



July 9, 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 May 2026.

Dear Ellyn,

Here is my tourism report for the month of May 2026. Visitation was on track for this time of year with spring breakers visiting. Our numbers for all attractions were lower than in previous years. This may be due to the increase in fuel costs and the partial government shutdown.

Sincerely,

*Melanie Peña*

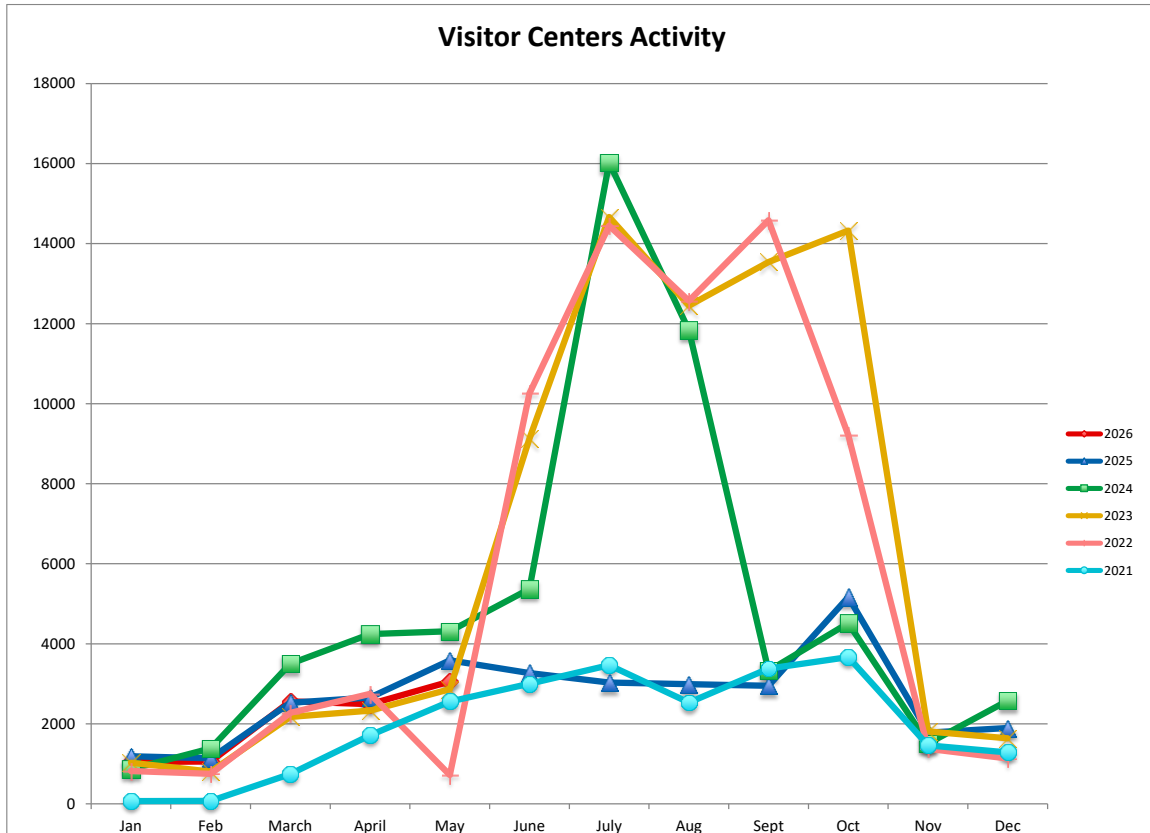
Melanie Peña  
Discover Los Alamos Director

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

# Discover Los Alamos

## Monthly Tourism Report

### May 2026



Los Alamos Visitor Center, May 2026 ~ 1,587

White Rock Visitor Center, May 2026 ~ 696

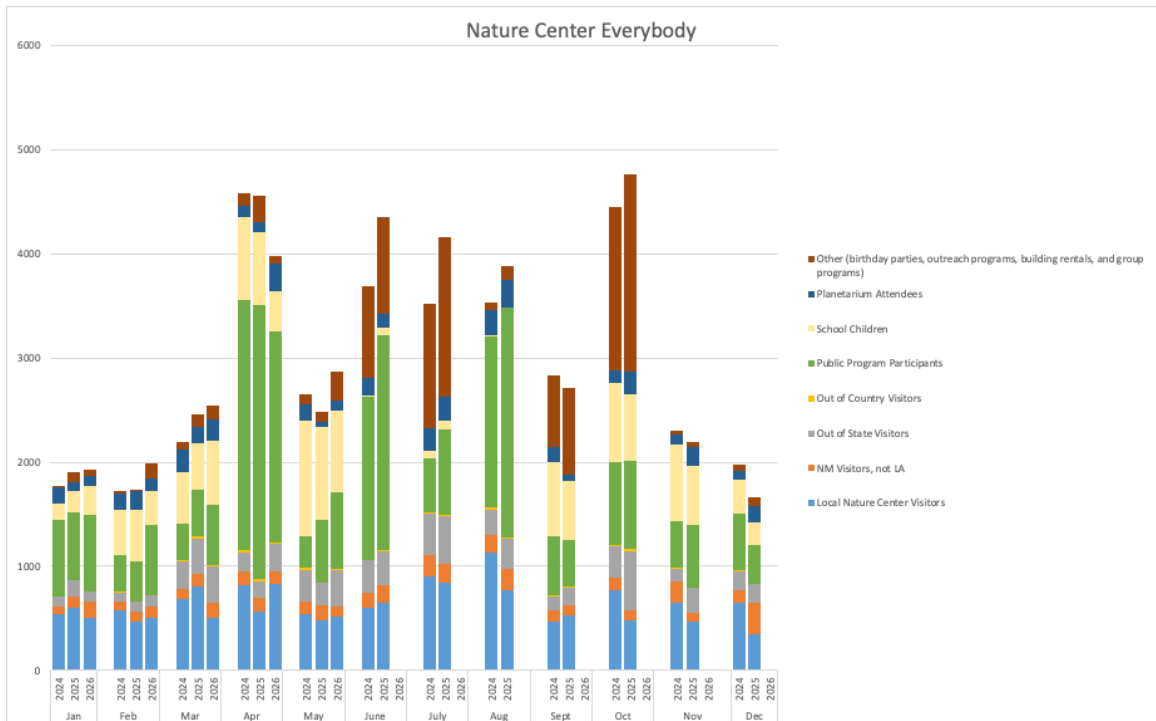
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~

~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~

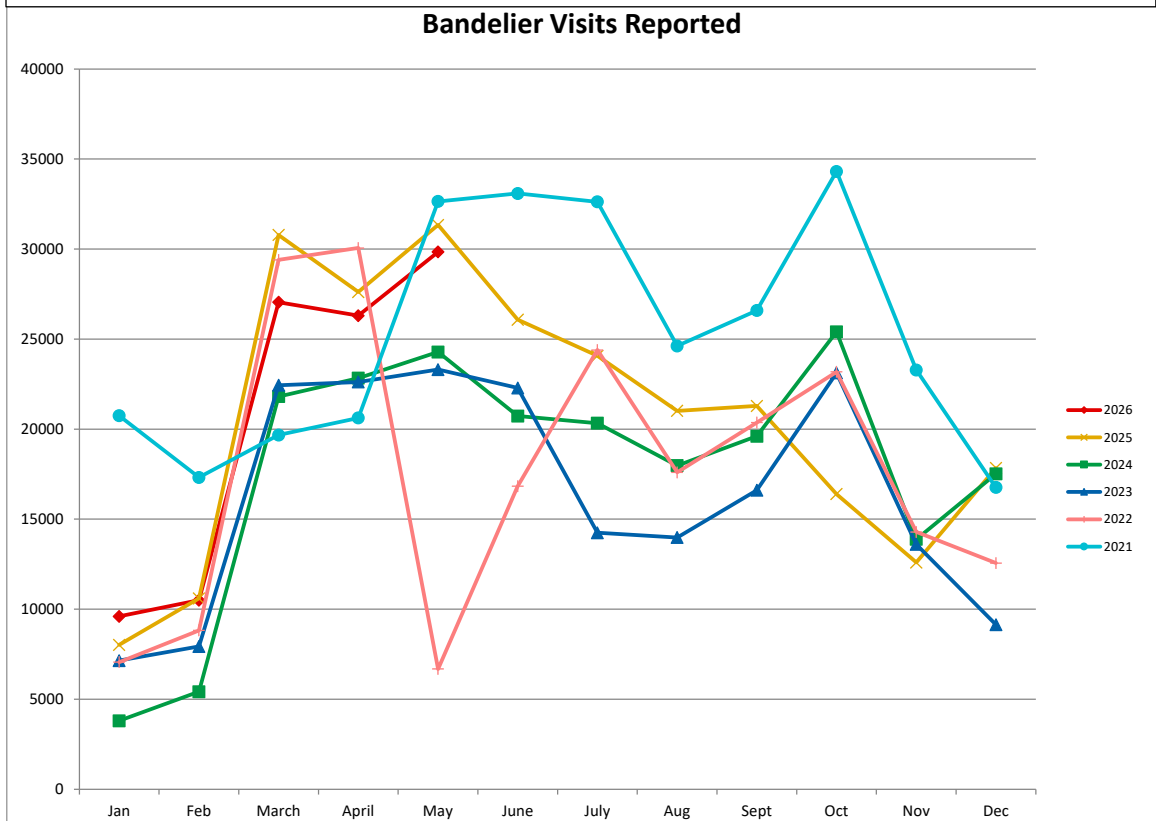
~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15, 2022 due to this fire. ~

~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 2026 ~ 2,870**

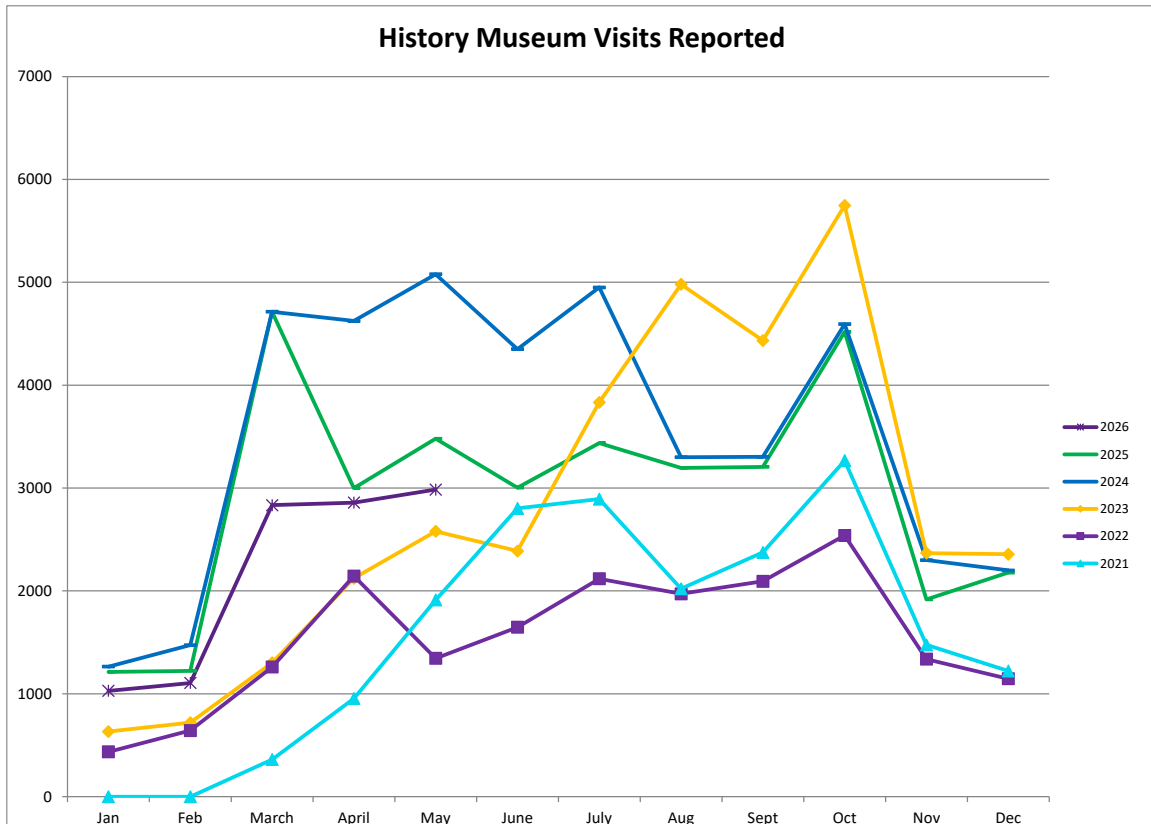


**Bandelier National Monument, May 2026 ~ 29,843**

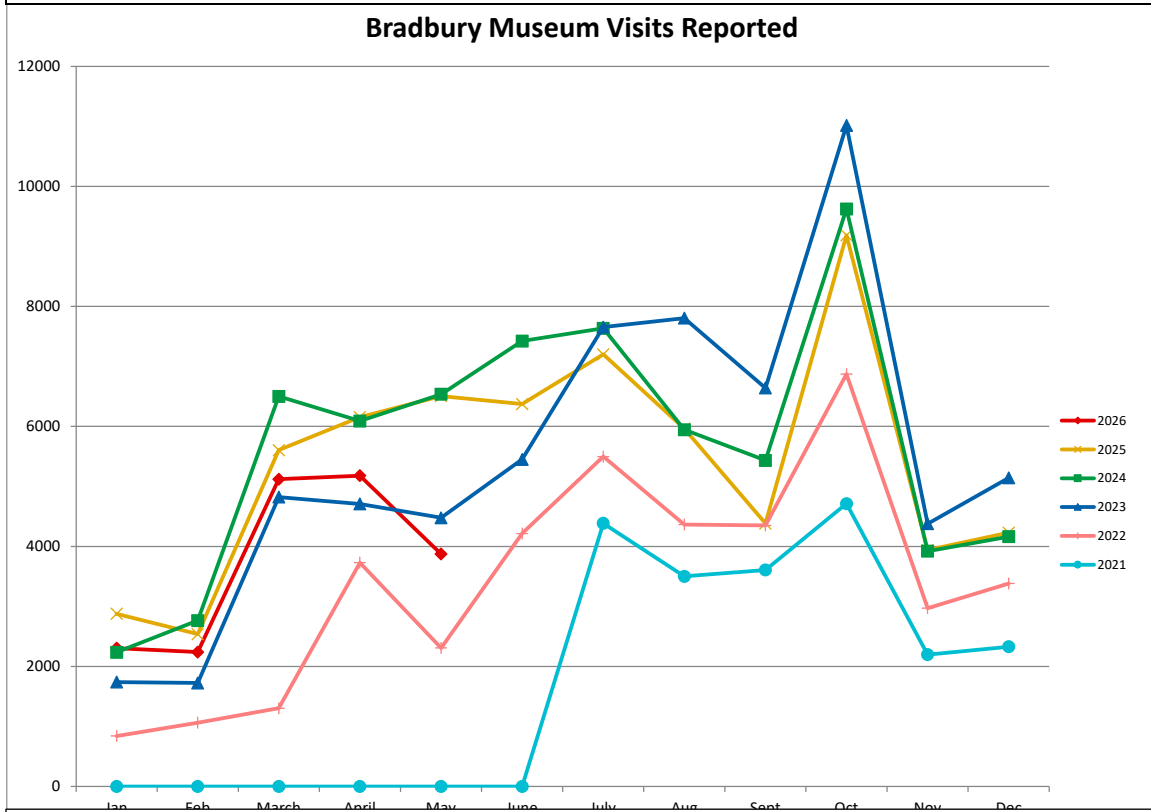
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19

Cerro Pelado Fire Closed BNM April 2022-May 2022~

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



History Museum, May 2026 ~ 2,985

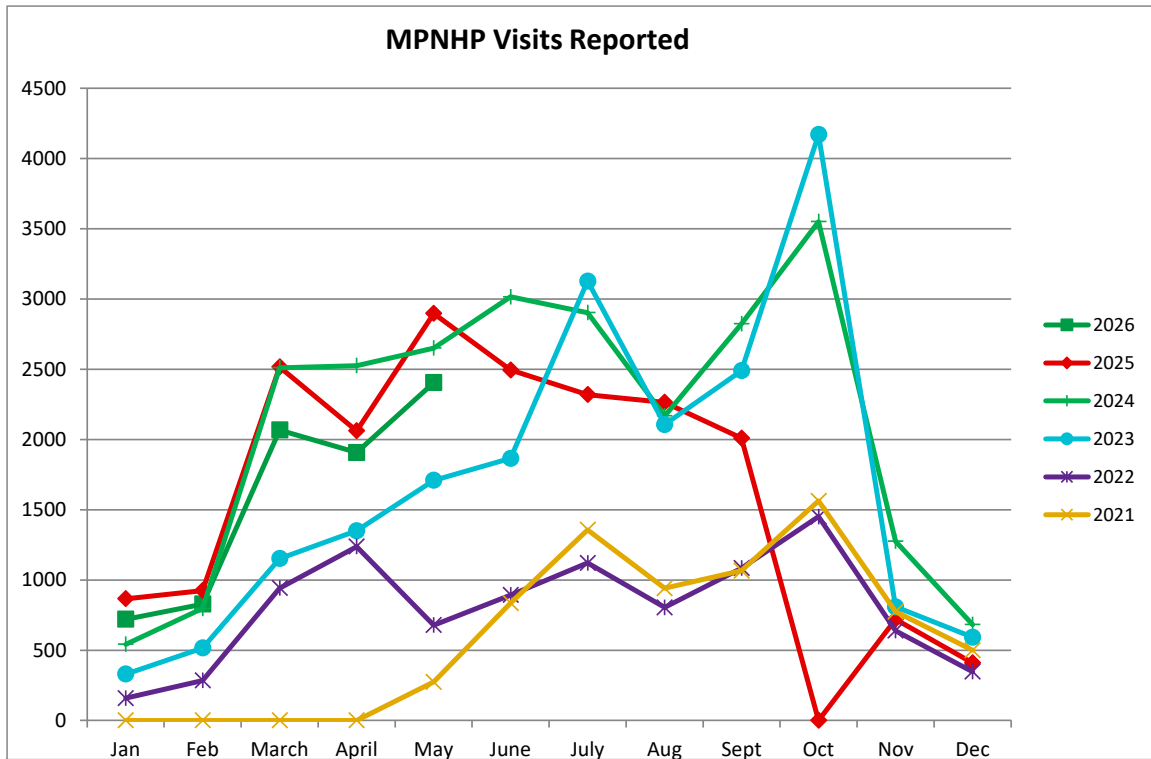


Bradbury Science Museum, May 2026 ~ 3,873

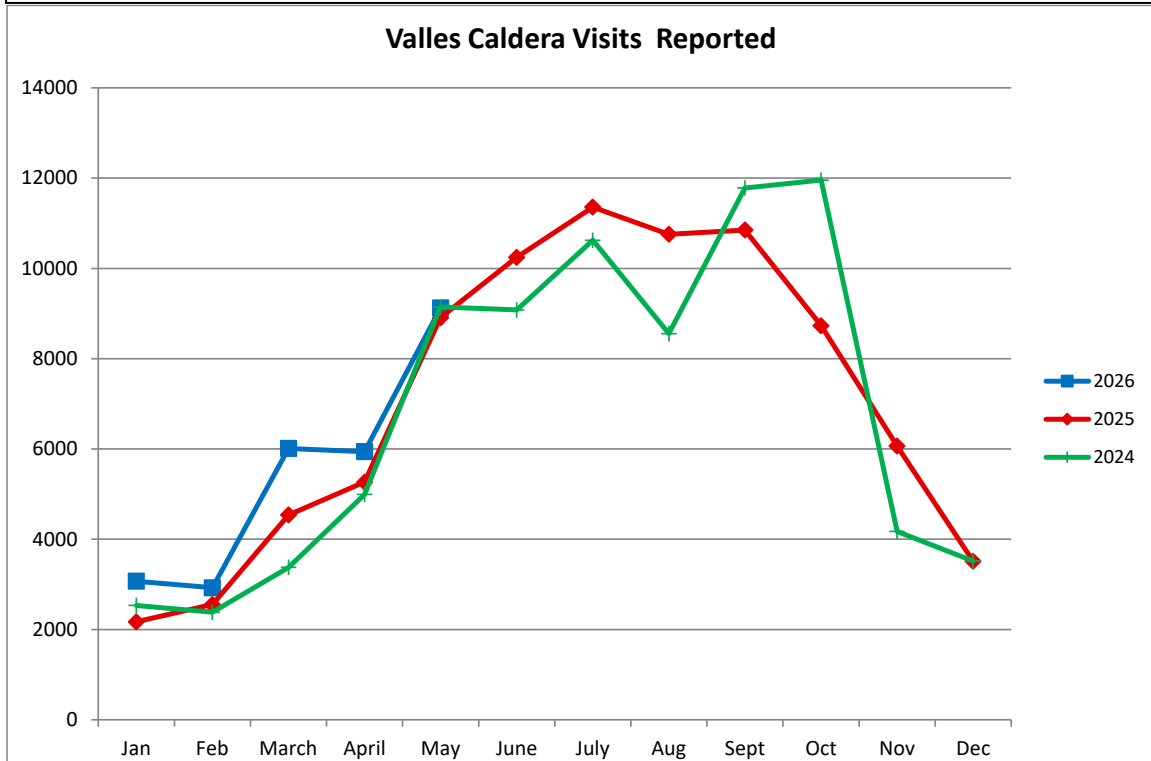
~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~

475 ZOO ST. SUITE A, LOS ALAMOS, NM 87544  
505-662-8105 (fax) 505-662-0099 lavc@losalamos.org

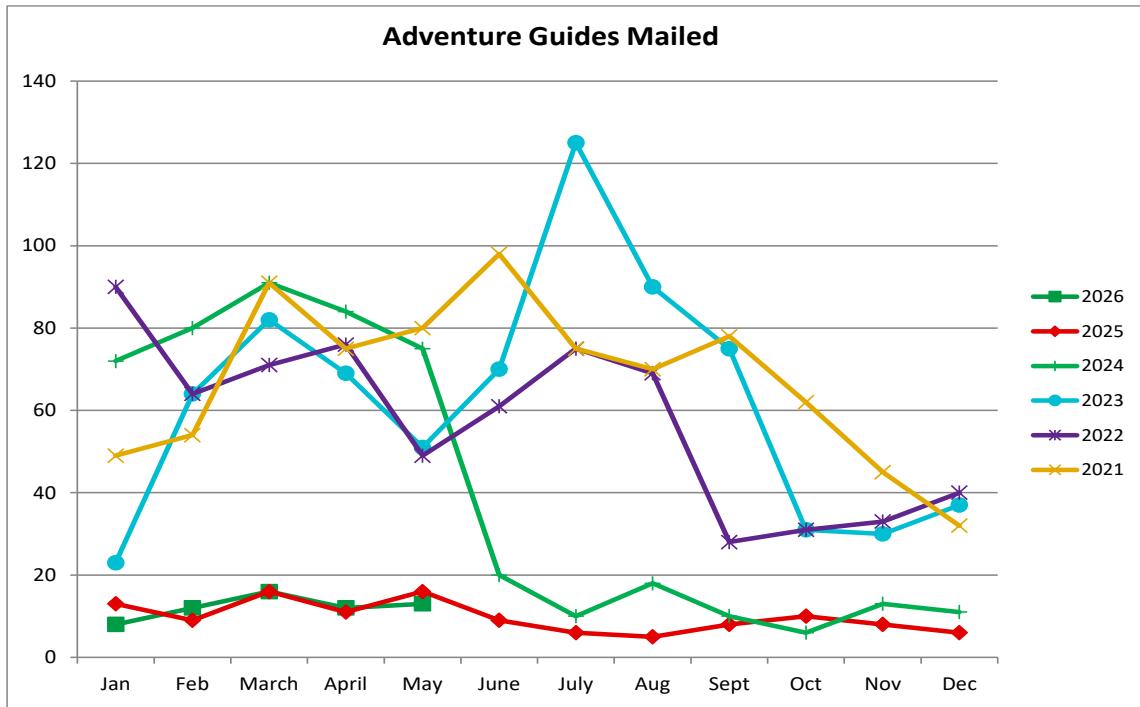
ATTACHMENT E



**Manhattan Project National Historical Park, May 2026 ~ 2,405**  
 ~Fed. Govt.Shutdown, MPNHP was closed 1/1/19-1/25/19, MPNHP reopened Memorial Weekend  
 2021~Fed. Govt Shutdown, MPNHP was closed October 1-31, November 1-13, reopening Nov 14th~



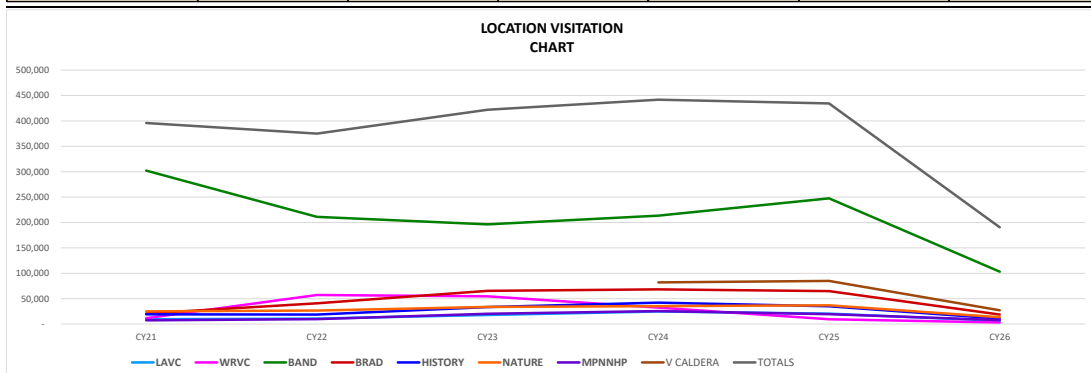
**Valles Caldera National Preserve, May 2026 ~ 9,124**  
 ~ Park has now been added to this report moving forward comparing 2025 to 2026 ~

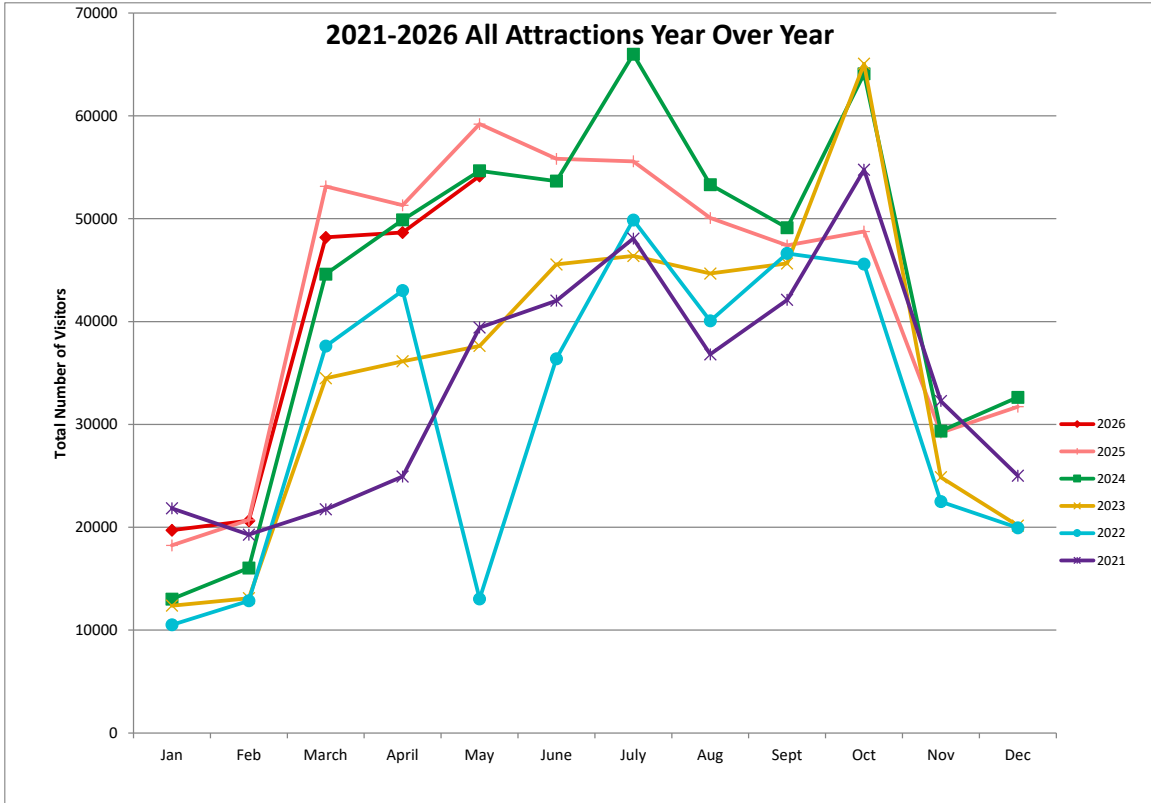


| Adventure Guides Mailed Out, May 2026 ~ 13 |      |      |      |      |      |      |
|--------------------------------------------|------|------|------|------|------|------|
| Year                                       | 2026 | 2025 | 2024 | 2023 | 2022 | 2021 |
| Total Mailed Guides                        | 61   | 117  | 490  | 747  | 687  | 809  |

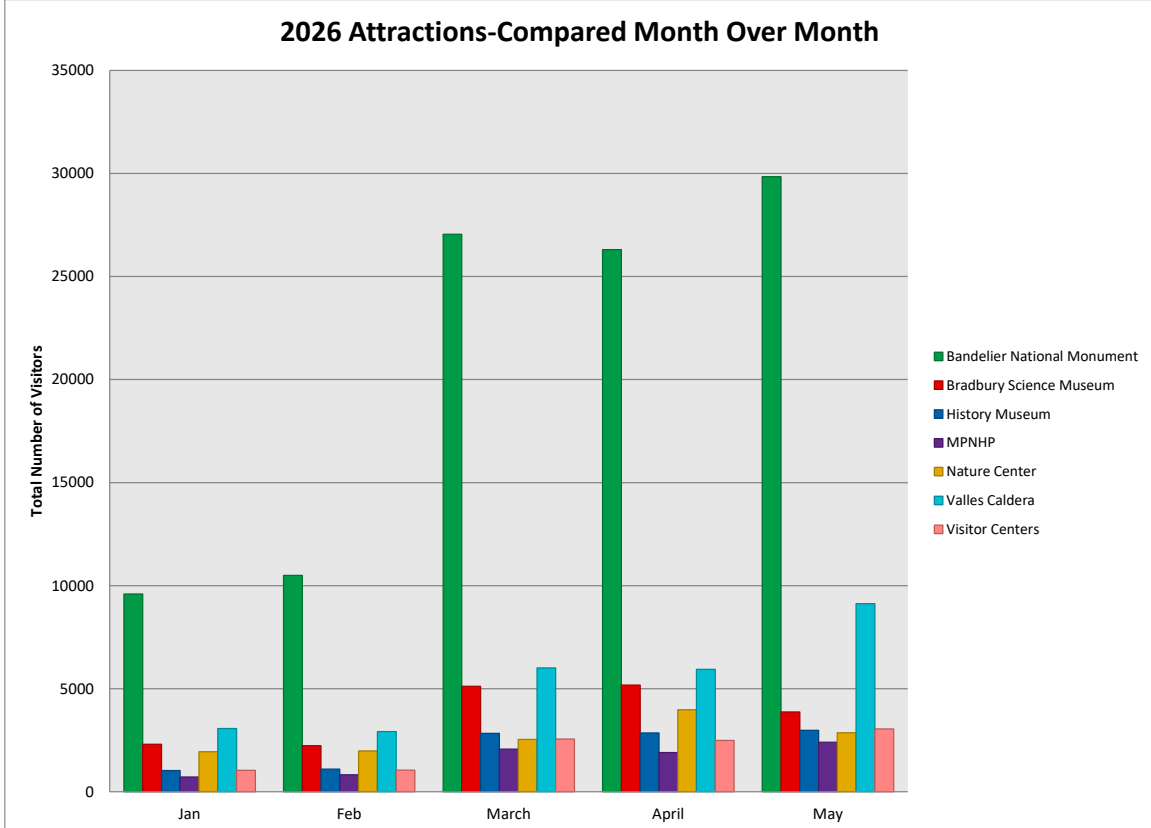
### Attractions by Calendar Year January 2021 – May 2026

| LOCATION      | CY21           | CY22           | CY23           | CY24           | CY25           | CY26           |
|---------------|----------------|----------------|----------------|----------------|----------------|----------------|
| LAVC          | 9,601          | 10,694         | 17,951         | 24,681         | 20,657         | 6,273          |
| WRVC          | 11,648         | 57,221         | 54,684         | 32,403         | 9,583          | 3,097          |
| BAND          | 302,295        | 211,241        | 196,432        | 213,595        | 247,642        | 103,294        |
| BRAD          | 20,735         | 40,902         | 65,561         | 68,269         | 64,955         | 18,717         |
| HISTORY       | 19,281         | 18,682         | 33,465         | 42,151         | 35,088         | 10,811         |
| NATURE        | 24,941         | 26,648         | 33,678         | 35,350         | 36,884         | 13,326         |
| MPNNHP        | 7,310          | 9,643          | 20,220         | 25,448         | 19,487         | 7,928          |
| V CALDERA     |                |                |                | 82,111         | 84,952         | 27,070         |
| <b>TOTALS</b> | <b>395,811</b> | <b>375,031</b> | <b>421,991</b> | <b>441,897</b> | <b>434,296</b> | <b>190,516</b> |





All Attractions YOY & MOM, May 2026 ~ 54,154



### **May 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](http://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 **9** 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 National Laboratory "Behind the Fence Tours".
- In May, 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.
  - 30 Welcome Bags for local bike race.
  - 30 Welcome Bags for Harvest Host program @ Bathtub Row Brewing Coop.

### **Adventure Guides Mailed Out May 2026:**

- 13     [www.visitlosalamos.org](http://www.visitlosalamos.org) online Adventure Guide requests.



## **Analysis of Visitor Surveys:**

**May 2026**

Total of **53** 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 – 47 Responses (New Questions Added May 2026)**

✓ *What is your age?*

- Under 18            2
- 18-24              0
- 25-34              5
- 35-44              3
- 45-54              4
- 55-64              8
- 65+                25

✓ *Is this your first visit to Los Alamos?*

- First Visit            0
- Return Visitor        0

✓ *Who are you visiting with?*

- Solo                            0
- Family with Children        0
- Work or Conference        0
- Couple                        0
- Friends                        0

✓ *Where are you staying?*

- This is a day trip from home            4
- This is a road trip                        13
- Lodging in Los Alamos/White Rock        7
- Lodging in Albuquerque, NM            4
- Lodging in Santa Fe, NM                16
- Lodging in Taos, Abiqui, Espanola        2
- Other                                        1

✓ *If staying overnight in Los Alamos County, where are you staying?*

- |                                 |   |
|---------------------------------|---|
| • Hotel/Motel                   | 0 |
| • Vacation Rental (Airbnb/VRBO) | 0 |
| • With Friends or Family        | 0 |
| • Camping                       | 0 |
| • Other                         | 0 |

✓ *How did you hear about Los Alamos?*

- |                               |    |
|-------------------------------|----|
| • Word of mouth               | 12 |
| • School/History education    | 0  |
| • Online search               | 0  |
| • Print or Travel publication | 0  |
| • Always knew about it        | 0  |
| • Business                    | 0  |
| • Film/TV                     | 29 |
| • Social media                | 11 |
| • Local event                 | 0  |

✓ *What are you interested in during your visit?*

- |                                                         |    |
|---------------------------------------------------------|----|
| • Friends/Family                                        | 9  |
| • History/Culture                                       | 0  |
| • Work/Conference                                       | 3  |
| • Events/Festivals                                      | 1  |
| • To learn more about the Manhattan Project/Oppenheimer | 0  |
| • Bandelier National Monument                           | 17 |
| • Valles Caldera National Preserve                      | 5  |
| • Manhattan Project National Historical Park            | 23 |
| • Bradbury Science Museum                               | 14 |
| • Los Alamos History Museum                             | 19 |
| • Nature Center/PEEC                                    | 4  |
| • Outdoor Recreation                                    | 3  |
| • Science & Technology                                  | 0  |
| • Local Shopping                                        | 3  |
| • Food & Drink                                          | 0  |

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

- |                  |    |
|------------------|----|
| • Less than \$25 | 13 |
| • \$25-74        | 12 |
| • \$75-149       | 13 |
| • \$150-299      | 1  |

- \$300-499 4
- \$500+ 4

✓ *How likely are you to recommend Los Alamos County to others? (1= not at all likely: 5= Extremely likely)*

- 1 - 0
- 2 - 0
- 3 - 0
- 4 - 0
- 5 - 0

**WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 6 Responses (New Questions Added April 2026)**

✓ *What is your age?*

- Under 18 0
- 18-24 1
- 25-34 1
- 35-44 0
- 45-54 0
- 55-64 1
- 65+ 3

✓ *Is this your first visit to Los Alamos?*

- First Visit 1
- Return Visitor 0

✓ *Who are you visiting with?*

- Solo 1
- Family with Children 0
- Work or Conference 0
- Couple 0
- Friends 0

✓ *Where are you staying?*

- This is a day trip from home 0
- This is a road trip 0
- Lodging in Los Alamos/White Rock 4
- Lodging in Albuquerque, NM 1
- Lodging in Santa Fe, NM 1

- Lodging in Taos, Abiqui, Espanola 0

✓ *If staying overnight in Los Alamos County, where are you staying?*

- Hotel/Motel 1
- Vacation Rental (Airbnb/VRBO) 0
- With Friends or Family 0
- Camping 0
- Other 0

✓ *How did you hear about Los Alamos?*

- Word of mouth 0
- School/History education 4
- Online search 1
- Print or Travel publication 0
- Always knew about it 0
- Business 0
- Film/TV 0
- Social media 2
- Local event 0

✓ *What are you interested in during your visit?*

- Friends/Family 2
- History/Culture 0
- Work/Conference 0
- Events/Festivals 0
- To learn more about the Manhattan Project/Oppenheimer 0
- Bandelier National Monument 2
- Valles Caldera National Preserve 1
- Manhattan Project National Historical Park 3
- Bradbury Science Museum 2
- Los Alamos History Museum 2
- Nature Center/PEEC 1
- Outdoor Recreation 1
- Science & Technology 0
- Local Shopping 0
- Food & Drink 0

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

- Less than \$25 0
- \$25-74 2

- \$75-149 1
- \$150-299 0
- \$300-499 2
- \$500+ 1

✓ How likely are you to recommend Los Alamos County to others? (1= not at all likely: 5= Extremely likely)

- 1 - 0
- 2 - 0
- 3 - 0
- 4 - 0
- 5 - 1

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

- Texas – 6
- Virginia – 3
- Georgia – 3
- Florida – 3
- Colorado – 3
- California – 3



Los Alamos Visitor Center



White Rock Visitor Center

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

- Australia
- Iceland
- Japan
- United Kingdom

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

- Albuquerque

✓ *Visitor Comments:*

**Los Alamos Visitor Center Comments:**

- Comments were not an option on new survey

**White Rock Visitor Center Comments:**

- Comments were not an option on new survey