

Monthly Visitor Center Report September 2025

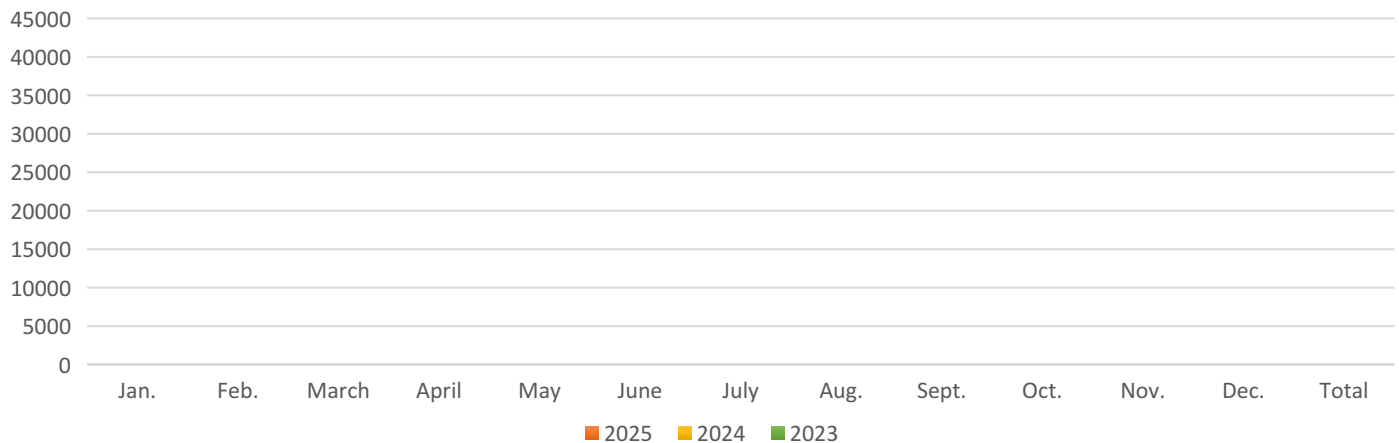
September Visitation Report

Visitor Center Retail Store:

- Welcomed **1798** guest, **1264** overnight stays in Roswell or **70%** and **169** Roswell locals.
- **August** sales total **\$7734**.
- **Top 5 items sold:** Trucker Hat, Limited Edition Breast Cancer Awareness Tee, Alien Glasses, We Come In Peace Tee, and Believe Tee.

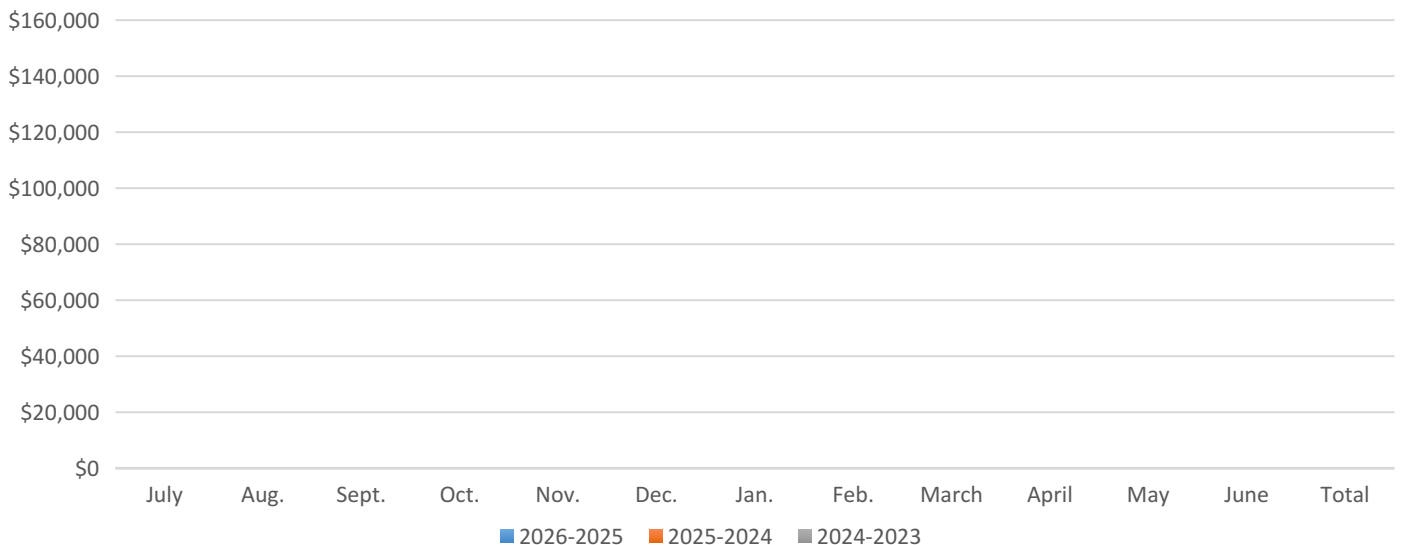
	September Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	163	113	169	1345	1334	1045
New Mexico Visitors (Not including Roswell Area)	152	86	91	2445	1759	1288
US Visitors (Not including New Mexico)	1766	1305	1370	27246	19697	11449
International Visitors	245	214	168	1950	1879	913
Unknown	0	0	0	0	0	0
Totals Visitors	2326	1718	1798	32986	24669	14695
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

Visitor Comparison By Calendar Year 2025



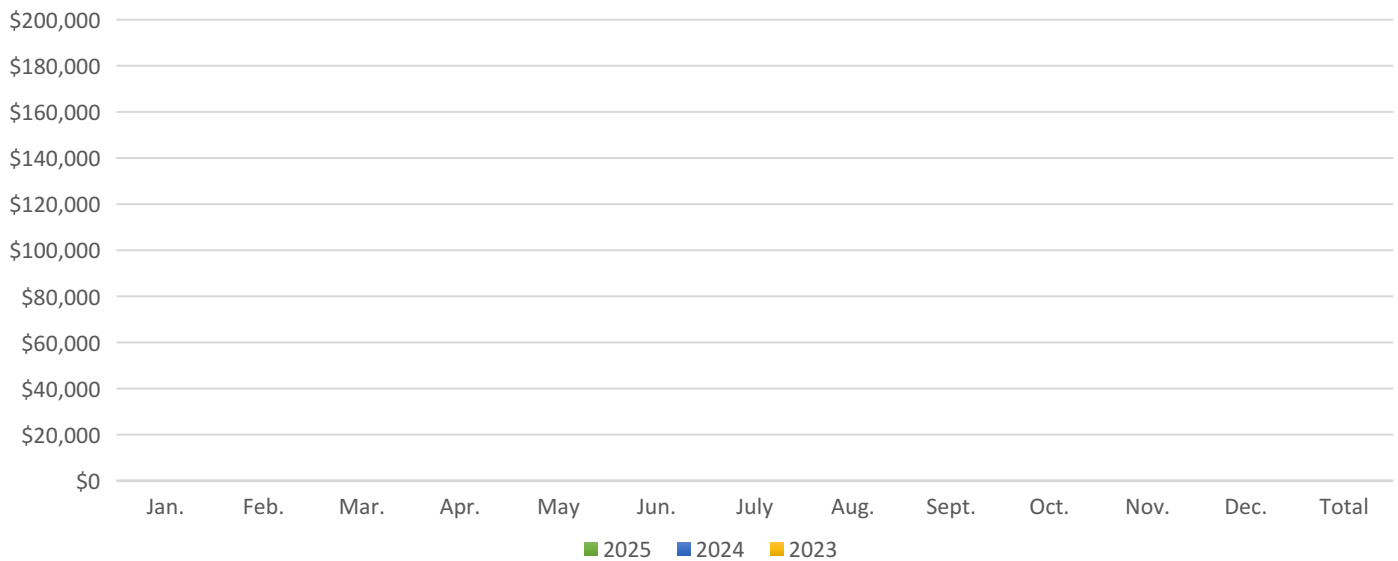
- Posted events on Community Calendar, SeeRoswell.com and Visit Widget that were submitted to the websites or events that we have looked for through using other resources.
- Promoted blood drives, small businesses, Spring River Zoo, Virtual Events, Roswell Museum and CSPs on KENW-Portales radio station 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 @ 2pm (Amanda)
- Fall Bash Meeting @ 10AM (Amanda)
- Safety Committee Meeting @ 9am (Amanda)
- Equipment Road'eo Meeting @ 1pm (Amanda)
- Air Races Sept. 10th – 15th worked the City of Roswell booth, set up and clean up (Amanda, Dorothy, Jasmine)
- 3Advertising meeting for yearly marketing Sept. 18 (Amanda)
- Wayfinding Update Sept. 24
- Air Center Sept. 26 meeting with Michelle, help with ordering of promotional items for Air Center events.
- 1 Promotional box mailed out
- 1 Request for information on Roswell mailed out
- Received 1375 brochures from local and out of state business and Visitor Centers.
- Request for City of Roswell Attraction Maps 700 total sent to Town & Country RV Park, Gallup Visitor Center, Ruidoso Billy the Kid Visitor Center.

2026 Fiscal Year Revenue Comparison





Calendar Year 2025 Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

