

## Monthly Visitor Center Store Report November 2024

### Visitor Center Retail Store:

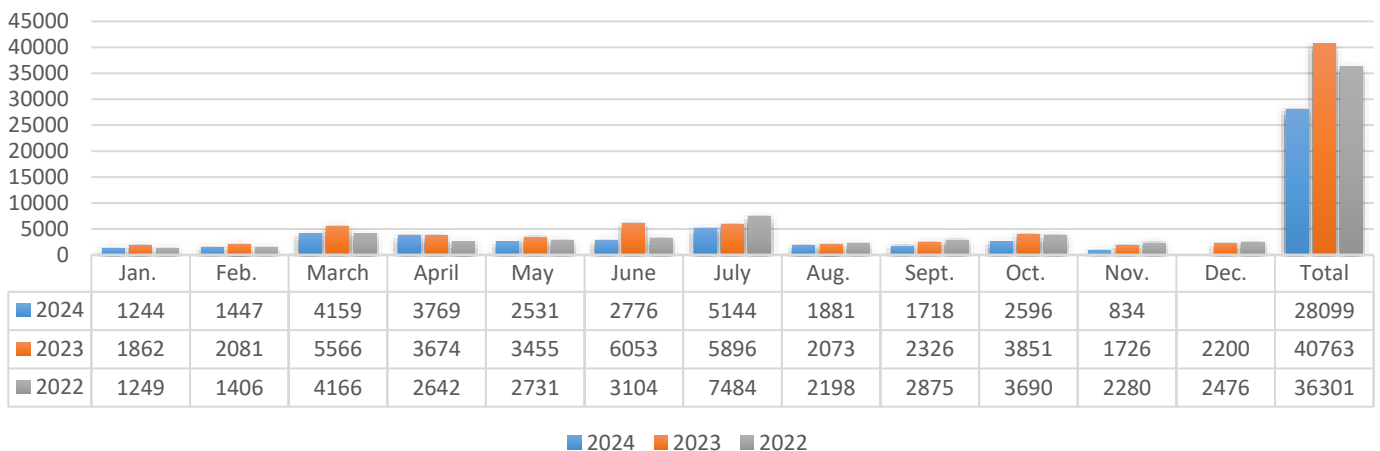
- Welcomed **834** guest, **356** overnight stays in Roswell or **43%** and **44** Roswell locals.
- **November** sales total **\$3293**.
- Top 5 items sold: Coin Long Sleeve, Alien Glasses, City of Roswell Tee, Faded "R" Tee, Pastel Tie Dye Tee.
- Online sales total for November: **\$195.35** we captured **397** visitors to our online site.

### November Visitation Report

|                                                                                               | November Comparison |      |      | YTD Comparison |       |       |
|-----------------------------------------------------------------------------------------------|---------------------|------|------|----------------|-------|-------|
|                                                                                               | 2022                | 2023 | 2024 | 2022           | 2023  | 2024  |
| <b>Roswell Only</b>                                                                           | 33                  | 77   | 44   | 1401           | 1508  | 1491  |
| <b>New Mexico Visitors</b><br>(Not including Roswell Area)                                    | 155                 | 113  | 70   | 2755           | 2786  | 1979  |
| <b>US Visitors</b><br>(Not including New Mexico)                                              | 1946                | 1362 | 620  | 28091          | 31866 | 22460 |
| <b>International Visitors</b>                                                                 | 146                 | 174  | 100  | 1575           | 2403  | 2169  |
| <b>Unknown</b>                                                                                | 0                   | 0    | 0    | 0              | 0     | 0     |
| <b>Totals Visitors</b>                                                                        | 2280                | 1726 | 834  | 33825          | 38563 | 28099 |
| <p>Numbers reflected above are by calendar year<br/>*Now closed on Sundays &amp; Mondays*</p> |                     |      |      |                |       |       |

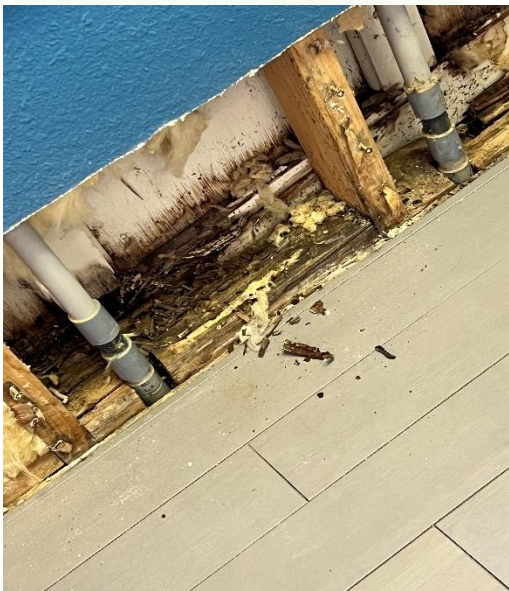
**Note: Visitor Center has been closed since November 22, 2024 due to water damage and mold to the garage doors.**

### 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.
- Changed photobooth background from Halloween to Thanksgiving.
- Reached out to outside cities for brochures and to send Roswell Guide.
- Visitor Center Staff Meeting
- Attended Set Meeting
- Restock Air Center brochure racks
- Safety Committee Meeting 11/6/24
- 1 Brochure package request
- 2 Information packet request
- 50 Welcome bag requests
- Edited and updated travel guide for mid-year production.
- Delivered tear sheet maps to hotels
- November 22, 2024 remediation of mold has been completed; Visitor Center has been closed awaiting repairs.
- 11/8/24 assisted with PA event; helped with set up and clean up.
- 1:1 staff meeting
- Handicap parking was restriped and added to more parking spots to the north end of the parking lot.



Not enough data for a graph to input for Top 5 Zip Codes and Surrounding Areas

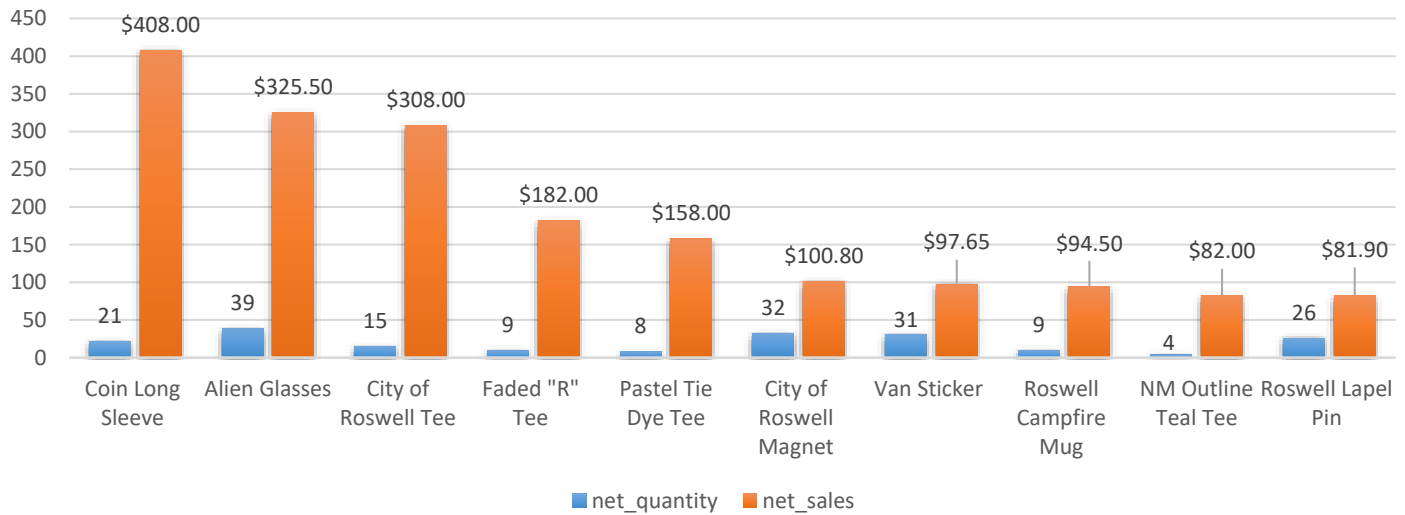
Not enough data for a graph to input for Top 5 States Visited

PO Box 1838  
Roswell, NM 88202-1838

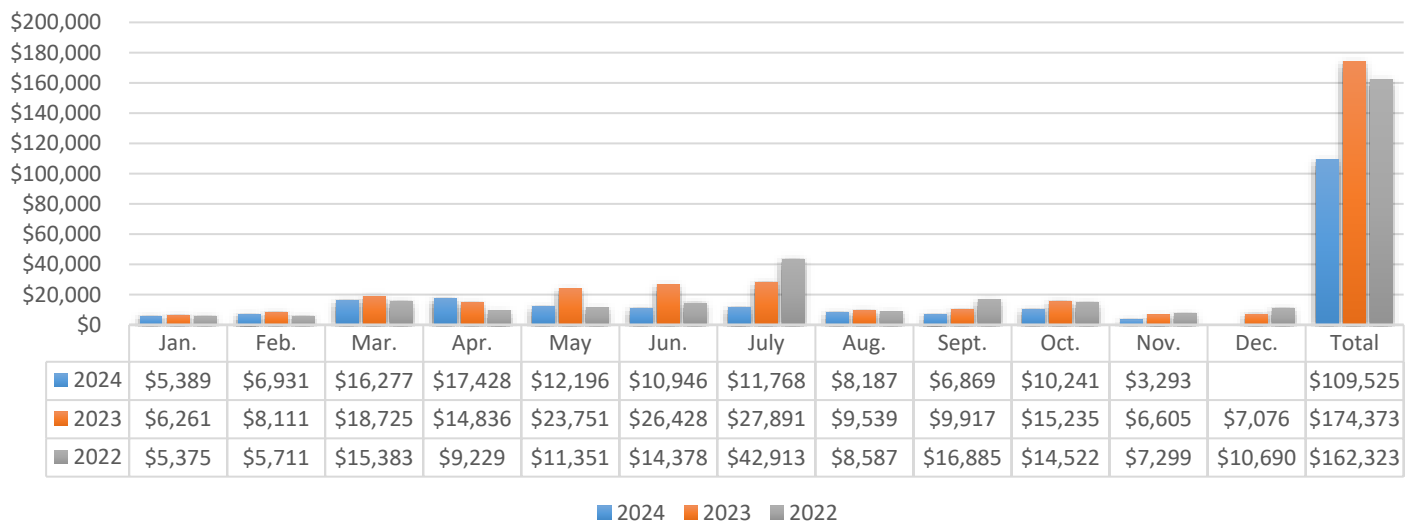
TEL: 575.637.6203  
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**roswell-nm.gov**  
**seeroswell.com**

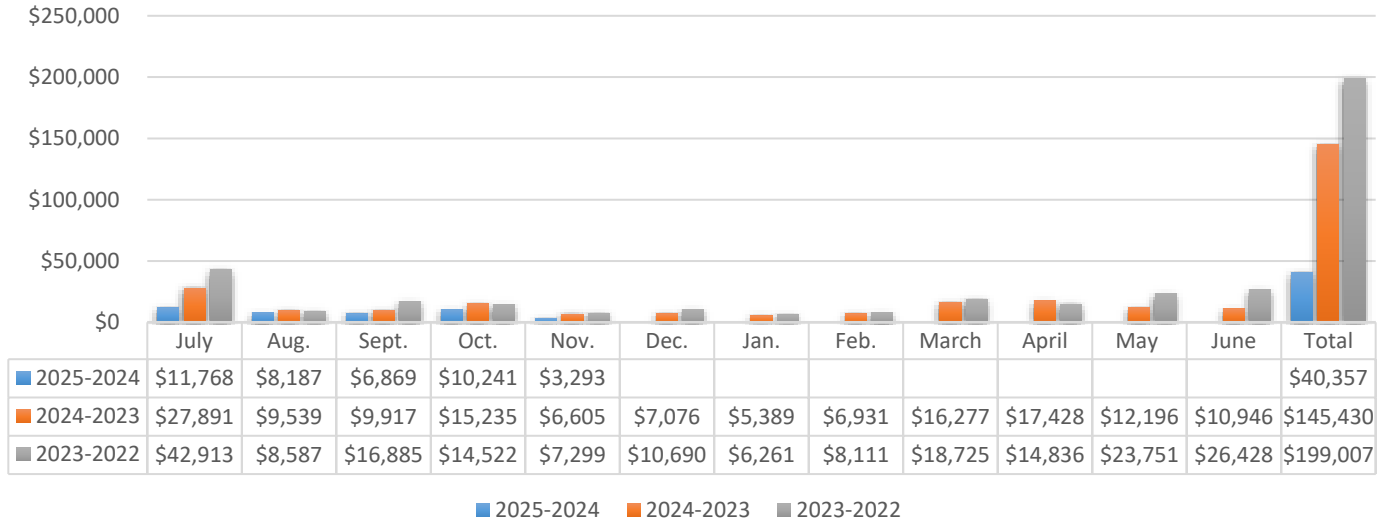
### Top 10 Items Sold November 2024



### Calendar Year 2024 Revenue Comparison



### Fiscal Year Revenue Comparison



### Fiscal Year 2025 Merchandise Expenses

