

Marketing Department Quarterly Report

January, February and March 2015

Statistics

Visitor Information Center and Museum Counts – Report attached

- Overall visitor traffic counts at the downtown Welcome Center location increased 76 percent over the same quarter last year, with a total of 2,196 visitors walking into Foley's Welcome Center vs. last year's 1,248 during the same quarter.
- Overall, visits are down 18 percent for the quarter, because of the loss of the North Visitor Center.
- A kiosk is scheduled to be placed at the Tanger Outlet Center this week.

Activities and Events

January 2015

- Hosted a very successful snowbird coffee on Jan. 13, with 720 attending. This is a very successful partnership between the city and the chamber. The event received high praise from both visitors and downtown businesses.
- Provided marketing materials and advertising support for the official Centennial birthday on Jan. 15, 2015.

February 2015

- Represented Foley at the 2015 Alabama Lifestyles Expo, sponsored by the Alabama Department of Economic and Community Affairs, with over 3,000 in attendance. A sample of the 2015 Alabama Advantage Magazine, including Foley's ad and editorial is enclosed.
- Provided marketing materials and advertising support for Melanie Schnieders at the Foley Public Library for Foley's second annual Geocaching event held on Feb. 28 and March 1, 2015.

March 2015

- Provided marketing materials and advertising support for the Caboose Club for the Foley Model Train Show, held March 21 and 22 at the Foley Civic Center.
- Partnered with David Thompson to produce the annual Welcome to Foley coupon sheet that includes discount coupons for 31 Foley businesses. These are being distributed to all visitors who attend sporting events at the Sportsplex and the new sports fields, as well as to visitors at the Welcome Center.

Social Media – January, February and March 2015

During the first three months of 2015, the Visit Foley Alabama Facebook page is holding steady with visits in the 5,300 – 5,400/month range for each month in this quarter.