

SUNNY505

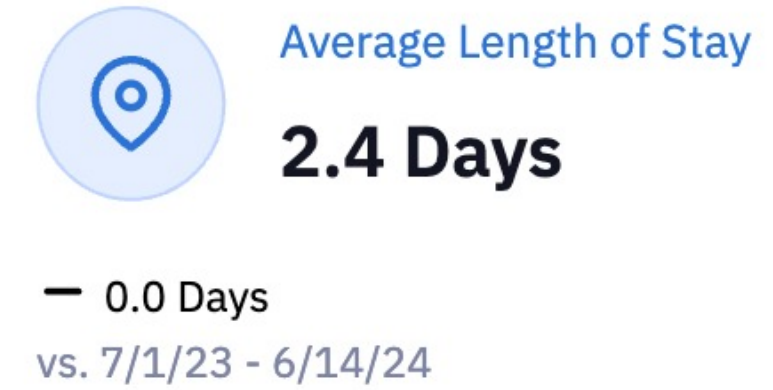
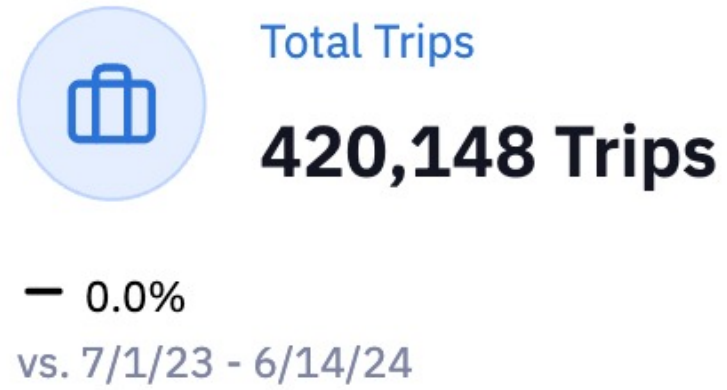
JUL 1ST 2024 - JUN 14TH 2025

Executive Summary

LTAB FY2025 YTD Report

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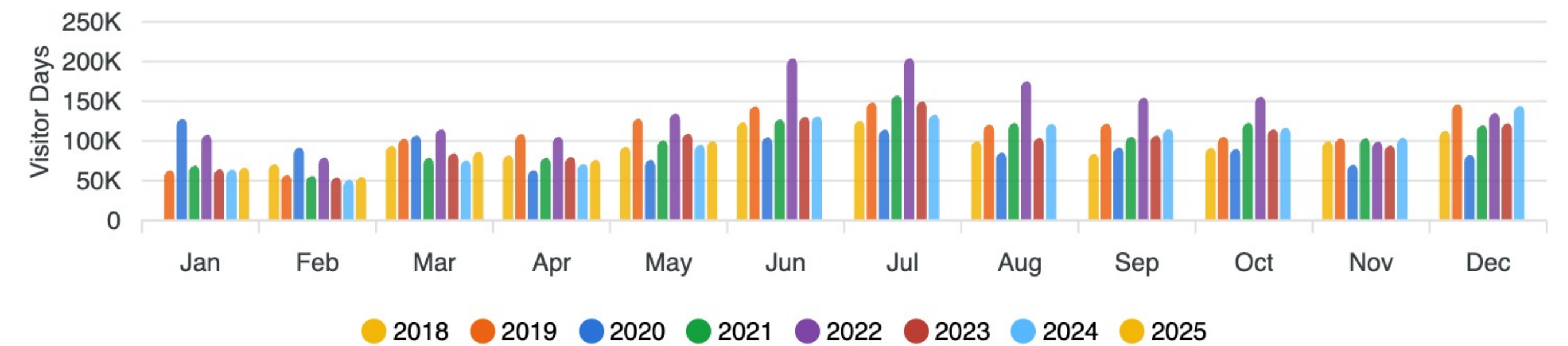
Overview : 7/1/24 - 6/14/25



Monthly Volume by Visitor Days

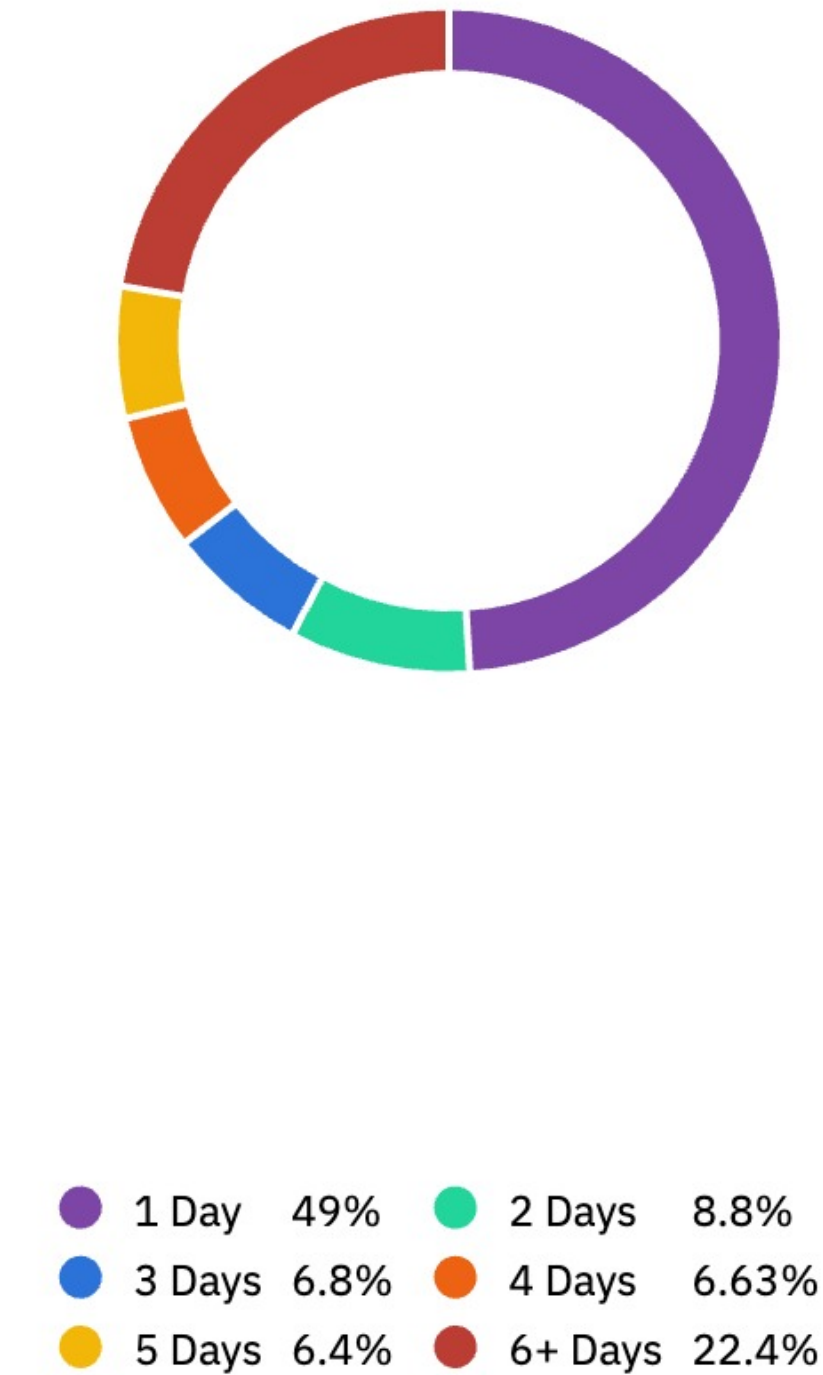
All

Main Dates vs Compare Dates



2018	0	72K	95K	83K	94K	125K	127K	101K	85K	93K	101K	114K
2019	65K	59K	104K	110K	129K	145K	150K	122K	123K	107K	105K	148K
2020	129K	93K	108K	65K	78K	106K	116K	87K	93K	91K	72K	84K
2021	71K	57K	80K	80K	102K	129K	159K	124K	107K	124K	105K	121K
2022	109K	81K	116K	107K	136K	205K	206K	177K	156K	157K	101K	137K
2023	66K	56K	86K	81K	111K	132K	151K	105K	108K	116K	96K	124K
2024	65K	53K	77K	73K	97K	132K	135K	123K	116K	118K	105K	146K
2025	68K	56K	88K	78K	101K	0	0	0	0	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Visitor Days by Length of Stay



Top Markets

DMA	Share of Trips 7/1/2024 - 6/14/2025	Change in Share of Trips vs 7/1/2023 - 6/14/2024	% Change in Trips vs 7/1/2023 - 6/14/2024
Albuquerque-Santa F	35%	0.0	— 0%
Denver	2.69%	0.0	— 0%
El Paso -Las Cruces	2.54%	0.0	— 0%
Dallas-Ft. Worth	2.53%	0.0	— 0%
Phoenix -Prescott	1.72%	0.0	— 0%
Houston	1.33%	0.0	— 0%
Los Angeles	1.18%	0.0	— 0%
Salt Lake City	1.09%	0.0	— 0%

DMA	Share of Trips 7/1/2024 - 6/14/2025	Change in Share of Trips vs 7/1/2023 - 6/14/2024	% Change in Trips vs 7/1/2023 - 6/14/2024
Colorado Springs-Pu	1%	0.0	— 0%
Washington-DC -Hag	0.96%	0.0	— 0%
New York	0.95%	0.0	— 0%
Seattle-Tacoma	0.92%	0.0	— 0%
Austin	0.92%	0.0	— 0%
Amarillo	0.87%	0.0	— 0%
Chicago	0.83%	0.0	— 0%
Las Vegas	0.8%	0.0	— 0%

Top Clusters

Cluster	Share of Trips 7/1/2024 - 6/14/2025	% Change in Trips vs 7/1/2023 - 6/14/2024
Cities	91.7%	— 0%
Downtown Los Alamos	40.5%	— 0%
Attractions	11%	— 0%
Hotel	6.37%	— 0%

Top Demographics for 7/1/2024 - 6/14/2025

Age

45-64: 34.8%
25-44: 27.9%
65+: 26.6%
16-24: 10.7%

Income

\$0-\$50K: 28.4%
\$100K-\$150K: 21.8%
\$150K+: 18%
\$75K-\$100K: 16.2%
\$50K-\$75K: 15.5%

Household

1-2: 52.8%
3-5: 40.5%
6+: 6.61%

Education Level

High School: 57.6%
Bachelors: 36.4%
Graduate: 6.01%

Ethnicity

White: 69.6%
Hispanic: 23.7%
Asian: 3.05%
Black: 2.8%
Other: 0.84%

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