

Fayetteville Area Convention & Visitors Bureau

Results - April 2018

SALES

- Booked meetings, tournaments and other events that will utilize 10,045 room nights at area hotels. These events will directly impact Cumberland County's economy at \$1.5 million and the rollover, indirect impact is \$3.75 million.
- Completed 12 site inspections for planners considering Cumberland County for their meeting or event.

TOURISM

- Launched the #HometownHops passport program. In April, 36 completed passports were turned in for final prizes. Held a #HometownHops Beer Tour for local bloggers with 74+ social media posts and four blogs.
- Held 2nd meeting for Heroes Homecoming VI - "A Centennial of Service." 12 organizations are planning events for the November celebration.

VISITOR SERVICES

- Distributed 3,937 Visitor/Trail Guides at area hotels, special events, to advertising responses and visitors to Cumberland County.

- Completed 22 Group Service requests, providing materials to groups or events meeting in Cumberland County.

COMMUNICATIONS

- Secured 18 pieces of publicity in local and out-of-market publications highlighting Cumberland County's tourism amenities.
- Distributed 5 Press Releases and produced 4 GoFayetteville blogs about news and happenings in Cumberland County.

STATS

- Top origin states of Cumberland County visitors: (excluding NC) Florida, New York and Virginia. Their top Interests: museums, dining and historical sites.
- Saw 24,230 unique visitors to VisitFayettevilleNC.com.
Top visited pages:
 - 5 North Carolina Adventures
 - Events Calendar
 - HometownHops program