

Description	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	5 Year Totals
Sales Department						
Leads						
• Total Leads	99	91	157	165	143	655
• Attendance	143,525	76,453	178,029	143,899	204,949	746,855
• Room Nights	35,116	35,691	49,403	55,624	78,984	254,818
• Room Revenue	\$2,670,572	\$2,670,401	\$3,621,240	\$4,175,694	\$5,979,089	\$19,116,995
• Economic Impact	\$18,926,964	\$14,900,256	\$13,715,600	\$21,232,500	\$51,284,952	\$120,060,272
Verbals						
• Total Verbals	81	103	94	166	190	634
• Attendance	159,677	104,543	150,859	230,753	246,086	891,918
• Room Nights	32,412	29,599	50,466	41,826	83,467	237,770
• Room Revenue	\$2,464,933	\$2,214,597	\$3,699,158	\$3,139,878	\$6,318,452	\$17,837,017
• Economic Impact	\$24,713,718	\$8,970,204	\$10,985,154	\$24,746,672	\$23,343,587	\$92,759,335
Bookings						
• Total Bookings	47	43	66	72	87	315
• Attendance	135,369	59,054	85,114	109,475	220,933	609,945
• Room Nights	26,942	16,244	23,358	20,255	24,281	111,080
• Room Revenue	\$2,048,939	\$1,215,376	\$1,712,141	\$1,520,543	\$1,838,072	\$8,335,071
• Economic Impact	\$10,349,635	\$4,202,268	\$7,898,194	\$7,072,820	\$7,457,314	\$36,980,231
Sales Functions	135	139	112	83	111	580
Site Inspections	22	33	21	14	23	113
Sales Blitzes	14	16	19	12	16	77
Calls Converted to Accounts	28	19	45	24	26	142
Tourism Department						
Civic Presentations	9	12	5	4	7	37
Leads						
• Total Leads	80	99	9	42	22	252
• Attendance	12,752	46,612	12,990	49,102	273,275	394,731
• Room Nights	3,211	4,170	260	1,452	724	9,817
• Room Revenue	\$244,197	\$311,999	\$19,058	\$109,002	\$54,807	\$739,062
• Economic Impact	\$918,840	\$1,463,646	\$85,500	\$1,732,914	\$460,410	\$4,661,310
Verbals						
• Total Verbals	132	89	12	20	16	269
• Attendance	41,238	128,248	11,860	45,943	296,069	523,358
• Room Nights	6,059	8,051	676	399	252	15,437
• Room Revenue	\$460,787	\$602,376	\$49,551	\$29,953	\$19,076	\$1,161,743
• Economic Impact	\$1,857,402	\$3,421,008	\$189,810	\$939,018	\$409.15	\$6,407,647
Bookings						
• Total Bookings	66	88	20	20	16	210
• Attendance	7,531	24,833	167,960	95,857	313.012	296,494
• Room Nights	2,523	2,890	1,094	1,207	454	8,168
• Room Revenue	\$191,874	\$216,230	\$80,190	\$90,609	\$34,368	\$613,271
• Economic Impact	\$591,452	\$750,804	\$240,073	\$196,727	\$41,465	\$1,820,521

Communications Department						
Publicity Generated						
• Out of Market	98 <i>Total</i>	96	48	72	86	302
• Local	<i>Not Split Up</i>	40	37	62	100	239
Press Releases	30	26	25	33	31	145
Media Visits	11	15	12	14	24	76
Visitor Information Department						
Destination Guides Distributed						
• From Bureau	52,506	55,833	99,019	65,167	49,991	322,516
• From VisitFayettevilleNC.com	665	537	385	449	359	2,395
Visitor Inquiries – Walk Ins						
• Main Office	4,794	3,904	5,927	4,659	4,065	23,349
• Transportation Museum	10,122	4,657	4,071	4,160	3,731	26,741
• Cross Creek Mall	5,501	3,964	3,707	3,717	1,705	18,594
Walk Ins Totals	20,417	12,525	13,705	12,536	9,501	68,684
Visitor Inquiries – Phone Calls	5,512	2,443	1,546	1,362	1,272	12,135