

THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.

QUARTERLY REPORT – 3rd QUARTER 2016

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Distribution of this report:

Original to the Director, National Park Service

Copies to: Regional Director, National Park Service

Superintendent, Statue of Liberty National Monument

BBB- Wise Giving Alliance- National Office

Attorney General- New York State

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STATISTICAL REPORT

3rd QUARTER 2016

	July	August	September	Q3 Total	Q3 2015
<u>American Family Immigration History Center @ at Ellis Island</u>					
Sessions	5,881	5,409	4,324	15,614	13,125
Searches	17,643	16,227	12,972	46,842	39,375
Total number of visitors	23,524	21,636	17,296	62,456	52,500
Volunteer Hours at Liberty Island	233	231.0	255.0	719	583
<u>EllisIsland.org / LibertyEllisFoundation.org</u>					
Page Views	1,535,446	1,513,726	1,701,327	4,750,499	5,093,942
Visits	294,757	295,384	352,706	942,847	868,433
Unique Visitors	226,721	227,353	272,697	726,771	655,045
<u>Electronic Contacts Received:</u>					
	319	311	262	892	1,346
<u>Mail Received:</u>					
	267	1,953	495	2,715	1,591
<u>Visitors:</u>					
Liberty Island	568,535	526,680	339,753	1,434,968	1,413,991
Ellis Island	325,664	308,343	205,894	839,901	786,195
Audio Tours	587,669	554,834	360,770	1,503,273	1,503,273

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REPORT OF PUBLIC AWARENESS

3rd Quarter 2016

(July, August, September)

We continued to develop the slate of honorees and event plans for this year's Ellis Island Family Heritage Awards, scheduled for October 18. Additionally, we worked on the plans for the October 6 announcement regarding the plans for the new Statue of Liberty Museum. Rubenstein Public Relations was hired to manage publicity for both events.

Media coverage for the 3rd quarter included 519 internet clips, 75 blogs, and 28 print clips.

Social media activity continued to grow. The Foundation Facebook page gained 12,232 new likes, had a total reach of 1,466,486 and as of September 30, had 81,182 page likes.

Twitter had 1,657 followers as of September 30. The Foundation YouTube channel had 902 views. The Foundation Pinterest page had 288 followers, and its Instagram page had 567 followers as of September 30.