

Monthly Visitor Center Report December 2025

Visitor Center Retail Store:

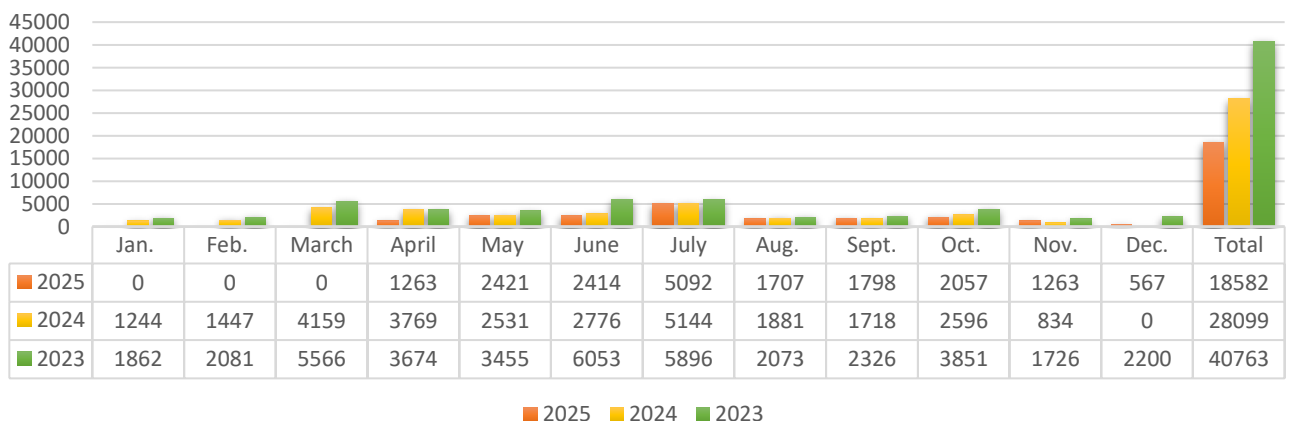
- Welcomed **567** guest, 305 overnight stays in Roswell or **54%** and **41** Roswell locals.
- **December** sales total **\$2337.**
- **Top 5 items sold:** Coin Long Sleeve Tee, Trucker Hat, Alien Glasses, Believe Tee, Faded R Tee.

****Visitor was closed from December 19th to January 2nd. Due to holidays and renovations to the floors as well as some electrical work. ****

December Visitation Report

	December Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	147	0	41	1525	0	1264
New Mexico Visitors	153	0	33	2910	0	1496
(Not including Roswell Area)						
US Visitors	1718	0	463	30149	0	14659
(Not including New Mexico)						
International Visitors	182	0	30	1714	0	1156
Unknown	0	0	0	3	0	7
Totals Visitors	2200	0	567	36301	28099	18582
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

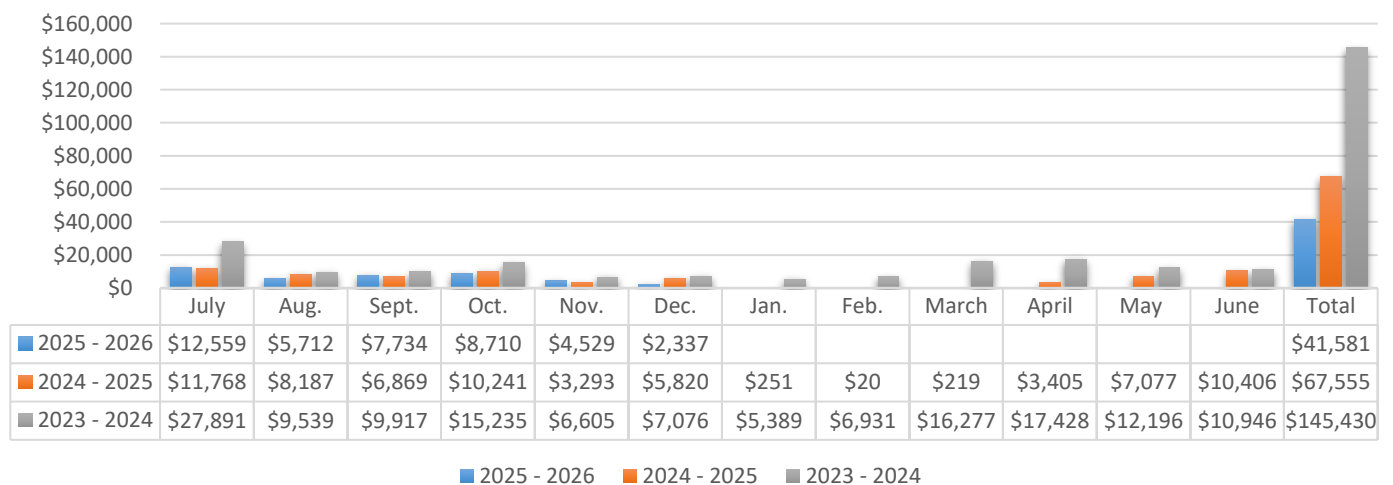
Visitor Comparison By Calendar Year 2025



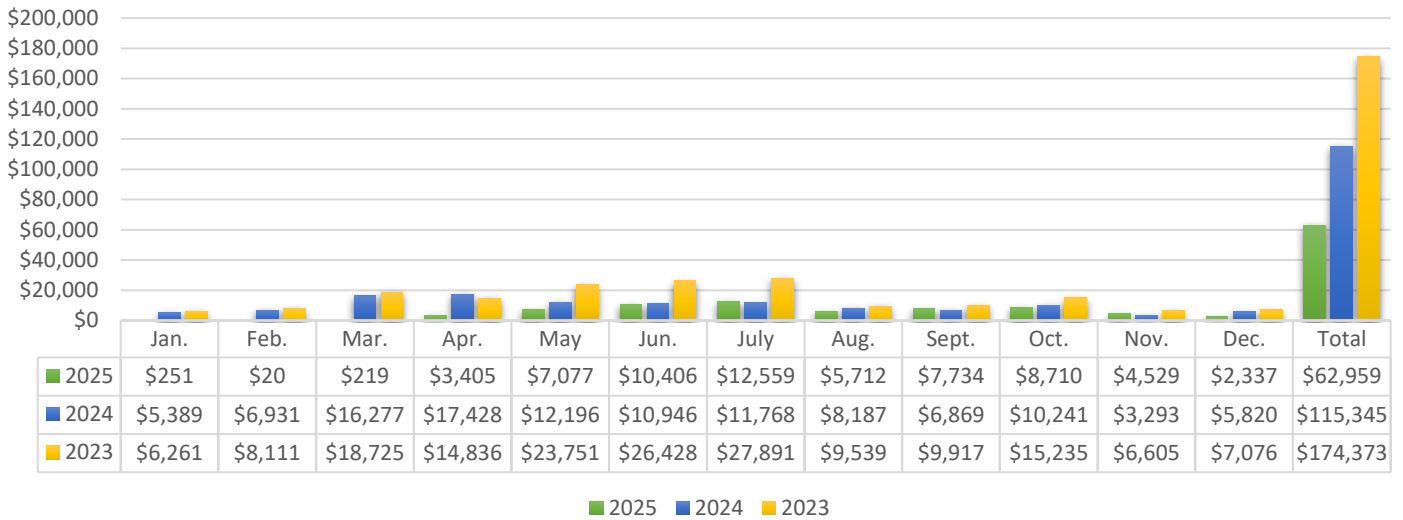
Facility Operations:

- 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.
- Staff training to help with advancements and trying that is required yearly.
- 30 requests for promotional bags for RISD Welding Competition for out-of-town contestants. – Amanda & VC Staff
- 12/2 Christmas on the Plaza Event - Amanda
- 12/4 Finance Meeting – Amanda
- 12/10 Internal Safety Committee Meeting – Amanda
- 12/22 Pest Control Monthly Treatment – Amanda
- Working on the City of Roswell Tear Sheet Map & Brochure Map edits – Amanda & VC Staff
- 1 request for information – VC Staff
- Staff counted in 120 brochures that were delivered to the Visitor Center (New Mexico Wild & Roswell City Maps)
- 14 newspaper articles about the city clipped and scanned to file. – VC Staff

2026 Fiscal Year Revenue Comparison



Calendar Year 2025 Revenue Comparison



2026 Fiscal Year Merchandise Expenses

