# Newport News Facebook Page Report

## May

### Date period
05/01/2022 - 05/31/2022
Duration: 31 days

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

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## Total page likes

- **Total likes**: 43,690
  - **Change**: +0.03% (43,676)

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## Total interactions

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Likes</td>
<td>2,274</td>
</tr>
<tr>
<td></td>
<td>Comments</td>
<td>223</td>
</tr>
<tr>
<td></td>
<td>Shares</td>
<td>276</td>
</tr>
</tbody>
</table>

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## Each post on average receives

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Likes</td>
</tr>
<tr>
<td></td>
<td>Comments</td>
</tr>
<tr>
<td></td>
<td>Shares</td>
</tr>
</tbody>
</table>

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## Top times for posting

<table>
<thead>
<tr>
<th></th>
<th>Top day</th>
<th>Thursday 0.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Top time</td>
<td>15:30</td>
</tr>
</tbody>
</table>
Audience by gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Reach</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>515,660</td>
<td>+0.49%</td>
</tr>
<tr>
<td>Male</td>
<td>335,426</td>
<td>+37.57%</td>
</tr>
</tbody>
</table>

Audience by age

<table>
<thead>
<tr>
<th>Age</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>120K</td>
</tr>
<tr>
<td>18-24</td>
<td>80K</td>
</tr>
<tr>
<td>25-34</td>
<td>40K</td>
</tr>
<tr>
<td>35-44</td>
<td>30K</td>
</tr>
<tr>
<td>45-54</td>
<td>20K</td>
</tr>
<tr>
<td>55-64</td>
<td>10K</td>
</tr>
<tr>
<td>65+</td>
<td>0</td>
</tr>
</tbody>
</table>

Impressions vs. clicks

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

Post reach by fans

Reach by fans

<table>
<thead>
<tr>
<th>Reach</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>63,681</td>
<td>+16.83%</td>
<td>(54,508)</td>
</tr>
</tbody>
</table>
## Page likes by audience

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>18-24</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>25-34</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>35-44</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>45-54</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>55-64</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>65+</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

## Post comments

The number of comments on your posts

| Post comments | 40 |
|               | -54.55% (88) |
Unique page impressions

- **Paid**: 804,720 (9.62%)
- **Organic**: 75,807 (2.16%)

Post engagement rate

- **1.38%**
- **-23.35% (1.81%)**

Post reactions

- **1,085**
- **-39.99% (1,808)**

Total post shares

- **233**
- **-14.96% (274)**

Top Posts

1. **JUNETEENTH 2022 NEWPORT NEWS**
   - Message: Newport News is celebrating Juneteenth with many events, both fun and educational, ending with the Juneteenth Freedom Festival on Jun...
   - Post impressions: 58,900
   - Post clicks: 260
   - Post like: 89

2. **The sky painted over the James River. IG: @doublea_pritchett**
   - Post impressions: 14,046
   - Post clicks: 213
   - Post like: 486
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: 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: 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: 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
Congratulations to the winners of the Newport News Travel, Tourism & Restaurant Week Contest!!! We had over 1,900 entries! Thank you to all who entered!

Grand Prize Winners
Connie Chapman
Ashley Hudgens

$50 Gift Certificate Winners
Mike Reges
Christy Brown
Jennifer Stanhope
Kathleen Williams
Ariannah Flynn
Julia Allaman
Siwon Ryoo
Christina Campana
Joshua Fulghum
Joseph Price
Sharon Altman
Nikita Sarvis
Kamilla Elhassani
Tracy Stroinski
Charlene Lebeauf
Angela Wade

Kayaking, boating, and fishing are just some of what you can do on the water in Newport News this summer: https://bit.ly/3GeYCn

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

This Memorial Day, the Virginia War Museum is FREE of charge. We hope to see you there on Monday!
**Message:** It seems that April Showers do bring May Flowers.  
* IG: @cathy_haskell

<table>
<thead>
<tr>
<th>Post impressions</th>
<th>Post clicks</th>
<th>Post like</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,983</td>
<td>24</td>
<td>46</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Post impressions</th>
<th>Post clicks</th>
<th>Post like</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,707</td>
<td>59</td>
<td>8</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Post impressions</th>
<th>Post clicks</th>
<th>Post like</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,524</td>
<td>61</td>
<td>8</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Post impressions</th>
<th>Post clicks</th>
<th>Post like</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,442</td>
<td>29</td>
<td>35</td>
</tr>
</tbody>
</table>
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

Impressions
1,669,479
+66.02% (1,005,560)

Clicks
Clicks on your campaign content

Clicks
36,912
+113.95% (17,253)

Click through rate

CTR
2.21%
+28.86% (1.72%)

Conversions
Page visits that converted to transactions

Conversions
9,234.00
+488.15% (1,570.00)

Conversion rate

Conversion rate
25.09%
+175.77% (9.10%)
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)

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

![Page views](image.png)

<table>
<thead>
<tr>
<th>Page views</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>106,926</td>
<td>+49.40% (71,572)</td>
</tr>
</tbody>
</table>

**Period:** 05/01/2022 - 05/31/2022

## Views per session

![Views per session](image.png)

<table>
<thead>
<tr>
<th>Views per session</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.68</td>
<td>+0.84% (1.67)</td>
</tr>
</tbody>
</table>

**Period:** 05/01/2022 - 05/31/2022

## Page views by URL

<table>
<thead>
<tr>
<th>Page title</th>
<th>Page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events &amp; Festivals - Newport News Tourism Development Office</td>
<td>20,612</td>
</tr>
<tr>
<td>Fishing - Newport News Tourism Development Office</td>
<td>12,334</td>
</tr>
<tr>
<td>Attractions &amp; Museums - Newport News Tourism Development Office</td>
<td>12,159</td>
</tr>
<tr>
<td>Newport News Virginia official website for travel and vacation information - Newport News Tourism Development Office</td>
<td>7,938</td>
</tr>
<tr>
<td>Outdoors &amp; Recreation - Newport News Tourism Development Office</td>
<td>7,409</td>
</tr>
<tr>
<td>Newport News Park - Outdoors &amp; Recreation - Newport News Tourism Development Office</td>
<td>4,940</td>
</tr>
<tr>
<td>National Travel &amp; Tourism Week - Newport News Tourism Development Office</td>
<td>3,254</td>
</tr>
<tr>
<td>Things To Do - Newport News Tourism Development Office</td>
<td>2,188</td>
</tr>
<tr>
<td>NN Camping - Newport News Tourism Development Office</td>
<td>2,043</td>
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<tr>
<td>Request Brochures - Newport News Tourism Development Office</td>
<td>1,626</td>
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<tr>
<td>History - Newport News Tourism Development Office</td>
<td>1,248</td>
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<tr>
<td>31st Annual Children's Festival of Friends - Events &amp; Festivals - Newport News Tourism Development Office</td>
<td>1,050</td>
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<tr>
<td>Sip &amp; Savor - Newport News Tourism Development Office</td>
<td>1,019</td>
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<tr>
<td>Virginia Living Museum - Attractions &amp; Museums - Newport News Tourism Development Office</td>
<td>833</td>
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<tr>
<td>World Arts Celebration - Events &amp; Festivals - Newport News Tourism Development Office</td>
<td>715</td>
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<tr>
<td>Free and Almost Free Things to do in Newport News - Newport News Tourism Development Office</td>
<td>657</td>
</tr>
<tr>
<td>The Mariners' Museum and Park - Attractions &amp; Museums - Newport News Tourism Development Office</td>
<td>550</td>
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<tr>
<td>Search Results - Newport News Tourism Development Office</td>
<td>543</td>
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<td>About Our City - Newport News Tourism Development Office</td>
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<td>Title</td>
<td>Description</td>
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<tr>
<td>----------------------------------------------------------------------</td>
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<tr>
<td>Event Reminders - Newport News Tourism Development Office</td>
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<tr>
<td>Where to Stay - Newport News Tourism Development Office</td>
<td></td>
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<tr>
<td>Mother's Day 2022 Events in Newport News - Newport News Tourism</td>
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<tr>
<td>Development Office</td>
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<tr>
<td>Getting to Know the Eateries Participating in Newport News Restaurant</td>
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<tr>
<td>Week 2022 - Newport News Tourism Development Office</td>
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<td>Bike Trails - Newport News Tourism Development Office</td>
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<td>2022 Juneteenth Festivities - Newport News Tourism Development Office</td>
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<tr>
<td>Memorial Day Ceremony - Events &amp; Festivals - Newport News Tourism</td>
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<tr>
<td>Development Office</td>
<td></td>
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<tr>
<td>Historic Hilton Village - Where to Shop - Newport News Tourism</td>
<td></td>
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<tr>
<td>Development Office</td>
<td></td>
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<tr>
<td>Riverview Farm Park - Sports - Newport News Tourism Development Office</td>
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<tr>
<td>Contact Us - Newport News Tourism Development Office</td>
<td></td>
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<tr>
<td>Where to Shop - Newport News Tourism Development Office</td>
<td></td>
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<tr>
<td>Deer Park - Outdoors &amp; Recreation - Newport News Tourism Development</td>
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<tr>
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<td>Entertainment - Newport News Tourism Development Office</td>
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<td>Harwood's Mill - Outdoors &amp; Recreation - Newport News Tourism</td>
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<td>Newport News Park Campground - Where to Stay - Newport News Tourism</td>
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<tr>
<td>Historic Hilton Village Yard Sale - Events &amp; Festivals - Newport</td>
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<td>News Tourism Development Office</td>
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<tr>
<td>Free and Almost Free Things To Do - Newport News Tourism Development</td>
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<td>Office</td>
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<td>Newport News Blog - Newport News Tourism Development Office</td>
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<td>Purchase Tickets - Newport News Tourism Development Office</td>
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<td>Photo Gallery - Newport News Tourism Development Office</td>
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<tr>
<td>Pet Friendly Places - Newport News Tourism Development Office</td>
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<tr>
<td>Overview - Newport News Tourism Development Office</td>
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<tr>
<td>Historic Hilton Village - Attractions &amp; Museums - Newport News</td>
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<tr>
<td>Tourism Development Office</td>
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<tr>
<td>Rainy Day Fun - Newport News Tourism Development Office</td>
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<td>Interactive Area Map - Newport News Tourism Development Office</td>
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<td>Suggested Itineraries - Newport News Tourism Development Office</td>
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<td>Driving Tours - Newport News Tourism Development Office</td>
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<tr>
<td>Scales &amp; Tails - Events &amp; Festivals - Newport News Tourism</td>
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<tr>
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<td>Category</td>
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<td>Maps - Newport News Tourism Development Office</td>
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<tr>
<td>Animal Adventures - Newport News Tourism Development Office</td>
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<tr>
<td>Huntington Park-Beach, Rose Garden &amp; Tennis Center - Sports</td>
<td>Development</td>
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<tr>
<td>Ships - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
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<tr>
<td>Victory Landing Park - Outdoors &amp; Recreation</td>
<td>Tourism Development</td>
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<tr>
<td>Newport News Greek Festival - Spring Edition</td>
<td>Tourism Development</td>
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<tr>
<td>Accommodations At A Glance - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
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<tr>
<td>Newport News Park Discovery Center - Outdoors &amp; Recreation</td>
<td>Tourism Development</td>
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<tr>
<td>City Center at Oyster Point - Student Performance Venues</td>
<td>Tourism Development</td>
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<tr>
<td>Flipbooks - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
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<tr>
<td>Join Our Mailing List - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Anderson Park / Petersons Yacht Basin - Outdoors &amp; Recreation</td>
<td>Tourism Development</td>
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<tr>
<td>Photo &amp; Video Gallery - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
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<tr>
<td>Brochure - PDF - A Timeless Legacy (African-American history brochure).pdf</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Hilton Pier &amp; Ravine - Outdoors &amp; Recreation</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>BATS! - Events &amp; Festivals</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Backyard Bash - Events &amp; Festivals</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Frequently Asked Questions - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>King-Lincoln Park - Outdoors &amp; Recreation</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Meeting &amp; Event Venues - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Peninsula SPCA &amp; Barnyard - Attractions &amp; Museums</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>The Newsome House Museum &amp; Cultural Center</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Ferguson Center for the Arts - Attractions &amp; Museums</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Photo Contest - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Yoder Barn Theatre - Other Venues</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Arts - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Historic Endview - Attractions &amp; Museums</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Juneteenth 2022 Freedom Festival - Events &amp; Festivals</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Surrounding Attractions - Newport News Tourism Development Office</td>
<td>Tourism Development</td>
</tr>
<tr>
<td>Topic</td>
<td>Change</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>James A. Fields House - Attractions &amp; Museums</td>
<td>+44.05%</td>
</tr>
<tr>
<td>Jefferson Commons - Where to Shop</td>
<td>+13.33%</td>
</tr>
<tr>
<td>Virginia War Museum - Attractions &amp; Museums</td>
<td>+1.71%</td>
</tr>
<tr>
<td>City Center Farmers Market - Events &amp; Festivals</td>
<td>+2,140.00%</td>
</tr>
<tr>
<td>Huntington Park-Beach, Rose Garden &amp; Tennis Center - Outdoors &amp; Recreation</td>
<td>+41.03%</td>
</tr>
<tr>
<td>Jefferson Commons - Where to Shop</td>
<td>+13.68%</td>
</tr>
<tr>
<td>City Center at Oyster Point - Where to Shop</td>
<td>-21.17%</td>
</tr>
<tr>
<td>Port Warwick Summer Concert Series: Slapnation</td>
<td>+10,400.00%</td>
</tr>
<tr>
<td>Bacon Bash: A Bacon, Beer &amp; Bourbon Affair</td>
<td>+395.24%</td>
</tr>
<tr>
<td>Industry</td>
<td>+51.47%</td>
</tr>
<tr>
<td>Norfolk Naval Base Bus Tour - Surrounding Attractions</td>
<td>-16.24%</td>
</tr>
<tr>
<td>City Center Farmers' Market - Events &amp; Festivals</td>
<td>+273.08%</td>
</tr>
<tr>
<td>Brochure - PDF - 2022 Newport News Visitor Guide.pdf</td>
<td>+13.68%</td>
</tr>
<tr>
<td>Victory Arch - Outdoors &amp; Recreation</td>
<td>+283.33%</td>
</tr>
<tr>
<td>What's New &amp; Upcoming In Newport News</td>
<td>+73.58%</td>
</tr>
<tr>
<td>The Most LOVE-Worthy Places In Newport News</td>
<td>+2.25%</td>
</tr>
<tr>
<td>Annual Mothers Day Celebration - Events &amp; Festivals</td>
<td>+760.00%</td>
</tr>
<tr>
<td>Juneteenth Week 2022 Festivities - Events &amp; Festivals</td>
<td></td>
</tr>
<tr>
<td>12 Reasons to Visit Huntington Park</td>
<td>+32.81%</td>
</tr>
<tr>
<td>Swamp Bridge Walk - Events &amp; Festivals</td>
<td>+844.44%</td>
</tr>
<tr>
<td>Lee Hall Depot - Attractions &amp; Museums</td>
<td>+167.74%</td>
</tr>
<tr>
<td>U.S. Army Transportation Museum - Attractions &amp; Museums</td>
<td>+76.60%</td>
</tr>
<tr>
<td>12 Things You Need to Know About Newport News Park</td>
<td>+161.29%</td>
</tr>
<tr>
<td>Cinco in the City - Events &amp; Festivals</td>
<td>+185.71%</td>
</tr>
<tr>
<td>Denbigh Park Boat Ramp - Outdoors &amp; Recreation</td>
<td>+19.40%</td>
</tr>
<tr>
<td>Lee Hall Mansion - Attractions &amp; Museums</td>
<td>+11.27%</td>
</tr>
<tr>
<td>Summer Celebration Wine Festival - Events &amp; Festivals</td>
<td>+62.50%</td>
</tr>
</tbody>
</table>
Sessions by browser

<table>
<thead>
<tr>
<th>Browser</th>
<th>Sessions</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safari</td>
<td>29,654</td>
<td>+63.99%</td>
</tr>
<tr>
<td>Chrome</td>
<td>23,588</td>
<td>+36.05%</td>
</tr>
</tbody>
</table>

Mobile vs. desktop

<table>
<thead>
<tr>
<th>Device category</th>
<th>Sessions</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>mobile</td>
<td>50,915</td>
<td>+57.40%</td>
</tr>
<tr>
<td>desktop</td>
<td>10,107</td>
<td>+13.59%</td>
</tr>
</tbody>
</table>

Social traffic

Sessions: 4,314 (+56.19% (2,762))

Sources of traffic

<table>
<thead>
<tr>
<th>Source</th>
<th>Sessions</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>google</td>
<td>42,719</td>
<td>+60.44%</td>
</tr>
<tr>
<td>(direct)</td>
<td>13,499</td>
<td>+30.94%</td>
</tr>
</tbody>
</table>

Top goals completions

<table>
<thead>
<tr>
<th>Goal</th>
<th>Sessions</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration - min 30 seconds</td>
<td>12,573</td>
<td>+51.99%</td>
</tr>
<tr>
<td>Pages Viewed - 2+ pages</td>
<td>8,901</td>
<td>+55.15%</td>
</tr>
<tr>
<td>Visit Flipbook: Visitor Guide</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Newsletter Signup</td>
<td>45</td>
<td>+28.57%</td>
</tr>
</tbody>
</table>

Top goals conversion rate

<table>
<thead>
<tr>
<th>Goal</th>
<th>Duration - min 30 seconds</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration - min 30 seconds</td>
<td>19.77%</td>
<td>+2.59%</td>
</tr>
<tr>
<td>Pages Viewed - 2+ pages</td>
<td>13.99%</td>
<td>+4.72%</td>
</tr>
<tr>
<td>Visit Flipbook: Visitor Guide</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Newsletter Signup</td>
<td>0.07%</td>
<td>-13.22%</td>
</tr>
</tbody>
</table>
### Users by age and gender

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>25-34</td>
<td>1.5K</td>
<td>1.5K</td>
</tr>
<tr>
<td>35-44</td>
<td>2K</td>
<td>2K</td>
</tr>
<tr>
<td>45-54</td>
<td>1.5K</td>
<td>1.5K</td>
</tr>
<tr>
<td>55-64</td>
<td>1K</td>
<td>1K</td>
</tr>
<tr>
<td>65+</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Social referrals

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

Sessions  

<table>
<thead>
<tr>
<th></th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,314</td>
</tr>
</tbody>
</table>

+56.19% (2,762)

### All referrals

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

Sessions  

<table>
<thead>
<tr>
<th></th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50,113</td>
</tr>
</tbody>
</table>

+53.59% (32,627)

### Top campaigns

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Sessions</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newport News Display 2022</td>
<td>17,967</td>
<td>+91.10%</td>
</tr>
<tr>
<td>Non-Local Traffic - Search 2022</td>
<td>9,780</td>
<td>+23,185.71%</td>
</tr>
</tbody>
</table>