

Monthly Visitor Center Report October 2025

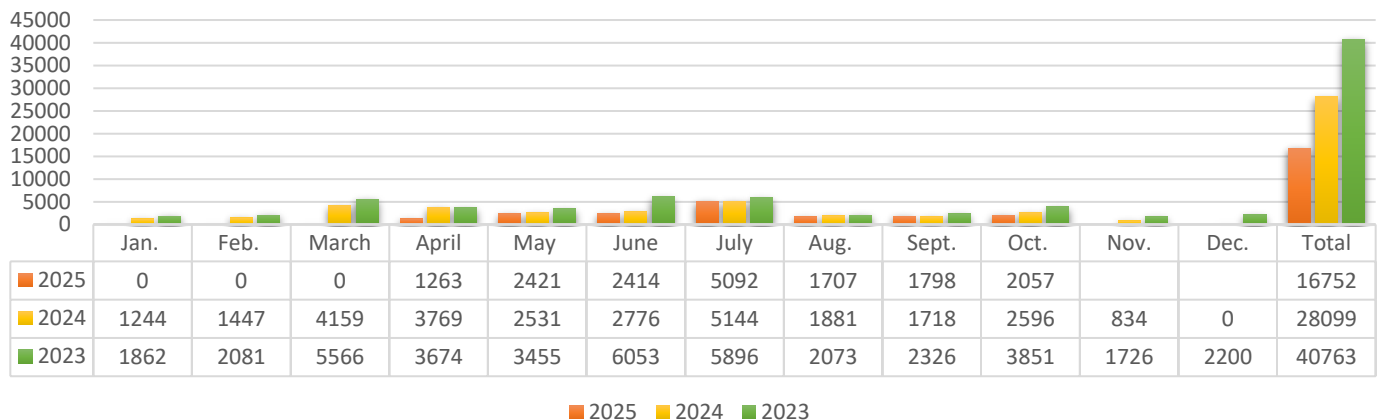
October Visitation Report

Visitor Center Retail Store:

- Welcomed **2057** guest, 939 overnight stays in Roswell or **46%** and **94** Roswell locals.
- **October** sales total **\$8710**.
- **Top 5 items sold:** Coin Long Sleeve, Alien Glasses, Believe Tee, We Come in Peace Tee, Trucker Hat.

	October Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	86	113	94	1431	1447	1139
New Mexico Visitors (Not including Roswell Area)	228	150	105	2673	1909	1393
US Visitors (Not including New Mexico)	3258	2143	1751	30504	21840	13200
International Visitors	279	190	100	2229	2069	1013
Unknown	0	0	7	0	0	7
Totals Visitors	3851	2596	2057	36837	27265	16752
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

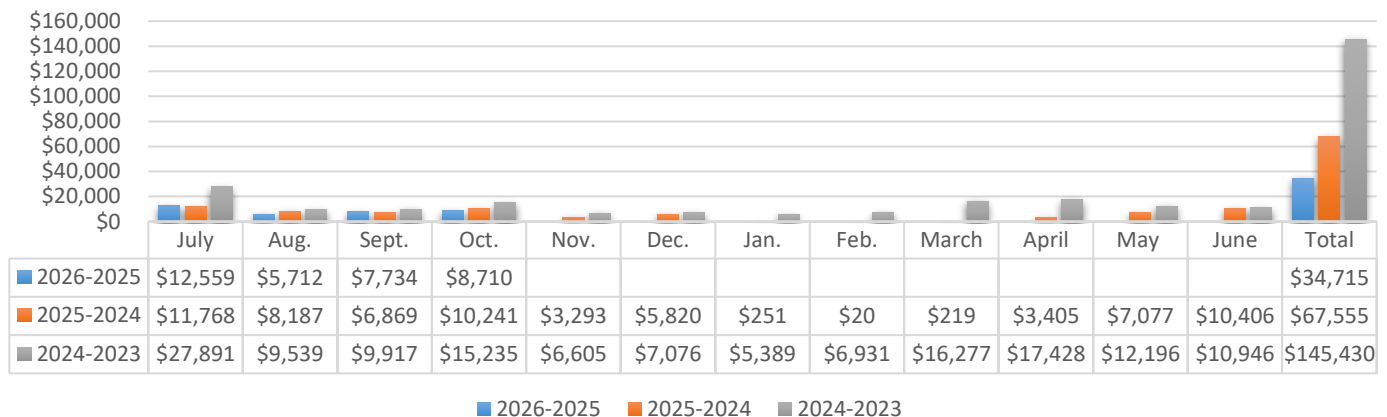
Visitor Comparison By Calendar Year 2025



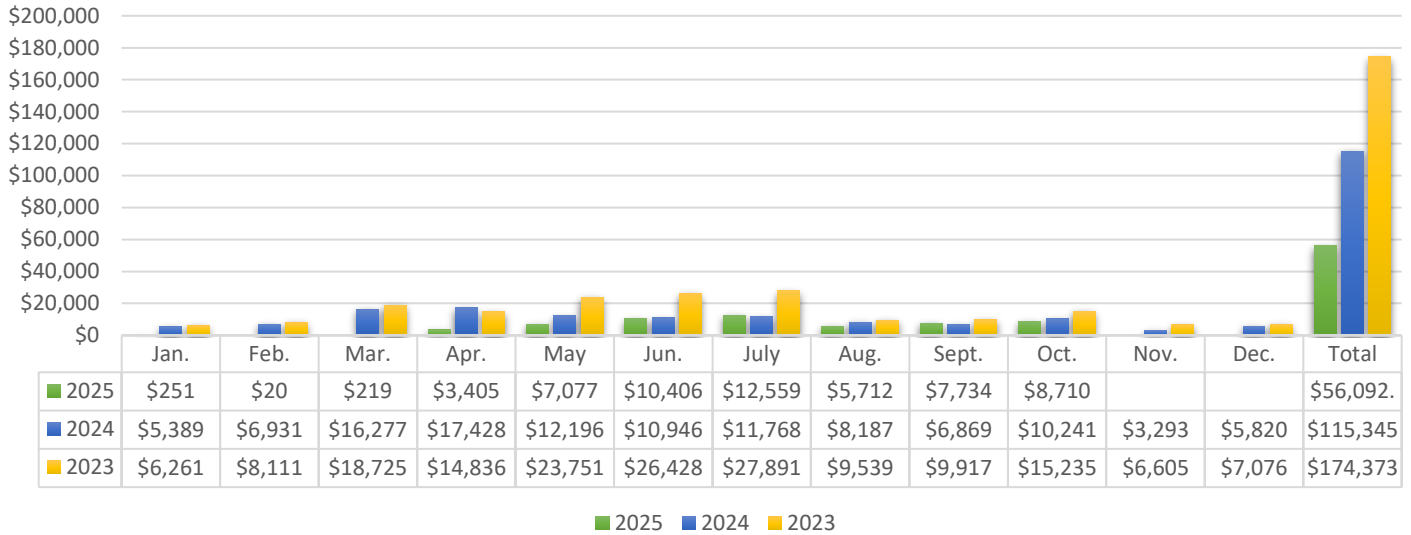
Facility Operations:

- 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.
- 10/8/25 Safety Committee and Final Equipment Road'eo meeting @ 9am - Amanda
- 10/17/25 Equipment Road'eo set up - Amanda
- 10/18/25 Equipment Road'eo event day – Amanda
- 10/22/25 Delivered 30 attraction maps to a group tour staying at Holiday Inn – Jasmine
- 10/24/25 Post Equipment Road'eo meeting – Amanda
- 10/28/25 – 10/30/25 Fall Bash prep and set up in Pioneer Plaza – Amanda
- 10/29/25 Visitor Center Fall Bash set up – Amanda, Jasmine, Dorothy
- 10/30/25 – 10/31/25 Fall Bash event and after event tear down and clean up – Amanda
- 10/31/25 – Visitor Center Fall Bash clean up and tear down, to transition to Thanksgiving set up. – Dorothy & Jasmine.
- Damage to building west window on the north side of the building was broken.
- Received 140 brochures from Roswell Cemetery, 250 Smokey the Bear Historical, 80 New Mexico Fallen Firefighter Memorial, 140 The True Story of Smokey the Bear, 130, Santa Fe, 50 Denver for a total of **790 brochures received for the month of October.**
- Visitor Center staff called out for brochures in October to the following destinations Ruidoso, Albuquerque, Denver, The Valley of Fire, Catwalk National Rec., Santa Fe, Travel New Mexico Magazine, Taos Visitor Center.
- Request for Roswell Attractions Maps and mailed out to Taos Visitor Center.
- 3 Promotional Bags requested.

2026 Fiscal Year Revenue Comparison



Calendar Year 2025 Revenue Comparison



Fiscal Year 2025 Merchandise Expenses

