



December 17, 2018

Kelly Stewart  
Los Alamos County  
1000 Central Ave.  
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 November 2018. Please let me know if you have any questions.

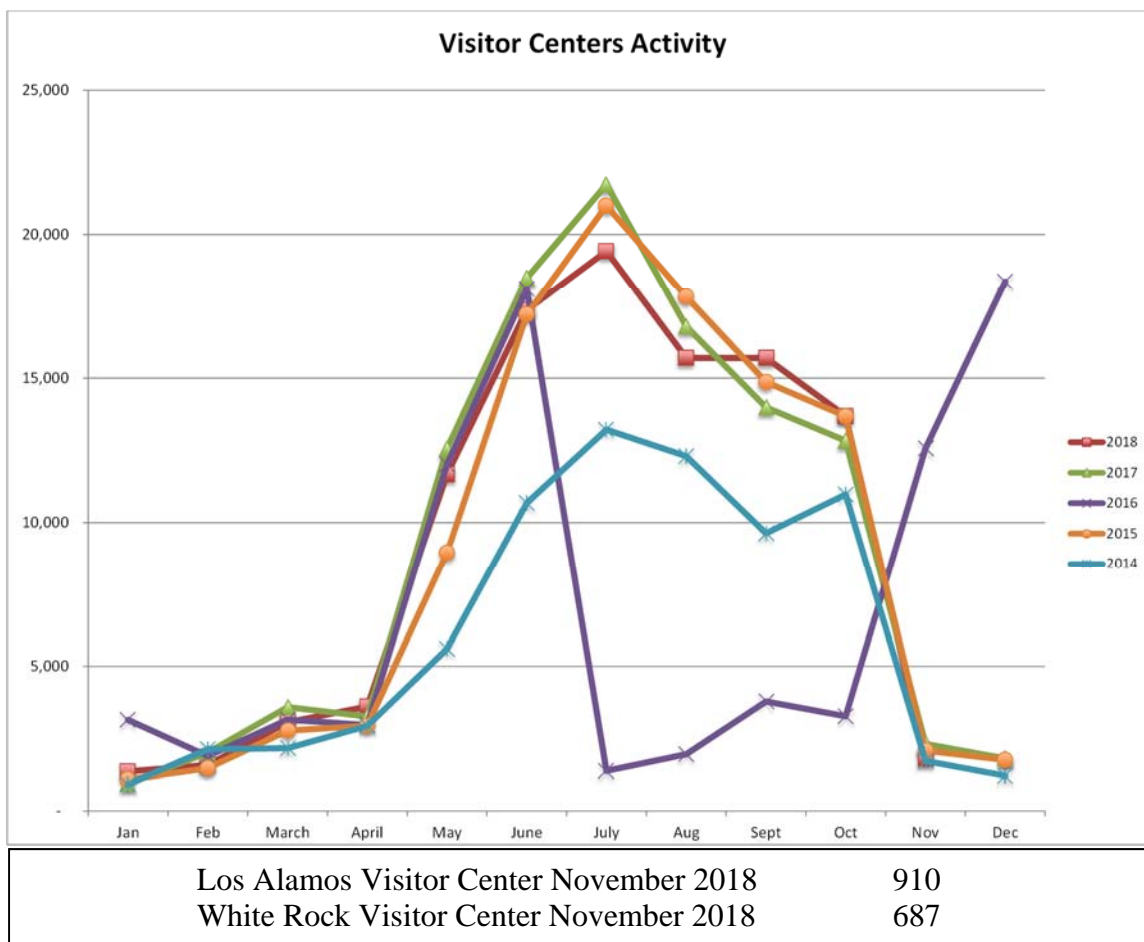
Sincerely,

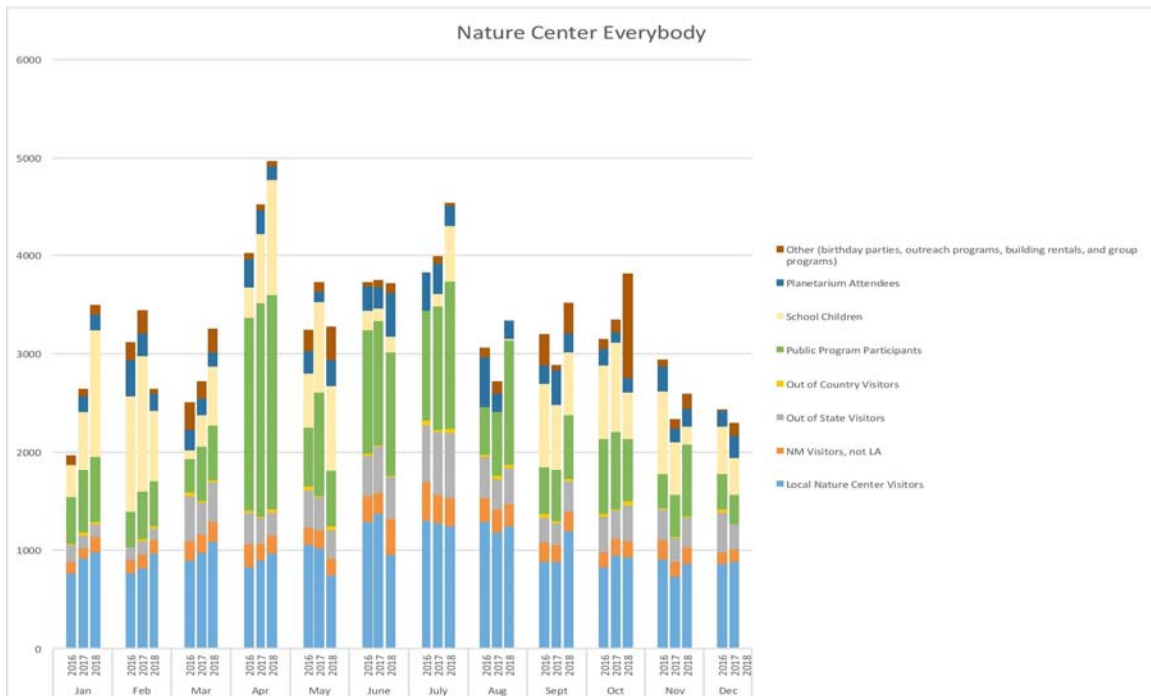
Melanie Peña  
Director Discover Los Alamos

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

# DLA Monthly Report

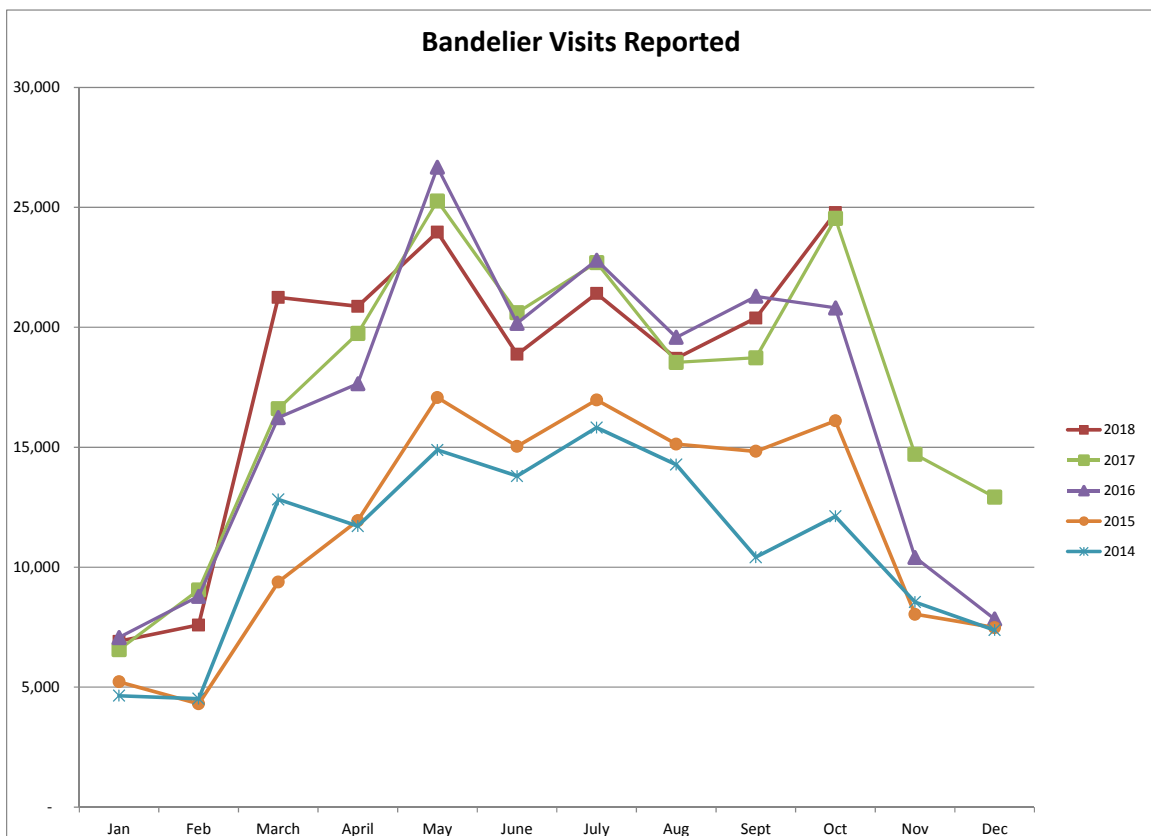
## November 2018





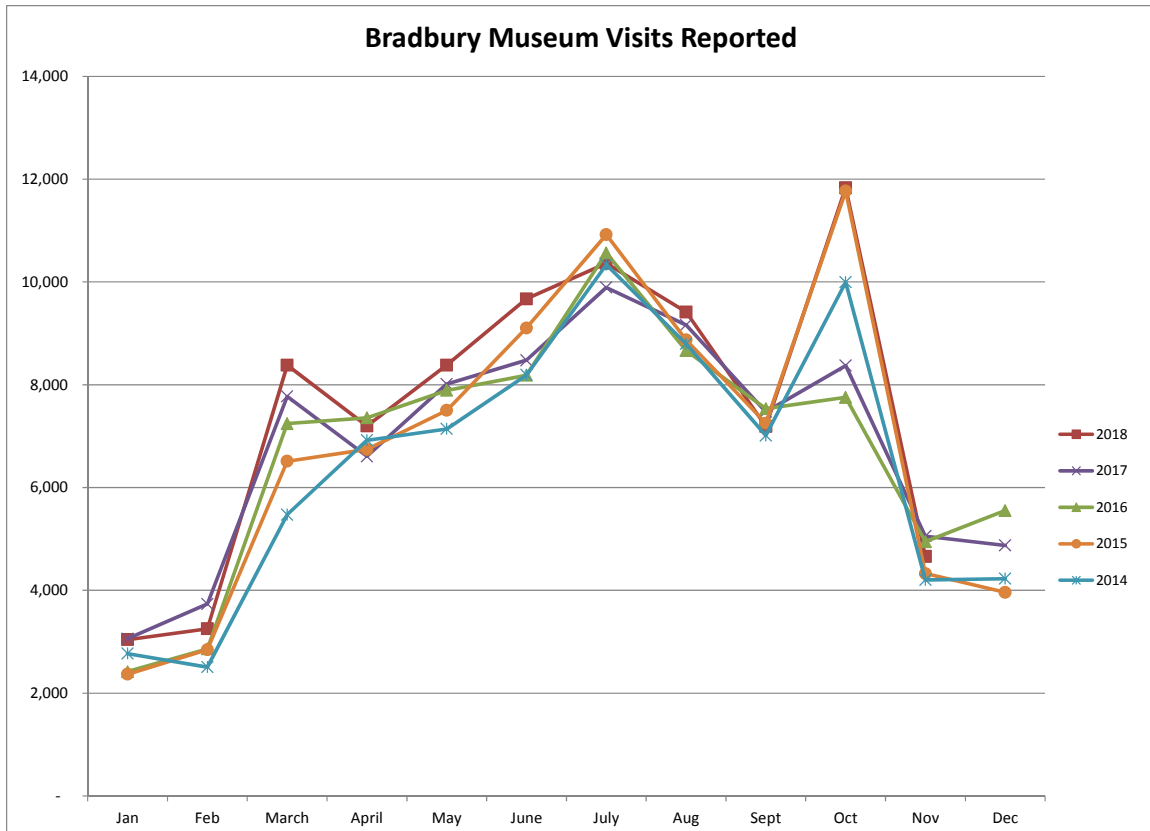
Nature Center November 2018

2,587

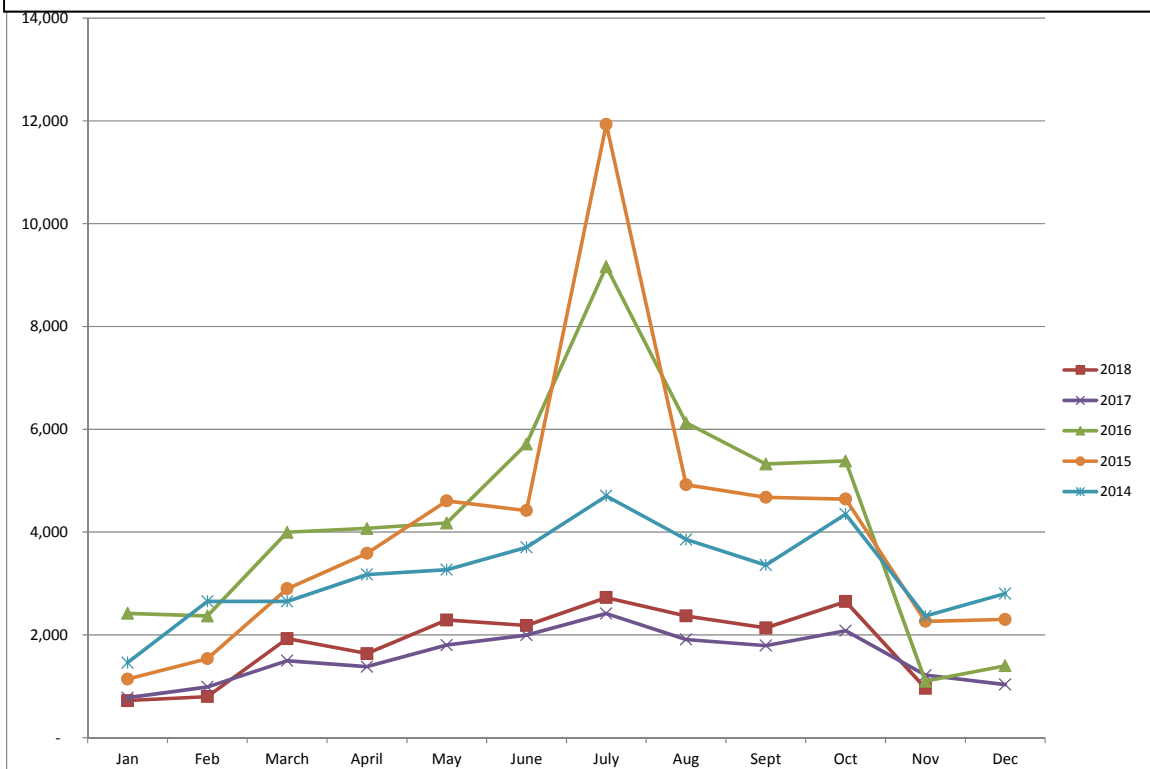


Bandelier National Monument November 2018

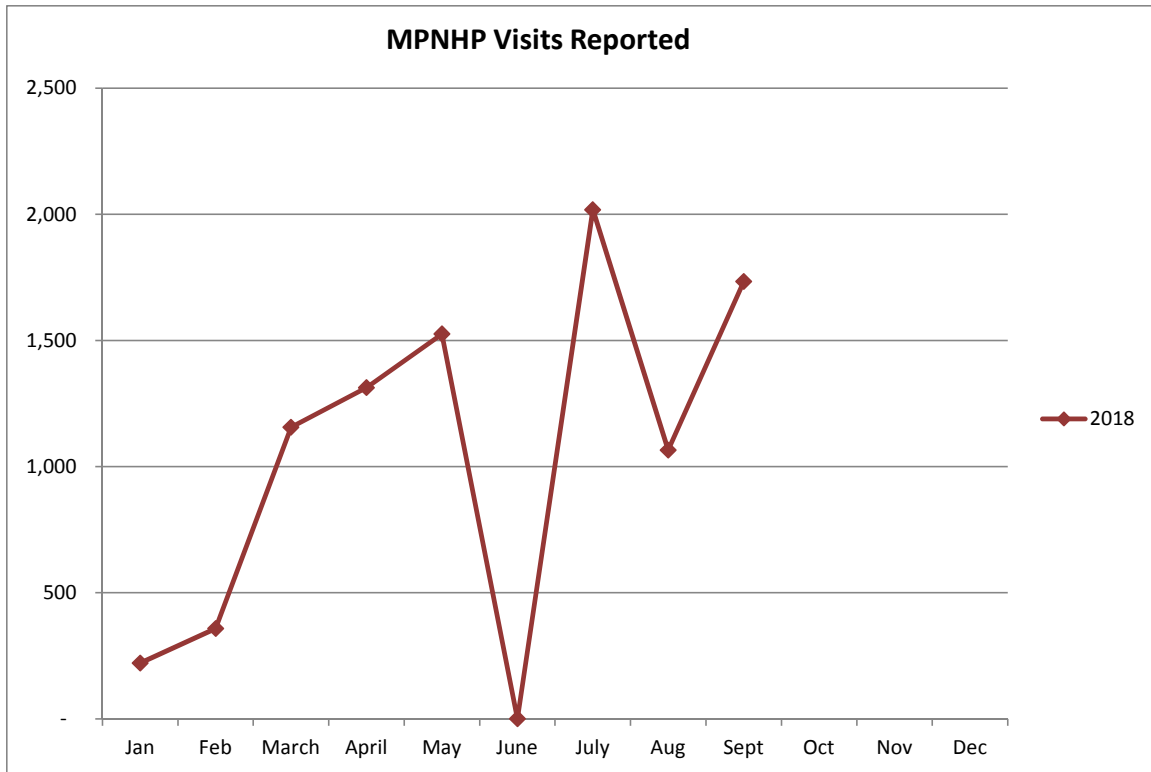
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**Bradbury Science Museum November 2018      4,660**

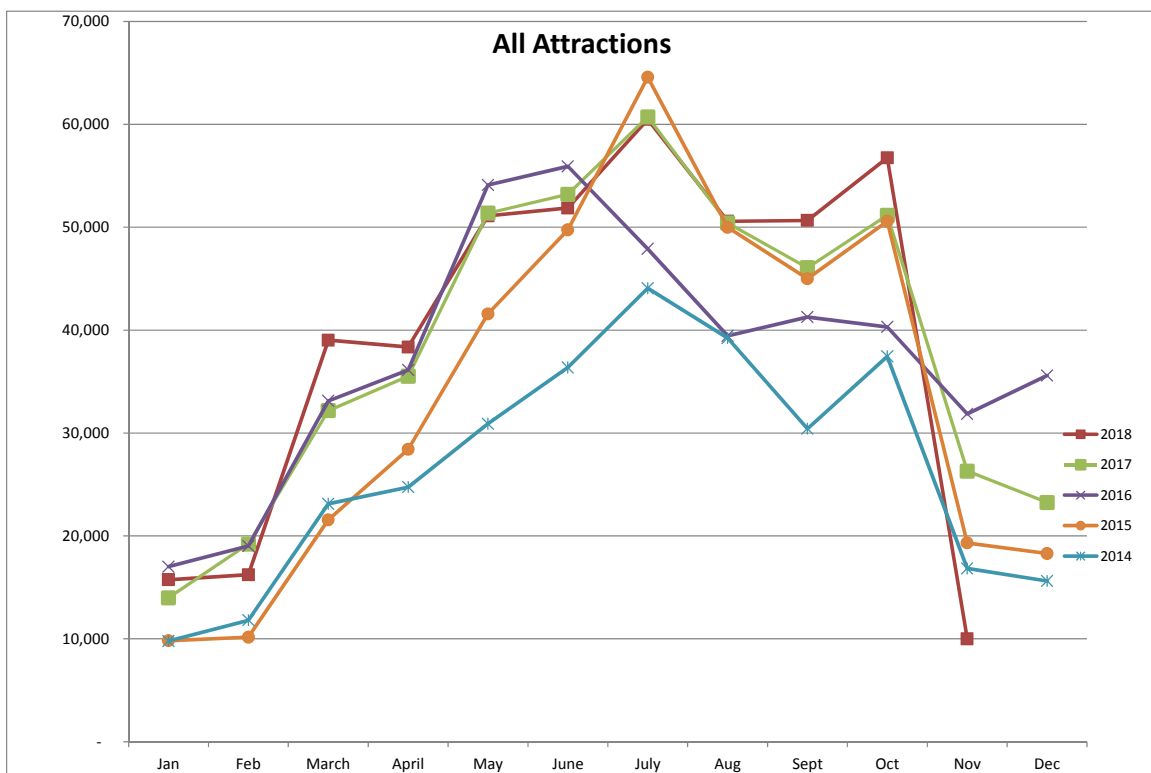


**History Museum November 2018      961**



Manhattan Project National Historical Park November 2018

0



All Attractions November 2018      9,996

## November 2018 Narrative Comments

- We currently have approximately 84,125 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 November was 30.
- Comments left by visitors in our logs included "Good information provided", "Cool", "Just arrived", "So excited to be here. Thank you for the wonderful information", "Beautiful", "Came here 2 months ago and thought it was great. Decided to come back", "Beautiful country", "Great country", "Beautiful scenery! Great staff, knowledgeable", "Love the state", "Thank you for the visitor center. Super information", "Excellent", "Extraordinary", "Nice day for a hike", "Enjoyed our visit" and "Great place, very interesting."
- 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, Metzger's, Pet Pangaea, Village Arts, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of November. The large display featured the Los Alamos Nature Center.
- In November, 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.

November 2018:

87 visitlosalamos.org online Visitor Guide requests.  
22 Visitor Guides sent to Texas Monthly inquiries.

## Analysis of Visitor Surveys

November 2018

Sample size = 42 entries

### ✓ *Length of Stay-*

71% of visitor center survey respondents report less than a day  
29% report overnight stays

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

79% Yes  
21% No

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

Bandelier	52%
Manhattan Project/MPNHP	71%
Bradbury/History Museum	55%
Nature Center	29%
Scenery/Recreation/Sports	21%
Business/Family/Friends	10%
Other: _____	

- ✓ The most prevalent states of origin in chronological order are from Arizona, Texas, Colorado, Florida, California, Georgia, New York, Virginia, Ohio, Oklahoma, Wisconsin, and Maryland.
- ✓ The most prevalent foreign countries of origin are from Canada, United Kingdom, Spain and the Netherlands.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are from Placitas, Santa Fe, Albuquerque and Truchas.