

## Newport News Visitor Center Statistical Summary

October-21	Oct-21	Year-to-Date	2020 Y-T-D
Label Service	144	9426	2
Label Service not in Access		919	1586
NN Web Site	98	1252	826
Phone Calls	7	128	43
Internet		0	0
Intercept Surveys		0	0
Letter		0	0
Monthly Consumer Inquiries	249	11725	2457
Visitor Count to NNVC/TC Office	1553	16997	10285
Contacts @ Demos/Booths/Orientations	98	867	1418
Industry Training (IT) Contacts	18	647	727
Monthly Group Contacts	12	3366	3463
Monthly Company Contacts	6	633	837
Flipbook Unique Pageviews	136	36633	10489
PDF Unique Pageviews	884	9592	7186
Facebook Engaged Users	14677	134065	85418
Information Only Phone Calls	119	1463	1378
Total	17752	215988	123658

Central Virginia Sale Blitz: 14

New Soldier Orientation: Langley AFB 44

NN Coalition Virtual Conference: 40

TC Visitor Count: 37

	Oct-21	Year-to-Date	2020 Y-T-D
Newport News Website Desktop	8234	87226	57215
Newport News Mobile Views	28035	394148	343784
Newport News Tablet Views	2646	102823	74172
Total	38915	584197	475171

# Summary of Visitor Counts

## October 2021

Directions in Newport News	138
Directions outside Newport News	88
Attractions in Newport News	109
Attractions outside Newport News	71
Area Hotel/Motel	11
Newport News Park	306
Food/Shopping	29
General Information	42
100 Miles of Lights	13
Newport News Ambassador Pass	1
Ferguson Center Tickets	0
Other	0
Interstate Signage	5
Vacation Channel	0
Brochure	5
Advertisement	1
NN Tourism Website	0
Other Source Name	4
Area Residents Requesting Information	66
Total Phone Calls	126
Wall Counter Total	3032
Center Visitor Counts	<b><u>1516</u></b>

# OCTOBER

## Website Stats

Year	Sessions	Pageviews	Desktop	Mobile	Tablet
2021	38,915	70,626	8,234	28,035	2,646
2020	43,910	67,361	5,614	30,736	7,560

## All Flipbook Stats

Year	Views	Unique Pg Views
2021	125	136
2020	1,093	863

## VG Stats

Year	Views	Unique Pg Views
2021	44	34
2020	241	188

## All PDF's Stats

\*Brochure numbers included

Year	Views	Unique Pg Views
2021	886	884
2020	878	877

## All Brochure Stats

Year	Views	Unique Pg Views
2021	747	747
2020	736	736

## Group Planner Stats

Year	Views	Unique Pg Views
2021	12	11
2020	54	43

## Toast The Coast Stats

Year	Sessions	Pageviews
2021	458	609
2020	221	259

## Facebook Stats

Year	Daily Page Engaged Users	Daily Total Reach
2021	14,677	484,264

# Monthly Inquiry Report

October 2021

<b>Source</b>	<b>Label</b>	<b>NN Web Site</b>	<b>Phone</b>	<b>Internet</b>	<b>Letter</b>	<b>Total</b>
Brochure		4				4
Email Promotion		4				4
Family Travel Insert	98					98
Friend/Family Referral		21	1			22
Internet Site - Unknown or Other		64	1			65
Magazine		3				3
Newport News Tourism's Website			1			1
Newport News Visitor Guide			1			1
Newspaper		2				2
Other sources			1			1
Postcard			2			2
Recreation News	46					46
	<b>Total</b>	144	98	7		249

# Monthly Corporate Report

October 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 - Shelby	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
IT- October	480	0	0	0	0	0	600	0	0	0	0	0	0	0	0	0
Port Warwick Art & Sculptur	70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
USS Willard Keith Reunion A	20	0	0	20	0	0	20	0	20	0	0	0	0	0	0	0
VA Hazmat Annual Conferen	300	0	0	0	0	0	300	0	0	0	0	0	0	0	0	0
VA Museum of Civil War	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - New K	960	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	1850	0	0	20	0	0	920	0	20	0	0	0	0	0	0	0