

Marketing Department Quarterly Report

April, May and June 2023

Visitor Stats

- Welcome Center visits totaled 1,254 for the quarter, which is up 6 percent over the same period last year, when staff greeted 1,188 guests. Year to date, Welcome Center visitors total 4,014, up 9 percent from 3,680 during the same period in 2022.
- The Holmes Medical Museum had a total of 2,331 guests this quarter, which is a 16 percent decrease from the 2,765 guests greeted in the same period last year. Year to date, HMM visitors total 6,925, down 11 percent from 7,837 in 2022.
- The Railroad Museum welcomed a total of 5,341 visitors during the quarter, down 8 percent from the 5,832 visitors greeted the prior year. Year to date, the Railroad Museum has had 14,870 visitors, down 4 percent from 15,502 visitors in 2022.
- At the Model Train Exhibit, Caboose Club members greeted 5,548 guests during the quarter, up 10 percent from the 5,045 greeted during the same period last year. Year to date, visitors total 15,670, up 8 percent from 14,500 in 2022.
- The number of park train rides given during the second quarter was 3,079, which is up 15 percent from the 2,675 rides given during the same time the prior year. Year to date, event train riders total 6,189, down 10 percent from 6,857 in 2022.
- A total of 1,600 Visitor Information Packets were distributed during the quarter, including 940 mailed packets and 660 welcome packets. The Welcome Packets are provided to churches, neighborhood HOA's, and organizations who are holding meetings across the city.
- Website usage and Facebook engagements were up significantly for the quarter for both city and tourism sites.
- Users on the VisitFoley.com website totaled 16,096 for the quarter, up only slightly from 16,031 the previous year.
- Users for the CityofFoley.org totaled 46,411 for the quarter, up 55 percent from 29,876 the previous year.
- On Facebook, engagements on Visit Foley totaled 22,583 for the quarter, up 33 percent over the previous year.
- On the City of Foley Facebook page, engagements were 61,092 for the quarter, up 204 percent over the previous year's total of 20,101.
- A total of 2,049 e-newsletters were sent during the quarter.

Events

Heritage Park Marketplace and Music and a Movie

- The city hosted six Heritage Park Marketplace Music and a Movie events in Heritage Park this year – two in April, two in May and two in June. The quality of the sound and the movies is much improved since the city's investment in a new projector, screen and

sound system last year. These events continue to be popular, although the attendance fluctuates from week to week. Average attendance this year was 250 for the music and move events.

General information

The number of Caboose Club volunteers falls each spring as snowbird members return home. The exhibit is operated in the spring and summer by a small crew of about ten regular members. They appreciate the help provided by our city employee stationed there.

Members added a new exhibit this spring. It is a to-scale replica of the Foley Hotel. The detailing on this addition is stunning, with windows and doors created by Doc Holiday (age 91) on his 3D printer. Members are working toward their goal of adding several more downtown Foley buildings to the layout. An SNJ model airplane, like the ones flown at Barin Field, was also recently added to the layout.

The marketing department continues to add news stories to the city website on an almost daily basis. Another recent website addition is a section that identifies "What's new in Foley", providing a ready answer to the almost daily requests asking what a new building is going to be.

VISITORS	Oct-23	Nov-23	Dec-23	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	TOTAL
Welcome Center	298	313	277	791	596	485	441	358	455	4014
Holmes Museum	697	590	600	615	1031	1061	729	636	966	6925
Depot Museum	1184	1550	1401	1313	1877	2204	1433	1416	2492	14870
Model Train Exhibit	1392	1440	1824	1590	1855	2021	1581	1458	2509	15670
Event Train Riders	759	535	561	321	528	406	647	555	1877	6189
Total Visitors	4330	4428	4663	4630	5887	6177	4831	4423	8299	47668
VISITOR INFORMATION PACKETS	Oct-23	Nov-23	Dec-23	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	TOTAL
Mailed Packets	107	83	39	5	506	271	335	210	395	1951
Welcome Packets	298	200	50	1089	365	118	150	359	151	2780
Total Information Packets	405	283	89	1094	871	389	485	569	546	
Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide										
WEBSITE STATISTICS	Oct-23	Nov-23	Dec-23	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	
VisitFoley.com - Users	5235	4044	4,619	4496	5483	5891	5062	5500	5534	45864
CityOfFoley.org - Users	9227	10193	10268	11880	12688	17640	12682	21881	11848	118307
Visit Foley Facebook Engagement	6337	5261	5,589	3037	28952	28918	8197	6557	7829	100677
City of Foley Facebook Engagement	3599	1603	10,356	10314	10593	17292	18394	20254	22444	114849
Total Online Activity	24398	21101	30,832	29727	57716	69741	44335	54192	47655	379697
*New Comments, Likes, Shares, Views, Fans, etc.										
VOLUNTEER HOURS	Oct-23	Nov-23	Dec-23	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	TOTAL
Welcome Center	44	0	30	21	0	0	15	0	0	110
Caboose Club	219	309	353	348.5	366.5	396	340	275.5	261	2868.5
Kids Train Drivers & Assistants	14	16	24	12	20	12	17	14	47	176
Total Volunteer Hours	277	325	407	381.5	386.5	408	372	289.5	308	3154.5
E-Newletters	Oct-23	Nov-23	Dec-23	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	
Visitors	0	0	8505	0	8405	0	0	0	0	16910
Local	0	2029	2080	0	2063	0	0	2049	0	8221
Total Newsletters	0	2029	10585	0	10468	0	0	2049	0	25131