



2025 YEAR IN REVIEW

- **Summary**

2025 was a productive year for both the Los Alamos and White Rock Visitor Centers. The film Oppenheimer continued to generate visitor interest in Los Alamos. Unfortunately, the White Rock Visitor Center experienced a decline in visitation, largely due to the absence of the mandatory summer shuttles to and from Bandelier National Monument that had operated in previous years. Discover Los Alamos worked with Los Alamos County Risk Management to address several security concerns and successfully completed a comprehensive emergency action plan for both visitor centers. Visitation for the Valles Caldera National Preserve was not included for 2025, which currently changes the 2025 LAC tourism numbers vs. DLA's numbers. The Valles Caldera visitation data will be included going forward. Below is a summary of my report along with the key statistics collected for the year.

- **Total Annual Visitors at each Visitor Center**

- Los Alamos Visitor Center: **20,657 (-16%) vs. 2024 – 24,681**
- White Rock Visitor Center: **9,583 (-70%) vs. 2024 – 32,403**
 - Total for Both Visitor Centers: **30,240 (-47%) vs. 2024 – 57,084**

- **Visitor Kiosk Survey Results**

- A total of **663** iPad Kiosk entries were completed and collected from both Visitor Centers in 2025. The following categories were tracked from these entries.

- **Age of Visitors (LAVC) – 586 Responses**

AGE	RESPONSES	TOTAL
Under 18	3%	18
18-24	4%	25
25-34	12%	69
35-44	9%	52
45-54	12%	71
55-64	18%	108
65+	41%	243

- **Age of Visitors (WRVC) – 77 Responses**

AGE	RESPONSES	TOTAL
Under 18	6%	5
18-24	1%	1

25-34	1%	1
35-44	8%	6
45-54	8%	6
55-64	27%	21
65+	48%	37

- **Where are you staying? (LAVC) – 586 Responses**

LAVC	RESPONSES	TOTAL
This is a day trip from home	9%	53
This is a road trip, just passing through	26%	150
Lodging in Albuquerque	8%	46
Lodging in Los Alamos/White Rock	10%	60
Lodging in Santa Fe	43%	251
Lodging in Taos, Abiquiu, or Espanola	3%	20
Other	1%	6

- **Where are you staying? (WRVC) – 77 Responses**

WRVC	RESPONSES	TOTAL
This is a day trip from home	14%	11
This is a road trip, just passing through	16%	12
Lodging in Albuquerque	4%	3
Lodging in Los Alamos/White Rock,	18%	14
Lodging in Santa Fe	45%	35
Lodging in Taos, Abiquiu, or Espanola	3%	2

- **How you heard about Los Alamos? (LAVC) – 586 Responses**

LAVC	RESPONSES	TOTAL
Family/Friends	32%	189
School/History Education	44%	255
Business	3%	18
Film	23%	135
Online/Media	22%	131
Local Event	1%	7

- **How you heard about Los Alamos? (WRVC) – 77 Responses**

WRVC	RESPONSES	TOTAL
Family/Friends	42%	32
School/History Education	42%	32
Business	5%	4
Film	12%	9
Online/Media	17%	13
Local Event	5%	4

- **What brought you to Los Alamos? (LAVC) – 586 Responses**

LAVC	RESPONSES	TOTAL
To visit friends/family	11%	64
To work	4%	22
To attend special event or conference	3%	17
To learn more about the Manhattan Project	43%	253
To visit Bandelier	32%	186
To visit Valles Caldera	14%	82
To visit Manhattan Project	54%	319
To visit Bradbury	27%	158
To visit History Museum	31%	182
To visit Nature Center	3%	20
Discover new outdoor activities, trails, etc,	11%	67
Enjoy some local shopping/food	10%	57

- **What brought to you Los Alamos? (WRVC) – 77 Responses**

WRVC	RESPONSES	TOTAL
To visit friends/family	21%	16
To work	5%	4
To attend special event or conference	1%	1
To learn more about the Manhattan Project	23%	18
To visit Bandelier	56%	43
To visit Valles Caldera	19%	15

To visit Manhattan Project	22%	17
To visit Bradbury	22%	17
To visit History Museum	19%	15
To visit Nature Center	12%	9
Discover new outdoor activities	13%	10
Enjoy some local shopping/food	10%	8

○ Rate your experience? (LAVC) – 586 Responses

LAVC	RESPONSES	TOTAL
Very Positive	83%	484
Somewhat Positive	10%	58
Neutral	7%	40
Somewhat Negative	0.50%	3
Very Negative	0.17%	1

○ Rate your experience? (WRVC) – 77 Responses

WRVC	RESPONSES	TOTAL
Very Positive	95%	73
Somewhat Positive	4%	3
Neutral	1%	1
Somewhat Negative	0%	0
Very Negative	0%	0

● 2025 / 2024 Los Alamos & White Rock Visitation Recap – 593 Responses

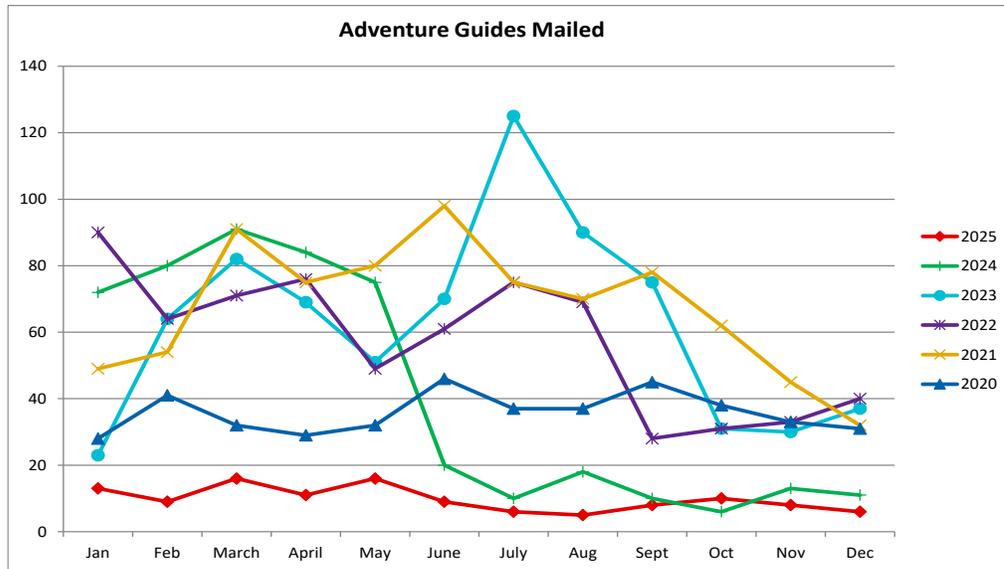
In order from the most to the least number of entries recorded for 2025 and 2024

2025 – Out of State	2024 – Out of State	2025 - International	2024 - International	2025 - New Mexico	2024 - New Mexico
Texas	Texas	Germany	United Kingdom	Albuquerque	Albuquerque
California	Colorado	France	Puerto Rico	Rio Rancho	Santa Fe
Colorado	California	Canada	Norway	Santa Fe	Rio Rancho
Arizona	Florida	Australia	Cote D'Ivoire	Jemez Springs	Cliff
Florida	New York	Japan	Japan	Corrales	Alamogordo

Illinois	Arizona	Ukraine	Malaysia	Farmington	Roswell
North Carolina	Virginia	China		Socorro	Las Cruces
Pennsylvania	North Carolina	Austria Denmark Italy Maylasia UK		Truth or Consequences	Taos

- **Los Alamos Adventure Guides mailed Out of State in 2025**

- Visitlosalamos.org website requests - 2025 Annual Total = **117** Adventure Guides mailed. This is down from 2024, with **490 (-76%)** guides mailed.



Year	2025	2024	2023	2022	2021	2020
Total Adventure Guides Mailed	117	490	747	687	809	429

- **Los Alamos Adventure Guides In-State Distribution**

- In-State adventure guide distribution was completed through the following companies:
 - Santa Fe Distribution (Santa Fe Airport and surrounding areas in Northern New Mexico)
 - Visit Albuquerque (ABQ Sunport International Airport)
- Approximately **5,000** (25 boxes) copies of the current Adventure Guides are currently available in storage for distribution.

- **Discover Los Alamos Paid Employees**
 - **14** part time staff have been employed at both Visitor Centers in 2025.

- **Los Alamos & White Rock Volunteers and Volunteer Hours**
 - **2** Volunteers
 - Total Volunteer Hours = **302**

- **Los Alamos/White Rock Kiosk Locations**
 - **27** current kiosk locations in both Los Alamos and White Rock. **4** metal kiosks are located along Central Avenue.
 - **8-10** different Los Alamos County tourism pamphlets are kept stocked at each of these locations.
 - Happening This Week – Attraction Addresses, Hours and Websites
 - Special Event for the Week – Kiosk poster of the highlighted event for the week
 - LAC Tourism Pamphlets in order of popularity:
 - Historic Walking Tour
 - Oppenheimer Film Tour
 - Townsite Map
 - Orientation Guide
 - All Network Trails Map
 - Walk and Shop Guide
 - Historic Fuller Lodge
 - San Ildefonso Pottery Replicas Map
 - Although the exact quantities of pamphlets that are distributed at each kiosk are not tracked or recorded, these are the most frequently reordered pamphlets. Which determines that they are the ones most often picked up.

- **Kiosk Locations and Restock Dates**
 - **Restocked Daily**
 - Los Alamos Visitor Center- Inside & Outside
 - White Rock Visitor Center- Inside & Outside

 - **Restocked Weekly** – Including a Happening This Week and Special Event Poster
 - Aquatic Center
 - Bradbury Science Museum
 - Del Norte Credit Union – LA
 - Del Norte Credit Union - WR
 - Fuller Lodge Lobby
 - Hampton Inn
 - Historic Portrait Gallery / Blue Window Bistro
 - Holiday Inn Express

- Los Alamos Airport
 - Los Alamos History Museum
 - Los Alamos Coop Market
 - Main Gate Park
 - Municipal Building
 - Wingate Hotel (formerly Comfort Inn)
- **Restocked Biweekly** (LAC Tourism Pamphlets Only)
 - Fuller Lodge Art Center
 - LANL Badge Office
 - Los Alamos Golf Course/Ice Rink (seasonal)
 - Los Alamos Nature Center
 - SALA Event Center
- **Restocked Monthly** or As Needed (LAC Tourism Pamphlets Only)
 - Hot Rocks Java Café / Research Park
 - LANL Otowi Building (cafeteria)
 - Pajarito Mountain (seasonal)
 - White Rock Visitor Center Outdoor Restrooms and Pavillion
 - 4 Metal Kiosks with Attraction Locations & Hours, 2 (11x17) event posters and the Walk and Shop Map (along Central Ave.)
- **Busiest** Los Alamos & White Rock Kiosk Locations:
 - Main Gate Park
 - Bradbury Science Museum
 - Fuller Lodge Lobby
 - Holiday Inn Express
 - Historic Portrait Gallery / Blue Window Bistro
 - Los Alamos Visitor Center (inside & outside)
 - White Rock Visitor Center (inside & outside)
- **All tourism related materials are stocked at the White Rock Visitor Center and distributed from the Los Alamos Visitor Center.**
- **Bandelier Shuttle Service at the White Rock Visitor Center**
 - Bandelier National Monument and the mandatory summer shuttle service run by Atomic City Transit did NOT operate this year out of the White Rock Visitor Center. This is a change from prior years, where shuttles were required to and from the White Rock Visitor Center. Because of this, visitation at the White Rock Visitor Center was severely impacted. We currently do not know the status of shuttle service resuming from the White Visitor Center for future years.
 - Bandelier National Monument DID provide their visitors with an expanded parking lot at Juniper Campgrounds. They also provided a daily shuttle service by Atomic City Transit ONLY within the park itself, which shuttled visitors

to and from Juniper Campgrounds to their park Visitor Center running every 30 minutes.

- **Ambassador Training**

- The Los Alamos Ambassador Program, designed for employees and volunteers at local businesses, attractions, and tourism-related organizations in Los Alamos County. This is a free program that delivers training in customer service excellence, accurate community information, and strategies for highlighting tourism opportunities.
- **80** new Ambassadors in 2025.
- New Ambassadors include the staff and volunteers at the Valles Caldera National Preserve, Bradbury Science Museum, Gadgets @ the Bradbury, Los Alamos Historical Society, Bandelier National Monument, Los Alamos and White Rock Visitor Center new staff and LANL employment recruiters.

- **Local Business Support**

- The White Rock Visitor Center features two glass display cases highlighting local businesses and attractions. The large case is dedicated to attractions and events happening throughout Los Alamos County. The other glass case showcases businesses that offer Los Alamos souvenirs, travel essentials, or related products and services—items visitors can purchase directly at those businesses. Los Alamos Visitor Center also has a smaller glass display case. Opportunities to participate are offered to all applicable local businesses and organizations, and it is up to the business to participate. These displays are for free promotional and marketing purposes only. Opportunities to participate are offered once a year via email. Local businesses that are currently displayed in the two smaller glass display cases are:
 - Los Alamos History Museum
 - Nature Center (PEEC)
 - Gadgets (Bradbury Science Museum Gift Shop)
 - Boomerang Consignment Store
 - Los Alamos Coop Market
 - Metzger's Los Alamos/White Rock
 - Bathtub Row Brewing Coop
 - Samizdat Bookstore & Teahouse
 - Pajarito Mountain
 - Pet Pangaea
- Discover Los Alamos also maintains and updates a current food and beverage map, a food truck map, and a weekend hours list for dining establishments in Los Alamos and White Rock. Federal holiday opening and closure details are also included. These restaurant guides and maps are printed for distribution at both Visitor Centers and are also provided online as free downloadable PDFs.

- **Concierge Calendar Weekly Emails**

- DLA distributes two weekly emails: one featuring current local events and another dedicated to weekend-only events. Recipients include hotel concierges, local businesses, New Mexico state tourism professionals, and over 280 other individuals.

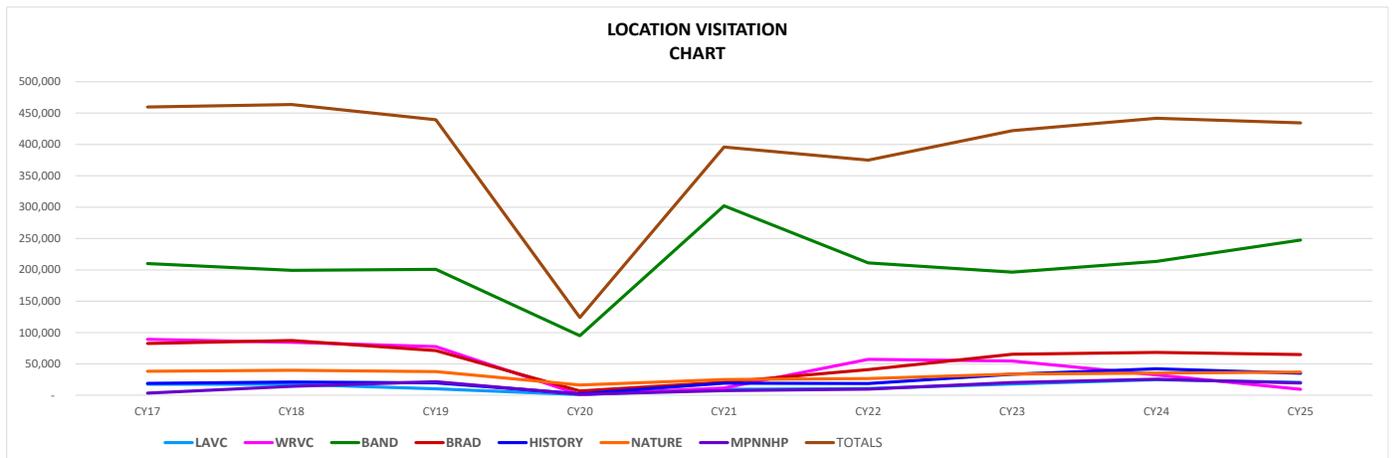
- **Welcome Bags for Events, Organizations, Recruitment and Relocation**

- LAVC staff prepared and provided a total of -
 - **865** Welcome Bags for different events, organizations, and LANL Recruitment during 2025. We were up from last year, when LAVC staff received **535 (+62%)** Welcome Bag requests.

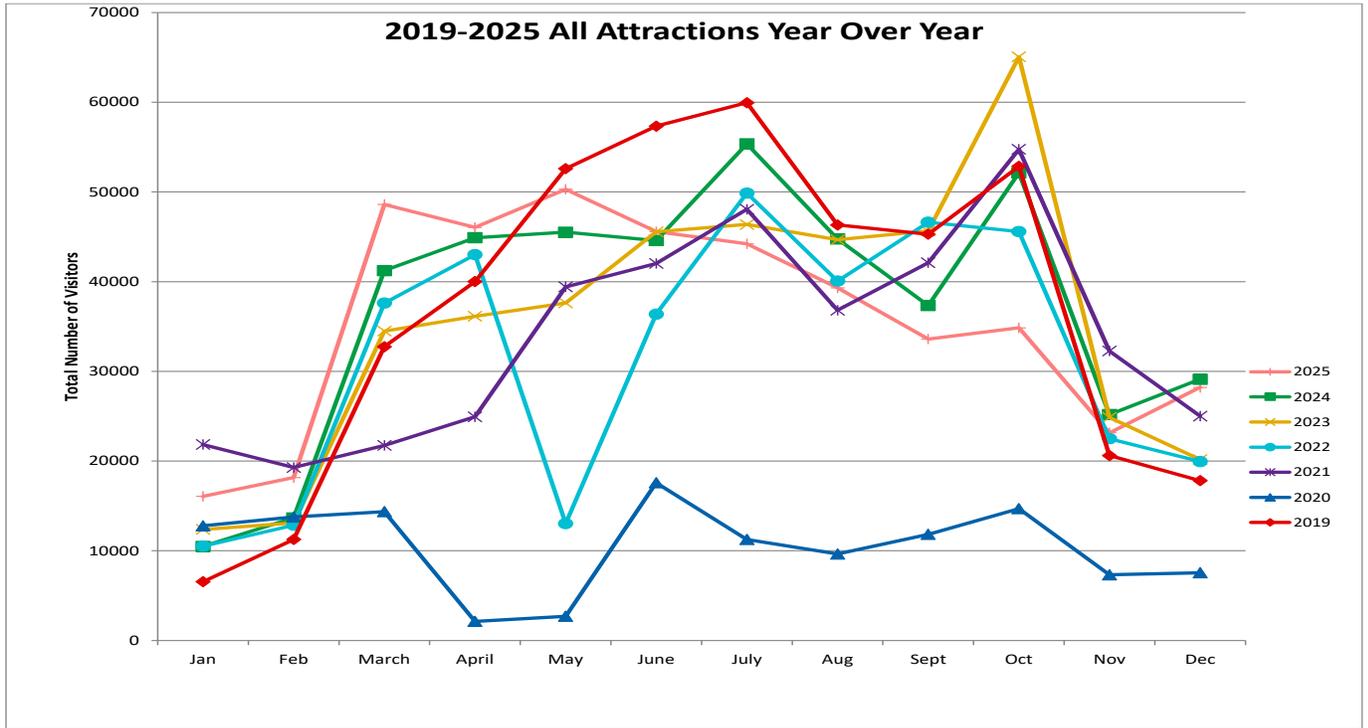
- **Annual Visitation by Attraction**

- Visitation data from each attraction is collected monthly and compiled into a report that is presented to the Lodger's Tax Advisory Board (LTAB). The accompanying four graphs display:
 - Aggregate visitation across all attractions combined, spanning the last 5 to 9 years.
 - Year-over-year and month-over-month visitation for each attraction in 2025.

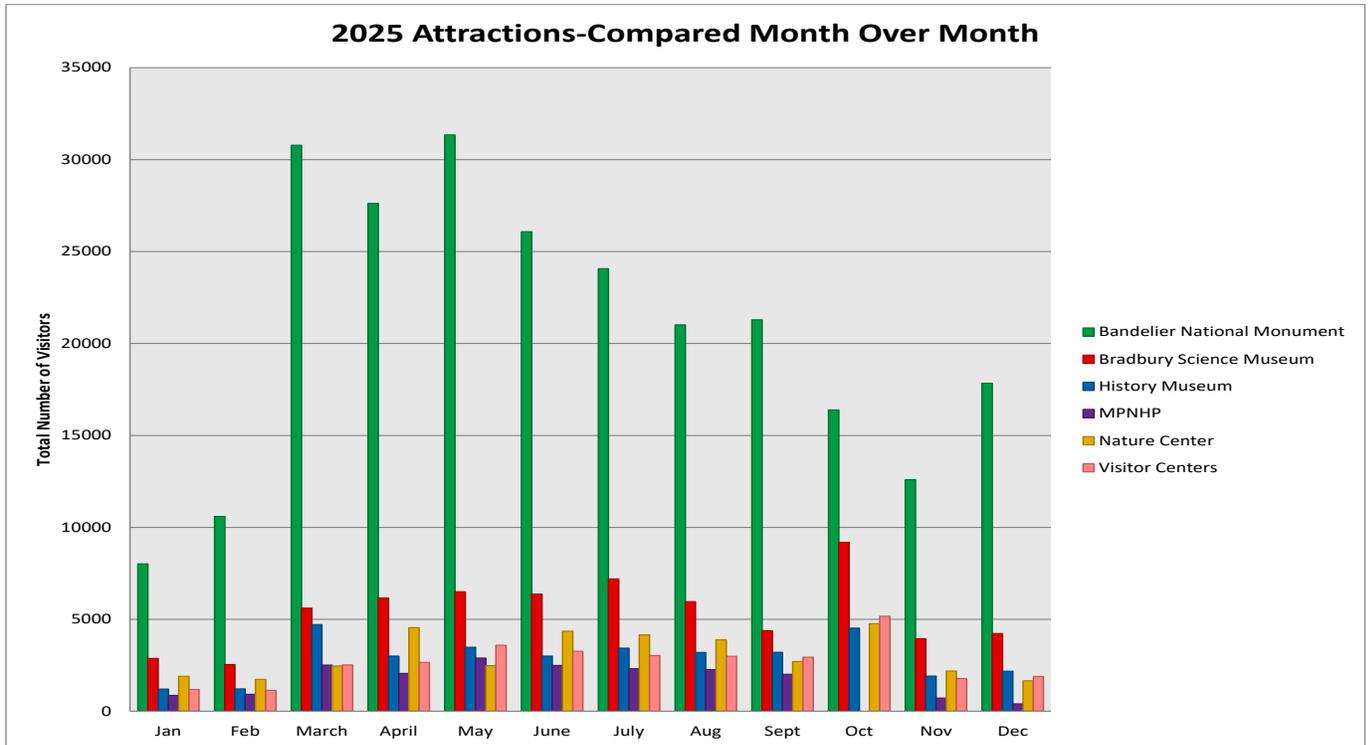
LOCATION	CY17	CY18	CY19	CY20	CY21	CY22	CY23	CY24	CY25
LAVC	17,530	17,383	10,259	1,134	9,601	10,694	17,951	24,681	20,657
WRVC	89,225	84,531	77,669	1,010	11,648	57,221	54,684	32,403	9,583
BAND	209,981	199,281	200,741	94,948	302,295	211,241	196,432	213,595	247,642
BRAD	82,492	87,471	71,372	6,722	20,735	40,902	65,561	68,269	64,955
HISTORY	18,895	21,056	19,750	2,426	19,281	18,682	33,465	42,151	35,088
NATURE	38,245	39,939	37,839	16,370	24,941	26,648	33,678	35,350	36,884
MPNNHP	3,449	14,161	21,679	1,486	7,310	9,643	20,220	25,448	19,487
TOTALS	459,817	463,822	439,309	124,096	395,811	375,031	421,991	441,897	434,296



- Year over Year Annual ALL Attractions Visitation



- Peak Months of 2025 Attraction Visitation



- **What's Happened This Year!**

- 2025 Tourism Day @ New Mexico State Capitol
- 2025 Trend's Hospitality & Tourism Conference
- 2025 Annual Tourism Kickoff Meeting
- 2025 Los Alamos Spring & Fall Job Fair
- 2025 New Mexico Governor's Conference on Hospitality & Tourism
- 2025 TOP Hat Awards – Los Alamos Arts Council (LAAC) winning for Excellence in Community Engagement, and the Pajarito Environmental Education Center (PEEC) honored as Outstanding Attraction.
- Attended and presented at monthly Lodger's Tax Advisory Board meetings.
- Phase 1 of the White Rock Visitor Center Outdoor Restrooms and Pavillion opened to the public.
- DLA Director hosted the Cultural Session for the 2025 Leadership Los Alamos Class.
- White Rock Visitor Center hosted LANL – Behind the Fence Tours in both May and October.
- Discover Los Alamos worked with Los Alamos County Risk Management to address safety concerns in both Visitor Centers. Emergency plans were created for both centers.
- LAPD conducted a deescalation training for all LACDC and Visitor Center staff and volunteers.
- White Rock Visitor Center had 2 new safety mirrors and 2 security cameras installed, plus our HVAC system was cleaned.
- Los Alamos Visitor Center had 1 security camera and a new lighted emergency exit sign installed.

- **Visitor Center Needs & Recommendations**

- **White Rock Visitor Center**

- Better signage and a kiosk installed for County RV Park payment collection.
- Potential installation of AED (Automated External Defibrillator) inside the building and training for staff and volunteers.
- Evacuation map needs to be posted inside the building.
- This Visitor Center needs a large shade and wind resistant structure for the outdoor patio seating areas, so that visitors can utilize these areas all year round.
- More and better signage for parking areas that are available during the busy shuttle season, especially where the current overflow parking lot is located if there is a shuttle season in 2026, if applicable.
- Consider designating some motorcycle parking, as we have many motorcyclists, especially during the summer shuttle season, if applicable.
- Amendment to our current contracted summer hours (shorten) if the Bandelier Shuttles no longer run out of the White Rock Visitor Center.

- Adding more Visitor Center signage that is visible along NM 4.
 - Several outdoor invasive plants, foliage and dead trees need to be removed.
 - A large bottom seat cushion for the large wood bench, so visitors can comfortably sit on it without getting splinters.
 - The outside windows need to be cleaned.
- **Los Alamos Visitor Center**
 - Visitor Center Wayfinding Signage on Central Ave. and Trinity Dr.
 - New updated collapsable banners for inside the Visitor Center.
 - Potential installation of AED (Automated External Defibrillator) inside the building and training for staff and volunteers.
 - Evacuation map needs to be posted inside the building.
 - Fire Alarm relocated outside of the bathroom.
 - Pull style fire alarm needs to be installed inside the building.
 - The outside windows need to be cleaned.
 - More clarity online between LAC Visitor Center and MAPR Visitor Center.

We look forward to continuing to work closely with Los Alamos County and Destination IQ to best serve our expanding tourism opportunities.

Melanie Peña

Discover Los Alamos Director