

Council Meeting Staff Report

January 4, 2018

Agenda No.:

Indexes (Council Goals):

Presenters: Linda Matteson

Legislative File: 10244-17

...Title

Los Alamos Tourism Strategic Plan and Wayfinding Analysis

...Body

The Los Alamos Tourism Strategic Plan has been developed as a practical roadmap detailing the strategies and actions needed to promote tourism as an economic driver for Los Alamos and White Rock. It builds on previous efforts and integrates the recent branding and wayfinding plans the County is currently implementing.

The plan assesses Los Alamos' strengths and weaknesses regarding tourism, and focuses on key action items that are expected to make a substantial positive impact in the future of the community. It develops and provides recommendations based on the desires of the County and community, as expressed in the 2016 Los Alamos County Comprehensive Plan and the community engagement process for this plan.

Tourism is a growing sector of the economy nationally and in New Mexico. The state is experiencing annual growth in the number of visitors (local, regional and out-of-state) and in visitor spending. Visits to National Parks, including Bandelier National Monument have been increasing for the last five years. Tourism exists today in Los Alamos. As more people learn about the beautiful environment, outdoor recreation, intriguing history and its position as a gateway to three National Parks, more visitors will come to Los Alamos.

Today, community leaders must decide if they are going to let tourism evolve haphazardly or to be strategic in driving the type of tourism that is wanted, which will diversify the economy and support additional restaurants and retail stores that residents desire.

...Attachments

A - DRAFT Tourism Strategic Plan

B - Wayfinding Analysis