

MEMORANDUM

City of Roswell

To: Mayor, City Council, Chad Cole, City Manager
From: Amanda Dickerson, Guest Service Supervisor
Department: Visitor Center
Date: 1/29/2025
Subject: Travel Notification

Below are the travel destinations that the Visitor Center will be attending as part of the Co-Op Grant for Travel Adventure Show that the City of Santa Fe Tourism Department carries on behalf of the following cities, which also includes a NM True representation, Santa Fe, Albuquerque, Las Cruces, Red River, Taos, Farmington, Roswell and Carlsbad.

These shows are one of our biggest marketing techniques, which helps us reach outside destinations to draw in tourist for the City of Roswell, UFO Festival, as well as other events, attractions, downtown shopping, local businesses, organizations, and this year our newly added Air Races are all promoted on a big scale which consist of 10,000+ attendees per show who are looking to travel.

The following destinations for the Travel Adventure Show this year will be:

Bay Area, CA. March 13th – 17th (TAS transferred registration to this show as ATL was canceled due to weather.)

Los Angeles CA. February 20th – 24th

Denver CO. March 6th – 10th

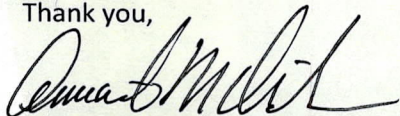
Dallas TX. March 20th – 24th

City Employees traveling:

Amanda Dickerson - Guest Services Supervisor

Dorothy Ramirez - Guest Service Lead

Thank you,



Amanda M. Dickerson
Guest Services Supervisor