

## Newport News Visitor Center Statistical Summary

December 2019	Dec-19	Year-to-Date	2018 Y-T-D
Label Service	0	6664	12235
Label Service not in Access **		0	1077
NN Web Site	33	930	806
Phone Calls	2	96	128
Internet		0	0
Intercept Surveys		54	164
Letter		0	285
Monthly Consumer Inquiries	35	7744	14695
Visitor Count to NNVC/TC Office	1365	17361	18424
Contacts @ Demos/Booths/Orientations	227	10629	11589
Industry Training (IT) Contacts	53	1216	1568
Monthly Group Contacts	223	1740	596
Monthly Company Contacts	12	1162	991
Flipbook Unique Pageviews	729	11745	1797
PDF Unique Pageviews	952	10382	14736
Facebook Engaged Users	20676	68631	2631
Information Only Phone Calls	127	1671	1732
Total	24399	132281	68759

New Soldier Orientation: Ft Eustis (120) & Langley AFB (61): 181

East Coast Gateway Demo: 46

TC Visitor Count: 220 (NN Ambassador Pass)

	Dec-19	Year-to-Date	2018 Y-T-D
Newport News Website Desktop	4807	68849	83628
Newport News Mobile Views	43873	389816	171612
Newport News Tablet Views	3946	84696	19105
Total	52626	543361	274345

## DECEMBER

### Website Stats

	Year	Sessions	Pageviews	Desktop	Mobile	Tablet
December	2019	52,626	82,373	4,807	43,873	3,946
December	2018	13,438	53,622	4,608	8,119	711

### All Flipbook Stats

	Year	Pageviews	Unique Pg
December	2019	1,196	729
December	2018	408	149

### VG Stats

	Year	Pageviews	Unique Pg
December	2019	153	117
December	2018	188	66

### All PDF's Stats

	Year	Pageviews	Unique Pg Views
December	2019	952	952
December	2018	811	800

### All Brochure Stats

	Year	Pageviews	Unique Pg
December	2019	617	617
December	2018	425	425

### Group Planner Stats

	Year	Pageviews	Unique Pg
December	2019	35	30

### Facebook Stats

	Year	Daily Page Engaged	Daily Total Reach
December	2019	20,676	656,456

New metrics

# Monthly Inquiry Report

December 2019

<b>Source</b>	<b>Label</b>	<b>NN Web Site</b>	<b>Phone</b>	<b>Internet</b>	<b>Letter</b>	<b>Total</b>
Brochure		1				1
Email Promotion		1				1
Friend/Family Referral		4				4
Internet Site - Unknown or Other		25	2			27
Other sources		1				1
Toast the Coast		1				1
	<b>Total</b>	33	2			35

# Monthly Corporate Report

December 2019

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
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AAA Tidewater - Newport Ne	0	0	50	0	0	0	0	0	0	0	0	0	0	0	0	0
AAA Tidewater Williamsburg	160	0	50	0	0	0	0	0	0	0	0	0	0	0	0	0
IT - December	4320	0	0	1000	0	0	800	0	19	0	0	0	0	0	0	0
VA Visitor Center - Blue Ridg	100	0	50	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Visitor Center - Fairfax	80	0	0	50	0	0	0	0	0	0	0	0	0	0	0	50
VA Visitor Center - Greene C	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Visitor Center - Orange C	160	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Visitor Center- Prince Wi	100	0	50	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Visitors Center - Eastern	100	0	0	100	0	0	0	0	0	0	50	0	50	0	0	50
VA Welcome Center - Main S	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - New C	640	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - North	320	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - Skippe	640	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	6670	0	200	1250	0	0	800	0	19	0	50	0	50	0	0	100

# Summary of Visitor Counts

## December 2019

Directions in Newport News	54
Directions outside Newport News	45
Attractions in Newport News	48
Attractions outside Newport News	42
Area Hotel/Motel	0
Newport News Park	183
Food/Shopping	24
General Information	51
100 Miles of Lights	46
Newport News Ambassador Pass	318
Ferguson Center Tickets	4
Other	146
Interstate Signage	4
Vacation Channel	0
Brochure	0
Advertisement	0
NN Tourism Website	0
Other Source Name	0
Area Residents Requesting Information	266
Total Phone Calls	129
Wall Counter Total	2290
Center Visitor Counts	<b><u>1145</u></b>

**End of Month Report –December 2019**  
**Andrea Moran**

December 3 Ft Eustis new soldier orientation 68

December 17 Ft Eustis new soldier orientation 52

December 20 East Coast Gateway welcome center demo, New Kent 46

*Langley 61*