

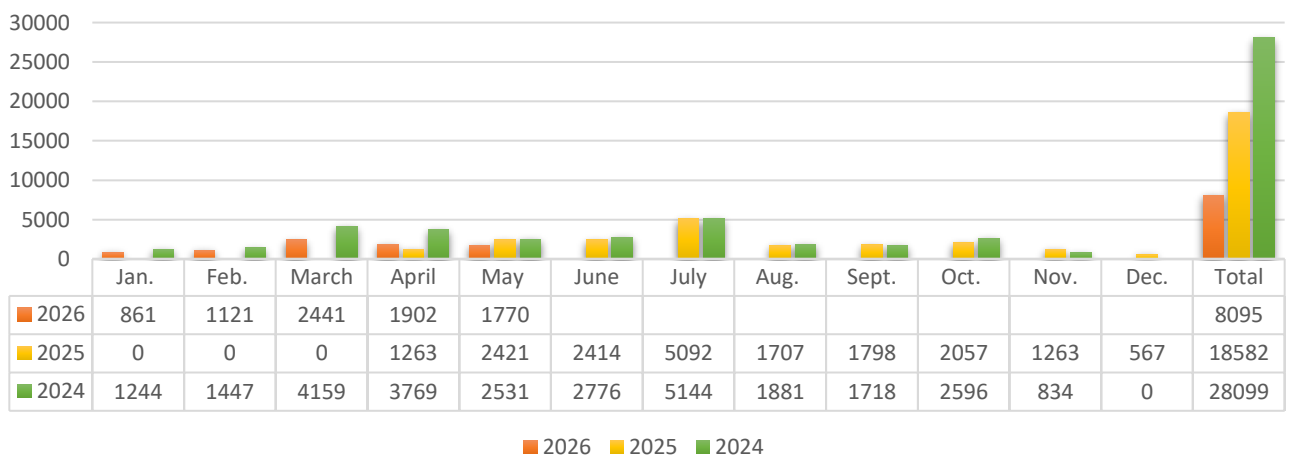
Monthly Visitor Center Report May 2026

Visitor Center:

- Welcomed **1770** guest, **959** overnight stays in Roswell or **54%** and **42** Roswell locals.
- **May** sales total **\$7401**.
- **Top 5 items sold:** Alien Glasses, Coin Tee, Faded "R" Tee, Believe Tee, Pastel Tie Dye Tee.

May 2026 Visitation Report						
	May Comparison			YTD Comparison		
	2024	2025	2026	2024	2025	2026
Roswell Residents	108	106	42	457	195	253
New Mexico Visitors (Not including Roswell Area)	126	125	69	605	203	385
US Visitors (Not including New Mexico)	2093	2062	1569	10936	3001	7069
International Visitors	204	128	90	1155	285	388
Unknown Visitors	0	0	0	0	0	0
Total Visitors	3455	2421	1770	13150	3684	8095
Numbers reflected above are by calendar year Visitor Center Hours Tuesday - Saturday 9am - 5pm Closed Sunday & Monday						

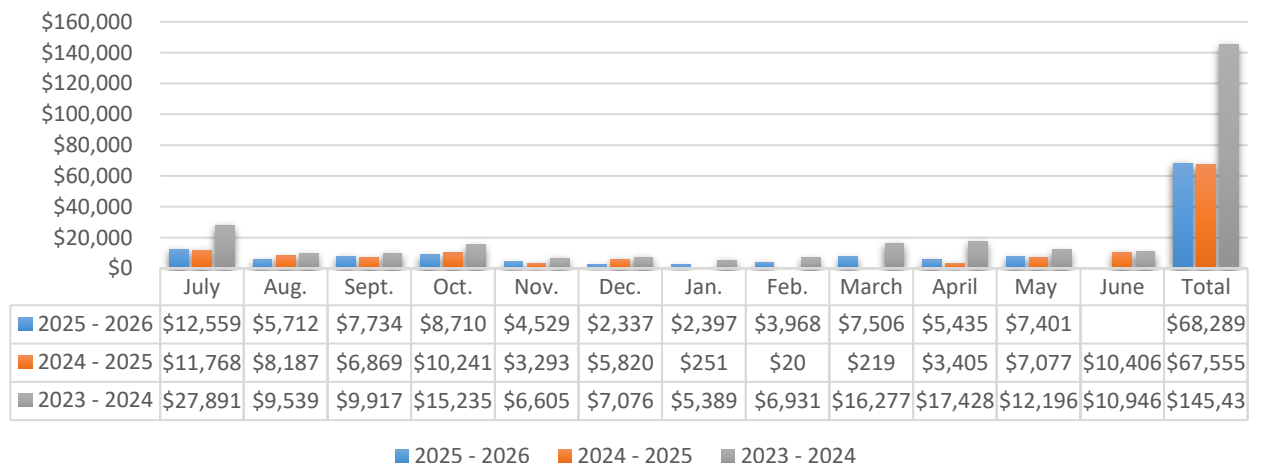
Visitor Comparison By Calendar Year 2026



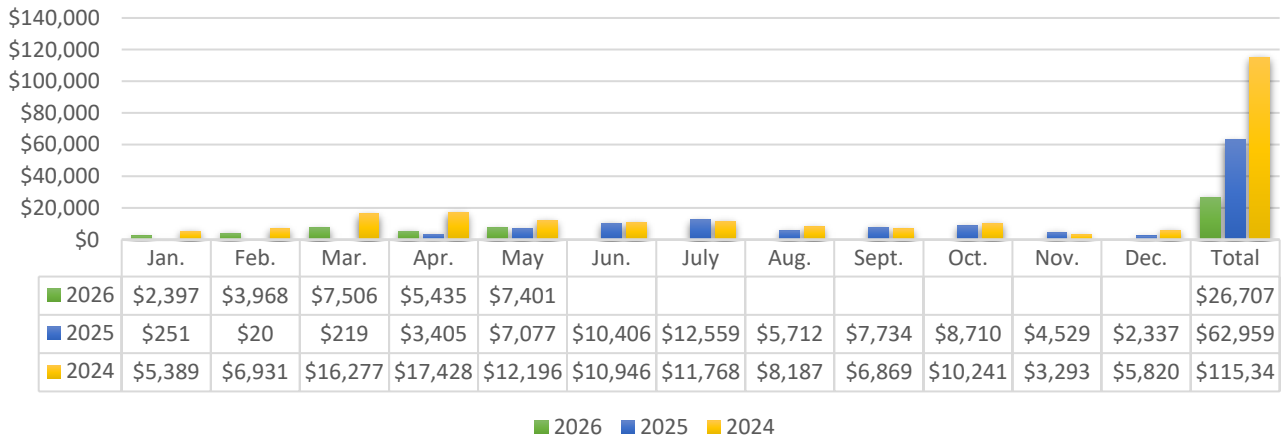
Facility Operations:

- 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.
- 5/6/26 UFO Meeting - **Amanda**
- 5/8/26 UFO Lunch and mural painting project. – **VC Staff**
- 5/12/26 Enrichment Services - **Amanda**
- 5/13/26 Safety Committee – **Amanda & Dorothy**
- 5/20/26 UFO Meeting - **Amanda**
- 5/23/26 Flags @ Pioneer Plaza - **Amanda**
- UFO Festival prep for Crazy Alien Hair Salon – **Amanda & Beautique Salon staff**
- Delivered 1000 brochures to RV Parks – **Amanda**
- Air Center brochure restock – **Amanda**
- 77 events for May entered into community calendar and seeroswell event calendar. – **VC Staff**
- 7 requests for information mailed to Texas (3), Missouri, Ohio, New Zealand, Colorado. – **VC Staff**
- 12 COR newspaper articles clipped, scanned and archived. – **VC Staff**
- 1700 brochures mailed out to Farmington, Visit Santa Fe, Billy the Kid Visitor Center. – **VC Staff**
- Call out for brochures to Santa Fe, Bricktown, UFO Tour, Anderson Museum, Carlsbad Chamber. – **VC Staff**
- 600 brochures received and counted into inventory from Spacewalk, RAiR Artist, Anderson Museum, Ruidoso. – **VC Staff**

2026 Fiscal Year Revenue Comparison



Calendar Year 2026 Revenue Comparison



2026 Fiscal Year Merchandise Expenses

