

FY 2017 VISITORS - ALL LOCATIONS

VISITORS	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	TOTAL
Welcome Center	460	342	359	713	769	567	514	492	450				4666
Holmes Museum	468	311	369	346	702	657	433	469	856				4611
Depot Museum	339	209	273	226	438	440	230	334	460				2949
Train Exhibit	706	584	731	574	829	1109	663	627	1049				6872
Total Visitors	1973	1446	1732	1859	2738	2773	1840	1922	2815	0	0	0	19098
VISITOR INFORMATION PACKETS	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	TOTAL
Mailed Packets	112	40	24	40	138	157	235	120	144				1010
Welcome Packets	652	3750	40	1100	1934	1100	55	75	12				8718
Total Information Packets	764	3790	64	1140	2072	1257	290	195	156	0	0	0	9728
Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide													
WEBSITE STATISTICS	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	
VisitFoley.org - Users	8310	6367	6833	4605	5688	6221	6984	6840	7106				
CityOfFoley.org - Users	7325	6810	6336	7591	7071	6781	6471	7257	6750				
Visit Foley Facebook Fans	8333	8459	8611	8867	9194	9493	9600	9820	10033				
Total Online Activity	23968	21636	21780	21063	21953	22495	6984	6840	7106	0	0	0	
VOLUNTEER HOURS	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	TOTAL
Welcome Center	6	0	28	4	0	9	10	7	0				64
Total Volunteer Hours	6	0	28	4	0	9	10	7	0	0	0	0	64
NEWSLETTER E-MAILS	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	
Visitors	4332	4906	5029	0	0	5051	5137	5583	0				
Local	705	687	687	0	0	808	802	1094	0				
Total E-Mails	5037	5593	5716	0	0	5859	5939	6677	0	0	0	0	

Quarterly Comparison FY2016 v. FY2017

Welcome Center	Oct	Nov	Dec	Q1		Jan	Feb	Mar	Q2		Apr	May	Jun	Q3		YTD
FY16	535	371	362	1268		649	750	633	2032		425	448	439	1312		4612
FY17	460	342	359	1161	↓ -8.4	713	769	567	2049	↑ .84%	514	492	450	1456	↑ 11%	4666 ↑ 1.2%
Holmes Medical Museum	Oct	Nov	Dec	Q1		Jan	Feb	Mar	Q2		Apr	May	Jun	Q3		YTD
FY16	285	211	155	651		324	663	425	1412		289	390	602	1281		3344
FY17	468	311	369	1148	↑ 76.3	346	702	657	1705	↑ 20.7%	433	469	856	1758	↑ 38%	4611 ↑ 37%