



May 12, 2026

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

RE: Discover Los Alamos LTAB's Tourism Visitation Report for the month of January 2026.

Dear Ellyn,

Here is my tourism report for the month of January 2026. It was a quiet month for both Visitor Centers. Please note that at the time this report was submitted the Valles Caldera visitor numbers were not reported for the month of January yet.

Sincerely,

Melanie Peña

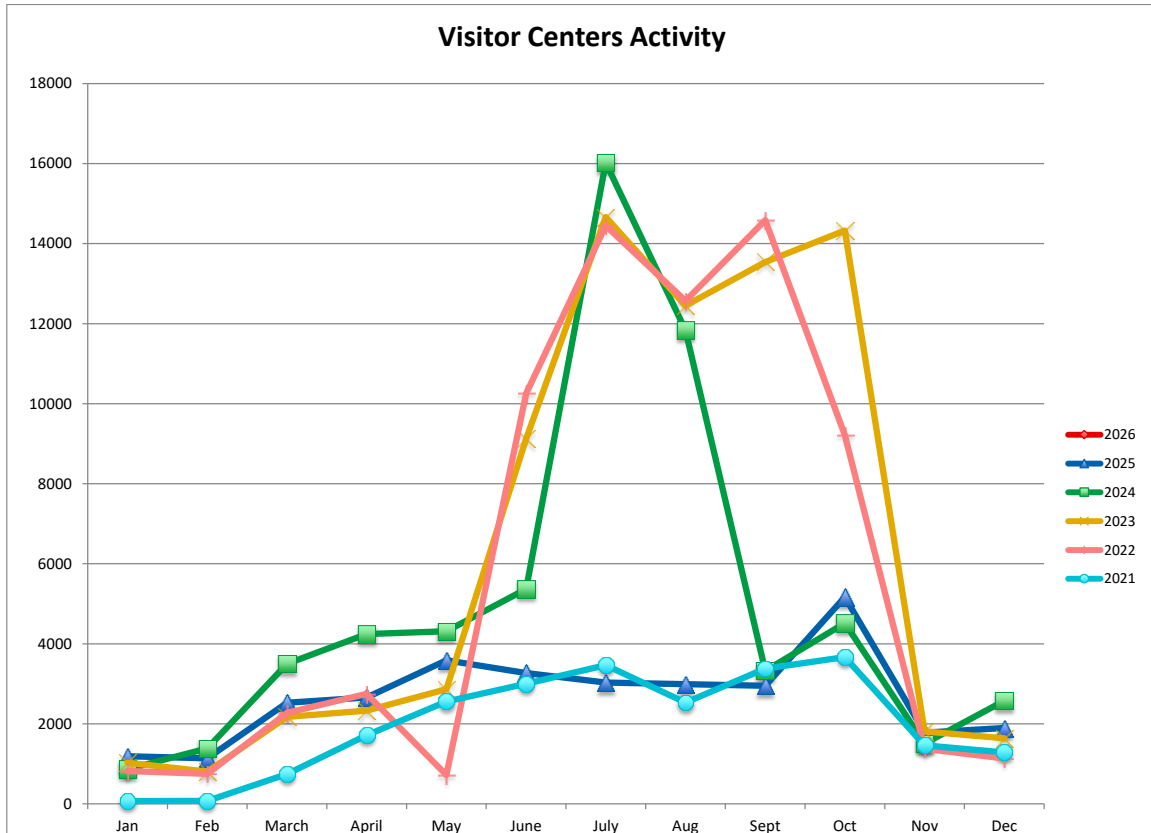
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

Monthly Tourism Report

January 2026



Los Alamos Visitor Center, January 2026 ~ 643

White Rock Visitor Center, January 2026 ~ 229

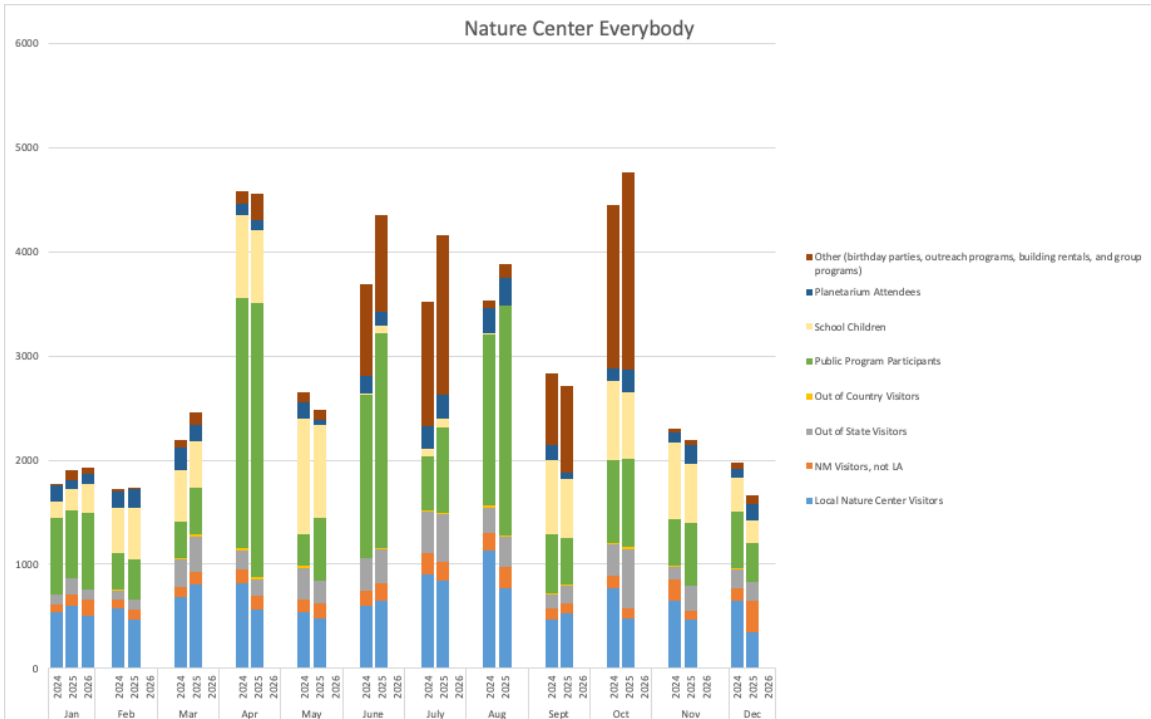
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~

~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. ~

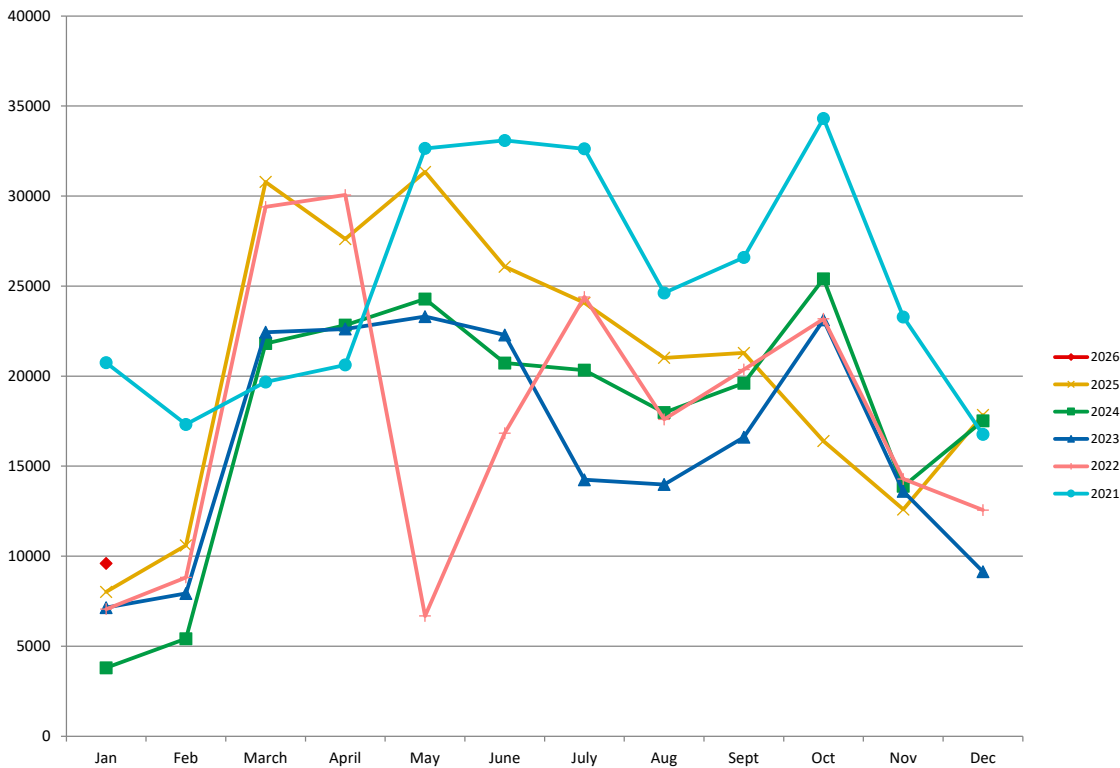
~Bandelier Shuttles started late June 2024, and shuttles ended August 29, 2024 months before the busy summer season ended. WRVC went back to winter hours.~

~No Bandelier Shuttles running out of the White Rock Visitor Center for 2025~



Nature Center, January 2026 ~ 1,943

Bandelier Visits Reported

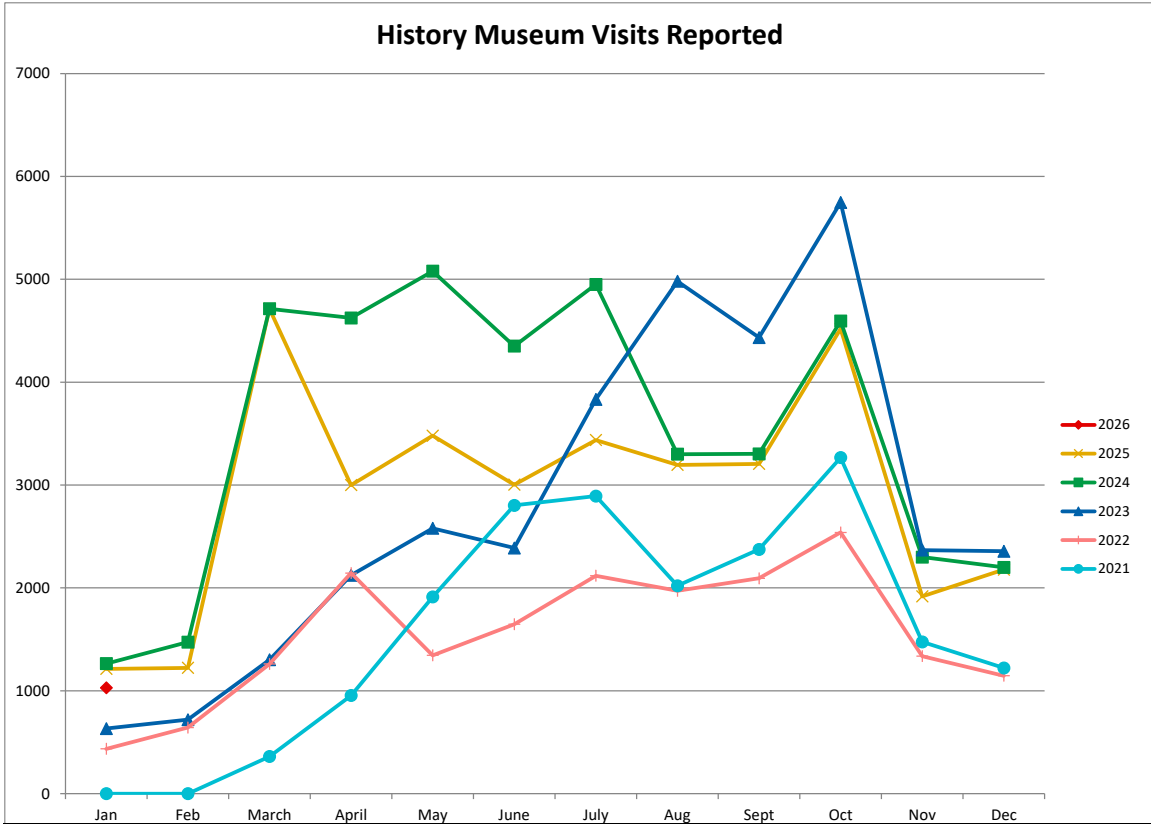


Bandelier National Monument, January 2026 ~ 9,601

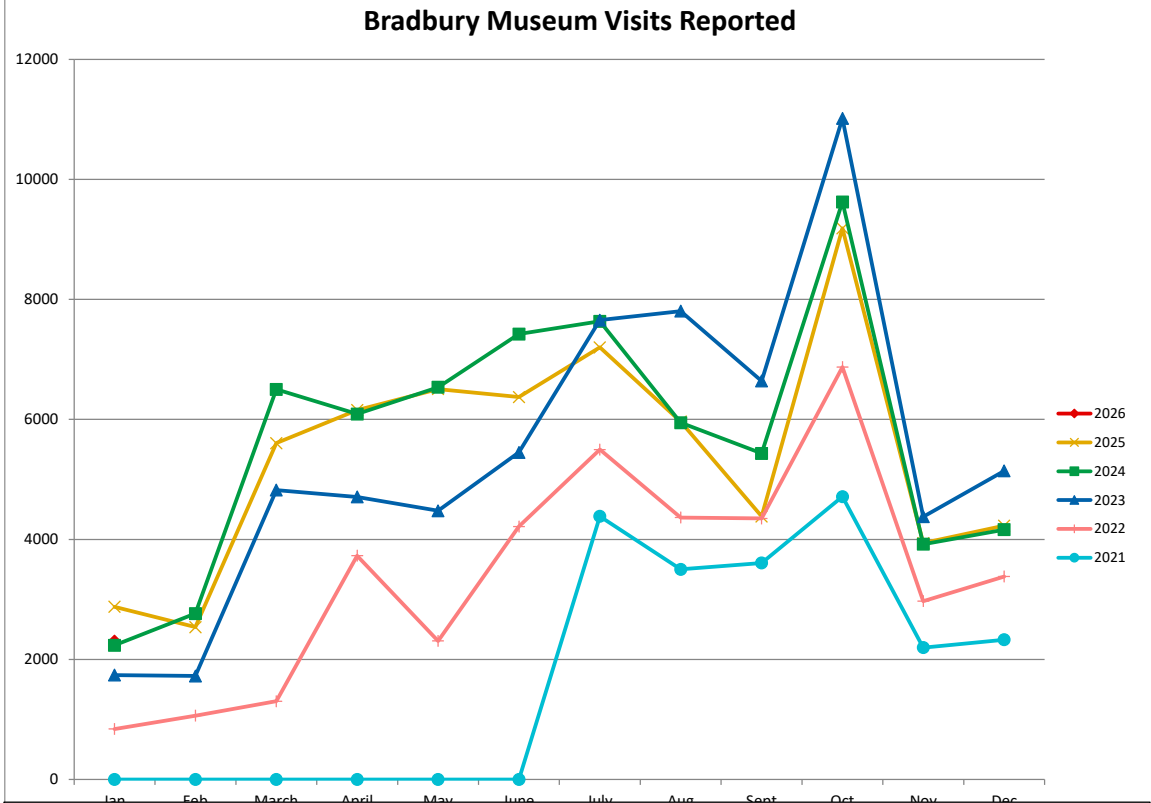
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19

Cerro Pelado Fire Closed BNM April 2022-May 2022~

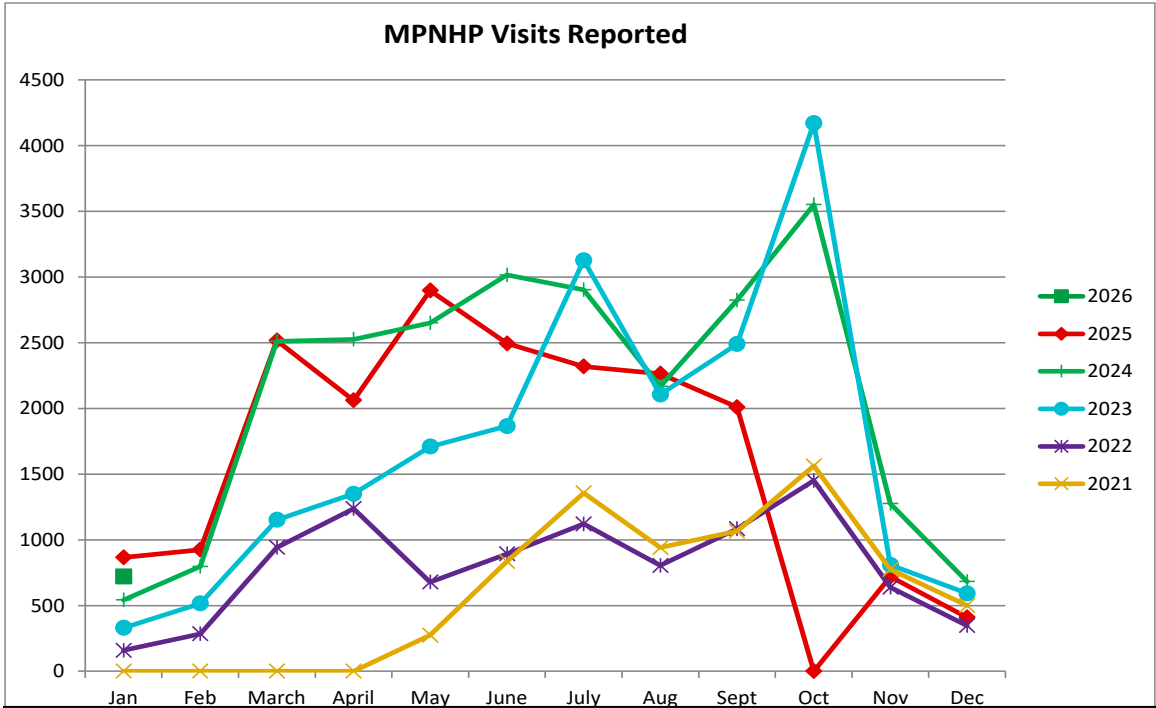
~Federal Government Closer, BNM Closed Oct 1-31, 2025~



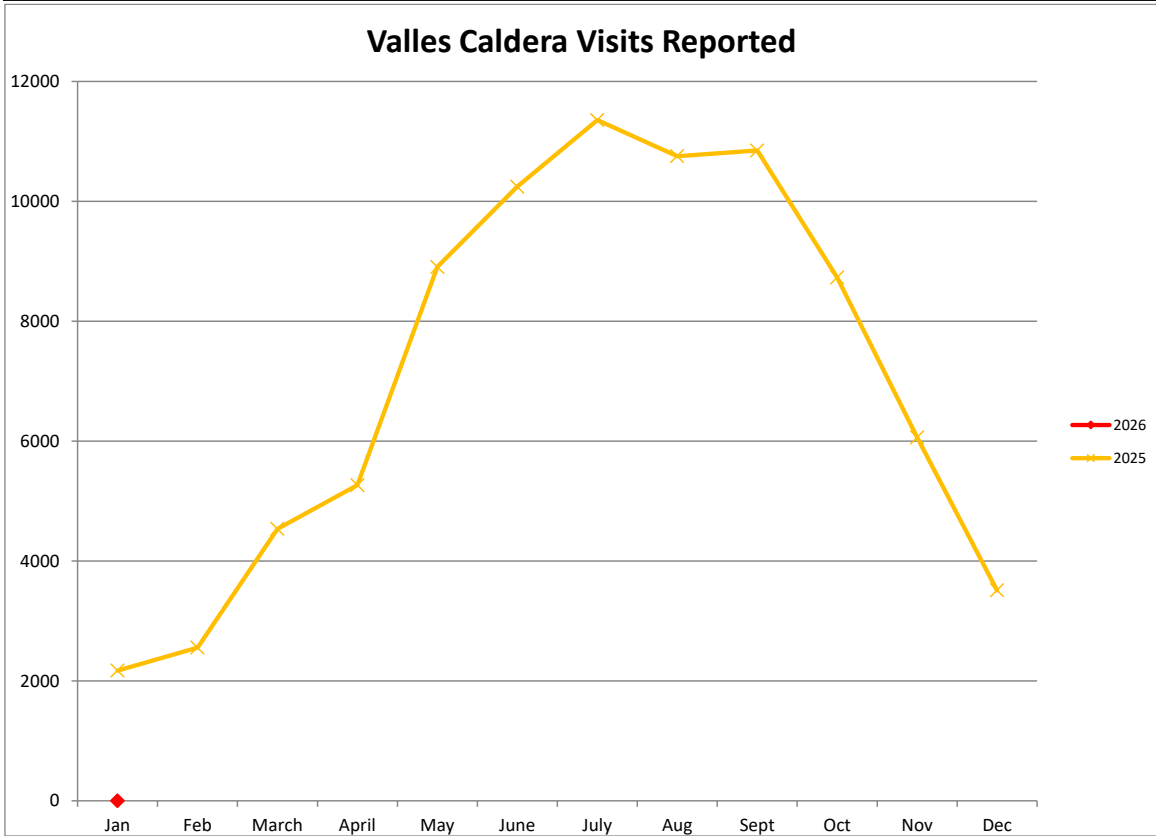
History Museum, January 2026 ~ 1,029



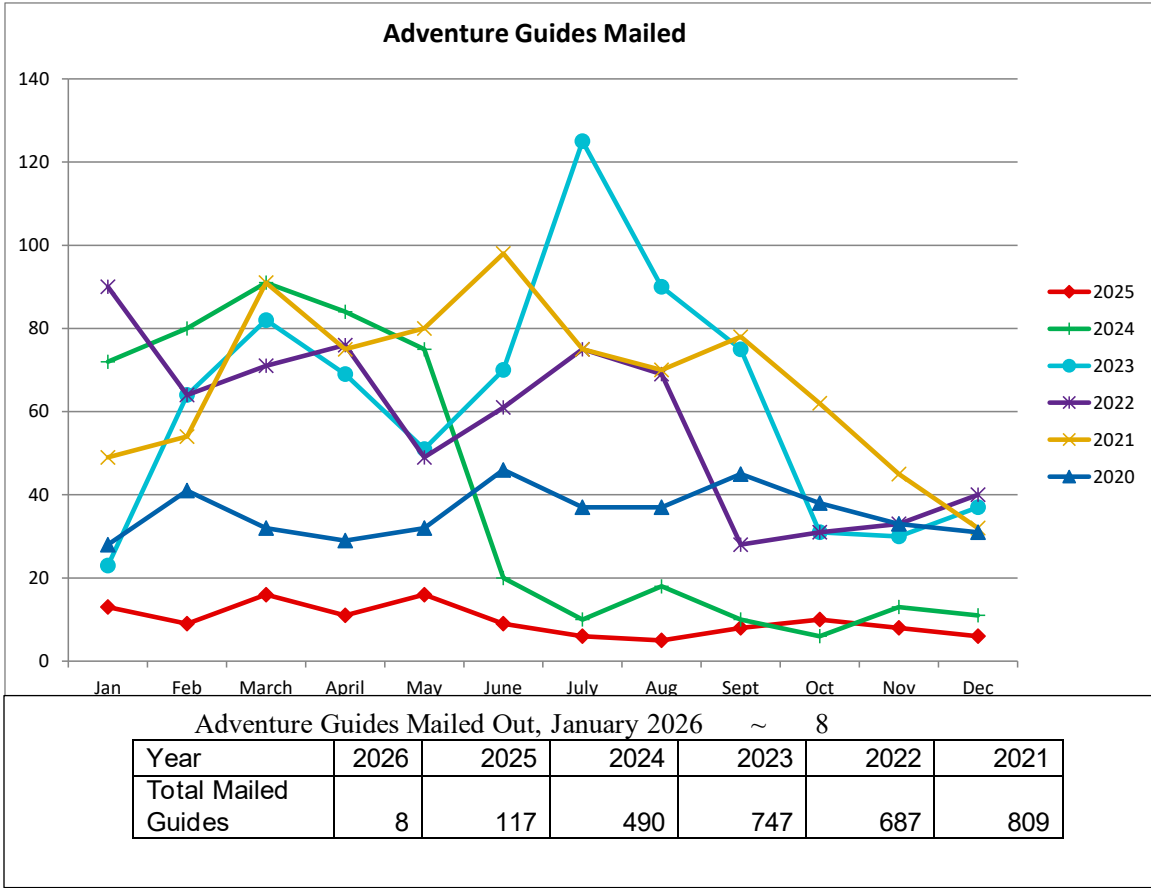
Bradbury Science Museum, January 2026 ~ 2,305
 ~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~



Manhattan Project National Historical Park, January 2026 ~ 72

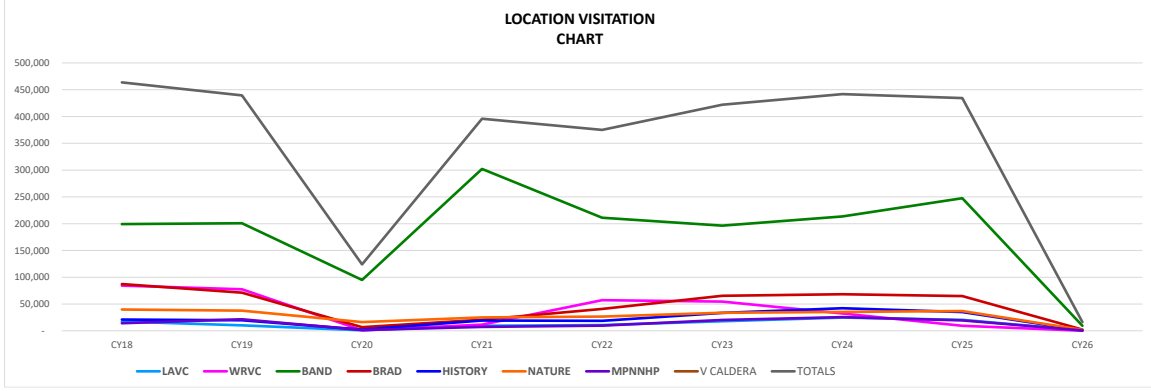


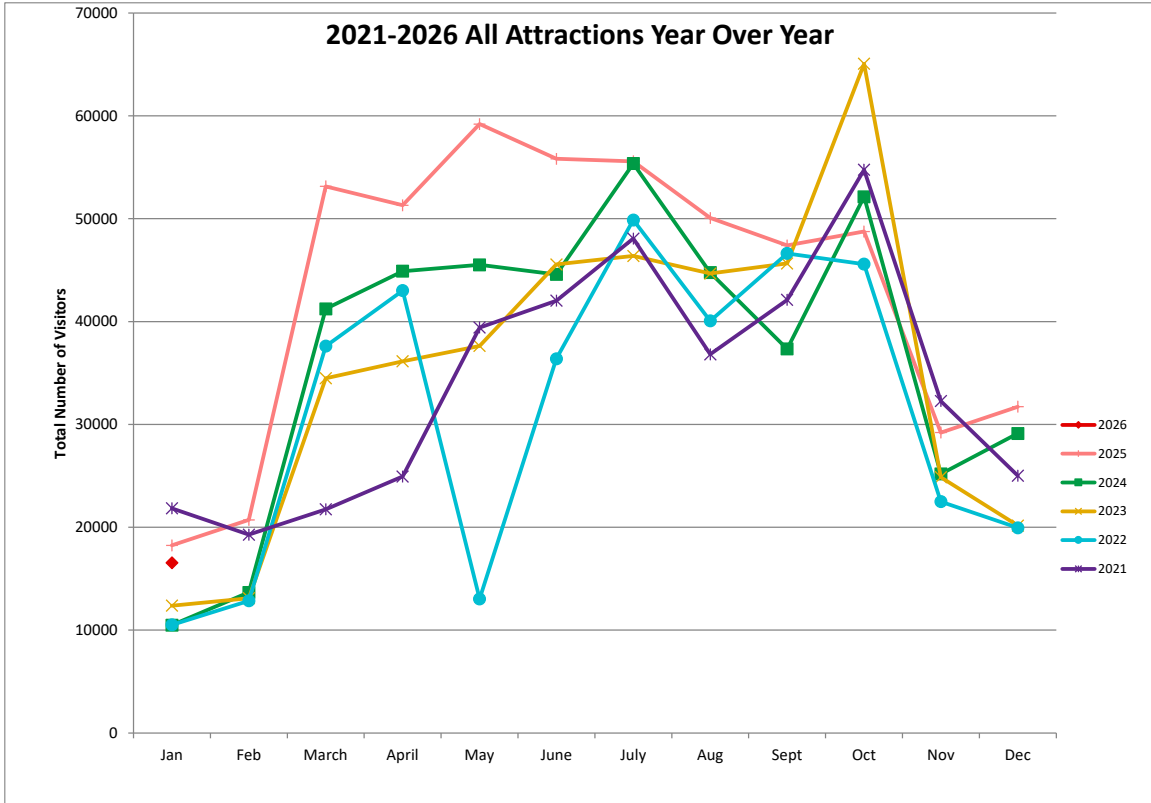
Valles Caldera National Preserve, January 2026 ~ 0
 ~ Park has now been added to this report moving forward comparing 2025 to 2026 ~



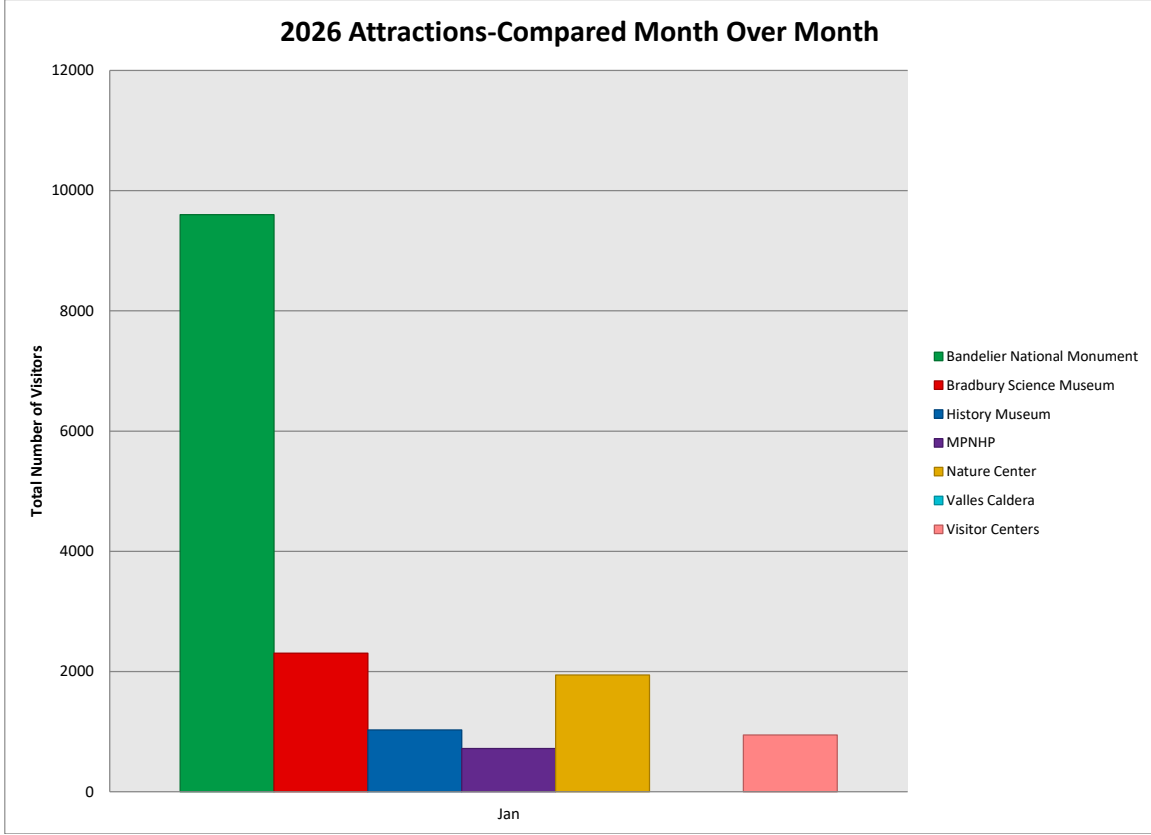
Attractions by Calendar Year January 2021 – January 2026

LOCATION	CY21	CY22	CY23	CY24	CY25	CY26
LAVC	9,601	10,694	17,951	24,681	20,657	643
WRVC	11,648	57,221	54,684	32,403	9,583	229
BAND	302,295	211,241	196,432	213,595	247,642	9,601
BRAD	20,735	40,902	65,561	68,269	64,955	2,305
HISTORY	19,281	18,682	33,465	42,151	35,088	1,029
NATURE	24,941	26,648	33,678	35,350	36,884	1,943
MPNNHP	7,310	9,643	20,220	25,448	19,487	720
V CALDERA						
TOTALS	395,811	375,031	421,991	441,897	434,296	16,470





All Attractions YOY & MOM, January 2026 ~ 16,545



January 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 **12** volunteer hours logged for the month of January.
- 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 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 2026. We provide tourism materials and maps as needed for each group.
 - 100 Welcome Bags - WMS-1: New Employee Training and Workforce Development

Adventure Guides Mailed Out January 2026:

- 8 www.visitlosalamos.org online Adventure Guide requests.

- To visit the Valles Caledera National Preserve 2
- To visit the Manhattan Project National Historical Park 15
- To visit the Bradbury Science Museum 7
- To visit the Los Alamos History Museum 6
- To visit the PEEC Nature Center 1
- 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 4
- \$25-74 8
- \$75-149 2
- \$150-299 4
- \$300-499 2
- \$500+ 1

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

- Very positive 21
- Somewhat positive 2
- Neutral 0
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 1 Responses

✓ *What is your age?*

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

✓ *Where are you staying?*

- this is a day trip from home 0
- 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 1
- School/History Education 0
- Business 0
- Film 0
- Online/Media 0
- Local Event 0

✓ *What brought you to Los Alamos?*

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

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

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

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

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

- ✓ The most prevalent states of origin visiting Los Alamos and White Rock were from:
 - Minnesota – 4
 - Texas – 2
 - Colorado – 2
 - Wisconsin – 2



Los Alamos Visitor Center



White Rock Visitor Center

- ✓ The foreign visitors visiting Los Alamos and White Rock were from:
 - Australia
- ✓ The most prevalent cities in New Mexico visiting Los Alamos and White Rock were from:
 - Albuquerque
 - Rio Rancho
- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Thank you. Wonderful Resource. Great people. Thank you
- Very helpful staff at the Visitor Centre
- Great. Important to know history

White Rock Visitor Center Comments:

- n/a