



November 14, 2024

Ellyn Fenton
Los Alamos County
1000 Central Ave.
Los Álamos, NM 87544

RE: Transmittal of Discover Los Alamos LTAB's Tourism Visitation Report for the month of September 2024.

Dear Ellyn,

Attached is my submission of Discover Los Alamos's monthly tourism report for the month of September 2024. Both Visitor Centers' visitation is down this month mostly due to the Bandelier National Monument summer shuttles not running compared to September 2023.

Sincerely,

Melanie Peña

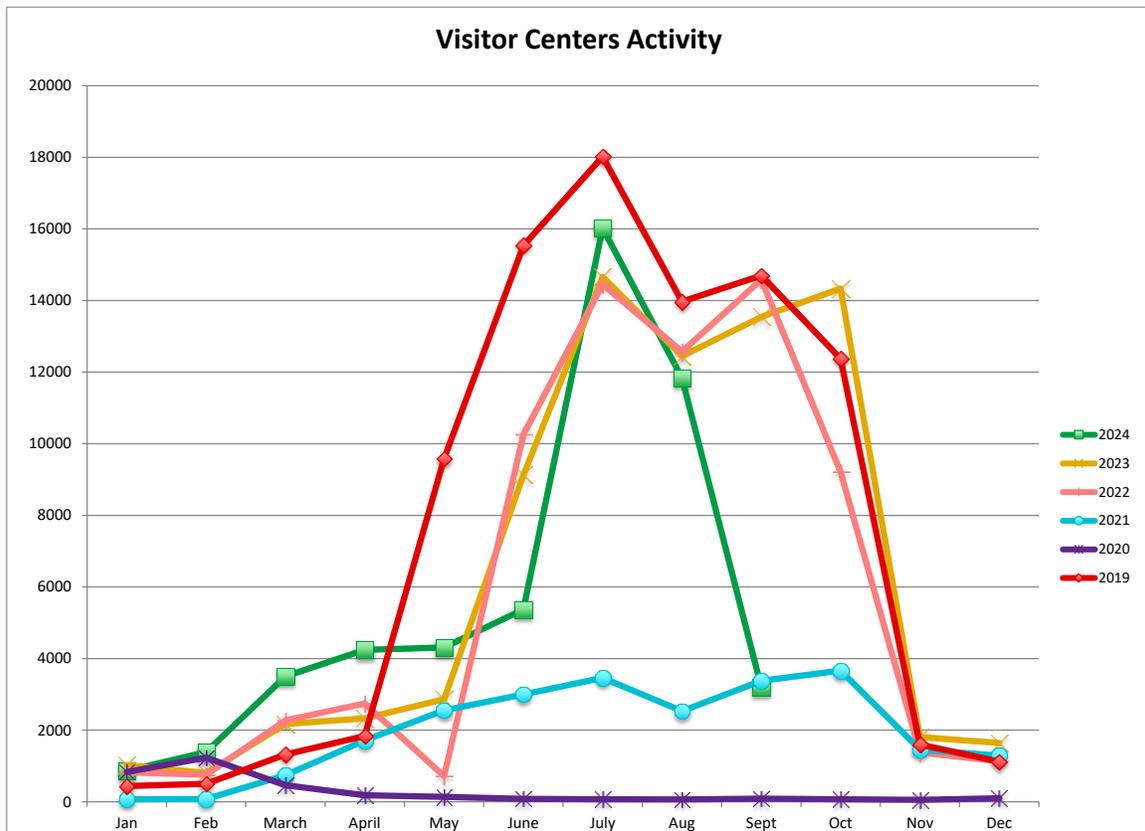
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

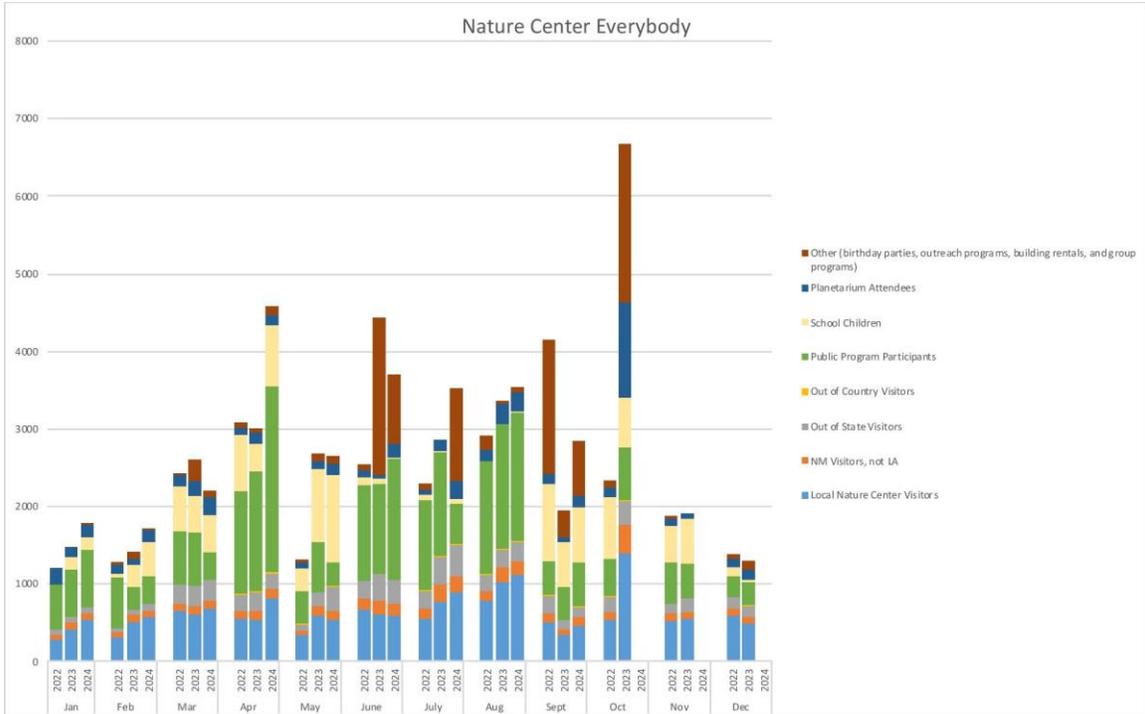
Monthly Tourism Report

September 2024

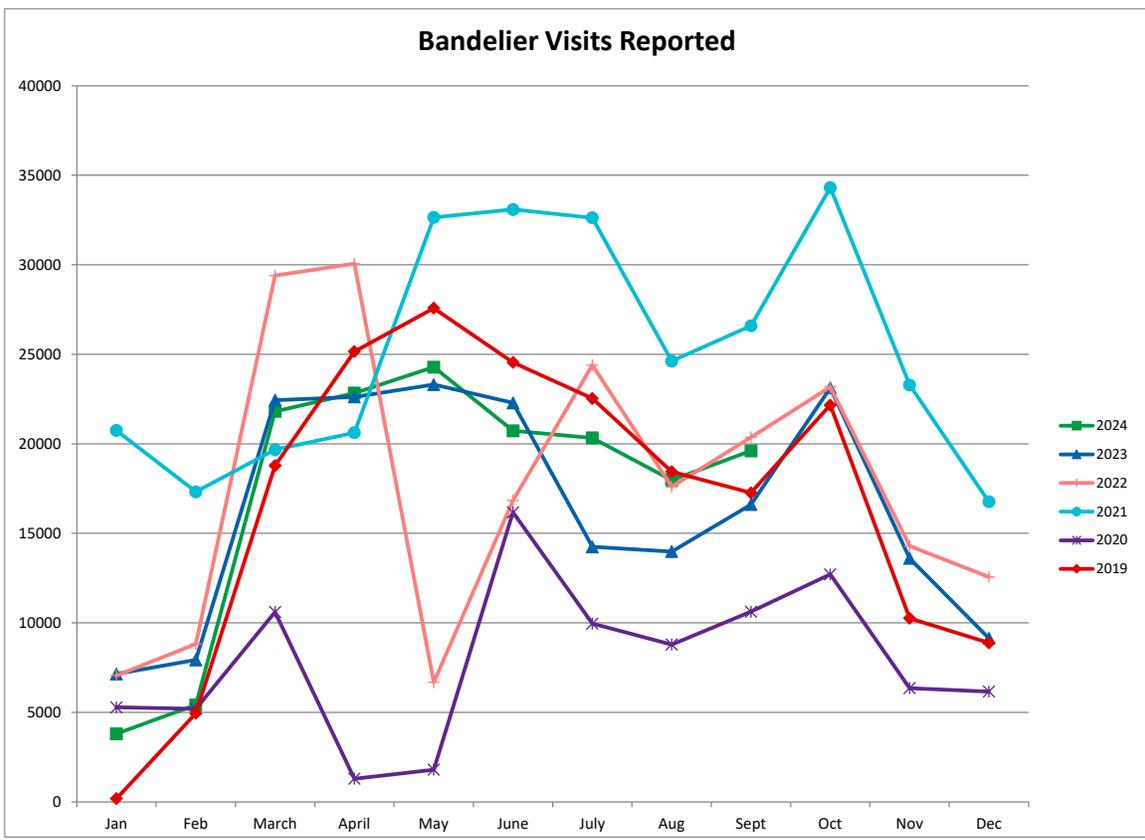


Los Alamos Visitor Center September 2024 2,177
 White Rock Visitor Center September 2024 1,018

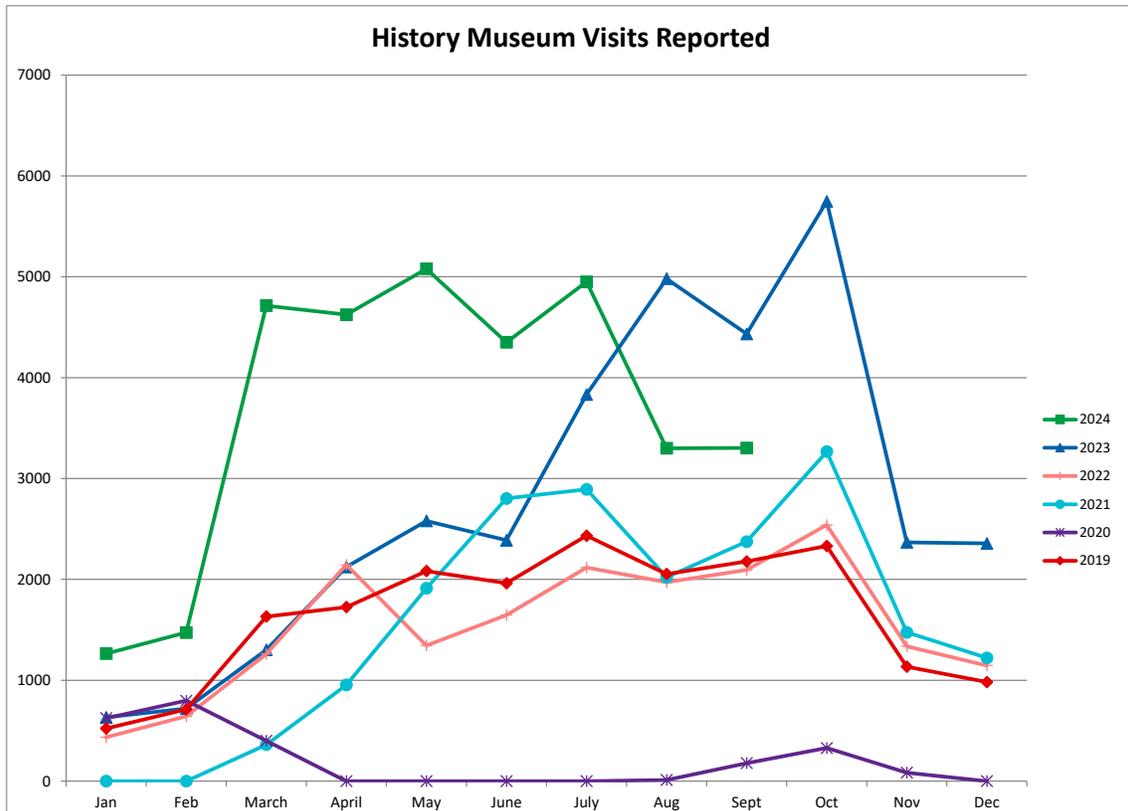
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~
 ~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~
 ~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los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



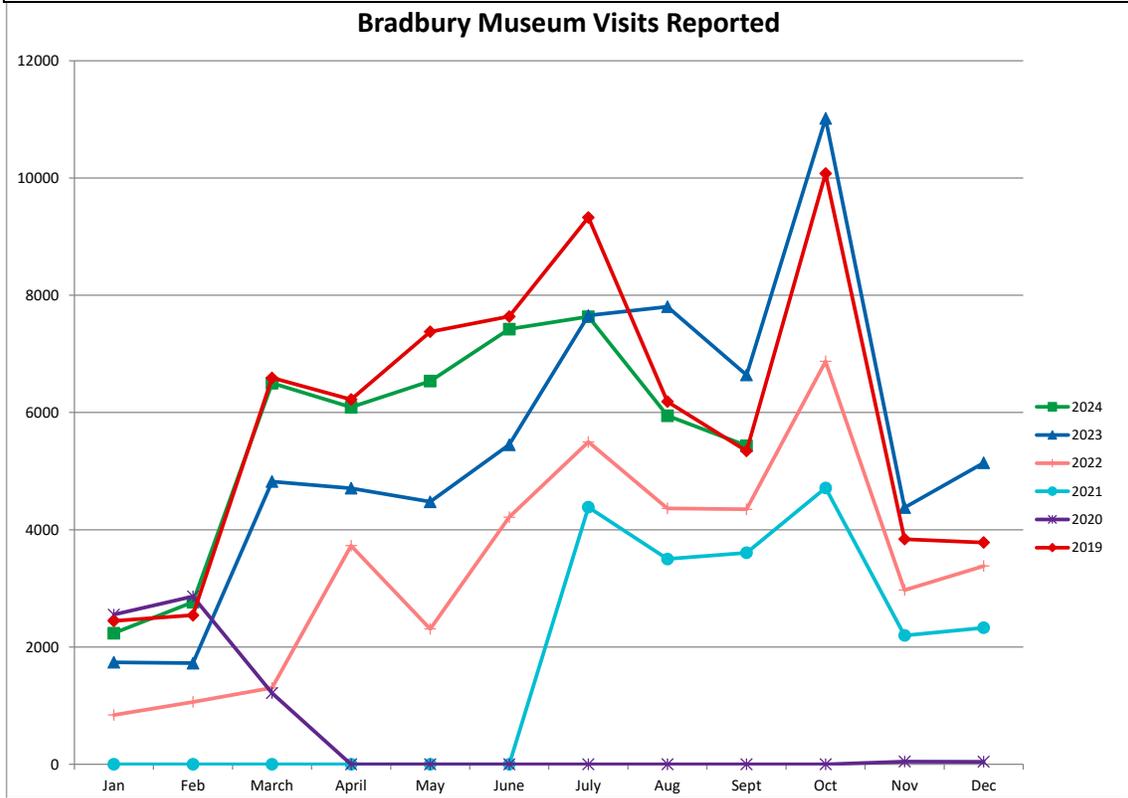
Nature Center September 2024 **2,838**



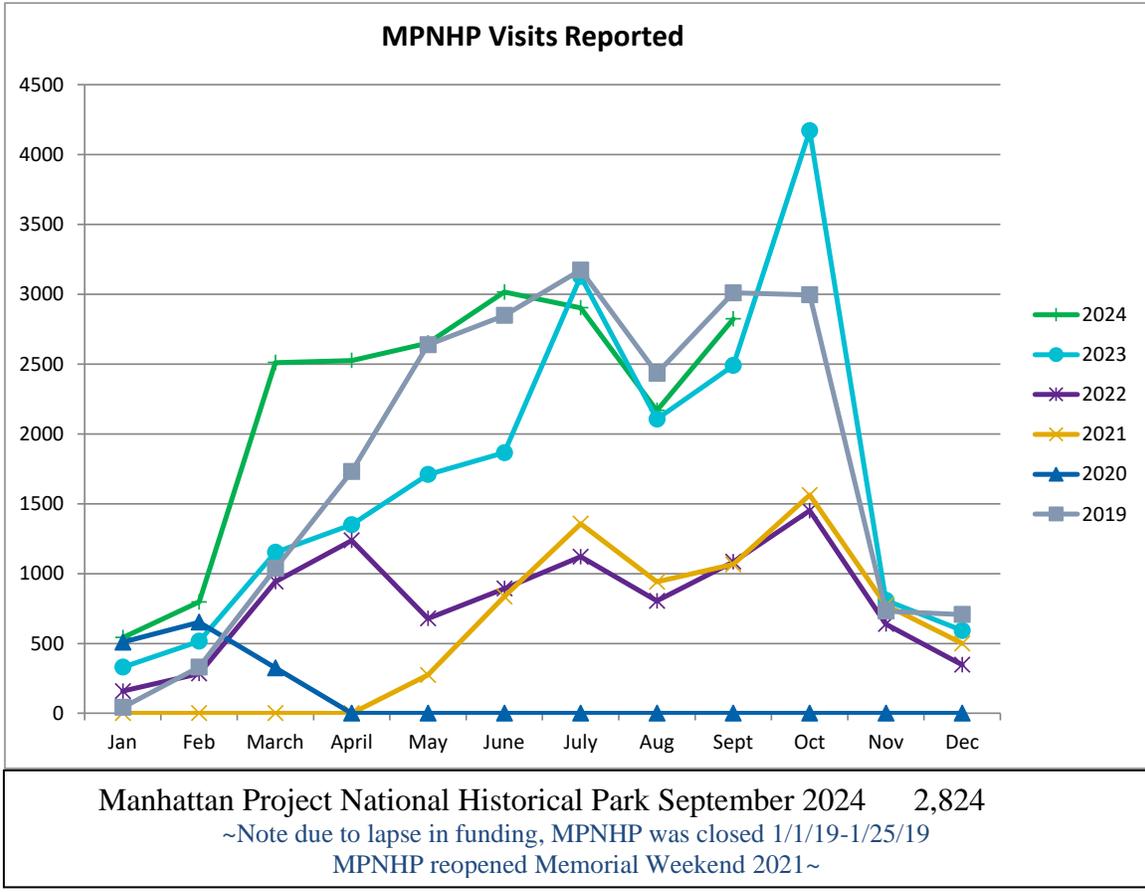
Bandelier National Monument September 2024 **19,609**
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19
 Cerro Pelado Fire Closed BNM April 2022-May 2022~



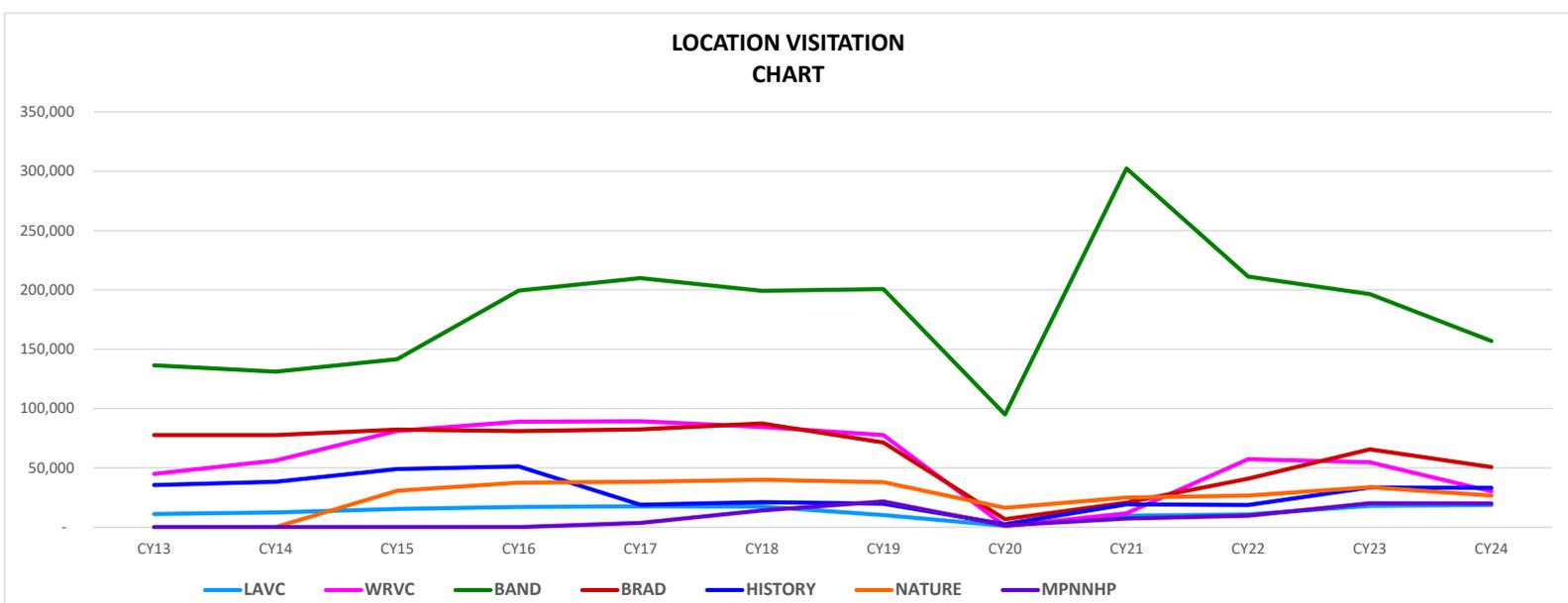
History Museum September 2024 3,303



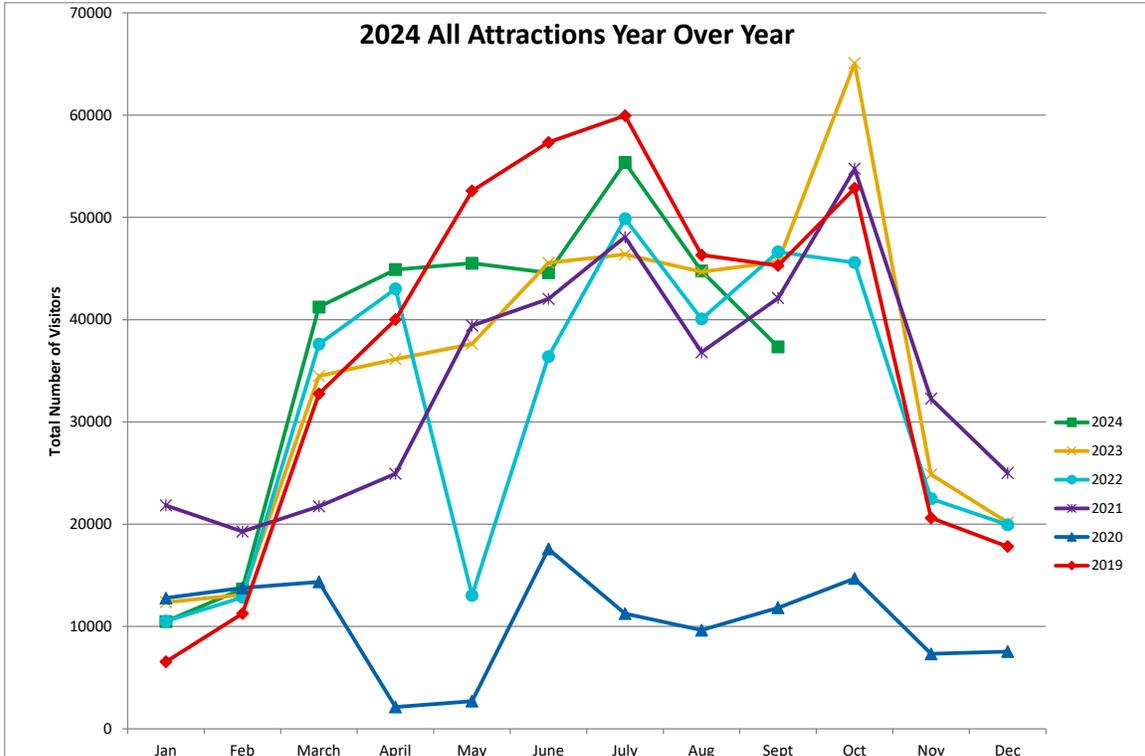
Bradbury Science Museum September 2024 5,434
 ~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower



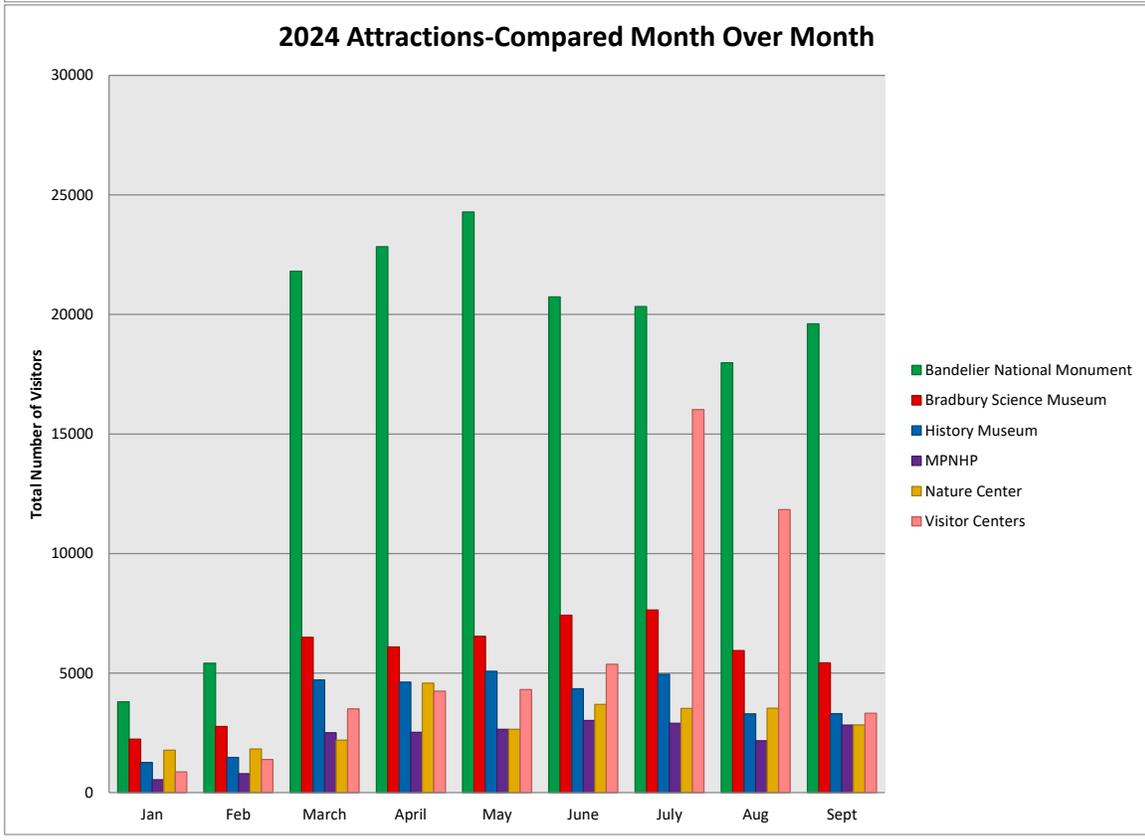
Attractions by Calendar Year 2013 – January 2024 through September 2024:



LOCATIO	CY13	CY14	CY15	CY16	CY17	CY18	CY19	CY20	CY21	CY22	CY23	CY24
LAVC	11,096	12,402	15,427	16,986	17,530	17,383	10,259	1,134	9,601	10,694	17,951	18,637
WRVC	44,871	56,244	81,201	88,893	89,225	84,531	77,669	1,010	11,648	57,221	54,684	30,142
BAND	136,298	130,946	141,524	199,318	209,981	199,281	200,741	94,948	302,295	211,241	196,432	156,795
BRAD	77,611	77,564	82,180	80,974	82,492	87,471	71,372	6,722	20,735	40,902	65,561	50,563
HISTORY	35,513	38,344	48,925	51,240	18,895	21,056	19,750	2,426	19,281	18,682	33,465	33,057
NATURE	-	-	30,764	37,595	38,245	39,939	37,839	16,370	24,941	26,648	33,678	26,620
MPNNHP	-	-	-	-	3,449	ACHMENA	21,679	1,486	7,310	9,643	20,220	19,938



All Attractions YOY & MOM September 2024 37,333



September Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. Santa Fe Brochure Distribution picked up 50 boxes. There are approximately 2,200 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 filled by our contractor Brochure Distribution out of Santa Fe.
- 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 September.
- 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, Cricket Window, Little Studio on the Mesa, Brenda Fleming (local artist), Metzger's and Samizdat Bookstore were on display for the month of September. The large display featured the Manhattan Project and Bradbury Science Museum.
- In September, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2024. We provide tourism materials and information as needed for each group.
 - 20 Welcome bags – Los Alamos Medical Center

Adventure Guides Mailed Out September 2024:

- 10 www.visitlosalamos.org online Adventure Guide requests.
- 0 Adventure Guides sent for Texas Monthly inquiries from Sunny505.

Analysis of Visitor Surveys:

September 2024

Total of **61** 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 – 56 Responses

✓ *What is your age?*

- Under 18 1
- 18-24 1
- 25-34 4
- 35-44 7
- 45-54 4
- 55-64 11
- 65+ 28

✓ *Where are you staying?*

- this is a day trip from home 3
- this is a road trip 11
- lodging in Albuquerque, NM 3
- lodging in Los Alamos/White Rock 4
- lodging in Santa Fe, NM 30
- lodging in Taos, Abiqui 5

✓ *How did you hear about Los Alamos?*

- Family/Friends 15
- School/History Education 27
- Business 0
- Film 6
- Online/Media 16
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 2
- To work 2
- To attend a special event or conference 2
- To learn more about the Manhattan Project/Oppenheimer 32
- To visit Bandelier National Monument 17
- To visit the Valles Caledera National Preserve 6

- To visit the Manhattan Project National Historical Park 25
- To visit the Bradbury Science Museum 12
- To visit the Los Alamos History Museum 18
- To visit the PEEC Nature Center 0
- To discover new outdoor activities/scenery (hiking,biking,skiing) 3
- To enjoy some local shopping/food/drink 5

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

- Very positive 49
- Somewhat positive 5
- Neutral 2
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 5 Responses

✓ *What is your age?*

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

✓ *Where are you staying?*

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

✓ *How did you hear about Los Alamos?*

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

✓ *What brought you to Los Alamos?*

- To visit friends/family 1
- 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 3
- 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 1
- To visit the PEEC Nature Center 0
- To discover new outdoor activities/scenery (hiking,biking,skiing) 2
- To enjoy some local shopping/food/drink 1

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

- Very positive 5
- Somewhat positive 0
- Neutral 0
- Somewhat negative 0
- Very negative 0

✓ *The most prevalent states of origin were from the following states:*

- Texas
- Colorado
- Washington



Los Alamos Visitor Center



White Rock Visitor Center

✓ *The foreign visitors visiting Los Alamos were from:*

- n/a

✓ The most prevalent cities in New Mexico visiting Los Alamos were from:

- Santa Fe
- Albuquerque
- Las Cruces

✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Thank you
- Beautiful city
- Annie is great!
- Beautiful, not what I expected. Live close to Oak Ridge, Tennessee, another secret city,
- Haven't started yet
- Great historic place.
- Beautiful area! Linda was delightful!!
- Very clean city
- Very interesting area
- :)
- Beautiful city
- Looking forward to our visit!
- The service was absolutely helpful
- Bob was a great help
- Nicely done!
- God blessed you with much beauty here.
- Great info
- I wanted to visit the place where great minds made it possible for me to enjoy my freedom
- Interesting,
- This is a beautiful area. Linda was an exceptional host. We will be back!
- Very nice,
- Lovely place to call home

White Rock Visitor Center Comments:

- Wonderful visitor center. The people make it so.
- Very helpful thank you