

Monthly Visitor Center Store Report October 2024

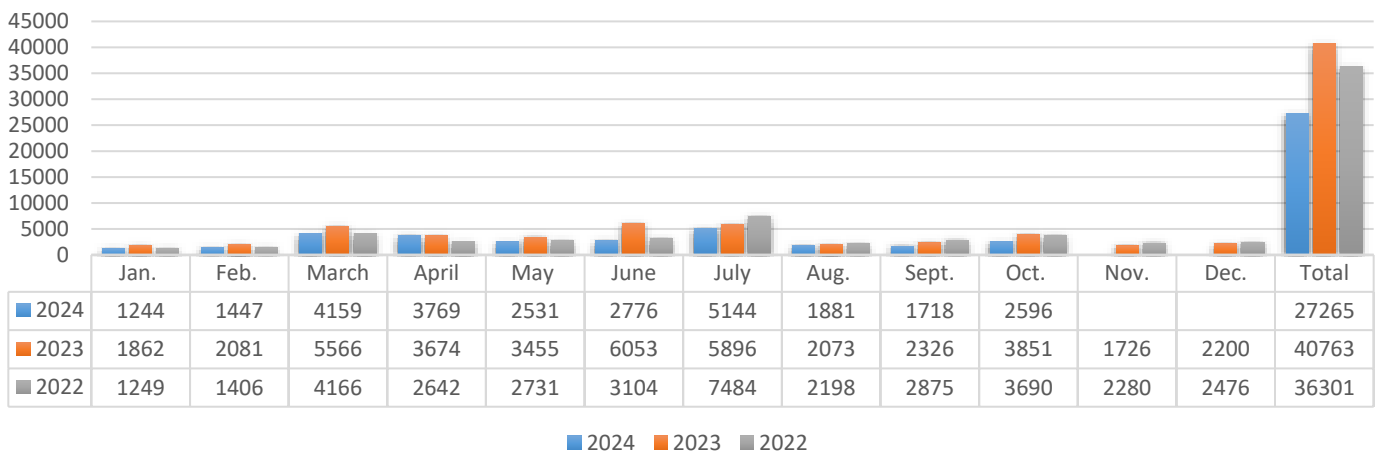
Visitor Center Retail Store:

- Welcomed **2596** guest, **884** overnight stays in Roswell or **34%** and **113** Roswell locals.
- October sales total **\$10,241.**
- Top 5 items sold: City of Roswell Tee, Alien Glasses, Coin Long Sleeve, Faded "R" Tee, Pastel Tie Dye Tee.
- Online sales total for October: **\$86.15** we captured **742** visitors to our online site.

October Visitation Report

	October Comparison			YTD Comparison		
	2022	2023	2024	2022	2023	2024
Roswell Only	81	86	113	1368	1431	1447
New Mexico Visitors (Not including Roswell Area)	223	228	150	2600	2673	1909
US Visitors (Not including New Mexico)	3191	3258	2143	26145	30504	21840
International Visitors	195	279	190	1429	2229	2069
Unknown	0	0	0	3	0	0
Totals Visitors	3690	3851	2596	31545	36837	27265
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

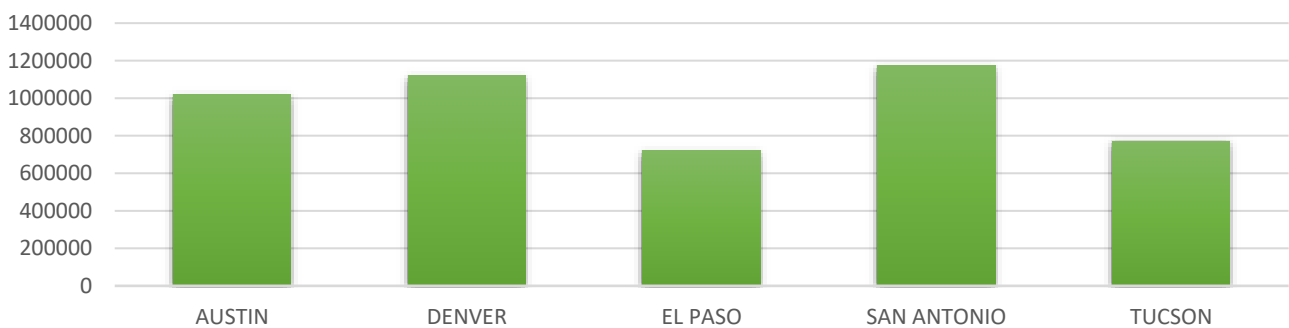
Visitor Comparison By Calendar Year



Facility Operations:

- Posted events on Community Calendar, SeeRoswell.com and Visit Widget that were submitted to the websites or events that we have looked for through using other resources.
- Promoted blood drives, small businesses, Spring River Zoo, Virtual Events, Roswell Museum and CSPs on KENW-Portales radio station every Thursday which is written by Visitor Center Staff.
- Updated inventory numbers at Visitors Center once a week and stock room once a month.
- Worked on staff training to help with advancements. Staff has started on new CBT that is required yearly.
- Visitor Center Staff Meeting
- Visitor Center How to Guides & Handbook updates.
- Attended Set Meeting
- Meeting with Nathaniel for Welcome Signs, project to replace Welcome to Roswell and Come Again signs
- Safety Committee Meeting 10/9/24
- Meeting with Luis & Quinn to restripe Visitor Center Handicap Parking and signage
- Beautification project with Parks; planted mums and fixed drip system in planters on east side of building.
- 1 Promotional Package request
- 2 requests from out-of-town visitor centers for city attraction maps; Visitor Center staff packaged and shipped.
- 10-31-24 extended work hours 8am – 11pm for Fall Bash; this includes Visitor Center staff hours to help tear down and clean up parking lot to prepare for next business day.
- 1 request for tear sheets; which Visitor Center staff delivered.
- Visitor Center did have some water damage due to the flooding; damage is waiting to be assess. Damage was located on the outside and inside where the garage doors are located.
- Damage to Visitor Center outside décor; reported to safety and camera footage sent.

Top 5 Zip Codes & Surrounding Areas



Austin, Texas: 73301, 78702, 78717, 78723, 78729, 78730, 78741, 78748, 78750, 78751, 78753, 78757, 78759

Denver, Colorado: 80033, 80203, 80206, 80212, 80214, 80220, 80222, 80223, 80224, 80228, 80230, 80234, 80238, 80246

El Paso, Texas: 79903, 79904, 79906, 79908, 79924, 79925, 79934, 79936, 79938

San Antonio, Texas: 78210, 78213, 78217, 78228, 78232, 78232, 78237, 78244, 78245, 78247, 78250, 78251, 78253, 78254, 78520

Tucson, Arizona: 85705, 85710, 85712, 85716, 85719, 85730, 85741, 85743, 85748, 85749

PO Box 1838

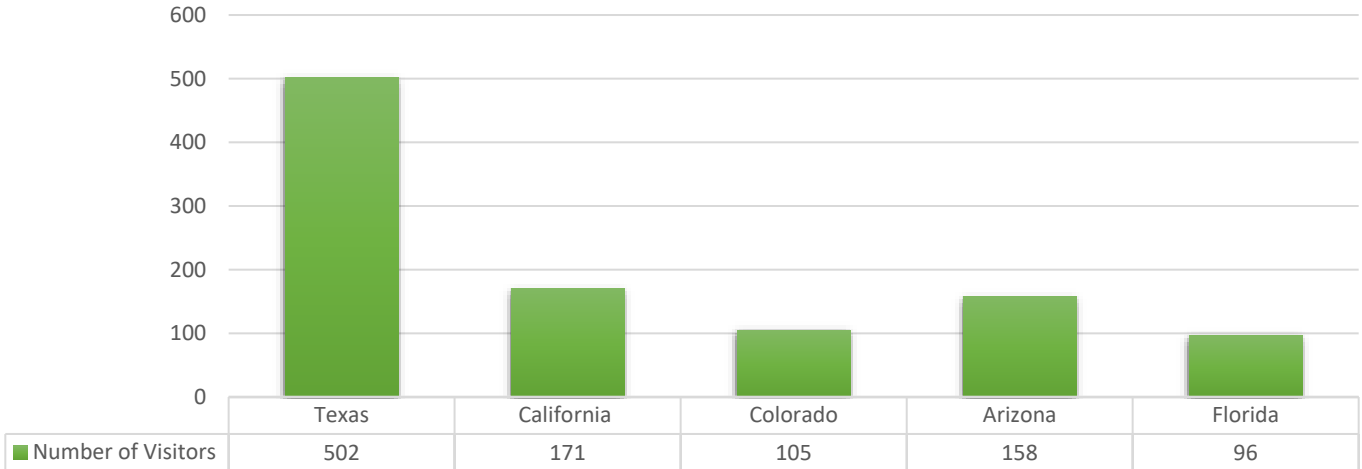
Roswell, NM 88202-1838

TEL: 575.637.6203

FAX: 575.624.6700

roswell-nm.gov
seeroswell.com

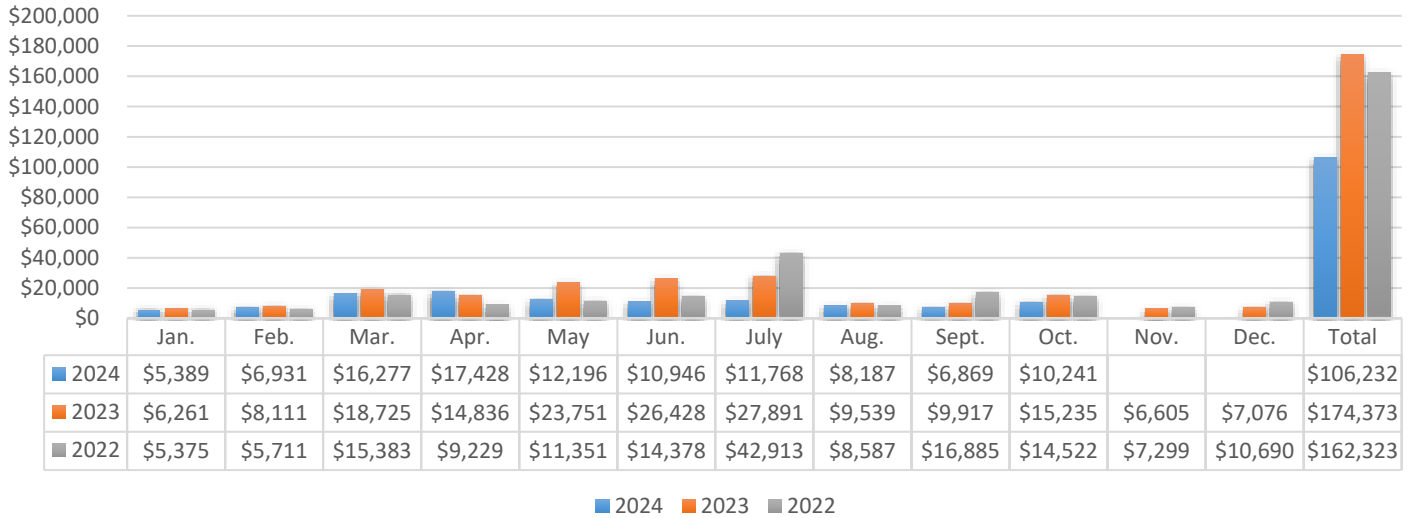
Top 5 States to Visit - October 2024



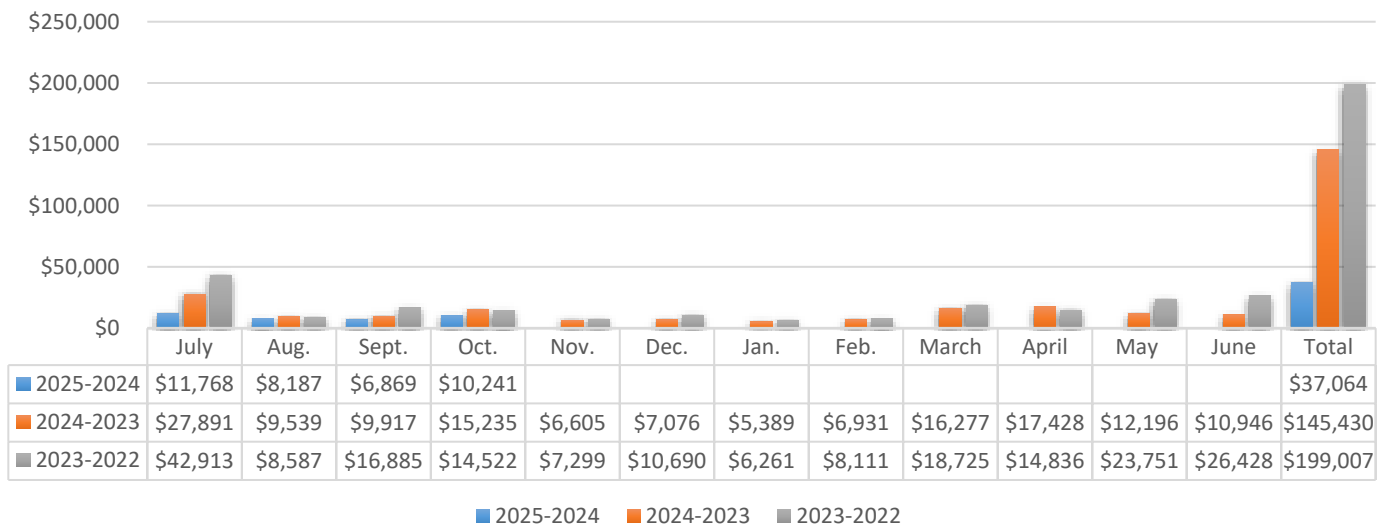
Top 10 Items Sold October 2024



Calendar Year 2024 Revenue Comparison



Fiscal Year Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

