



May 2, 2025

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

RE: Discover Los Alamos LTAB's Tourism Visitation Report for the month of March 2025.

Dear Ellyn,

Here is my tourism report for the month of March 2025. Both Visitor Centers were busy during the month with spring breakers and families on vacation. You will see an increase in the visitation numbers for all the attractions.

Sincerely,

Melanie Peña

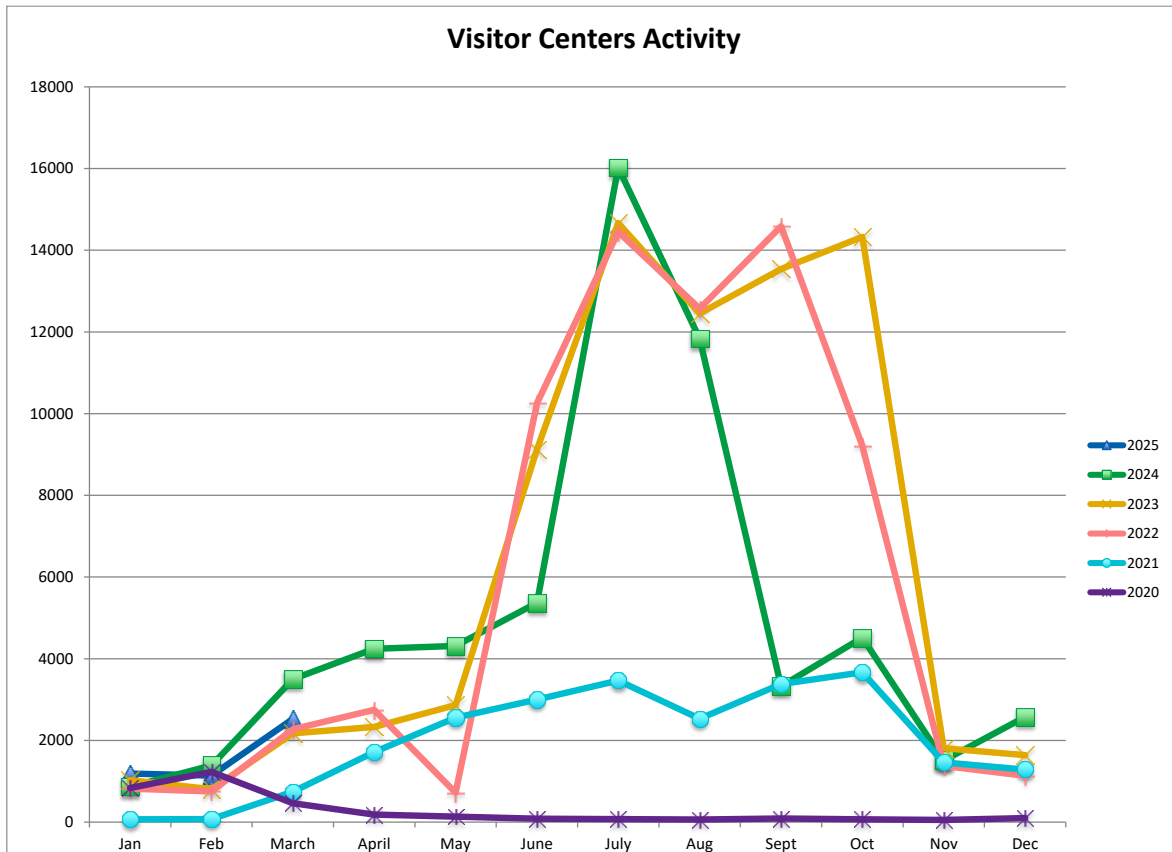
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

Monthly Tourism Report

March 2025



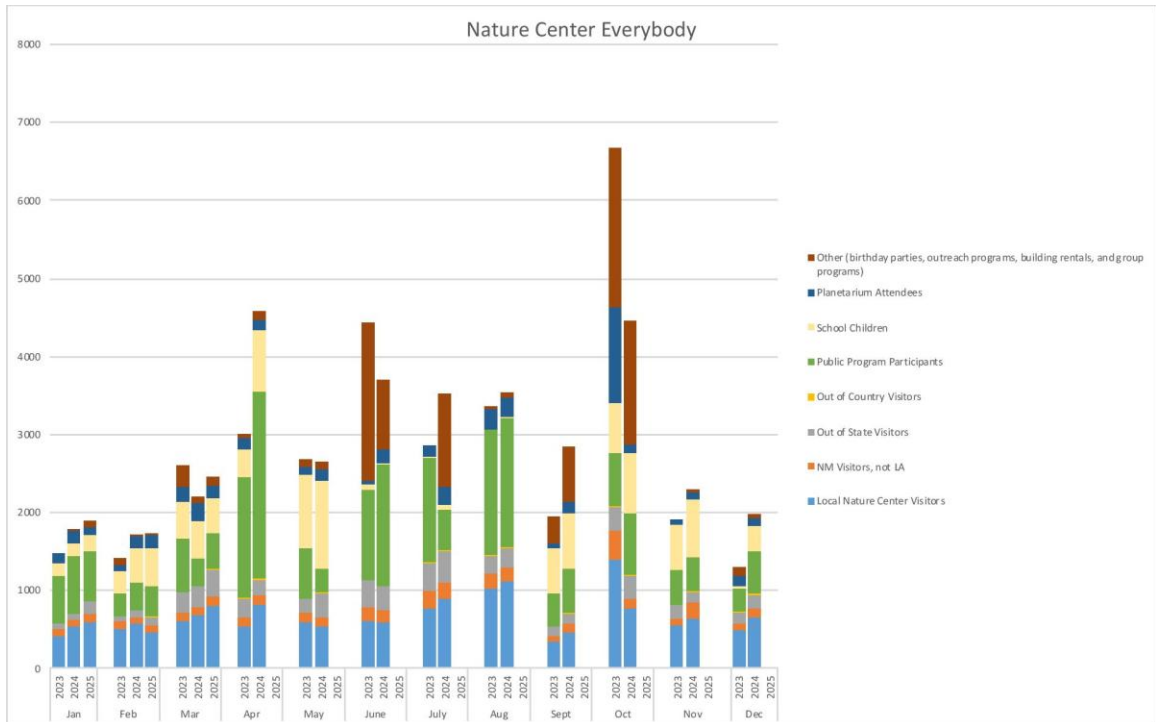
Los Alamos Visitor Center March 2025

1,945

White Rock Visitor Center March 2025

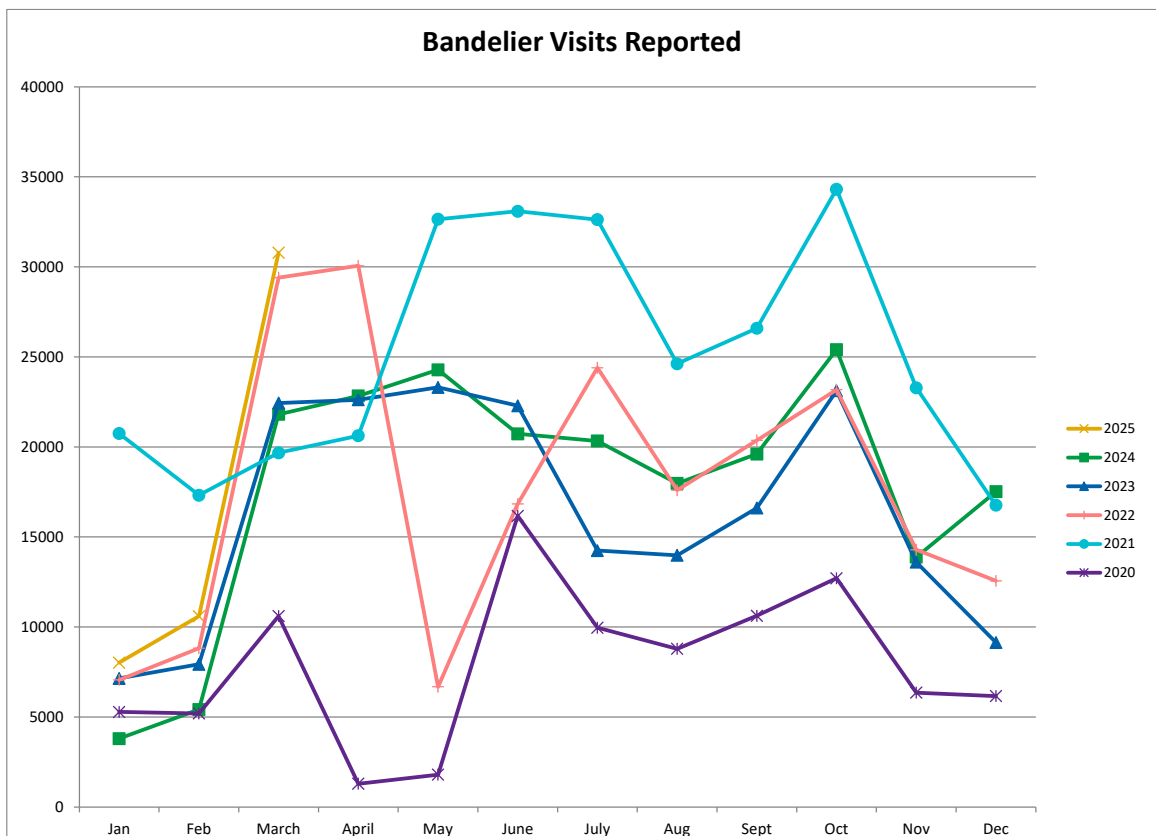
518

- ~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 March 2025

2,461



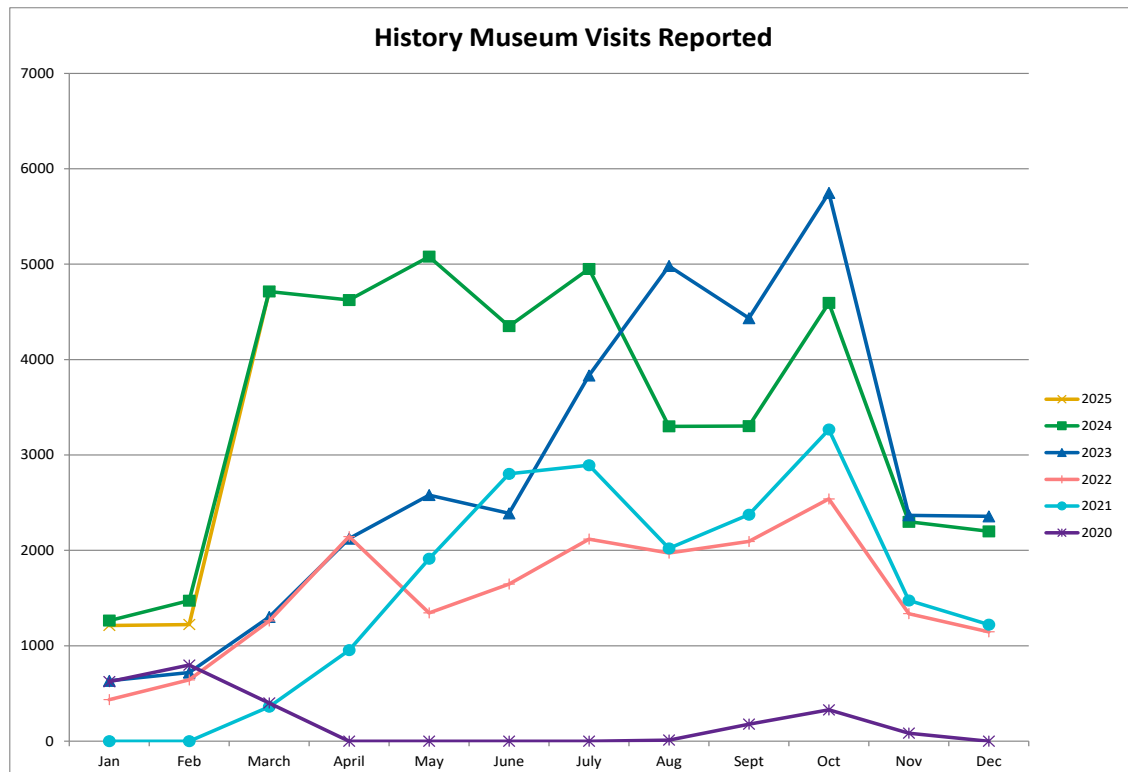
Bandelier National Monument March 2025 30,787

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

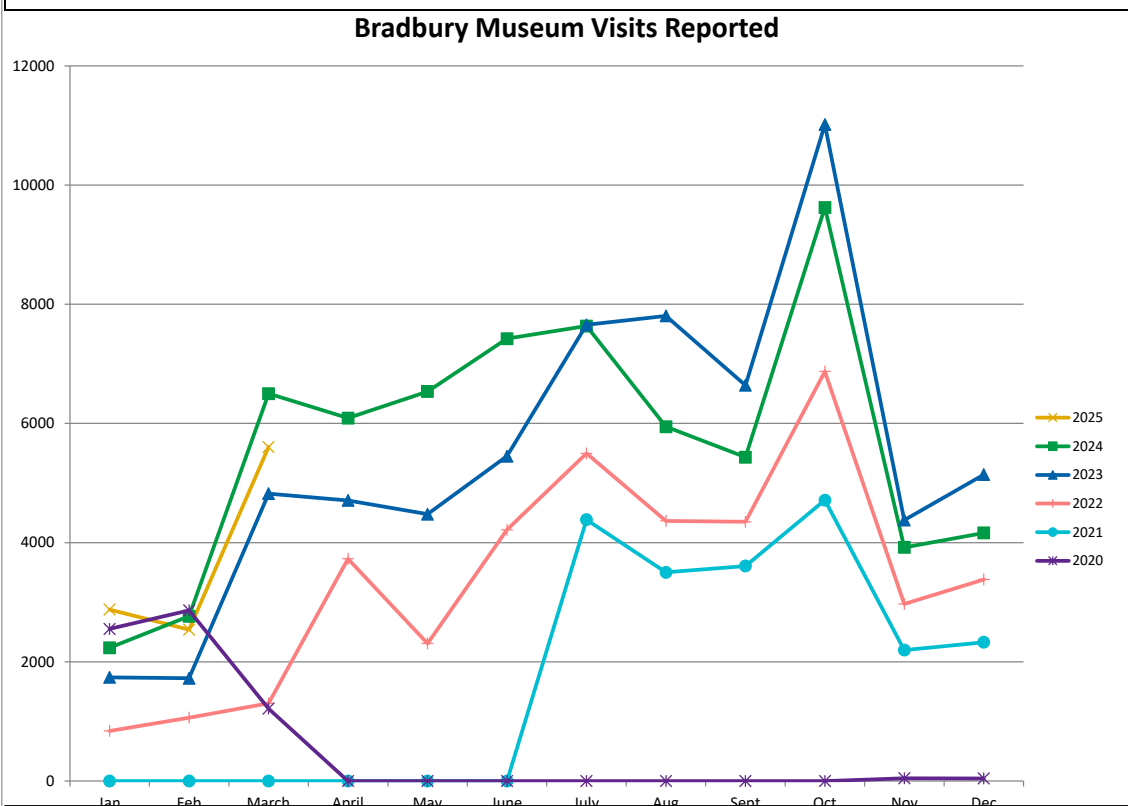
Cerro Pelado Fire Closed BNM April 2022-May 2022~

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

ATTACHMENT A

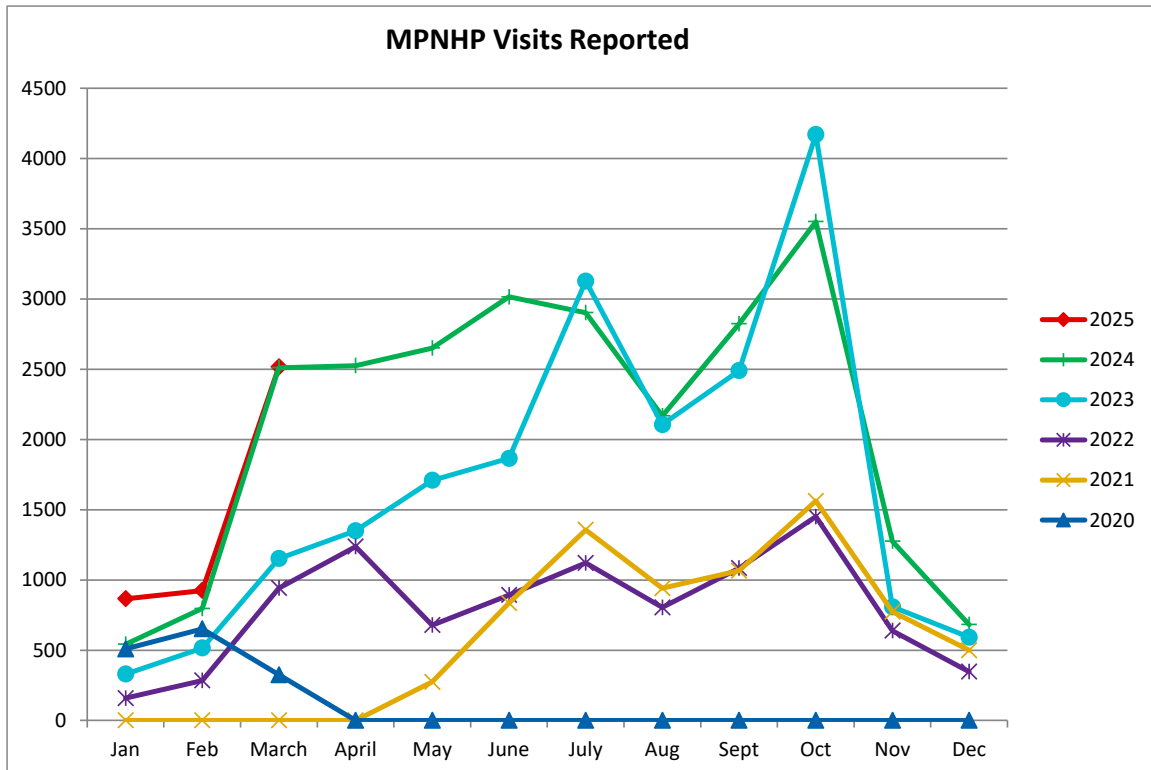


History Museum March 2025 4,714



Bradbury Science Museum March 2025 5,605

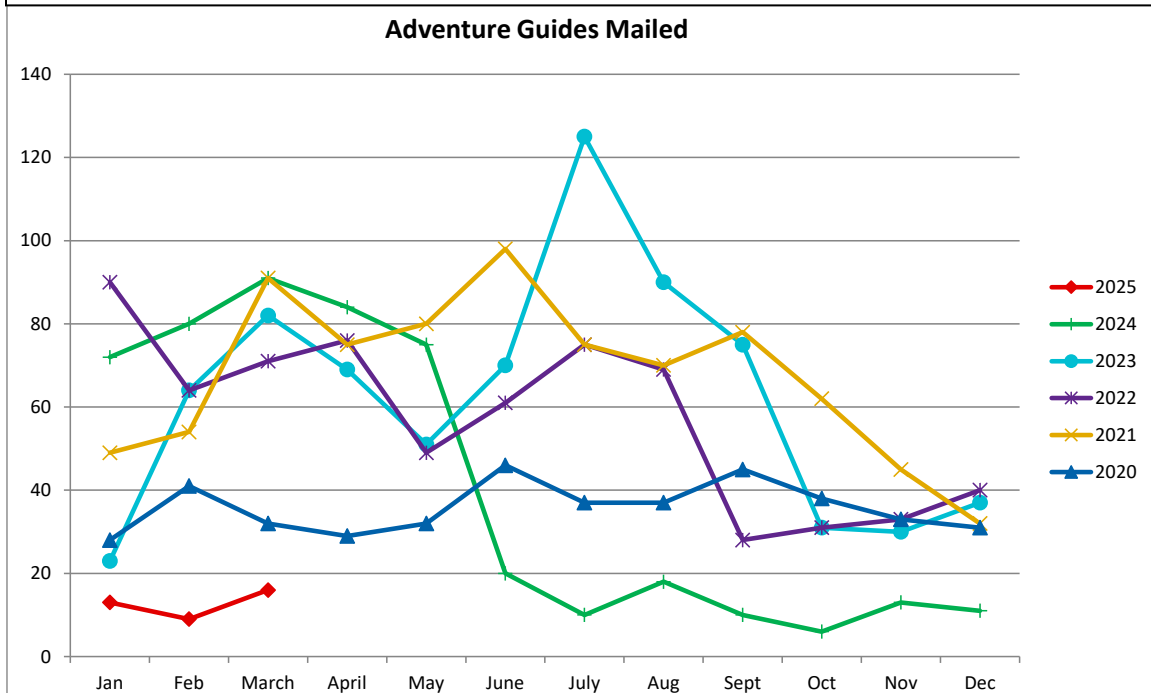
~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower



Manhattan Project National Historical Park March 2025 2,517

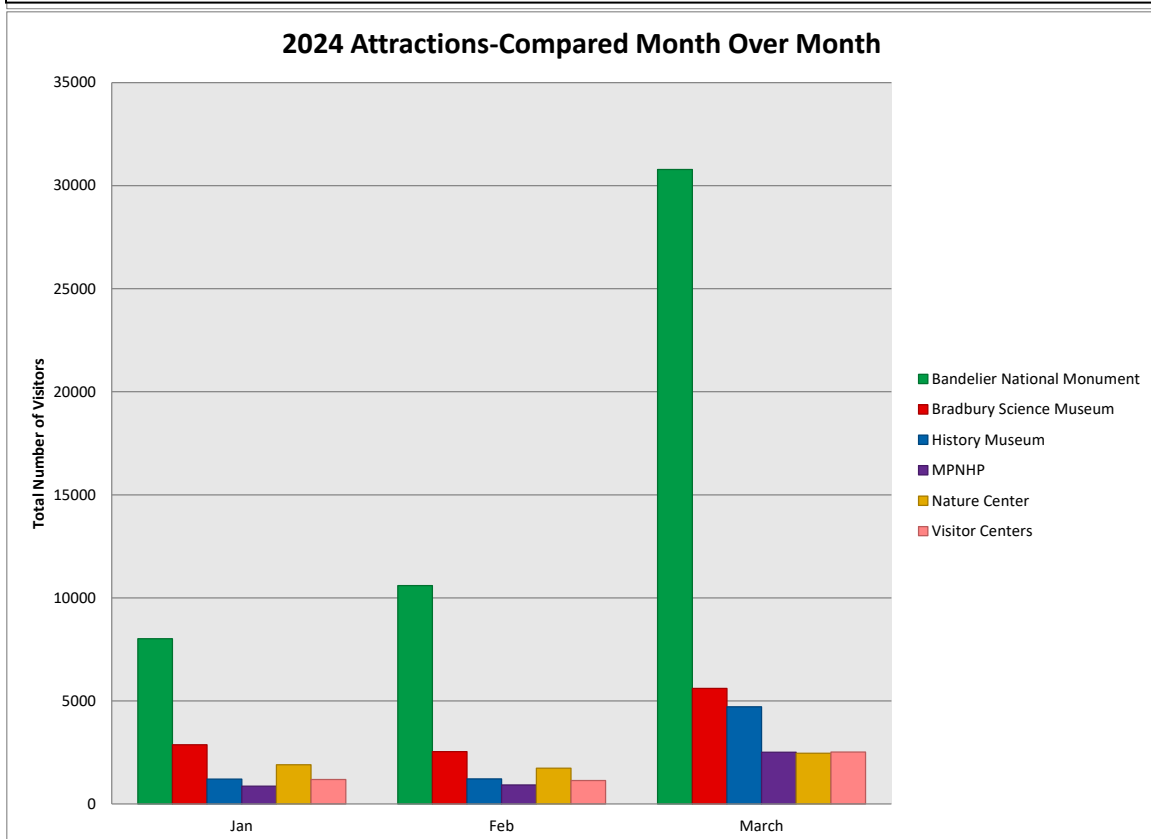
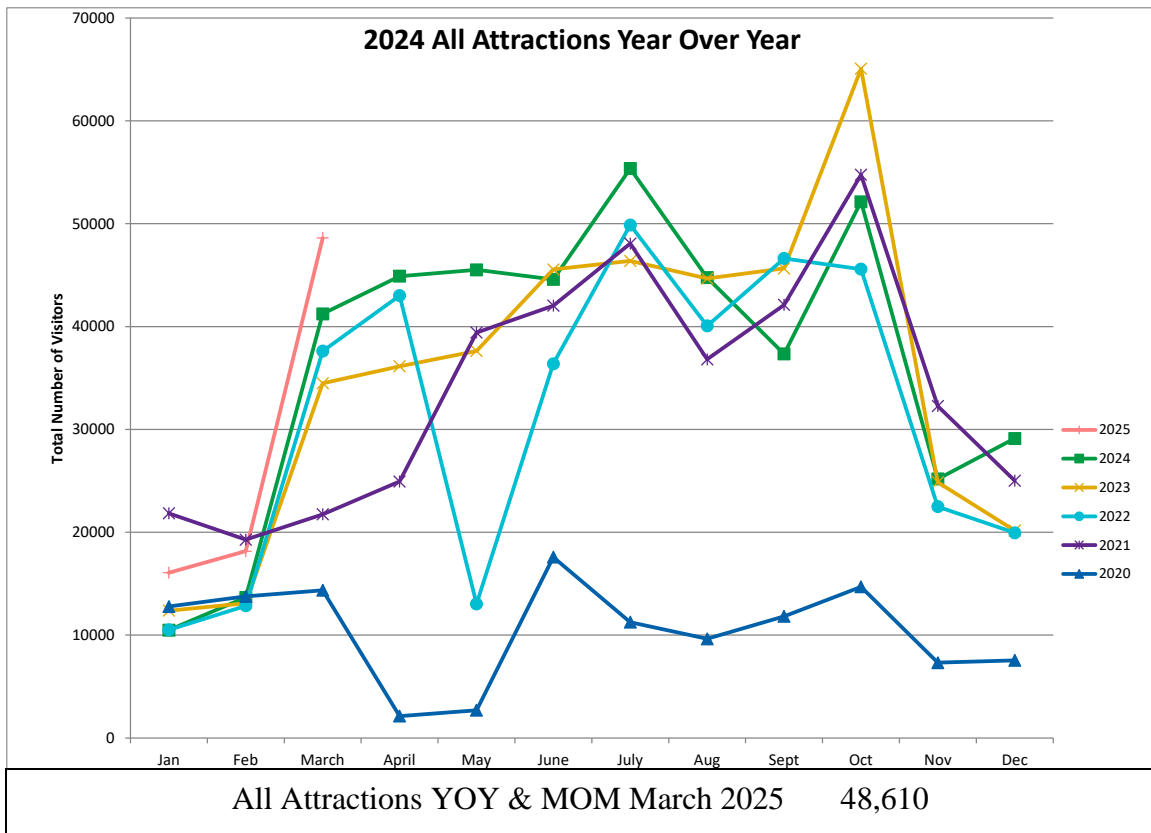
~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19

MPNHP reopened Memorial Weekend 2021~



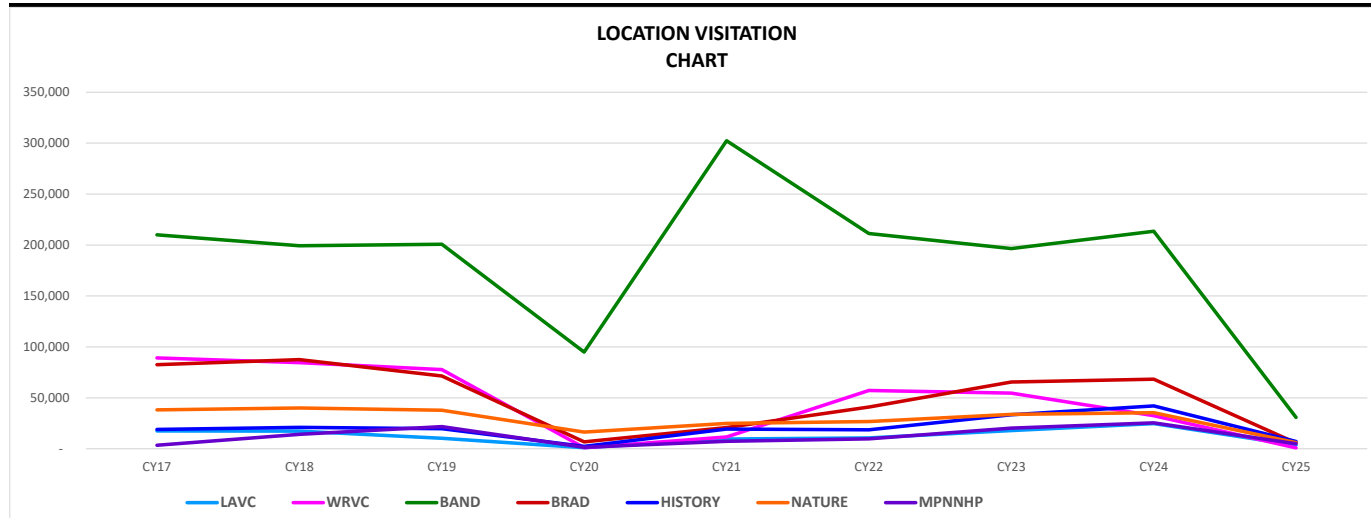
Adventure Guides Mailed Out March 2025 16

Year	2025	2024	2023	2022	2021
Total Mailed Guides	38	490	747	687	809



Attractions by Calendar Year January 2015 – March 2025

LOCATION	CY17	CY18	CY19	CY20	CY21	CY22	CY23	CY24	CY25
LAVC	17,530	17,383	10,259	1,134	9,601	10,694	17,951	24,681	3,455
WRVC	89,225	84,531	77,669	1,010	11,648	57,221	54,684	32,403	908
BAND	209,981	199,281	200,741	94,948	302,295	211,241	196,432	213,595	30,787
BRAD	82,492	87,471	71,372	6,722	20,735	40,902	65,561	68,269	5,605
HISTORY	18,895	21,056	19,750	2,426	19,281	18,682	33,465	42,151	7,150
NATURE	38,245	39,939	37,839	16,370	24,941	26,648	33,678	35,350	6,101
MPNNHP	3,449	14,161	21,679	1,486	7,310	9,643	20,220	25,448	4,850



March Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 200 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 **15** volunteer hours logged for the month of March.

- 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, Boomerang, Little Studio on the Mesa, Brenda Fleming (local artist), Metzger's, Pajarito Mountain and Samizdat Bookstore were on display for the month of March. The large display featured the Los Alamos Nature Center.
- In March, 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.

Adventure Guides Mailed Out March 2025:

16 www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

March 2025

Total of **37** 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 – 33 Responses

✓ *What is your age?*

- | | |
|------------|----|
| • Under 18 | 1 |
| • 18-24 | 6 |
| • 25-34 | 0 |
| • 35-44 | 5 |
| • 45-54 | 5 |
| • 55-64 | 6 |
| • 65+ | 10 |

✓ *Where are you staying?*

- | | |
|------------------------------------|----|
| • this is a day trip from home | 5 |
| • this is a road trip | 9 |
| • lodging in Albuquerque, NM | 1 |
| • lodging in Los Alamos/White Rock | 2 |
| • lodging in Santa Fe, NM | 14 |
| • lodging in Taos, Abiqui | 2 |

✓ *How did you hear about Los Alamos?*

- | | |
|----------------------------|----|
| • Family/Friends | 10 |
| • School/History Education | 12 |
| • Business | 1 |
| • Film | 5 |
| • Online/Media | 10 |
| • Local Event | 0 |

✓ *What brought you to Los Alamos?*

- | | |
|---|----|
| • To visit friends/family | 4 |
| • To work | 1 |
| • To attend a special event or conference | 1 |
| • To learn more about the Manhattan Project/Oppenheimer | 15 |
| • To visit Bandelier National Monument | 13 |
| • To visit the Valles Caledera National Preserve | 3 |
| • To visit the Manhattan Project National Historical Park | 15 |
| • To visit the Bradbury Science Museum | 12 |
| • To visit the Los Alamos History Museum | 8 |
| • To visit the PEEC Nature Center | 0 |
| • To discover new outdoor activities/scenery (hiking,biking,skiing) | 6 |
| • To enjoy some local shopping/food/drink | 3 |

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

- | | |
|---------------------|----|
| • Very positive | 24 |
| • Somewhat positive | 5 |
| • Neutral | 4 |
| • Somewhat negative | 0 |
| • Very negative | 0 |

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 4 Responses

✓ *What is your age?*

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

✓ *Where are you staying?*

- this is a day trip from home 0
- this is a road trip 0
- lodging in Albuquerque, NM 0
- lodging in Los Alamos/White Rock 0
- lodging in Santa Fe, NM 4
- lodging in Taos, Abiqui 0

✓ *How did you hear about Los Alamos?*

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

✓ *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 2
- 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 0
- To visit the PEEC Nature Center 0
- To discover new outdoor activities/scenery (hiking,biking,skiing) 0
- To enjoy some local shopping/food/drink 1

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

- Very positive 4
- 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:

- Colorado - 5
- Texas - 4
- Illinois - 3
- California - 3



Los Alamos Visitor Center



White Rock Visitor Center

- ✓ The foreign visitors visiting Los Alamos and White Rock were from:
- United Republic of Tanzania
- ✓ The most prevalent cities in New Mexico visiting Los Alamos and White Rock were from:
- Albuquerque
 - Silver City
- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Great center and nice ladies working!
- The staff or volunteer who helped us was fantastic!,
- Thank you!
- Nice clean city
- Atom bomb baby, atom bomb
- I want her in my wigwam She's just the way I want to be Amillion times hotter than TNT
- Linda was very helpful. It's a beautiful area we will be back,!
- It is beautiful thanks
- Great center and nice ladies working!

White Rock Visitor Center Comments:

- Great staff!
- This place is cool! ✨ :)
- This visitor center is great and is making me want to spend more time here