



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 April 2026.

Dear Ellyn,

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

Sincerely,

Melanie Peña

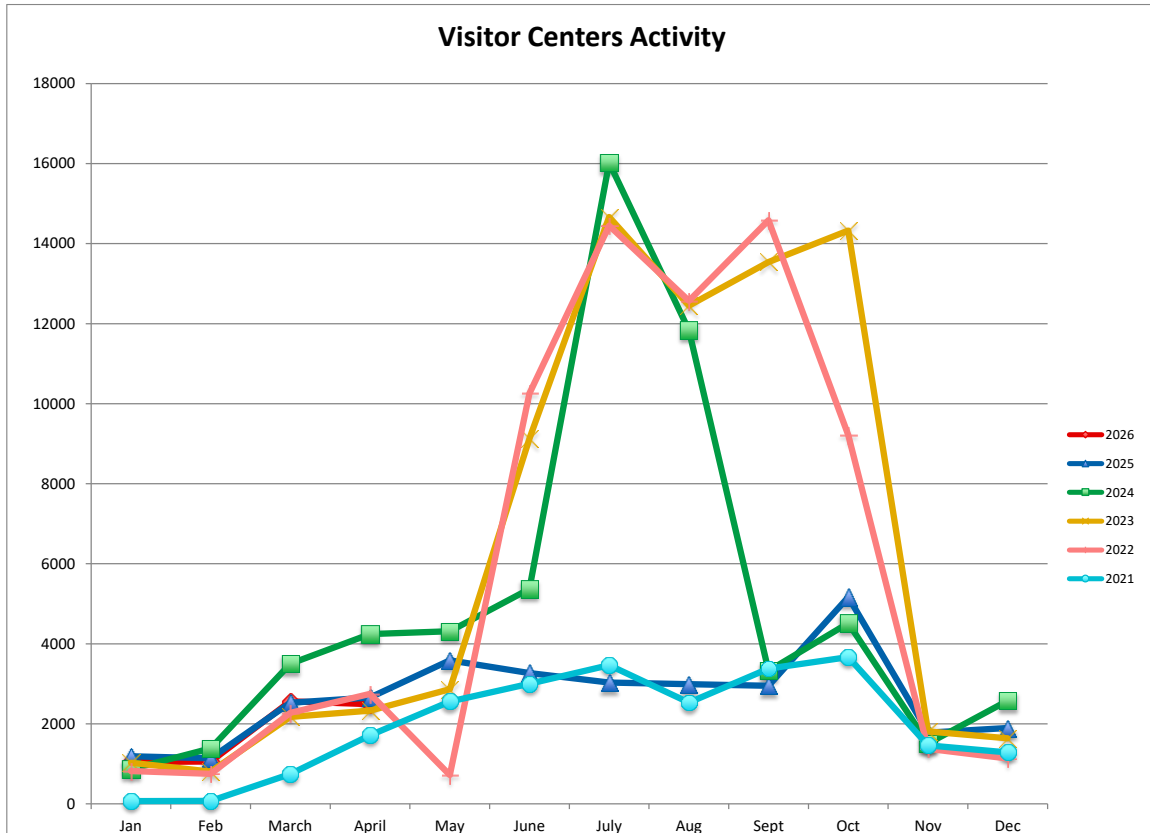
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

Monthly Tourism Report

April 2026



Los Alamos Visitor Center, April 2026 ~ 1,587

White Rock Visitor Center, April 2026 ~ 696

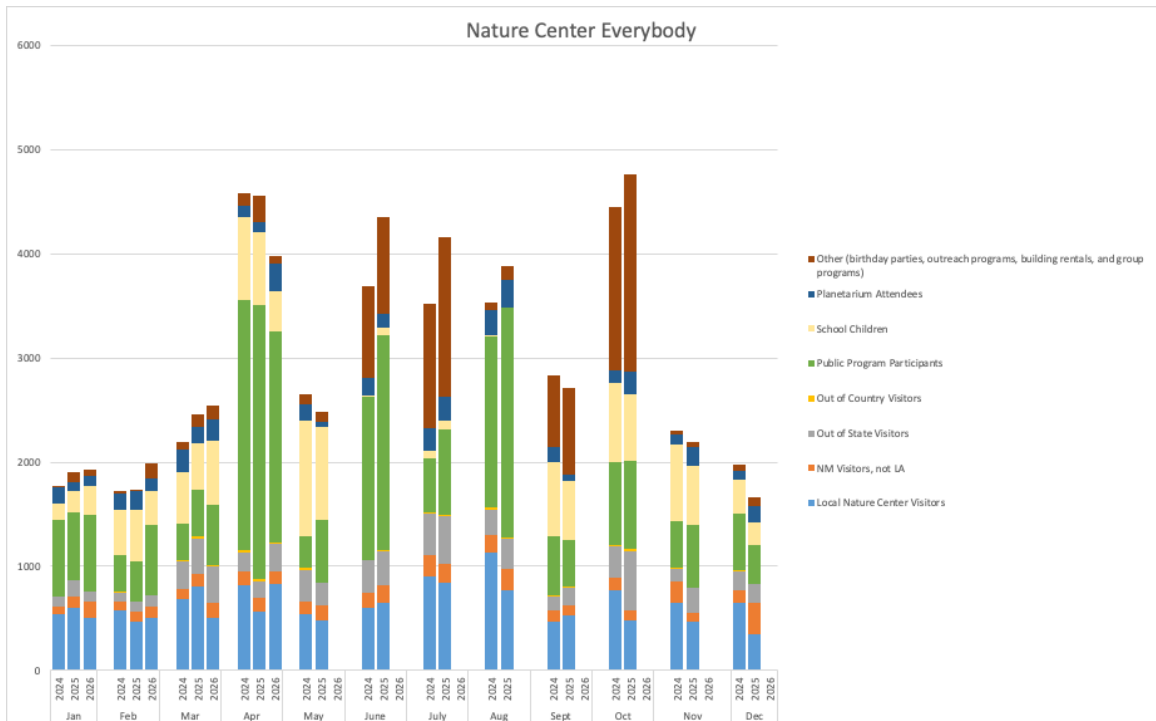
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~

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

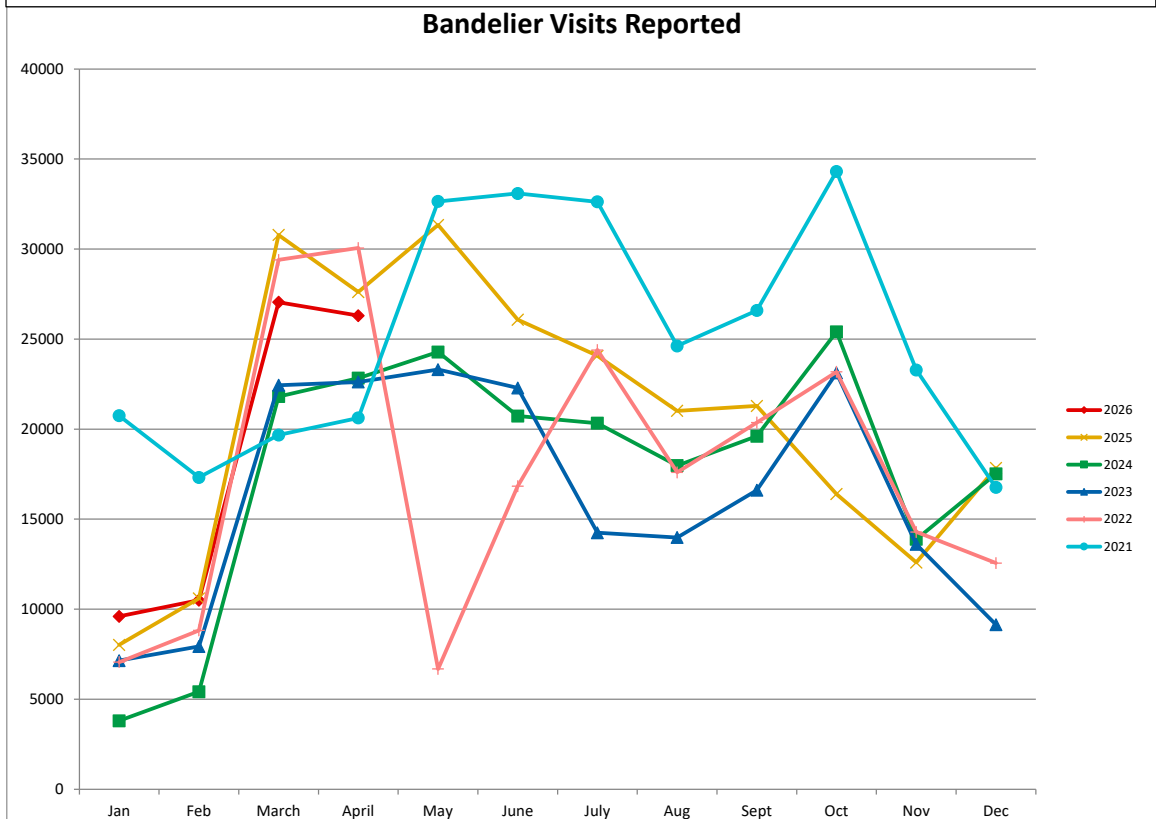
~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15, 2022 due to this fire. ~

~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, April 2026 ~ 3,981

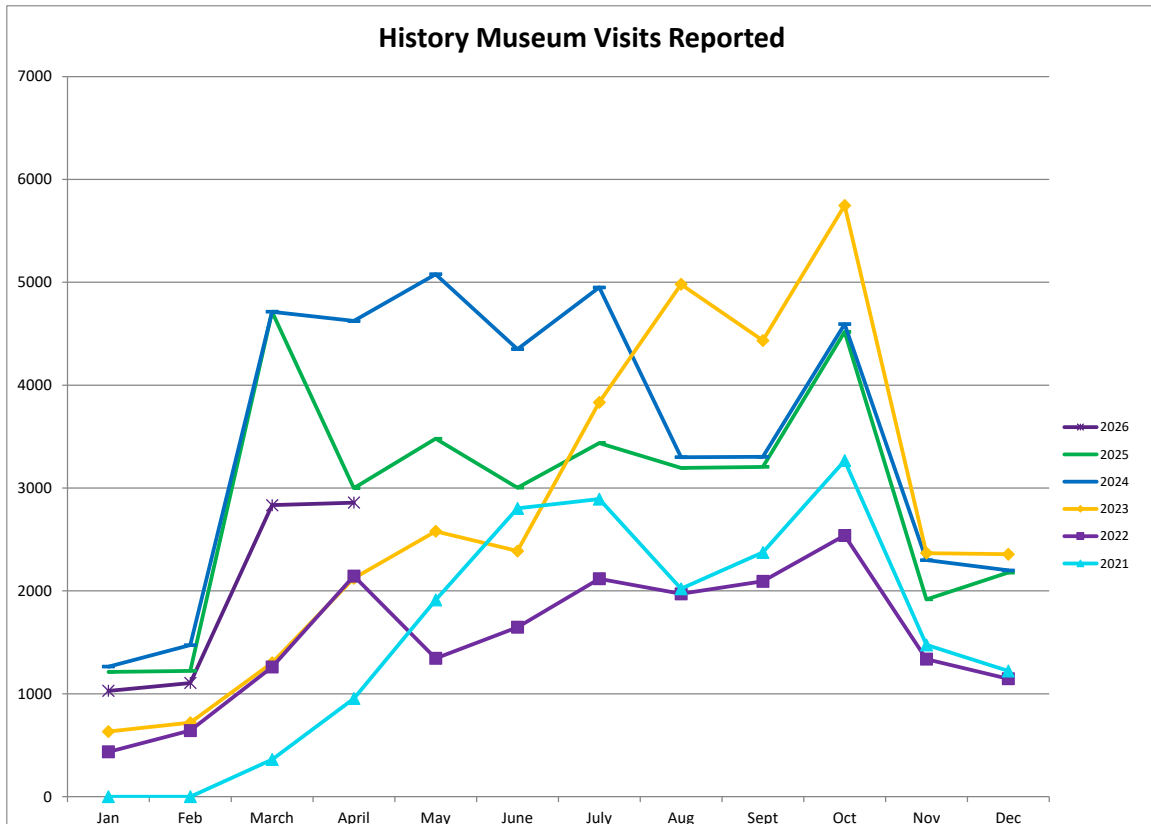


Bandelier National Monument, April 2026 ~ 26,305

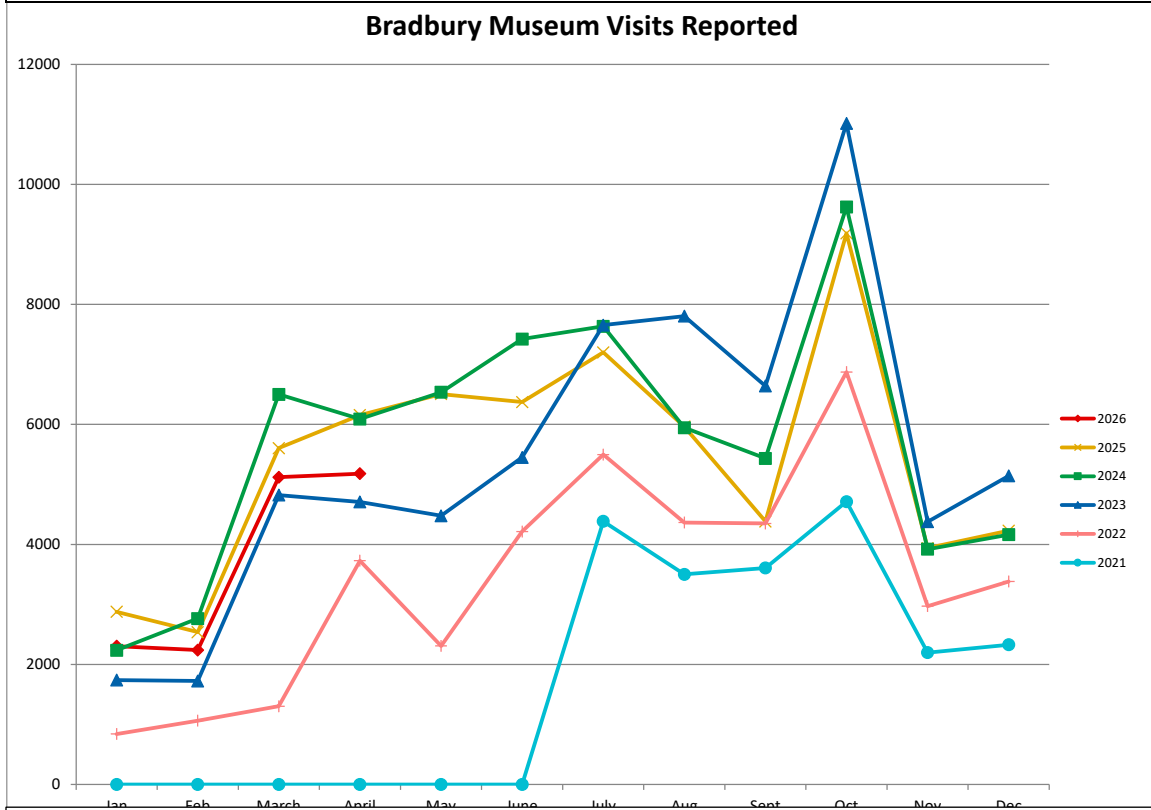
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19

Cerro Pelado Fire Closed BNM April 2022-May 2022~

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



History Museum, April 2026 ~ 2,858

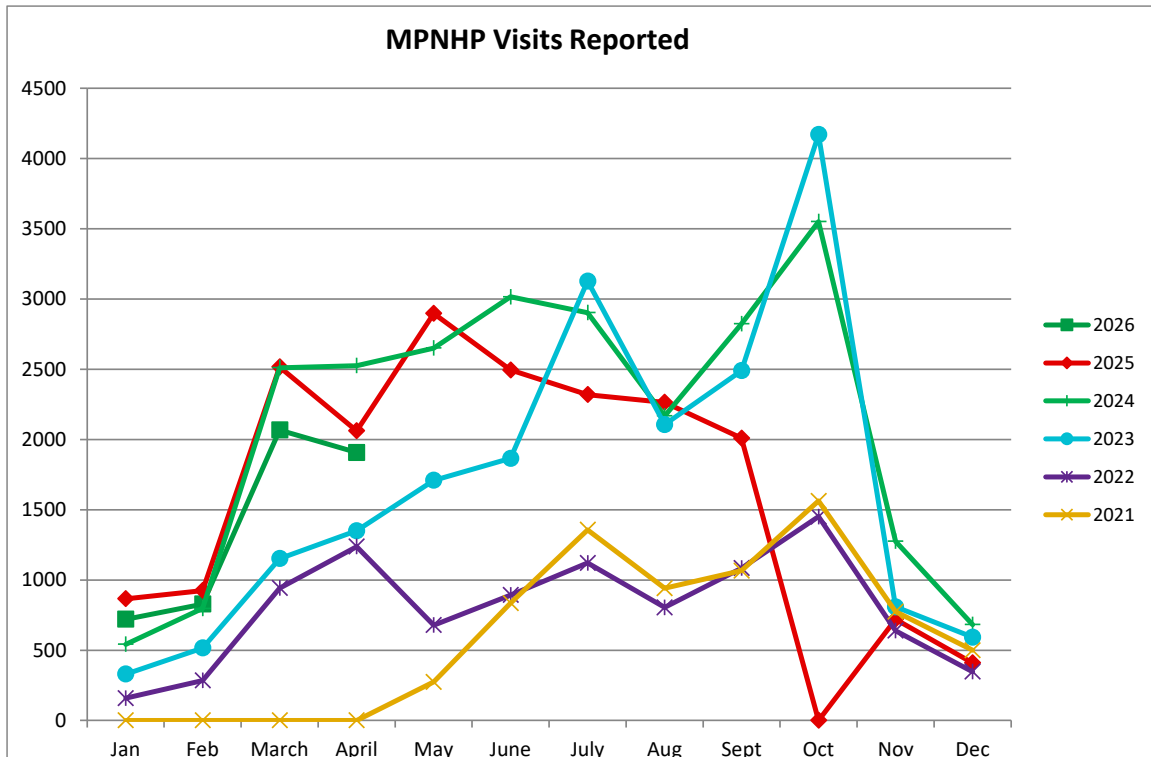


Bradbury Science Museum, April 2026 ~ 5,179

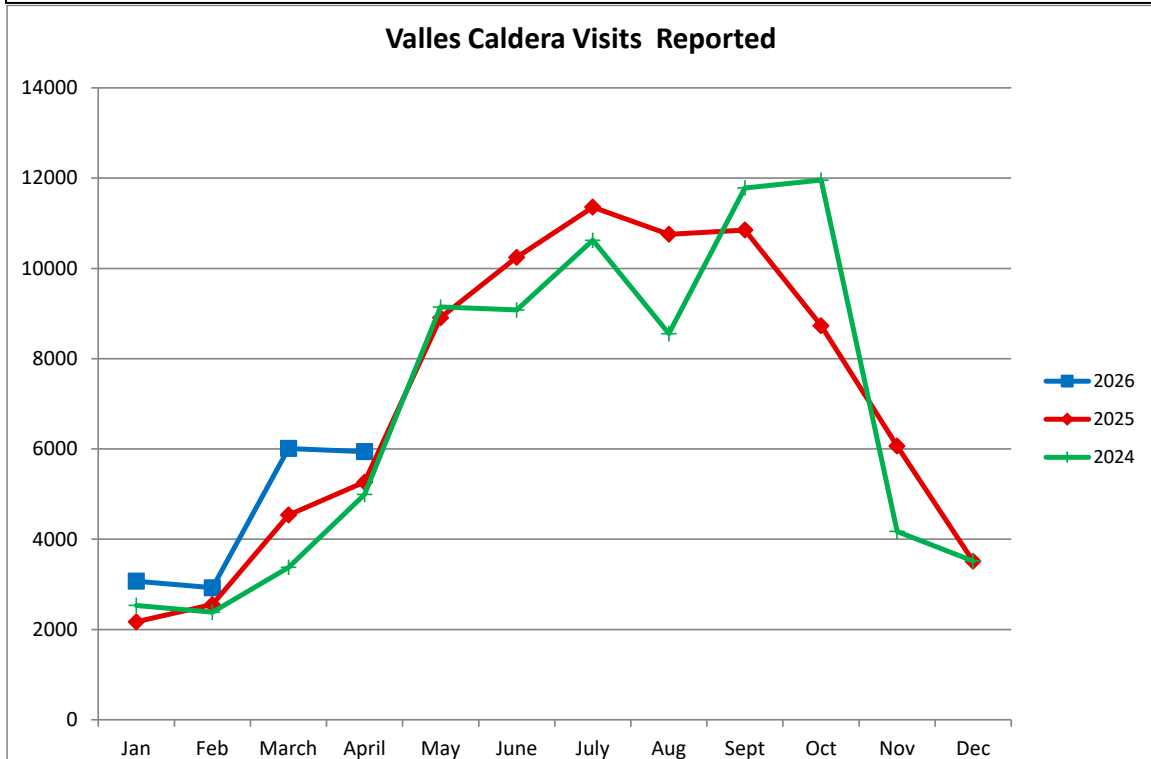
~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~

4750 Hill St. Suite A, Los Alamos, NM 87544
505-662-8105 (fax) 505-662-0099 lavc@losalamos.org

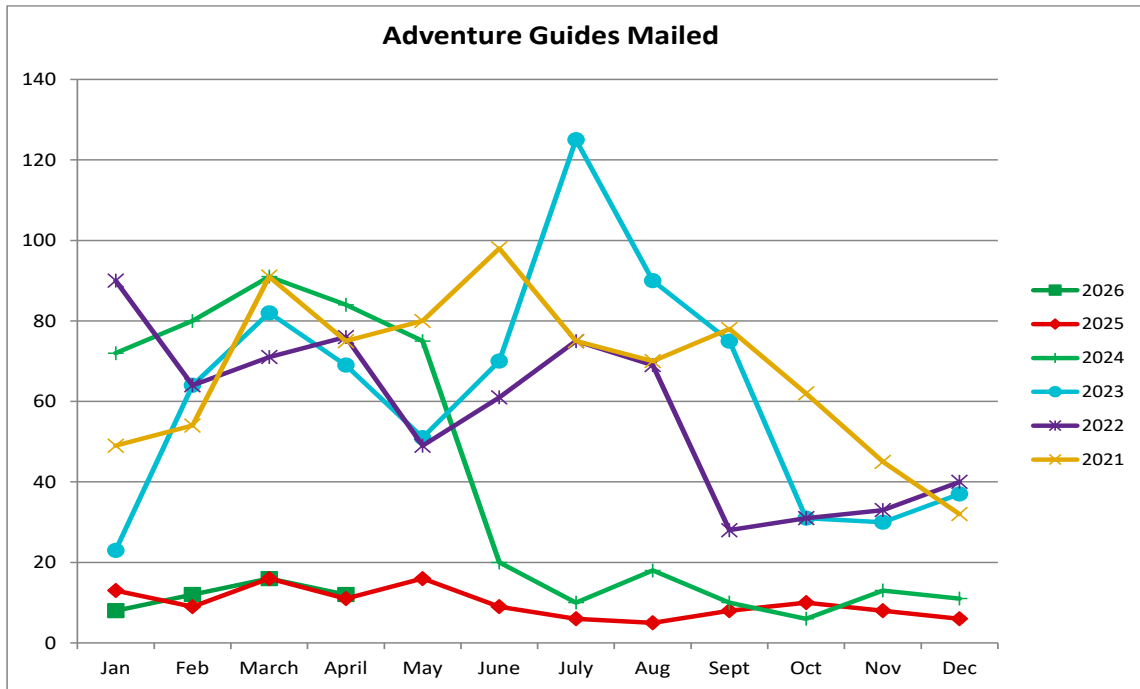
ATTACHMENT D



Manhattan Project National Historical Park, April 2026 ~ 1,907
 ~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~



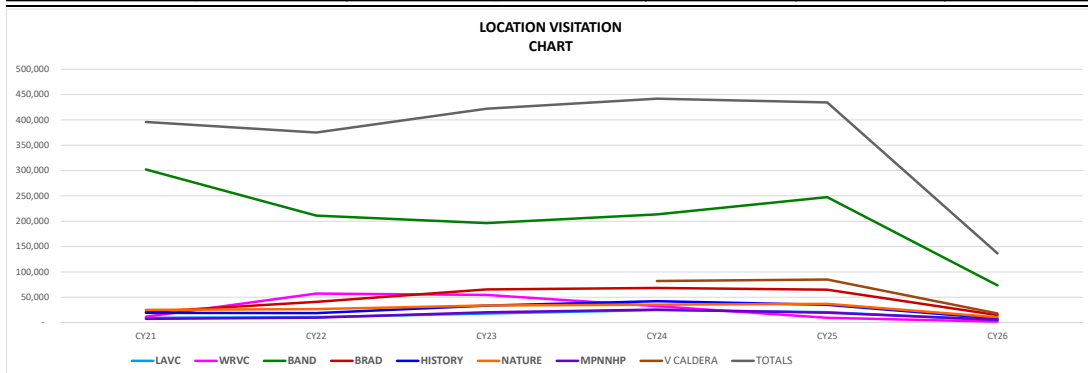
Valles Caldera National Preserve, April 2026 ~ 5,940
 ~ Park has now been added to this report moving forward comparing 2025 to 2026 ~

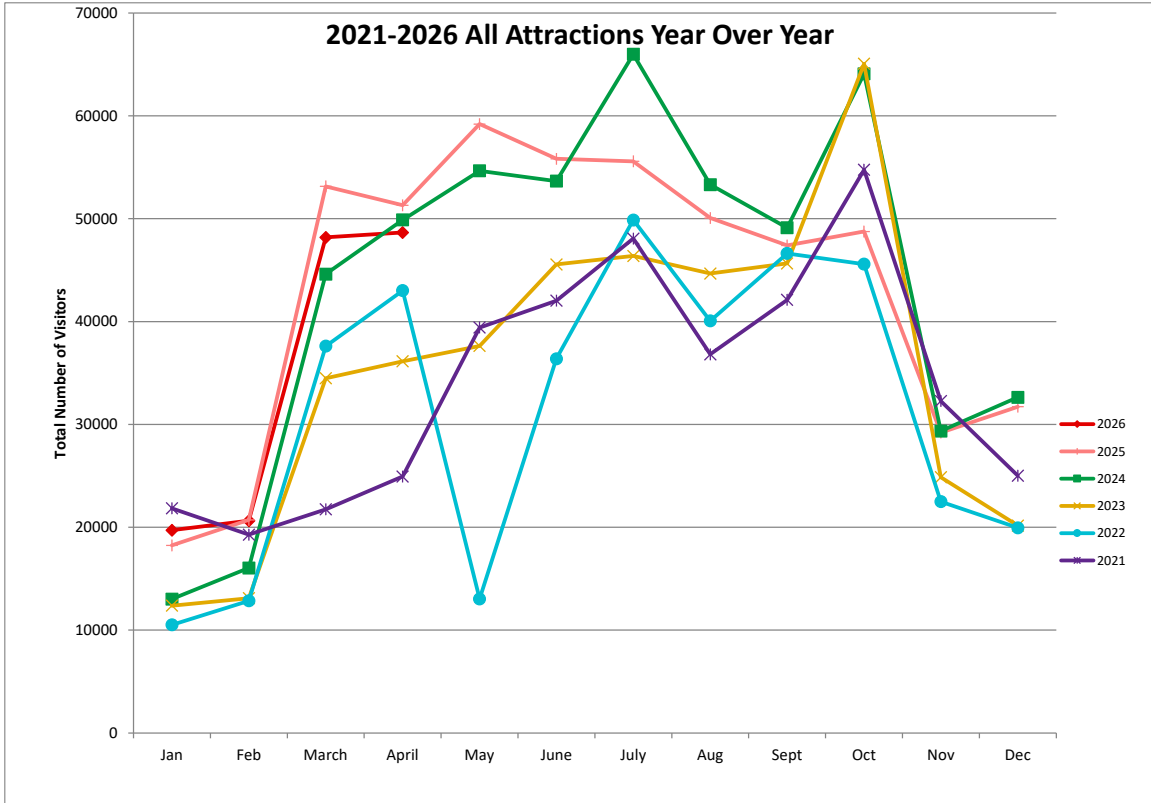


Adventure Guides Mailed Out, April 2026 ~ 12						
Year	2026	2025	2024	2023	2022	2021
Total Mailed Guides	48	117	490	747	687	809

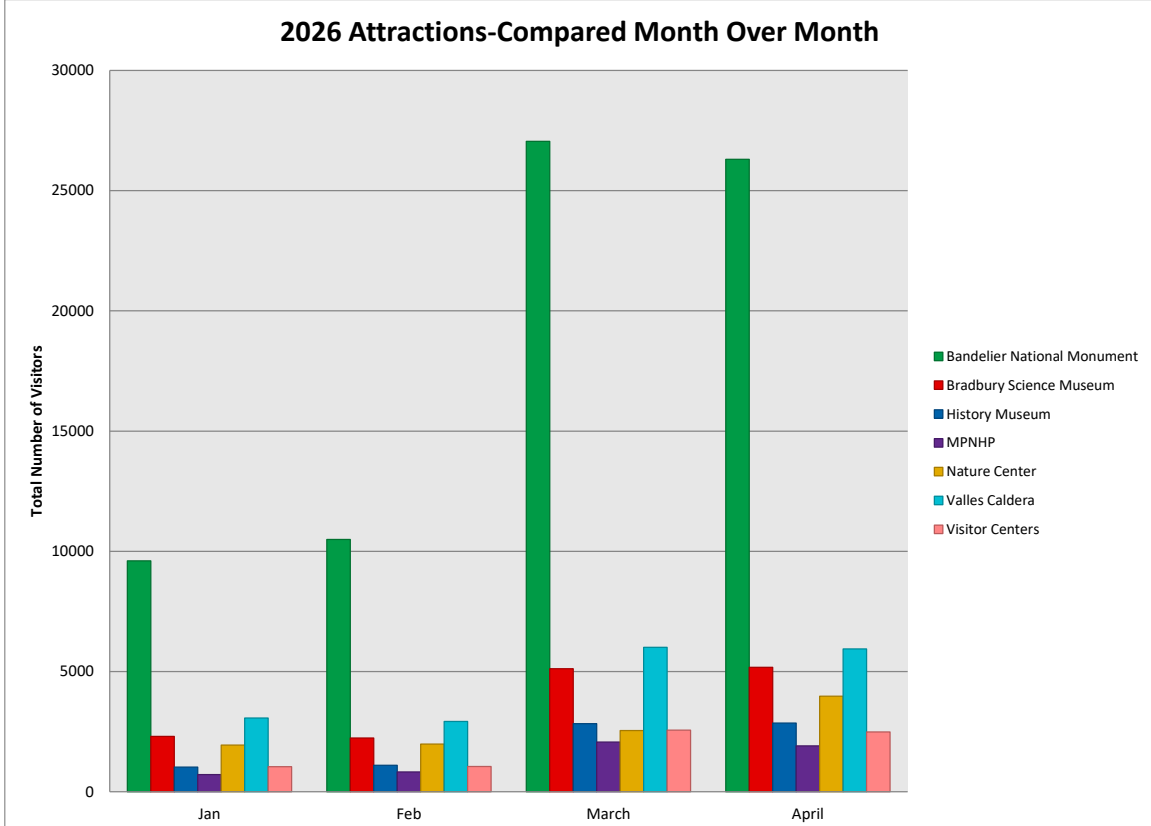
Attractions by Calendar Year January 2021 – April 2026

LOCATION	CY21	CY22	CY23	CY24	CY25	CY26
LAVC	9,601	10,694	17,951	24,681	20,657	4,617
WRVC	11,648	57,221	54,684	32,403	9,583	1,874
BAND	302,295	211,241	196,432	213,595	247,642	73,451
BRAD	20,735	40,902	65,561	68,269	64,955	14,844
HISTORY	19,281	18,682	33,465	42,151	35,088	7,826
NATURE	24,941	26,648	33,678	35,350	36,884	10,456
MPNNHP	7,310	9,643	20,220	25,448	19,487	5,523
V CALDERA				82,111	84,952	17,946
TOTALS	395,811	375,031	421,991	441,897	434,296	136,537





All Attractions YOY & MOM, April 2026 ~ 48,660



April 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 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 **12** volunteer hours logged for the month of April.
- 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 April. The large display featured the Los Alamos Nature Center for Earth Day.
- In April, 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.
 - 100 Welcome Bags for Student Liaison | Training Coordinator | Theoretical Division Office (T-DO) - LANL

Adventure Guides Mailed Out April 2026:

- 12 www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

April 2026

Total of **126** 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 – 114 Responses

✓ *What is your age?*

- Under 18 11
- 18-24 1
- 25-34 9
- 35-44 14
- 45-54 16
- 55-64 19
- 65+ 44

✓ *Where are you staying?*

- This is a day trip from home 4
- This is a road trip 31
- Lodging in Los Alamos/White Rock 9
- Lodging in Albuquerque, NM 5
- Lodging in Santa Fe, NM 58
- Lodging in Taos, Abiqui, Espanola 1
- Other 6

✓ *How did you hear about Los Alamos?*

- Family/Friends 33
- School/History Education 0
- Business 0
- Film, History or Attractions 74
- Online, Print or Social Media 28
- Local Event 0

✓ *What brought you to Los Alamos?*

- Friends/Family 28
- Work 1
- To attend a special event or conference 1
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 46
- To visit the Valles Caldera National Preserve 12
- To visit the Manhattan Project National Historical Park 71
- To visit the Bradbury Science Museum 35
- To visit the Los Alamos History Museum 40
- To visit the PEEC Nature Center 9
- To discover new outdoor activities/scenery (hiking,biking,skiing) 15

- To enjoy some local shopping/food/drink

8

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

- | | |
|------------------|----|
| • Less than \$25 | 20 |
| • \$25-74 | 24 |
| • \$75-149 | 42 |
| • \$150-299 | 11 |
| • \$300-499 | 6 |
| • \$500+ | 3 |

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

- | | |
|---------------------|----|
| • Very positive | 89 |
| • Somewhat positive | 14 |
| • Neutral | 11 |
| • Somewhat negative | 0 |
| • Very negative | 0 |

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 12 Responses (New Questions Added)

✓ *What is your age?*

- | | |
|---------|---|
| • 25-34 | 0 |
| • 35-44 | 0 |
| • 45-54 | 0 |
| • 55-64 | 4 |
| • 65+ | 5 |

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

- | | |
|------------------|---|
| • First Visit | 0 |
| • Return Visitor | 0 |

✓ *Where are you staying?*

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

✓ *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?*

- | | |
|----------------------------|---|
| • Family/Friends | 5 |
| • School/History Education | 4 |
| • Business | 0 |
| • Film | 0 |
| • Online/Media | 3 |
| • Local Event | 0 |

✓ *What brought you to Los Alamos?*

- | | |
|---|---|
| • To visit friends/family | 7 |
| • To work | 0 |
| • To attend a special event or conference | 1 |
| • To learn more about the Manhattan Project/Oppenheimer | 0 |
| • 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 | 2 |
| • To visit the PEEC Nature Center | 1 |
| • To discover new outdoor activities/scenery (hiking,biking,skiing) | 4 |
| • To enjoy some local shopping/food/drink | 1 |

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

- | | |
|------------------|---|
| • Less than \$25 | 2 |
| • \$25-74 | 2 |
| • \$75-149 | 4 |
| • \$150-299 | 1 |
| • \$300-499 | 1 |
| • \$500+ | 2 |

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

- | | |
|---------------------|----|
| • Very positive | 89 |
| • Somewhat positive | 14 |

- Neutral 11
- Somewhat negative 0
- Very negative 0

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

- Colorado – 16
- Texas – 15
- California – 9
- Virginia – 5
- Washington – 5
- New York – 4
- Arizona – 4
- Florida – 3



Los Alamos Visitor Center



White Rock Visitor Center

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

- Burundi
- Canada
- France
- Germany
- Poland
- Republic of Korea
- United Kingdom

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

- Albuquerque
- Santa Fe
- Los Lunas

✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Great tour from the museum.
- Great host at the visitors center
- Thank you
- Just arrived.
- It's like Eureka!
- Glad that we visited. Enjoyed the tour and the museums
- Will visit again
- Paulette has been great!!
- Interesting and beautiful place
- Love the area
- We are all good.
- Bob was extremely helpful in helping us navigate & plan our day
- Not yet
- Very interesting
- Love this area
- Beautiful area
- Love your town
- Great historical guide at the visitor center. Very Informative!
- So far it's been lovely
- Ranger station should be open more
- Love it
- Love Los Alamos!
- Beautiful day
- God Bless the USA!
- Thanks for building this
- I like this place
- Neat place, very busy,
- Merveilleux paysages
- Thanks!
- Great information and thankful you had the national park stamp!
- Great place and so much info at visitor center and warm welcome from the lady

White Rock Visitor Center Comments:

- Wonderful visitors center
- The girls at the welcome center, Fran and Cheryl were fantastic
- Really nice
- So excited to be here
- This place is very cool so far
- It's fun

