

Newport News Visitor Center Statistical Summary

December 2020	Dec-20	Year-to-Date	2019 Y-T-D
Label Service	0	2	6664
Label Service not in Access		1586	0
NN Web Site	26	870	930
Phone Calls		44	96
Internet		0	0
Intercept Surveys		0	54
Letter		0	0
Monthly Consumer Inquiries	26	2502	7744
Visitor Count to NNVC/TC Office	1444	12895	17361
Contacts @ Demos/Booths/Orientations	117	1535	10629
Industry Training (IT) Contacts	109	877	1216
Monthly Group Contacts	67	4074	1740
Monthly Company Contacts	2	841	1162
Flipbook Unique Pageviews	687	11952	11745
PDF Unique Pageviews	881	8835	10382
Facebook Engaged Users	8784	102970	68631
Information Only Phone Calls	219	1724	1671
Total	12336	148205	132281

New Soldier Orientation: Ft Eustis (117) & Langley AFB ():

TC Visitor Count: 0

	Dec-20	Year-to-Date	2019 Y-T-D
Newport News Website Desktop	5619	67706	68849
Newport News Mobile Views	24897	390922	389816
Newport News Tablet Views	5597	82598	84696
Total	36113	541226	543361

DECEMBER

Website Stats

	Year	Sessions	Pageviews	Desktop	Mobile	Tablet
December	2020	36,113	59,869	5,619	24,897	5,597
December	2019	52,626	82,373	4,807	43,873	3,946

All Flipbook Stats

	Year	Views	Unique Pg Views
December	2020	1,063	687
December	2019	1196	729

VG Stats

	Year	Views	Unique Pg Views
December	2020	112	84
December	2019	153	117

All PDF's Stats

	Year	Views	Unique Pg Views
*Brochure numbers included			
December	2020	881	881
December	2019	952	952

All Brochure Stats

	Year	Views	Unique Pg Views
December	2020	634	634
December	2019	617	617

Group Planner Stats

	Year	Views	Unique Pg Views
December	2020	39	31
		35	30

Facebook Stats

	Year	Daily Page Engaged Users	Daily Total Reach
December	2020	8,784	137386

Summary of Visitor Counts

December 2020

Directions in Newport News	54
Directions outside Newport News	32
Attractions in Newport News	55
Attractions outside Newport News	12
Area Hotel/Motel	4
Newport News Park	150
Food/Shopping	4
General Information	3
100 Miles of Lights	344
Newport News Ambassador Pass	11
Ferguson Center Tickets	0
Other	4
Interstate Signage	2
Vacation Channel	0
Brochure	0
Advertisement	0
NN Tourism Website	0
Other Source Name	0
Area Residents Requesting Information	104
Total Phone Calls	219
Wall Counter Total	2888
Center Visitor Counts	<u>1444</u>

Monthly Inquiry Report

December 2020

Source	Label	NN Web Site	Phone	Internet	Letter	Total
Brochure		1				1
Friend/Family Referral		4				4
Internet Site - Unknown or Other		20				20
Magazine		1				1
	Total	26				26

Monthly Corporate Report

December 2020

Company Name	NNGV	African Amer	COE	Civil War	Coupon Book	Holiday Flyer	Let's Eat	Let's Shop	NN Pad Map	Rainy Day	Endview	NN Rack	Lee Hall	NN Park	Newsom House	Va War
Shenandoah Valley Tourist I	0	0	0	200	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	0	0	0	200	0	0	0	0	0	0	0	0	0	0	0	0