



January 10, 2019

Kelly Stewart  
Linda Matteson  
Los Alamos County  
1000 Central Ave.  
Los Álamos, NM 87544

RE: Transmittal of Monthly DLA LTAB report

Dear Kelly and Linda:

Attached is the submission of our monthly activity tourism report for the month of December 2018. Please let me know if you have any questions. Our two national parks have not submitted visitation numbers which reflects negatively on this report.

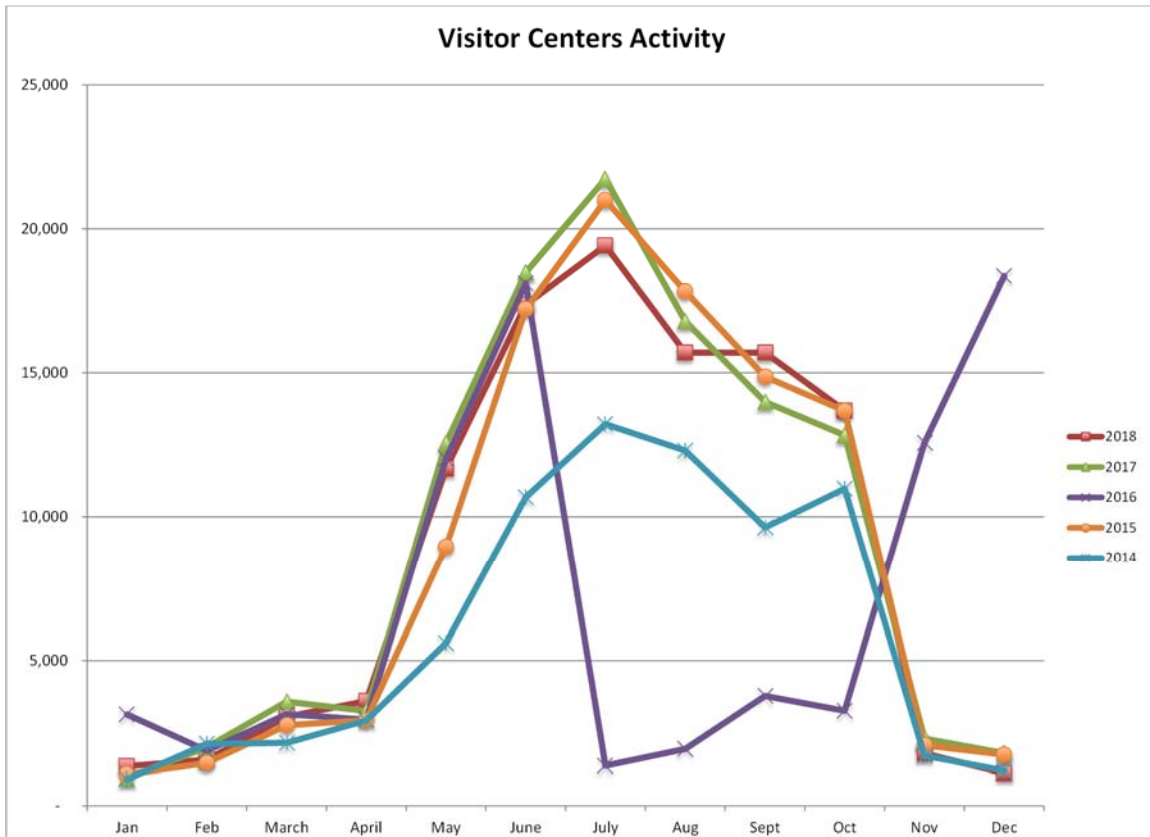
Sincerely,

Melanie Peña  
Director Discover Los Alamos

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

# DLA Monthly Report

## December 2018

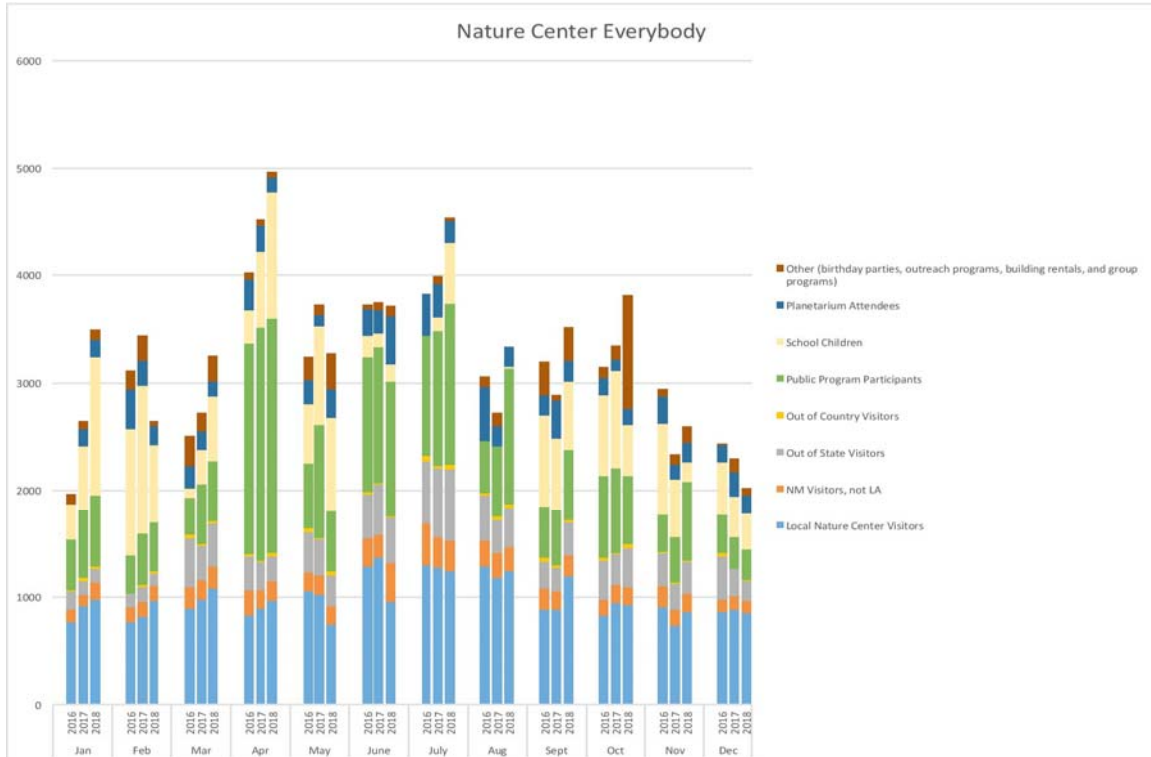


Los Alamos Visitor Center December 2018

563

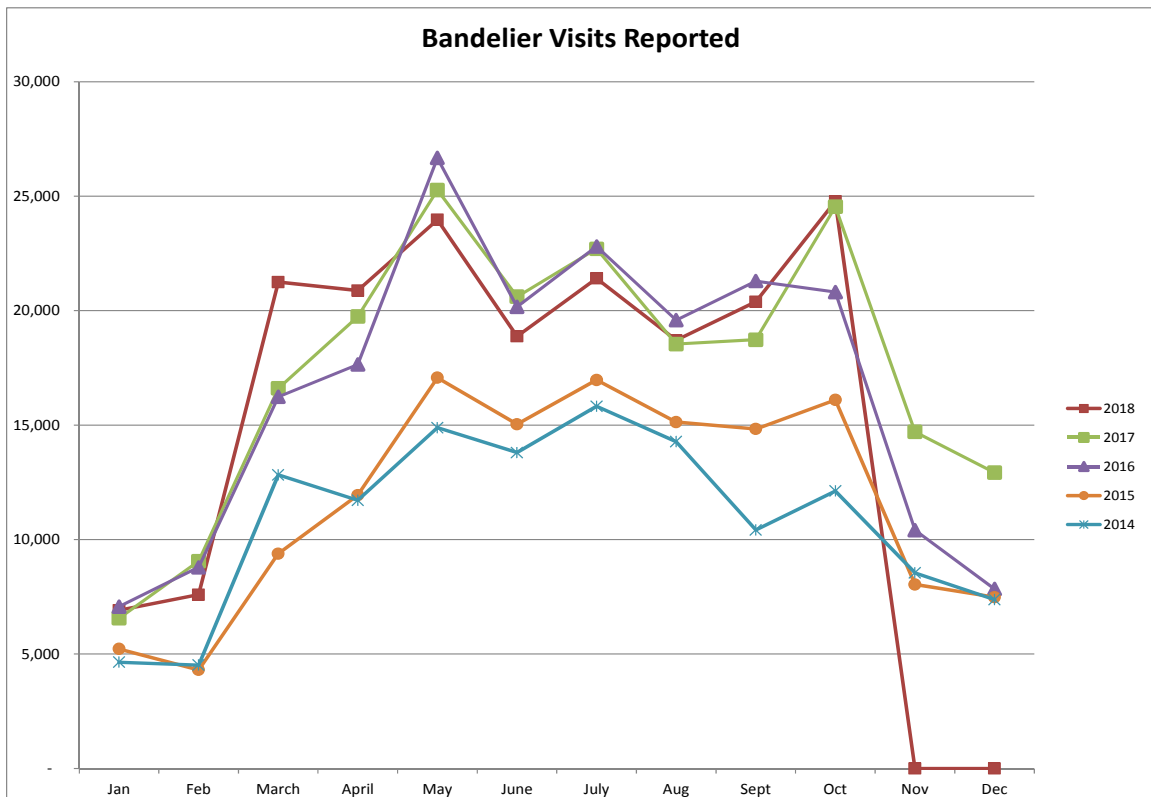
White Rock Visitor Center December 2018

349



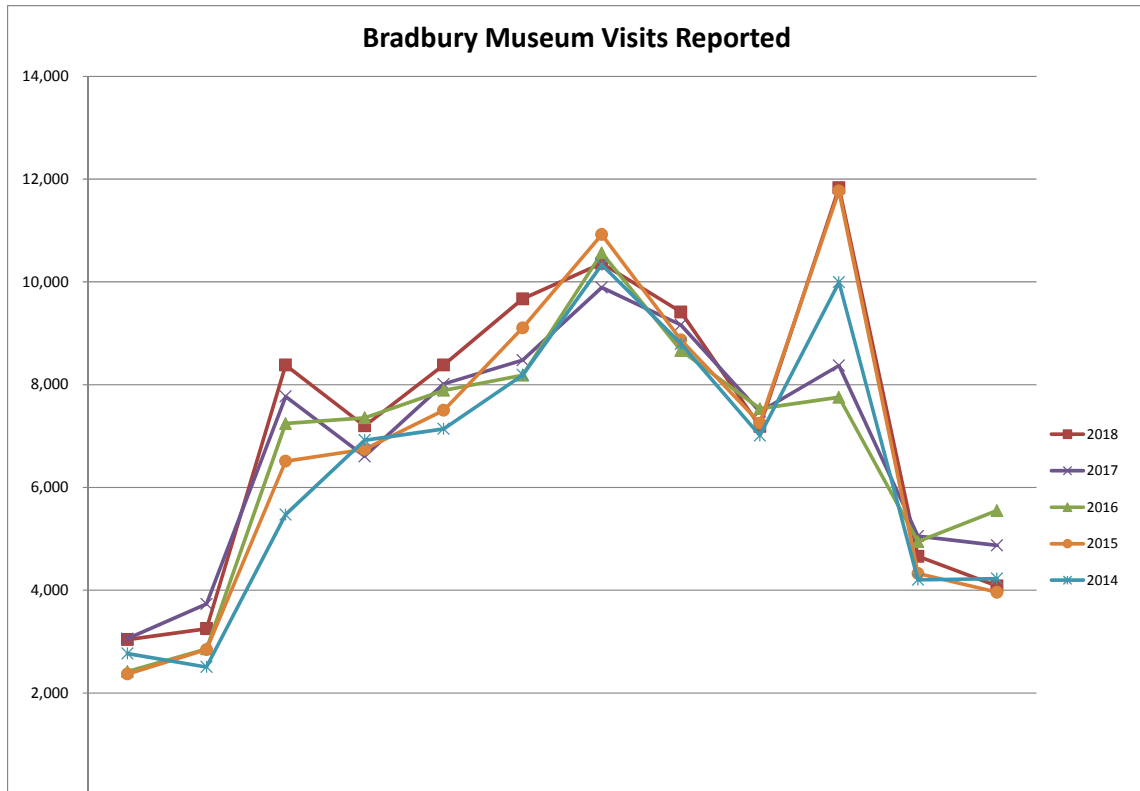
Nature Center December 2018

2,020

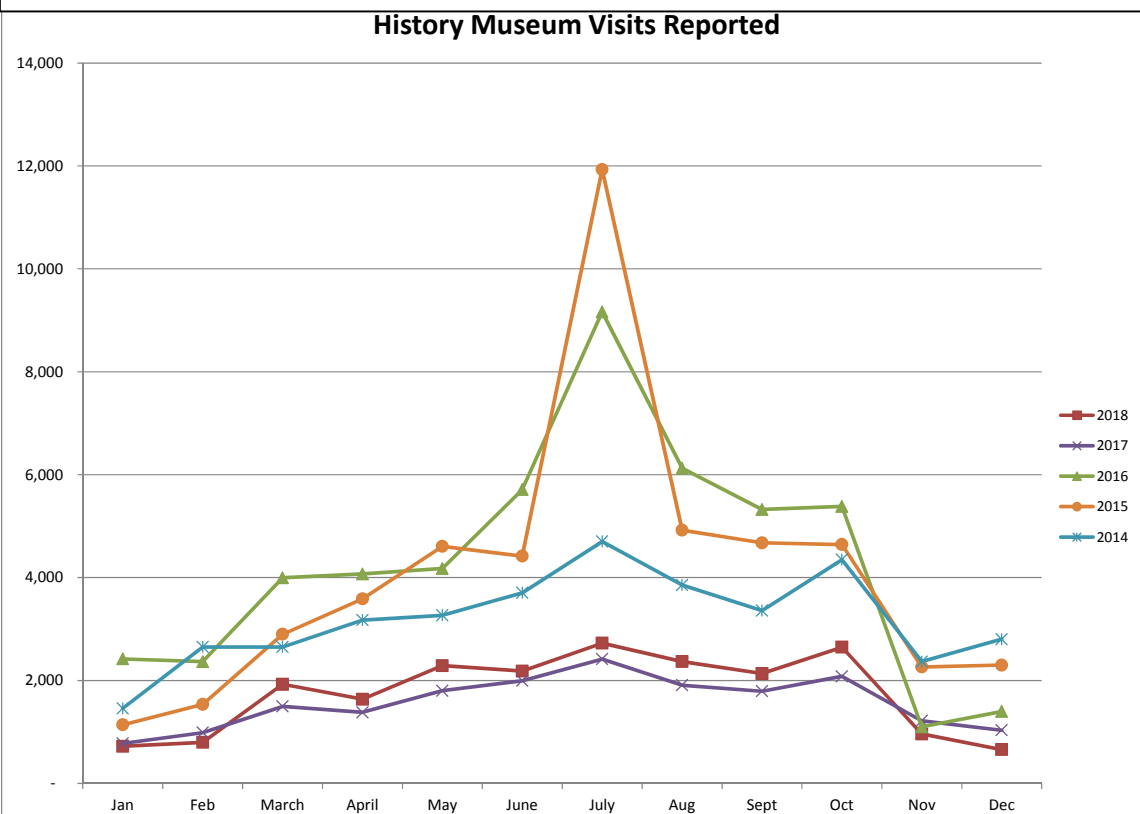


Bandelier National Monument December 2018

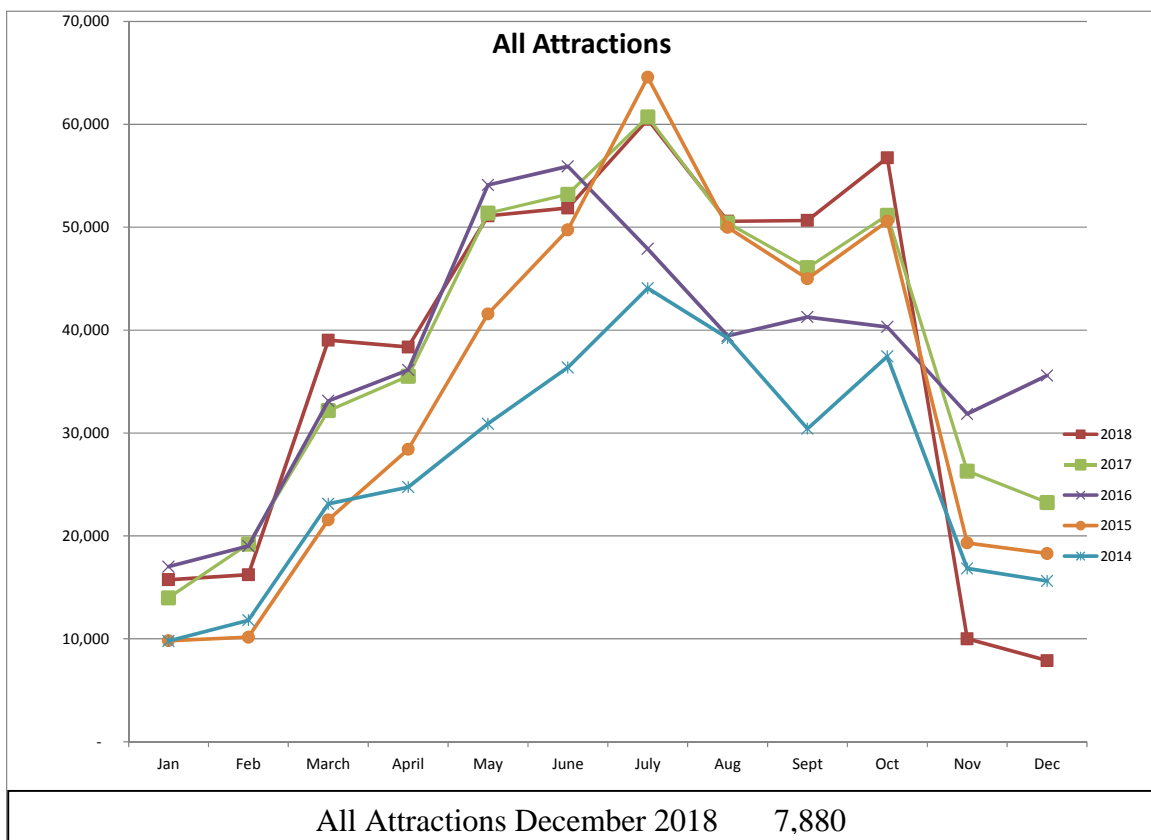
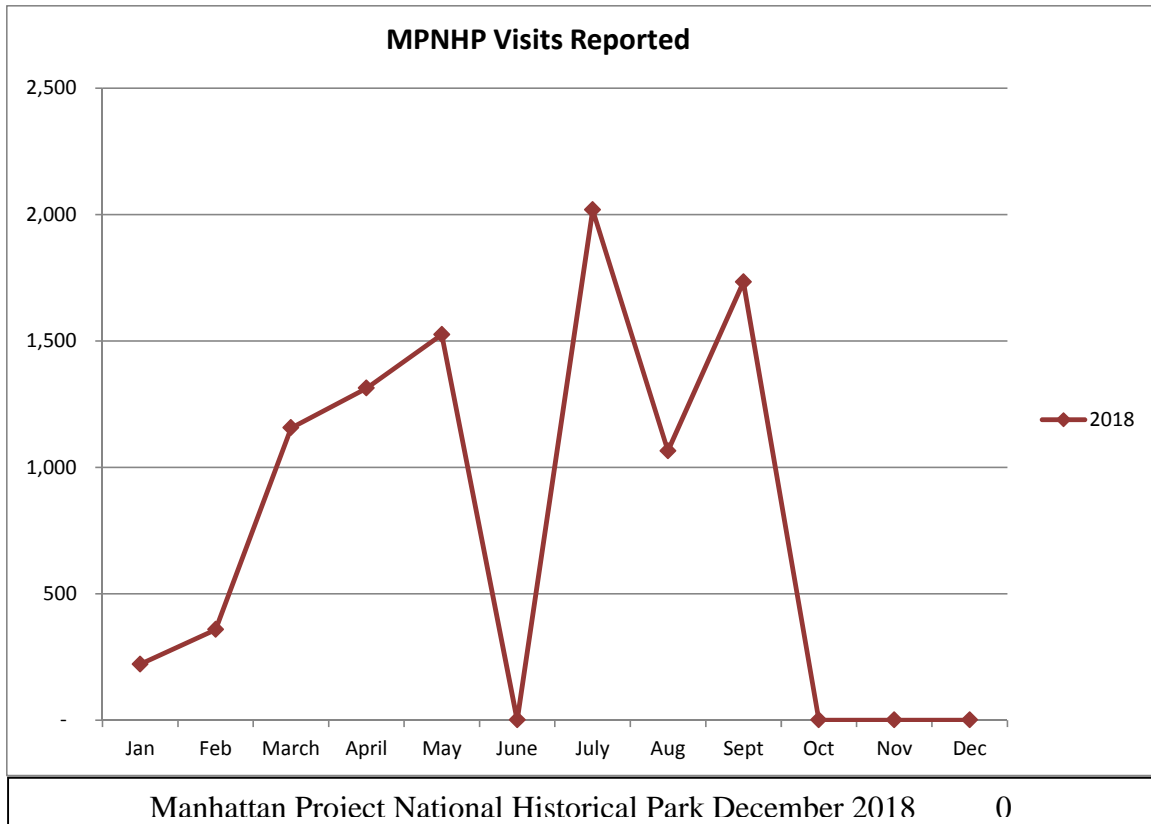
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Bradbury Science Museum December 2018      4,083



History Museum November 2018      658



## December 2018 Narrative Comments

- We currently have approximately 83,500 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 December was 15.
- Comments left by visitors in our logs included "Love the mountains in the winter as much as I love them in the summer....autumn....and spring", "Thank you for the info", "Great info from Annie", "Thank you for preserving history", "Info for friends", and "My dad worked here in the 1960's".
- 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 December. The large display featured the Los Alamos History Museum.
- In December, 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.

December 2018:

43 visitlosalamos.org online Visitor Guide requests.  
15 Visitor Guides sent to Texas Monthly inquiries.

## Analysis of Visitor Surveys

December 2018

Sample size = 14 entries

### ✓ *Length of Stay-*

72% of visitor center survey respondents report less than a day  
28% report overnight stays

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

78% Yes  
22% No

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

Bandelier	72%
Manhattan Project/MPNHP	43%
Bradbury/History Museum	50%
Nature Center	21%
Scenery/Recreation/Sports	29%
Business/Family/Friends	14%
Other: _____	

### ✓ The most prevalent states of origin in chronological order are from Texas, South Carolina, Indiana, Ohio, Kentucky, Maryland, Oregon and Washington State.

### ✓ The most prevalent foreign countries of origin, there were no foreign visitors recorded this month.

### ✓ The most prevalent cities in New Mexico visiting Los Alamos were from Santa Fe.