

Marketing Department Quarterly Report

April, May and June 2016

Statistics

Welcome Center and Museum counts – Report Attached

- Visitor counts at the Welcome Center are down 8.4 percent for the quarter. In 2016, April – June visitor totals were 1,312 versus 1,439 during the same period last year.
- Visitor counts at the Welcome Center are down 4 percent YTD. In 2016, we greeted 4,612 visitors September through June, versus 4,802 during the same period in 2015.
- Visitors at the Holmes Medical Museum are down slightly. YTD medical museum traffic totals 3,344, down 3 percent from the 2015 total of 3442 during the same period.
- Totals at the Model Train Exhibit appear to jump 160 percent, with YTD visitors totaling 6,642, versus 5,464 at this point last year.
- Requests for mailed information about Foley continues to soar, up 144 percent in 2016 with a YTD total of 2,554, versus 1,048 during the same period last year.
- We are also seeing a spike in requests for Welcome Packets, which is up 178 percent YTD, with 15,591 requests for packets this year versus 5,600 during the same period in 2015.
- The number of website hits for the VisitFoley.org site averaged over 8,600 each month during this quarter.

Press Releases

- April 8, 2016 Foley hosts Hurricane, Flood and Fire Community Preparedness Expo
- April 21, 2016 Foley steps up mosquito control
- April 21, 2016 Southern receives Master Municipal Clerk designation from the International Institute of Municipal Clerks
- May 3, 2016 Foley Public Library Gold Award renewed
- May 26 Foley Library presented with book by Mary Soesbe Haber
- June 15, 2016 Hinesley earns marketing certification from Southeastern Tourism Society Marketing College
- June 16, 2016 Retail expansion continues in Foley

Activities and Events

April 2016

- Provided walking tours of downtown Foley each Saturday during the month of April through a partnership with the Alabama Tourism Department. Tours of historic downtowns were held in 26 cities across the state.
- Began airing two 30 second commercials developed to promote shopping and restaurants in Foley. One targets visitors at the beach, airing 8 times daily on Coast 360 TV. The other airs about 2 times each week on WKRG TV 5, the CBS affiliate for Mobile and Pensacola. They are scheduled to air during April, May, June and July.

May 2016

- Provided marketing support for the Hurricanes, Floods and Fires Community Preparedness Expo. This included press releases, radio broadcasts, website events listing and social media support, as well as setting up an exhibit display in the lobby and providing materials for expo visitors.
- Provided marketing support for the Gulf Coast Hot Air Balloon Festival and Art in the Park. This included providing brochures to visitors, website and social media support, and ads on behalf of the city.
- Planned, marketed and produced Heritage Park Marketplace and Music and a Movie in the Park during May and June. The marketplace averaged over 200 visitors per week, while the movie attendance ranged from a low of 350 to a high of over 600.
- Wayfinding signs were installed at on Foley Beach Express just north and south of U.S. Highway 98, and just north and south of County Road 12.

June 2016

- Designed artwork for two new billboards located on the Foley Beach Express.
- The first new gateway sign was installed on near County Road 12 at the Foley Beach Express.