

Monthly Visitor Center Report May 2025

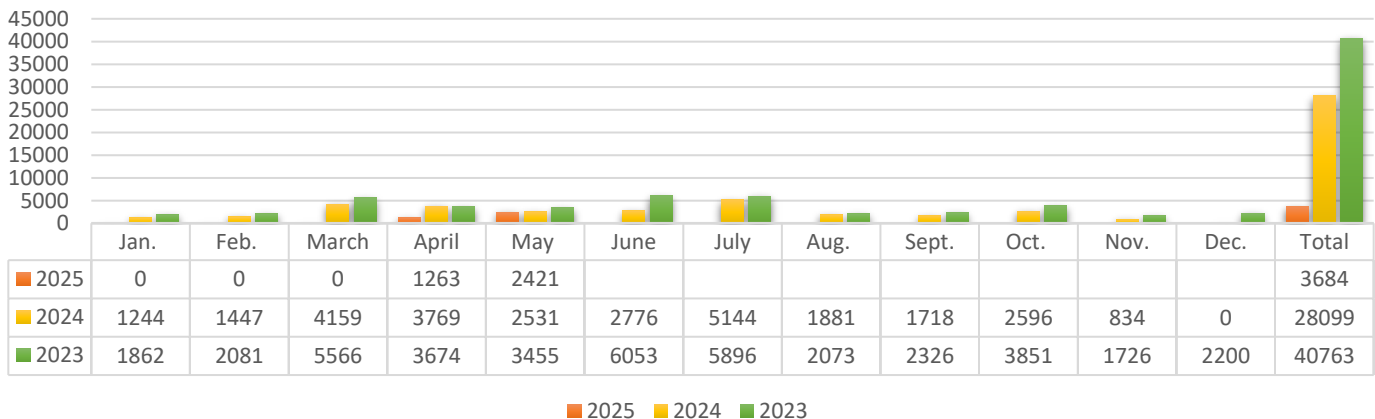
May Visitation Report

Visitor Center Retail Store:

- Welcomed **2421** guest, **2087** overnight stays in Roswell or **86%** and **106** Roswell locals.
- **May** sales total **\$7077**.
- Top 5 items sold: Believe Tee, Trucker Hat, Alien Glasses, Seeing Is Believing Tee, and Escape the Ordinary Tee.

	May Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	134	108	106	453	457	195
New Mexico Visitors (Not including Roswell Area)	162	126	125	1011	605	203
US Visitors (Not including New Mexico)	2882	2093	2062	14005	10936	3001
International Visitors	277	204	128	1169	1155	285
Unknown	0	0	0	0	0	0
Totals Visitors	3455	2531	2421	16638	13150	3684
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

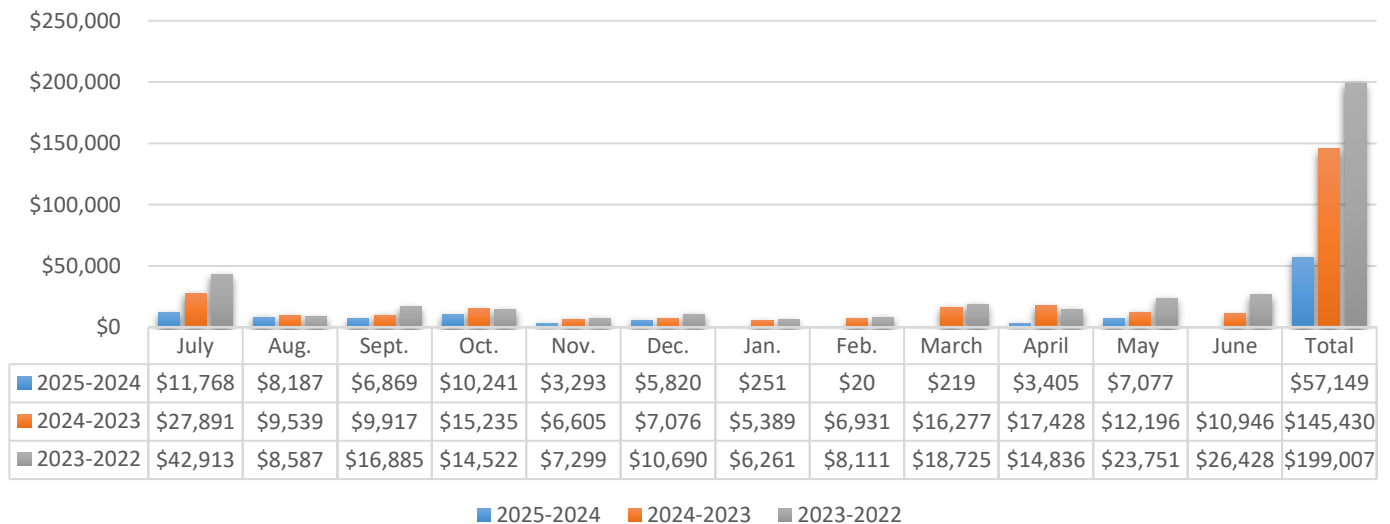
Visitor Comparison By Calendar Year



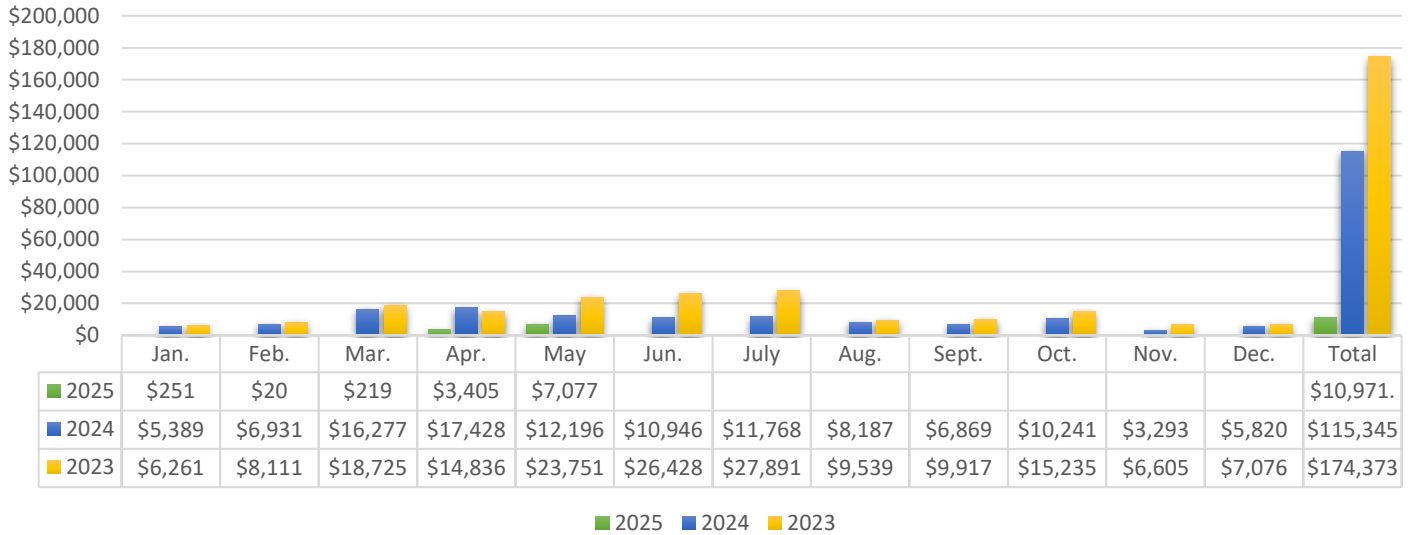
Facility Operations:

- 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.
- Finance Committee Meeting
- Visitor Center grand re-opening May 2 @ 9am
- MatanzaFest booth set up with KRB May 10th
- UFO Meetings May 7th & May 12th
- Safety Committee Meeting May 14th @ PD
- Governor's Conference May 20th – 22nd
- Equipment Road'eo Meeting
- Zoom Meeting with Avenu May 27th & 30th
- Special Council Meeting May 28th & 30th
- PR Request sent out
- Brochure Request sent out
- Online orders fulfilled and shipped out.

Fiscal Year Revenue Comparison



Calendar Year 2025 Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

