

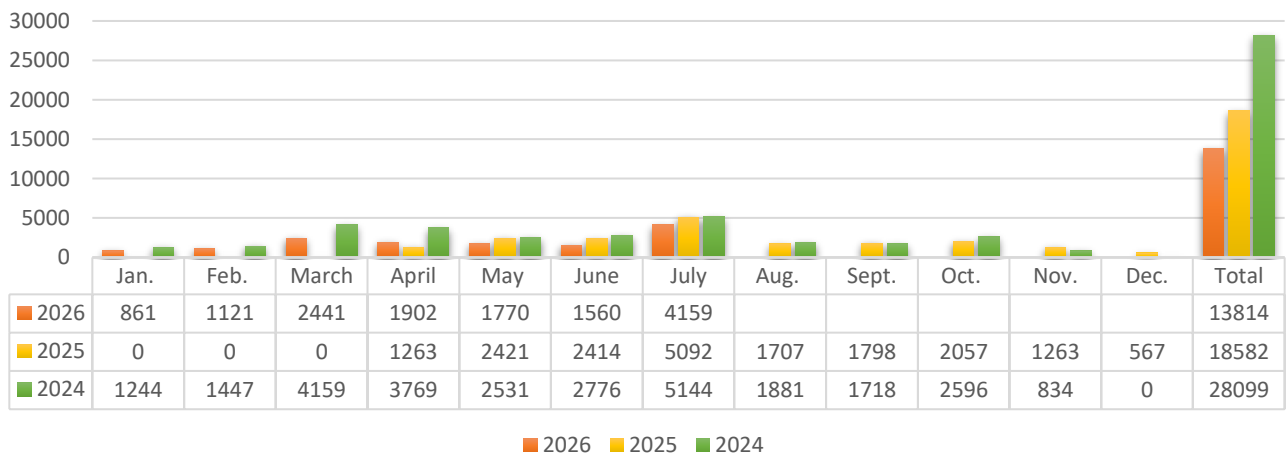
Monthly Visitor Center Report July 2026

Visitor Center:

- Welcomed **4159** guest, **2648** overnight stays in Roswell or **64%** and **302** Roswell locals.
- **July** sales total **\$18,863**.
- **Top 5 items sold:**
UFO/250 Challenge Coin,
UFO Festival All Rise Tee,
Coin Tee, UFO Festival
Rise Above Tee, Official
Crash Site Worker Tee.

July 2026 Visitation Report						
	April Comparison			YTD Comparison		
	2024	2025	2026	2024	2025	2026
Roswell Residents	550	494	302	1085	788	592
New Mexico Visitors (Not including Roswell Area)	862	744	535	1571	1097	1013
US Visitors (Not including New Mexico)	3545	3658	3176	16929	8739	11609
International Visitors	187	196	142	1485	566	596
Unknown Visitors	0	0	4	0	0	4
Total Visitors	5144	5092	4159	21070	11190	13814
Numbers reflected above are by calendar year Visitor Center Hours Tuesday - Saturday 9am - 5pm Closed Sunday & Monday						

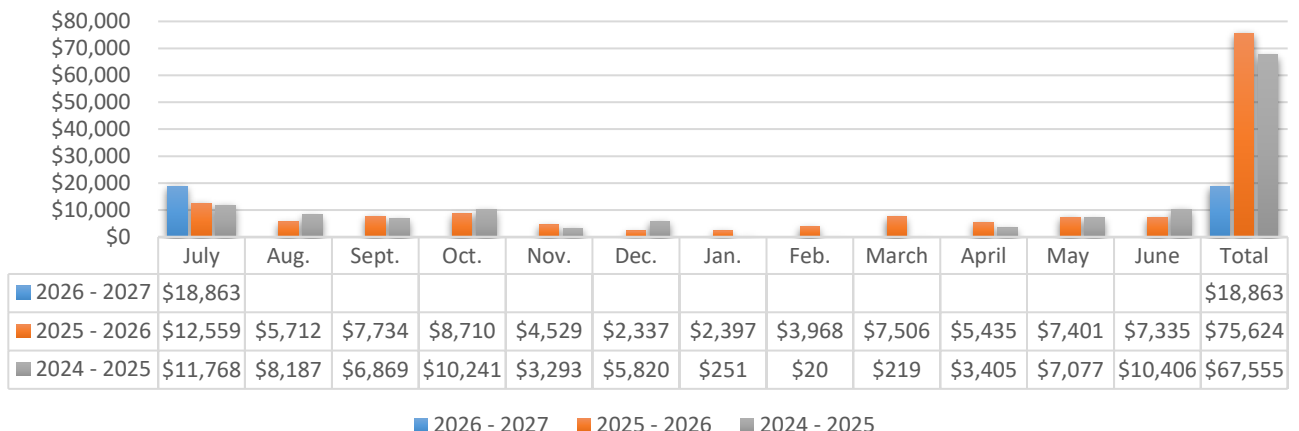
Visitor Comparison By Calendar Year 2026



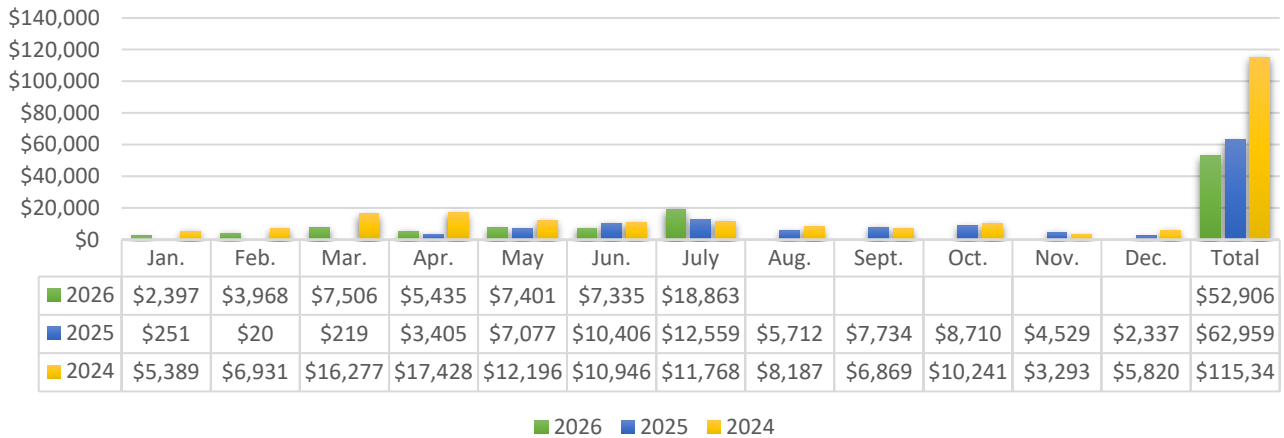
Facility Operations:

- 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.
- July 1st – UFO Festival Setup – **Amanda**
- July 2nd through 4th - UFO Festival – **Amanda/VC Staff**
- July 14 – Enrichment Services – **Amanda**
- 91 events entered into community calendar and seeroswell calendar – **VC Staff**
- 7 information packets mailed out to Texas, Colorado, Alabama, Wisconsin, California, Ohio, Washington. – **VC Staff**
- 25 newspaper articles have been clipped, scanned and archived. – **VC Staff**
- 2 requests for Roswell Visitor Center brochures sent to Texas and Days Inn Roswell. – **VC Staff**
- 7 call outs for brochure request from the following areas Burnt Well Guest Ranch, Visit Albuquerque, Big Bend, Raton, Fort Stanton and Tucumcari Chamber. – **VC Staff**
- 2212 brochures delivered to the Roswell Visitor Center, all counted into inventory and stocked. - **VC Staff.**
- Purchased parts to replace irrigation for Visitor Center working with Rudy Chavez from Parks. – **Amanda**

2027 Fiscal Year Revenue Comparison



Calendar Year 2026 Revenue Comparison



FY 2027 Merchandise Expenses

