



November 30, 2020

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

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

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of October 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.

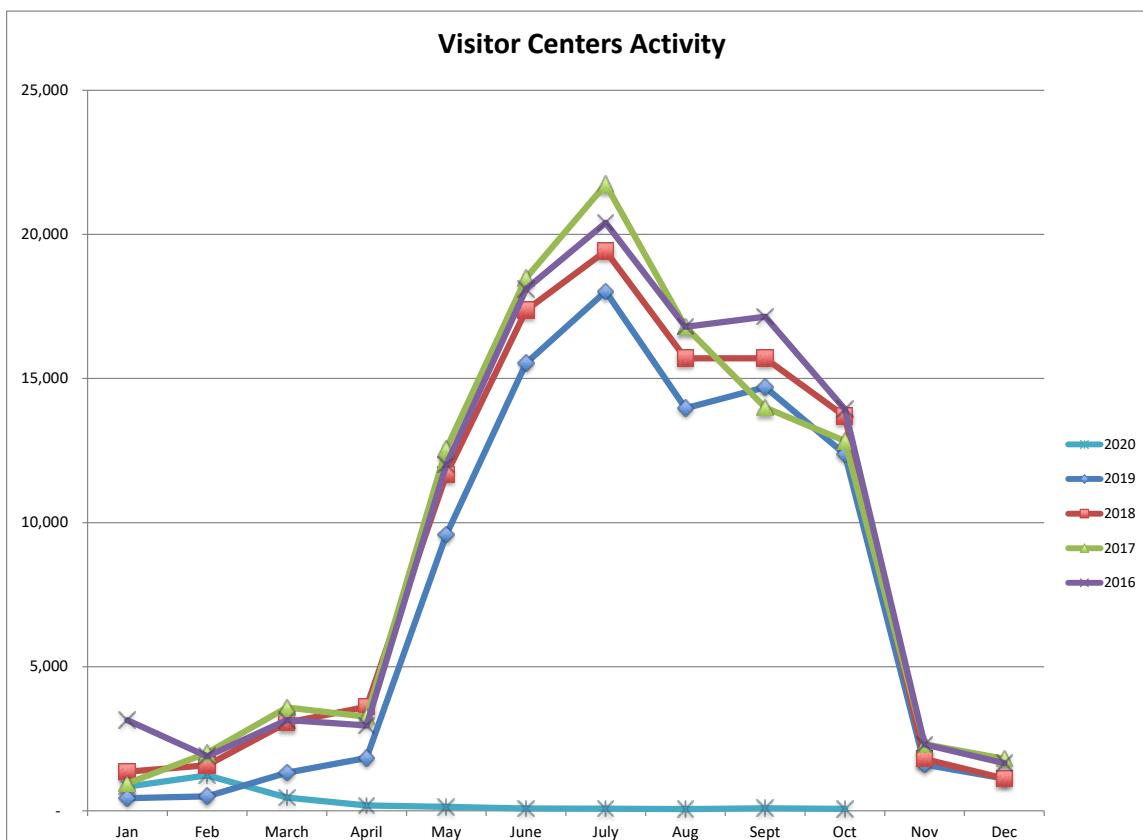
Sincerely,

Melanie Peña
Discover Los Alamos Director

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

DLA Monthly Report

October 2020



Los Alamos Visitor Center October 2020

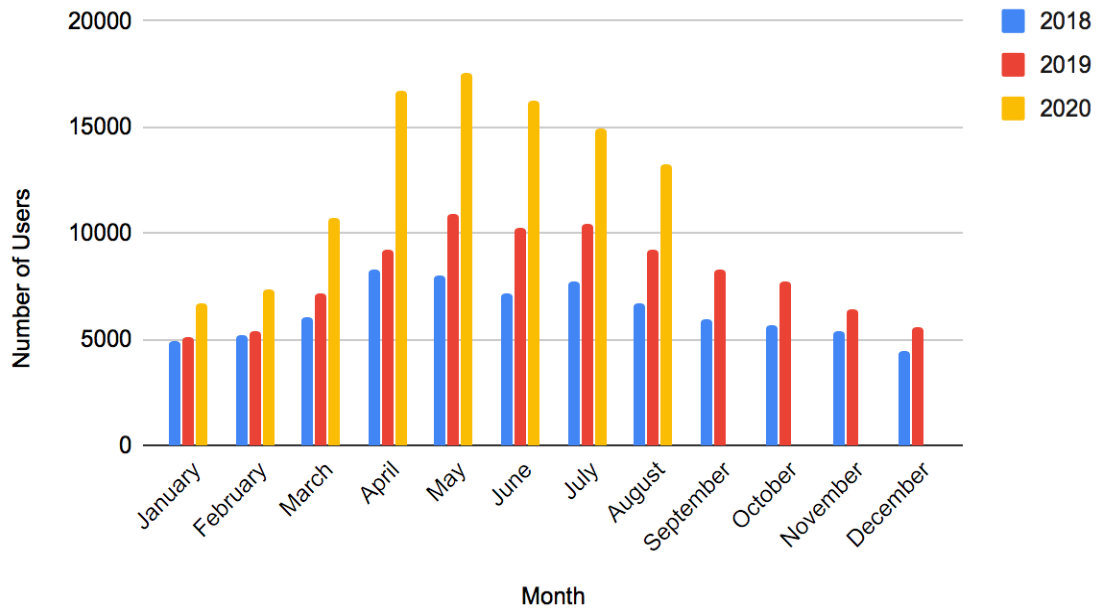
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White Rock Visitor Center October 2020

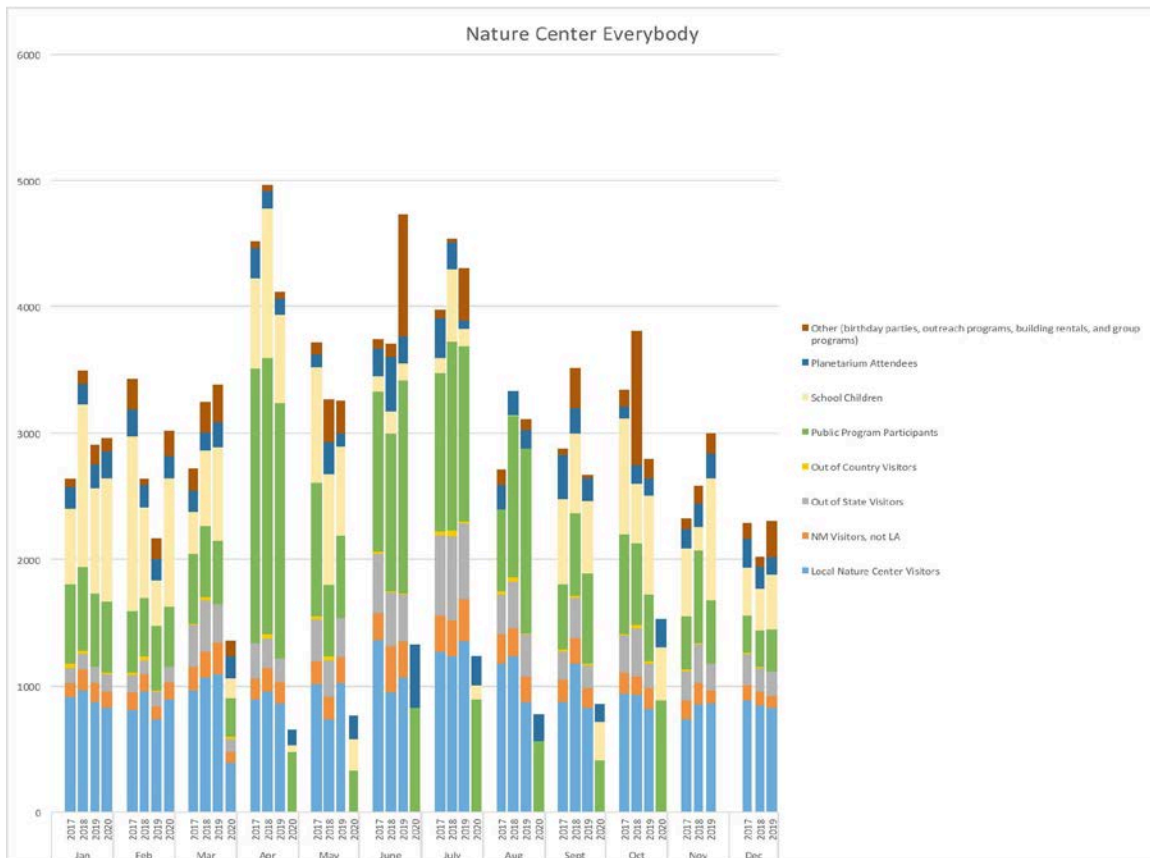
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****Beginning March 16, 2020 both Visitor Centers have been closed to the public****

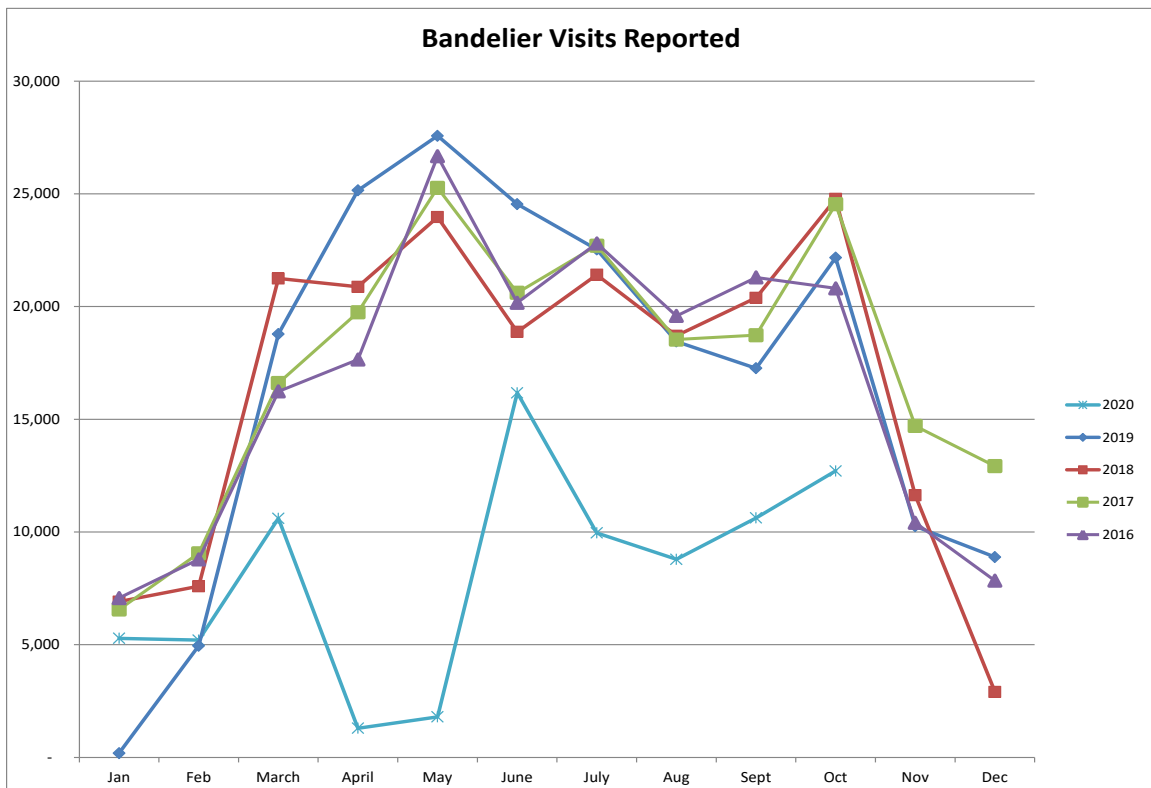
Website Users, 2018-2020



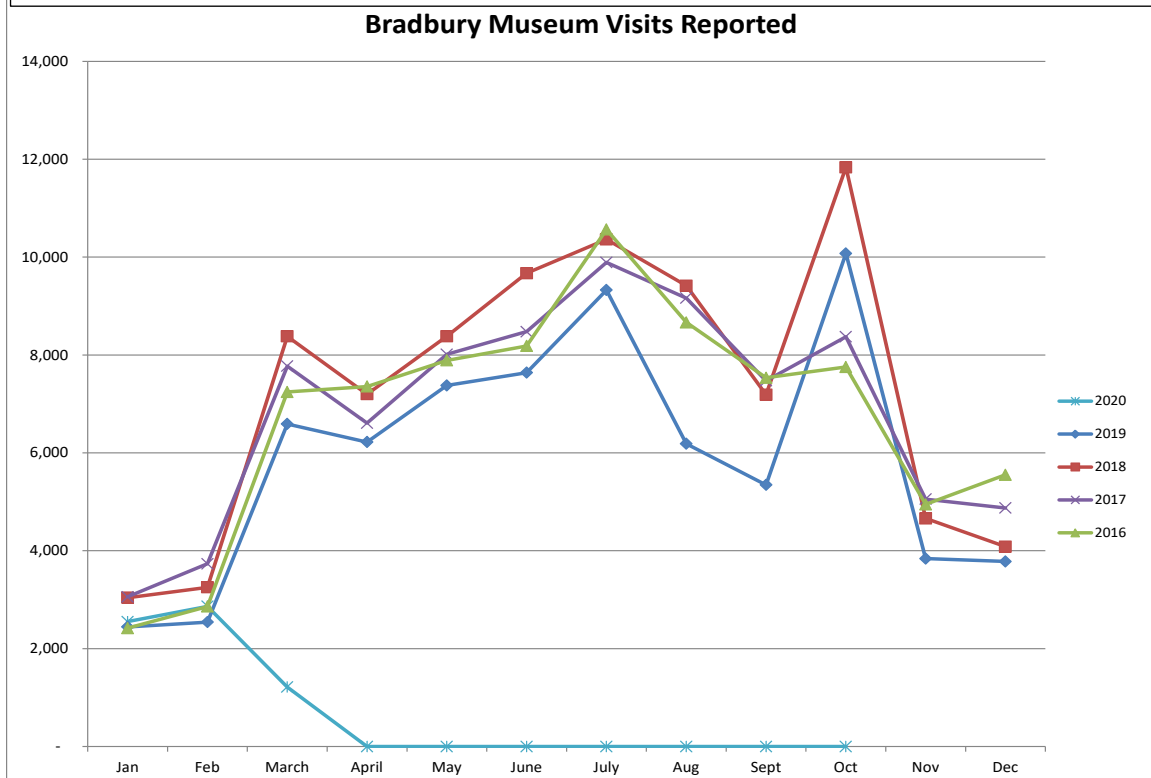
PEEC Website Number of Users



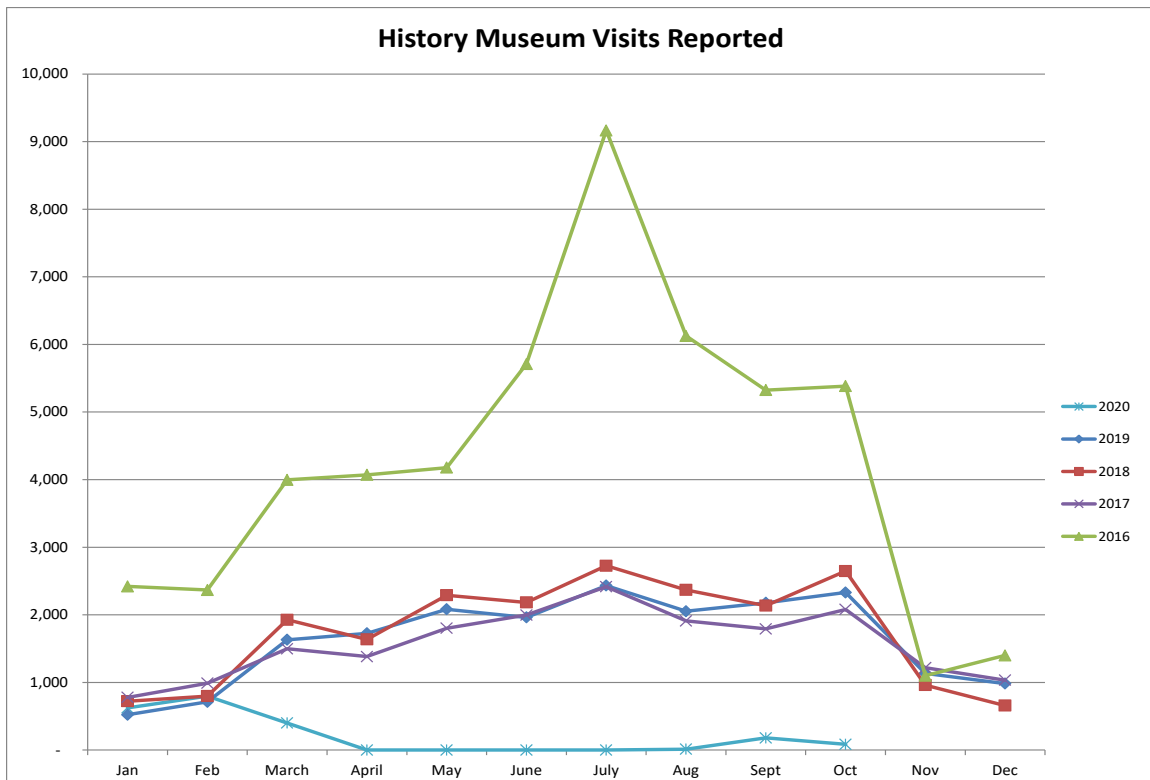
Nature Center October 2020 1,527



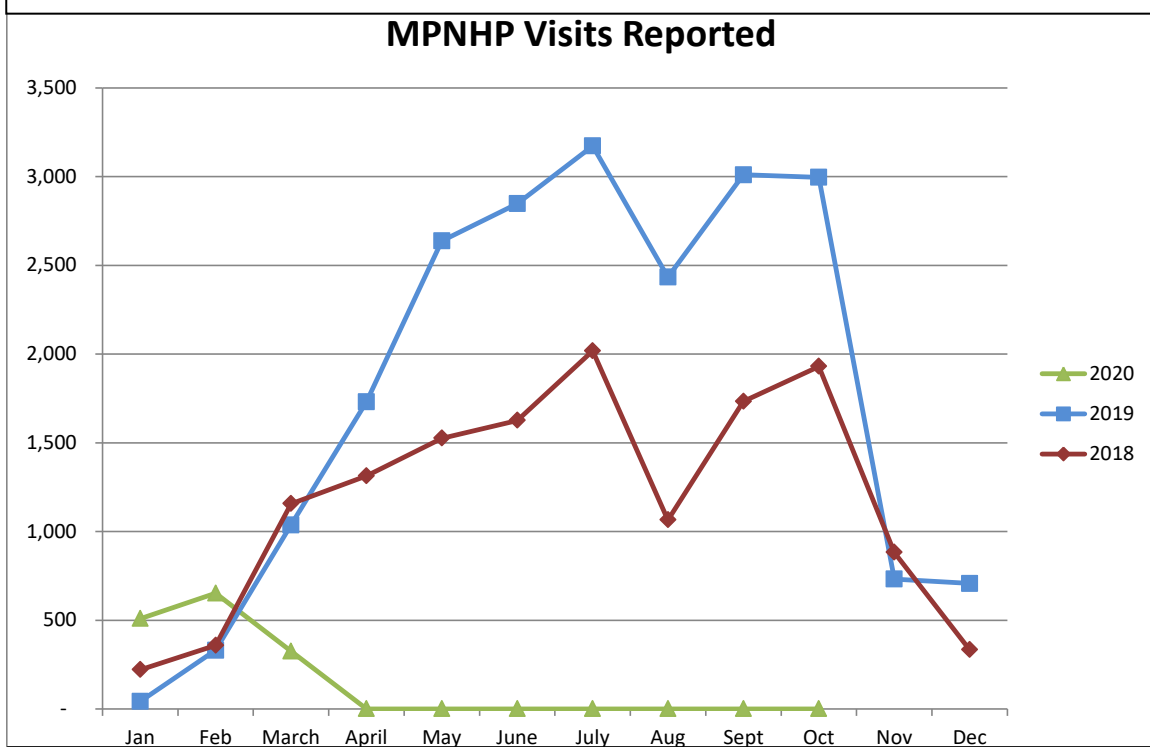
Bandelier National Monument October 2020 **12,708**
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~



Bradbury Science Museum October 2020 **0**

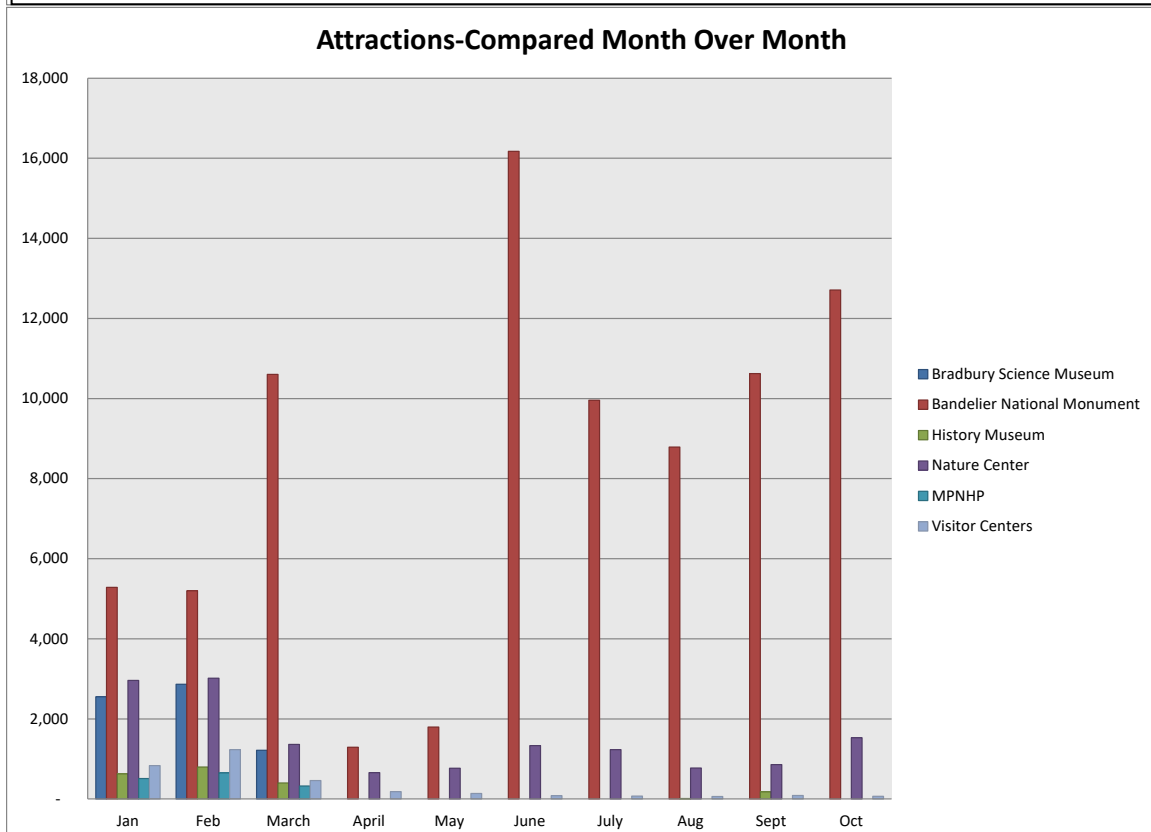
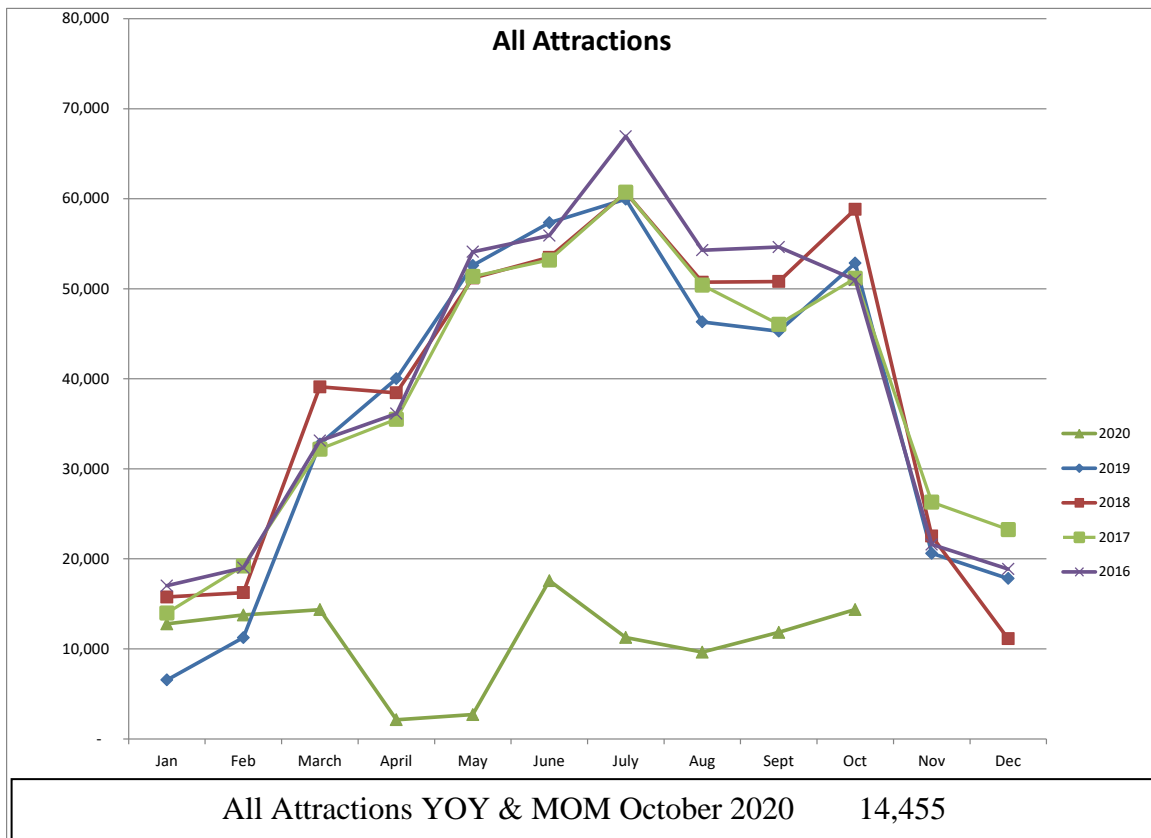


History Museum October 2020 84



Manhattan Project National Historical Park October 2020 0

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



October 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. The Los Alamos History Museum began Historic Walking Tours at 11am Monday – Friday and the museum is currently open from 10am-2pm.
- The new Los Alamos Adventure Guide has been delivered to DLA's storage unit. Approximately 250,000 copies are in stock. The old copies of the Los Alamos Visitor Guide have been recycled.
- 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 October.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower's by Gillian, Seeking Chameleon, 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 October. The large display featured The Los Alamos History Museum.
- In October, 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.

1. Leadership Los Alamos Class 2020- 21 packets

October 2020:

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

Analysis of Visitor Surveys

October 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 October, 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: