



May Newport News Facebook Page Report

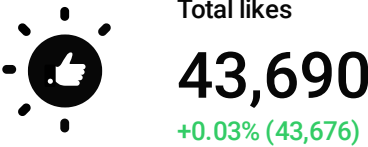
Date period

05/01/2022 - 05/31/2022
Duration: 31 days

Compared with:
04/01/2022 - 04/30/2022



Total page likes



05/01/2022 - 05/31/2022

Total interactions

Likes	2,274 -31.30%
Comments	223 -30.96%
Shares	276 -18.58%

05/01/2022 - 05/31/2022

Each post on average receives

Likes	81.21 -43.57%
Comments	7.96 -43.29%
Shares	9.86 -33.12%

05/01/2022 - 05/31/2022

Top times for posting

Top day	Thursday 0.00%
Top time	15:30 0.00%

05/01/2022 - 05/31/2022

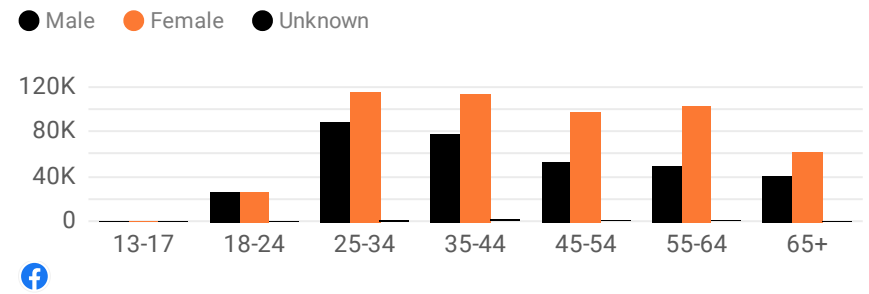
Audience by gender

Gender	Reach
Female	515,660 +0.49%
Male	335,426 +37.57%



05/01/2022 - 05/31/2022

Audience by age



Impressions vs. clicks

 Page impressions	1,153,444 -16.44%
 Clicks	14,560 -4.69%



05/01/2022 - 05/31/2022

Post reach by fans

The reach for your posts by people who like your Page



Reach by fans


63,681
+16.83% (54,508)



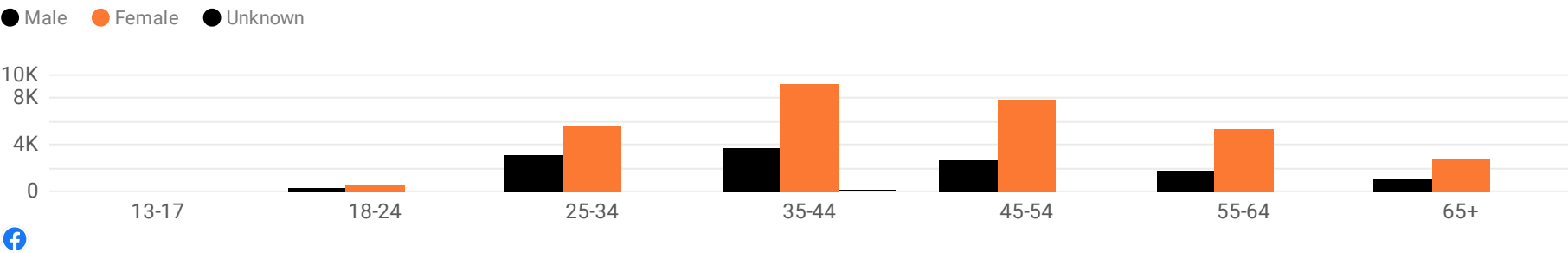
05/01/2022 - 05/31/2022

Top performing cities

City	Unique impressions
Newport News, VA	138,058 +40.14%
Virginia Beach, VA	112,605 +40.65%
Hampton, VA	78,118 +48.15%
Norfolk, VA	67,210 +58.29%
Chesapeake, VA	61,736 +47.39%
Suffolk, VA	32,003 +62.21%
Portsmouth, VA	28,291 +74.46%
Williamsburg, VA	20,400 +8.75%
Richmond, VA	18,803 -53.75%
Poquoson, VA	11,865 +20.30%

05/01/2022 - 05/31/2022

Page likes by audience



Post comments

The number of comments on your posts



Post comments

40

-54.55% (88)

Post engagement rate

The number of engagement actions divided by reach



Post engagement rate

1.38%

-23.35% (1.81%)



05/01/2022 - 05/31/2022

Unique page impressions



Paid

804,720 +9.62%



Organic

75,807 +2.16%



05/01/2022 - 05/31/2022

Post reactions

The number of reactions on your posts



Post reactions

1,085

-39.99% (1,808)



05/01/2022 - 05/31/2022

Total post shares

Number of times your posts have been shared



Post shares

233

-14.96% (274)



05/01/2022 - 05/31/2022

Top Posts



Message: Newport News is celebrating Juneteenth with many events, both fun and educational, ending with the Juneteenth Freedom Festival on Jun...

Post impressions

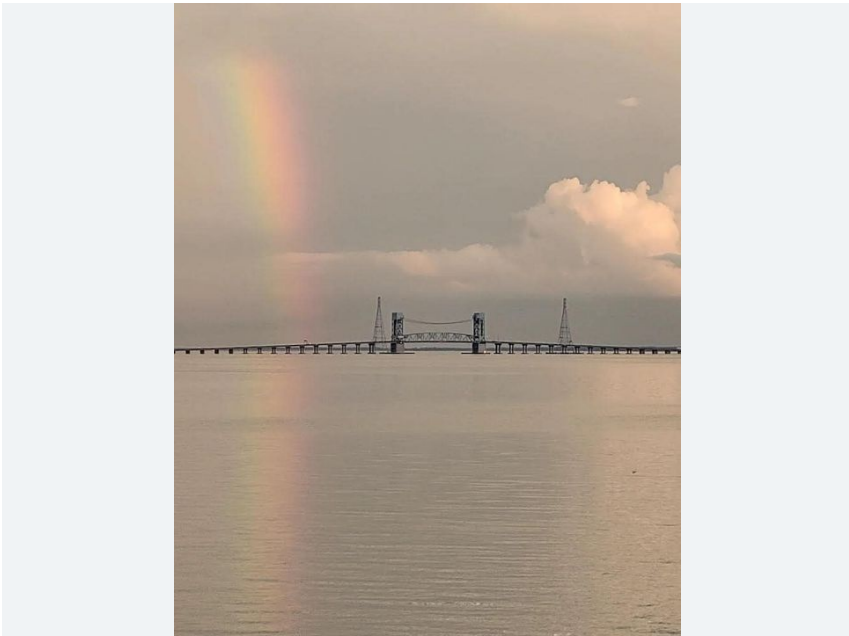
Post clicks

Post like

58,000

880

80



Message: The sky painted over the James River. IG: @doublea_pritchett

Post impressions

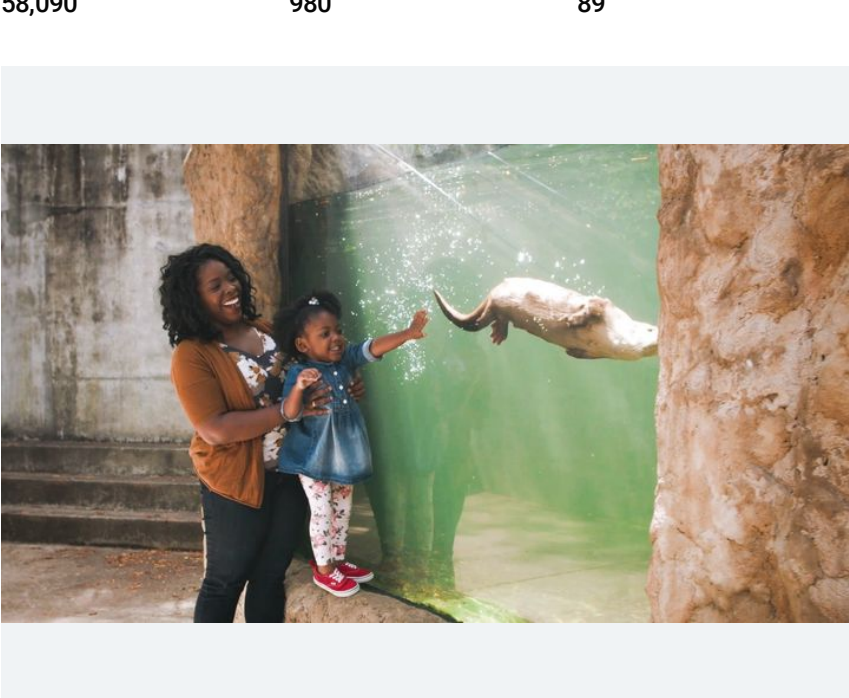
Post clicks

Post like

14,046

212

406



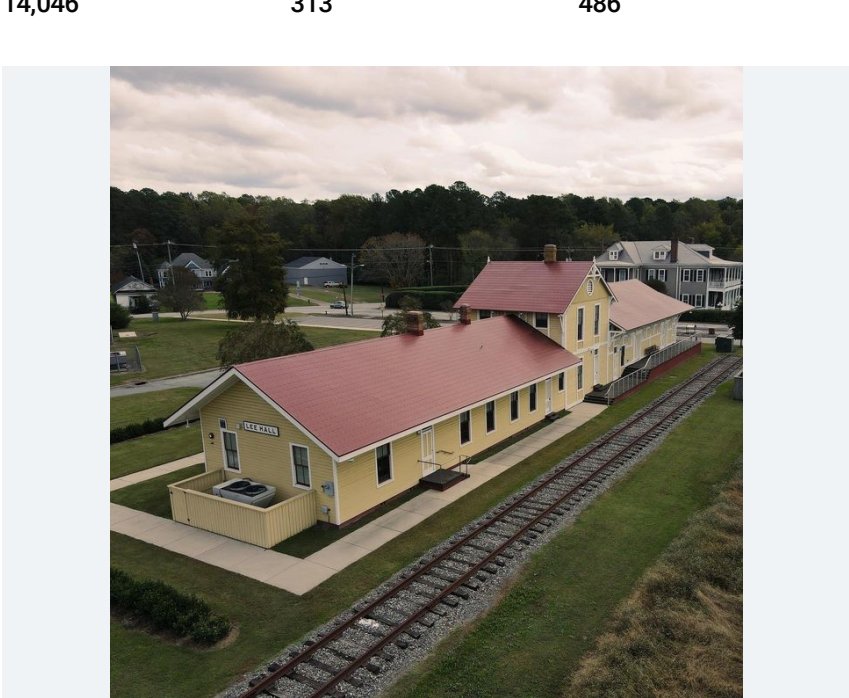
Message: 🐾 Shake off that hibernation and get your summer started with an Animal Adventure in Newport News! Get up-close and personal with...

Post impressions	Post clicks	Post like
10,831	526	20



Message: Returning soldiers once marched through the Victory Arch in Newport News. Today, we remember the soldiers who didn't make it bac...

Post impressions	Post clicks	Post like
7,821	143	226



Message: It's #NationalTrainDay at one of the oldest surviving train stations on the Peninsula. 🚂 IG: @va_travels

Post impressions	Post clicks	Post like
8,323	301	133



Message: As you're enjoying a meal at one of these restaurants during Newport News Travel, Tourism & Restaurant Week, be on the lookout for...

Post impressions	Post clicks	Post like
5,589	127	56

LOVE

NN

NEWPORT NEWS TRAVEL, TOURISM
and Restaurant Week
APRIL 30 – MAY 7

CONGRATULATIONS
TO OUR WINNERS

Grand Prize Winners

Connie ChapmanAshley Hudgens

\$50 Gift Certificate Winners

Mike RegesChristy Brown
Jennifer StanhopeKathleen Williams
Arianah FlynnJulia Allaman
Siwon RyooChristina Campana
Joshua FulghumJoseph Price
Sharon AltmannNikita Sarvis
Kamillia ElhassaniTracy Stroinski
Charlene LebeaufAngela Wade

Message: 🎉 Congratulations to the winners of the Newport News Travel, Tourism & Restaurant Week Contest!!! 🎉 We had over 1,900 entries! Thank...

Post impressions

Post clicks

Post like

3,820

82

17



Message: Kayaking 🛶, boating 🚤, and fishing 🎣 are just some of what you can do on the water in Newport News this summer: <https://bit.ly/3GeYCN...>

Post impressions	Post clicks	Post like
3,811	79	29



Message: Brunches 🥞, a festival 🎪, pottery painting 🎨 and more, there's plenty to celebrate moms in Newport News this Mother's Day Weekend.

Post impressions	Post clicks	Post like
3,653	113	14



Message: This Memorial Day, the Virginia War Museum is FREE of charge. We hope to see you there on Monday!

Post impressions	Post clicks	Post like
3,315	21	24





Message: It seems that April Showers ☁️ do bring May Flowers. ☁️ IG: @cathy_haskell

Post impressions	Post clicks	Post like
2,983	24	46



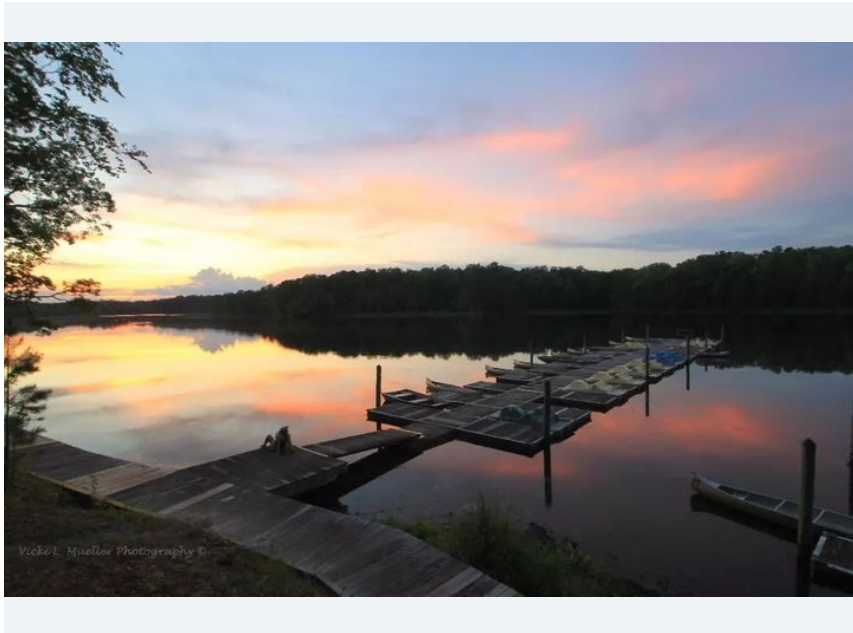
Message: We hope to see you tomorrow for the World Arts Celebration at City Center! ☺️

Post impressions	Post clicks	Post like
2,707	59	8



Message: Haven't throw your hat into the ring with our Newport News Travel, Tourism & Restaurant Week Contest yet? Here's your first clue:...

Post impressions	Post clicks	Post like
2,524	61	8



Message: Relax and enjoy this sunset at the Newport News Park boat dock. #SunsetSunday ☺️ IG:@vicki_l_mueller

Post impressions	Post clicks	Post like
2,442	29	35

May Newport News Google Ads Report

Date period

05/01/2022 - 05/31/2022
Duration: 31 days

Compared with:
04/01/2022 - 04/30/2022



Impressions

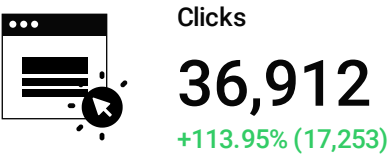
The number of times your campaign was shown



05/01/2022 - 05/31/2022

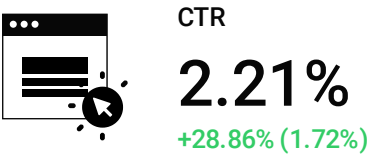
Clicks

Clicks on your campaign content



05/01/2022 - 05/31/2022

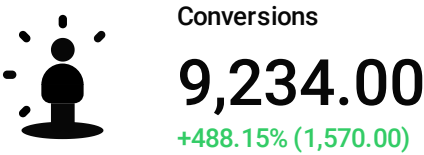
Click through rate



05/01/2022 - 05/31/2022

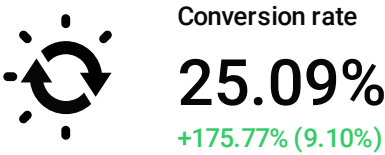
Conversions

Page visits that converted to transactions



05/01/2022 - 05/31/2022

Conversion rate



05/01/2022 - 05/31/2022

May Newport News Website Analytics Report


Date period

05/01/2022 - 05/31/2022
Duration: 31 days

Compared with:
04/01/2022 - 04/30/2022



Total visitors



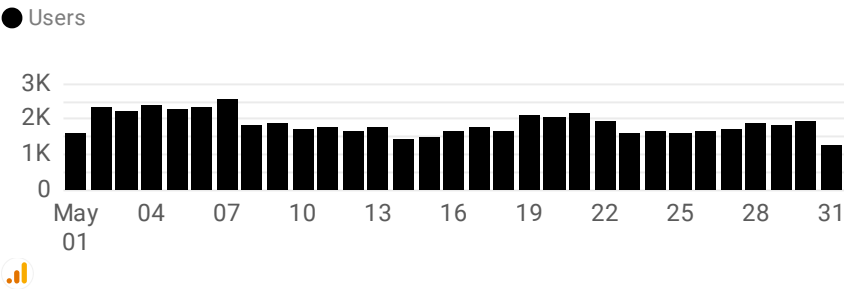
Users

52,789

+47.71% (35,739)



Total visitors



New users



New users

51,233

+45.01% (35,331)



Returning users



Users


8,651

+67.23% (5,173)



Sessions

A period during which the user interacts with your site.



Sessions

63,612

+48.16% (42,936)



Average session time



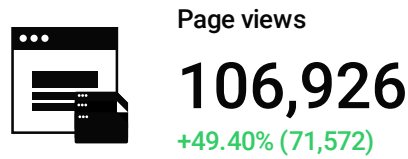
Avg. Session Duration

00:00:59

-3.38% (00:01:02)

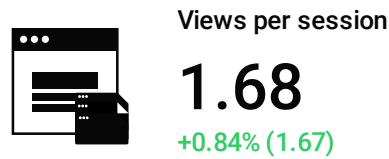


Total page views



Views per session

An average amount of Page Views your users interact with during a session



Page views by URL

Page title	Page views
Events & Festivals - Newport News Tourism Development Office	20,612 +107.55%
Fishing - Newport News Tourism Development Office	12,334 +37.67%
Attractions & Museums - Newport News Tourism Development Office	12,159 +459.29%
Newport News Virginia official website for travel and vacation information - Newport News Touris...	7,938 +6.01%
Outdoors & Recreation - Newport News Tourism Development Office	7,409 +72.87%
Newport News Park - Outdoors & Recreation - Newport News Tourism Development Office	4,940 -17.04%
National Travel & Tourism Week - Newport News Tourism Development Office	3,254 +222.82%
Things To Do - Newport News Tourism Development Office	2,188 +8.42%
NN Camping - Newport News Tourism Development Office	2,043 +20.46%
Request Brochures - Newport News Tourism Development Office	1,626 +15.32%
History - Newport News Tourism Development Office	1,248 +339.44%
31st Annual Children's Festival of Friends - Events & Festivals - Newport News Tourism Developme...	1,050 +564.56%
Sip & Savor - Newport News Tourism Development Office	1,019 -3.04%
Virginia Living Museum - Attractions & Museums - Newport News Tourism Development Office	833 +390.00%
World Arts Celebration - Events & Festivals - Newport News Tourism Development Office	715 +644.79%
Free and Almost Free Things to do in Newport News - Newport News Tourism Development Office	657 -2.95%
The Mariners' Museum and Park - Attractions & Museums - Newport News Tourism Development ...	550 +276.71%
Search Results - Newport News Tourism Development Office	543 +47.96%
About Our City - Newport News Tourism Development Office	529 +52.01%

Event Reminders - Newport News Tourism Development Office	512	+21.90%
Where to Stay - Newport News Tourism Development Office	497	+6.65%
Mother's Day 2022 Events in Newport News - Newport News Tourism Development Office	495	
Getting to Know the Eateries Participating in Newport News Restaurant Week 2022 - Newport New...	493	+418.95%
Bike Trails - Newport News Tourism Development Office	475	-12.68%
2022 Juneteenth Festivities - Newport News Tourism Development Office	474	
Memorial Day Ceremony - Events & Festivals - Newport News Tourism Development Office	455	+4,955.56%
Historic Hilton Village - Where to Shop - Newport News Tourism Development Office	447	-25.00%
Riverview Farm Park - Sports - Newport News Tourism Development Office	437	-9.71%
Contact Us - Newport News Tourism Development Office	430	+53.02%
Where to Shop - Newport News Tourism Development Office	410	+18.50%
Deer Park - Outdoors & Recreation - Newport News Tourism Development Office	374	-9.44%
Entertainment - Newport News Tourism Development Office	363	+227.03%
404 Not Found - Newport News Tourism Development Office	362	+49.59%
Harwood's Mill - Outdoors & Recreation - Newport News Tourism Development Office	335	+14.73%
Newport News Park Campground - Where to Stay - Newport News Tourism Development Office	326	-15.98%
Historic Hilton Village Yard Sale - Events & Festivals - Newport News Tourism Development Office	319	+431.67%
Free and Almost Free Things To Do - Newport News Tourism Development Office	318	+15.22%
Newport News Blog - Newport News Tourism Development Office	305	+59.69%
Purchase Tickets - Newport News Tourism Development Office	304	+42.72%
Photo Gallery - Newport News Tourism Development Office	292	+119.55%
Pet Friendly Places - Newport News Tourism Development Office	286	+10.85%
Overview - Newport News Tourism Development Office	273	+43.68%
Historic Hilton Village - Attractions & Museums - Newport News Tourism Development Office	270	+25.00%
Rainy Day Fun - Newport News Tourism Development Office	269	-56.05%
Interactive Area Map - Newport News Tourism Development Office	265	+72.08%
Suggested Itineraries - Newport News Tourism Development Office	252	+620.00%
Driving Tours - Newport News Tourism Development Office	250	+20.19%
Scales & Tails - Events & Festivals - Newport News Tourism Development Office	236	+2,260.00%

Maps - Newport News Tourism Development Office	231	+81.89%
Animal Adventures - Newport News Tourism Development Office	222	
Huntington Park-Beach, Rose Garden & Tennis Center - Sports - Newport News Tourism Developm...	215	+20.11%
Ships - Newport News Tourism Development Office	176	+47.90%
Victory Landing Park - Outdoors & Recreation - Newport News Tourism Development Office	175	+9.38%
Newport News Greek Festival - Spring Edition - Events & Festivals - Newport News Tourism Develo...	171	+1,040.00%
Accommodations At A Glance - Newport News Tourism Development Office	170	+18.06%
Newport News Park Discovery Center - Outdoors & Recreation - Newport News Tourism Develop...	165	+22.22%
City Center at Oyster Point - Student Performance Venues - Newport News Tourism Development ...	161	+794.44%
Flipbooks - Newport News Tourism Development Office	158	0.00%
Join Our Mailing List - Newport News Tourism Development Office	156	+102.60%
Anderson Park / Peterson's Yacht Basin - Outdoors & Recreation - Newport News Tourism Develo...	153	+39.09%
Photo & Video Gallery - Newport News Tourism Development Office	153	+139.06%
Brochure - PDF - A Timeless Legacy (African-American history brochure).pdf	151	+16.15%
Hilton Pier & Ravine - Outdoors & Recreation - Newport News Tourism Development Office	151	+7.86%
BATS! - Events & Festivals - Newport News Tourism Development Office	147	+7,250.00%
Backyard Bash - Events & Festivals - Newport News Tourism Development Office	145	+504.17%
Frequently Asked Questions - Newport News Tourism Development Office	145	+20.83%
King-Lincoln Park - Outdoors & Recreation - Newport News Tourism Development Office	139	-32.85%
Meeting & Event Venues - Newport News Tourism Development Office	135	+121.31%
Peninsula SPCA & Barnyard - Attractions & Museums - Newport News Tourism Development Office	130	+22.64%
The Newsome House Museum & Cultural Center - Attractions & Museums - Newport News Touris...	130	+71.05%
Ferguson Center for the Arts - Attractions & Museums - Newport News Tourism Development Offi...	128	0.00%
Photo Contest - Newport News Tourism Development Office	128	+45.45%
Yoder Barn Theatre - Other Venues - Newport News Tourism Development Office	128	-15.23%
Arts - Newport News Tourism Development Office	127	+44.32%
Historic Endview - Attractions & Museums - Newport News Tourism Development Office	126	+157.14%
Juneteenth 2022 Freedom Festival - Events & Festivals - Newport News Tourism Development Offi...	124	+12,300.00%
Surrounding Attractions - Newport News Tourism Development Office	124	-54.91%

James A. Fields House - Attractions & Museums - Newport News Tourism Development Office	121 +44.05%
Jefferson Commons - Where to Shop - Newport News Tourism Development Office	119 +13.33%
Virginia War Museum - Attractions & Museums - Newport News Tourism Development Office	119 +1.71%
City Center Farmers Market - Events & Festivals - Newport News Tourism Development Office	112 +2,140.00%
Huntington Park-Beach, Rose Garden & Tennis Center - Outdoors & Recreation - Newport News To...	110 +41.03%
Brochure - PDF - 2022 Newport News Visitor Guide.pdf	108 +13.68%
City Center at Oyster Point - Where to Shop - Newport News Tourism Development Office	108 -21.17%
Port Warwick Summer Concert Series: Slapnation - Events & Festivals - Newport News Tourism D...	105 +10,400.00%
Bacon Bash: A Bacon, Beer & Bourbon Affair - Events & Festivals - Newport News Tourism Develo...	104 +395.24%
Industry - Newport News Tourism Development Office	103 +51.47%
Norfolk Naval Base Bus Tour - Surrounding Attractions - Newport News Tourism Development Offi...	98 -16.24%
City Center Farmers' Market - Events & Festivals - Newport News Tourism Development Office	97 +273.08%
Brochure - PDF - Group Planner.pdf	96 0.00%
Victory Arch - Outdoors & Recreation - Newport News Tourism Development Office	92 +283.33%
What's New & Upcoming In Newport News - Newport News Tourism Development Office	92 +73.58%
The Most LOVE-Worthy Places In Newport News - Newport News Tourism Development Office	91 +2.25%
Annual Mothers Day Celebration - Events & Festivals - Newport News Tourism Development Office	86 +760.00%
Juneteenth Week 2022 Festivities - Events & Festivals - Newport News Tourism Development Office	86
12 Reasons to Visit Huntington Park - Newport News Tourism Development Office	85 +32.81%
Swamp Bridge Walk - Events & Festivals - Newport News Tourism Development Office	85 +844.44%
Lee Hall Depot - Attractions & Museums - Newport News Tourism Development Office	83 +167.74%
U.S. Army Transportation Museum - Attractions & Museums - Newport News Tourism Developme...	83 +76.60%
12 Things You Need to Know About Newport News Park - Newport News Tourism Development O...	81 +161.29%
Cinco in the City - Events & Festivals - Newport News Tourism Development Office	80 +185.71%
Denbigh Park Boat Ramp - Outdoors & Recreation - Newport News Tourism Development Office	80 +19.40%
Lee Hall Mansion - Attractions & Museums - Newport News Tourism Development Office	79 +11.27%
Summer Celebration Wine Festival - Events & Festivals - Newport News Tourism Development Offi...	78 +62.50%



Sessions by browser

Browser	Sessions
Safari	29,654 +63.99%
Chrome	23,588 +36.05%



05/01/2022 - 05/31/2022

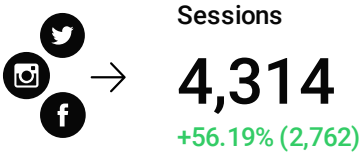
Mobile vs. desktop

Device category	Sessions
mobile	50,915 +57.40%
desktop	10,107 +13.59%



05/01/2022 - 05/31/2022

Social traffic



05/01/2022 - 05/31/2022

Sources of traffic

Source	Sessions
google	42,719 +60.44%
(direct)	13,499 +30.94%



05/01/2022 - 05/31/2022

Top goals completions

Duration - min 30 seconds	12,573 +51.99%
Pages Viewed - 2+ pages	8,901 +55.15%
Visit Flipbook: Visitor Guide	0 0.00%
Newsletter Signup	45 +28.57%



05/01/2022 - 05/31/2022

Top goals conversion rate

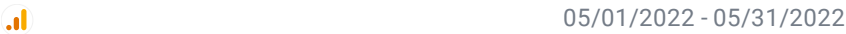
Duration - min 30 seconds	19.77% +2.59%
Pages Viewed - 2+ pages	13.99% +4.72%
Visit Flipbook: Visitor Guide	0.00% 0.00%
Newsletter Signup	0.07% -13.22%



05/01/2022 - 05/31/2022

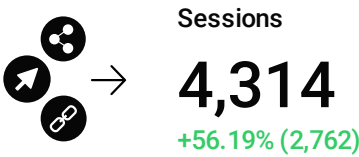
Top campaigns

Campaign	Sessions
Newport News Display 2022	17,967 +91.10%
Non-Local Traffic - Search 2022	9,780 +23,185.71%

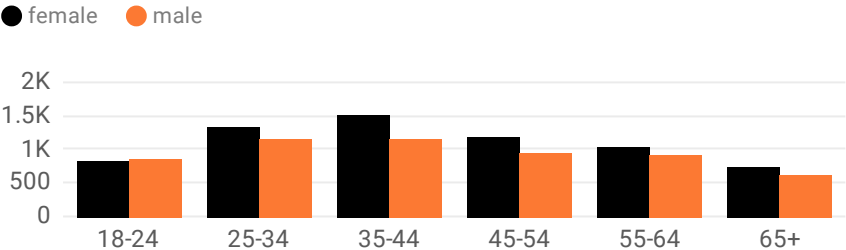


Social referrals

Sessions from visitors who clicked on a link from social site such as Facebook, Google+ or Twitter



Users by age and gender



All referrals

Sessions from visitors who clicked on a link from another site, such as an article that linked to your website

