

FY 2016 VISITORS - ALL LOCATIONS

VISITORS	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	TOTAL
Welcome Center	535	371	362	649	750	633	425	448	439				4612
Holmes Museum	285	211	155	324	663	425	289	390	602				3344
Depot Museum	193	116	180	266	505	362	314	246	516				2698
Train Exhibit	393	346	638	596	1043	1054	779	601	1192				6642
Total Visitors	1406	1044	1335	1835	2961	2474	1807	1685	2749	0	0	0	17296
VISITOR INFORMATION PACKETS	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	TOTAL
Mailed Packets	84	38	44	145	721	290	601	240	391				2554
Group Tour Bus Leads	220	0	0	0	0	24	0	2	0				246
Welcome Packets	1127	2400	1600	1200	1950	300	2000	1905	3109				15591
Total Information Packets	1431	2438	1644	1345	2671	614	2601	2147	3500	0	0	0	18391
Sources: phone/website, South Baldwin Chamber of Commerce, Alabama Advantage, and the Alabama Vacation Guide													
WEBSITE STATISTICS	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	TOTAL
Total Website "Hits"	5108	4922	5342	4978	7231	7434	6962	9894	9020				60891
% of total that are new "Hits"	93%	96%	91%	93%	73%	74%	76%	75%	73%				83%
New Visitors as a number	4739	4703	4880	4624	5267	5529	5260	7419	6572				48993
Total Website Activity	5108	4922	5342	4978	7231	7434	6962	9894	9020	0	0	0	60891
VOLUNTEER HOURS	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	TOTAL
Welcome Center - Downtown	8	3	23	8	2	5	1	3	6.5				59.5
Depot Museum	0	0	0	0	0	0	0	0	0				0
Total Volunteer Hours	8	3	23	8	2	5	1	3	6.5	0	0	0	59.5
NEWSLETTER E-MAILS	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	
Visitors	3207	3266	3378	3377	3995	3995	4595	4872	4763				
Local	395	408	413	414	420	420	399	399	495				
Total E-Mails	3602	3674	3791	3791	4415	4415	4994	5271	5258	0	0	0	