

Newport News Visitor Center Statistical Summary

September-21	Sep-21	Year-to-Date	2020 Y-T-D
Label Service	316	9282	2
Label Service not in Access		919	1586
NN Web Site	162	1154	792
Phone Calls	9	121	42
Internet		0	0
Intercept Surveys		0	0
Letter		0	0
Monthly Consumer Inquiries	487	11476	2422
Visitor Count to NNVC/TC Office	1468	15444	9125
Contacts @ Demos/Booths/Orientations	244	769	1256
Industry Training (IT) Contacts	41	629	683
Monthly Group Contacts	32	3354	3430
Monthly Company Contacts	4	627	834
Flipbook Unique Pageviews	824	36497	9626
PDF Unique Pageviews	245	8708	6309
Facebook Engaged Users	10730	119388	83759
Information Only Phone Calls	115	1344	1277
Total	14190	198236	118721

CNU Discover Newport News Fair: 71

Ft Eustis Spouses Fair: 67

New Soldier Orientation: Langley AFB 106

TC Visitor Count: 19

	Sep-21	Year-to-Date	2020 Y-T-D
Newport News Website Desktop	8184	78992	51601
Newport News Mobile Views	29908	366113	313048
Newport News Tablet Views	5684	100177	66612
Total	43776	545282	431261

SEPTEMBER

Website Stats

Year	Sessions	Pageviews	Desktop	Mobile	Tablet
2021	43,776	76,804	8,184	29,908	5,684
2020	48,687	45,189	5,752	37,882	5,053

All Flipbook Stats

Year	Views	Unique Pg Views
2021	1,328	824
2020	1,550	1,043

VG Stats

Year	Views	Unique Pg Views
2021	285	207
2020	308	243

All PDF's Stats

*Brochure numbers included

Year	Views	Unique Pg Views
2021	248	245
2020	172	172

All Brochure Stats

Year	Views	Unique Pg Views
2021	684	684
2020	581	581

Group Planner Stats

Year	Views	Unique Pg Views
2021	77	61
2020	50	43

Toast The Coast Stats

Year	Sessions	Pageviews
2021	771	1013
2020	240	286

Facebook Stats

Year	Daily Page Engaged Users	Daily Total Reach
2021	10,730	321,836

Monthly Inquiry Report

September 2021

Source	Label	NN Web Site	Phone	Internet	Letter	Total
Brochure		4				4
Email Promotion		1				1
Family Travel Insert	316					316
Friend/Family Referral		12				12
Internet Site - Unknown or Other		140	2			142
Magazine		2				2
Other sources		3				3
Postcard			6			6
Virginia Travel Guide			1			1
	Total	316	162	9		487

Summary of Visitor Counts

September 2021

Directions in Newport News	127
Directions outside Newport News	84
Attractions in Newport News	109
Attractions outside Newport News	48
Area Hotel/Motel	5
Newport News Park	297
Food/Shopping	21
General Information	30
100 Miles of Lights	0
Newport News Ambassador Pass	1
Ferguson Center Tickets	0
Other	0
Interstate Signage	8
Vacation Channel	0
Brochure	0
Advertisement	0
NN Tourism Website	0
Other Source Name	5
Area Residents Requesting Information	85
Total Phone Calls	124
Wall Counter Total	2898
Center Visitor Counts	<u>1449</u>

Monthly Corporate Report

September 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
	160	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Commonwealth Catholic Cha	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
IT - September	480	0	0	0	0	0	160	0	19	0	0	0	0	0	0	0
Newport News Police Depart	160	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Image Group/ Virginia T	2500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - Covin	320	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	3620	0	0	0	0	0	160	0	21	0	0	0	0	0	0	0