



DISCOVER
LOS ALAMOS

April 30, 2020

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

RE: Transmittal of Monthly Discover Los Alamos
LTAB's Tourism Visitation Report for the month of March.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of March 2020. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham has issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations.

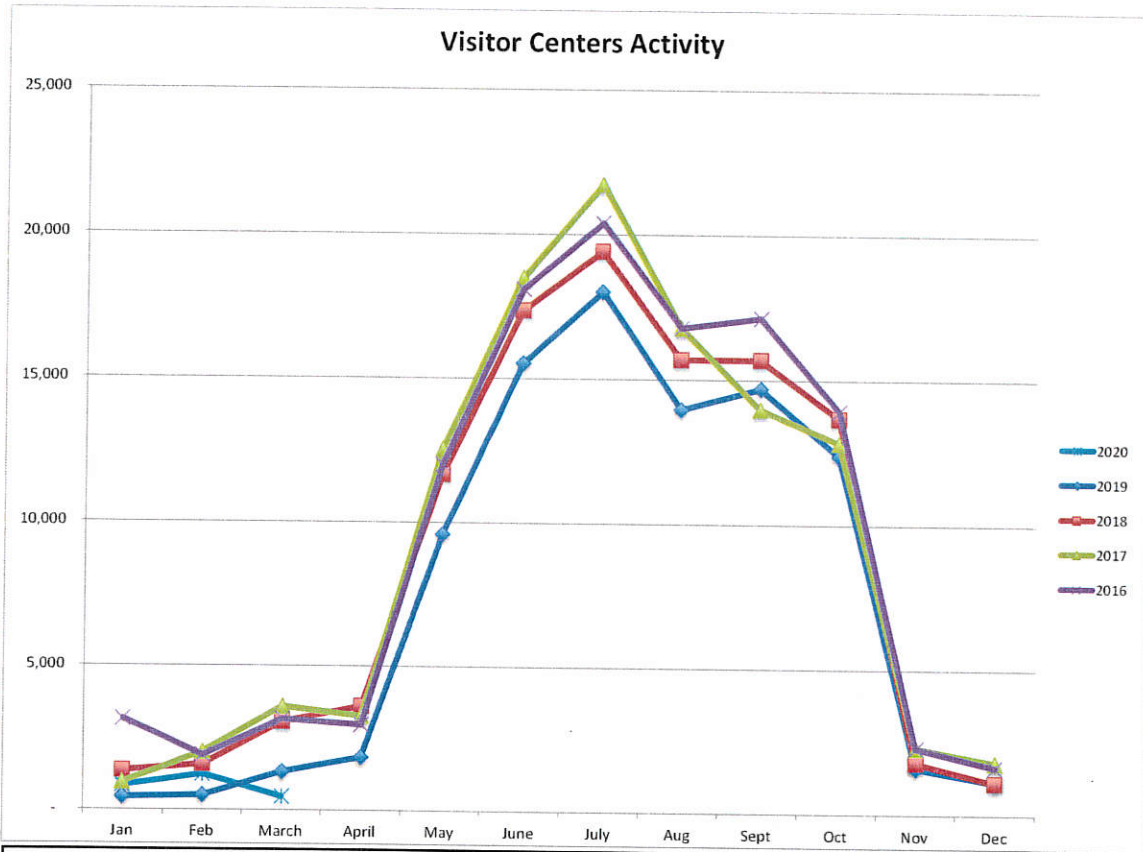
Sincerely,

Melanie Peña
Discover Los Alamos Director

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

DLA Monthly Report

March 2020



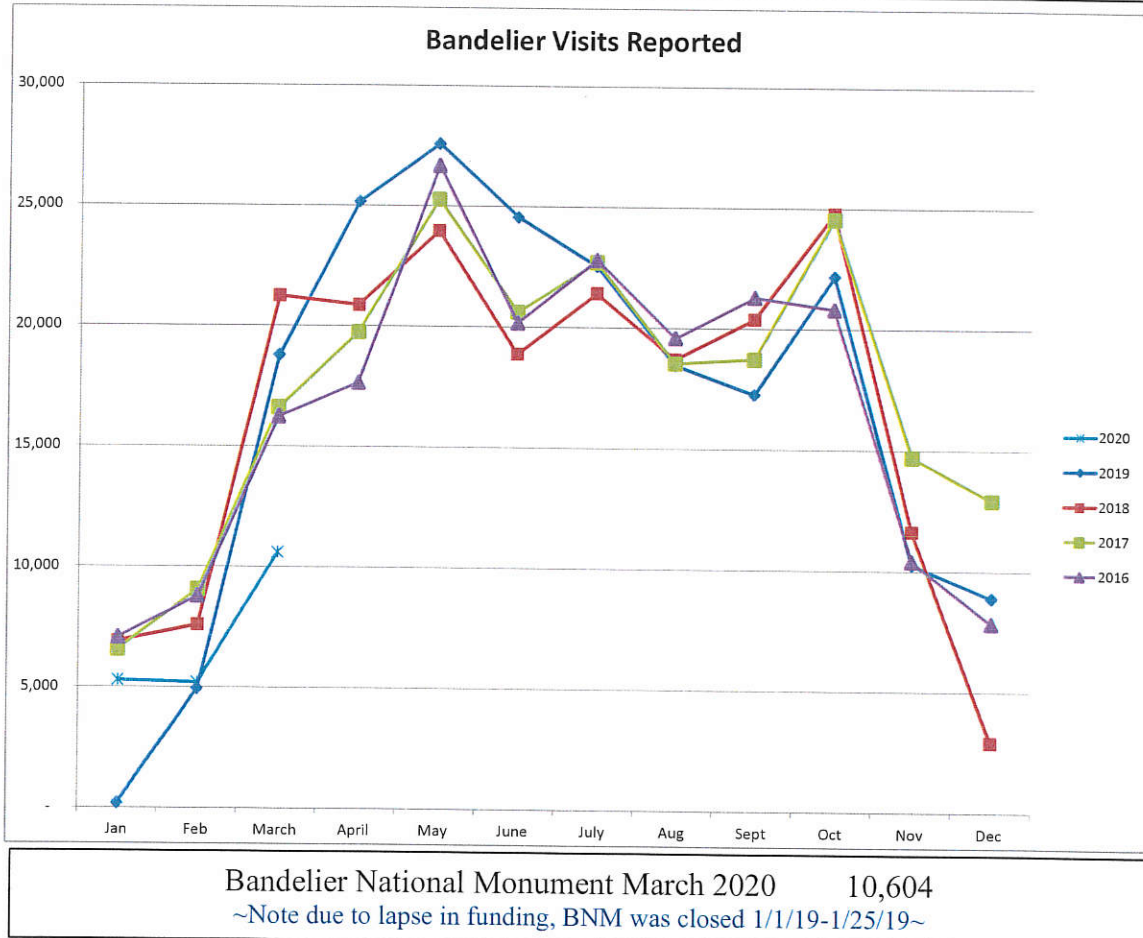
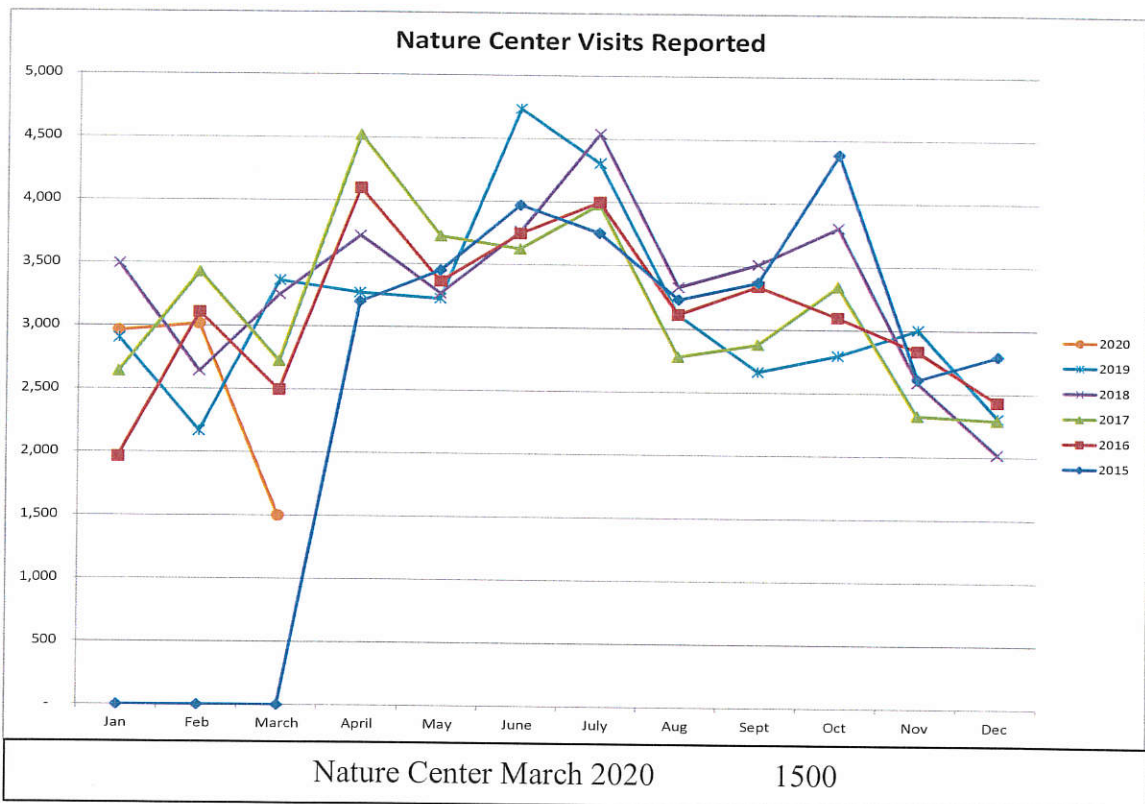
Los Alamos Visitor Center March 2020

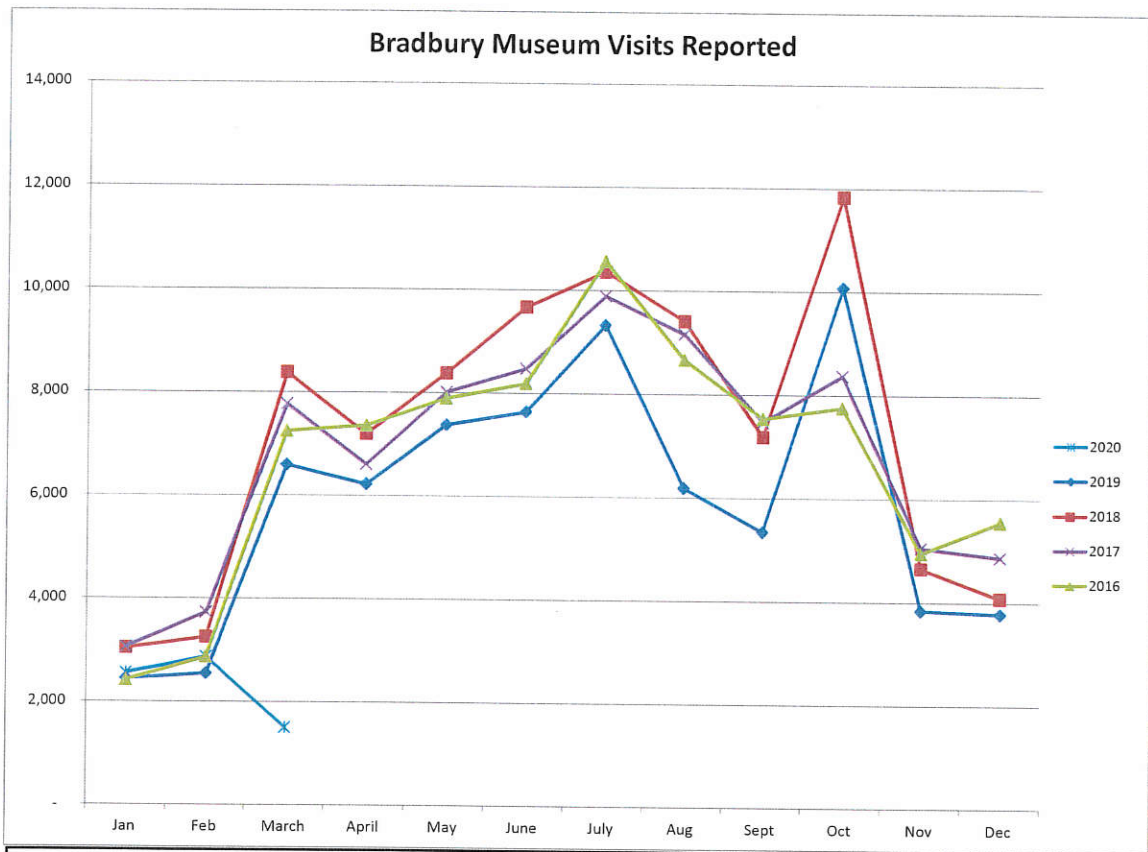
211

White Rock Visitor Center March 2020

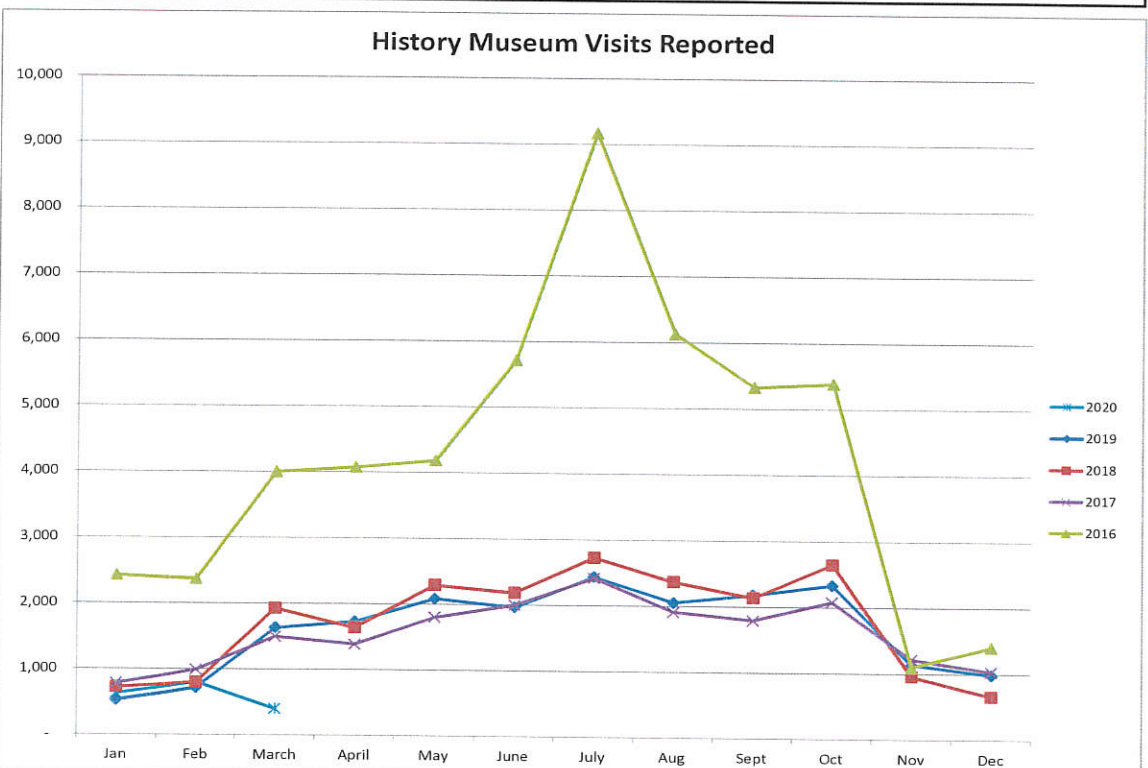
152

****Beginning March 16, 2020 both Visitor Centers were closed to the public****



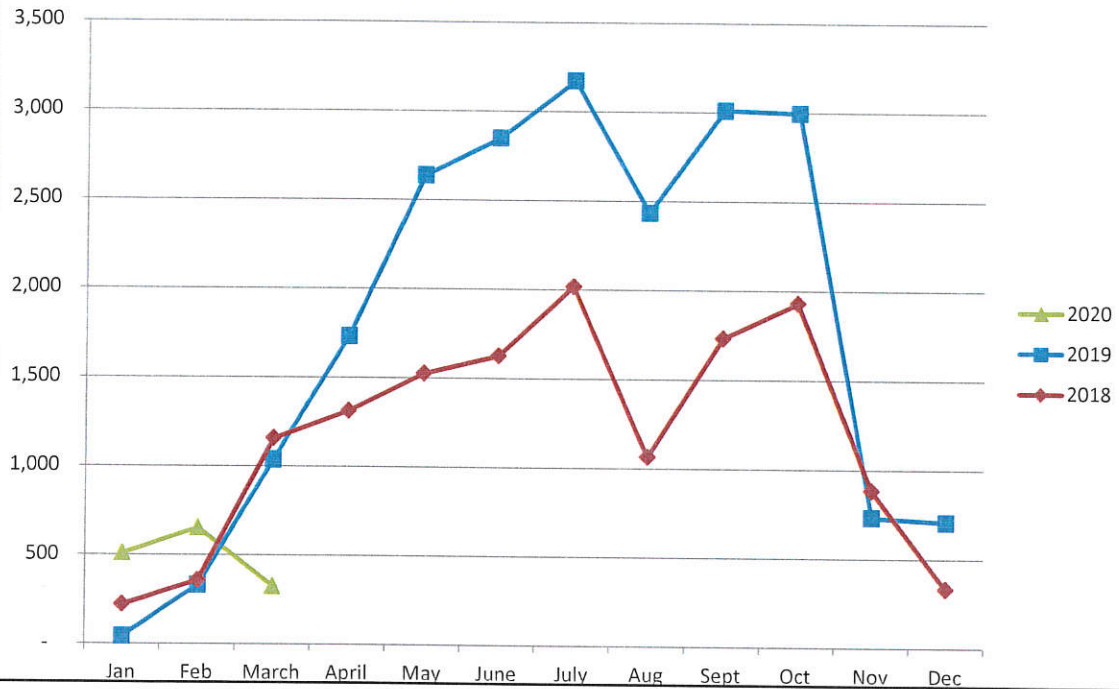


Bradbury Science Museum March 2020 1,215



History Museum March 2020 400

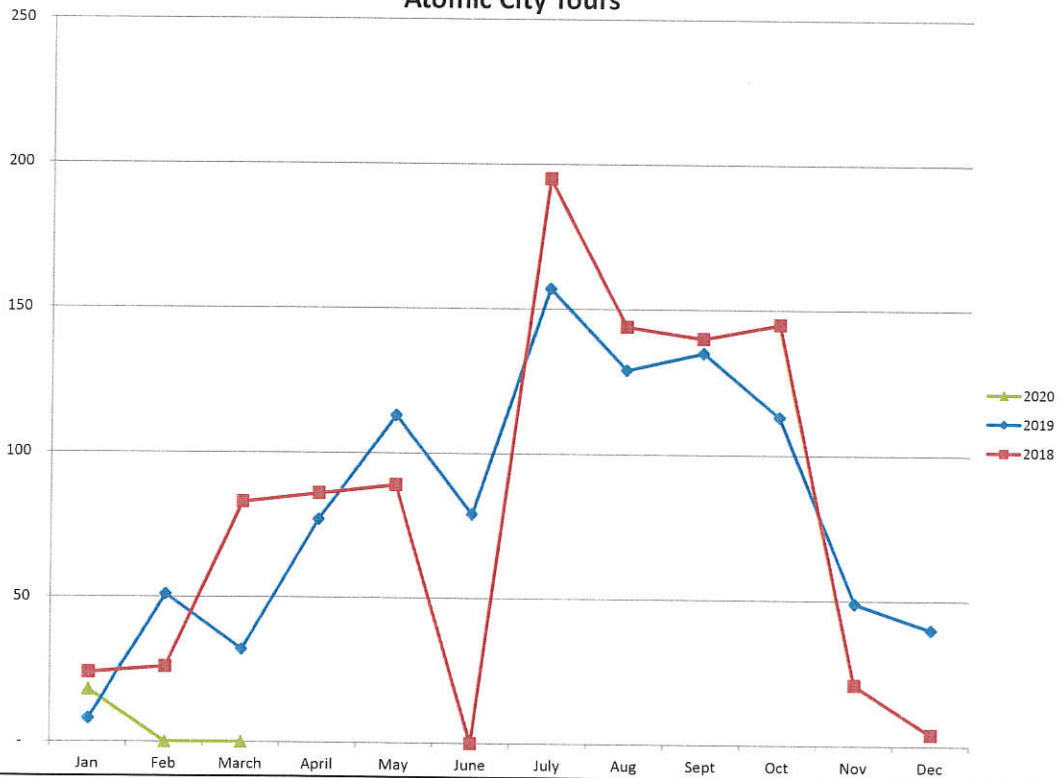
MPNHP Visits Reported



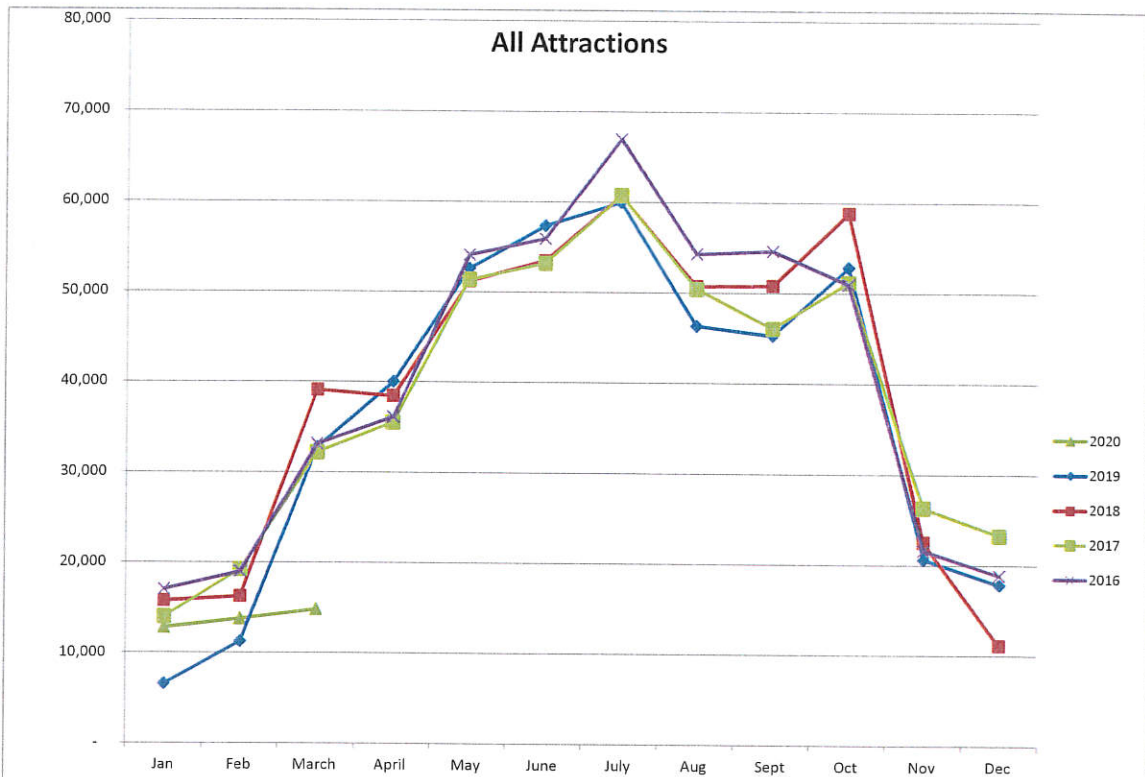
Manhattan Project National Historical Park March 2020 325

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

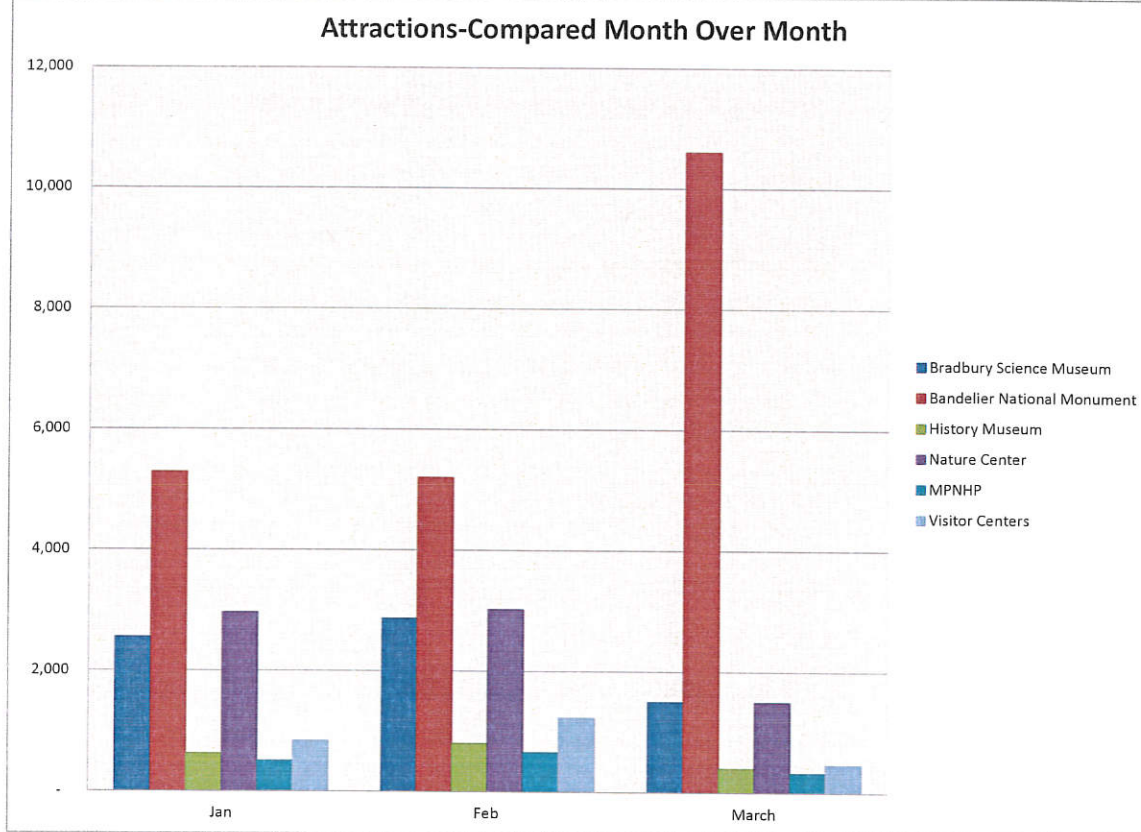
Atomic City Tours



Atomic City Tours March 2020 Currently Closed



All Attractions YOY & MOM March 2020 14,506



March Narrative Comments:

- We currently have approximately 45,000 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 11 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 0 volunteer hours logged for the month of March.
- 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, Hilltop Spa and Fran Stoval were on display for the month of March. The large display featured The Los Alamos History Museum.
- In March, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

March 2020:

- 32 www.visitlosalamos.org online Visitor Guide requests.
- 17 Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

Analysis of Visitor Surveys

March 2020

Sample size = Total of 26 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

19 entries reported a day trip
01 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

23 entries reported 1st time to Los Alamos
00 entries reported a return visit to Los Alamos

✓ For the month of February, the visitor centers registration sheets collected (26) and visitor indicated their reasons for visiting.

- Bandelier National Monument 14
- Manhattan Project/MPNHP 20
- Bradbury/History Museum 21
- Nature Center 01
- Scenery/Recreation/Sports 03
- Business/Family/Friends 01
- Other: _____

✓ The most prevalent states of origin in chronological order are from Texas, Wisconsin, Pennsylvania, California, Michigan, Minnesota, Washington State, Colorado and Mississippi.

✓ The most prevalent foreign countries of origin, there were from Canada

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

✓ Visitor Comments:

“Thank You! Great information center!”, “Very helpful visitor center”, “Lovely, Interesting!”



DISCOVER
LOS ALAMOS

May 31, 2020

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

RE: Transmittal of Monthly Discover Los Alamos
LTAB's Tourism Visitation Report for the month of April.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of April 2020. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham has issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations.

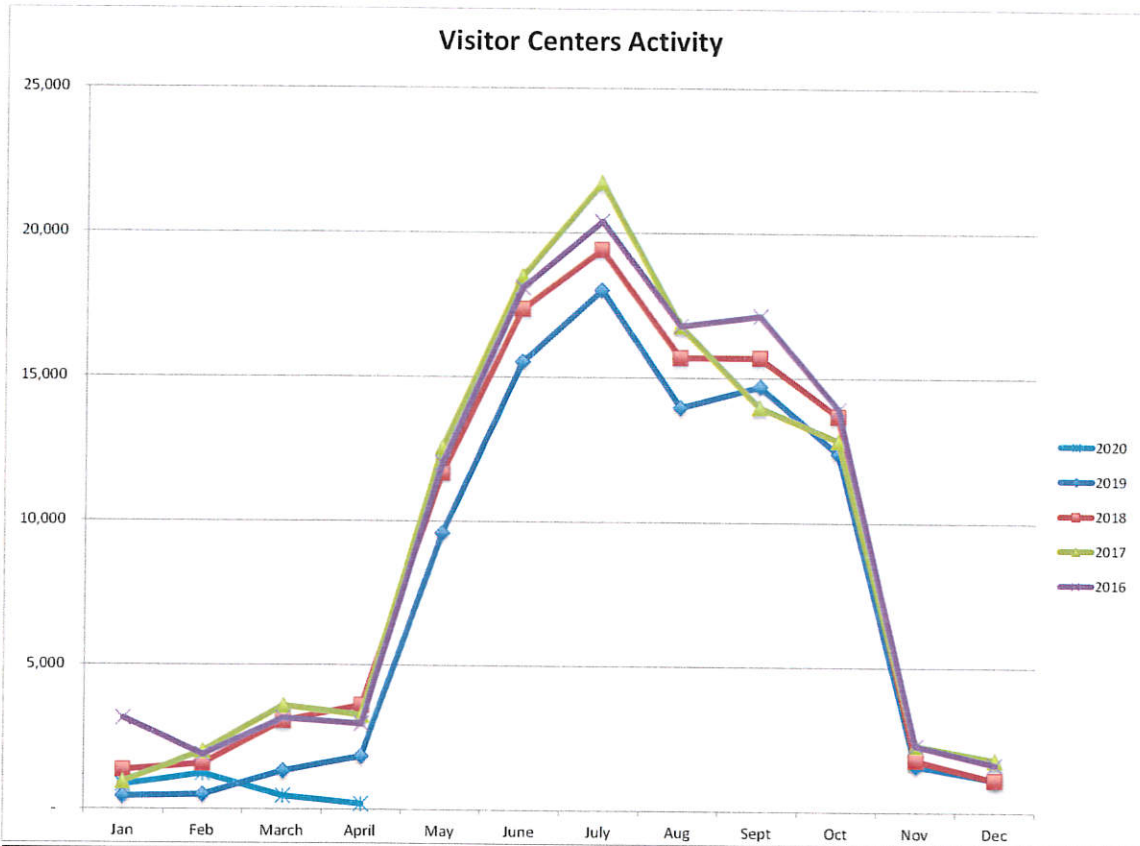
Sincerely,

Melanie Peña
Discover Los Alamos Director

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

DLA Monthly Report

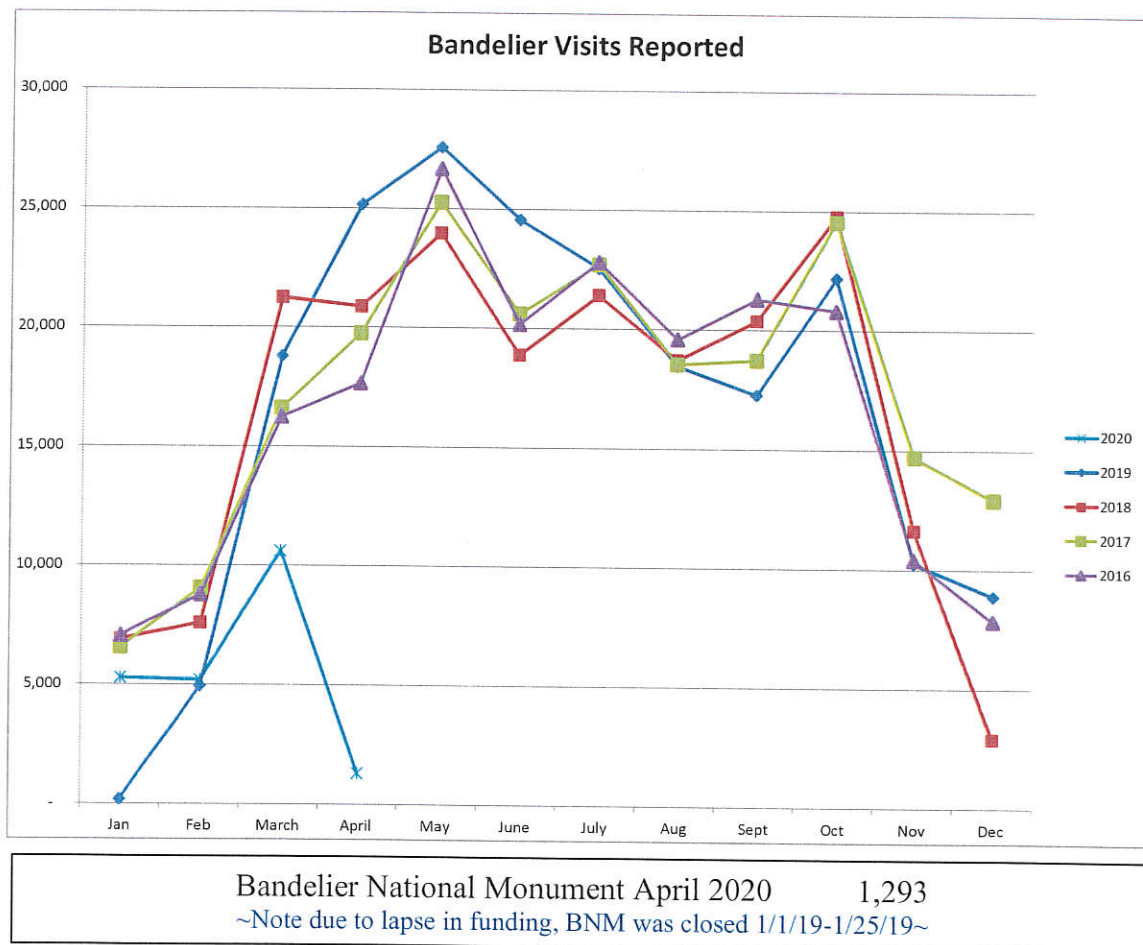
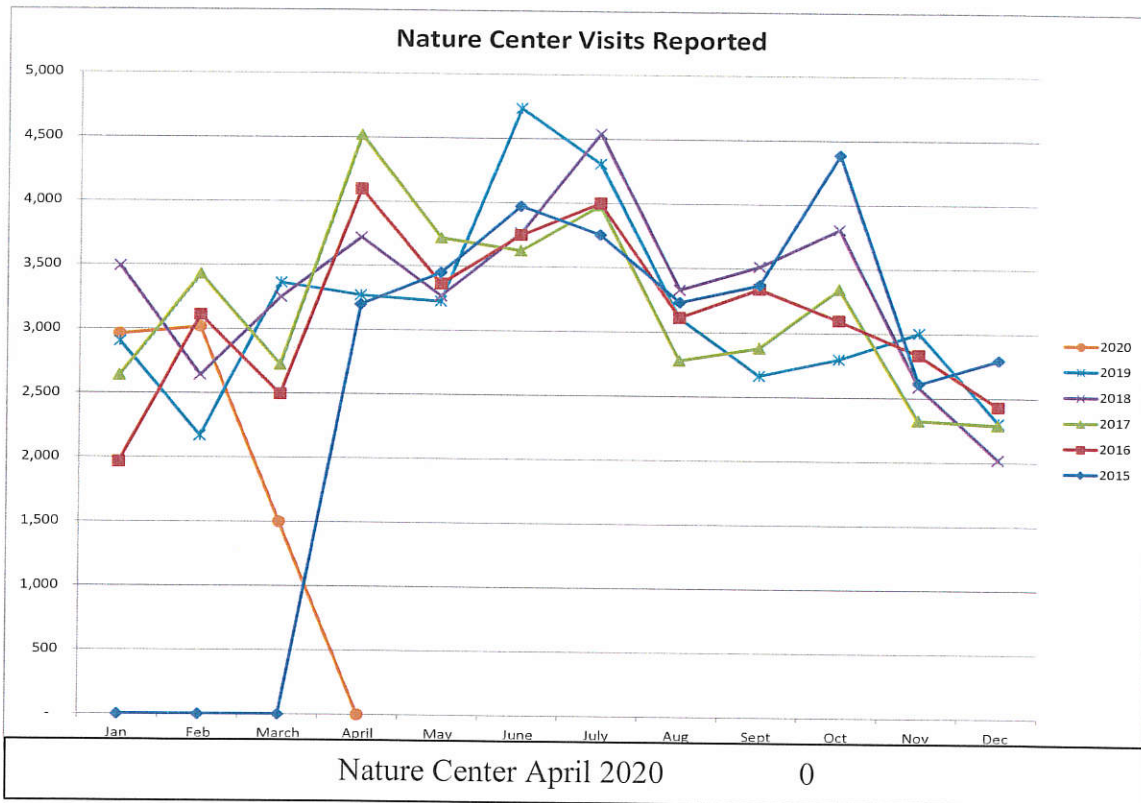
April 2020

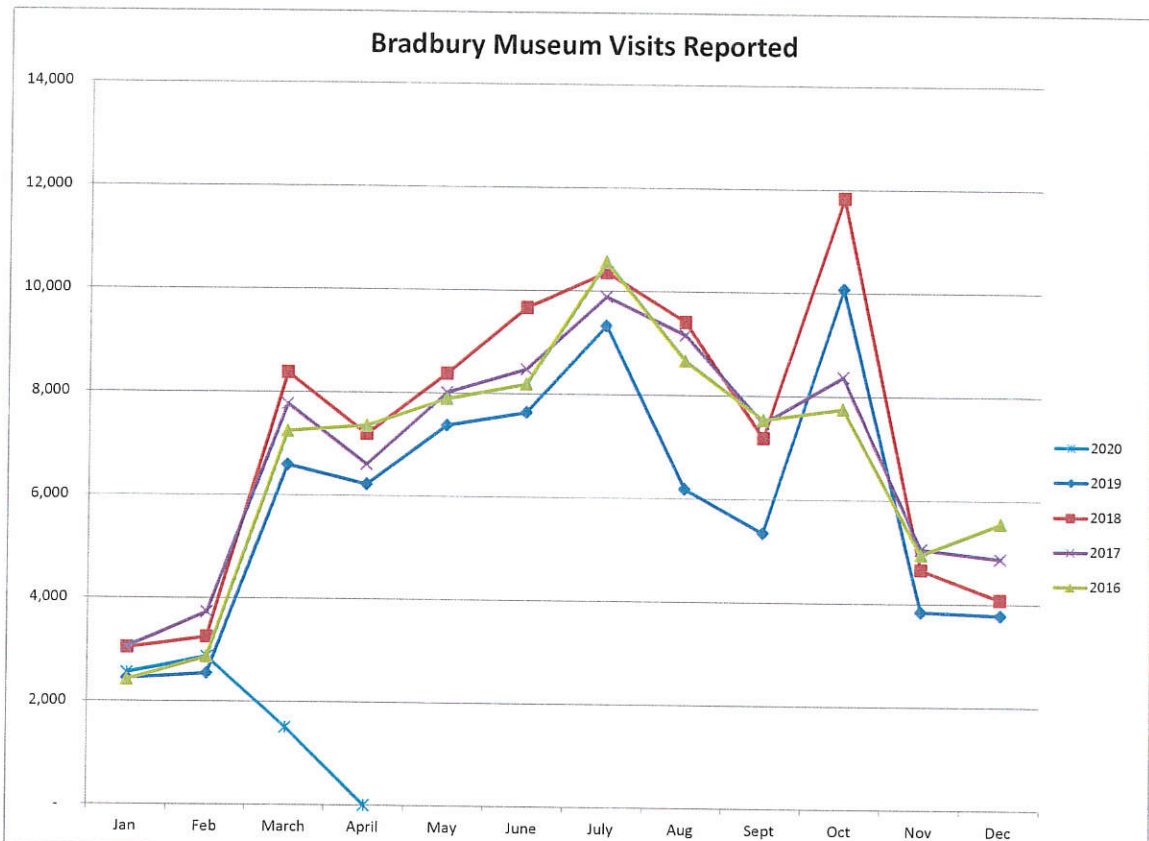


Los Alamos Visitor Center April 2020 0

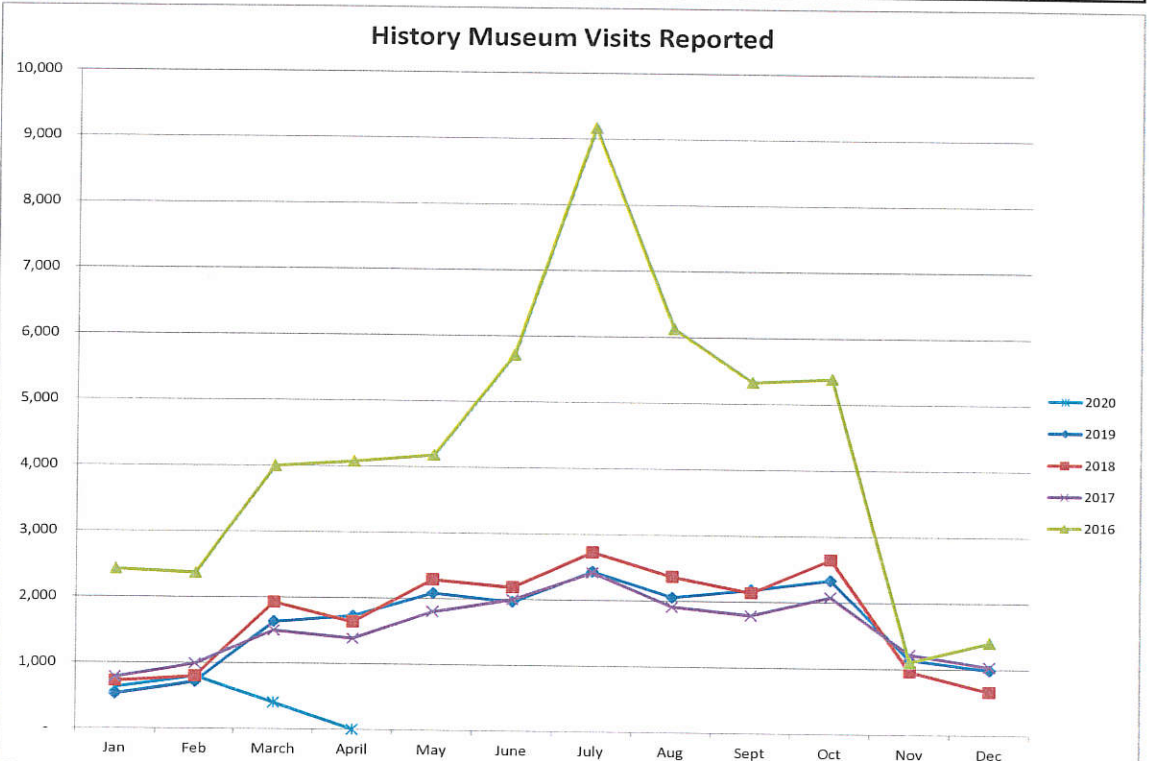
White Rock Visitor Center April 2020 0

****Beginning March 16, 2020 both Visitor Centers were closed to the public****



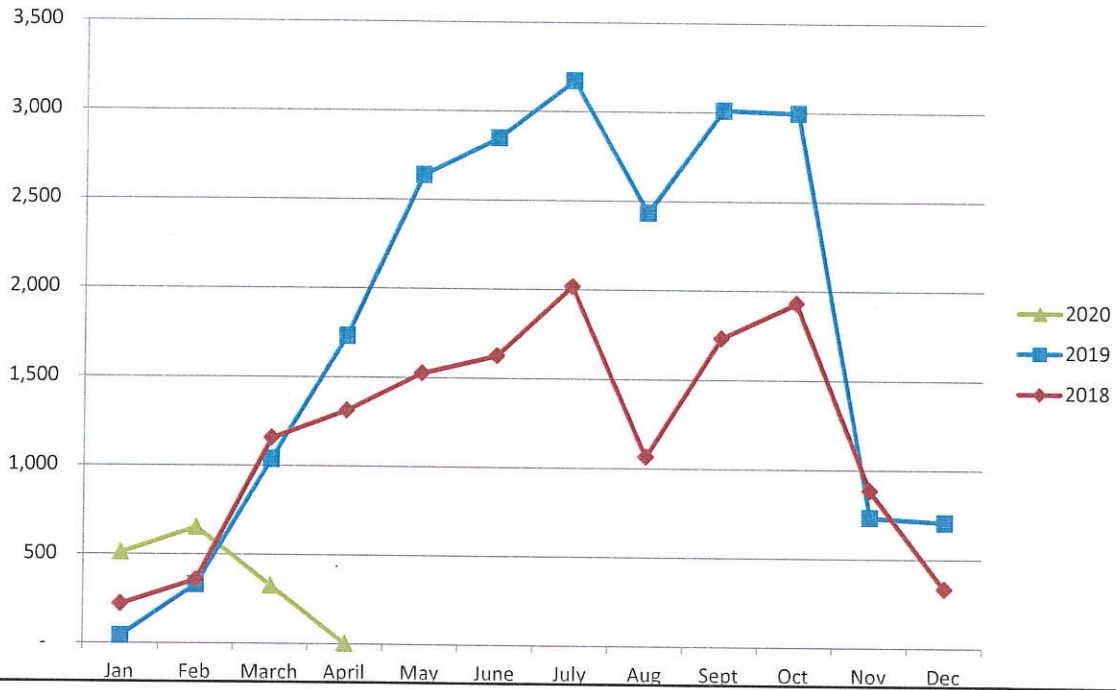


Bradbury Science Museum April 2020 0



History Museum April 2020 0

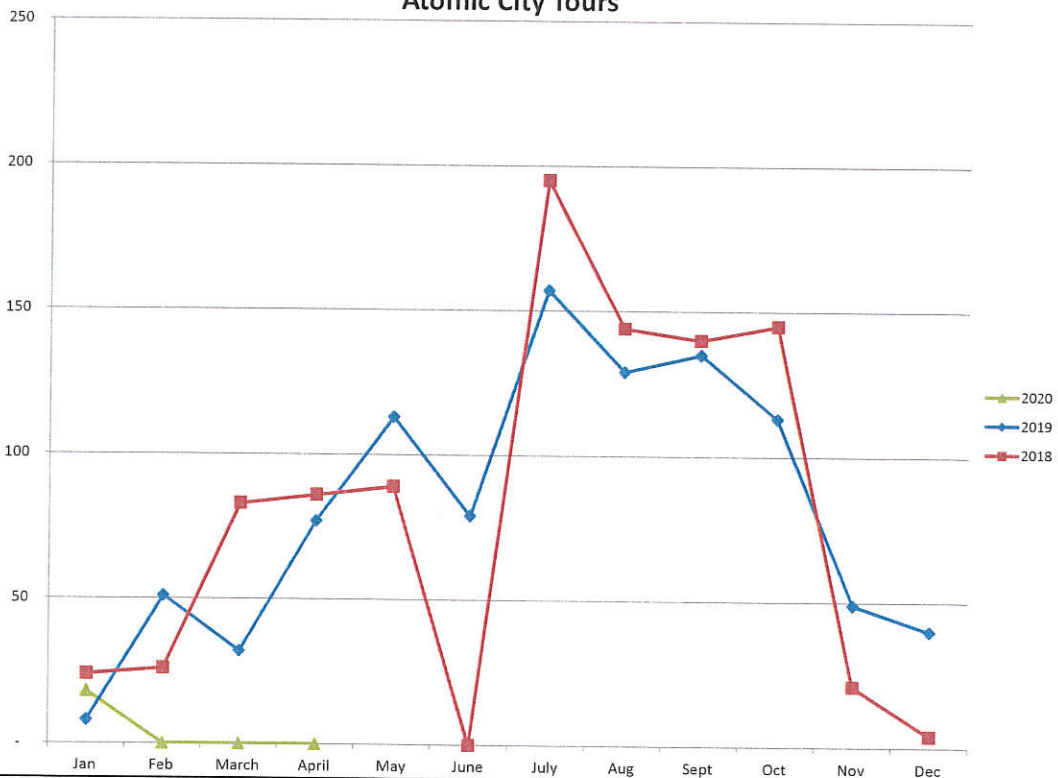
MPNHP Visits Reported



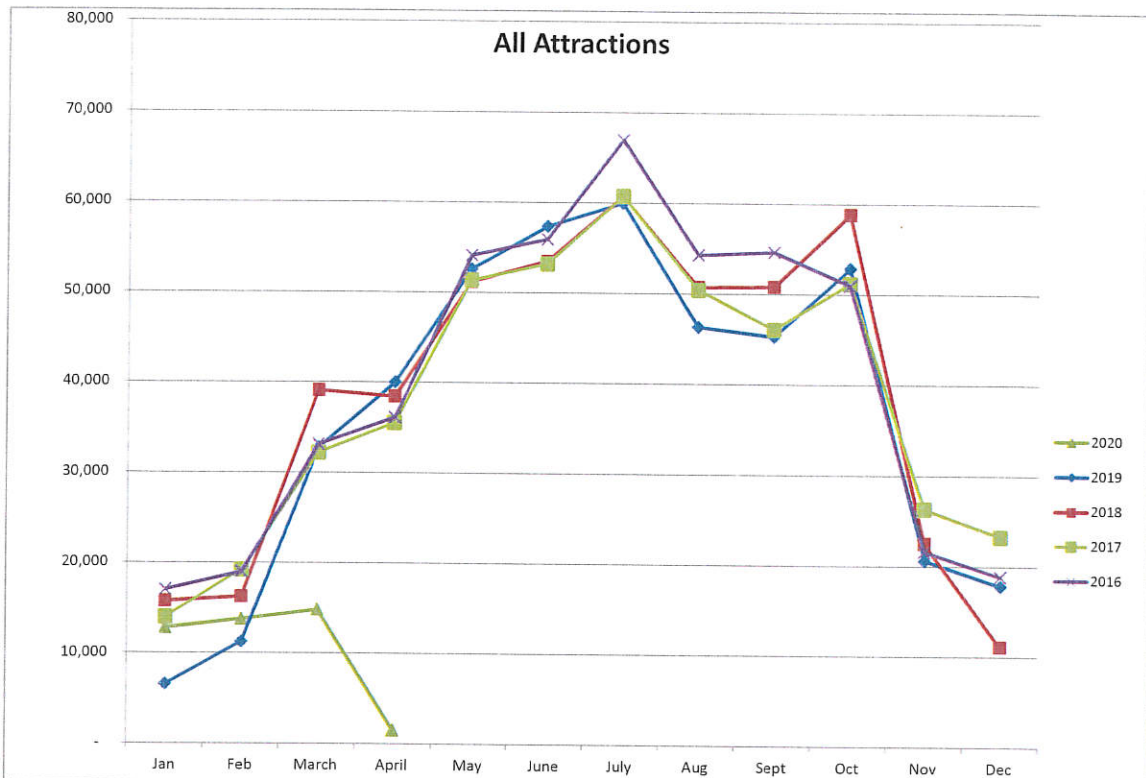
Manhattan Project National Historical Park April 2020 0

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

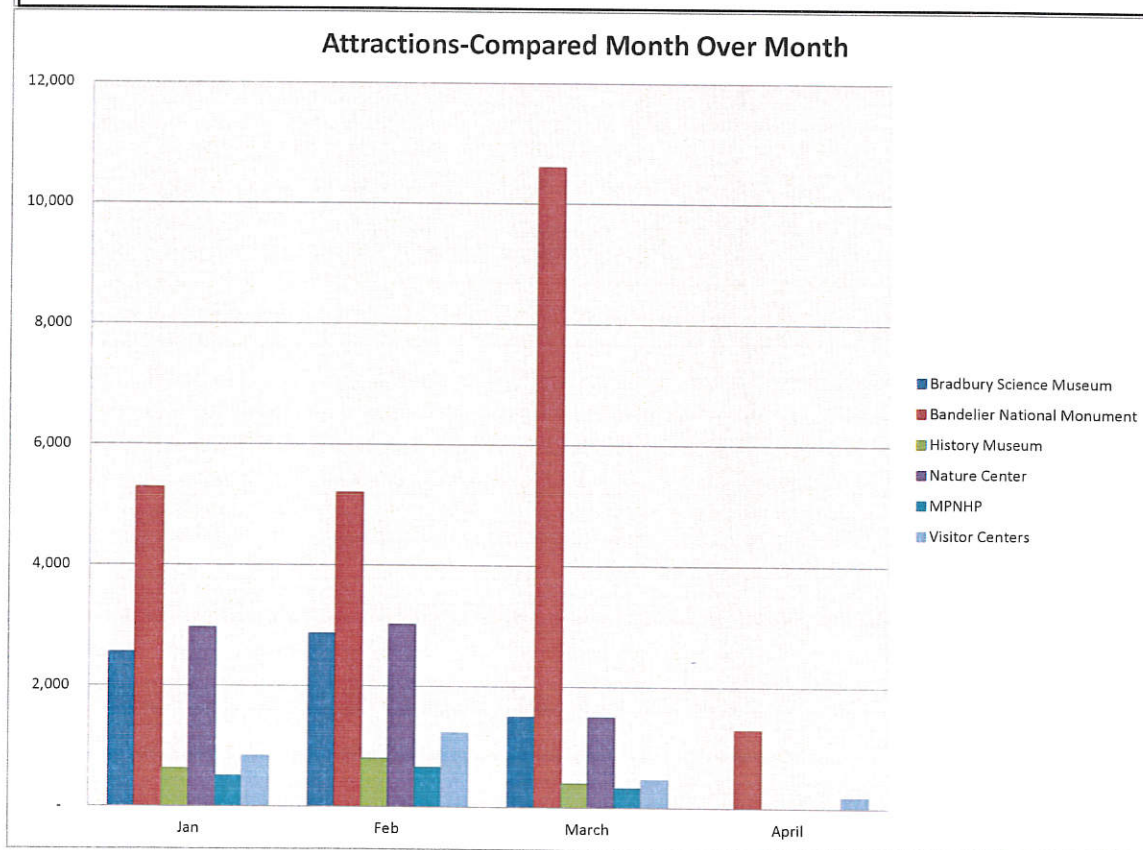
Atomic City Tours



Atomic City Tours April 2020 Currently Closed



All Attractions YOY & MOM April 2020 1,476



April Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions.
- We currently have approximately 45,000 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 11 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 0 volunteer hours logged for the month of April.
- 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, Hilltop Spa and Fran Stoval were on display for the month of April. The large display featured The Los Alamos History Museum.
- In April, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

April 2020:

- 29 www.visitlosalamos.org online Visitor Guide requests.
- 134 Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

Analysis of Visitor Surveys

April 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

00 entries reported a day trip
00 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

00 entries reported 1st time to Los Alamos
00 entries reported a return visit to Los Alamos

✓ For the month of February, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument 00
- Manhattan Project/MPNHP 00
- Bradbury/History Museum 00
- Nature Center 00
- Scenery/Recreation/Sports 00
- Business/Family/Friends 00
- Other: _____

✓ The most prevalent states of origin in chronological order were from

✓ The most prevalent foreign countries of origin, there were from

✓ The most prevalent cities in New Mexico visiting Los Alamos were from

✓ Visitor Comments:



DISCOVER
LOS ALAMOS

June 30, 2020

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

RE: Transmittal of Monthly Discover Los Alamos
LTAB's Tourism Visitation Report for the month of May.

Dear Kelly,

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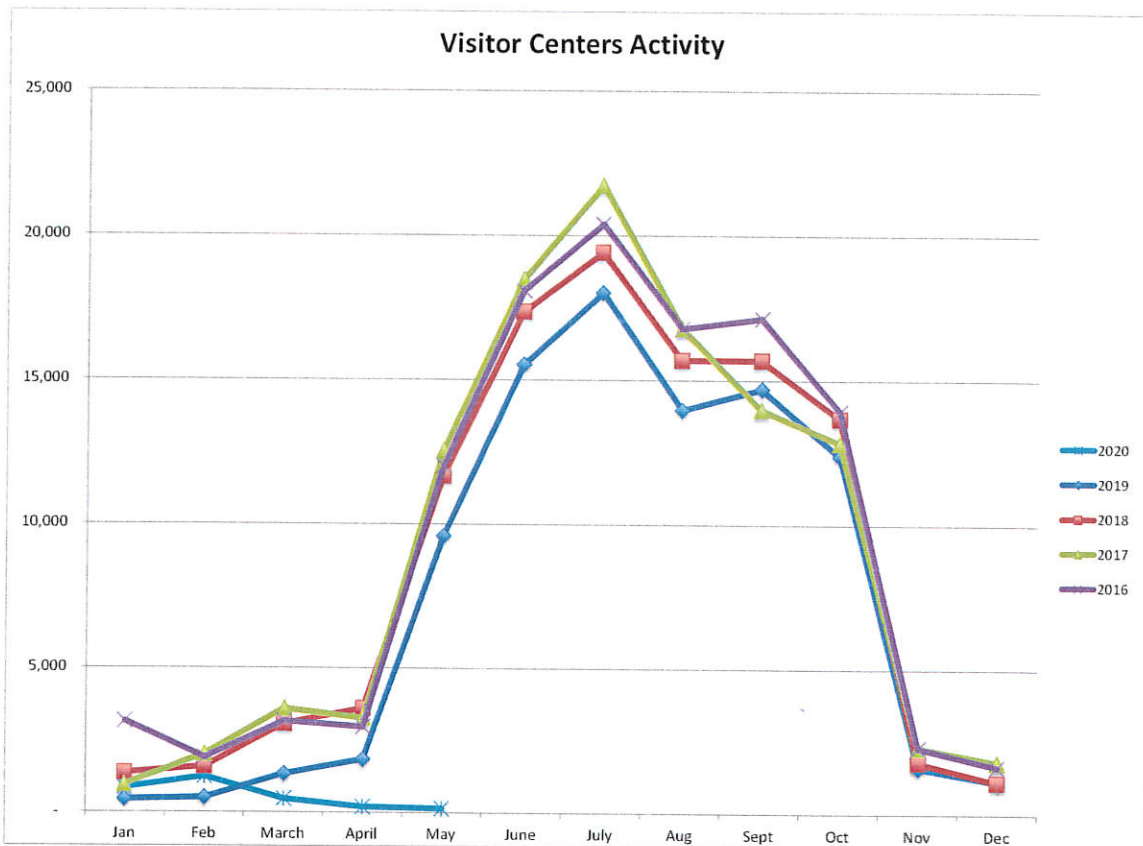
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Melanie Peña
Discover Los Alamos Director

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DLA Monthly Report

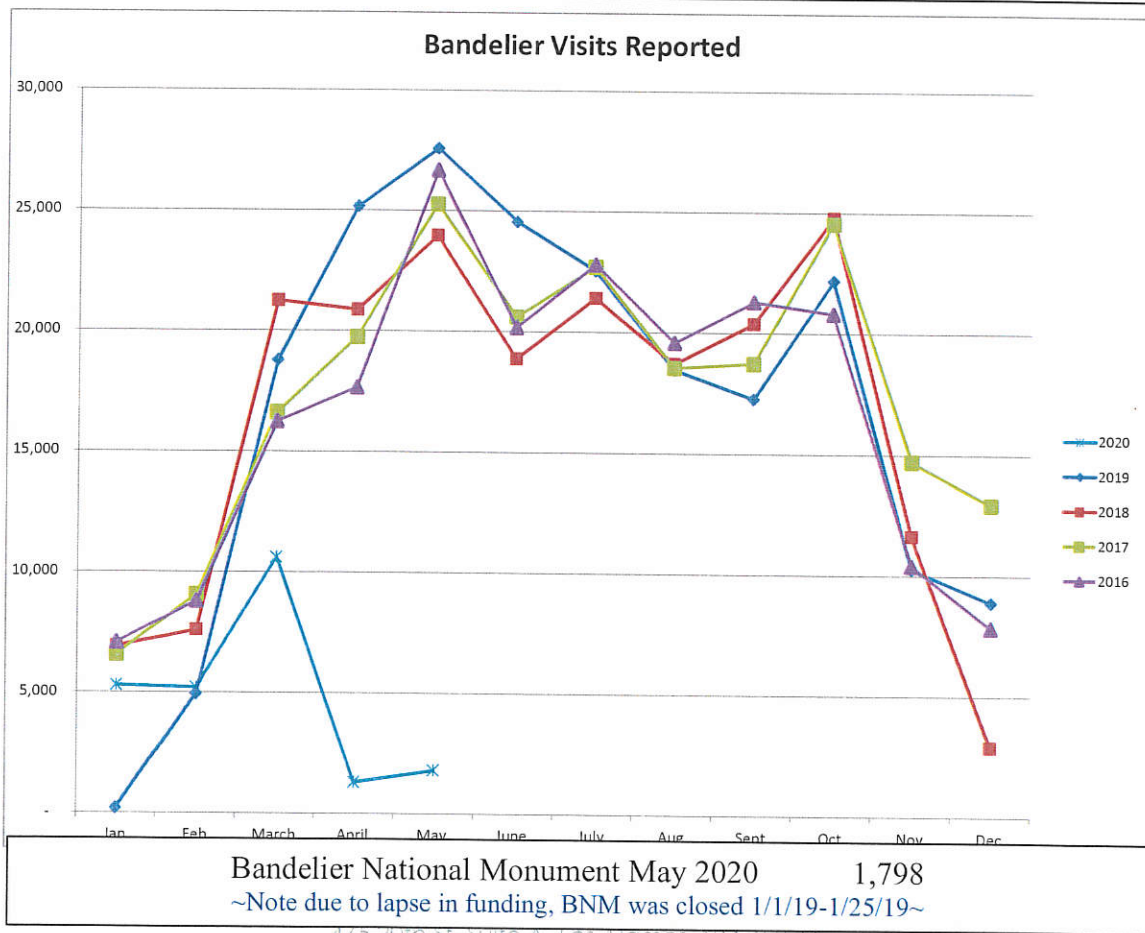
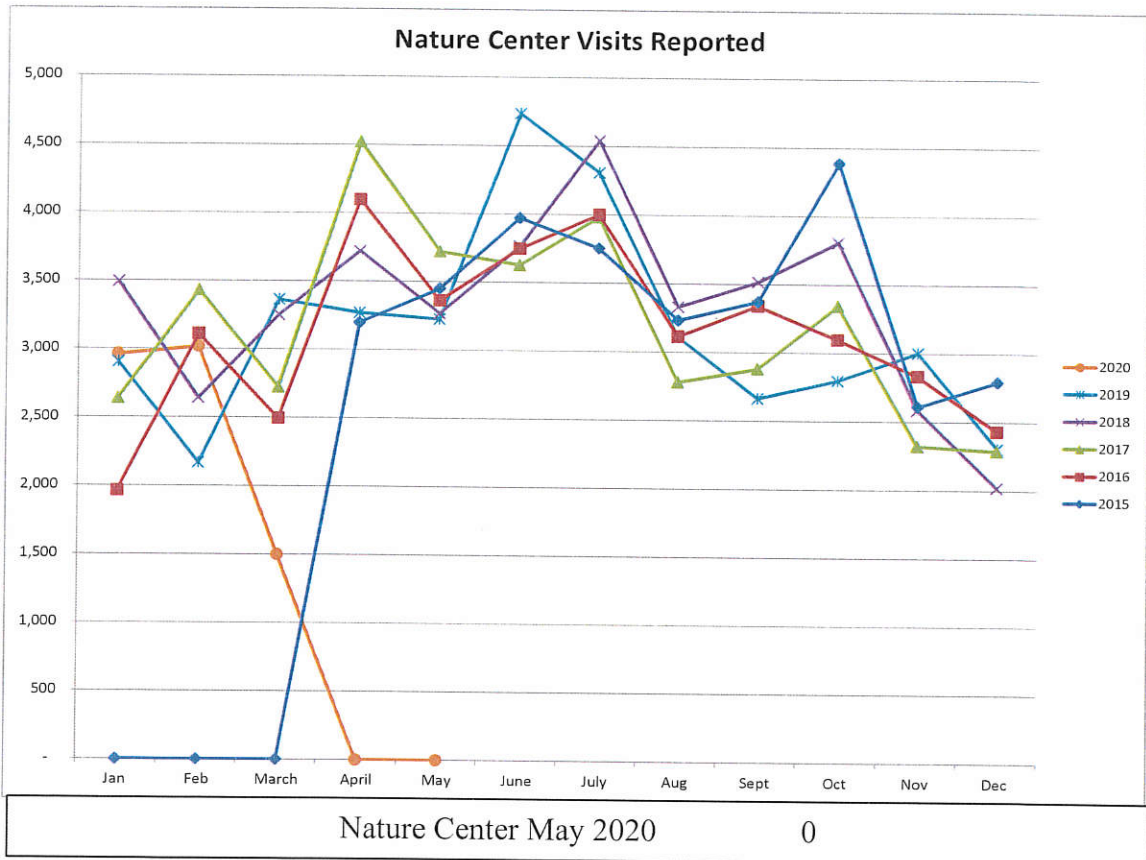
May 2020

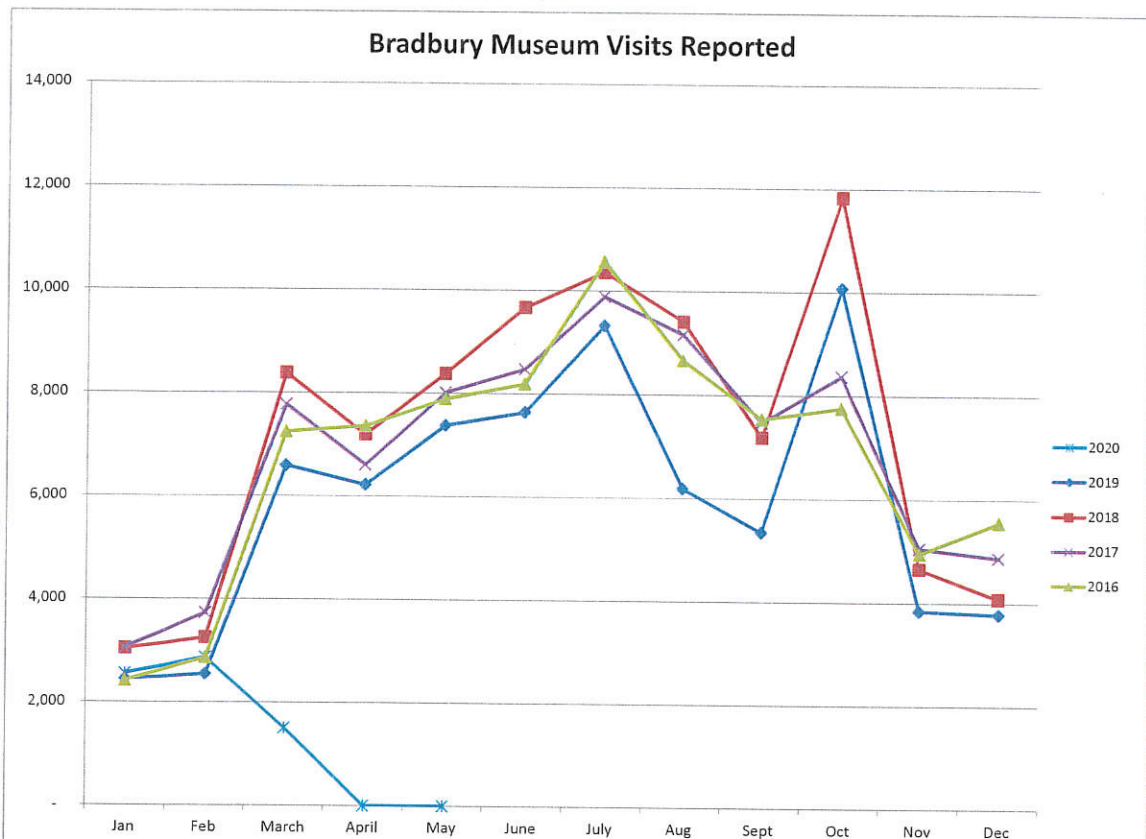


Los Alamos Visitor Center May 2020 0

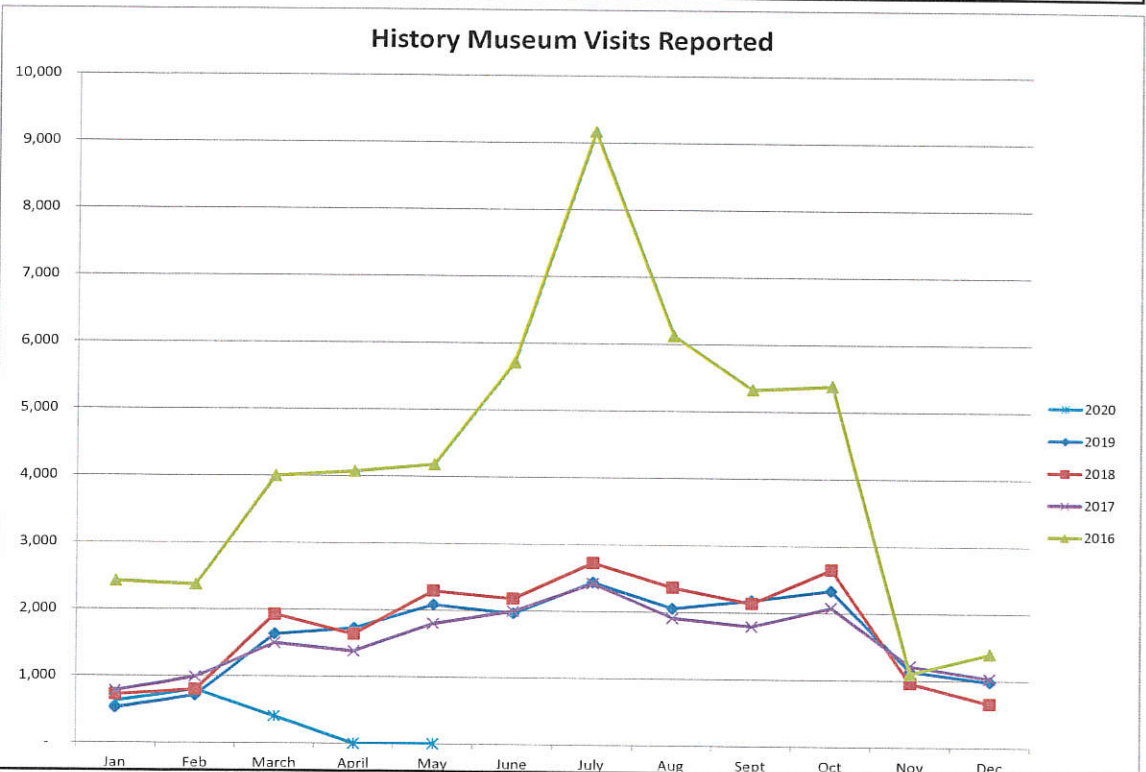
White Rock Visitor Center May 2020 0

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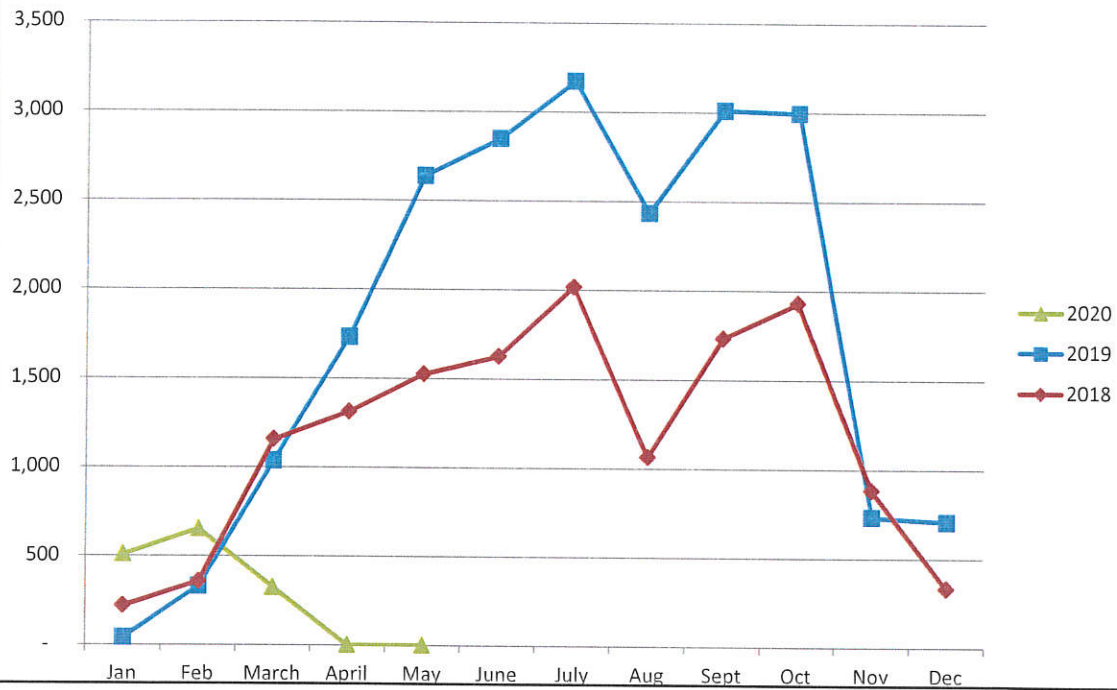


Bradbury Science Museum May 2020 0



History Museum May 2020 0

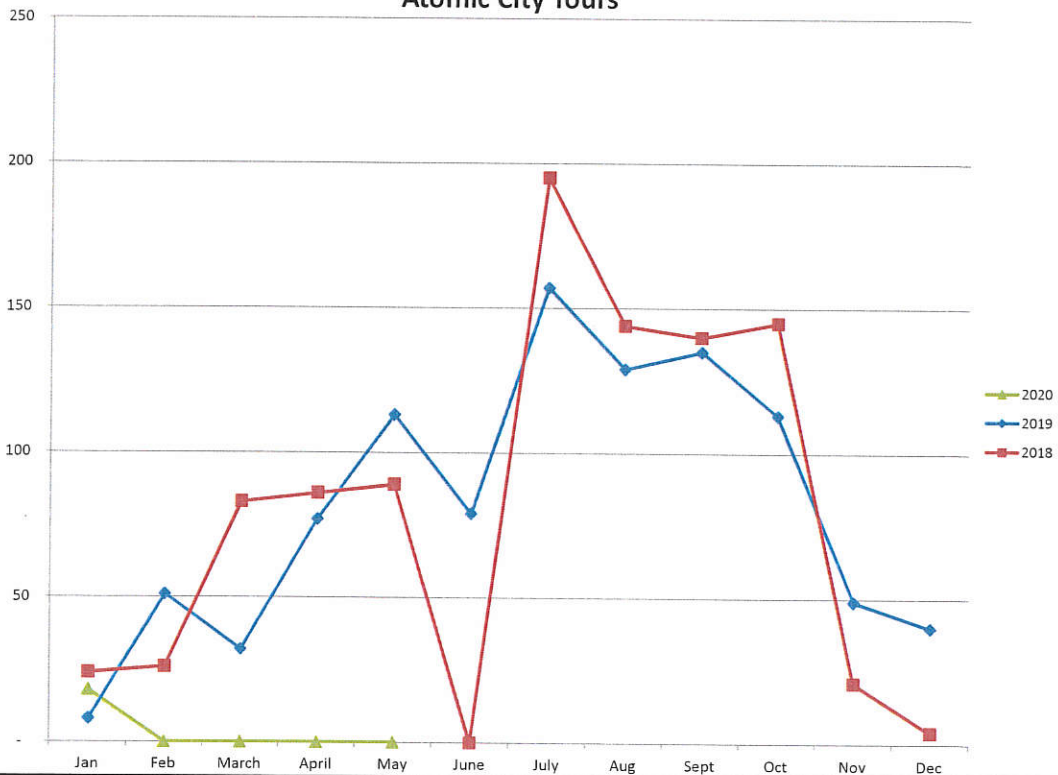
MPNHP Visits Reported



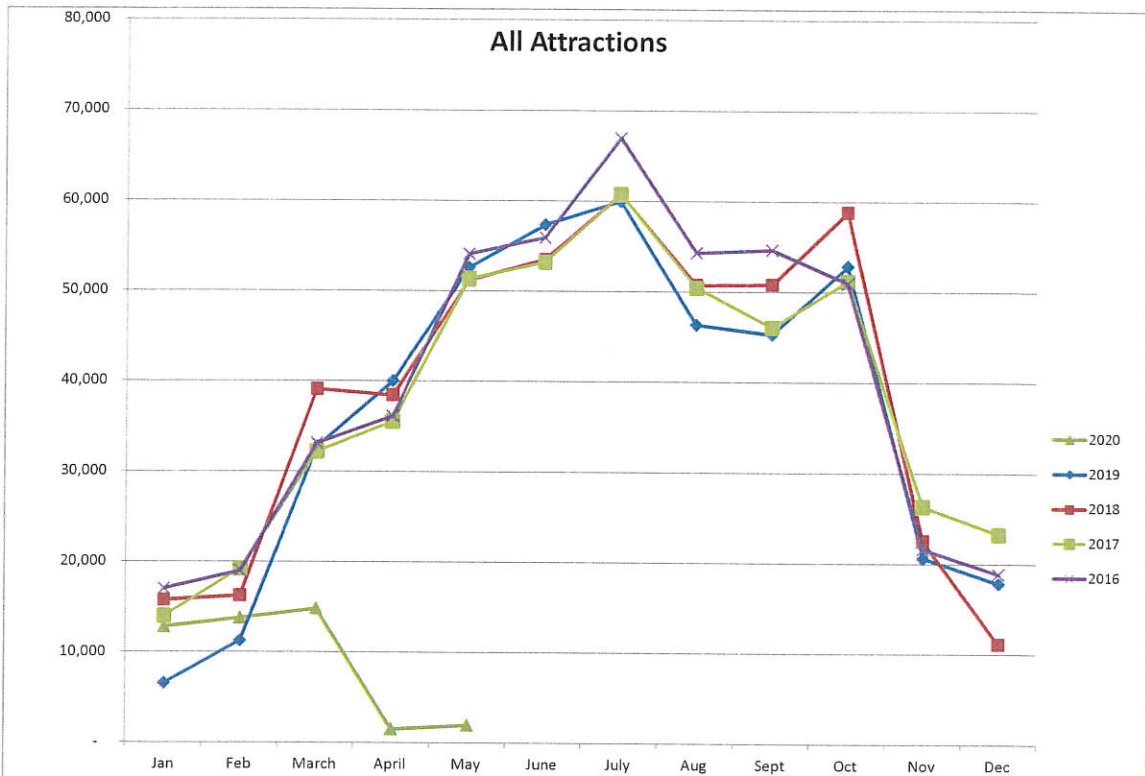
Manhattan Project National Historical Park May 2020 0

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

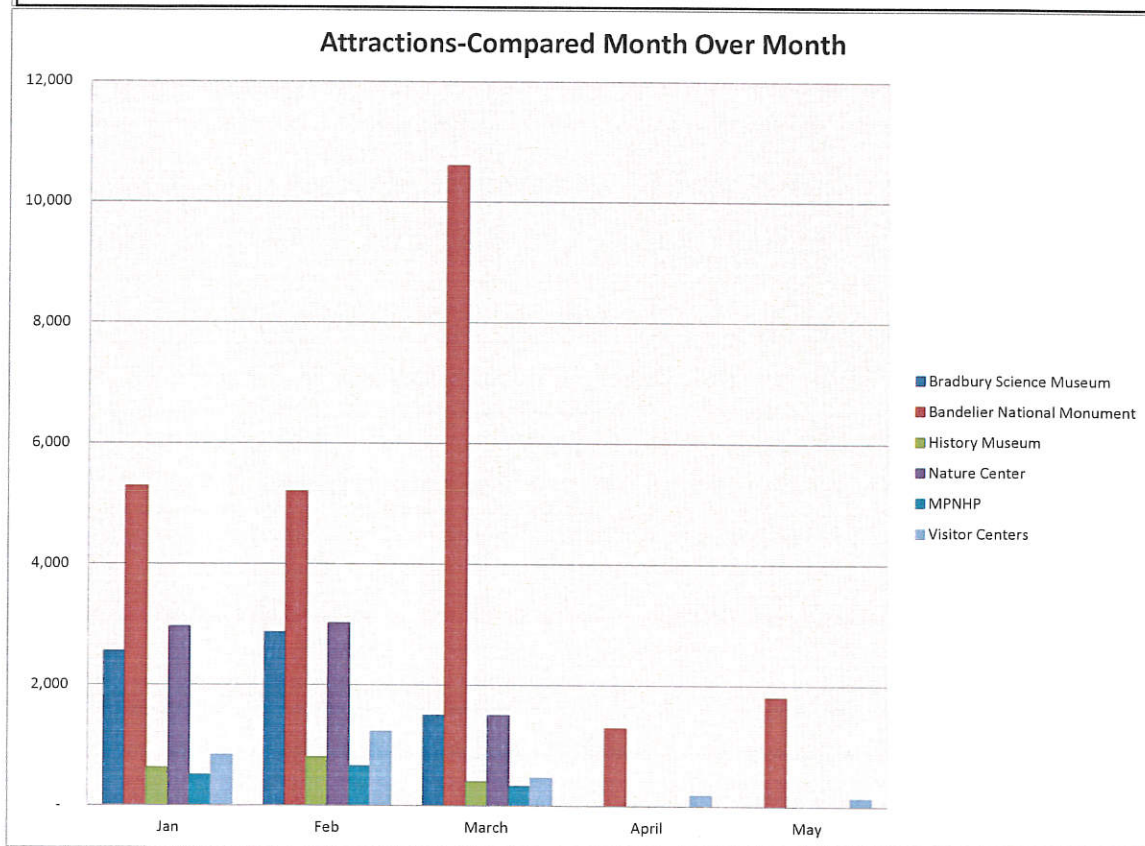
Atomic City Tours



Atomic City Tours May 2020 Currently Closed



All Attractions YOY & MOM May 2020 1,933



May Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions.
- We currently have approximately 45,000 copies of the Los Alamos Visitor Guides in storage.
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- In May, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

May 2020:

- 32 www.visitlosalamos.org online Visitor Guide requests.
83 Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

Analysis of Visitor Surveys

May 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

00 entries reported a day trip
00 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

00 entries reported 1st time to Los Alamos
00 entries reported a return visit to Los Alamos

✓ For the month of February, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument 00
- Manhattan Project/MPNHP 00
- Bradbury/History Museum 00
- Nature Center 00
- Scenery/Recreation/Sports 00
- Business/Family/Friends 00
- Other: _____

- ✓ The most prevalent states of origin in chronological order were from
- ✓ The most prevalent foreign countries of origin, there were from
- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from
- ✓ Visitor Comments: