

**CITY OF YACHATS VISITORS CENTER
QUARTERLY CONTACTS REPORT**

Submitted by Beverly Wilson, Contract Director

CONTACTS	JULY-SEPT '08	JULY-SEPT '09	JULY-SEPT '10	JULY-SEPT '11
Visitors Logged at VC	8,303	8,337	7,514	7,009
Yachats Visitor Packet distributed via outdoor box at VC, Festivals, Groups, & OR State Fair (approx #)	850	800	825	1,250 (Approx. 450 distributed @ OR State Fair)
Phone calls logged at VC	1,137	1,146	1,133	1,021
Info requests from individuals & Travel Interest Leads from OCVA, Travel Shows and advertising	3,345	6,032	3,281	2,766
Total # of Q Contacts with visitors/prospective visitors	13,635	16,315	12,753	12,046 [-5.60%]

CONTACTS	OCT-DEC '08	OCT-DEC '09	OCT-DEC '10	OCT-DEC '11
Visitors Logged at VC	1,619	1,598	1,381	1,247
Yachats Visitor Packet distributed via outdoor box at VC, Festivals, Groups (approximate #)	600	550	500	610
Phone calls logged at VC	399	383	374	367
Info requests from individuals & Travel Interest Leads from OCVA, Travel Shows and advertising.	1,538	3,999	1,264	1,479
Total # of Q Contacts with visitors/prospective visitors	4,156	6,530	3,519	3,703 +5.20%