



December 11, 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 October 2025.

Dear Ellyn,

Here is my tourism report for the month of October. Two major events happened this month. The Federal Government Shutdown which has closed both Bandelier National Monument and the Manhattan Project National Historical Park office for the entire month negatively affected our visitation. On the positive note we saw an increase in visitation with the annual Albuquerque International Balloon Fiesta. The White Rock Visitor Center also hosted 3 successful days of Behind the Fence Tours in partnership with MPNHP - LANL.

Sincerely,

Melanie Peña

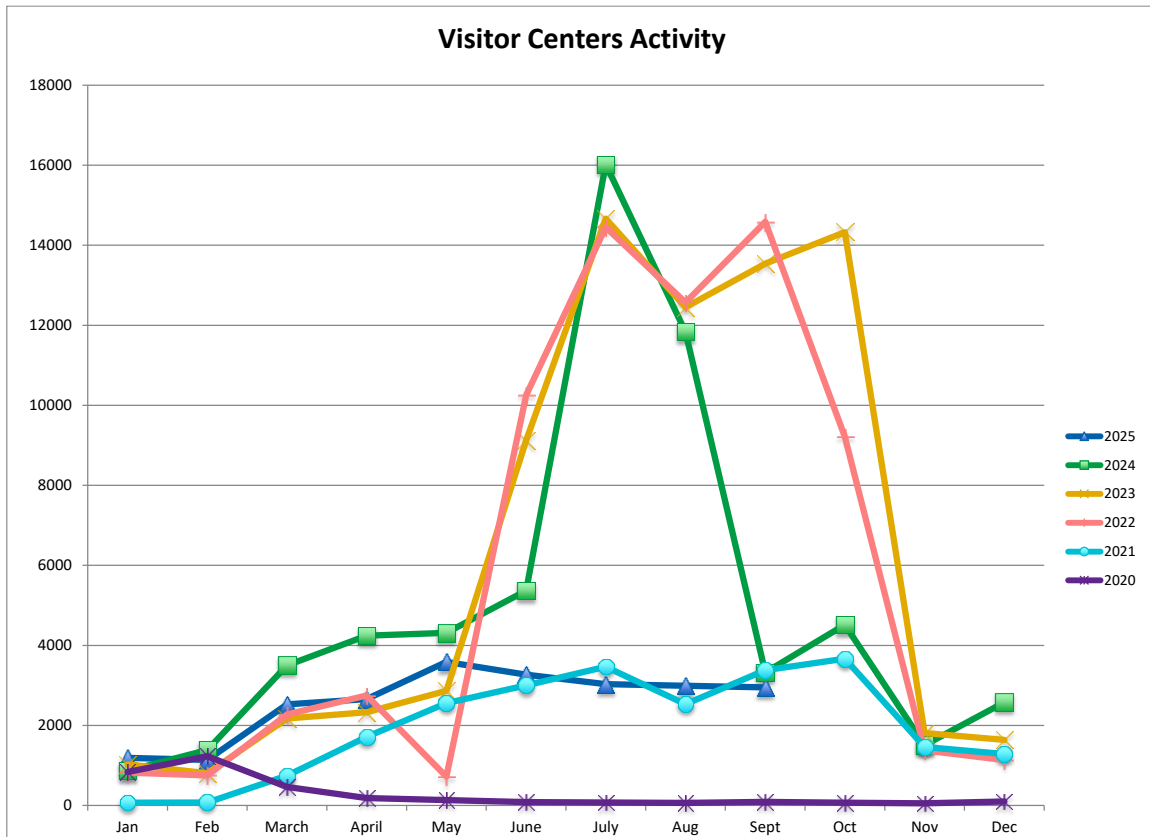
Melanie Peña
Discover Los Alamos Director

cc: Lauren McDaniel, Eli Isaacson, Adrienne Lovato, and Wendy Parker

Discover Los Alamos

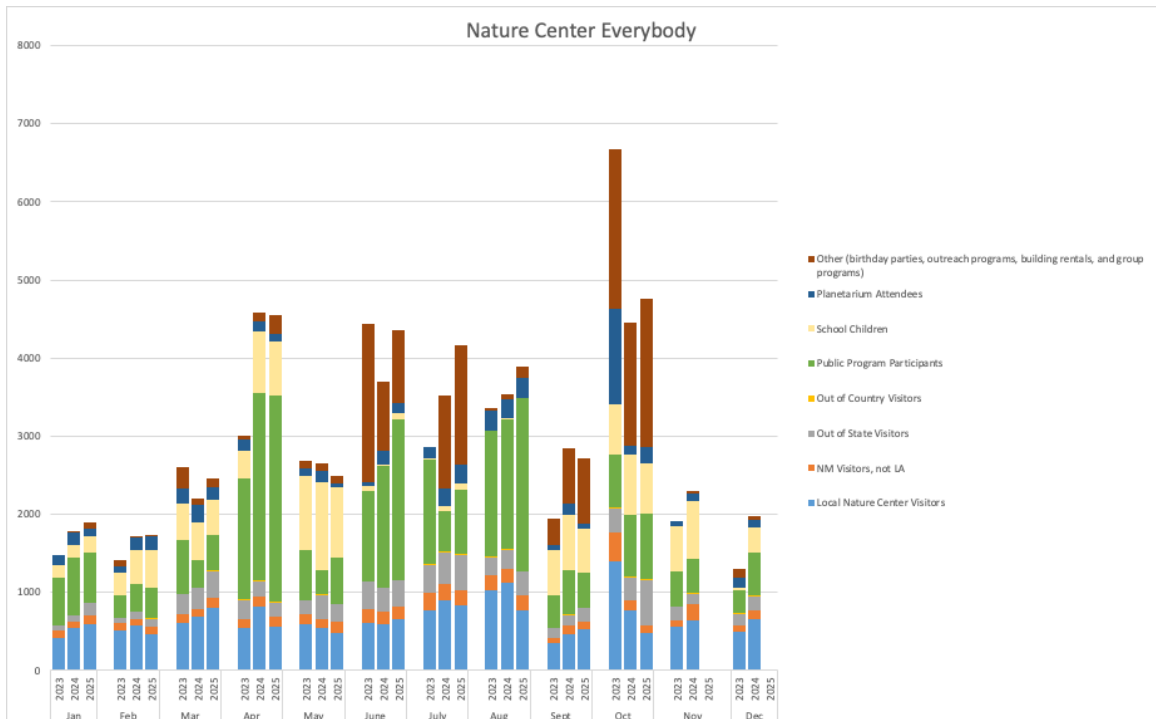
Monthly Tourism Report

October 2025



Los Alamos Visitor Center October 2025 3,013
 White Rock Visitor Center October 2025 1,973

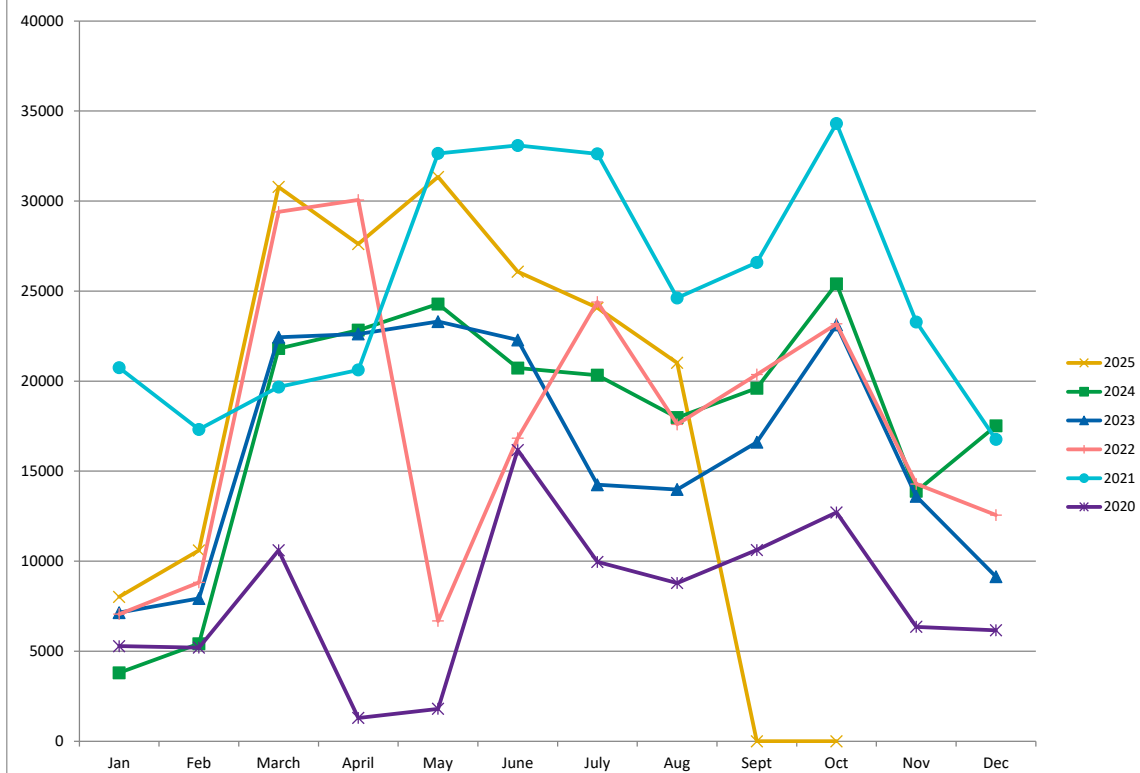
- ~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~
- ~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~
- ~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the 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.~
- ~No Bandelier Shuttles running out of the White Rock Visitor Center for 2025~



Nature Center October 2025

4,763

Bandelier Visits Reported



Bandelier National Monument October 2025

0

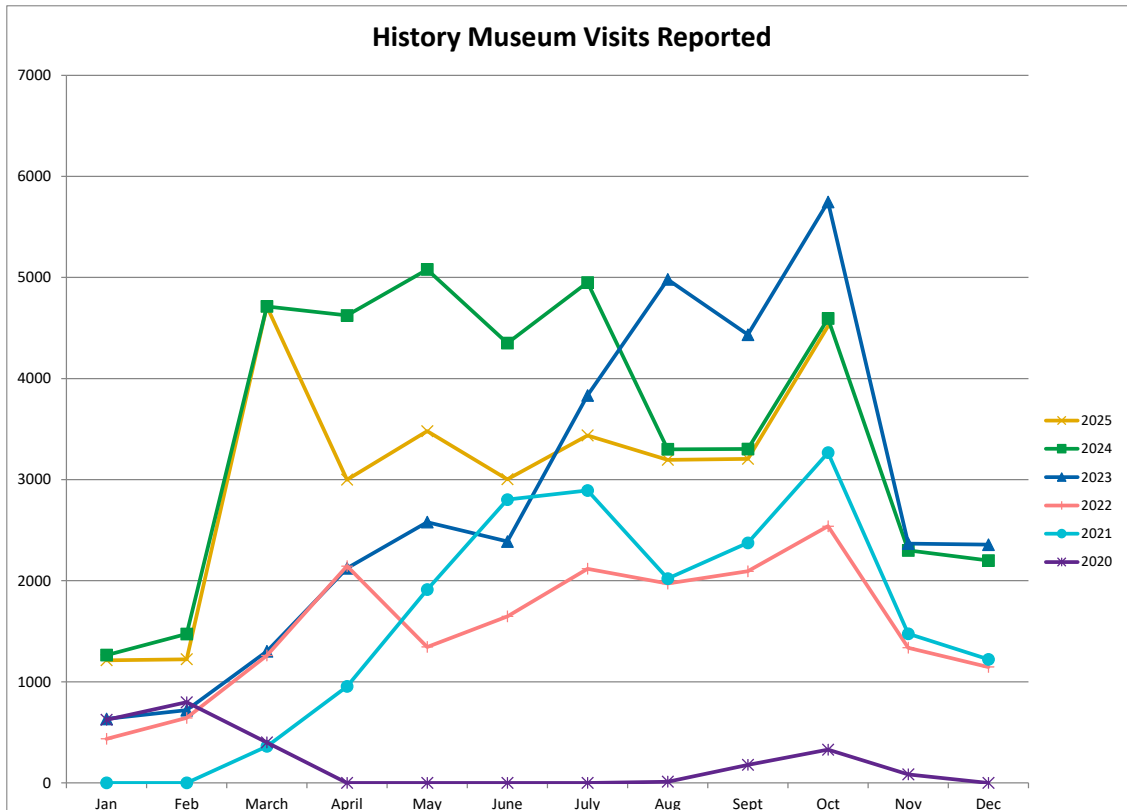
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19

Cerro Pelado Fire Closed BNM April 2022-May 2022~

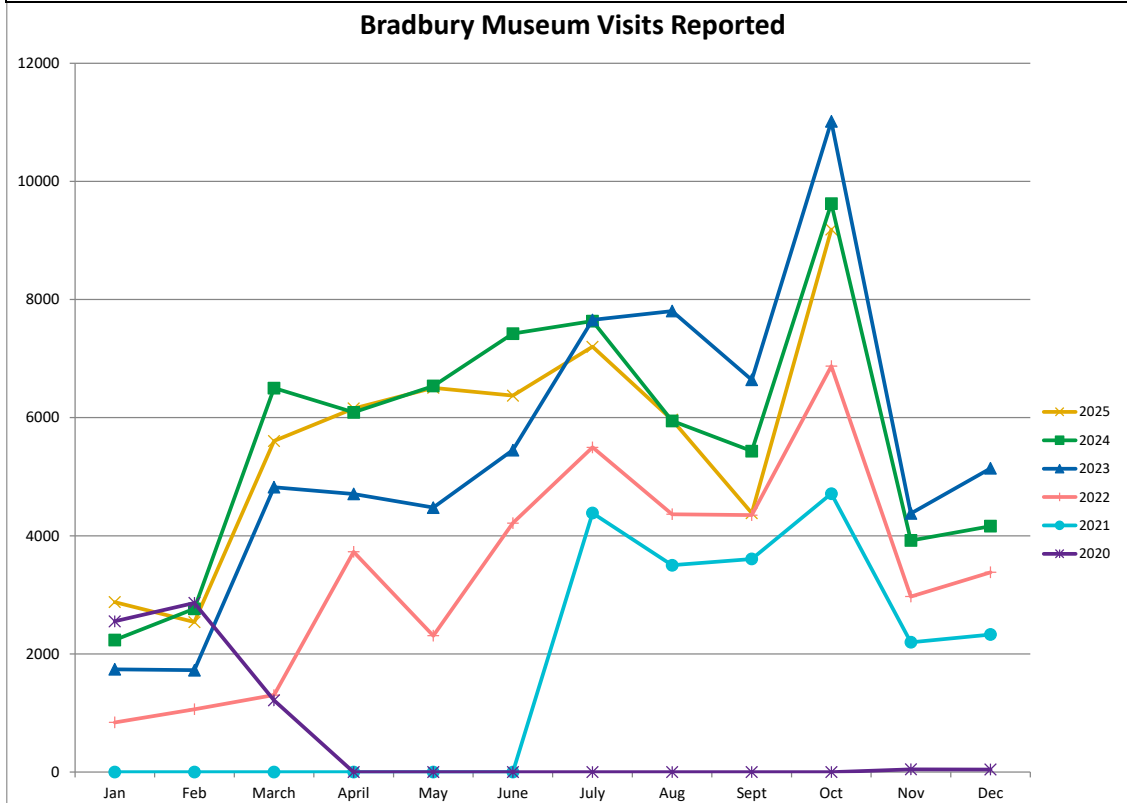
~Federal Government Closer, BNM Closed Oct 1-31, 2025~

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

ATTACHMENT B



History Museum October 2025 4,518

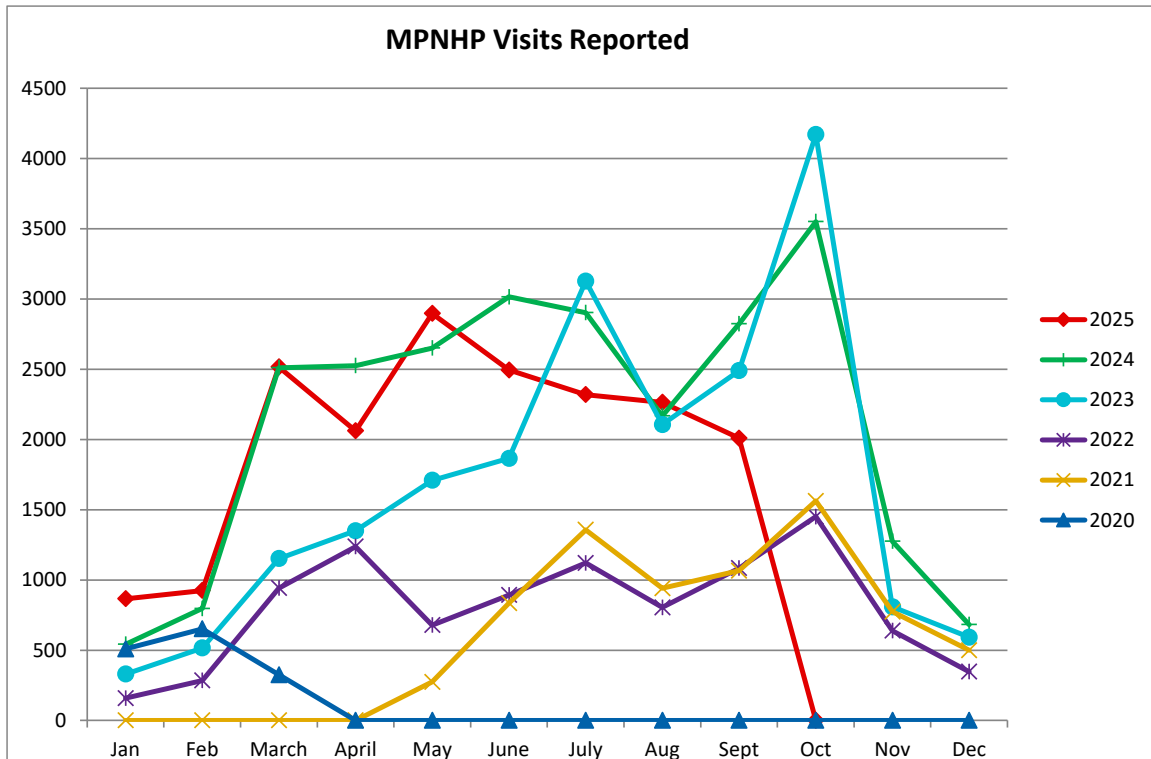


Bradbury Science Museum October 2025 9,185

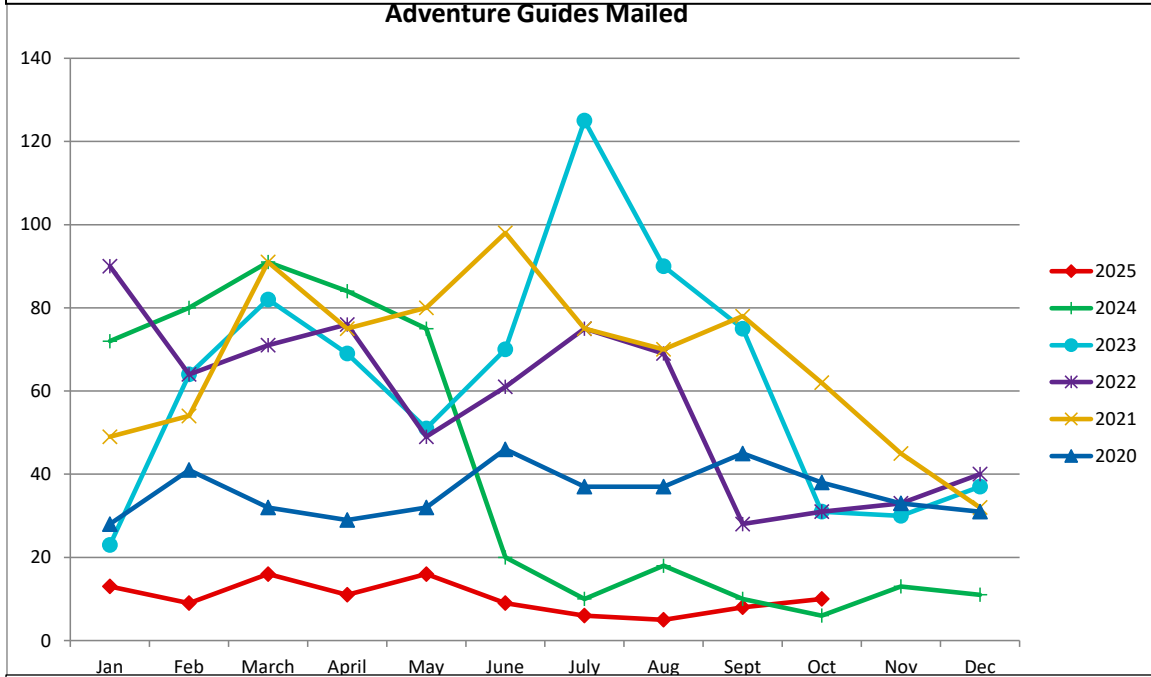
~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~

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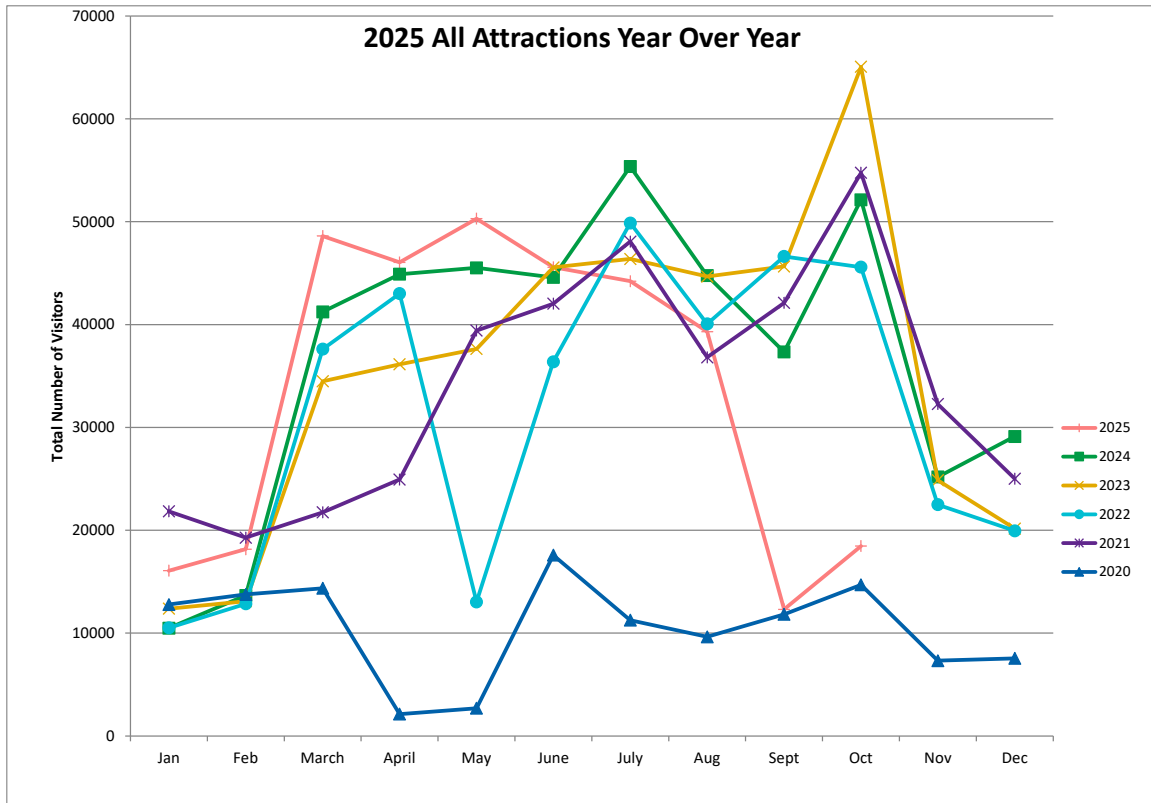
ATTACHMENT B



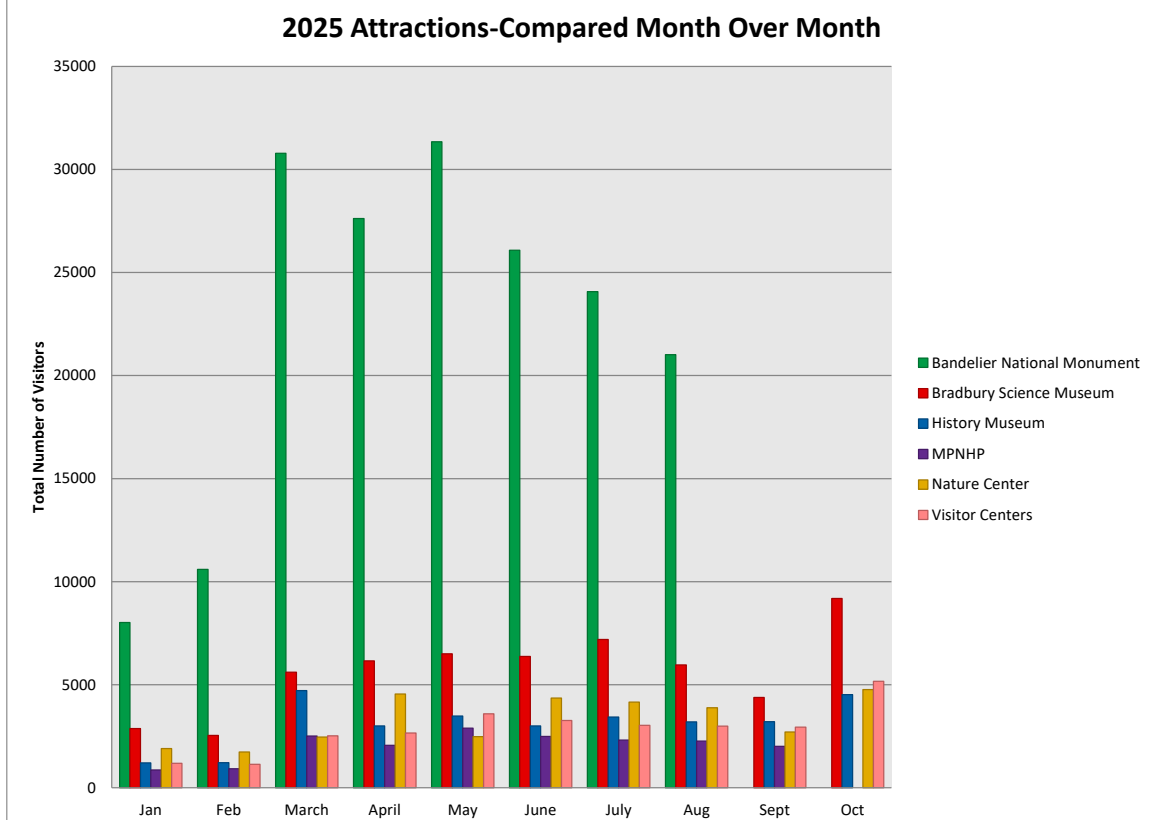
Manhattan Project National Historical Park October 2025 0
 ~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19, MPNHP reopened Memorial Weekend 2021~
 ~Federal Government Shutdown, MPNHP was closed October 1-31, 2025~



Adventure Guides Mailed Out October 2025 - 10							
Year	2025	2024	2023	2022	2021	2020	2019
Total Mailed Guides	103	490	747	687	809	429	836

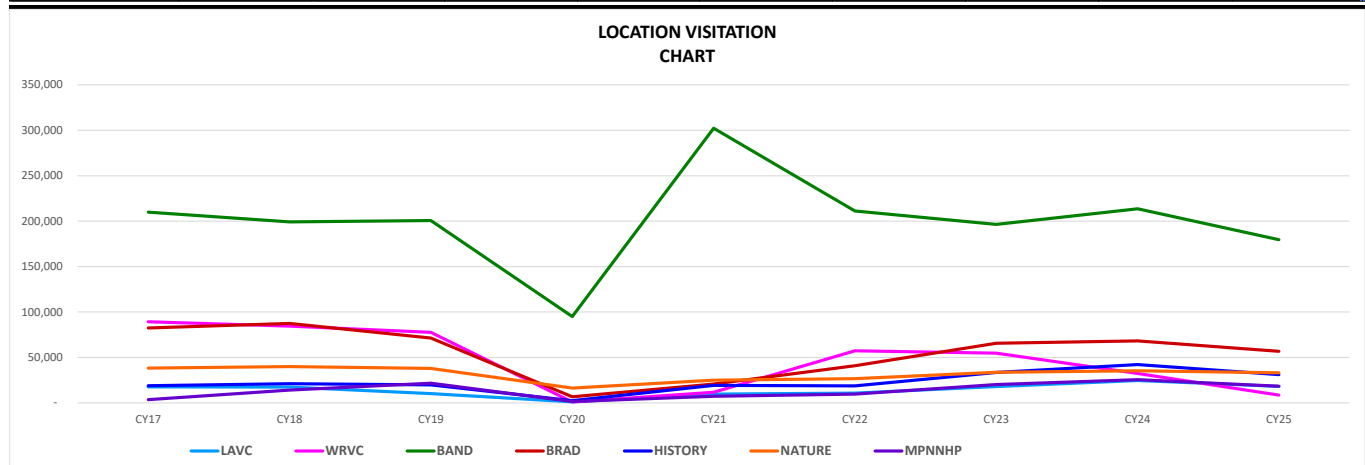


All Attractions YOY & MOM October 2025 18,466



Attractions by Calendar Year January 2015 – October 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	18,224
WRVC	89,225	84,531	77,669	1,010	11,648	57,221	54,684	32,403	8,611
BAND	209,981	199,281	200,741	94,948	302,295	211,241	196,432	213,595	179,525
BRAD	82,492	87,471	71,372	6,722	20,735	40,902	65,561	68,269	56,786
HISTORY	18,895	21,056	19,750	2,426	19,281	18,682	33,465	42,151	30,992
NATURE	38,245	39,939	37,839	16,370	24,941	26,648	33,678	35,350	33,030
MPNNHP	3,449	14,161	21,679	1,486	7,310	9,643	20,220	25,448	18,357



October 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 materials in kiosks 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 **29** 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 page are updated on a weekly basis with new events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were **22** volunteer hours logged for the month of October.

- WRVC Business Display Cases featured the Los Alamos Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum Gift Shop, 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 October. The large display featured the Manhattan Project National Historical Park.
- In October, 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.
 - N/A

Adventure Guides Mailed Out October 2025:

- **10** www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

October 2025

Total of **104** 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 – 94 Responses

✓ *What is your age?*

- | | |
|------------|----|
| • Under 18 | 2 |
| • 18-24 | 4 |
| • 25-34 | 12 |
| • 35-44 | 5 |
| • 45-54 | 10 |
| • 55-64 | 14 |
| • 65+ | 47 |

✓ *Where are you staying?*

- | | |
|------------------------------------|----|
| • this is a day trip from home | 10 |
| • this is a road trip | 26 |
| • lodging in Albuquerque, NM | 7 |
| • lodging in Los Alamos/White Rock | 4 |
| • lodging in Santa Fe, NM | 45 |

- lodging in Taos, Abiqui 2

✓ *How did you hear about Los Alamos?*

- Family/Friends 34
- School/History Education 52
- Business 0
- Film 22
- Online/Media 19
- Local Event 1

✓ *What brought you to Los Alamos?*

- To visit friends/family 11
- To work 3
- To attend a special event or conference 1
- To learn more about the Manhattan Project/Oppenheimer 45
- To visit Bandelier National Monument 20
- To visit the Valles Caledera National Preserve 8
- To visit the Manhattan Project National Historical Park 49
- To visit the Bradbury Science Museum 22
- To visit the Los Alamos History Museum 25
- To visit the PEEC Nature Center 4
- To discover new outdoor activities/scenery (hiking,biking,skiing) 5
- To enjoy some local shopping/food/drink 6

✓ *How much do you anticipate spending on your visit to Los Alamos County?*

- Less than \$25 19
- \$25-74 28
- \$75-149 14
- \$150-299 10
- \$300-499 1
- \$500+ 4

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

- Very positive 68
- Somewhat positive 15
- Neutral 10
- Somewhat negative 1
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 20 Responses

✓ *What is your age?*

- Under 18 0
- 18-24 0
- 25-34 1
- 35-44 2
- 45-54 2
- 55-64 5
- 65+ 10

✓ *Where are you staying?*

- this is a day trip from home 1
- this is a road trip 6
- lodging in Albuquerque, NM 2
- lodging in Los Alamos/White Rock 2
- lodging in Santa Fe, NM 9
- lodging in Taos, Abiqui 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 5
- School/History Education 10
- Business 0
- Film 3
- Online/Media 3
- Local Event 1

✓ *What brought you to Los Alamos?*

- To visit friends/family 5
- To work 0
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 7
- To visit Bandelier National Monument 10
- To visit the Valles Caledera National Preserve 3
- To visit the Manhattan Project National Historical Park 6
- To visit the Bradbury Science Museum 4
- To visit the Los Alamos History Museum 7
- To visit the PEEC Nature Center 3
- To discover new outdoor activities/scenery (hiking,biking,skiing) 1
- To enjoy some local shopping/food/drink 1

✓ *How much do you anticipate spending on your visit to Los Alamos County?*

- | | |
|------------------|---|
| • Less than \$25 | 3 |
| • \$25-74 | 5 |
| • \$75-149 | 5 |
| • \$150-299 | 4 |
| • \$300-499 | 3 |
| • \$500+ | 0 |

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

- | | |
|---------------------|----|
| • Very positive | 19 |
| • Somewhat positive | 1 |
| • Neutral | 0 |
| • Somewhat negative | 0 |
| • Very negative | 0 |

✓ The most prevalent states of origin visiting Los Alamos and White Rock were from:

- California – 15
- Texas – 10
- Illinois – 8
- Florida – 6
- Virginia – 5
- Arizona – 5



Los Alamos Visitor Center



White Rock Visitor Center

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

- Australia
- Canada
- Germany
- Norway

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

- Albuquerque
- Santa Fe
- Rio Rancho

- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Thank you
- Interested in history
- Need more restaurants
- Beautiful town
- Very nice man at visitors center. Yea Bob,
- Very pretty
- Friendly community; family focused. Great place to live and visit.
- Wonderful and helpful staff
- Beautiful terrain
- Great job Annie
- Looking forward to seeing history
- Thank you for areas that are open despite govt shutdown.
- After the visiting
- Thanks
- This is a beautiful town with so much interesting history!
- This place is so cool, I wish I did better in school so I could do something life changing like this
- Thank you for being open during the government shutdown! Staff was incredibly helpful and friendly.
- Love it here ❤️

White Rock Visitor Center Comments:

- Happy we visited
- Beautiful country
- Very friendly and helpful
- Very helpful visitors center.
- Beautiful country
- Staff is excellent!
- Stunning scenery
- I'm happy to be here
- Altitude
- The state may want to think about taking over national parks during govt shutdowns.

- My husband was raised in 1952 -1968. Joseph shores. His father Joseph Shores was guard, photographer and theater manager. His mother was Boots, bus driver.
- The government shutdown has screwed up most of our plans.
- As the NPS site was closed the local visitor center filled the void. Bob did an excellent job filling in