

Marketing Department Quarterly Report

January, February and March 2022

Visitor Stats

- Welcome Center visits totaled 1,743 for the quarter, which is up 92% over the same period in 2021 when there were 905 visitors. The lower numbers last year were due to COVID-19, as vaccines were just becoming available.
- The Holmes Medical Museum had a total of 2,919 guests this quarter. There were no guests during this time period last year because this museum was closed due to damage from Hurricane Sally.
- The Depot Museum greeted 4,942 visitors, up 109% from the same period in 2021. Again, in 2021, COVID-19 was a factor.
- The Model Train Exhibit greeted 4,940 guests, up 243% from 2021, when there were 1,441 guests. This number is skewed because the exhibit was only open on Saturdays in 2021, again, because of COVID-19.
- During this quarter, the park train gave 1421 rides. This is an increase of 8% over the same period in 2021, when 1313 rides were given. The increase is small because of low numbers in January 2022, when the train did not run for several Saturdays because temperatures did not rise above 50 degrees.
- The Welcome Center mailed a total of 824 visitor packets to those who requested to receive tourism information during this quarter. A total of 1,254 visitor information packets were distributed.

Events

- Snowbird Welcome Coffee. Jan 11, 2022
Weather was nice for the 535 visitors who participated in a drive-through welcome event, which was held outside because of COVID-19 restrictions. Welcome packets with coupons and local information were distributed. Visitors were invited to explore Downtown Foley with a scavenger hunt and had a chance to win fabulous prizes. This event continues to be a very successful partnership between the South Baldwin Chamber of Commerce, Foley Main Street and several city departments. This includes employees from the police and fire departments, the senior center and the library joining the marketing department to welcome winter visitors to Foley.
- Midday Melodies. March 16, 23, 30 Heritage Park.
These music events are becoming quite popular. The weather was good for each of the March dates, allowing people to enjoy live music outside near the fountain in Heritage Park. A rough estimate of the crowd size for each event was approximately 75 people who brought chairs and sat, while many more came and went during the three hour timeframe.
- Baldwin Pops. March 27. 5-6:30 pm Heritage Park.
Beautiful weather provided another opportunity for approximately 275 residents and visitors to experience the outdoor concert provided by the 70-member Baldwin Pops Band. This was the first year that the Baldwin Pops have played an independent concert. In previous years, they performed as part of the Music and a Movie park events.

General information

- The Event train rides are popular as ever, providing hundreds of rides each month on Saturdays. The Museum Archives Board has determined that the event train will not run when there are large events held in the park. This includes BBQ and Blues, Art in the Park, and large ticketed events like Chocolate and Cheese. Crowds in the park for these festivals block the sidewalks, creating frustration for the volunteer drivers. There are also safety issues along the route because of the increased amount of vehicle traffic.
- The department was pleased to see council approval for plans to replace the current comfort station in Heritage Park. We are hopeful that the current Comfort Station will remain available during the building project.

VISITORS		Jan	Feb	Mar	Total	% +/-
Welcome Center	FY21	384	201	320	905	
	FY22	651	605	487	1743	92.60%
Holmes Museum	FY21	0	0	0	0	
	FY22	756	1048	1115	2919	
Depot Museum	FY21	495	762	1106	2363	
	FY22	949	1760	2233	4942	109.14%
Train Exhibit	FY21	327	468	646	1441	
	FY22	988	1740	2212	4940	242.82%
Event Train	FY21	324	319	670	1313	
	FY22	142	693	586	1421	8.23%

VISITOR INFORMATION PACKETS		Jan	Feb	Mar	Total	% +/-
Mailed Packets	FY21	6	176	319	501	
	FY22	6	452	366	824	64.47%
Welcome Packets	FY21	579	402	375	1356	
	FY22	850	154	250	1254	-7.52%
Total Information Packets	FY22	856	606	616	2078	

WEBSITE STATISTICS		Jan	Feb	Mar
VisitFoley.com - Users	FY21	2760	3104	5125
	FY22	4301	5553	5494
CityOfFoley.org - Users	FY21	8020	7533	9342
	FY22	8330	7937	9618
Visit Foley Facebook Engagements	FY21	1044	3996	4969
	FY22	2285	2449	3934
City of Foley Facebook Engagements	FY21	5591	4704	2546
	FY22	3118	3948	7710
Total Online Activity	FY22	18034	19887	26756

VOLUNTEER HOURS		Jan	Feb	Mar
Welcome Center	FY22	30	0	3
Caboose Club / Train Exhibit	FY22	260	258	285
Total Volunteer Hours		290	258	288

E-Newletters		Jan	Feb	Mar
Visitors	FY22	0	0	0
Local	FY22	0	0	0
Total Newsletters		0	0	

FY 2022 VISITORS - ALL LOCATIONS

VISITORS	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	TOTAL
Welcome Center	293	219	237	651	605	487							2492
Holmes Museum	748	699	706	756	1048	1115							5072
Depot Museum	1827	1697	1204	949	1760	2233							9670
Model Train Exhibit	1403	1722	1390	988	1740	2212							9455
Event Train Riders	868	1143	750	142	693	586							4182
Total Visitors	5139	5480	4287	3486	5846	6633	0	0	0	0	0	0	30871

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Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide

WEBSITE STATISTICS	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	
VisitFoley.com - Users	5299	4717	4578	4301	5553	5494							
CityOfFoley.org - Users	8189	8482	9035	8330	7937	9618							
Visit Foley Facebook Engagement	8160	8213	2293	2285	2449	3934							
City of Foley Facebook Engagement	3535	6058	3258	3118	3948	7710							
Total Online Activity	25183	21412	15906	14916	19887	26756	0						

*New Comments, Likes, Shares, Views, Fans, etc.

VOLUNTEER HOURS	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	TOTAL
Welcome Center	0	0	25	30	0	3							
Caboose Club / Train Exhibit	218	216	184	260	258	308							
Total Volunteer Hours	218	216	209	290	258	311	0	0	0	0	0	0	1502

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