



DISCOVER
LOS ALAMOS

February 19, 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 January.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of January 2020.

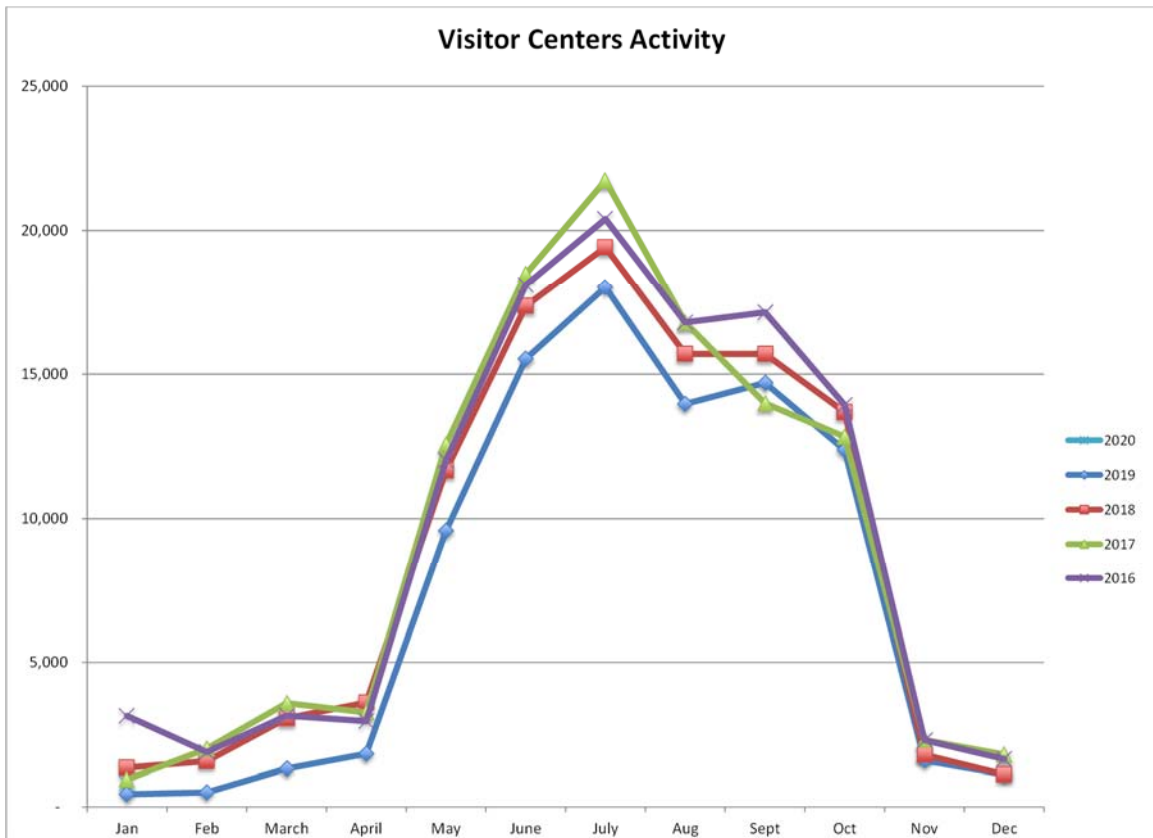
Sincerely,

Melanie Peña
Discover Los Alamos Director

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

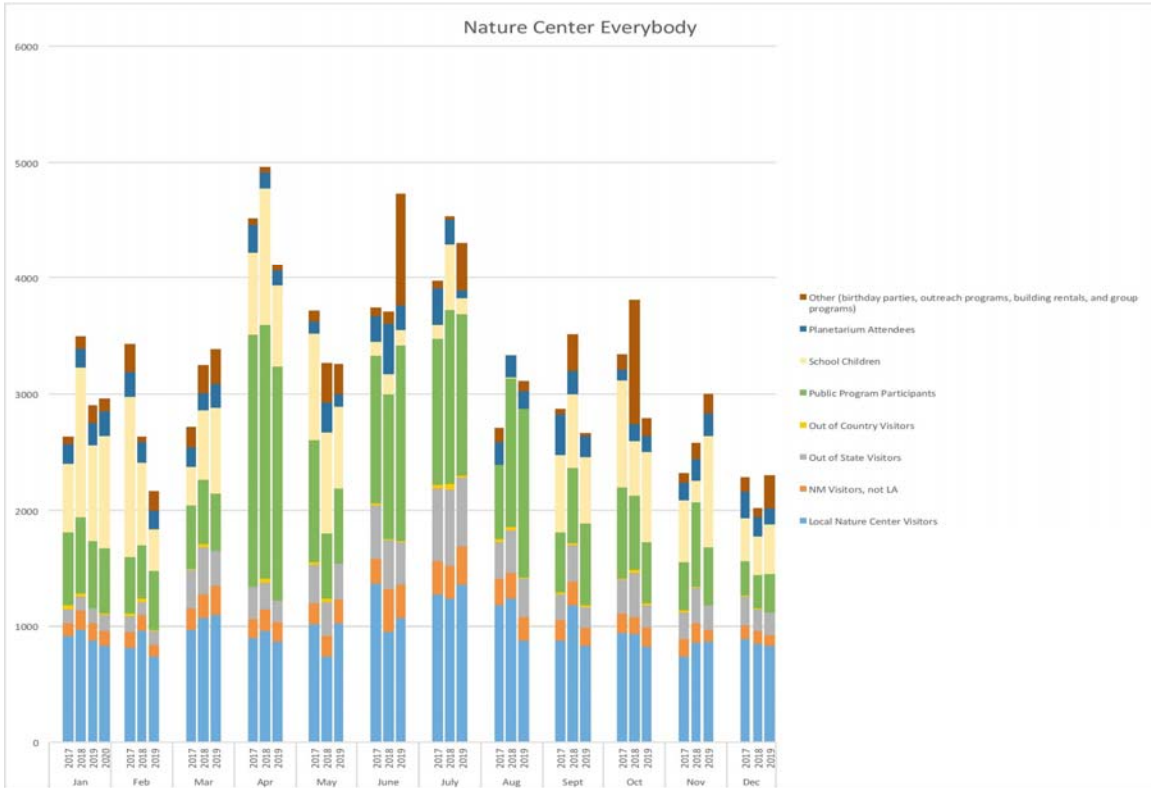
DLA Monthly Report

January 2020

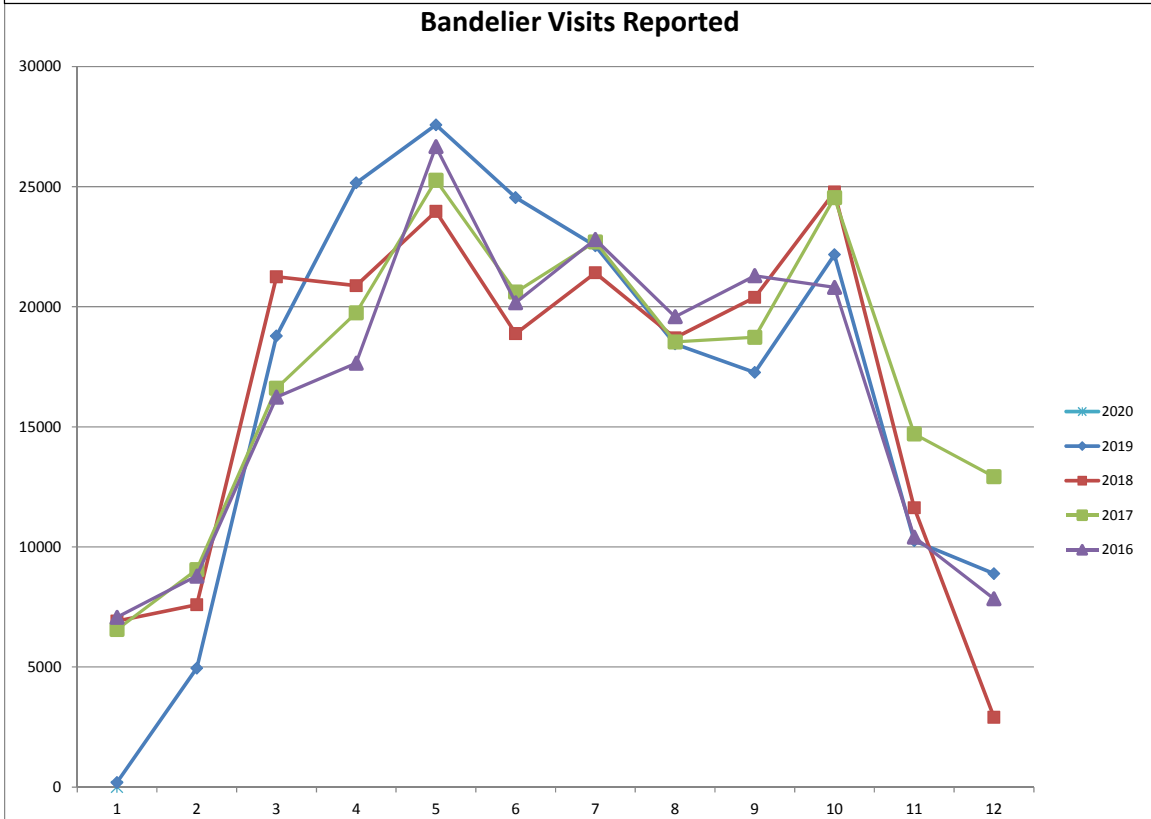


Los Alamos Visitor Center January 2020
 White Rock Visitor Center January 2020

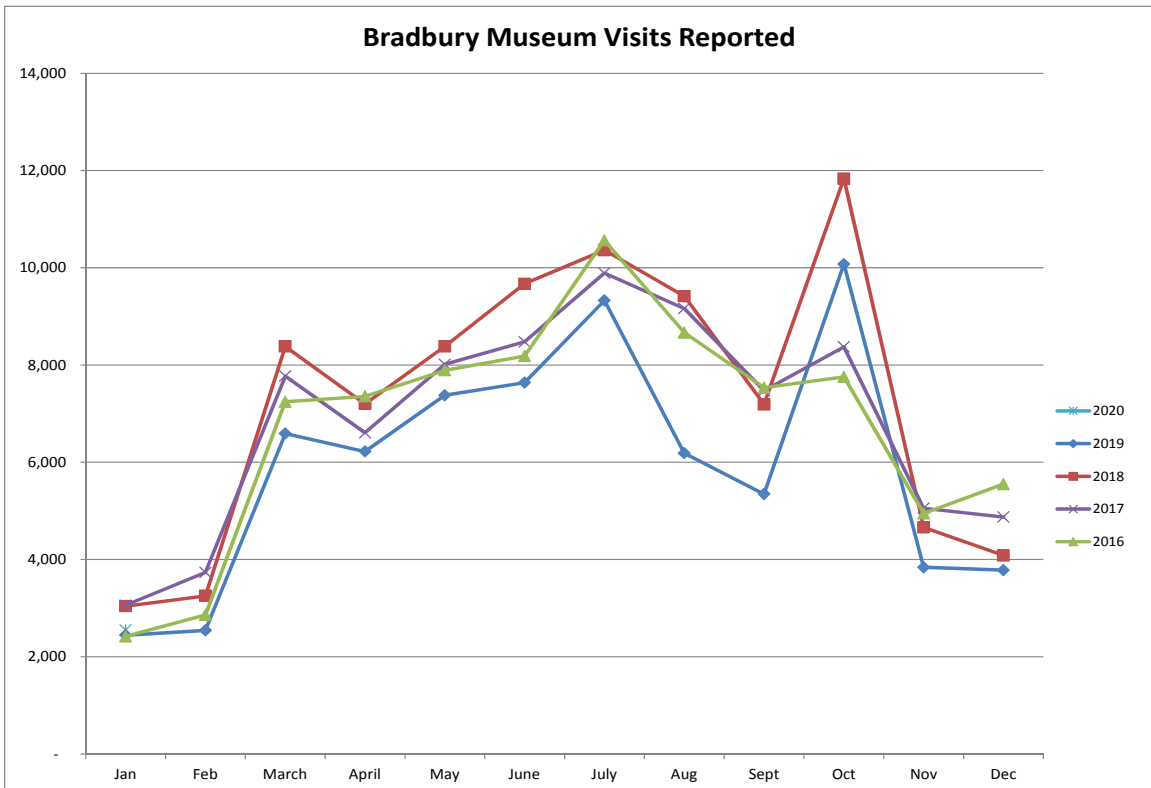
407
 302



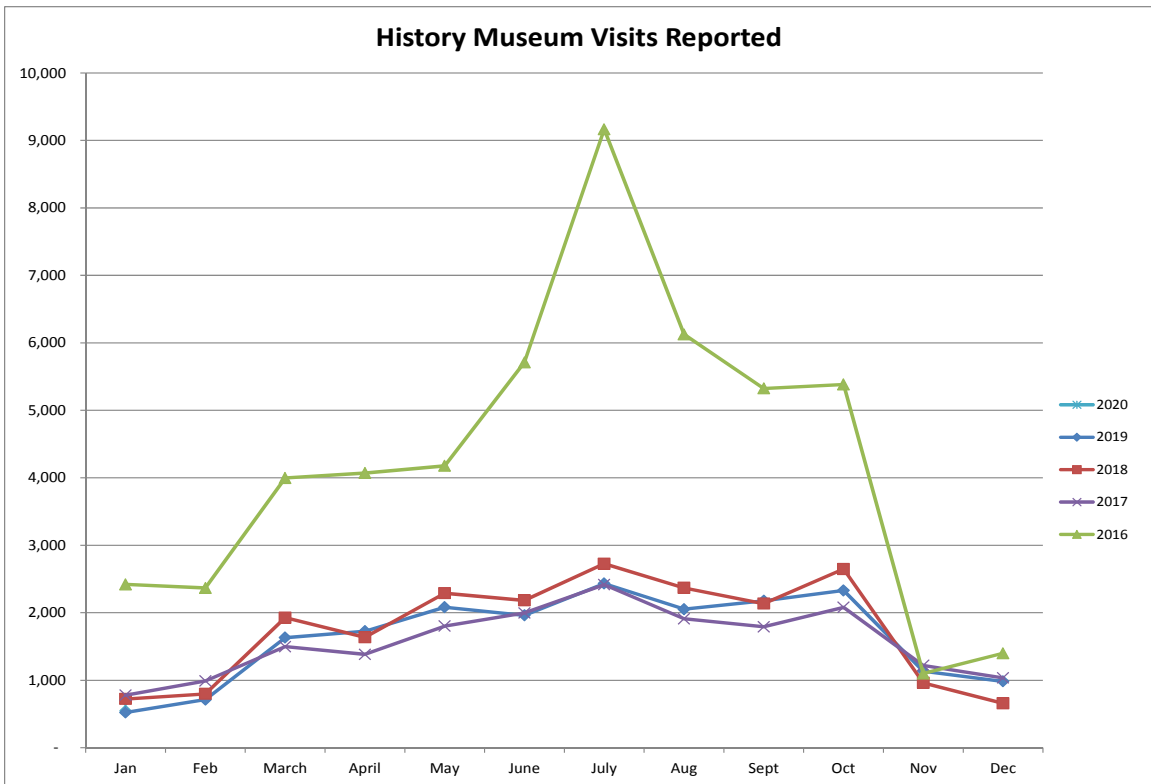
Nature Center January 2020 2,962



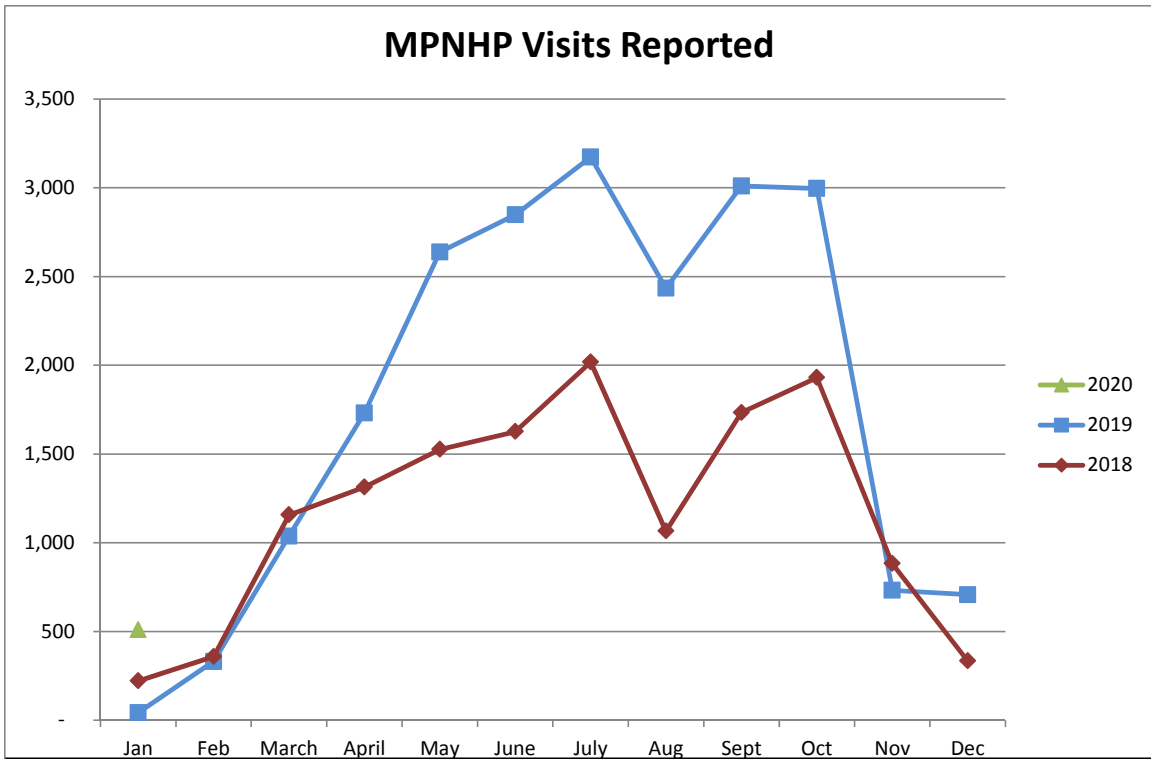
Bandelier National Monument January 2020 0
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~



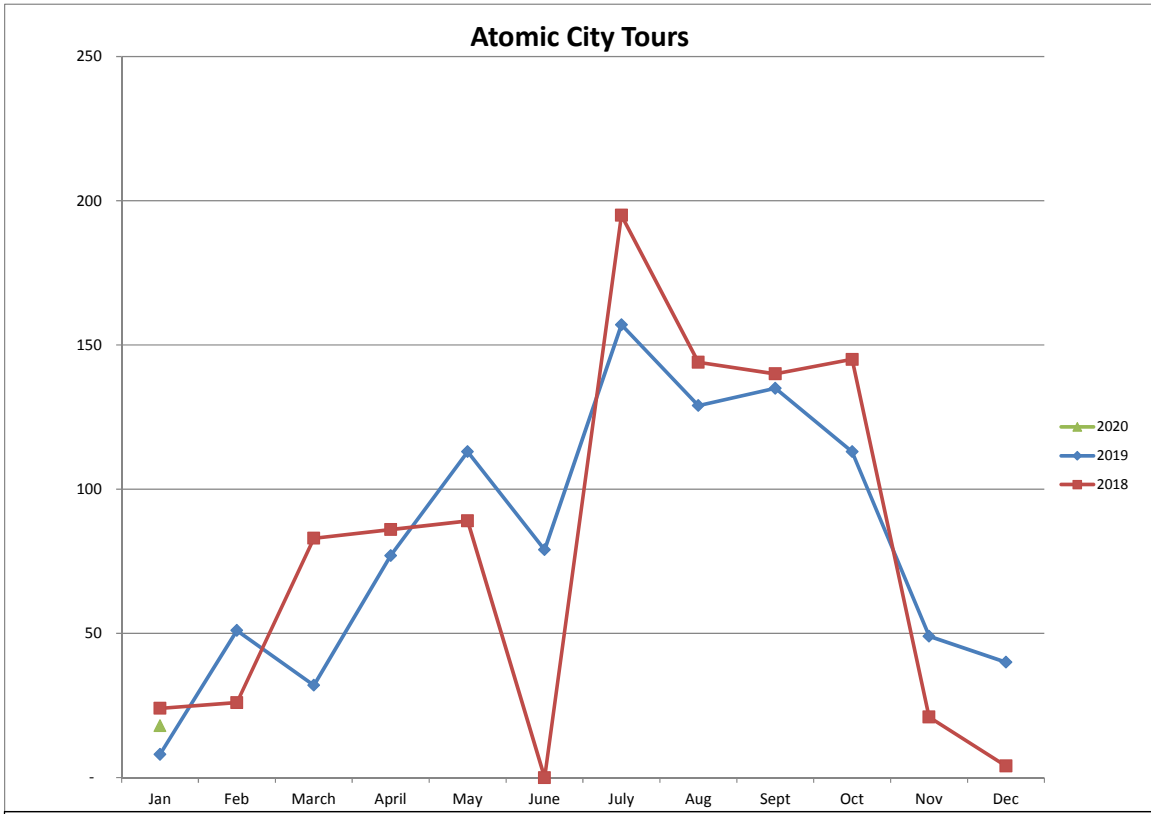
Bradbury Science Museum January 2020 2,553



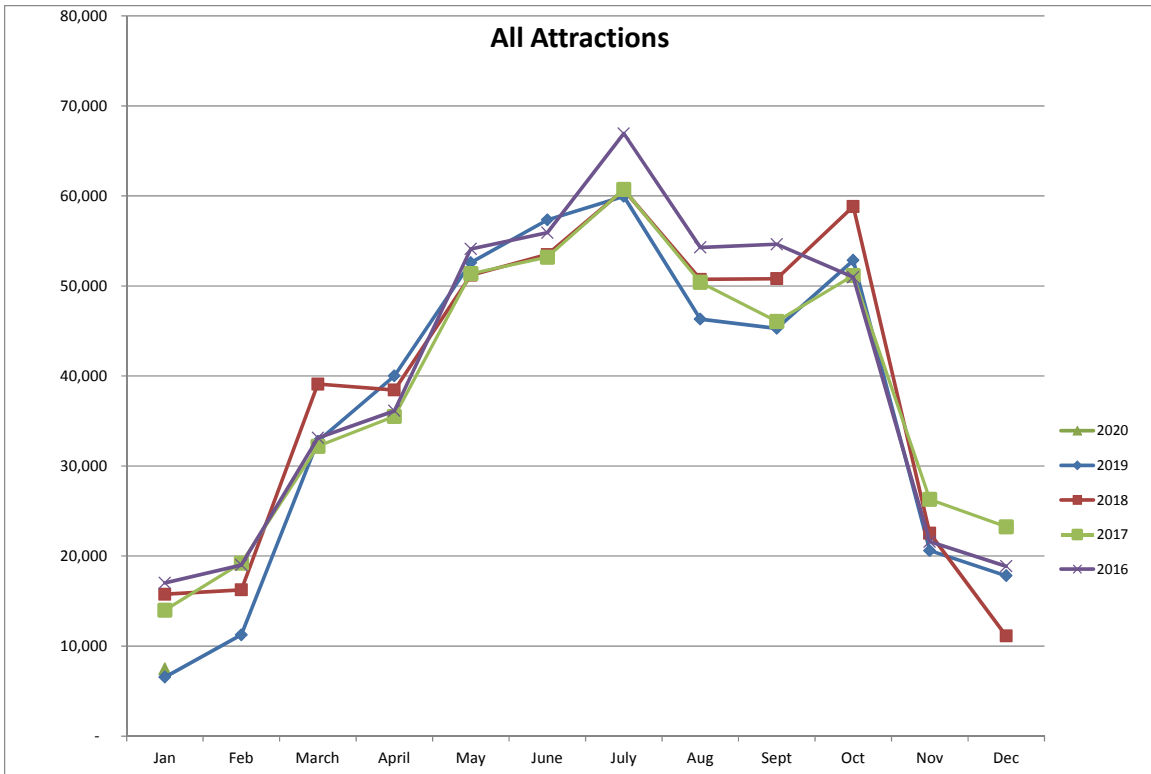
History Museum January 2020 624



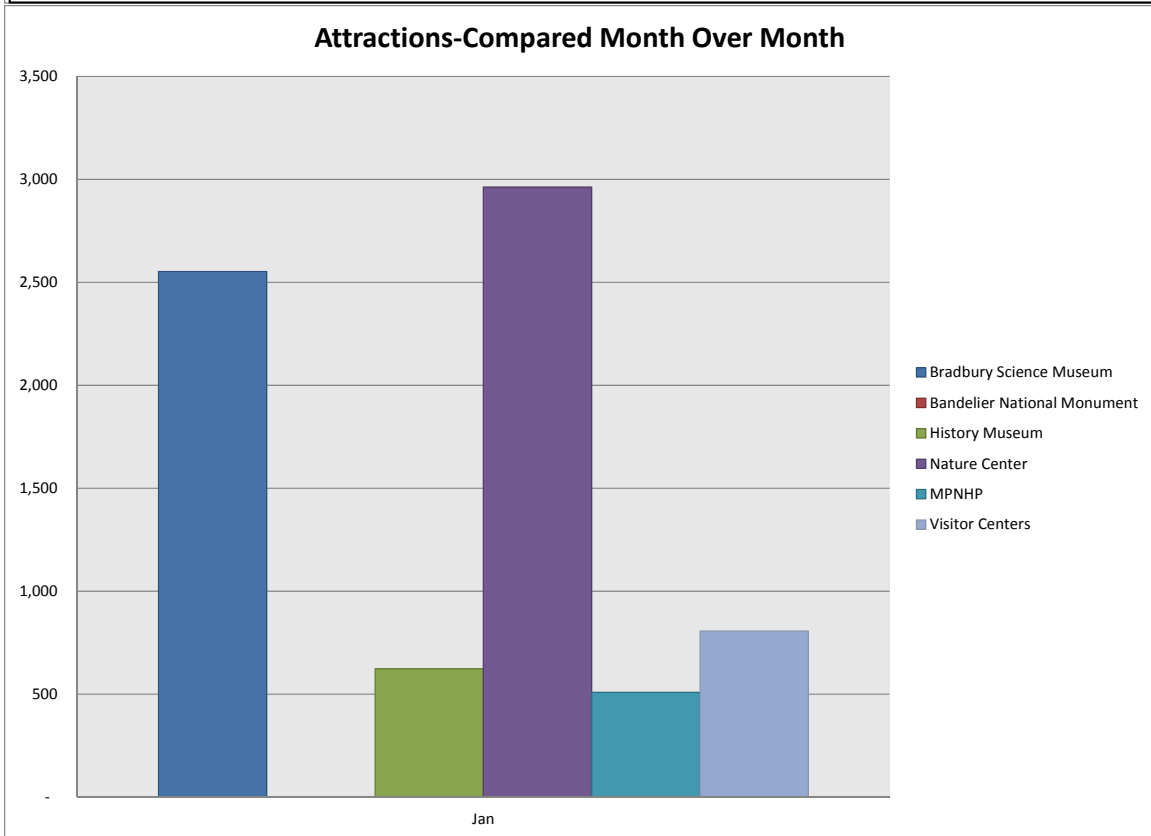
Manhattan Project National Historical Park January 2020 509
 ~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19~



Atomic City Tours January 2020 18



All Attractions YOY & MOM January 2020 7,473



January Narrative Comments:

- We currently have approximately 48,000 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 15 volunteer hours logged for the month of January.
- 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 January. The large display featured the Bradbury Science Museum.
- In January, 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.

January 2019:

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

Analysis of Visitor Surveys

January 2020

Sample size = Total of 44 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

28 entries reported a day trip
09 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

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

✓ For the month of January, the visitor centers registration sheets collected (44) and visitor indicated their reasons for visiting.

- Bandelier National Monument 22
- Manhattan Project/MPNHP 24
- Bradbury/History Museum 21
- Nature Center 04
- Scenery/Recreation/Sports 08
- Business/Family/Friends 07
- Other: _____ Hiking Trails & Valles Caldera _____

✓ The most prevalent states of origin in chronological order are from Colorado, Washington State, Illinois, Arizona, Ohio and California.

✓ The most prevalent foreign countries of origin, there were from Canada, Spain, Norway and Columbia.

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

- ✓ Visitor Comments: “Wonderful hospitality”, “Bucket List- Bob was very helpful Visitor Center staffer”, “Well organized Visitor Center. Beautiful place”, “Restaurant guides”, “Excellent help from the Visitor Center”, “Love it here”, “Thank you”, “Great!”, “Wonderful help from the Visitor Center”, “We love this town and the surrounding area”, “Here to visit NM National Monuments”, “I appreciate all the support for visitors”, “Here 4 nights”, “Brought visiting family to see the Visitor Center.”