



July 2016

Marketing & Communications Report

| DoorCounty.com - Web Site Visits (Sessions) | | | | | | | | | | | | | |
|---|---------|----------|--------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 67,752 | 60,914 | 73,788 | 97,025 | 121,180 | 180,415 | 241,758 | 217,228 | 192,895 | 127,641 | 49,659 | 51,645 | 1,481,900 |
| 2015 | 84,622 | 75,713 | 94,730 | 120,683 | 119,876 | 185,326 | 212,189 | 184,422 | 149,937 | 108,034 | 46,080 | 44,492 | 1,426,104 |
| 2016 | 63,405 | 60,289 | 80,863 | 101,543 | 131,388 | 173,247 | 201,583 | | | | | | 812,318 |
| 2016 GOAL | 86,314 | 77,227 | 96,625 | 123,097 | 122,273 | 189,033 | 216,432 | 188,110 | 152,935 | 110,197 | 47,001 | 45,382 | 1,454,626 |
| % TO GOAL | 73% | 78% | 84% | 82% | 107% | 92% | 93% | 0% | 0% | 0% | 0% | 0% | 56% |

| DoorCounty.com - Web Site Unique Visits (Users) | | | | | | | | | | | | | |
|---|---------|----------|--------|--------|--------|---------|---------|---------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 49,585 | 44,432 | 53,863 | 70,461 | 86,751 | 126,954 | 168,346 | 137,769 | 123,638 | 85,725 | 38,826 | 37,492 | 1,023,842 |
| 2015 | 59,255 | 52,503 | 65,603 | 83,227 | 85,337 | 125,205 | 146,355 | 128,295 | 108,051 | 78,766 | 36,293 | 34,273 | 1,003,163 |
| 2016 | 47,221 | 45,624 | 60,322 | 74,077 | 94,981 | 124,889 | 144,329 | | | | | | 591,443 |
| 2016 GOAL | 60,440 | 53,553 | 66,915 | 84,892 | 87,044 | 127,509 | 149,082 | 130,861 | 111,112 | 80,141 | 37,019 | 34,658 | 1,023,226 |
| % TO GOAL | 78% | 85% | 90% | 87% | 109% | 98% | 97% | 0% | 0% | 0% | 0% | 0% | 58% |

| DoorCounty.com - Average Page Views Per Session | | | | | | | | | | | | | |
|---|---------|----------|-------|-------|-------|------|------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May * | June | July | August | September | October | November | December | Average |
| 2014 | 3.35 | 3.58 | 3.64 | 3.53 | 3.45 | 3.96 | 3.48 | 3.19 | 3.08 | 2.91 | 2.64 | 2.74 | 3.30 |
| 2015 | 2.91 | 3.02 | 3.06 | 3.03 | 2.58 | 4.87 | 4.75 | 3.30 | 3.29 | 3.14 | 2.68 | 2.84 | 3.29 |
| 2016 | 3.22 | 3.33 | 3.46 | 3.55 | 3.62 | 3.62 | 3.66 | | | | | | 3.49 |

** Google Analytics tracking missing from key pages on site May 2015*

| DoorCounty.com - Average Length of Session (minutes) | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2014 | 4.42 | 5.03 | 5.06 | 4.48 | 5.18 | 6.20 | 5.54 | 4.28 | 4.02 | 3.37 | 3.05 | 3.22 | 4.49 |
| 2015 | 3.44 | 3.56 | 4.02 | 3.49 | 4.08 | 4.31 | 4.35 | 4.32 | 4.24 | 3.56 | 3.07 | 3.28 | 3.81 |
| 2016 | 3.59 | 3.35 | 3.47 | 4.34 | 4.45 | 4.58 | 5.02 | | | | | | 4.11 |

| DoorCounty.com - Mobile Web Site Usage | | | | | | | | | | | | | |
|---|---------|----------|--------|--------|--------|--------|---------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May* | June | July | August | September | October | November | December | Totals |
| 2014 | 23,872 | 10,927 | 28,446 | 38,478 | 48,903 | 72,055 | 106,244 | 99,139 | 88,020 | 50,954 | 23,263 | 22,857 | 613,158 |
| 2015 | 39,024 | 21,610 | 43,392 | 54,501 | 30,019 | 87,000 | 103,550 | 94,460 | 75,538 | 56,316 | 26,040 | 22,569 | 654,019 |
| 2016 | 30,943 | 31,015 | 39,684 | 50,397 | 69,140 | 91,729 | 114,452 | | | | | | 427,360 |
| * Google Analytics tracking missing from key pages on site May 2015 | | | | | | | | | | | | | |

| DoorCounty.com - Top Ten Most Requested Pages for the Month | | |
|---|---------------------------------|--|
| 1) /Home | 5) /stay/hotel-motel-inn | 9) /discover |
| 2) /stay | 6) /experience | 10) /discover/guides-and-reports/visitor-guide |
| 3) /experience/events | 7) /experience/everythingcherry | |
| 4) /experience/scenic-attractions/beaches/ | 8) /family-fun | |

| DoorCounty.com - Top Ten Sources for the Month | | |
|--|-------------------------------------|-------------------------|
| 1) Google/organic | 5) DoorCounty/Email | 9) Facebook/Facebook AD |
| 2) (direct)/(none) | 6) m.facebook.com/referral | 10) Google/cpc |
| 3) bing/organic | 7) fishcreekcampground.com/referral | |
| 4) yahoo/organic | 8) travelwisconsin.com/referral | |

| Social Media: Facebook | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|------------|
| Impressions | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 1,072,474 | 786,549 | 1,256,786 | 1,140,795 | 904,334 | 866,752 | 937,971 | 1,053,928 | 1,378,288 | 597,568 | 587,576 | 559,572 | 11,142,593 |
| 2015 | 826,778 | 594,789 | 839,094 | 1,204,160 | 1,097,071 | 1,201,542 | 1,286,647 | 925,223 | 1,065,510 | 1,045,703 | 1,088,533 | 563,186 | 11,738,236 |
| 2016 | 994,271 | 1,014,098 | 758,324 | 1,194,643 | 1,530,365 | 1,611,401 | 2,131,033 | | | | | | 9,234,135 |
| Post Views | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 207,464 | 240,304 | 426,235 | 424,333 | 463,321 | 444,147 | 339,068 | 461,958 | 612,005 | 238,985 | 346,151 | 257,000 | 4,460,971 |
| 2015 | 555,825 | 388,349 | 555,850 | 772,633 | 739,233 | 768,594 | 847,893 | 686,341 | 679,592 | 739,724 | 856,575 | 407,601 | 7,998,210 |
| 2016 | 780,727 | 773,366 | 581,832 | 855,534 | 1,164,837 | 1,281,364 | 1,480,357 | | | | | | 6,918,017 |
| Page Views | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 11,533 | 13,566 | 3,181 | 3,624 | 3,358 | 3,963 | 8,419 | 3,050 | 3,047 | 1,616 | 1,199 | 170,953 | 227,509 |
| 2015 | 104,557 | 81,847 | 125,202 | 150,854 | 150,023 | 168,039 | 162,788 | 119,717 | 875 | 2,176 | 1,388 | 81,295 | 1,148,761 |
| 2016 | 112,475 | 103,983 | 87,177 | 153,588 | 172,031 | 113,158 | 233,864 | | | | | | 976,276 |
| Engagement | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2015 | 24,832 | 14,834 | 26,432 | 32,633 | 32,944 | 32,210 | 30,093 | 24,461 | 32,364 | 35,477 | 26,773 | 13,550 | 326,603 |
| 2016 | 28,766 | 20,520 | 15,324 | 31,493 | 34,883 | 34,678 | 65,406 | | | | | | 231,070 |

| Social Media: Twitter | | | | | | | | | | | | | |
|------------------------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------------|
| Followers | January | February | March | April | May | June | July | August | September | October | November | December | Annual % Growth |
| 2014 | 2,654 | 2,701 | 2,747 | 2,797 | 2,910 | 3,050 | 3,180 | 3,264 | 3,348 | 3,417 | 3,451 | 3,569 | 34% |
| 2015 | 3,585 | 3,652 | 3,709 | 3,781 | 3,872 | 3,992 | 4,096 | 4,153 | 4,219 | 4,261 | 4,302 | 4,350 | 21% |
| 2016 | 4,411 | 4,459 | 4,547 | 4,588 | 4,661 | 4,760 | 4,878 | | | | | | |
| Impressions | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | n/a | n/a | n/a | 624,334 | 1,212,464 | 922,180 | 1,663,447 | 2,051,198 | 1,361,815 | 946,028 | 1,021,938 | 668,469 | 10,471,873 |
| 2015 | 2,257,152 | 1,533,877 | 1,517,133 | 704,372 | 2,271,820 | 2,700,702 | 2,634,001 | 4,648,946 | 5,502,863 | 2,459,054 | 4,013,608 | 9,737,951 | 39,981,479 |
| 2016 | 22,709,041 | 7,170,397 | 2,556,102 | 3,822,978 | 5,736,414 | 8,969,016 | 22,713,222 | | | | | | 73,677,170 |

| Pay-Per-Click Results | | | | | | | | | | | | | |
|------------------------------|---------|----------|-------|-------|--------|-------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 2,432 | 2,748 | 3,473 | 9,955 | 4,940 | 5,260 | 4,203 | 2,124 | 2,462 | 2,019 | 1,294 | 1,314 | 42,224 |
| 2015 | 1,815 | 2,153 | 2,240 | 2,253 | 5,507 | 5,556 | 5,507 | 4,096 | 5,507 | 2,251 | 1,015 | 1,006 | 38,906 |
| 2016 | 2,577 | 5,584 | 7,131 | 8,905 | 14,312 | 5,161 | 1,365 | | | | | | 45,035 |

| Door County E-Newsletter - Number of E-Mails Sent (with remails) | | | | | | | | | | | | | |
|---|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 310,665 | 304,504 | 260,265 | 290,157 | 303,787 | 311,153 | 314,220 | 314,552 | 346,443 | 343,595 | 344,384 | 337,073 | 3,780,798 |
| 2015 | 328,573 | 319,563 | 310,628 | 316,865 | 341,409 | 349,020 | 486,954 | 359,538 | 350,421 | 348,142 | 347,933 | 344,699 | 4,203,745 |
| 2016 | 688,006 | 336,747 | 334,214 | 285,196 | 292,101 | 617,581 | 324,801 | | | | | | 2,878,646 |

| Door County E-Newsletter - Open Rates | | | | | | | | | | | | | |
|--|---------|----------|--------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2014 | 25.30% | 24.20% | 31.70% | 30.10% | 25.80% | 26.90% | 26.90% | 26.00% | 29.20% | 26.50% | 22.30% | 21.20% | 26.34% |
| 2015 | 24.80% | 23.60% | 27.70% | 28.70% | 26.80% | 27.10% | 32.90% | 24.74% | 25.71% | 24.20% | 21.67% | 20.06% | 25.67% |
| 2016 | 23.32% | 20.69% | 22.05% | 29.88% | 30.54% | 29.73% | 31.08% | | | | | | 26.76% |

| Door County E-Newsletter - Click Thru's | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2014 | 2.90% | 2.30% | 4.40% | 4.20% | 3.90% | 4.60% | 4.70% | 4.30% | 4.50% | 3.90% | 2.30% | 2.10% | 3.68% |
| 2015 | 2.60% | 2.90% | 3.60% | 4.30% | 3.41% | 4.00% | 5.09% | 3.13% | 3.85% | 2.83% | 2.01% | 1.61% | 3.28% |
| 2016 | 3.53% | 1.82% | 3.22% | 3.58% | 4.18% | 3.37% | 3.90% | | | | | | 3.37% |

| Advertising - Gross Impressions | | | | | | | | | | | | | |
|---------------------------------|---------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|----------|----------|------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Total |
| 2014 | 70,620 | 2,777,134 | 9,058,615 | 8,790,285 | 6,753,942 | 2,772,677 | 904,724 | 148,225 | 1,735,115 | 3,503,157 | 2,604 | 2,530 | 36,519,628 |
| 2015 | 5,346 | 2,679,900 | 5,336,400 | 9,945,248 | 5,628,037 | 1,183,348 | 673,070 | 441,307 | 2,900,619 | 1,587,416 | 6,390 | 6,390 | 30,393,471 |
| 2016 | 599,103 | 54,767 | 613,755 | 2,418,226 | 8,905,652 | 7,792,796 | 1,157,356 | | | | | | 21,541,655 |

| Advertising - Media Placed 2016 | | | | | | | | | | | | | |
|---------------------------------|---------|----------|---------|----------|-----------|-----------|---------|--------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Total |
| Total Paid | \$1,061 | \$3,121 | \$3,925 | \$50,856 | \$369,215 | \$107,691 | \$5,942 | | | | | | \$541,811 |
| Co-Op Dollars | \$0 | \$0 | \$0 | \$6,500 | \$6,225 | \$8,250 | \$6,350 | | | | | | \$27,325 |

| Online Video Views <i>(includes YouTube channels, Vimeo channel and live or embedded Facebook videos featuring DCVB video content such as Explore The Door, Our Door County, aerial videos, TV ads, etc)</i> | | | | | | | | | | | | | |
|--|---------|----------|--------|--------|---------|---------|--------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 3,636 | 4,209 | 9,224 | 5,802 | 7,308 | 9,569 | 10,842 | 9,795 | 8,161 | 6,334 | 3,806 | 3,951 | 82,637 |
| 2015 | 6,731 | 7,223 | 8,932 | 8,134 | 13,319 | 16,888 | 20,796 | 24,895 | 21,995 | 23,020 | 18,771 | 19,107 | 189,811 |
| 2016 | 27,083 | 22,279 | 41,152 | 44,323 | 159,171 | 103,794 | 93,713 | | | | | | 491,515 |

| Media Marketing Program - Impressions | | | | | | | | | | | | | |
|---------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 37,852,999 | 40,986,204 | 27,772,140 | 5,314,961 | 20,193,969 | 44,435,235 | 71,687,651 | 12,256,415 | 51,116,546 | 67,868,123 | 18,770,067 | 3,507,165 | 401,761,475 |
| 2015 | 28,017,364 | 1,823,856 | 20,098,799 | 22,527,085 | 3,830,004 | 19,201,677 | 30,984,433 | 36,995,848 | 9,122,770 | 2,746,629 | 6,293,744 | 16,144,032 | 197,786,241 |
| 2016 | 767,047 | 4,699,826 | 39,967,510 | 24,274,037 | 16,899,042 | 31,660,644 | 16,773,144 | | | | | | 135,041,250 |
| 2016 GOAL | 24,296,442 | 7,380,639 | 18,598,453 | 12,751,792 | 10,710,837 | 14,710,118 | 34,337,995 | 23,525,235 | 26,926,812 | 46,536,913 | 8,852,497 | 10,759,675 | 239,387,408 |
| % TO GOAL | 3% | 64% | 215% | 190% | 158% | 215% | 49% | 0% | 0% | 0% | 0% | 0% | 56% |

| Media Marketing Program - Visiting Journalists | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 0 | 9 | 0 | 0 | 10 | 22 | 15 | 9 | 6 | 10 | 0 | 0 | 81 |
| 2015 | 0 | 9 | 0 | 0 | 7 | 14 | 19 | 12 | 5 | 8 | 0 | 0 | 74 |
| 2016 | 0 | 12 | 0 | 0 | 12 | 16 | 0 | | | | | | 40 |
| 2016 GOAL | | 10 | | | 8 | 22 | | 8 | 8 | 14 | | | 70 |
| % TO GOAL | | 120% | | | 150% | 73% | | 0% | 0% | 0% | | | 57% |

| Media Marketing Program - Ad Value Equivalency | | | | | | | | | | | | | |
|---|-----------|----------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|-----------|----------|----------|-------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | \$104,143 | \$93,897 | \$503,719 | \$75,517 | \$153,280 | \$107,290 | \$227,097 | \$196,220 | \$258,235 | \$141,898 | \$91,174 | \$81,448 | \$2,033,918 |
| 2015 | \$70,320 | \$72,596 | \$80,581 | \$330,607 | \$1,209,143 | \$282,586 | \$168,520 | \$154,576 | \$174,956 | \$40,256 | \$56,902 | \$93,224 | \$2,734,267 |
| 2016 | \$147,959 | \$94,919 | \$200,684 | \$186,717 | \$296,988 | \$87,288 | \$132,752 | | | | | | \$1,147,307 |

| Group Tour Contacts | | | | | | | | | | | | | |
|----------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 153 | 621 | 130 | 70 | 156 | 167 | 108 | 207 | 39 | 14 | 34 | 48 | 1,747 |
| 2015 | 134 | 451 | 110 | 206 | 188 | 179 | 176 | 89 | 125 | 67 | 149 | 1 | 1,875 |
| 2016 | 71 | 614 | 102 | 73 | 58 | 118 | 111 | | | | | | 1,147 |
| 2016 GOAL | 175 | 350 | 175 | 125 | 162 | 175 | 145 | 210 | 127 | 119 | 55 | 75 | 1,893 |
| % TO GOAL | 41% | 175% | 58% | 58% | 36% | 67% | 77% | 0% | 0% | 0% | 0% | 0% | 61% |

| Group Tour Inquiries | | | | | | | | | | | | | |
|-----------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 29 | 34 | 8 | 12 | 14 | 28 | 24 | 25 | 6 | 13 | 5 | 6 | 204 |
| 2015 | 33 | 19 | 13 | 15 | 12 | 9 | 15 | 13 | 15 | 23 | 8 | 1 | 176 |
| 2016 | 41 | 22 | 8 | 15 | 5 | 12 | 9 | | | | | | 112 |
| 2016 GOAL | 30 | 30 | 10 | 12 | 15 | 19 | 15 | 20 | 5 | 12 | 5 | 5 | 178 |
| % TO GOAL | 137% | 73% | 80% | 125% | 33% | 63% | 60% | 0% | 0% | 0% | 0% | 0% | 63% |

| Meeting/Event Planner Contacts | | | | | | | | | | | | | |
|---------------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 81 | 81 | 149 | 61 | 206 | 199 | 181 | 143 | 154 | 86 | 276 | 68 | 1,685 |
| 2015 | 97 | 85 | 171 | 188 | 209 | 181 | 373 | 120 | 101 | 149 | 52 | 59 | 1,785 |
| 2016 | 1,000 | 338 | 158 | 182 | 162 | 18 | 338 | | | | | | 2,196 |
| 2016 GOAL | 98 | 86 | 172 | 189 | 210 | 182 | 376 | 123 | 102 | 150 | 55 | 60 | 1,803 |
| % TO GOAL | 1020% | 393% | 92% | 96% | 77% | 10% | 90% | 0% | 0% | 0% | 0% | 0% | 122% |

| Meeting/Event Planner Inquiries | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 30 | 39 | 33 | 57 | 63 | 69 | 67 | 62 | 63 | 58 | 39 | 57 | 637 |
| 2015 | 82 | 35 | 42 | 56 | 66 | 76 | 54 | 37 | 31 | 28 | 20 | 21 | 548 |
| 2016 | 41 | 35 | 21 | 26 | 40 | 17 | 24 | | | | | | 204 |
| 2016 GOAL | 83 | 35 | 43 | 56 | 66 | 76 | 55 | 38 | 30 | 29 | 21 | 22 | 554 |
| % TO GOAL | 49% | 100% | 49% | 46% | 61% | 22% | 44% | 0% | 0% | 0% | 0% | 0% | 37% |

| Door County Welcome Center - Visitors | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|-------|-------|--------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 807 | 893 | 1,093 | 1,424 | 4,682 | 7,859 | 11,926 | 11,585 | 7,916 | 7,540 | 1,042 | 1,006 | 57,773 |
| 2015 | 870 | 858 | 1,306 | 1,922 | 4,821 | 7,129 | 12,401 | 10,292 | 7,822 | 7,223 | 1,283 | 1,241 | 57,168 |
| 2016 | 807 | 966 | 1,158 | 1,537 | 4,249 | 6,941 | 11,837 | | | | | | 27,495 |

| Visitor Guide Requests | | | | | | | | | | | | | |
|-------------------------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 Hard Copy | 2,599 | 2,930 | 3,280 | 4,216 | 3,284 | 5,191 | 4,702 | 3,298 | 2,256 | 667 | 209 | 312 | 32,944 |
| 2014 Online | 1,580 | 1,985 | 3,082 | 3,144 | 3,478 | 5,315 | 5,994 | 4,445 | 2,759 | 1,398 | 337 | 452 | 33,969 |
| 2015 Hard Copy | 2,996 | 1,992 | 3,950 | 3,645 | 3,467 | 2,419 | 2,105 | 1,683 | 1,137 | 637 | 405 | 233 | 24,669 |
| 2015 Online | 1,636 | 1,428 | 2,202 | 2,653 | 3,245 | 3,899 | 5,306 | 4,689 | 3,499 | 2,417 | 580 | 607 | 32,161 |
| 2016 Hard Copy | 4,734 | 1,812 | 1,419 | 6,942 | 5,295 | 3,315 | 2,527 | | | | | | 26,044 |
| 2016 Online | 2,773 | 1,822 | 2,036 | 2,813 | 4,072 | 5,256 | 5,937 | | | | | | 24,709 |

| Incoming Telephone Calls to Visitor Information Center | | | | | | | | | | | | | |
|---|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2014 | 986 | 1,010 | 898 | 1,379 | 1,788 | 2,168 | 2,707 | 3,093 | 2,291 | 2,326 | 741 | 796 | 20,183 |
| 2015 | 901 | 914 | 1,025 | 1,371 | 1,835 | 2,110 | 3,256 | 3,122 | 1,888 | 2,490 | 593 | 741 | 20,246 |
| 2016 | 763 | 913 | 1,077 | 1,165 | 1,534 | 1,977 | 3,122 | | | | | | 10,551 |