



April 22, 2025

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

RE: UPDATED!

Discover Los Alamos LTAB's Tourism Visitation Report for the month of January 2025.

Dear Ellyn,

Here is the tourism report for January 2025. Both Visitor Centers have been quiet this month. We did observe a slight increase in visitation over the New Year's holiday. This report now includes visitation numbers for both the Bradbury Science Museum and Bandelier National Monument.

Sincerely,

Melanie Peña

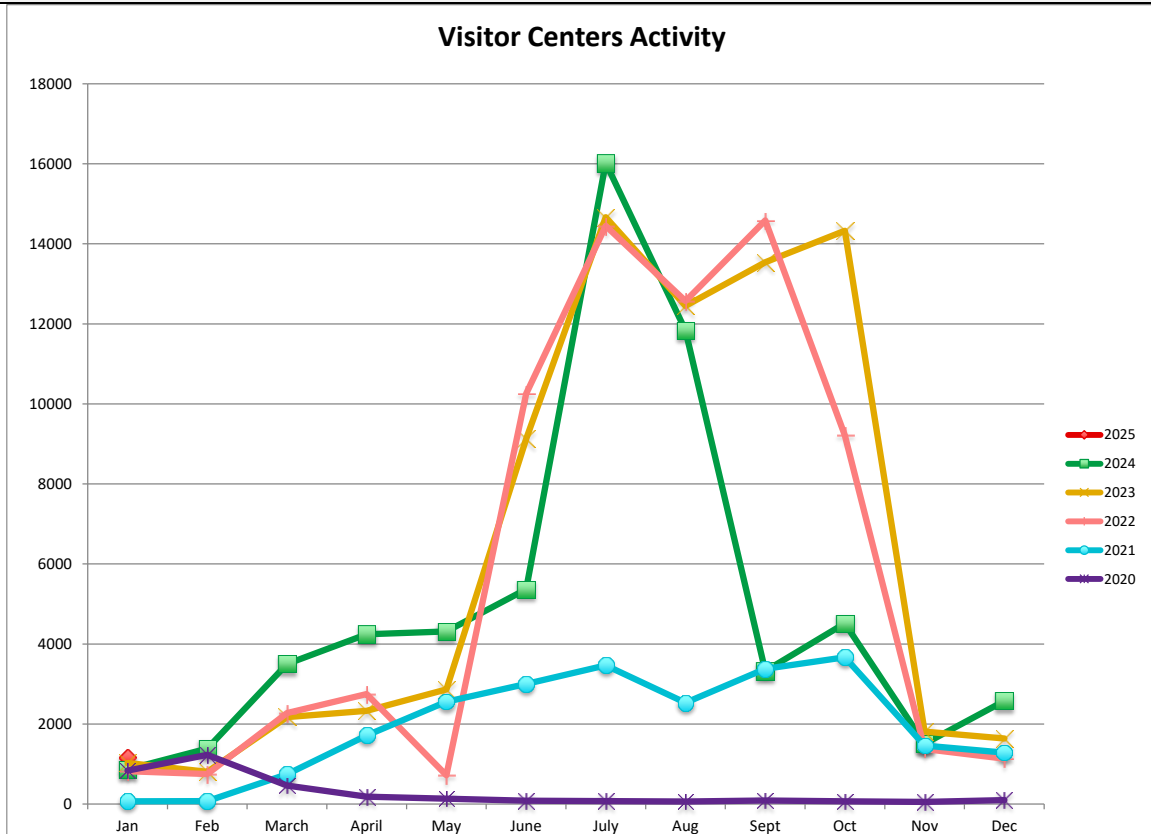
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

Monthly Tourism Report

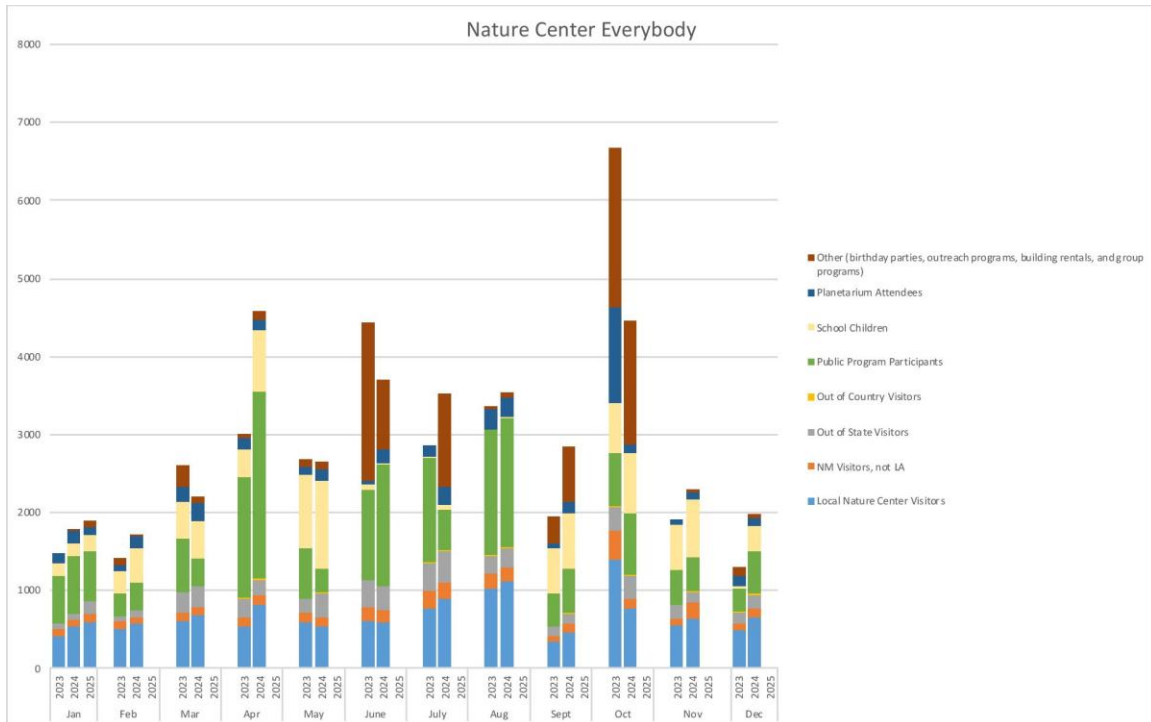
January 2025



Los Alamos Visitor Center January 2025 688

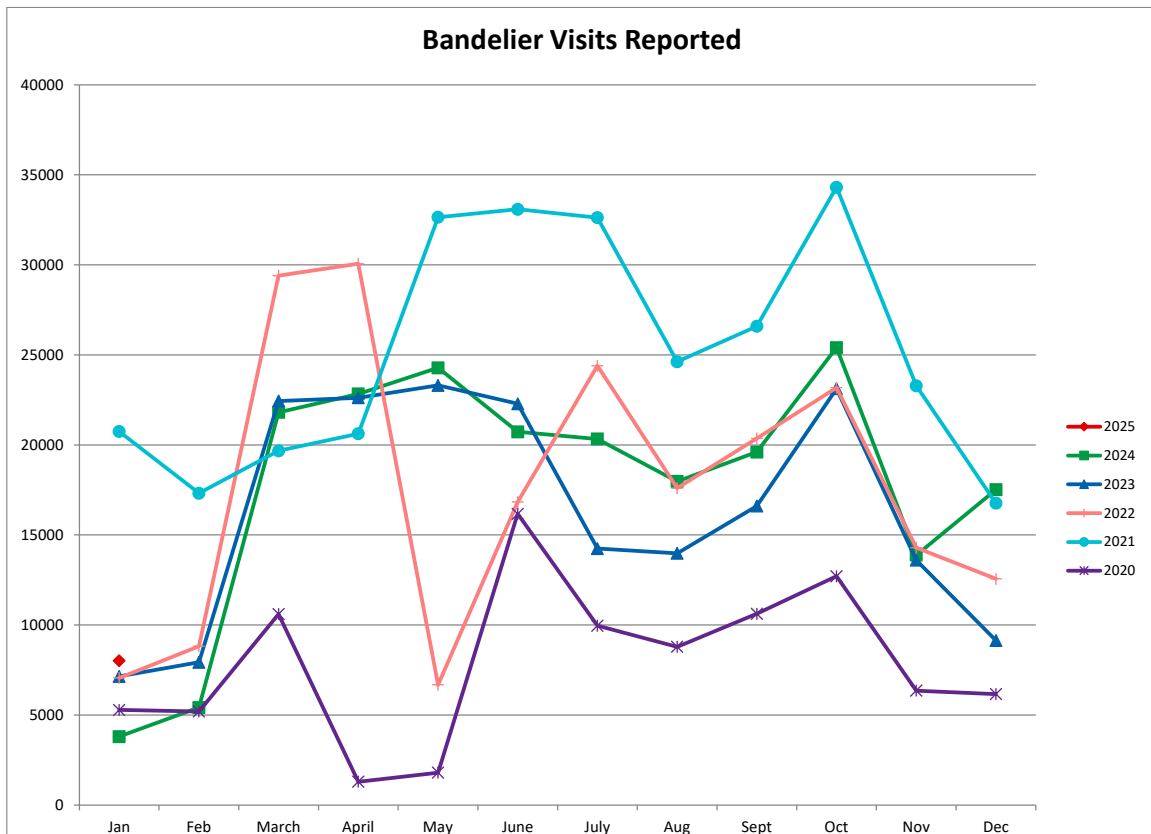
White Rock Visitor Center January 2025 172

- ~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 January 2025

1,902



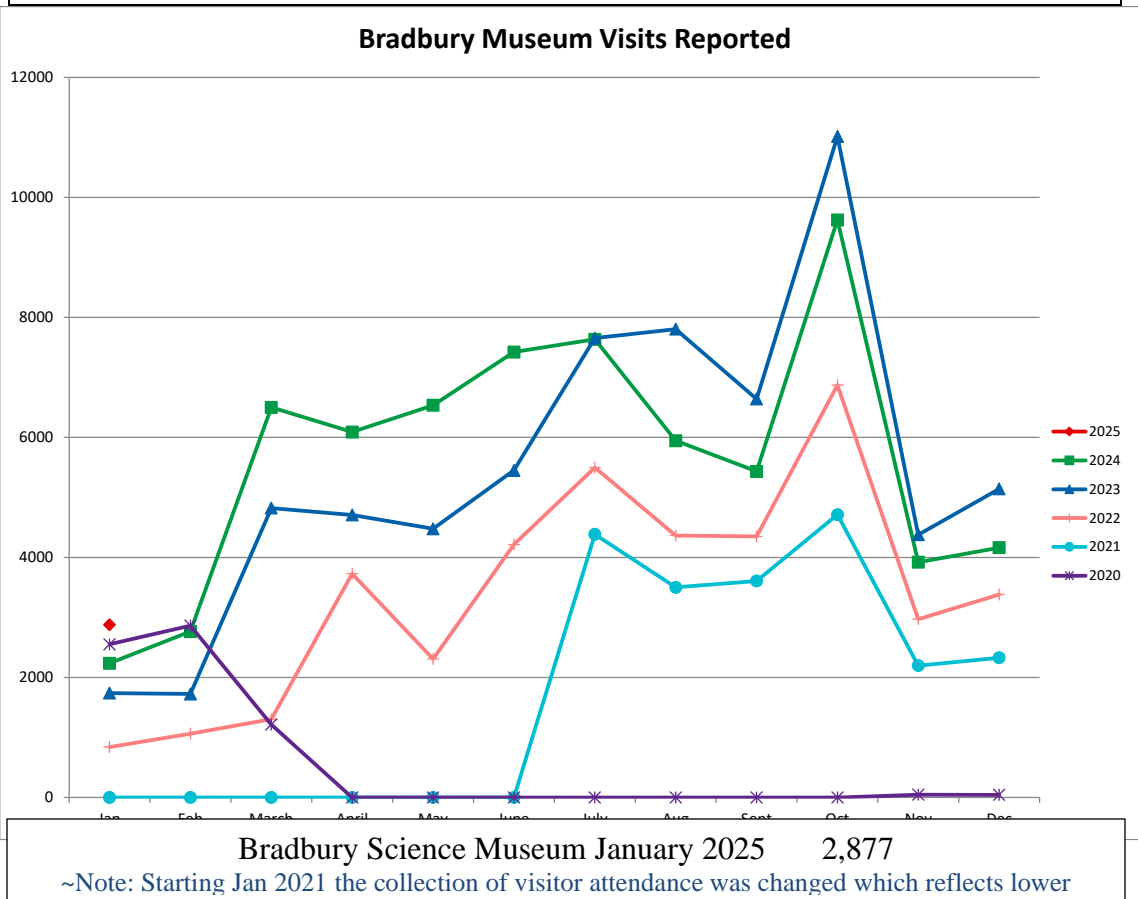
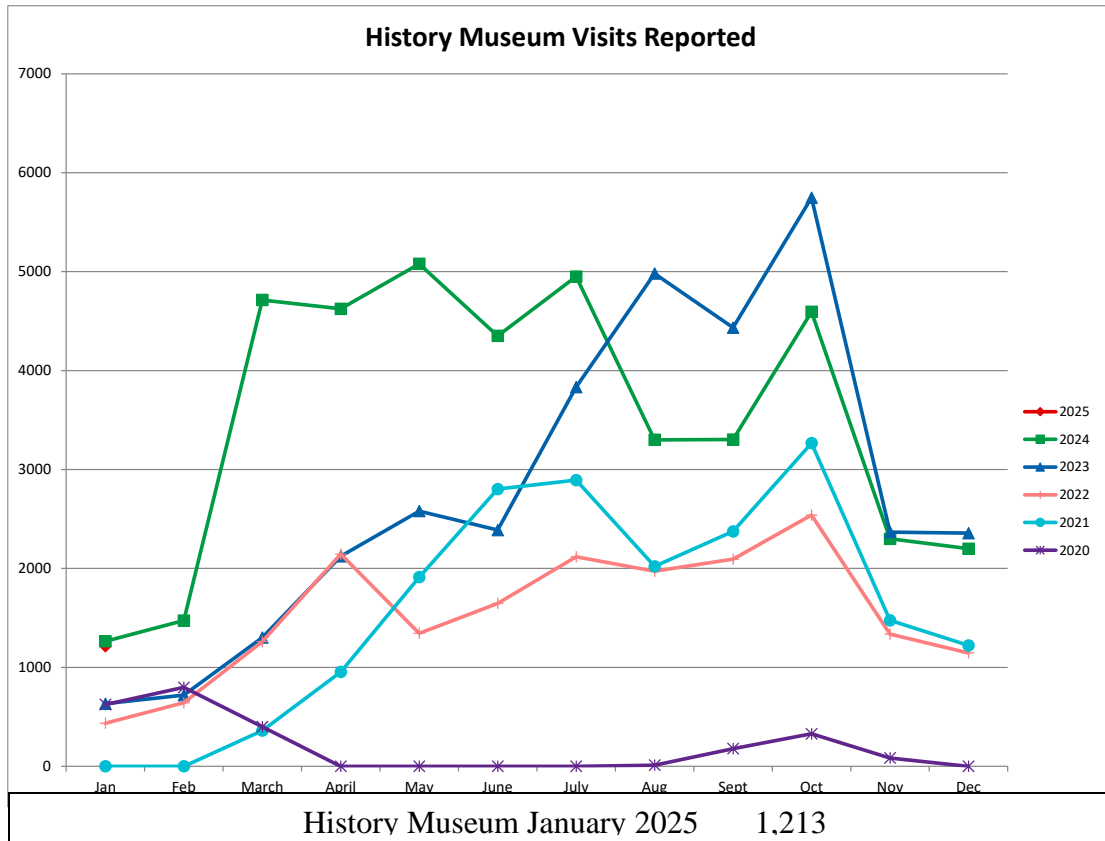
Bandelier National Monument January 2025 8,022

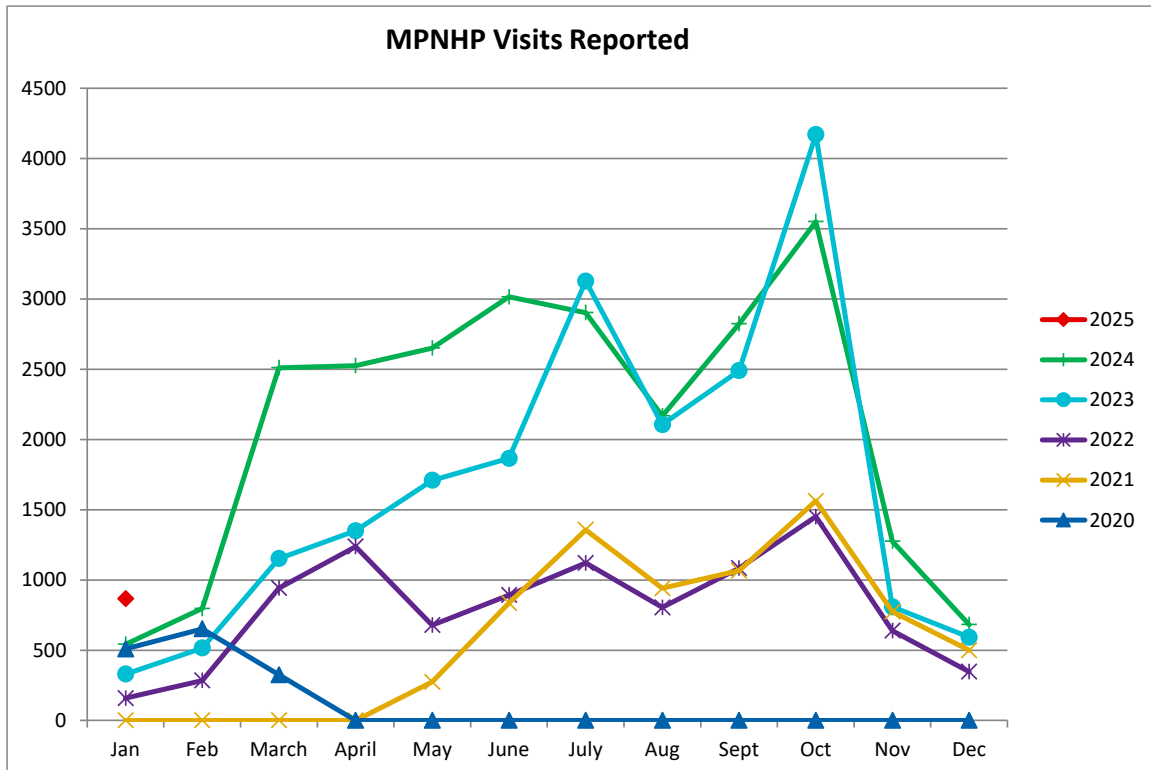
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19

Cerro Pelado Fire Closed BNM April 2022-May 2022~

475 20th St. Suite A, Los Alamos, NM 87544
505-662-8105 (fax) 505-662-0099 lavc@losalamos.org

ATTACHMENT A

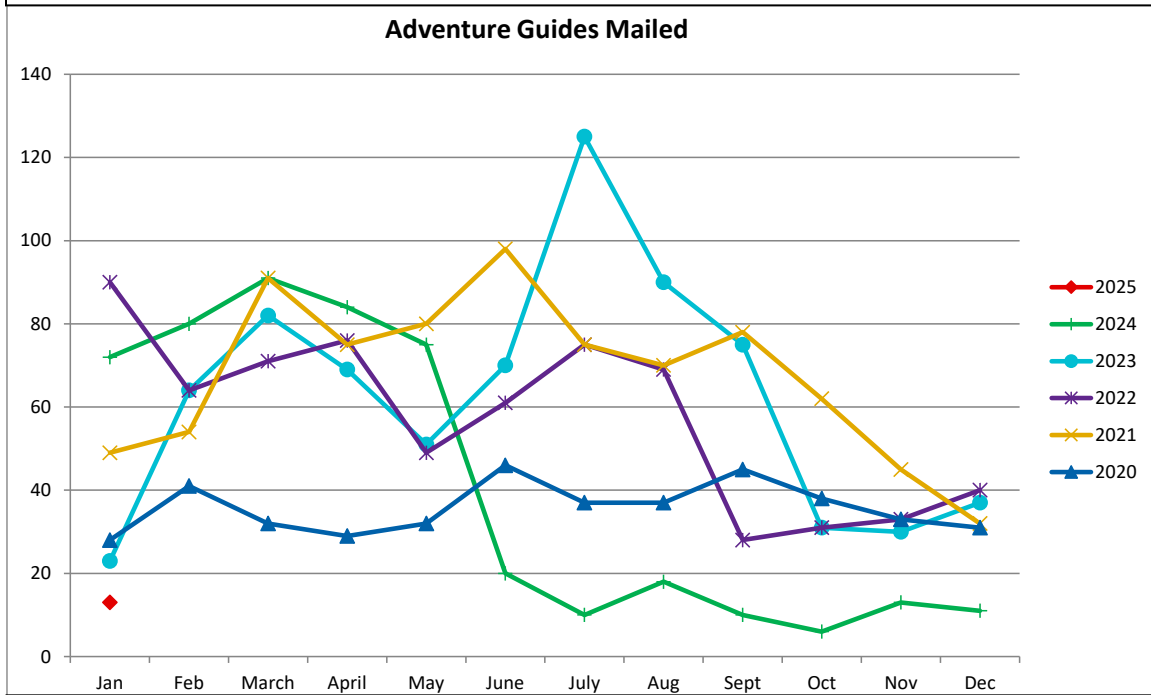




Manhattan Project National Historical Park January 2025 866

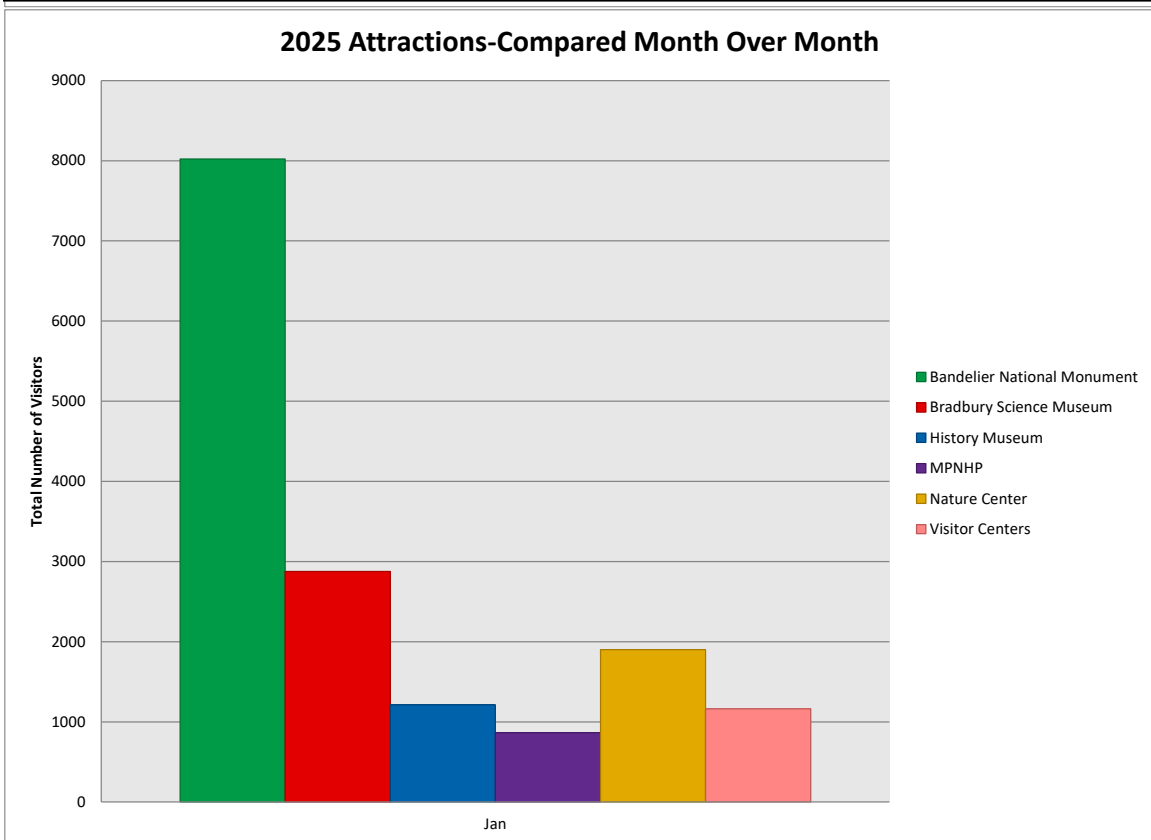
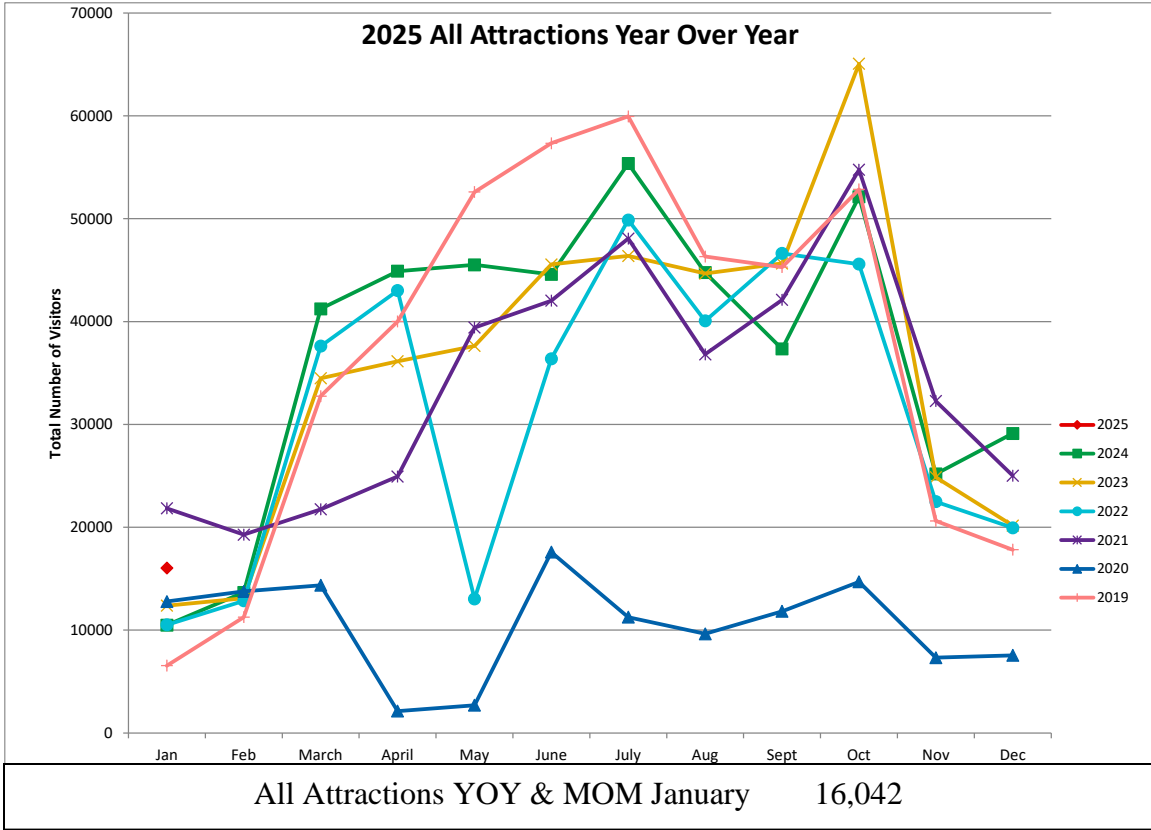
~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19

MPNHP reopened Memorial Weekend 2021~

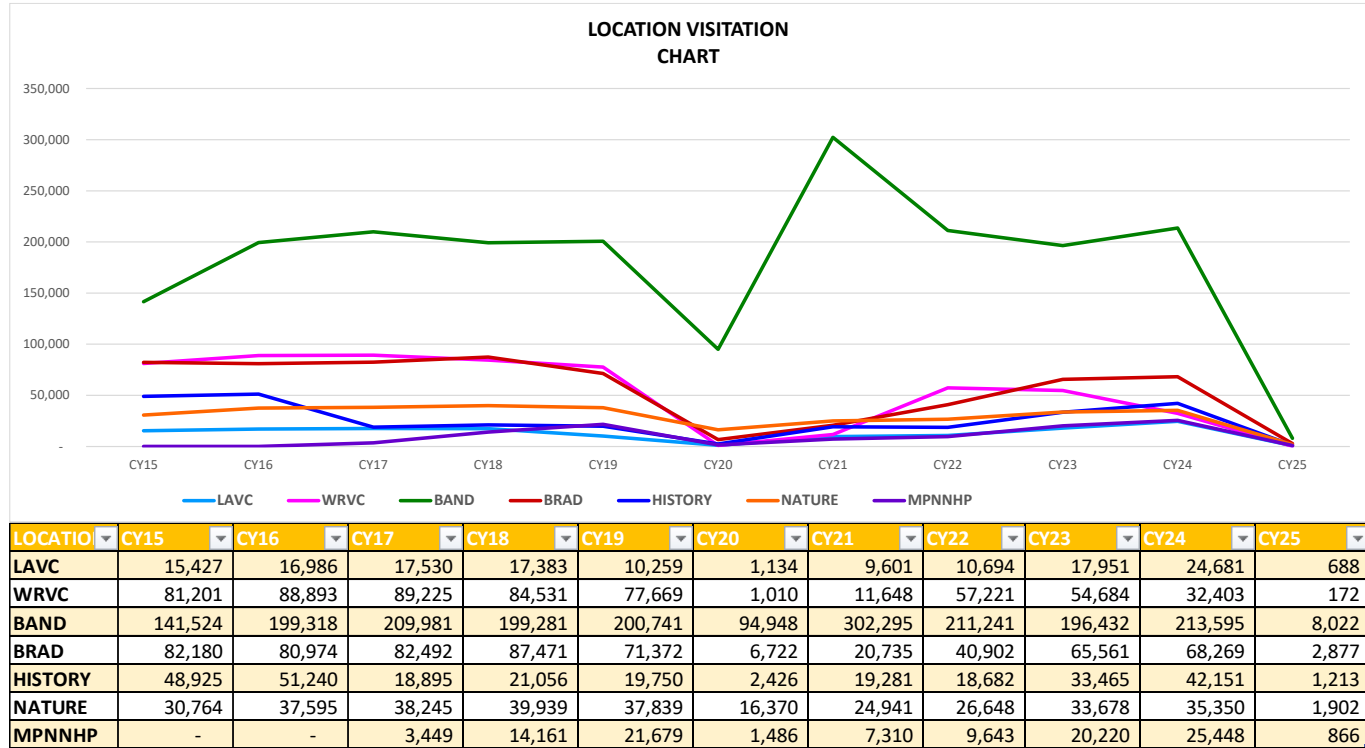


Adventure Guides Mailed Out January 2025 13

Year	2025	2024	2023	2022	2021
Total Mailed Guides	13	490	747	687	809



Attractions by Calendar Year January 2015 – January 2025



January 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 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 distributed by our contractor Santa Fe Brochure Distribution.
- 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 January.
- 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 January. The large display featured the Bradbury Science Museum.

- In January, 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.
 - 225 Welcome Bags – 8th annual Atomic City Winter Classic Adult Hockey Tournament

Adventure Guides Mailed Out January 2025:

13 www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

January 2025

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 Caledera 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 visiting Los Alamos and White Rock were from the following states:

- Texas
- California
- Colorado
- Arizona
- Illinois



Los Alamos Visitor Center



White Rock Visitor Center

- ✓ The foreign visitors visiting Los Alamos and White Rock were from:
 - Cote D'Ivoire
 - Japan
 - Malaysia
- ✓ The most prevalent cities in New Mexico visiting Los Alamos and White Rock were from:
 - Jemez Pueblo
 - Jemez Springs
 - Albuquerque
 - Rio Rancho
 - Santa Fe
 - Lamy
- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Love this center
- Beautiful town with lots of things to see. The visitor center hostess was delightful!
- Slightly disappointed. No staff around, no educational material. Feels like a weird empty dentist office.
- Good information
- Awesome thank you for preserving!
- Nice place
- Great place

- Great spot to begin with Annie such a lovely lady in the Visitor Centre.
- Nice town

White Rock Visitor Center Comments:

- Nice center! Helpful. Thanks.