



October 8, 2021

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 2021.

Dear Kelly,

Attached is my submission of Discover Los Alamos's monthly tourism report for September 2021. All attractions have now reopened to the public, since March 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. Optional shuttles to and from Bandelier National Monument from the White Rock Visitor Center are now running weekends only that started the 4th of July weekend.

Sincerely,

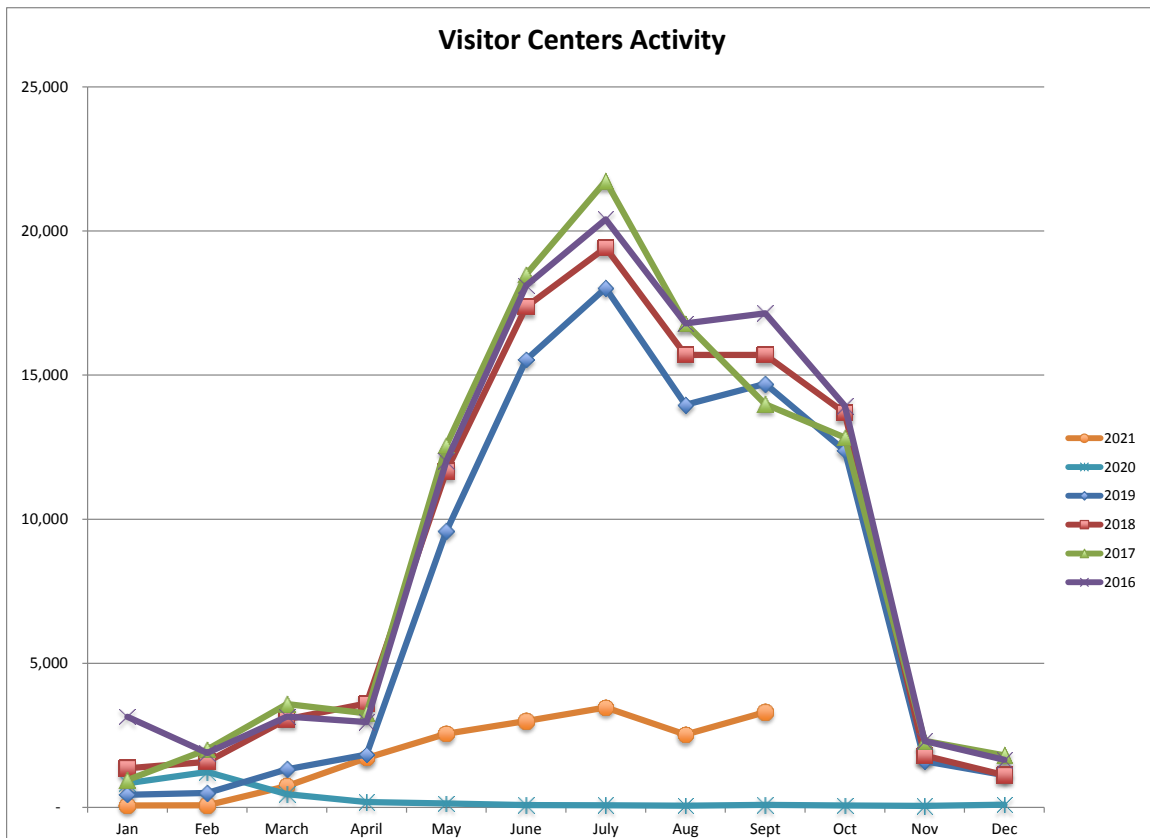
Melanie Peña
Discover Los Alamos Director

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

Discover Los Alamos

Monthly Tourism Report

SEPTEMBER 2021

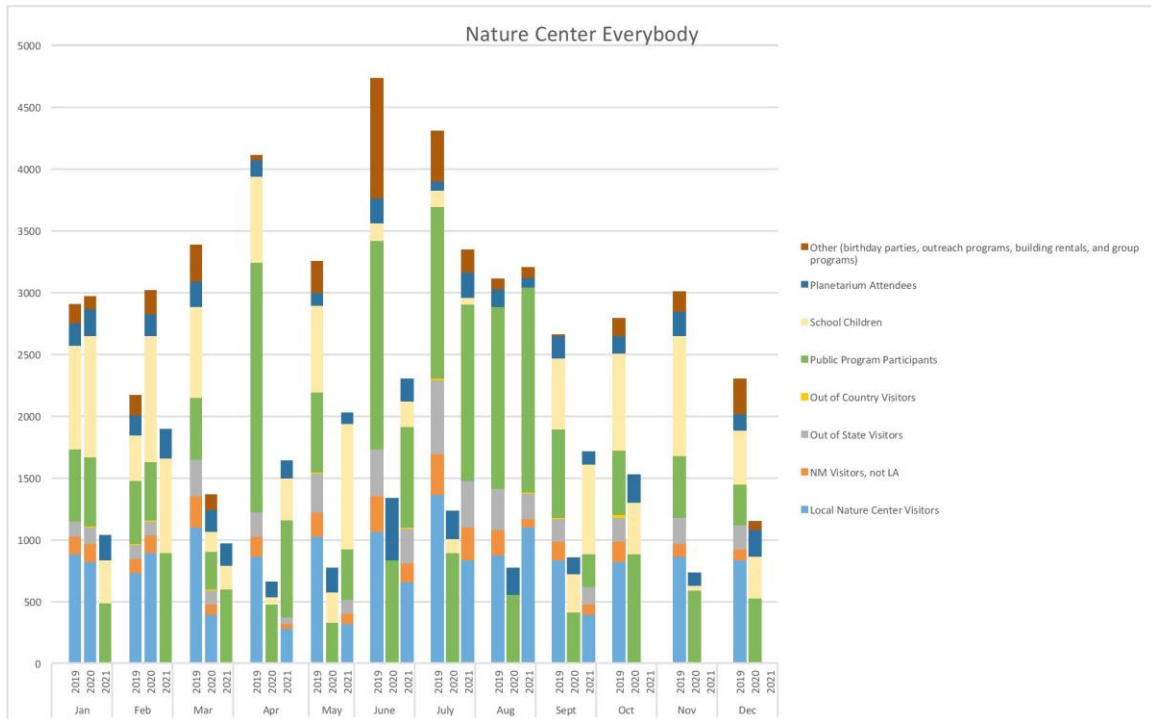


Los Alamos Visitor Center September 2021 1,203

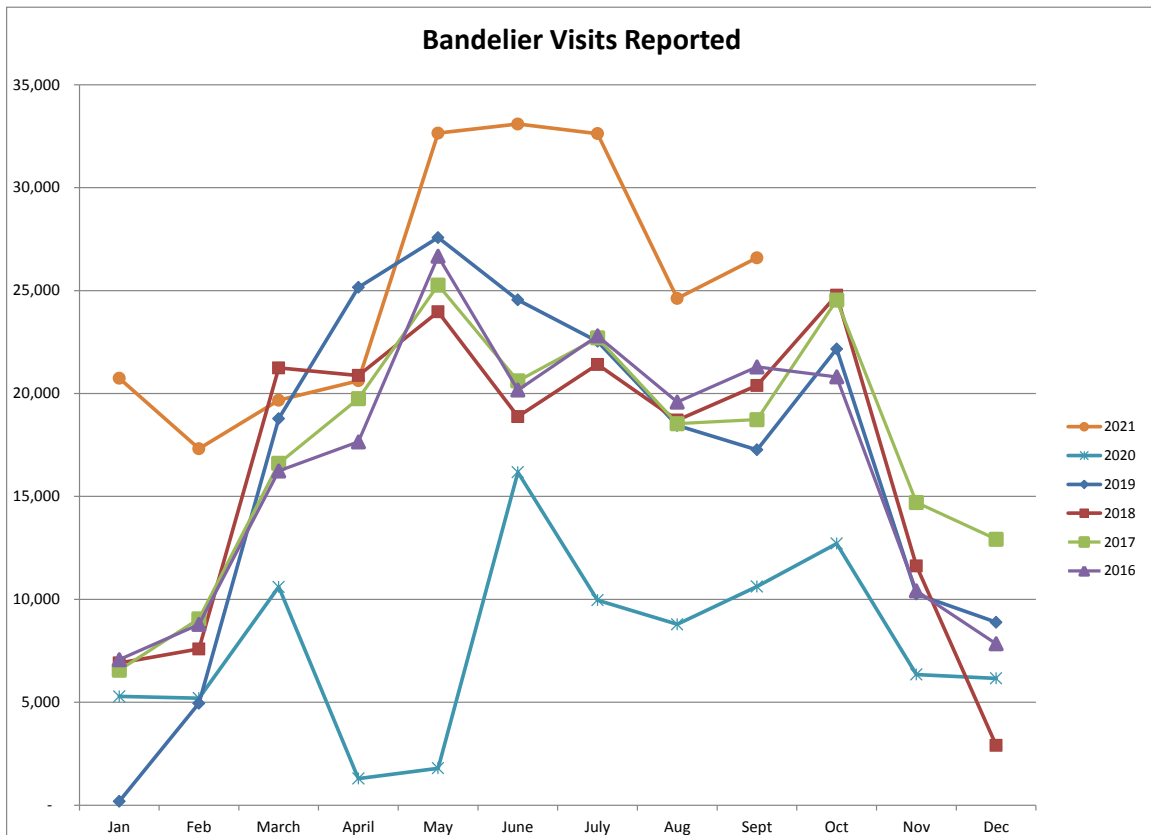
White Rock Visitor Center September 2021 1,849

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

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

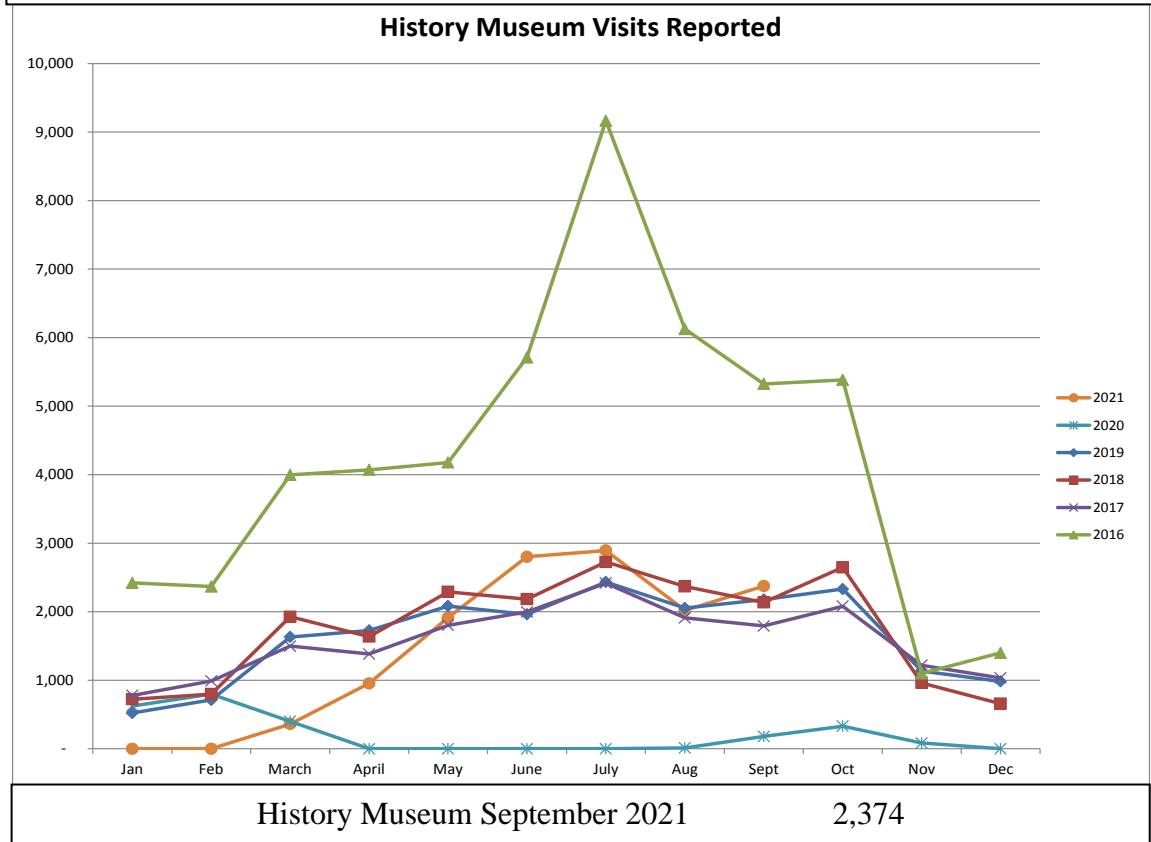
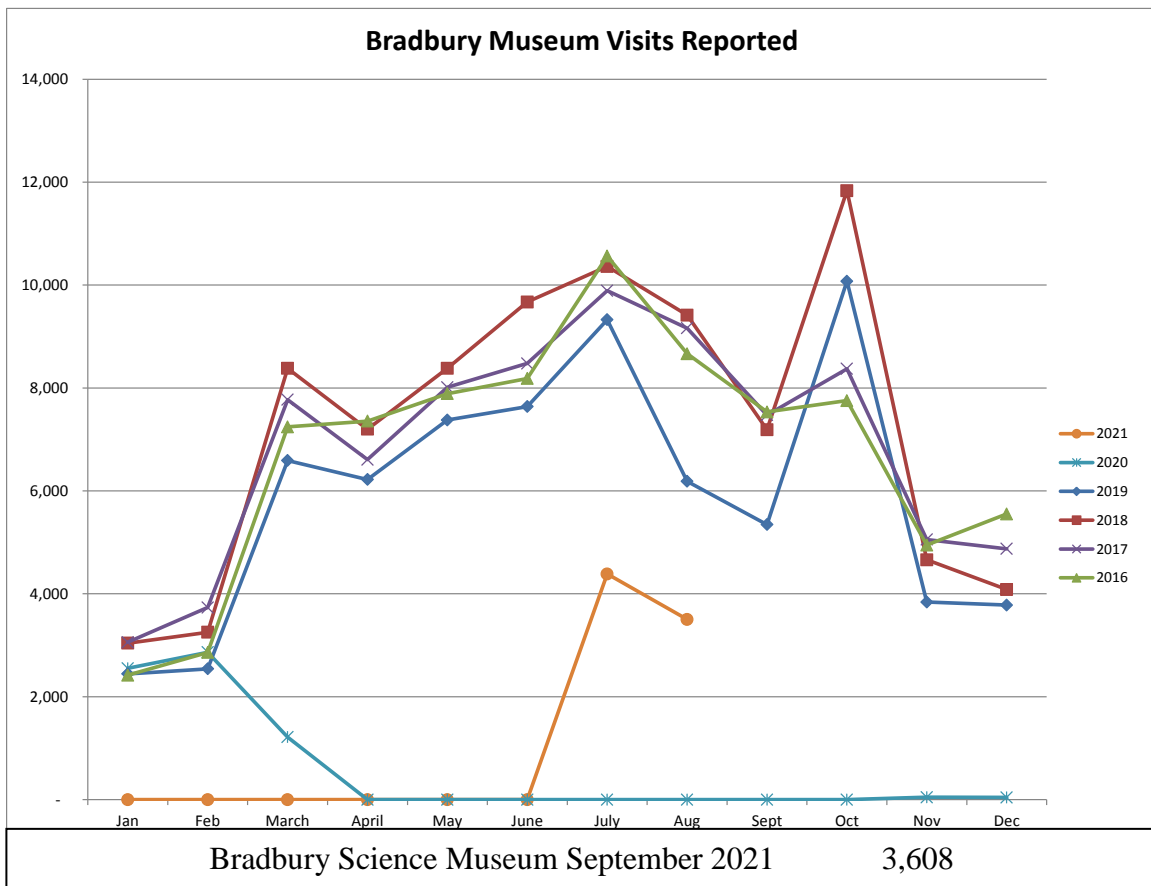


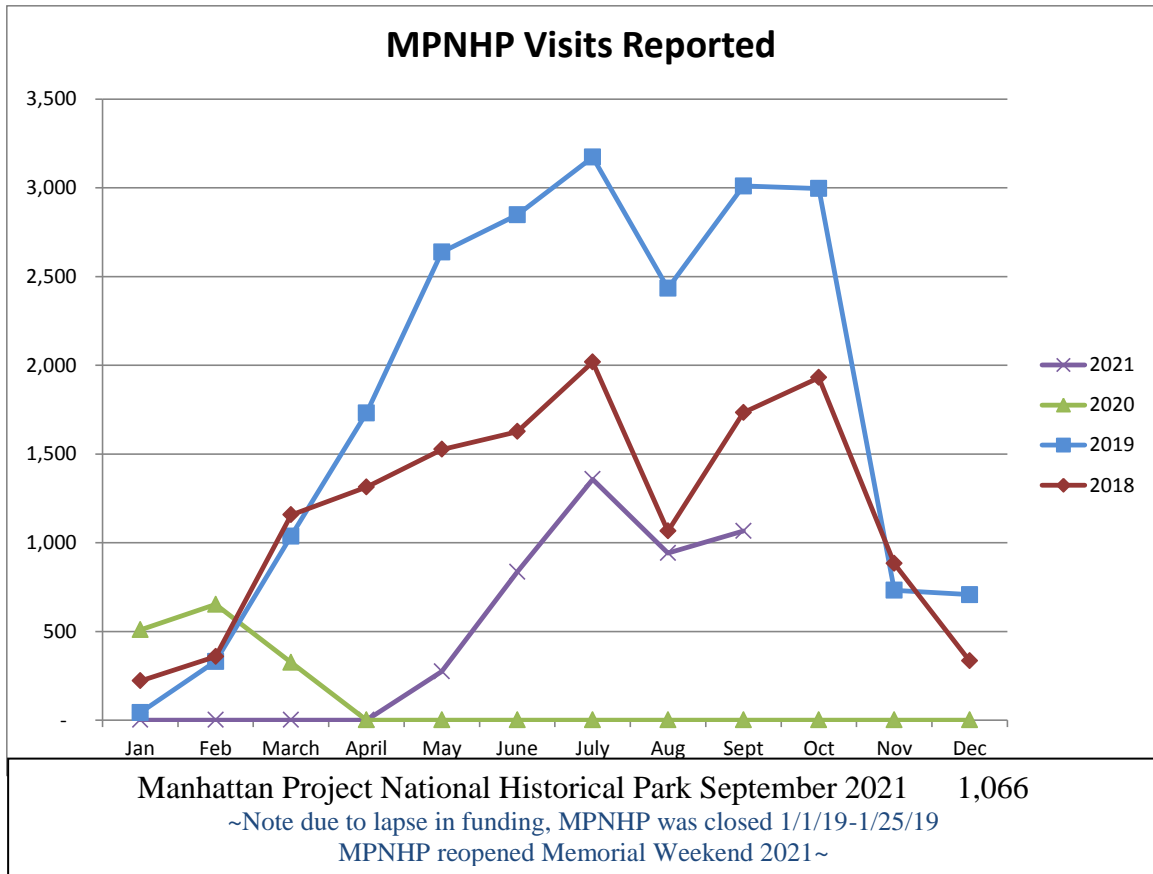
Nature Center September 2021 1,708

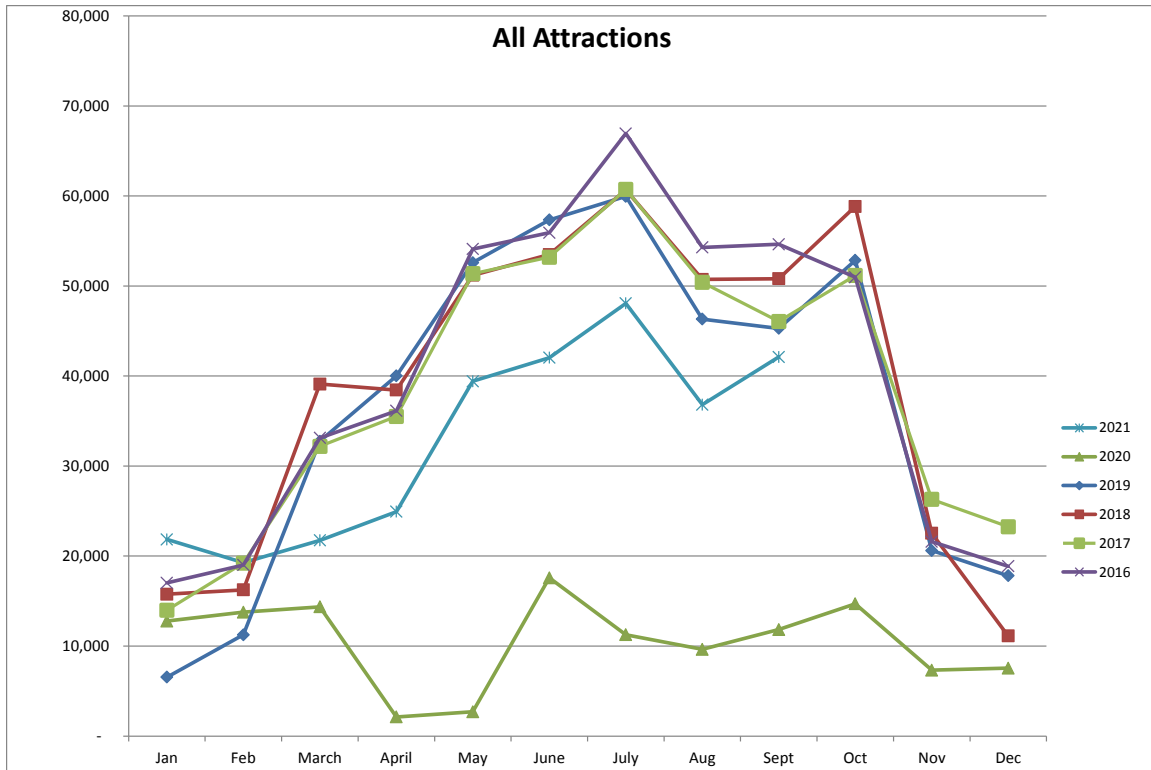


Bandelier National Monument September 2021 26,591

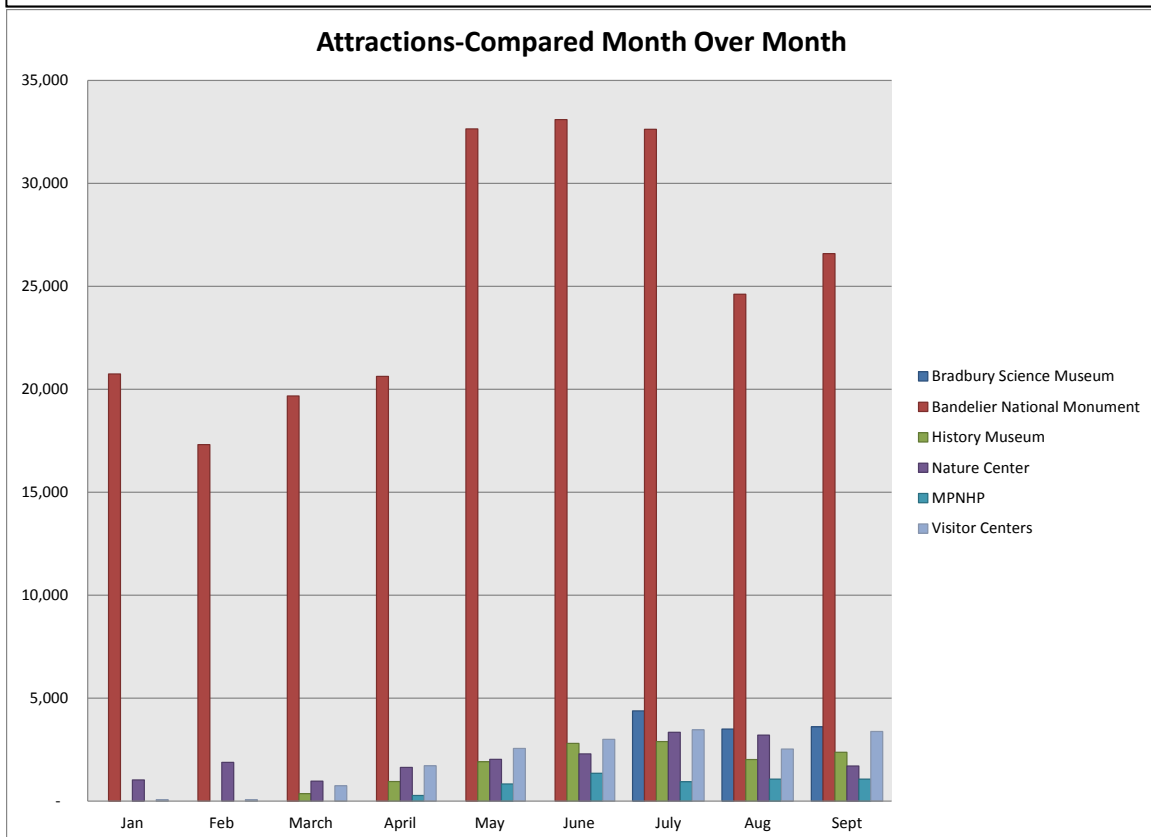
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~







All Attractions YOY & MOM September 2021 42,109



September 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 17,700 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 August 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 **28** 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 4 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, 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 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.
 - 2.5 boxes of the LA Adventure Guide for NM State Fair.

September 2021:

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

Analysis of Visitor Surveys

September 2021

Sample size = Total of 97 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

- 58 entries reported a day trip
- 25 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

- 57 entries reported 1st time to Los Alamos
- 18 entries reported a return visit to Los Alamos

✓ For the month of September, both visitor centers collected a total of (97) registration sheets and visitors indicated these reasons for visiting.

- Bandelier National Monument 65
- Manhattan Project/MPNHP 51
- Bradbury/History Museum 38
- Nature Center 11
- Scenery/Recreation/Sports 30
- Business/Family/Friends 6
- Other: Valles Caldera and Jemez Springs

- ✓ The most prevalent states of origin in chronological order were from Texas, Missouri, Florida, Illinois, California, Colorado, Arizona, Louisiana and Virginia.
- ✓ The most prevalent foreign countries of origin, there were from N/A.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from Santa Fe.

✓ Visitor Comments:

- Beautiful area! Thank you!
- Valles Caldera and Jemez Springs
- Bob was extremely knowledgeable and helpful! Thank you
- Annmarie was super helpful!!!
- Birding and photography
- Thank you for the friendly help
- Beautiful!
- Great water storage tank with inverted roof
- Beautiful
- Thank you!!
- Visiting your beautiful land
- Beautiful clean town
- Very helpful thanks
- Lived here from Jan 1, 1948 until high school graduation in 1960
- Thank you for advice!
- Wonderful history presentation
- Very helpful docent
- Always a great visit
- Visitor center staff very helpful