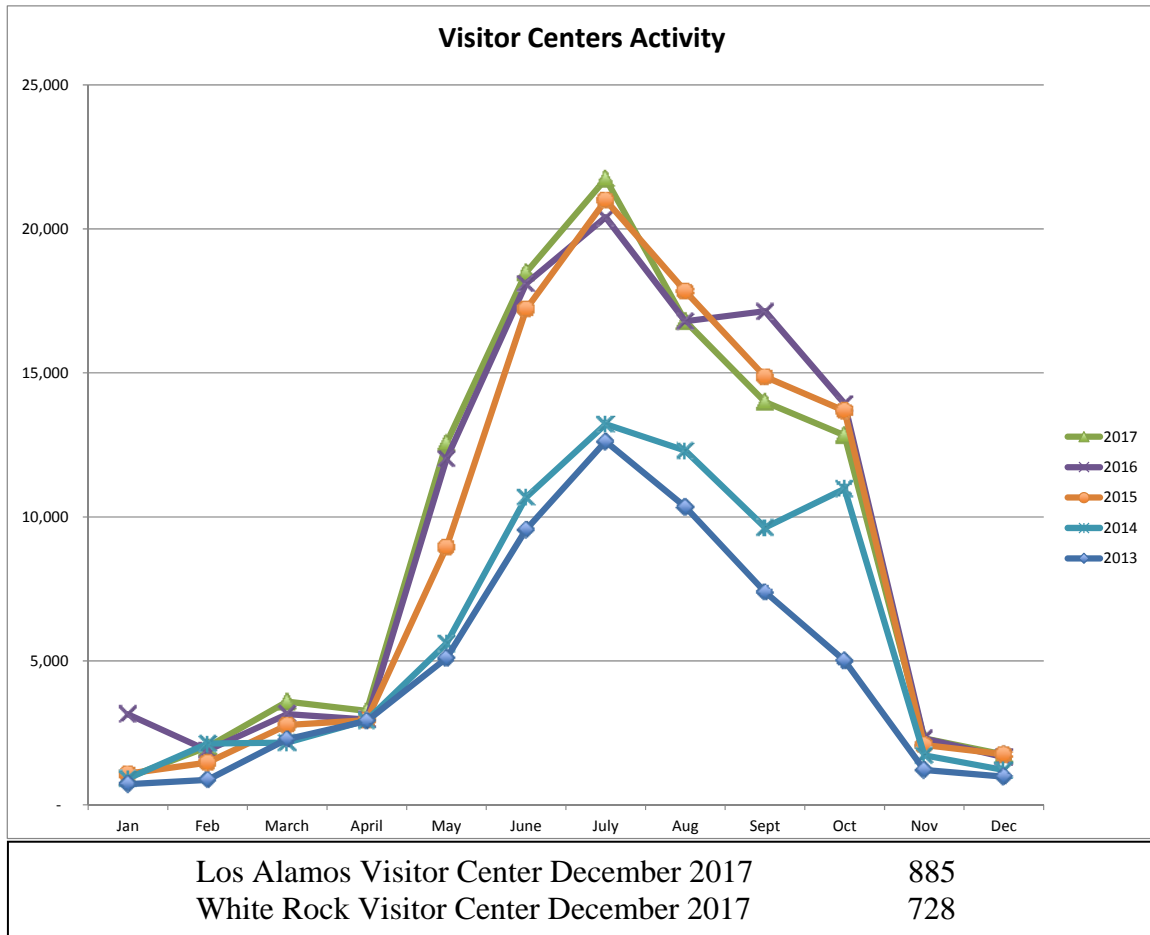
Sincerely,

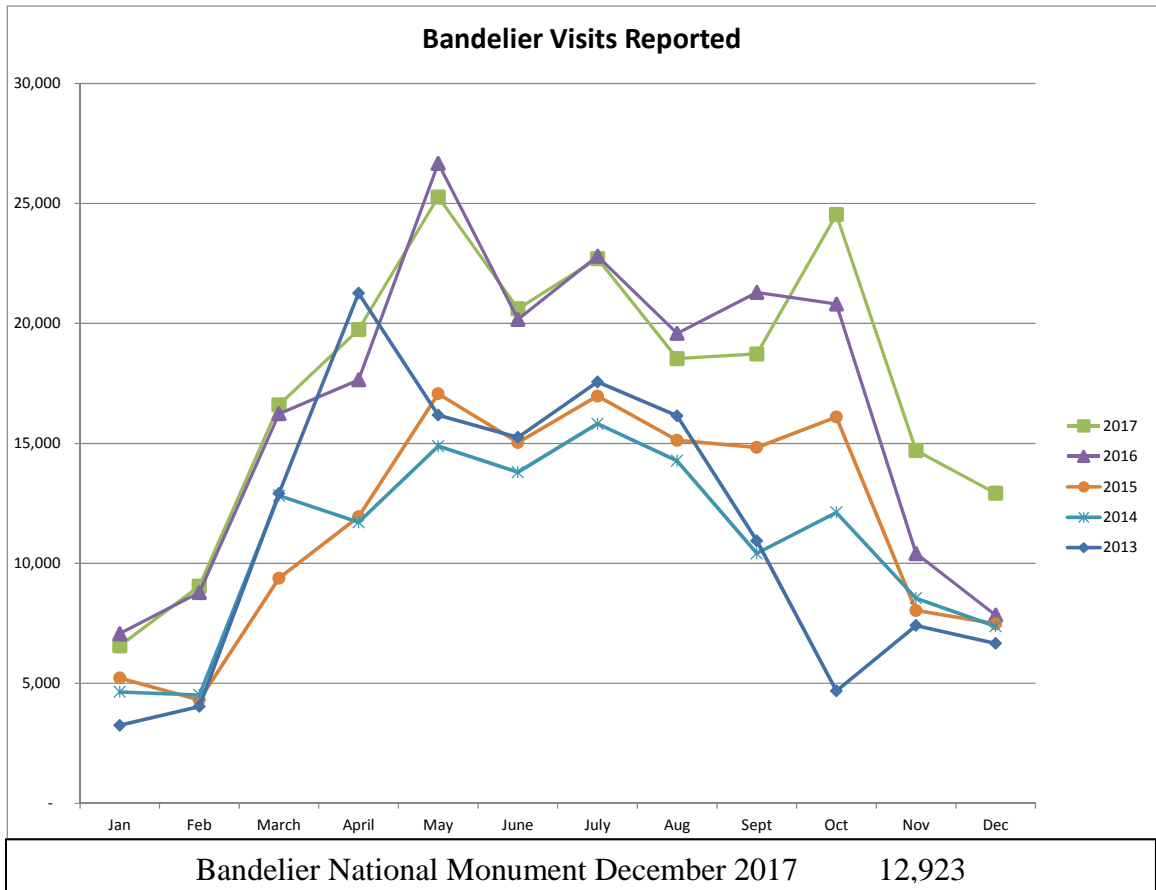
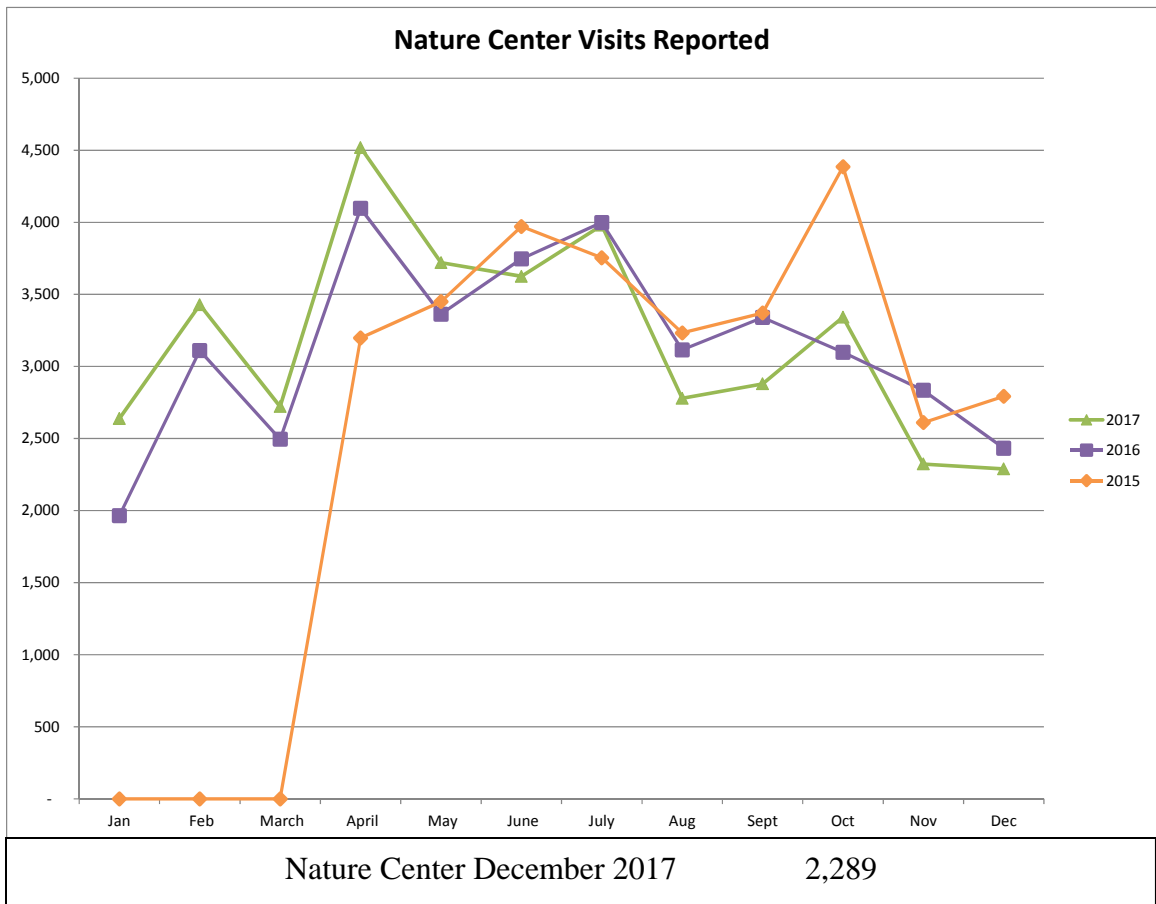
Melanie Peña
Director of Discover Los Alamos

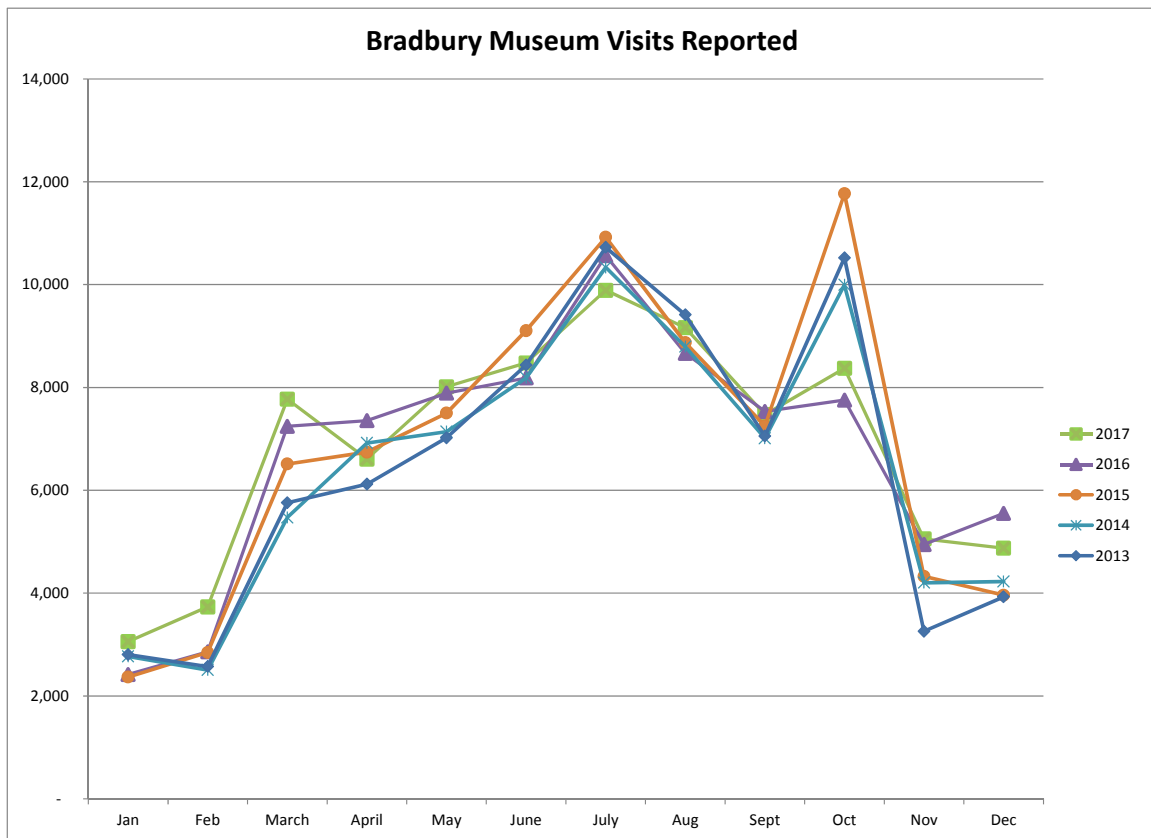
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

DLA Monthly Report

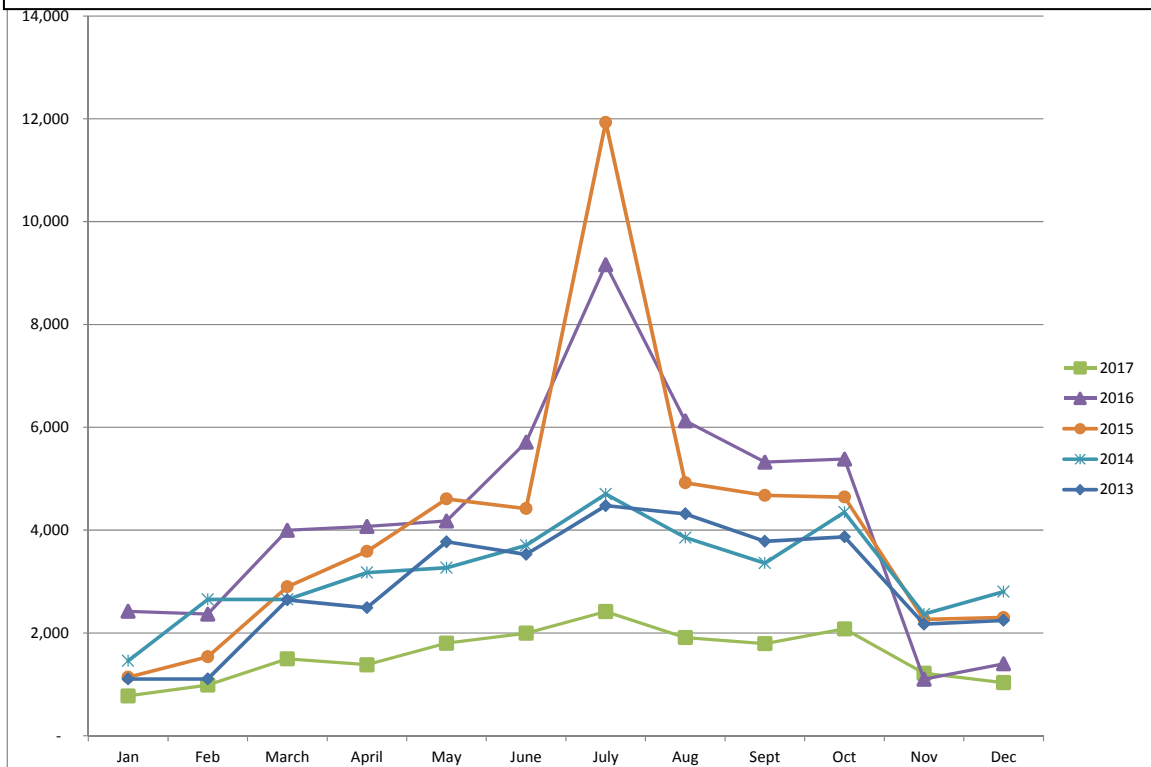
December 2017



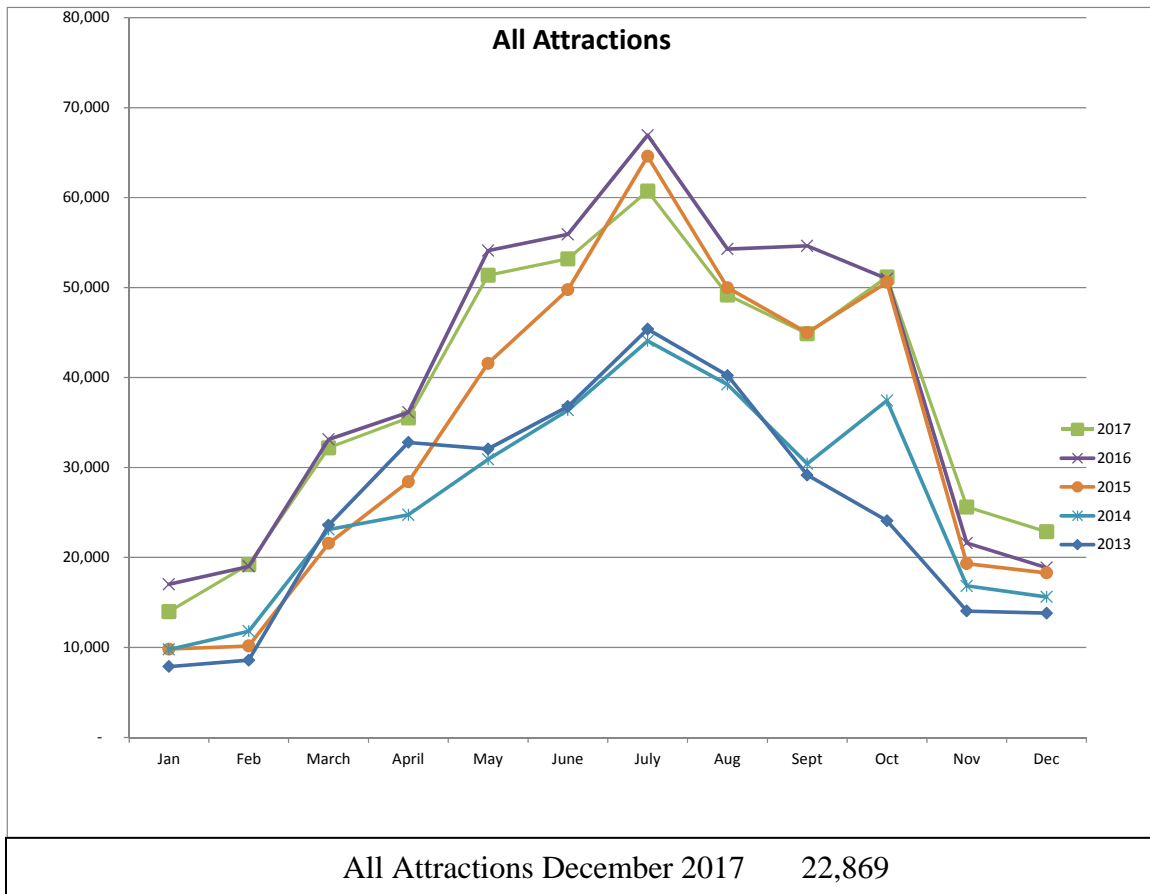




Bradbury Science Museum December 2017 4,874



History Museum December 2017 1,034



December 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 locations 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 December was 25 hours.

- Comments left by visitors in our logs included “Very nice visitor center,” “Visitor center staff was very helpful”, “I was born in Los Alamos 1950”, “4 nights at Bandelier campground”, “This place is beautiful”, “New to the area”, “Love it, clean!”, “Thank you for the helpful information”, “Nice little town”, “10 day vacation”.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum, 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 November. The large display featured the Los Alamos Museum of Art.
- In December 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.

December 2017:

- 55 visitosalamos.org online Visitor Guide requests.
- 29 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

December 2017

Sample size = 50 entries

✓ *Length of Stay* -

73% of visitor center survey respondents report less than a day
27% report overnight stays

✓ *First Time Visit to Los Alamos* –

75% Yes
25% No

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

Bandelier National Monument	76%
Manhattan Project/MPNHP	32%
Bradbury/History Museum	42%
LA Nature Center	6%
Scenery/Recreation/Sports	24%
Business/Family/Friends	16%
Other:	0%

- ✓ The most prevalent states of origin are from California, Texas, California, Colorado, Pennsylvania, New Jersey and Maine.
- ✓ The most prevalent foreign countries of origin are Canada.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos Alcalde, Santa Fe, Silver City, Albuquerque, Taos and Las Cruces