

Summary of Visitor Counts

2017

Directions in Newport News	1225
Directions outside Newport News	993
Attractions in Newport News	1835
Attractions outside Newport News	1020
Area Hotel/Motel	95
Newport News Park	4621
Food/Shopping	608
General Information	842
100 Miles of Lights	135
Newport News Ambassador Pass	991
Ferguson Center Tickets	24
Other	941
Interstate Signage	121
Vacation Channel	4
Brochure	4
Advertisement	0
NN Tourism Website	2
Other Source Name	60
Area Residents Requesting Information	1373
Total Phone Calls	2310
Wall Counter Total	37259
Center Visitor Counts	<u>18630</u>