



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda

Lodgers' Tax Advisory Board

*Jennifer Olsen, Chair; Conner Tharp, Vice-Chair; Dana Even; and
Sonia Ruiz, Brandi Engemen, Members*

Tuesday, May 19, 2026

12:00 PM

1000 Central Avenue - Boards & Commissions
Room 110

NOTE: This meeting is in person and open to the public. However, for convenience, the following Zoom meeting link and/or telephone call in numbers may be used for public viewing and participation:

<https://us06web.zoom.us/j/85072848071>

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 253 215 8782 or +1 346 248 7799 or +1 669 900 6833 or +1 301 715 8592
or +1 312 626 6799 or +1 929 205 6099

Webinar ID: 850-7284-8071

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

i. [21673-26](#) Minutes from the Lodgers' Tax Advisory Board Meeting on March 17, 2026

Recommendation: I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from March 17, 2026.

Attachments: [A - Drafted March 17, 2026, LTAB Meeting Minutes](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. [21669-26](#) DestinationiQ Report

Attachments: [A - DestinationiQ May Report](#)

B. [21670-26](#) Discover Los Alamos Report

Attachments: [A - January Draft 2026 Monthly Report](#)
 [B - February Draft 2026 Monthly Report](#)
 [C - March Draft 2026 Monthly Report](#)

C. [21672-26](#) Lodger's Tax Revenue Report

Attachments: [A - April 2026 Lodger's Tax Revenue Report](#)

D. Councilor Report**E. Other Announcements (All)****III. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

The next LTAB meeting is scheduled for 12 p.m. on July 21, 2026, in Council Chambers at the Municipal Building.

IV. ADJOURN

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the County Human Resources Division at 662-8040 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes can be provided in various accessible formats. Please contact the personnel in the Economic Development Department at 662-8087 if a summary or other type of accessible format is needed.



County of Los Alamos

Los Alamos, NM 87544
www.losalamosnm.us

Staff Report

May 19, 2026

Agenda No.: i.
Index (Council Goals):
Presenters: Ellyn Felton
Legislative File: 21673-26

Title

Minutes from the Lodgers' Tax Advisory Board Meeting on March 17, 2026

Recommended Action

I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from March 17, 2026.

Attachments

A - Drafted March 17, 2026, LTAB Meeting Minutes



County of Los Alamos
Meeting Minutes - Action Only
Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

Jennifer Olsen, Chair; Conner Tharp, Vice-Chair; Dana Even; and Sonia Ruiz, Brandi Engemen, Members

Tuesday, March 17, 2026

12:00 PM

1000 Central Avenue - Council
Chambers

NOTE: This meeting is in person and open to the public. However, for convenience, the following Zoom meeting link and/or telephone call in numbers may be used for public viewing and participation:

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Webinar ID: 850-7284-8071

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

Present 3 - Board Member Olsen, Board Member Tharp and Board Member Even

Absent 2 - Board Member Ruiz and Board Member Engeman

B. Approval of Today's Agenda

A motion was made to approve the agenda as presented by Vice Chair Tharp, seconded by Member Even. The motion was approved 3-0.

C. Review/Approval of Meeting Minutes

A motion was made to approve the minutes from the January 13 meeting by Vice Chair Tharp, seconded by Member Even. The motion was approved 3-0.

i. Minutes from the Lodgers' Tax Advisory Board Meeting on January 13, 2026

Attachments: [LTABMeetingMinutesDraft_01132026](#)

I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from January 13, 2026

D. Public Comment for Items Not on the Agenda

II. REPORTS

- i. DestinationiQ Report

Attachments: [A - DestinationiQ Update March 2026](#)

- ii. Discover Los Alamos Report

Attachments: [DLA 2025 Year in Review Report](#)

- iii. FY26 Lodgers' Tax Advisory Board Approved Work Plan

Attachments: [FY26 Lodgers' Tax Advisory Board Approved Work Plan](#)

III. PRESENTATIONS/DISCUSSIONS

- i. Year 7 Progress Report Tourism Strategic Plan Discussion

Attachments: [A - LAC Tourism Strategic Plan 2018](#)
[B - Year 7 Progress Report Tourism Strategic Plan Implementation Action Plan](#)

After much discussion, Vice Chair Tharp moved to recommend completion of the following three items within the 2018 Tourism Strategic Plan: Item 2.1, identifying parcels for an RV park (58:15); Item 3.2, reducing downtown blight (1:08); and Item 4.3, conducting visitor surveys to measure performance and guide marketing efforts (1:15). The motion was seconded by Even and passed unanimously, 3-0.

Following a discussion of the Implementation Action Plan and status of items, it is recommended the board provide Council with 3-5 immediate items they would like the County to focus on completing. In addition, it is recommended the Board identify 3-5 items as part of a "Phase II" for County staff and Council to complete. These items should be identified and voted upon, with understanding that the Chair and/or Vice Chair will bring these items to Council for recommendation of completion.

- ii. Lodgers' Tax Revenue Report & FY27 Budget Approval

Attachments: [B - Proposed LTAB Budget FY27](#)
[A - 202602FundStatementOfficialUseLodgersTax](#)

A motion was made by Chair Olsen, seconded by Member Even. The motion passed 3-0.

I move to approve the proposed budget, with the understanding we anticipate the amount to stay the same as 2026.

E. Councilor Report

F. Boards & Commissions Report

G. Other Announcements (All)

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS**V. ADJOURN**

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County of Los Alamos

Staff Report

May 19, 2026

Los Alamos, NM 87544
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Index (Council Goals):
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Legislative File: 21669-26

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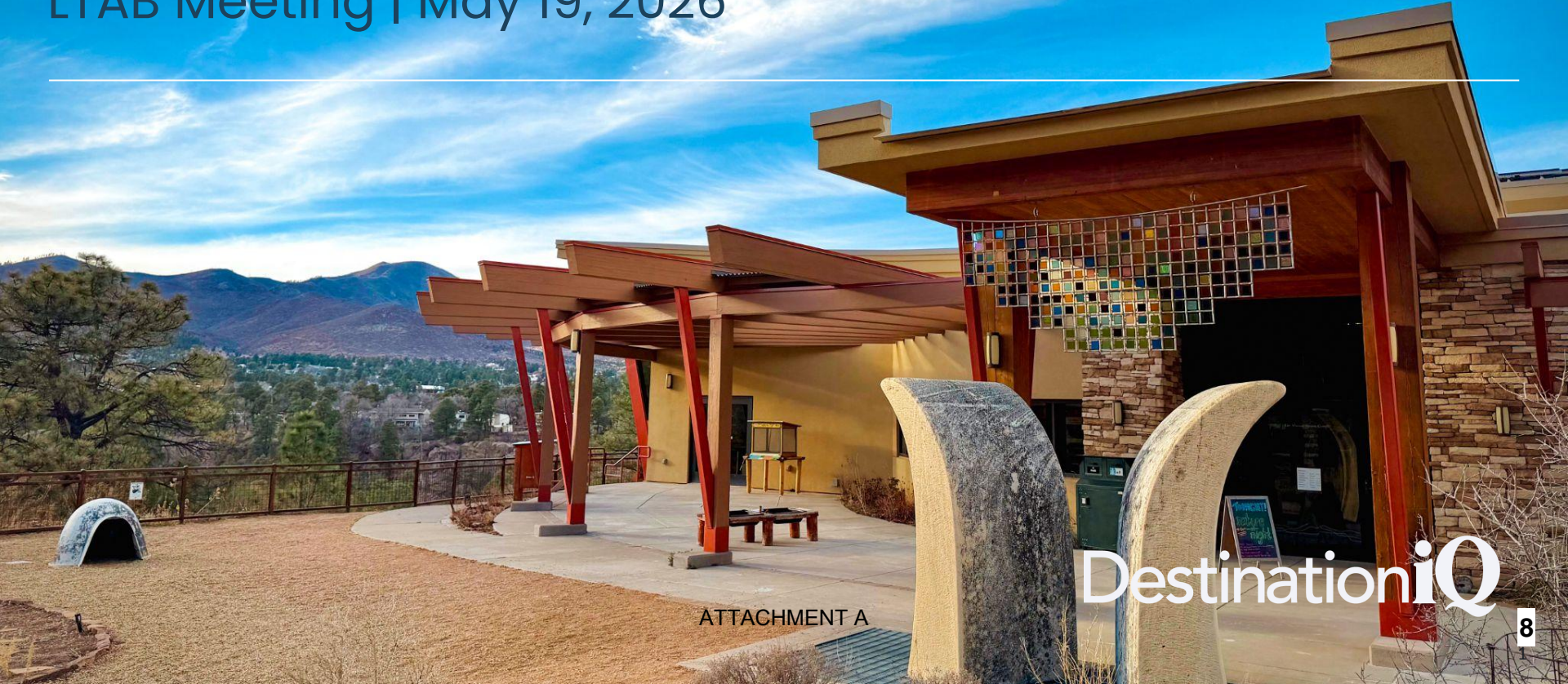
DestinationiQ Report

Attachments

A - DestinationiQ May Report

Los Alamos County, NM

LTAB Meeting | May 19, 2026



ATTACHMENT A

DestinationIQ

Reporting & Accounting



Website Data Report

Evaluate website traffic to understand user behavior and site performance.



Meta Ads Report

Data and optimization details for Meta advertising campaigns to improve ROI.



Google Ads Report

Data and optimization details for Google Ads campaigns, focusing on performance and efficiency.



2026 Accounting Spreadsheet

2026 Marketing Plan with associated financial documentation for strategic planning.

Website User Traffic

- Traffic tripled vs. last year, primarily due to paid social (the Oppenheimer campaign)
- Every stage of the funnel is performing — Paid Search is driving awareness (+207.62%), Direct signals intent (+39.75%), and organic is building long-term impact (+20.98%)
- Based on your PlacerAI report, you may want to consider targeting El Paso, now the #2 DMA by total trips (944) and average trip duration (3.3 nights) and/or Phoenix, #4 (600 trips, 3.8 average nights)

+202.68%

Total
19,166 vs. 6,332

+207.62%

Paid Search
5,408 vs 1,758

+39.75%

Direct
1,772 vs 1,268

N/A%

Paid Social
8,669 vs 0 (no campaigns last year)

+20.98%

Organic Search
2,618 vs 2,164

+35.41%

Organic Social
283 vs 209

Google Search Ads

- CTR hit its highest yet (8.08%), due to better audience targeting and strong seasonal intent, despite a decline in impressions (17.6%) and flat number of clicks (2,305) and steady CPC (0.43)
- The attraction campaign led the volume (1,656 clicks at a 9.39% CTR – the strongest in the account)
 - Manhattan Project / Oppenheimer (167 clicks @ 10.03% CTR) signals strong interest in history/science - continue optimization
 - Bradbury Museum 19.18% CTR – highest in the account - recommendation is to expand keyword set and increase budget allocation
 - Continue summer messaging for Valles Caldera
 - Tweak targeting for Visitor Center (high CTR, low volume)

| Keyword | Clicks | Imp. | CTR |
|----------------------------------|--------|-------|--------|
| Bandelier National Monument | 712 | 7,995 | 8.91% |
| Hiking in los alamos | 384 | 7,358 | 5.22% |
| Bandelier National Monument | 196 | 2,289 | 8.56% |
| Manhattan project los alamos | 167 | 1,665 | 10.03% |
| valles caldera | 103 | 103 | 11.22% |
| Bandelier | 69 | 611 | 11.29% |
| Los Alamos | 60 | 551 | 10.89% |
| visit los alamos | 47 | 1,019 | 4.61% |
| Valles Caldera National Preserve | 46 | 477 | 9.64% |
| Bradbury Museum | 42 | 219 | 19.18% |

Meta Ads

Overall

- **April 2026 delivered record-breaking performance with Cost per Landing Page Views just \$0.12 — a 76% improvement from March!**
- Oppenheimer creative drove 90.6% of spend generating 8,005 landing page views — a 311% increase over March
- All three markets performed at near-identical efficiency - creative has universal appeal
- Overall CTR surged to 6.08% (up from 3.36% in March), and total link clicks reached 9,235 vs. 3,143 in March — nearly a 3x increase. CPM remained low and stable at \$5.52

ABQ & SF 30% of Budget

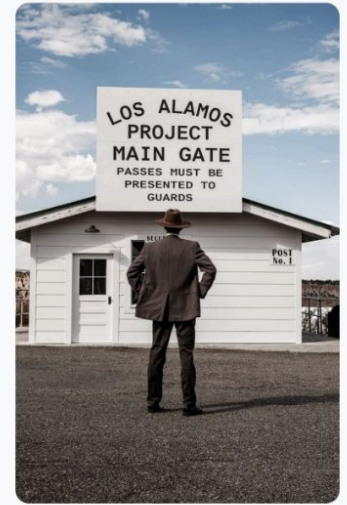
- 2,232 landing page views at \$0.13 cost per view
- 54,234 impressions with \$5.53 CPM
- 6.05% CTR with 3,279 clicks

DFW 40%

- 3,466 landing page views at \$0.12 cost per view (most volume market)
- 72,768 impressions with \$5.50 CPM
- 6.24% CTR with 4,539 clicks

Colorado 30%

- 2,307 landing page views at \$0.13 cost per view
- 54,232 impressions with \$5.53 CPM
- 5.89% CTR with 3,193 clicks



Oppenheimer Historical Appeal

| | |
|--------------------------|----------|
| Total Spend | \$905.84 |
| Avg Cost per LPV | \$0.12 |
| Total Impressions | 162,993 |
| Total Landing Page Views | 7,542 |
| Spend Share | 90.6% |

Projects & Tasks Review

✓ Current Tasks

- Gratis Digital Ad : June, July, August
- Promotion of Summer Concert Series

⌵ Completed Tasks

- [Annual Tourism Marketing Plan](#)

☰ Future Tasks

- FY27 NM True Coop





County of Los Alamos

Staff Report

May 19, 2026

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: B.

Index (Council Goals):

Presenters: Ellyn Felton

Legislative File: 21670-26

Title

Discover Los Alamos Report

Attachments

- A - January Draft 2026 Monthly Report
- B - February Draft 2026 Monthly Report
- C - March Draft 2026 Monthly Report



May 12, 2026

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 January 2026.

Dear Ellyn,

Here is my tourism report for the month of January 2026. It was a quiet month for both Visitor Centers. Please note that at the time this report was submitted the Valles Caldera visitor numbers were not reported for the month of January yet.

Sincerely,

Melanie Peña

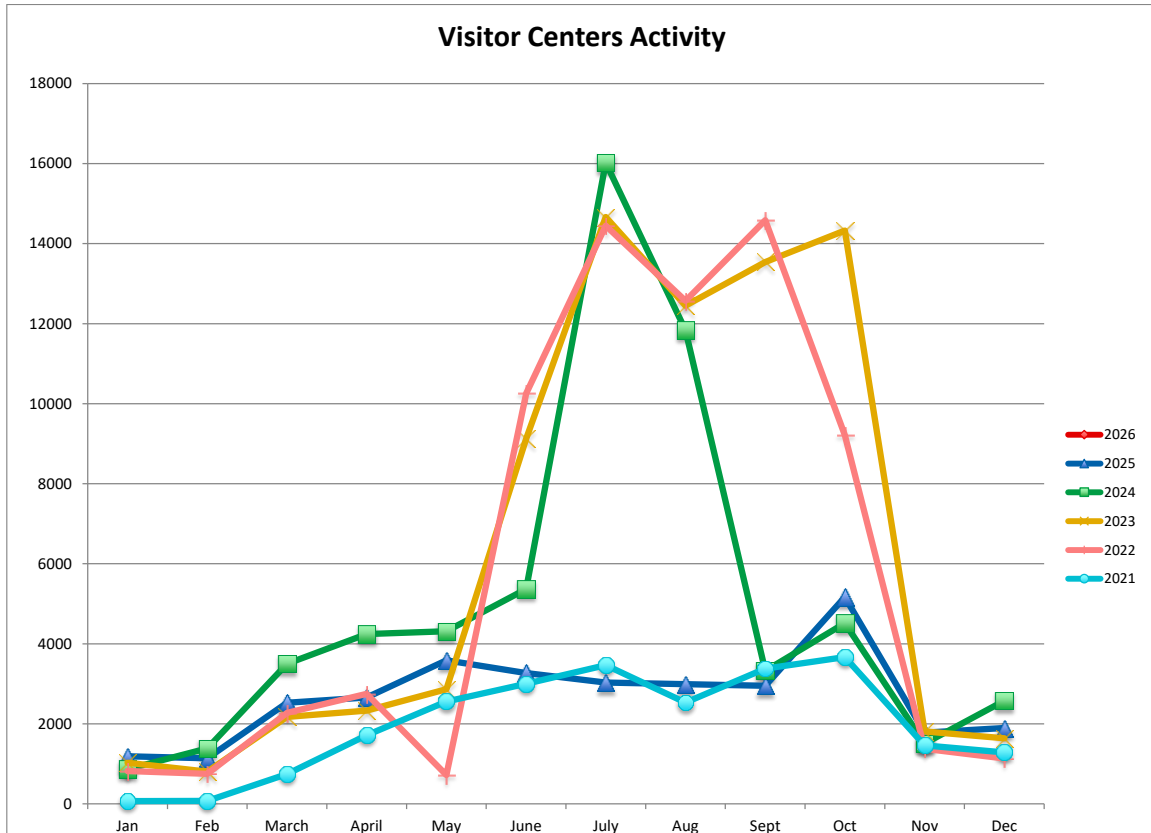
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

Monthly Tourism Report

January 2026



Los Alamos Visitor Center, January 2026 ~ 643

White Rock Visitor Center, January 2026 ~ 229

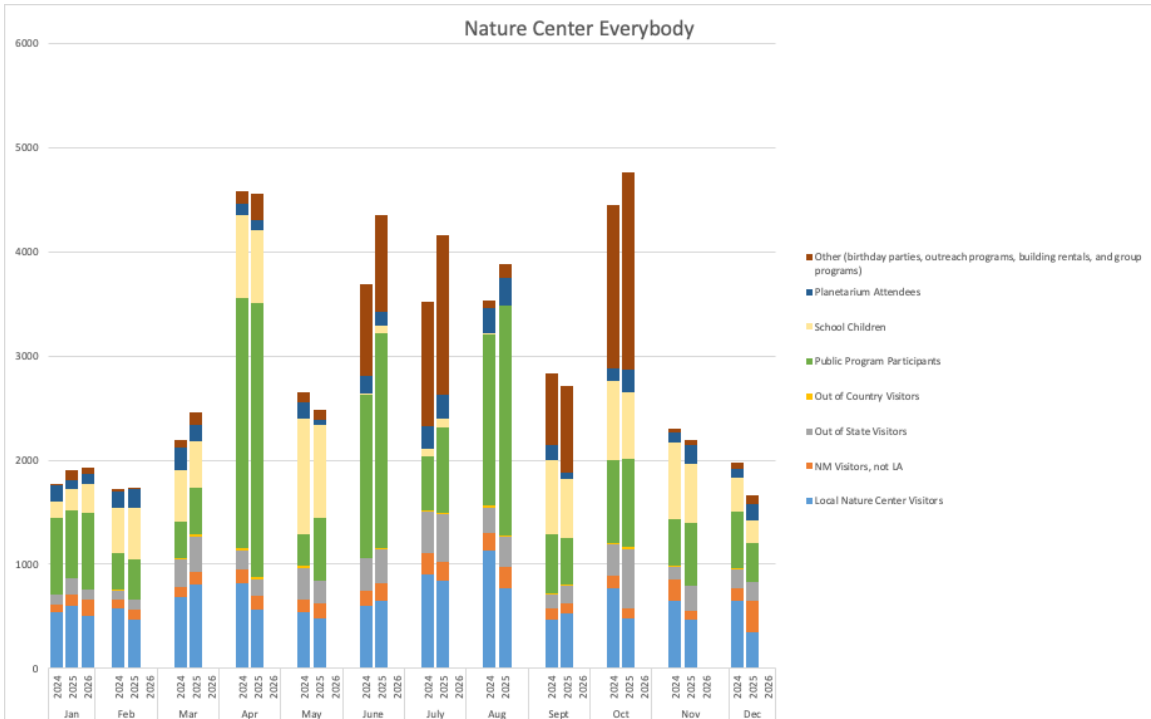
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~

~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. ~

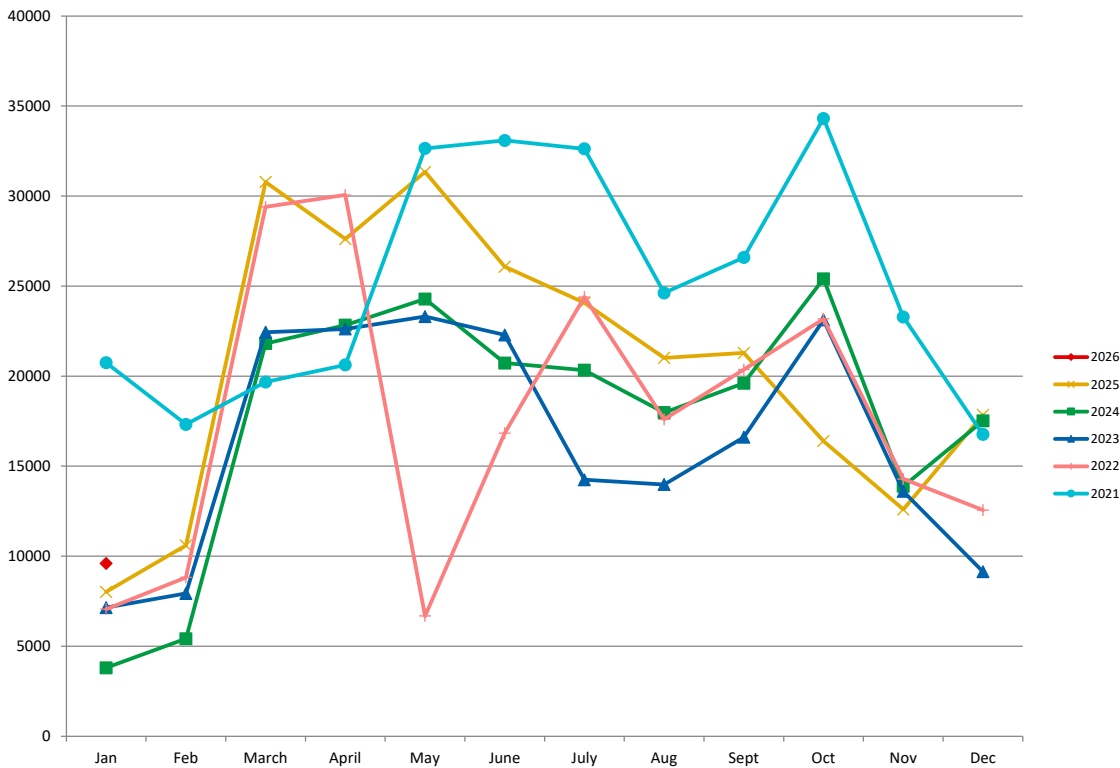
~Bandelier Shuttles started late June 2024, and shuttles ended August 29, 2024 months before the busy summer season ended. WRVC went back to winter hours.~

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



Nature Center, January 2026 ~ 1,943

Bandelier Visits Reported

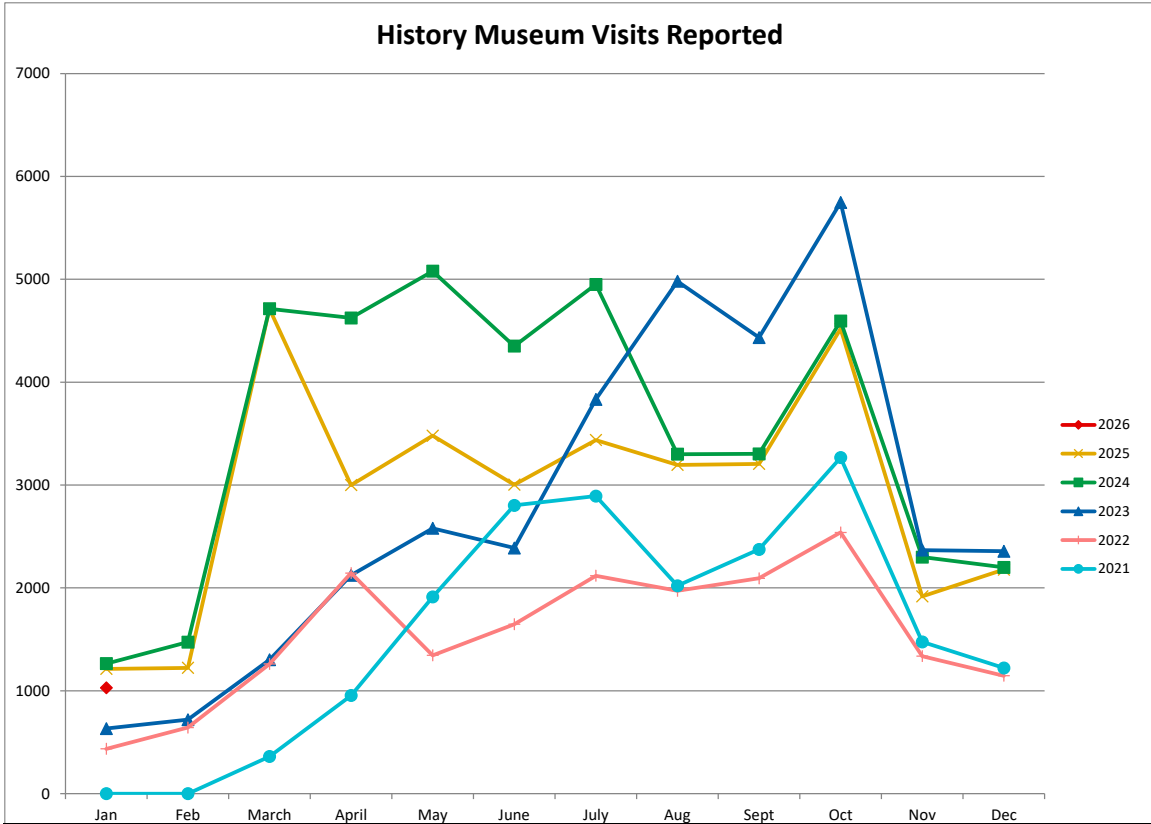


Bandelier National Monument, January 2026 ~ 9,601

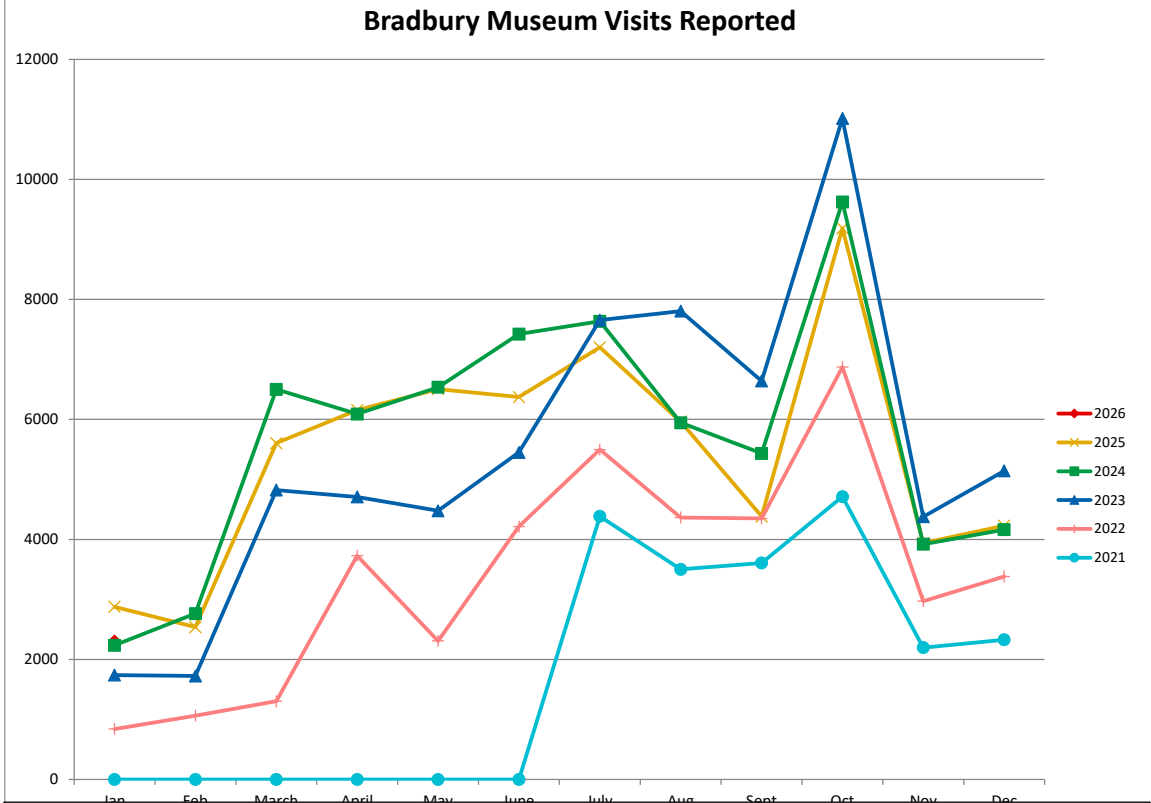
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19

Cerro Pelado Fire Closed BNM April 2022-May 2022~

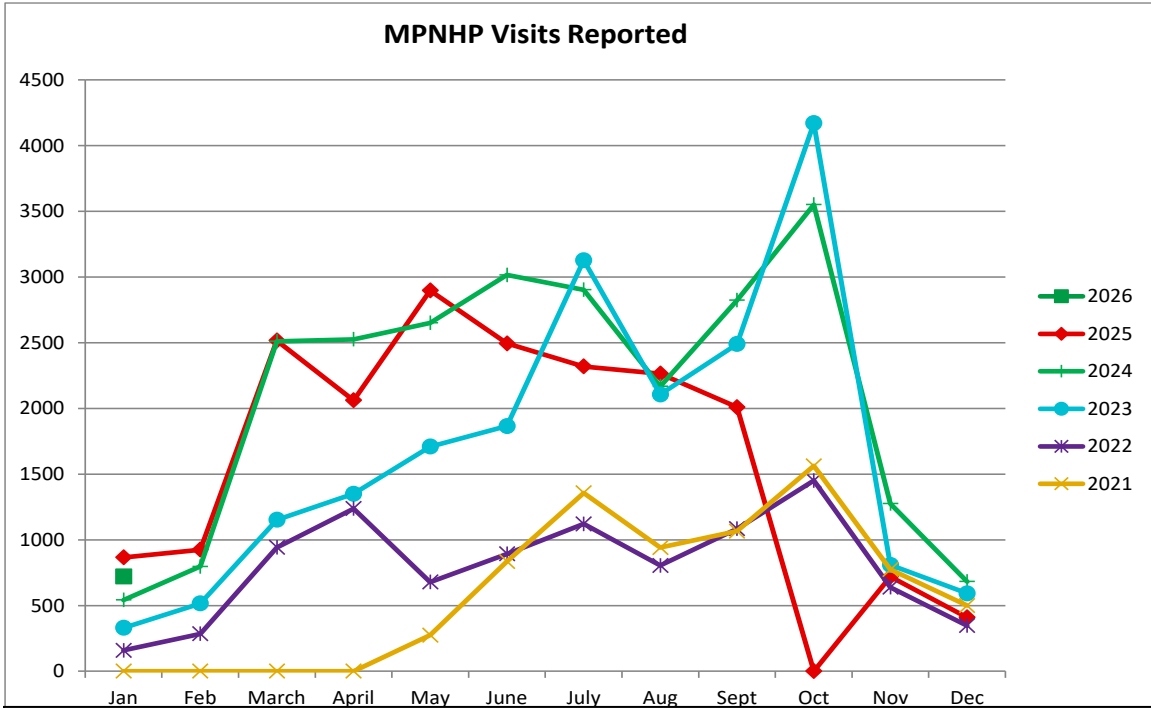
~Federal Government Closer, BNM Closed Oct 1-31, 2025~



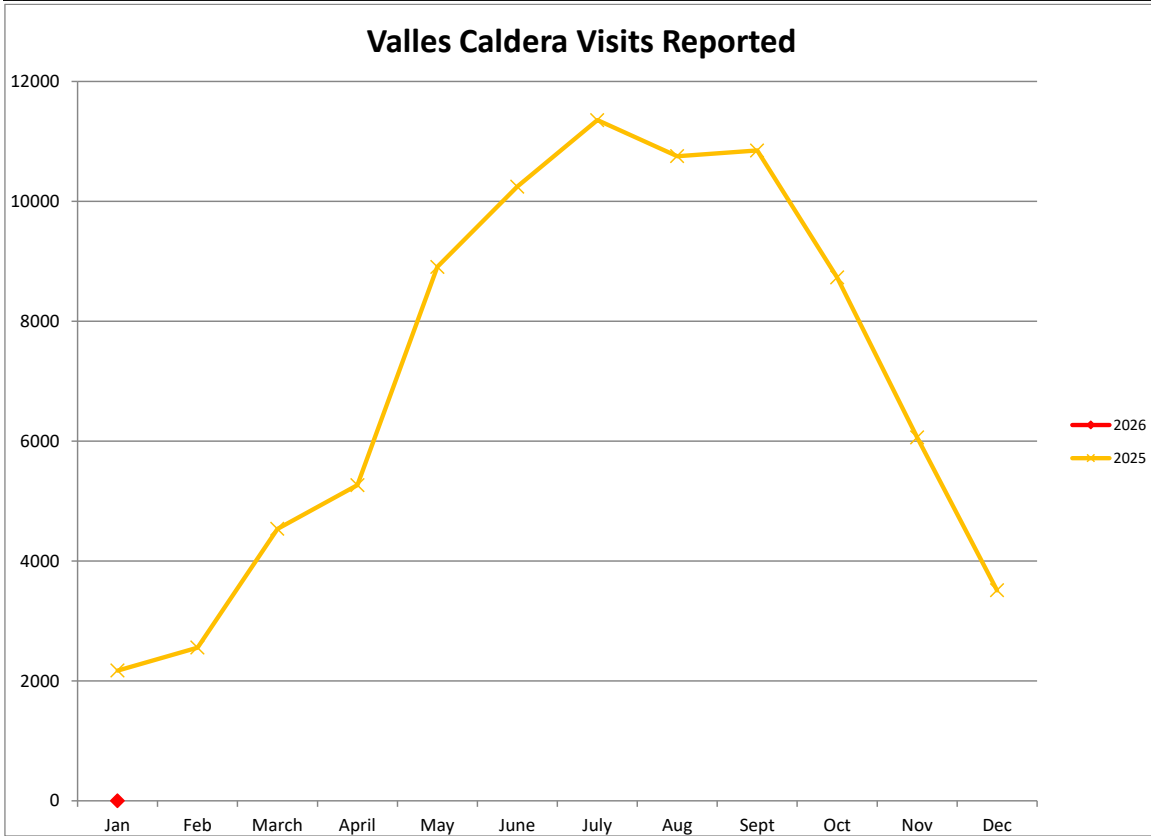
History Museum, January 2026 ~ 1,029



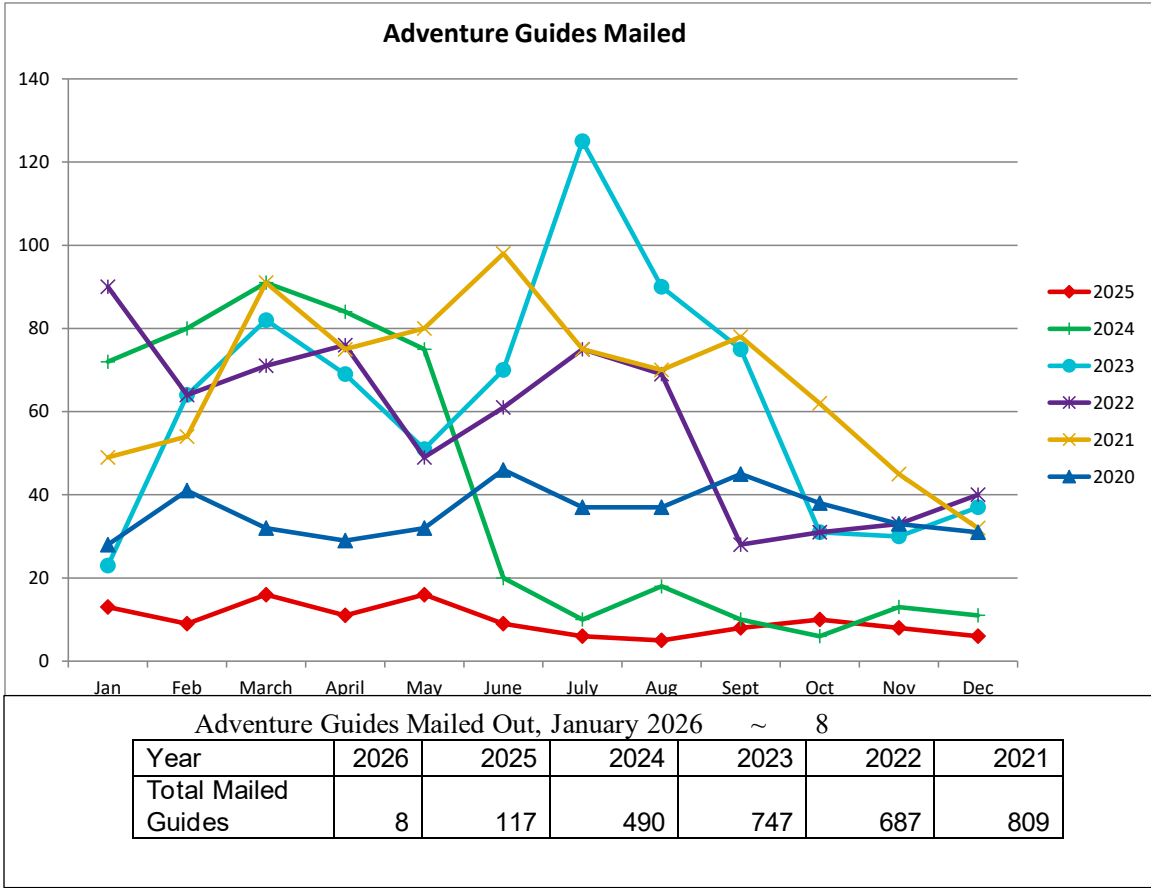
Bradbury Science Museum, January 2026 ~ 2,305
 ~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~



Manhattan Project National Historical Park, January 2026 ~ 72

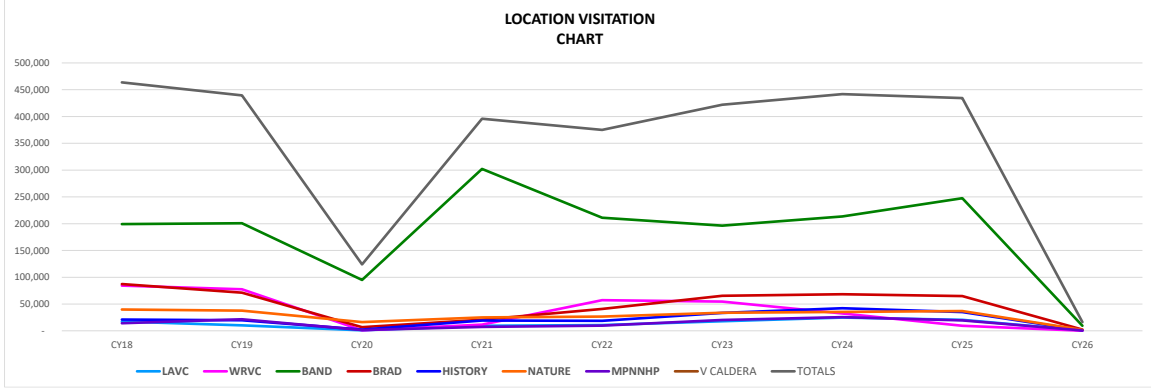


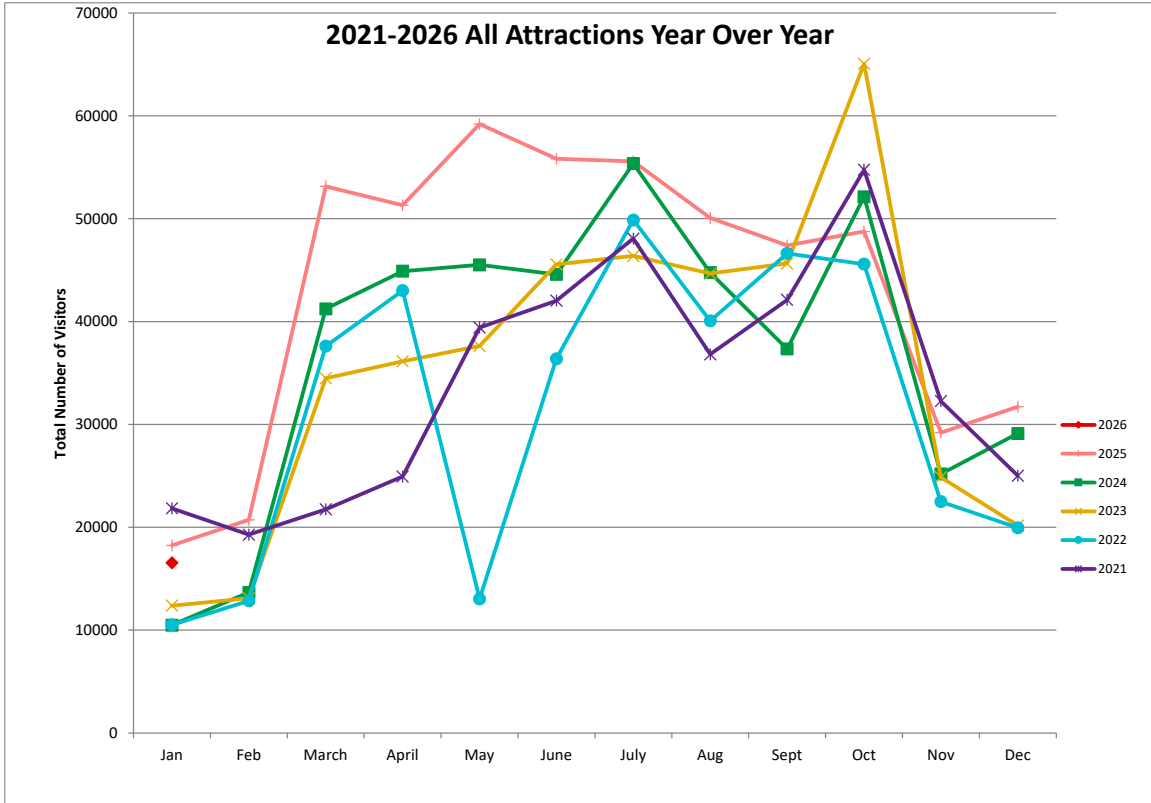
Valles Caldera National Preserve, January 2026 ~ 0
 ~ Park has now been added to this report moving forward comparing 2025 to 2026 ~



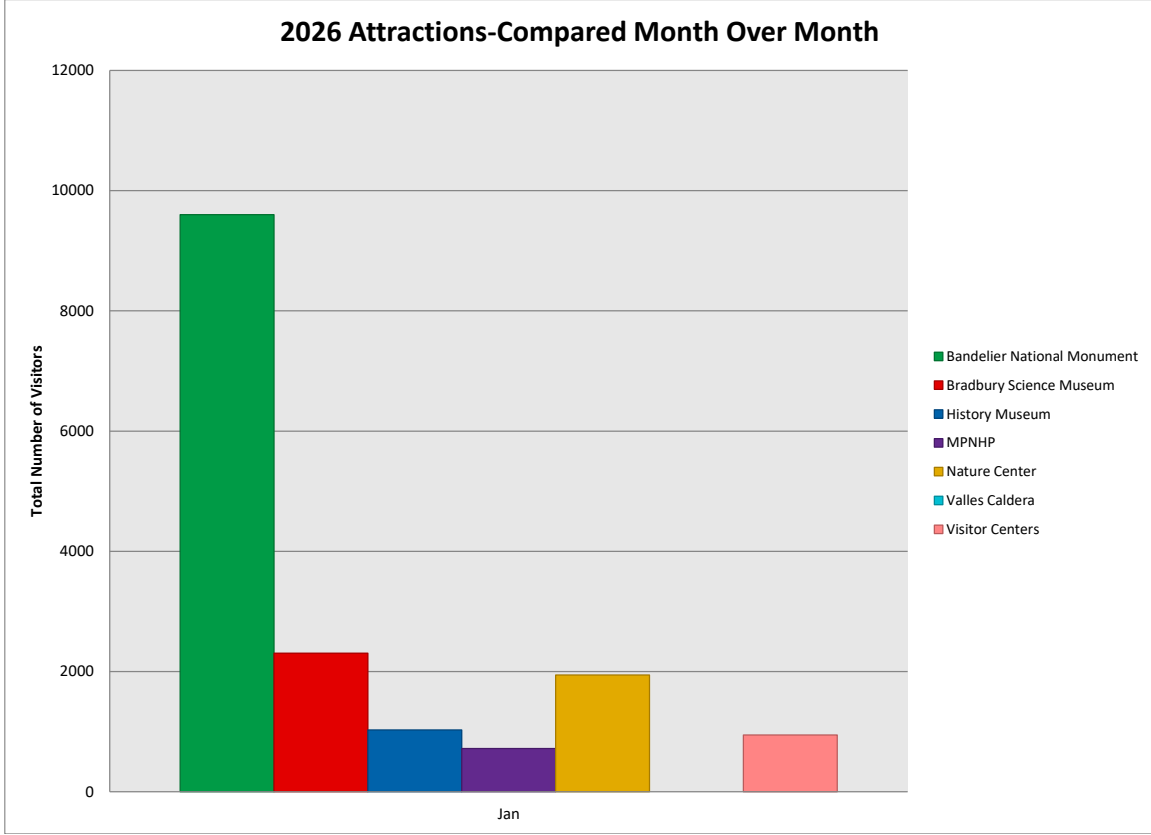
Attractions by Calendar Year January 2021 – January 2026

| LOCATION | CY21 | CY22 | CY23 | CY24 | CY25 | CY26 |
|---------------|----------------|----------------|----------------|----------------|----------------|---------------|
| LAVC | 9,601 | 10,694 | 17,951 | 24,681 | 20,657 | 643 |
| WRVC | 11,648 | 57,221 | 54,684 | 32,403 | 9,583 | 229 |
| BAND | 302,295 | 211,241 | 196,432 | 213,595 | 247,642 | 9,601 |
| BRAD | 20,735 | 40,902 | 65,561 | 68,269 | 64,955 | 2,305 |
| HISTORY | 19,281 | 18,682 | 33,465 | 42,151 | 35,088 | 1,029 |
| NATURE | 24,941 | 26,648 | 33,678 | 35,350 | 36,884 | 1,943 |
| MPNNHP | 7,310 | 9,643 | 20,220 | 25,448 | 19,487 | 720 |
| V CALDERA | | | | | | |
| TOTALS | 395,811 | 375,031 | 421,991 | 441,897 | 434,296 | 16,470 |





All Attractions YOY & MOM, January 2026 ~ 16,545



January Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 5000 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 **12** volunteer hours logged for the month of January.
- 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 January. The large display featured the Bradbury Science Museum.
- In January, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2026. We provide tourism materials and maps as needed for each group.
 - 100 Welcome Bags - WMS-1: New Employee Training and Workforce Development

Adventure Guides Mailed Out January 2026:

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

Analysis of Visitor Surveys:

January 2026

Total of **24** 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 – 23 Responses

✓ *What is your age?*

- Under 18 0
- 18-24 3
- 25-34 5
- 35-44 1
- 45-54 2
- 55-64 6
- 65+ 6

✓ *Where are you staying?*

- this is a day trip from home 3
- this is a road trip 1
- lodging in Albuquerque, NM 3
- lodging in Los Alamos/White Rock 2
- lodging in Santa Fe, NM 13
- lodging in Taos, Abiqui, Espanola 0
- other 1

✓ *How did you hear about Los Alamos?*

- Family/Friends 4
- School/History Education 0
- Business 0
- Film 14
- Online/Media 8
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 3
- To work 1
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 9

- To visit the Valles Caledera National Preserve 2
- To visit the Manhattan Project National Historical Park 15
- To visit the Bradbury Science Museum 7
- To visit the Los Alamos History Museum 6
- To visit the PEEC Nature Center 1
- To discover new outdoor activities/scenery (hiking,biking,skiing) 2
- To enjoy some local shopping/food/drink 1

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

- Less than \$25 4
- \$25-74 8
- \$75-149 2
- \$150-299 4
- \$300-499 2
- \$500+ 1

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

- Very positive 21
- Somewhat positive 2
- Neutral 0
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 1 Responses

✓ *What is your age?*

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

✓ *Where are you staying?*

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

- lodging in Taos, Abiqui, Espanola 0

✓ *How did you hear about Los Alamos?*

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

✓ *What brought you to Los Alamos?*

- To visit friends/family 0
- 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 1
- 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

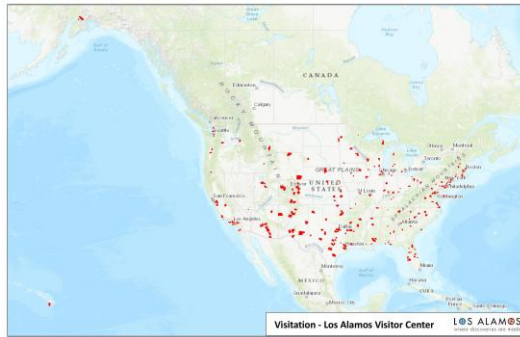
✓ *How much do you anticipate spending on your visit to Los Alamos County?*

- Less than \$25 0
- \$25-74 0
- \$75-149 0
- \$150-299 0
- \$300-499 0
- \$500+ 1

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

- Very positive 0
- Somewhat positive 0
- Neutral 1
- Somewhat negative 0
- Very negative 0

- ✓ The most prevalent states of origin visiting Los Alamos and White Rock were from:
 - Minnesota – 4
 - Texas – 2
 - Colorado – 2
 - Wisconsin – 2



Los Alamos Visitor Center



White Rock Visitor Center

- ✓ The foreign visitors visiting Los Alamos and White Rock were from:
 - Australia
- ✓ The most prevalent cities in New Mexico visiting Los Alamos and White Rock were from:
 - Albuquerque
 - Rio Rancho
- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Thank you. Wonderful Resource. Great people. Thank you
- Very helpful staff at the Visitor Centre
- Great. Important to know history

White Rock Visitor Center Comments:

- n/a



May 12, 2026

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 2026.

Dear Ellyn,

Here is my tourism report for February 2026. Things were slow at both Visitor Centers, during our normal slow season. Please note that at the time this report was submitted, both the Bradbury Science Museum and the Valles Caldera did not have their visitation numbers available for February.

Sincerely,

Melanie Peña

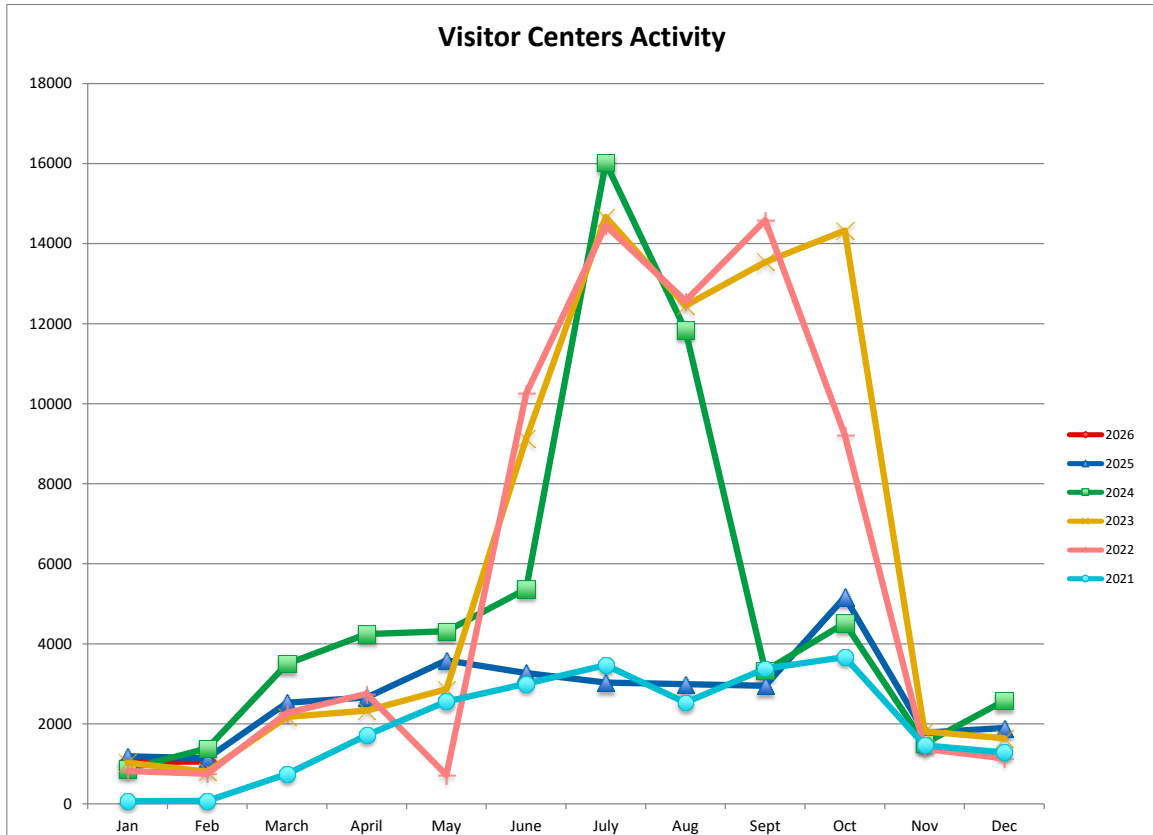
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

Monthly Tourism Report

February 2026



Los Alamos Visitor Center, February 2026 ~ 676

White Rock Visitor Center, February 2026 ~ 294

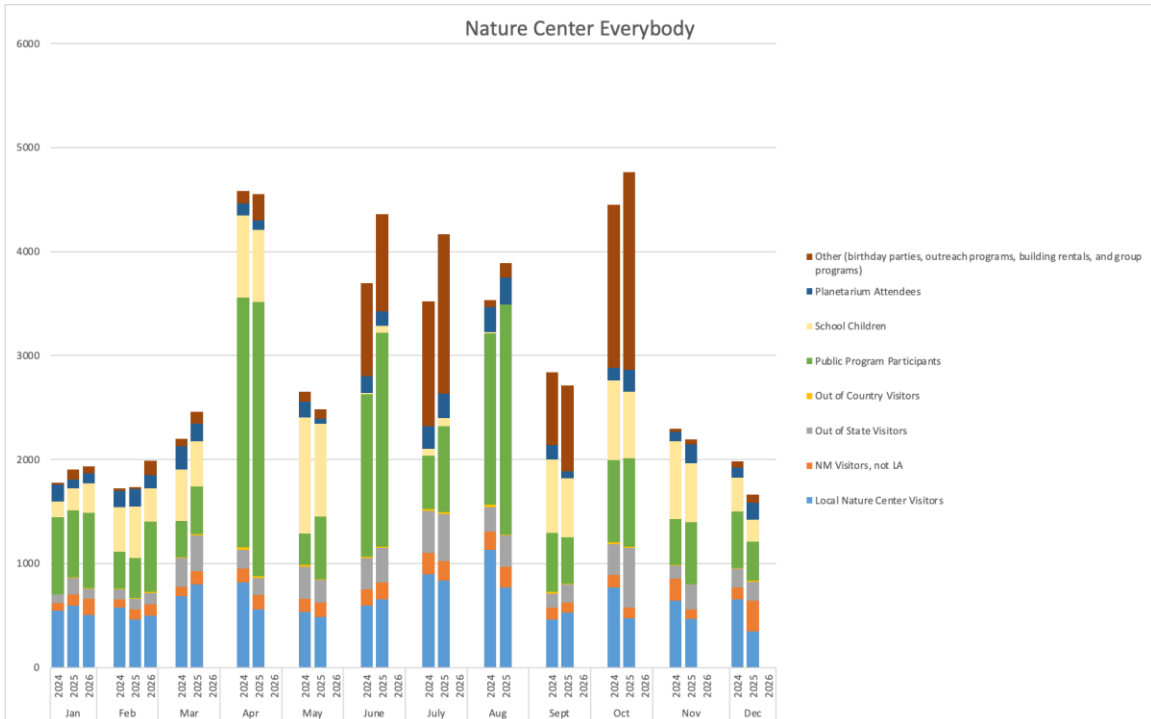
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~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~

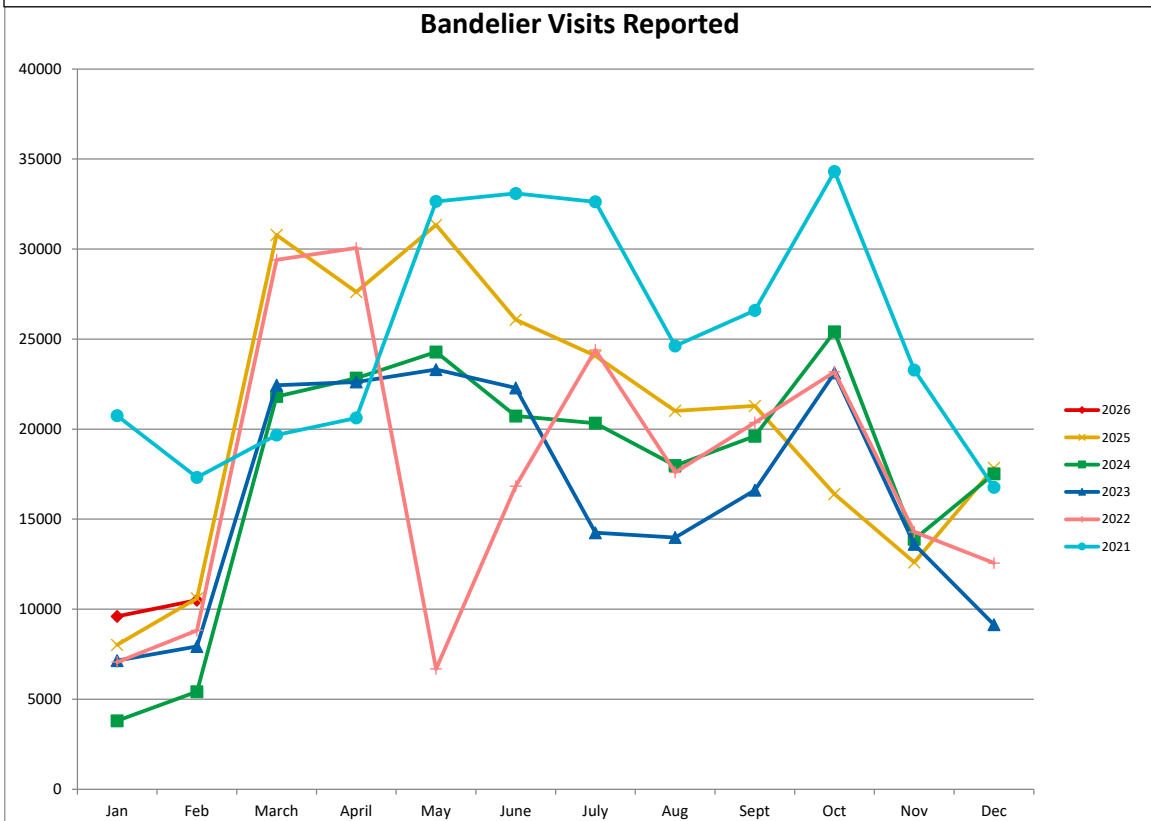
~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15, 2022 due to this fire. ~

~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, February 2026 ~ 1,987

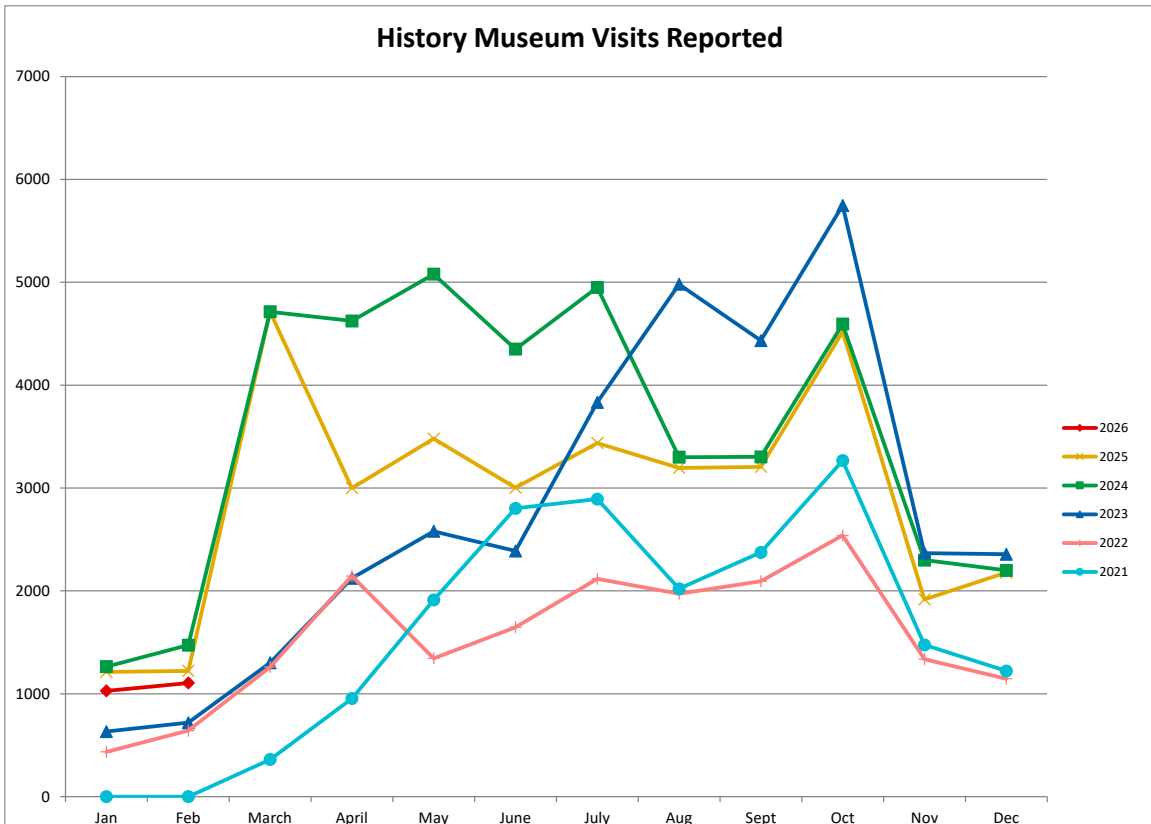


Bandelier National Monument, February 2026 ~ 10,498

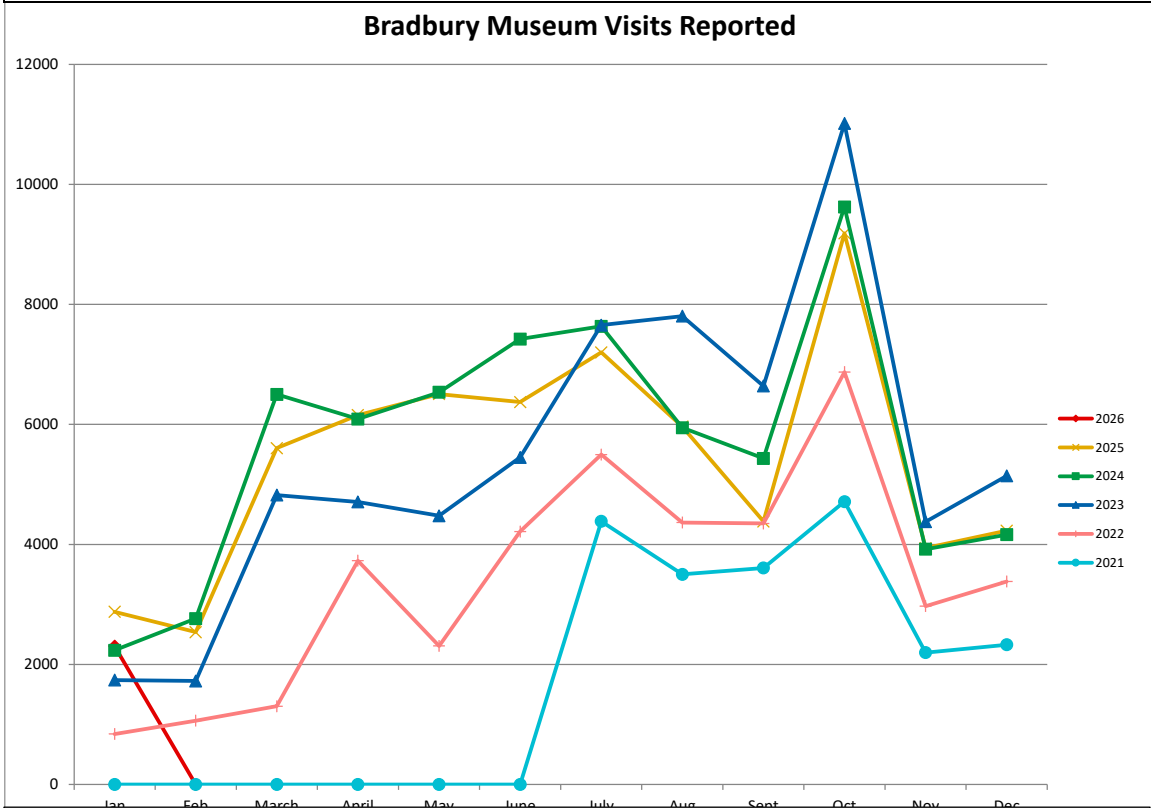
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19

Cerro Pelado Fire Closed BNM April 2022-May 2022~

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

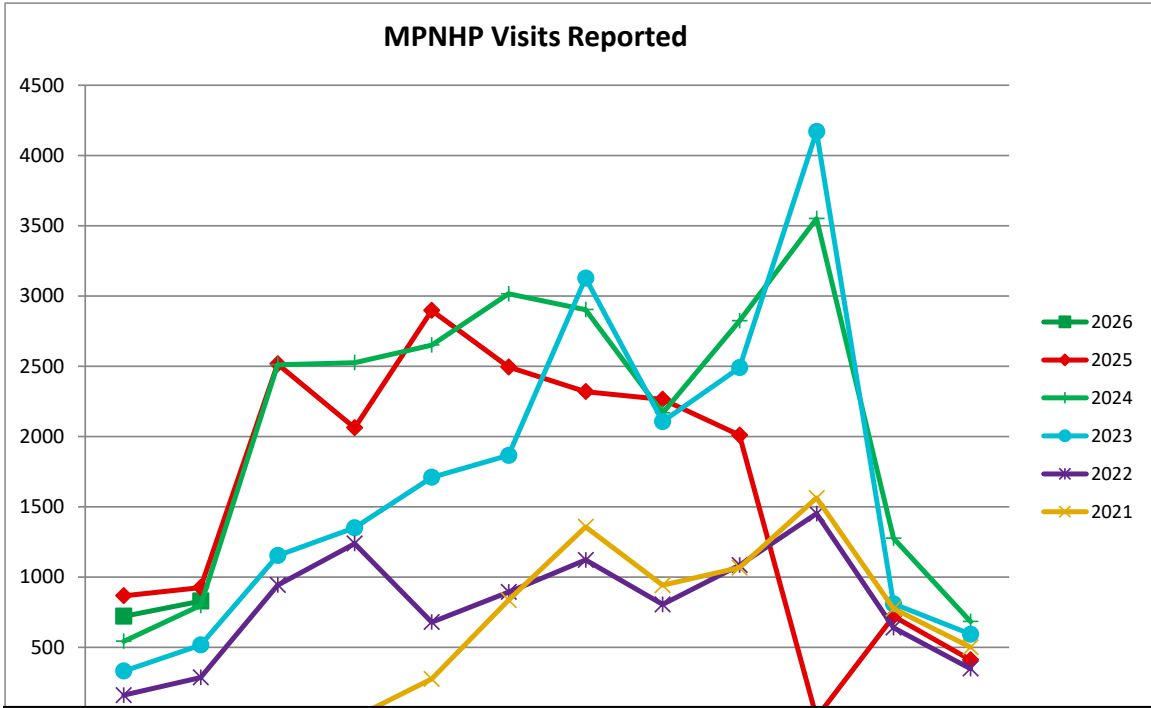


History Museum, February 2026 ~ 1,105

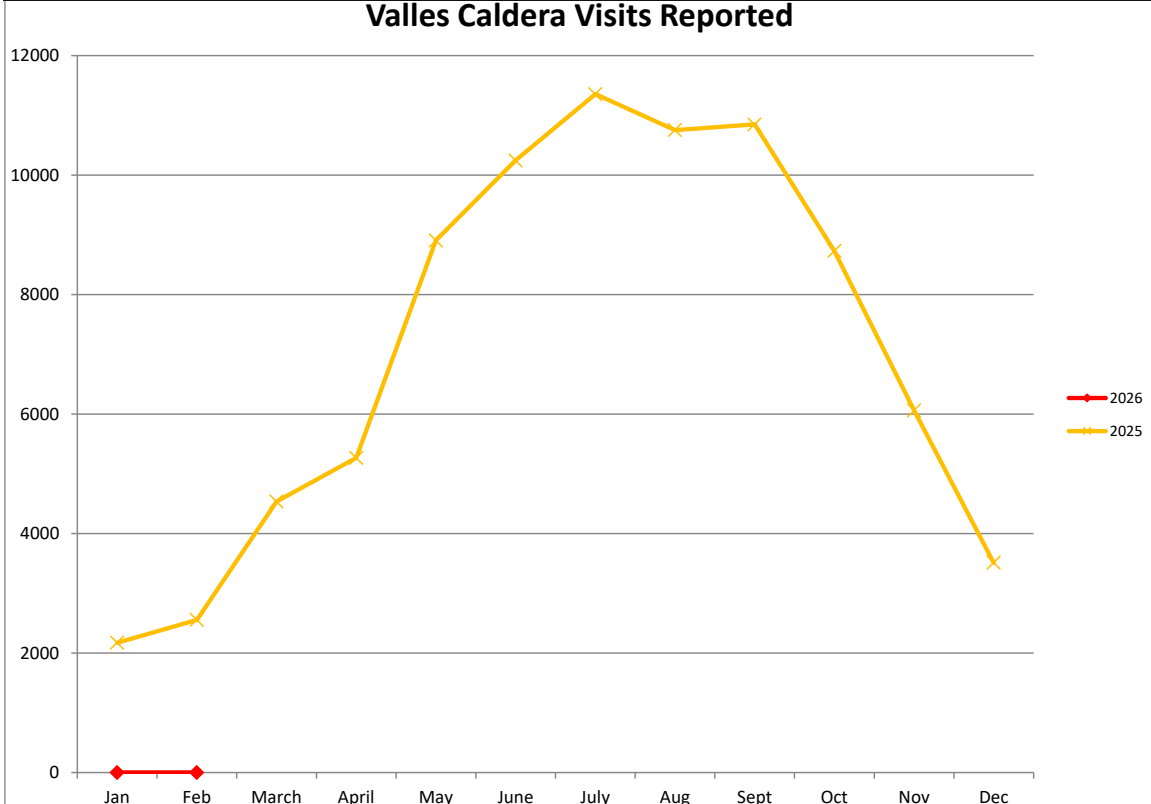


Bradbury Science Museum, February 2026 ~ 0

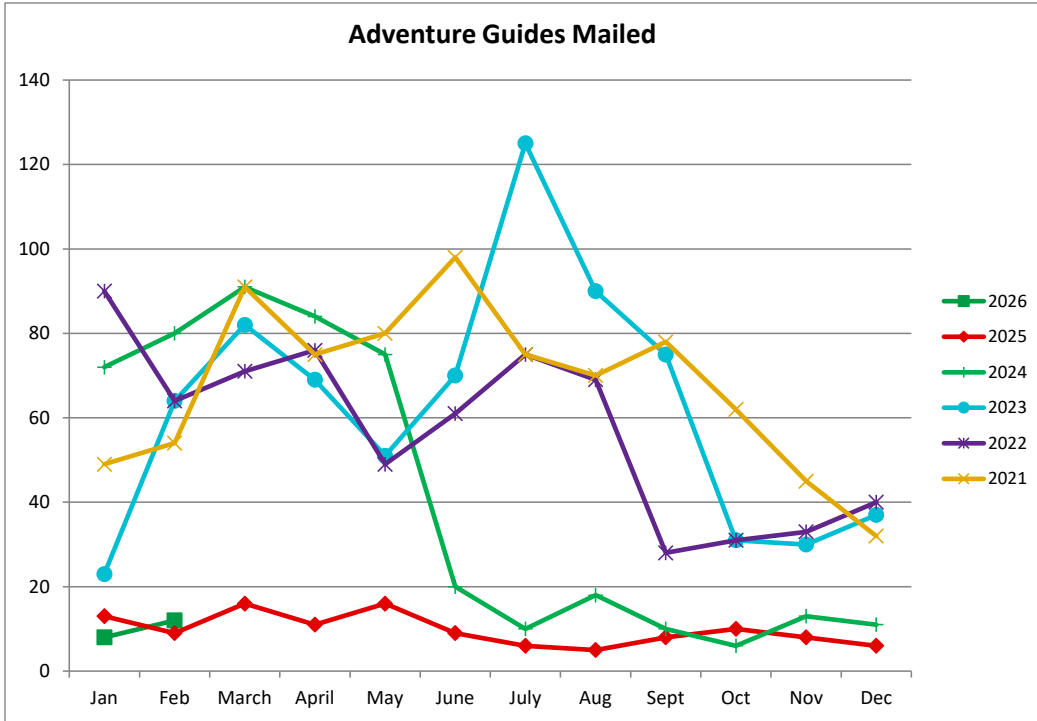
~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~



Manhattan Project National Historical Park, February 2026 ~ 828
 ~Fed. Govt.Shutdown, MPNHP was closed 1/1/19-1/25/19, MPNHP reopened Memorial Weekend 2021~Fed. Govt Shutdown, MPNHP was closed October 1-31, November 1-13, reopening Nov 14th~



Valles Caldera National Preserve, February 2026 ~ 0
 ~ Park has now been added to this report moving forward comparing 2025 to 2026 ~

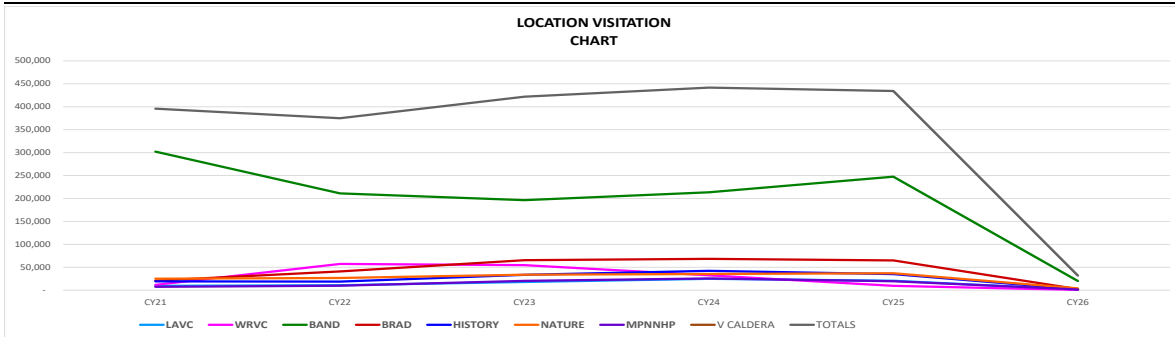


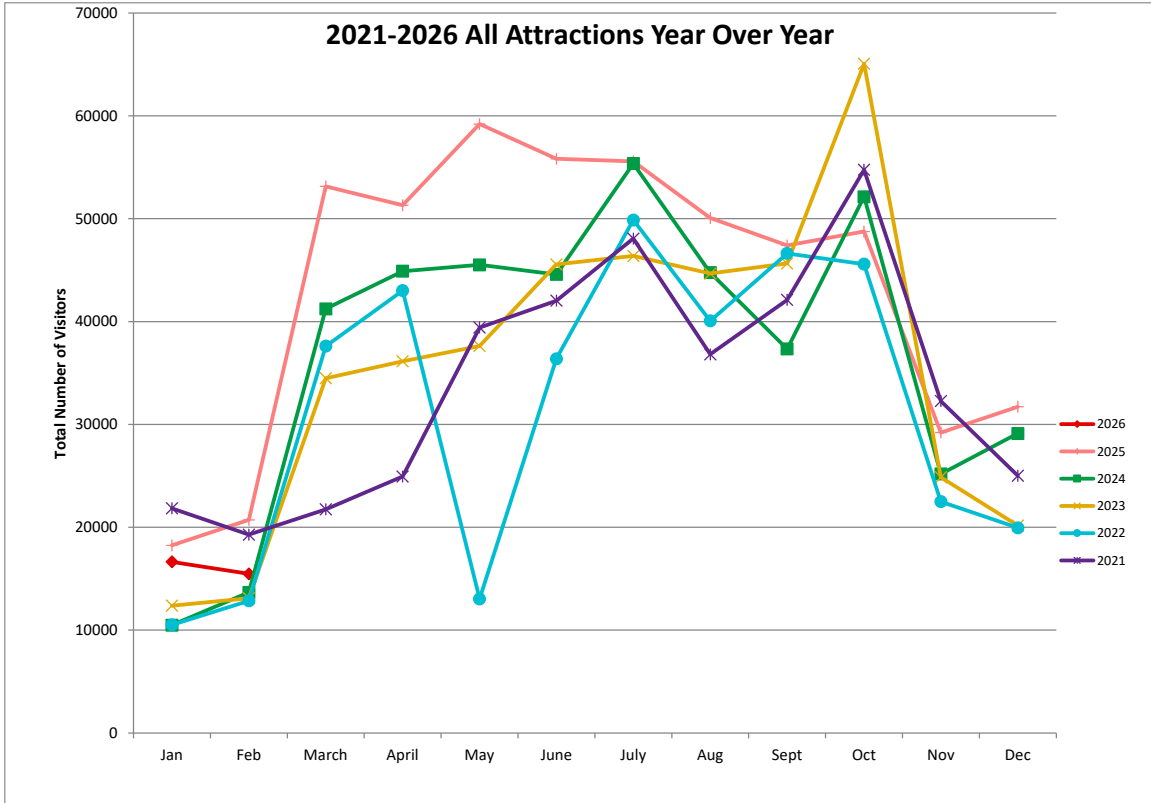
Adventure Guides Mailed Out, February 2026 ~ 12

| Year | 2026 | 2025 | 2024 | 2023 | 2022 | 2021 |
|---------------------|------|------|------|------|------|------|
| Total Mailed Guides | 20 | 117 | 490 | 747 | 687 | 809 |

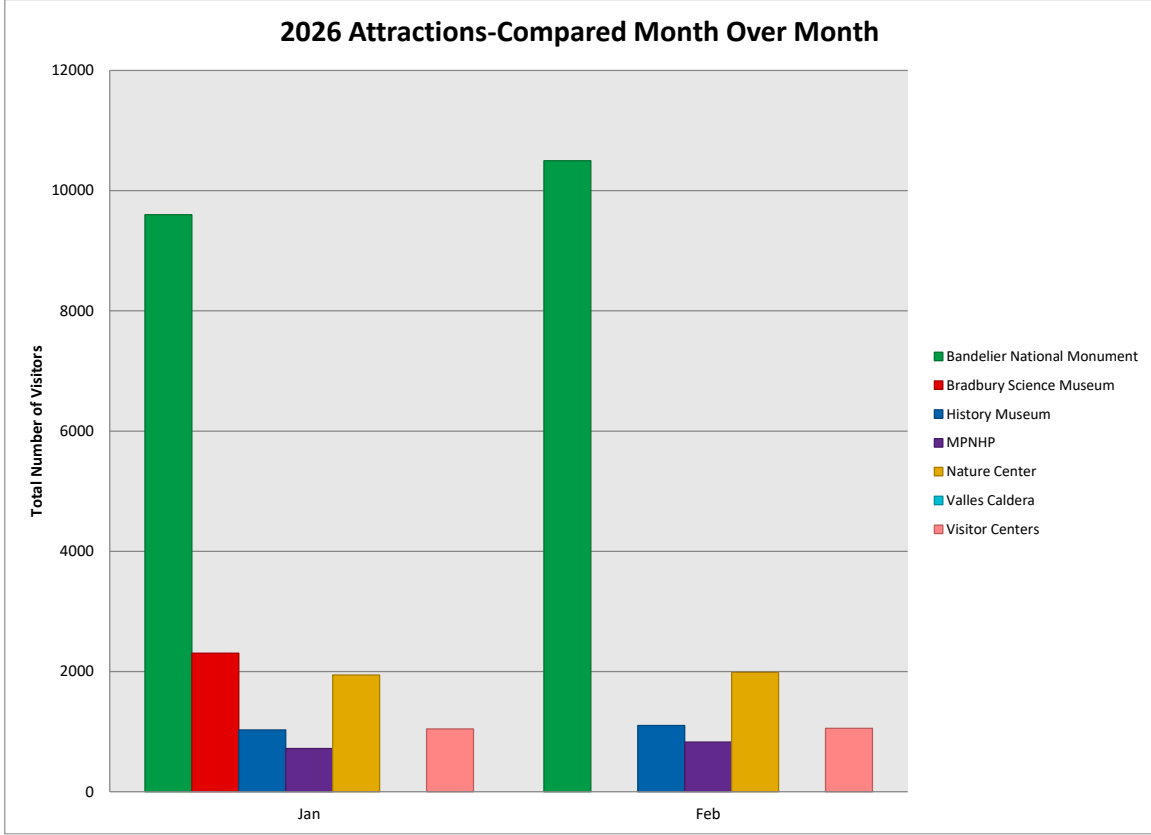
Attractions by Calendar Year January 2021 – February 2026

| LOCATION | CY21 | CY22 | CY23 | CY24 | CY25 | CY26 |
|---------------|----------------|----------------|----------------|----------------|----------------|---------------|
| LAVC | 9,601 | 10,694 | 17,951 | 24,681 | 20,657 | 1,319 |
| WRVC | 11,648 | 57,221 | 54,684 | 32,403 | 9,583 | 523 |
| BAND | 302,295 | 211,241 | 196,432 | 213,595 | 247,642 | 20,099 |
| BRAD | 20,735 | 40,902 | 65,561 | 68,269 | 64,955 | 2,305 |
| HISTORY | 19,281 | 18,682 | 33,465 | 42,151 | 35,088 | 2,134 |
| NATURE | 24,941 | 26,648 | 33,678 | 35,350 | 36,884 | 3,930 |
| MPNNHP | 7,310 | 9,643 | 20,220 | 25,448 | 19,487 | 1,548 |
| V CALDERA | | | | | | |
| TOTALS | 395,811 | 375,031 | 421,991 | 441,897 | 434,296 | 31,858 |





All Attractions YOY & MOM, February 2026 ~ 16,545



February Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 5000 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 **3** volunteer hours logged for the month of February.
- WRVC Business Display Cases featured the Los Alamos Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum Gift Shop, Bathub 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 2026. We provide tourism materials and maps as needed for each group.
 - n/a

Adventure Guides Mailed Out February 2026:

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

Analysis of Visitor Surveys:

February 2026

Total of **35** 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 – 29 Responses

✓ *What is your age?*

- Under 18 0
- 18-24 1
- 25-34 1
- 35-44 3
- 45-54 3
- 55-64 11
- 65+ 10

✓ *Where are you staying?*

- this is a day trip from home 2
- this is a road trip 3
- lodging in Albuquerque, NM 3
- lodging in Los Alamos/White Rock 1
- lodging in Santa Fe, NM 19
- lodging in Taos, Abiqui, Espanola 0
- other 1

✓ *How did you hear about Los Alamos?*

- Family/Friends 2
- School/History Education 0
- Business 0
- Film 25
- Online/Media 2
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 6
- To work 1
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 11
- To visit the Valles Caledera National Preserve 3
- To visit the Manhattan Project National Historical Park 18
- To visit the Bradbury Science Museum 12
- 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 1

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

- Less than \$25 8
- \$25-74 7
- \$75-149 8
- \$150-299 1
- \$300-499 2
- \$500+ 1

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

- Very positive 23
- Somewhat positive 4
- Neutral 2
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 6 Responses

✓ *What is your age?*

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

✓ *Where are you staying?*

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

✓ *How did you hear about Los Alamos?*

- Family/Friends 2
- School/History Education 3

- Business 0
- Film 0
- Online/Media 2
- 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 2
- To visit the Manhattan Project National Historical Park 2
- 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) 2
- To enjoy some local shopping/food/drink 0

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

- Less than \$25 0
- \$25-74 1
- \$75-149 3
- \$150-299 1
- \$300-499 0
- \$500+ 0

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

- Very positive 6
- 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:*

- Arkansas – 2
- California – 2
- Indiana – 2
- Iowa – 2

- New Hampshire – 2
- Texas – 2



Los Alamos Visitor Center



White Rock Visitor Center

- ✓ The foreign visitors visiting Los Alamos and White Rock were from:
 - Israel
 - Japan
- ✓ The most prevalent cities in New Mexico visiting Los Alamos and White Rock were from:
 - Santa Fe
 - Albuquerque
 - Edgewood
- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Larger town than I thought
- Please fund more national sites and parks!
- The internet stated that visitor center was closed. Glad and surprised to hear that this is open today on a Wednesday.

White Rock Visitor Center Comments:

- Great visitor center. Great maps!
- Beautiful
- Nice to have white rock visitor center open Sunday afternoon!



May 12, 2026

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 March 2026.

Dear Ellyn,

Here is my tourism report for March 2026. Visitation has increased during March because of spring break. Visitors were unfortunately turned away from Bandelier National Monument because of parking issues and hopefully they visited Los Alamos instead. At the time this report was submitted please note that visitation numbers were not available for the Bradbury Science Museum and the Valles Caldera National Preserve.

Sincerely,

Melanie Peña

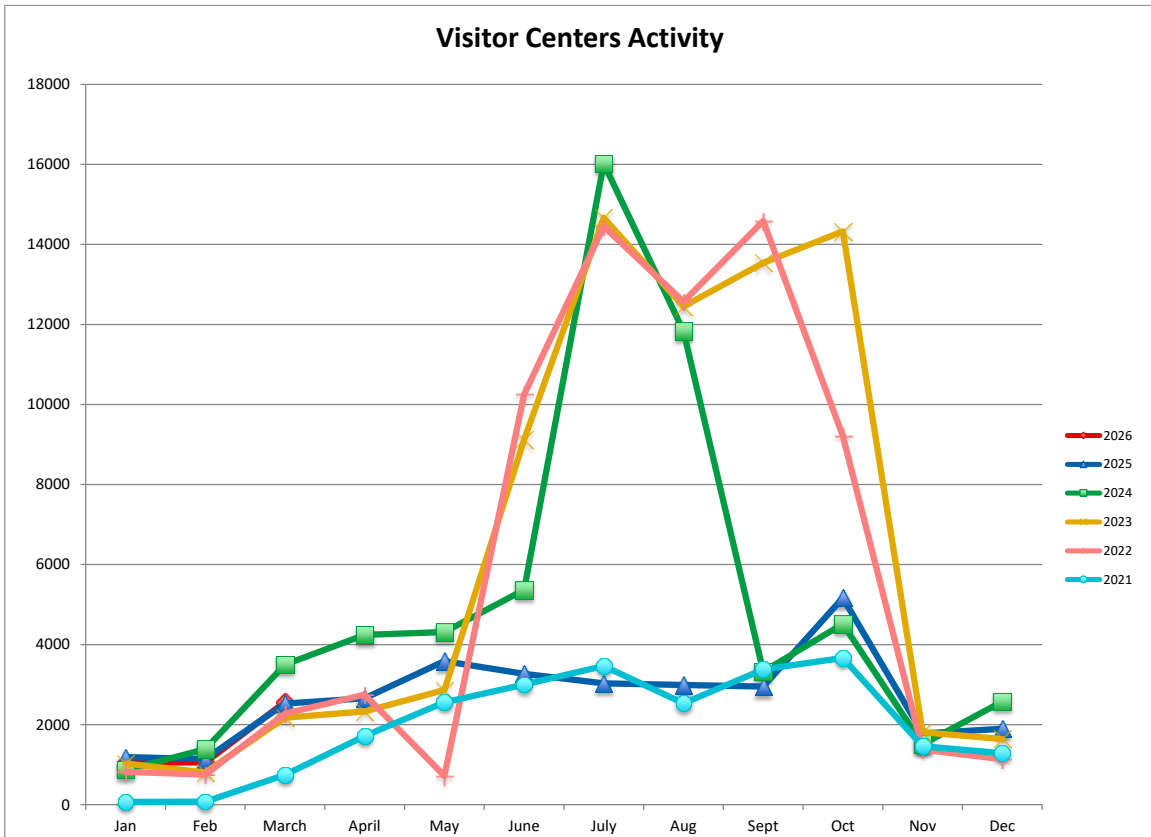
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

Monthly Tourism Report

March 2026



Los Alamos Visitor Center, March 2026 ~ 1,711

White Rock Visitor Center, March 2026 ~ 655

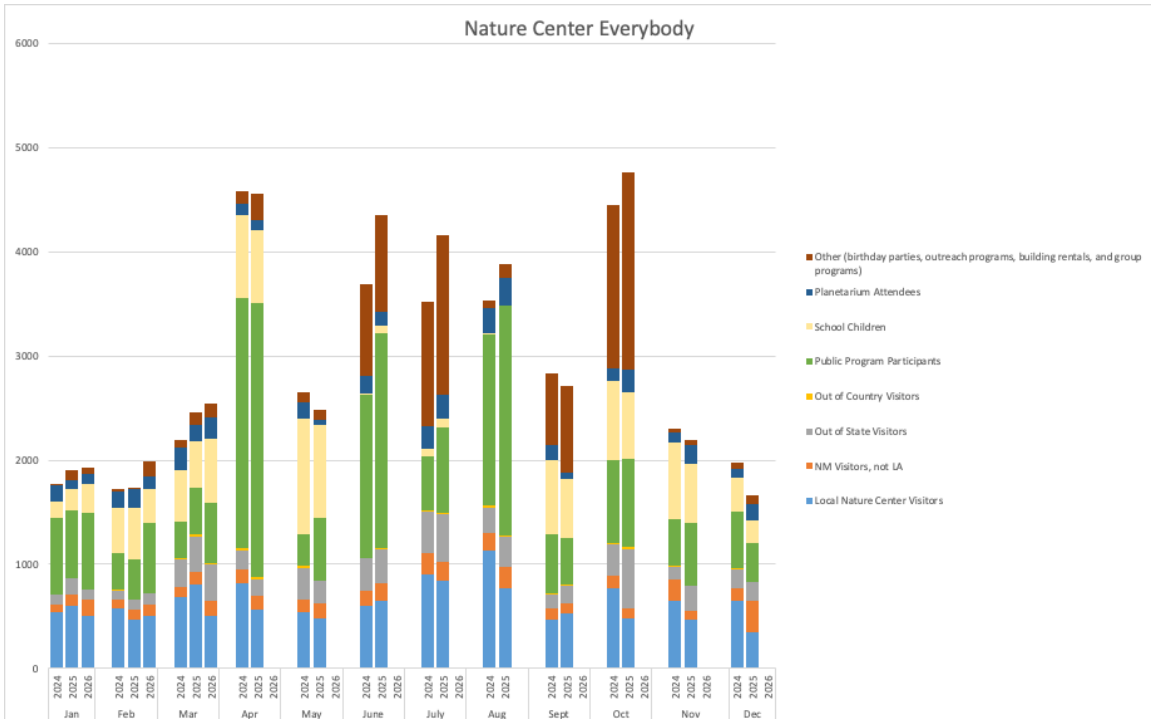
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~

~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~

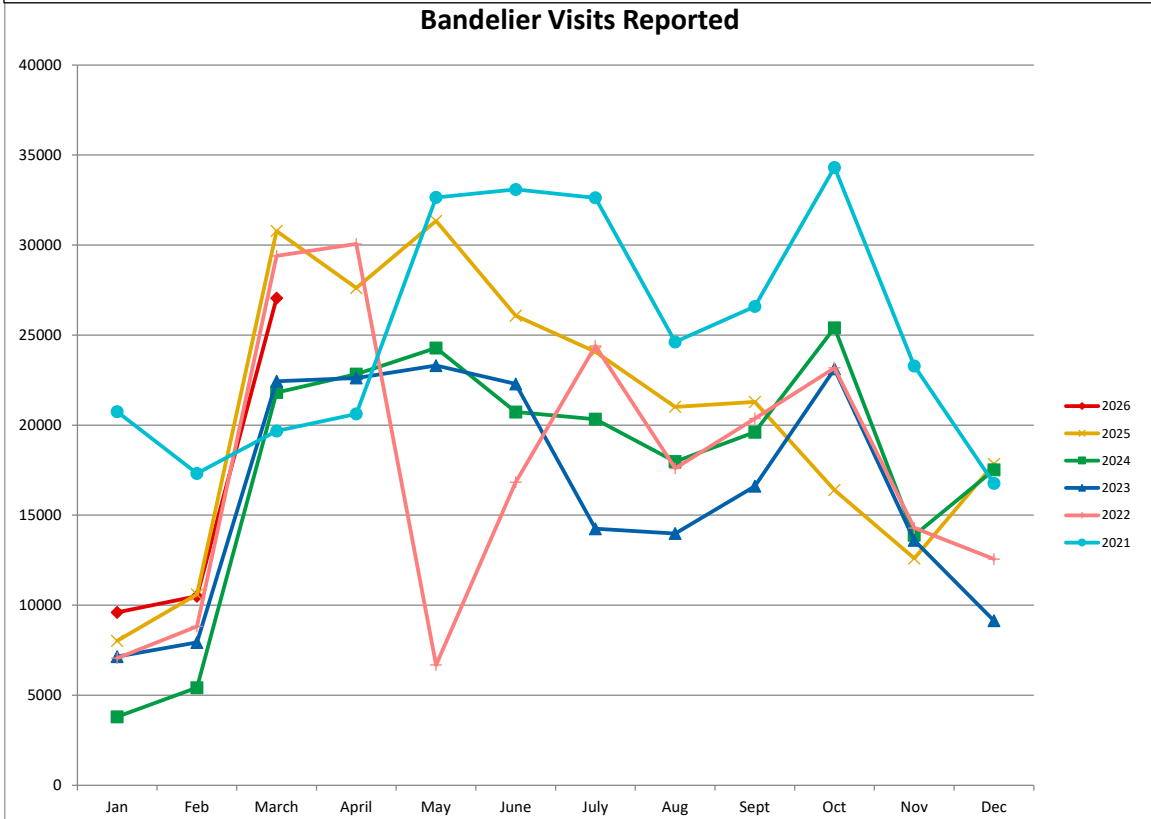
~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15, 2022 due to this fire. ~

~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.~

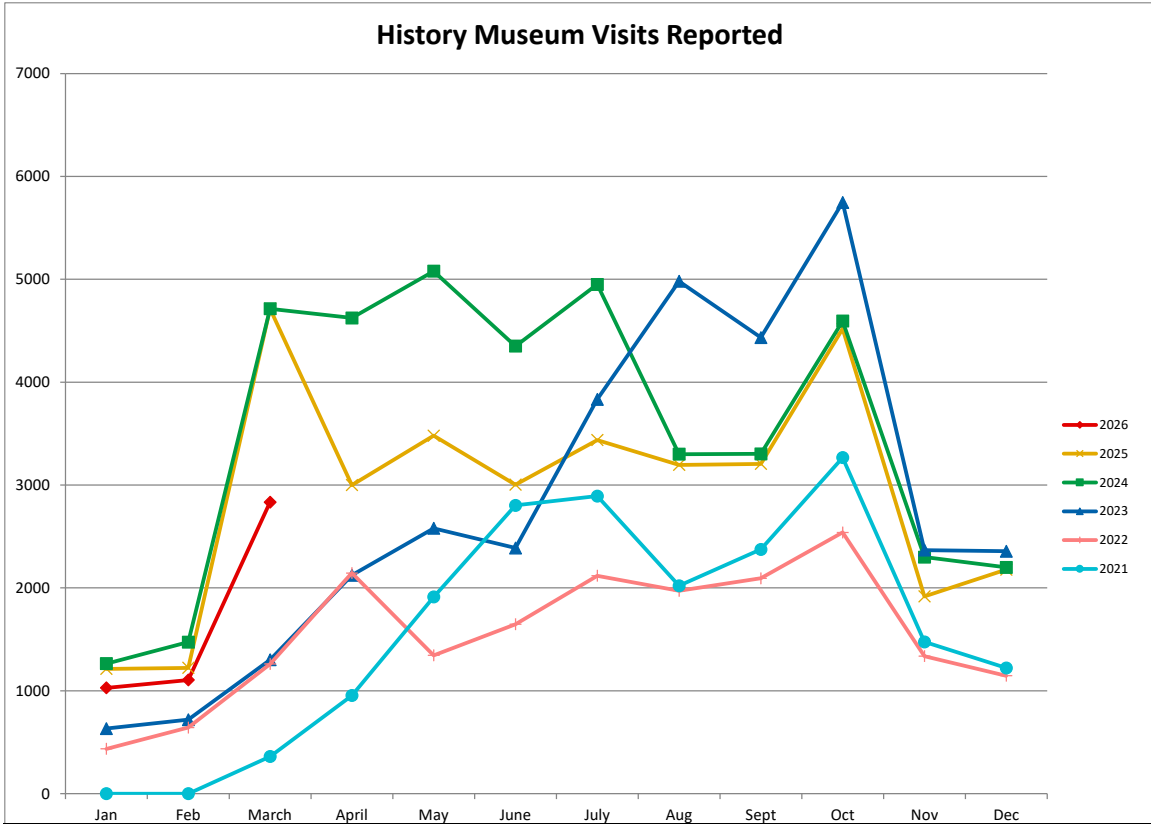
~No Bandelier Shuttles running out of the White Rock Visitor Center for 2025~



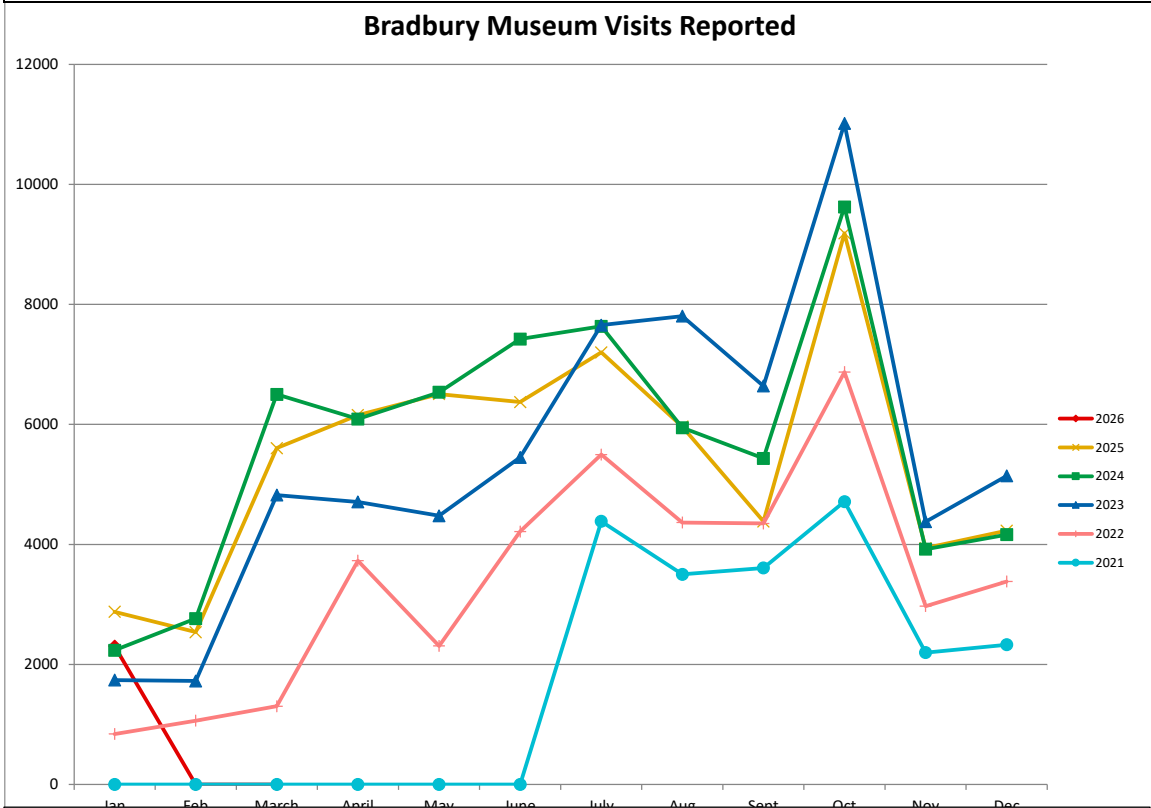
Nature Center, March 2026 ~ 2,545



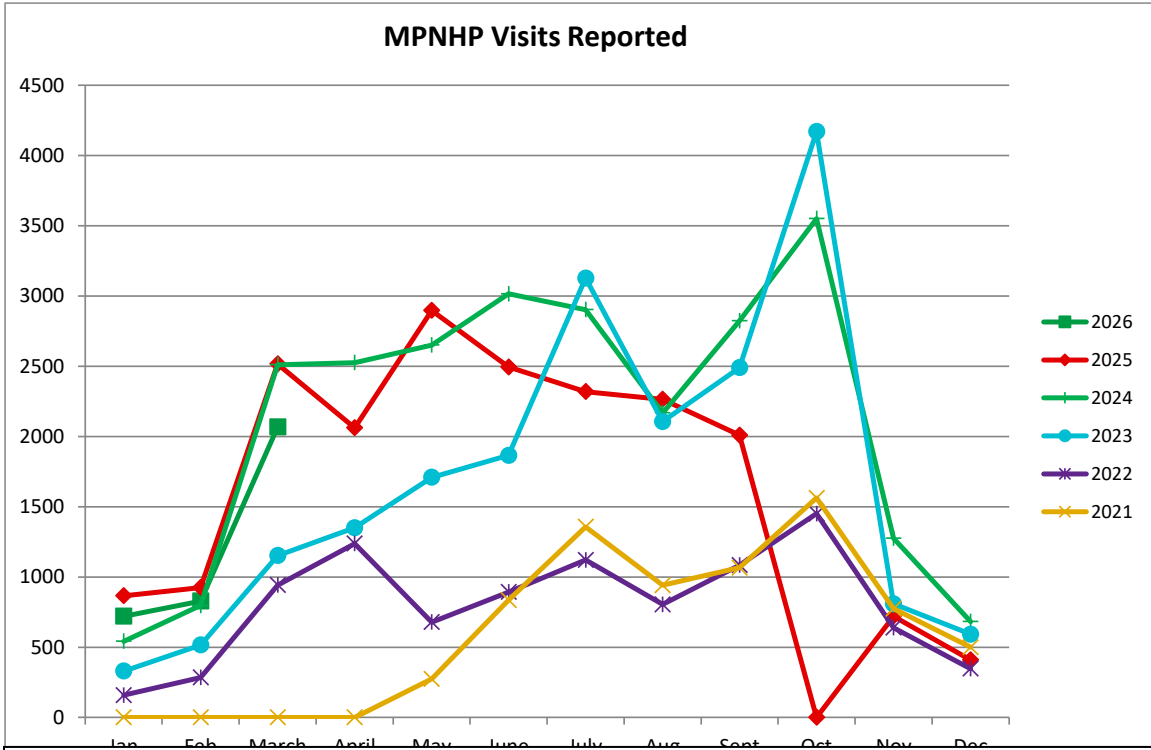
Bandelier National Monument, March 2026 ~ 27,047
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19
 Cerro Pelado Fire Closed BNM April 2022-May 2022~
 ~Federal Government Closer, BNM Closed Oct 1-31, 2025~



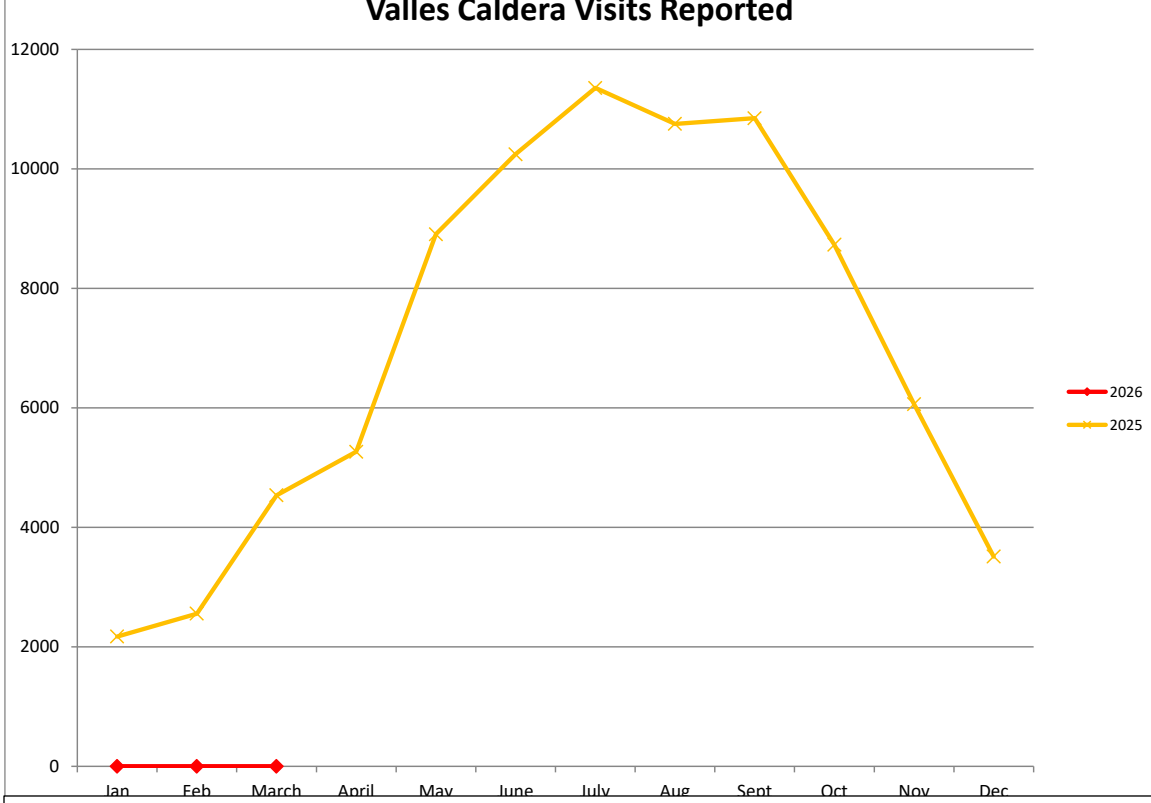
History Museum, March 2026 ~ 2,834



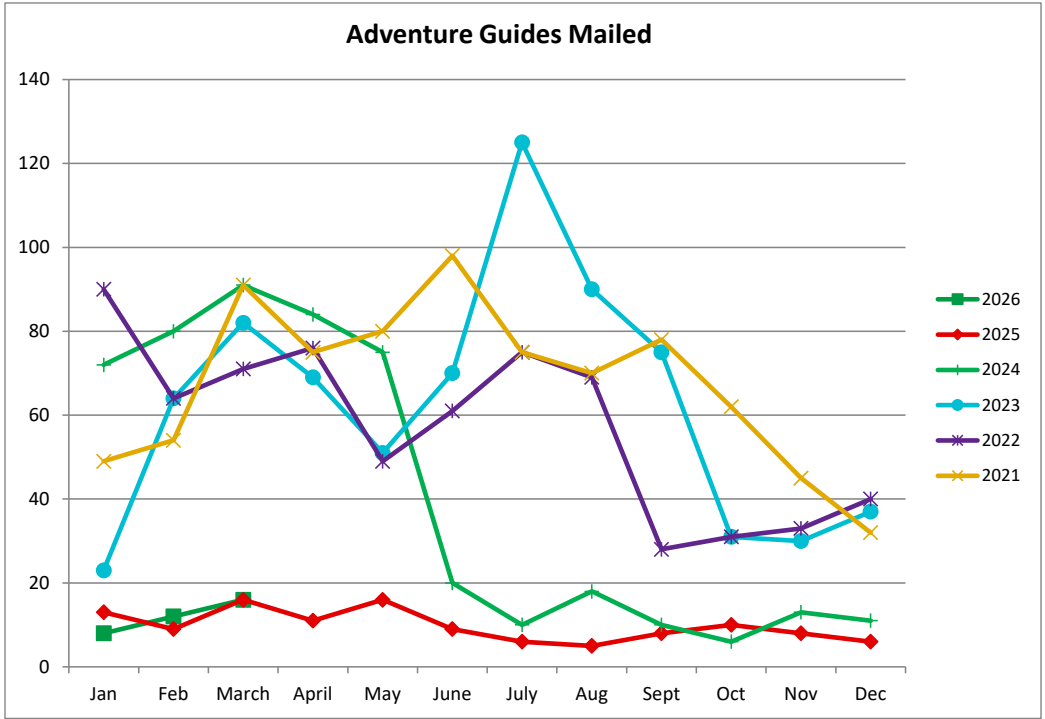
Bradbury Science Museum, March 2026 ~ 0
 ~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~



Manhattan Project National Historical Park, March 2026 ~ 2,068
 ~Fed. Govt.Shutdown, MPNHP was closed 1/1/19-1/25/19, MPNHP reopened Memorial Weekend
 2021~Fed. Govt Shutdown, MPNHP was closed October 1-31, November 1-13, reopening Nov 14th~



Valles Caldera National Preserve, March 2026 ~ 0
 ~ Park has now been added to this report moving forward comparing 2025 to 2026 ~

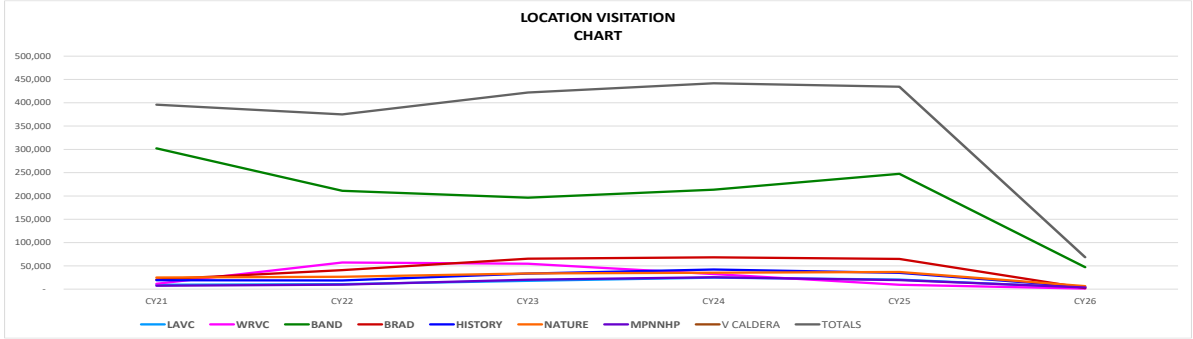


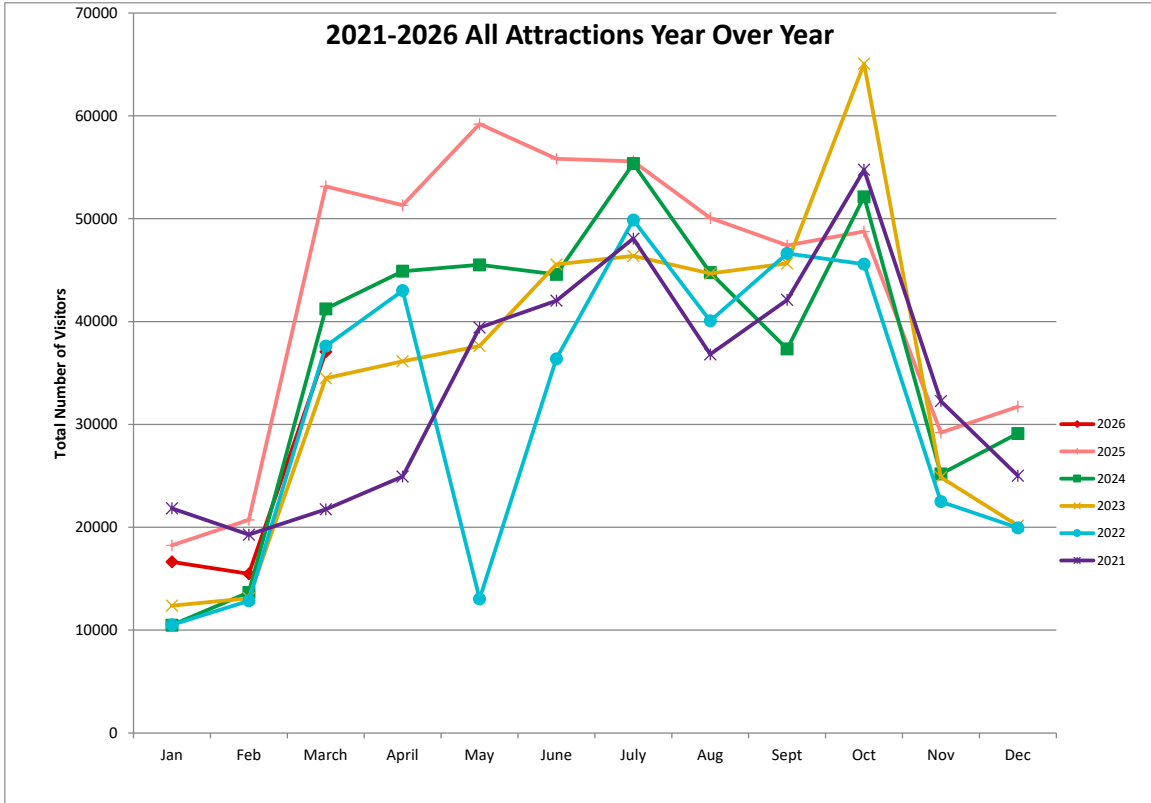
Adventure Guides Mailed Out, March 2026 ~ 16

| Year | 2026 | 2025 | 2024 | 2023 | 2022 | 2021 |
|---------------------|------|------|------|------|------|------|
| Total Mailed Guides | 36 | 117 | 490 | 747 | 687 | 809 |

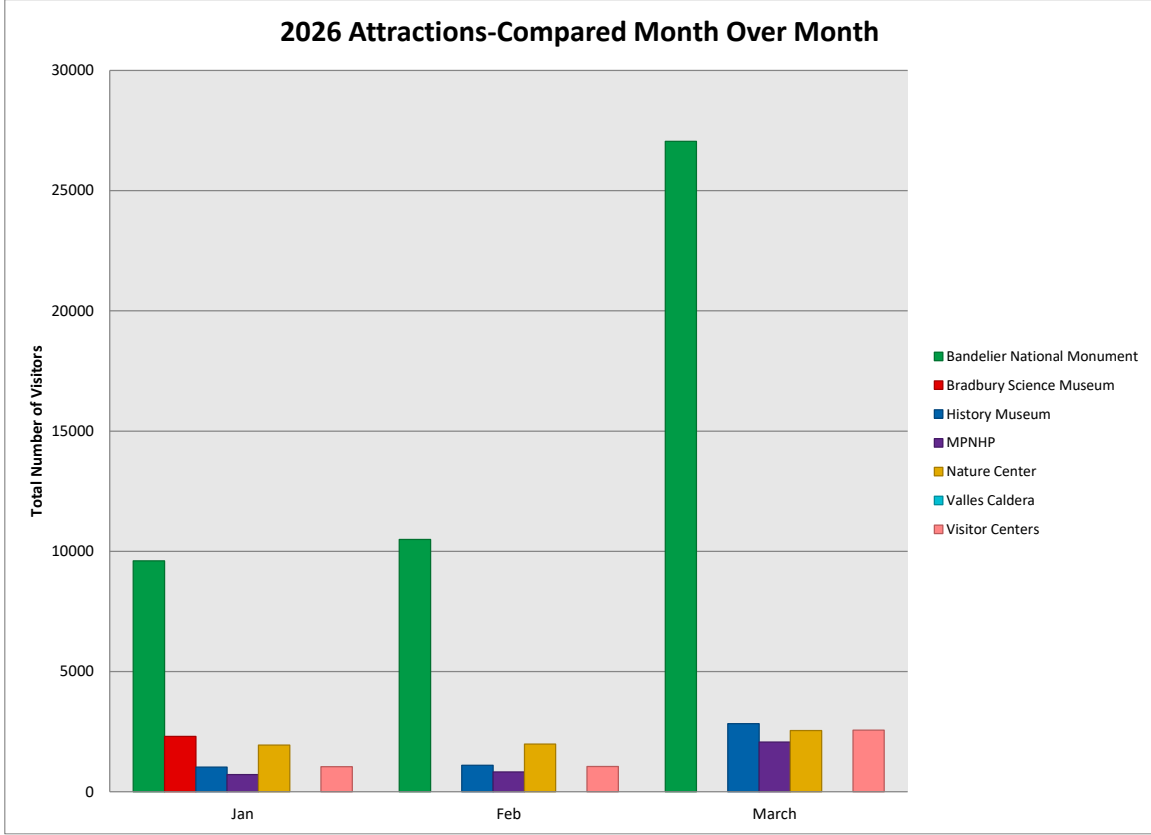
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| LOCATION | CY21 | CY22 | CY23 | CY24 | CY25 | CY26 |
|---------------|----------------|----------------|----------------|----------------|----------------|---------------|
| LAVC | 9,601 | 10,694 | 17,951 | 24,681 | 20,657 | 3,030 |
| WRVC | 11,648 | 57,221 | 54,684 | 32,403 | 9,583 | 1,178 |
| BAND | 302,295 | 211,241 | 196,432 | 213,595 | 247,642 | 47,146 |
| BRAD | 20,735 | 40,902 | 65,561 | 68,269 | 64,955 | 2,305 |
| HISTORY | 19,281 | 18,682 | 33,465 | 42,151 | 35,088 | 4,968 |
| NATURE | 24,941 | 26,648 | 33,678 | 35,350 | 36,884 | 6,475 |
| MPNNHP | 7,310 | 9,643 | 20,220 | 25,448 | 19,487 | 3,616 |
| V CALDERA | | | | | | |
| TOTALS | 395,811 | 375,031 | 421,991 | 441,897 | 434,296 | 68,718 |





All Attractions YOY & MOM, March 2026 ~ 37,058



March Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 5000 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 **13** volunteer hours logged for the month of March.
- WRVC Business Display Cases featured the Los Alamos Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum Gift Shop, Bathub 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 March. The large display featured the Los Alamos Nature Center for Earth Day.
- In March, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2026. We provide tourism materials and maps as needed for each group.
 - 100 Welcome Bags for LANL

Adventure Guides Mailed Out March 2026:

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

Analysis of Visitor Surveys:

March 2026

Total of **35** 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 – 59 Responses

✓ *What is your age?*

- Under 18 7
- 18-24 1
- 25-34 4
- 35-44 10
- 45-54 12
- 55-64 7
- 65+ 18

✓ *Where are you staying?*

- this is a day trip from home 3
- this is a road trip 17
- lodging in Albuquerque, NM 4
- lodging in Los Alamos/White Rock 2
- lodging in Santa Fe, NM 28
- lodging in Taos, Abiqui, Espanola 1
- other 4

✓ *How did you hear about Los Alamos?*

- Family/Friends 21
- School/History Education 0
- Business 0
- Film 38
- Online/Media 12
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 21
- To work 1
- To attend a special event or conference 1
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 20
- To visit the Valles Caledera National Preserve 6
- To visit the Manhattan Project National Historical Park 33
- To visit the Bradbury Science Museum 19
- To visit the Los Alamos History Museum 17
- To visit the PEEC Nature Center 6
- To discover new outdoor activities/scenery (hiking,biking,skiing) 7

- To enjoy some local shopping/food/drink 3

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

- Less than \$25 15
- \$25-74 11
- \$75-149 23
- \$150-299 3
- \$300-499 3
- \$500+ 1

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

- Very positive 45
- Somewhat positive 7
- Neutral 7
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 6 Responses

✓ *What is your age?*

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

✓ *Where are you staying?*

- this is a day trip from home 0
- this is a road trip 0
- lodging in Albuquerque, NM 3
- lodging in Los Alamos/White Rock 0
- lodging in Santa Fe, NM 3
- lodging in Taos, Abiqui, Espanola 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 3
- School/History Education 3

- Business 0
- Film 0
- Online/Media 0
- Local Event 0

✓ *What brought you to Los Alamos?*

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

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

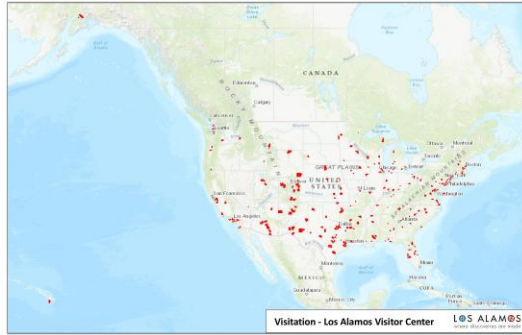
- Less than \$25 1
- \$25-74 1
- \$75-149 1
- \$150-299 1
- \$300-499 1
- \$500+ 1

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

- Very positive 6
- 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
- Colorado – 9
- Iowa – 3
- Oklahoma – 3



Los Alamos Visitor Center



White Rock Visitor Center

- ✓ The foreign visitors visiting Los Alamos and White Rock were from:
 - Burundi
 - Canada
 - Germany
 - Republic of Korea
 - United Kingdom

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

- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Love your town
- Great historical guide at the visitor center. Very Informative!
- So far'it's been lovely
- Ranger station should be open more
- Love it
- Love Los Alamos!
- Beautiful day
- God Bless the USA!
- Thanks for building this
- I like this place
- Neat place, very busy,
- Merveilleux paysages
- Thanks!
- Great information and thankful you had the national park stamp!

- Great place and so much info at visitor center and warm welcome from the lady.

White Rock Visitor Center Comments:

- So excited to be here
- This place is very cool so far
- It's fun



County of Los Alamos

Staff Report

May 19, 2026

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: C.
Index (Council Goals):
Presenters: Ellyn Felton
Legislative File: 21672-26

Title

Lodger's Tax Revenue Report

Attachments

A - April 2026 Lodger's Tax Revenue Report

COUNTY OF LOS ALAMOS
 LODGERS' TAX FUND
 FY 2026 (Year ending Jun 30, 2026)

Updated May 10, 2026

| | | Annual Budget | Year to Date | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN |
|---|-------|---------------|--------------|-----------|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-----|-----|
| Fund balance, beginning of year | A | 326,851.42 | 326,851.42 | | | | | | | | | | | | |
| Revenues | | | | | | | | | | | | | | | |
| Lodgers' tax | [1] | 500,000.00 | 362,422.12 | 44,316.63 | 40,084.90 | 45,268.93 | 41,993.84 | 44,028.85 | 25,088.37 | 30,696.66 | 30,852.44 | 24,871.37 | 35,220.13 | | |
| Lodgers' tax refund | | | - | | | | | | | | | | | | |
| Lodgers' tax penalty | | | - | | | | | | | | | | | | |
| Interest - cash balance | [2] | 5,000.00 | - | | | | | | | | | | | | |
| Interest - delinquent accounts | | | - | | | | | | | | | | | | |
| | B | 505,000.00 | 362,422.12 | | | | | | | | | | | | |
| Expenditures | [3] | | | | | | | | | | | | | | |
| Contractual services | | 479,455.87 | | | | | | | | | | | | | |
| LA Com & Dev Corp | | | 210,811.17 | | 26,463.37 | 26,463.37 | 26,463.37 | 21,903.51 | | 21,903.51 | 21,903.51 | 21,903.51 | 43,807.02 | | |
| Griffin & Assoc | | | 31,473.40 | | 9,337.67 | 6,657.95 | 7,448.10 | | 8,029.68 | | | | | | |
| NM Tourism Dept | | | - | | | | | | | | | | | | |
| Hinkle + Landers Auditing | | | - | | | | | | | | | | | | |
| Global Vista Technologies | | | 75,381.43 | | | | | 15,000.00 | | 28,344.42 | 11,190.01 | 13,315.14 | 7,531.86 | | |
| IDC-Administration | | 4,904.00 | 4,090.00 | 409.00 | 409.00 | 409.00 | 409.00 | 409.00 | 409.00 | 409.00 | 409.00 | 409.00 | 409.00 | | |
| Printing and binding | | 41,200.00 | 28,352.44 | 3,044.90 | 11,573.47 | 1,086.26 | 1,968.00 | | | 2,786.58 | 2,863.49 | 5,029.74 | | | |
| Supplies | | 10,300.00 | 6,128.10 | 1,153.00 | | 350.00 | 26.99 | | 785.86 | | 1,114.95 | 599.28 | 2,098.02 | | |
| Other tools/furn/equip<10,000 | | | - | | | | | | | | | | | | |
| Computer Assets | | | - | | | | | | | | | | | | |
| | C | 535,859.87 | 356,236.54 | | | | | | | | | | | | |
| Fund balance, year to date | A+B-C | 295,991.55 | 333,037.00 | | | | | | | | | | | | |
| Encumbrances (commitments) | | | 24,502.87 | | | | | | | | | | | | |
| Contractual services | | | | | | | | | | | | | | | |
| LA Com & Dev Corp | | | 294,479.76 | | 294,479.76 | | | | | | | | | | |
| Less payments | | | (210,811.17) | | (26,463.37) | (26,463.37) | (26,463.37) | (21,903.51) | | (21,903.51) | (21,903.51) | (21,903.51) | (43,807.02) | | |
| Griffin & Assoc | | | 8,029.71 | | | | 8,029.69 | | 0.02 | | | | | | |
| Less payments | | | (31,473.40) | | (9,337.67) | (6,657.95) | (7,448.10) | | (8,029.68) | | | | | | |
| Hinkle + Landers Auditing | | | 2,619.59 | | | 2,619.59 | | | | | | | | | |
| Less payments | | | - | | | | | | | | | | | | |
| Computer Assets Inc | | | - | | | | | | | | | | | | |
| Less payments | | | - | | | | | | | | | | | | |
| Los Alamos Visitor Center | | | 1,114.95 | | | | 1,114.95 | | | | | | | | |
| Less payments | | | (1,114.95) | | | | | | | (1,114.95) | | | | | |
| Global Vista Technologies | | | 141,857.81 | | | | | 141,857.81 | | | | | | | |
| Less payments | | | (75,381.43) | | | | | (15,000.00) | | (28,344.42) | (11,190.01) | (13,315.14) | (7,531.86) | | |
| | | | - | | | | | | | | | | | | |
| | | | 153,823.74 | | | | | | | | | | | | |
| YTD unencumbered balance (uncommitted): | | | | | | | | | | | | | | | |
| Annual budgeted expenditures | | | 535,859.87 | | | | | | | | | | | | |
| Less year-to-date expenditures | | | (356,236.54) | | | | | | | | | | | | |
| Less year-to-date encumbrances | | | (153,823.74) | | | | | | | | | | | | |
| | | | 25,799.59 | | | | | | | | | | | | |

Notes:

- [1] Lodgers' tax revenues are recorded on the cash basis, and adjusted to the accrual basis at year-end.
- [2] Interest revenue is estimated during the year, and adjusted at year-end.
- [3] Expenditures are recorded on the cash basis, and adjusted to the accrual basis at year-end.