

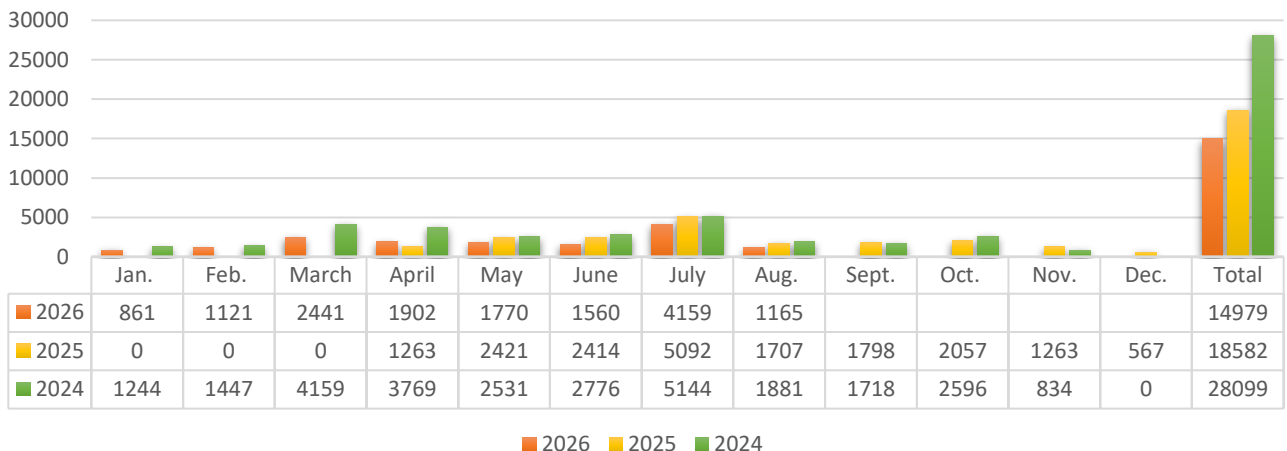
Monthly Visitor Center Report August 2026

Visitor Center:

- Welcomed **1165** guest, **769** overnight stays in Roswell or **66%** and **117** Roswell locals.
- **August** sales total **\$5,133.**
- **Top 5 items sold:**
Faded "R" Tee, Believe Tee, Alien Glasses, Coin Tee, Coin Tank Top.

August 2026 Visitation Report						
	August Comparison			YTD Comparison		
	2024	2025	2026	2024	2025	2026
Roswell Residents	136	88	117	1221	876	709
New Mexico Visitors (Not including Roswell Area)	102	100	45	1673	1197	1058
US Visitors (Not including New Mexico)	1463	1340	898	18392	10079	12507
International Visitors	180	179	105	1665	745	701
Unknown Visitors	0	0	0	0	0	4
Total Visitors	1881	1707	1165	22951	12897	14979
Numbers reflected above are by calendar year Visitor Center Hours Tuesday - Saturday 9am - 5pm Closed Sunday & Monday						

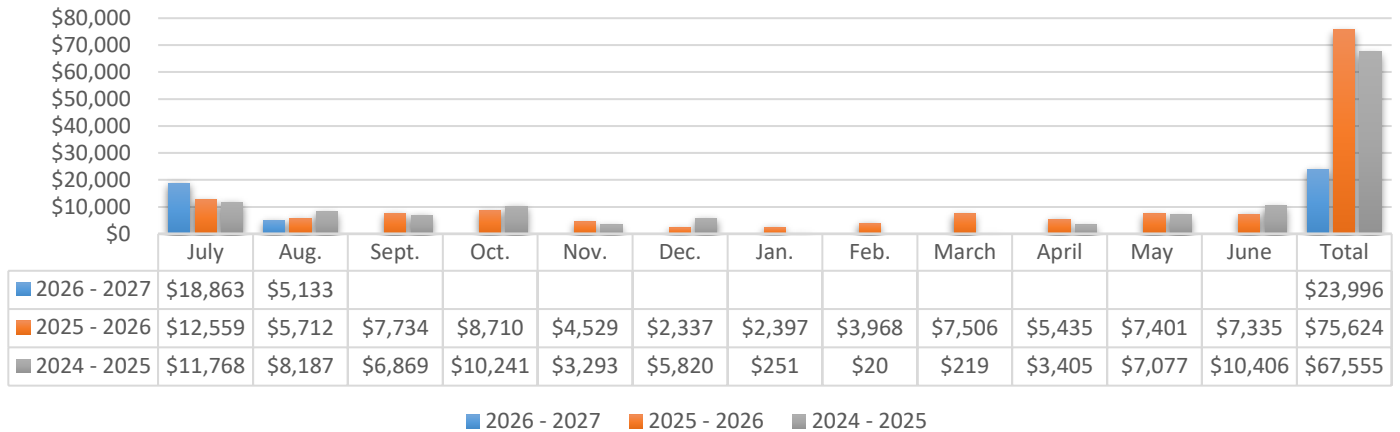
Visitor Comparison By Calendar Year 2026



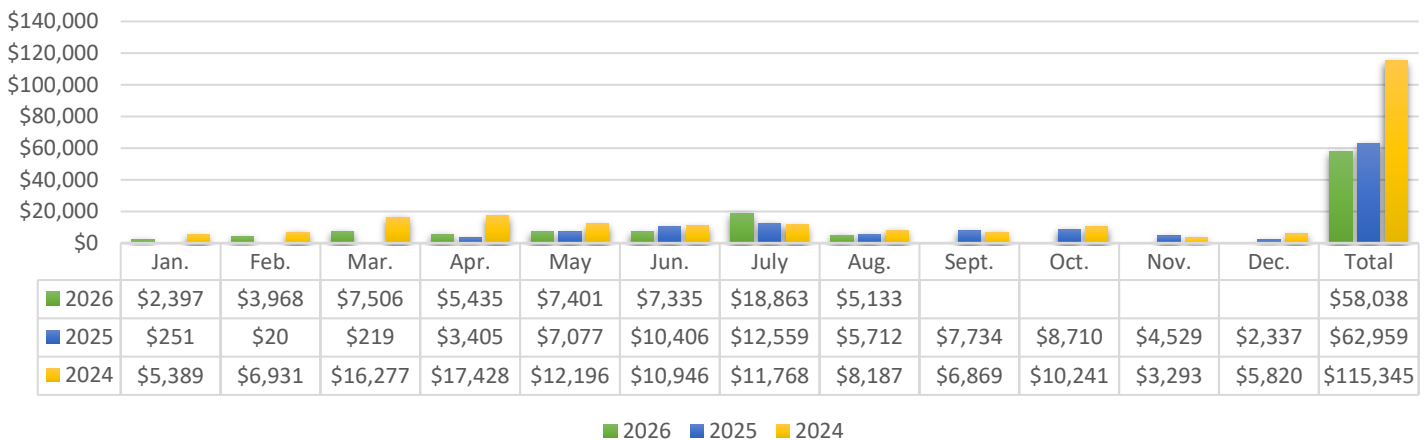
Facility Operations:

- 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.
- 8/4/26 National Night Out – **Amanda**
- 8/9 & 8/10 - Professionalism and Customer Service training observation at the county – **Amanda & Shelly Bell (Safety)**
- 8/10/26 - Finance Committee – **Amanda**
- 8/11/26 – Enrichment Services – **Amanda**
- 8/12/26 – Set Meeting – **Amanda**
- 8/20/26 – Safety Meeting – **Amanda**
- 8/24/26 – America 250 Meeting – **Amanda**
- 8/25/26 – Meeting with TrustMark – **Amanda**
- 8/26/26 – Set Meeting – **Amanda**
- 8/31/26 – Call in line locates to start work for replacement of irrigation - **Amanda & Rudy (Parks)**
- Total of 4 online orders processed and shipped out. – **Amanda**
- 300 promotional items requested for pilot's swag bags for the Air Races. - **Amanda**
- 40 promotional bags sent to Minneola Charter School in Minneola, FL for a Roswell/Alien school project. – **VC Staff**
- 7 information packets mailed to Michigan, Oklahoma, New York, (2) Texas, Illinois, Wisconsin. – **VC Staff**
- 19 COR newspaper articles were cut, scanned and archived. – **VC Staff**
- Call out to 16 locations to request brochures to restock visitor center. – **VC Staff**
- A total of 1,800 Roswell Visitor Guides mailed out to Los Alamos Visitor Center, Roswell Chamber, Ruidoso Visitor Center, Visit El Paso, NM Mining Museum and Aztec Visitor Center. – **VC Staff**
- 1,880 brochures counted in to inventory from the following Spacewalk, Space Toy Museum, Visit Phoenix, Visit Denver, Carrizozo Visitor Center, Hot Worx, Roswell the Magazine, OK Tourism & Recreation, Oklahoma City. – **VC Staff**

2027 Fiscal Year Revenue Comparison



Calendar Year 2026 Revenue Comparison



FY 2027 Merchandise Expenses

