

## Newport News Visitor Center Statistical Summary

March-21	Mar-21	Year-to-Date	2020 Y-T-D
Label Service	396	5020	2
Label Service not in Access		0	168
NN Web Site	95	205	496
Phone Calls	27	51	25
Internet		0	0
Intercept Surveys		0	0
Letter		0	0
<b>Monthly Consumer Inquiries</b>	<b>518</b>	<b>5276</b>	<b>691</b>
Visitor Count to NNVC/TC Office	1149	2336	2960
Contacts @ Demos/Booths/Orientations	104	169	423
Industry Training (IT) Contacts	59	251	382
Monthly Group Contacts	50	99	158
Monthly Company Contacts	8	1562	827
Flipbook Unique Pageviews	25928	27365	2378
PDF Unique Pageviews	1046	3145	2712
Facebook Engaged Users	12993	31162	19824
Information Only Phone Calls	129	323	465
<b>Total</b>	<b>41984</b>	<b>71688</b>	<b>30820</b>

New Soldier Orientation at Fort Eustis (104) & Langley (?): 104  
 TC Visitor Count: 6

	Mar-21	Year-to-Date	2020 Y-T-D
Newport News Website Desktop	6,788	19737	16596
Newport News Mobile Views	21,614	70833	27522
Newport News Tablet Views	4,807	14259	1874
<b>Total</b>	<b>33,209</b>	<b>104829</b>	<b>45992</b>

# MARCH

## Website Stats

Year	Sessions	Pageviews	Desktop	Mobile	Tablet
2021	33,209	57,240	6,788	21,614	4,807
2020	16,517	31,301	5,126	10,726	665

## All Flipbook Stats

Year	Views	Unique Pg Views
2021	46,899	25,928
2020	978	615

## VG Stats

Year	Views	Unique Pg Views
2021	95	95

## All PDF's Stats

\*Brochure numbers included

Year	Views	Unique Pg Views
2021	1,047	1,046
2020	732	731

## All Brochure Stats

Year	Views	Unique Pg Views
2021	826	826
2020	530	529

## Group Planner Stats

Year	Views	Unique Pg Views
2021	67	58
2020	57	37

## Facebook Stats

March

Year	Daily Page Engaged Users	Daily Total Reach
2021	12,993	341,007

# Summary of Visitor Counts

## March 2021

Directions in Newport News	86
Directions outside Newport News	65
Attractions in Newport News	72
Attractions outside Newport News	37
Area Hotel/Motel	3
Newport News Park	307
Food/Shopping	14
General Information	14
100 Miles of Lights	0
Newport News Ambassador Pass	0
Ferguson Center Tickets	0
Other	8
Interstate Signage	0
Vacation Channel	0
Brochure	0
Advertisement	0
NN Tourism Website	0
Other Source Name	0
Area Residents Requesting Information	47
Total Phone Calls	156
Wall Counter Total	2286
Center Visitor Counts	<b><u>1143</u></b>

# Monthly Inquiry Report

March 2021

<b>Source</b>	<b>Label</b>	<b>NN Web Site</b>	<b>Phone</b>	<b>Internet</b>	<b>Letter</b>	<b>Total</b>
AAA Tour Book			1			1
Brochure		4				4
Email Promotion		1				1
Family Travel Insert	350					350
Friend/Family Referral		17	3			20
Internet Site - Unknown or Other		69	4			73
Other sources		4				4
Postcard			18			18
Recreation News	46					46
Virginia Travel Guide			1			1
	<b>Total</b>	396	95	27		518

# Monthly Corporate Report

March 2021

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
AAA Reading-Berks	160	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Covington Welcome Center	480	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
South Hill Chamber of Com	50	0	0	25	0	0	0	0	0	0	0	0	0	0	0	25
VA Visitor Center - Bedford	100	0	0	0	0	0	0	0	0	0	50	0	0	0	0	50
VA Visitor Center - Matthew	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20
VA Visitor Center - Wythville	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - New C	1600	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Virginia Museum of Civil Wr	100	0	0	100	0	0	0	0	0	0	50	0	50	0		50
Grand Total	2580	0	0	125	0	0	0	0	0	0	100	0	50	0	0	145

**Newport News Tourism  
Completed Activity Report  
3/1/2021 - 3/31/2021**

Assigned Rep: **Dia Foden**

Date	Account Name	Type	Completed Date
3/10/2021	US Army Transportation Museum	IT	3/29/2021
	<i>flat, cw, rest</i>		
3/29/2021	Vinny's Pizza and Pasta	IT	3/29/2021
	<i>Tourism Week- Donation 2/15.00 gift cards</i>		
3/10/2021	Vancostas	IT	3/29/2021
	<i>flat, rest, cw</i>		
3/31/2021	Tucanos Brazilian Grill	IT	3/31/2021
	<i>Spoke with Latisha, manager. She gave us 2/20.00 gift cards- we are on the approved list for donations in the future.</i>		
3/17/2021	Thaijindesu Thai & Sushi Bar	IT	3/29/2021
	<i>NTTW donation- 2/\$50.00 gift cards</i>		
3/11/2021	Smoke BBQ	IT	3/29/2021
	<i>Dawn gave us \$30.00 gift card for NTTW</i>		
3/31/2021	Second Street Bistro	IT	3/31/2021
	<i>stopped by and gave sheet to Kess to forward to General Manager, Denise Greene.</i>		
3/31/2021	Schlesinger's Chop House	IT	3/31/2021
	<i>Saw Brad, said they would do "SOMETHING", just not sure what as of yet.</i>		
3/31/2021	Salsa's Mexican Grill	IT	3/31/2021
	<i>stopped by and saw Armondo- Carlos was out- will be in on Tues and Thurs.</i>		
3/15/2021	Saffron Mediteranean Cuisine	IT	3/29/2021
	<i>picked up Gift Certificate- Dinner for 2, up to \$50.00</i>		
3/16/2021	Outback Steakhouse	IT	3/29/2021
	<i>NTTW, 3/\$20. Gift Cards from Ashley</i>		
3/31/2021	Newport News Marriott at City Center	IT	3/31/2021
	<i>Spoke with Mark B. He will see what they can do- said they are picking up, and can't hire enough people! Need to follow up</i>		
3/10/2021	Nawab Indian Cuisine	IT	3/29/2021
	<i>checked on them- they are pretty much doing take out only right now due to covid. They asked me to pick up 2 cases that Vista dropped off. Left them CW, Art and Rest</i>		
3/17/2021	Mission BBQ	IT	3/29/2021
	<i>picked up gift basket- bottle of sauce with gift card for \$25. value- 35.00</i>		
3/31/2021	Manhattan's New York Deli & Pub	IT	3/31/2021
	<i>Spoke with Everett- gave us 2/25.00 gift cards</i>		
3/10/2021	City Center Ice Cream	IT	3/29/2021
	<i>left NTTW donation sheet, need to follow up</i>		
3/17/2021	Kiln Creek Golf Club & Resort	IT	3/29/2021
	<i>dropped off NTTW donation form for Ivey, need to follow up- she was out of the office</i>		

Assigned Rep: Dia Foden

Date	Account Name	Type	Completed Date
3/31/2021	Indulge Bakery & Bistro	IT	3/31/2021
<i>left form with Michelle, need to go back</i>			
3/16/2021	Hayashi Sushi and Grill	IT	3/29/2021
<i>Picked up 5/\$20.00 gift cards</i>			
3/16/2021	First Watch	IT	3/29/2021
<i>donation for NTTW \$40.00 Breakfast Bucks</i>			
3/17/2021	Fin Seafood Restaurant	IT	3/29/2021
<i>NTTW donation, \$50.00 gift card</i>			
3/11/2021	Dino's Pizza Shop	IT	3/29/2021
<i>NTTW donation- 2/\$25.00 gift cards</i>			
3/16/2021	DeStress Express Spa	IT	3/29/2021
<i>NTTW, Gift Certif \$60.00</i>			
3/11/2021	Design & Consign	IT	3/29/2021
<i>Updated their contact info with Trevor on Website- 4/\$25.00 gift cards</i>			
3/11/2021	Crab Shack on the James	IT	3/29/2021
<i>Leah, NTTW donation \$30.00</i>			
3/31/2021	Couture Cakes by Nika	IT	3/31/2021
<i>left form with George, will ask Nika what she wants to do</i>			
3/11/2021	Bonefish Grill	IT	3/29/2021
<i>Mike gave us 2/\$25.00 gift cards for NTTW</i>			
3/31/2021	Aromas Specialty Coffees & Gourmet Bakeshop	IT	3/31/2021
<i>stopped by at 1:15- they were closed. Need to go back</i>			
3/11/2021	Al Fresco Ristorante	IT	3/29/2021
<i>spoke with Ella- NTTW donation- need to go back- yes, they will do something.</i>			
3/11/2021	Act II Consignment Shop	IT	3/29/2021
<i>NTTW \$25.00</i>			
3/17/2021	Kid Create	IT	3/29/2021
<i>stopped by to drop off NTTW donation, left in the door, they were not in. Grand opening is imminent</i>			
3/11/2021	VEDeat	IT	3/29/2021
<i>spoke with "Ahnmal" sp? needs to check with his sister for NTTW donation</i>			
3/11/2021	Papa Murphy's	IT	3/29/2021
<i>spoke with Nancy- need to go back for gift cards for NTTW</i>			
3/16/2021	Tucanos Brazilian Grill	IT	3/29/2021
<i>Will said he will ask manager for NTTW donation, need to go back</i>			
3/10/2021	Tucanos Brazilian Grill	IT	3/29/2021
<i>NTTW, spoke with Latisha, need to go back for NTTW</i>			
3/17/2021	Schlesinger's Chop House	IT	3/29/2021
<i>spoke with Brad- NTTW donation- will pass along to "the powers that be"</i>			

Assigned Rep: Dia Foden

Date	Account Name	Type	Completed Date
3/11/2021	Salsa's Mexican Grill	IT	3/29/2021
<i>stopped by, spoke with Armando- need to go back to talk with Carlos- out of the office</i>			
3/16/2021	Salsa's Mexican Grill	IT	3/29/2021
<i>spoke with Carlos- NTTW donation- didn't have any in the office, need to go back to pick up</i>			
3/11/2021	Saffron Mediteranean Cuisine	IT	3/29/2021
<i>spoke with Daud for NTTW week- need to go back for gift certif</i>			
3/10/2021	Outback Steakhouse	IT	3/29/2021
<i>NTTW, spoke with Jimmy- Ashley out of office</i>			
3/11/2021	Mission BBQ	IT	3/29/2021
<i>spoke with Amanda for NTTW donation- they are doing a gift basket, need to go back to p/u</i>			
3/16/2021	Manhattan's New York Deli & Pub	IT	3/29/2021
<i>Spoke with Everett NTTW, need to go back to pick up</i>			
3/10/2021	Hayashi Sushi and Grill	IT	3/29/2021
<i>Left tourism Week request with Jay- need to go back- will check with Lenny</i>			
3/10/2021	DeStress Express Spa	IT	3/29/2021
<i>NTTW, spoke with Lynn's Daughter, Ramona- need to go back</i>			
3/11/2021	Couture Cakes by Nika	IT	3/28/2021
<i>closed- stopped by for donation for NTTW Week</i>			
3/16/2021	Aromas Specialty Coffees & Gourmet Bakeshop	IT	3/29/2021
<i>Spoke with Danielle, she will check with owner for NTTW donation</i>			
3/31/2021	O's Cakes	IT	3/31/2021
<i>stopped by and spoke with both- they seemed receptive to getting involved with NNHA, as well as tourism. Gave them forms to engage. Asked for donation- need to follow up.</i>			
3/31/2021	Kid Create	IT	3/31/2021
<i>Karen gave us a Birthday Party for up to 12 kids- \$235. value</i>			
3/17/2021	AR Workshop Newport News	IT	3/29/2021
<i>NTTW donation for 1 class- 67.50</i>			
3/17/2021	The Gallery at York Hall	IT	3/29/2021
<i>Sharon asked for NN brochures to put out. I gave her VLM, LH, Army Trans, END, VWM, Downing Gross. She was most appreciative</i>			
3/11/2021	Plantiques House of Shops	IT	3/29/2021
<i>NTTW donation- \$25.00</i>			
3/16/2021	VEDeat	IT	3/29/2021
<i>said they would email gift certificate to Janie or me as they have none made up. Need to follow up.</i>			
3/10/2021	Clothes Mentor	IT	3/29/2021
<i>NTTW donation- left with Emily need to go back to follow up</i>			
3/17/2021	Papa Murphy's	IT	3/29/2021
<i>NTTW gift cards- 5/\$10.</i>			
3/10/2021	Philly Shack	IT	3/29/2021
<i>flat, cw, rest, art</i>			



Assigned Rep: Dla Foden

Date	Account Name	Type	Completed Date
3/10/2021	Fleet Family Support Center	IT	3/29/2021
<i>dropped off flat, cw, art, rest</i>			
3/10/2021	Newport News Police Museum	IT	3/29/2021
<i>Flat, CW, Art, Rest</i>			
3/10/2021	Byrd's Restaurant	IT	3/29/2021
<i>dropped off flats, after they said it was ok to leave them- got an email a few hours later asking us to pick them up. They complained that they were not in it- when I explained that Becky sends out the letter Sept/Oct for participation and that it is free, she commented, "I forgot about it, why didn't you follow up?" I made a promise that I would personally follow up with her this fall.</i>			
3/31/2021	Burger Theory at Holiday Inn Newport IT News		3/31/2021
<i>left form with bar staff, need to go back</i>			
<b>Total Completed:</b>			<b>59</b>