

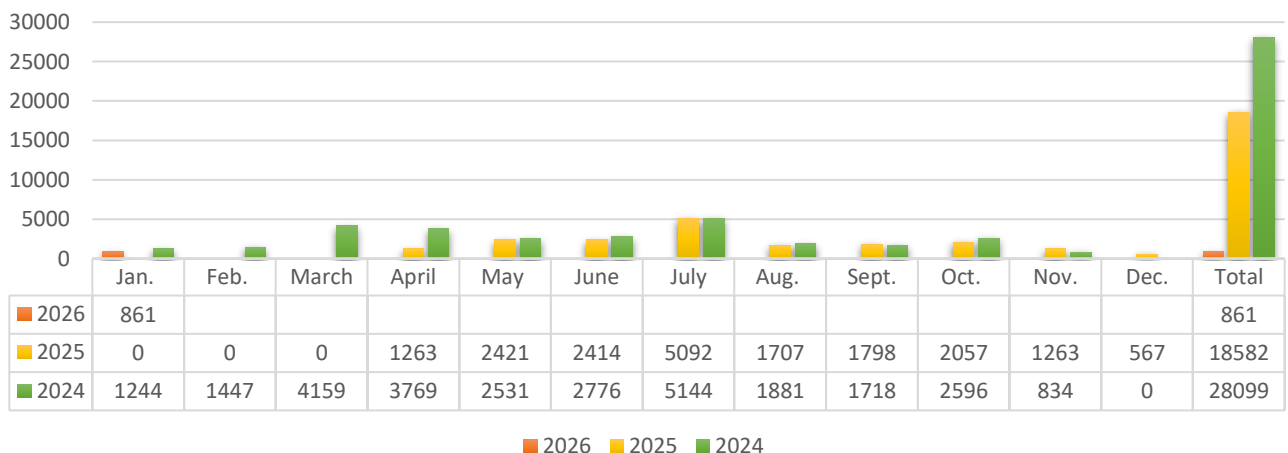
Monthly Visitor Center Report January 2026

Visitor Center Retail Store:

- Welcomed **861** guest, **531** overnight stays in Roswell or **62%** and **29** Roswell locals.
- **January** sales total **\$2397**
- **Top 5 items sold:** Alien Glasses, Believe Tee, Trucker Hat, City of Roswell Magnet, Coin Long Sleeve.

January 2026 Visitation Report						
	January Comparison			YTD Comparison		
	2024	2025	2026	2024	2025	2026
Roswell Residents	94	0	29	94	0	29
New Mexico Visitors (Not including Roswell Area)	60	0	34	60	0	34
US Visitors (Not including New Mexico)	977	0	751	977	0	751
International Visitors	113	0	47	113	0	47
Unknown Visitors	0	0	0	0	0	0
Total Visitors	1244	0	861	1244	0	861
Numbers reflected above are by calendar year Visitor Center Hours Tuesday - Saturday 9am - 5pm Closed Sunday & Monday						

Visitor Comparison By Calendar Year 2026



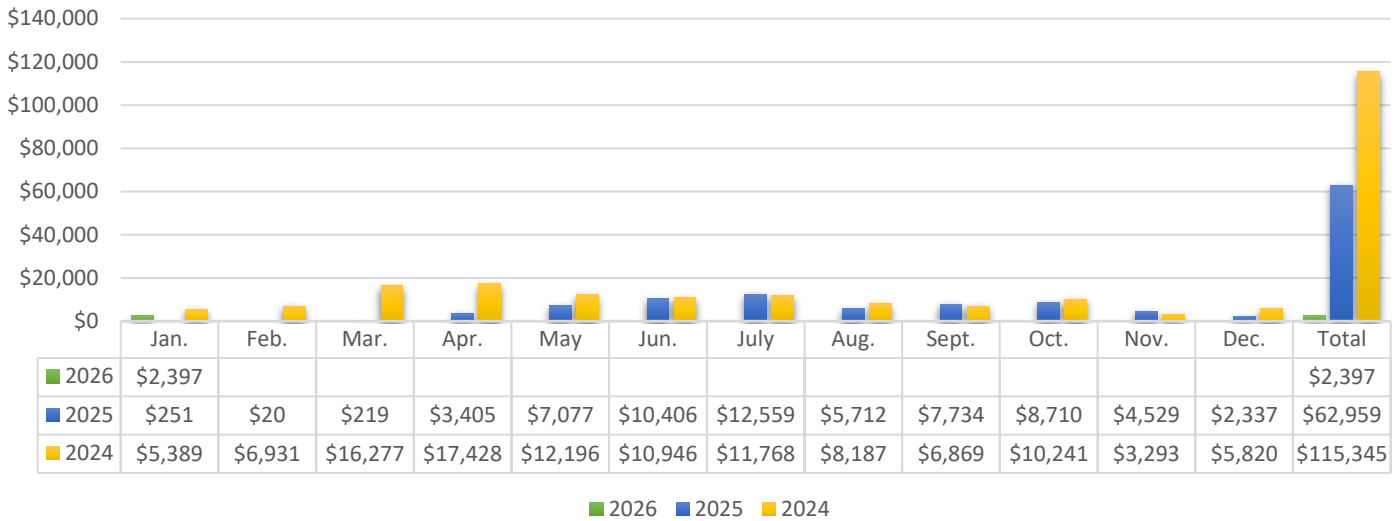
Facility Operations:

- 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.
- 1/6/26 NMMI IPA Guest Speaker – **Amanda**
- 1/6/26 Travel Adventure Show Zoom Meeting with City of Santa Fe Tourism – **Amanda**
- 1/7 – 1/8 Interviews – **Amanda**
- 1/14/26 Safety Committee Meeting – **Amanda & Dorothy**
- 1/16/26 Equipment Road’eo Meeting – **Amanda**
- 1/28/26 Set Meeting - **Amanda**
- 1/28/26 Goddard Centennial Meeting – **Amanda**
- 1/30/26 Meeting at Parks Maintenance Building – **Amanda**
- 38 events entered in seeroswell.com & mobile app in January – **Visitor Center Staff**
- 2 welcome bags for Telemundo News – **Visitor Center Staff**
- 6 information packets requested and mailed out (2-TX, 1-MO, 1-NM, 1-NC, 1-MN) – **Visitor Center Staff**
- 23 COR newspaper articles saved to archives – **Visitor Center Staff**
- January monthly Visitor Center request for brochures from Phoenix Visitor Center, Alamogordo Chamber, Carlsbad Chamber, Carlsbad Caverns, Raton Visitor Center, Los Alamos Visitor Center, Spaceport Roswell, Bricktown and UFO Tour. – **Visitor Center Staff**
- 627 brochures received and inventoried from Los Alamos, Carlsbad, Phoenix, Farmington, Treasure of the Earth – **Visitor Center Staff**
- 200 brochures sent by request to Carlsbad Chamber and AAA in Mason, Ohio – **Visitor Center Staff**
- Travel Adventure Show prep – **Amanda & Dorothy**

2026 Fiscal Year Revenue Comparison



Calendar Year 2026 Revenue Comparison



2026 Fiscal Year Merchandise Expenses

