



DISCOVER LOS ALAMOS

2025 TOURISM DATA REPORT

Summary:

Current collection of visitor statistics collected from the New Mexico Tourism Department and New Mexico Hospitality Association

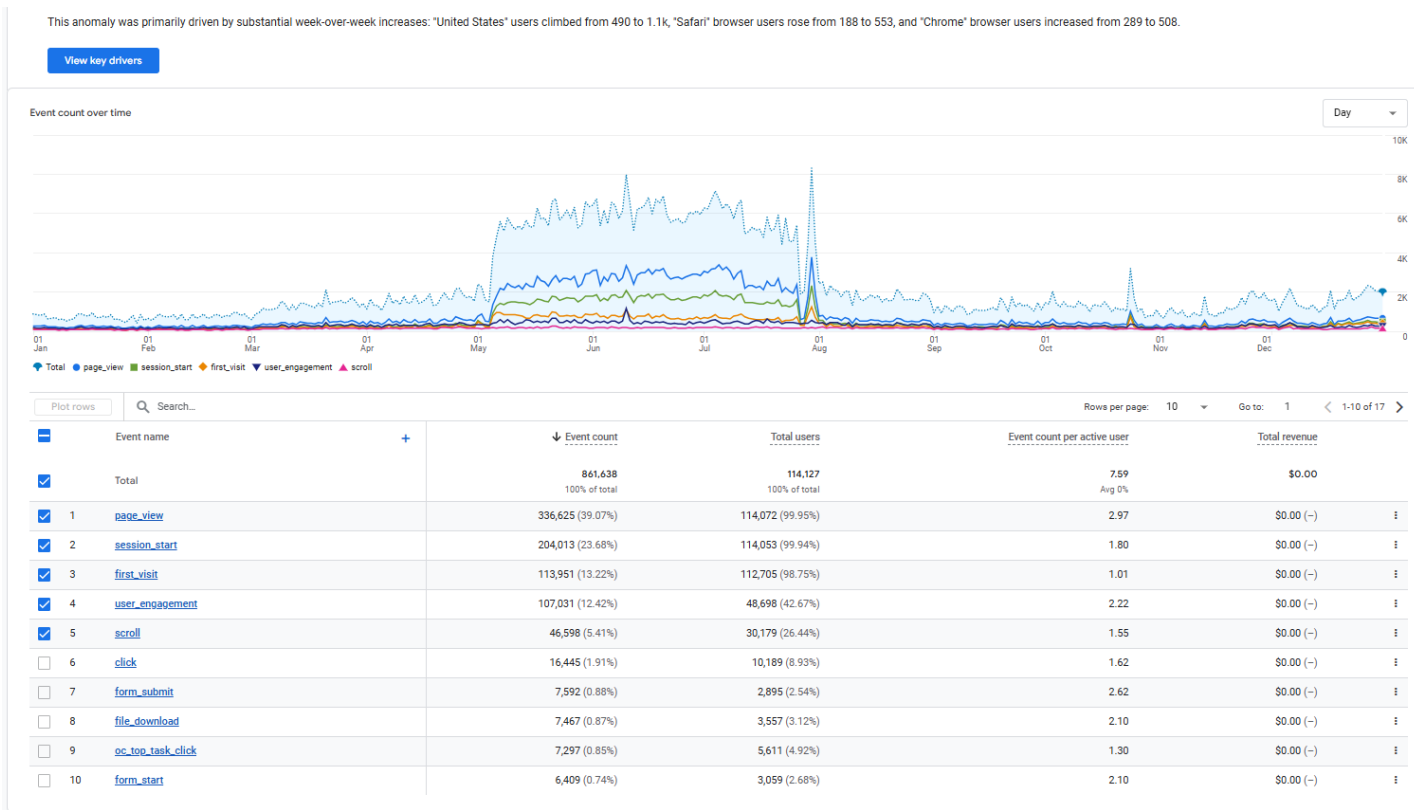
- New Mexico Tourism Department – Economic Impact of Tourism
 - Los Alamos Direct Visitor Spending
 - 2024 – \$41.5M
 - Lodging | \$15.2M
 - Food & Beverage | \$9.4M
 - Retail | \$8.8M
 - Transportation | \$4.2M
 - Recreation | \$3.9M
 - Up 2.0% from 2023
 - Los Alamos Economic Impact of Tourism – Local Taxes
 - 2024 – \$6.3M | Total S&L Taxes
 - \$113.7K | Approx. Direct Daily Spending by Visitors
 - \$35.1M | Labor Income
 - \$6.3M | State & Local Taxes
 - \$6.1M | Federal Taxes
 - 3.9% | Tourism Share of County Employment
 - Los Alamos County Share of NM Tourism Real *GSP
 - 2024 – 0.46%
- New Mexico Hospitality Association – N/A

Current collection of visitor statistics collected from both the Los Alamos and White Rock Visitor Center for 2025

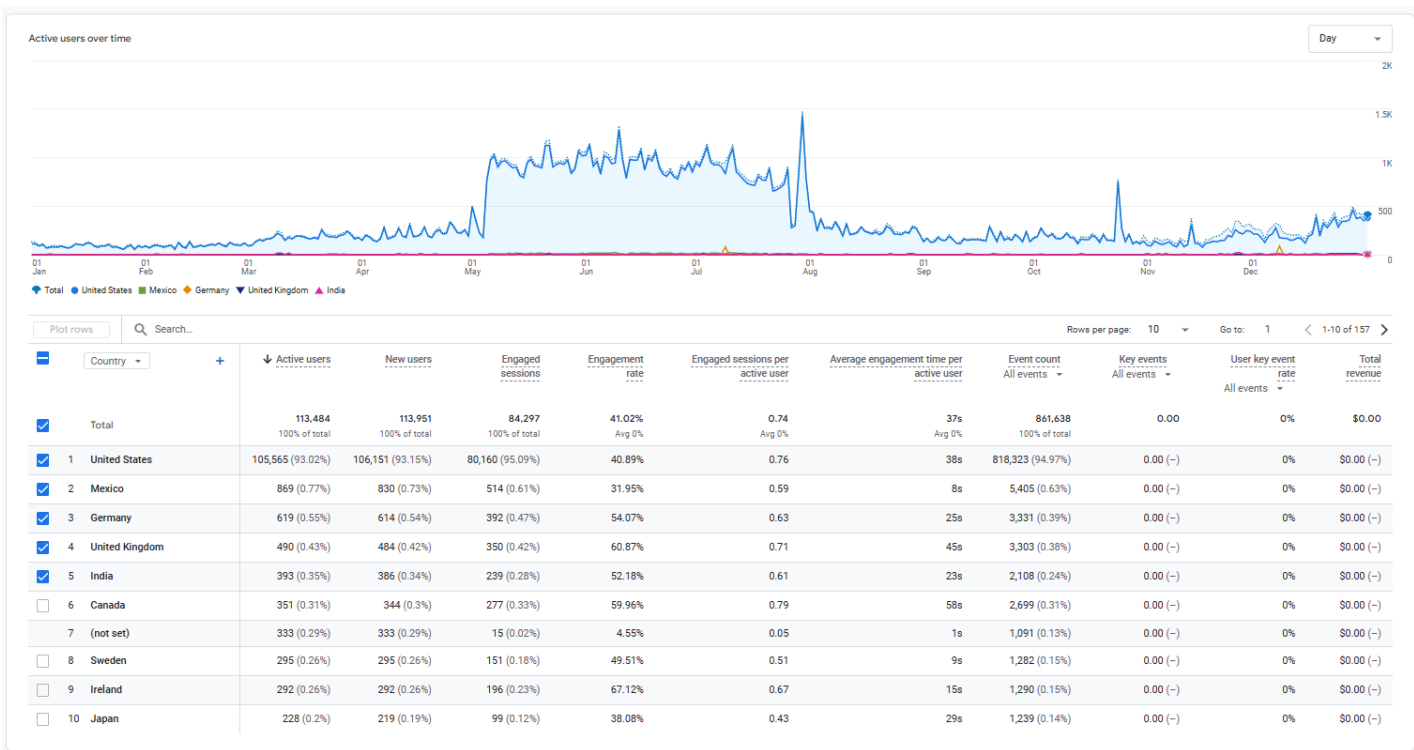
- (i.) Visitor Inquires –
 - In Person: 20,657
 - Telephone: 952
 - Internet: 117
- (ii.) Visitor Information –
 - Groups
 - N/A
 - Residence
 - Texas

- California
 - Colorado
 - Arizona
 - Florida
- Reason for Visiting –
 - Visit Family/Friends: 22%
 - Work: 9%
 - Event/Conference: 4%
 - Learn about Manhattan Project: 66%
 - Visit Bandelier National Monument: 88%
 - Visit Valles Caldera National Preserve: 33%
 - Visit MAPR: 76%
 - Visit Bradbury Science Museum: 49%
 - Visit Los Alamos History Museum: 50%
 - Visit Los Alamos Nature Center: 15%
 - Outdoor Recreation: 24%
 - Local Shopping/Dining: 20%
- Media used for Planning Trip
 - Question not on survey
- First Time Visitor
 - Question not on survey
- Transportation – Data from NM Tourism Dept.
 - Own Car – 70.6%
 - Rental Car – 16.4%
 - Camper/RV – 11.5%
 - Bus – 8.8%
 - Motorcycle – 7.2%
- (iii.) Internet Activity –
 - Google Analytics – www.visitlosalamos.org

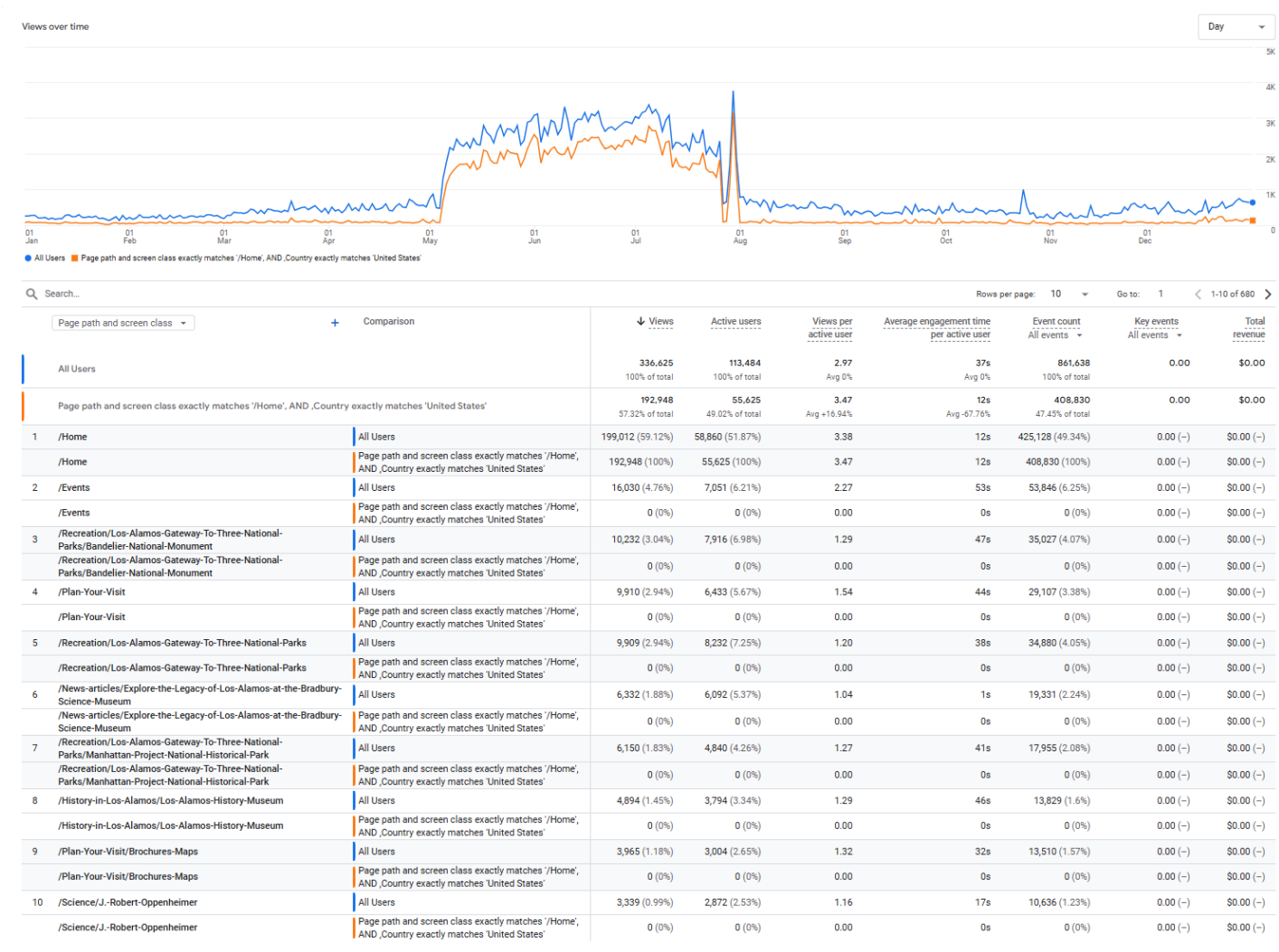
Event Count:



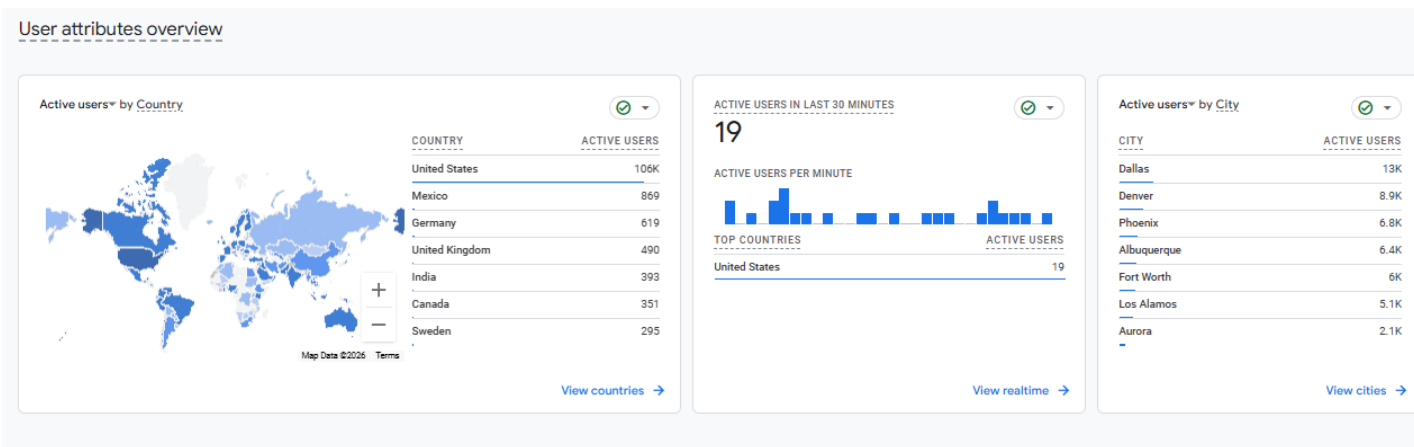
Active & New Users:



Pages Viewed:

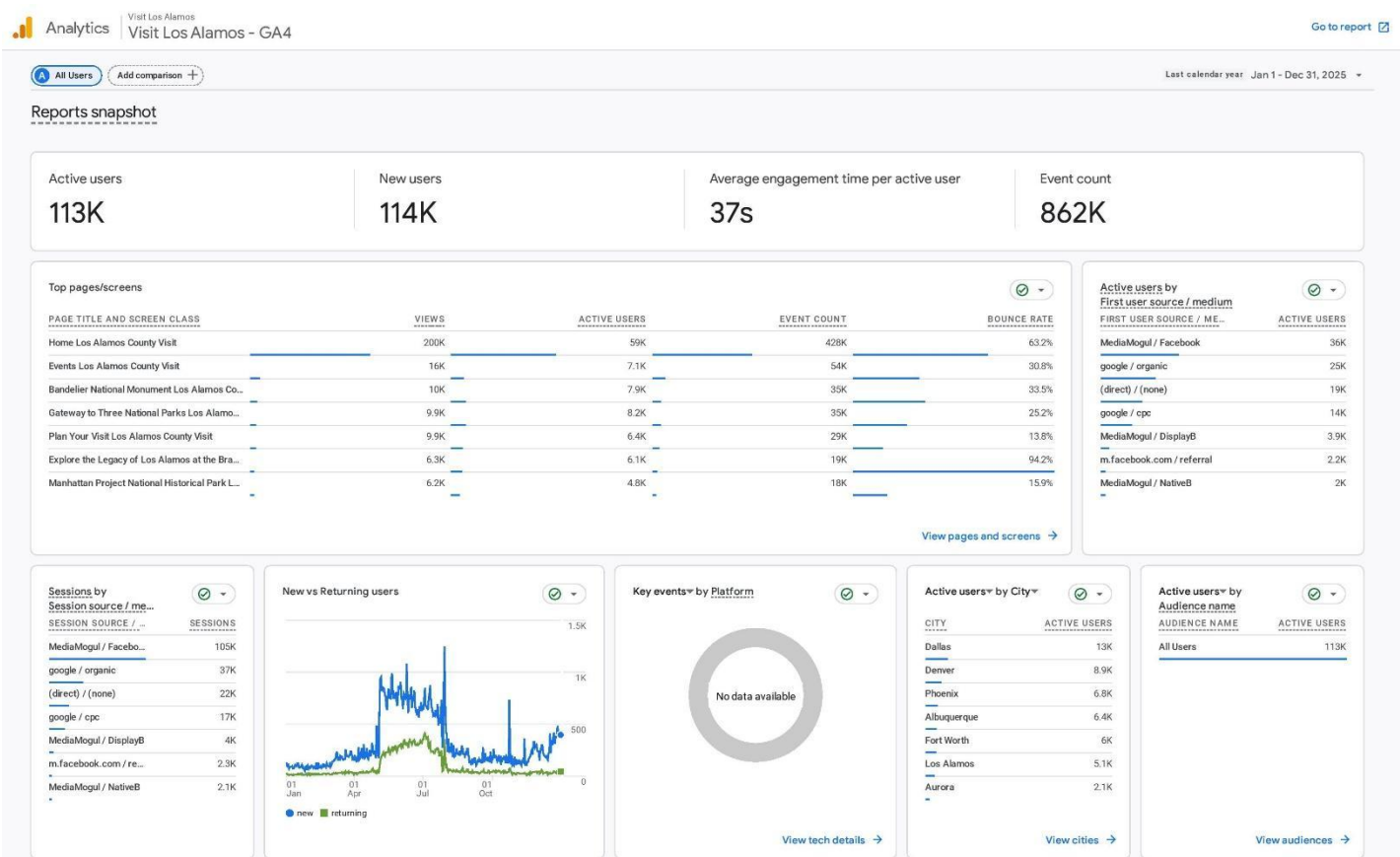


User Attributes Overview:





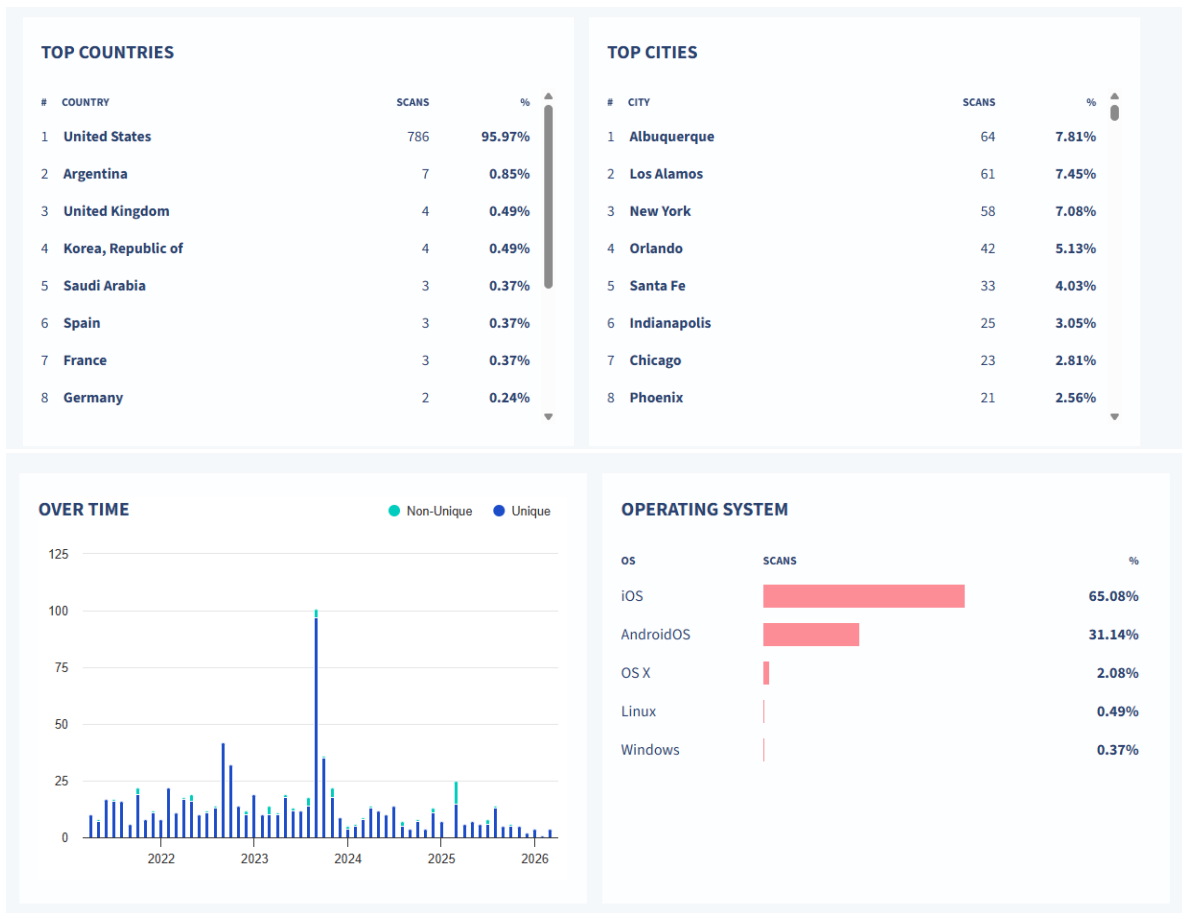
Report Snapshot:



- (iv.) Adventure Guides Distributed –
 - Statewide – Visitor Centers: 25 boxes (200 copies) – 5000 copies approx.
 - Santa Fe Brochure Distribution: 45 boxes (200 copies) – 9000 copies approx.
 - Individual Requests: 117

- (v.) Visitor Numbers from Local Attractions –
 - Los Alamos History Museum: 35,088
 - Los Alamos Nature Center: 36,884
 - Pajarito Mountain: N/A
 - Bradbury Science Museum: 64,955
 - Manhattan Project National Historical Park: 19,487
 - Valles Caldera National Preserve: 84,952
 - Bandelier National Monument: 247,642
 - Los Alamos County Recreation Facilities (totals do not differ from locals vs. visitors)
 - Aquatic Center: 76,413
 - Ice Rink: 71,225
 - Golf Course (Rounds of Golf): 7,039

- www.discoverlosalamos.com - Relocation Guide Website Analytics*



Section I: What the Data Says

Historically, October sees the highest visitation to Los Alamos. This bump is linked to Balloon Fiesta, other fall events, and cooler weather. July is the second-highest month, and spring breaks in March account for the third-highest number. We need to either capitalize on those high-visitation months by offering more activities and experiences that will encourage visitors to stay longer, or we need to try to increase visitation at other times of year.

The *Oppenheimer* film bump continues. Even if interest in the film itself has fallen off a bit, an overwhelming majority of visitors express interest in the Manhattan Project and World War II history.

About 20% of visitors say they are interested in local shopping and dining. More could be done to make this sector more appealing to visitors, with dynamic food and retail photos.

Section II: Growth Areas

With the installation of the Jemez Mountain Fire Protection Project, there is significant potential to increase winter visitation not only to Pajarito Mountain but other winter attractions including around the ice-hockey tournaments that occur from December to February. LAC has already invested significant money into the ice rink by installing a chiller and a shade structure. New signage, including interpretive signs, would be a bonus and would put the rink on a driving tour of the County. For those interested in skiing and snowshoeing, perhaps Los Alamos County could offer trips to Valles Caldera National Preserve through the visitor centers.

In the Ambassador training, we talk about different types of visitors (tourists, visitors to family, friends, or the Lab, summer students and other short-term residents). We could make a bigger effort to create experiences for the non-tourist visitor that would encourage them to visit local attractions and spend more time downtown; promoting the library's Newcomer Tour to a greater extent.

Film and other historical bus/shuttle tours are another potential activity. In addition to the self-guided film walk offered in LAC's brochure, we could look at offering a bus tour of the town, the film studios nearby, film locations at Valles Caldera, and perhaps even those at Ghost Ranch. This would require coordinating with other sites, of course. There are a few off-site tour groups to follow-up with, including Vigilante, Black Mesa tours and Passport to Pueblo Country.

About 20% of visitors say they are interested in local shopping and dining. How can we better promote those activities? Can we incentivize stores and restaurants to stay open later? To offer themed specials? How can we make our county's offerings more visible?

If 33% of visitors have come to see Valles Caldera, does there need to be better coordination between LAC and the park to get visitors to see both places? Is a kiosk a possibility there? It is worth prioritizing a regional transit system to better connect our parks, especially for the older visitors and in conjunction with the state/NM True?

The termination of the Bandelier shuttle service has caused a stark drop in visits to the White Rock Visitor Center. How can we bring those numbers back up? With an attraction outside that entices people to stop?

Tremendous potential exists to develop LAC as an outdoor-recreation hub.

*While not part of the contract, LACDC maintains the DiscoverLosAlamos.com website that complements VisitLosAlamos.org and also links back to respective VisitLosAlamos.org pages and provides a different level of engagement with newly relocated visitors and local attractions and resources. We will explore continued ways to drive more QR code scans of this website/magnets; coordinating with LANL New Hires team, local realtors and others.