

Monthly Visitor Center Store Report December 2024

Visitor Center Retail Store:

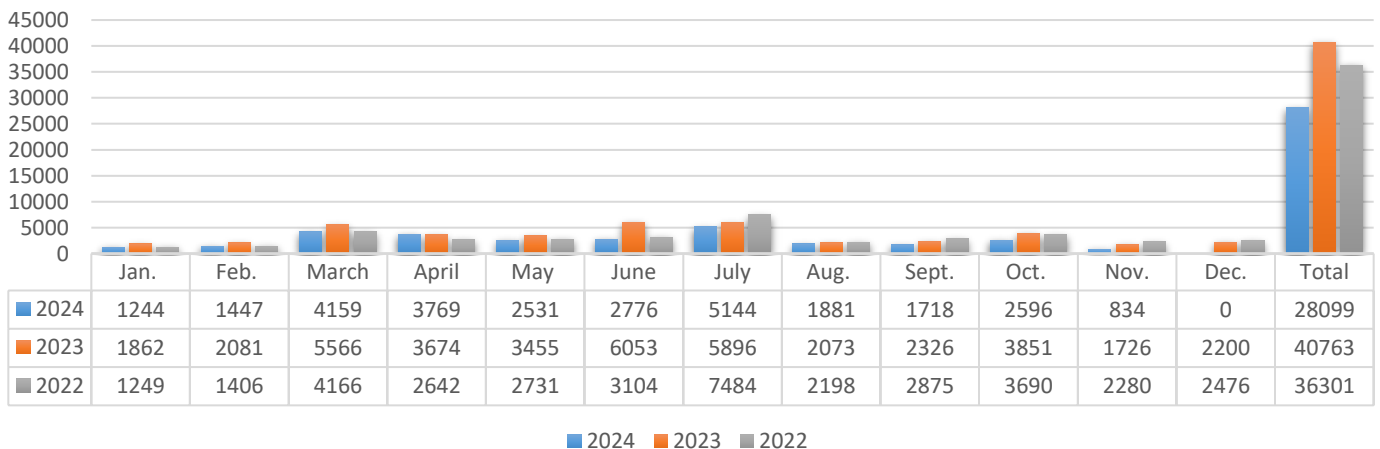
- Welcomed **0** guest, **0** overnight stays in Roswell or **0%** and **0** Roswell locals.
- **December** sales total **\$5820**.
- Top 5 items sold: Beam Me Up Tee, UFO Lapel Pin, Beam Me Up Shot Glass, UFO Poster, UFO 75th Anniversary Shot Glass.
- Online sales total for December: **\$362.91** we captured **611** visitors to our online site.

December Visitation Report

	December Comparison			YTD Comparison		
	2022	2023	2024	2022	2023	2024
Roswell Only	124	147	0	1525	1525	0
New Mexico Visitors (Not including Roswell Area)	155	153	0	2910	2910	0
US Visitors (Not including New Mexico)	2058	1718	0	30149	30149	0
International Visitors	139	182	0	1714	1714	0
Unknown	0	0		3	3	0
Totals Visitors	2476	2200	0	36301	36301	28099
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

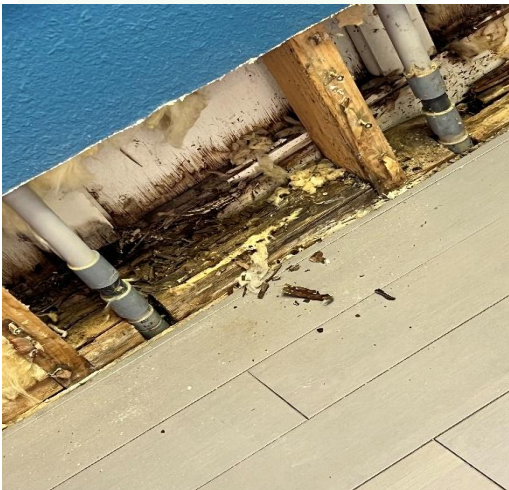
Note: Visitor Center has been closed since November 22, 2024 due to water damage and mold to the garage doors.

Visitor Comparison By Calendar Year



Facility Operations:

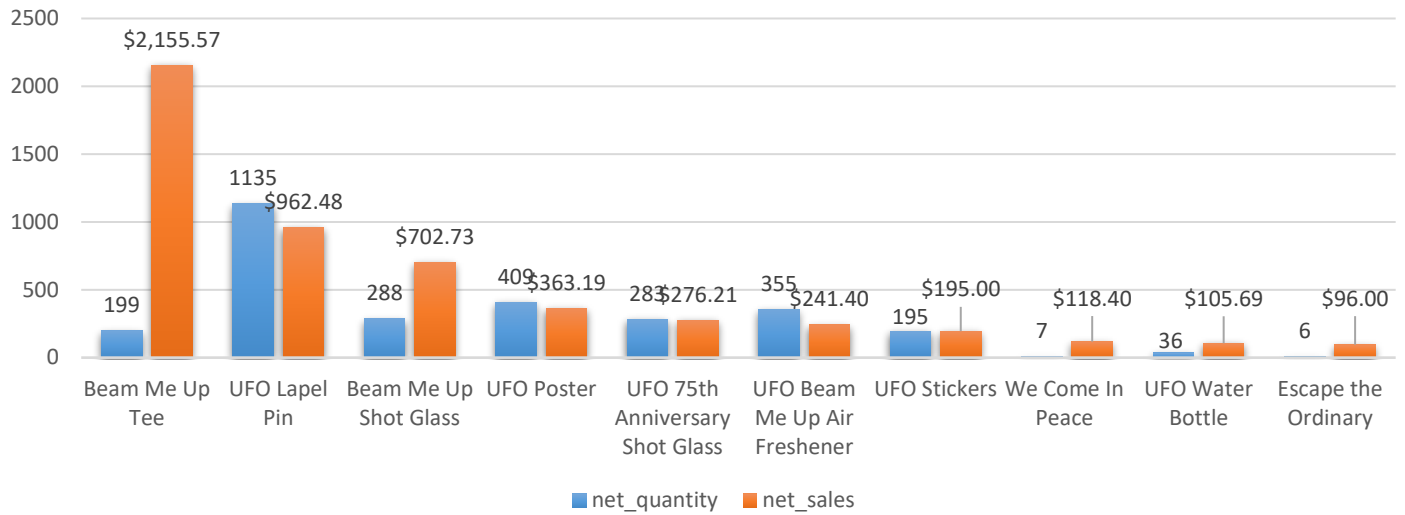
- Posted events on Community Calendar, SeeRoswell.com and Visit Widget that were submitted to the websites or events that we have looked for through using other resources.
- Promoted blood drives, small businesses, Spring River Zoo, Virtual Events, Roswell Museum and CSPs on KENW-Portales radio station 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.
- Visitor Center Staff Meeting
- Restock Air Center brochure racks
- Safety Committee Meeting at Solid Waste Facility 12/11/24
- Edited and updated travel guide for mid-year production.
- November 22, 2024 remediation of mold has been completed; Visitor Center has been closed awaiting for approval letters from New Mexico Historic Preservation Division to start repairs.
- Visitor Center staff have been helping other departments that are short handed or just need temporary help while Visitor Center is closed, waiting for repairs to start hopefully by mid-January. One staff member is currently at solid waste helping with administrative duties of old records, one staff member is helping City Clerk's office with administrative duties with old records, one staff member located in PA office to help maintain the Visitor Center website, SeeRoswell website, and Community Calendar and other daily duties. Visitor Center calls have been forwarded to temporary office so we can still answer questions, assist, hand out guides or direct visitors to downtown area and attractions.
- 6 Information packets were mailed out by request.
- 1 Promotional packet by request.
- 40 Promotional bags by request.



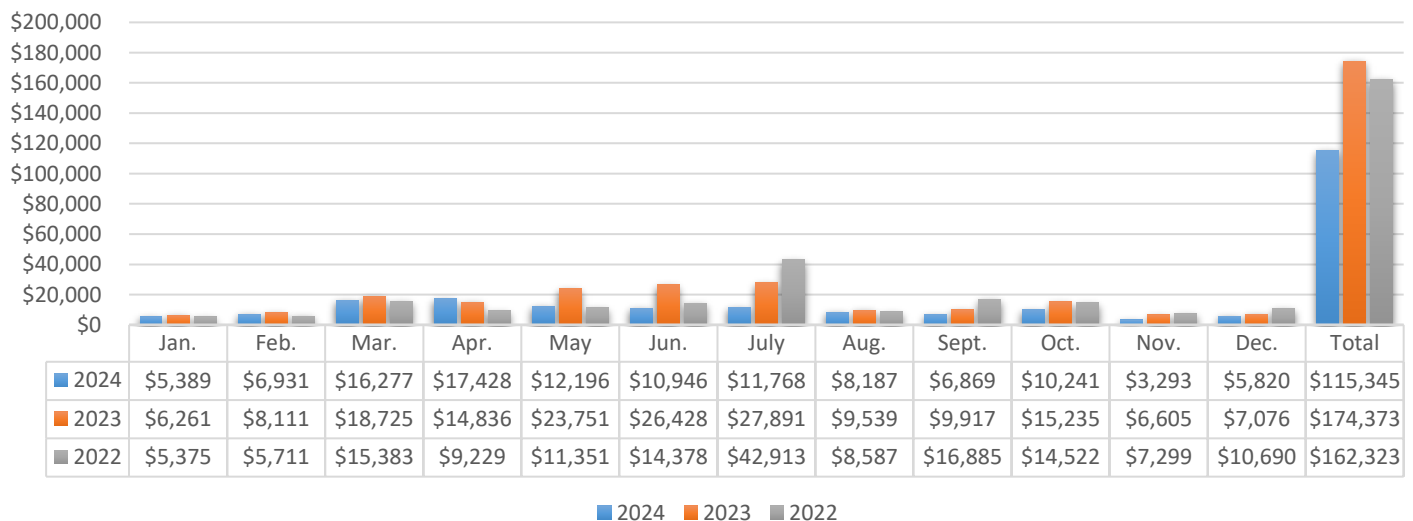
No data to report on Top 5 Zip Codes & Surrounding Areas.

No data to report on Top 5 States to Visit.

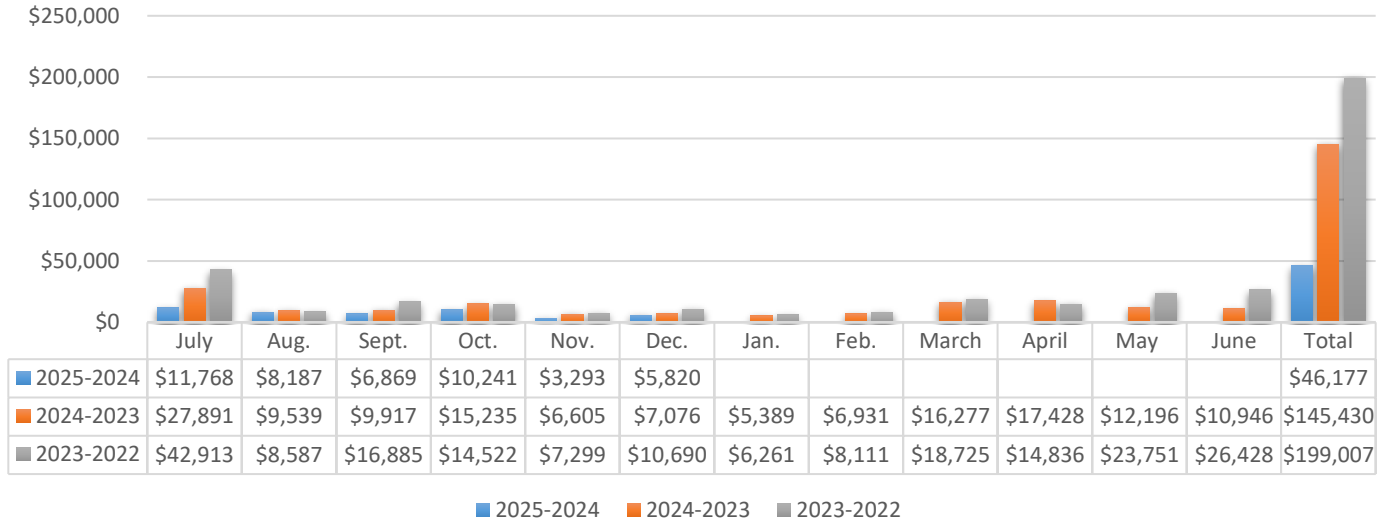
Top 10 Items Sold December 2024



Calendar Year 2024 Revenue Comparison



Fiscal Year Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

