



DISCOVER
LOS ALAMOS

ABOUT Discover Los Alamos

WHAT IS A DMO

For visitors, a Destination Marketing Organization (DMO), is like a key to the city. As an unbiased resource, they can serve as an official point of contact for leisure, business, and convention travelers, and encourage these travelers to visit local businesses, historic, cultural and recreational sites. Convention & Visitors Bureaus, Chambers of Commerce, and Tourism Offices are examples of DMOs.

WHAT IS DISCOVER LOS ALAMOS

The Los Alamos Meeting & Visitor Bureau, also known as Discover Los Alamos, is a program of Los Alamos Commerce and Development Corporation (LACDC), a private, not-for-profit economic and community development organization serving the Los Alamos area since 1983.

LACDC serves as the umbrella organization for the Los Alamos Chamber of Commerce, Los Alamos MainStreet, the Los Alamos Meeting & Visitors Bureau, Los Alamos Small Business Center, and the Los Alamos Research Park.

WHAT DISCOVER LOS ALAMOS DOES

Discover Los Alamos promotes our area to attract visitors from around the world. Once they're here, Discover Los Alamos assists tourists and visitors with local information, and helps local businesses and attractions promote themselves to visitors. They also assist groups coming to Los Alamos for sporting events, reunions, conventions, meetings and special events.

Discover Los Alamos manages the official online visitor guide visitlosalamos.com, produces the printed Official Visitor Guide, and operates two Visitor Centers with knowledgeable staff and volunteers that provide information, advice, brochures, and hospitality to tourists and visitors.

WHY DISCOVER LOS ALAMOS MATTERS

Promotion of our local tourism industry is funded by a Lodgers' Tax assessed on different types of accommodations. This funding comes from visitors themselves when they stay in local hotels. Part of the money collected goes back into marketing our destination to attract more visitors.

Annually, approximately 500,000 visitors generate nearly \$34.2 million in local revenue and support over 1,100 jobs in our area. That money helps maintain our roads, parks, schools and police, attracts new restaurants and attractions, and gives us a better quality of life. Visitor spending also contributes millions in state and local taxes, which means, according to the New Mexico Tourism Department, we pay \$900 per household less in personal taxes thanks to tourism!