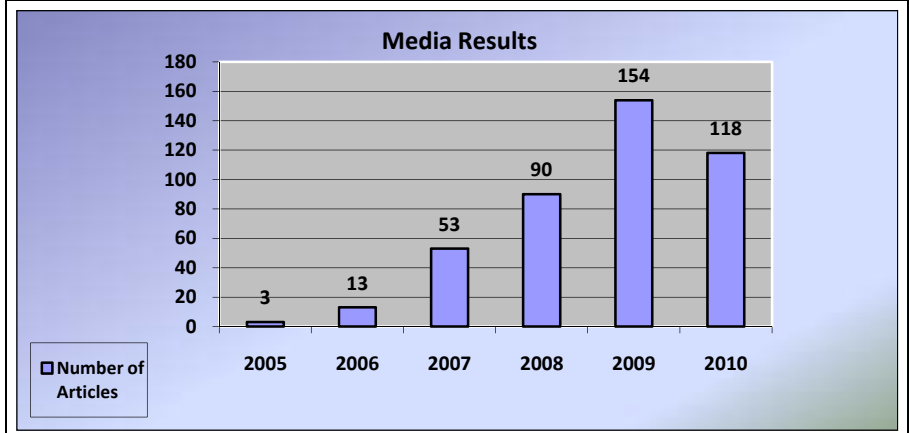
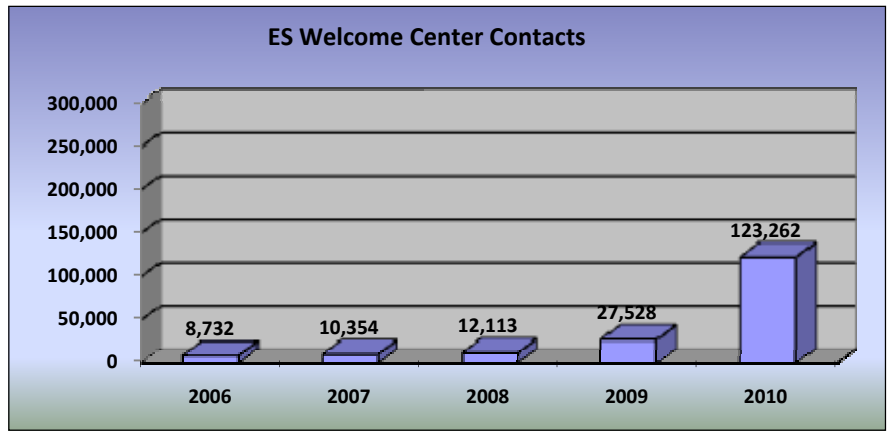


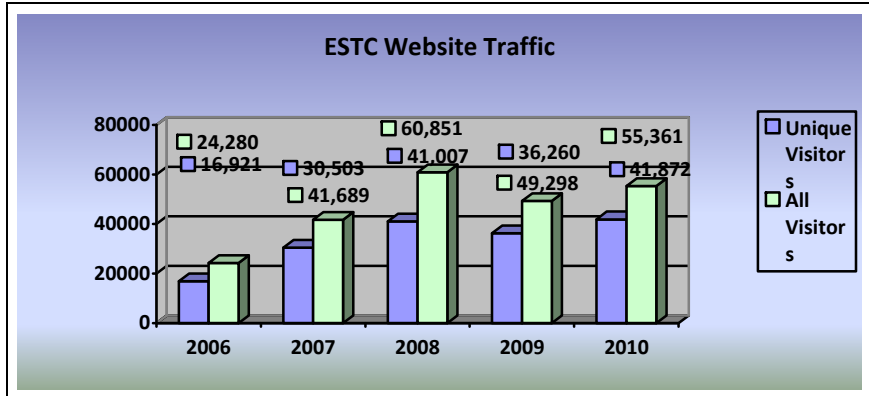
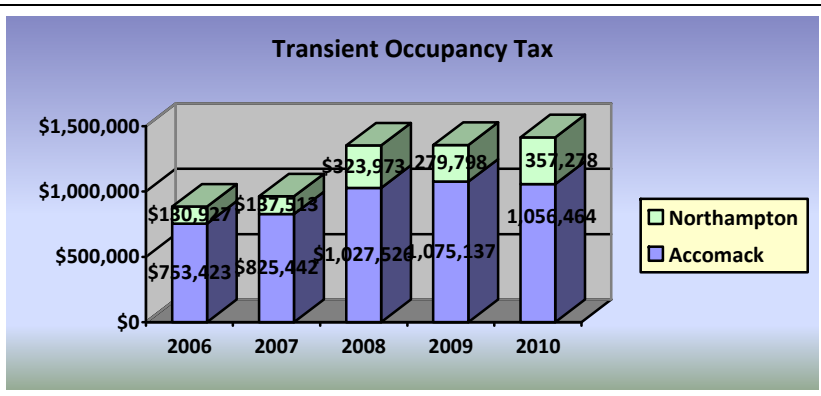
# Eastern Shore Tourism Commission DASHBOARD

## December 2010



The data represents the people who were spoken to directly by the TC Staff and does not include every visitor to the Center. *Figures kept by Calendar Year.*

The numbers represent the articles facilitated by TC staff and do not include the ripple effect that occurs as a result of the facilitate articles. *Figures kept by Calendar Year.*



The data represents only those visitors who paid for overnight lodging and not day-trippers who visited beaches and museums as well as patronized shops and restaurants. *Figures kept by fiscal year.*

Unique Visitors reflect those people who were new to the website and demonstrate the Commission's reach. All Visitors are those who returned to the website and reflect the value of the website for vacation and event planning on the Shore. *Figures kept by calendar year*