

Monthly Visitor Center Report June 2026

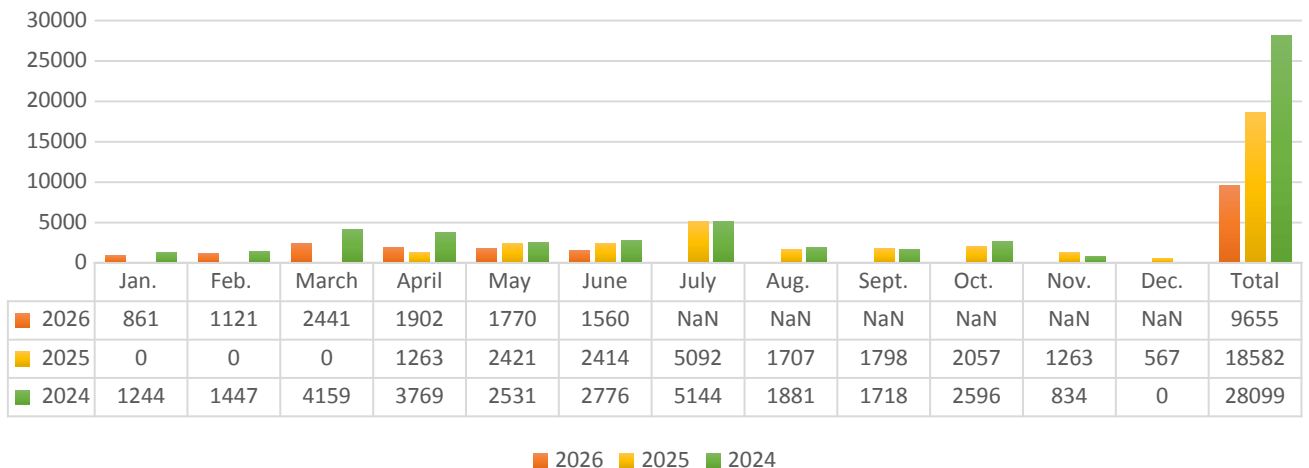
Visitor Center:

- Welcomed **1560** guest, **533** overnight stays in Roswell or **34%** and **37** Roswell locals.
- **June** sales total **\$7,335**.
- **Top 5 items sold:** Alien Glasses, Official Crash Site Worker Tee, Coin Tee, 2025 Limited Edition Official UFO Festival Tee, Trucker Hat.

NOTE: VC was closed from June 17th – 20th for construction work.

June 2026 Visitation Report						
	April Comparison			YTD Comparison		
	2024	2025	2026	2024	2025	2026
Roswell Residents	78	99	37	535	294	290
New Mexico Visitors (Not including Roswell Area)	104	150	93	709	353	478
US Visitors (Not including New Mexico)	2451	2080	1364	13384	5081	8433
International Visitors	143	85	66	1298	370	454
Unknown Visitors	0	0	0	0	0	0
Total Visitors	2776	2414	1560	15926	6098	9655
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:

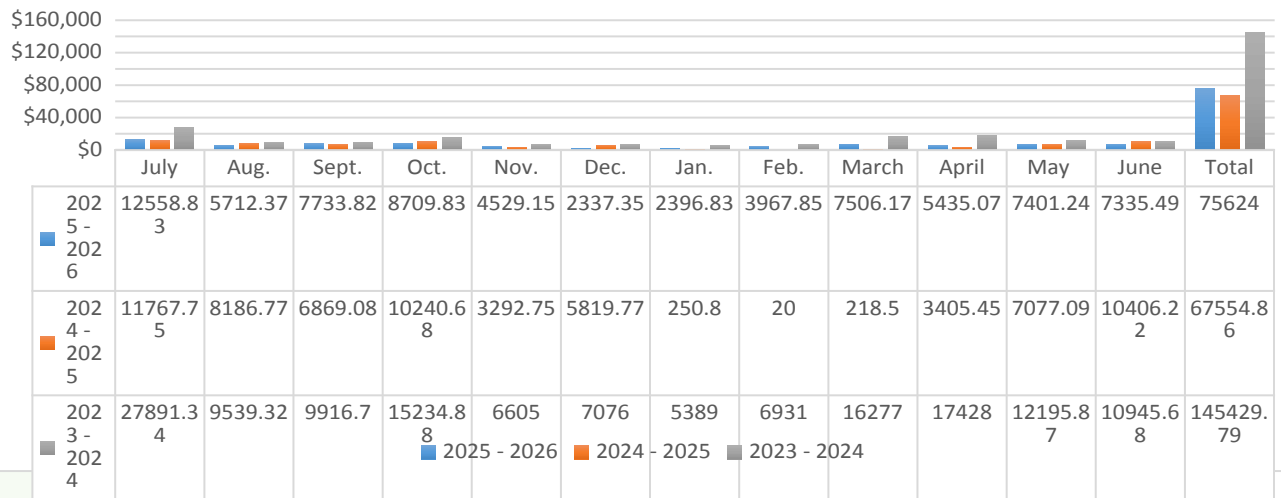
- Posted events on Community Calendar, SeeRoswell.com and Visit Widget that were submitted to the websites or events that we have looked for through using other resources.
- Promoted blood drives, small businesses, Spring River Zoo, Virtual Events, Roswell Museum and CSPs on KENW-Portales radio station 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.
- June 3rd UFO Festival Meeting – **Amanda**
- June 4th UFO Festival Red Bull Meeting – **Amanda**
- June 8th GMA Meeting – **Amanda**
- June 8th ABA Marketplace Webinar – **Amanda**
- June 9th Enrichment Services Meeting – **Amanda**
- June 9th – 12th GMA Visit – **Amanda**
- June 10th Safety Meeting @ Water Maintenance – **Amanda & Dorothy**
- June 10th UFO Festival Meeting – **Amanda**
- June 12th – July 6th Online Store closed for inventory for EOY reporting & UFO Festival – **Amanda**
- June 17th UFO Festival Meeting – **Amanda**
- June 17th America 250 Meeting – **Amanda**
- June 20th Craft with Dad – **Amanda**
- June 24th UFO Festival Meeting – **Amanda**
- June 30th VC Inventory final counts for EOY – **Amanda**
- 97 community events entered into community calendar and seeroswell – **VC Staff**
- 18 COR newspaper clippings scanned and archived – **VC Staff**
- 1800 COR maps mailed out/delivered for June. Visit Santa Fe, Bill the Kid VC, Candlewood Suites, Comfort Suites, Days Inn. – **Amanda & VC Staff**
- Call out of brochures to Las Cruces & Historical Society Museum – **VC Staff**
- 1700 brochures received and counted into inventory for June – **VC Staff**

June 17th – 22nd Garage doors on the westside building were replaced.

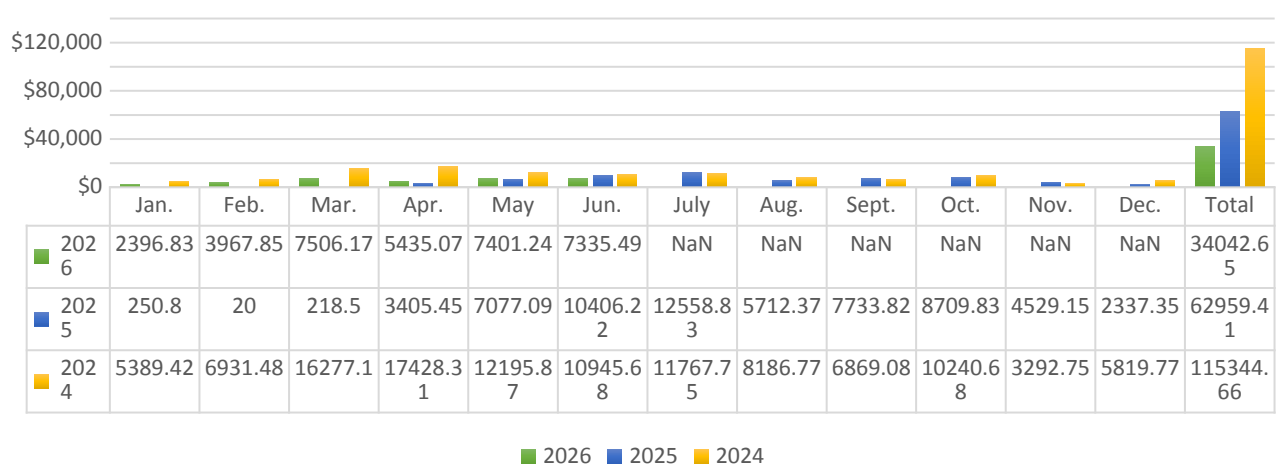


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2026 Fiscal Year Revenue Comparison



Calendar Year 2026 Revenue Comparison



2026 Fiscal Year Merchandise Expenses

