

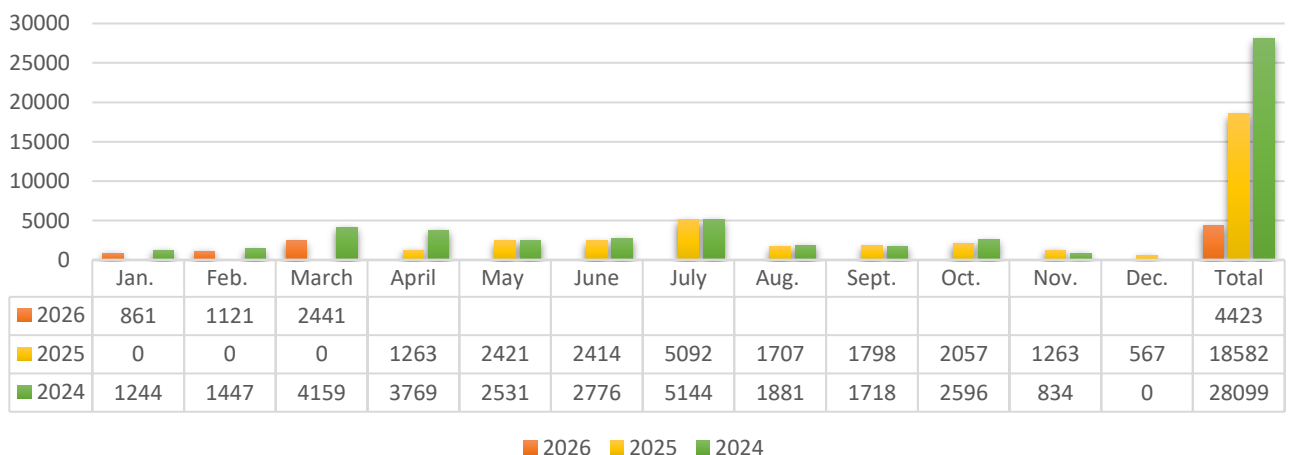
Monthly Visitor Center Report March 2026

Visitor Center:

- Welcomed **2441** guest, **712** overnight stays in Roswell or **29%** and **76** Roswell locals.
- **March** sales total **\$7506**
- **Top 5 items sold:** Alien Glasses, Trucker Hat, Believe Tee, Postcards, Pastel Tie Dye Tee.

March 2026 Visitation Report						
	March Comparison			YTD Comparison		
	2024	2025	2026	2024	2025	2026
Roswell Residents	102	0	76	270	0	160
New Mexico Visitors (Not including Roswell Area)	211	0	124	340	0	206
US Visitors (Not including New Mexico)	3566	0	2173	5701	0	3881
International Visitors	280	0	68	539	0	176
Unknown Visitors	0	0	0	0	0	0
Total Visitors	4159	0	2441	6850	0	4423
Numbers reflected above are by calendar year Visitor Center Hours Tuesday - Saturday 9am - 5pm Closed Sunday & Monday						

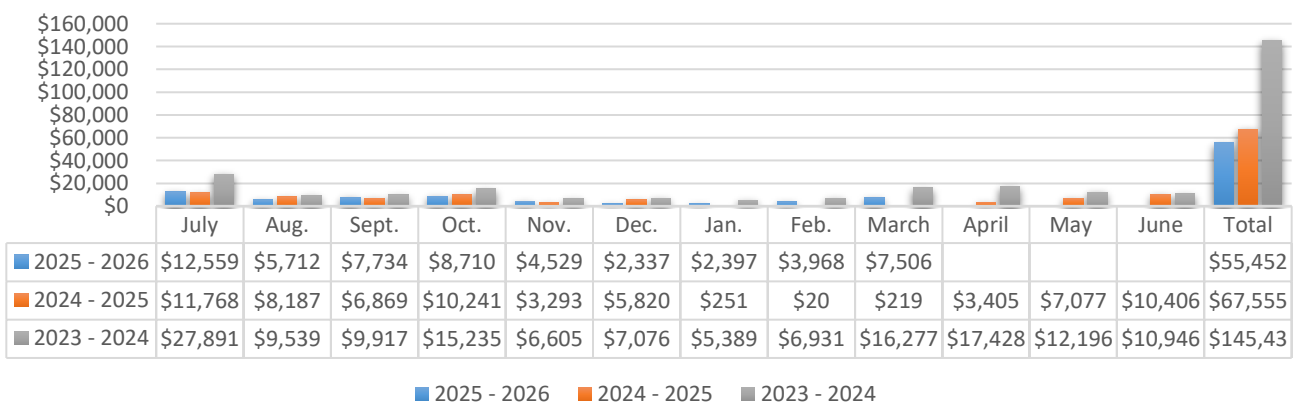
Visitor Comparison By Calendar Year 2026



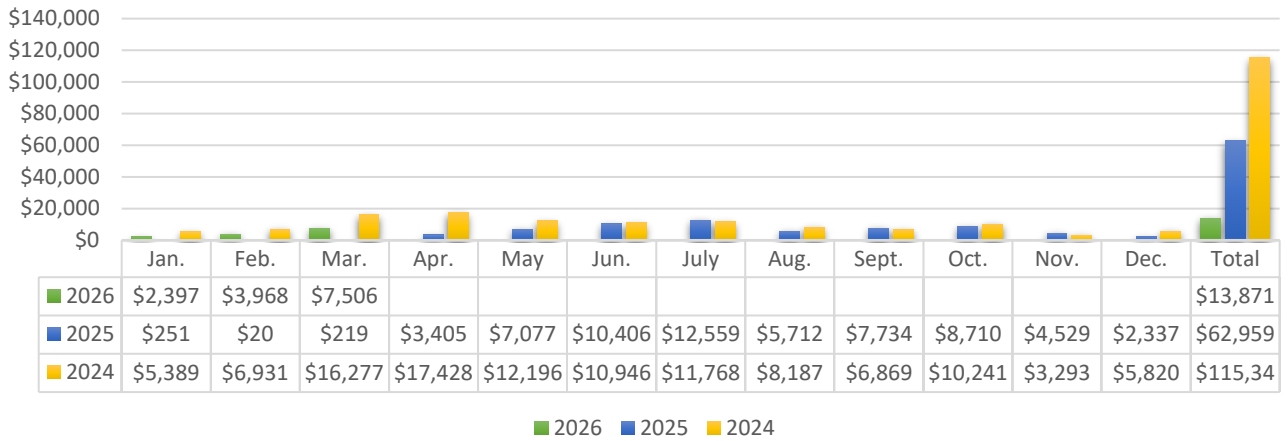
Facility Operations:

- 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.
- 3/5/26 to 3/9/26 - Travel Adventure Show Long Beach, CA. – **Amanda & Dorothy**
- 3/11/26 – Safety Committee Meeting. – **Amanda**
- Moved & Prep for safety to move in to offices. – **Amanda**
- 3/20/26 – Shipped displays to Dallas Travel Adventure Show. – **Amanda**
- 3/23/26 – VC Pest Control Services
- 3/24/26 – Equipment Road’eo Marketing meeting – **Amanda**
- 3/26/26 – Senior Staff Headshots – **Amanda**
- 3/26/26 to 3/30/26 – Travel Adventure Show Dallas, TX. – **Amanda**
- Searched and found 52 city/community events for the month of March. Entered into the community calendar and seeroswell calendar for locals and visitors to view on website and mobile app. – **VC Staff**
- Total of 6 request for swag bags. (1 for Duncan Creek Elementary & 5 for Meredith Hildreth) – **VC Staff**
- 13 COR Newspaper articles clipped scanned and archived. – **VC Staff**
- Call out for brochures from Las Vegas NM, Capulin Volcano, Fort Stanton, Visit Amarillo, True Story of Smokey the Bear, Roswell Spacewalk, Roswell Toy Museum. – **VC Staff**
- 1900 brochures received and counted into inventory from El Malpais National Monument, New Mexico True, Roswell UFO Tour, Roswell Spaceport, Bricktown Alien Attack, Los Alamos 2026 Guide, Las Vegas City Guide, Area 52, Intergalactic Transportation and Las Vegas (Brown). – **VC Staff**

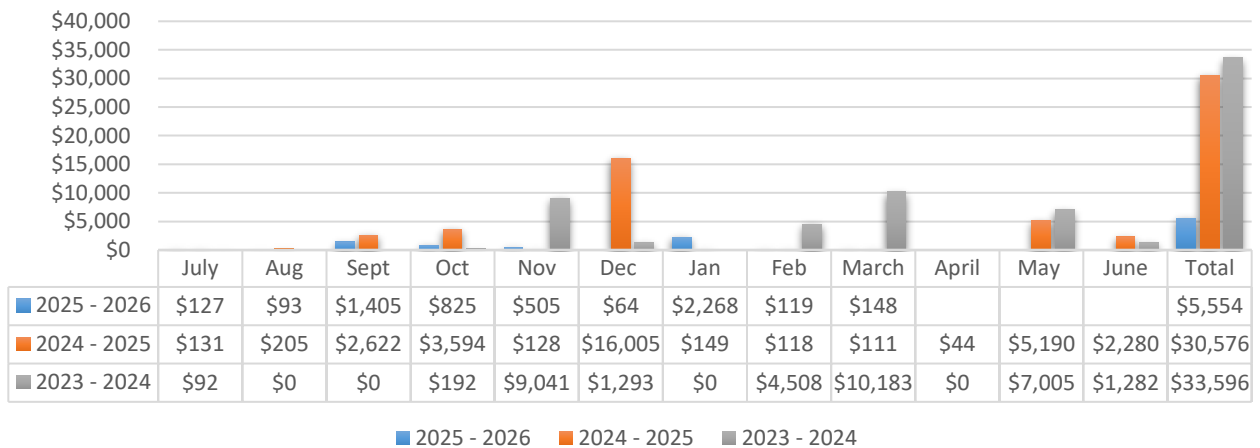
2026 Fiscal Year Revenue Comparison



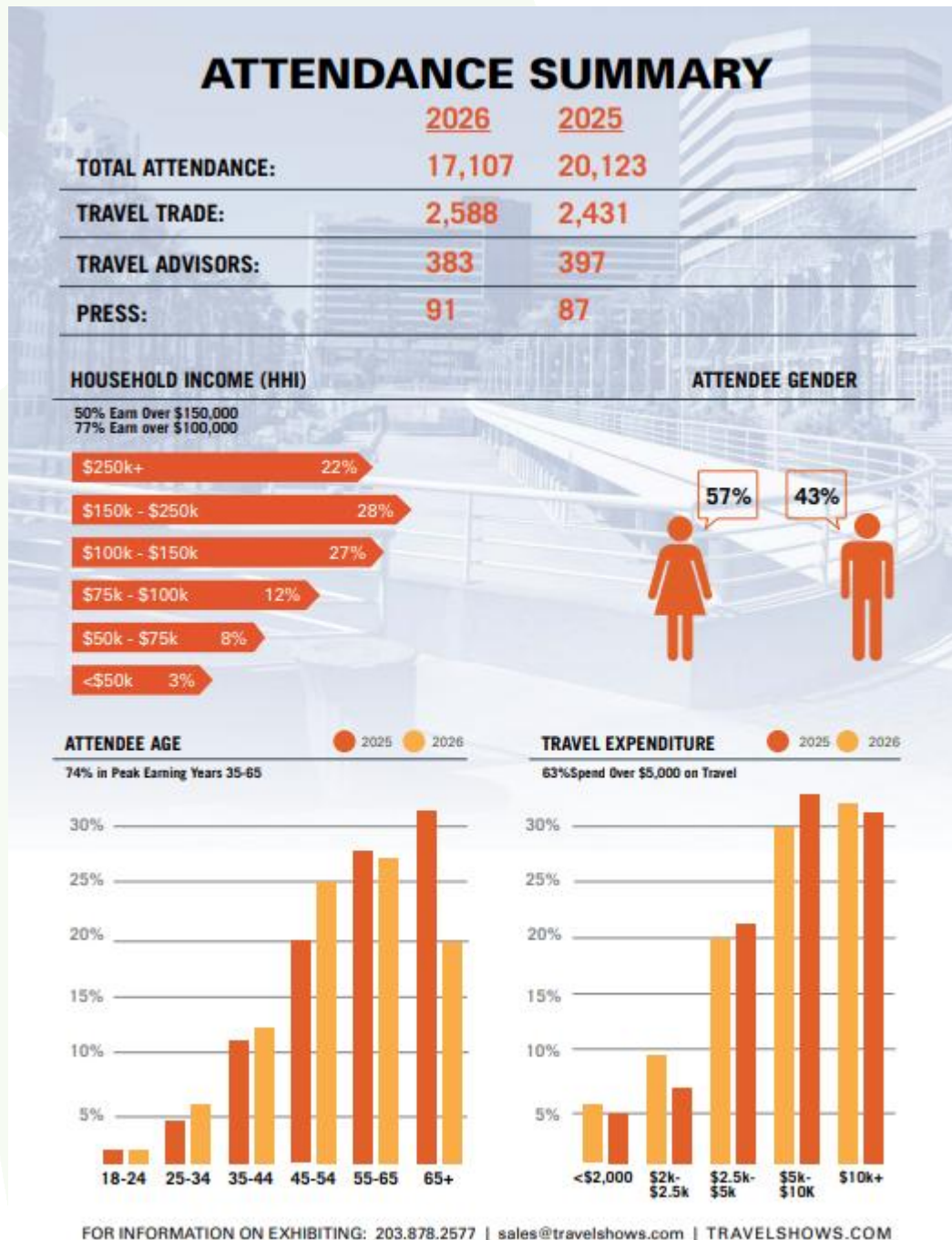
Calendar Year 2026 Revenue Comparison



2026 Fiscal Year Merchandise Expenses



Travel Adventure Show Long Beach, CA (venue change from last year Los Angeles)



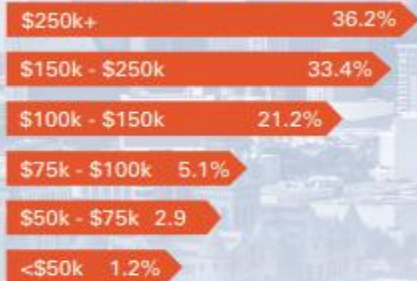
Travel Adventure Show Dallas, Texas

ATTENDANCE SUMMARY

	2026	2025
TOTAL ATTENDANCE:	6,184	8,973
TRAVEL TRADE:	1,238	1,214
TRAVEL ADVISORS:	276	319
PRESS:	41	37

HOUSEHOLD INCOME (HHI)

90% Earn Over \$100,000 & 68% Earn Over \$150,000



ATTENDEE GENDER



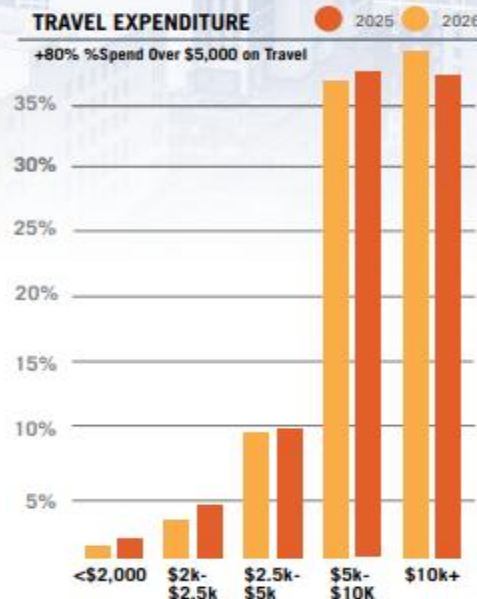
ATTENDEE AGE

77% in Peak Earning Years 35-65



TRAVEL EXPENDITURE

+80% %Spend Over \$5,000 on Travel



FOR INFORMATION ON EXHIBITING: 203.878.2577 | sales@travelshows.com | TRAVELSHOWS.COM

Dallas Photo Booth Sponsorship



2026 DALLAS TRAVEL & ADVENTURE SHOW

Date: March 28-29, 2026
Venue: Dallas Market Hall
Location: 2200 N Stemmons Fwy,
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Hall: 54,118 sq. ft.

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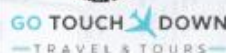


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DALLAS MARKET HALL

Dallas
TRAVEL ADVENTURE SHOW

Explore the Show Floor

FLOOR PLAN
DALLAS MARKET HALL

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FEATURED DESTINATION:



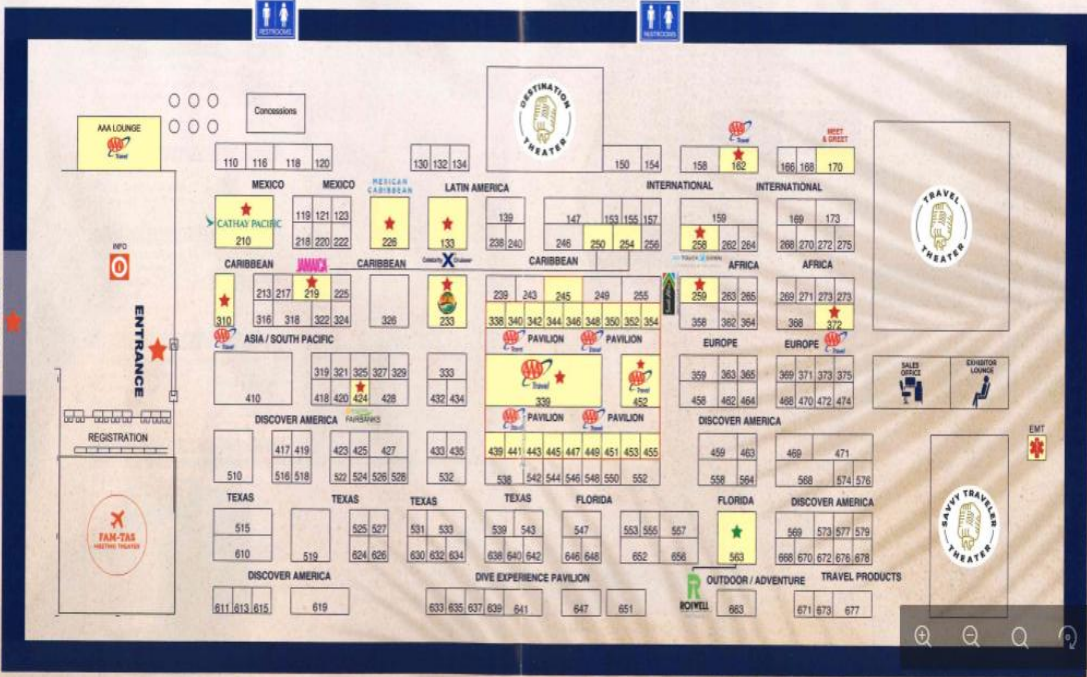
SOUTH AFRICAN TOURISM

FEATURED CARIBBEAN DESTINATION:



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SHOW ACTIVITIES PHOTO BOOTH



ROSWELL, NEW MEXICO PHOTO BOOTH #563

Picture yourself in Roswell, New Mexico!



Stop by the Roswell, New Mexico Photo Booth #563 and discover the area's unique destinations.

You can leave the show with some pictures of you and yours at Roswell, New Mexico locations with our interactive and hugely fun Green Screen Photo Booth. Pick your spot from our amazing collection of Roswell, New Mexico's most famous travel locations – and our professionals will prop you up, snap a great pic and give you a take-home photo.

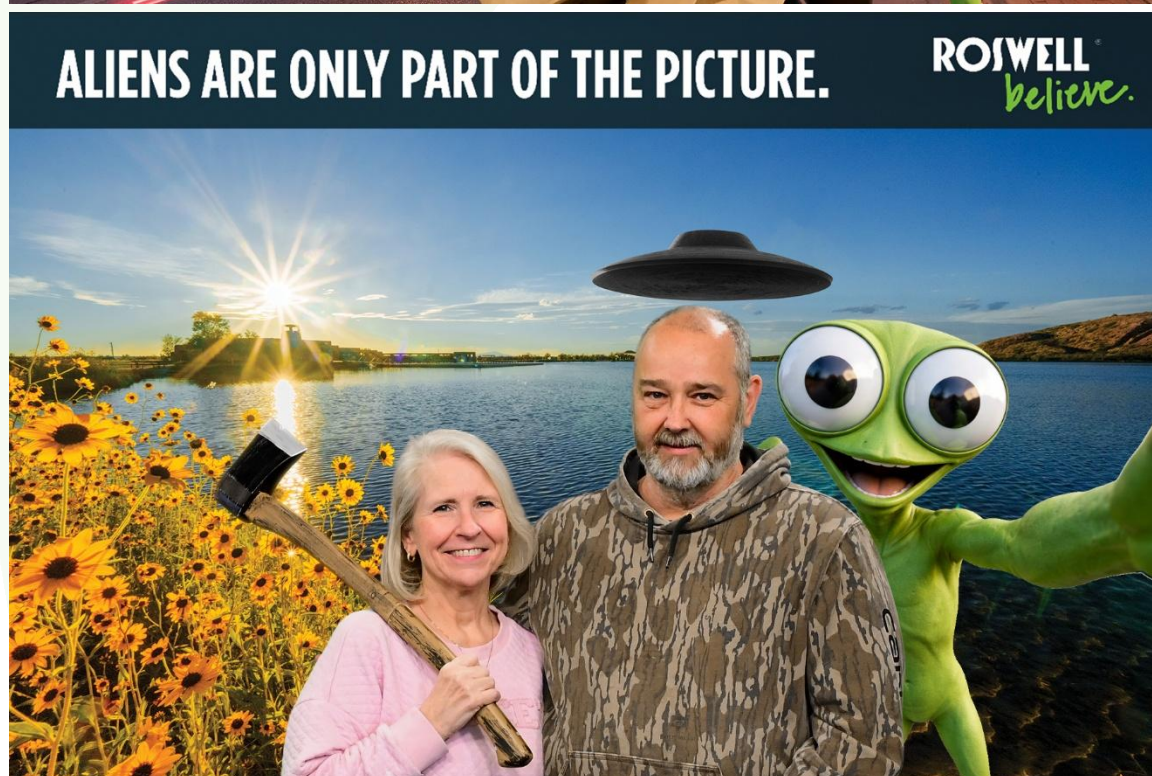


NEW FOR 2026! TAS-PASS: YOUR SHORTCUT TO DESTINATIONS & DEALS

Attendees, keep your admission ticket handy! With TAS-PASS, exhibitors can scan your QR code to instantly share follow-up details, travel offers, and exclusive discounts. Get scanned by five (5) participating exhibitors and receive a FREE Travel & Adventure luggage tag at the Information Counter.







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