

## Newport News Visitor Center Statistical Summary

July-22	Jul-22	Year-to-Date	2021 Y-T-D
Label Service	547	3474	8773
Label Service not in Access		1222	919
NN Web Site	79	1852	871
Phone Calls	20	71	101
Internet		0	0
Intercept Surveys		0	0
Letter		0	0
Monthly Consumer Inquiries	646	6619	10664
Visitor Count to NNVC/TC Office	1526	8783	12313
Contacts @ Demos/Booths/Orientations	300	1439	376
Industry Training (IT) Contacts	24	401	519
Monthly Group Contacts	445	2331	3210
Monthly Company Contacts	7	858	613
Flipbook Unique Pageviews	63	1228	34047
PDF Unique Pageviews	1107	7719	7536
Facebook Engaged Users	7579	80916	90981
Information Only Phone Calls	166	1209	1052
Total	11863	111503	161311

TC Visitor Count: 22

New Soldier Orientation: Langley AFB (159) & Fort Eustis (104)

Twilight Bike Criterium 7/30: 37

	Jul-22	Year-to-Date	2021 Y-T-D
Newport News Website Desktop	7,739	59946	60198
Newport News Mobile Views	24897	228890	266047
Newport News Tablet Views	746	11323	81567
Total	33,382	300159	407812

# Monthly Inquiry Report

July 2022

<b>Source</b>	<b>Label</b>	<b>NN Web Site</b>	<b>Phone</b>	<b>Internet</b>	<b>Letter</b>	<b>Total</b>
Brochure		3				3
City of Newport News Website		1				1
Email Promotion			1			1
Facebook Promotion		1				1
Family Travel Insert	547					547
Friend/Family Referral		10	1			11
Internet Site - Unknown or Other		45	5			50
Magazine		2	1			3
Newport News Tourism's Website		6	1			7
Newspaper		1				1
Other sources		2				2
Postcard			9			9
Previous Visitor Guide		1				1
Toast the Coast		7				7
Virginia Travel Guide			2			2
	<b>Total</b>	547	79	20		646

# Summary of Visitor Counts

# July 2022

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Directions in Newport News	153
Directions outside Newport News	144
Attractions in Newport News	118
Attractions outside Newport News	104
Area Hotel/Motel	9
Newport News Park	335
Food/Shopping	24
General Information	98
100 Miles of Lights	0
Newport News Ambassador Pass	15
Ferguson Center Tickets	0
Other	177
Interstate Signage	36
Vacation Channel	0
Brochure	0
Advertisement	0
NN Tourism Website	0
Other Source Name	2
Area Residents Requesting Information	36
Total Phone Calls	186
Wall Counter Total	3052
Center Visitor Counts	<b><u>1526</u></b>

# JULY

## Website Stats

Year	Visitors	Sessions	Desktop	Mobile	Tablet
2022	26,954	33,381	7,738	24,897	746
2021	87,469	104,711	11,973	71,052	21,686

## All Flipbook Stats

Year	Views	Unique Pg Views
2022	144	63
2021	3,405	1,321

## VG Stats

Year	Views	Unique Pg Views
2022	171	159
2021	792	600

## All PDF's Stats

\*Brochure numbers included

Year	Views	Unique Pg Views
2022	1,107	1,107
2021	1,016	1,010

## All Brochure Stats

Year	Views	Unique Pg Views
2022	938	938
2021	792	792

## Group Planner Stats

Year	Views	Unique Pg Views
2022	6	6
2021	127	98

## Toast The Coast Stats

Year	Sessions	Pageviews
2022	1,182	2,091
2021	1,347	1,725

## Facebook Stats

Year	Daily Page Engaged Users	Daily Total Reach
2022	7,579	97,337

# Monthly Corporate Report

July 2022

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
AA Ohio Auto Club	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AAA Erie	50	0	0	50	0	0	0	0	0	0	0	0	0	0	0	0
Abingdon Visitor Center	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fredericksburg Welcome Ce	0	0	0	300	0	0	0	0	0	0	0	0	0	0	0	0
New Kent Welcome Center		0	0	900	0	0	0	0	0	0	0	0	0	0	0	0
Rocky Gap Welcome Center	320	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - Freder	0	0	0	300	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	470	0	0	1550	0	0	0	0	0	0	0	0	0	0	0	0