

Monthly Visitor Center Report August 2025

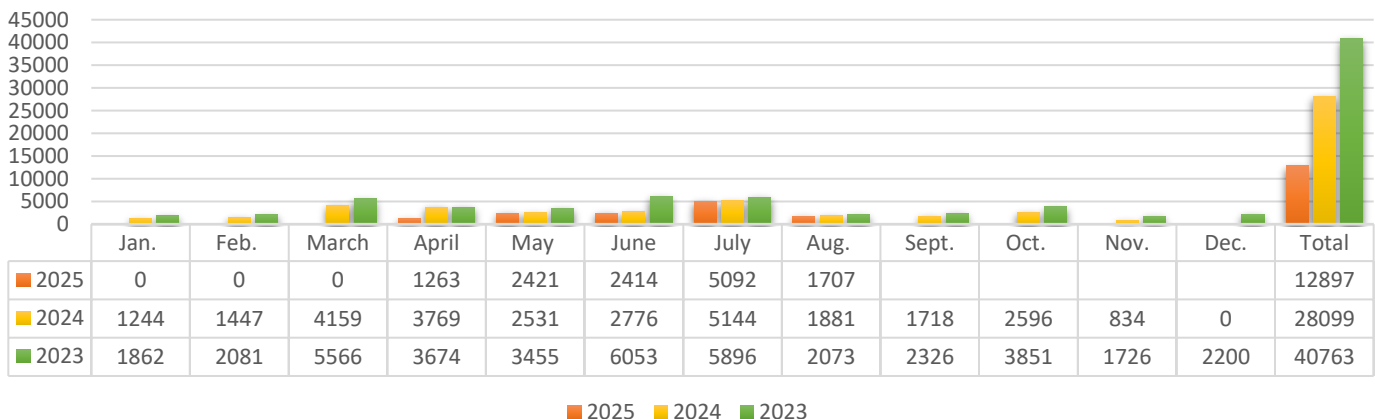
August Visitation Report

Visitor Center Retail Store:

- Welcomed **1707** guest, **515** overnight stays in Roswell or **30%** and **88** Roswell locals.
- **August** sales total **\$5,712**.
- **Top 5 items sold:** Believe Tee, Alien Glasses, Seeing Is Believing Tee, City of Roswell Tank, We Come in Peace Tee.

	August Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	82	136	88	1182	1221	876
New Mexico Visitors	121	102	100	2293	1673	1197
(Not including Roswell Area)						
US Visitors	1714	1463	1340	25480	18392	10079
(Not including New Mexico)						
International Visitors	156	180	179	1705	1665	745
Unknown	2	0	0	2	0	0
Totals Visitors	2073	1881	1707	30660	22951	12897
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

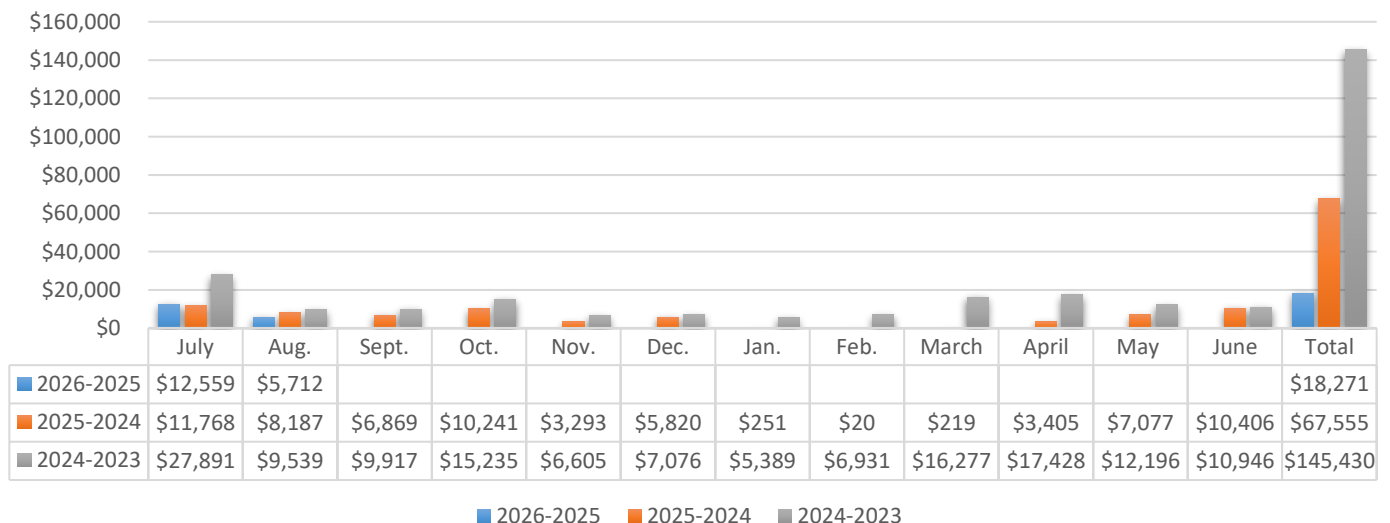
Visitor Comparison By Calendar Year 2025



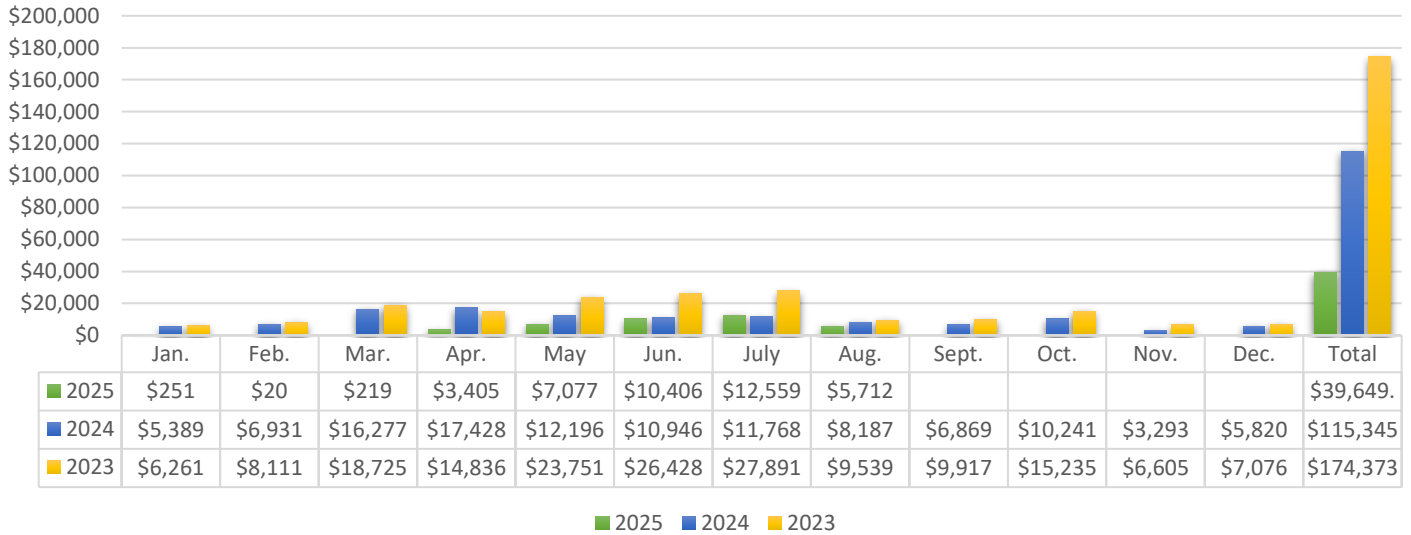
Facility Operations:

- 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.
- AirGas Safety Equipment Meeting (Amanda)
- Finance Committee @ 2pm (Amanda)
- Fall Bash Meeting @ 10AM (Amanda)
- Safety Committee Meeting @ 9am (Amanda)
- Equipment Road'eo Meeting @ 1pm (Amanda)
- Parks Meeting w/Rudy @ 8:30am Food Handlers Training (Amanda)
- UFO Event Planning Museum @ 1pm (Amanda)
- Airport restock – (Dorothy & Amanda)
- Airport new posters (Jasmine & Amanda)
- Delivered maps to downtown stores (Jasmine)
- Welcomed new Disc Golf store downtown and talked about adding them to VisitWidget (Dorothy & Amanda)
- Visited Toy Museum to discuss maps and VisitWidget (Dorothy & Amanda)
- Went to talk to the owners of the new Ice Cream shop but was closed. (Dorothy & Amanda)
- 2 Info packets sent out (VC Staff)
- 89 welcome promotion bags sent out (VC Staff)

2026 Fiscal Year Revenue Comparison



Calendar Year 2025 Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

