



LOS ALAMOS
MEETING AND VISITOR
BUREAU

October 11, 2018

Kelly Stewart
Los Alamos County
1000 Central Avenue
Los Álamos, NM 87544

RE: Transmittal of Monthly DLA LTAB report

Dear Kelly:

Attached is the submission of our monthly activity tourism report for the month of October 2018. Please let me know if you have any questions.

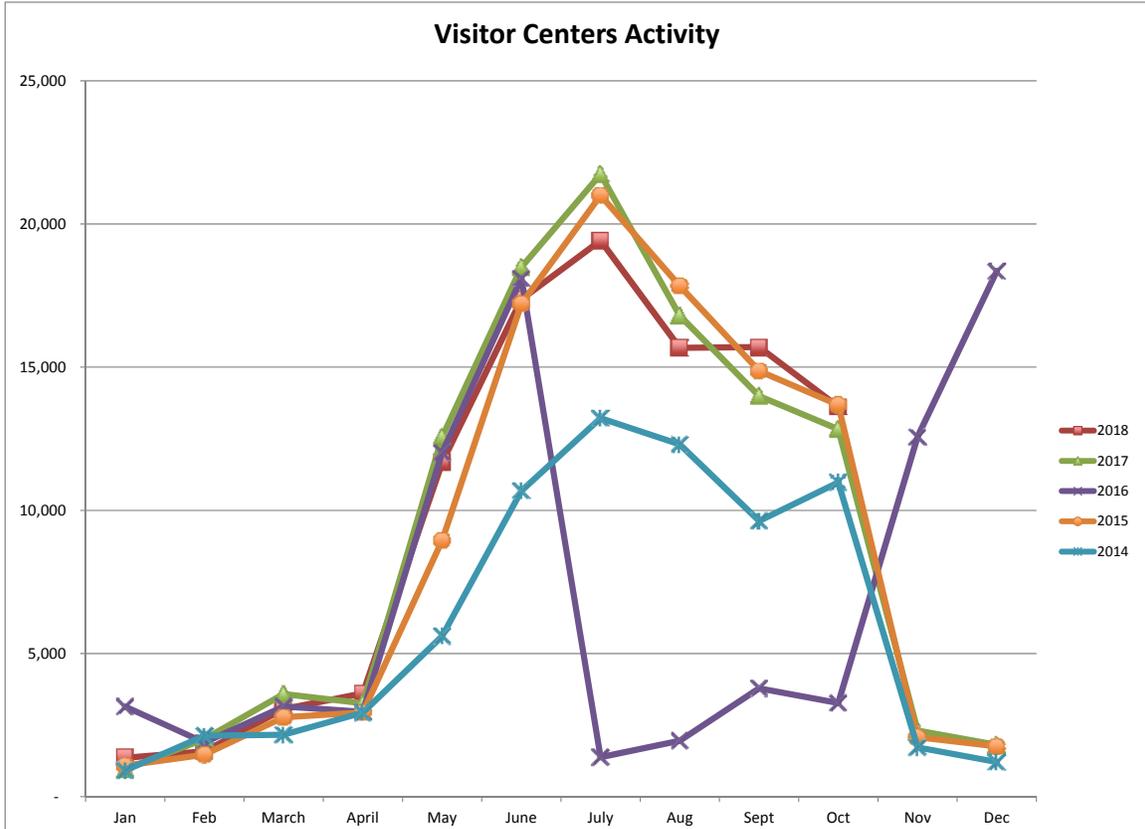
Sincerely,

Melanie Peña
Director Discover Los Alamos

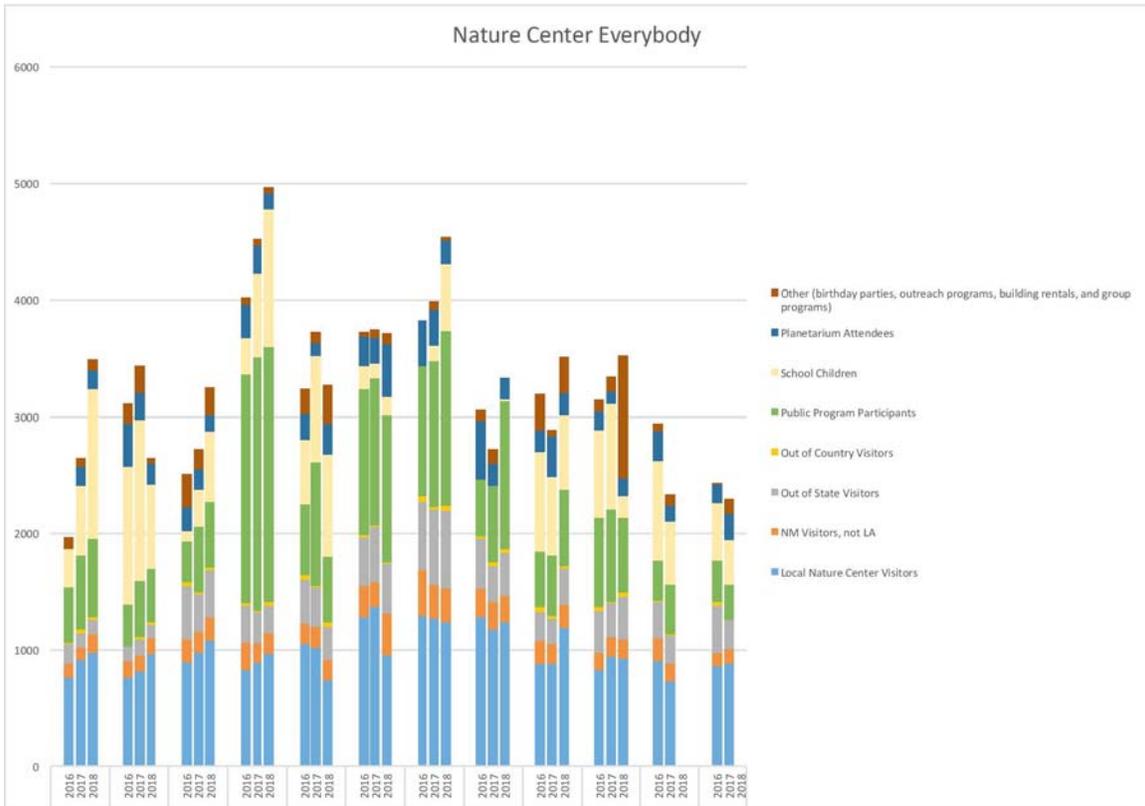
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

DLA Monthly Report

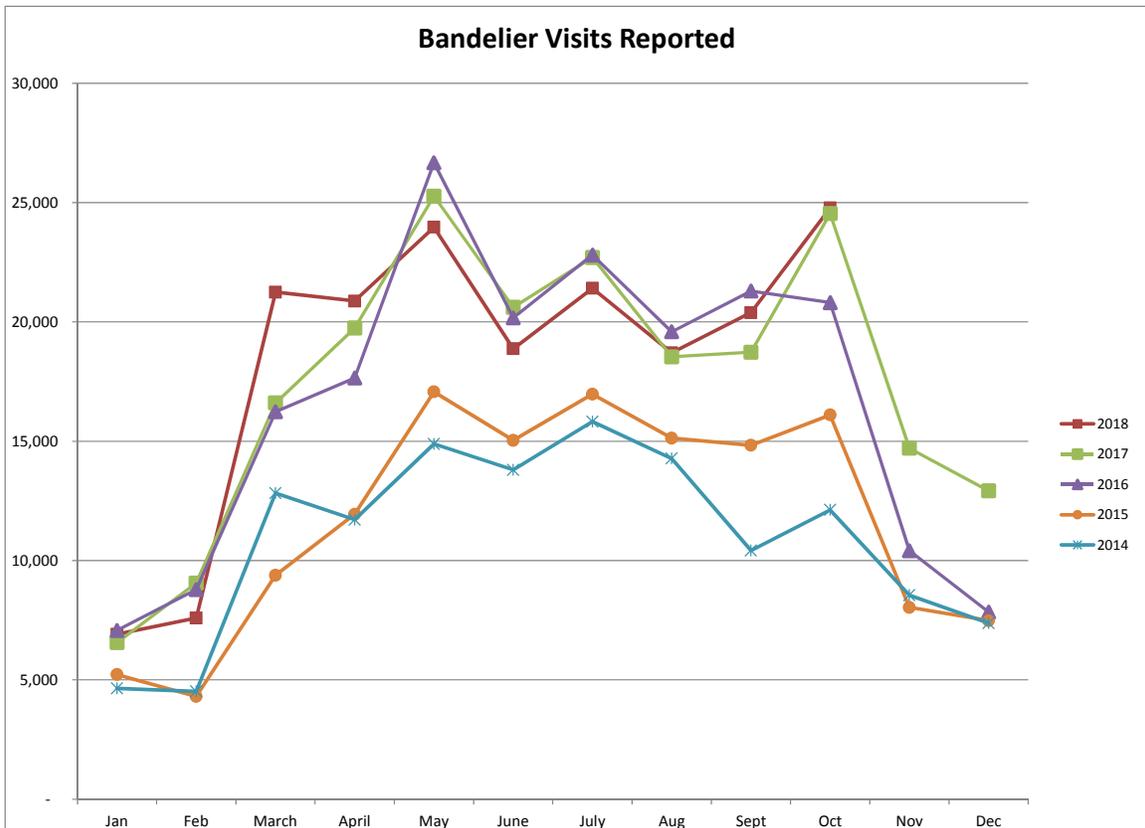
October 2018



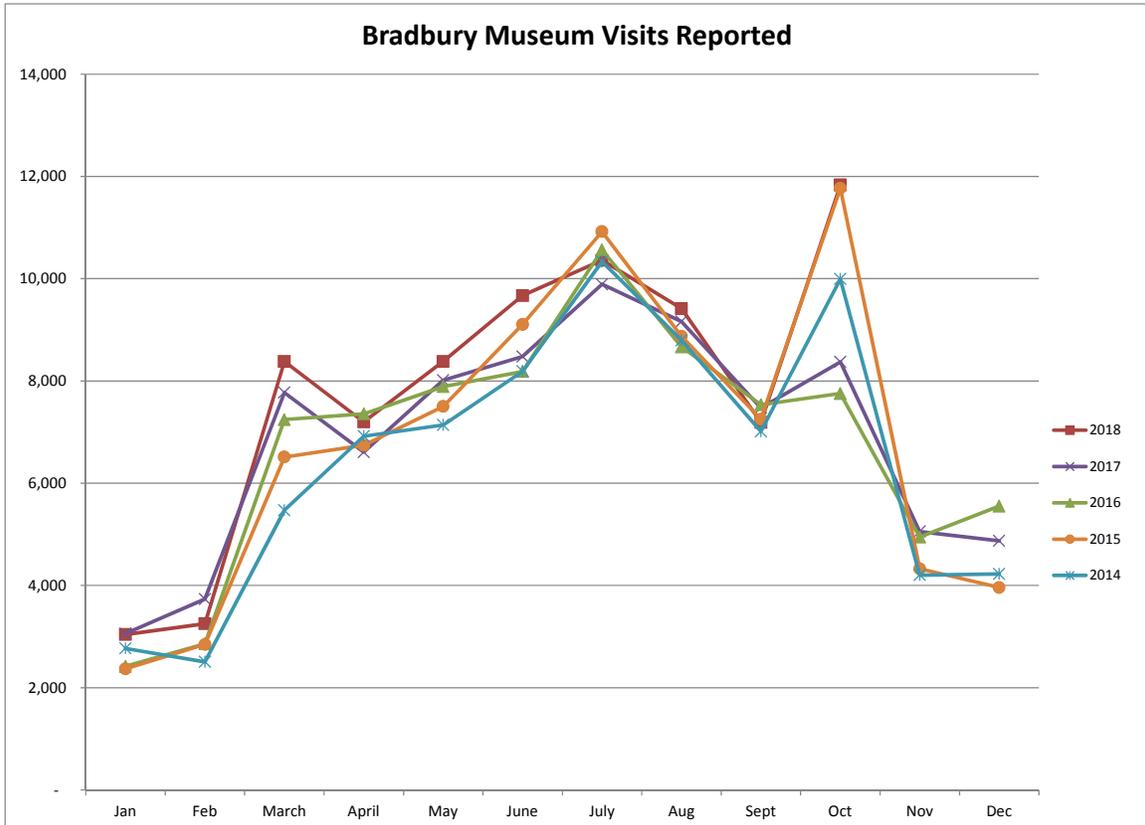
Los Alamos Visitor Center October 2018	2,432
White Rock Visitor Center October 2018	11,018



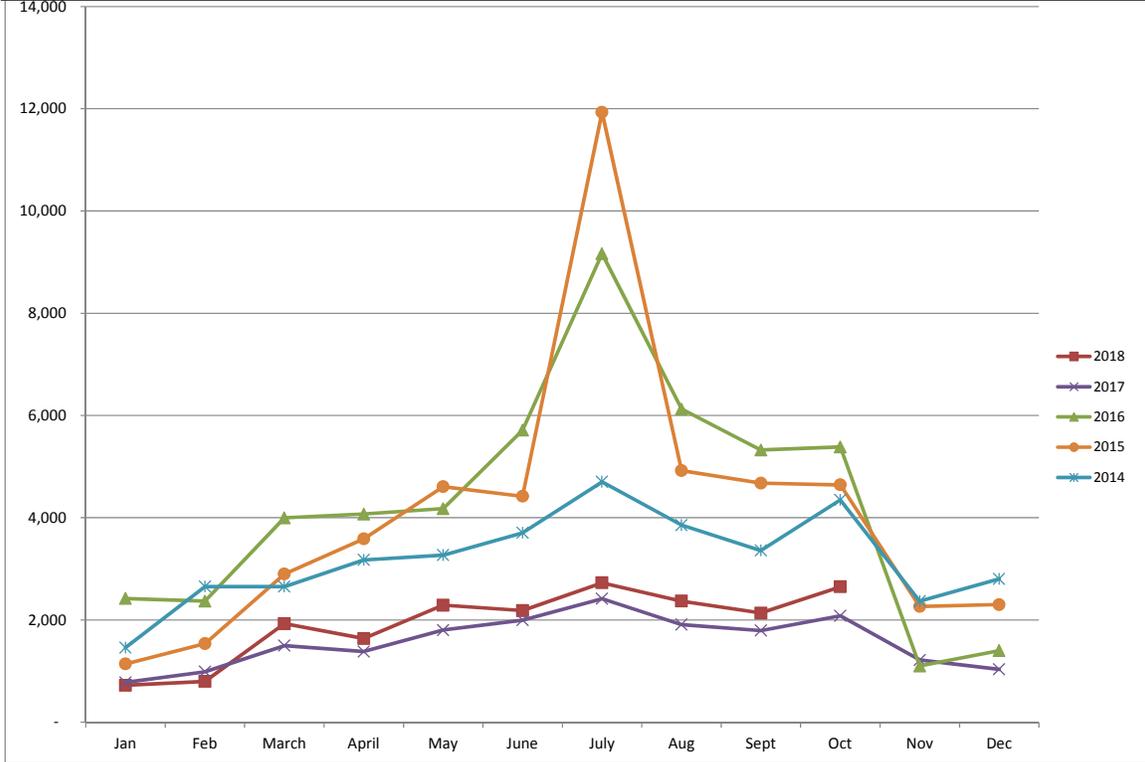
Nature Center October 2018 3,519



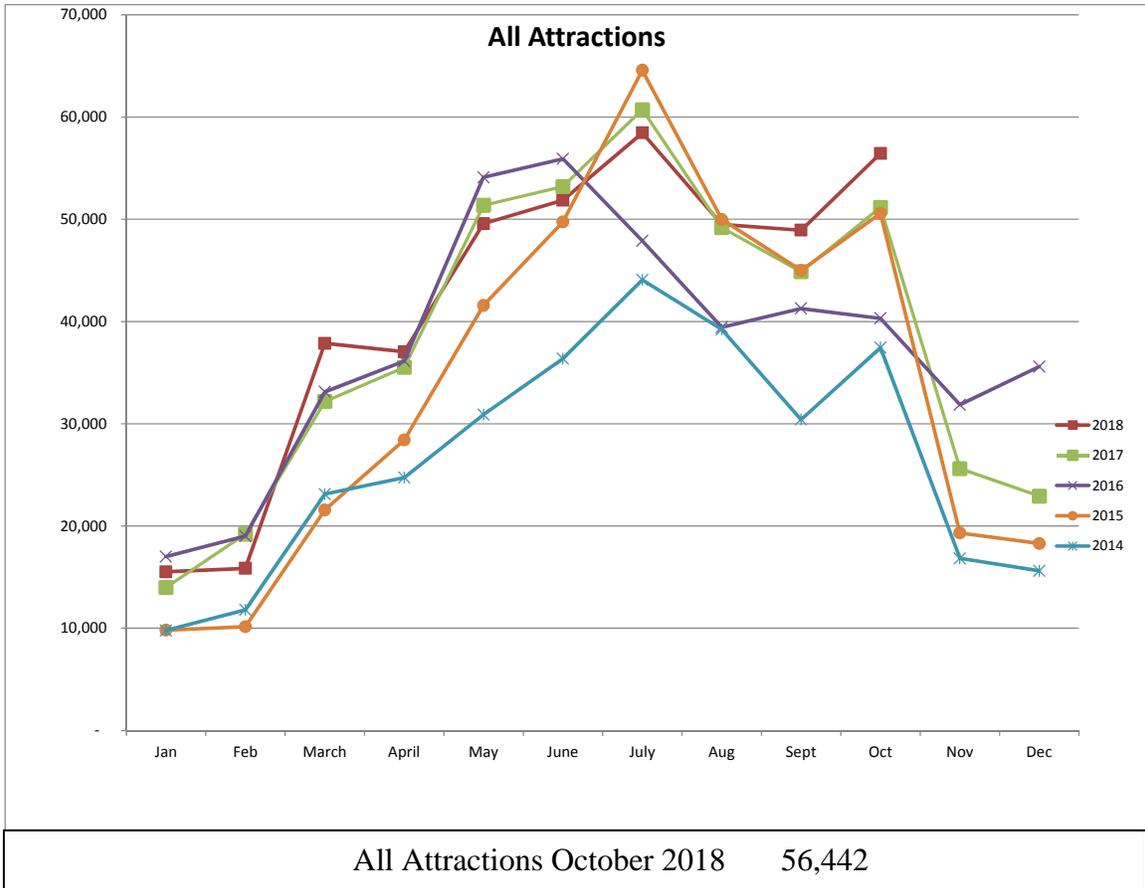
Bandelier National Monument October 2018 24,775



Bradbury Science Museum October 2018 11,834



History Museum October 2018 2,648



October 2018 Narrative Comments

- We currently have approximately 87,125 copies of the Los Alamos Visitor Guides in storage.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by a DLA representative. There are currently 16 in place in Los Alamos/White Rock.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Visitor Guides in stock. Similarly, local distribution points are also monitored. These are filled by contractor Fun & Games.
- DLA’s website visitlosalamos.org and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- DLA prepares and distributes a hard copy of the events concierge calendar in the visitor centers.
- DLA recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in October was 102.

- Comments left by visitors in our logs included “Please put up a sign to your wonderful center. It took us a while to find it”, “Will’s mother lived here at the dairy for the boys’ school when she was young, 4 years old. She wanted us to visit”, “Nuclear Nerd Heaven”, “Great history”, “Helpful and very friendly”, “Beautiful town, great hiking”, “Just starting, Bandelier beautiful”, “Dad drilled water well about 70 years ago for the project”, “Spectacular drive to get here”, “The shuttle bus was excellent. Wonderful service, very much appreciated”, “We heard many good remarks about the area”, “Bandelier was wonderful, awesome” and it “Gets more interesting and learn more each time.”
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower’s by Gillian, Seeking Chameleon, Unquarked, CB Fox, Rose Chocolatier, Metzger’s, Pet Pangaea, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of February. The large display featured the Bradbury Science Museum.
- In October, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2018. In addition to providing materials and information, requests are also made for permission based emails customized for each group. Not all groups choose this promo.

October 2018:

- 46 visitosalamos.org online Visitor Guide requests.
- 24 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

October 2018

Sample size = 100 entries

✓ *Length of Stay-*

- 86% of visitor center survey respondents report less than a day
- 14% report overnight stays

✓ *First Time Visit to Los Alamos-*

- 84% Yes
- 16% No

- ✓ For the month of October 2018 the visitor centers registration sheets indicate reasons for visiting as: (several responses have checked more than one reason for visiting)

Bandelier	69%
Manhattan Project/MPNHP	49%
Bradbury/History Museum	47%
Nature Center	10%
Scenery/Recreation/Sports	22%
Business/Family/Friends	5%
Other: _____	

- ✓ The most prevalent states of origin in chronological order are from Texas, California, Florida, Illinois, Washington State, Pennsylvania, Colorado, Missouri, Indiana, Oregon, Arizona, Tennessee and Michigan.
- ✓ The most prevalent foreign countries of origin are from Canada, Germany, France, New Zealand, The Netherlands, Shanghai and Taiwan.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are from Rio Rancho, Taos and Albuquerque.