



June 10, 2025

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 April 2025.

Dear Ellyn,

Here is my tourism report for the month of April 2025. Visitation did slow down a bit at our attractions for this month as compared to previous years.

Sincerely,

Melanie Peña

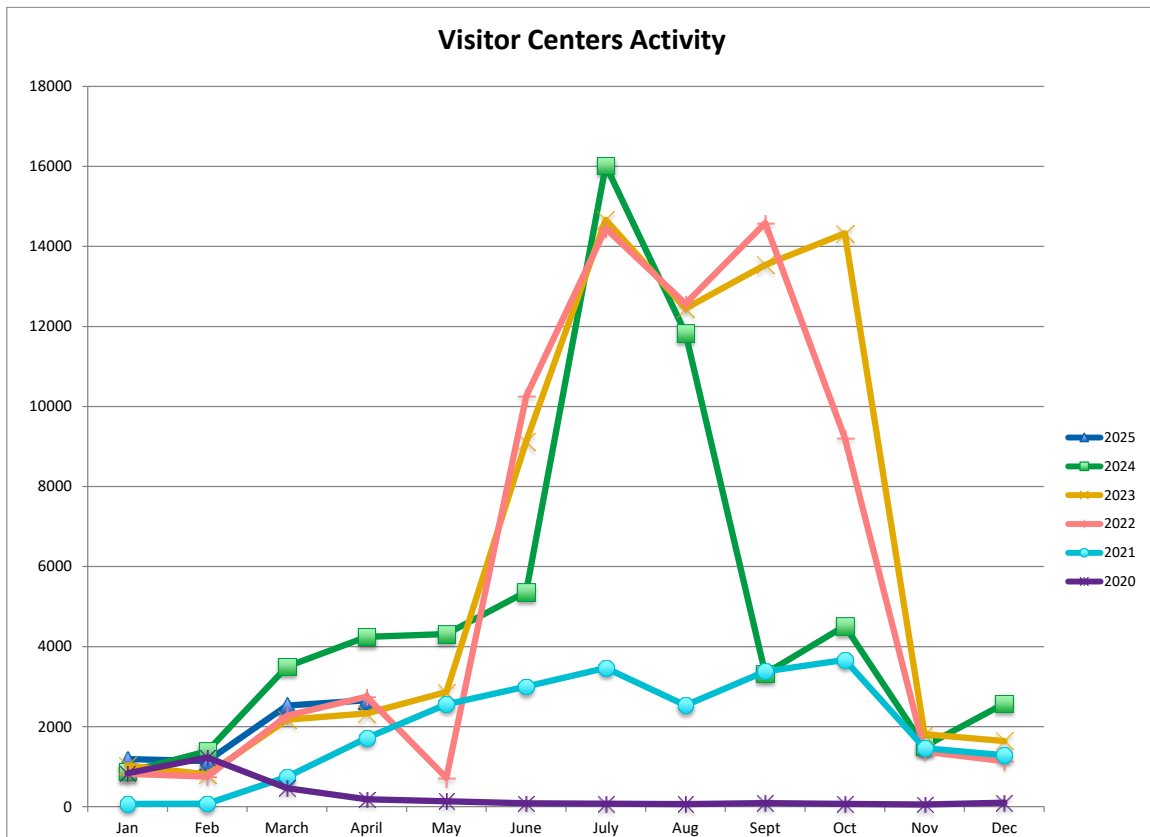
Melanie Peña
Discover Los Alamos Director

cc: Shanna Sasser, Adrienne Lovato, Wendy Parker, and Lauren McDaniel

Discover Los Alamos

Monthly Tourism Report

April 2025



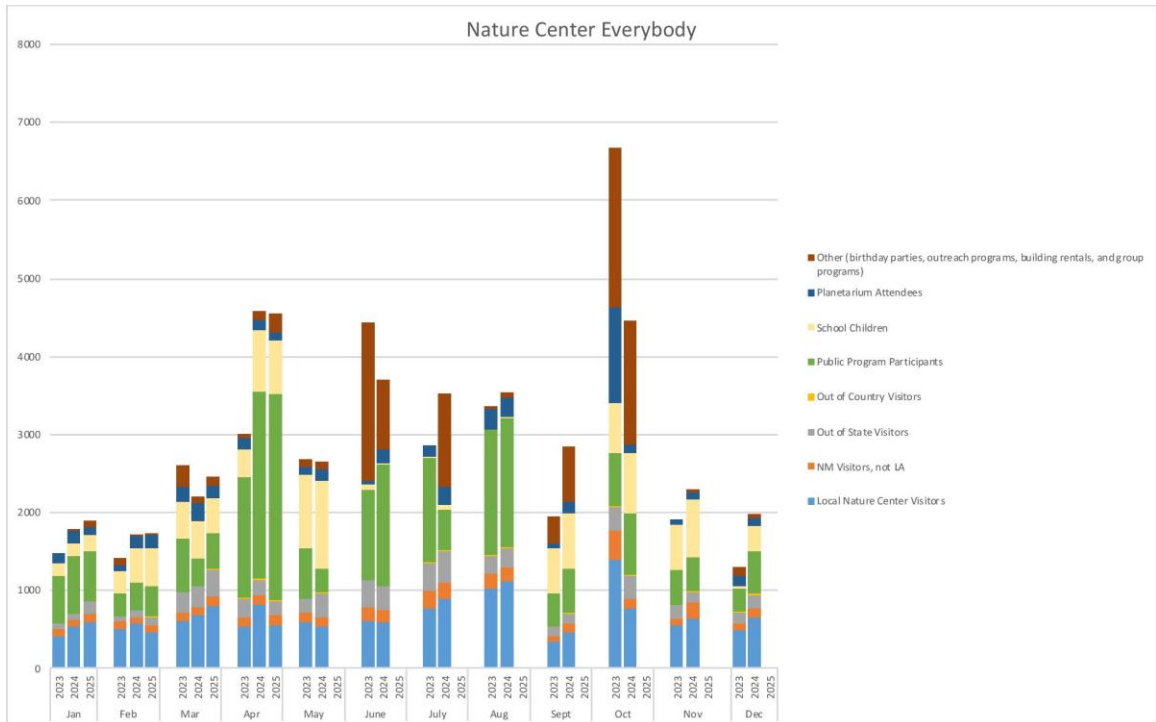
Los Alamos Visitor Center April 2025

1,880

White Rock Visitor Center April 2025

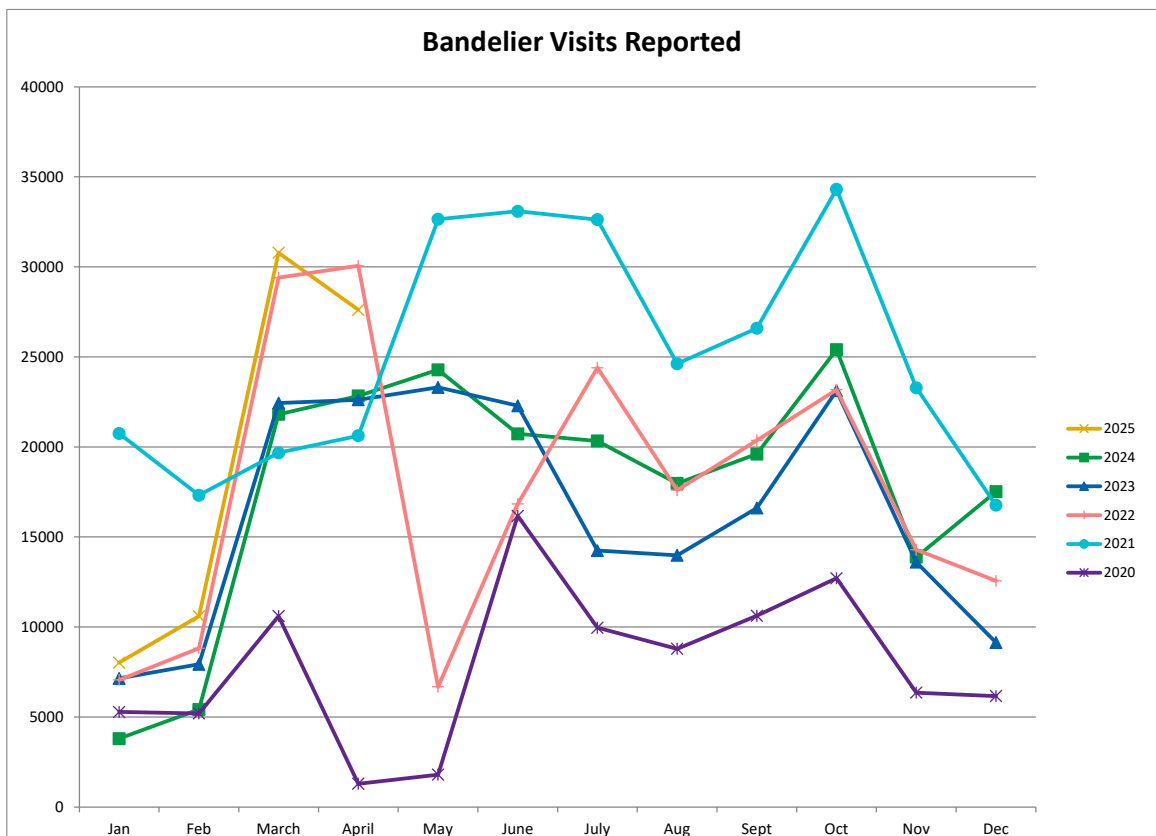
645

- ~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.~



Nature Center April 2025

4,556



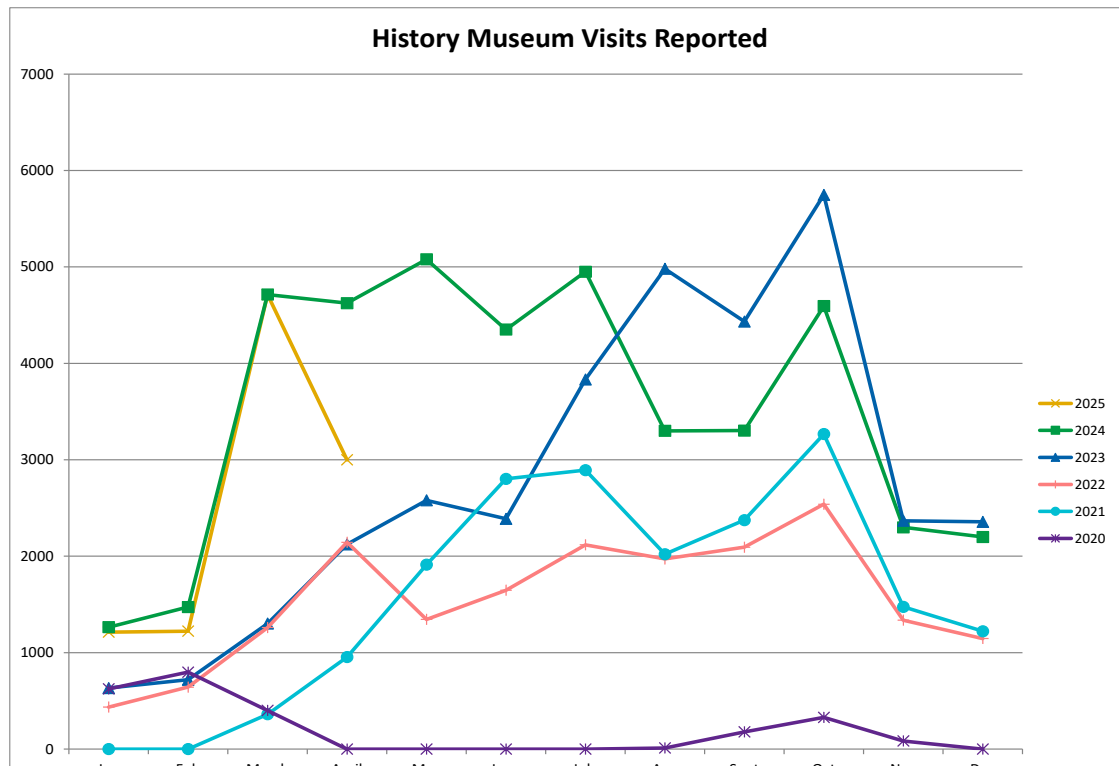
Bandelier National Monument April 2025 27,615

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

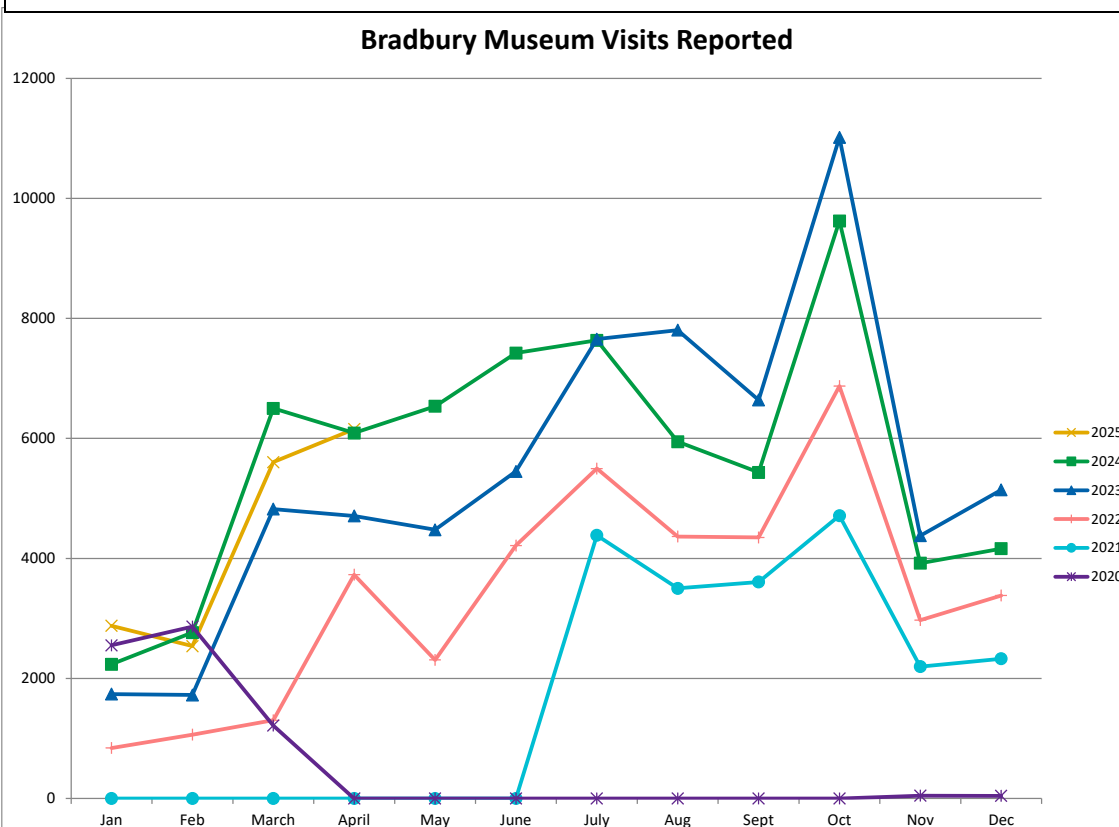
Cerro Pelado Fire Closed BNM April 2022-May 2022~

475 20th St. Suite A, Los Alamos, NM 87544
505-662-8105 (fax) 505-662-0099 lavc@losalamos.org

ATTACHMENT B

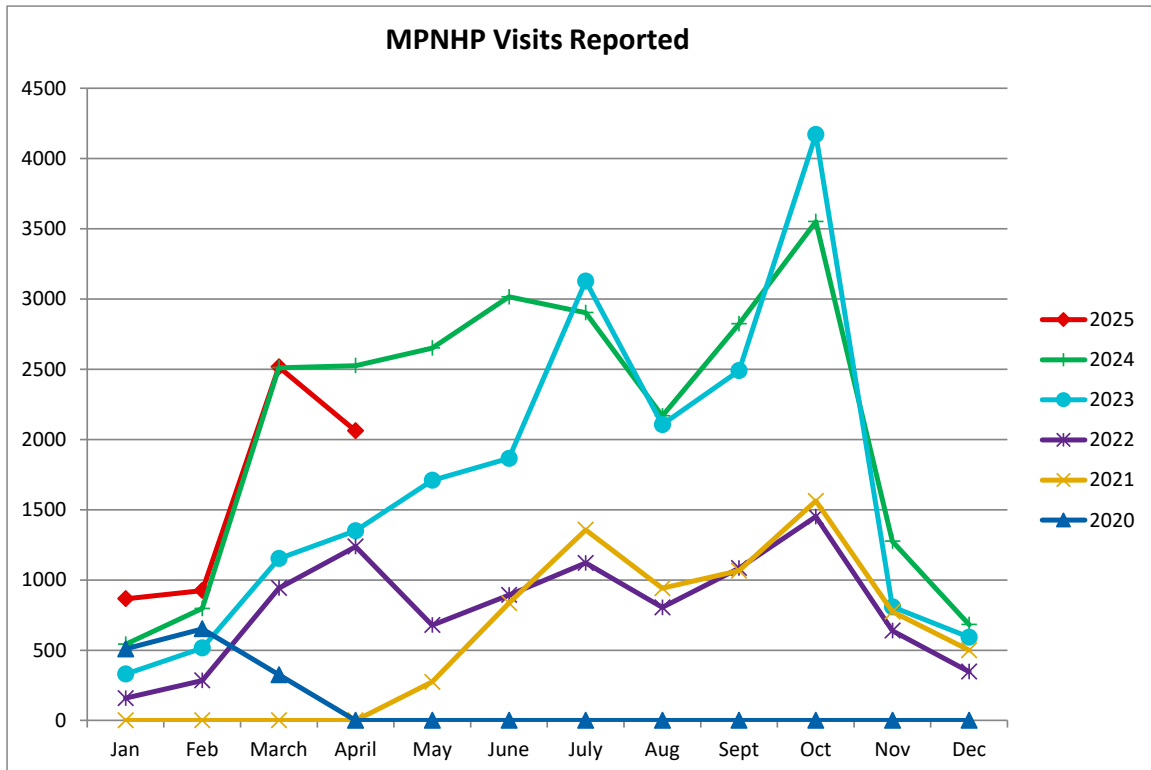


History Museum April 2025 3,000



Bradbury Science Museum April 2025 6,155

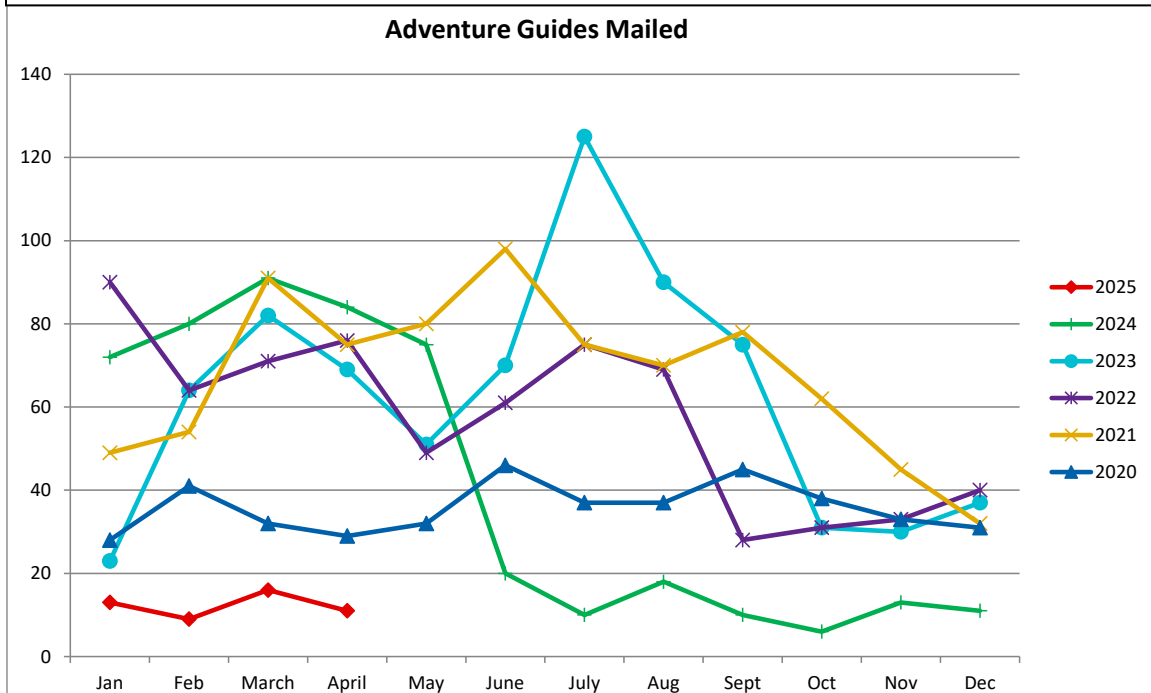
~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower



Manhattan Project National Historical Park April 2025 2,062

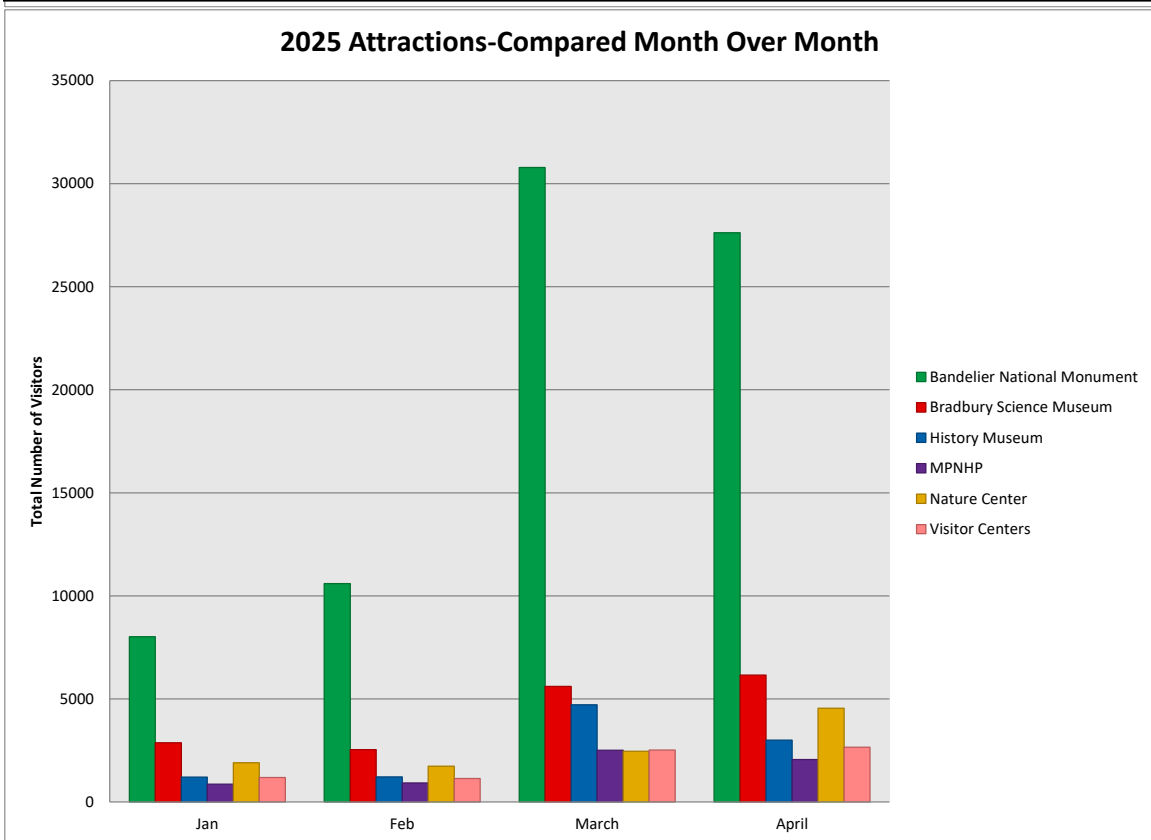
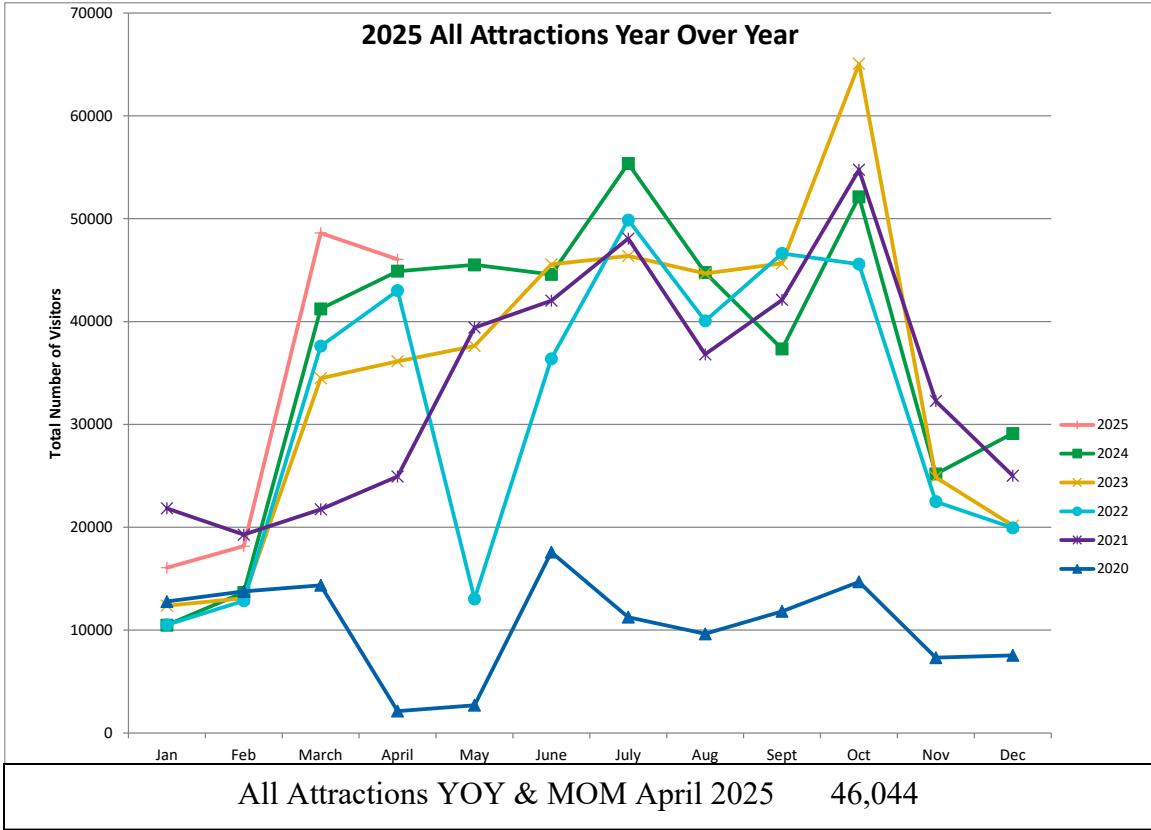
~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19

MPNHP reopened Memorial Weekend 2021~



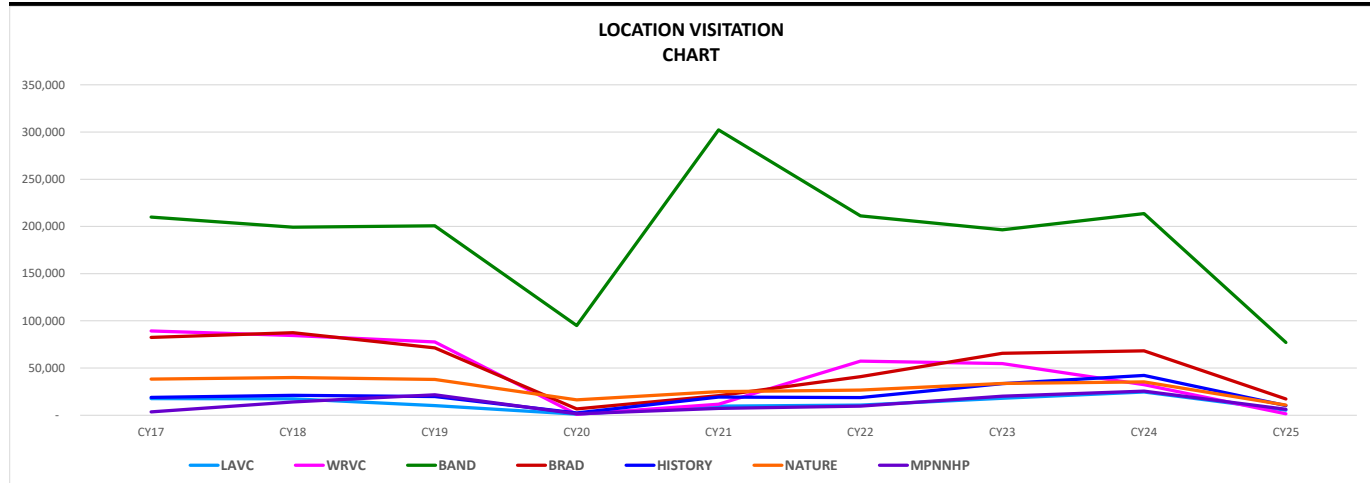
Adventure Guides Mailed Out April 2025 11

Year	2025	2024	2023	2022	2021
Total Mailed Guides	49	490	747	687	809



Attractions by Calendar Year January 2015 – April 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	5,335
WRVC	89,225	84,531	77,669	1,010	11,648	57,221	54,684	32,403	1,553
BAND	209,981	199,281	200,741	94,948	302,295	211,241	196,432	213,595	77,025
BRAD	82,492	87,471	71,372	6,722	20,735	40,902	65,561	68,269	17,176
HISTORY	18,895	21,056	19,750	2,426	19,281	18,682	33,465	42,151	10,150
NATURE	38,245	39,939	37,839	16,370	24,941	26,648	33,678	35,350	10,657
MPNNHP	3,449	14,161	21,679	1,486	7,310	9,643	20,220	25,448	6,370



April Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 100 copies of the guides available in storage.
- Event material in kiosks and the displays 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 **28** 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 April.

- 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 April. The large display featured the Los Alamos Nature Center with Earth Day.
- In April, 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.
 - 60 Welcome Bags – LDS Church Youth Group

Adventure Guides Mailed Out April 2025:

11 www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

April 2025

Total of **47** 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 – 44 Responses

✓ *What is your age?*

- | | |
|------------|----|
| • Under 18 | 2 |
| • 18-24 | 1 |
| • 25-34 | 4 |
| • 35-44 | 3 |
| • 45-54 | 5 |
| • 55-64 | 11 |
| • 65+ | 18 |

✓ *Where are you staying?*

- | | |
|------------------------------------|----|
| • this is a day trip from home | 2 |
| • this is a road trip | 10 |
| • lodging in Albuquerque, NM | 0 |
| • lodging in Los Alamos/White Rock | 2 |
| • lodging in Santa Fe, NM | 28 |
| • lodging in Taos, Abiqui | 2 |

✓ *How did you hear about Los Alamos?*

- Family/Friends 10
- School/History Education 26
- Business 1
- Film 11
- Online/Media 12
- Local Event 2

✓ *What brought you to Los Alamos?*

- To visit friends/family 3
- To work 2
- To attend a special event or conference 3
- To learn more about the Manhattan Project/Oppenheimer 30
- To visit Bandelier National Monument 19
- To visit the Valles Calcedera National Preserve 8
- To visit the Manhattan Project National Historical Park 29
- To visit the Bradbury Science Museum 10
- To visit the Los Alamos History Museum 19
- To visit the PEEC Nature Center 3
- To discover new outdoor activities/scenery (hiking,biking,skiing) 4
- To enjoy some local shopping/food/drink 4

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

- Very positive 38
- Somewhat positive 4
- Neutral 2
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 3 Responses

✓ *What is your age?*

- Under 18 0
- 18-24 0
- 25-34 0
- 35-44 0
- 45-54 0
- 55-64 0
- 65+ 3

✓ *Where are you staying?*

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

✓ *How did you hear about Los Alamos?*

- Family/Friends 1
- School/History Education 2
- Business 0
- Film 0
- Online/Media 1
- Local Event 0

✓ *What brought you to Los Alamos?*

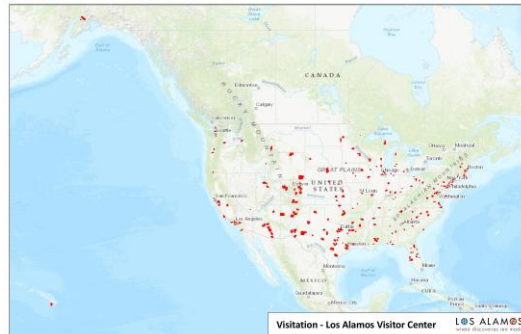
- To visit friends/family 0
- To work 0
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 1
- To visit Bandelier National Monument 1
- To visit the Valles Caledera National Preserve 0
- To visit the Manhattan Project National Historical Park 0
- To visit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

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

- Very positive 3
- 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 the following states:

- Colorado – 5
- Minnesota – 4
- New York – 3
- Missouri – 3
- Texas – 3



Los Alamos Visitor Center



White Rock Visitor Center

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

- Belgium
- Canada
- Chad
- Costa Rica
- Denmark

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

- Smith Lake

- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Wonderful
- Beautiful city
- Your volunteer Jutta was fantastic
- Thank you
- Nice city
- Very interesting
- I like the pond
- Keep funding the NATIONAL PARKS

- Very nice
- Beautiful area! We will be back! Linda was very 👍
- Thank you
- Just browsing

White Rock Visitor Center Comments:

- The volunteers greeting us here at the center were great.
- Visitor center is very nice and the lady working here is so friendly and helpful.