



January 28, 2025

Ellyn Felton
Los Alamos County
1000 Central Ave.
Los Álamos, NM 87544

RE: Transmittal of Discover Los Alamos LTAB's Tourism Visitation Report for the month of December 2024.

Dear Ellyn,

Attached is my submission of Discover Los Alamos's monthly tourism report for the month of December 2024. Both Visitor Center's saw an increase in visitation during the Christmas and New Year's break. I've also included a new graph per your request, showing the total number of Adventure Guides that are mailed out monthly and yearly.

Sincerely,

Melanie Peña

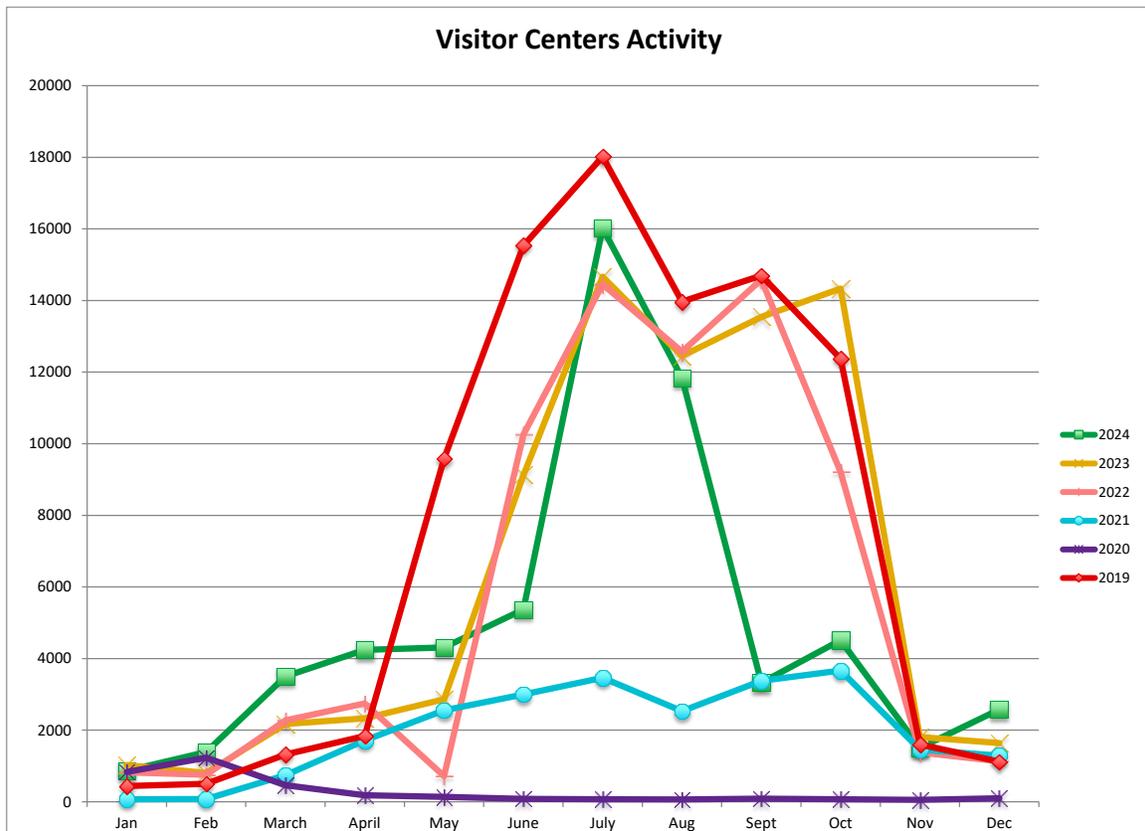
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

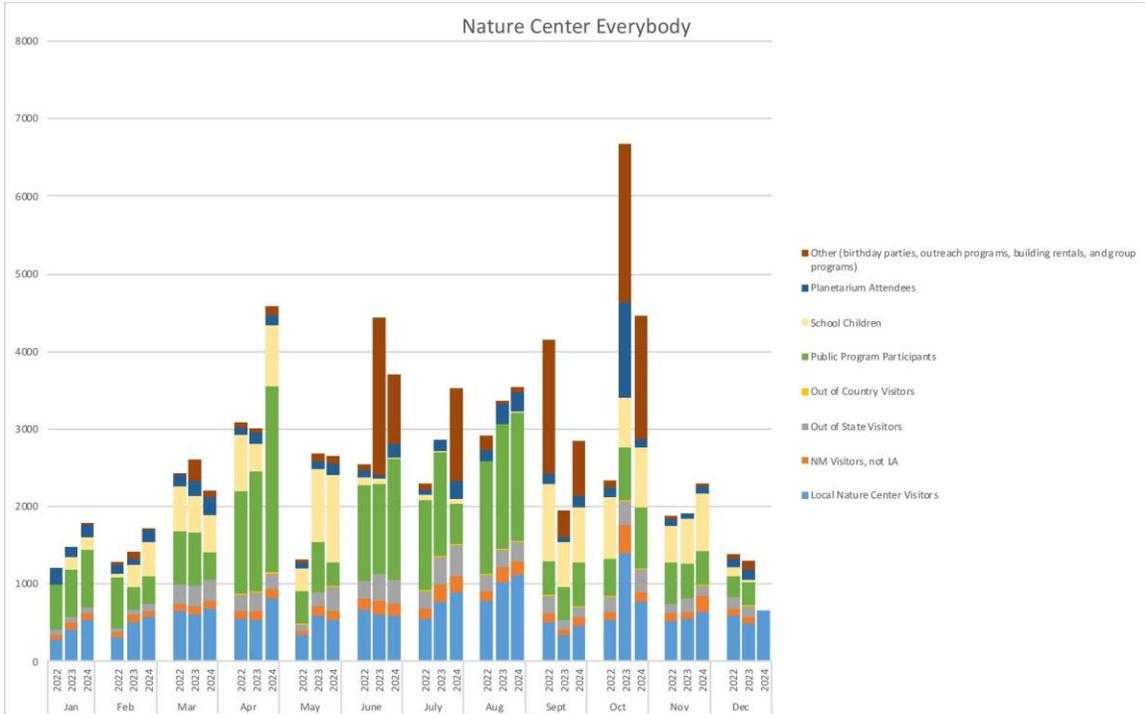
Monthly Tourism Report

December 2024

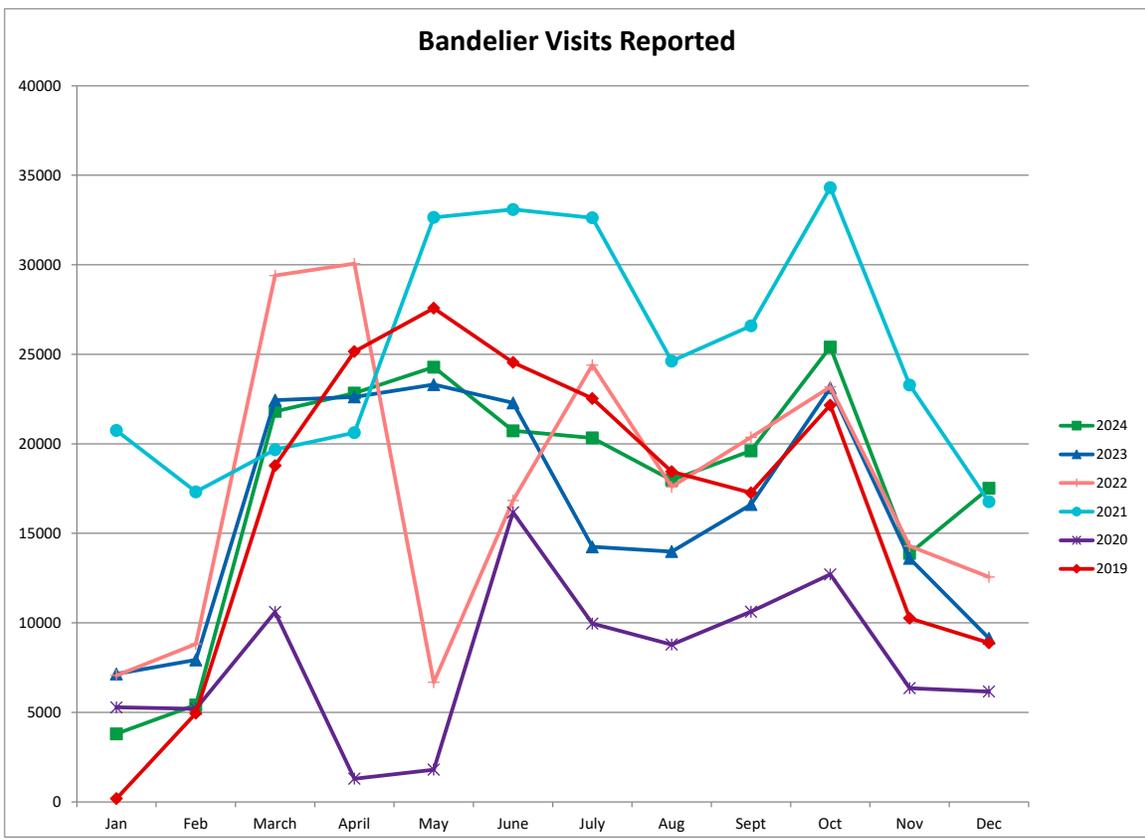


Los Alamos Visitor Center December 2024 1,818
 White Rock Visitor Center December 2024 681

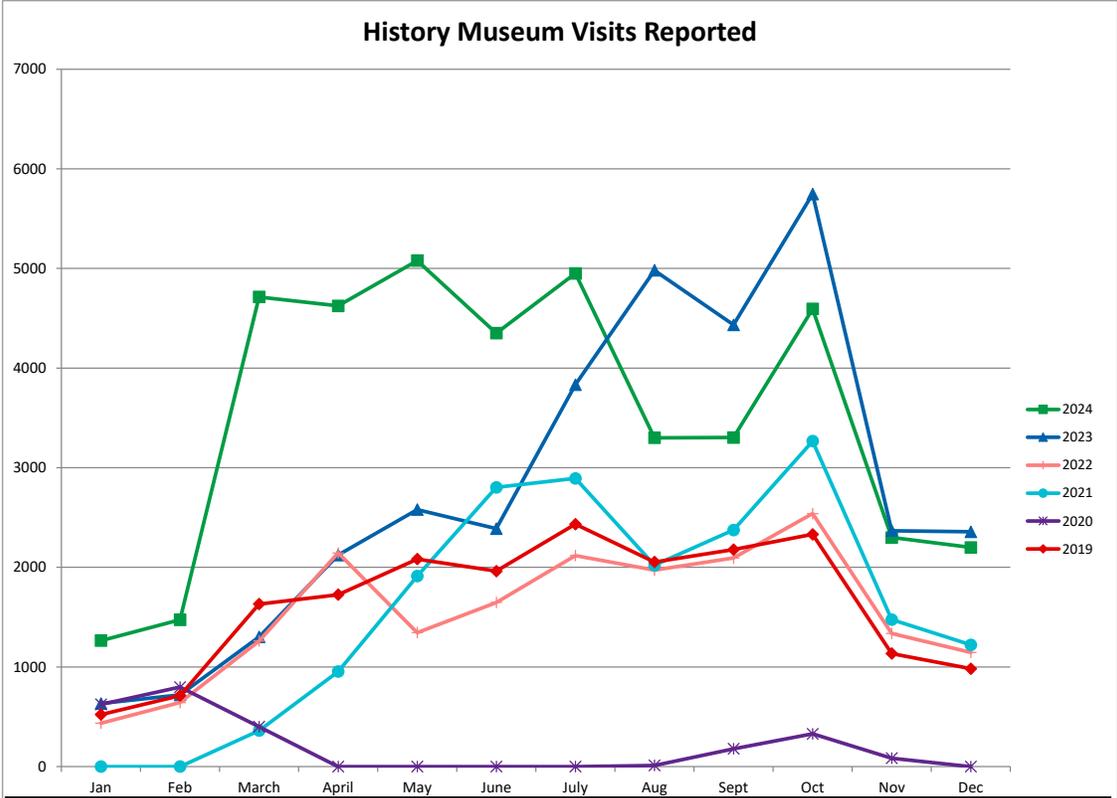
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~
 ~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~
 ~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los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



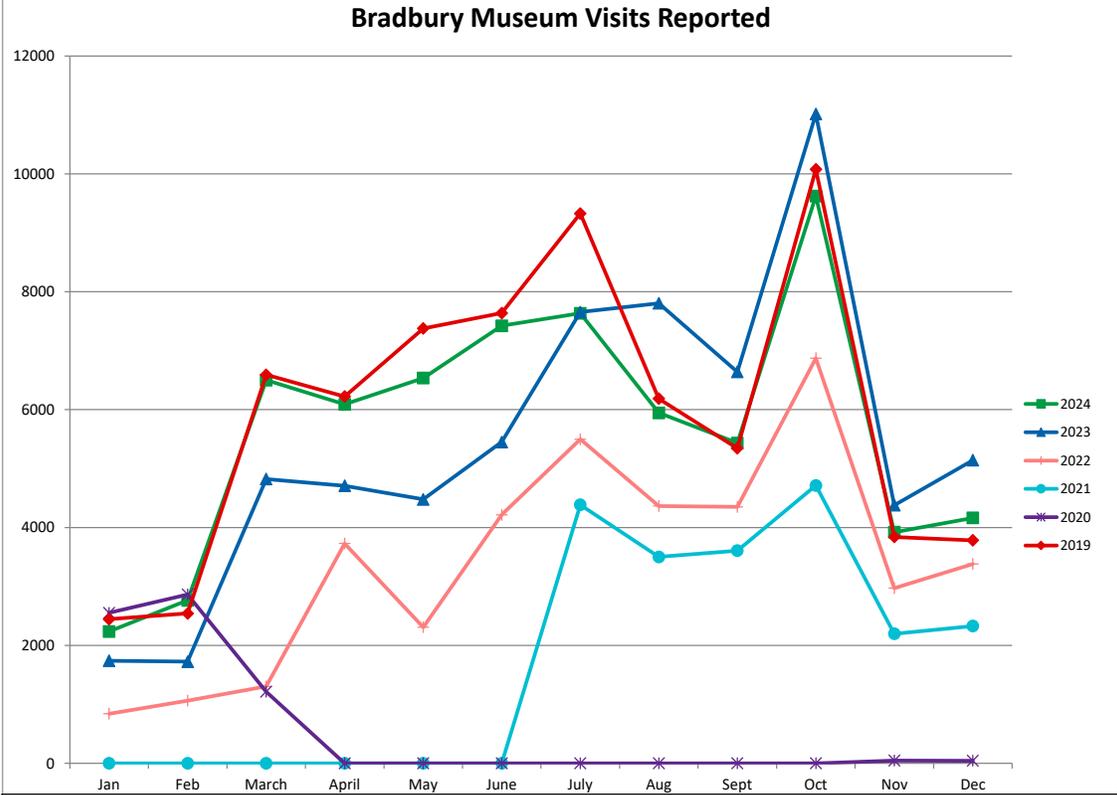
Nature Center December 2024 **1,982**



Bandelier National Monument December 2024 **17,514**
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19
 Cerro Pelado Fire Closed BNM April 2022-May 2022~

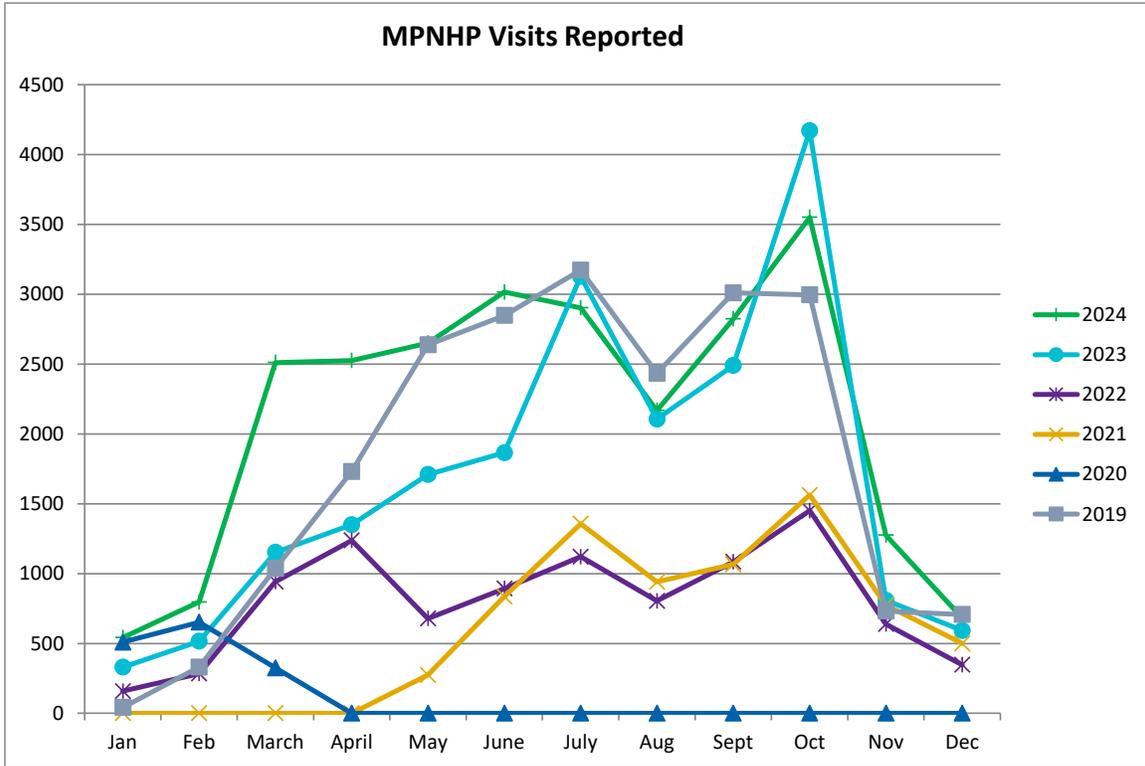


History Museum December 2024 2,200

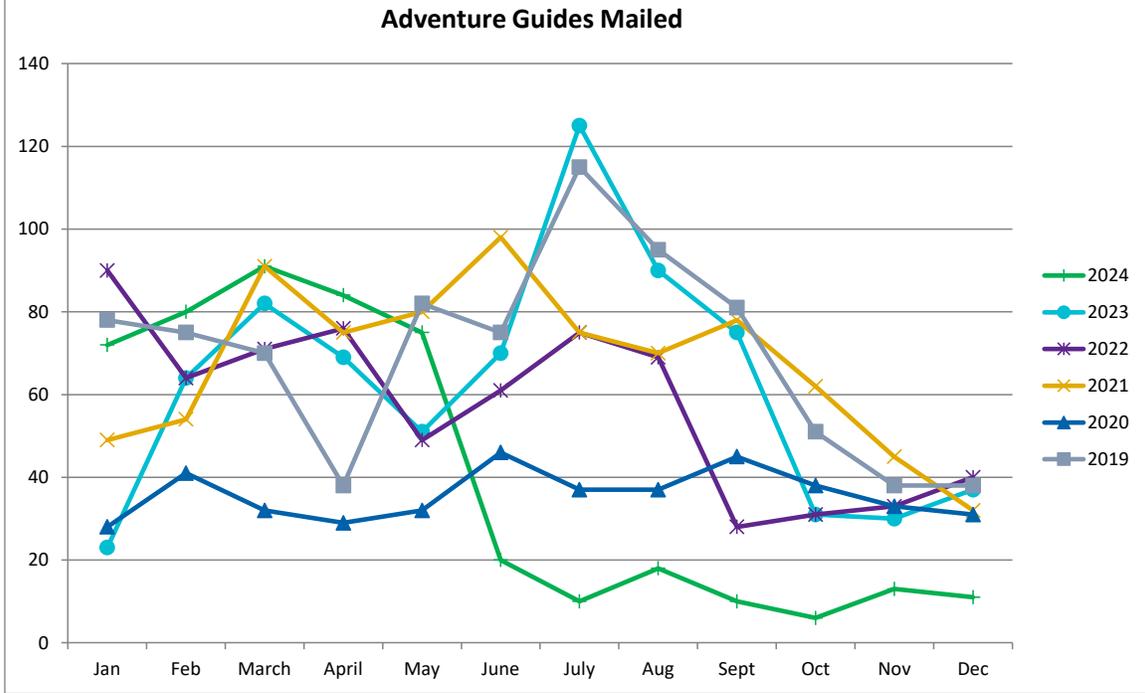


Bradbury Science Museum December 2024 4,163

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

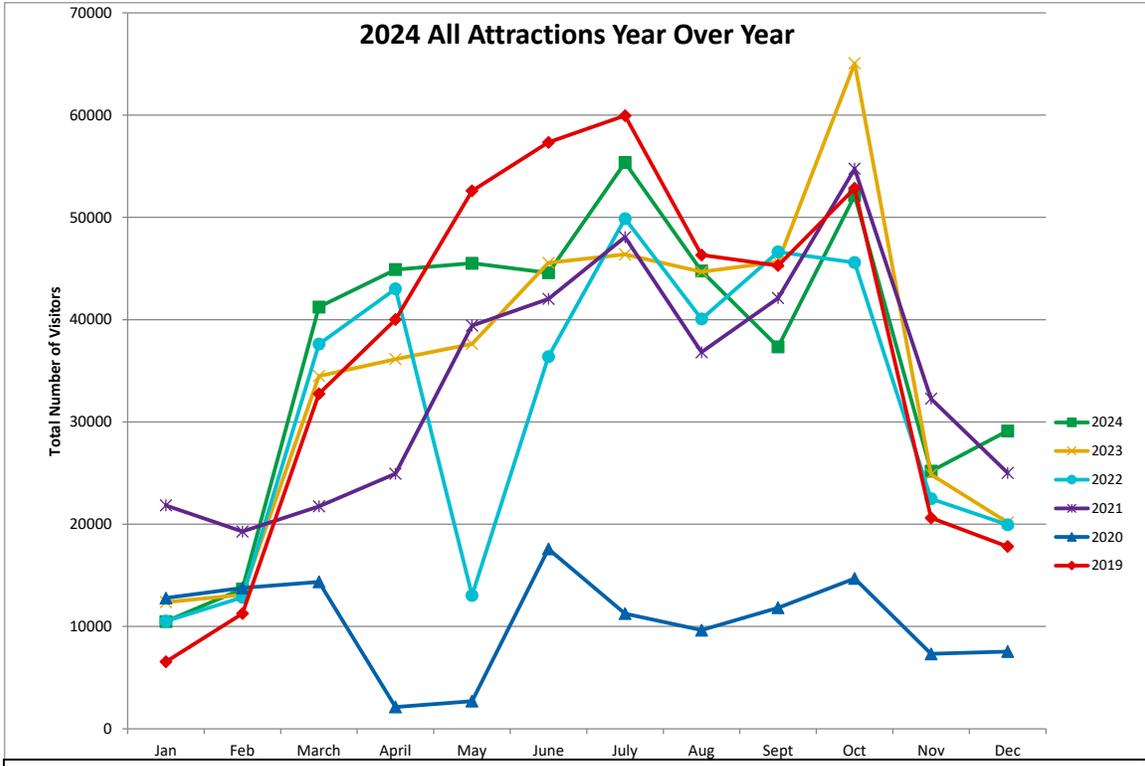


Manhattan Project National Historical Park December 2024 683
 ~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19
 MPNHP reopened Memorial Weekend 2021~

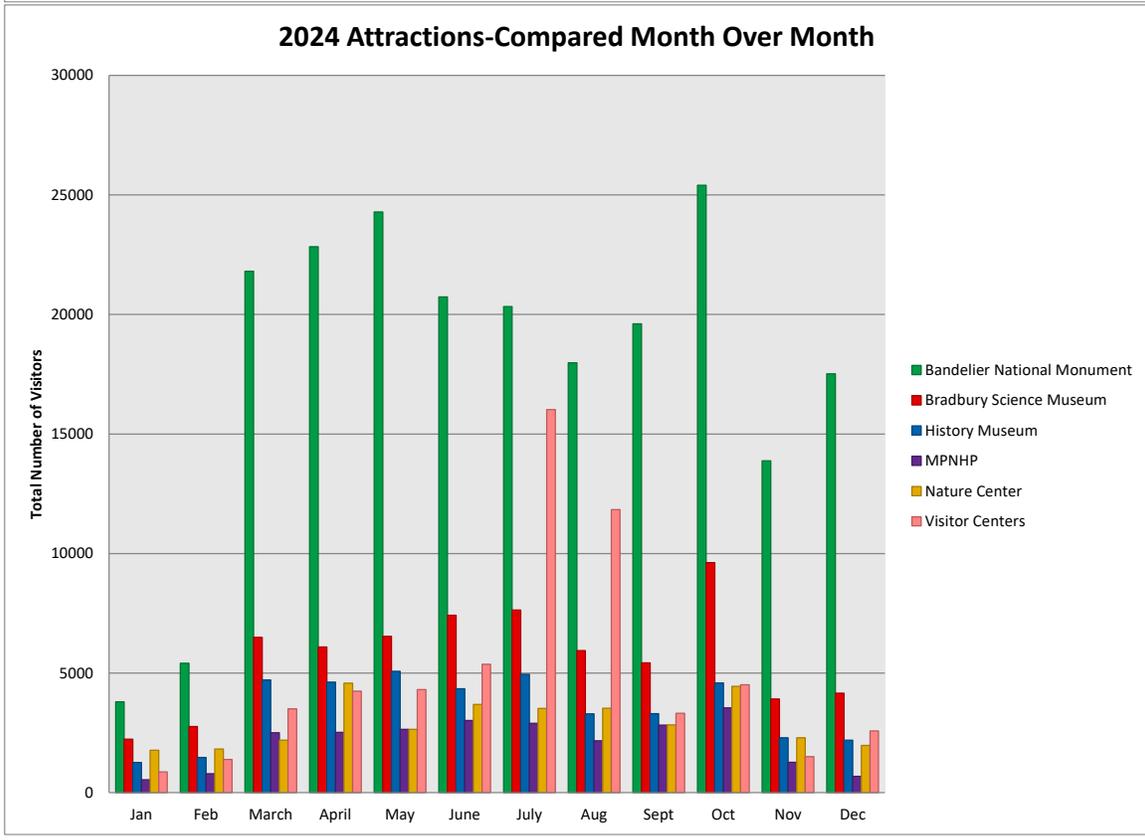


Adventure Guides Mailed Out December 2024 11

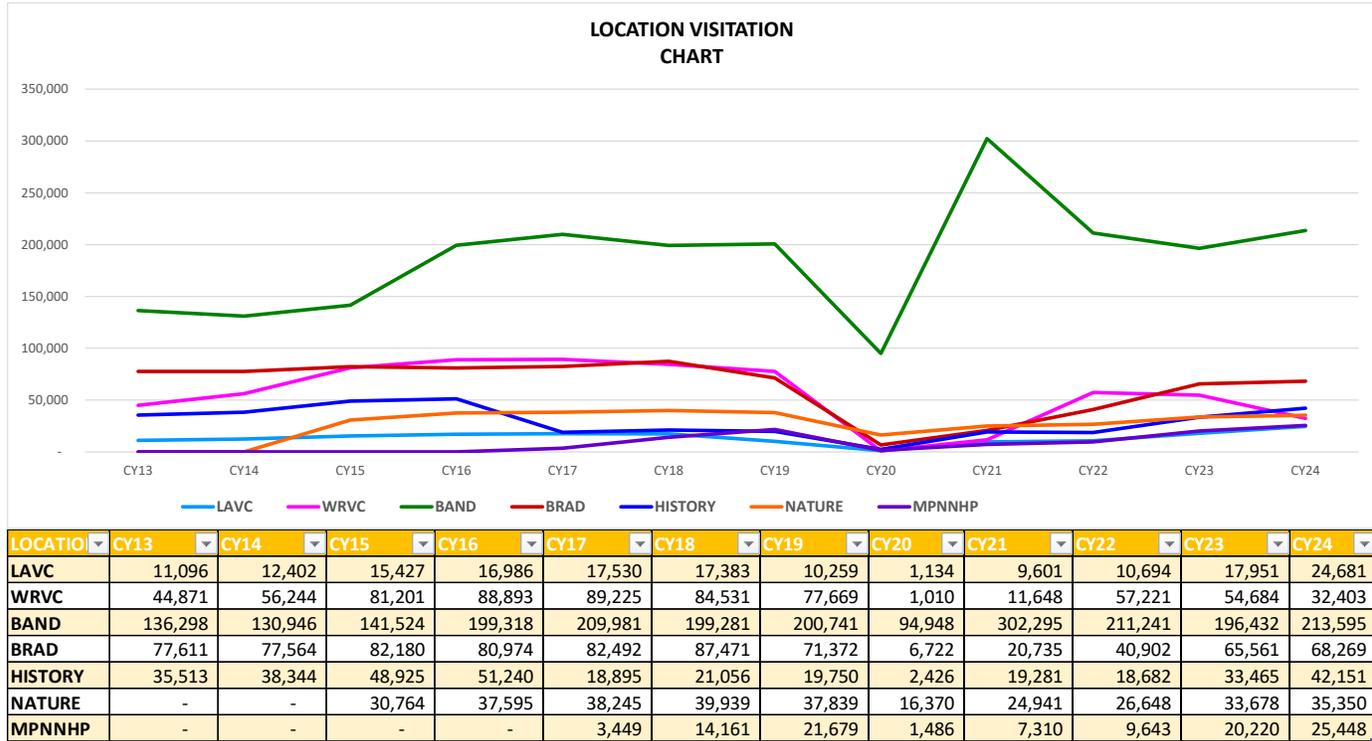
Year	2024	2023	2022	2021	2020	2019
Total Mailed Guides	490	747	687	809	429	836



All Attractions YOY & MOM December 2024 29,121



Attractions by Calendar Year 2013 – January 2024 through December 2024:



December Narrative Comments:

- The new Los Alamos Adventure Guide’s has been delivered to DLA’s storage unit. There are approximately 800 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 **25** 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 filled by our contractor Brochure Distribution out of Santa Fe.
- DLA’s website www.visitlosalamos.org and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were **14** volunteer hours logged for the month of December.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum, Bathtub Row Brewing

Coop, Los Alamos Coop Market, Cricket Window, Little Studio on the Mesa, Brenda Fleming (local artist), Metzger's and Samizdat Bookstore were on display for the month of December. The large display featured the Los Alamos Nature Center.

- In December, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2024. We provide tourism materials and maps as needed for each group.
 - N/A

Adventure Guides Mailed Out December 2024:

- 11 www.visitlosalamos.org online Adventure Guide requests.
- 0 Adventure Guides sent for Texas Monthly inquiries from Sunny505.

Analysis of Visitor Surveys:

December 2024

Total of 57 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 – 54 Responses

✓ *What is your age?*

- Under 18 3
- 18-24 3
- 25-34 14
- 35-44 10
- 45-54 8
- 55-64 11
- 65+ 5

✓ *Where are you staying?*

- this is a day trip from home 9
- this is a road trip 11
- lodging in Albuquerque, NM 4
- lodging in Los Alamos/White Rock 4
- lodging in Santa Fe, NM 25
- lodging in Taos, Abiqui 1

✓ *How did you hear about Los Alamos?*

- Family/Friends 22
- School/History Education 27
- Business 5
- Film 14
- Online/Media 10
- Local Event 2

✓ *What brought you to Los Alamos?*

- To visit friends/family 6
- To work 4
- To attend a special event or conference 2
- To learn more about the Manhattan Project/Oppenheimer 27
- To visit Bandelier National Monument 21
- To visit the Valles Calcedera National Preserve 5
- To visit the Manhattan Project National Historical Park 31
- To visit the Bradbury Science Museum 15
- To visit the Los Alamos History Museum 17
- To visit the PEEC Nature Center 4
- To discover new outdoor activities/scenery (hiking,biking,skiing) 8
- To enjoy some local shopping/food/drink 6

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

- Very positive 44
- Somewhat positive 8
- 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 1
- 55-64 1
- 65+ 1

✓ *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 0
- lodging in Santa Fe, NM 2
- lodging in Taos, Abiqui 0

✓ *How did you hear about Los Alamos?*

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

✓ *What brought you to Los Alamos?*

- To visit friends/family 1
- To work 1
- 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 1
- To visit the Bradbury Science Museum 1
- To visit the Los Alamos History Museum 1
- To visit the PEEC Nature Center 0
- To discover new outdoor activities/scenery (hiking,biking,skiing) 0
- 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 were from the following states:

- Texas
- California
- Colorado
- Arizona
- Illinois



Los Alamos Visitor Center



White Rock Visitor Center

✓ The foreign visitors visiting Los Alamos were from:

- Cote D'Ivoire
- Japan
- Malaysia

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

- Jemez Pueblo
- Jemez Springs
- Albuquerque
- Rio Rancho
- Santa Fe
- Lamy

✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- We are excited to see the town!
- Thank you so much and Happy New Year!
- Hi
- Is there an area we're supposed to look at ? To help people learn about the manhattan project?
- Beautiful town and surrounding land!
- Thank you for your kindness
- Very nicely maintained

- Loved learning about Oppenheimer history
- Ok
- This is fun and awesome!!!!
- Beautiful town
- Very nice visitor center
- Lovely greeting at visitor center
- Beautiful,
- So thankful you were open when the Natl Park folks decided to be closed! Plus, the receptionist was marvelous, so THANK YOU VERY MUCH!

White Rock Visitor Center Comments:

- We went to Los Alamos to see all of the WWii science historical sights but were disappointed that all of the sights were closed. Even the Manhattan Project was closed even though it said it was opened! Please coordinate the times for all of the museum, projects, etc