



LOS ALAMOS  
MEETING AND VISITOR  
BUREAU

October 11, 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 September 2018. Please let me know if you have any questions.

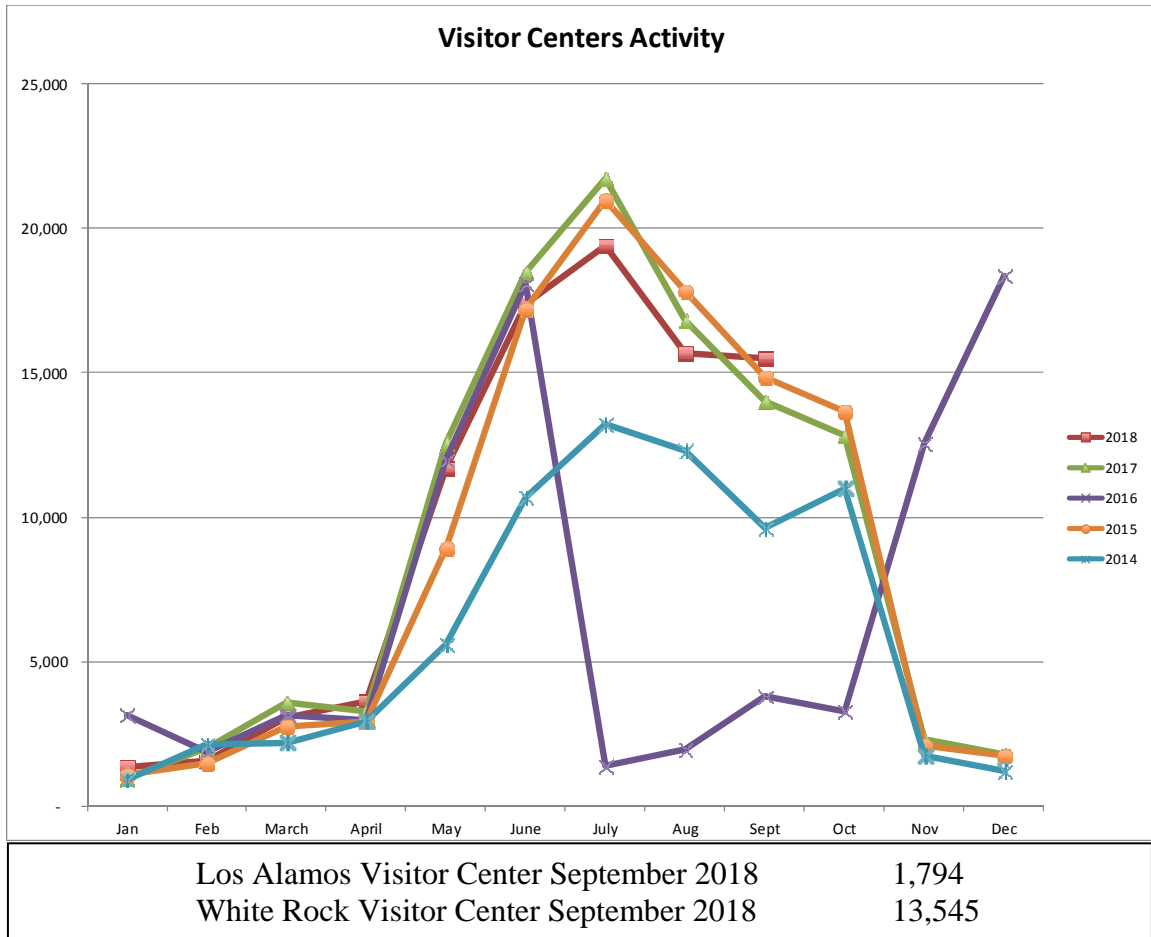
Sincerely,

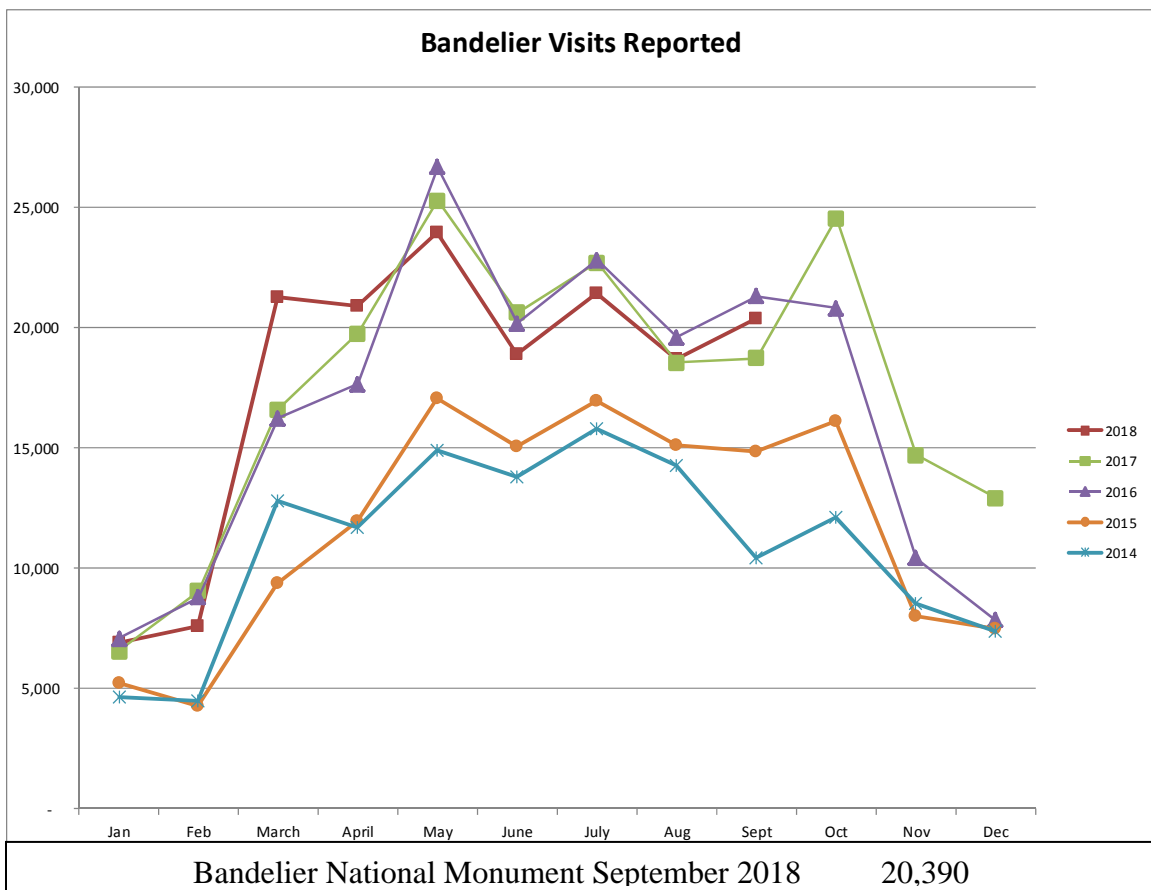
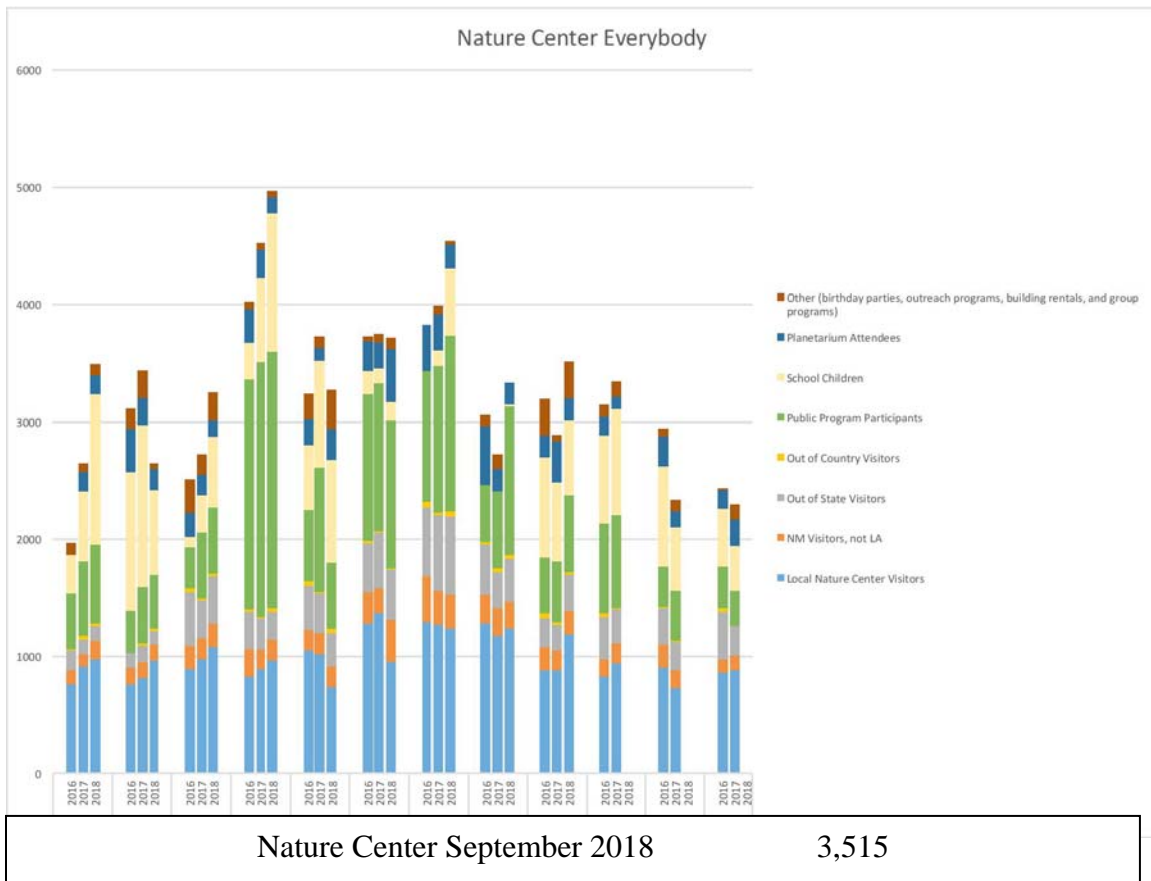
Melanie Peña  
Director Discover Los Alamos

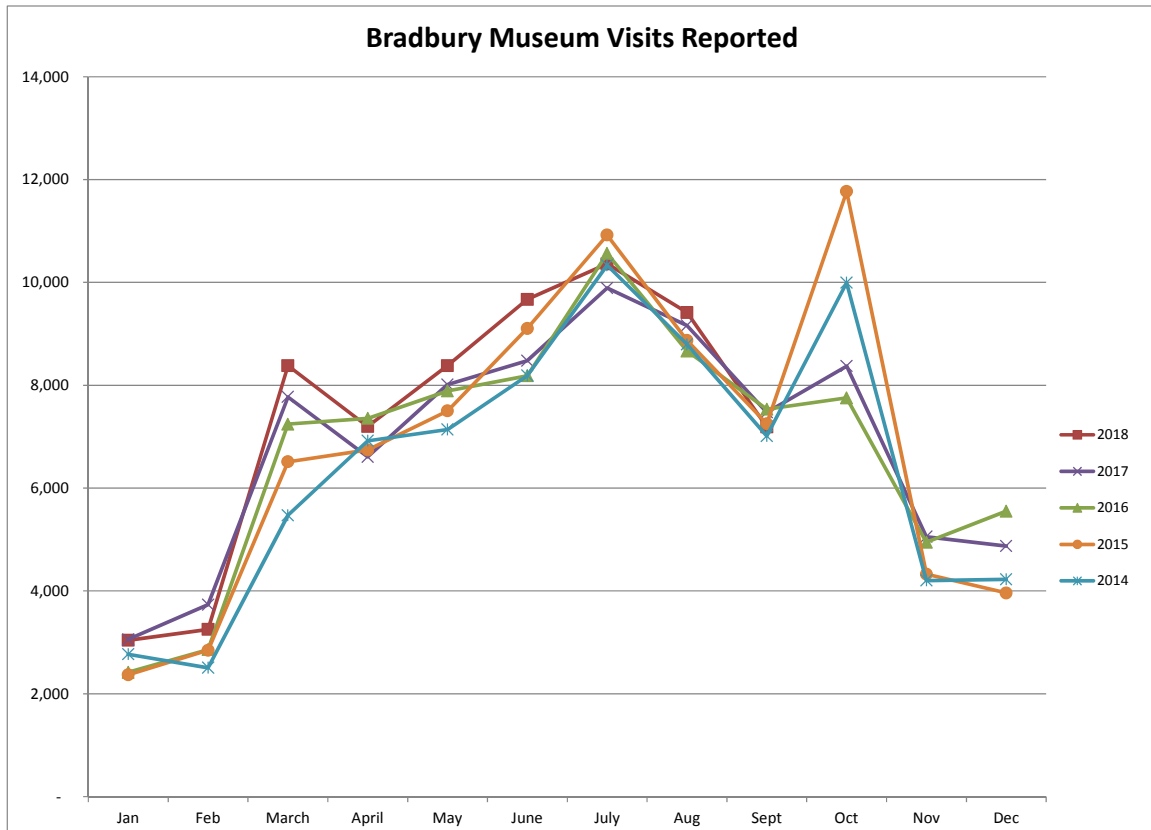
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

# DLA Monthly Report

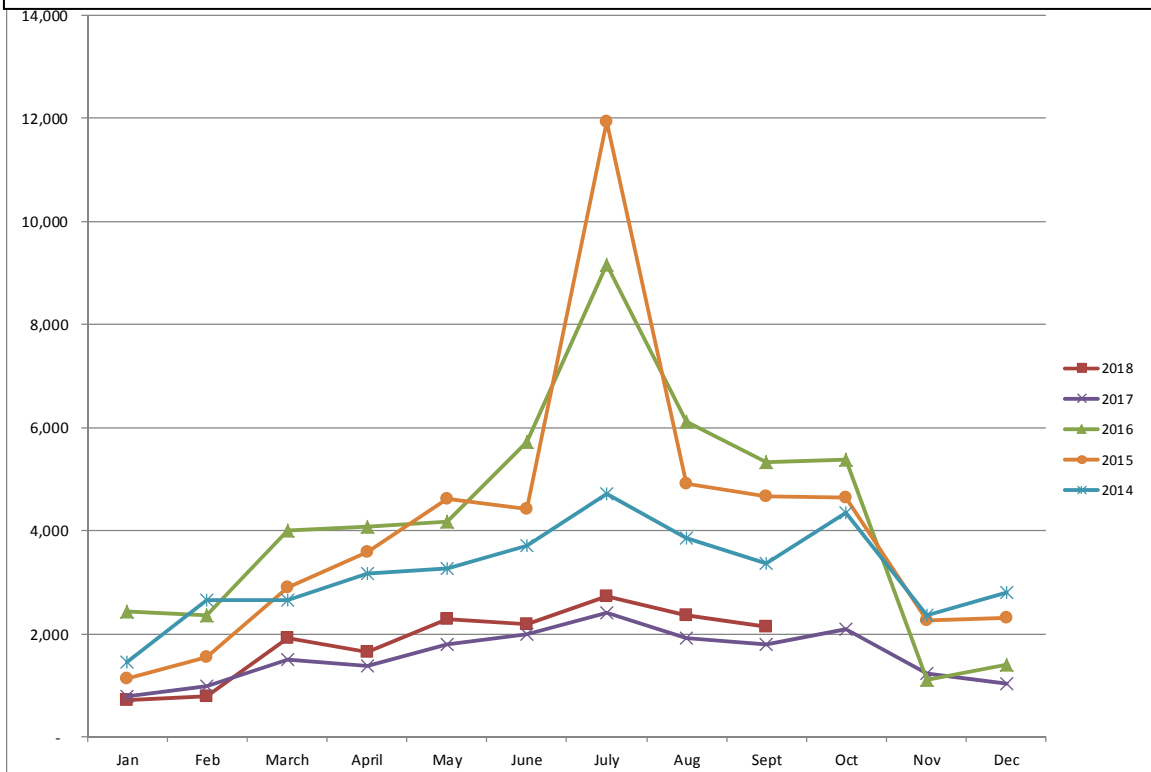
## September 2018



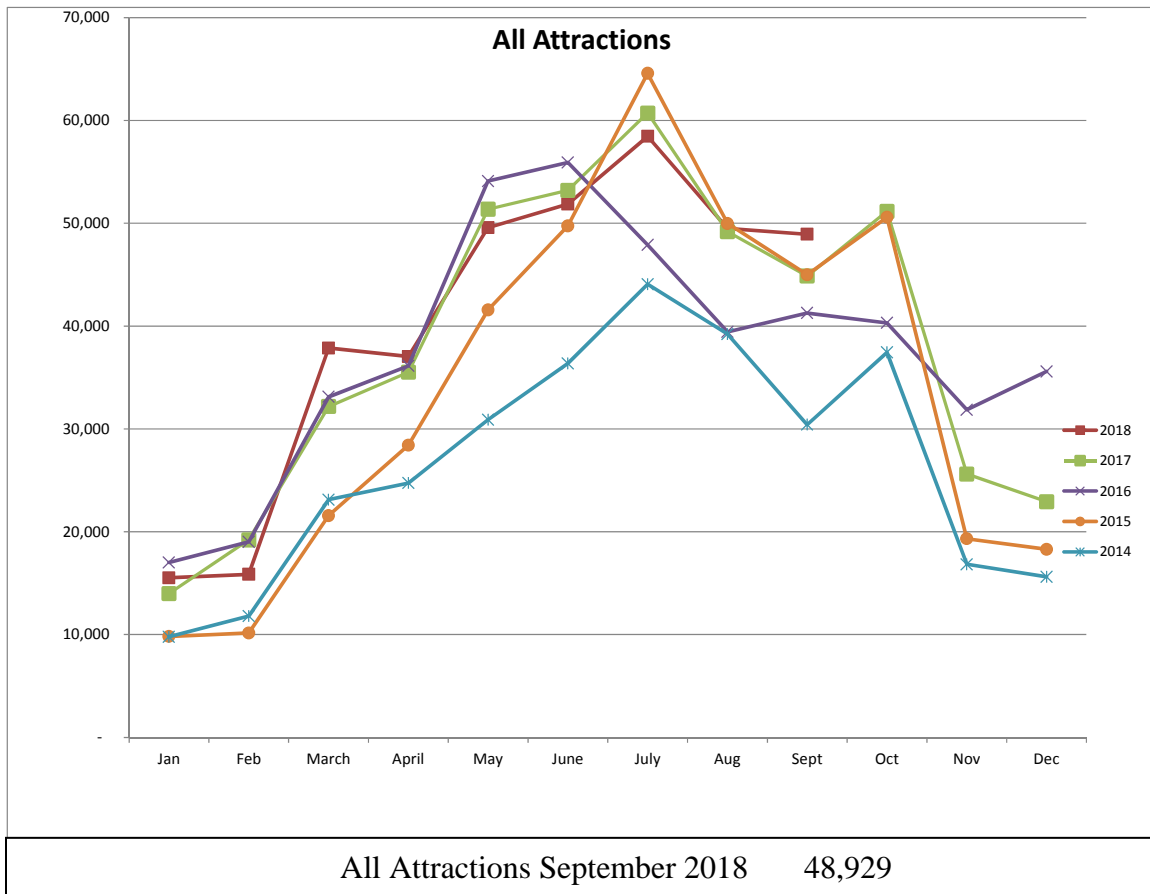




**Bradbury Science Museum September 2018      7,190**



**History Museum September 2018      2,136**



### September 2018 Narrative Comments

- We currently have approximately 100,000 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](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 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 September was 115.

- Comments left by visitors in our logs included “Lovely community”, “Beautiful state, thank you for all the information Jo”, “Going to Longmire ranch”, “So nice and informative, can’t wait to see more”, “Wonderful people at this Visitor Center especially Bob and Annie”, “Very helpful volunteer JC”, “Visiting with friends who lived here 25 years ago”, “Was born here but left as a baby, Rediscovery”, “Excellent information, everyone is so helpful”, “Very inspiring, beautiful and powerful”, ‘Pig and Fig is great”, “This visit was absolutely beautiful”, “Was here years ago as a kid New appreciation for the sights”, “Very useful information from Visitor Center, New Mexico is great!”
- 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 History Museum.
- In September, 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.
  - 25 US Pilots Association
  - 25 Wedding

September 2018:

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

## Analysis of Visitor Surveys

September 2018

Sample size = 100 entries

✓ *Length of Stay -*

78% of visitor center survey respondents report less than a day  
22% report overnight stays

✓ *First Time Visit to Los Alamos –*

78% Yes  
22% No

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

Bandelier	63%
Manhattan Project/MPNHP	50%
Bradbury/History Museum	51%
Nature Center	15%
Scenery/Recreation/Sports	24%
Business/Family/Friends	4%
Other: _____	

✓ The most prevalent states of origin are from Texas, California, Colorado, Florida, Arizona, Kansas, Oregon, Virginia, Washington DC, New Jersey, Louisiana, Tennessee, Washington State and Georgia.

✓ The most prevalent foreign countries of origin are from Puerto Rico, France, Canada, Australia, Germany, England and Scotland.

✓ The most prevalent cities in New Mexico visiting Los Alamos are from Santa Fe, Albuquerque, Rio Rancho, Ruidoso, Silver City, Taos, Raton, Isleta Pueblo, Alamogordo and Farmington.