

THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC.

QUARTERLY REPORT – 1ST 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

1st QUARTER 2016

	January	February	March	Q1 Total	Q1 2015
<u>American Family Immigration History Center ® at Ellis Island</u>					
Sessions	2,251	1,048	4,165	7,464	2,546
Searches	6,753	3,144	12,495	22,392	7,638
Total number of visitors	9,004	4,192	16,660	29,856	22,914
Volunteer Hours at Liberty Island	113	111	214	438	334
<u>Ellisland.org / LibertyEllisFoundation.org</u>					
Page Views	1,854,849	1,867,597	1,872,441	5,594,887	6,117,089
Visits	337,346	321,743	340,869	999,958	875,492
Unique Visitors	255,337	241,220	257,896	754,453	633,336
<u>Electronic Contacts Received:</u>					
	520	356	413	1,289	1,244
<u>Mail Received:</u>					
	2,991	1,430	1,411	5,832	5,402
<u>Visitors:</u>					
Liberty Island	134,782	133,984	290,836	559,602	438,650
Ellis Island	67,999	75,475	189,361	332,835	250,751
Audio Tours	143,922	145,940	325,783	615,645	481,981

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REPORT OF PUBLIC AWARENESS

1st Quarter 2016

(January, February, March)

The Foundation expedited a shoot of TLC's "Who Do You Think You Are?" on January 22. The day-long shoot took place at Ellis Island and featured archival records discovered in the database at the American Family Immigration History Center®. The crew also worked closely with the NPS, with a ranger providing an on-camera tour of certain galleries, and the US Park Police providing protection for the featured celebrity.

On March 17 the Foundation worked with the NPS, Statue Cruises and Evelyn Hill to provide a tour of the Statue of Liberty and Ellis Island and complimentary lunch for NYC & Co.'s International Summit FAM Tour, hosting 29 foreign tour operators.

Other media coverage for the 1st quarter included 100 internet clips, 140 blogs and 4 print clips.

Social media activity continued to grow. The Foundation Facebook page gained 17,025 new likes, had a total reach of 1,161,854 and, as of March 31, had 59,448 page likes. This equals an increase of 35% in Facebook page likes since the 4th quarter of 2016.

Twitter had 1,555 followers as of March 31. The Foundation YouTube channel had 988 views. The Foundation Pinterest page had 248 followers, and its Instagram page, which just completed its 1st year, had 355 followers as of March 31.