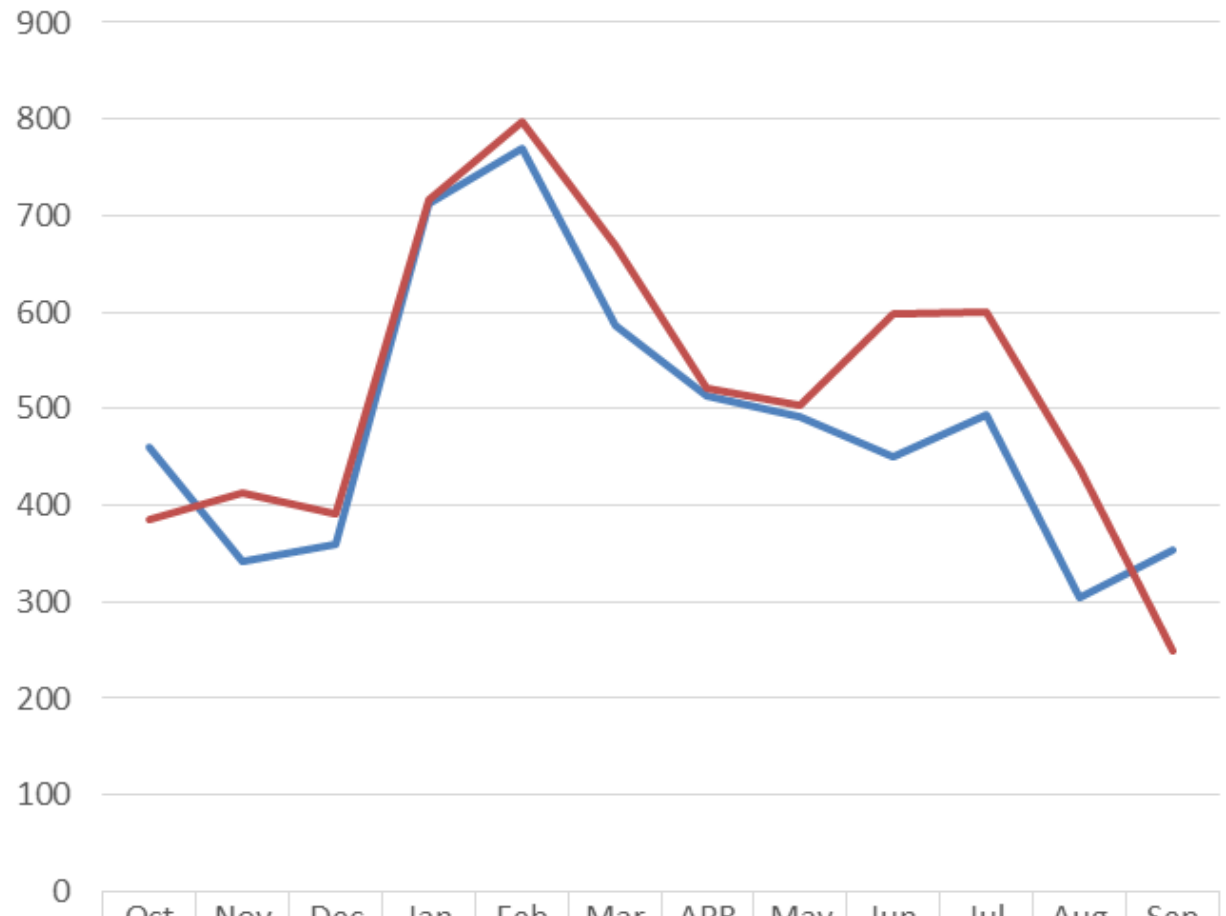




FY 2018 VISITORS - ALL LOCATIONS

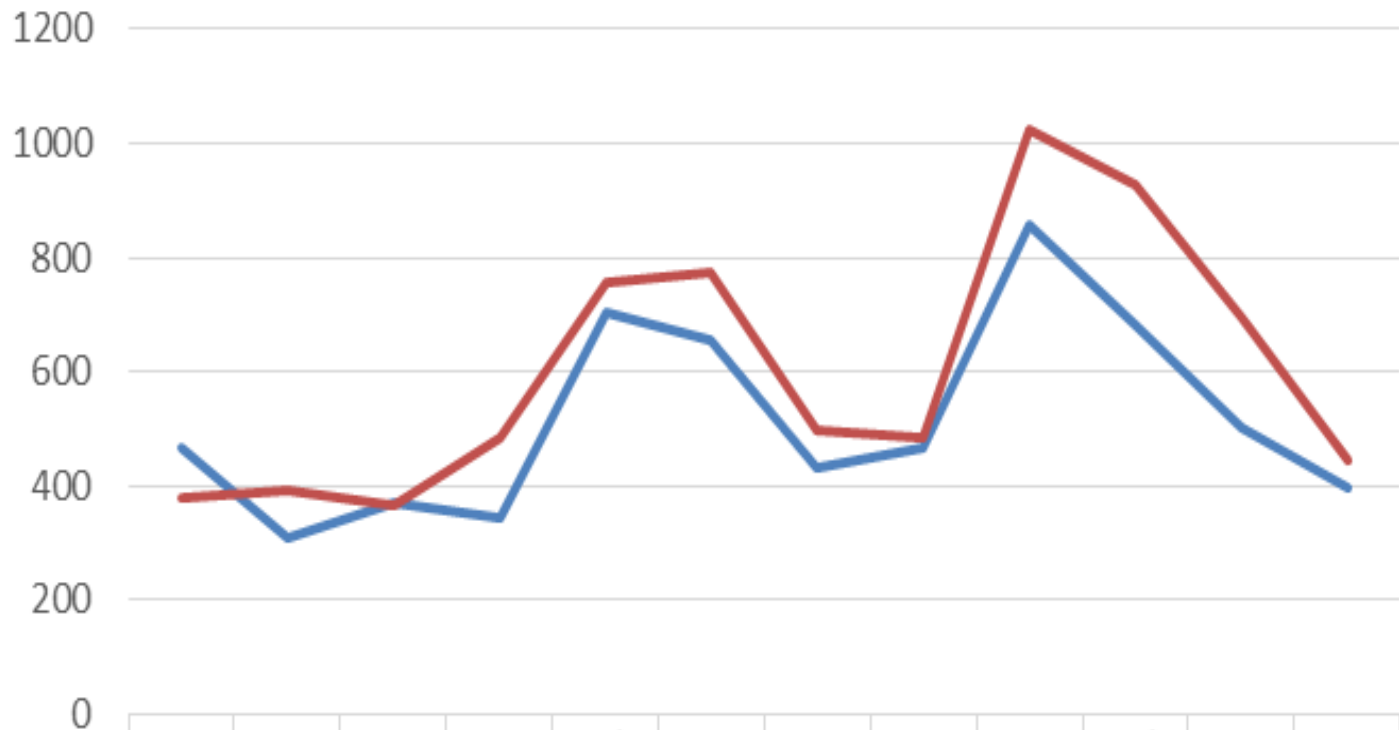
VISITORS	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	TOTAL
Welcome Center	385	412	392	717	798	670	522	503	599	601	438	250	6287
Holmes Museum	380	393	367	484	755	773	498	486	1026	929	697	445	7233
Depot Museum	242	176	229	349	1288	1456	895	791	1990	2222	1368	259	11265
Train Exhibit	2321	2029	2315	1866	2325	2872	1853	2167	2816	2767	2292	1846	27469
Total Visitors	3328	3010	3303	3416	5166	5771	3768	3947	6431	6519	4795	2800	52254
VISITOR INFORMATION PACKETS	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	TOTAL
Mailed Packets	144	80	87	165	10	132	242	90	100	141	121	73	1385
Welcome Packets	1335	18	1000	342	3290	50	200	100	175	265	200	300	7275
Total Information Packets	1479	98	1087	507	3300	182	442	190	275	406	321	373	8660
Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide													
WEBSITE STATISTICS	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	
VisitFoley.org - Users	6483	6506	5305	5408	6182	6330	5483	6568	6442	5873	4241	4599	
CityOfFoley.org - Users	6169	5867	6153	6758	7589	6557	6704	7271	7522	7662	7302	5998	
Visit Foley Facebook Fans	10768	10884	11001	9214	3521	5709	3384	4999	3359	3237	2877	4362	
Total Online Activity	23420	23257	22459	21380	17292	18596	15571	18838	17323	16772	14420	14959	
VOLUNTEER HOURS	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	TOTAL
Welcome Center	40	0	25	0	0	8	8	8	6	6	0	0	101
Caboose Club	427	470	392	427	424	456	427	457	368	356	296	336	4836
Total Volunteer Hours	467	470	417	427	424	464	435	465	374	362	296	336	4937
E-Newsletters	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	
Visitors	0	4910	0	0	0	5041	0	4977	4984	0	0	0	
Local	0	183	0	0	0	216	0	300	300	0	0	0	
Total Newsletters	0	5093	0	0	0	5257	0	5277	5284	0	0	0	

Welcome Center



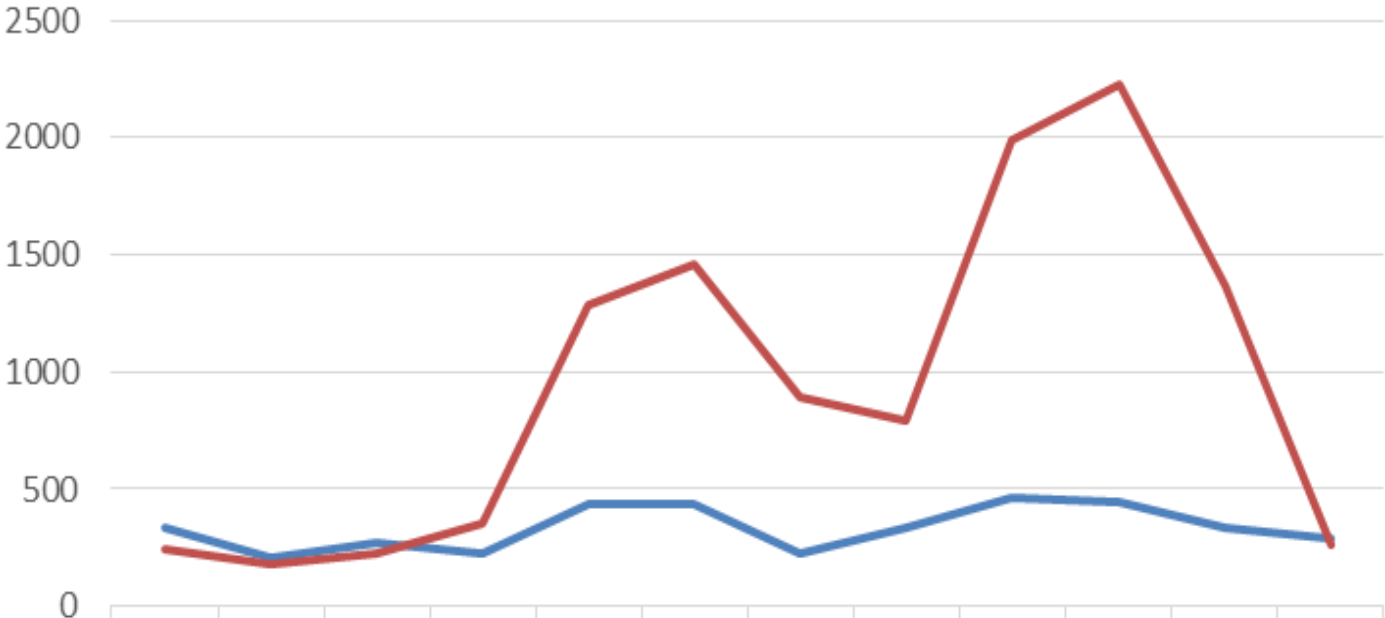
	Oct	Nov	Dec	Jan	Feb	Mar	APR	May	Jun	Jul	Aug	Sep
 FY17	460	342	359	713	769	586	514	492	450	494	304	354
 FY18	385	412	392	717	798	670	522	503	599	601	438	250

Medical Museum



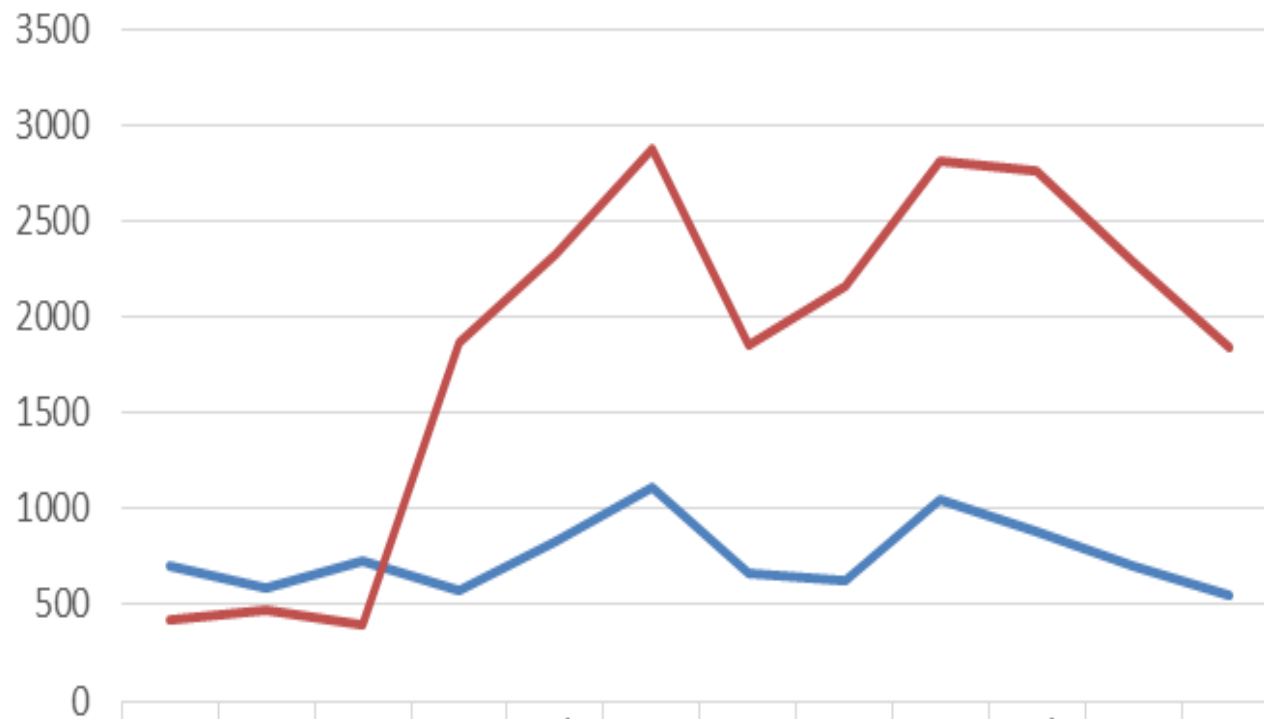
	Oct	Nov	Dec	Jan	Feb	Mar	APR	May	Jun	Jul	Aug	Sep
— FY17	468	311	369	346	702	657	433	469	856	681	504	395
— FY18	380	393	367	484	755	773	498	486	1026	929	697	445

Depot Museum



	Oct	Nov	Dec	Jan	Feb	Mar	APR	May	Jun	Jul	Aug	Sep
— FY17	339	209	273	226	438	440	230	334	460	445	337	291
— FY18	242	176	229	349	1288	1456	895	791	1990	2222	1368	259

Train Exhibit



	Oct	Nov	Dec	Jan	Feb	Mar	APR	May	Jun	Jul	Aug	Sep
— FY17	706	584	731	574	829	1109	663	627	1049	886	699	547
— FY18	427	470	392	1866	2325	2872	1853	2167	2816	2767	2292	1846

FY 2018 Percentage Increase/Decrease

Welcome Center															% Increase over FY17
	Oct	Nov	Dec	Jan	Feb	Mar	APR	May	Jun	Jul	Aug	Sep	TOTAL		
FY17	460	342	359	713	769	586	514	492	450	494	304	354	5837		
FY18	385	412	392	717	798	670	522	503	599	601	438	250	6287	7.71%	
Medical Museum															% Increase over FY17
	Oct	Nov	Dec	Jan	Feb	Mar	APR	May	Jun	Jul	Aug	Sep	TOTAL		
FY17	468	311	369	346	702	657	433	469	856	681	504	395	6191		
FY18	380	393	367	484	755	773	498	486	1026	929	697	445	7233	16.83%	
Depot Museum															% Increase over FY17
	Oct	Nov	Dec	Jan	Feb	Mar	APR	May	Jun	Jul	Aug	Sep	TOTAL		
FY17	339	209	273	226	438	440	230	334	460	445	337	291	4022		
FY18	242	176	229	349	1288	1456	895	791	1990	2222	1368	259	11265	180.08%	
Train Exhibit															% Increase over FY17
	Oct	Nov	Dec	Jan	Feb	Mar	APR	May	Jun	Jul	Aug	Sep	TOTAL		
FY17	706	584	731	574	829	1109	663	627	1049	886	699	547	9004		
FY18	2321	2029	2315	1866	2325	2872	1853	2167	2816	2767	2292	1846	27469	205.08%	

Overall Busiest Day of Month and Busiest Single Day of Month

Welcome Center	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep
Busiest Single Day	Monday	Monday	Tuesday	Tuesday	Thursday	Monday	Wednesday	Saturday	Tuesday	Tuesday	Wednesday	Friday
Busiest Days	Monday	Monday	Tuesday	Tuesday	Tuesday	Tuesday	Monday	Saturday	Tuesday	Tuesday	Tuesday	Friday
Least Busy Day	Friday	Thursday	Friday	Monday	Thursday	Thursday	Saturday	Wednesday	Friday	Friday	Wednesday	Friday
Weekly Average	96	103	98	179	200	168	131	126	150	150	110	63

Museum	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep
Busiest Single Day	Monday	Monday	Tuesday	Tuesday	Thursday	Monday	Wednesday	Saturday	Tuesday	Tuesday	Wednesday	Thursday
Busiest Days	Monday	Monday	Tuesday	Tuesday	Tuesday	Tuesday	Monday	Saturday	Tuesday	Tuesday	Tuesday	Friday
Least Busy Day	Wednesday	Friday	Wednesday	Wednesday	Thursday	Monday	Wednesday	Wednesday	Friday	Monday	Thursday	Thursday
Weekly Average	95	98	98	121	189	48	125	122	257	232	174	63

Depot	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep
Busiest Single Day					Saturday	Saturday	Saturday	Saturday	Thursday	Tuesday	Saturday	Thursday
Busiest Days					Saturday	Tuesday	Monday	Saturday	Saturday	Saturday	Tuesday	Friday
Least Busy Day					Friday	Friday	Wednesday	Monday	Wednesday	Wednesday	Monday	Closed
Weekly Average	61	44	98	87	322	364	224	198	498	556	342	63

Trains	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep
Single Day												
Visitors												
Daily Average	193	169	193	156	194	239	154	194	235	231	191	154
Busiest Days												
Weekly	580	507	579	467	581	718	463	542	704	692	573	462