



LOS ALAMOS
MEETING AND VISITOR
BUREAU

August 15, 2018

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

RE: Transmittal of Monthly DLA LTAB report

Dear Kelly:

Attached is the submission of our monthly activity tourism report for the month of July 2018. Please let me know if you have any questions.

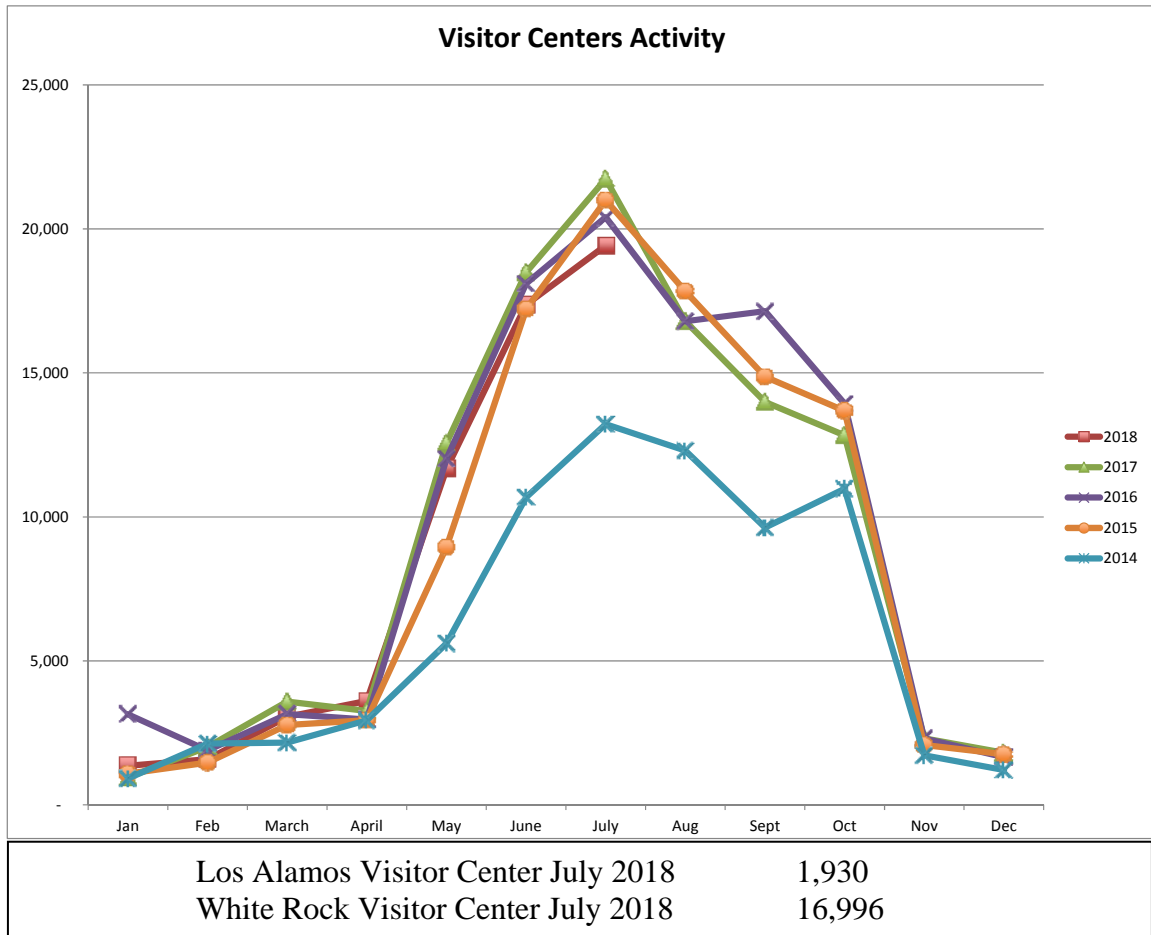
Sincerely,

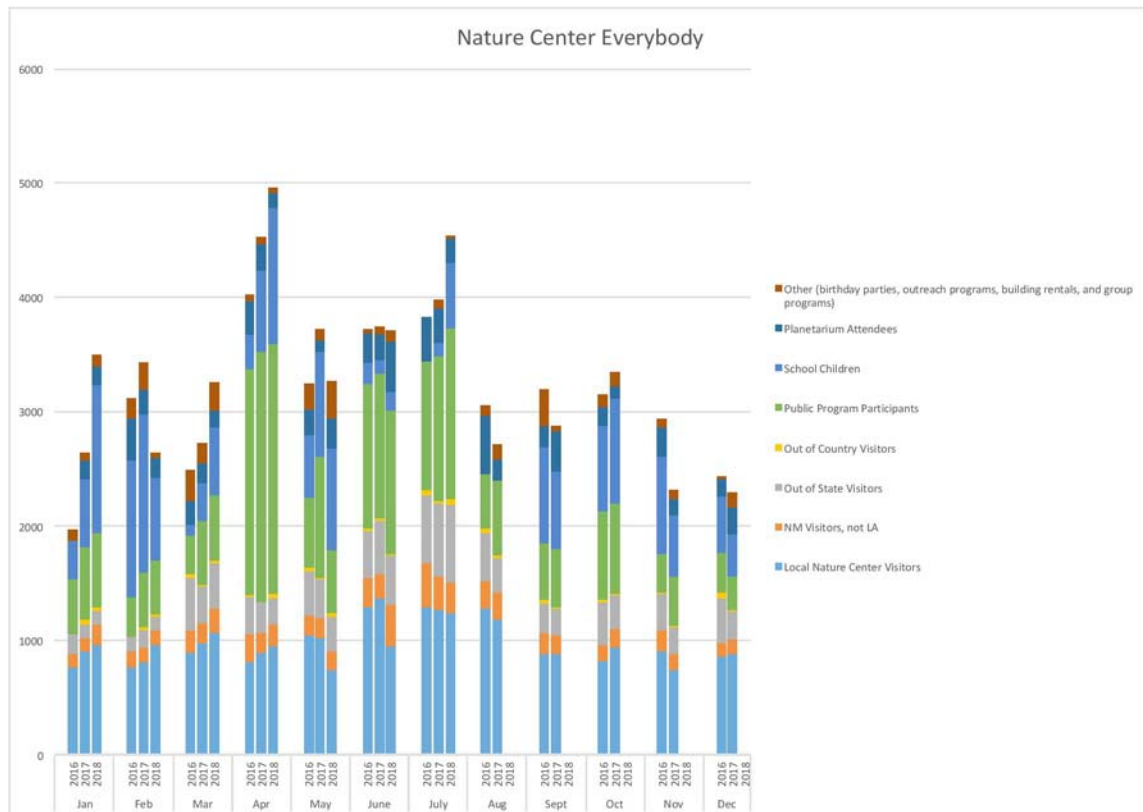
Melanie Peña
Director Discover Los Alamos

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

DLA Monthly Report

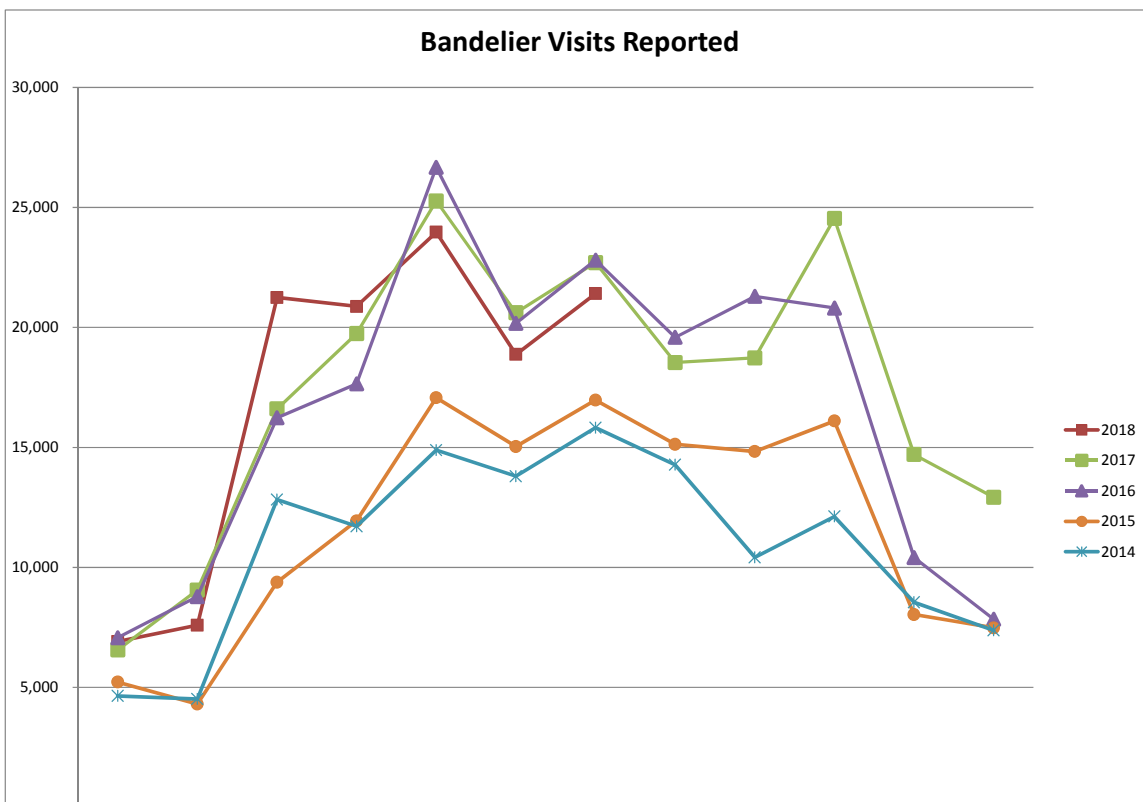
July 2018





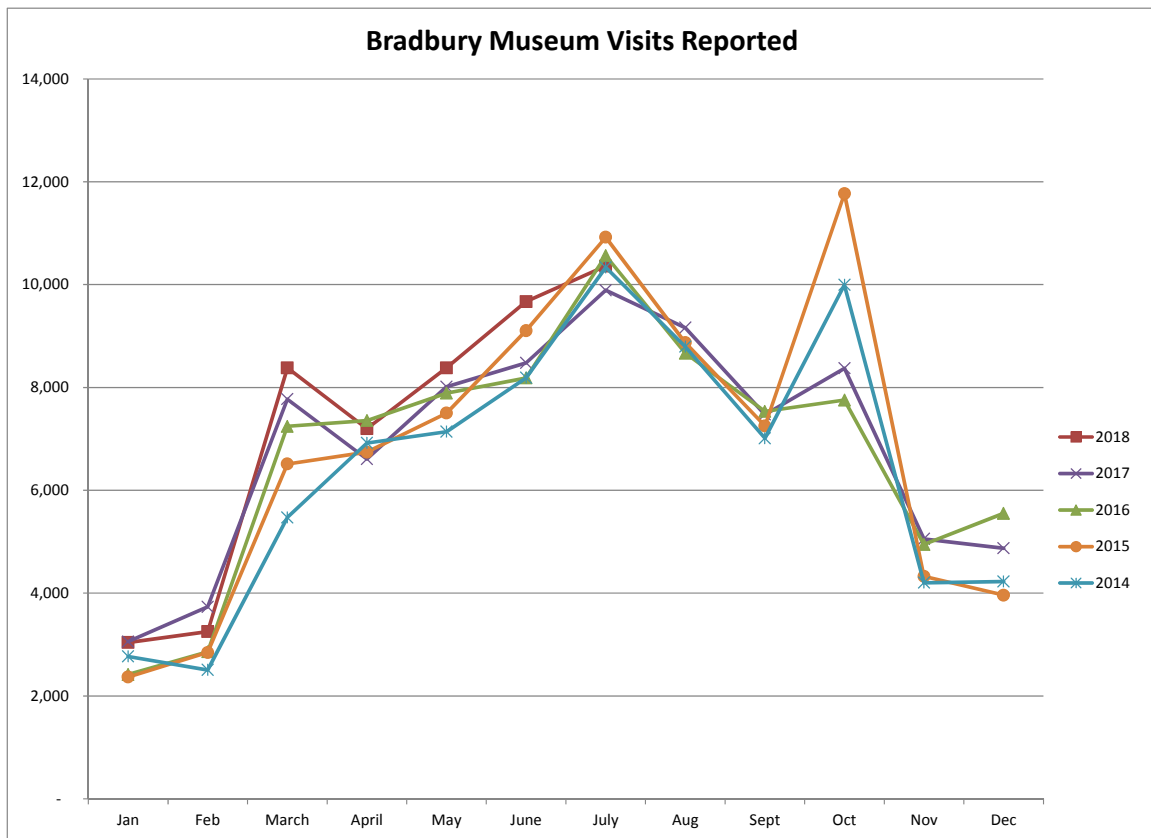
Nature Center July 2018

4,541



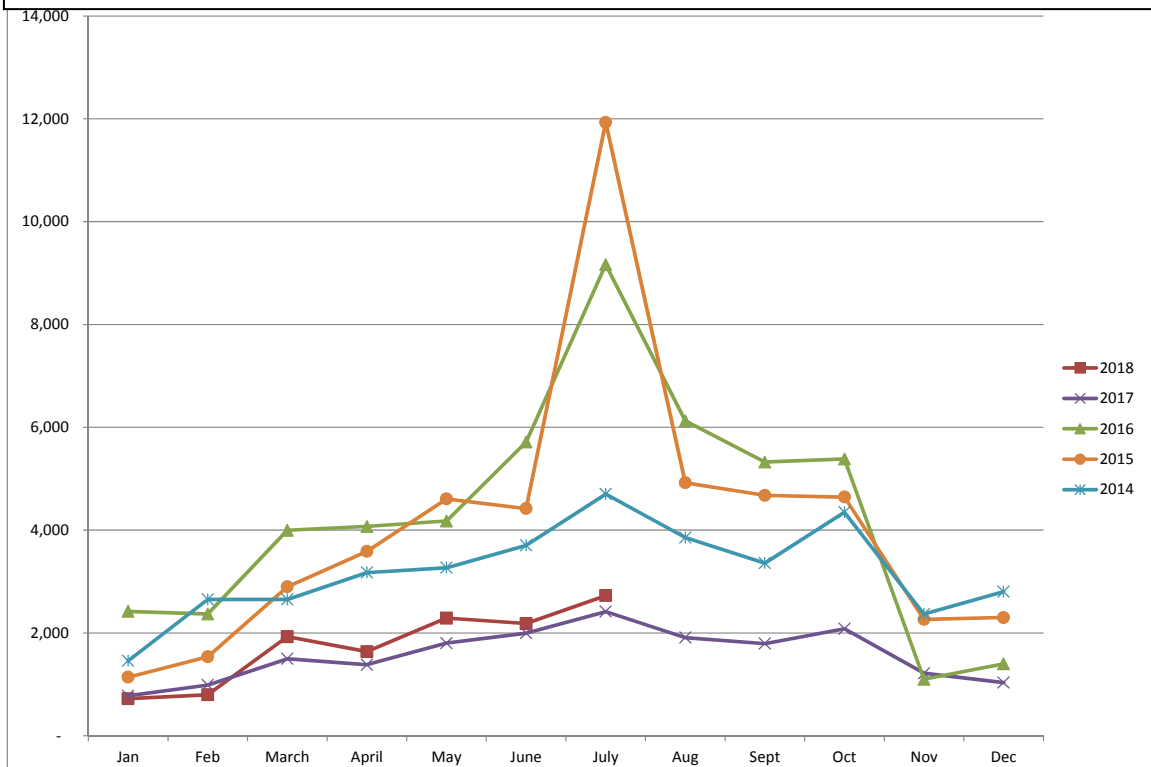
Bandelier National Monument July 2018

21,410



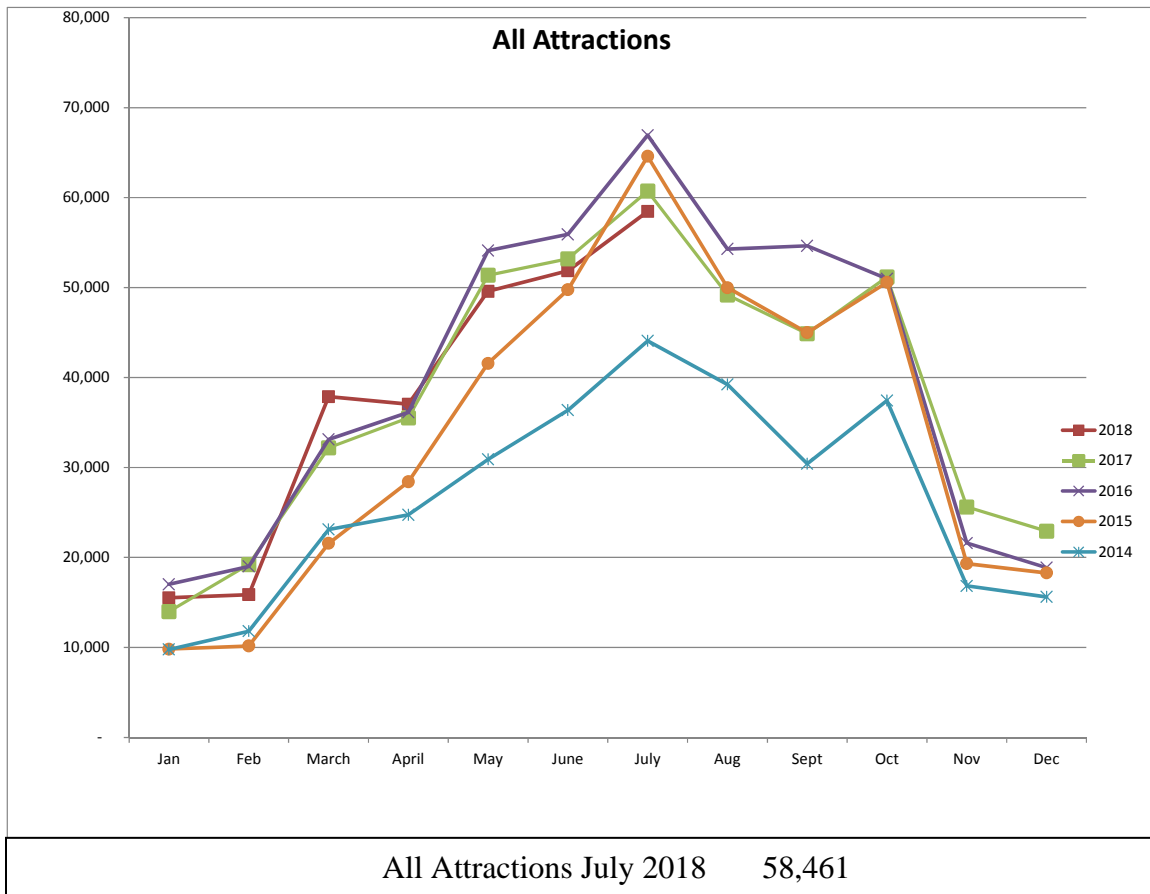
Bradbury Science Museum July 2018

10,361



History Museum July 2018

2,726



July 2018 Narrative Comments

- We currently have approximately 104,000 copies of the Los Alamos Visitor Guides in storage.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by a DLA representative. There are currently 16 in place in Los Alamos/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 events concierge 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 116.

- Comments left by visitors in our logs included “Curiosity, love history”, “Thank you for being here”, “Great information, you all are the best”, “Camped up by the dam, very helpful staff”, “Thanks for the restroom”, “Great Visitors Center”, “First time here”, “Interested in history”, “Awesome”, “Thanks for the help, the drive was spectacular”, “Much thanks to competent individuals here to assist us visitors, thank you”, “Yay, this looks like fun”, “Fabulous, just beautiful and much to see and experience”, “So much to see so little time”, “Bigger than I expected (the town)and really dramatic country.”
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower’s by Gillian, Seeking Chameleon, 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 February. 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 2018. 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.
 - 27 Coro de Cámara
 - 30 Libraries Transform
 - 25 LA Atomic City Bridge
 - 20 LANL meeting

July 2018:

47 visitlosalamos.org online Visitor Guide requests.
 25 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

July 2018

Sample size = 100 entries

✓ *Length of Stay* -

93% of visitor center survey respondents report less than a day
 7% report overnight stays

✓ *First Time Visit to Los Alamos* –

80% Yes
 20% No

- ✓ For the month of July 2018 the visitor centers registration sheets indicate reasons for visiting as: (several responses have checked more than one reason for visiting)

Bandelier	68%
Manhattan Project/MPNHP	48%
Bradbury/History Museum	33%
Nature Center	7%
Scenery/Recreation/Sports	17%
Business/Family/Friends	7%
Other: _____	

- ✓ The most prevalent states of origin are from Texas, California, Pennsylvania, Colorado, Tennessee, Arizona, Wisconsin, North Carolina, Florida, Illinois, Ohio, and Washington State.

- ✓ The most prevalent foreign countries of origin are from France, Canada, Belgium, Malaysia, Hong Kong, Prague, Italy, Australia, and New Zealand.

- ✓ The most prevalent cities in New Mexico visiting Los Alamos are from Espanola, Taos, Albuquerque and Santa Fe.