

Newport News Visitor Center Statistical Summary

December 2018	Dec-18	Year-to-Date	2017 Y-T-D
Label Service	215	12235	17941
Label Service not in Access **	344	1077	726
NN Web Site	31	806	1922
Phone Calls	12	128	175
Internet		0	378
Intercept Surveys		164	91
Letter		285	1
Monthly Consumer Inquiries	602	14695	21234
Visitor Count to NNVC/TC Office	1118	18219	19208
*Visitor Contacts @ Booths, Fair, etc.	302	11589	8732
Industry Training (IT) Contacts	56	1568	1694
Monthly Group Contacts	22	596	757
Monthly Company Contacts	9	991	2270
Flipbook Unique Pageviews	149	1797	3592
PDF Unique Pageviews	800	14736	21942
Facebook Unique Page Views***	153	2631	2970
Information Only Phone Calls	165	1732	2125
Total	3376	68554	84524

Fort Eustis New Soldier Orientation: 102

Newport News Newsletter: 200

**344 labels from May 2018 were incorrectly entered (LABELS). Corrected & added number into Dec.

***FB only counted a 1/2 month worth of Unique Page Views

	Dec-18	Year-to-Date	2017 Y-T-D
Newport News Website Desktop	4608	83628	94354
Newport News Mobile Views	8119	171612	120802
Newport News Tablet Views	711	19105	17822
Total	13438	274345	232978

DECEMBER

Website Stats

	Year	Sessions	Desktop	Mobile	Tablet
December	2018	13,438	4,608	8,119	711
December	2017	12,895	5,323	6,695	877

All Flipbook Stats

	Year	Views	Unique Pg Views
December	2018	408	149
December	2017	86	73

VG Stats

	Year	Views	Unique Pg Views
December	2018	71	49
		126	80

All PDF's Stats

	Year	Views	Unique Pg Views
*Brochure numbers included			
December	2018	811	800
December	2017	801	1,064

All Brochure Stats

	Year	Views	Unique Pg Views
December	2018	425	425
December	2017	688	688

Group Planner Stats

	Year	Views	Unique Pg Views
December	2018	0	0
December	2017	5	5

Facebook Stats

	Year	Page Views	Unique Pg Views	
	2018			
December		n/a	n/a	For some reason, FB only tracked this number for half of the month.

Summary of Visitor Counts

December 2018

Directions in Newport News	72
Directions outside Newport News	64
Attractions in Newport News	98
Attractions outside Newport News	40
Area Hotel/Motel	28
Newport News Park	158
Food/Shopping	11
General Information	62
100 Miles of Lights	67
Newport News Ambassador Pass	195
Ferguson Center Tickets	2
Other	101
Interstate Signage	4
Vacation Channel	1
Brochure	2
Advertisement	0
NN Tourism Website	0
Other Source Name	4
Area Residents Requesting Information	90
Total Phone Calls	177
Wall Counter Total	2236
Center Visitor Counts	<u>1118</u>

Monthly Inquiry Report

December 2018

Source	Label	NN Web Site	Phone	Internet	Letter	Total
AAA Tour Book			3			3
Brochure		3				3
Family Travel Insert	215					215
Friend/Family Referral		7	1			8
Information		1				1
Internet Site - Unknown or Other		12	2			14
Magazine		1	1			2
Newspaper		1				1
Other sources		5	1			6
Postcard			4			4
Unknown Ad		1				1
	Total	215	31	12		258

Monthly Corporate Report

December 2018

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
	2560	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Riverside Regional Medical C	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Ceneter - Main	160	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - Covin	640	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - East C	960	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - Lambs	640	0	0	0	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 - Nothe	320	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - Rocky	640	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VA Welcome Center - Skippe	480	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	7090	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0



End of Month Report – December 2018
Andrea Moran

December 11: New soldier orientation at Fort Eustis (55)

December 12: Represented Tourism at One City Marathon Sustainability Committee meeting

December 28: “Newport News You Can Use” newsletter mailed to municipal visitor centers and state welcome centers in Virginia, plus Mid-Atlantic Region AAA offices (200)



Newport News
Virginia

13560 Jefferson Ave.
Newport News, VA 23603

757-886-7777 • 888.493.7386
Fax 757-886-7920 • newport-news.org