



July 2, 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 May 2025.

Dear Ellyn,

Here is my tourism report for the month of May 2025. The White Rock Visitor Center went into expanded summer hours on May 19th. There will be no Bandelier Summer Shuttles running out of the White Rock Visitor Center this year. This has made a huge impact on visitation to the White Rock Visitor Center and overall impacting visitation in Los Alamos County.

Sincerely,

Melanie Peña

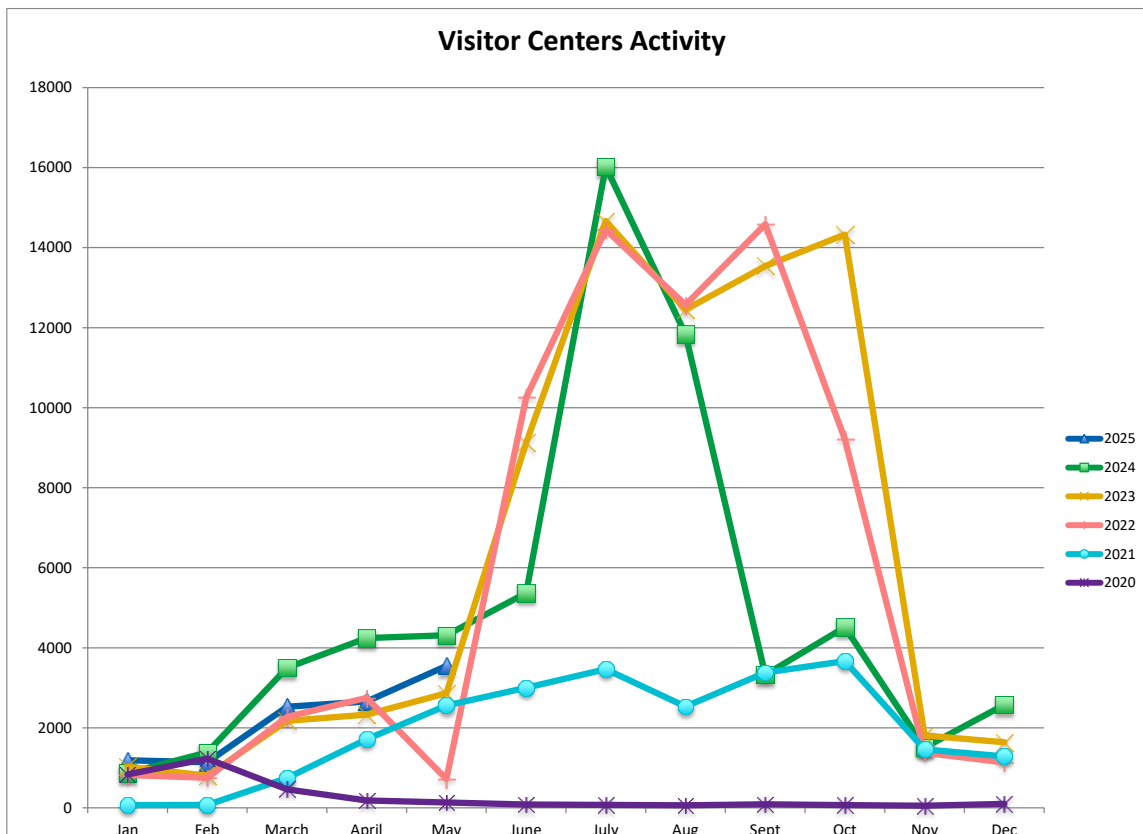
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

Monthly Tourism Report

May 2025



Los Alamos Visitor Center May 2025

2,293

White Rock Visitor Center May 2025

1,199

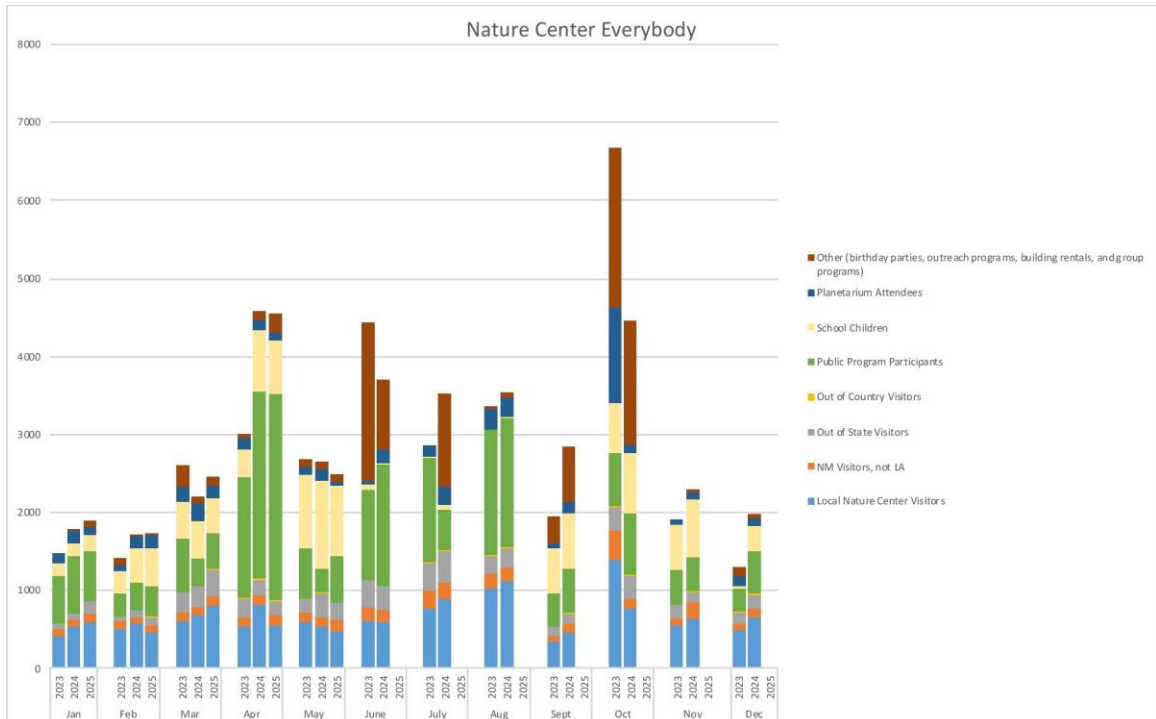
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~

~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. ~

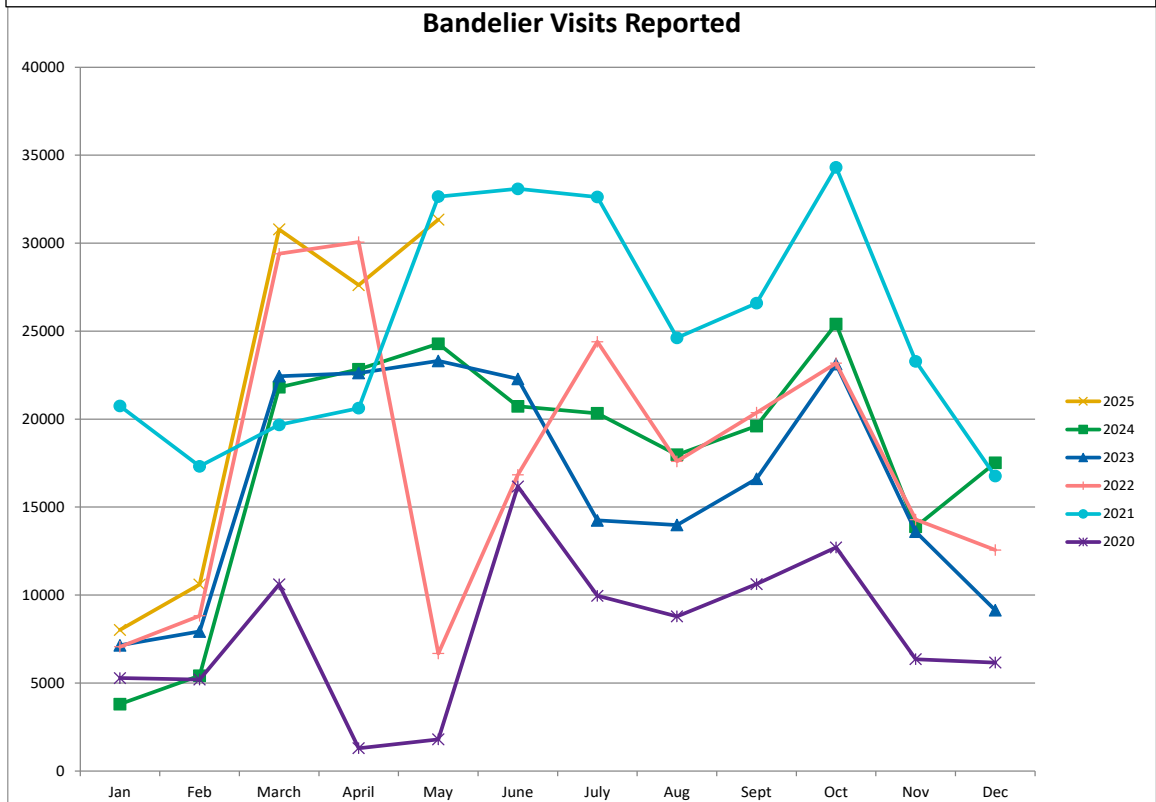
~Bandelier Shuttles started late June 2024, and shuttles ended August 29, 2024 months before the busy summer season ended. WRVC went back to winter hours.~

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



Nature Center May 2025

2,485

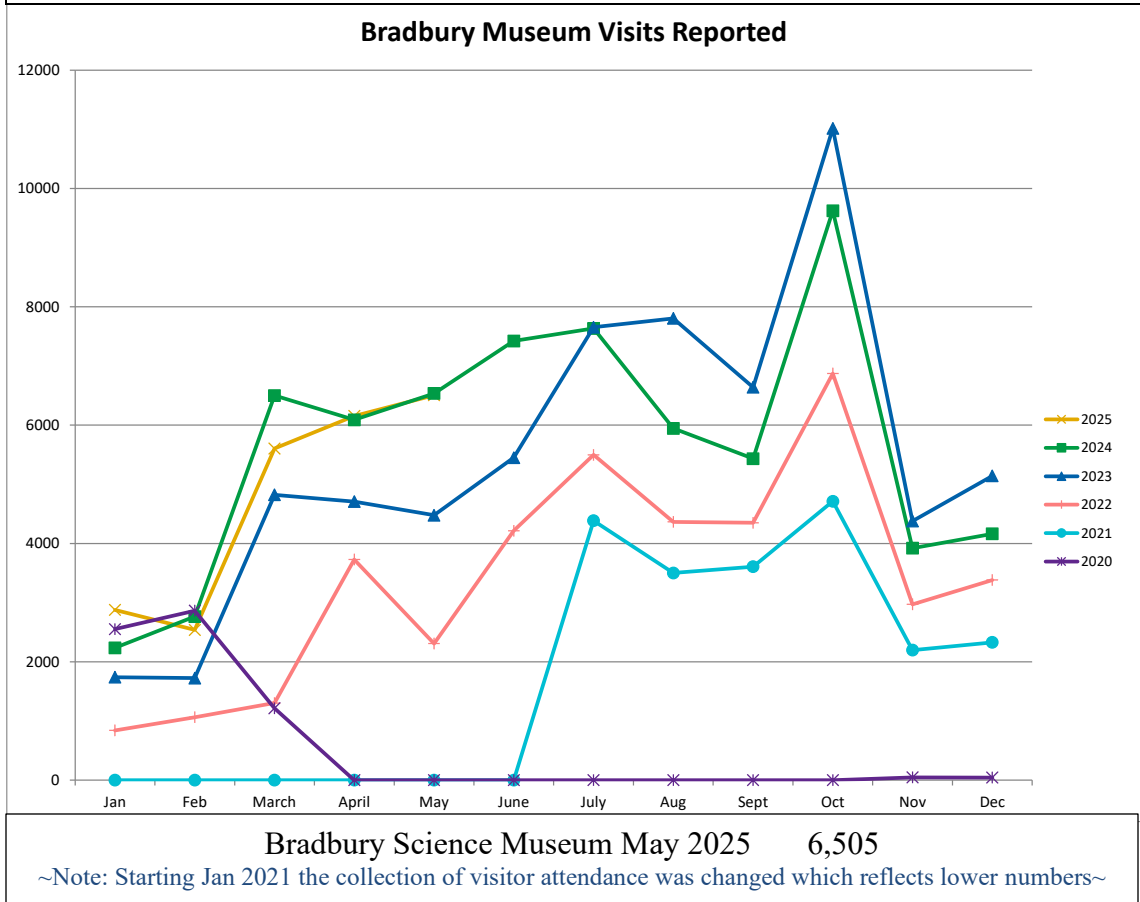
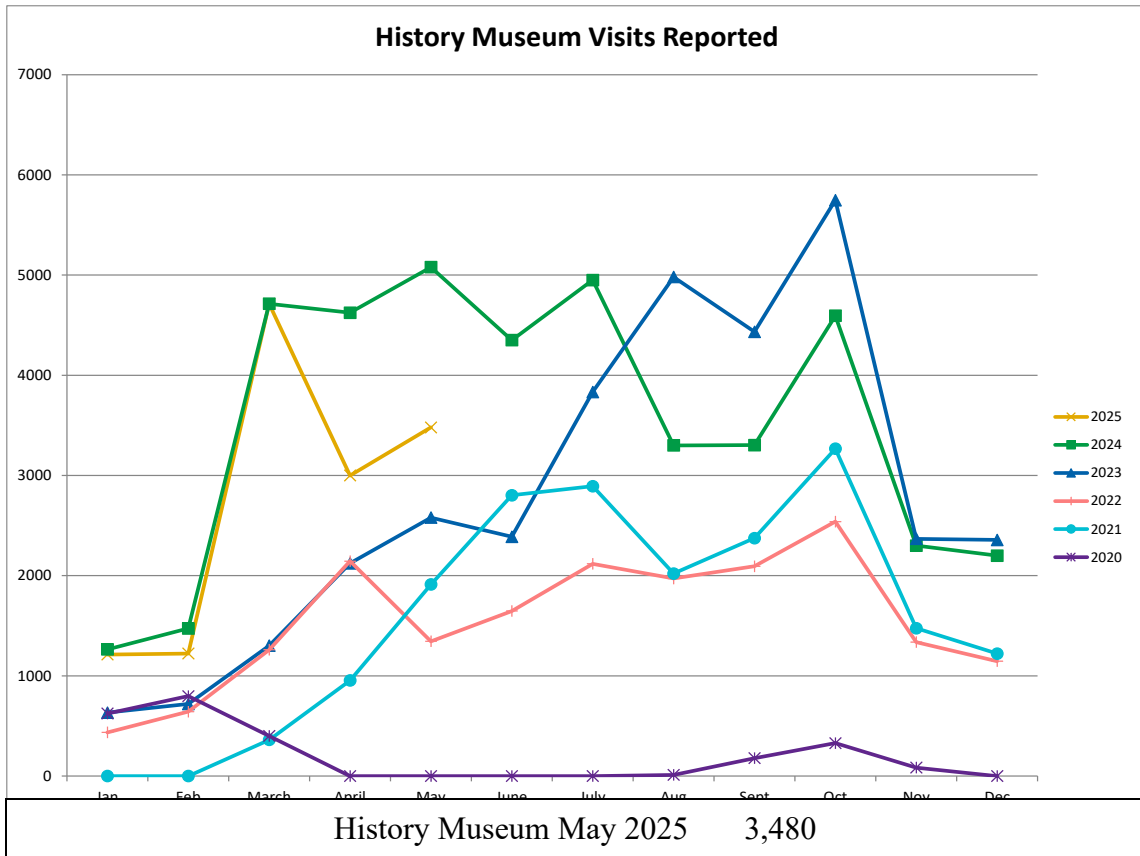


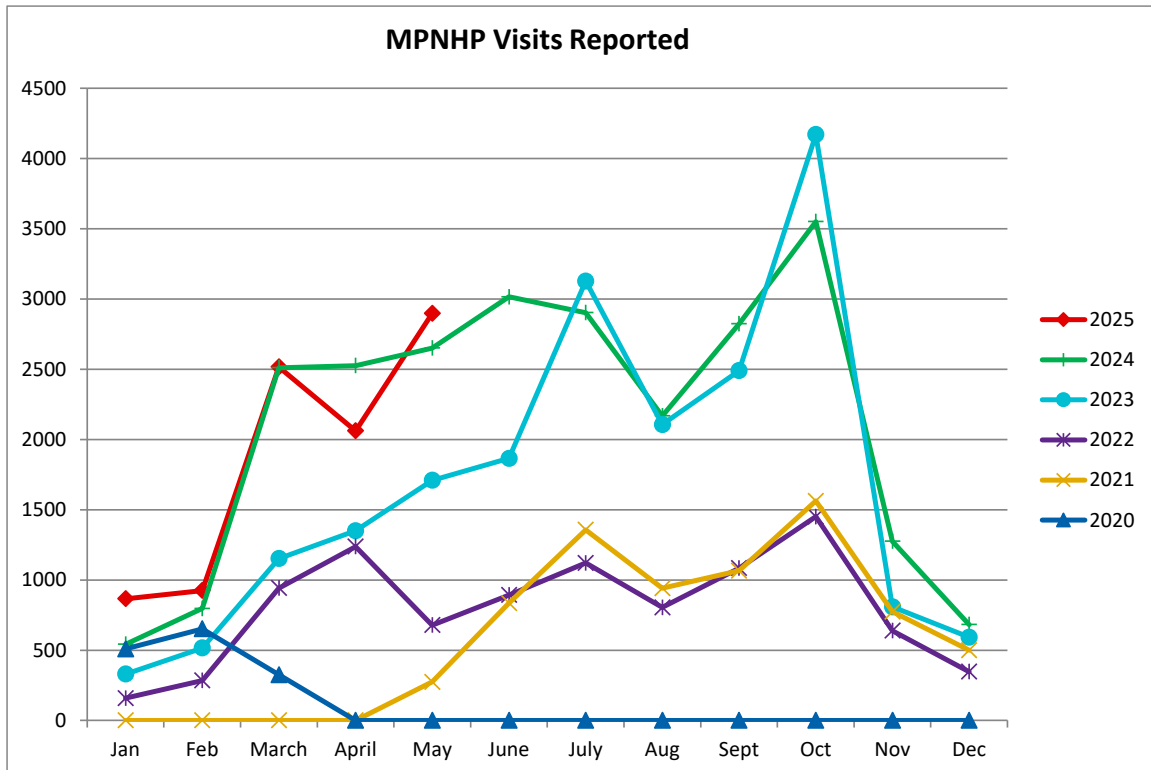
Bandelier National Monument May 2025

31,339

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

Cerro Pelado Fire Closed BNM April 2022-May 2022~

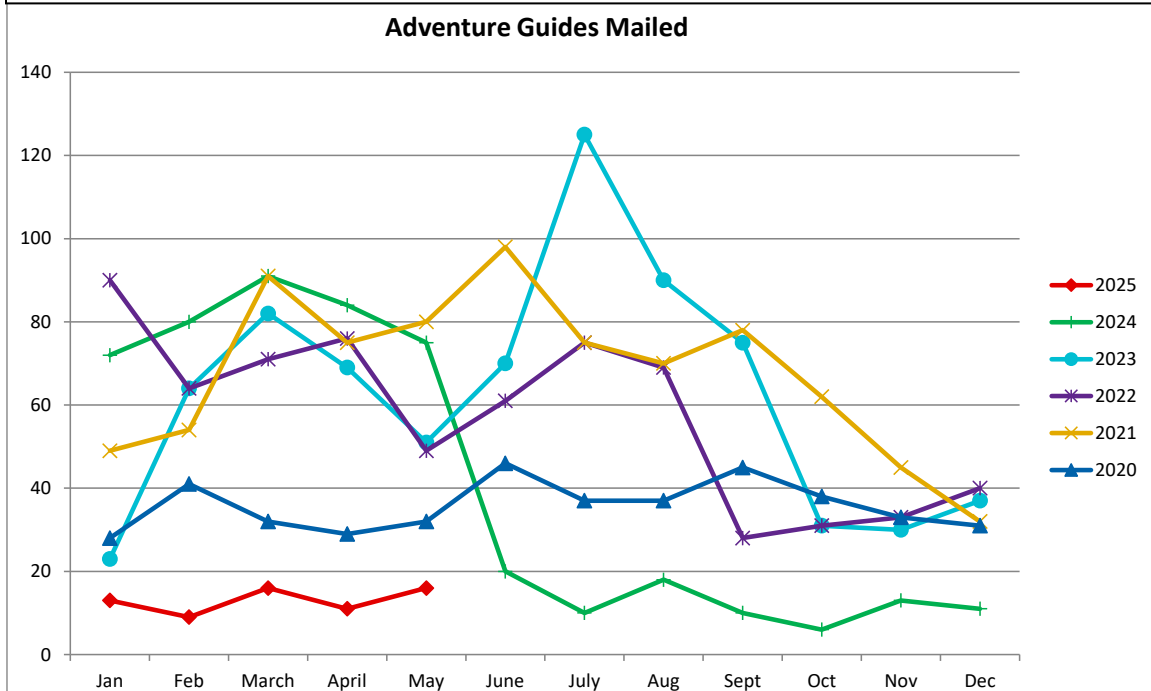




Manhattan Project National Historical Park May 2025 2,897

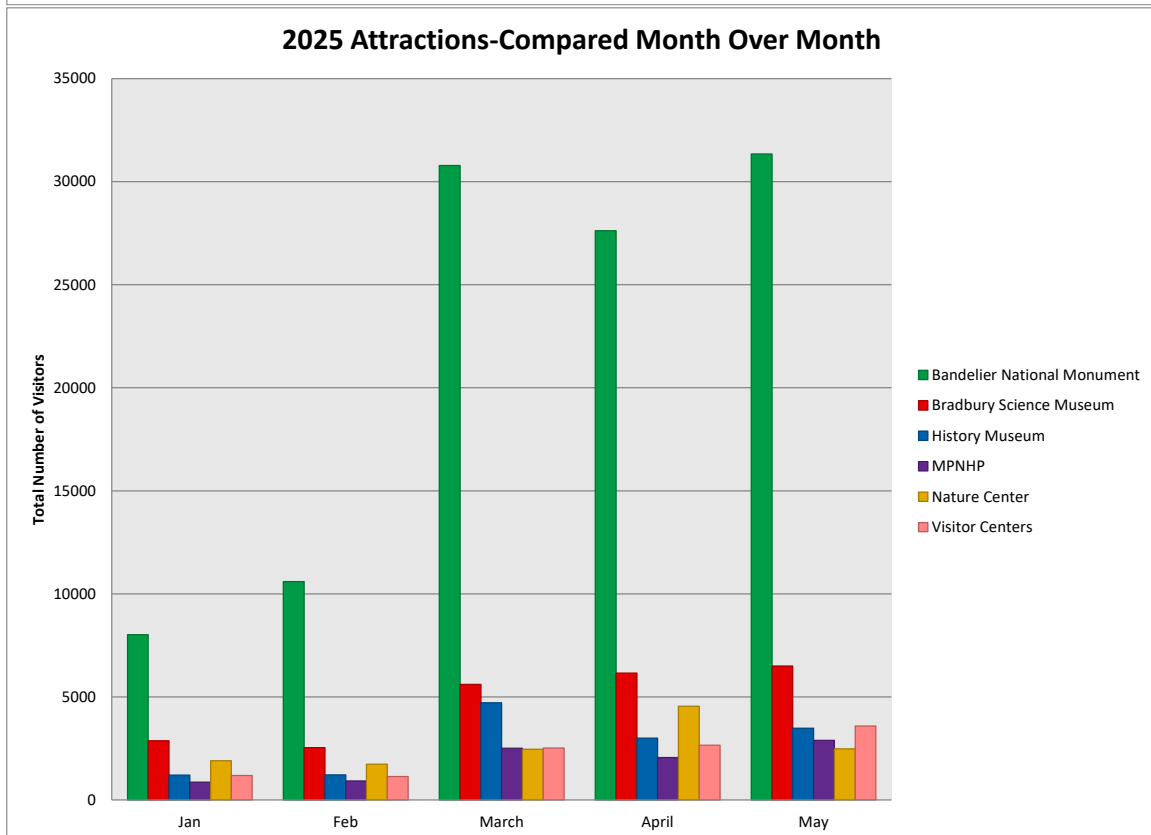
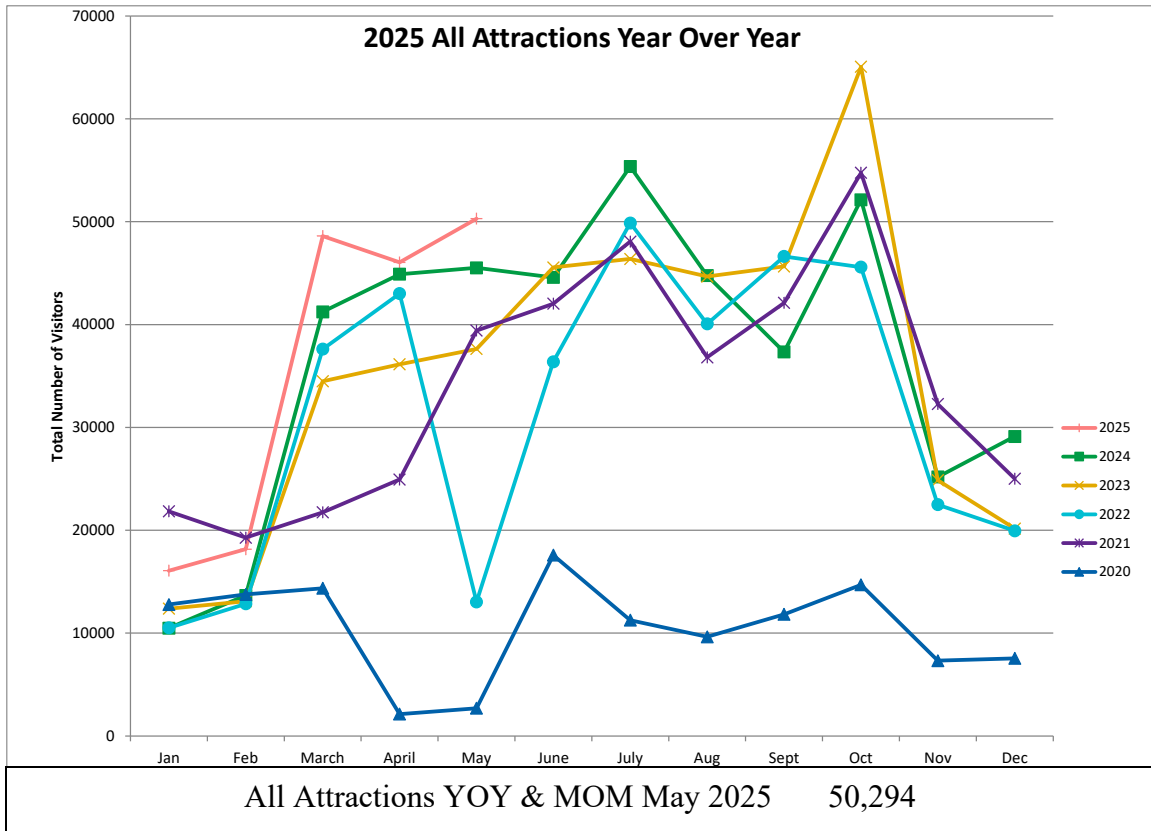
~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19

MPNHP reopened Memorial Weekend 2021~



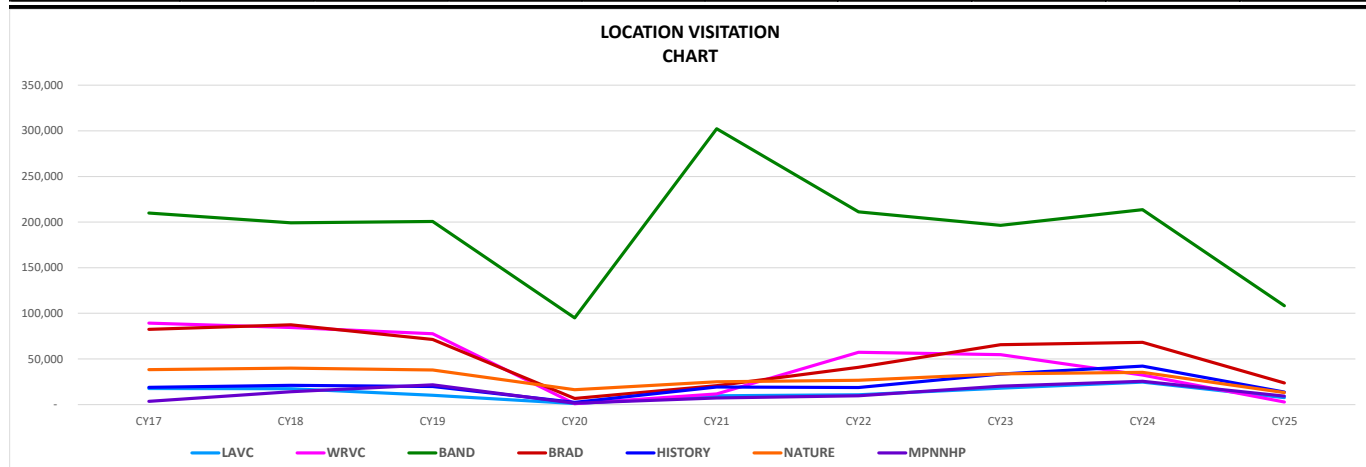
Adventure Guides Mailed Out May 2025 16

Year	2025	2024	2023	2022	2021
Total Mailed Guides	65	490	747	687	809



Attractions by Calendar Year January 2015 – May 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	7,628
WRVC	89,225	84,531	77,669	1,010	11,648	57,221	54,684	32,403	2,752
BAND	209,981	199,281	200,741	94,948	302,295	211,241	196,432	213,595	108,364
BRAD	82,492	87,471	71,372	6,722	20,735	40,902	65,561	68,269	23,681
HISTORY	18,895	21,056	19,750	2,426	19,281	18,682	33,465	42,151	13,630
NATURE	38,245	39,939	37,839	16,370	24,941	26,648	33,678	35,350	13,142
MPNNHP	3,449	14,161	21,679	1,486	7,310	9,643	20,220	25,448	9,267



May 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 **34** volunteer hours logged for the month of May.

- 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 May. The large display featured the Los Alamos History Museum.
- In May, 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.
 - 25 Welcome Bags – Cosmic Frontiers

Adventure Guides Mailed Out May 2025:

16 www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

May 2025

Total of **98** combined LAVC & WRVC Visitor Kiosk Survey Entries (New iPad kiosks were installed at each Visitor Center in February 2024) **Some kiosk data for LAVC was missing from the report for May.**

LOS ALAMOS VISITOR CENTER KIOSK ANSWERS – 85 Responses

✓ *What is your age?*

- Under 18 1
- 18-24 2
- 25-34 7
- 35-44 5
- 45-54 13
- 55-64 14
- 65+ 43

✓ *Where are you staying?*

- this is a day trip from home 9
- this is a road trip 26
- lodging in Albuquerque, NM 10
- lodging in Los Alamos/White Rock 9
- lodging in Santa Fe, NM 28
- lodging in Taos, Abiqui 3

✓ *How did you hear about Los Alamos?*

• Family/Friends	26
• School/History Education	45
• Business	1
• Film	14
• Online/Media	18
• Local Event	1

✓ *What brought you to Los Alamos?*

• To visit friends/family	7
• To work	1
• To attend a special event or conference	2
• To learn more about the Manhattan Project/Oppenheimer	35
• To visit Bandelier National Monument	32
• To visit the Valles Caledera National Preserve	17
• To visit the Manhattan Project National Historical Park	47
• To visit the Bradbury Science Museum	21
• To visit the Los Alamos History Museum	26
• To visit the PEEC Nature Center	1
• To discover new outdoor activities/scenery (hiking,biking,skiing)	11
• To enjoy some local shopping/food/drink	4

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

• Very positive	69
• Somewhat positive	8
• Neutral	7
• Somewhat negative	1
• Very negative	0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 13 Responses

✓ *What is your age?*

• Under 18	1
• 18-24	0
• 25-34	0
• 35-44	1
• 45-54	1
• 55-64	2
• 65+	8

✓ *Where are you staying?*

- this is a day trip from home 2
- this is a road trip 1
- lodging in Albuquerque, NM 0
- lodging in Los Alamos/White Rock 4
- lodging in Santa Fe, NM 6
- lodging in Taos, Abiqui 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 5
- School/History Education 4
- Business 0
- Film 2
- Online/Media 4
- Local Event 0

✓ *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 2
- To visit Bandelier National Monument 8
- To visit the Valles Caledera National Preserve 2
- To visit the Manhattan Project National Historical Park 2
- To visit the Bradbury Science Museum 2
- To visit the Los Alamos History Museum 1
- To visit the PEEC Nature Center 0
- To discover new outdoor activities/scenery (hiking,biking,skiing) 2
- To enjoy some local shopping/food/drink 1

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

- Very positive 13
- 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: **Zip codes were only available from the WRVC kiosk.**

- Texas – 2



Los Alamos Visitor Center



White Rock Visitor Center

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

- Australia
- Austria
- China
- France
- Germany
- Italy
- Slovakia
- Switzerland
- United Kingdom

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

- n/a

- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- **No comments available for LAVC**

White Rock Visitor Center Comments:

- Nice stop here at visitors center
- Very nice visitor center. Kind and friendly staff. Thank you for wifi
- I like new mexico
- Beautiful area. Friendly people. Nice weather.

- There were no tour guides in the kiosk at Tsankawi.
- Great place
- Very nice visitor center, very helpful.