



January 10, 2025

Ellyn Fenton  
Los Alamos County  
1000 Central Ave.  
Los Álamos, NM 87544

RE: Transmittal of Discover Los Alamos LTAB's Tourism Visitation Report for the month of November 2024.

Dear Ellyn,

Attached is my submission of Discover Los Alamos's monthly tourism report for the month of November 2024. Both Visitor Centers' visitation is down as the colder weather arrives. Both Visitor Centers were closed for 2.5 days due to snow as well as Thanksgiving Day. We did see our normal uptick in tourism during the week of the Thanksgiving holiday.

Sincerely,

*Melanie Peña*

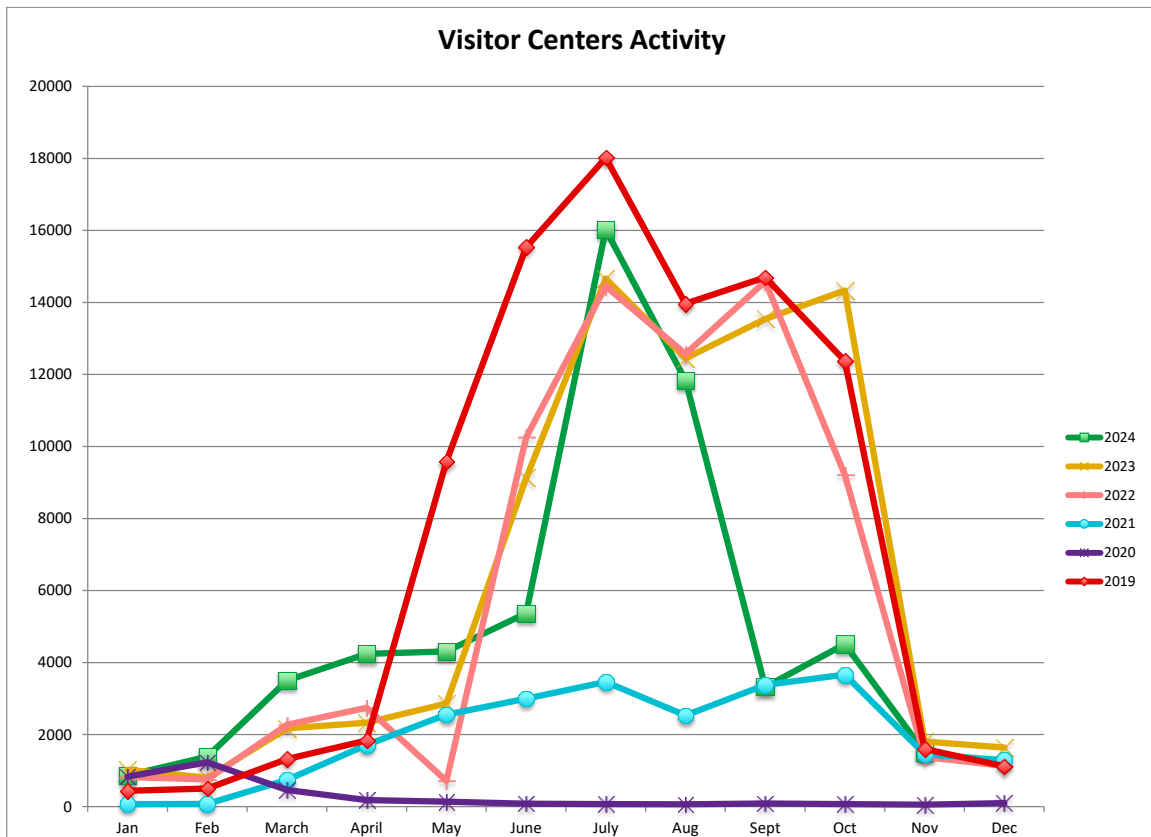
Melanie Peña  
Discover Los Alamos Director

cc: Shanna Sasser, Ellyn Felton, Adrienne Lovato, Wendy Parker, and Lauren McDaniel

# Discover Los Alamos

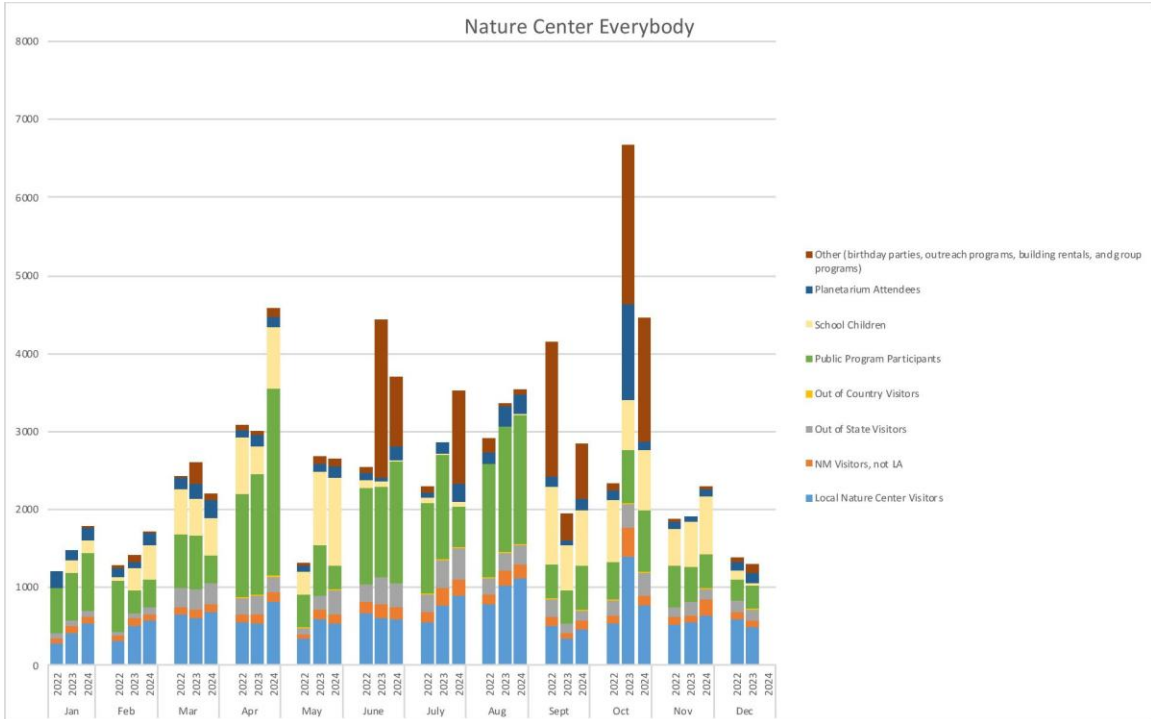
## Monthly Tourism Report

### November 2024

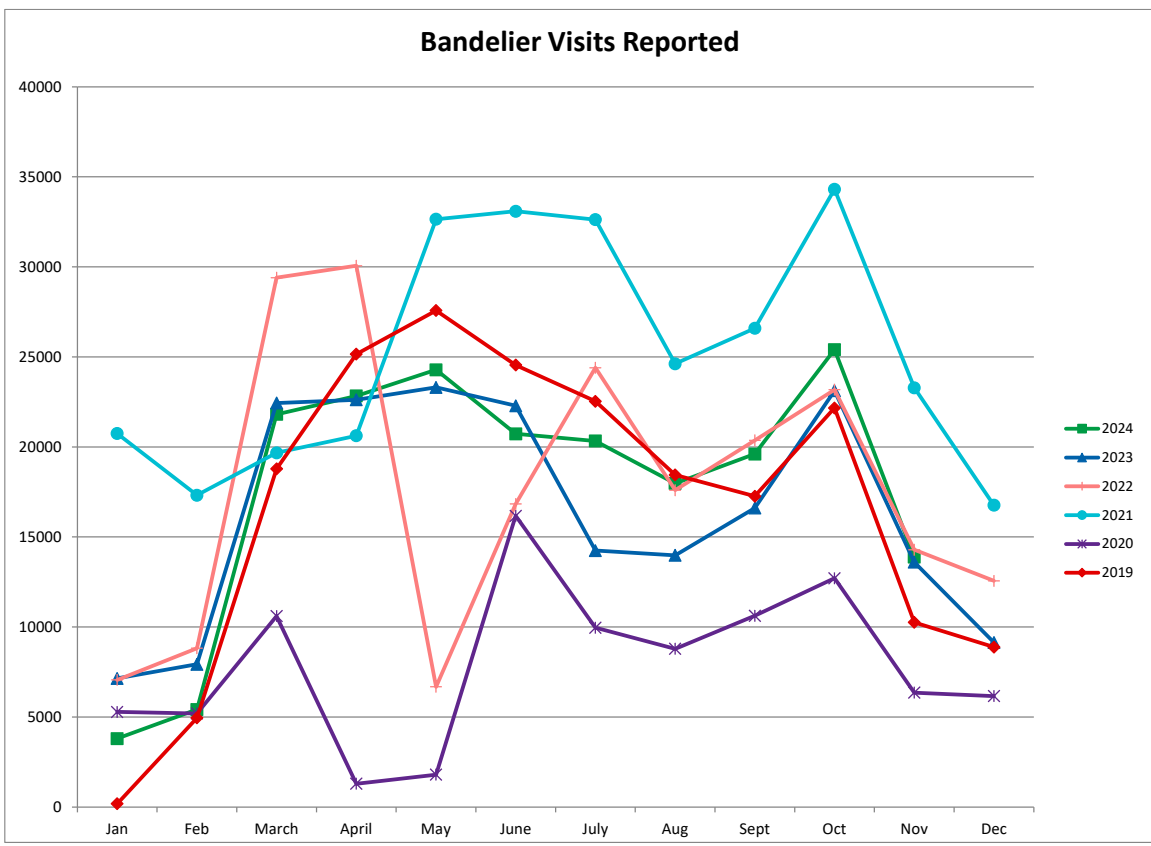


Los Alamos Visitor Center November 2024                      1,044  
 White Rock Visitor Center November 2024                      365

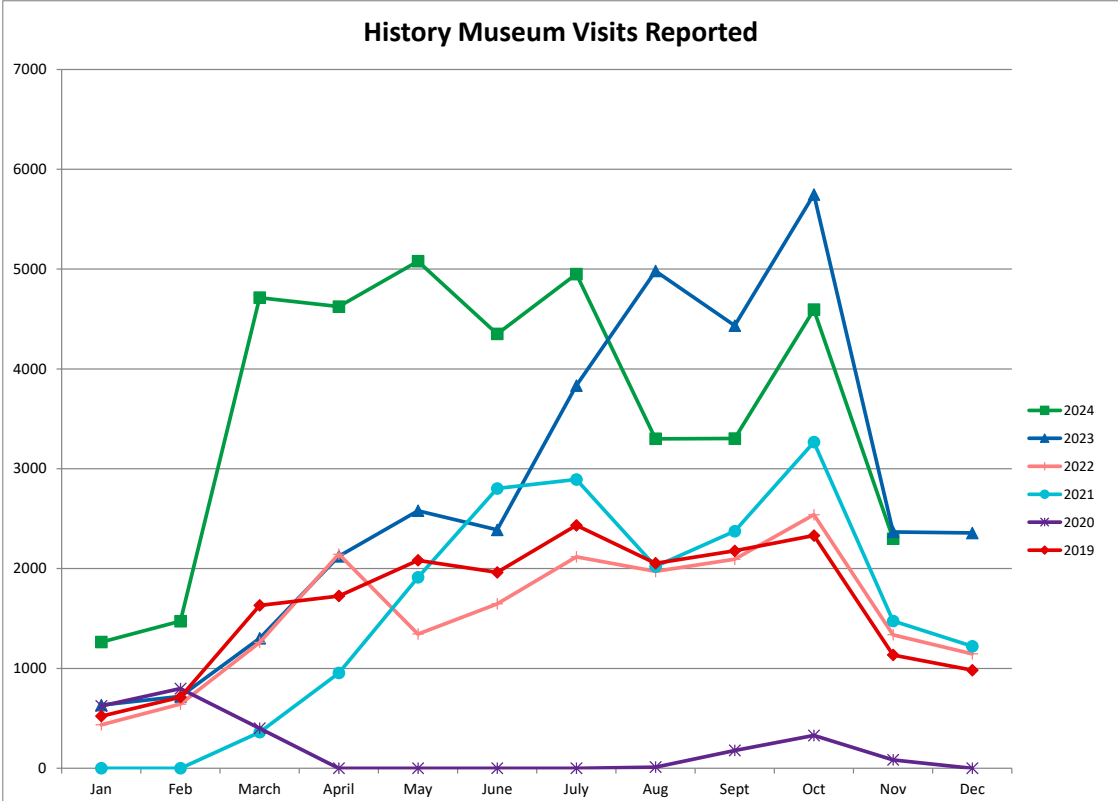
~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~  
 ~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~  
 ~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15, 2022 due to this fire. ~  
 ~Bandelier Shuttles started late June 2024, and shuttles ended August 29, 2024 months before the busy summer season ended. WRVC went back to winter hours.~



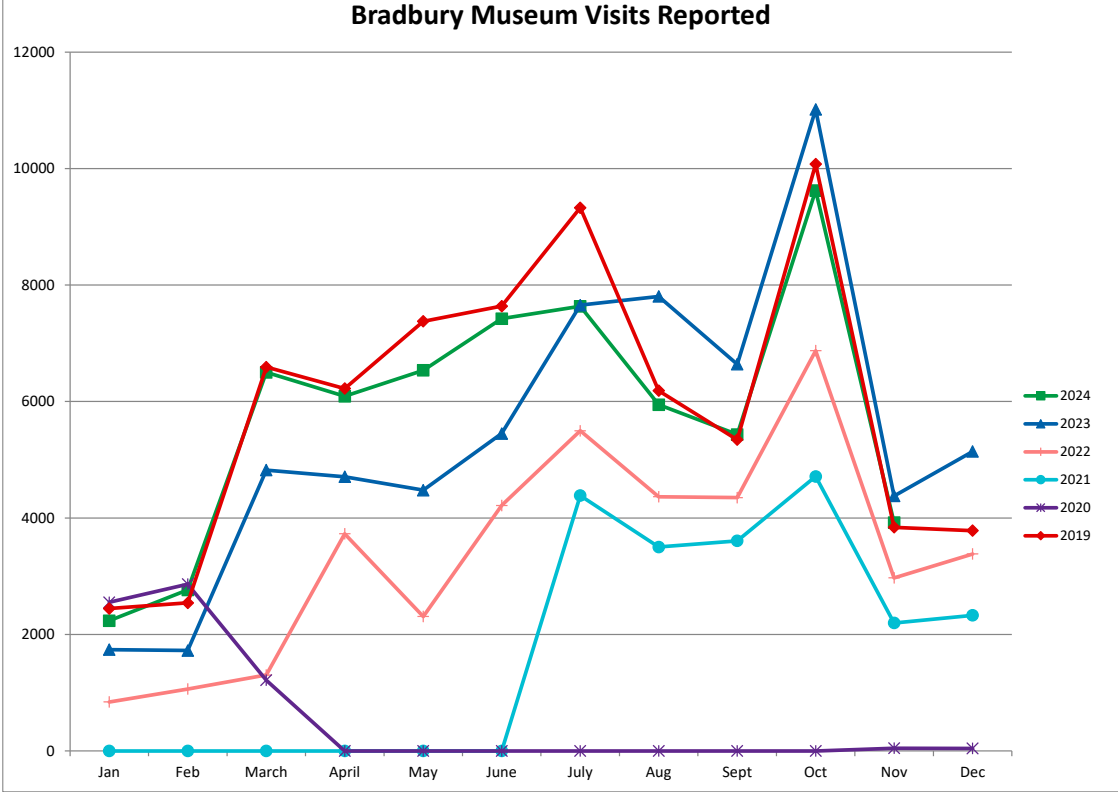
**Nature Center November 2024** 2,299



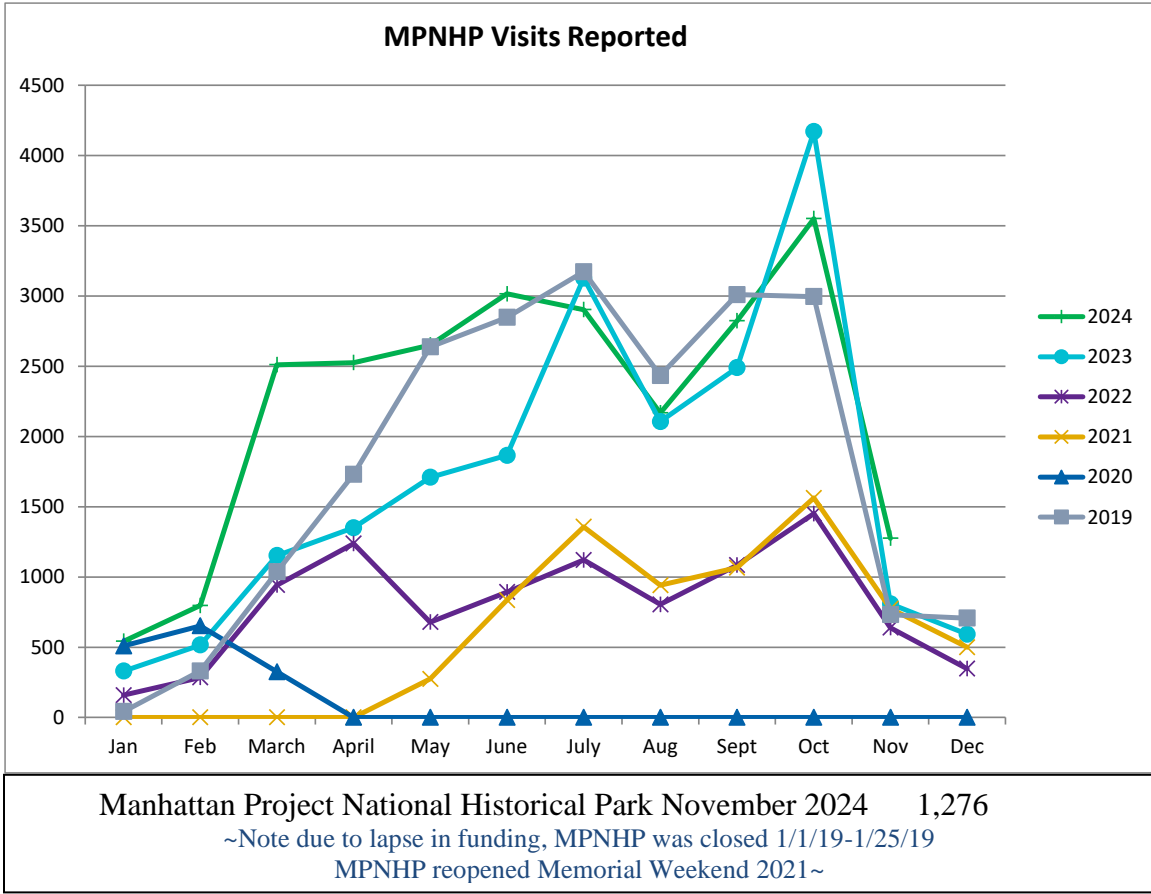
**Bandelier National Monument November 2024** 13,880  
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19  
 Cerro Pelado Fire Closed BNM April 2022-May 2022~



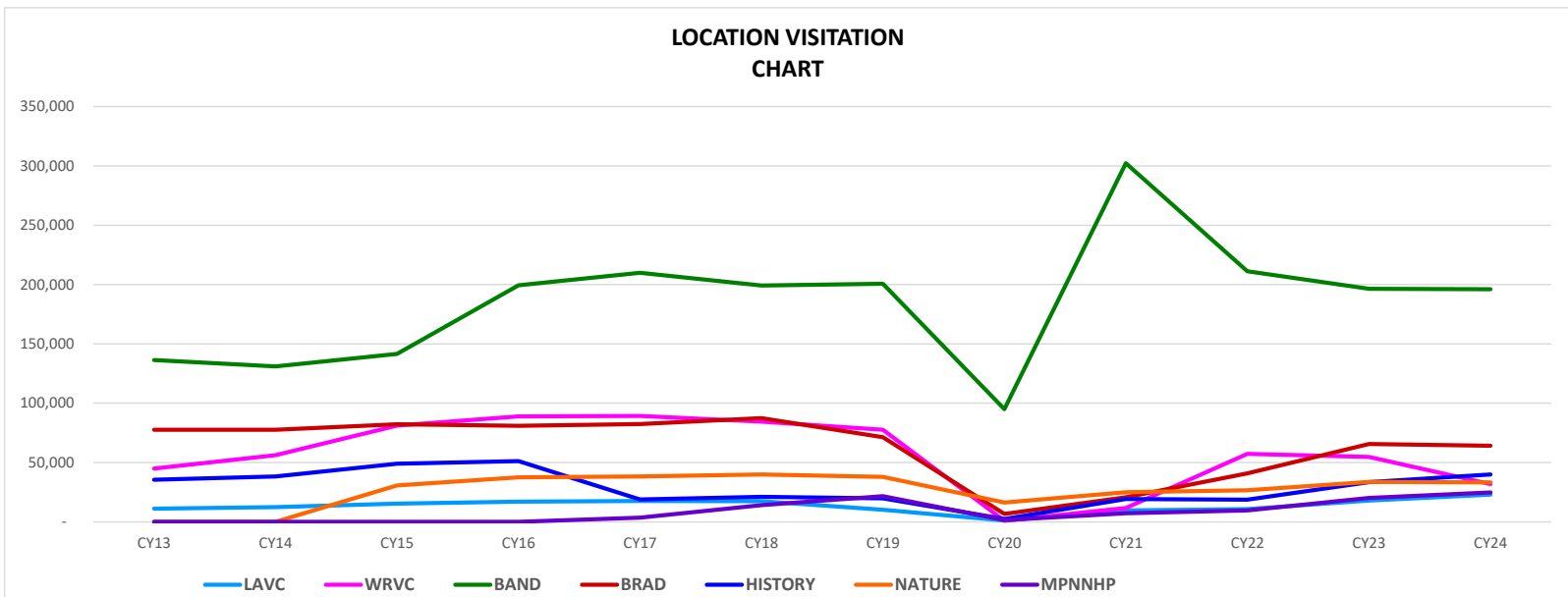
**History Museum November 2024      2,300**



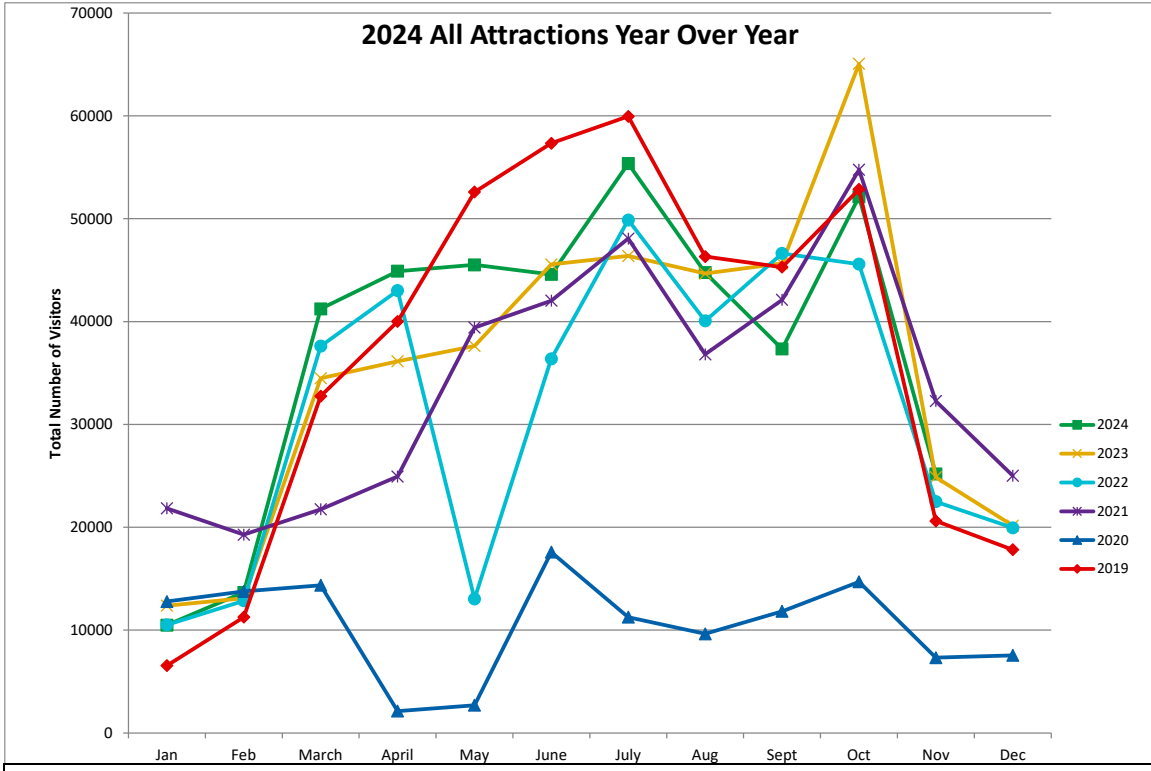
**Bradbury Science Museum November 2024      3,920**  
 ~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower



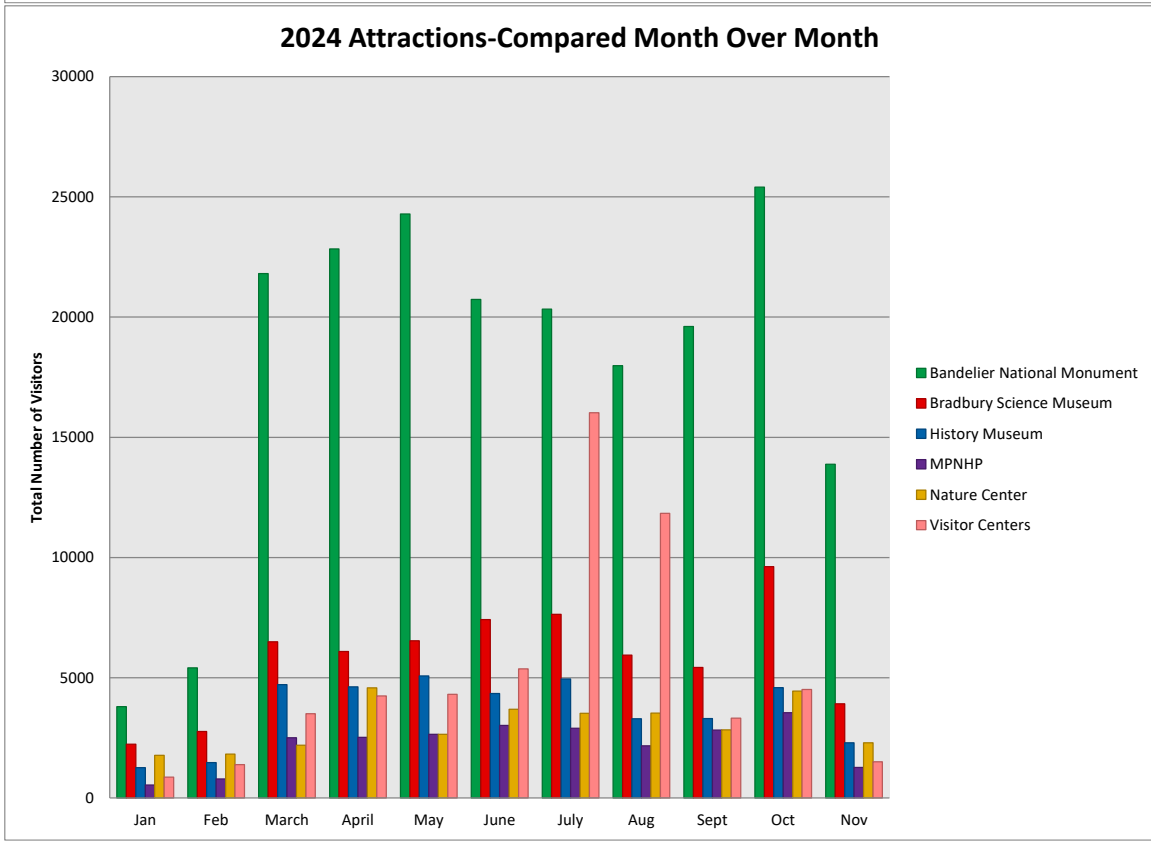
**Attractions by Calendar Year 2013 – January 2024 through November 2024:**



LOCATIO	CY13	CY14	CY15	CY16	CY17	CY18	CY19	CY20	CY21	CY22	CY23	CY24
LAVC	11,096	12,402	15,427	16,986	17,530	17,383	10,259	1,134	9,601	10,694	17,951	22,863
WRVC	44,871	56,244	81,201	88,893	89,225	84,531	77,669	1,010	11,648	57,221	54,684	31,722
BAND	136,298	130,946	141,524	199,318	209,981	199,281	200,741	94,948	302,295	211,241	196,432	196,081
BRAD	77,611	77,564	82,180	80,974	82,492	87,471	71,372	6,722	20,735	40,902	65,561	64,106
HISTORY	35,513	38,344	48,925	51,240	18,895	21,056	19,750	2,426	19,281	18,682	33,465	39,951
NATURE	-	-	30,764	37,595	38,245	39,939	37,839	16,370	24,941	26,648	33,678	33,368
MPNNHP	-	-	-	-	21,679	21,679	21,679	1,486	7,310	9,643	20,220	24,765



All Attractions YOY & MOM November 2024      25,182



### November Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. Santa Fe Brochure Distribution picked up 50 boxes. There are approximately 1,000 copies of the guides available in storage.
- Event material in kiosks and the displays are updated weekly or as needed by a DLA representative. These contain a weekly Concierge Calendar and are restocked with 8-10 different Los Alamos County tourism pamphlets. There are currently **25** in place in the Los Alamos, LANL and White Rock areas.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Adventure Guides in stock. Similarly, local distribution points are also monitored. These are filled by our contractor Brochure Distribution out of Santa Fe.
- 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 **14** volunteer hours logged for the month of November.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum, Bathtub Row Brewing Coop, Los Alamos Coop Market, Cricket Window, Little Studio on the Mesa, Brenda Fleming (local artist), Metzger's and Samizdat Bookstore were on display for the month of November. The large display featured the Manhattan Project and Bradbury Science Museum.
- In November, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2024. We provide tourism materials and information as needed for each group.
  - 30 Welcome bags – Harvest Host Program

### Adventure Guides Mailed Out November 2024:

- 13 [www.visitlosalamos.org](http://www.visitlosalamos.org) online Adventure Guide requests.
- 0 Adventure Guides sent for Texas Monthly inquiries from Sunny505.

Analysis of Visitor Surveys:

**November 2024**

Total of **44** combined LAVC & WRVC Visitor Kiosk Survey Entries (New iPad kiosks were installed at each Visitor Center in February 2024)

**LOS ALAMOS VISITOR CENTER KIOSK ANSWERS – 40 Responses**

✓ *What is your age?*

- Under 18      0
- 18-24        1
- 25-34        4
- 35-44        4
- 45-54        3
- 55-64        11
- 65+          17

✓ *Where are you staying?*

- this is a day trip from home                      5
- this is a road trip                                      7
- lodging in Albuquerque, NM                      5
- lodging in Los Alamos/White Rock              4
- lodging in Santa Fe, NM                            17
- lodging in Taos, Abiqui                              2

✓ *How did you hear about Los Alamos?*

- Family/Friends                                      8
- School/History Education                      20
- Business    0
- Film     9
- Online/Media                                         9
- Local Event    1

✓ *What brought you to Los Alamos?*

- To visit friends/family                            3
- To work     2
- To attend a special event or conference       0
- To learn more about the Manhattan Project/Oppenheimer   21
- To visit Bandelier National Monument        17
- To visit the Valles Caledera National Preserve   4



- To visit the Manhattan Project National Historical Park 23
- To visit the Bradbury Science Museum 12
- To visit the Los Alamos History Museum 13
- To visit the PEEC Nature Center 2
- To discover new outdoor activities/scenery (hiking,biking,skiing) 5
- To enjoy some local shopping/food/drink 4

✓ *Please rate today's experience at our visitor center.*

- Very positive 35
- Somewhat positive 3
- Neutral 2
- Somewhat negative 0
- Very negative 0

### **WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 4 Responses**

✓ *What is your age?*

- Under 18 0
- 18-24 0
- 25-34 0
- 35-44 0
- 45-54 3
- 55-64 0
- 65+ 1

✓ *Where are you staying?*

- this is a day trip from home 0
- this is a road trip 0
- lodging in Albuquerque, NM 0
- lodging in Los Alamos/White Rock 1
- lodging in Santa Fe, NM 3
- lodging in Taos, Abiqui 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 3
- School/History Education 1
- Business 0
- Film 1
- Online/Media 1
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 0
- To work 0
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 3
- To visit the Valles Caledera National Preserve 1
- To visit the Manhattan Project National Historical Park 2
- To visit the Bradbury Science Museum 0
- To visit the Los Alamos History Museum 1
- To visit the PEEC Nature Center 0
- To discover new outdoor activities/scenery (hiking,biking,skiing) 1
- To enjoy some local shopping/food/drink 1

✓ *Please rate today's experience at our visitor center.*

- Very positive 4
- Somewhat positive 0
- Neutral 0
- Somewhat negative 0
- Very negative 0

✓ The most prevalent states of origin were from the following states:

- Texas
- California
- Arizona
- Michigan



Los Alamos Visitor Center



White Rock Visitor Center

✓ The foreign visitors visiting Los Alamos were from:

- N/A

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

- Albuquerque
- Santa Fe
- Taos

✓ *Visitor Comments:*

**Los Alamos Visitor Center Comments:**

- Excellent service at Visitor Center!
- High kudos to Annie
- Love the visitor center. Thank you Annie!
- Totally atomic!
- Thank you.
- Thanks for beautiful place
- Thanks
- Great place hope the manhattan project center is open
- Great visitor center - friendly and helpful. Thanks!
- Looking forward to seeing in person what we saw in the movie
- Thank you!
- Beautiful town,
- Very frustrated that museums here don't stay open or closed on the same day of the week even if it's only one or two days a week
- We are locals who have never visited the visitors center
- Linda was extremely helpful with our visit. Thank you!
- Beautiful area. The drive up was spectacular. Linda was very helpful, we'll be back!

**White Rock Visitor Center Comments:**

- Andy is awesome!
- Great staff / very helpful and friendly