



July 15, 2021

Kelly Stewart
Los Alamos County
1000 Central Ave.
Los Alamos, NM 87544

RE: Transmittal of Monthly Discover Los Alamos
LTAB's Tourism Visitation Report for the month of June 2021.

Dear Kelly,

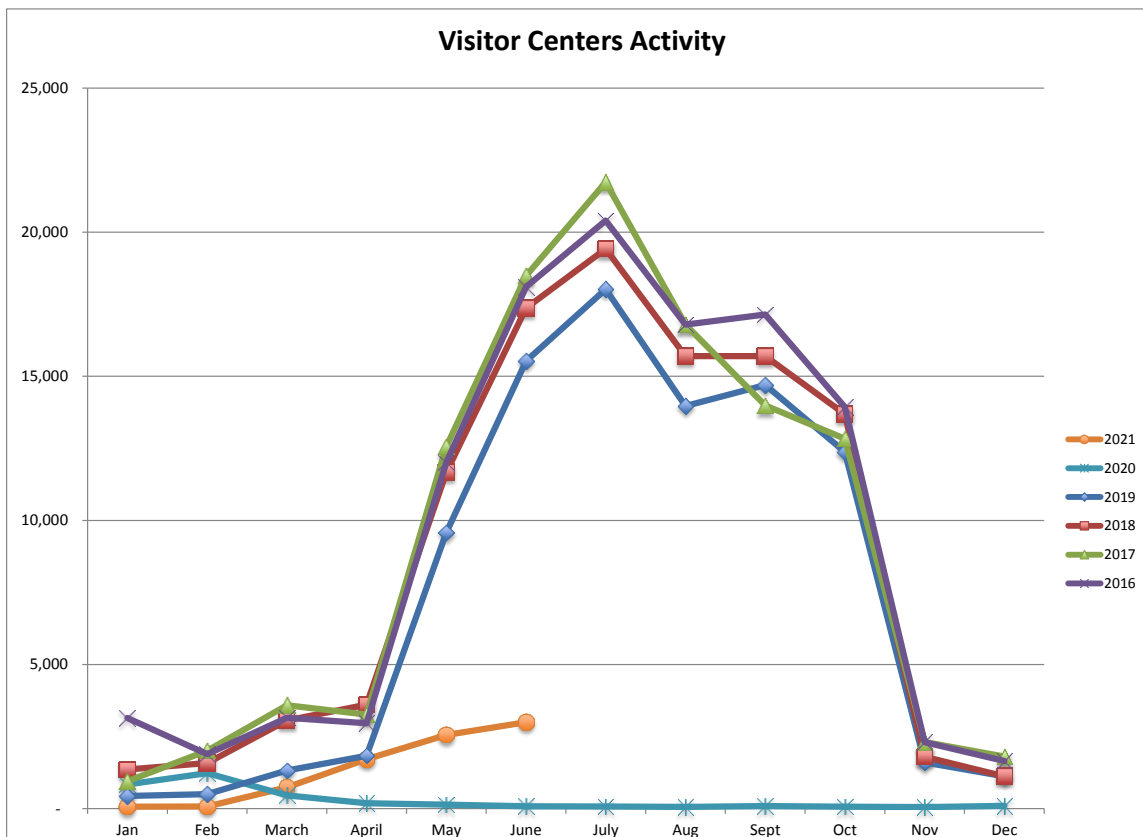
Attached is the submission of our monthly activity tourism report for the month of June 2021. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham had issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the 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. Both the Los Alamos and White Rock Visitor Centers have reopened to the public on Wednesday March 17, 2021 and are now open normal business hours.

Sincerely,

Melanie Peña
Discover Los Alamos Director

cc: Steve Lynne, Linda Matteson, and Patrick Sullivan

Discover Los Alamos Monthly Tourism Report JUNE 2021

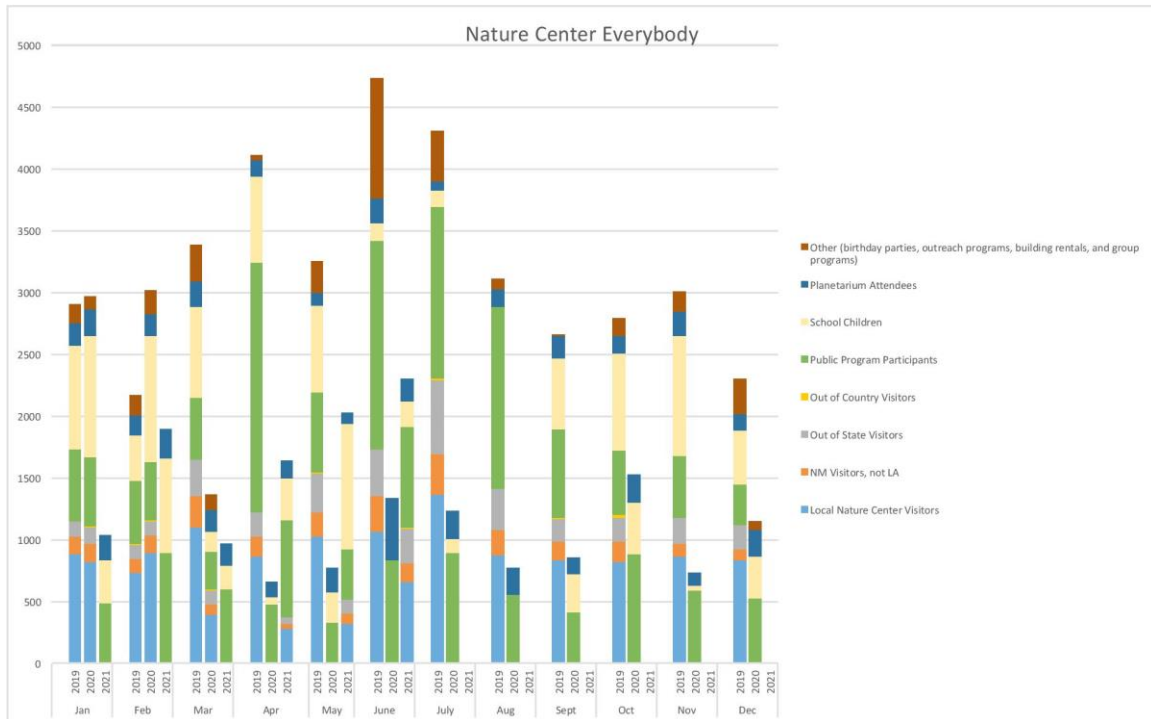


Los Alamos Visitor Center June 2021 1,224

White Rock Visitor Center June 2021 1,399

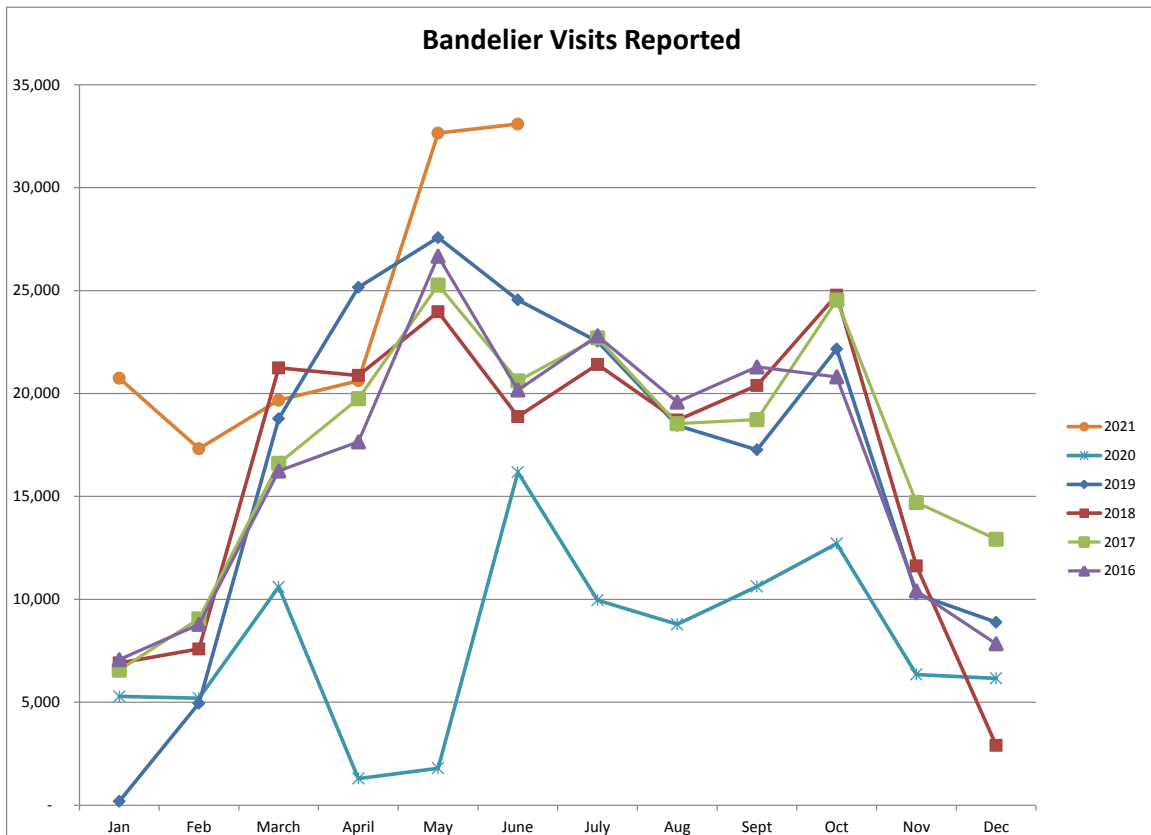
****Beginning March 16, 2020 both Visitor Centers have been closed to the public****

******Visitor Centers reopened normal business hours on March 17, 2021******



Nature Center June 2021

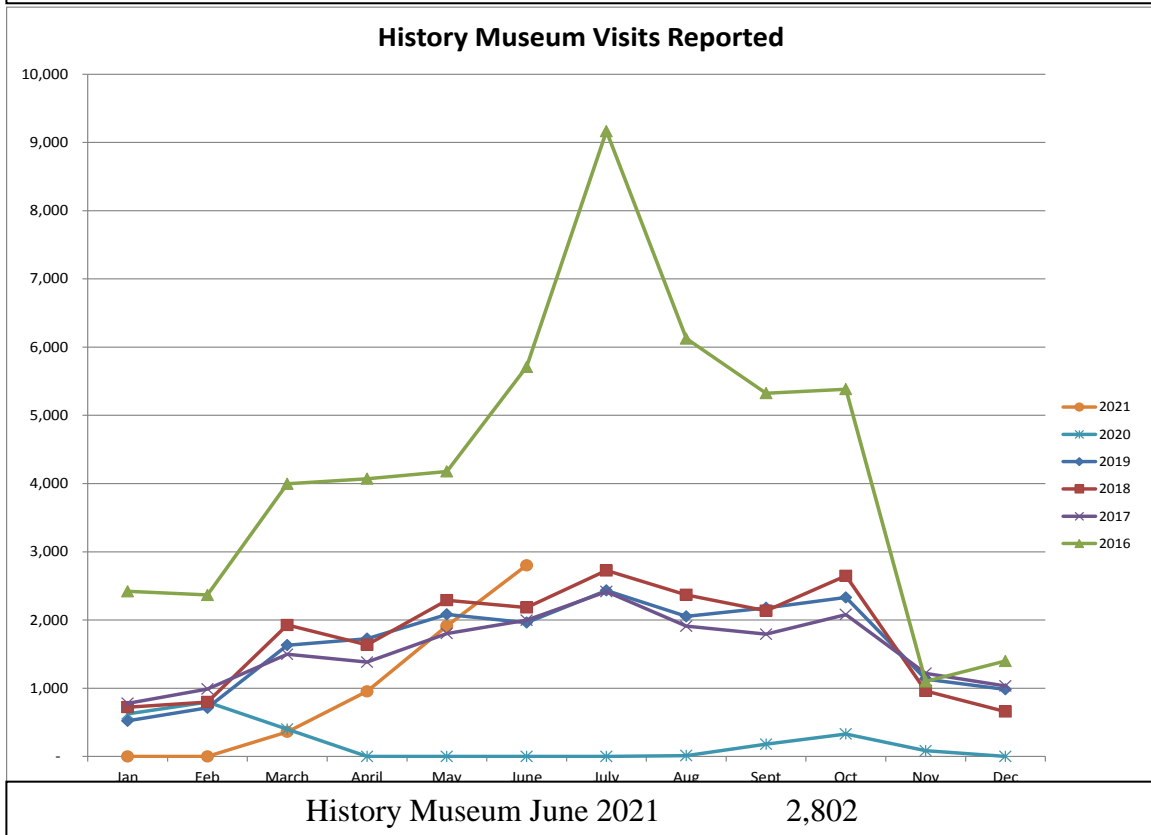
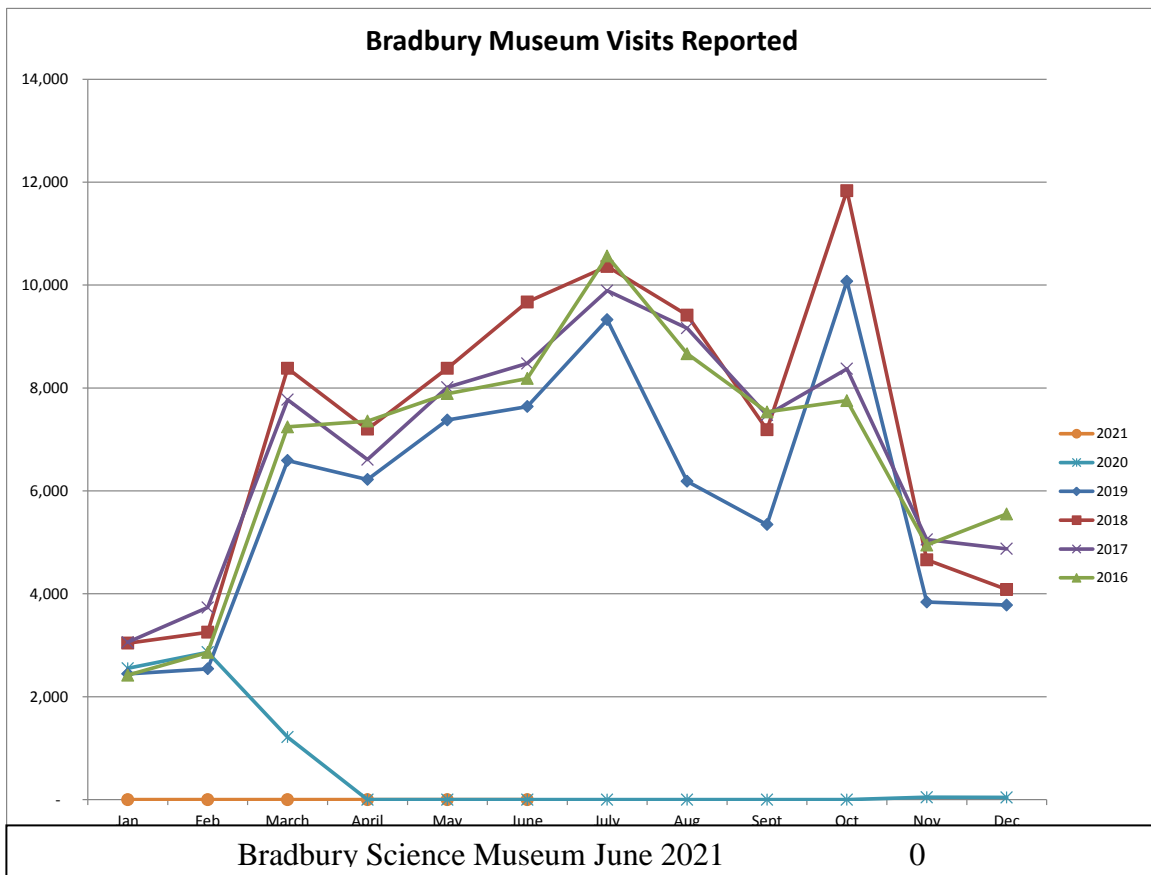
2,299

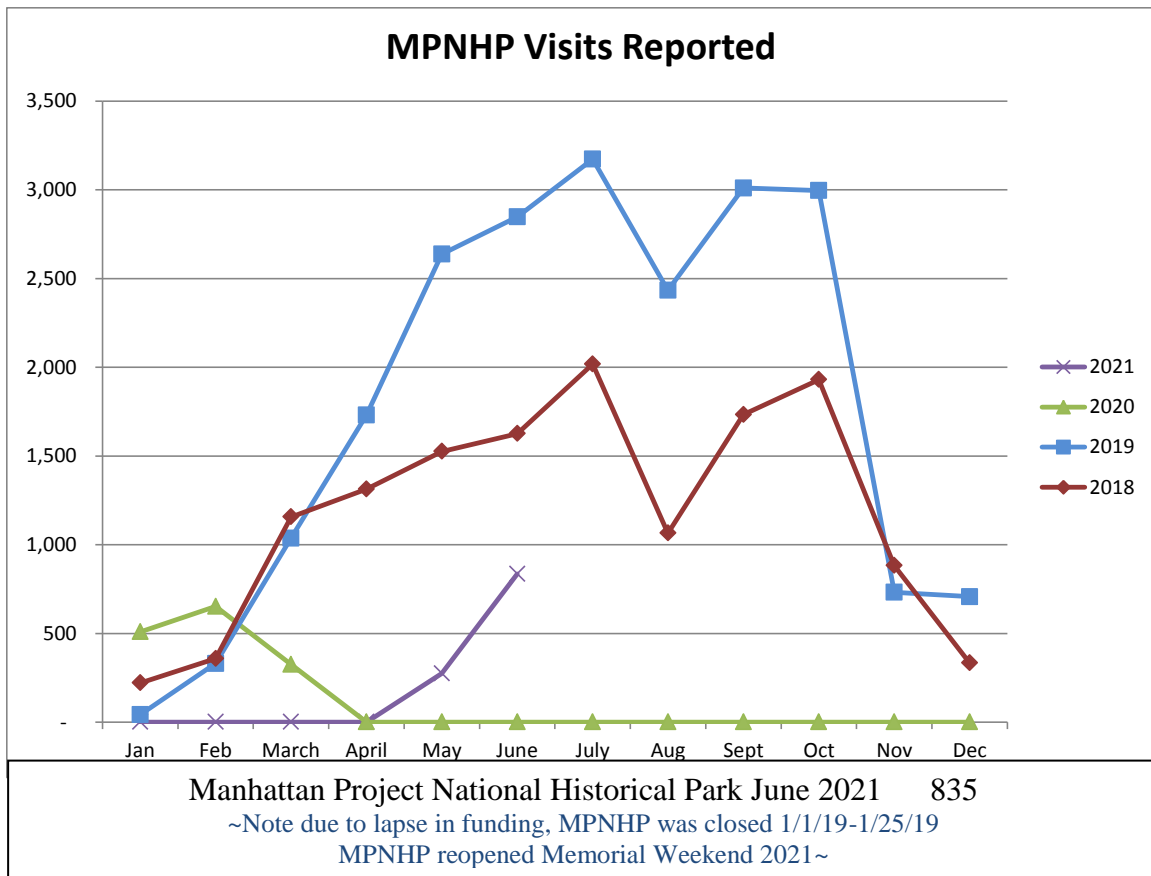


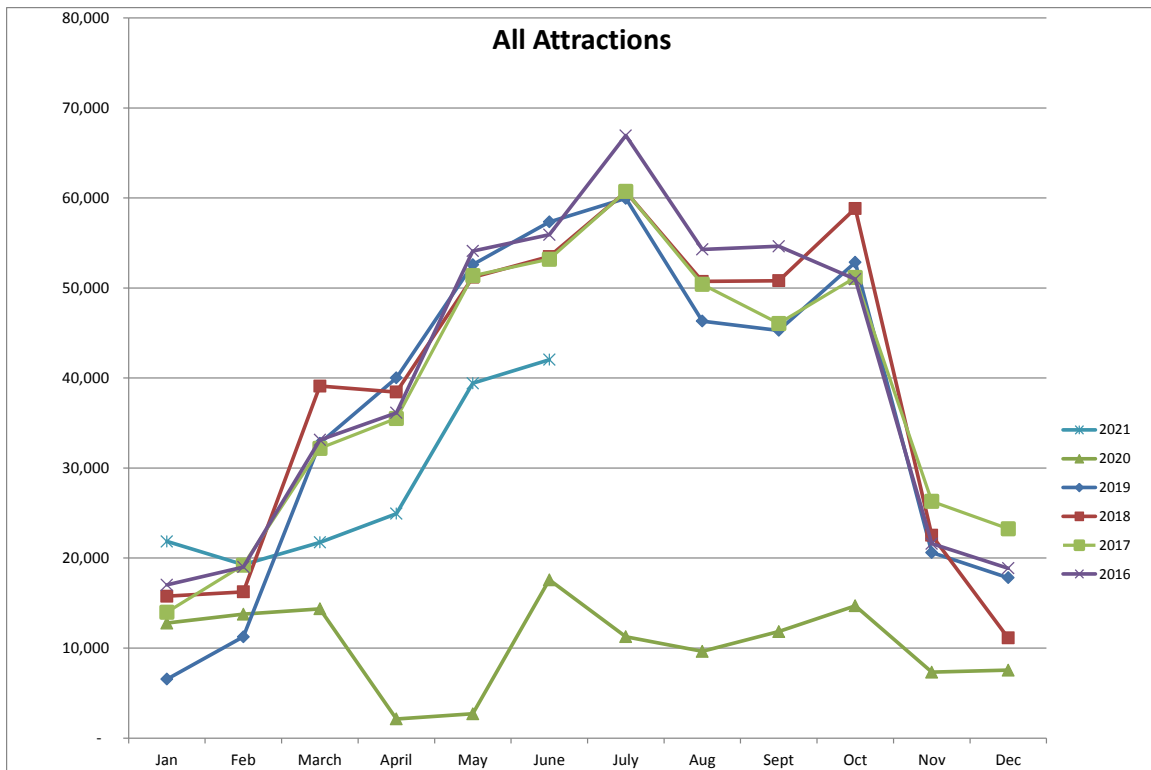
Bandelier National Monument June 2021

33,092

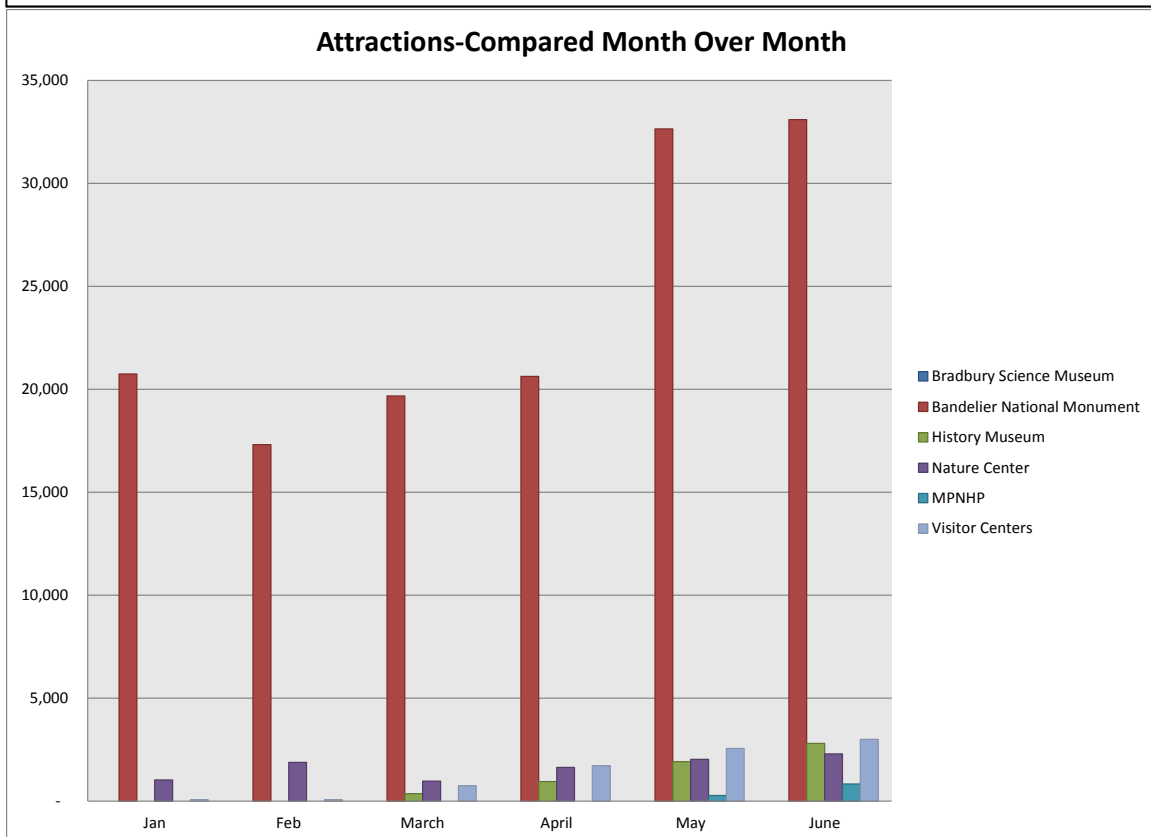
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~







All Attractions YOY & MOM June 2021 42,028



June Narrative Comments:

- Due to COVID-19 the Bradbury Science is still currently closed. Bandelier National Monument is open with some restrictions. The History Museum, Nature Center and Los Alamos and White Rock Visitor Centers have been reopened since mid-March 2021.
- The new Los Alamos Adventure Guide has been delivered to DLA's storage unit. Approximately 33,000 copies are in stock. The old copies of the Los Alamos Visitor Guide have been recycled. Fun and Games picked up 50 more boxes of the new Los Alamos Adventure Guide in June 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 Los Alamos County tourism pamphlets. There are currently 32 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 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 10 volunteer hours logged for the month of June.
- 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 Dog House, Hilltop Spa and Fran Stoval were on display for the month of June. The large display featured The Los Alamos History Museum.
- In June, 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.
 - 30 Welcome bags for Bathtub Brewing Coop
 - 10 Newcomer bags for projectY coworking space

June 2021:

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

Analysis of Visitor Surveys

June 2021

Sample size = Total of 136 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

- 76 entries reported a day trip
- 37 entries reported overnight stays

✓ *First Time Visit to Los Alamos--*

- 69 entries reported 1st time to Los Alamos
- 28 entries reported a return visit to Los Alamos

✓ For the month of June, both visitor centers collected a total of (136) registration sheets and visitors indicated these reasons for visiting.

- Bandelier National Monument 85
- Manhattan Project/MPNHP 64
- Bradbury/History Museum 52
- Nature Center 29
- Scenery/Recreation/Sports 49
- Business/Family/Friends 16
- Other:

✓ The most prevalent states of origin in chronological order were from Texas, California, Colorado, Arizona, Florida, Oregon, Georgia, Ohio, Missouri, and North Carolina.

✓ The most prevalent foreign countries of origin, there were from Norway and Saudi Arabia.

✓ The most prevalent cities in New Mexico visiting Los Alamos were from Santa Fe, Albuquerque, Aztec, Clovis and Taos.

✓ Visitor Comments:

- One of our favorite places in the world
- Beautiful
- Very helpful!!
- Very nice
- Friends and family fun
- See the Grandbaby
- Beautiful area, and so clean.
- Beautiful
- Very helpful host
- Beautiful area
- Visiting family
- NM is beautiful and only 104 degrees
- Amazing
- Thank you!
- Great time
- Great help, thank you!
- Very helpful
- Beautiful area. Thank you for being opened!
- Beautiful area
- Thank you!
- Thank you for helping
- Very, very helpful here!! Excited to explore the rest of NM, it's amazing
- Very helpful info with very friendly service
- So happy to discover this site!
- The history here is staggering
- Thanks for the excellent suggestions on what to see and where to go!
- We enjoy coming here
- Nice and cool
- Love the Visitor Center
- Lovely town center
- Beautiful, historic, awesome!
- Business trip in Santa Fe
- Thank you Jutta for all your help!
- Staying in Jemez campgrounds
- Staying in Santa Fe
- Love the Visitor Center
- Visiting from Texas and Pennsylvania
- Wonderful insight from NPS volunteer
- Bummed so many museums are still closed. But happy to visit such a historic site.