

Monthly Visitor Center Report July 2025

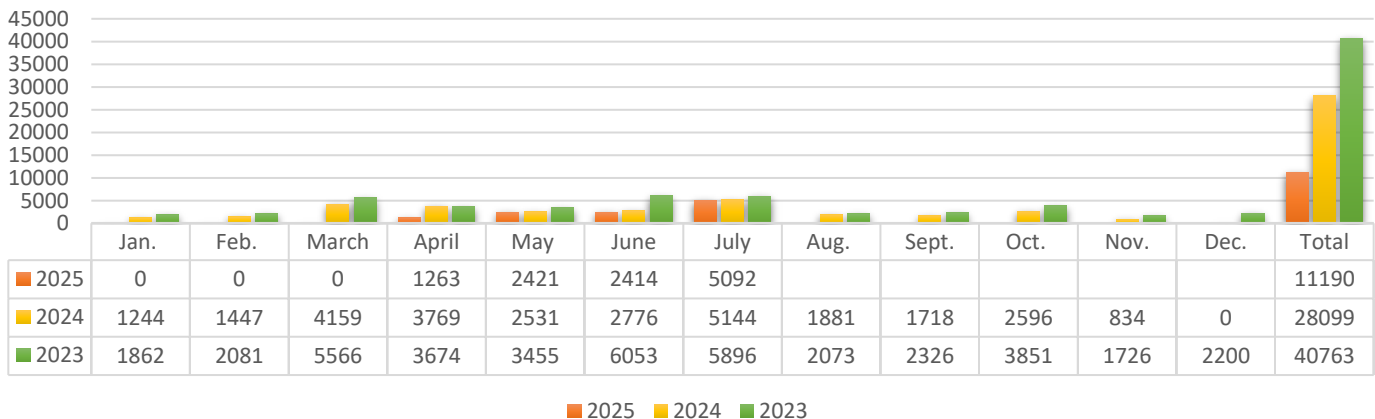
July Visitation Report

Visitor Center Retail Store:

- Welcomed **5092** guest, **2502** overnight stays in Roswell or **49%** and **494** Roswell locals.
- **July** sales total **\$12,559**
- **Top 5 items sold:** Alien Glasses, Posters, Believe Tee, 2025 Limited Edition UFO Festival Tee, We Come in Peace Tee.

	July Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	304	550	494	1100	1085	788
New Mexico Visitors (Not including Roswell Area)	685	862	744	2172	1571	1097
US Visitors (Not including New Mexico)	4676	3545	3658	23766	16929	8739
International Visitors	231	187	196	1549	1485	566
Unknown	0	0	0	0	0	0
Totals Visitors	5896	5144	5092	28587	21070	11190
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

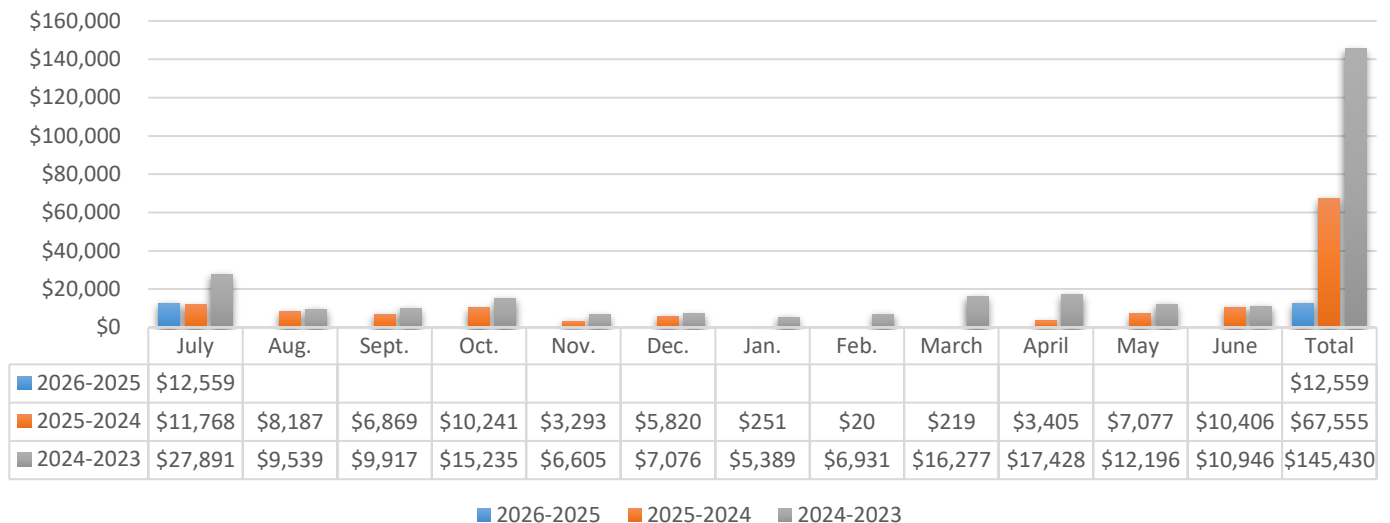
Visitor Comparison By Calendar Year 2025



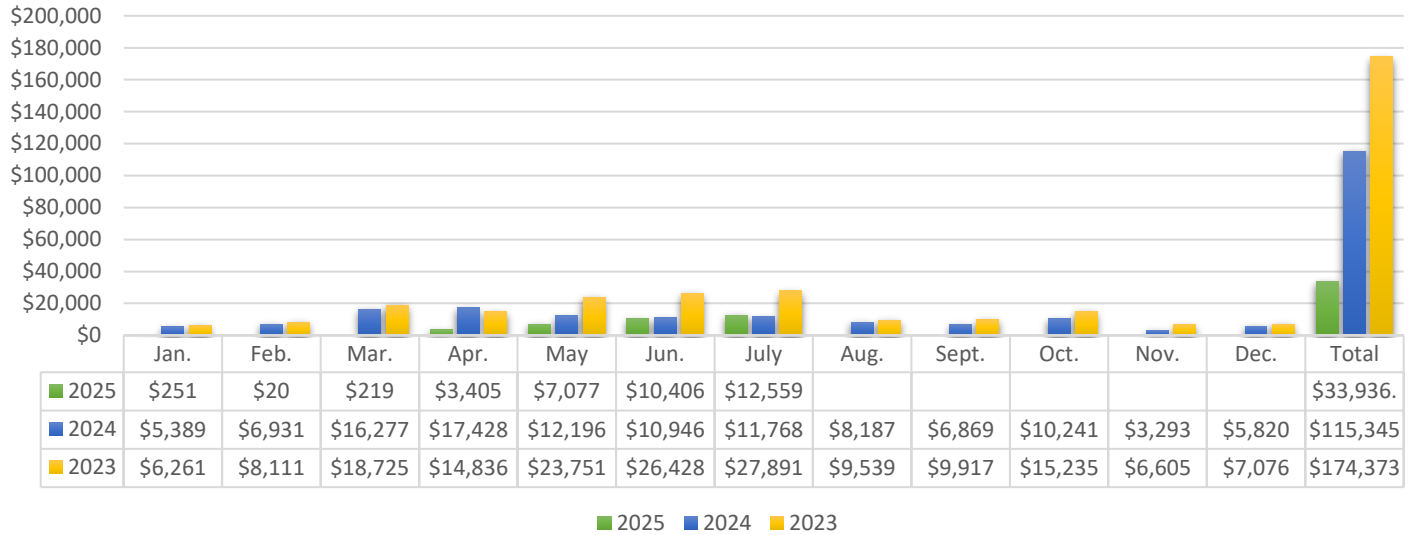
Facility Operations:

- 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.
- 7/2-7/3 - Drone Show & UFO Festival set up - Amanda
- 7/4-7/6 - UFO Festival extended hours 8am – 8pm (Opened to public at 9am).
- 7/9/25 – COR Safety Committee meeting @ Recreation 9am - Amanda
- 7/22/25- OTB Meeting 2:30pm - Amanda
- 7/23/25- UFO Festival after action meeting 10am - Amanda
- 7/25/25- Equipment Road'eo meeting 1pm - Amanda
- 7/25/25- Started OSHA 30 CBT due by 9/1/25 – Amanda & Dorothy
- 7/25/25 Started OSHA 10 CBT due by 9/1/25– Jasmine & Caoimhe
- July promotional bag requested – 3
- July Attraction Map requested -2 (Raton, NM Visitor Center and Cloudcroft, NM Chamber of Commerce)
- July Information Packet requested – 3 (residents from South Dakota, Texas, New York)

2026 Fiscal Year Revenue Comparison



Calendar Year 2025 Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

