



October 30, 2020

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 September.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of September 2020. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham has issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations.

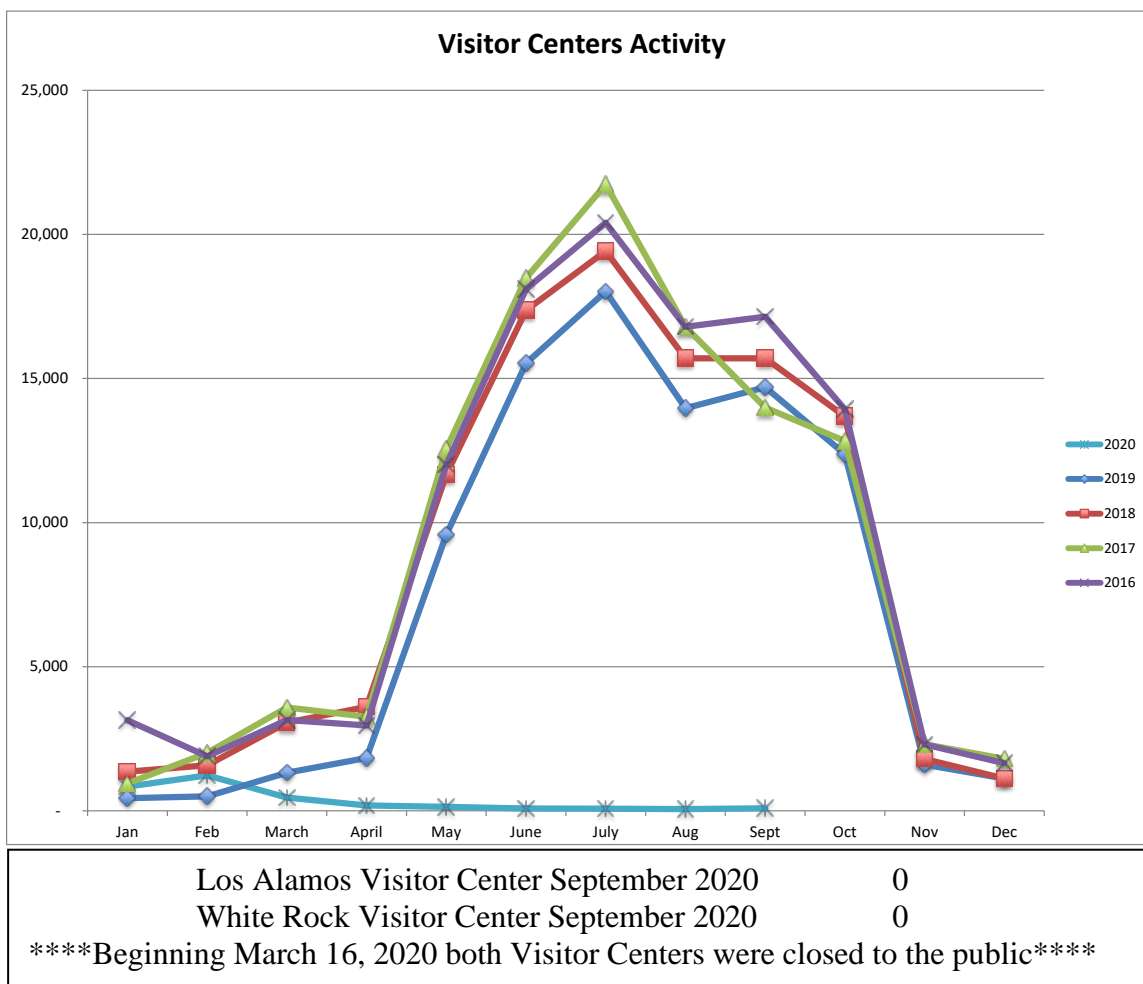
Sincerely,

Melanie Peña  
Discover Los Alamos Director

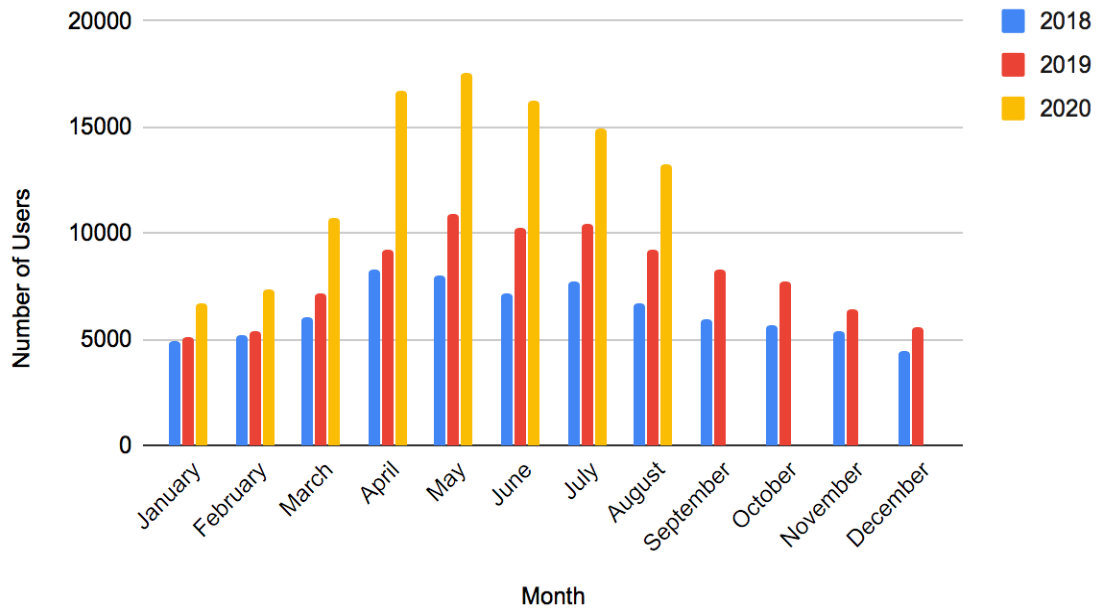
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

# DLA Monthly Report

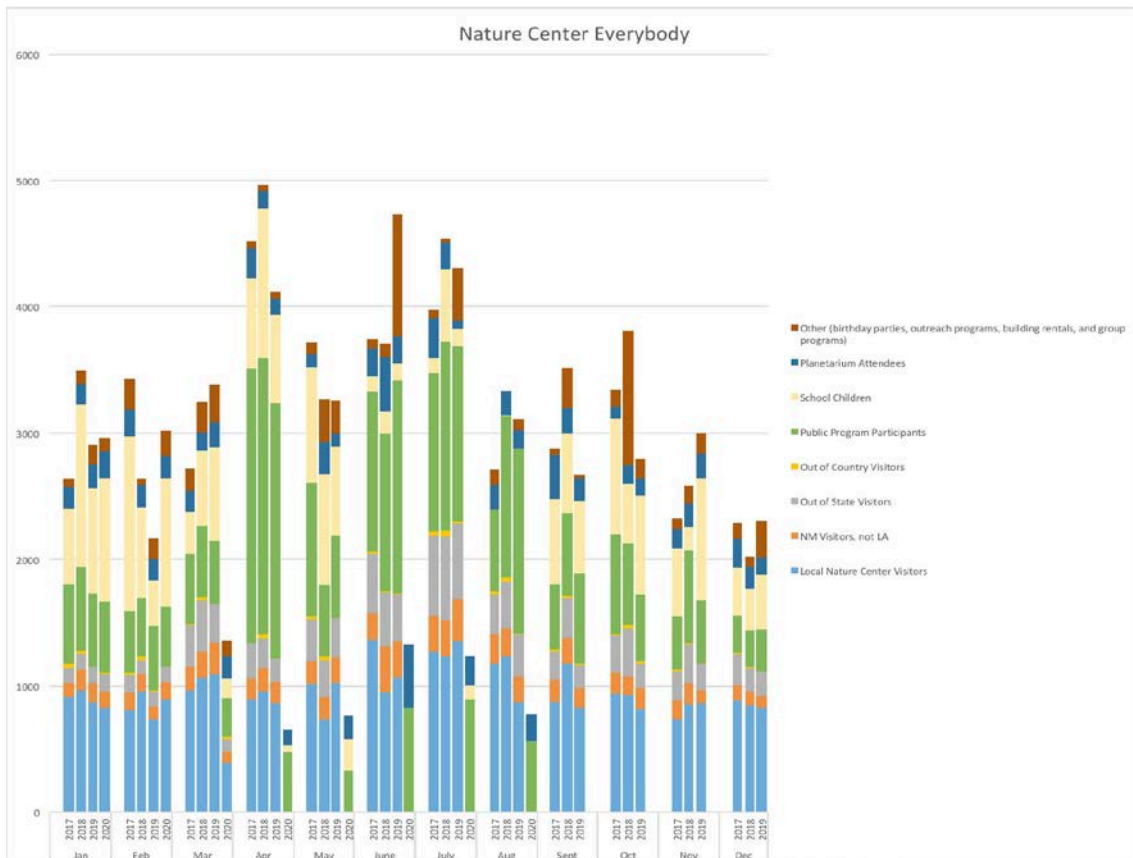
## September 2020



## Website Users, 2018-2020

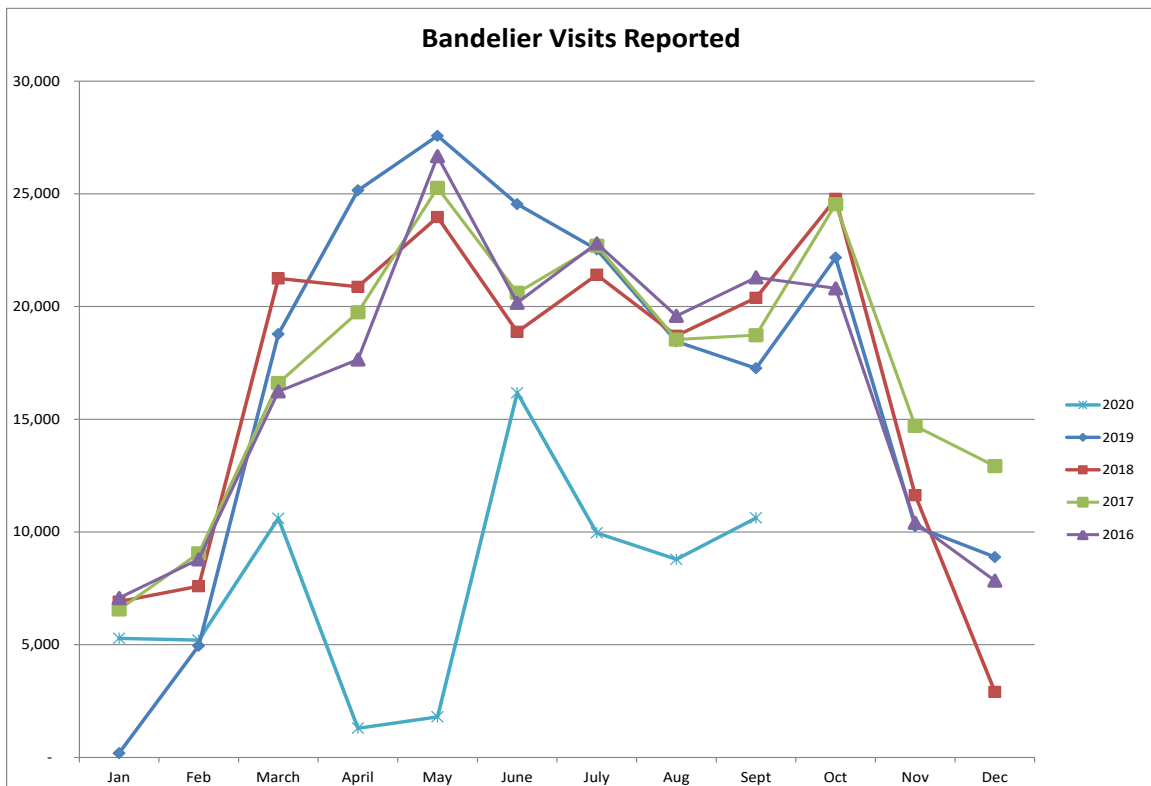


## PEEC Website Number of Users

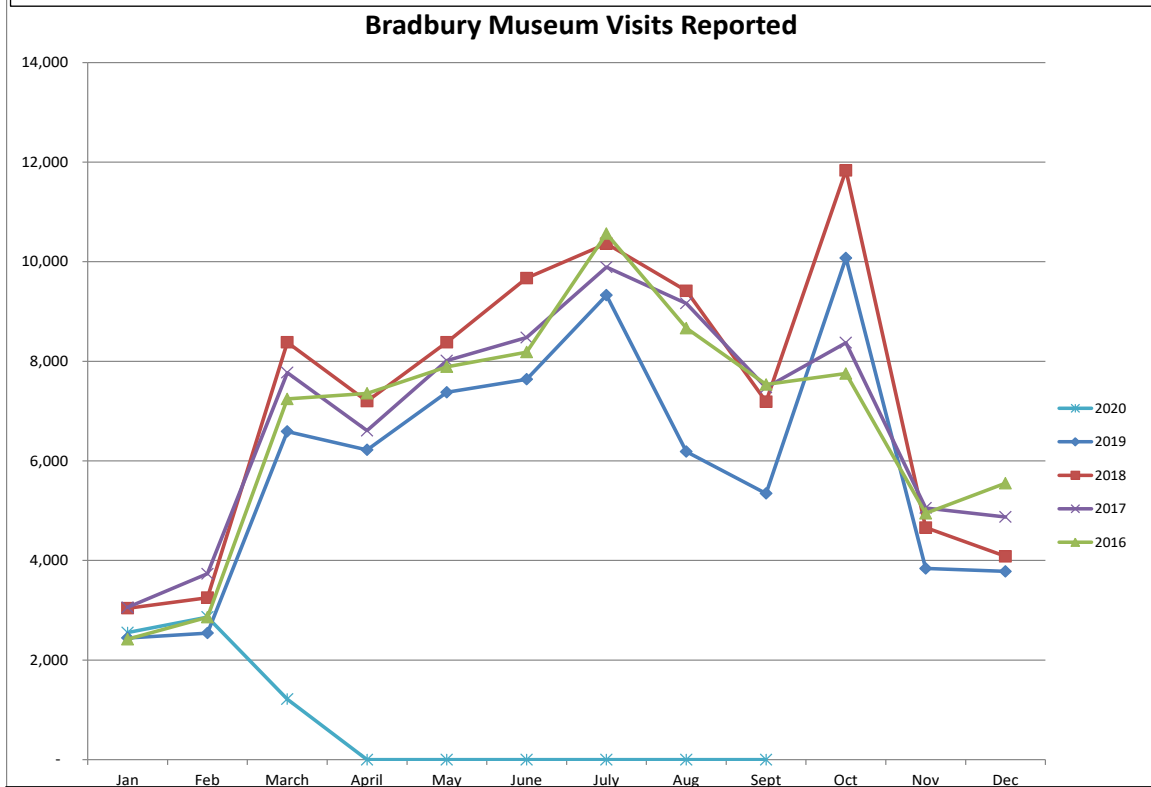


Nature Center September 2020

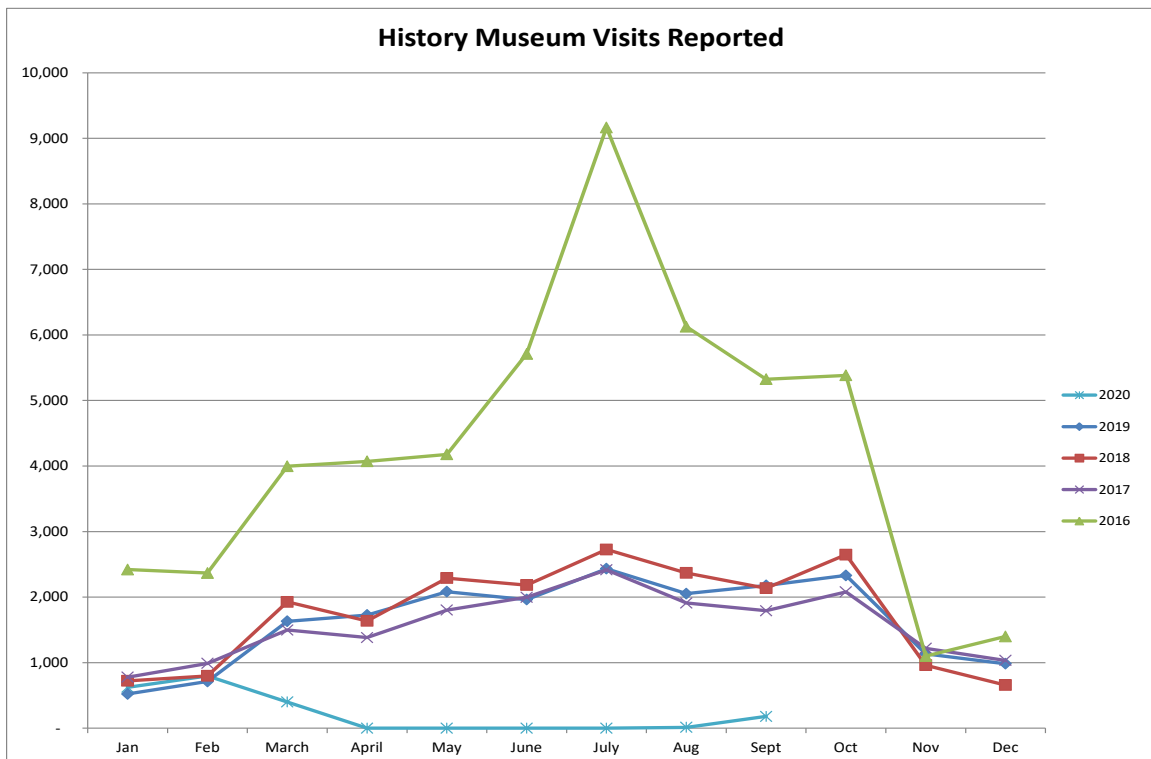
857



**Bandelier National Monument September 2020** 10,623  
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~

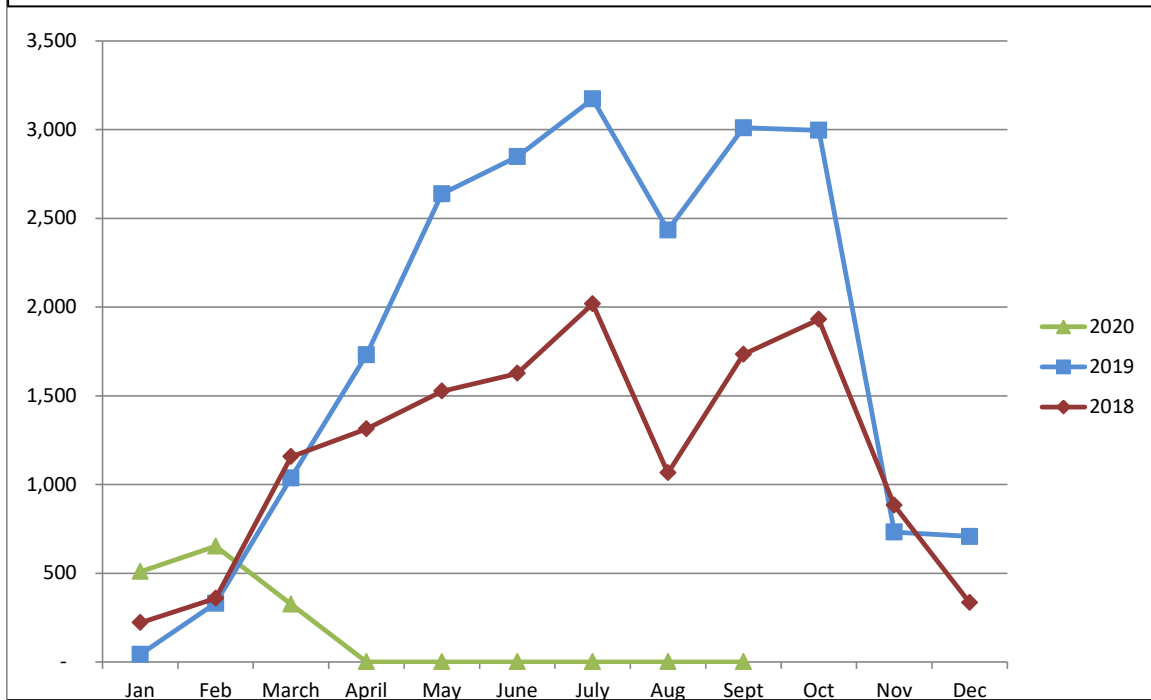


**Bradbury Science Museum September 2020**



History Museum September 2020

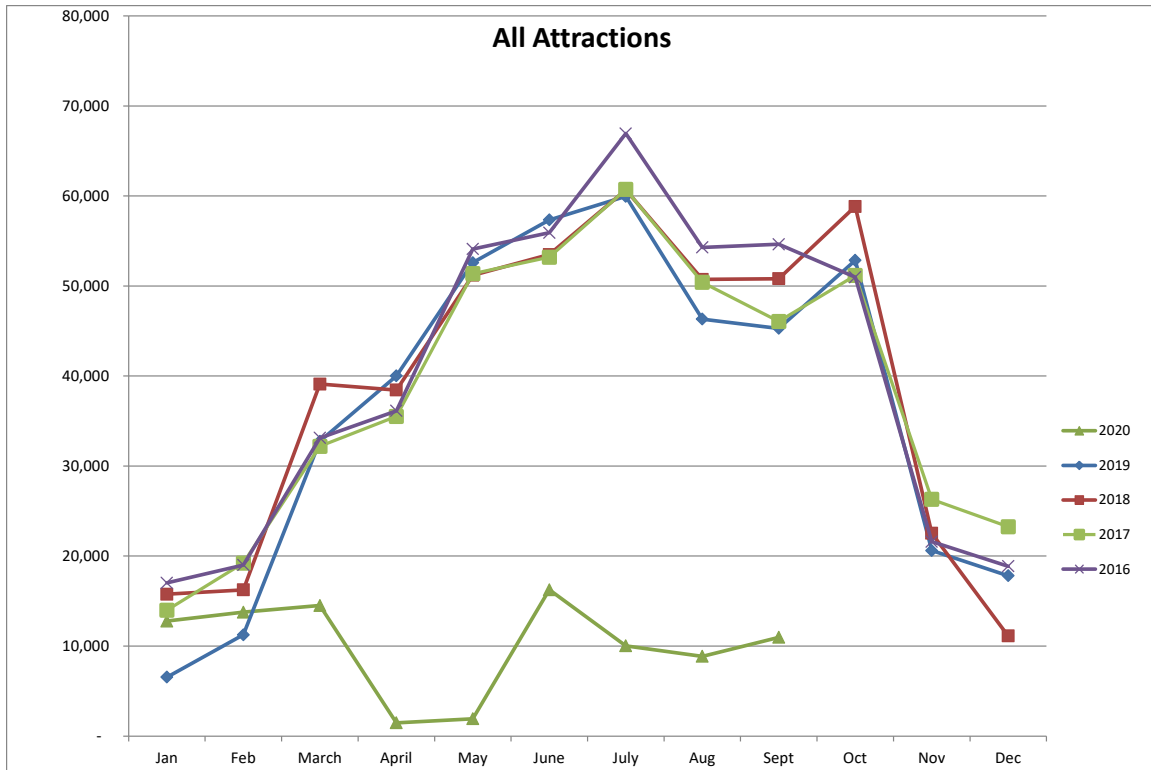
179



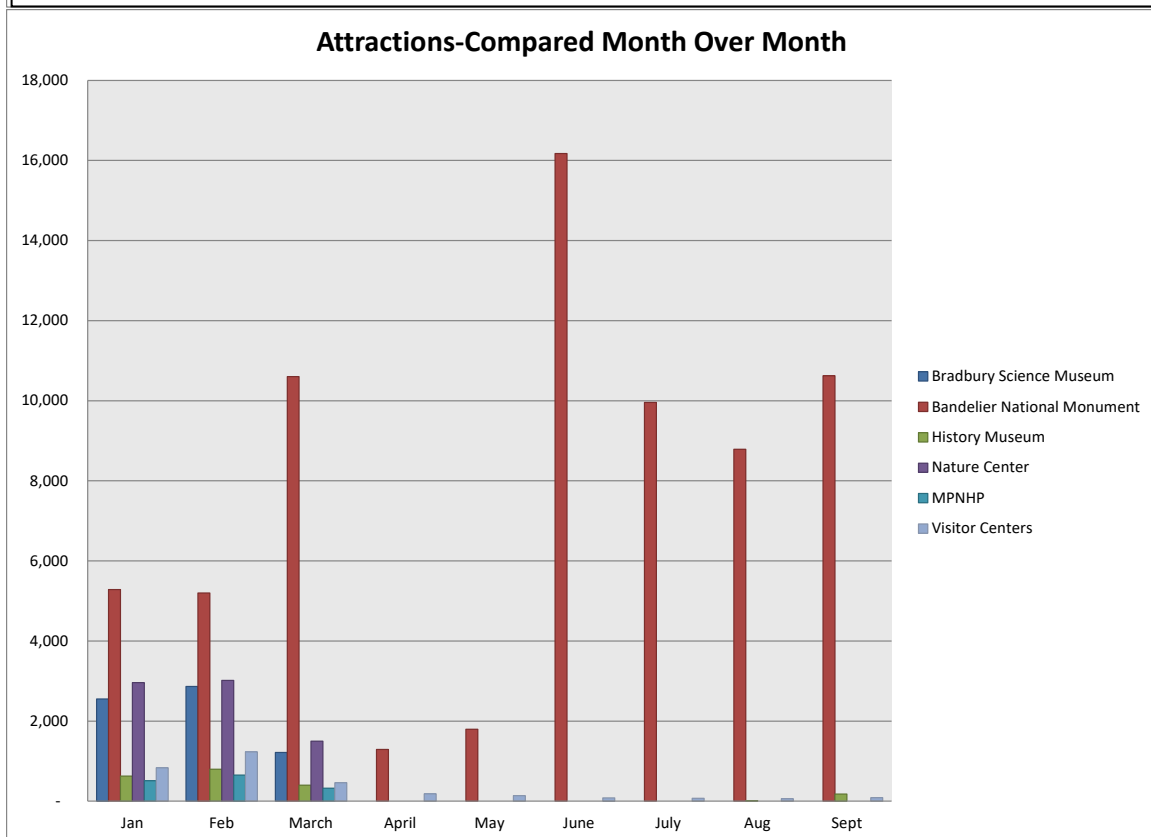
Manhattan Project National Historical Park September 2020

0

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



All Attractions YOY & MOM September 2020      11,831



### September Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions. The Los Alamos History Museum began Historic Walking Tours at 11am Monday – Friday and the museum is currently open from 10am-2pm.
- We currently have approximately 40,000 copies of the Los Alamos Visitor Guides in storage.
- Event material in kiosks and the "Where Discoveries are Made" displays are updated weekly by a DLA representative. These contain a weekly Concierge Calendar and restocked with visitor guides. There are currently 11 in place in 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](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://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 0 volunteer hours logged for the month of September.
- 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, Float LA, High Mesa Dental Arts, LA Dog House, Hilltop Spa and Fran Stoval were on display for the month of September. The large display featured The Los Alamos History Museum.
- In September, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

### September 2020:

- 45      [www.visitlosalamos.org](http://www.visitlosalamos.org) online Visitor Guide requests.  
21      Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

## Analysis of Visitor Surveys

September 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

00 entries reported a day trip  
00 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

00 entries reported 1<sup>st</sup> time to Los Alamos  
00 entries reported a return visit to Los Alamos

✓ For the month of September, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument 00
- Manhattan Project/MPNHP 00
- Bradbury/History Museum 00
- Nature Center 00
- Scenery/Recreation/Sports 00
- Business/Family/Friends 00
- Other: \_\_\_\_\_

✓ The most prevalent states of origin in chronological order were from

✓ The most prevalent foreign countries of origin, there were from

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

✓ Visitor Comments: