



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 January 2018.  
Please let me know if you have any questions about this report.

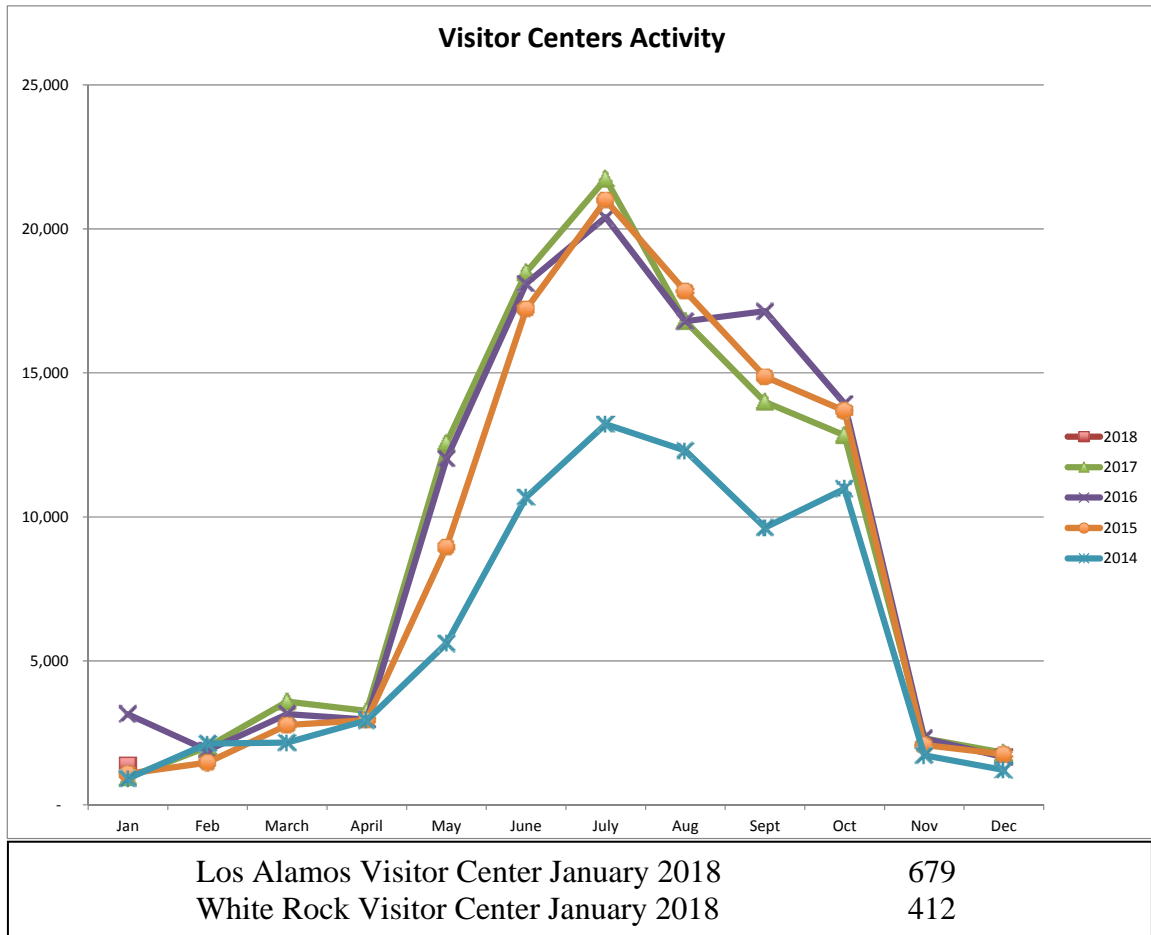
Sincerely,

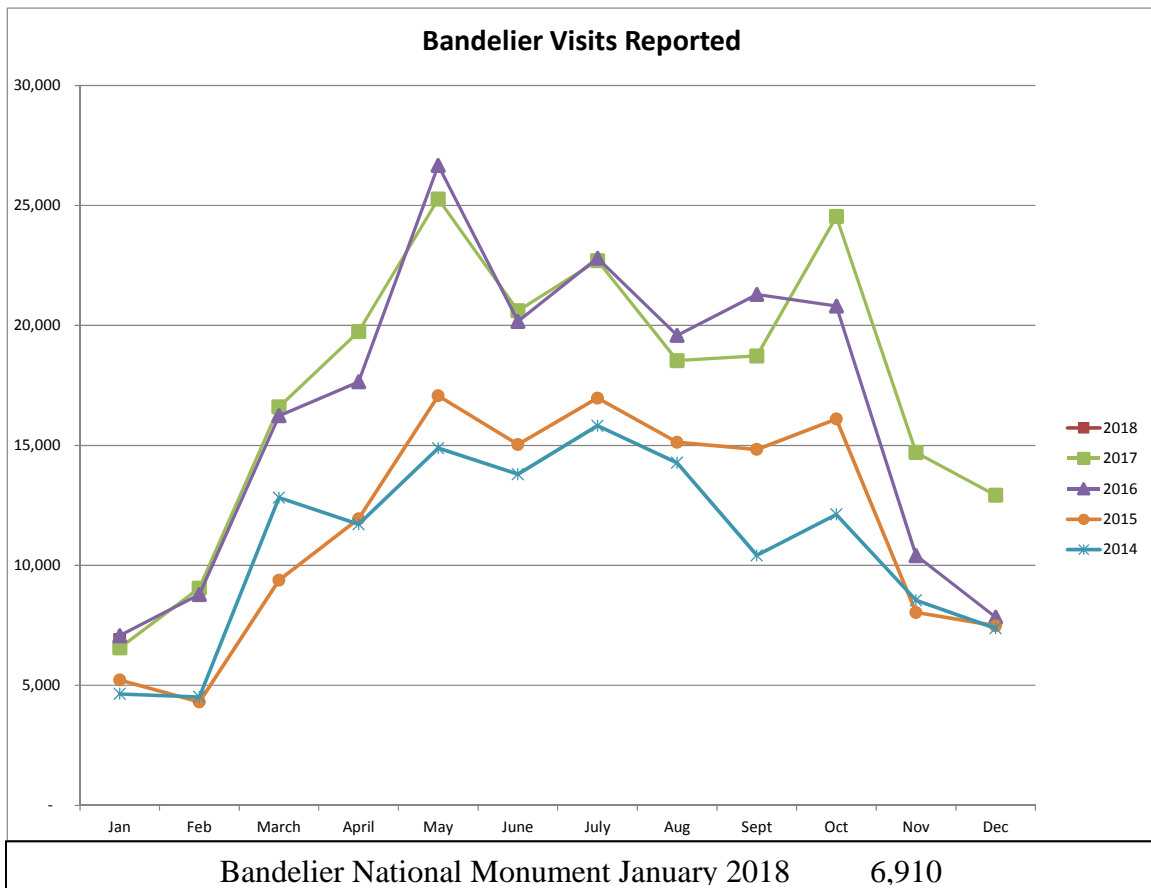
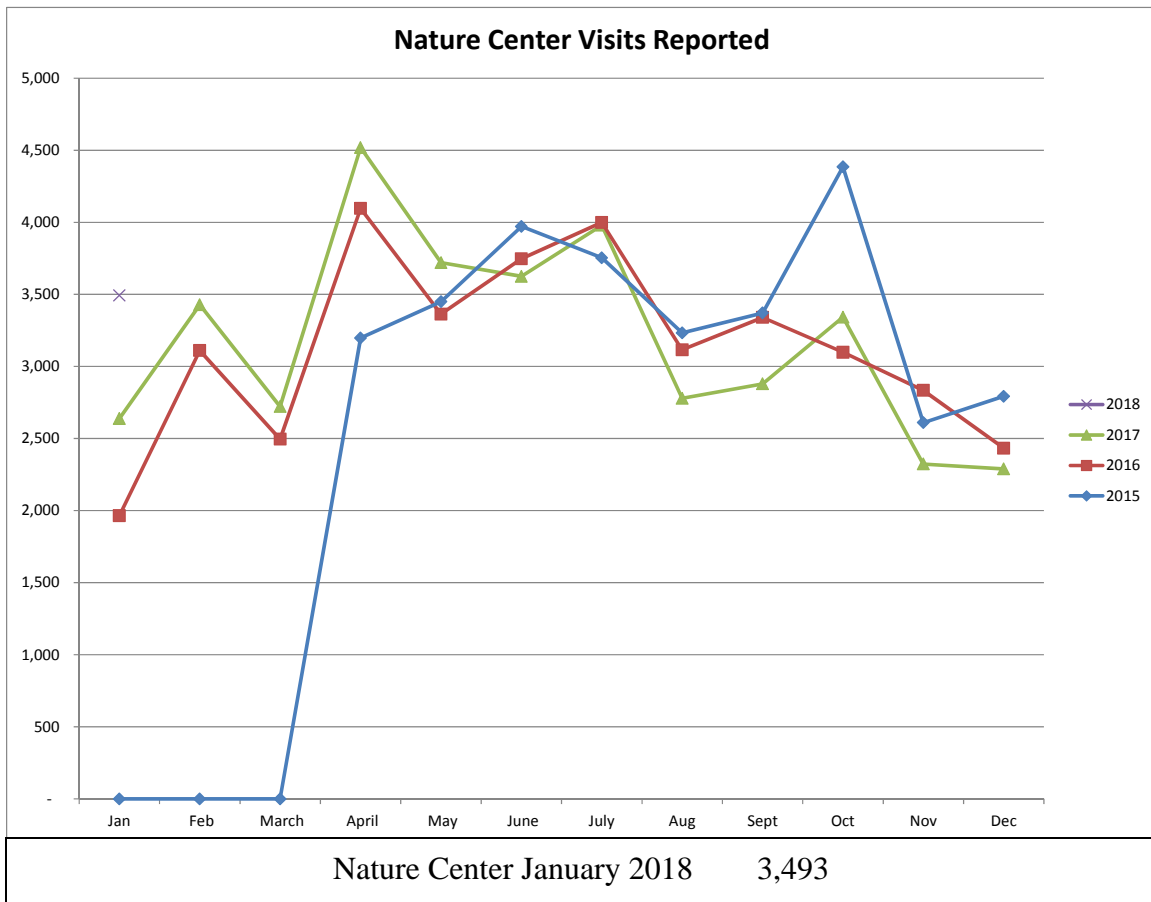
Melanie Peña  
Director of Discover Los Alamos

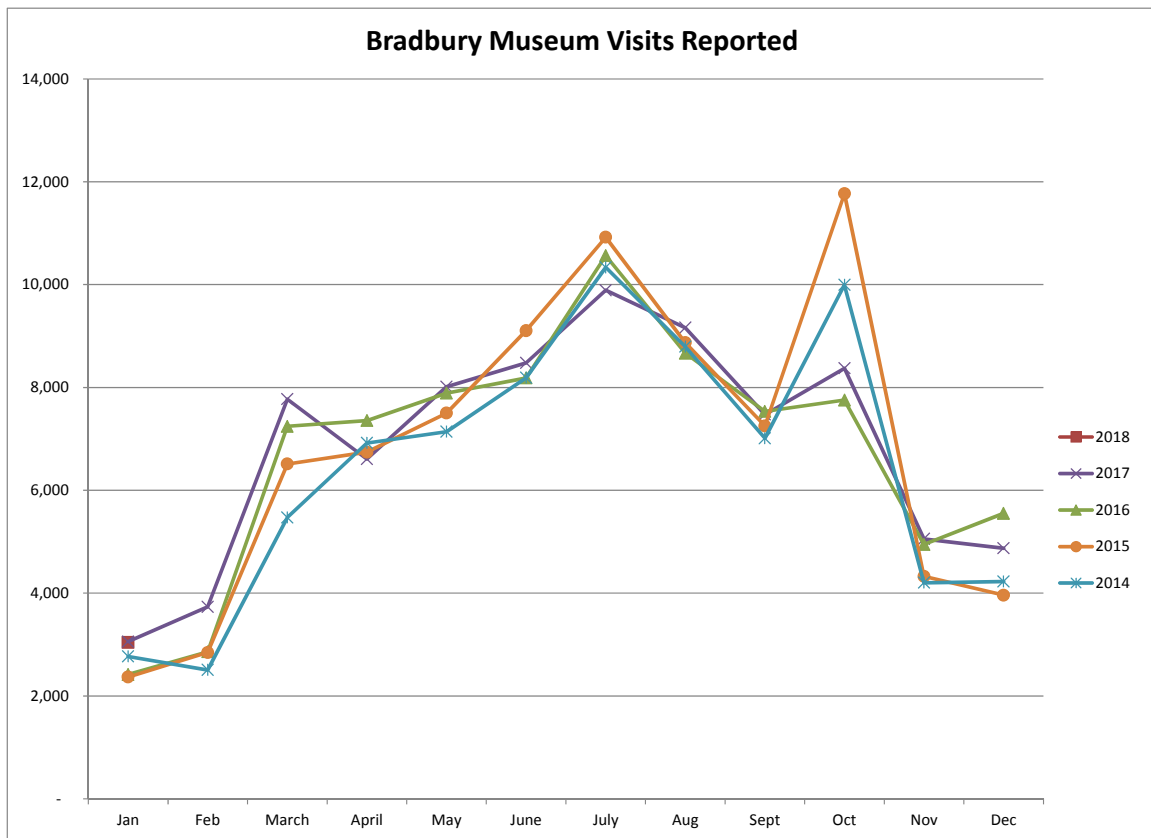
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

# DLA Monthly Report

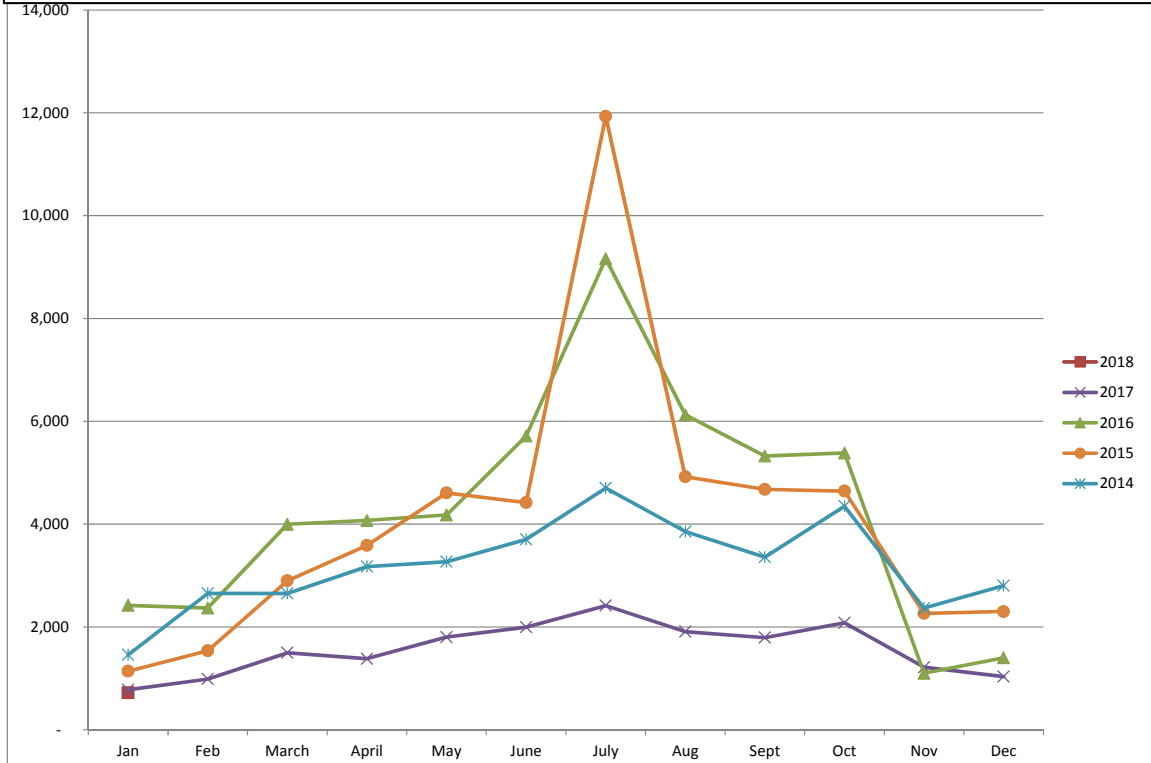
## January 2018



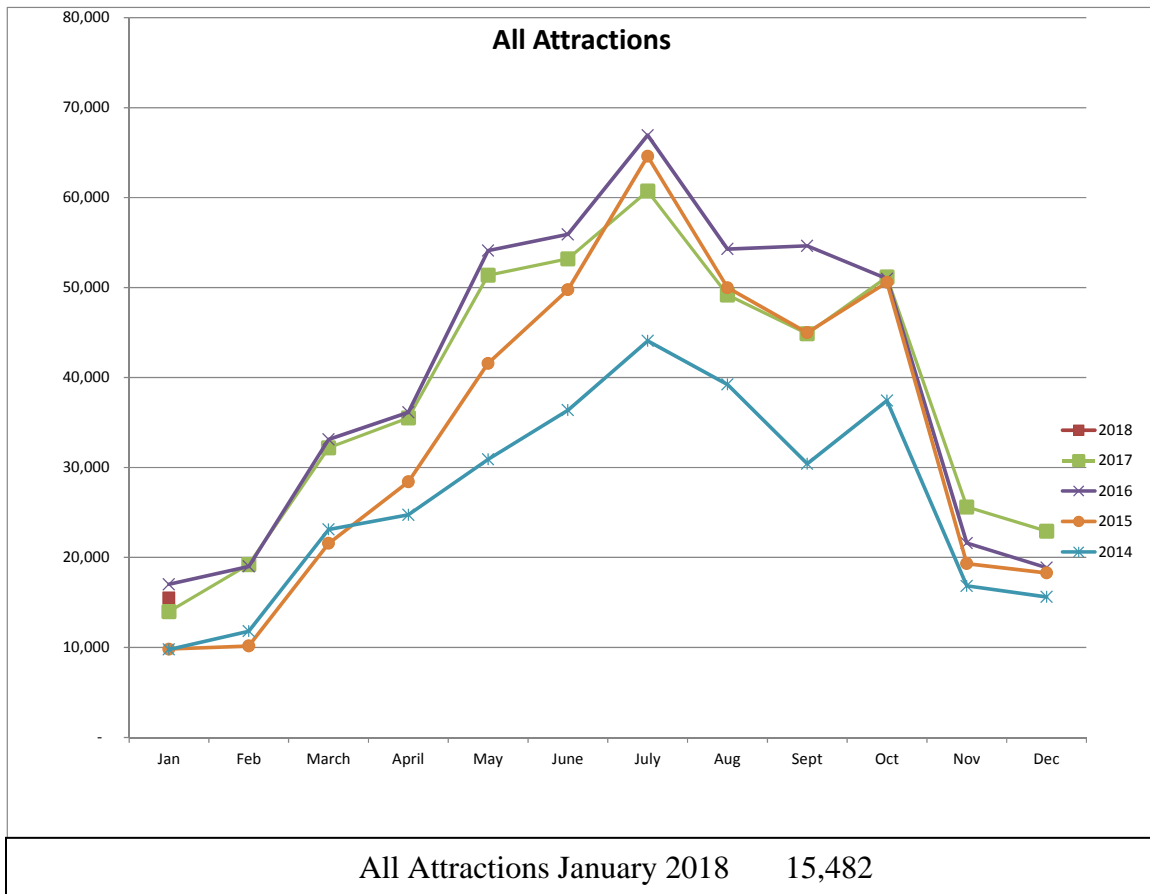




**Bradbury Science Museum January 2018      3,041**



**History Museum January 2018      722**



#### January 2018 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](http://visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://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 January was 20 hours.

- Comments left by visitors in our logs included “Great info on the area, thanks!”, “Thank you lovely lady with the great info!!”, “ Fantastic resource, Serena was so helpful and friendly”, “Another visit after 17 years”, “Thanks, Annie was fabulous!!”, “Very helpful visitor center”, “Beautiful”, “Very helpful”, “Thankful for the help we received”, “You were so helpful, thank you very much”, “Annie was very helpful”.
- 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 January. The large display featured the Los Alamos Museum of Art.
- In January 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.

January 2018:

- 77 visitlosalamos.org online Visitor Guide requests.
- 16 Visitor Guides sent to Texas Monthly inquiries.

## Analysis of Visitor Surveys

January 2018

Sample size = 36 completed entries

### ✓ *Length of Stay* -

86% of visitor center survey respondents report less than a day  
14% report overnight stays

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

81% Yes  
19% No

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

Bandelier National Monument	56%
Manhattan Project/MPNHP	56%
Bradbury/History Museum	50%
LA Nature Center	6%
Scenery/Recreation/Sports	39%
Business/Family/Friends	3%
Other:	0%

- ✓ The most prevalent states of origin are from Texas, Colorado, Florida, Connecticut, Illinois, California, Michigan and New York.
- ✓ The most prevalent foreign countries of origin are Puerto Rico.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque and Bosque Farms.