

Update on Tourism Activities



February 10, 2026

ATTACHMENT A

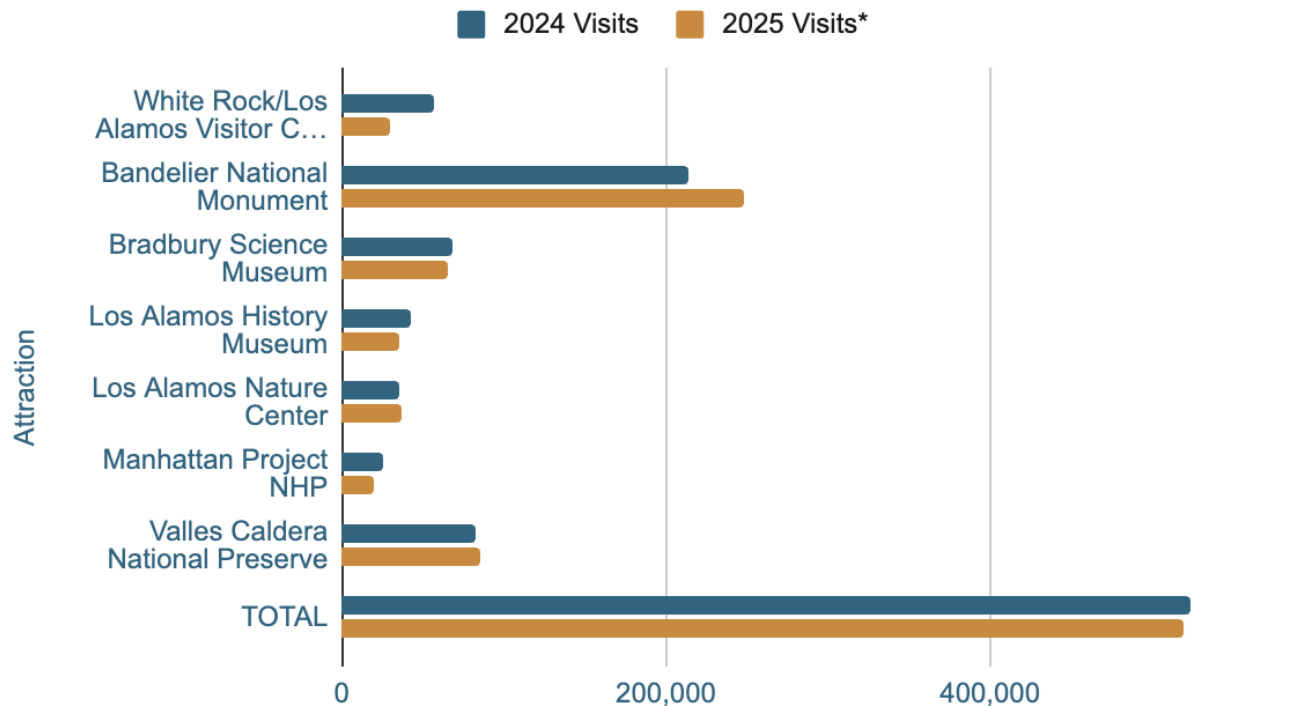
Agenda

- Look at the numbers for 2025
- Lodgers' Tax Advisory Board (LTAB) activities
- Tourism Working group
- Next steps for 2026



Let's look at the numbers in 2025 . . .

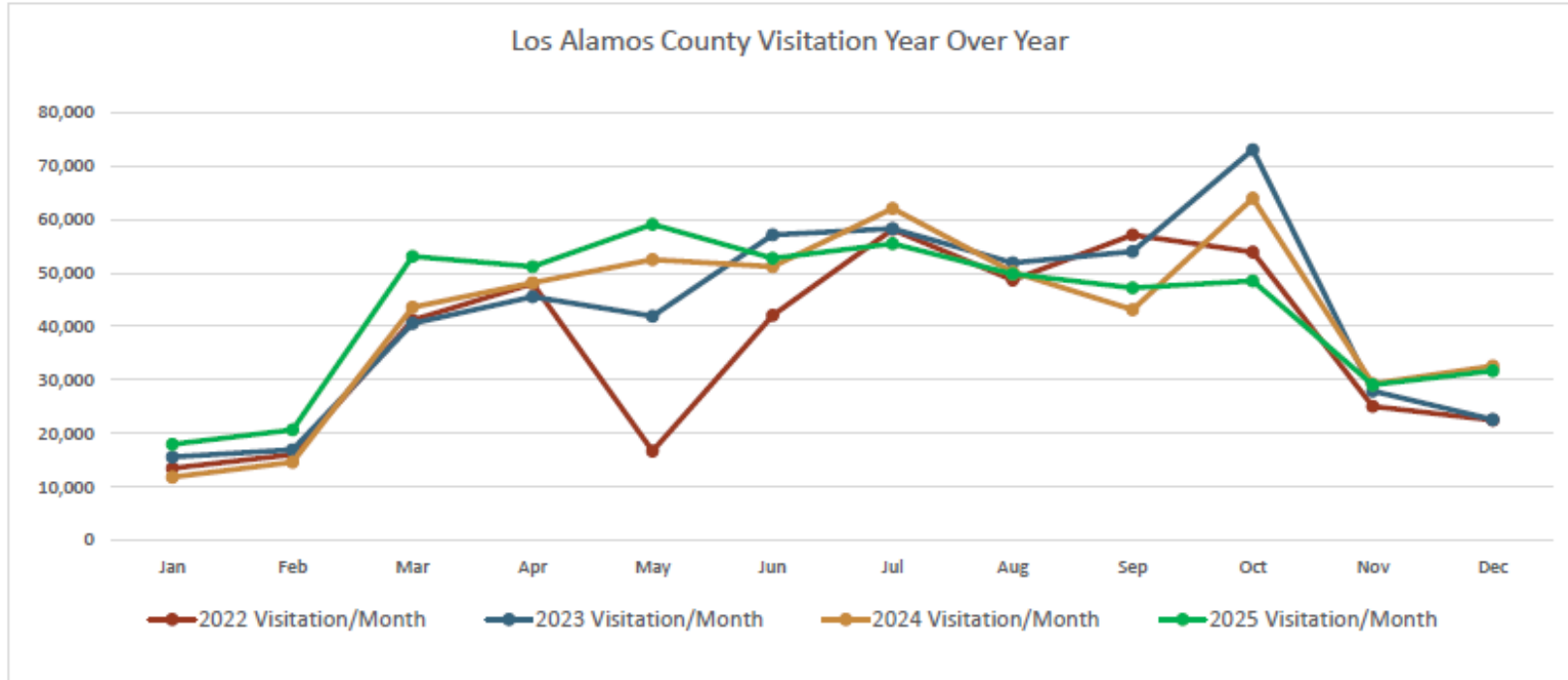
2024 Visits vs 2025 Visits



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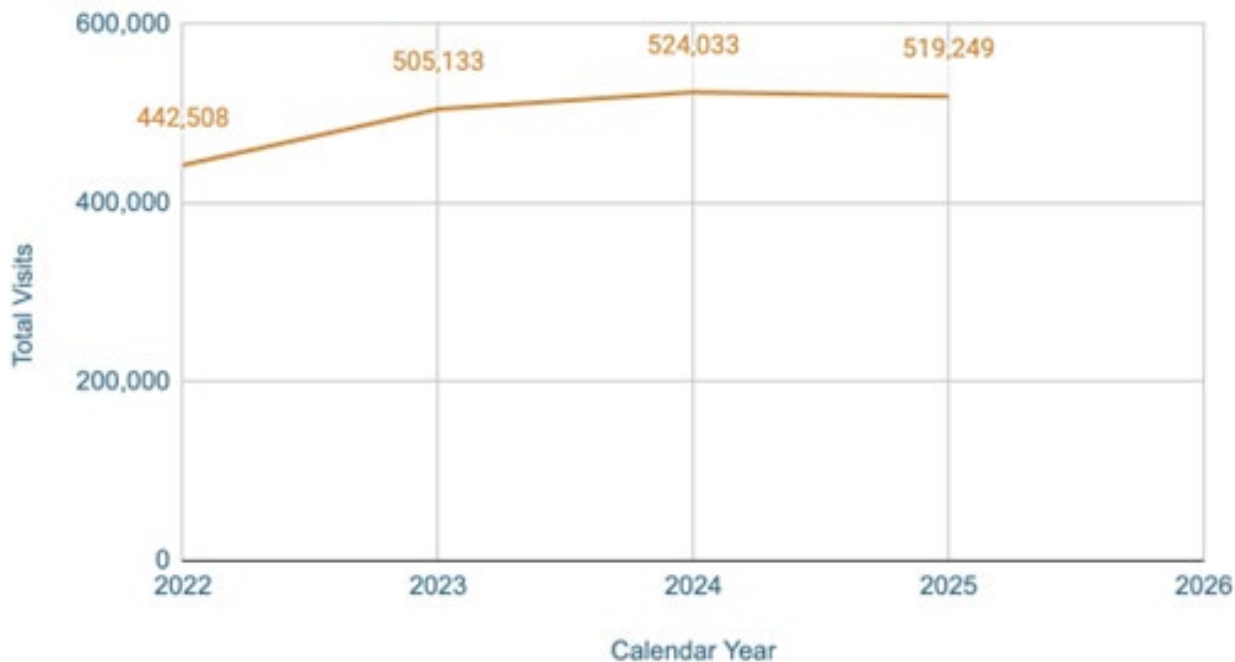
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Destination Visitation Year over Year

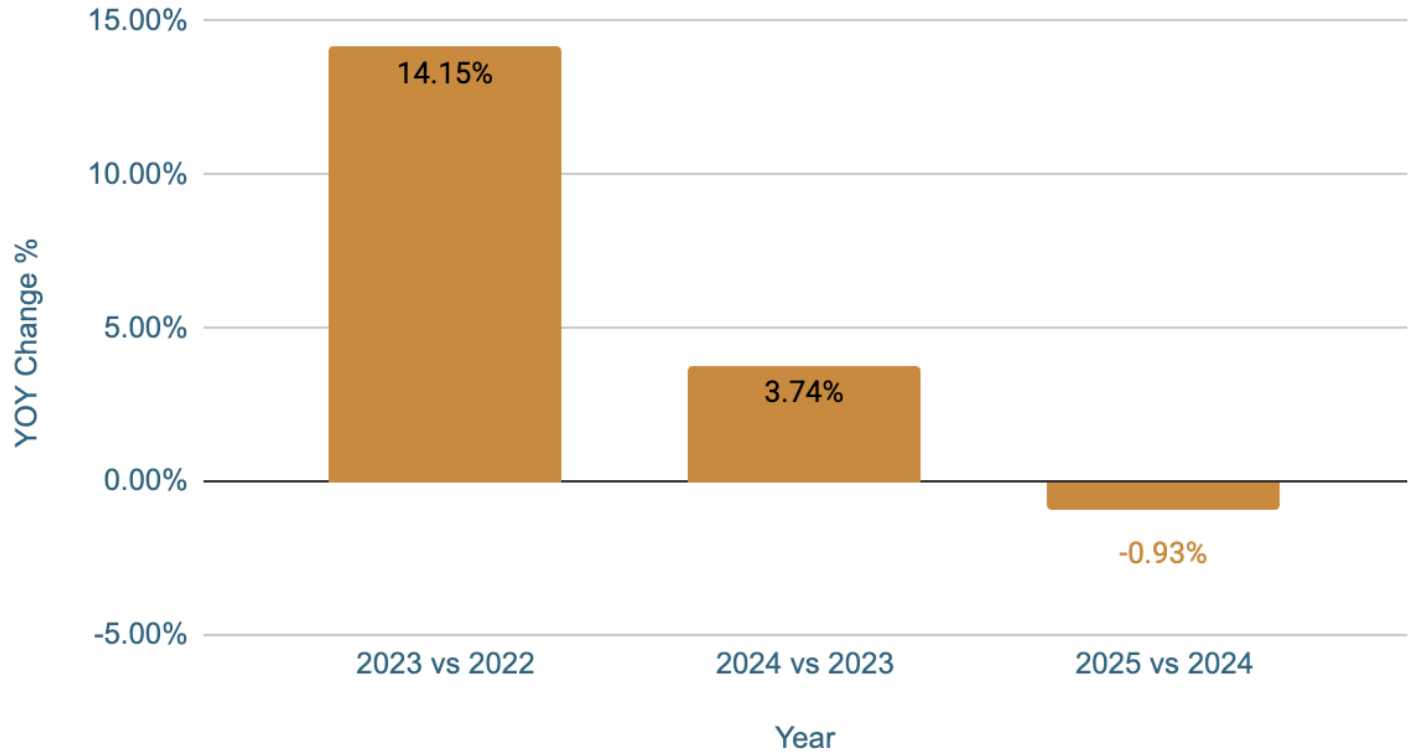


Visitation over the years . . .

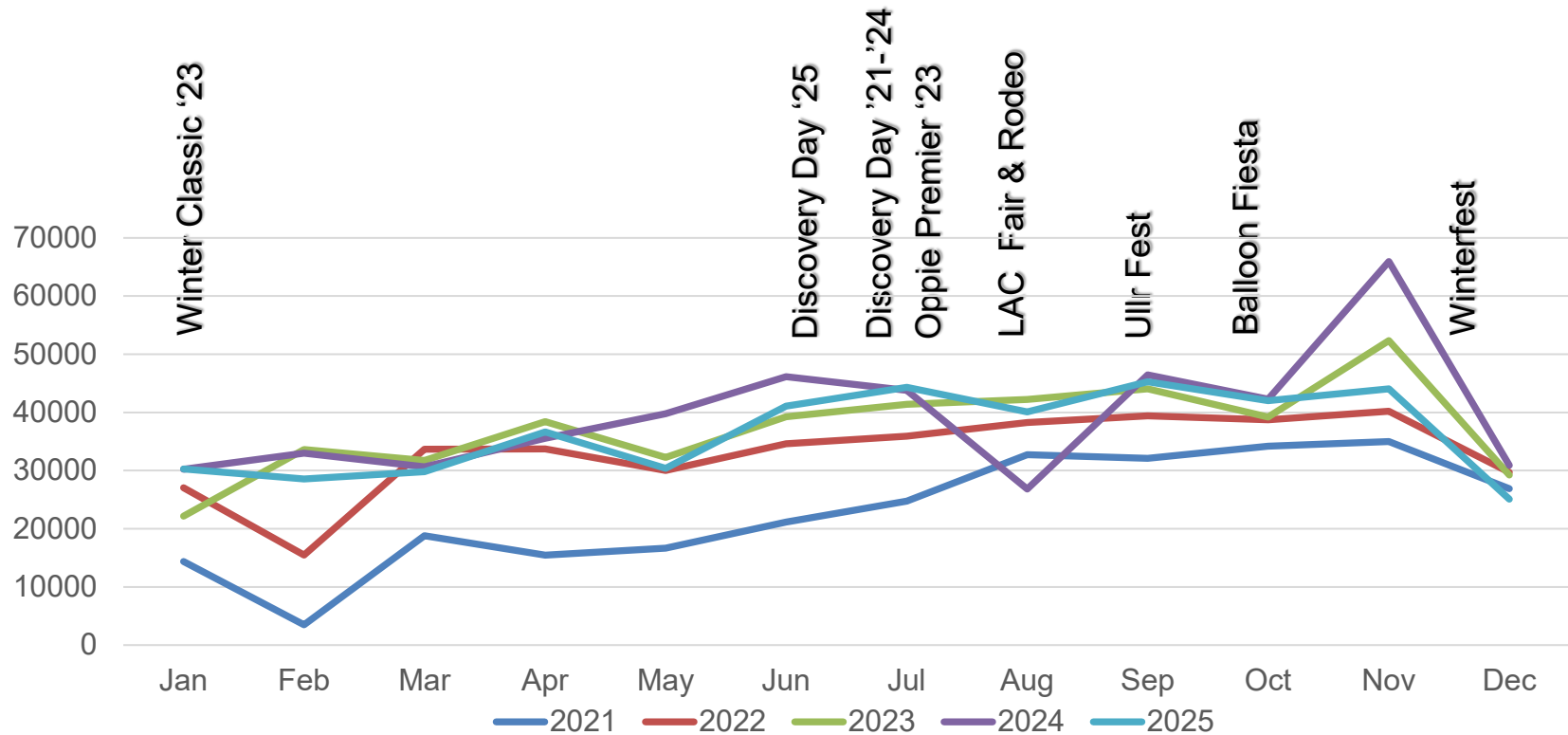
Total Visits vs. Calendar Year



Year-over-Year Change in Visitation



Lodger's Tax Revenue Trend

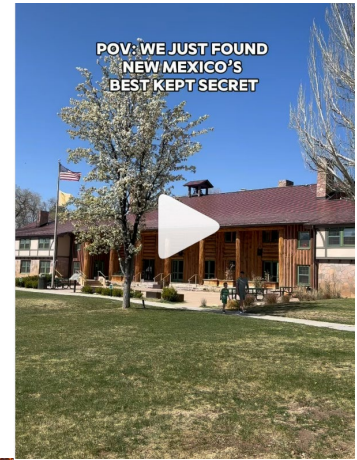


Tourism Season

2025 Marketing Efforts

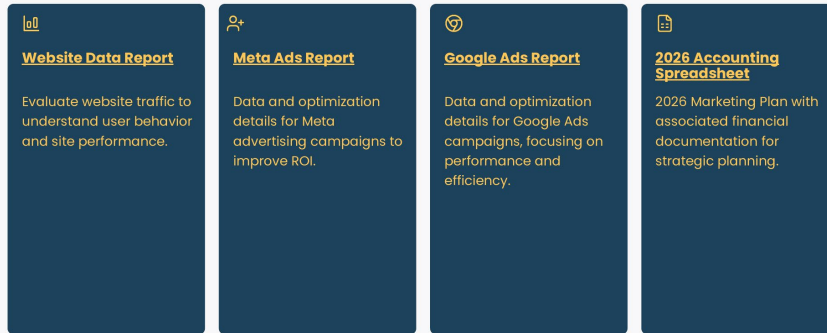
- Influencers:

- 3,504 Accounts Reached:
<https://www.instagram.com/p/DQe6YYkj9Hr/>
- 3,412 Accounts Reached:
<https://www.instagram.com/p/DLQtCtgMj8B/>
- 5,049 Accounts Reached:
<https://www.instagram.com/p/DlkKyj9Th0o/>



Lodgers' Tax Advisory Board (LTAB) Activities

- Review of 2018 Tourism Strategic Plan
 - ✓ Last section reviewed
 - ✓ Selecting priority activities/actions to bring to Council
- Meeting every other month
- DestinationiQ to present at every meeting
- Full 5 member board in place



DestinationiQ

ATTACHMENT A

Tourism Working Group activities

- Formed in 2025
 - ✓ County staff that are involved with tourism (CSD, CDD, CMO, PW, etc.)
 - ✓ Local partners including non-profits, contractors, and assets
- Meets monthly with bimonthly meetings with partners – rotating venue
- Created 5-year planning calendar to better coordinate events and activities
- Received update on Business Directory launch
 - ✓ Open to businesses and non-profit organizations
 - ✓ New way to submit events
 - ✓ Directory kick-off to public in April
- Current activities
 - ✓ Tourism Debrief
 - ✓ Tourism Kick-off
 - ✓ Coordinating TransRockies Race Series (Sept. with est. 250-300 riders)



LOS ALAMOS 
where discoveries are made

Instructions for Los Alamos County Directory

Losalamosnm.us/directory

Looking forward in 2026

- Strengthening shoulder-season messaging
 - Leveraging national interest in history and science
 - Tourism website
 - Wayfinding signs installation
 - DestinationiQ initiatives—immersion tour, survey
 - Review of Visitation metrics—which assets to include?
 - Focus on event planning and coordination
-
- Business directory rolled out
 - ✓ Activity Guides
 - ✓ ACT buses
 - ✓ Kiosks in town



Tourism website



Business directory

Questions?

