



DISCOVER
LOS ALAMOS

December 6, 2019

Kelly Stewart
Los Alamos County
1000 Central Ave.
Los Álamos, NM 87544

RE: Transmittal of Monthly Discover Los Alamos
LTAB's Tourism Visitation Report for the month of December.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of December 2019.

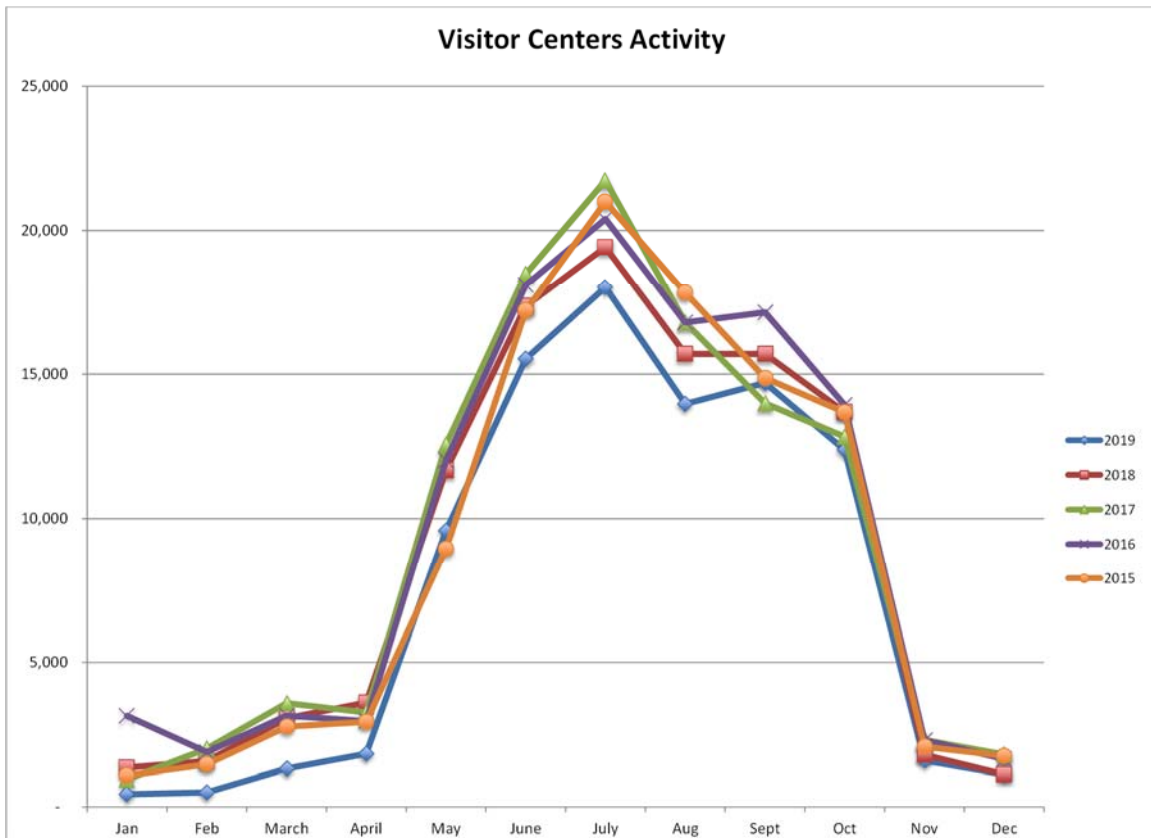
Sincerely,

Melanie Peña
Discover Los Alamos Director

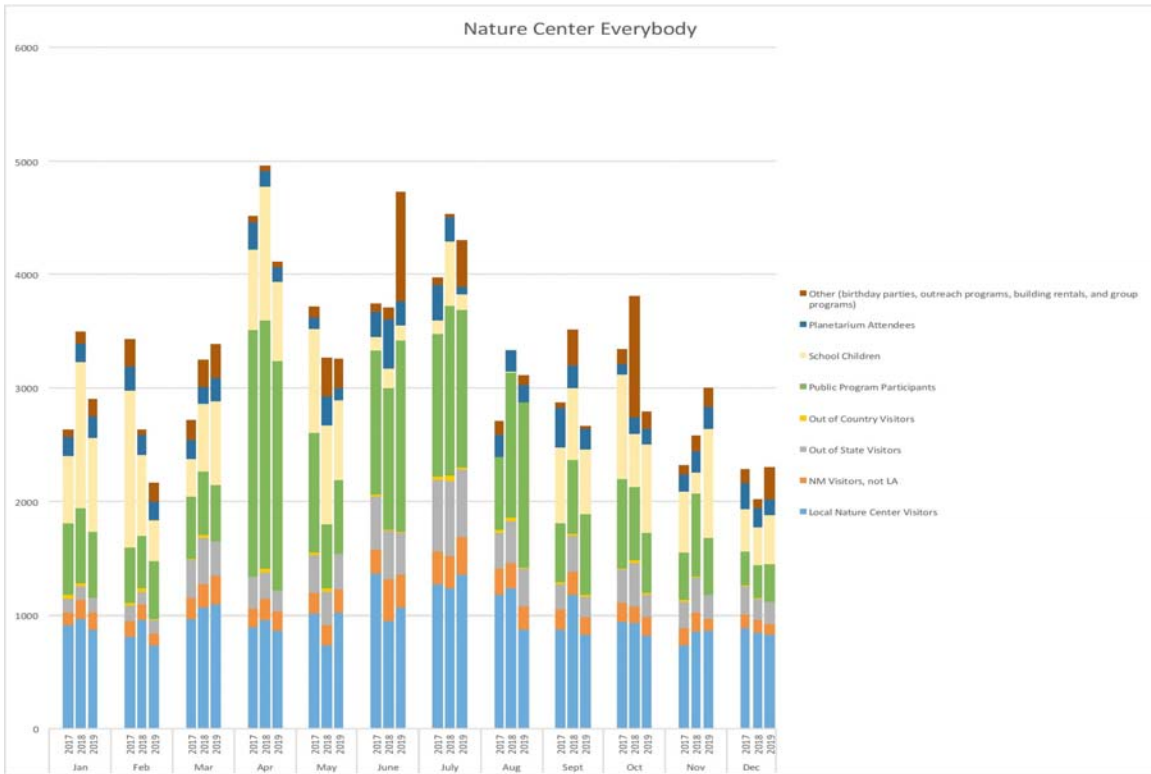
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

DLA Monthly Report

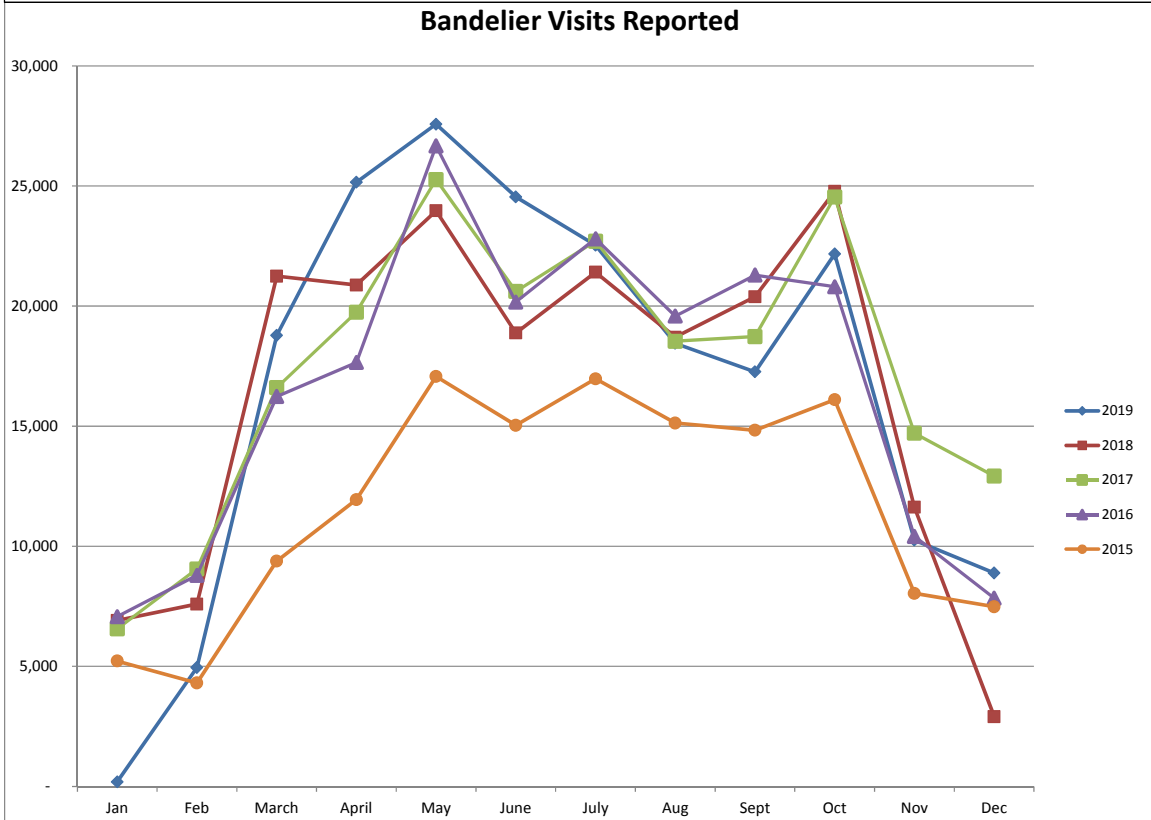
December 2019



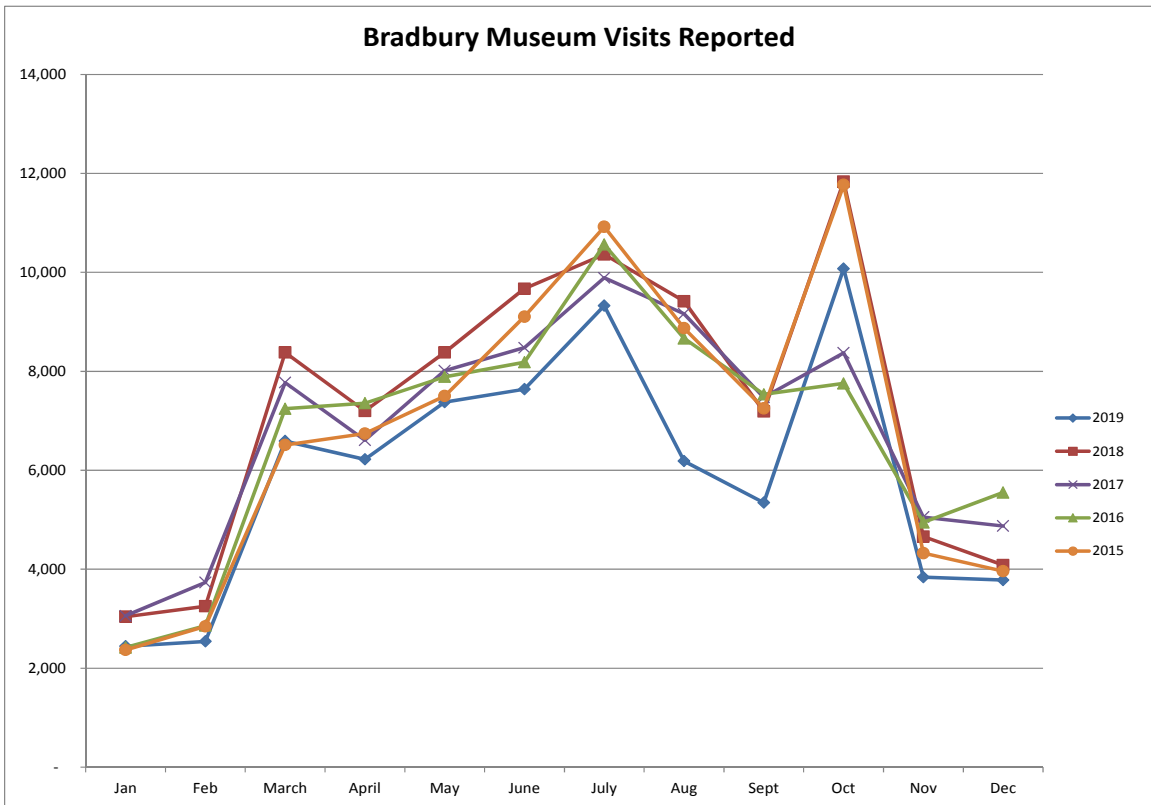
Los Alamos Visitor Center December 2019	533
White Rock Visitor Center December 2019	441



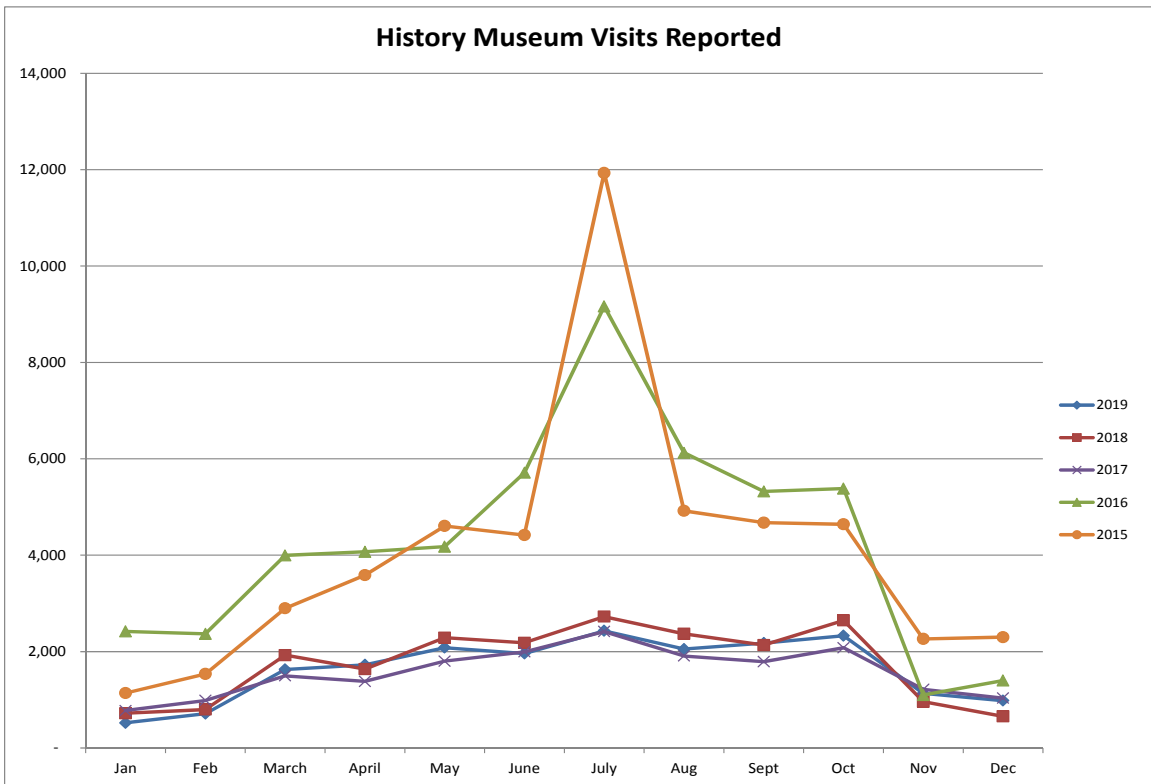
Nature Center December 2019 2,304



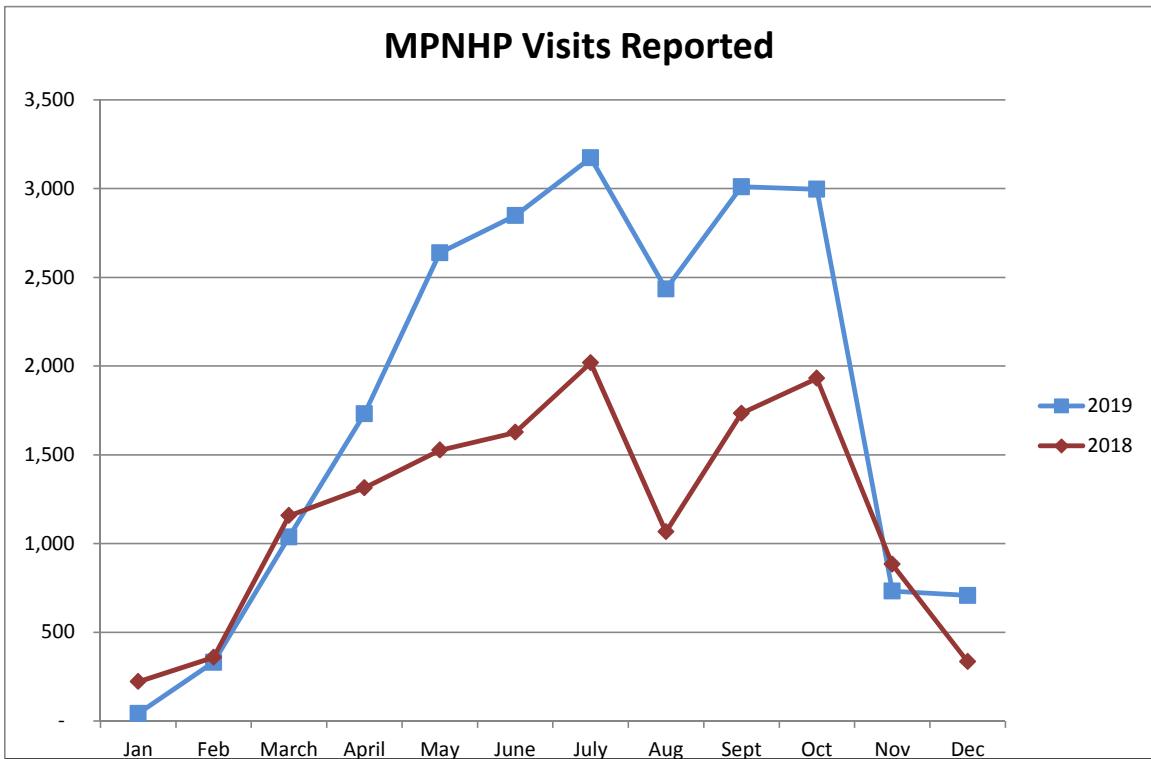
Bandelier National Monument December 2019 8,886
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~



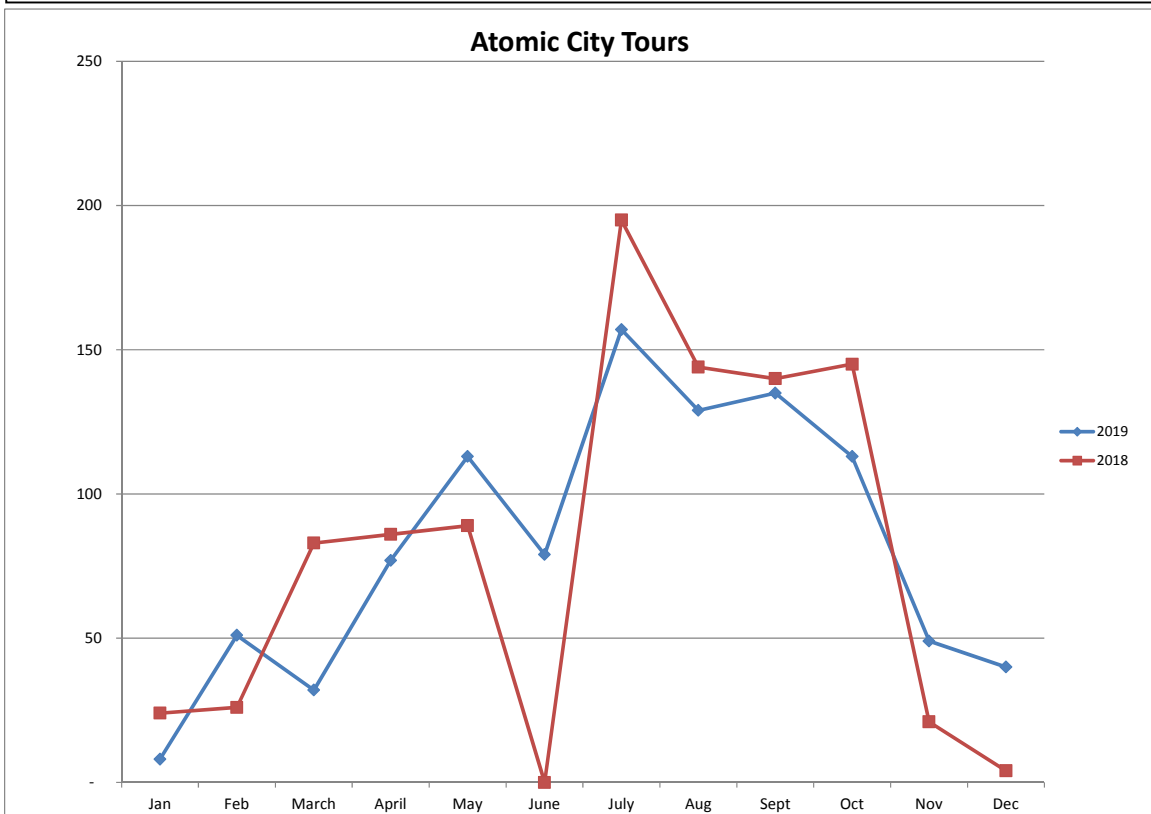
Bradbury Science Museum December 2019 3,782



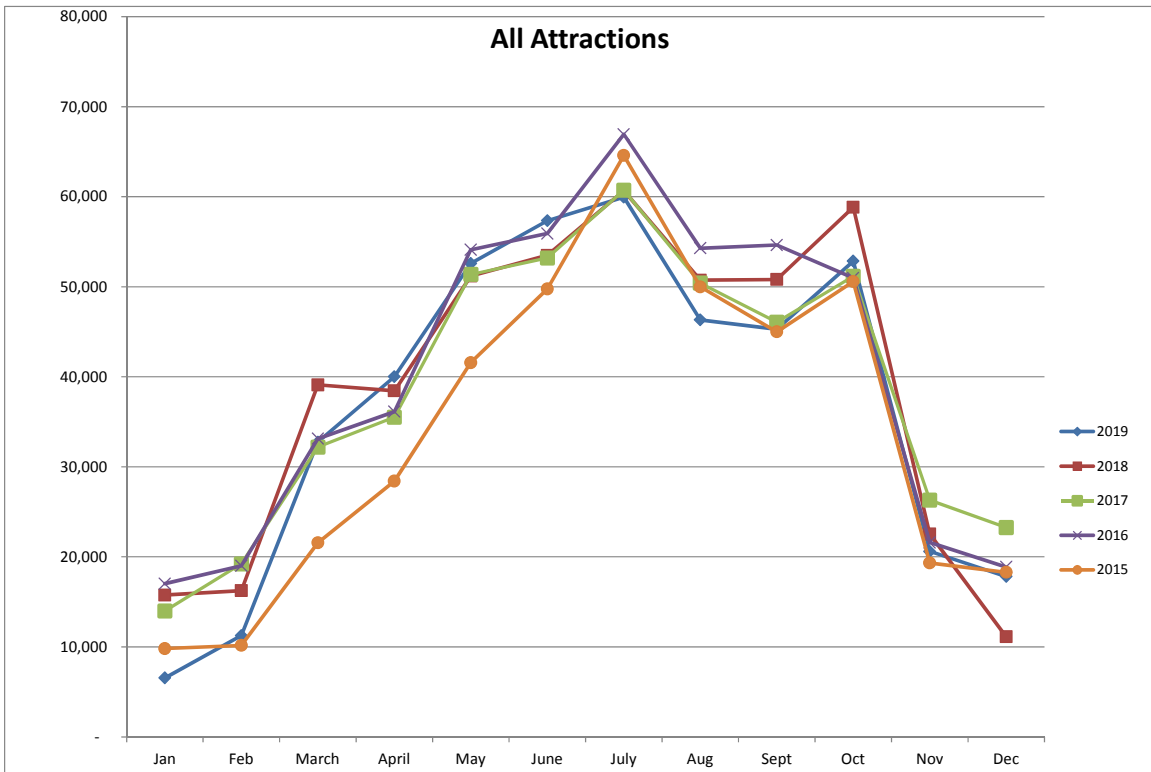
History Museum December 2019 983



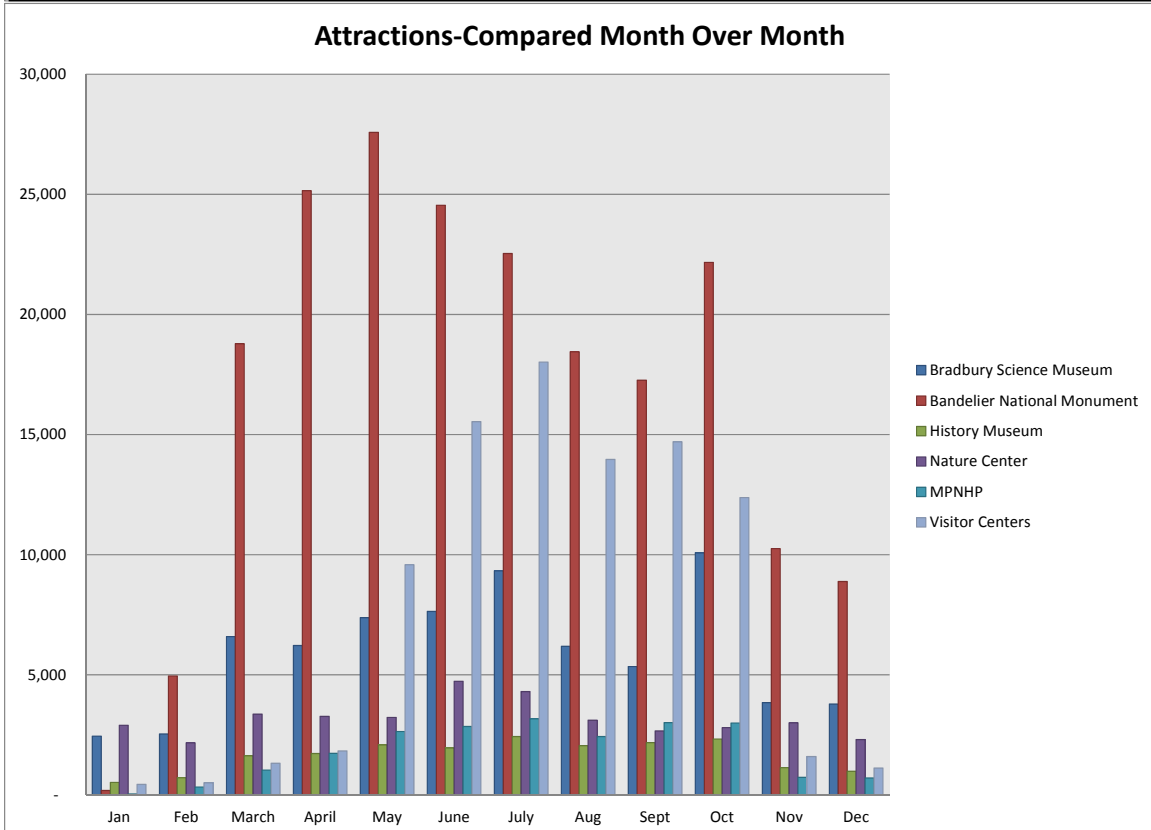
Manhattan Project National Historical Park December 2019 707
 ~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19~



Atomic City Tours December 2019 40



All Attractions YOY & MOM December 2019 17,820



December Narrative Comments:

- We currently have approximately 49,000 copies of the Los Alamos Visitor Guides in storage.
- Event material in kiosks and the "Where Discoveries are Made" displays are updated weekly by a DLA representative. These contain a weekly Concierge Calendar and restocked with visitor guides. There are currently 11 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 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 10 volunteer hours logged for the month of December.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower's by Gillian, Seeking Chameleon, CB Fox, Rose Chocolatier, Metzger's, Pet Pangaea, Hampton Inn & Suites, Float LA, High Mesa Dental Arts, LA Dog House, Hilltop Spa and Fran Stoval were on display for the month of December. The large display featured the Bradbury Science Museum.
- In December, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2019. 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.

December 2019:

38 www.visitlosalamos.org online Visitor Guide requests.
0 Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

Analysis of Visitor Surveys

December 2019

Sample size = Total of 34 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

25 entries reported a day trip
7 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

15 entries reported 1st time to Los Alamos
10 entries reported a return visit to Los Alamos

✓ For the month of November, the visitor centers registration sheets collected (34) and indicated their reasons for visiting.

- Bandelier National Monument 12
- Manhattan Project/MPNHP 16
- Bradbury/History Museum 19
- Nature Center 2
- Scenery/Recreation/Sports 8
- Business/Family/Friends 4
- Other: _____

✓ The most prevalent states of origin in chronological order are from Texas, Florida, Oregon, Georgia, and Massachusetts.

✓ The most prevalent foreign countries of origin, there were from England and El Salvador.

✓ The most prevalent cities in New Mexico visiting Los Alamos were from Santa Fe and Albuquerque.

- ✓ Visitor Comments: “Love this Visitor Center. Every town should have an RVset up like y’all”, “Great help and guidance at Visitor Center by Ms.Beto”, “Beautiful Visitor Center and lovely pottery. Definitely a wonderful surprise, nice”, “Very scenic and beautiful to enjoy”, “Beautiful architecture”, “Ray was very informative and shared his interesting history of LosAlamos”, “You guys are great”, and “Thank you for all the information.”