

Marketing Department Quarterly Report

April, May and June 2015

Statistics

Visitor Information Center and Museum Counts – Report attached

- Visitor counts continue to increase at the Welcome Center.
- In mid-May, a city kiosk was opened at the Tanger Outlet Center. This is an experiment to measure the success of making information available in high-traffic areas. It is open Monday through Saturday.

April 2015

- A one-hour downtown walking tour was given at 10 a.m. on each Saturday in April. The tours were provided in partnership with the Alabama Tourism Department and Foley's Centennial committee. Maps with information about historic businesses and the location of historic houses are available at the Welcome Center.
- Picnic in the Park, a centennial celebration event, was held on April 19. Historic homes and businesses were recognized with signs and certificates. The Baldwin Pops played a special concert. Birthday cake was enjoyed by all.

May 2015

- Foley is one of seven tourism entities participating in a Regional Tourism Council facilitated by the Coastal Alabama Partnership. The website www.VisitCoastalAlabama.org was launched in May. Visitors can access this website for tourism information for areas in both Mobile and Baldwin counties.
- Provided marketing support for the Agricultural Heritage Day centennial event, in the form of planning, press releases, photography, flyers, Facebook and website announcements.

May/June 2015

- Heritage Park Marketplace and Music and a Movie were presented on May 22 and 29, and on June 5, 12 and 19. The marketplace offered a variety of goods, from traditional farmers market fare to arts and crafts and fine art, with the participation of the Foley Art Center. Most of the events were well attended, with a totals approaching 600 attending either the market or the movie.

Social Media – April, May and June 2015

During the third quarter 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.