

Monthly Visitor Center Store Report March 2025

Visitor Center Retail Store:

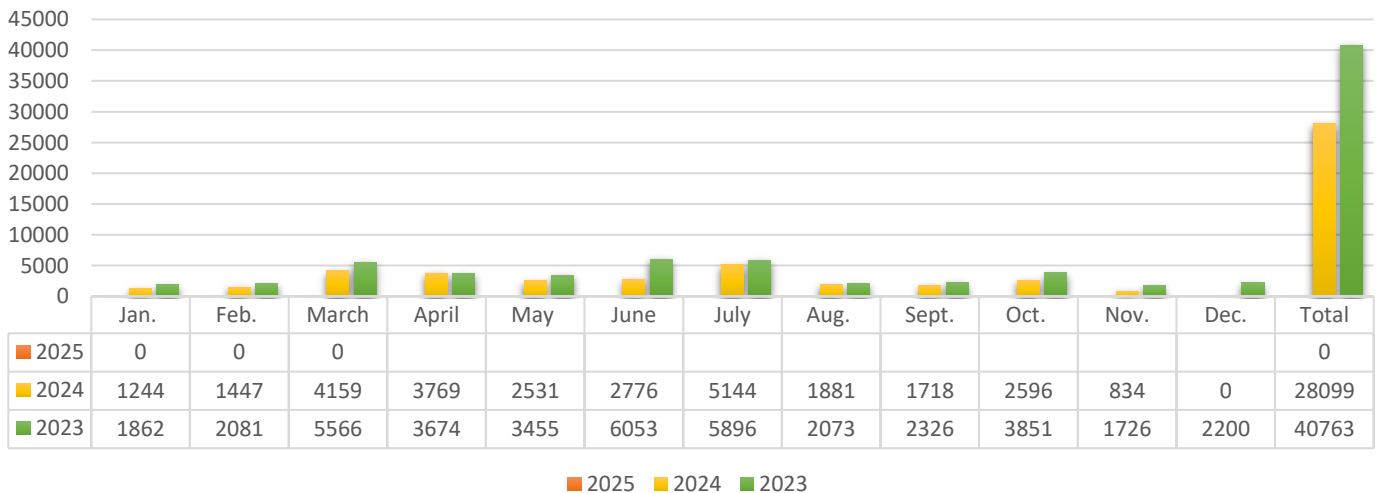
- Welcomed **0** guest, **0** overnight stays in Roswell or **0%** and **0** Roswell locals.

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

March Visitation Report

	March Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	114	102	0	263	270	0
New Mexico Visitors	420	211	0	669	340	0
(Not including Roswell Area)						
US Visitors	4745	3566	0	7992	5701	0
(Not including New Mexico)						
International Visitors	131	280	0	585	539	0
Unknown	0	0	0	0	0	0
Totals Visitors	4166	5566	0	9509	6850	0
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

Visitor Comparison By Calendar Year

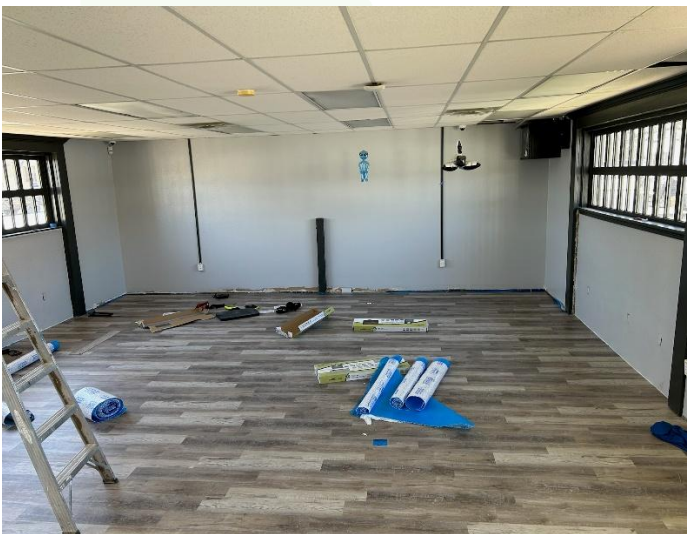


Facility Operations:

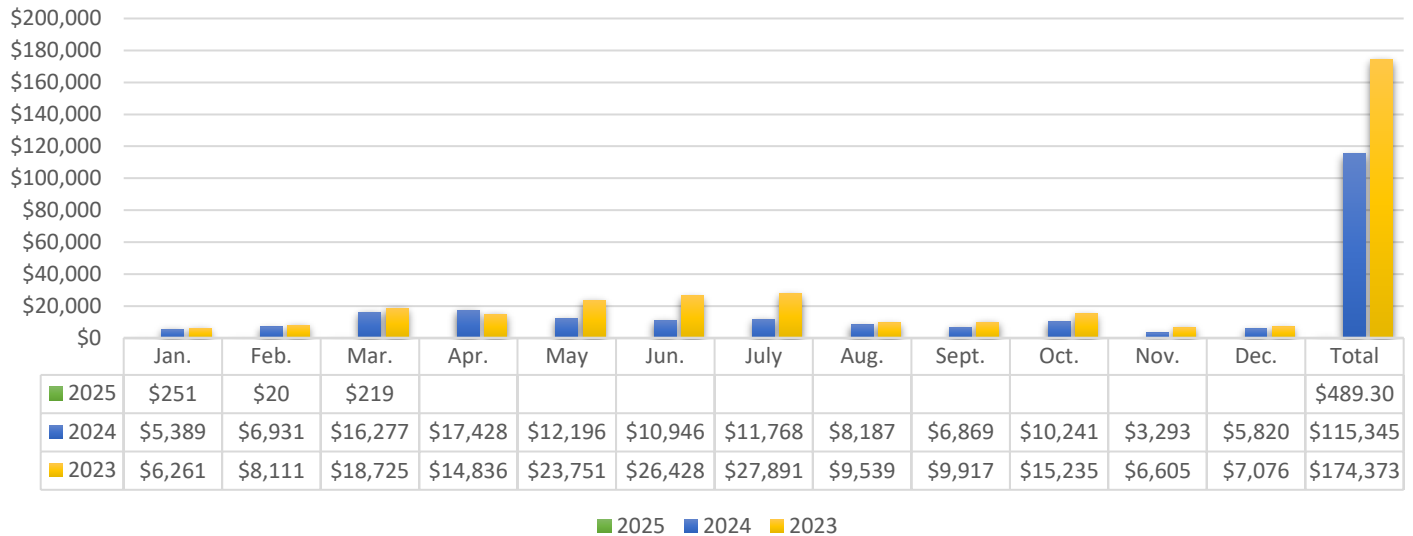
- Posted events on Community Calendar, SeeRoswell.com and Visit Widget that were submitted to the websites or events that we have looked for through using other resources.
- Promoted blood drives, small businesses, Spring River Zoo, Virtual Events, Roswell Museum and CSPs on KENW-Portales radio station 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 & 1:1 Meetings
- Travel Adventure Show – Denver 3/6 – 3/10 promoted Air Races, UFO Festival, Downtown and attractions, etc. (grant partnership with Santa Fe, Albuquerque, Las Cruces, Farmington, and Red River.)
- Safety Committee Meeting at Transit 3/12/25
- UFO Festival Meeting 3/12/25
- Travel Adventure Show – Bay Area 3/13 – 3/17 promoted Air Races, UFO Festival, Downtown and attractions, etc. (grant partnership with Santa Fe, Albuquerque, Las Cruces, Farmington, and Red River.)
- Travel Adventure Show – Dallas 3/20 – 3/24 promoted Air Races, UFO Festival, Downtown and attractions, etc. (grant partnership with Santa Fe, Albuquerque, Las Cruces, Farmington, and Red River.)
- UFO Festival Meeting 3/26/25
- FY26 ClearGov Budget Meeting 9/31/25
- Visitor Center staff helped other departments for the month of March while Visitor Center was undergoing repairs.

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

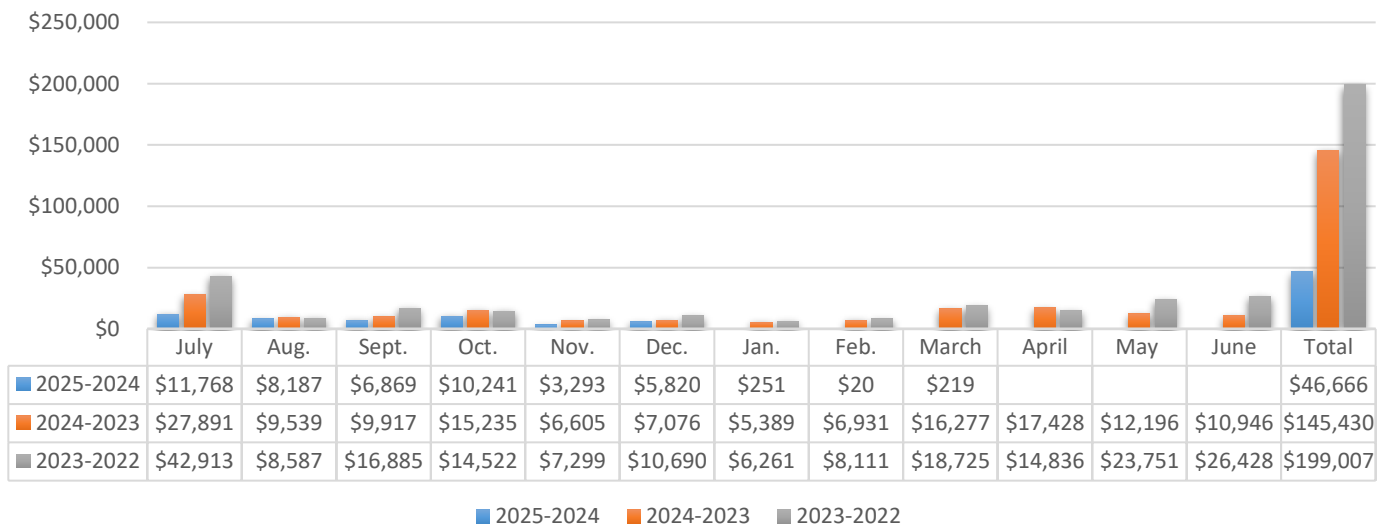
No data to report on Top 5 States to Visit.



Calendar Year 2025 Revenue Comparison



Fiscal Year Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

