



January 12, 2022

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 2021.

Dear Kelly,

Attached is my submission of Discover Los Alamos's monthly tourism report for the month of December 2021. All attractions have now reopened to the public, since temporarily closing in March 2020. The White Rock Visitor Center is currently operating on Winter Hours, open daily 10 am – 2 pm. Both Visitor Centers were closed on Christmas Day and reopened normal business hours the following day.

Sincerely,

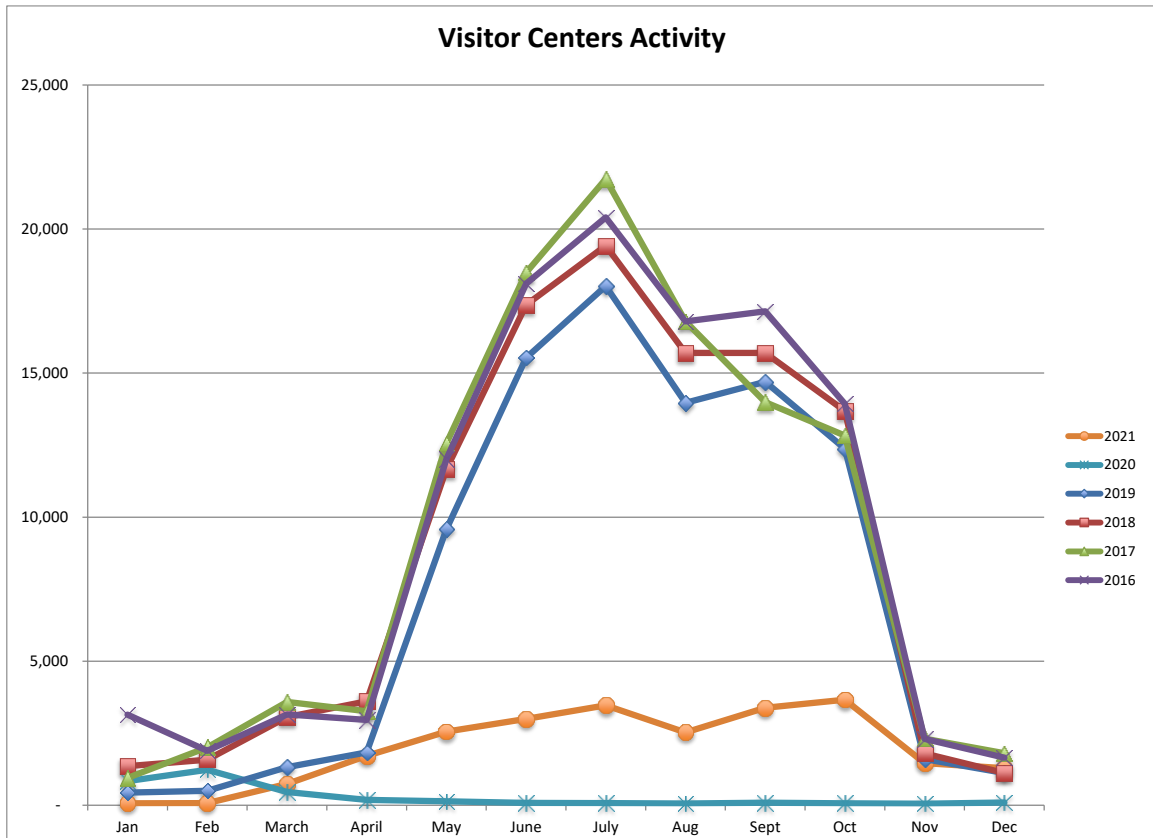
Melanie Peña
Discover Los Alamos Director

cc: Steve Lynne, Linda Matteson, Lauren McDaniel and Ryn Herrmann

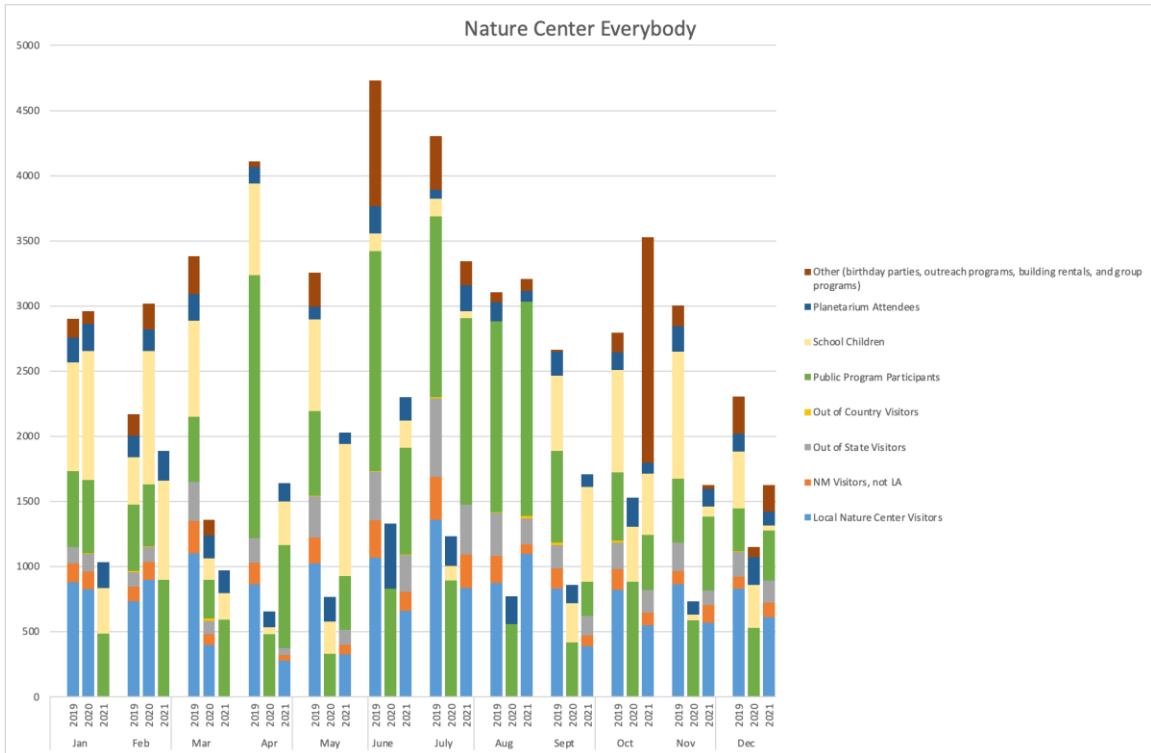
Discover Los Alamos

Monthly Tourism Report

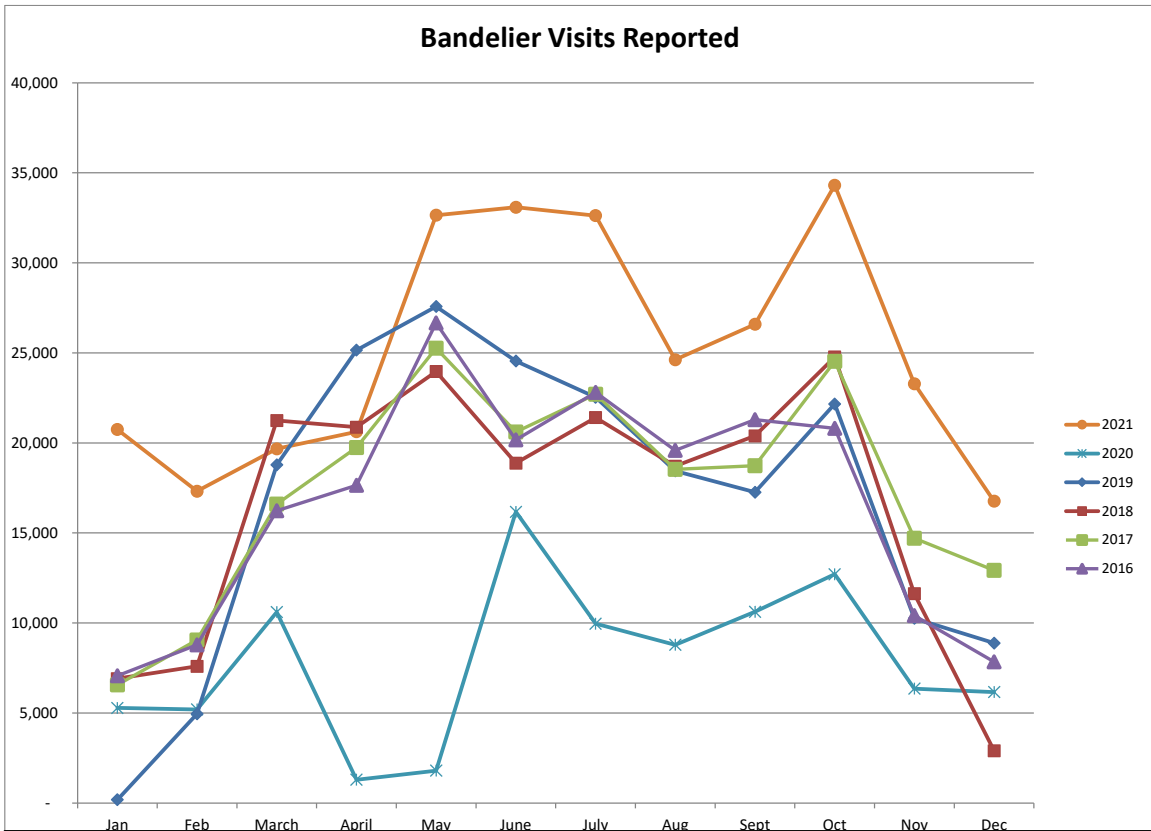
DECEMBER 2021



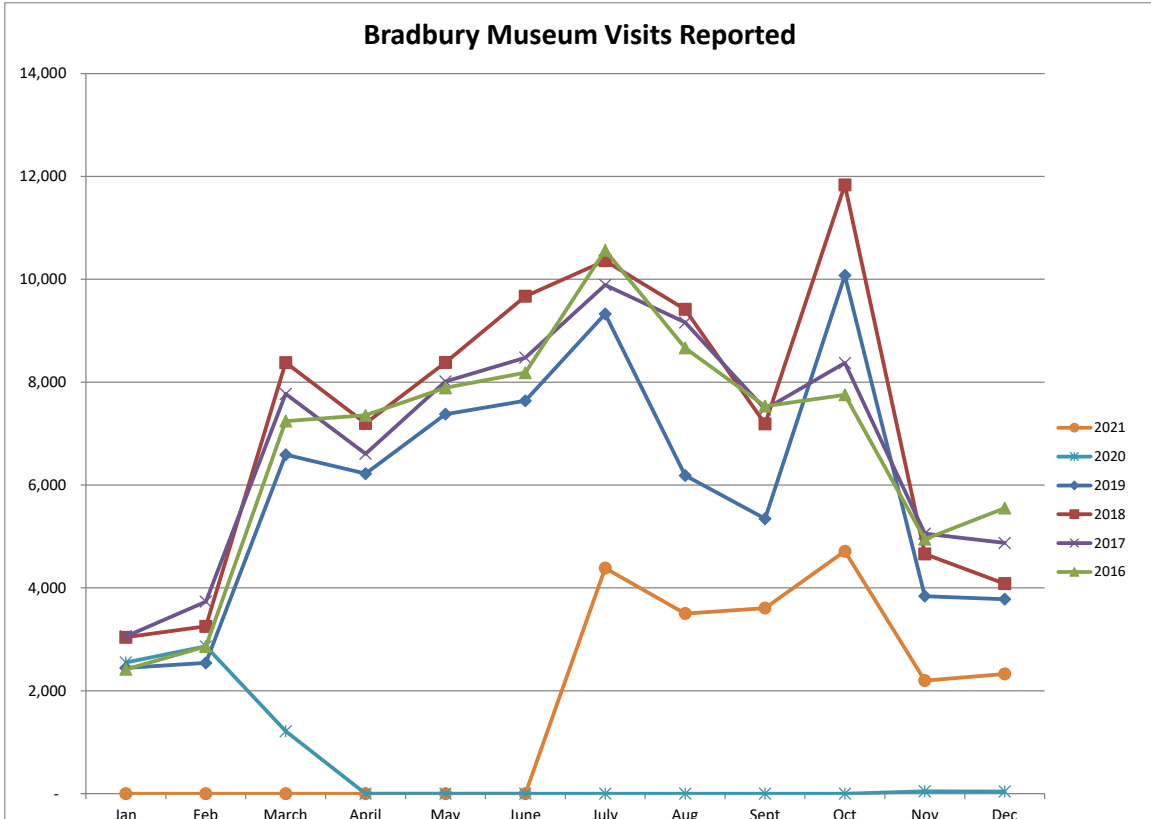
Los Alamos Visitor Center December 2021	623
White Rock Visitor Center December 2021	469
Beginning March 16, 2020 both Visitor Centers were closed to the public	
****Visitor Centers reopened normal business hours on March 17, 2021****	



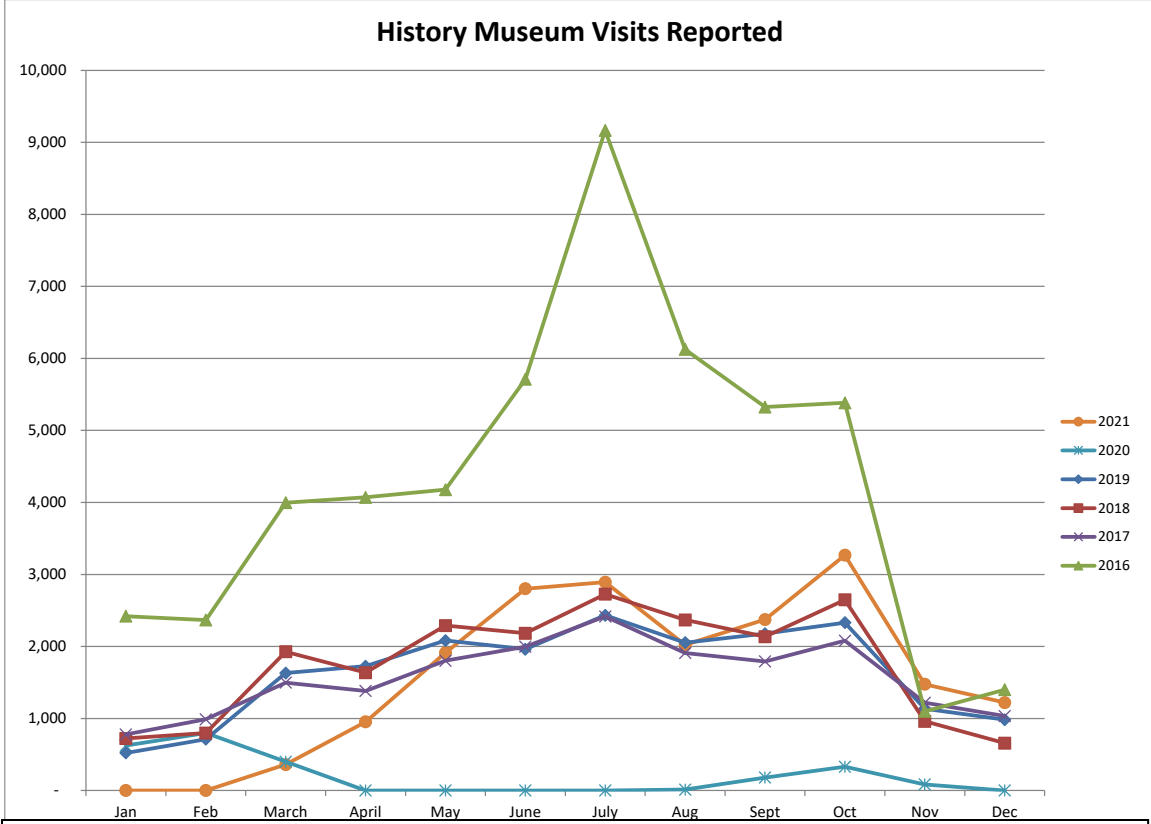
Nature Center December 2021 1,627



Bandelier National Monument December 2021 16,762
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~

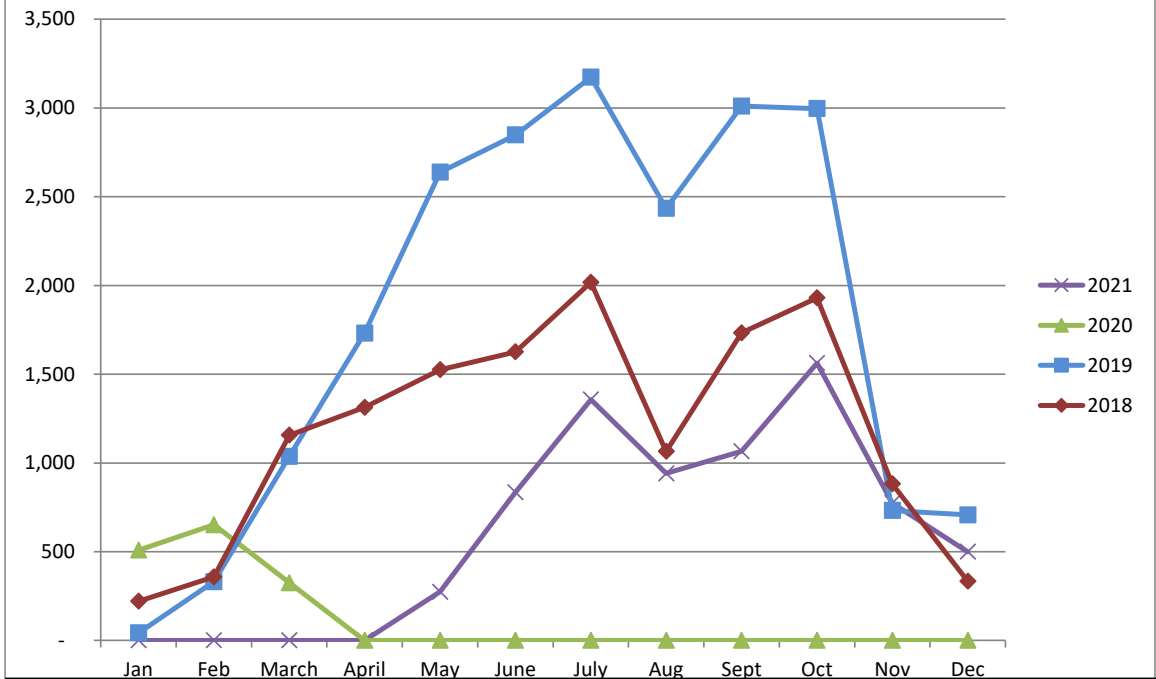


Bradbury Science Museum December 2021 2,329



History Museum December 2021 1,222

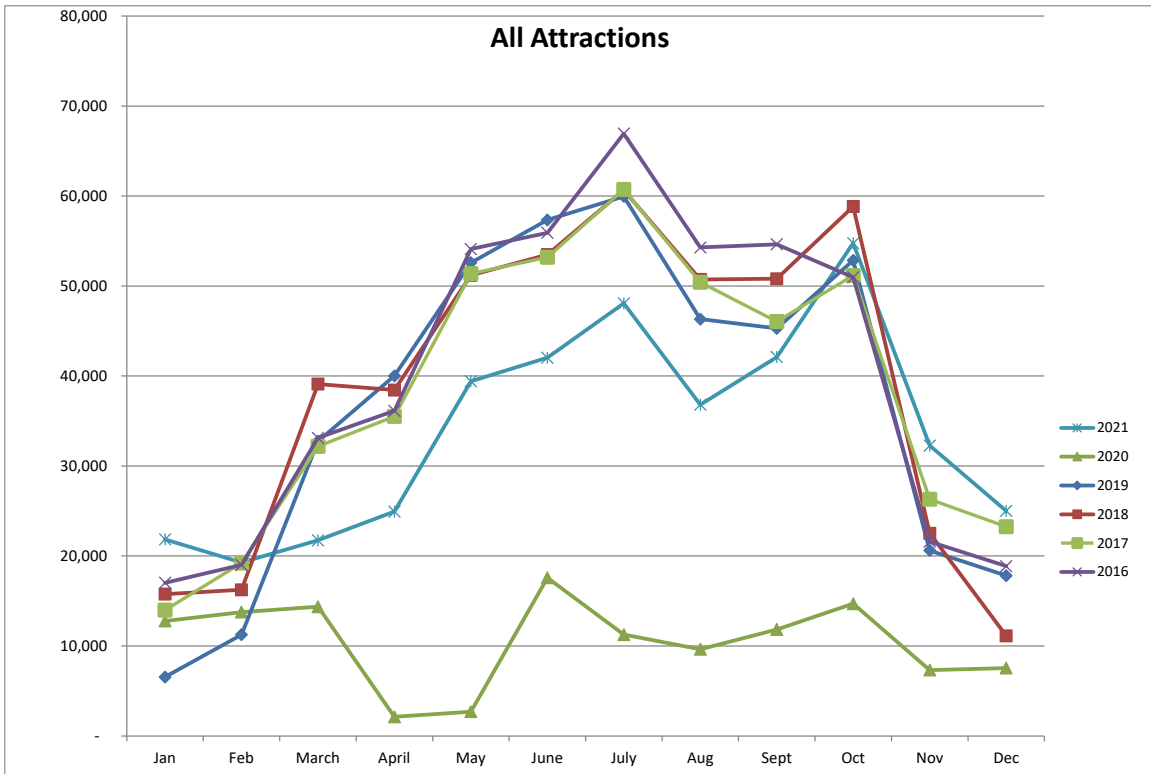
MPNHP Visits Reported



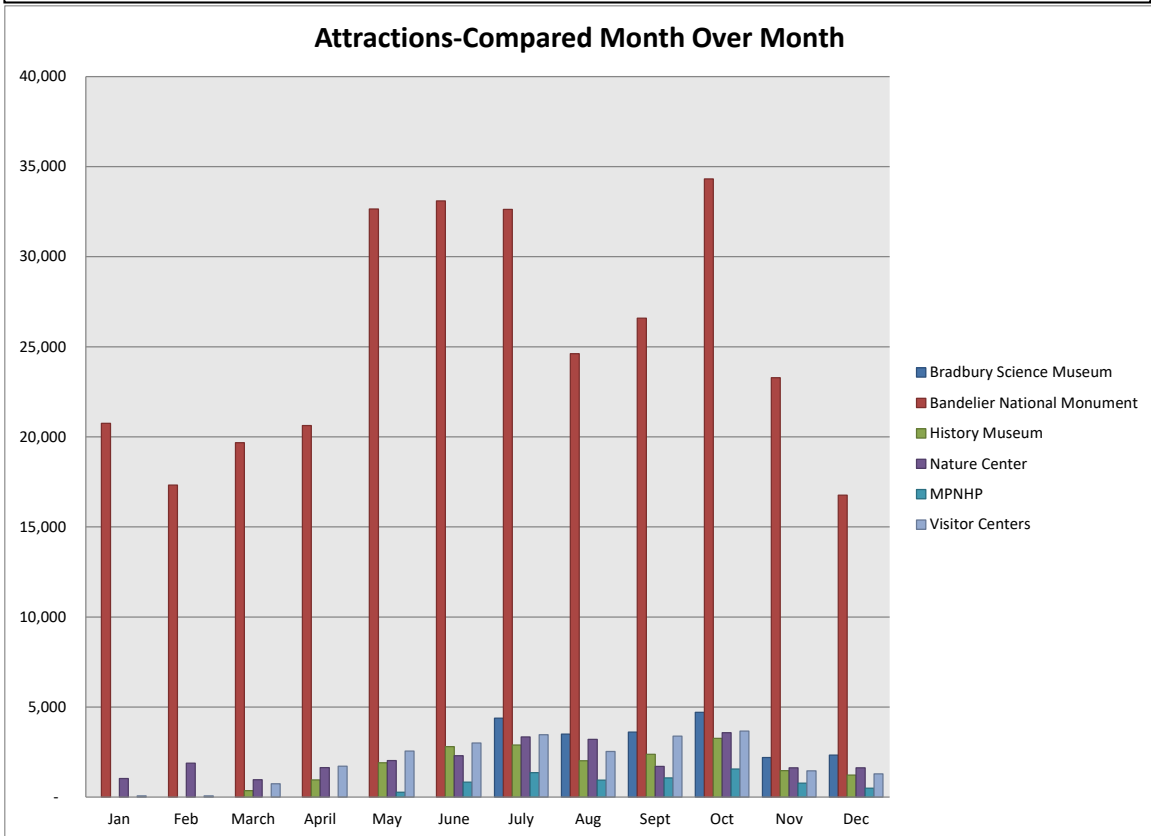
Manhattan Project National Historical Park December 2021 500

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

MPNHP reopened Memorial Weekend 2021~



All Attractions YOY & MOM December 2021 25,014



December Narrative Comments:

- All attractions have now reopened to the public, with a few changes to their normal business hours.
- The new Los Alamos Adventure Guide has been delivered to DLA's storage unit. Approximately 11,900 copies are in stock. Fun and Games picked up 50 boxes of the new Los Alamos Adventure Guide in December 2021.
- Event material in kiosks and the displays are updated weekly or as needed by a DLA representative. These contain a weekly Concierge Calendar and restocked with 8-10 different Los Alamos County tourism pamphlets. There are currently 29 in place in both 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 no 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, Rose Chocolatier, Metzger's, Pet Pangaea, Hampton Inn & Suites, High Mesa Dental Arts, LA Doghouse, Hilltop Spa and Fran Stoval were on display for the month of December. The large display featured The Los Alamos History Museum.
- In December, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2021. 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.
 - projectY coworking space- 10 welcome bags
 - Bathtub Row Brewing Coop- 30 welcome bags

December 2021:

- 32 www.visitlosalamos.org online Adventure Guide requests.
- 26 Adventure Guides sent for Texas Monthly inquiries from Sunny 505.

Analysis of Visitor Surveys

December 2021

Sample size = Total of **59** combined LAVC & WRVC Sign in Sheets (Not all categories were marked)

✓ *Length of Stay-*

- 38 entries reported a day trip
- 10 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

- 33 entries reported 1st time to Los Alamos
- 13 entries reported a return visit to Los Alamos

✓ For the month of September, both visitor centers collected a total of (**59**) registration sheets and visitors indicated these reasons for visiting.

- Bandelier National Monument 27
- Manhattan Project/MPNHP 30
- Bradbury/History Museum 23
- Nature Center 7
- Scenery/Recreation/Sports 10
- Business/Family/Friends 14
- Other: Visitor Center Rock Display, Exploring the area, House hunting.

- ✓ The most prevalent states of origin in chronological order are from Texas, California, Colorado, Arizona, New Jersey, Alaska, Tennessee, and Maryland.
- ✓ The most prevalent foreign countries of origin, there were from Canada.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from Albuquerque, Santa Fe, Artesia and Cochiti Lake.

✓ Visitor Comments:

- So happy to be back, very impressed with your visitor center.
- Still looks good since 1993.
- Lovely visitor center, very helpful.
- Great visitor center and staff!
- Hi!
- Great advice!
- Very helpful visitor center.
- In route to Santa Fe.
- Amazing scenery.
- In Santa Fe, taking day trips.
- Beautiful country. Great visitor center with helpful staff!
- Can't wait to explore more!
- Always wanted to visit, I'm 83.
- Coming back!
- Thank you for being open! Very helpful.
- Wish more was open on Sundays!
- Thank you.