

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	586	514	492	450	494	304	354	5837
Holmes Museum	468	311	369	346	702	657	433	469	856	681	504	395	6191
Depot Museum	339	209	273	226	438	440	230	334	460	445	337	291	4022
Train Exhibit	706	584	731	574	829	1109	663	627	1049	886	699	547	9004
Total Visitors	1973	1446	1732	1859	2738	2792	1840	1922	2815	2506	1844	1587	25054
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	165	164	171	1510
Welcome Packets	652	3750	40	1100	1934	1100	55	75	12	0	12	300	9030
Total Information Packets	764	3790	64	1140	2072	1257	290	195	156	165	176	471	10540

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	7870	5101	6026	
CityOfFoley.org - Users	7325	6810	6336	7591	7071	6781	6471	7257	6750	7179	6675	6600	
Visit Foley Facebook Fans	8333	8459	8611	8867	9194	9493	9600	9820	10033	10406	10528	10640	
Total Online Activity	23968	21636	21780	21063	21953	22495	23055	23917	23889	25455	22304	23266	

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	0	0	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	5773	0	0	
Local	705	687	687	0	0	808	802	1094	0	1209	0	0	
Total E-Mails	5037	5593	5716	0	0	5859	5939	6677	0	6982	0	0	

Quarterly/Annual Comparison FY2016 v. FY2017

	Oct	Nov	Dec	Q1	Jan	Feb	Mar	Q2	Apr	Jun	Q3	Jul	Aug	Sep	Q4	YTD
Welcome Center																
FY16	535	371	362	1268	649	750	633	2032	425	439	1312	325	353	269	947	5559
FY17	460	342	359	1161 ↓ -8.4%	713	769	567	2049 ↑ .84%	514	450	1456 ↑ 11%	494	304	354	1152 ↑ 22%	5818 ↑ 4.7%
Holmes Medical Museum																
FY16	285	211	155	651	324	663	425	1412	289	602	1281	469	428	352	1249	4593
FY17	468	311	369	1148 ↑ 76%	346	702	657	1705 ↑ 21%	433	856	1758 ↑ 37%	681	504	395	1580 ↑ 27%	6191 ↑ 35%