

Summary of Visitor Counts

December 2018

Directions in Newport News	72
Directions outside Newport News	64
Attractions in Newport News	98
Attractions outside Newport News	40
Area Hotel/Motel	28
Newport News Park	158
Food/Shopping	11
General Information	62
100 Miles of Lights	67
Newport News Ambassador Pass	195
Ferguson Center Tickets	2
Other	101
Interstate Signage	4
Vacation Channel	1
Brochure	2
Advertisement	0
NN Tourism Website	0
Other Source Name	4
Area Residents Requesting Information	90
Total Phone Calls	177
Wall Counter Total	2236
Center Visitor Counts	<u>1118</u>