

# THE ISLANDS OF SANIBEL & CAPTIVA CHAMBER OF COMMERCE

## VISITOR CENTER

**85,500**  
VISITORS  
CAME THROUGH THE VISITOR CENTER

**10,000+**  
PHONE CALLS  
CHAMBER STAFF ANSWERED FROM VISITORS

**100,000+**  
2018 VISITOR GUIDES  
WERE **100%** DISTRIBUTED

**1,700+**  
MARKETING LEADS  
SENT TO OUR MEMBERS

## MEMBERSHIP

**42 NEW**  
MEMBERS  
JOINED THE CHAMBER

**13** RIBBON  
CUTTINGS

MEMBERS RECEIVED OVER  
**972,700**  
REFERRALS FROM THE CHAMBER WEBSITE

**90.37%**  
MEMBERSHIP  
RETENTION RATE

## PAID SEARCH

**14,997,849**  
TOTAL IMPRESSIONS  
**31,514**  
TRAFFIC TO WEBSITE (CONVERSIONS)

## WEBSITE

**1,441,080**  
TOTAL WEBSITE VISITS

**578,079**  
DESKTOP USERS

**640,525**  
MOBILE USERS

## EVENTS

**1,225** ATTENDED OUR MONTHLY  
BUSINESS LUNCHEONS  
& AFTER HOUR EVENTS

## SOCIAL MEDIA

**6,086,222**  
TOTAL SOCIAL IMPRESSIONS

**2,534,593**  
TOTAL PAID IMPRESSIONS

**64,446**  
FACEBOOK  
PAGE LIKES

**12.70%**  
LIKES INCREASE  
OVER 2017

**710,500**  
FACEBOOK  
VIDEO VIEWS

**4,635**  
FOLLOWERS