



August 9, 2019

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

RE: Transmittal of Monthly Discover Los Alamos
LTAB Tourism report for July

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of July 2019. Please note that Bandelier National Monument has not submitted visitation numbers since April. This reflects negatively on our all attractions reporting chart.

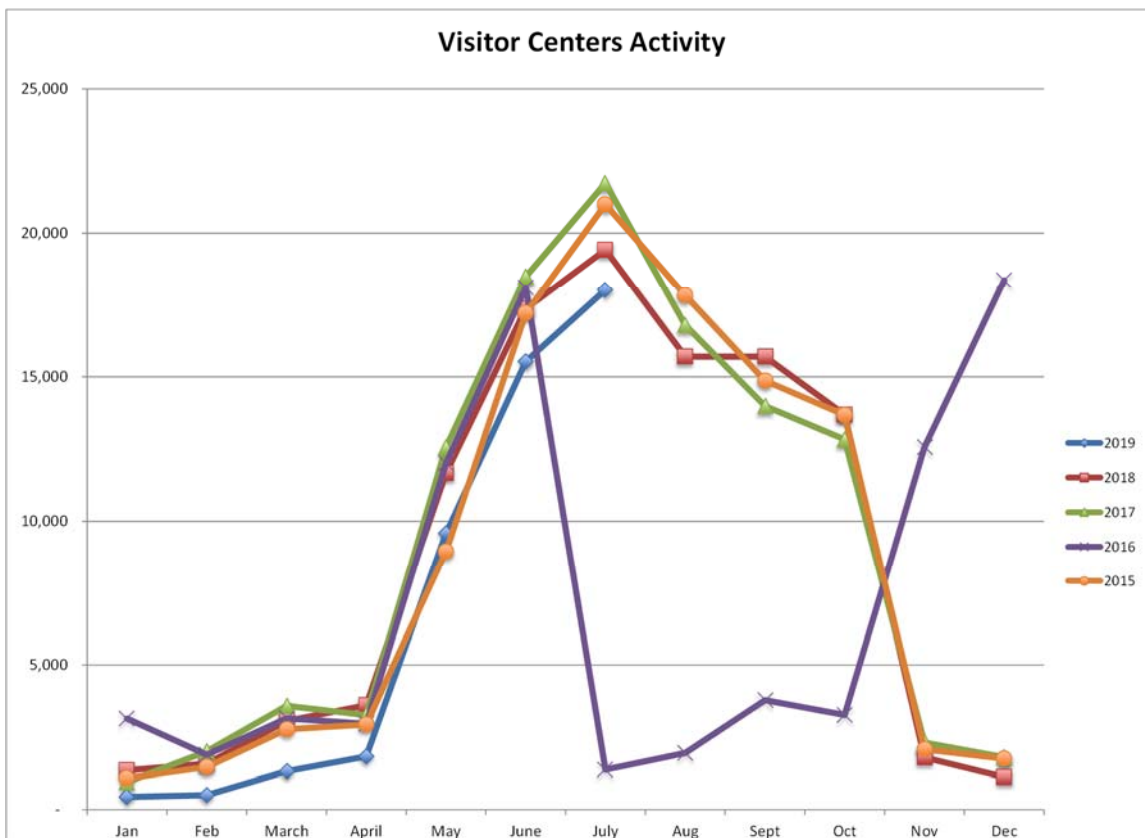
Sincerely,

Melanie Peña
Discover Los Alamos Director

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

DLA Monthly Report

July 2019

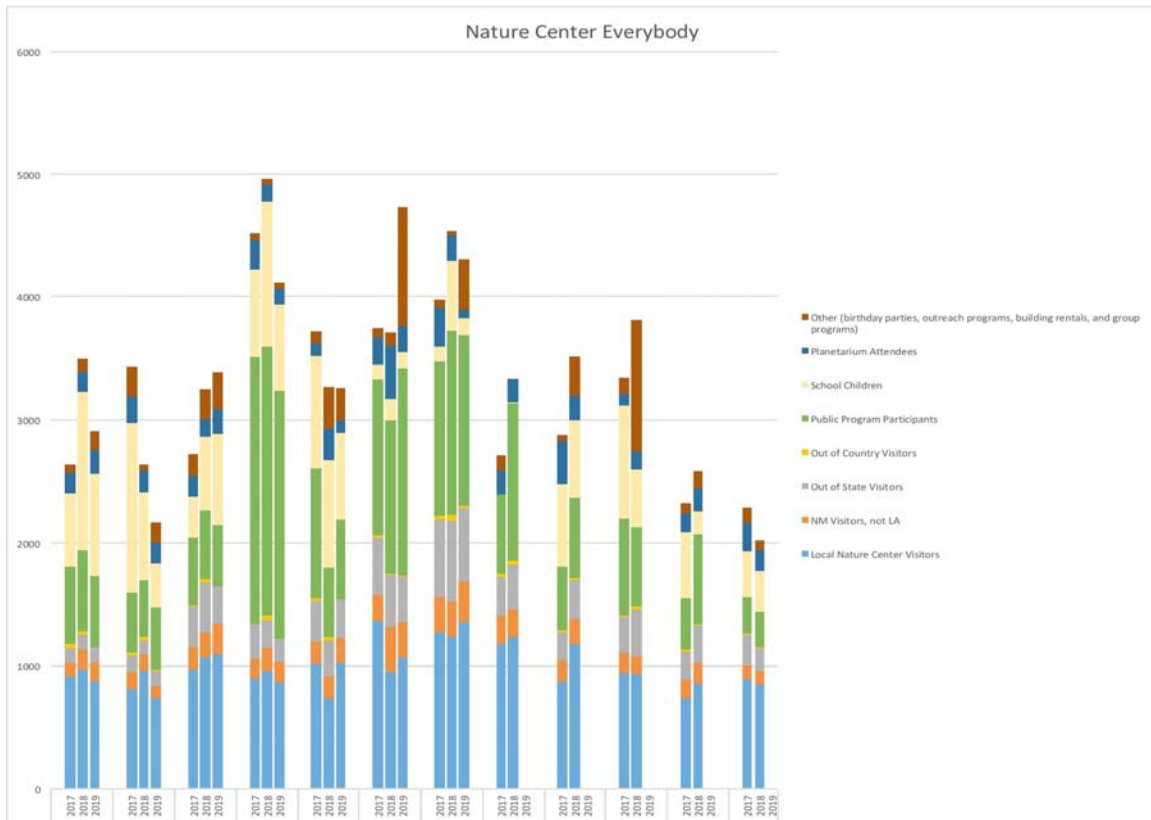


Los Alamos Visitor Center July 2019

1,460

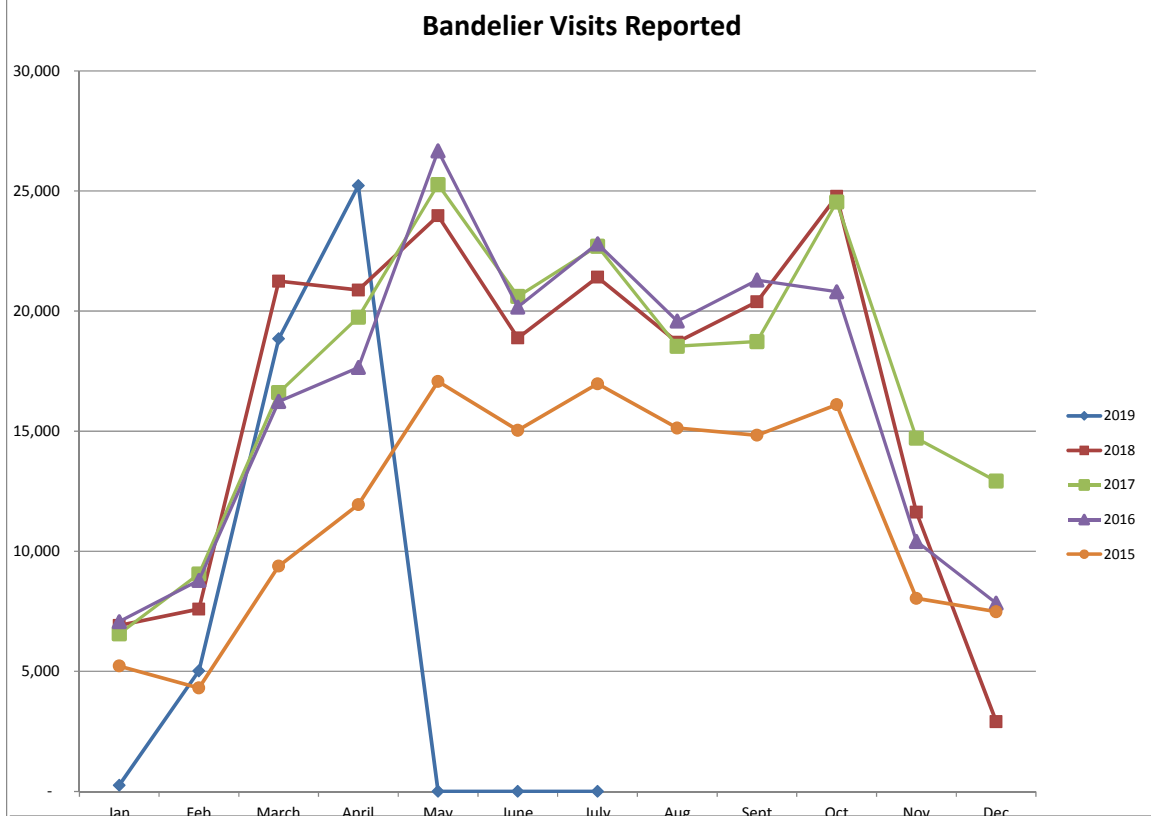
White Rock Visitor Center July 2019

16,043



Nature Center July 2019

4,732

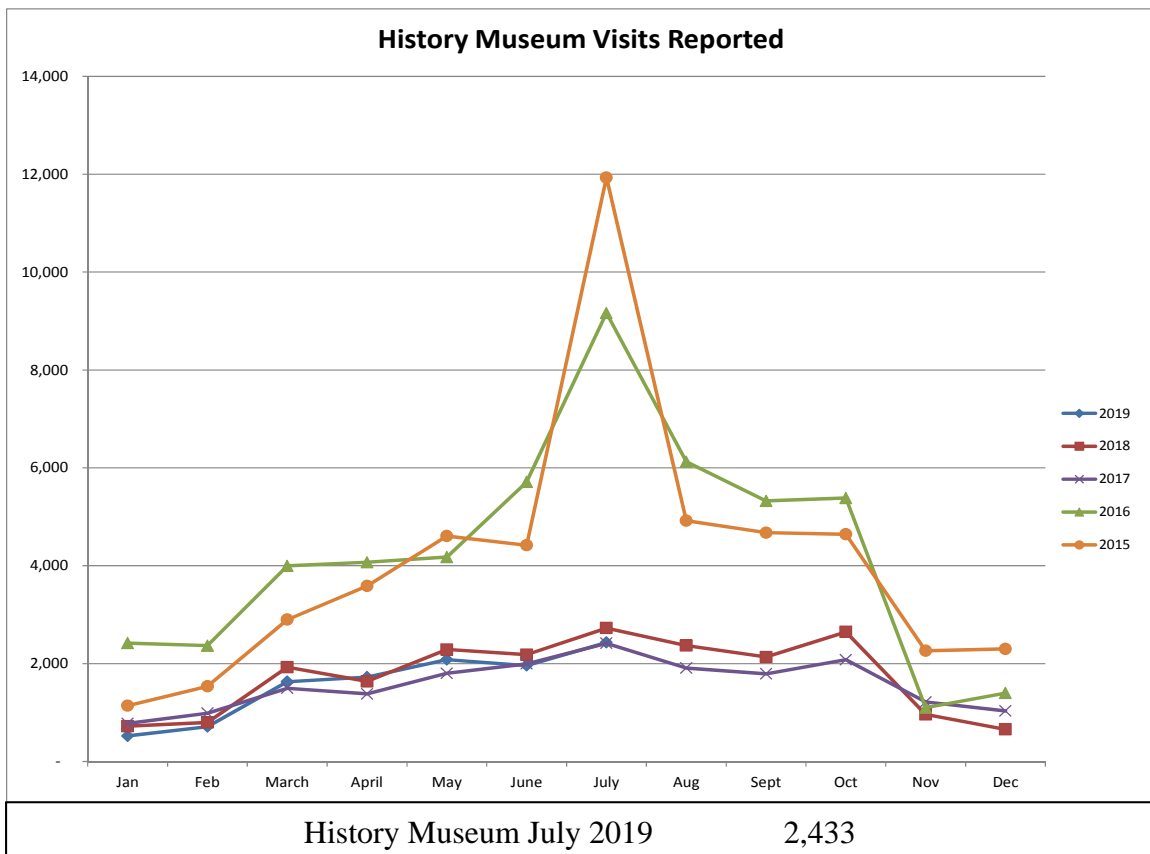
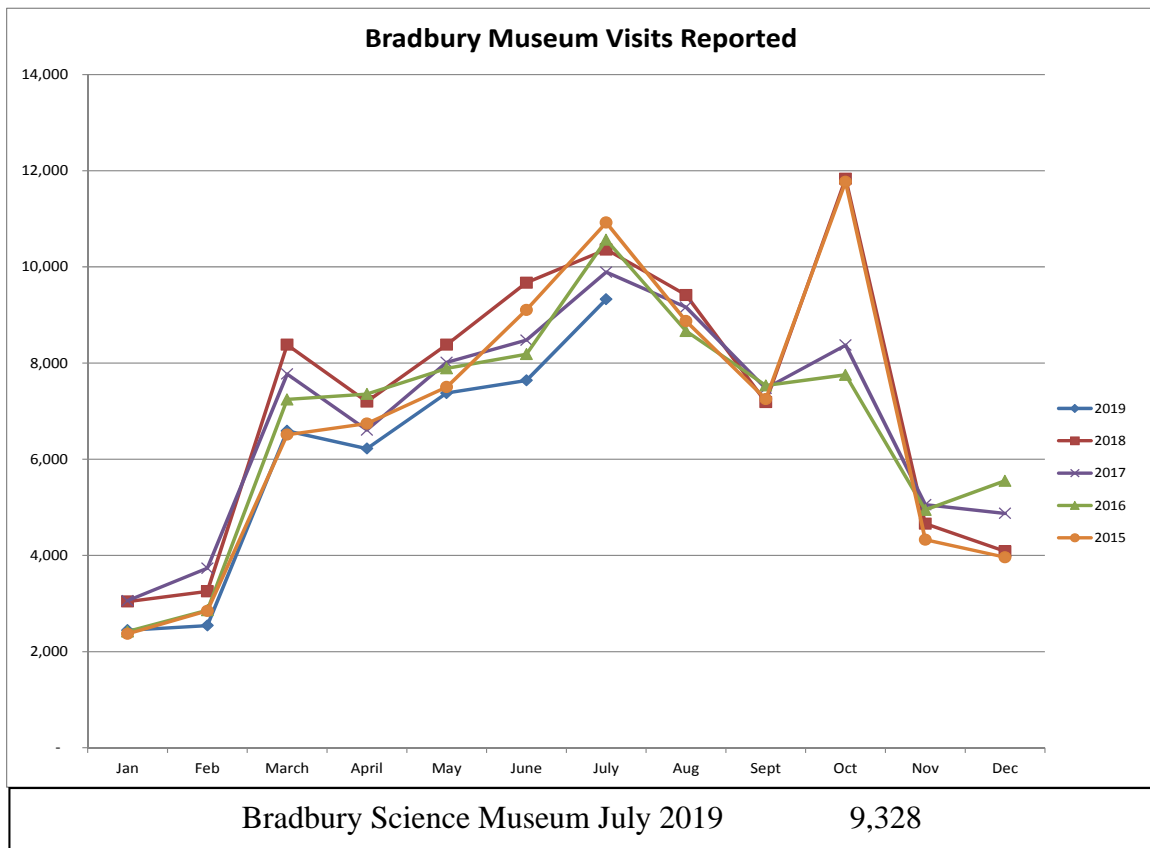


Bandelier National Monument July 2019

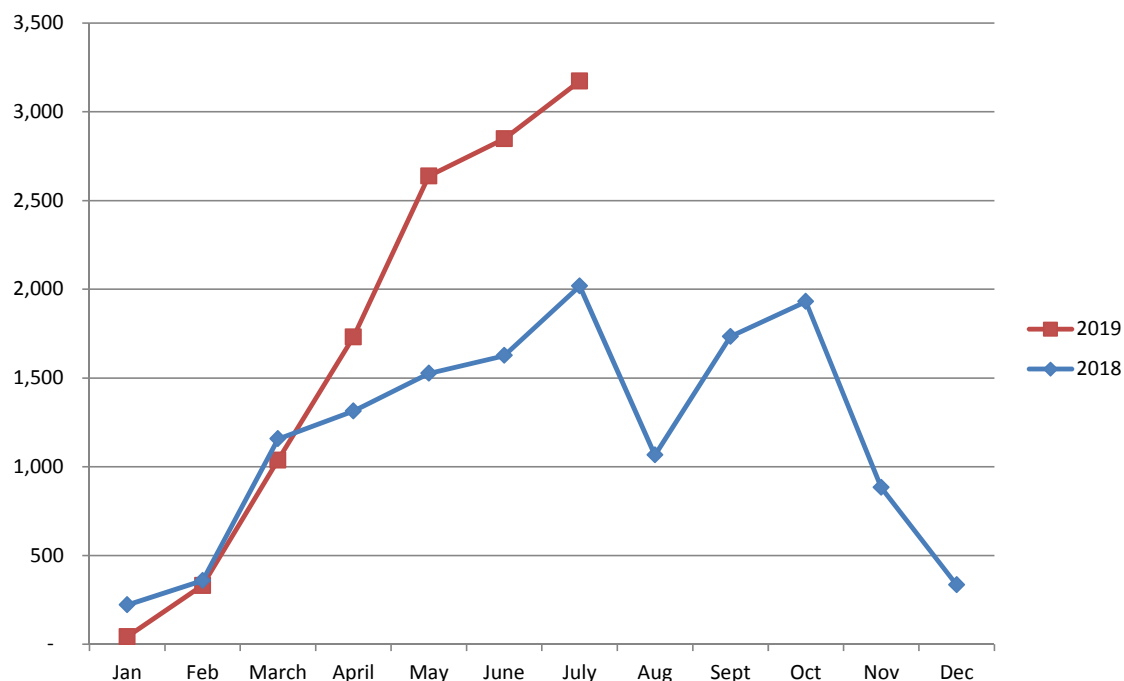
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~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~

475 26th St. Suite A, LOS ALAMOS, NM 87544
505-662-8105 (fax) 505-662-0099 lavc@losalamos.org



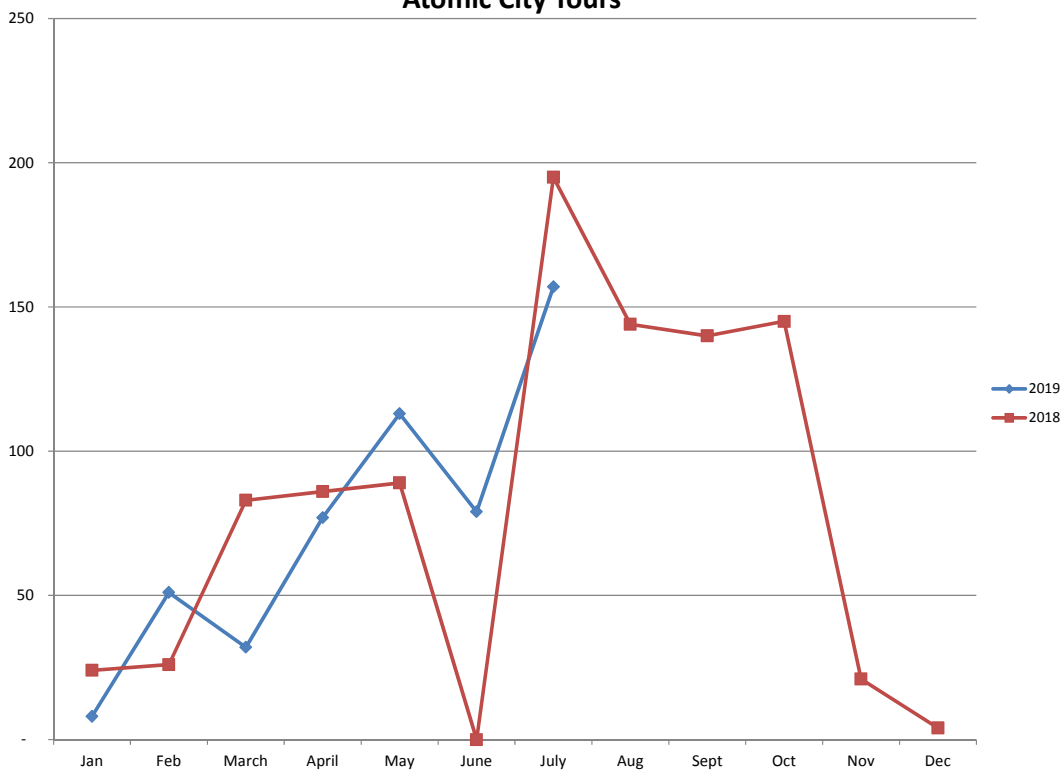
MPNHP Visits Reported



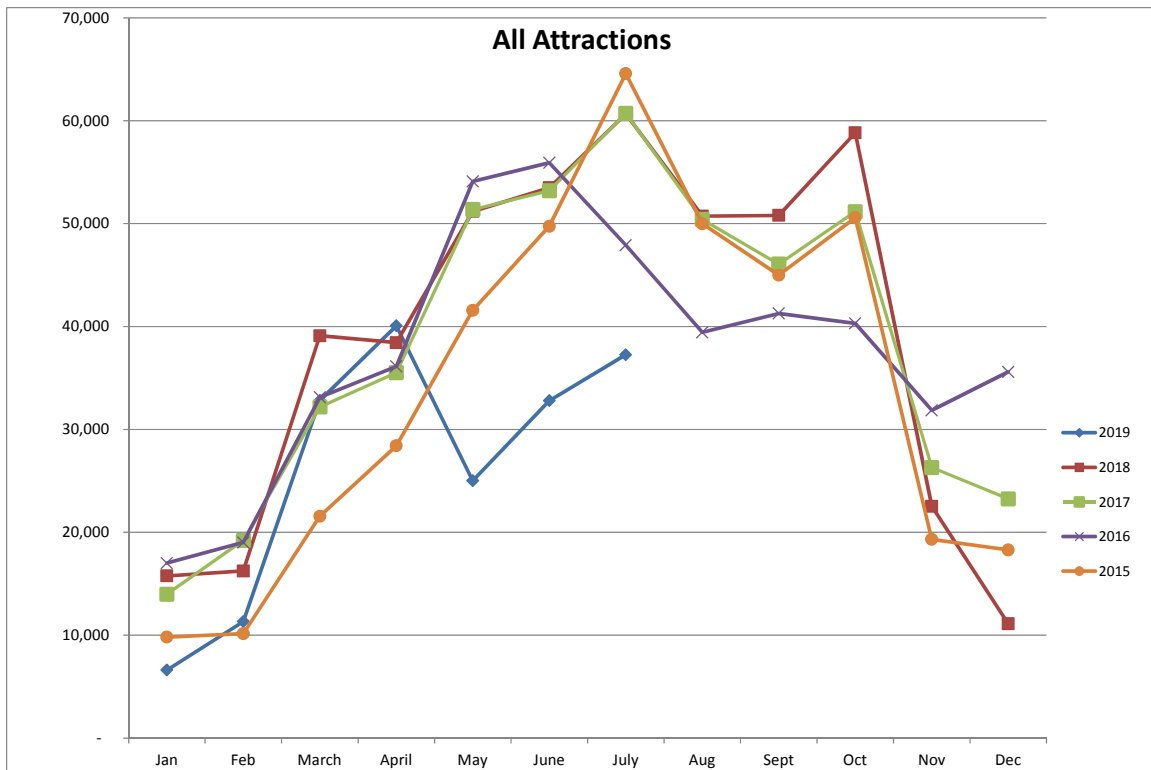
Manhattan Project National Historical Park July 2019 3,173

~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19~

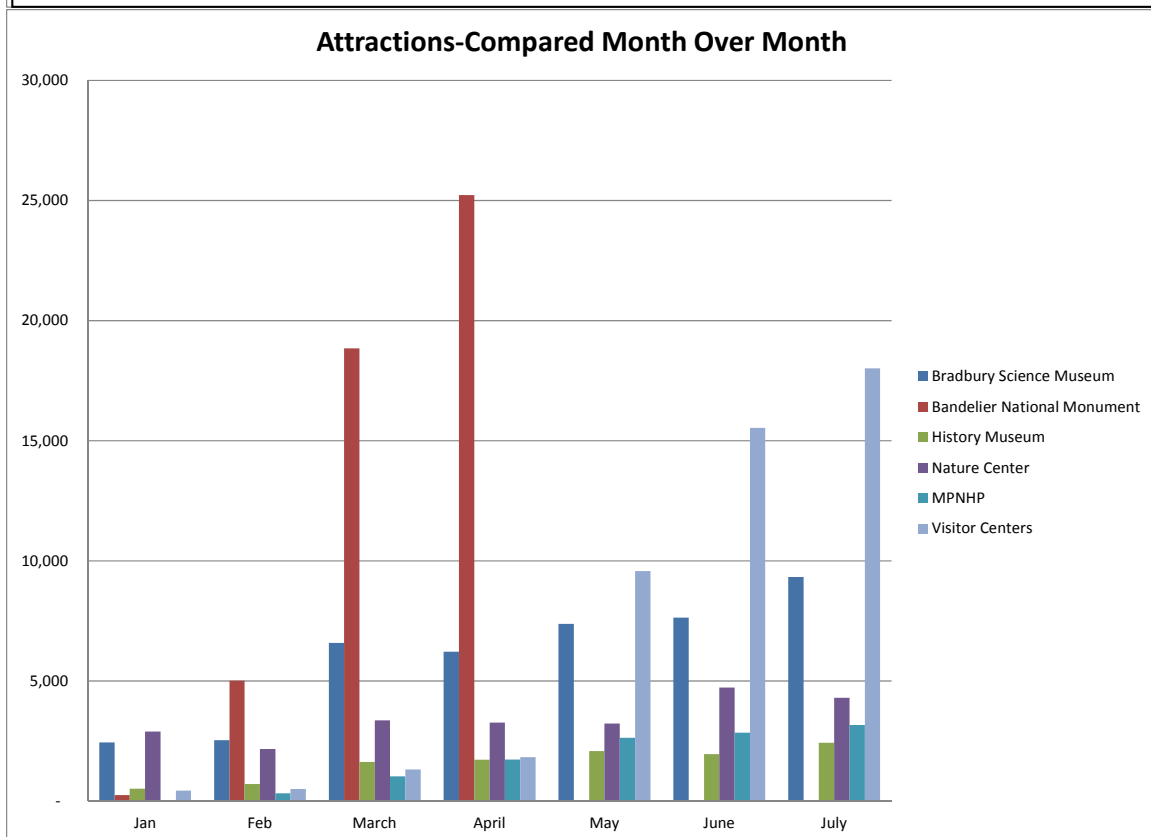
Atomic City Tours



Atomic City Tours July 2019 157



All Attractions YOY & MOM July 2019 37,258



July Narrative Comments:

- We currently have approximately 76,000 copies of the Los Alamos Visitor Guides in storage.
- Event material in kiosks and the "Where Discoveries are Made" displays are updated weekly by a DLA representative. These contain a weekly Concierge Calendar and restocked with visitor guides. There are currently 13 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 www.visitlosalamos.org and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were 118 volunteer hours logged for the month of July.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower's by Gillian, Seeking Chameleon, CB Fox, Rose Chocolatier, Metzger's, Pet Pangaea, Hampton Inn & Suites, Float LA, High Mesa Dental Arts, LA Dog House and Hilltop Spa were on display for the month of July. The large display featured the Bradbury Science Museum.
- In July, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2019. 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.

- 150 Welcome Bags for Aquatomic's swim meet

July 2019:

115 www.visitlosalamos.org online Visitor Guide requests.
0 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

July 2019

Sample size = 100 (50) LAVC & (50) WRVC

✓ *Length of Stay-*

76% visitors reported a day trip
24% visitors reported overnight stays

✓ *First Time Visit to Los Alamos-*

73% visitors reported 1st time to Los Alamos
27% visitors reported a return visit to Los Alamos

✓ For the month of June, the visitor centers registration sheets collected (100) and indicated reasons for visiting.

- Bandelier National Monument 60%
- Manhattan Project/MPNHP 44%
- Bradbury/History Museum 36%
- Nature Center 14%
- Scenery/Recreation/Sports 22%
- Business/Family/Friends 8%
- Other: __ScienceFest_____

✓ The most prevalent states of origin in chronological order are from Texas, Arizona, Florida, Oklahoma, Colorado, California, Ohio, Missouri and New York.

✓ The most prevalent foreign countries of origin, there were from the United Kingdom, Korea, Canada, New Zealand, Holland and Switzerland.

✓ The most prevalent cities in New Mexico visiting Los Alamos were from Albuquerque, Aztec, Santa Fe, Edgewood and Tesuque.

✓ Visitor Comments:

“Stunning area”, “Cool town”, “Pleasant surprise”, “Service was very good. Lots of information, nice staff and local scenery”, “Thanks for the help yesterday finding sites to see and local services. We changed our plans and have stayed an extra day”, “Fascinating”, “Thank you for having this for us”, “Wow lots to see and do”, “Thank you this place is awesome”, “Very friendly”, “We love Los Alamos”, “Came to celebrate America’s birthday. We miss you but hope you’re doing well, Love Mother England”, “Friendly , effective help and info at Visitor Center”, “Really cool place, super cool about the atomic bomb”, “Thank you for disabled access”, “We will be back” , “New Mexico is lovely, friendly people too! Thank you”, “Love New Mexico”, and “Thank you!”.