```html
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <title>Visitor Counter</title>
  <style>
    body { font-family: Arial, sans-serif; text-align: center; margin-top: 50px; }
    h1 { color: #333; }
    p { font-size: 1.2em; }
  </style>
</head>
<body>
  <?php
    $file = 'counter.txt';
    $count = file_exists($file) ? (int)file_get_contents($file) : 0;
    file_put_contents($file, ++$count);
  ?>
  <h1>Visitor Counter</h1>
  <p>Number of Visitors: <strong><?php echo $count; ?></strong></p>
</body>
</html>
```