

Monthly Visitor Center Store Report

April 2025

Visitor Center Retail Store:

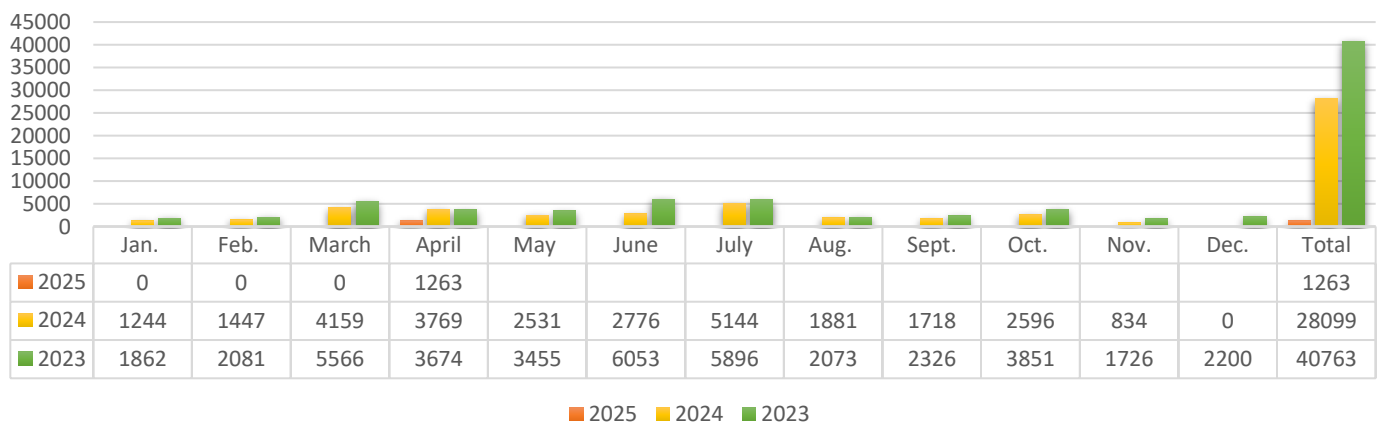
- Welcomed **1263** guest, **537** overnight stays in Roswell or **43%** and **89** Roswell locals.
- **April** sales total **\$3405**.
- Top 5 items sold: Believe Tee, Trucker Hat, Alien Glasses, Beam Me Up Crop, Seeing Is Believing Tee.

Visitor Center re-opened on April 15, 2025.

April Visitation Report

	April Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	56	79	89	319	349	89
New Mexico Visitors (Not including Roswell Area)	180	136	78	849	479	78
US Visitors (Not including New Mexico)	3131	3142	939	11123	8843	939
International Visitors	307	412	157	892	951	157
Unknown	0	0	0	0	0	0
Totals Visitors	3674	3769	1263	13183	10619	1263
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

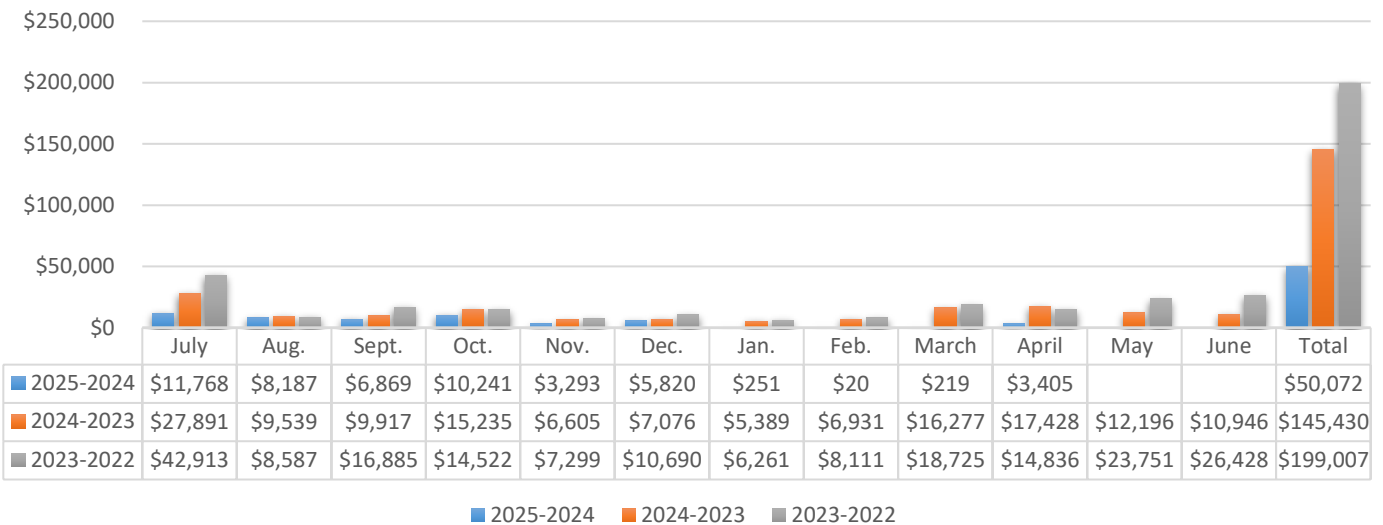
Visitor Comparison By Calendar Year



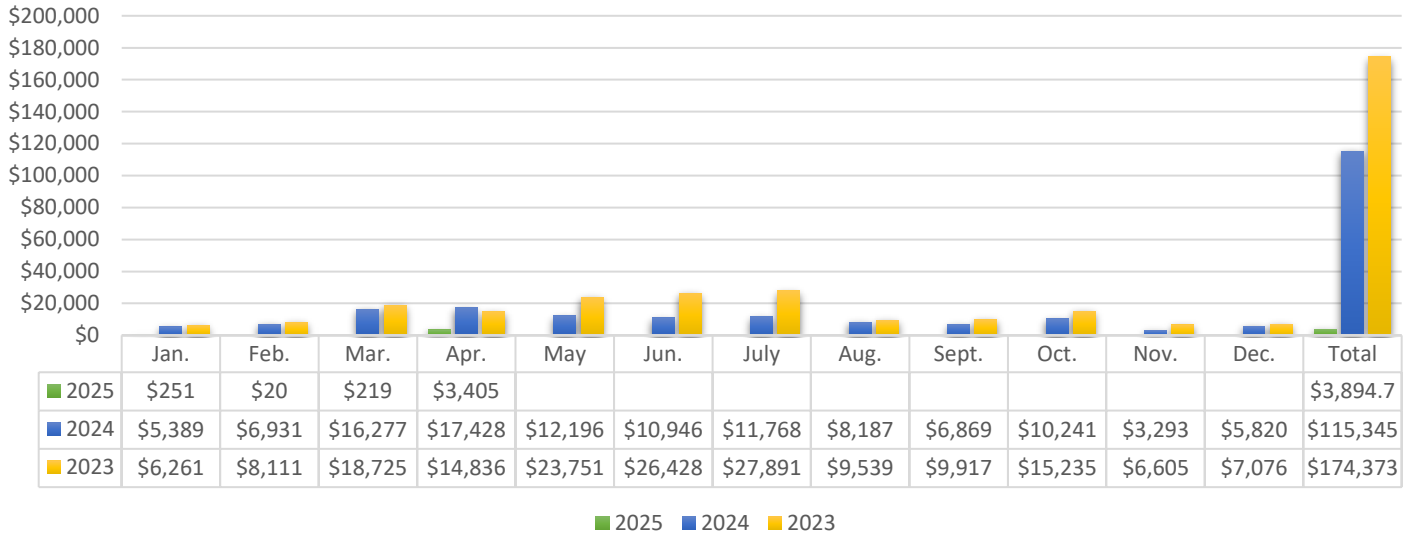
Facility Operations:

- 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.
- Safety Committee Meeting 4/9/25 @ Facilities
- UFO Festival Meeting 4/9/25 & 4/24/25
- KRB Arbor Day Event 4/12/25
- 3Advertizing Meeting 4/18/25
- Visitor Center staff restocked and prepared to re-open to public as of 4/15/25
- Replaced Roswell Airport brochure rack at entrance and added a brochure rack to luggage claim area, fully stocked with city brochures and 7 Museums.

Fiscal Year Revenue Comparison



Calendar Year 2025 Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

