



April 22, 2025

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 February 2025.

Dear Ellyn,

Here is the tourism report for February 2025. Both Visitor Centers have been slow in visitation this month, which is typical of this time of year.

Sincerely,

Melanie Peña

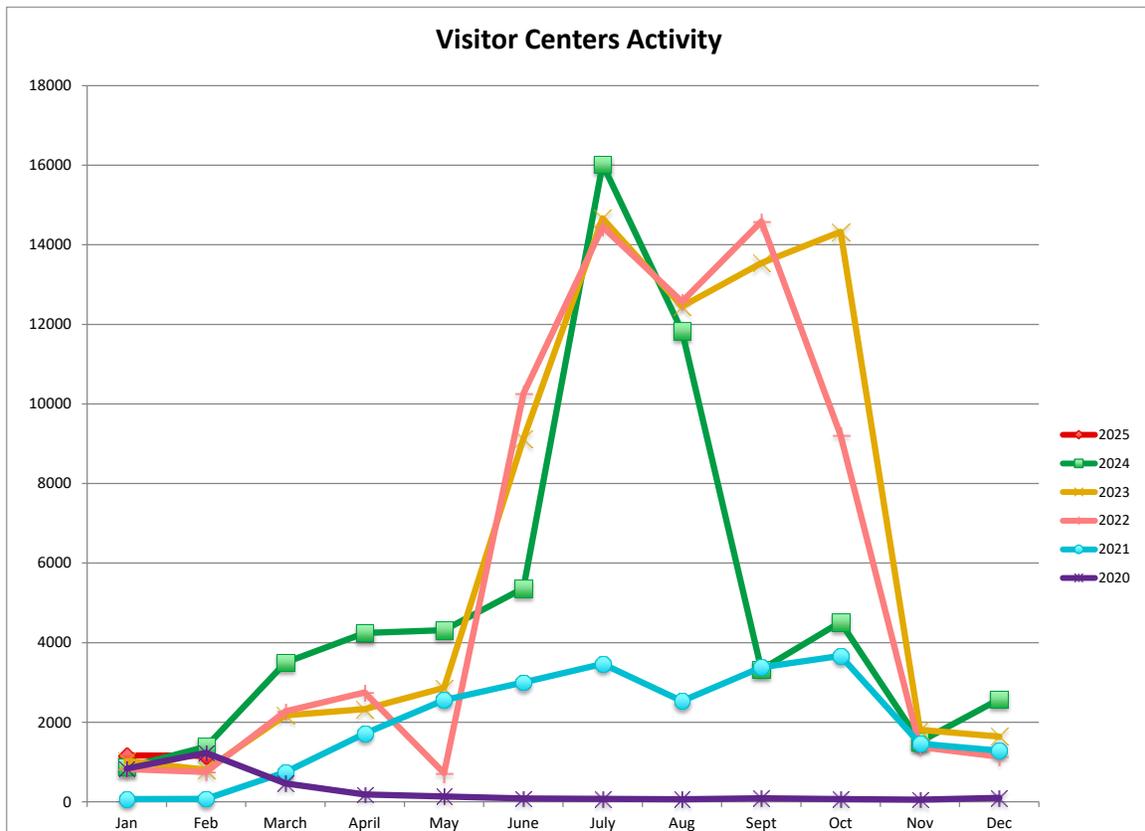
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

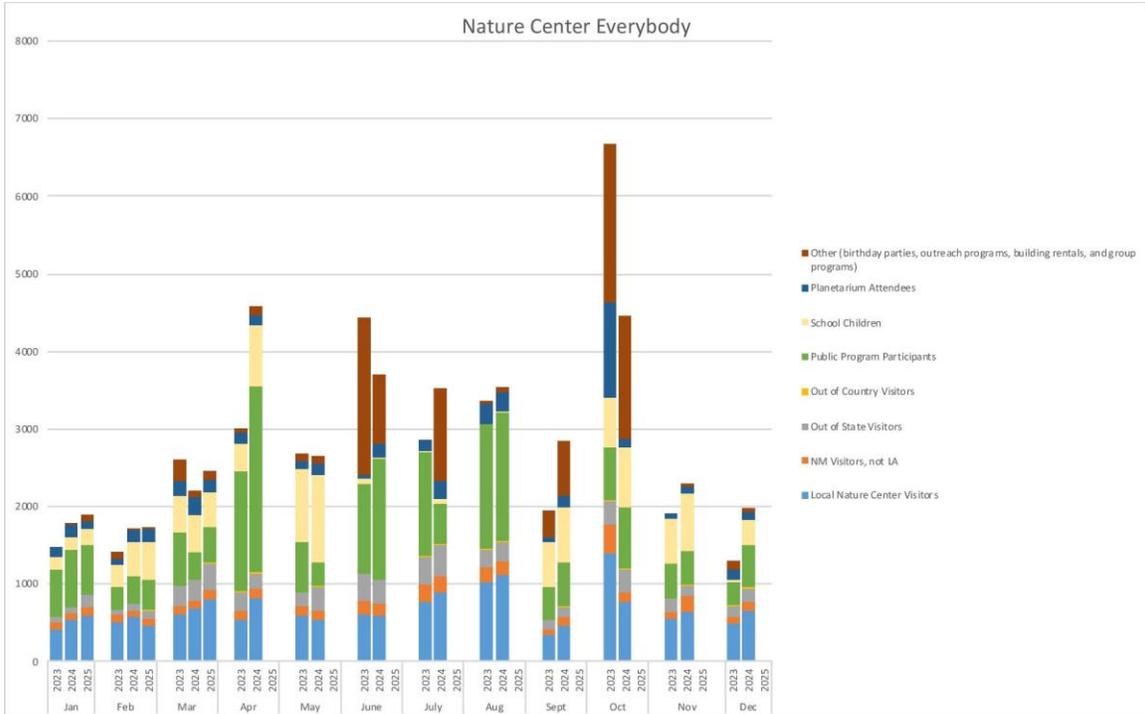
Monthly Tourism Report

February 2025

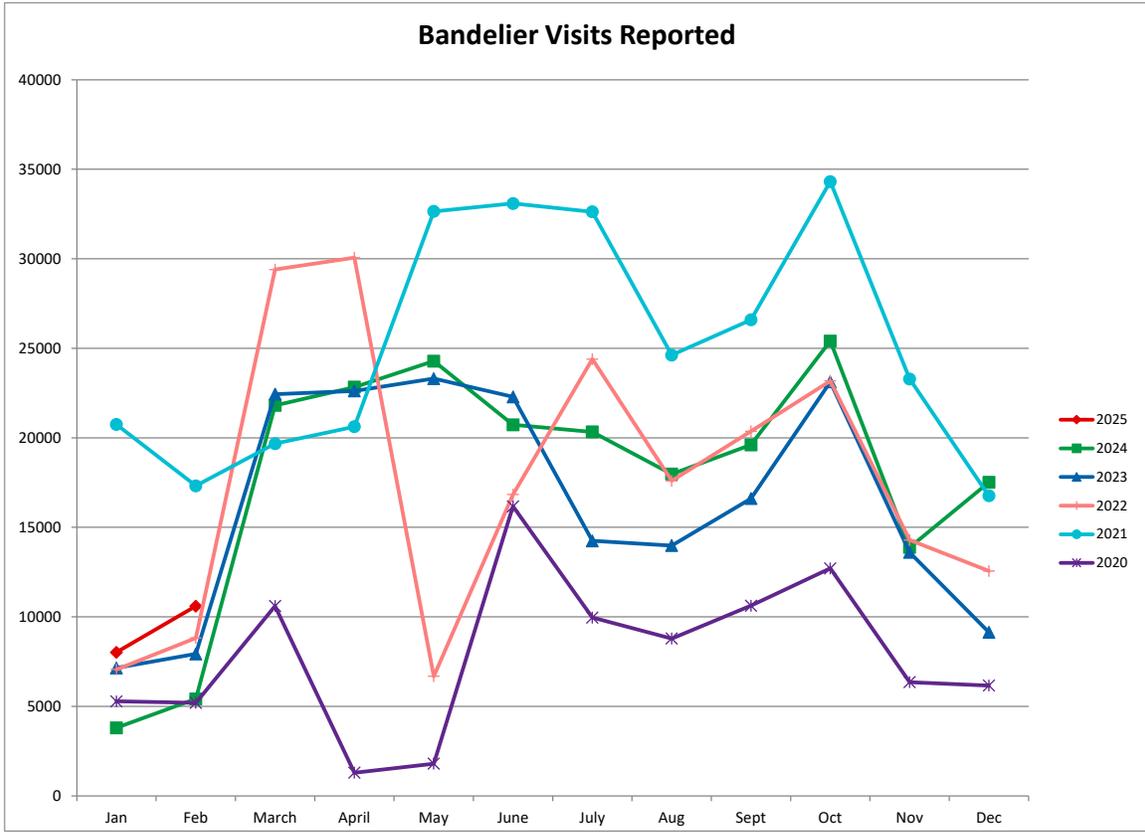


Los Alamos Visitor Center February 2025 822
 White Rock Visitor Center February 2025 218

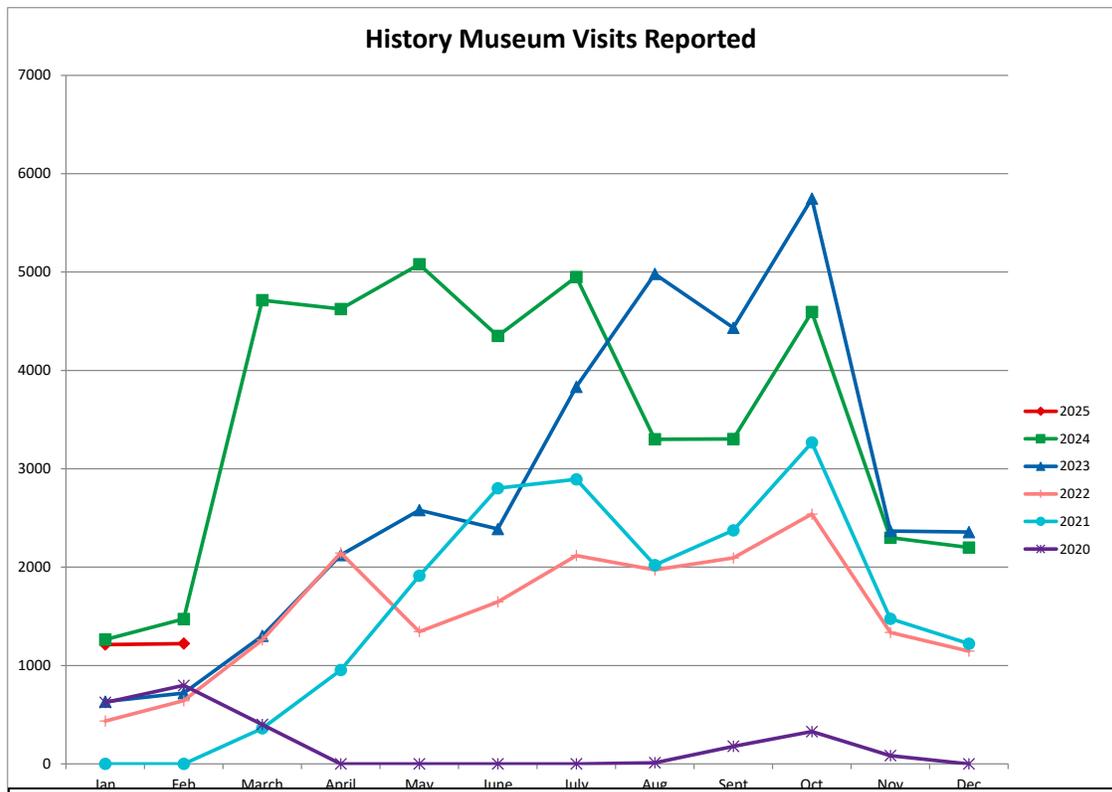
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~
 ~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~
 ~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los 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.~



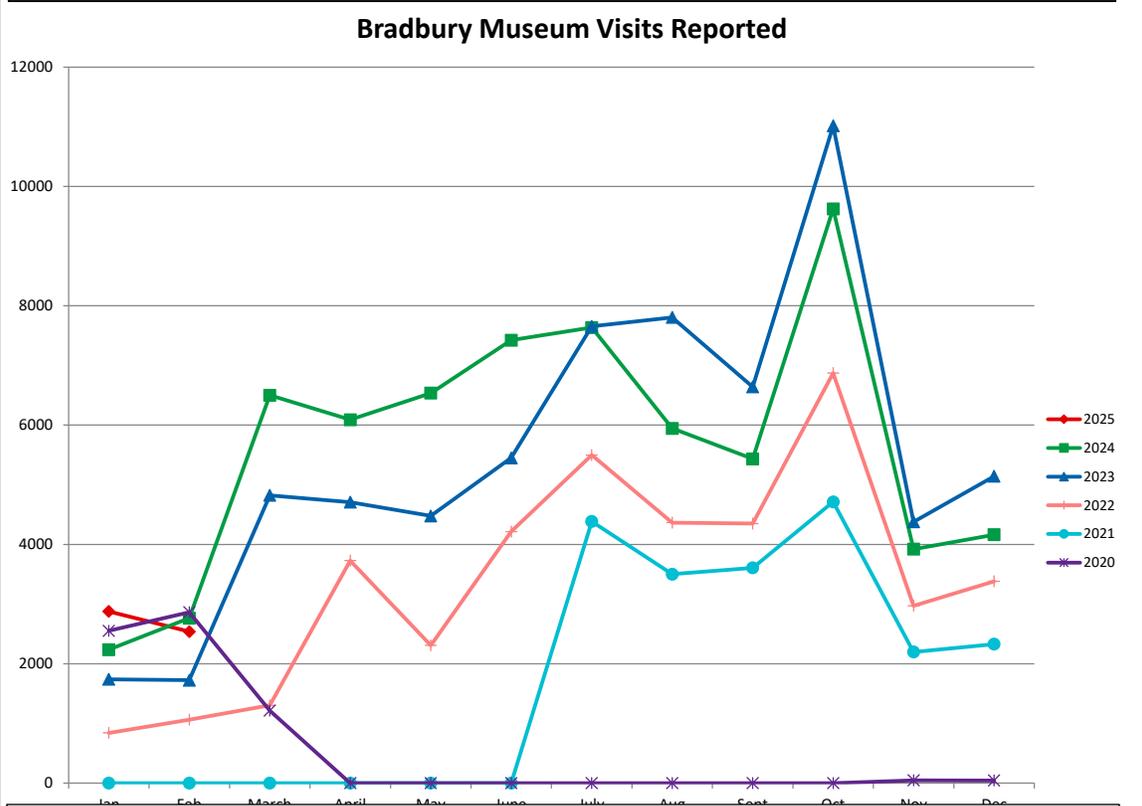
Nature Center February 2025 1,738



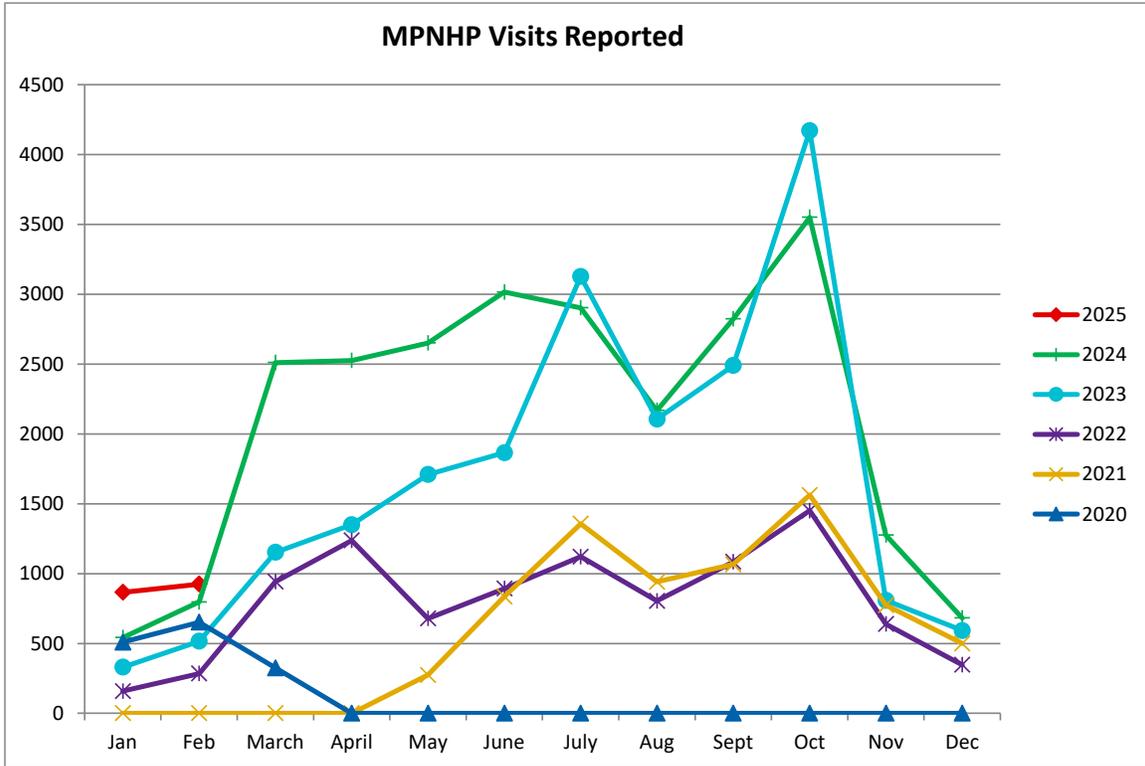
Bandelier National Monument February 2025 10,601
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19
 Cerro Pelado Fire Closed BNM April 2022-May 2022~



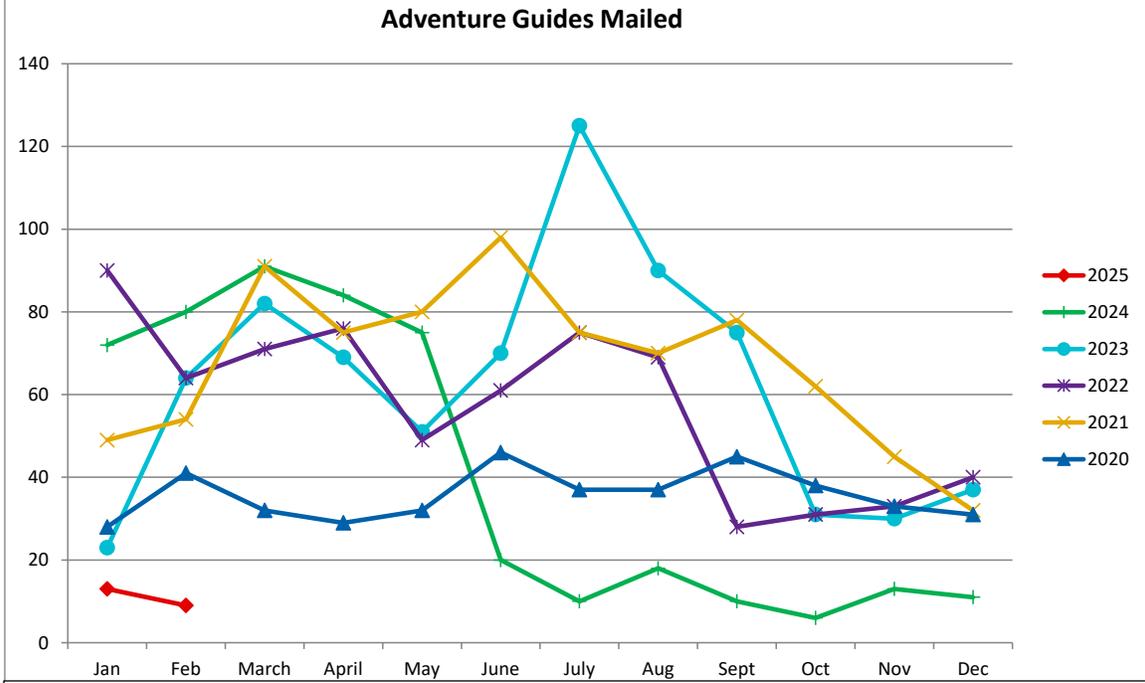
History Museum February 2025 1,223



Bradbury Science Museum February 2025 2,539
 ~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower

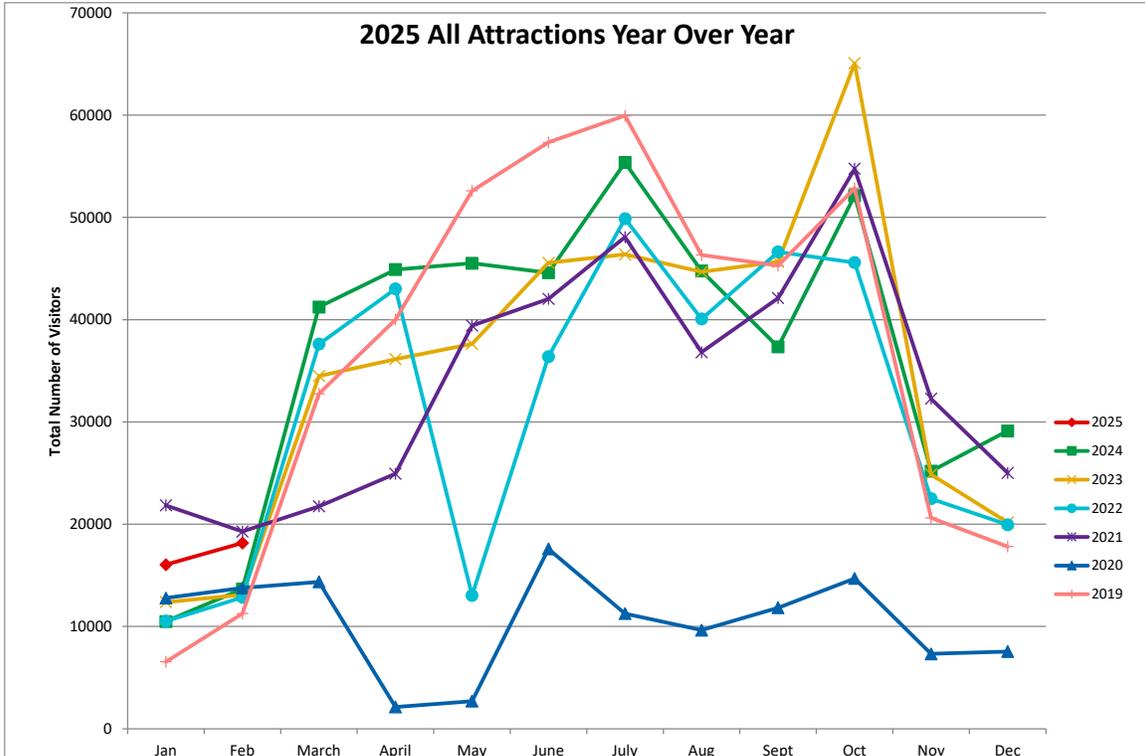


Manhattan Project National Historical Park February 2025 925
 ~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19
 MPNHP reopened Memorial Weekend 2021~

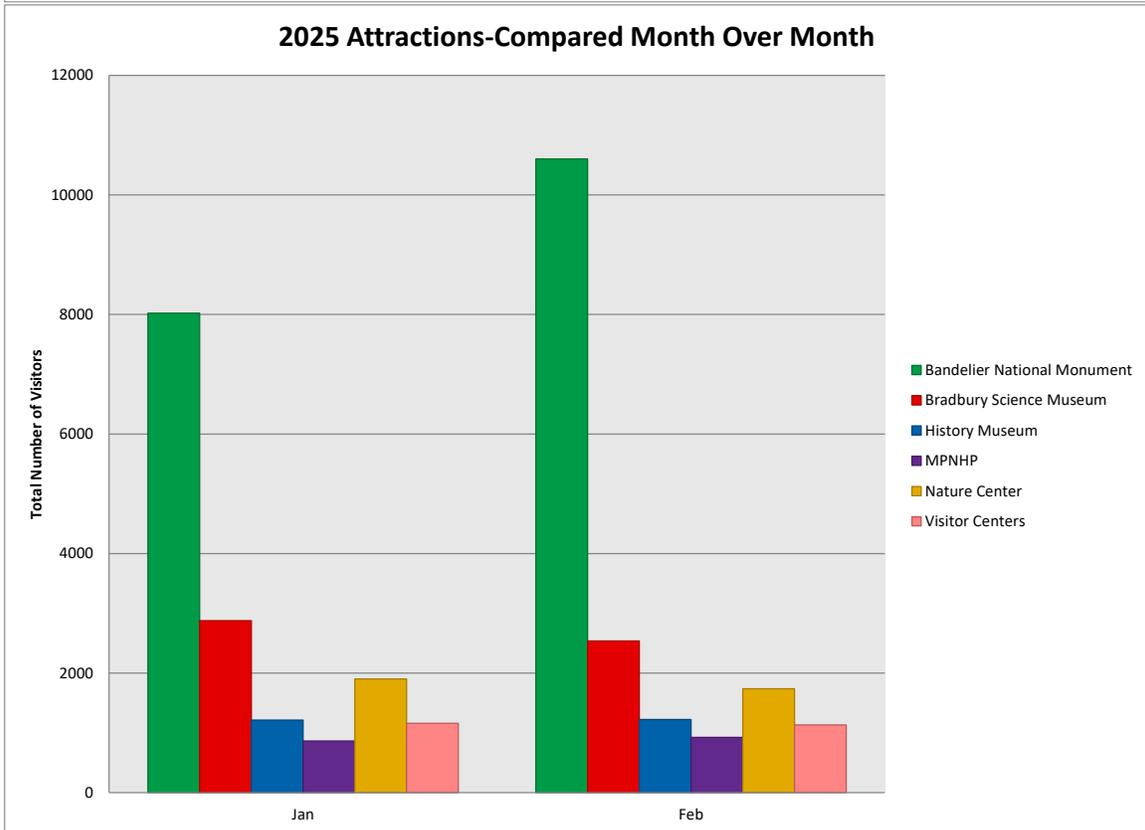


Adventure Guides Mailed Out February 2025 9

Year	2025	2024	2023	2022	2021
Total Mailed Guides	22	490	747	687	809

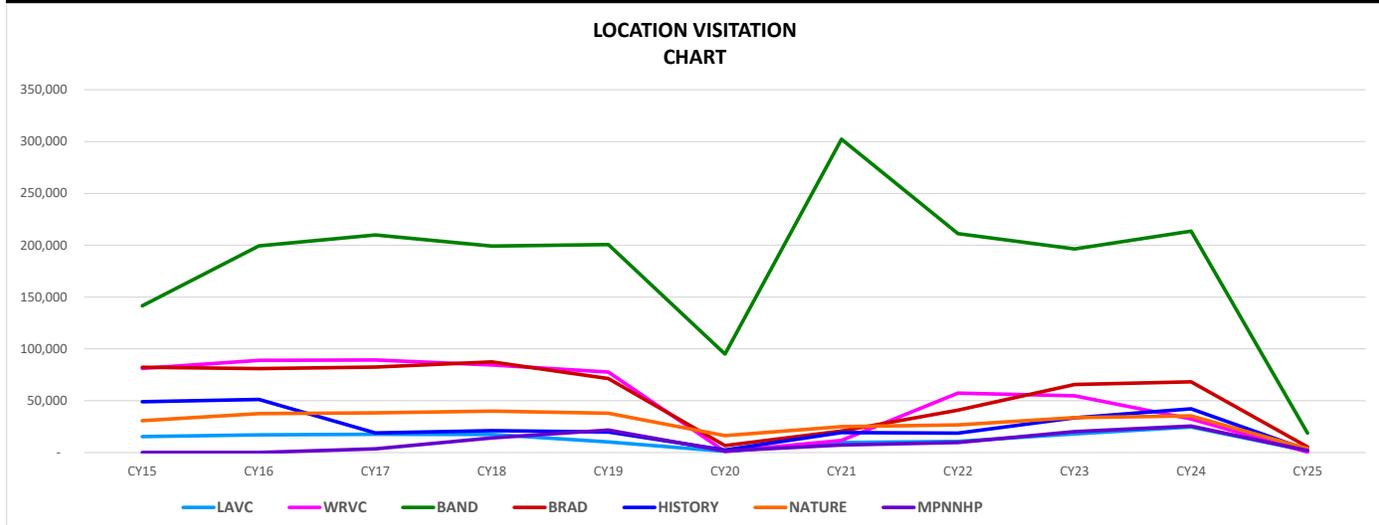


All Attractions YOY & MOM February 18,160



Attractions by Calendar Year January 2015 – February 2025

LOCATIO	CY15	CY16	CY17	CY18	CY19	CY20	CY21	CY22	CY23	CY24	CY25
LAVC	15,427	16,986	17,530	17,383	10,259	1,134	9,601	10,694	17,951	24,681	1,510
WRVC	81,201	88,893	89,225	84,531	77,669	1,010	11,648	57,221	54,684	32,403	390
BAND	141,524	199,318	209,981	199,281	200,741	94,948	302,295	211,241	196,432	213,595	18,623
BRAD	82,180	80,974	82,492	87,471	71,372	6,722	20,735	40,902	65,561	68,269	5,416
HISTORY	48,925	51,240	18,895	21,056	19,750	2,426	19,281	18,682	33,465	42,151	2,436
NATURE	30,764	37,595	38,245	39,939	37,839	16,370	24,941	26,648	33,678	35,350	3,640
MPNNHP	-	-	3,449	14,161	21,679	1,486	7,310	9,643	20,220	25,448	1,791



February Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 300 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 **12** volunteer hours logged for the month of February.
- 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 February. The large display featured the Bradbury Science Museum.

- In February, 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.
 - 30 Welcome Bags – Harvest Host Program

Adventure Guides Mailed Out February 2025:

9 www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

February 2025

Total of **28** 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 – 26 Responses

✓ *What is your age?*

- Under 18 0
- 18-24 0
- 25-34 2
- 35-44 3
- 45-54 2
- 55-64 9
- 65+ 10

✓ *Where are you staying?*

- this is a day trip from home 3
- this is a road trip 6
- lodging in Albuquerque, NM 3
- lodging in Los Alamos/White Rock 4
- lodging in Santa Fe, NM 9
- lodging in Taos, Abiqui 1

✓ *How did you hear about Los Alamos?*

- Family/Friends 11
- School/History Education 6
- Business 3
- Film 4
- Online/Media 6
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 4
- To work 2
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 12
- To visit Bandelier National Monument 8
- To visit the Valles Calcedera National Preserve 3
- To visit the Manhattan Project National Historical Park 16
- To visit the Bradbury Science Museum 6
- To visit the Los Alamos History Museum 9
- To visit the PEEC Nature Center 1
- To discover new outdoor activities/scenery (hiking,biking,skiing) 4
- To enjoy some local shopping/food/drink 3

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

- Very positive 22
- Somewhat positive 2
- Neutral 2
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 2 Responses

✓ *What is your age?*

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

✓ *Where are you staying?*

- this is a day trip from home 1
- this is a road trip 0
- lodging in Albuquerque, NM 0
- lodging in Los Alamos/White Rock 1
- lodging in Santa Fe, NM 0
- lodging in Taos, Abiqui 0

✓ *How did you hear about Los Alamos?*

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

✓ *What brought you to Los Alamos?*

- To visit friends/family 2
- To work 0
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 0
- To visit the Valles Caledera National Preserve 0
- To visit the Manhattan Project National Historical Park 0
- To visit the Bradbury Science Museum 0
- 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 0

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

- Very positive 2
- 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:

- California - 2
- Colorado - 2
- Illinois - 2
- New Jersey - 2
- New York - 2
- Wisconsin - 2
- South Carolina - 2



Los Alamos Visitor Center



White Rock Visitor Center

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

- Canada

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

- Albuquerque
- Santa Fe

- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Amazing views
- Bob the guide was extremely helpful!
- I am back visiting after living here for 47 years.
- Sorry it's closed
- Hi!
- Awesome
- Great host
- Thank you

- Sign for visitor center so post office pointed us in the wrong direction

White Rock Visitor Center Comments:

- Love it here!