



November 13, 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 August 2025.

Dear Ellyn,

Here is my tourism report for Los Alamos County August 2025. Overall visitation was a little lower than in previous years, but the Los Alamos Visitor Center was busy with visitors from all around the world.

Sincerely,

Melanie Peña

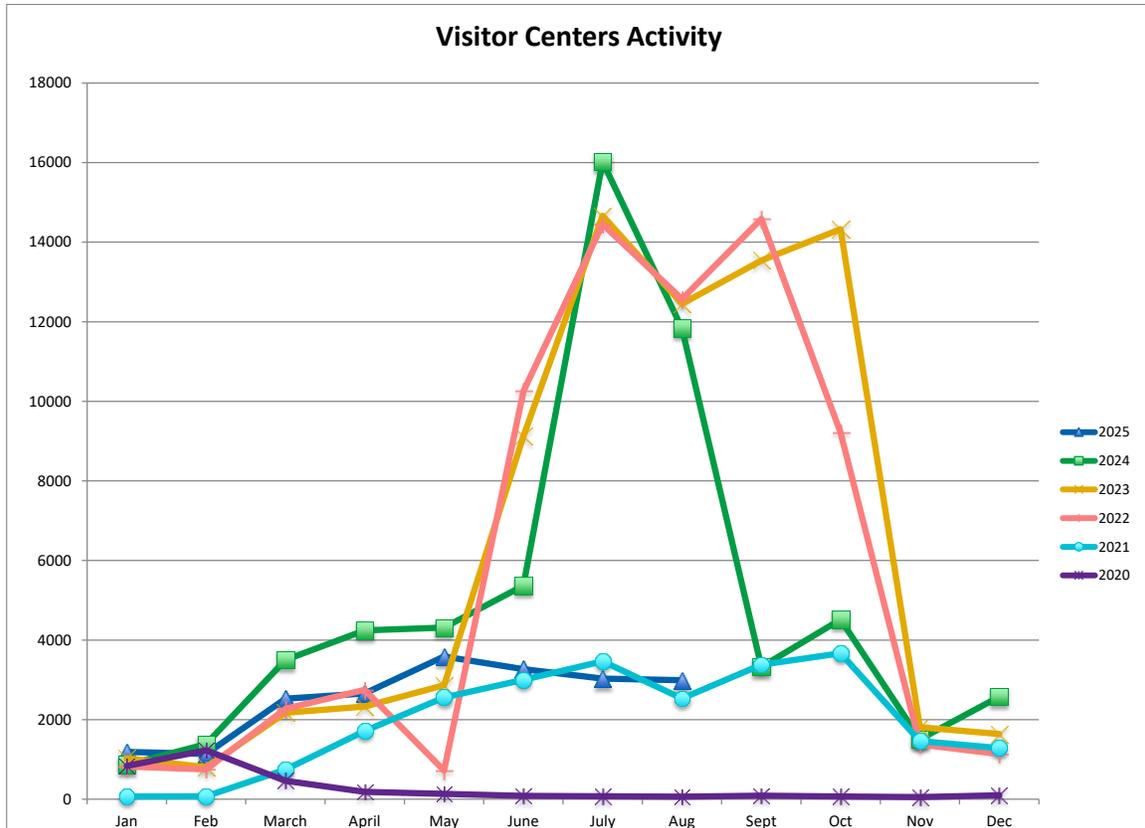
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

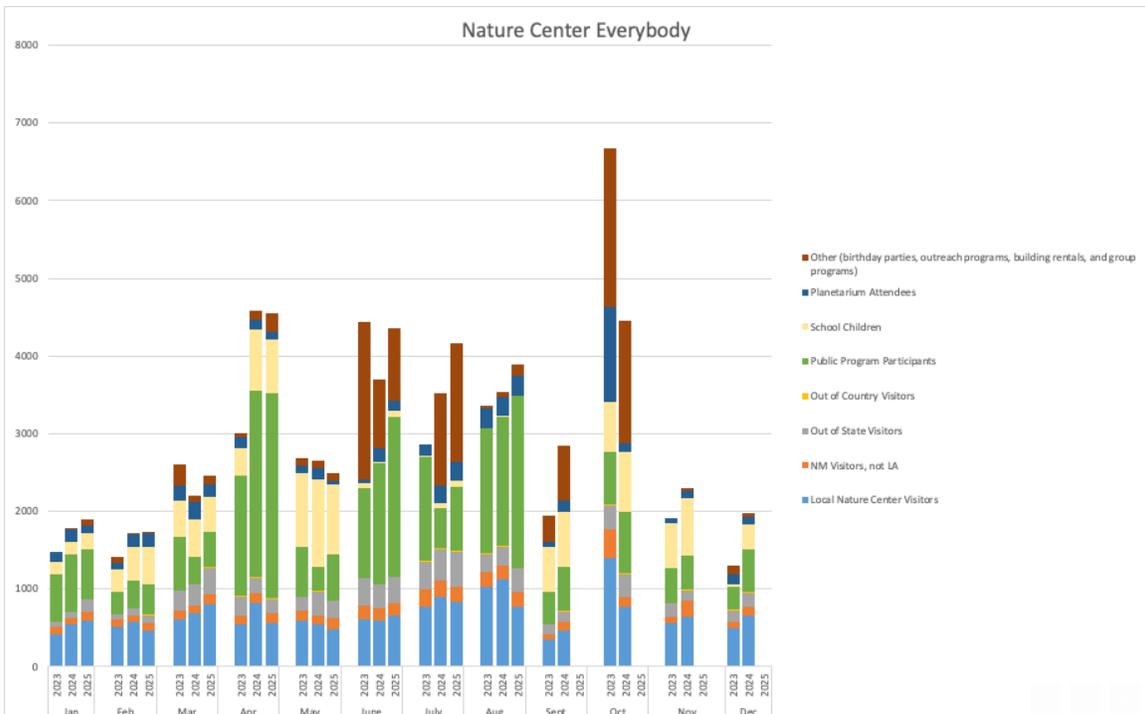
Monthly Tourism Report

August 2025

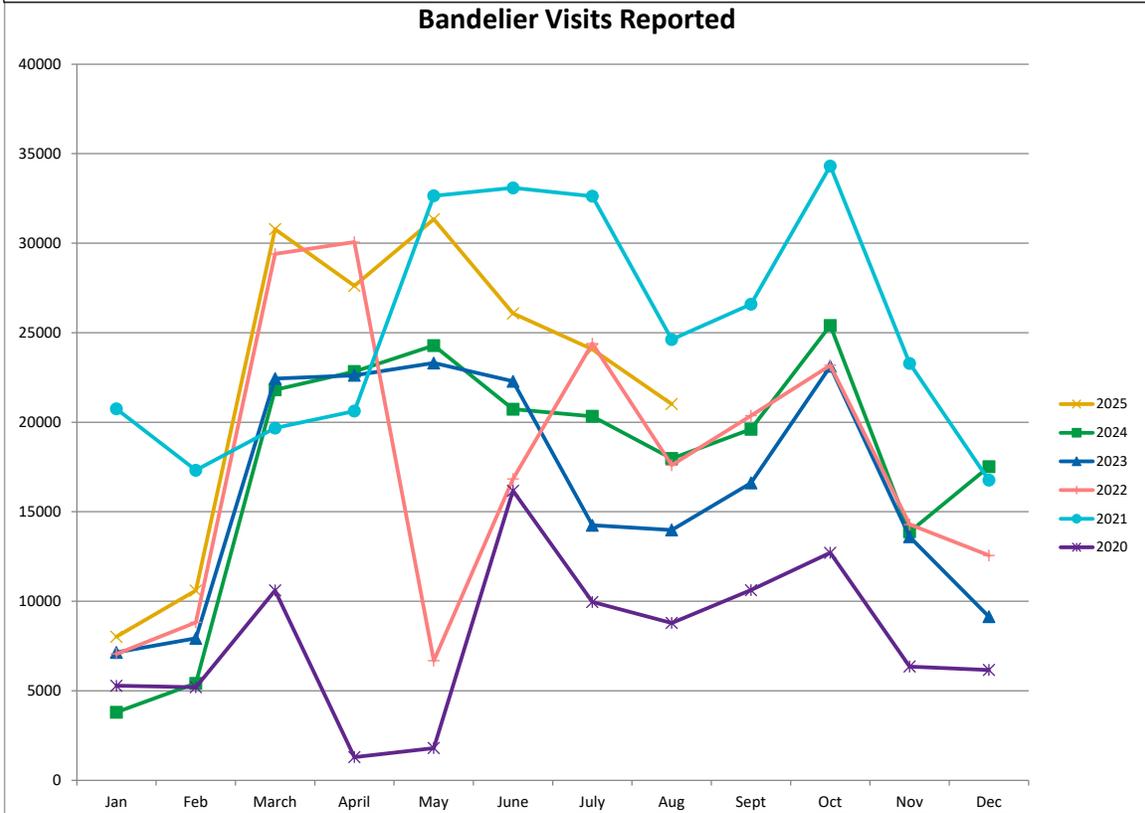


Los Alamos Visitor Center August 2025 1,844
 White Rock Visitor Center August 2025 871

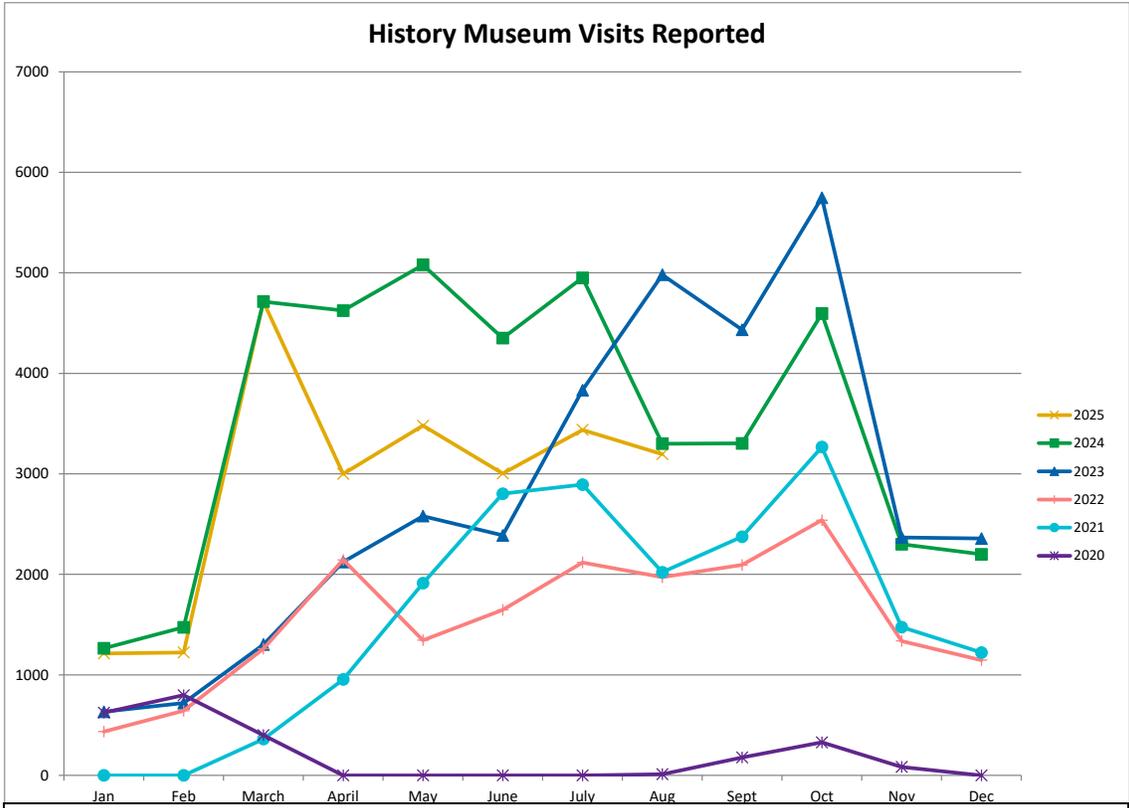
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~
 ~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~
 ~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los 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~



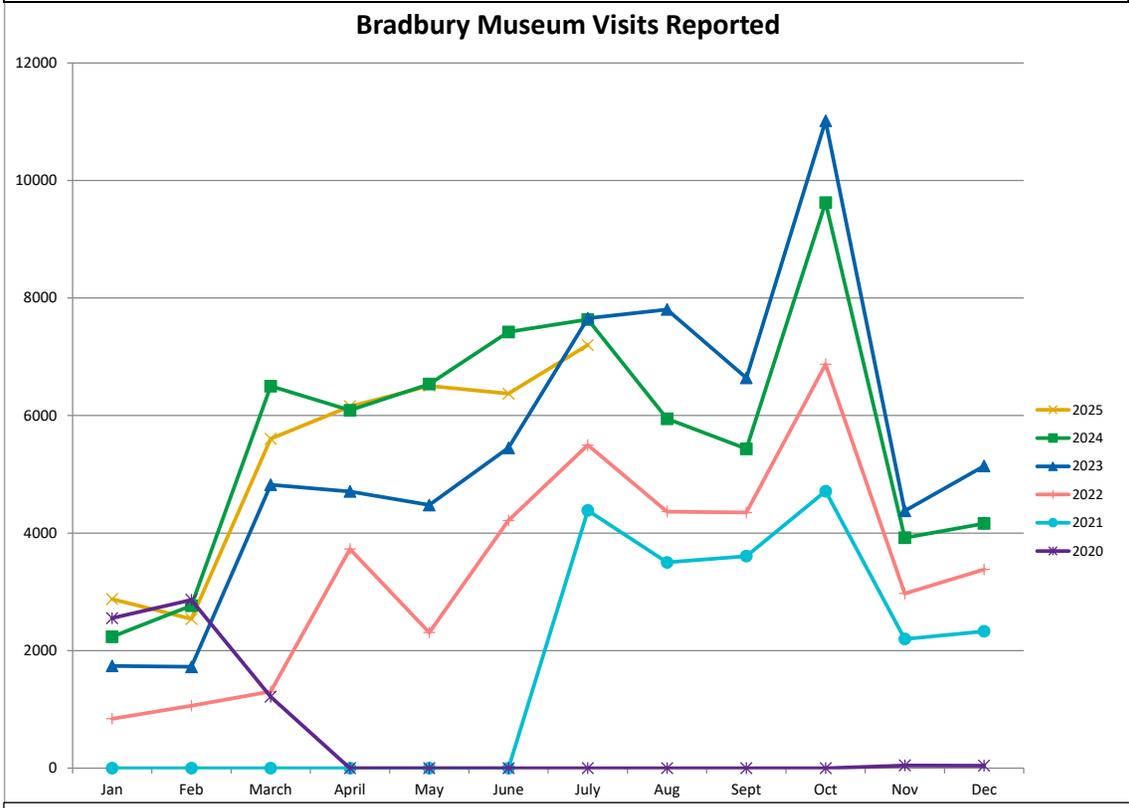
Nature Center August 2025 3,889



Bandelier National Monument August 2025 21,013
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19
 Cerro Pelado Fire Closed BNM April 2022-May 2022~

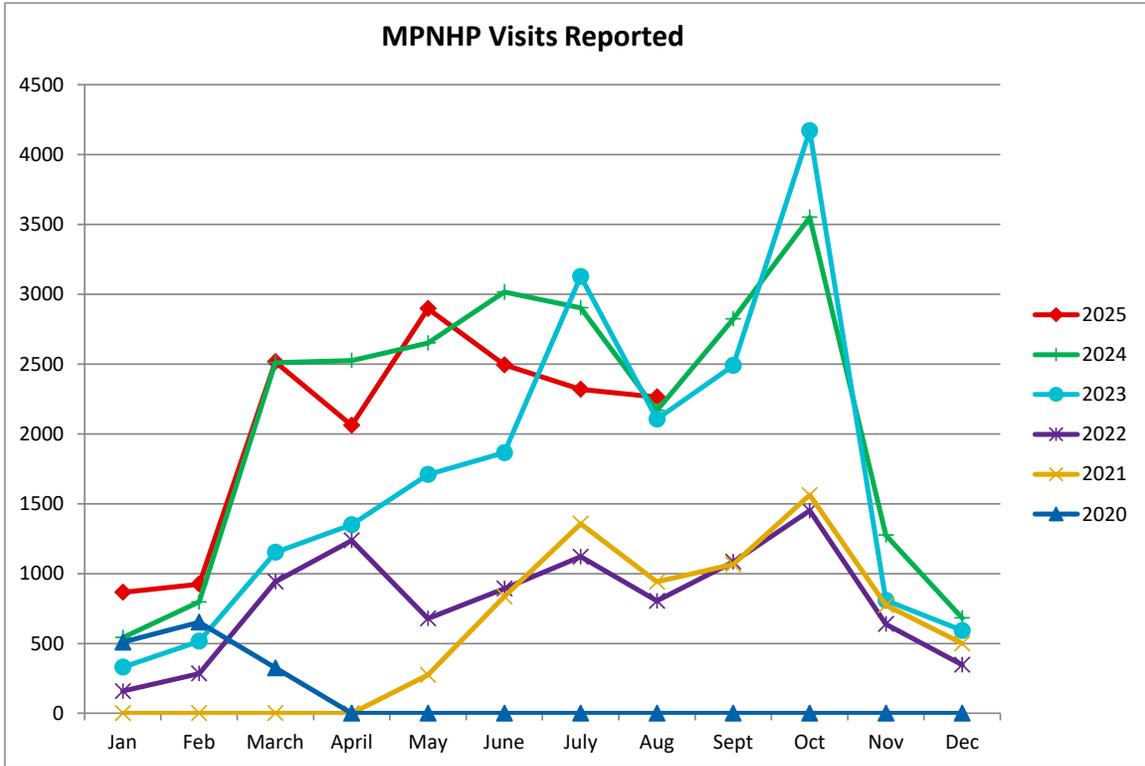


History Museum August 2025 3,196

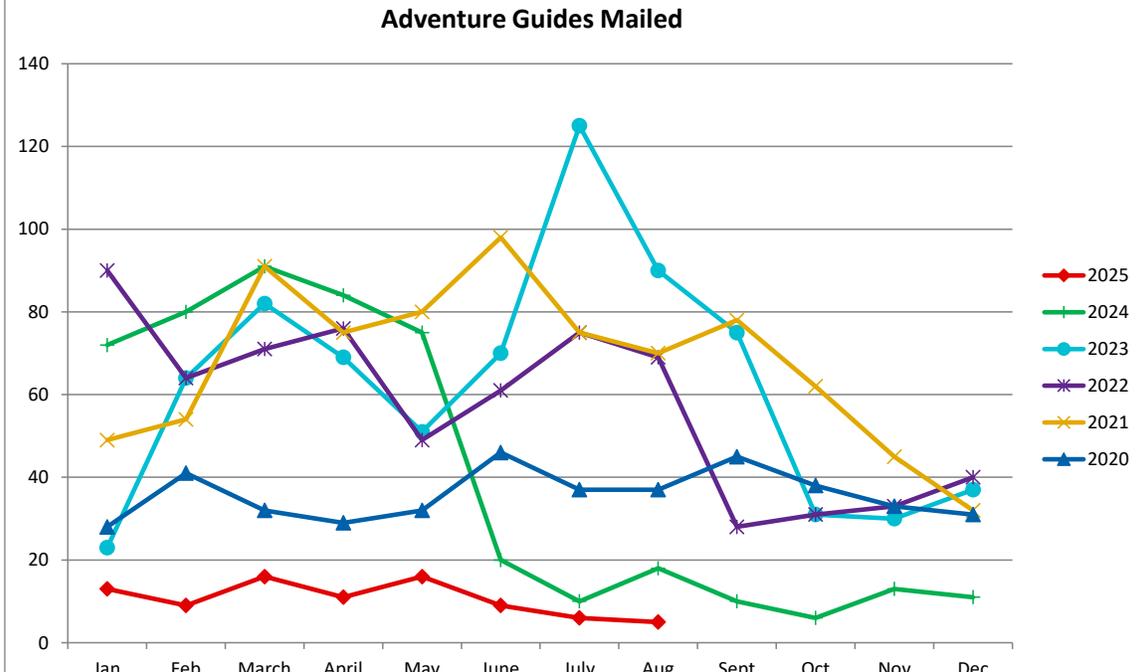


Bradbury Science Museum August 2025 5,963

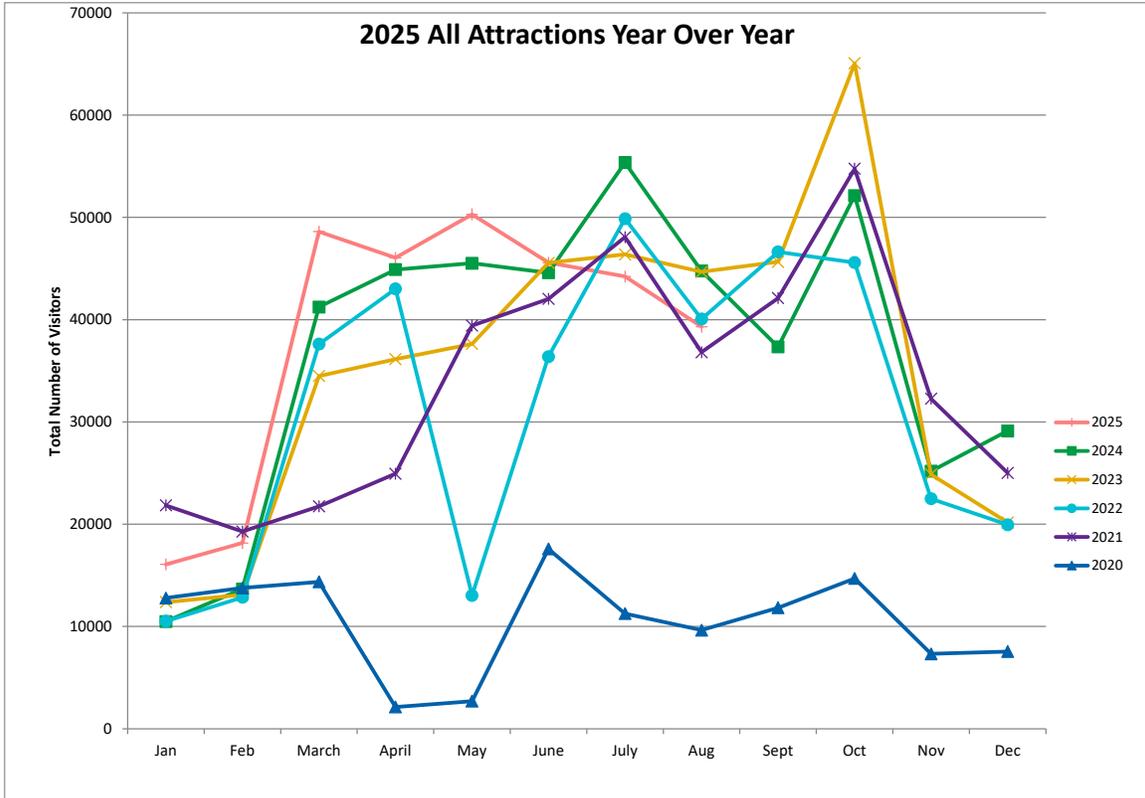
~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~



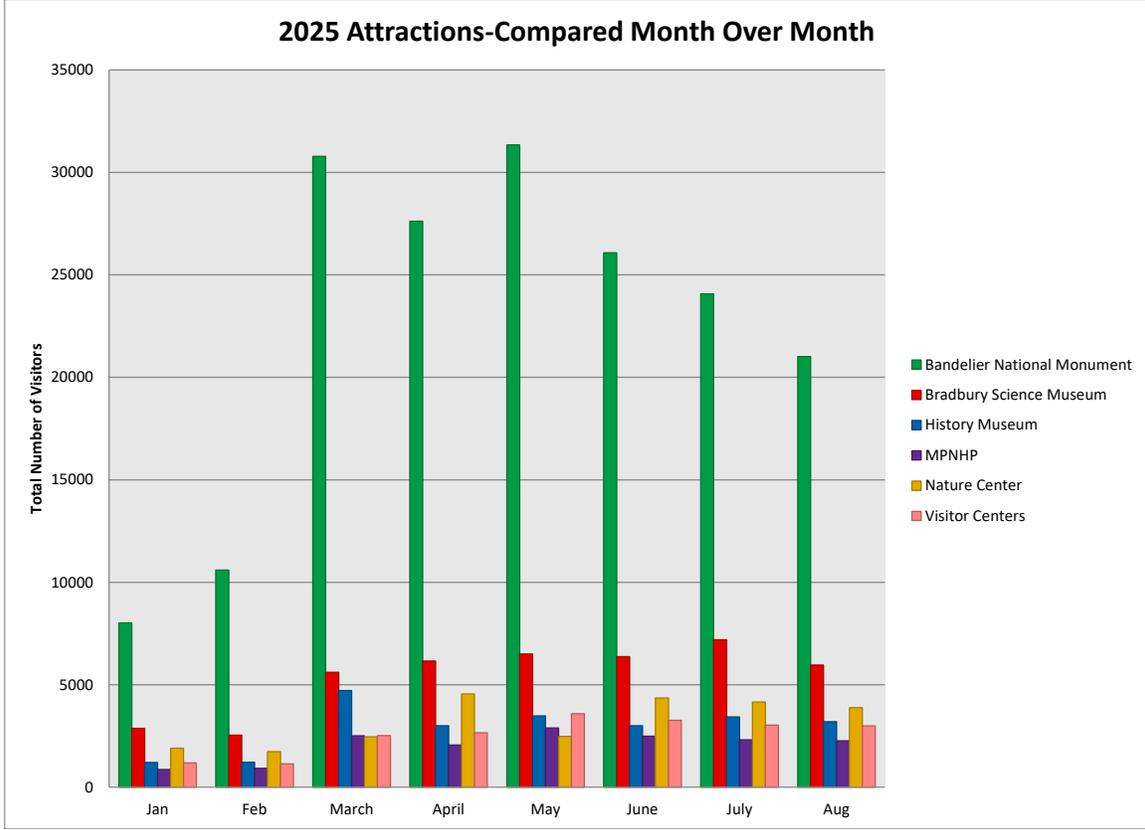
Manhattan Project National Historical Park August 2025 2,265
 ~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19
 MPNHP reopened Memorial Weekend 2021~



Adventure Guides Mailed Out August 2025 - 05							
Year	2025	2024	2023	2022	2021	2020	2019
Total Mailed Guides	85	490	747	687	809	429	836

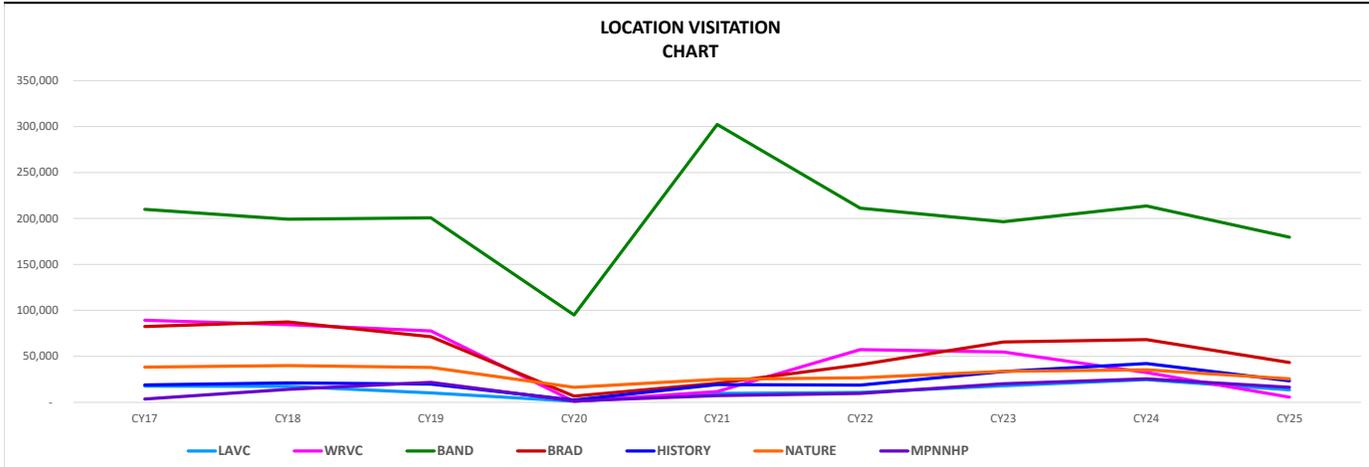


All Attractions YOY & MOM August 2025 39,315



Attractions by Calendar Year January 2015 – August 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	13,479
WRVC	89,225	84,531	77,669	1,010	11,648	57,221	54,684	32,403	5,646
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	43,217
HISTORY	18,895	21,056	19,750	2,426	19,281	18,682	33,465	42,151	23,268
NATURE	38,245	39,939	37,839	16,370	24,941	26,648	33,678	35,350	25,555
MPNNHP	3,449	14,161	21,679	1,486	7,310	9,643	20,220	25,448	16,347



August Narrative Comments:

- The new Los Alamos Adventure Guide’s has been delivered to DLA’s storage unit. There are approximately 300 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 **20** volunteer hours logged for the month of August.

- lodging in Santa Fe, NM 15
- lodging in Taos, Abiqui 1

✓ *How did you hear about Los Alamos?*

- Family/Friends 12
- School/History Education 18
- Business 4
- Film 2
- Online/Media 6
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 4
- To work 2
- To attend a special event or conference 3
- To learn more about the Manhattan Project/Oppenheimer 19
- To visit Bandelier National Monument 8
- To visit the Valles Caledera National Preserve 4
- To visit the Manhattan Project National Historical Park 15
- To visit the Bradbury Science Museum 10
- To visit the Los Alamos History Museum 14
- To visit the PEEC Nature Center 1
- To discover new outdoor activities/scenery (hiking,biking,skiing) 5
- To enjoy some local shopping/food/drink 5

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

- Very positive 30
- Somewhat positive 3
- Neutral 2
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 12 Responses

✓ *What is your age?*

- Under 18 0
- 18-24 0
- 25-34 0
- 35-44 0
- 45-54 1

- 55-64 5
- 65+ 6

✓ *Where are you staying?*

- this is a day trip from home 0
- this is a road trip 1
- lodging in Albuquerque, NM 0
- lodging in Los Alamos/White Rock 4
- lodging in Santa Fe, NM 5
- lodging in Taos, Abiqui 2

✓ *How did you hear about Los Alamos?*

- Family/Friends 4
- School/History Education 5
- Business 1
- Film 1
- Online/Media 0
- Local Event 1

✓ *What brought you to Los Alamos?*

- To visit friends/family 2
- To work 1
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 5
- To visit Bandelier National Monument 5
- To visit the Valles Caledera National Preserve 3
- To visit the Manhattan Project National Historical Park 4
- To visit the Bradbury Science Museum 3
- To visit the Los Alamos History Museum 1
- To visit the PEEC Nature Center 1
- To discover new outdoor activities/scenery (hiking,biking,skiing) 2
- To enjoy some local shopping/food/drink 2

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

- Very positive 9
- Somewhat positive 2
- Neutral 1
- Somewhat negative 0
- Very negative 0

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

- Texas – 7
- Florida – 5
- Arizona – 3
- Colorado – 3
- North Carolina – 3



Los Alamos Visitor Center



White Rock Visitor Center

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

- Germany
- Turkey

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

- Albuquerque
- Corrales
- Farmington
- Rio Rancho

✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Paulette was very knowledgeable and helpful with guiding us, thank you.
- This is such a wonderful location and the Bob is excellent
- Great
- Great place and welcoming staff!
- Glad you are here!
- First time visiting: Retired Disabled American Veteran:
- Nice

White Rock Visitor Center Comments:

- Thanks for welcoming us.
- Sorry to see it wasn't open on Tuesday August 12
- Ask questions about why we came to White Rock!!!
- The visitor center attendant was extremely knowledgeable
- Love the visitors center
- Magnificent views. Love the history.
- We love this area.