

Bureau Business Brief: Results Report

2nd Quarter Fiscal Year 19/20

**John Meroski
Chief Executive Officer
FACVB**

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

Table of Contents

Smith Travel Research (STR)

Segmentation Trend for North Carolina 3

Visitor Profile

➤ Statistics 4

➤ Reason for Visiting 5

➤ Visitor's Interests 6

Sales Department

➤ Meeting and Sporting Event
Solicitation Activity 7

➤ Scorecard 8

Communications Department

➤ Social Media 12

➤ Earned Media Snapshot 13

➤ Scorecard 16

Tourism Department

➤ Heroes Homecoming VII 20

➤ Scorecard 22

Visitor Services Department

➤ Statistics 25

➤ Scorecard 27

Everything Begins with a Visit 28

Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - September 2019 vs September 2018												Year to Date - September 2019 vs September 2018										Participation					
	Occ %		ADR		RevPAR		Percent Change from September 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	66.5	69.1	109.10	110.20	72.55	76.18	-3.8	-1.0	-4.8	-4.3	0.5	-3.3	67.2	64.9	107.07	104.55	71.90	67.86	3.5	2.4	6.0	6.5	0.5	4.0	1802	1202	158076	126690
Cumberland County, NC	62.3	74.5	84.49	87.02	52.66	64.79	-16.3	-2.9	-18.7	-16.0	3.3	-13.5	67.9	66.1	82.27	79.51	55.84	52.57	2.6	3.5	6.2	10.0	3.5	6.3	71	53	6418	5498
Johnston County, NC	57.4	74.3	79.38	82.48	45.56	61.31	-22.8	-3.8	-25.7	-25.7	0.0	-22.8	60.5	58.0	77.07	74.58	46.65	43.29	4.3	3.3	7.8	10.2	2.3	6.7	33	25	2295	1825
Robeson County, NC	56.2	66.2	79.94	87.68	44.97	58.01	-15.0	-8.8	-22.5	-22.5	0.0	-15.0	64.9	62.6	80.13	76.54	52.04	47.94	3.7	4.7	8.6	8.6	0.0	3.7	28	16	1833	1246
Wake County, NC	77.4	75.9	112.09	110.69	86.81	84.01	2.0	1.3	3.3	4.7	1.4	3.4	74.6	70.2	108.79	105.95	81.15	74.36	6.3	2.7	9.1	11.8	2.4	8.9	145	135	17385	16629
Durham County, NC	74.4	73.2	111.22	108.10	82.78	79.10	1.7	2.9	4.7	4.7	0.0	1.7	72.3	69.1	108.07	105.36	78.17	72.79	4.7	2.6	7.4	7.4	0.0	4.7	65	61	8402	8009
Edgecombe County, NC																												
Guilford County, NC	60.5	65.5	97.48	93.33	58.99	61.14	-7.6	4.4	-3.5	-0.8	2.9	-5.0	61.6	60.3	99.27	96.37	61.14	58.10	2.2	3.0	5.2	7.8	2.4	4.6	4	2	216	126
Harnett County, NC	55.1	68.8	79.73	84.85	43.90	58.37	-20.0	-6.0	-24.8	-24.8	0.0	-20.0	58.0	59.2	77.09	76.32	44.72	45.18	-2.0	1.0	-1.0	-1.0	0.0	-2.0	88	72	10468	9404
Moore County, NC	66.0	68.4	148.15	131.71	97.70	90.06	-3.5	12.5	8.5	8.5	0.0	-3.5	65.8	60.6	133.30	124.21	87.66	75.32	8.4	7.3	16.4	16.4	0.0	8.4	11	8	859	638

Visitor Profile

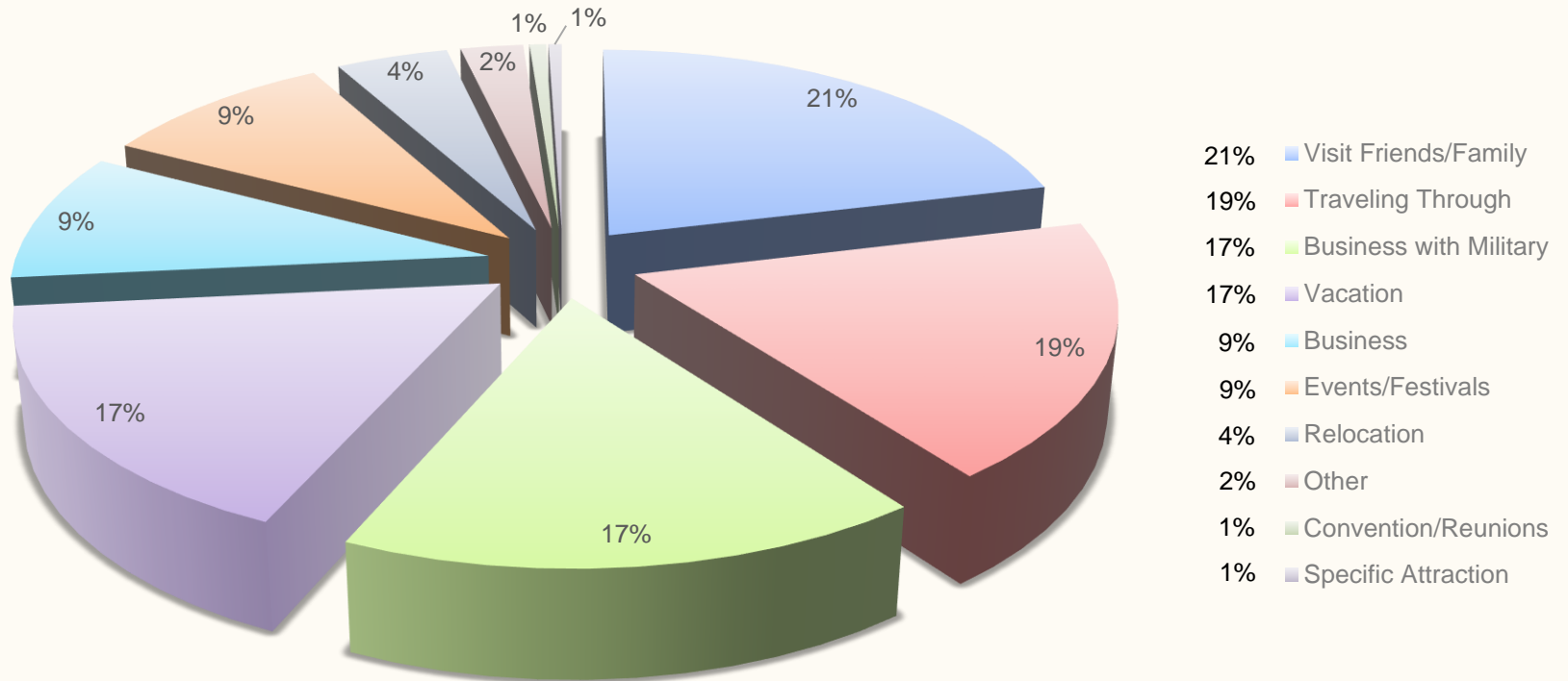
Statistics

Sources: Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 49%, Georgia 7.2%, and Florida 7.0%.
2. The visitors' reason for visiting was Visit Friends/Family 21%, Traveling Through 19%, and Business with Military and Vacation 17% each.
3. The top areas of interest were Dining 13%, Museums 10%, and Arts & Entertainment and Historical Sites 10% each.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.82.

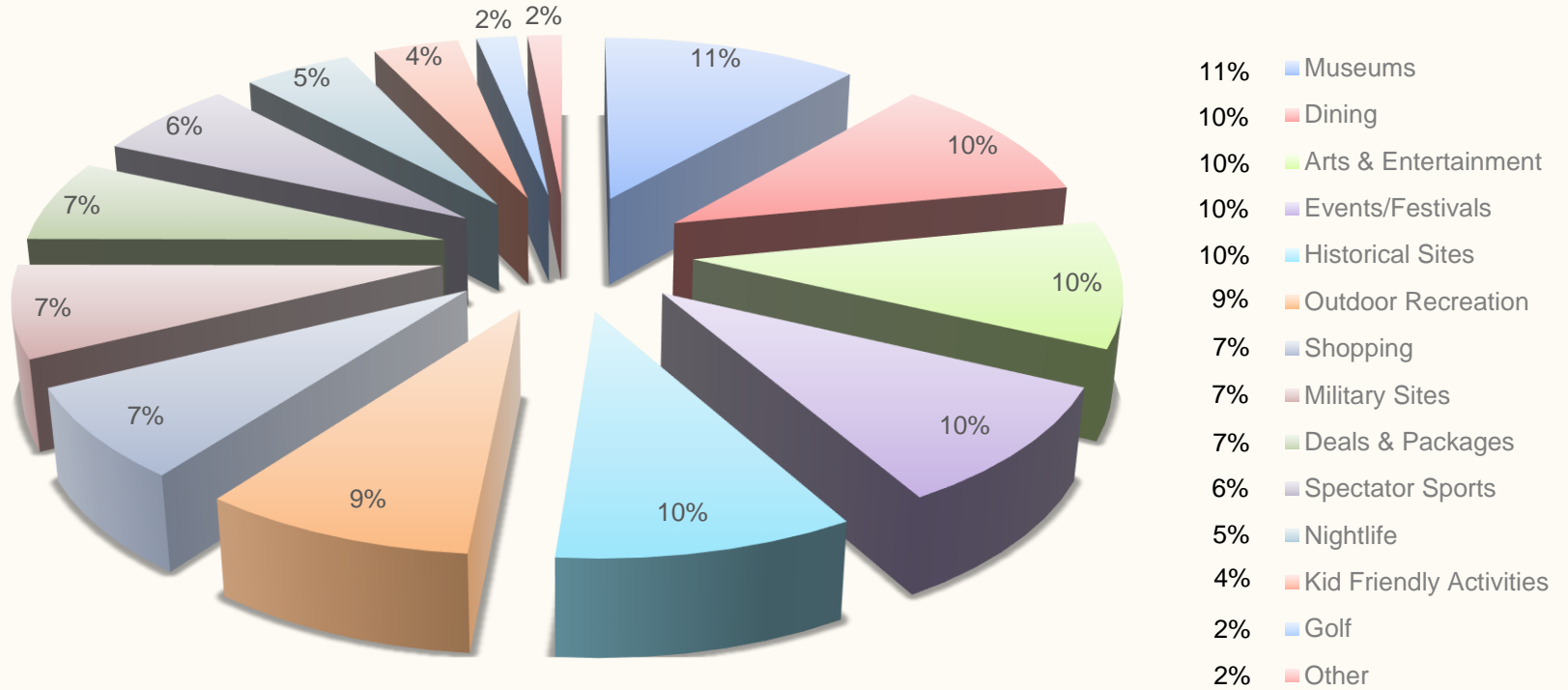
Visitor Profile

Reason for Visiting



Visitor Profile

Visitor's Interests



Sales Department

Meeting, Sports and Group Event Solicitation Activity



	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
Grand Totals:	114	226,843	15,226	50,641	\$25,889,970.00
Cancelled:	1	70	0	0	\$18,240.00
Closed:	0	0	0	0	\$0.00
Definite:	1	350	194	426	\$153,900.00
Assist:	1	300	0	0	\$3,420.00
Lost:	5	25,900	3,098	7,797	\$11,030,640.00
Pending:	37	16,787	5,445	22,288	\$5,515,662.00
Verbal Definite:	19	26,050	2,295	5,690	\$3,625,200.00

Lead Source Summary

CMCA - Spring Conference:	4	The Reunion Network:	1
Sports ETA:	1	Tourism Development Authority (TDA) Grant:	1
Group Tour Magazine - Group Tour Media:	1	Bureau Generated - Sales Blitz:	3
Crown Coliseum:	7	CVent:	4
RCMA - Trade Show:	7	Travel, Events, and Management in Sports (TEAMS):	1
AENC - Annual Meeting:	3	Bureau Generated - Calls (9-11 a.m.):	9
Client Contacted Us:	26	Helms Briscoe:	1
Referral:	1	Previous Client Referral:	8
SGMP - Member:	1	Connect Medical:	3
Connect Sports:	2	Connect Faith:	10
Rejuvenate Marketplace:	5	Connect Marketplace:	13
Sports Express:	1	Bureau Generated:	1

Market Segment Summary

Meeting Sales Market Segments

Social:	4	Group Tour:	3
Hobby:	2	Civic:	0
Religious:	37	Educational:	4
Politics:	0	Medical:	2
Military:	5	Reunion:	9
Association:	10	Government:	4
Nonprofit Group:	3	Sports:	23

Sales Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SALES RESULTS								
Advertisement Results								
Blitz								
Inquiry	6	2	0	2	4	10		
Dogwood Digest								
Inquiry	3	2	1	1	4	7		
Success								
Inquiry	1	0	0	1	1	2		
Sales								
Carryovers								
Room Nights	12,609					12,609		
Bookings-Attendance	20,250					20,250		
Economic Impact	\$4,113,400					\$4,113,400		
Leads	22	31	18	1	50	72	100	72.00%
Leads Room Nights	9,159	2,836	7,857	300	10,993	20,152		
Leads Attendance	29,018	10,187	22,760	275	33,222	62,240		
Leads Impact	\$5,220,972	\$706,002	\$1,650,864	\$57,000	\$2,413,866	\$7,634,838		
Verbals								
Verbal Bookings Attendance	49,865	27,057	22,155	26,980	76,192	126,057		
Verbal Bookings Room Nights	7,887	6,067	5,905	6,340	18,312	26,199		
Verbal Bookings Impact	\$6,875,340	\$4,439,970	\$3,660,540	3,758,580	\$11,859,090	\$18,734,430		
Bookings								
Bookings Attendance	12	0	3	6	9	21		
Bookings Room Nights	28,546	0	770	3,248	4,018	32,564		
Bookings Economic Impact	6,911	0	388	1,101	1,489	8,400	22,500	37.33%
Bookings	\$6,187,806	\$0	\$94,050	\$380,418	\$474,468	\$6,662,274		
Sales Functions								
Site Inspections	29	6	6	5	17	46		
Sales Blitz	5	3	1	1	5	10		
Calls Converted to Accounts	6	0	2	0	2	8		
Bid/Packages Mailed	0	0	0	0	0	0		
Client Presentations	0	0	0	0	0	0		
Client Presentations	3	1	2	0	3	6		
Trade Shows								
US Sports Congress								
Contacts					0	0		
Leads					0	0		
Room Nights					0	0		
Attendees					0	0		
Hot Prospects					0	0		
Followups					0	0		

Sales Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Connect Sports								
Contacts	52					52		
Leads	11					11		
Room Nights	9,000					9,000		
Attendees	15,000					15,000		
Hot Prospects	6					6		
Followups	14					14		
Connect Women in Sports								
Contacts	0		14		14	14		
Leads	0		0		0	0		
Room Nights	0		0		0	0		
Attendees	0		0		0	0		
Hot Prospects	0		1		1	1		
Followups	0		8		8	8		
Connect Association								
Contacts	33					33		
Leads	1					1		
Room Nights	340					340		
Attendees	170					170		
Hot Prospects	6					6		
Followups	9					9		
MPI-CC Annual								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		
AAU Convention								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		
AENC Winter Conference								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Follow Up						0		

Sales Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
CMCA Spring Conference								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		
Connect Faith								
Contacts		39			39	39		
Leads		8			8	8		
Room Nights		4,052			4,052	4,052		
Attendees		1,520			1,520	1,520		
Hot Prospects		3			3	3		
Followups		12			12	12		
Teams								
Contacts	0				0	0		
Leads	0				0	0		
Room Nights	0				0	0		
Attendees	0				0	0		
Hot Prospects	0				0	0		
Followups	0				0	0		
NCSGMP NEC								
Contacts						0		
Leads						0		
Followups						0		
AENC Holiday Trade Show								
Contacts				134	134	134		
Leads				1	1	1		
Room Nights				200	200	200		
Attendees				415	415	415		
Hot Prospects				2	2	2		
Followups				5	5	5		
RCMA								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		

Sales Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SGMP Annual & Education Tradeshow								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		
NASC Sports Symposium								
Peers						0		
AENC Annual Meeting								
Contacts	16					16		
Leads	0					0		
Room Nights	0					0		
Attendees	0					0		
Hot Prospects	0					0		
Followups	2					2		

Communications Department

Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	3,616	243	1,538 Clicks, Retweets, Replies
Facebook	9,222	53	16,000 Likes, Comments, Shares
Instagram	1,523	29	1,523 Likes, Comments



Communications Department

Earned Media Snapshot

Carolina Country

Tar Heel Tidbits
For the young (and young at heart)



Learn About Legendary Feats through History

November 11 is Veterans Day. You can honor those who have served our country with a visit to the Airborne & Special Operations Museum (ASOMF.org) in downtown Fayetteville, where visitors learn the story about the U.S. Army airborne and special operations units from 1940 to the present.

Near the museum's "Iron Mike" statue, four-legged heroes are also honored with the memorial to Special Operations Forces (SOF) K9 soldiers killed in action. A life-sized, bronze statue of a Belgian Malinois dressed in full combat gear is surrounded by stones listing dogs killed in action. These SOF dogs are selected, trained and equipped to serve in roles not expected of the traditional Military Working Dog.

This museum is just one of the many stops along the Patriots, Past & Present Trail (fayettevillectrails.com) that winds through Fayetteville and Cumberland County. The trail features spots from the Revolutionary War up to today's modern military. Other stops include the North Carolina Veterans Park (across from the museum), the Revolutionary Liberty Point, Museum of the Cape Fear Historical Complex, JFK Special Warfare Museum, and Cross Creek Cemetery, which contains graves of soldiers from the Revolutionary War through the Spanish-American War.



"Iron Mike"



Memorial for SOF dogs

carolinacountry.com/extras
Learn more about the Airborne & Special Operations Museum in a short video.

30 | carolinacountry.com

[See the full story](#)



Check out our digital edition!

CARY MAGAZINE

FEATURES FOOD & DINING GALLERIES HOME & GARDEN

Experience Veterans Day in Fayetteville

NOV 5, 2019



Cumberland County created Heroes Homecoming as a way to remember and honor veterans, their courage and their sacrifice.

BY CONTRIBUTOR TO CARY MAGAZINE
PHOTOGRAPHY BY FAYETTEVILLE AREA CONVENTION & VISITORS BUREAU

The week leading up to Veterans Day is an optimal time to visit Fayetteville and Cumberland

Eat, Move Make

There are so many things to do in Fayetteville NC, patriotic and otherwise, so I spent a couple of days on a press trip exploring the area. I found this All American City does indeed have quite a lot to offer its visitors.

THINGS TO DO IN FAYETTEVILLE NC



[See the full story](#)

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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CONVENTION AND VISITORS BUREAU

Communications Department

Earned Media Snapshot

The Traveling Fool

The Airborne & Special Operations Museum in Fayetteville North Carolina

November 27, 2019 By Bob Bales – 2 Comments

I was recently invited to visit Fayetteville North Carolina and my trip was hosted by the Fayetteville CVB. This is one of the places I visited.

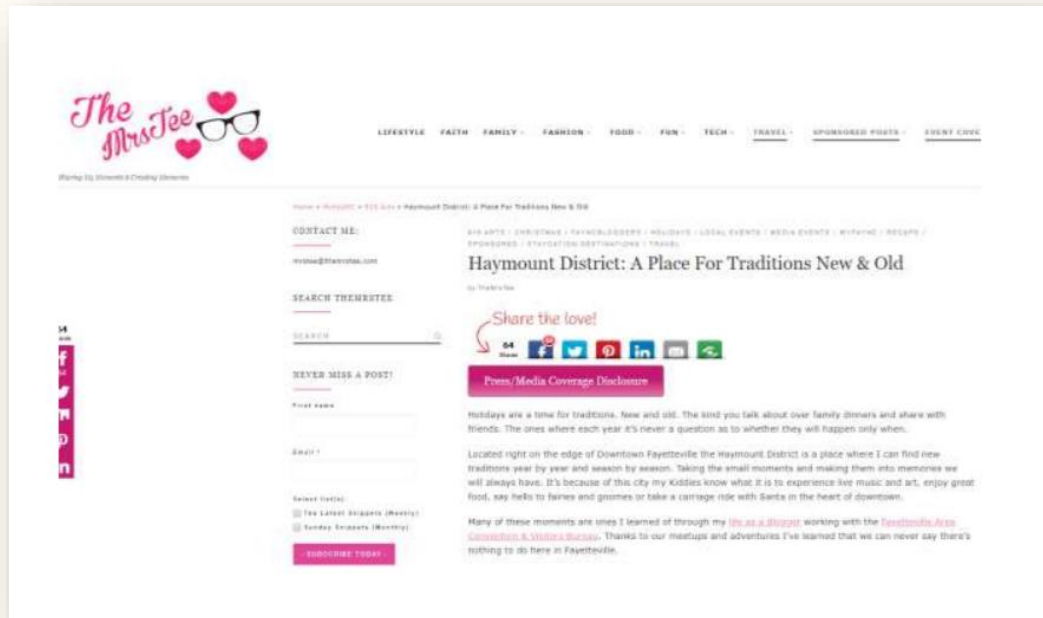
Fayetteville North Carolina is home to Ft Bragg, the world's largest military base by population. The US Army's Airborne School, 82nd Airborne Division, Special Operations Command, and other military units call Ft Bragg home. Fayetteville is also home to The Airborne and Special Operations Museum. I love [visiting Military Museums](#), you can learn a lot about what previous generations have done in the service of their country.



The Airborne and Special Operations Museum is part of the US Army museum system but you don't have to go on Ft Bragg in order to visit. The museum is hard to miss, sitting prominently on Ft Bragg Blvd and Hays St, the main downtown street.

[See the full story](#)

TheMrsTee



[See the full story](#)

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU


Communications Department

Earned Media Snapshot

USA Today

NC Tripping

1/2/2020 New Year's Eve 2019 events: 5 weird things US cities will drop



NATION

Among the giant things cities will drop on New Year's Eve: A pinecone, lettuce and a flea

Joel Shannon USA TODAY
Published 7:00 a.m. ET Dec. 27, 2019 | Updated 5:53 p.m. ET Dec. 31, 2019

Dropping a giant, illuminated ball in New York City's Times Square is a classic New Year's Eve tradition that dates back more than a hundred years. But it's not the only big object that will be dropped by a U.S. city this year.

Around the country, communities ring in the new year by dropping oversized objects that reflect the community. They often celebrate local industry – and sometimes showcase their community's sense of humor.

While often those objects are foods that are important to the area's economy and culture, some drops are definitely not so appetizing. Here's a look at five of the most surprising drops scheduled for New Year's Eve 2019:

1.) Flea Drop in Eastover, North Carolina

This North Carolina town plans to again drop a 3-foot-tall, 30-pound flea named Jasper at midnight. Jasper is constructed of fabric, foam, wire and wood with a ceramic shell, according to a release from the Fayetteville Area Convention & Visitors Bureau.

The tradition stems from an old nickname for the town.

Susan Baggett, who is involved in organizing the event, is quoted in a release: "The flea is a symbol of our heritage. For a long period, part of Eastover was known as Flea Hill because of a flea infestation that was eradicated many years ago."

[See the full story](#)

"Christmas in Fayetteville and Winter Fun, Too!"

<https://www.nctripping.com/christmas-in-fayetteville-nc-winter-events/>



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Communications Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS								
Social Media								
Visit Fayetteville NC Facebook								
Followers	9,282	9,461	9,658	9,722	9,722			
Posts	85	20	19	14	53	138		
Page Likes (Net)	1,045	162	195	67	424	1,469		
Engagements	51,197	5,342	6,571	4,088	16,001	67,198	92,474	72.67%
Go Fayetteville Facebook								
Followers	3,004	3,031	3,065	3,109	3,109			
Posts	32	9	7	9	25	57		
Page Likes (Net)	134	28	36	42	106	240		
Engagements	5,123	1,281	881	782	2,944	8,067		
Visit Spring Lake NC Facebook								
Followers	4,643	4,654	4,694	4,716	4,716			
Posts	24	6	5	7	18	42		
Page Likes (Net)	206	7	26	24	57	263		
Engagements	10,118	752	1,000	3,199	4,951	15,069		
Heroes Homecoming Facebook								
Followers	1,300	1,618	1,851	1,904	0			
Posts	12	10	29	5	44	56		
Page Likes (Net)	189	315	230	55	600	789		
Engagements	2,710	6,860	4,954	1,835	13,649	16,359		
Visit Fayetteville NC Twitter								
Followers	3,483	3,534	3,572	3,616	0			
Posts	279	98	75	70	243	522		
Page Likes (Net)	145	51	38	44	133	278		
Engagements	3,124	753	691	1,296	2,740	5,864	6,817	86.02%
Heroes Homecoming Twitter								
Followers	873	879	897	896	0			
Posts	0	15	24	2	41	41		
Page Likes (Net)	4	6	18	-1	23	27		
Engagements	0	46	96	20	162	162		

Communications Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram								
Followers	2,802	3,010	3,127	3,198	0			
Posts	84	17	6	6	29	113		
Page Likes (Net)	247	214	31	71	316	563		
Engagements	1,435	776	476	271	1,523	2,958	6,773	43.67%
FACVB LinkedIn								
Followers	610	622	630	645	1,897			
Posts	15	4	13	7	24	39		
Page Likes (Net)	13	12	10	15	37	50		
Engagements	284	208	491	254	953	1,237	4,015	30.81%
E-Newsletter Subscribers	368	113	72	68	253	621		
Electronic Destination Guides Viewed	32	9	9	14	32	64		
Electronic Trail Guides Viewed	12	0	0	0	0	12		
FACVB Generated Blog Articles	3	0	1	0	1	4		
Public Relations								
FACVB								
Publicity Generated								
Out of Market	13	8	6	6	20	33	60	55.00%
Local	6	1	8	2	11	17		
Press Releases Issued	7	2	0	1	3	10		
Out of Market Media Visits	3	2	1	0	3	6		
Digital Marketing								
Media One - Web Hits Generated	10,708	7,892	6,582	10,502	24,976	35,684		
219 Group Web Hits (visitfay)	807	169	161	162	492	1,299		
Visitor Data								
Reason for Visiting (Top 3)								
Hotel Guests								
1	Traveling Through	Business with Military	Visit Friends/Family	Business with Military	Business with Military			
2	Visit Friends/Family	Visit Friends/Family	Traveling Through	Traveling Through	Traveling Through			
3	Events/Festivals	Traveling Through	Events/Festivals	Business	Visit Friends/Family			
Online Requests								
1	Vacation	Relocation	Visit Friends/Family	Vacation	Visit Friends/Family			
2	Visit Friends/Family	Events/Festivals	Relocation	Visit Friends/Family	Vacation			
3	Relocation	Visit Friends/Family	Events/Festivals	Traveling Through	Relocation			

Communications Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Guest Books at VC								
1	Vacation	Visit Friends/Family	Vacation	Vacation	Vacation			
2	Visit Friends/Family	Vacation	Visit Friends/Family	Business with Military	Visit Friends/Family			
3	Events/Festivals	Relocation	Traveling Through	Relocation	Relocation			
Top States of Origin								
Hotel Guests								
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	New York	New York	Georgia	Georgia			
3	New York	Florida	Georgia	Florida	Florida			
Online Requests								
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	Virginia	New Jersey	Iran, Maryland, Georgia	South Carolina			
3	Georgia	Pennsylvania	Georgia	Multiple Locations	Georgia			
Guest Books at VC								
1	North Carolina	North Carolina	Florida	North Carolina	North Carolina			
2	Arizona	Florida	North Carolina	Florida	Florida			
3	Texas	Virginia	Kentucky	Maryland	Pennsylvania			
Top Areas of Interest (Top 3)								
Hotel Guests								
1	Dining	Dining	Dining	Dining	Dining			
2	Arts & Entertainment	Military Sites	Arts & Entertainment	Museums	Museums			
3	Museums	Arts & Entertainment	Museums	Military Sites	Arts & Entertainment			
Online Requests								
1	Events/Festivals	Historical Sites	Dining	Historical Sites	Historical Sites			
2	Museums	Outdoor Recreation	Museums	Museums	Museums			
3	Outdoor Recreation	Arts & Entertainment	Shopping	Events/Festivals	Events/Festivals			

Communications Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visitor Experience (Avg for Month)								
Hotel Guests								
by Month	4.98	4.96	4.91	4.96	4.94			
to Date		4.97	4.95	4.95				
Guest Books								
by Month	4.63	4.73	4.76	4.96	4.82			
to Date		4.68	4.71	4.77				
Overall								
by Month	4.81	4.85	4.84	4.96	4.88			
to Date		4.83	4.83	4.86				

Tourism Department

Heroes Homecoming VII

Heroes Homecoming VII took place November 7-11, 2019. The series included 21 special events, 3 exhibitors and 31 partners.



Tourism Department

Heroes Homecoming VII

Heroes Homecoming VII took place November 7-11, 2019. The series included 21 special events, 3 exhibitors and 31 partners.



Tourism Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS								
Advertisement Results								
Group Tour Magazine								
OnTarget Digital Program								
Impressions	182,888	45,588	0	0	45,588	228,476		
Clicks	249	89	0	0	89	338		
Leisure Group Travel Magazine								
Reader Service Leads	0	0	0	0	0	0		
Tradeshows								
ABA MarketPlace								
Tradeshow Attendees	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0		
Leads	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0		
Follow-ups	0	0	0	0	0	0		
NCMA/VAMC/MCASC								
Tradeshow Attendees	330	0	0	0	0	330		
Contacts	24	0	0	0	0	24		
Leads	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0		
Follow-ups	14	0	0	0	0	14		
NTA- Travel Exchange								
Tradeshow Attendees	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0		
Leads	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0		
Follow-ups	0	0	0	0	0	0		
Travel And Adventure-DC								
Tradeshow Attendees	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0		
Leads	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0		
Follow-ups	0	0	0	0	0	0		

Tourism Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Travel And Adventure- Philadelphia								
Tradeshow Attendees	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0		
Leads	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0		
Follow-ups	0	0	0	0	0	0		
Sales								
Civic Presentations	0	1	0	0	1	1		
Site Inspections	5	1	0	1	2	7	18	38.89%
Leads	15	1	1	1	3	18	35	51.43%
Leads-Attendance	51,412	463	0	125,000	125,463	176,875		
Leads-Room Nights	2,237	113	0	150	263	2,500		
Leads-Economic Impact	\$2,449,632	\$83,904	\$0	\$68,400	\$152,304	\$2,601,936		
Verbal Bookings	8	1	1	1	3	11		
Verbal Bookings-Attendance	26,637	80	30	80	190	26,827		
Verbal Bookings-Room Nights	880	60	60	40	160	1,040		
Verbal Bookings-Economic Impact	\$565,212	\$27,360	\$10,260	\$18,240	\$55,860	\$621,072		
Bookings	11	1	1	2	4	15		
Bookings-Attendance	457	50	30	21,115	21,195	21,652		
Bookings-Room Nights	230	113	0	370	483	713	500	142.60%
Bookings-Economic Impact	\$169,860	\$5,700	\$10,260	\$587,100	\$603,060	\$772,920		

Tourism Department

Scorecard

Previous Fiscal Year (2018-2019)								
Leads						22	40	55.00%
Pending						2		
Verbal Definite						5		
Lost						5		
Definite						10		
Cancelled						0		
Total						22		
Top 3 Lost Reasons								
1						Cut Trip/Mileage		
2						No commitment/ response from FR Planner		
3						FR Planner thought rates were too high		
Top 5 Locations Lost To								
1						Laurinburg		
2						Dunn		
3						N/A		
4						N/A		
5						N/A		

Visitor Services Department

Fulfilled 11 Group Service Requests

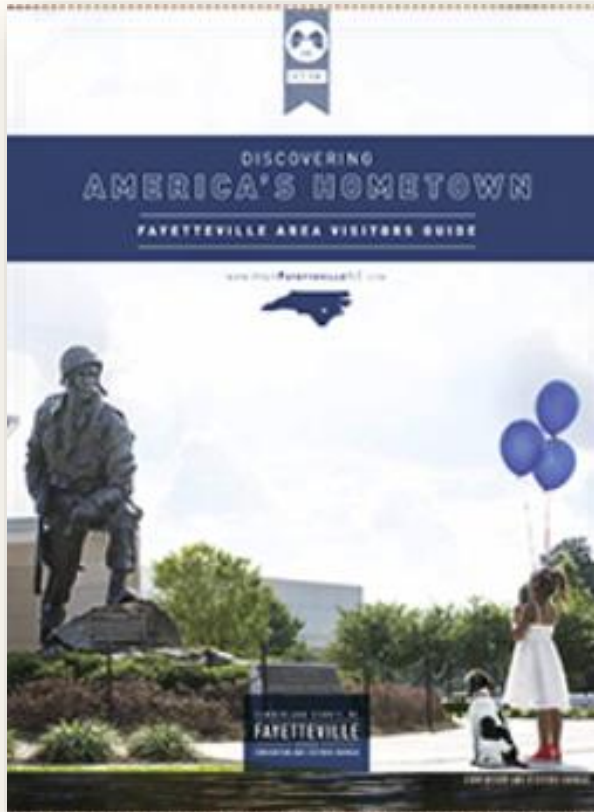
Includes internal FACVB requests, walk-ins, meetings etc.



Visitor Services Department

Distributed 6,277 Visitor Guides

to hotels, welcome centers, visitors, FACVB advertising and visitor generation, AAA offices and others



Handled 1,213 Visitor Inquiries

via phone, walk-ins, web at two Visitor Centers for both local and out-of-town guests



CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Visitor Services Department

Scorecard

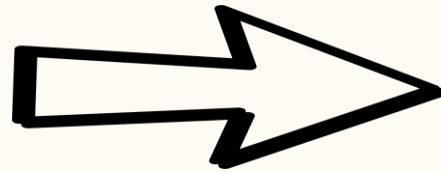
Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS								
Destination Guides Distributed	6,818	3,324	1,796	1,157	6,277	13,095		
Inquiries								
Main Office								
Calls								
Tourism Information	154	106	22	24	152	306		
Local Information	236	77	40	30	147	383		
Total Calls	390	183	62	54	299	689		
Walk-Ins								
Out of Town Visitors								
Information/Maps/Directions	279	96	86	55	237	516		
Relocate/Retire	22	5	3	0	8	30		
Promotions	0	5	0	0	5	5		
Local Customers								
Information/Maps/Directions	448	72	6	74	152	600		
GSR0s	20	2	4	5	11	31		
Total Walk-ins Main Office	770	180	99	134	413	1,183		
Transportation Museum								
Walk-Ins								
Out of Town Visitors								
Information/Maps/Directions	416	114	123	38	275	691		
Relocate/Retire	0	0	0	0	0	0		
Local Customers								
Information/Maps/Directions	53	46	80	8	134	187		
Museum Visit - Group or Individuals	1,399	423	47	35	505	1,904		
Total Walk-ins TM	1,868	583	250	81	914	2,782		

Everything Begins with a Visit

Thank You!



CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC



CUMBERLAND COUNTY
NORTH CAROLINA

- ✓ Economic Impact of \$574 million
- ✓ 4,730 jobs with a \$110.54 million payroll
- ✓ State and Local Taxes of \$42.87 million

a \$130.25 tax savings to each county resident.