



January 7, 2025

Ellyn Felton
Los Alamos County
1000 Central Ave.
Los Alamos, NM 87544

RE: Discover Los Alamos LTAB's Tourism Visitation Report for the month of December 2025.

Dear Ellyn,

Here is my tourism report for the month of December. The Los Alamos and White Rock Visitor Centers were closed on Christmas Day. Both visitor centers were very busy before and after the holiday. This report unfortunately does not have visitor numbers for Bandelier National Monument for the month of December.

Here are the total number of visitors that visited our Los Alamos County attractions during the year 2025, including Bandelier National Monument's visitation Jan-Aug.

LOCATION ANNUAL VISITATION	2025	2024	2025
Los Alamos Visitor Center	20,657	24,681	-16%
White Rock Visitor Center	9,583	32,403	-70%
Bandelier National Monument	179,525	213,595	-16%
Bradbury Science Museum	64,955	68,269	-5%
Los Alamos History Museum	35,088	42,151	-17%
Los Alamos Nature Center	36,884	35,350	+4%
Manhattan Project National Historical Park	19,487	25,448	-23%

Sincerely,

Melanie Peña

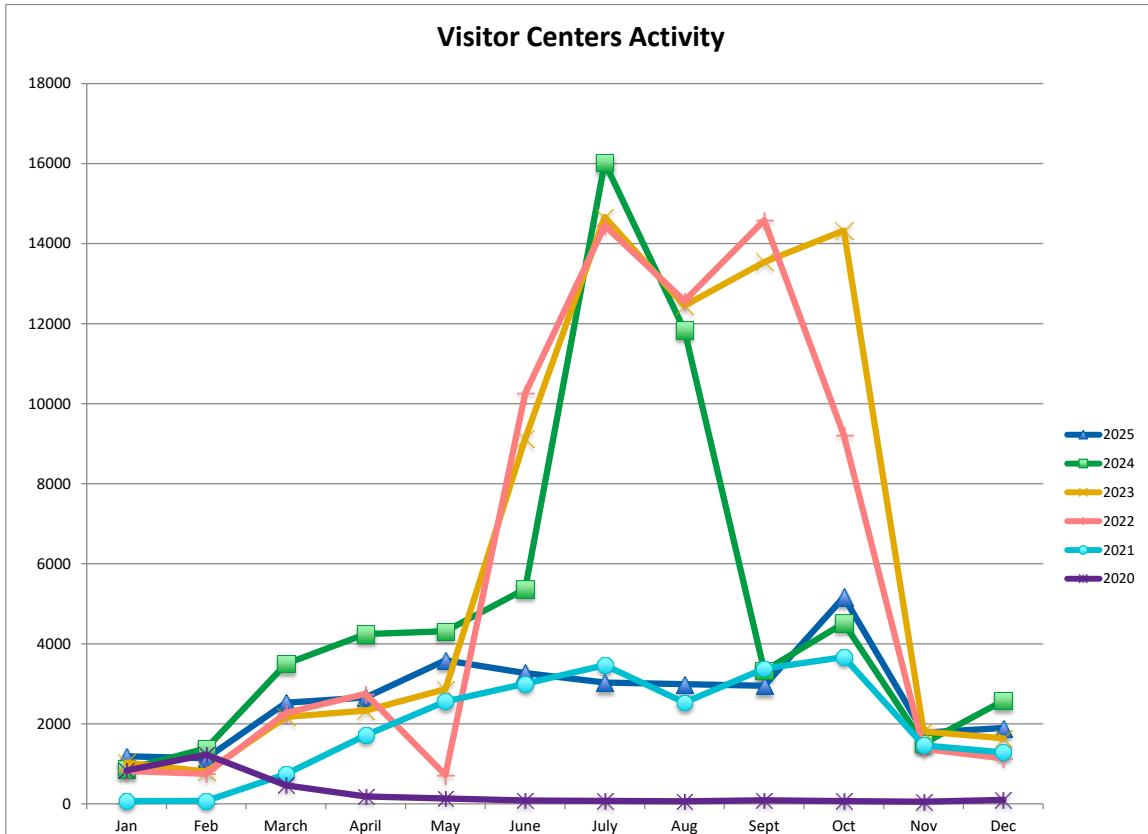
Melanie Peña
Discover Los Alamos Director

cc: Lauren McDaniel, Eli Isaacson, Adrienne Lovato, and Wendy Parker

Discover Los Alamos

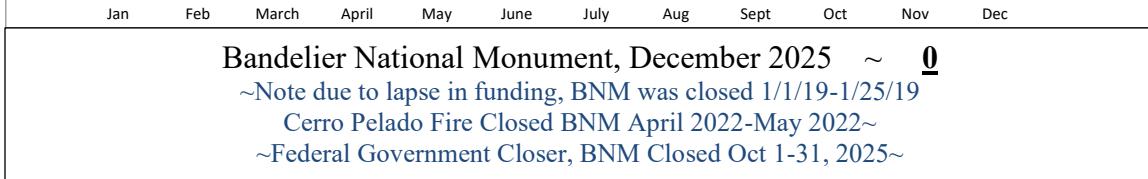
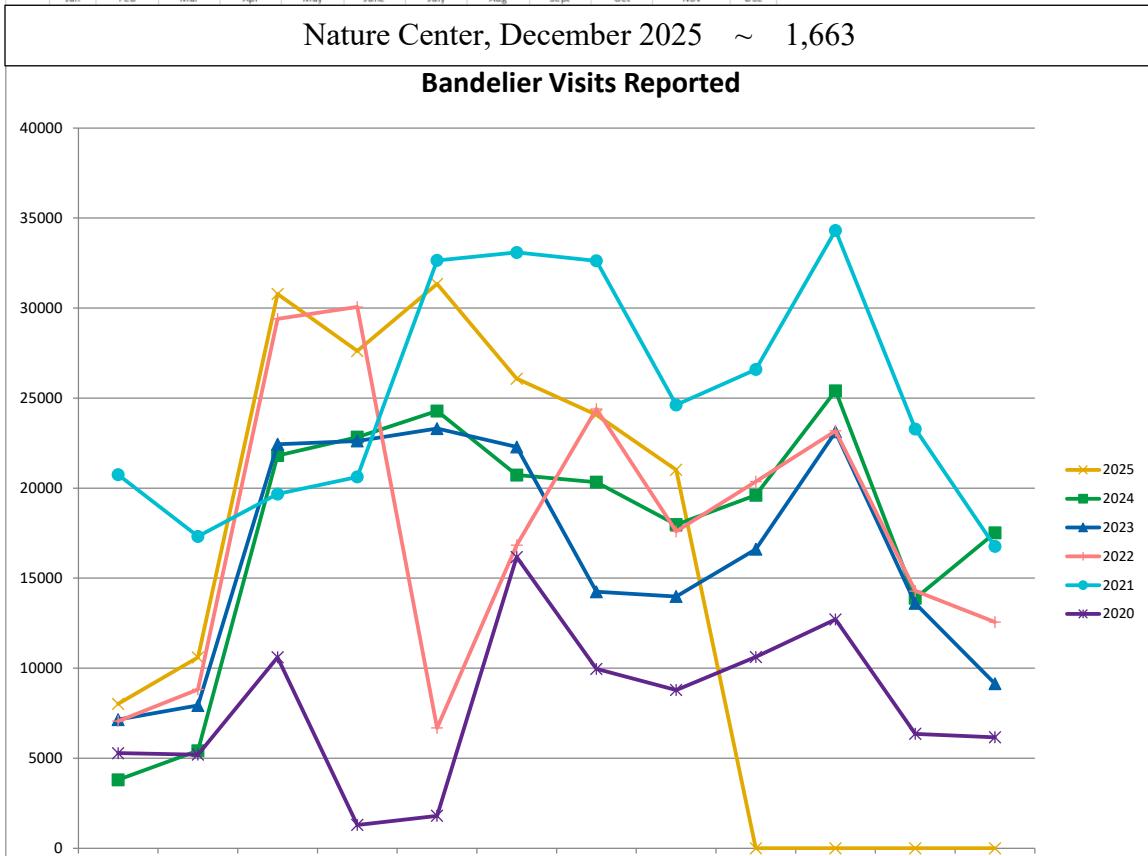
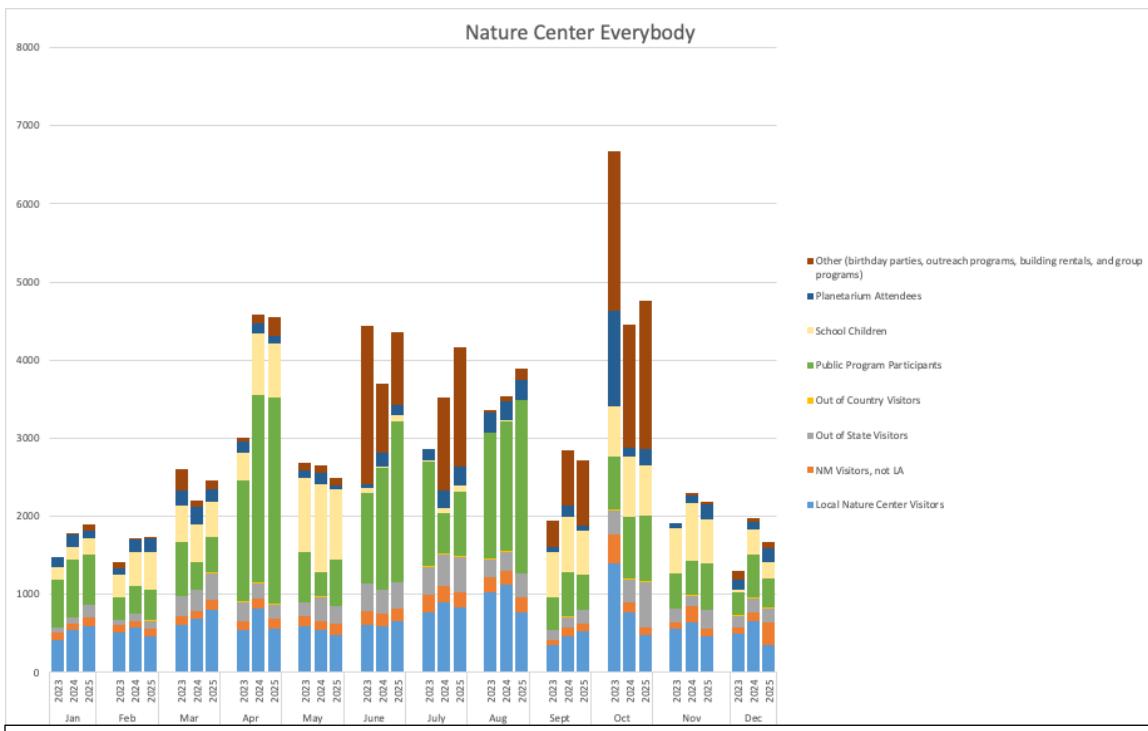
Monthly Tourism Report

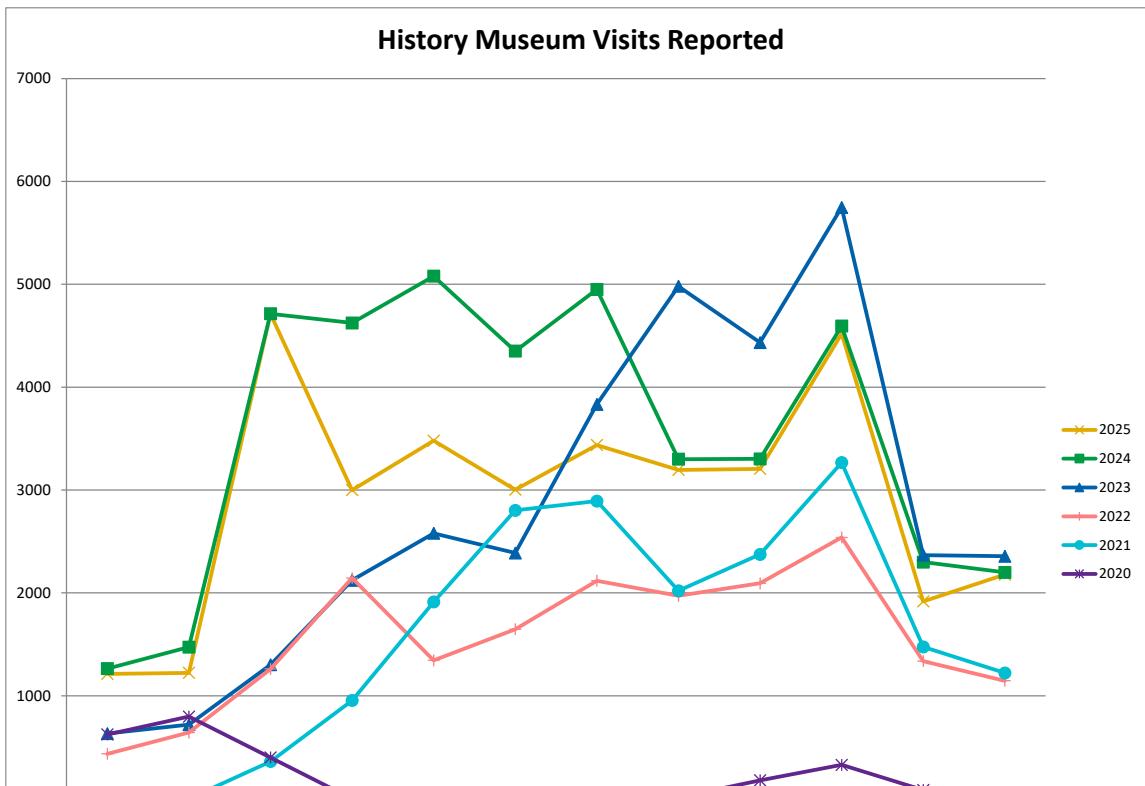
December 2025



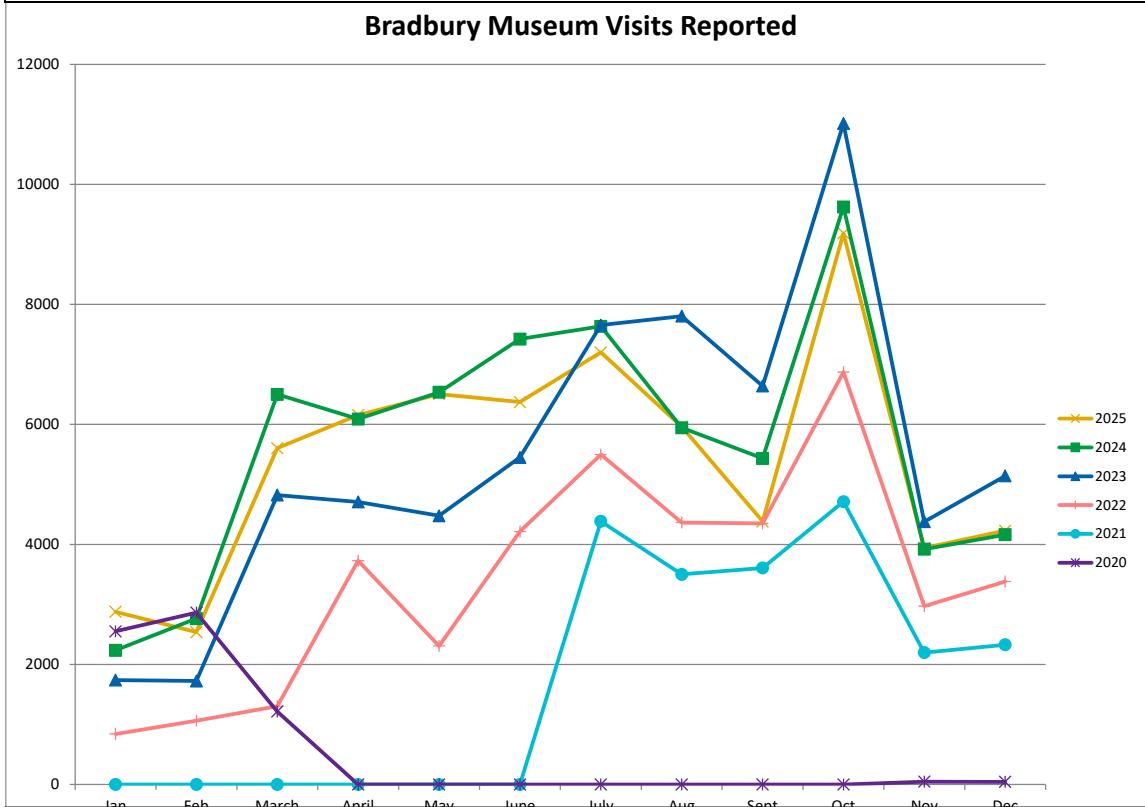
Los Alamos Visitor Center, December 2025 ~ 1,218
 White Rock Visitor Center, December 2025 ~ 591

~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~
 ~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~
 ~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15, 2022 due to this fire. ~
 ~Bandelier Shuttles started late June 2024, and shuttles ended August 29, 2024 months before the busy summer season ended. WRVC went back to winter hours.~
 ~No Bandelier Shuttles running out of the White Rock Visitor Center for 2025~



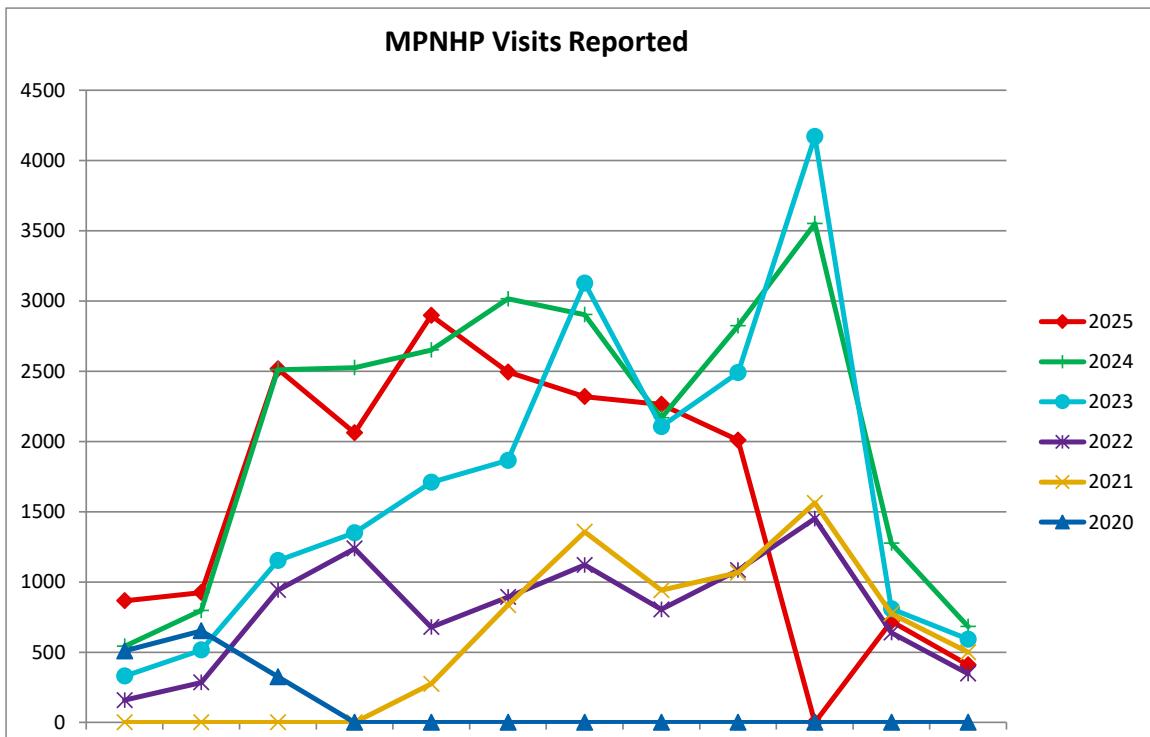


History Museum, December 2025 ~ 2,178



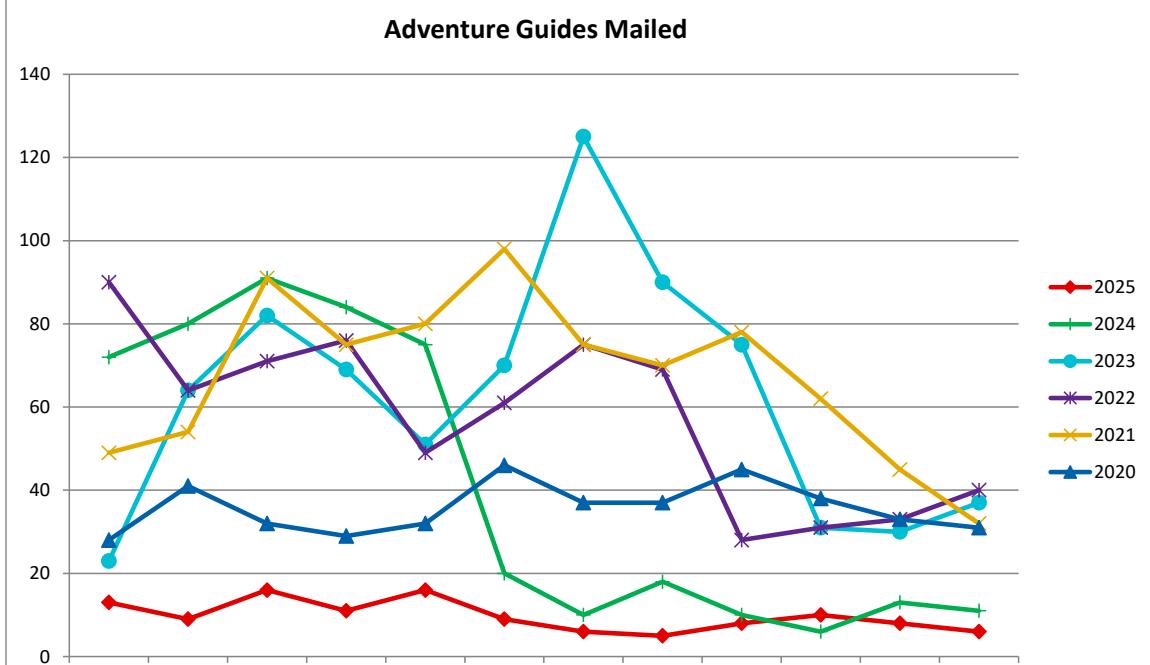
Bradbury Science Museum, December 2025 ~ 4,229

~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~



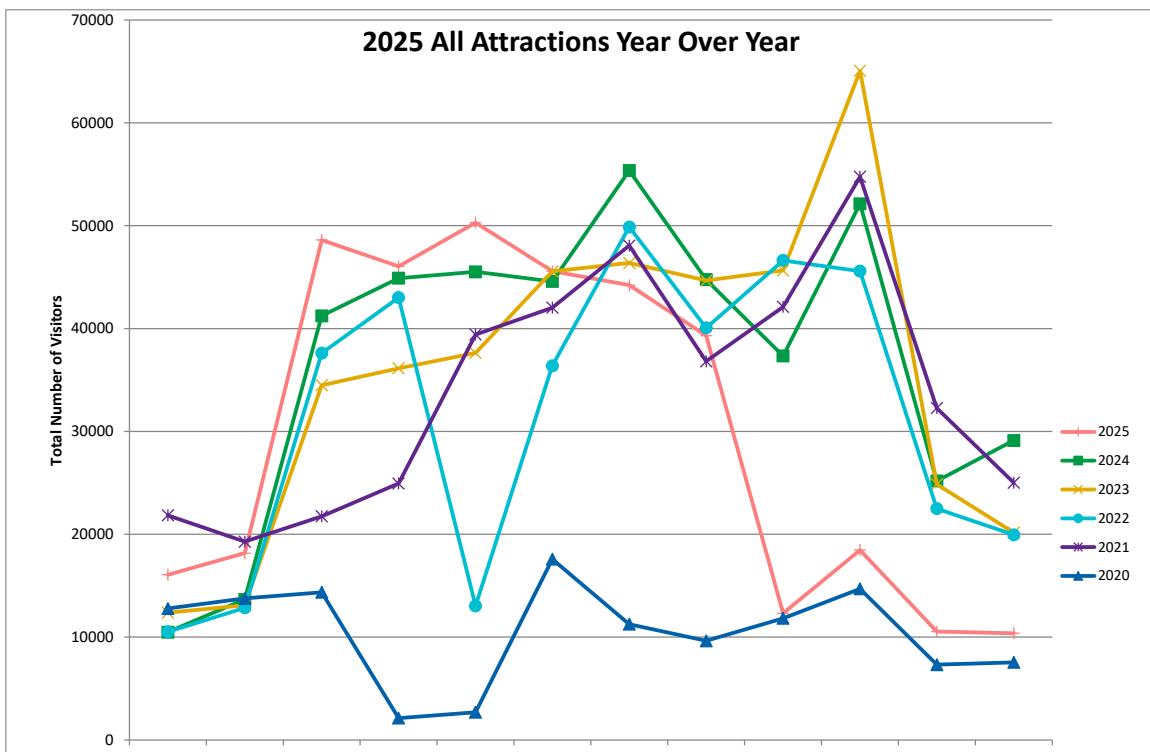
Manhattan Project National Historical Park, December 2025 ~ 410

~Fed. Govt.Shutdown, MPNHP was closed 1/1/19-1/25/19, MPNHP reopened Memorial Weekend 2021~Fed. Govt Shutdown, MPNHP was closed October 1-31, November 1-13, reopening Nov 14th~

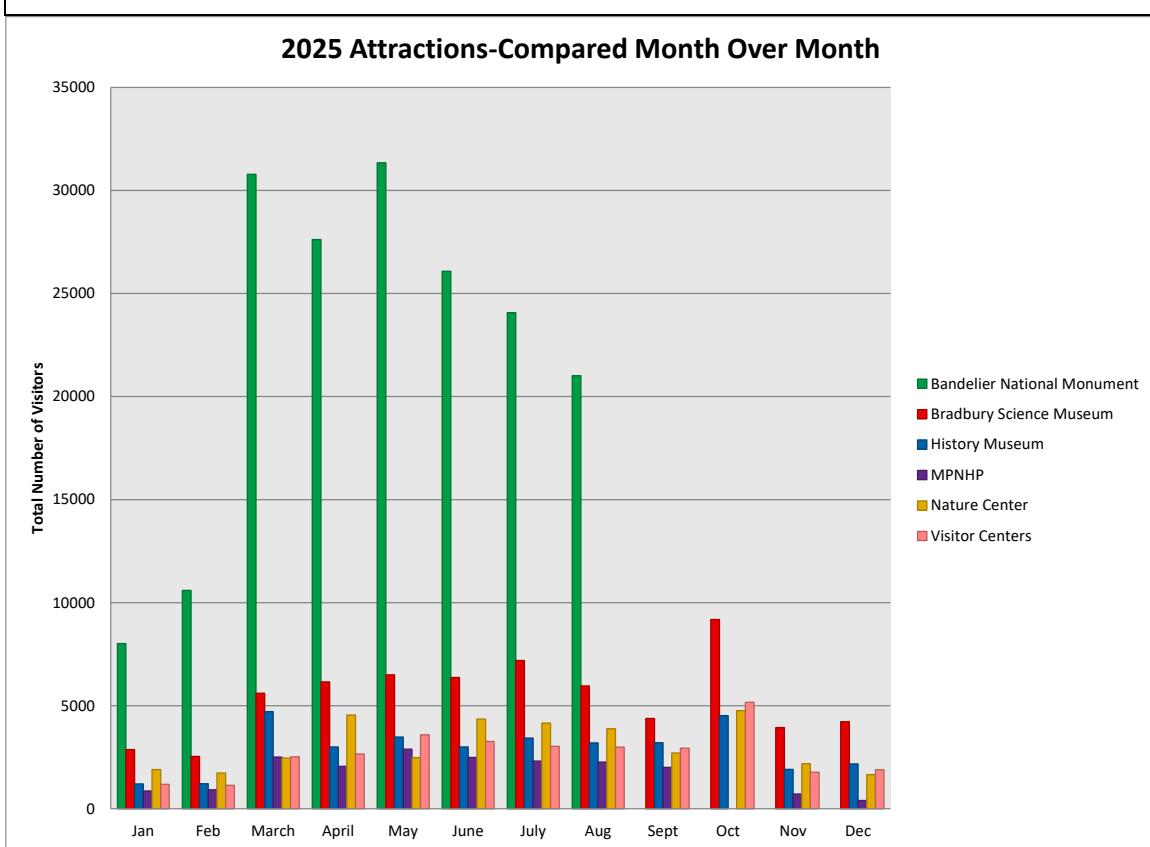


Adventure Guides Mailed Out, December 2025 ~ 6

Year	2025	2024	2023	2022	2021	2020	2019
Total Mailed Guides	117	490	747	687	809	429	836

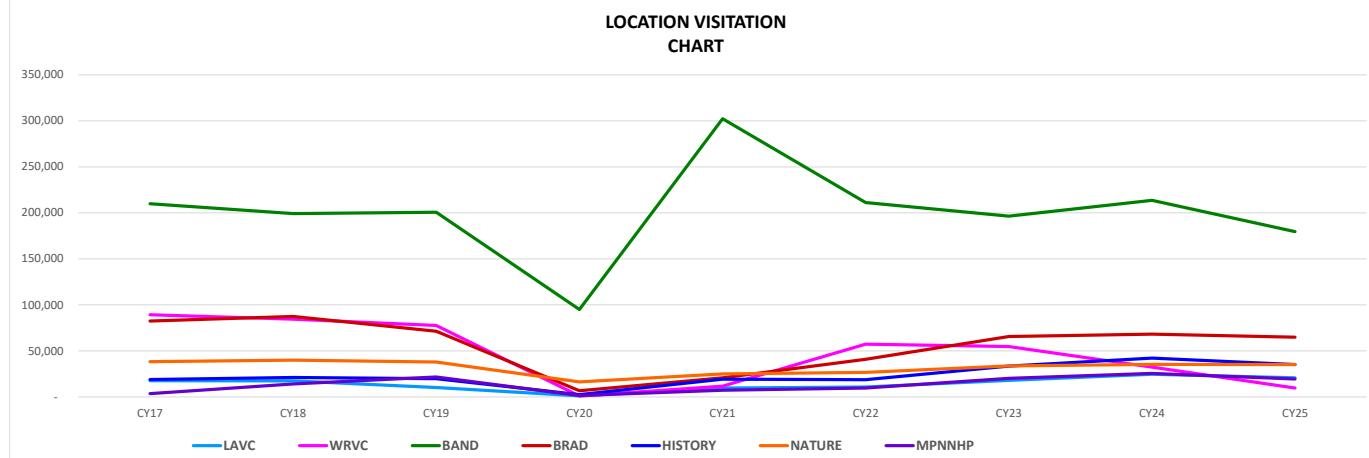


All Attractions YOY & MOM, December 2025 ~ 10,375



Attractions by Calendar Year January 2015 – December 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	179,525
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



December Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 5000 copies of the guides available in storage.
- Event materials in kiosks are updated weekly or as needed by a DLA representative. These contain a weekly Concierge Calendar and are restocked with 8-10 different Los Alamos County tourism pamphlets. There are currently 29 in place in the Los Alamos, LANL and White Rock areas.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Adventure Guides in stock. Similarly, local distribution points are also monitored. These are distributed by our contractor Santa Fe Brochure Distribution.
- DLA's website www.visitlosalamos.org and events page are updated on a weekly basis with new events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were 11 volunteer hours logged for the month of December.

- WRVC Business Display Cases featured the Los Alamos Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum Gift Shop, Bathtub Row Brewing Coop, Los Alamos Coop Market, Boomerang, Little Studio on the Mesa, Brenda Fleming (local artist), Metzger's, Pajarito Mountain and Samizdat Bookstore were on display for the month of December. The large display featured the Los Alamos History Museum.
- In December, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2025. We provide tourism materials and maps as needed for each group.
 - N/A

Adventure Guides Mailed Out December 2025:

- **6** www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

December 2025

Total of **35** combined LAVC & WRVC Visitor Kiosk Survey Entries (New iPad kiosks were installed at each Visitor Center in February 2024)

LOS ALAMOS VISITOR CENTER KIOSK ANSWERS – 31 Responses

✓ *What is your age?*

- Under 18 3
- 18-24 4
- 25-34 6
- 35-44 2
- 45-54 5
- 55-64 5
- 65+ 6

✓ *Where are you staying?*

- this is a day trip from home 3
- this is a road trip 4
- lodging in Albuquerque, NM 9
- lodging in Los Alamos/White Rock 3
- lodging in Santa Fe, NM 10

- lodging in Taos, Abiqui, Espanola 0
- other 2

✓ *How did you hear about Los Alamos?*

- Family/Friends 7
- School/History Education 0
- Business 0
- Film 25
- Online/Media 11
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 4
- To work 2
- To attend a special event or conference 2
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 10
- To visit the Valles Caledera National Preserve 4
- To visit the Manhattan Project National Historical Park 20
- To visit the Bradbury Science Museum 12
- To visit the Los Alamos History Museum 11
- To visit the PEEC Nature Center 4
- To discover new outdoor activities/scenery (hiking,biking,skiing) 3
- To enjoy some local shopping/food/drink 5

✓ *How much do you anticipate spending on your visit to Los Alamos County?*

- Less than \$25 8
- \$25-74 7
- \$75-149 7
- \$150-299 1
- \$300-499 3
- \$500+ 1

✓ *Please rate today's experience at our visitor center.*

- Very positive 26
- Somewhat positive 4
- Neutral 1
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 4 Responses

✓ *What is your age?*

- Under 18 1
- 18-24 1
- 25-34 0
- 35-44 0
- 45-54 1
- 55-64 0
- 65+ 1

✓ *Where are you staying?*

- this is a day trip from home 3
- this is a road trip 0
- lodging in Albuquerque, NM 0
- lodging in Los Alamos/White Rock 0
- lodging in Santa Fe, NM 1
- lodging in Taos, Abiqui, Espanola 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 4
- School/History Education 1
- Business 0
- Film 0
- Online/Media 1
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 3
- To work 0
- To attend a special event or conference 1
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 2
- To visit the Valles Caldera National Preserve 1
- To visit the Manhattan Project National Historical Park 1
- To visit the Bradbury Science Museum 2
- To visit the Los Alamos History Museum 2
- To visit the PEEC Nature Center 2
- To discover new outdoor activities/scenery (hiking,biking,skiing) 2
- To enjoy some local shopping/food/drink 1

✓ *How much do you anticipate spending on your visit to Los Alamos County?*

• Less than \$25	1
• \$25-74	1
• \$75-149	2
• \$150-299	0
• \$300-499	0
• \$500+	0

✓ *Please rate today's experience at our visitor center.*

• Very positive	4
• Somewhat positive	0
• Neutral	0
• Somewhat negative	0
• Very negative	0

✓ The most prevalent states of origin visiting Los Alamos and White Rock were from:

- California – 5
- Texas – 4
- Colorado – 3



Los Alamos Visitor Center



White Rock Visitor Center

✓ The foreign visitors visiting Los Alamos and White Rock were from:

- Brazil
- China

✓ The most prevalent cities in New Mexico visiting Los Alamos and White Rock were from:

- Rio Rancho
- Holloman Air Force Base

✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Everyone has been so friendly
- It's fascinating history and BEAUTIFUL country!
- Thank you
- Excellent facilities and gorgeous area!
- Such an amazing sight! Well done

White Rock Visitor Center Comments:

- The ladies at the visitors center were amazing and very helpful
- Beautiful region, and a fantastic visitor center