



DISCOVER  
LOS ALAMOS

January 5, 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 November 2025.

Dear Ellyn,

Here is my tourism report for the month of November. The Federal Government Shutdown continued into November and has closed both Bandelier National Monument and the Manhattan Project National Historical Park office until the shutdown was officially over on November 13<sup>th</sup>. As of today's date, I have not been able to acquire Bandelier's visitation numbers for this month's reporting.

Sincerely,

*Melanie Peña*

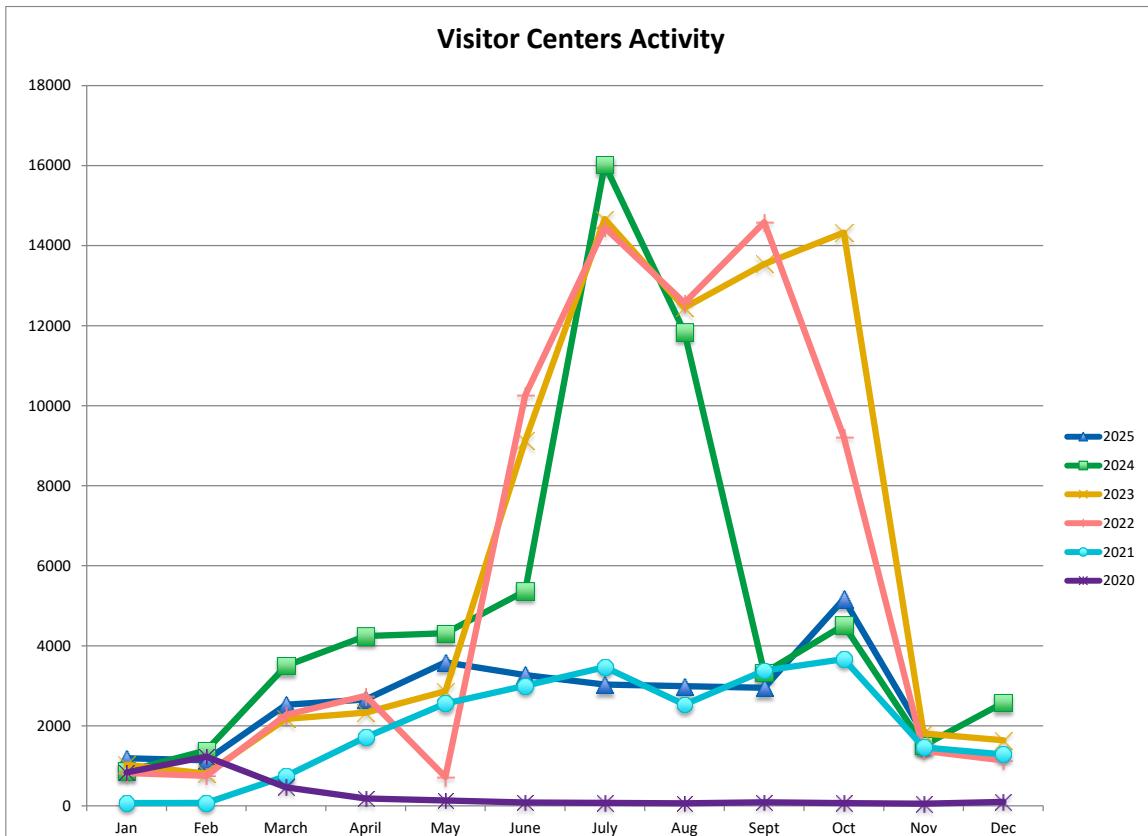
Melanie Peña  
Discover Los Alamos Director

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

# Discover Los Alamos

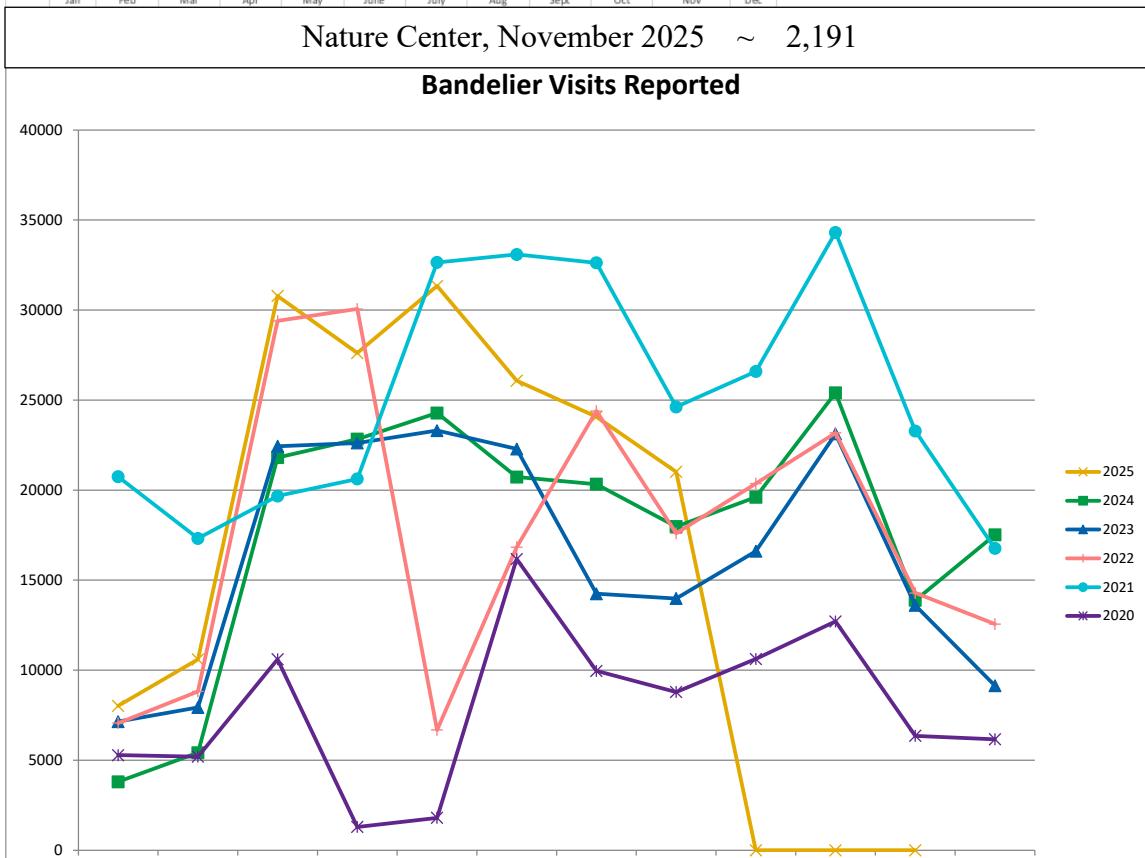
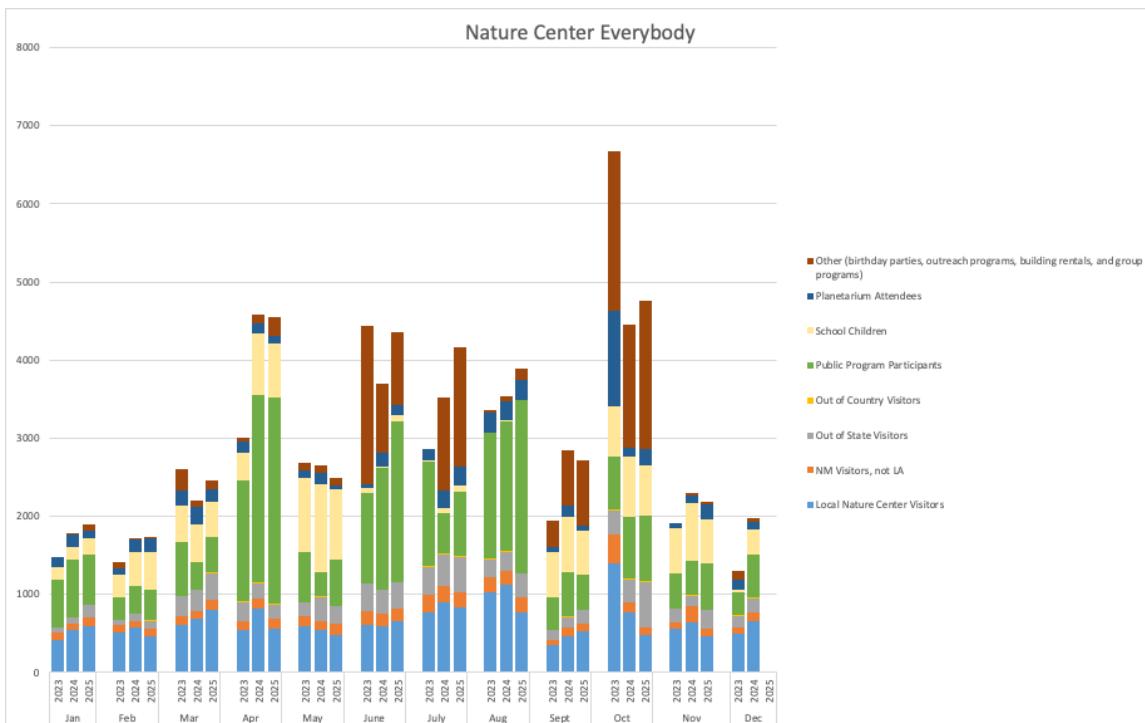
## Monthly Tourism Report

### November 2025



Los Alamos Visitor Center, November 2025 ~ 1,215  
 White Rock Visitor Center, November 2025 ~ 381

~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~

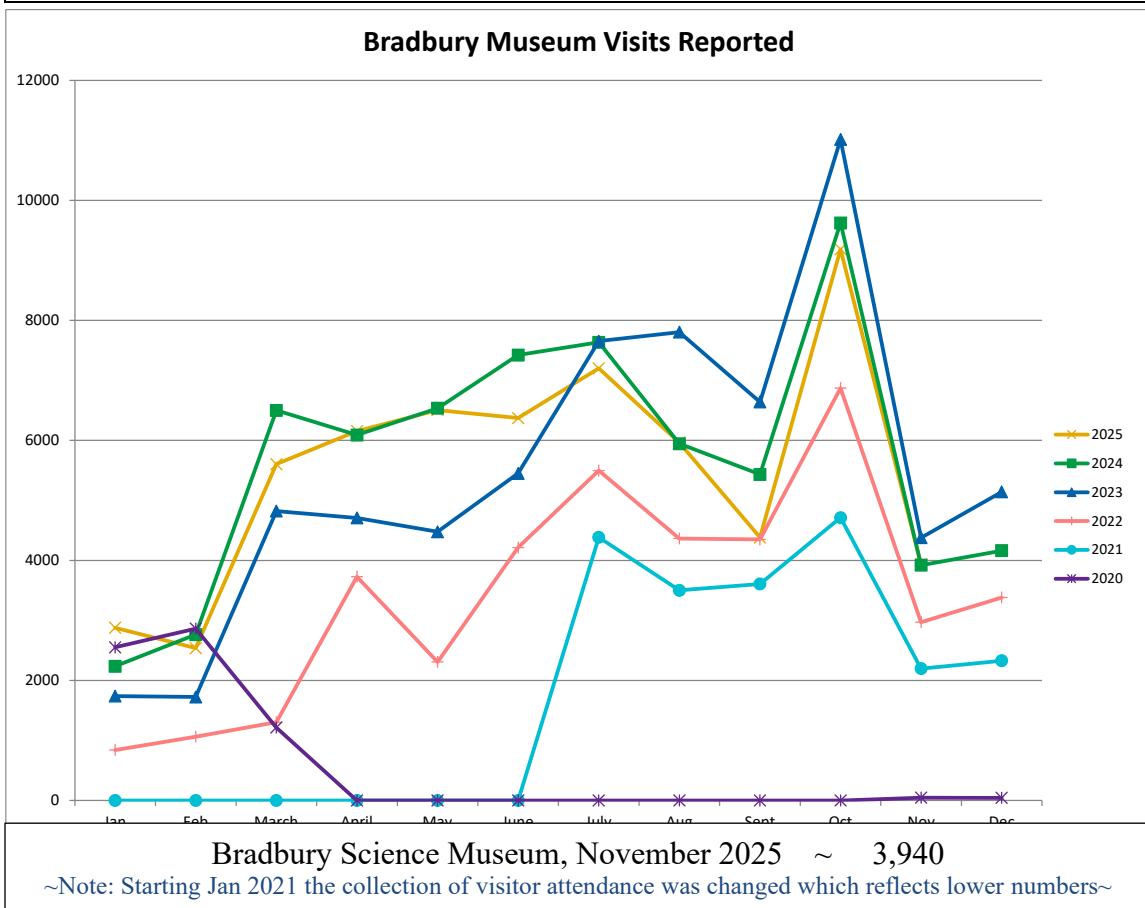
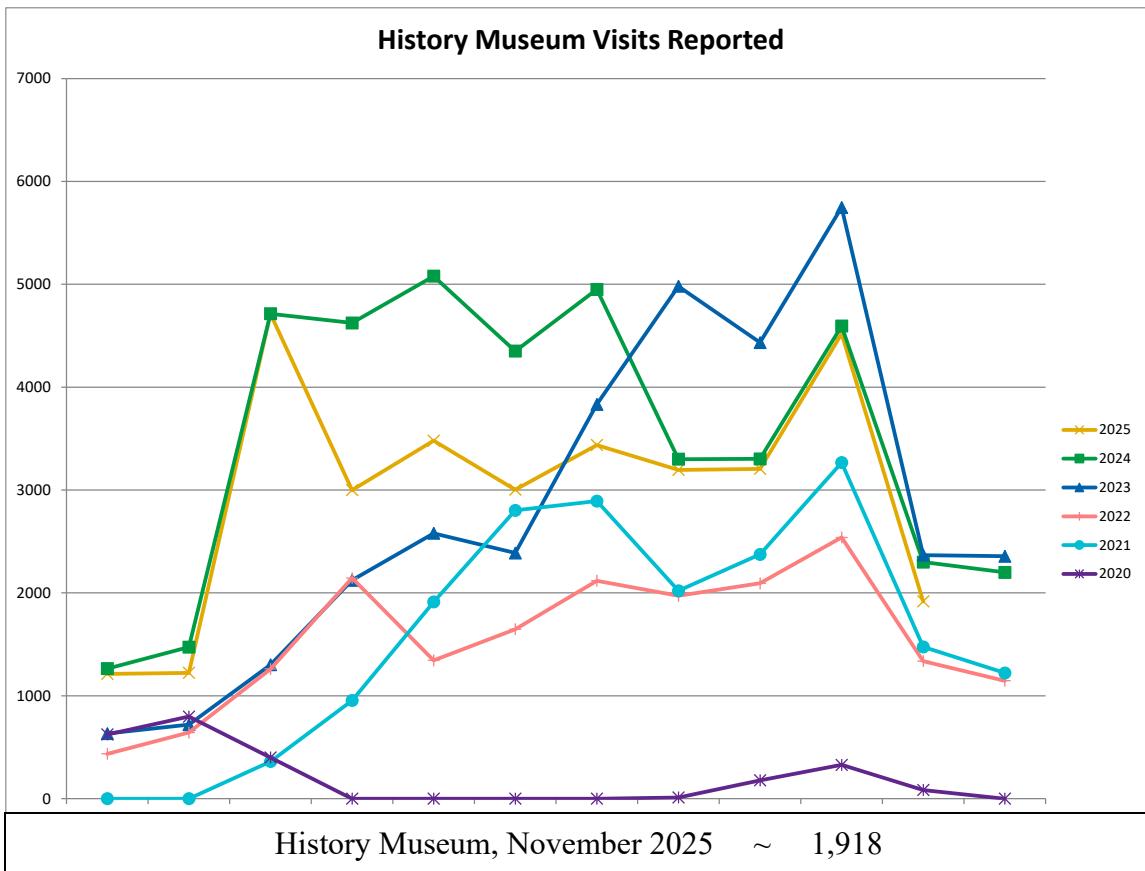


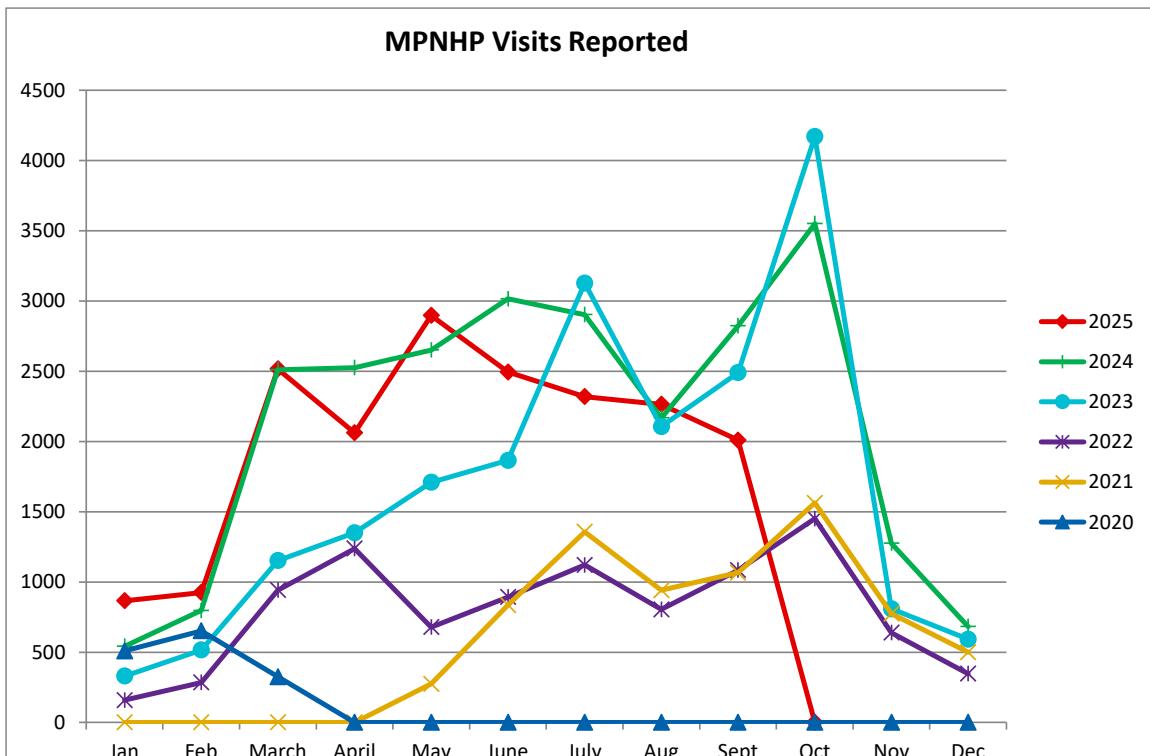
**Bandelier National Monument, November 2025 ~ **0****

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

Cerro Pelado Fire Closed BNM April 2022-May 2022~

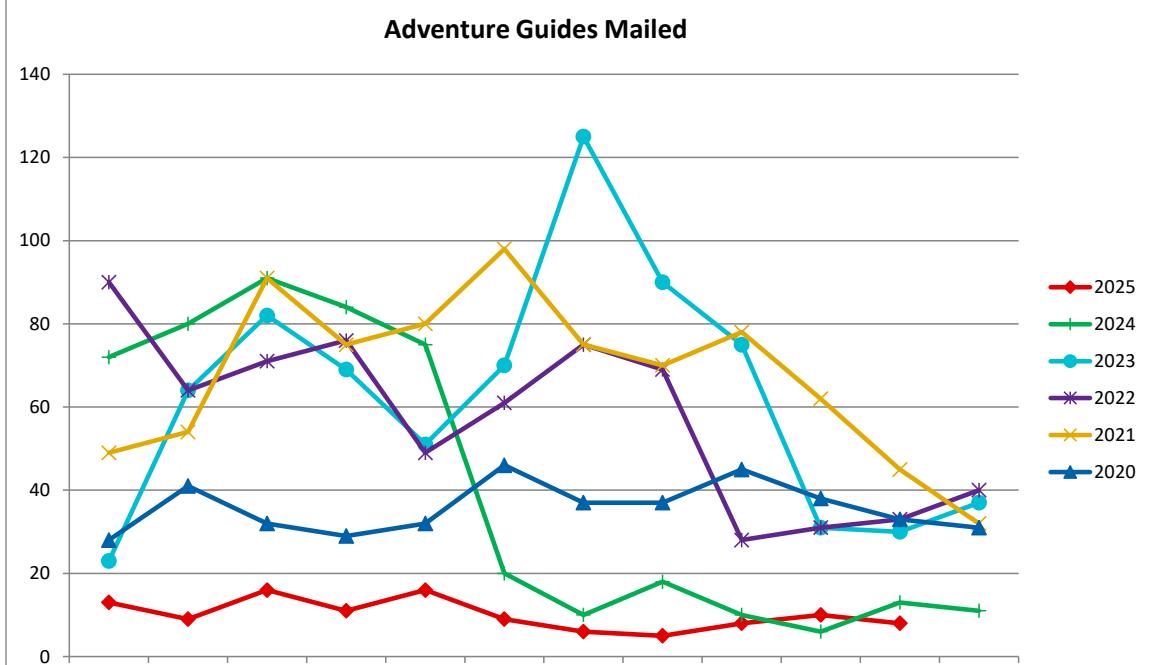
~Federal Government Closer, BNM Closed Oct 1-31, 2025~





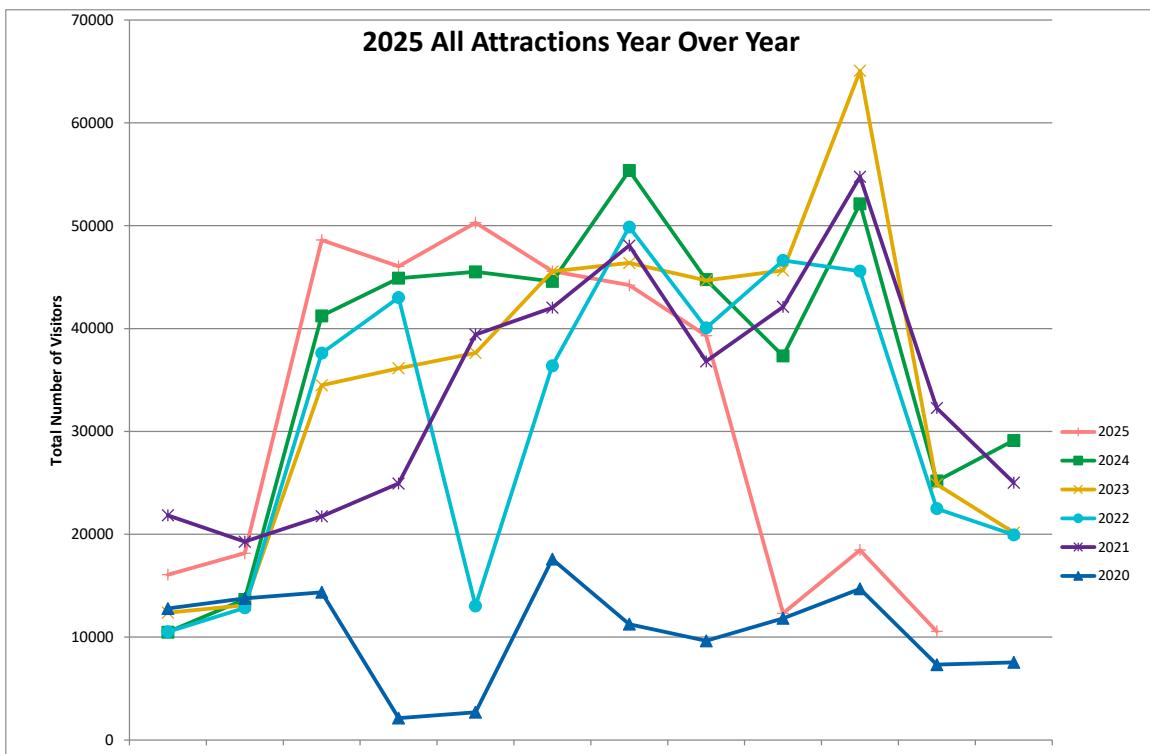
#### Manhattan Project National Historical Park, November 2025 ~ 720

~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~

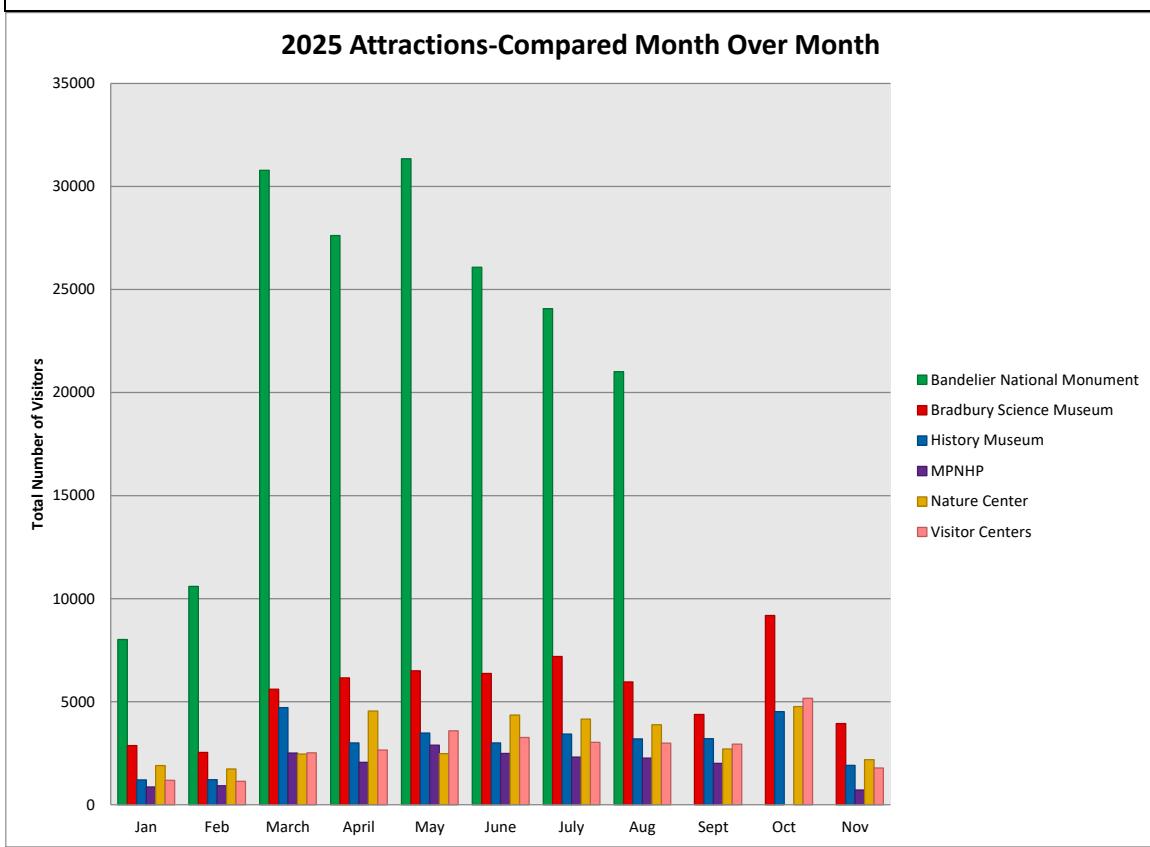


#### Adventure Guides Mailed Out November 2025 ~ 8

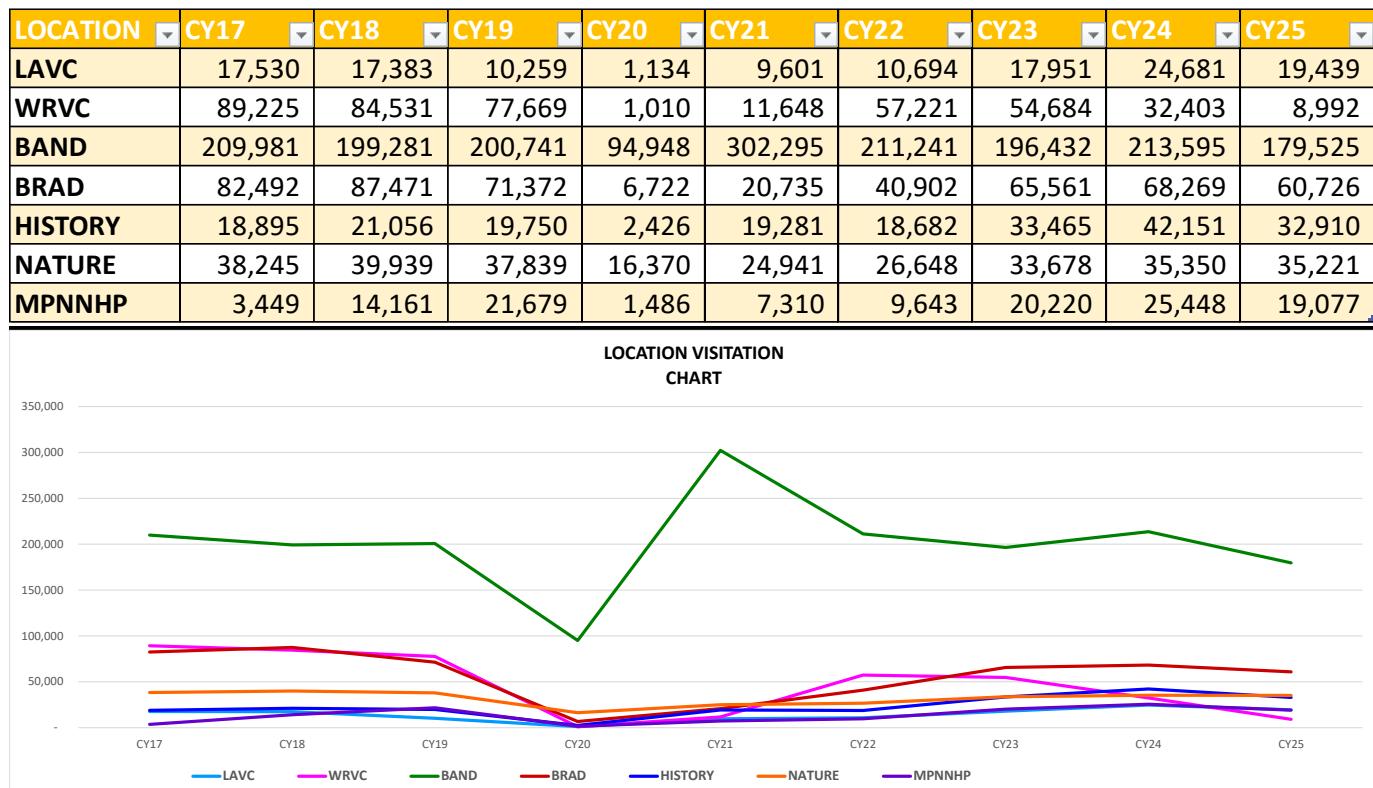
Year	2025	2024	2023	2022	2021	2020	2019
Total Mailed Guides	111	490	747	687	809	429	836



All Attractions YOY & MOM, November 2025 ~ 18,466



## Attractions by Calendar Year January 2015 – November 2025



### November 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 November.

- 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 November. The large display featured the Los Alamos History Museum.
- In November, 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.
  - 100 Welcome Bags – LANL | New Employee Training and Workforce Development

Adventure Guides Mailed Out November 2025:

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

Analysis of Visitor Surveys:

**November 2025**

Total of **56** 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 – 49 Responses**

✓ *What is your age?*

• Under 18	3
• 18-24	0
• 25-34	12
• 35-44	5
• 45-54	3
• 55-64	11
• 65+	15

✓ *Where are you staying?*

• this is a day trip from home	2
• this is a road trip	10
• lodging in Albuquerque, NM	4
• lodging in Los Alamos/White Rock	7

• lodging in Santa Fe, NM	4
• lodging in Taos, Abiqui, Espanola	0
• other	4

✓ *How did you hear about Los Alamos?*

• Family/Friends	12
• School/History Education	4
• Business	1
• Film	22
• Online/Media	12
• Local Event	0

✓ *What brought you to Los Alamos?*

• To visit friends/family	12
• To work	3
• To attend a special event or conference	0
• To learn more about the Manhattan Project/Oppenheimer	2
• To visit Bandelier National Monument	9
• To visit the Valles Caledera National Preserve	3
• To visit the Manhattan Project National Historical Park	23
• To visit the Bradbury Science Museum	12
• To visit the Los Alamos History Museum	14
• To visit the PEEC Nature Center	2
• To discover new outdoor activities/scenery (hiking,biking,skiing)	8
• To enjoy some local shopping/food/drink	5

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

• Less than \$25	16
• \$25-74	11
• \$75-149	11
• \$150-299	6
• \$300-499	2
• \$500+	2

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

• Very positive	40
• Somewhat positive	5
• Neutral	3
• Somewhat negative	0
• Very negative	1

## **WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 7 Responses**

✓ *What is your age?*

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

✓ *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 0
- lodging in Santa Fe, NM 4
- lodging in Taos, Abiqui, Espanola 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 2
- School/History Education 3
- Business 0
- Film 0
- Online/Media 1
- Local Event 1

✓ *What brought you to Los Alamos?*

- To visit friends/family 0
- To work 0
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 1
- To visit Bandelier National Monument 6
- To visit the Valles Caledera National Preserve 1
- To visit the Manhattan Project National Historical Park 1
- To visit the Bradbury Science Museum 1
- To visit the Los Alamos History Museum 2
- To visit the PEEC Nature Center 1
- To discover new outdoor activities/scenery (hiking,biking,skiing) 1
- To enjoy some local shopping/food/drink 1

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

• Less than \$25	1
• \$25-74	4
• \$75-149	0
• \$150-299	1
• \$300-499	0
• \$500+	1

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

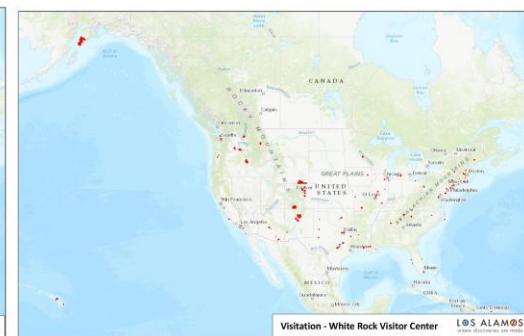
• Very positive	7
• Somewhat positive	0
• Neutral	0
• Somewhat negative	0
• Very negative	0

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

- Texas – 10
- Colorado – 5
- California – 4
- Arizona – 3
- Washington – 3



Los Alamos Visitor Center



White Rock Visitor Center

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

- Armenia
- Canada
- Czech Republic
- Germany
- Malaysia
- Netherlands

- Vietnam
- ✓ The most prevalent cities in New Mexico visiting Los Alamos and White Rock were from:
  - Albuquerque
  - Rio Rancho
  - Socorro
- ✓ *Visitor Comments:*

#### **Los Alamos Visitor Center Comments:**

- Thank you
- Regrettably only have an hour to visit this time. Intend to return again
- Thank you
- We love it here! It's very beautiful 😊
- 😊 😊
- Very pretty
- Thanks for the visitors information center
- Thank you
- Nice weather and interesting park
- Make big boom
- Nice
- Nice
- Love the lady from the visitor centre, very friendly and helpful. Cute stickers too ❤️
- Love your visitor center. Very welcoming and informative ❤️

#### **White Rock Visitor Center Comments:**

- Great scenery
- Nice clean area lots of information from Alex and Cheryl. RV Park is clean and not that busy. Definitely recommend it!
- Very nice
- Very helpful