



September 4, 2025

Ellyn Felton  
Los Alamos County  
1000 Central Ave.  
Los Alamos, NM 87544

RE: Discover Los Alamos LTAB's Tourism Visitation Report for the month of June 2025.

Dear Ellyn,

Here is my tourism report for the month of June 2025. Without the summer shuttles running from the White Rock Visitor Center to Bandelier National Monument, the White Rock Visitor Center has seen a 41% decrease in visitation from this time last year. Los Alamos Visitor Center also has seen a 20% decrease in visitation from January-June 2024-2025.

Sincerely,

*Melanie Peña*

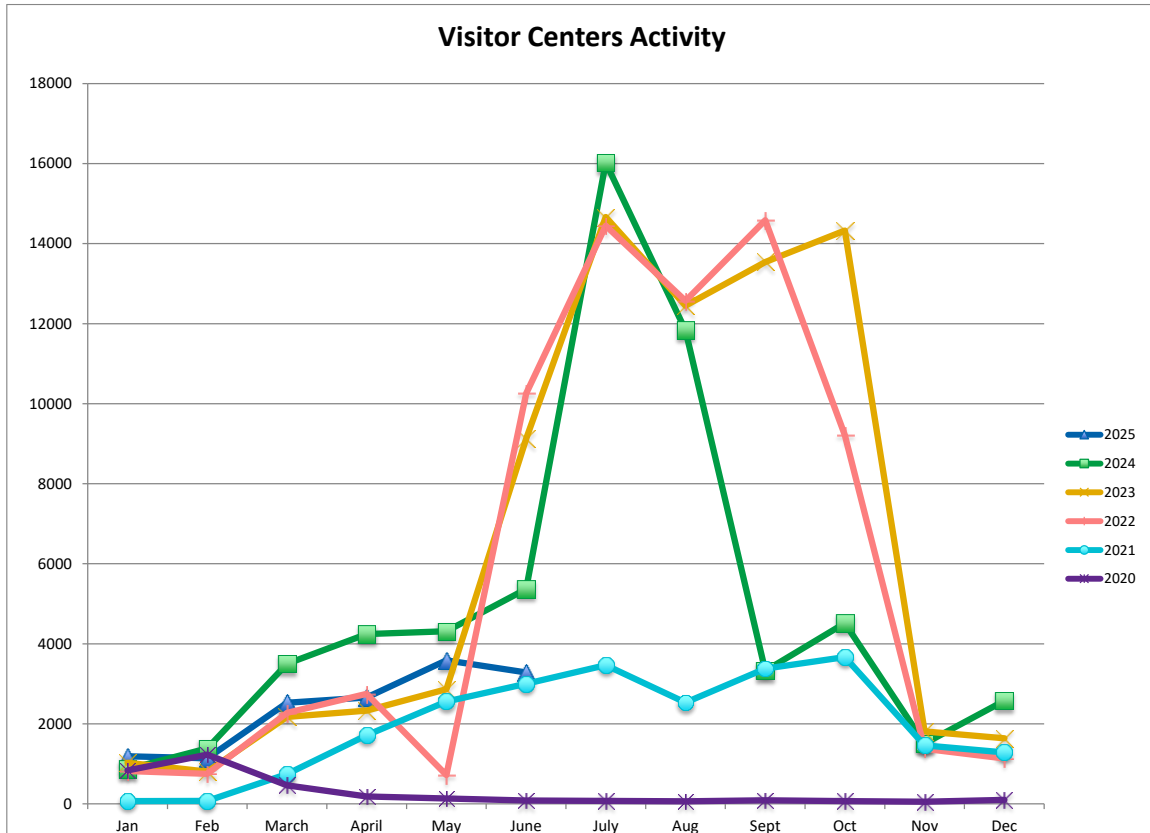
Melanie Peña  
Discover Los Alamos Director

cc: Lauren McDaniel, Adrienne Lovato, and Wendy Parker

# Discover Los Alamos

## Monthly Tourism Report

### June 2025



Los Alamos Visitor Center June 2025

1,922

White Rock Visitor Center June 2025

1,012

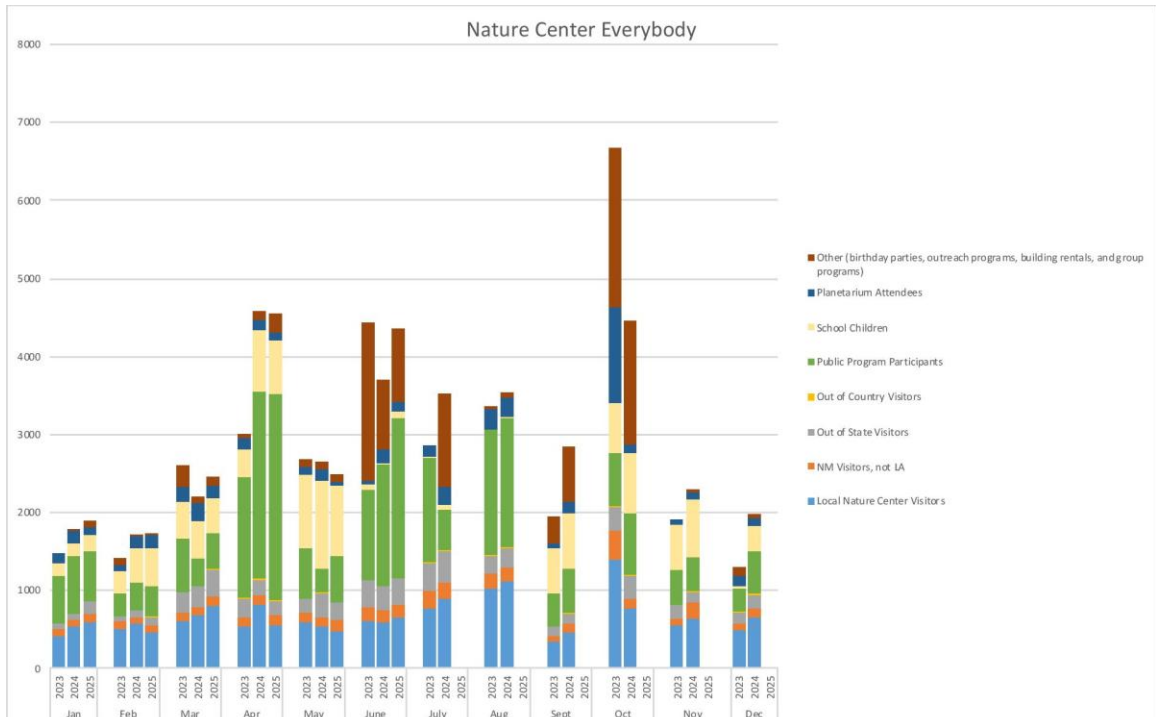
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~

~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. ~

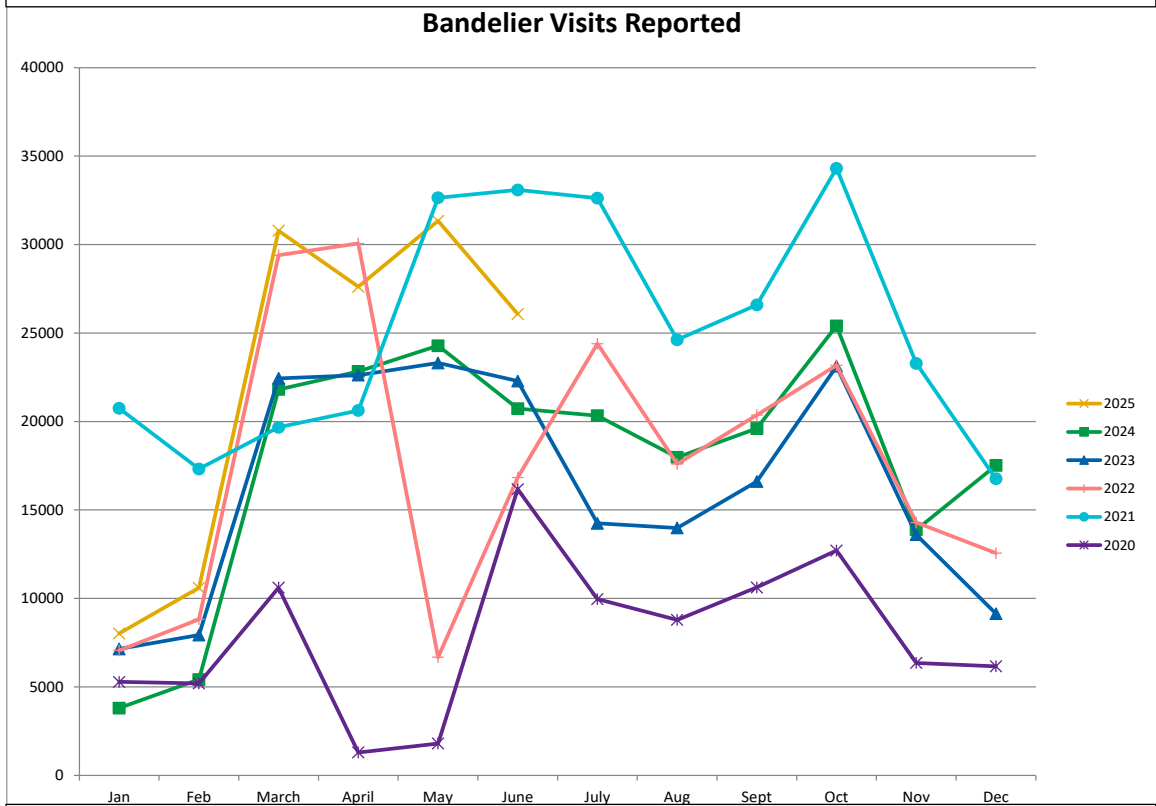
~Bandelier Shuttles started late June 2024, and shuttles ended August 29, 2024 months before the busy summer season ended. WRVC went back to winter hours.~

~No Bandelier Shuttles running out of the White Rock Visitor Center for 2025~



**Nature Center June 2025**

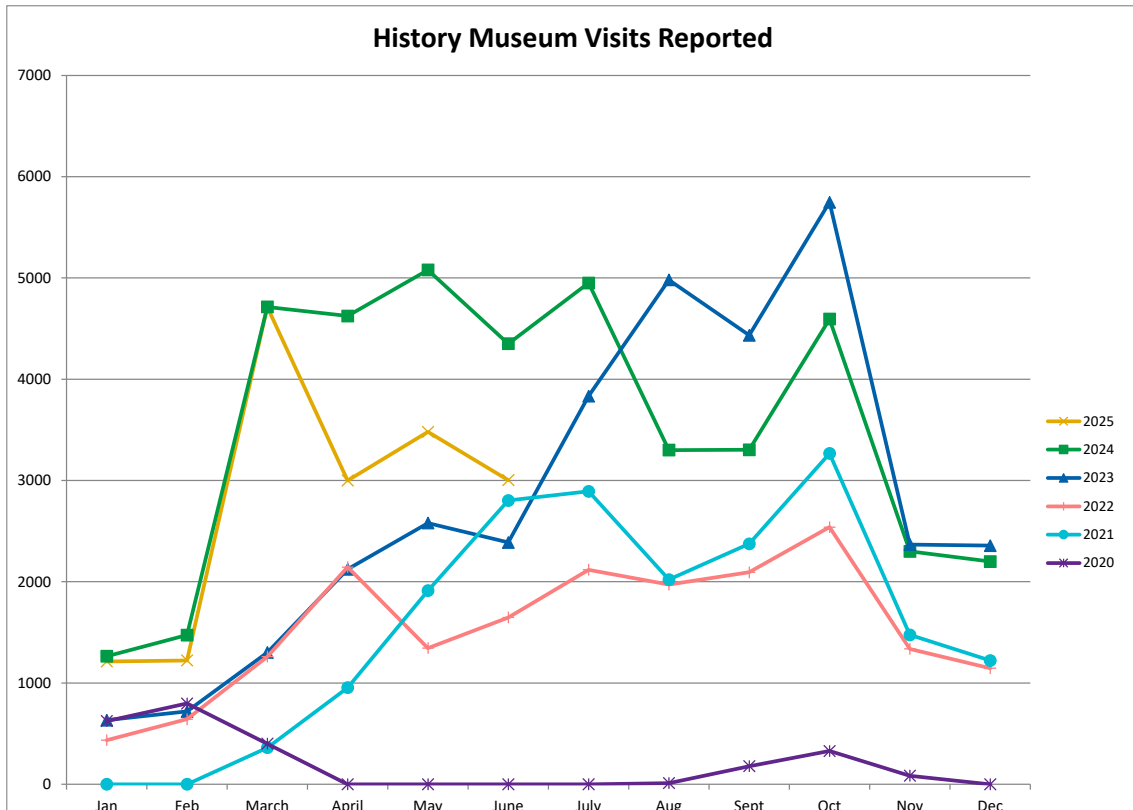
**4,360**



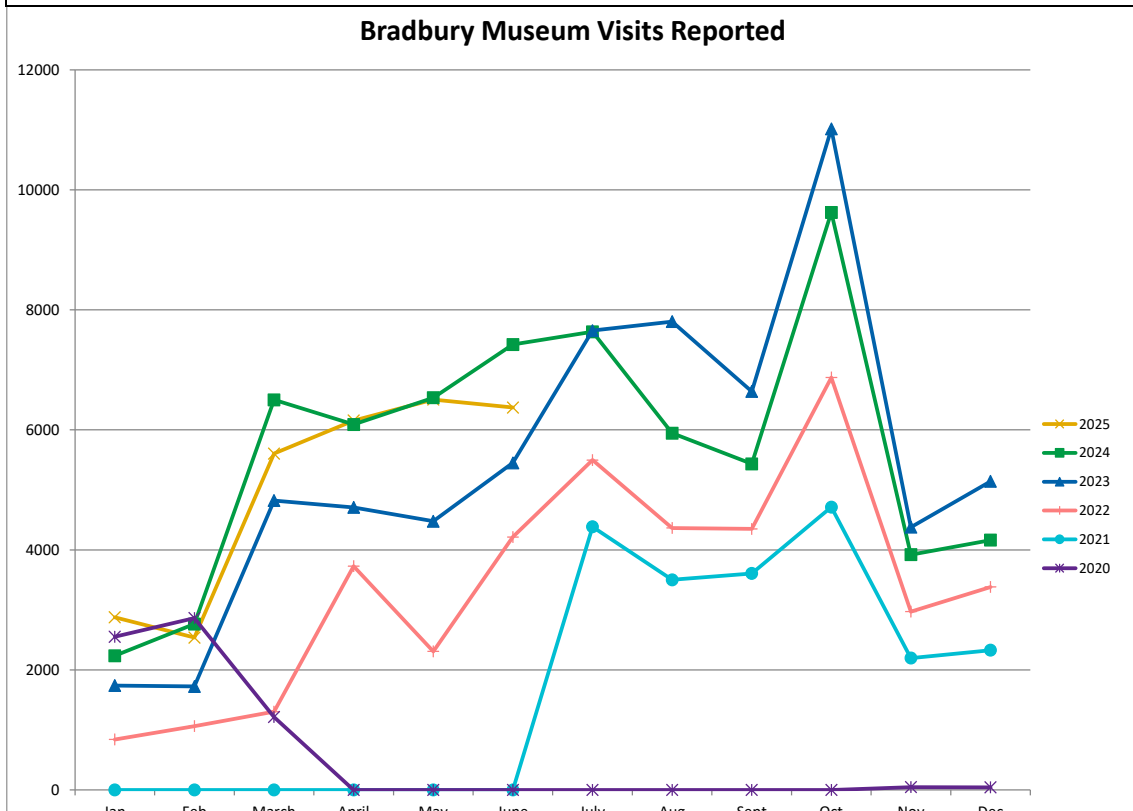
**Bandelier National Monument June 2025      26,077**

~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 June 2025      3,004

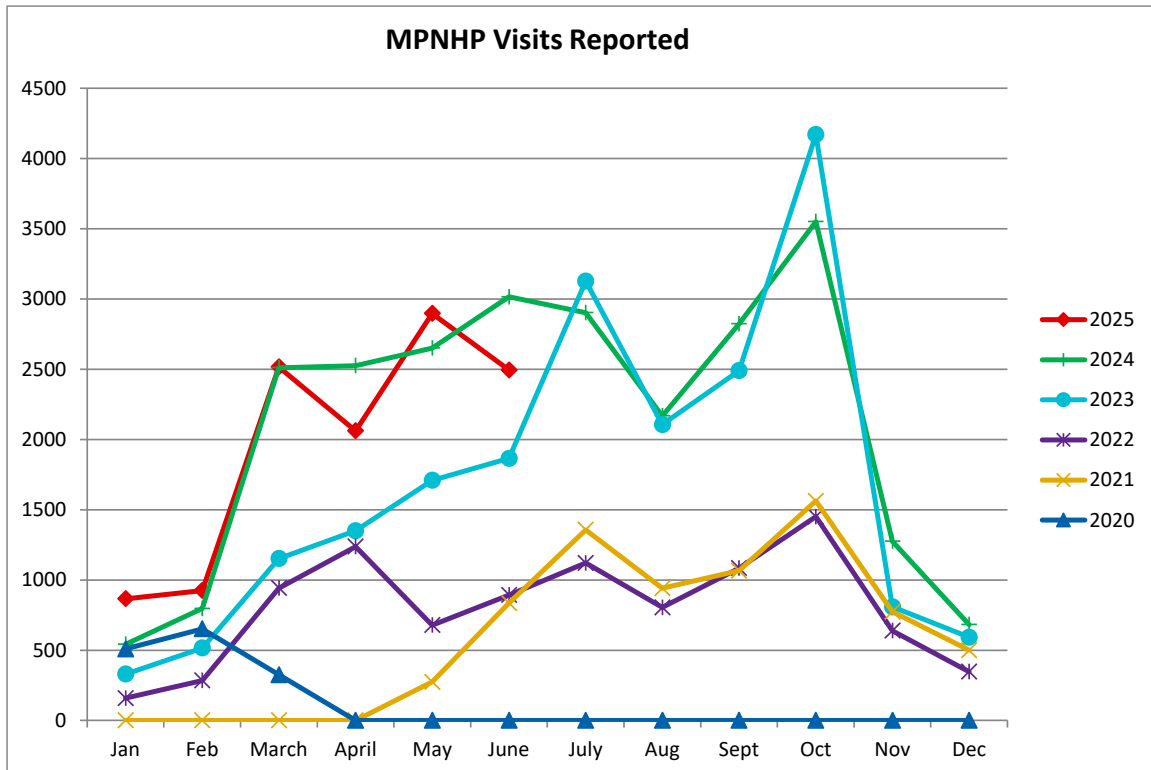


Bradbury Science Museum June 2025      6,373

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

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

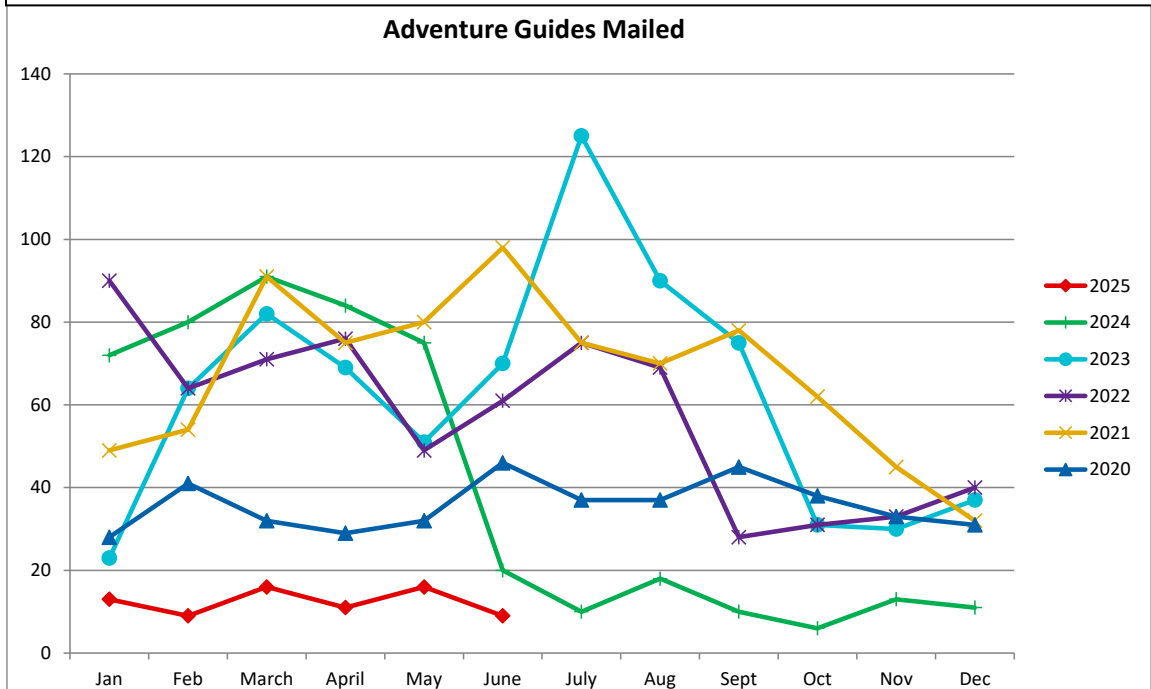
**ATTACHMENT A**



Manhattan Project National Historical Park June 2025 2,495

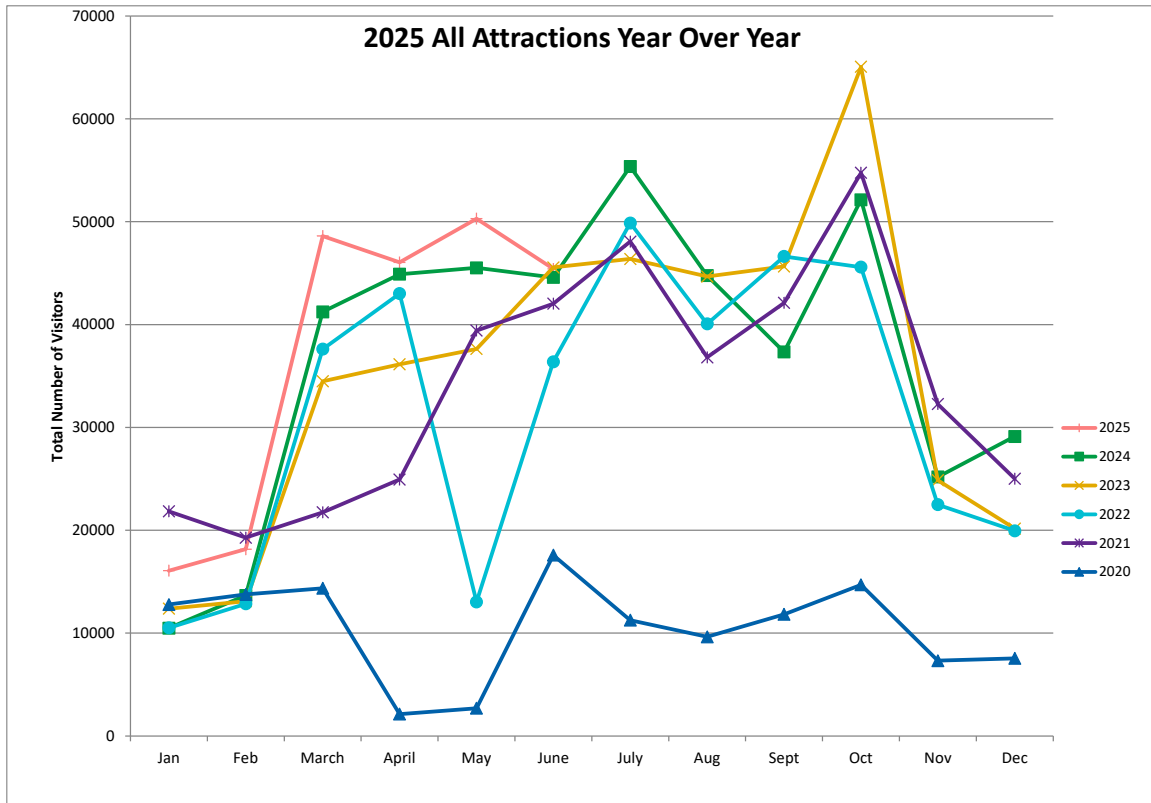
~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19

MPNHP reopened Memorial Weekend 2021~

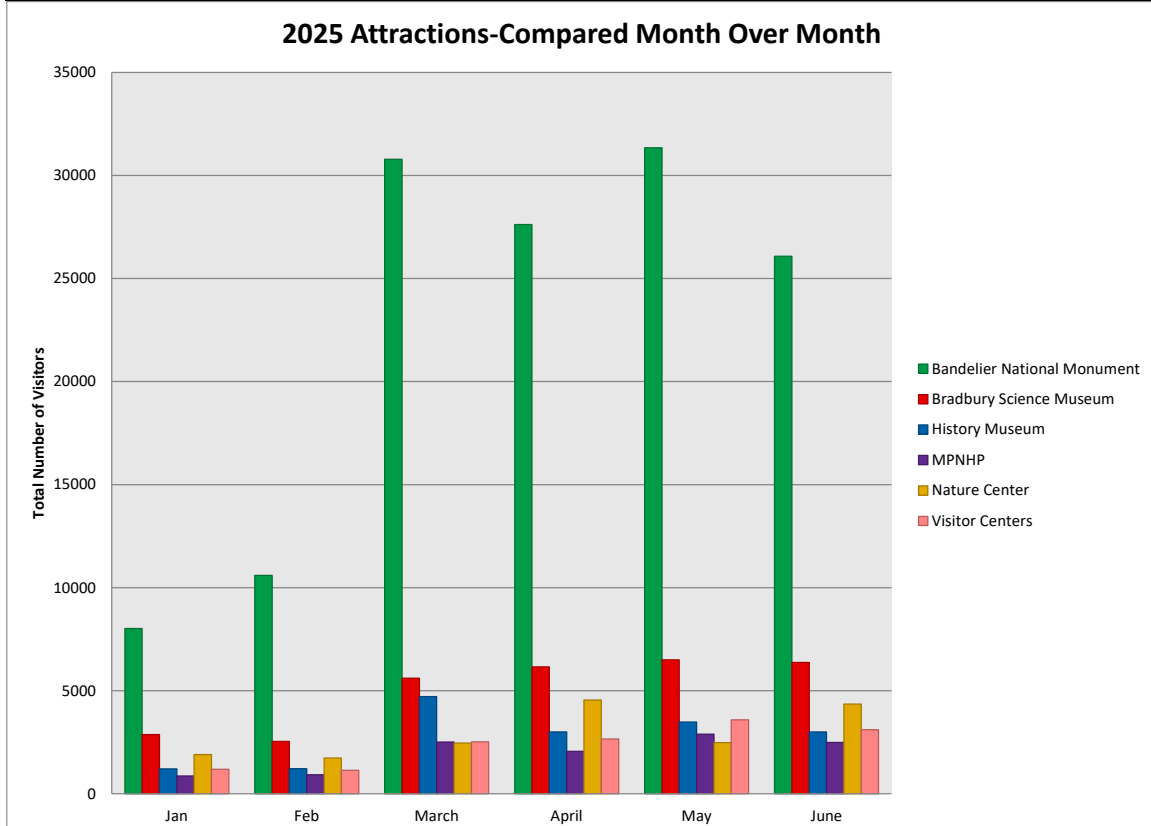


Adventure Guides Mailed Out June 2025- 09

| Year                | 2025 | 2024 | 2023 | 2022 | 2021 | 2020 | 2019 |
|---------------------|------|------|------|------|------|------|------|
| Total Mailed Guides | 74   | 490  | 747  | 687  | 809  | 429  | 836  |

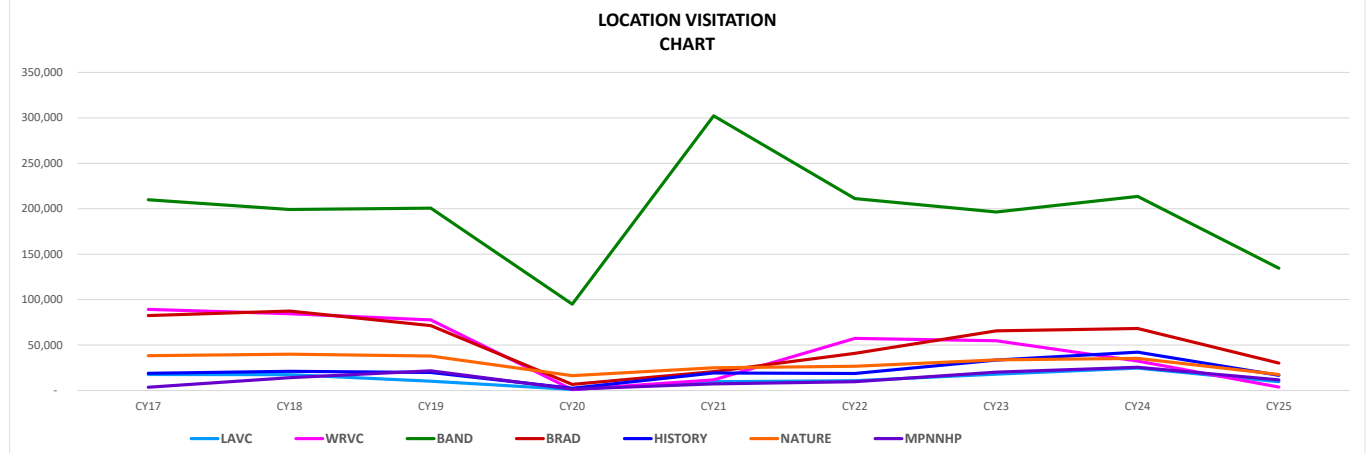


All Attractions YOY & MOM June 2025      45,418



## Attractions by Calendar Year January 2015 – June 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  | 9,550   |
| WRVC     | 89,225  | 84,531  | 77,669  | 1,010  | 11,648  | 57,221  | 54,684  | 32,403  | 3,764   |
| BAND     | 209,981 | 199,281 | 200,741 | 94,948 | 302,295 | 211,241 | 196,432 | 213,595 | 134,441 |
| BRAD     | 82,492  | 87,471  | 71,372  | 6,722  | 20,735  | 40,902  | 65,561  | 68,269  | 30,054  |
| HISTORY  | 18,895  | 21,056  | 19,750  | 2,426  | 19,281  | 18,682  | 33,465  | 42,151  | 16,634  |
| NATURE   | 38,245  | 39,939  | 37,839  | 16,370 | 24,941  | 26,648  | 33,678  | 35,350  | 17,502  |
| MPNNHP   | 3,449   | 14,161  | 21,679  | 1,486  | 7,310   | 9,643   | 20,220  | 25,448  | 11,762  |



### June Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 700 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 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](http://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 62 volunteer hours logged for the month of June.

- 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 June. The large display featured the Bradbury Science Museum.
- In June, 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.
  - 100 Welcome Bags – LANL New Employees

#### Adventure Guides Mailed Out June 2025:

- 9      www.visitlosalamos.org online Adventure Guide requests.

#### Analysis of Visitor Surveys:

##### **June 2025**

Total of **62** 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 – 57 Responses**

##### ✓ *What is your age?*

- |            |    |
|------------|----|
| • Under 18 | 0  |
| • 18-24    | 2  |
| • 25-34    | 7  |
| • 35-44    | 5  |
| • 45-54    | 7  |
| • 55-64    | 14 |
| • 65+      | 22 |

##### ✓ *Where are you staying?*

- |                                    |    |
|------------------------------------|----|
| • this is a day trip from home     | 4  |
| • this is a road trip              | 18 |
| • lodging in Albuquerque, NM       | 2  |
| • lodging in Los Alamos/White Rock | 5  |
| • lodging in Santa Fe, NM          | 25 |

- lodging in Taos, Abiqui 3

✓ *How did you hear about Los Alamos?*

- Family/Friends 21
- School/History Education 34
- Business 3
- Film 11
- Online/Media 10
- Local Event 1

✓ *What brought you to Los Alamos?*

- To visit friends/family 3
- To work 2
- To attend a special event or conference 3
- To learn more about the Manhattan Project/Oppenheimer 35
- To visit Bandelier National Monument 27
- To visit the Valles Caledera National Preserve 15
- To visit the Manhattan Project National Historical Park 38
- To visit the Bradbury Science Museum 18
- To visit the Los Alamos History Museum 21
- To visit the PEEC Nature Center 2
- To discover new outdoor activities/scenery (hiking,biking,skiing) 7
- To enjoy some local shopping/food/drink 9

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

- Very positive 49
- Somewhat positive 4
- Neutral 4
- 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 2
- lodging in Albuquerque, NM 0
- lodging in Los Alamos/White Rock 2
- lodging in Santa Fe, NM 0
- lodging in Taos, Abiqui 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 4
- School/History Education 2
- Business 3
- Film 2
- Online/Media 1
- Local Event 1

✓ *What brought you to Los Alamos?*

- To visit friends/family 2
- To work 2
- 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 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 5
- 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:

- Texas – 10
- California – 6
- Florida – 6
- Arizona – 5
- Colorado – 5



Los Alamos Visitor Center



White Rock Visitor Center

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

- Australia
- Austria

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

- Albuquerque
- Jemez Springs
- Las Cruces

- ✓ *Visitor Comments:*

#### **Los Alamos Visitor Center Comments:**

- Cool town!!!
- Looks very clean and beautiful,
- Very interesting and informative
- Woman at the front desk was lovely and so helpful!!!
- Looking forward to our visit
- Thank you!
- Not at this time
- Fascinating history
- Thank you

- Important history, thanks for all your work preserving it.
- Thanks,
- Beautiful place to visit
- Good information by Visitors Center staff
- Beautiful city and state for visiting
- Love this place
- This is a bucket list visit
- Excited to be here
- Nice event
- It's a surprisingly beautiful town. Wish I had more time here

**White Rock Visitor Center Comments:**

- Love everything about Bandelier.
- Need to monitor the RV park and make sure the squatters are not staying
- Very nice and friendly