

Sanibel & Captiva Chamber Statistics

Month	Visitors ¹							Web Site Visits ³							Member Referrals ²						
	2011	2012	2013	2014	2015	2016	2017	2011	2012	2013	2014	2015	2016	2017	2011	2012	2013	2014	2015	2016	2017
January	16.7	19.4	17.7	19.0	19.0	17.2	13.3	99.3	107.0	102.2	80.1	140.3	171.4	134.6	103.4	100.8	103.4	97.9	108.3	114.1	109.6
February	22.2	24.0	22.6	23.0	21.0	19.0	14.9	91.4	98.8	92.3	74.8	132.9	150.9	116.2	100.6	106.9	106.7	95.3	103.7	89.2	83.8
March	24.6	24.1	25.1	24.1	21.4	17.6	14.4	100.1	102.2	103.1	97.6	129.5	137.6	129	107.4	98.6	101.3	110.1	99.1	92.3	83.3
April	17.0	17.5	16.3	17.8	15.2	13.5	11.6	88.9	93.3	85.0	81.5	133.3	109.4	85	93.3	88.0	87.4	89.4	80.6	92.6	59
May	11.7	11.2	10.9	12.0	11.3	8.9	7.9	86.2	92.0	74.7	79.9	108.1	115.5	123.5	97.9	91.7	77.9	79.3	90.3	98.7	69.7
June	11.1	10.3	9.8	10.4	9.8	7.7	7.0	92.4	80.8	69.4	96.1	122.1	123.6	141.6	104.4	83.3	80.5	90.0	95.9	98.0	83.3
July	12.6	12.6	11.8	11.9	11.3	9.0	8.0	95.5	90.8	72.8	84.7	107.1	116.5	152	107.0	90.7	76.9	72.9	83.9	87.0	82.1
August	9.9	8.7	8.8	9.8	9.4	7.0	5.8	56.1	62.7	55.6	86.2	109.5	81.4	106.8	76.1	63.6	52.8	54.6	55.8	63.7	65.6
September	6.8	7.4	5.3	6.1	7.3	5.5	2.1	45.9	46.0	41.0	62.2	72.1	66.7	220	57.5	49.9	42.8	55.8	45.8	63.0	265.7
October	10.1	10.3	8.2	8.8	10.0	8.0		48.0	46.0	43.4	69.5	95.0	77.2		57.9	43.4	41.8	44.6	56.4	57.2	
November	11.8	11.3	10.8	11.1	10.5	8.8		50.8	44.2	50.7	80.1	91.2	69.7		54.8	38.5	50.5	44.7	53.7	48.3	
December	12.5	12.1	12.6	13.4	12.5	8.8		67.8	56.6	53.5	92.1	104.6	88.6		63.7	49.9	52.7	52.6	57.8	58.4	
Totals	167.0	168.9	159.9	167.4	158.7	131.0	85.0	922.5	920.4	843.7	984.8	1345.7	1308.5	####	1023.9	905.4	874.8	887.1	931.3	962.6	902.1

¹ THOUSANDS of Individuals Visiting the Sanibel & Captiva Isl

² THOUSANDS of Chamber Member Referrals

³ THOUSANDS of visits to our web site (based on Google Analytics)

Chamber Marketing Statistics

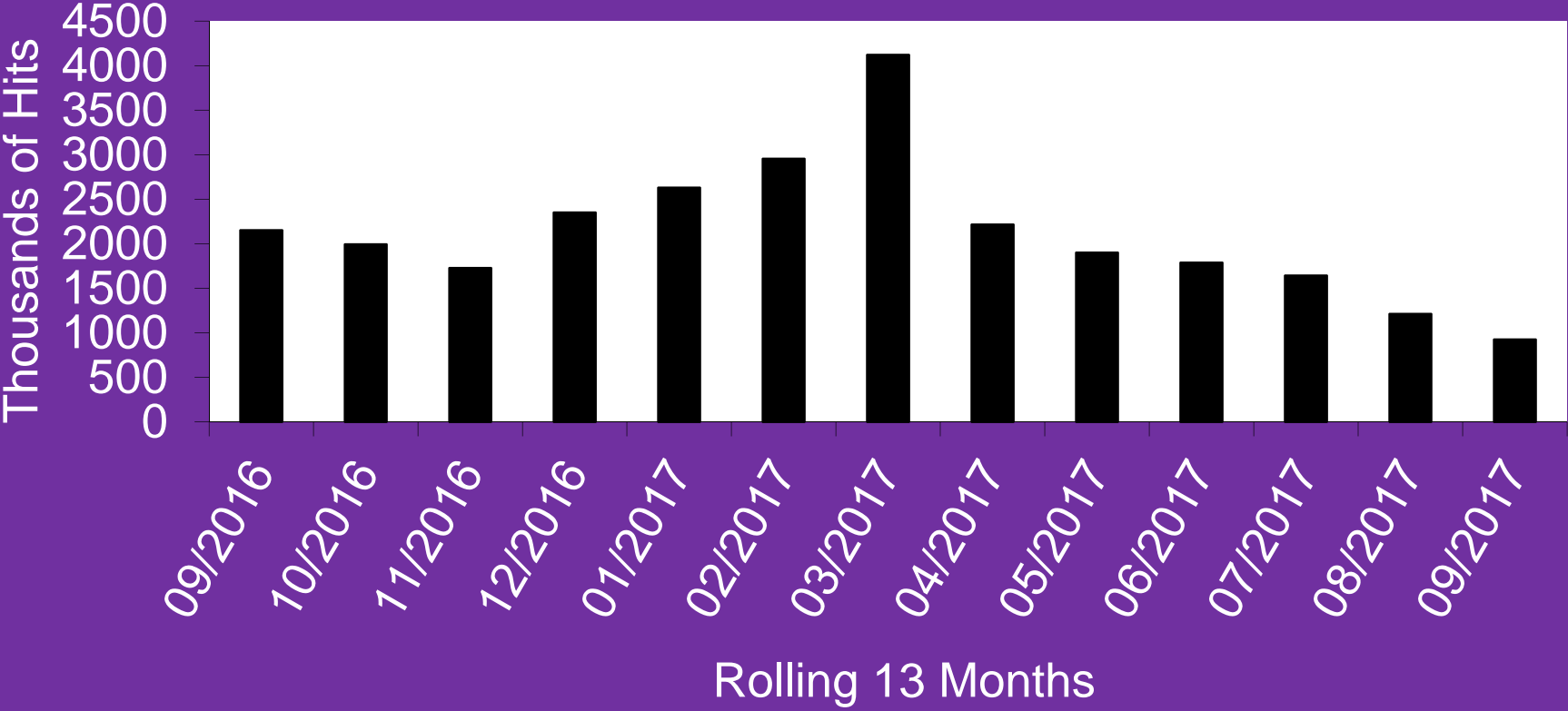
Month	Chamber Marketing Lead List Distributions ²								Chamber Relocation Pkg Distributions ²								Chamber Wedding Pkg Distributions ²							
	2010	2011	2012	2013	2014	2015	2016	2017	2010	2011	2012	2013	2014	2015	2016	2017	2010	2011	2012	2013	2014	2015	2016	2017
January	563	582	910	729	551	299	272	217	26	25	15	28	20	39	27	23	40	29	11	40	30	29	45	36
February	492	470	546	594	379	324	184	127	28	24	15	16	18	24	16	22	26	26	25	29	34	23	26	17
March	478	435	488	499	413	278	180	136	28	25	7	9	14	29	22	17	32	26	38	28	28	39	21	25
April	332	363	520	408	347	197	169	117	21	15	19	11	12	20	18	18	18	17	39	25	13	25	14	17
May	322	359	362	377	280	205	172	145	15	12	15	11	12	28	24	6	13	21	44	35	28	29	23	25
June	299	397	488	347	279	230	169	143	26	17	10	14	6	27	17	16	23	16	39	33	27	37	23	23
July	361	623	495	368	290	238	164	149	18	13	16	11	9	24	17	13	18	14	41	33	11	46	50	18
August	286	608	438	342	252	176	112	138	14	13	18	11	4	16	14	14	21	12	29	29	17	20	17	21
September	222	444	265	316	170	140	100	129	19	10	8	10	11	18	18	10	25	19	17	31	13	24	19	14
October ³	249	411	272	264	529*	116	62		20	4	12	12	12	11	6		18	6	21	19	20	14	15	
November	171	430	194	223	376	103	62		10	4	11	13	8	6	11		11	7	16	14	14	17	11	
December	208	444	340	219	122	143	70		10	12	8	14	9	14	8		20	6	22	22	17	21	14	
Totals	3983	5566	5318	4686	3459	2449	1716	1301	235	174	154	160	135	256	198	139	265	199	342	338	252	324	278	196

¹ Outbound telephone calls from the Chamber to a member business (started in Nov 2006)

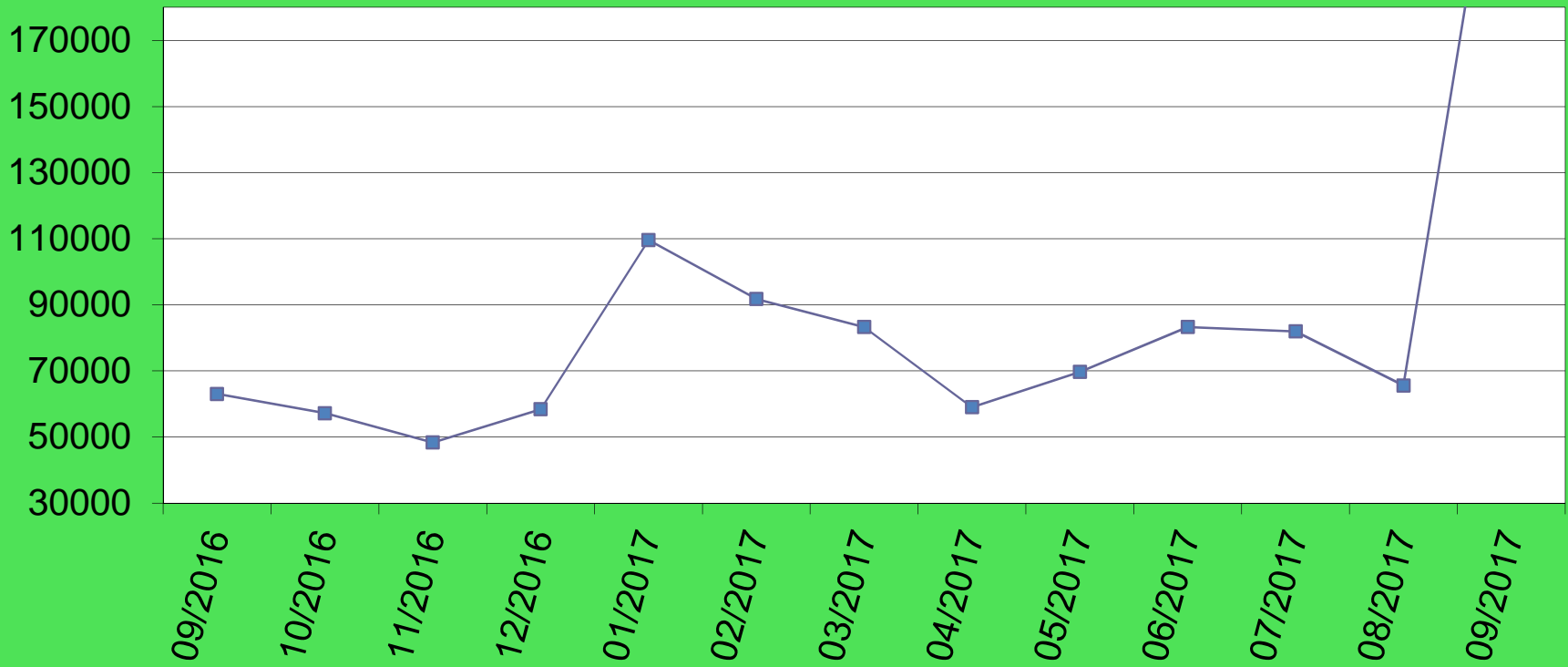
² New Marketing Lead List, Relocation package & Wedding package program (started in July 2008)

³ New Marketing Lead List software - 10/2014

Chamber Website Job Hits (number of times visitors clicked on a Job Listing)

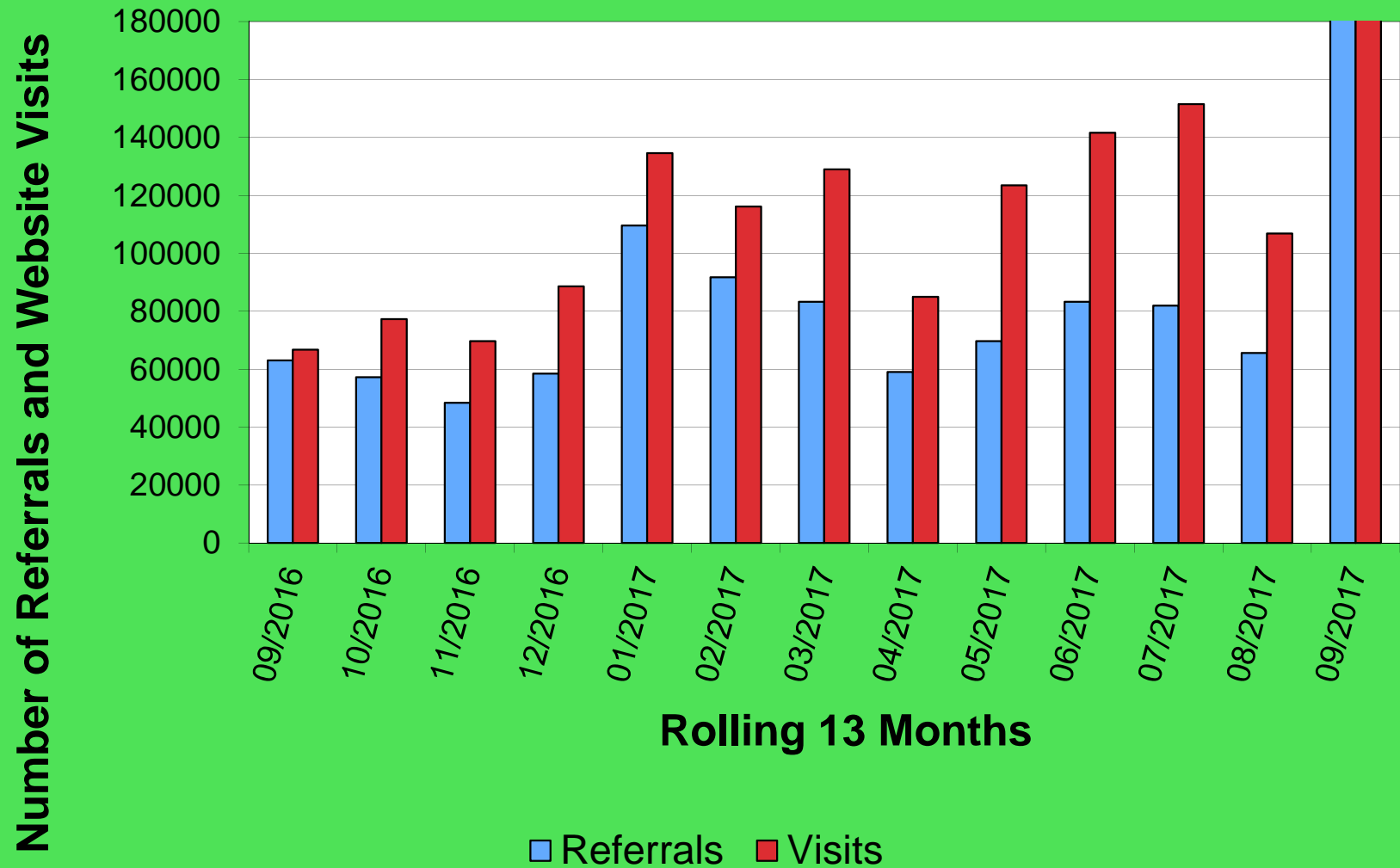


Chamber Member Referrals (All Members)



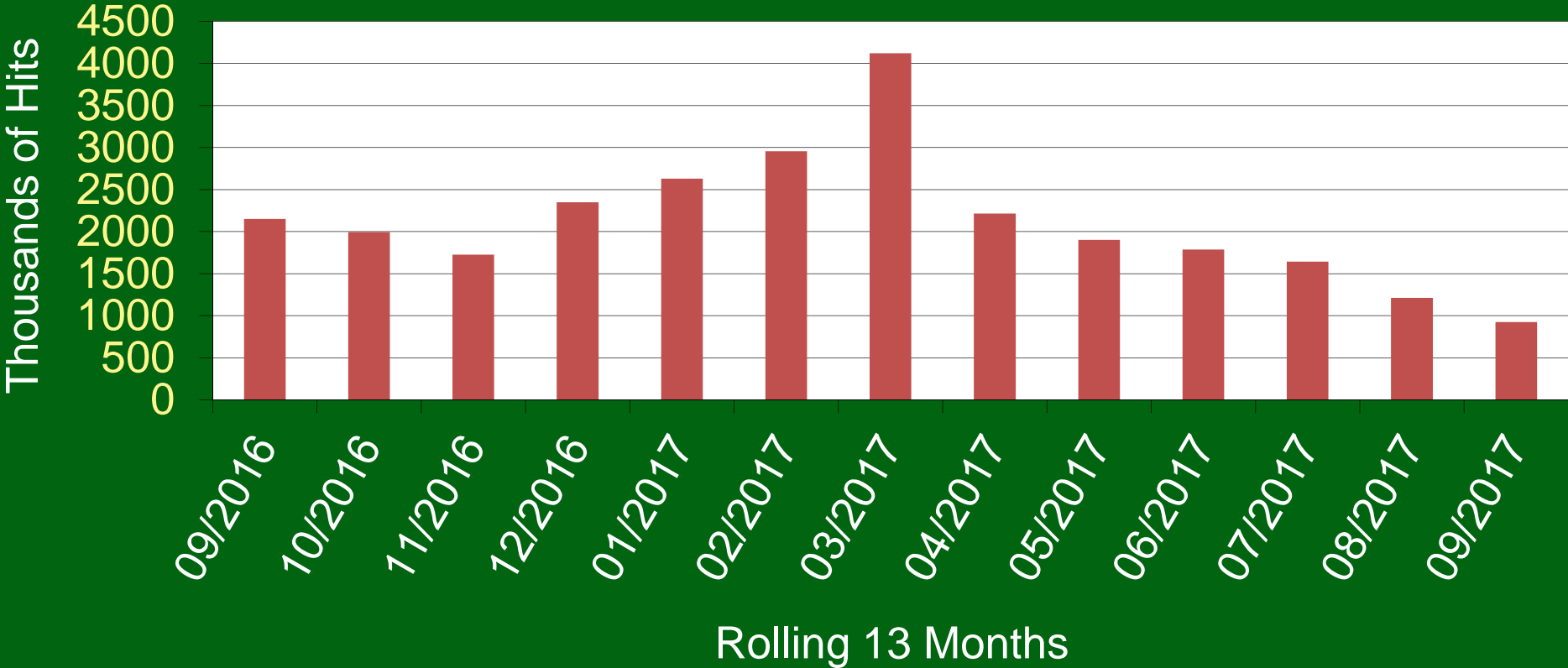
Please note due to hurricane Irma the month of September numbers are extremely high compared to the standard trend

Chamber Website Referrals and Visits (All Members)

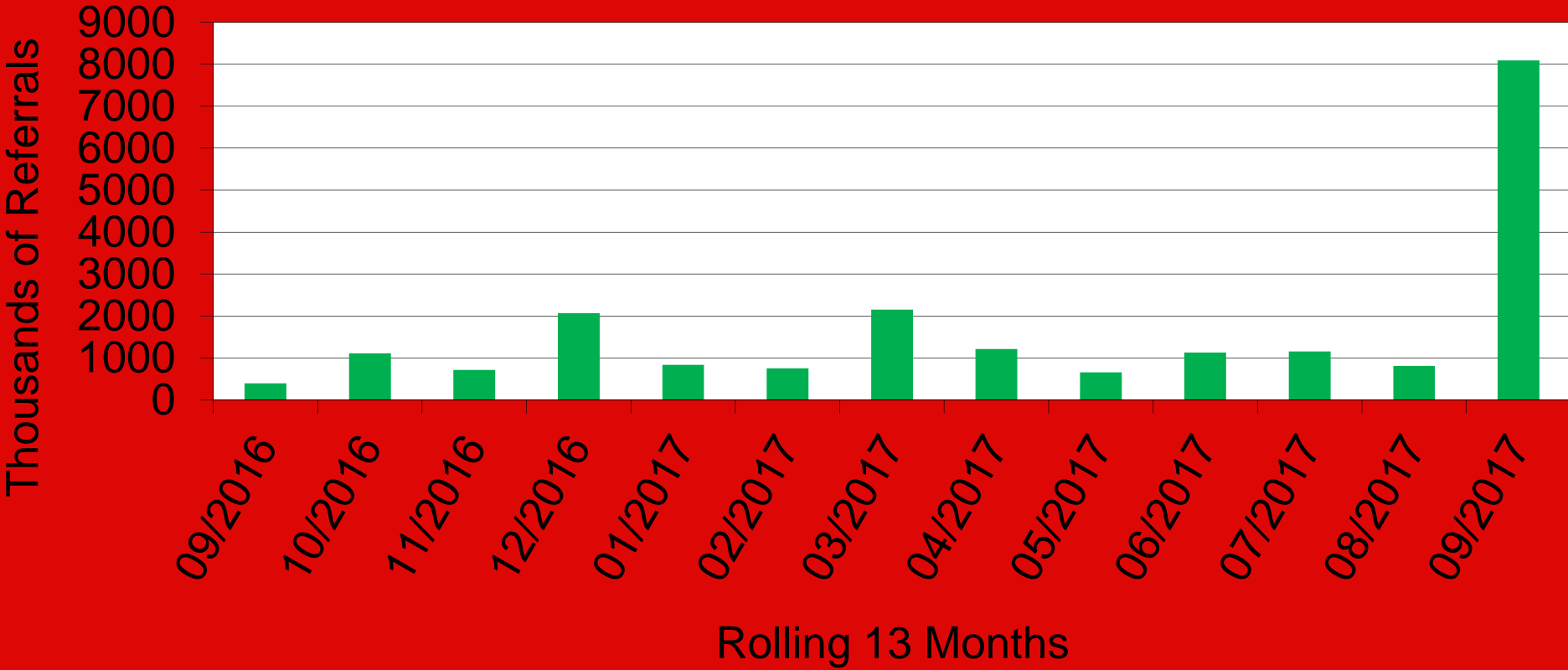


(Referrals include Website clicks & Banner clicks)

Chamber Website Hot Deal Hits (number of times visitors clicked on a Hot Deal)



Chamber Website Total Social Media Referrals To the chamber website



* - Referrals to the Chamber website

Mobile Device Usage Traffic

Visitors Using Mobile Devices to Access the Chamber Website

