

The strategic direction for the future of tourism in Los Alamos has four focus areas:



**CREATE + MARKET** AN INVITING COMMUNITY



**INCREASE** THE CAPTURE OF VISITOR DOLLARS



**ENRICH** OUR ATTRACTIONS AND DOWNTOWNS  
+ CELEBRATE THE NATURAL BEAUTY



**OPERATE** WITH INTENTIONAL LEADERSHIP, PUBLIC  
AND PRIVATE INVESTMENT & PARTNERSHIPS

Each of these areas of focus are defined with their intent, desired outcome, goals and tactics related to marketing, programming, physical improvements, infrastructure investments and policy changes for implementation in the next 10 years.

While there appear to be unlimited wants and needs for time and dollars for tourism development in Los Alamos, the top five priorities that the County can begin to focus on immediately include:



Increasing lodging supply



Modifying institutional structure



Making marketing efforts more effective



Enhancing guest experiences



Improving community quality for residents, businesses and LANL

Priority action items relating to each of these categories include those that require staff time only and those that require direct investment/expenses. The lists on the facing page describe each of these actions.

Implementing these, along with the other action items included in this plan will improve tourism as an economic driver to help Los Alamos diversify its economy and sustain community quality of life.



# Los Alamos Tourism Strategic Plan – STRATEGIES & PRIORITIES



## PRIORITY ACTIONS REQUIRING STAFF TIME

1. Form and activate Tourism Implementation Task Force.
2. Transition to County Tourism Division with a County Tourism Manager, as part of the County Manager's office.
3. Adopt ordinance for Airbnb and VRBO rentals to include in Lodgers' Tax assessments.
4. Continue to improve Los Alamos' presence with New Mexico True including additional content for online presence, creating an "Atomic Trail" as an addition to their other five trails, and utilize support and grants offered by New Mexico Tourism Department.
5. Explore the feasibility of, and grant opportunities for, expansion of Atomic City Transit service to provide weekend service (for Downtown Trolley).
6. Aggressively continue to explore hotel development incentive options, identify desirable locations for future lodging development (particularly full-service hotel), prepare hotel investor/developer pitch package, create targeted list, and meet with potential developers/operators.
7. Contact regional and national tour operator and travel agencies currently active in New Mexico to coordinate services and trips to Los Alamos. Focus on tour group itineraries with overnight stays in Los Alamos.
8. Reduce blight in the downtown districts through targeted and responsive commercial property maintenance and implementation of the County's Code Enforcement Program.
9. Expand specific strategies and actions to increase partnerships with regional economic development entities (e.g., Santa Fe, Taos, Angel Fire, the Pueblos) to grow visits to Los Alamos.
10. Improve approval, permitting, resources and assistance to community groups and organizers for events.

## PRIORITY ACTIONS REQUIRING DIRECT INVESTMENT/EXPENSES

1. Improve the appeal, function and content of the visitlosalamos.org website and social media platforms.
2. Fund and implement the Los Alamos Brand Action Plan.
3. Fund and implement Wayfinding Plan Phase 1 directional and informational signage to improve visitor navigation.
4. Implement Fuller Lodge interpretation plan to enhance visitor experience. Expand hours Fuller Lodge is staffed to meet guest needs.
5. Improve visitor centers' experience and effectiveness. At White Rock Visitor Center, create interactive and experiential displays, improve aesthetics, and provide conveniences visitors expect (i.e., beverages, snacks, sunscreen).
6. Relocate Los Alamos Visitor Center and furnish with interactive and engaging information dissemination.
7. Continue to implement the MainStreet and Creative District events that draw visitors and provide additional activities that encourage extended stays.
8. Support and create multi-day events, like "trail festivals", with marketing support and potential funding assistance.
9. Implement County plans for extensions, upgrades, maintenance and new trails that benefit visitor and residents. Increase funding and staffing to address trail maintenance and improvements.
10. Collect visitor data through agreement with attractions, hotels, merchants and event organizers. Analyze visitor information and its influence on future decision-making regarding visitor marketing, services and facilities.