

Bureau Business Brief: Results Report

April 2019

John Meroski
Chief Executive Officer
FACVB

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 | 11 |
| ➤ Publicity | 12 |
| ➤ Press Releases | 15 |
| ➤ Scorecard | 17 |

Tourism Department

| | |
|--------------|----|
| ➤ Activities | 21 |
| ➤ Scorecard | 22 |

Visitor Services Department

| | |
|--------------|----|
| ➤ Statistics | 25 |
| ➤ Scorecard | 26 |

Everything Begins with a Visit

27

Segmentation Trend for North Carolina

| | Current Month - April 2019 vs April 2018 | | | | | | | | | | | | Year to Date - April 2019 vs April 2018 | | | | | | | | | | | | Participation | | | |
|-----------------------|--|------|--------|--------|--------|--------|--------------------------------|------|--------|----------|------------|-----------|---|------|--------|--------|--------|-------|------------------------------|-----|--------|----------|------------|-----------|---------------|--------|--------|--------|
| | Occ % | | ADR | | RevPAR | | Percent Change from April 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 | 70.5 | 68.5 | 108.25 | 106.65 | 76.32 | 73.03 | 3.0 | 1.5 | 4.5 | 5.0 | 0.5 | 3.5 | 64.0 | 60.2 | 102.97 | 100.07 | 65.86 | 60.24 | 6.3 | 2.9 | 9.3 | 9.8 | 0.4 | 6.7 | 1780 | 1191 | 156562 | 125756 |
| Cumberland County, NC | 72.7 | 67.9 | 82.09 | 81.47 | 59.70 | 55.28 | 7.2 | 0.8 | 8.0 | 11.4 | 3.1 | 10.5 | 68.7 | 64.4 | 80.51 | 77.59 | 55.33 | 49.98 | 6.7 | 3.8 | 10.7 | 15.4 | 4.2 | 11.2 | 70 | 51 | 6309 | 5288 |
| Johnston County, NC | 68.9 | 62.7 | 77.59 | 73.29 | 53.44 | 45.93 | 9.9 | 5.9 | 16.4 | 21.2 | 4.1 | 14.4 | 58.5 | 53.4 | 75.08 | 71.48 | 43.93 | 38.20 | 9.5 | 5.0 | 15.0 | 19.7 | 4.1 | 14.0 | 33 | 25 | 2295 | 1825 |
| Robeson County, NC | 73.2 | 67.5 | 81.90 | 75.36 | 59.95 | 50.89 | 8.4 | 8.7 | 17.8 | 17.8 | 0.0 | 8.4 | 66.4 | 59.7 | 79.82 | 74.05 | 53.02 | 44.21 | 11.3 | 7.8 | 19.9 | 19.9 | 0.0 | 11.3 | 28 | 16 | 1833 | 1246 |
| Wake County, NC | 76.8 | 74.8 | 110.32 | 107.87 | 84.71 | 80.65 | 2.7 | 2.3 | 5.0 | 8.5 | 3.3 | 6.1 | 71.8 | 67.9 | 107.69 | 104.99 | 77.32 | 71.26 | 5.8 | 2.6 | 8.5 | 11.6 | 2.8 | 8.8 | 145 | 134 | 17385 | 16536 |
| Durham County, NC | 77.5 | 74.6 | 113.30 | 109.77 | 87.81 | 81.88 | 3.9 | 3.2 | 7.2 | 7.3 | 0.0 | 3.9 | 70.4 | 66.8 | 108.09 | 104.31 | 76.13 | 69.71 | 5.4 | 3.6 | 9.2 | 9.2 | 0.0 | 5.4 | 65 | 61 | 8402 | 8009 |
| Edgecombe County, NC | | | | | | | | | | | | | | | | | | | | | | | | 4 | 2 | 216 | 126 | |
| Guilford County, NC | 69.4 | 69.5 | 123.56 | 123.91 | 85.74 | 86.08 | -0.1 | -0.3 | -0.4 | 2.5 | 2.9 | 2.8 | 60.1 | 57.6 | 103.09 | 100.37 | 61.95 | 57.80 | 4.3 | 2.7 | 7.2 | 9.2 | 1.9 | 6.3 | 88 | 72 | 10468 | 9404 |
| Harnett County, NC | 66.6 | 62.7 | 76.44 | 77.37 | 50.87 | 48.53 | 6.1 | -1.2 | 4.8 | 4.8 | 0.0 | 6.1 | 58.3 | 57.7 | 75.10 | 74.00 | 43.75 | 42.73 | 0.9 | 1.5 | 2.4 | 2.4 | 0.0 | 0.9 | 11 | 8 | 859 | 638 |
| Moore County, NC | 71.9 | 68.1 | 155.58 | 151.95 | 111.80 | 103.45 | 5.5 | 2.4 | 8.1 | 8.1 | 0.0 | 5.5 | 61.3 | 55.5 | 122.04 | 117.20 | 74.82 | 65.09 | 10.4 | 4.1 | 15.0 | 15.0 | 0.0 | 10.4 | 21 | 14 | 1940 | 1554 |

Visitor Profile

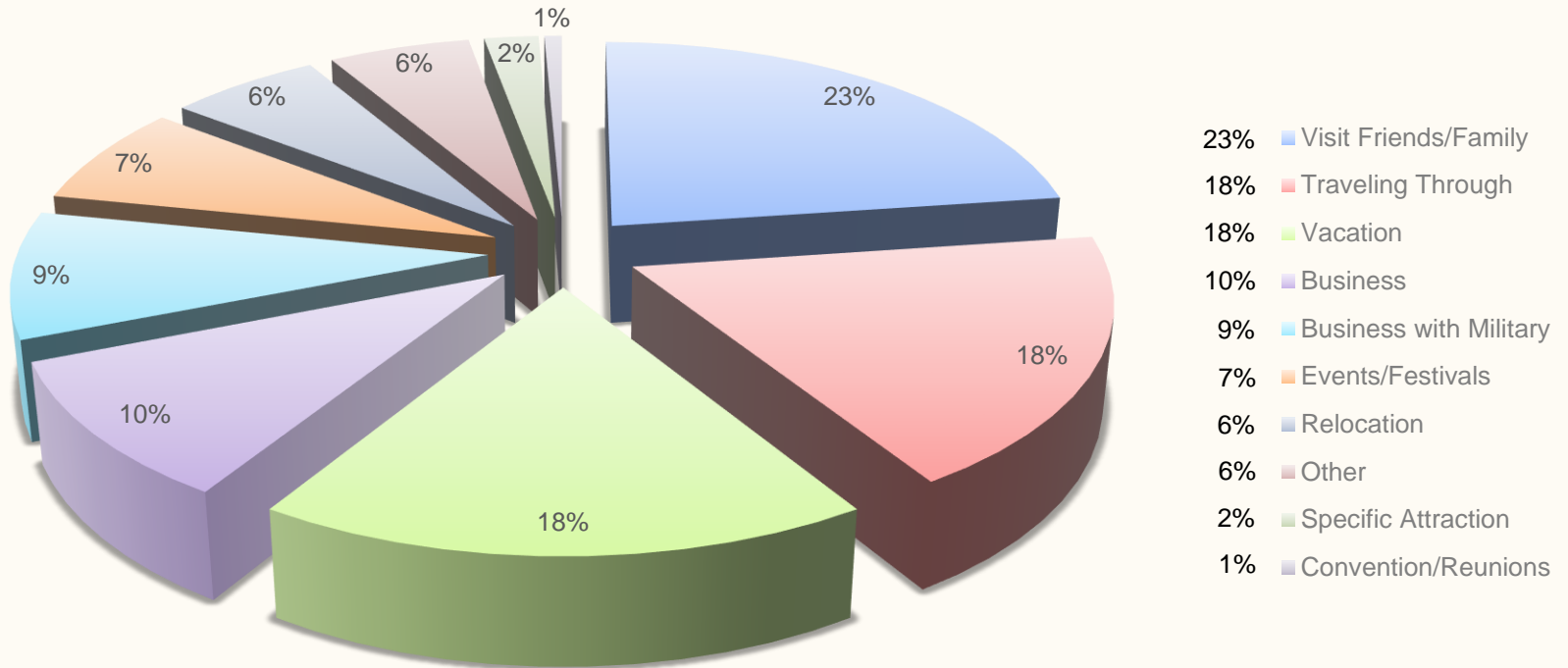
Statistics

Sources: Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 30%, Florida & New York 8% each, Georgia and Virginia 5% each.
2. The visitors' reason for visiting was Visit Friends/Family 23%, Traveling Through & Vacation 18% each, Business 10% and Business with Military 9%.
3. The top areas of interest were Dining 13%, Museum 11%, Historic Sites & Arts/Entertainment 10% each, Shopping 9% and Military Sites 8%.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.76.

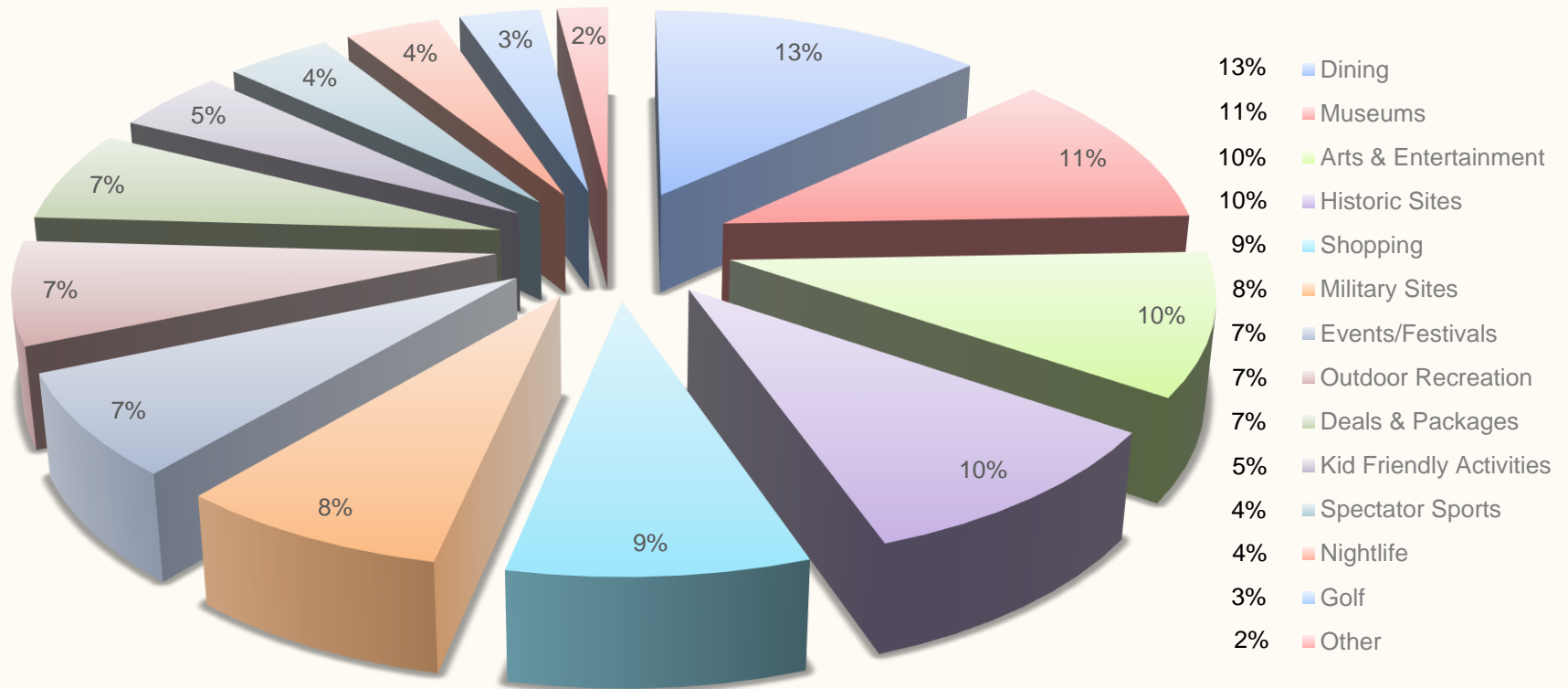
Visitor Profile

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: | 115 | 129,351 | 18,808 | 61,752 | \$32,091,228.00 |
| Cancelled: | 0 | 0 | 0 | 0 | \$0.00 |
| Closed: | 0 | 0 | 0 | 0 | \$0.00 |
| Definite: | 11 | 4,160 | 318 | 650 | \$1,596,000.00 |
| Assist: | 0 | 0 | 0 | 0 | \$0.00 |
| Lost: | 11 | 29,900 | 3,817 | 9,903 | \$13,002,840.00 |
| Pending: | 1 | 200 | 125 | 225 | \$85,500.00 |
| Verbal Definite: | 13 | 36,600 | 1,125 | 2,425 | \$3,055,200.00 |
| Canceled from Pending: | 0 | 0 | 0 | 0 | \$0.00 |

Lead Source Summary

| | | | |
|--|----|--|----|
| American Legion - Magazine: | 1 | National Association of Sports Commission: | 4 |
| Group Tour Magazine - Group Tour Media: | 1 | Bureau Generated - Sales Blitz: | 3 |
| Cape Fear Botanical Garden: | 2 | Crown Coliseum: | 8 |
| CVent: | 3 | Religious Conference Management Association (RCMA) - Trade Show: | 8 |
| Bureau Generated - Calls (9-11 a.m.): | 3 | Association Executives of North Carolina (AENC) - Annual Meetings: | 4 |
| Client Contacted Us: | 28 | Referral: | 1 |
| Previous Client Referrals: | 13 | Christian Meetings and Conventions Association (CMCA) - Directory: | 1 |
| Virginia Motorcoach Association (VMA): | 1 | Connect Sports: | 3 |
| Rejuvenate Marketplaces: | 8 | Website: | 1 |
| Christian Meetings and Conventions Association (CMCA) - Spring Conference: | 2 | Connect Marketplaces: | 13 |
| Bureau Generated: | 7 | | |

Market Segment Summary

Meeting Sales Market Segments

| | | | |
|----------------------------|----|----------------------------|----|
| Trainings: | 0 | Social: | 6 |
| Group Tour: | 2 | Performance Group: | 0 |
| Health & Medical: | 0 | Hobby & Vocational: | 1 |
| Religious: | 32 | Senior Group: | 0 |
| Politics: | 0 | Educational/Student Group: | 0 |
| Military/Government: | 0 | Affinity Group: | 0 |
| Sports: | 30 | Fraternal: | 10 |
| Ethnic: | 0 | Corporate: | 0 |
| Outdoor/Adventure Group: | 0 | Civic: | 0 |
| Retail Tour: | 0 | Educational: | 3 |
| Corporate - Miscellaneous: | 5 | Church/Religious Group: | 0 |
| Family or Friend Reunion: | 4 | Military: | 3 |
| Reunion: | 4 | Government: | 2 |
| Association: | 10 | Nonprofit Group: | 2 |
| TDA: | 0 | | |

Sales Department

Scorecard

| Description | 1st Quarter | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|------------------------------|-------------|--------------|---------------|-------------|-----|-----|-------------|----------------|-------------|--------------------|
| SALES RESULTS | | | | | | | | | | |
| Advertisement Results | | | | | | | | | | |
| Blitz | | | | | | | | | | |
| Inquiry | 5 | 2 | 5 | 3 | | | 3 | 15 | | |
| Dogwood Digest | | | | | | | | | | |
| Inquiry | 7 | 5 | 6 | 2 | | | 2 | 20 | | |
| Success | | | | | | | | | | |
| Inquiry | 2 | 0 | 1 | 1 | | | 1 | 4 | | |
| Sales | | | | | | | | | | |
| Carryovers | | | | | | | | | | |
| Room Nights | 4,125 | | | | | | | 4,125 | | |
| Bookings-Attendance | 32,946 | | | | | | | 32,946 | | |
| Economic Impact | \$978,704 | | | | | | | \$978,704 | | |
| Leads | 24 | 47 | 37 | 14 | | | 14 | 122 | 130 | 93.85% |
| Leads Room Nights | 7,270 | 27,020 | 11,012 | 2,291 | | | 2,291 | 47,593 | | |
| Leads Attendance | 21,231 | 35,050 | 89,335 | 18,404 | | | 18,404 | 164,020 | | |
| Leads Impact | \$1,728,924 | \$28,607,616 | \$7,128,690 | \$586,644 | | | \$586,644 | \$38,051,874 | | |
| Verbals | 28 | 56 | 53 | 25 | | | 25 | 162 | | |
| Verbal Bookings Attendance | 28,094 | 33,290 | 103,454 | 61,125 | | | 61,125 | 225,963 | | |
| Verbal Bookings Room Nights | 3,374 | 10,051 | 29,560 | 11,037 | | | 11,037 | 54,022 | | |
| Verbal Bookings Impact | \$1,125,180 | \$40,892,370 | \$123,108,662 | \$7,074,840 | | | \$7,074,840 | \$172,201,052 | | |
| Bookings | 8 | 11 | 18 | 3 | | | 3 | 40 | | |
| Bookings Attendance | 13,480 | 49,475 | 36,400 | 700 | | | 700 | 100,055 | | |
| Bookings Room Nights | 831 | 16,992 | 8,876 | 245 | | | 245 | 26,944 | 20,000 | 134.72% |
| Bookings Economic Impact | \$228,000 | \$4,774,320 | \$13,837,320 | \$124,830 | | | \$124,830 | \$18,964,470 | | |
| Sales Functions | 16 | 19 | 26 | 5 | | | 5 | 66 | | |
| Site Inspections | 4 | 2 | 13 | 1 | | | 1 | 20 | | |
| Sales Blitz | 3 | 5 | 4 | 1 | | | 1 | 13 | | |
| Calls Converted to Accounts | 13 | 7 | 3 | 0 | | | 0 | 23 | | |
| Bid/Packages Mailed | 0 | 1 | 0 | 0 | | | 0 | 1 | | |
| Client Presentations | 3 | 3 | 11 | 1 | | | 1 | 18 | | |
| Trade Shows | | | | | | | | | | |
| US Sports Congress | | | | | | | | | | |
| Contacts | | 10 | | | | | | 10 | | |
| Leads | | 5 | | | | | | 5 | | |
| Room Nights | | 2,500 | | | | | | 2,500 | | |
| Attendees | | 4,000 | | | | | | 4,000 | | |
| Hot Prospects | | 2 | | | | | | 2 | | |
| Followups | | 3 | | | | | | 3 | | |

Sales Department

Scorecard

| Description | 1st Quarter | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|--------------------------------|----------------|----------------|----------------|-----|-----|-----|----------------|-------------------|----------------|-----------------------|
| Connect Sports | | | | | | | | | | |
| Contacts | 30 | | | | | | | 30 | | |
| Leads | 4 | | | | | | | 4 | | |
| Room Nights | 900 | | | | | | | 900 | | |
| Attendees | 700 | | | | | | | 700 | | |
| Hot Prospects | 2 | | | | | | | 2 | | |
| Followups | 2 | | | | | | | 2 | | |
| Connect Women in Sports | | | | | | | | | | |
| Contacts | 30 | 17 | | | | | | 47 | | |
| Leads | 4 | 1 | | | | | | 5 | | |
| Room Nights | 900 | 500 | | | | | | 1,400 | | |
| Attendees | 700 | 750 | | | | | | 1,450 | | |
| Hot Prospects | 2 | 1 | | | | | | 3 | | |
| Followups | 2 | 3 | | | | | | 5 | | |
| Connect Association | | | | | | | | | | |
| Contacts | 30 | | | | | | | 30 | | |
| Leads | 4 | | | | | | | 4 | | |
| Room Nights | 800 | | | | | | | 800 | | |
| Attendees | 1,250 | | | | | | | 1,250 | | |
| Hot Prospects | 2 | | | | | | | 2 | | |
| Followups | 6 | | | | | | | 6 | | |
| MPI-CC Annual | | | | | | | | | | |
| Contacts | | | 0 | | | | | 0 | | |
| Leads | | | 0 | | | | | 0 | | |
| Room Nights | | | 0 | | | | | 0 | | |
| Attendees | | | 0 | | | | | 0 | | |
| Hot Prospects | | | 0 | | | | | 0 | | |
| Followups | | | 0 | | | | | 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 | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|--------------------------------|-------------|-------------|-------------|-----|-----|-----|-------------|----------------|-------------|--------------------|
| CMCA Spring Conference | | | | | | | | | | |
| Contacts | | | 0 | 32 | | | 32 | 32 | | |
| Leads | | | 0 | 6 | | | 6 | 6 | | |
| Room Nights | | | 0 | 475 | | | 475 | 475 | | |
| Attendees | | | 0 | 725 | | | 725 | 725 | | |
| Hot Prospects | | | 0 | 2 | | | 2 | 2 | | |
| Followups | | | 0 | 12 | | | 12 | 12 | | |
| Connect Faith | | | | | | | | | | |
| Contacts | | 29 | | | | | | 29 | | |
| Leads | | 11 | | | | | | 11 | | |
| Room Nights | | 9,195 | | | | | | 9,195 | | |
| Attendees | | 6,120 | | | | | | 6,120 | | |
| Hot Prospects | | 3 | | | | | | 3 | | |
| Followups | | 18 | | | | | | 18 | | |
| Teams | | | | | | | | | | |
| Contacts | 35 | 0 | | | | | | 35 | | |
| Leads | 5 | 0 | | | | | | 5 | | |
| Room Nights | 1,500 | 0 | | | | | | 1,500 | | |
| Attendees | 2,500 | 0 | | | | | | 2,500 | | |
| Hot Prospects | 3 | 0 | | | | | | 3 | | |
| Followups | 8 | 0 | | | | | | 8 | | |
| NCSGMP NEC | | | | | | | | | | |
| Contacts | | | | | | | | #REF! | | |
| Leads | | | | | | | | #REF! | | |
| Followups | | | | | | | | #REF! | | |
| AENC Holiday Trade Show | | | | | | | | | | |
| Contacts | | 135 | | | | | | 135 | | |
| Leads | | 0 | | | | | | 0 | | |
| Room Nights | | 0 | | | | | | 0 | | |
| Attendees | | 0 | | | | | | 0 | | |
| Hot Prospects | | 2 | | | | | | 2 | | |
| Followups | | 2 | | | | | | 2 | | |
| RCMA | | | | | | | | | | |
| Contacts | | | 18 | | | | | 18 | | |
| Leads | | | 4 | | | | | 4 | | |
| Room Nights | | | 570 | | | | | 570 | | |
| Attendees | | | 1,340 | | | | | 1,340 | | |
| Hot Prospects | | | 3 | | | | | 3 | | |
| Followups | | | 5 | | | | | 5 | | |

Communications Department

Social Media Statistics

Outlet

Twitter
Facebook
Instagram
Facebook - #GoFay

Followers

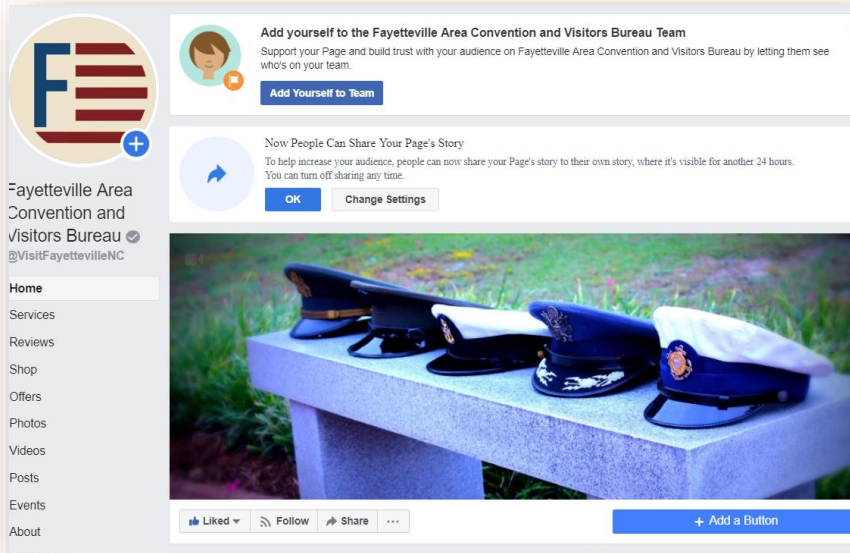
3,310
8,101
2,340
2,634

Posts

130
69
22
34

Engagement

1,531 Clicks, Retweets, Replies
5,914 Likes, Comments, Shares
1,182 Likes, Comments
2,315 Likes, Comments, Shares



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

Communications Department

Publicity Generated

Baseball Hall of Fame Collection
FunTravels.com

Group Travel Leader
Get a Heroes Welcome

FAYETTEVILLE

What to See & Do

A Snapshot of the Photography Collection at the National Baseball Hall of Fame and Museum

through Saturday, May 11 | 7:00 PM - 4:00 PM
The exhibition focuses on the history and sport of baseball woven in with the story of Fayetteville's new minor league team and downtown stadium.

The National Baseball Hall of Fame and Museum preserves the historic link between the two passions with more than 250,000 original photographs in the Museum's photo archive. The Hall of Fame's newest exhibition, Picturing America's Pastime, features 51 photographic images showing the incredible breath and depth of this unique collection.

Tours will be available Mondays through Thursdays, from 9:00 AM-3:00 PM through May 9th.

Hours: Mon-Thurs 9 a.m. - 5 p.m.; Fri 9 a.m. - noon; Sat noon-4 p.m.
(910) 323-1776

For more information contact The Arts Council of Fayetteville/Cumberland County
301 Hay St, Fayetteville, NC | Phone: (910) 323-1776 | Fax: (910) 323-1727 | admin@theartscouncil.com

A Slice of Cake Adventures of a Frugal Mom

You are here: Home / Adventures / A Slice Of Cake for Our Upcoming Trip to Fayetteville

A Slice Of Cake for Our Upcoming Trip to Fayetteville

April 11, 2019 • Leave a Comment

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Welcome friends! I am so glad to have you visiting today. This blog is filled with lots of ideas for a growing family. Sometimes I post affiliate links and, should you purchase any of the products I highlight by clicking through the links, you will be helping me to continue to create fantastic posts

Hey Y'all



GROUP TRAVEL LEADER

Advertisements With Us



A Hero's Welcome in Fayetteville, North Carolina

By Eliza Myers | March 12, 2019

When guests first hear the rumble of an Air Force bomber flying overhead in Fayetteville, North Carolina, many think the sound is a thunderstorm.

Military trainings occur frequently in Fayetteville because of its proximity to the largest Army installation in the country: Fort Bragg. The town's close interactions with the nearby base and its own wartime history have created a destination bursting with patriotism and military attractions. Group leaders creating a military-focused tour of the surrounding Cumberland County can choose from more than 40 military sites from various periods.

The Latest Issue



Read

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

Communications Department

Publicity Generated

Sports Destination Management
Victory Means a Little More Here



The screenshot shows the homepage of the Sports Destination Management website. The header features the logo "sports DESTINATION MANAGEMENT" with the tagline "Essential Planning & Location Strategies for Sports Event Organizers". Navigation links include Home, Sports, Destinations, Event Management, Venues & Services, SDM Magazine, SDM Blitz e-Newsletter, and About Us. A featured article titled "Victory Means a Little More Here: Fayetteville, North Carolina" is displayed, dated 15 Apr, 2019. The article includes a photo of a triathlon start line and text describing Fayetteville's rich sports history and amenities.

Home > Destinations > South Atlantic > North Carolina
Related topics: Baseball, Basketball, Cheer & Dance, College Sports Facilities, Equestrian, Football, Hockey, Individual Sports, Indoor Arenas / Facilities, Rodeo, Running Events, Soccer, Sports Facilities, Swimming & Diving, Team Sports, Tennis, Track & Field, Wrestling

North Carolina

Victory Means a Little More Here: Fayetteville, North Carolina

15 Apr, 2019

Located in the heart of North Carolina, the communities of Cumberland County have a historic charm packed with culture, excitement and top-notch sports facilities. Sports and athletics have been part of the heart of our hometown for more than 200 years. Fayetteville, N.C.'s timeline is dotted with moments like Babe Ruth's first professional home run, Jim Thorpe's stint as a baseball player and PGA great Raymond Floyd's ascension.

But look between those famous moments in time and you'll see a region steeped in the American spirit and a love for our country. Our wide variety of venues provide an amazing array of opportunities for athletes, tournament organizers and dedicated spectators.

From soccer to basketball, skeet shooting to fishing, racquetball to wrestling, we have the facilities, accommodations, community amenities and support system to ensure your event goes off without a hitch.

Up & Coming Magazine
Tourism Means Business



The graphic features a blue background with white stars and the text "EST. 1794 AMERICA'S HOMETOWN CUMBERLAND COUNTY NORTH CAROLINA". Below this is the large, stylized text "Go Fayetteville BULLETIN". A photo of the Fayetteville Area Convention & Visitors Bureau building is shown, with an American flag flying in front. The text "TOURISM MEANS BUSINESS AT ALL LEVELS" is prominently displayed. Below this, two paragraphs provide information about National Travel and Tourism Week (NTTW) and the economic impact of tourism in North Carolina.

EST. 1794
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA

Go Fayetteville
BULLETIN

TOURISM MEANS BUSINESS AT ALL LEVELS

National Travel and Tourism Week (NTTW), which takes place next week from May 5-11, is an annual tradition for the United States travel community. NTTW was established by a congressional resolution in 1983 and first observed in 1984. Its when travel and tourism professionals across the country unite to celebrate the value of travel for our economy, businesses and personal well-being.

UNITED STATES
Nationwide, direct economic output generated by domestic and international visitors is \$2.5 trillion annually and the industry supports 15.7 million jobs. Travel is the 7th largest US employer in the private sector.

NORTH CAROLINA
In North Carolina, the value of travel and tourism to the state's economy continues to grow. In 2017, visitors to North Carolina generated an economic output of \$23.9 billion.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Communications Department

Publicity Generated

Dig-It Magazine
Origami in the Garden

Cape Fear Botanical Garden Events
May 5 thru September 30 - Summer Exhibit: Origami in the Garden2

Special programming and events alongside beautiful origami sculptures, "folding paper" in Japanese. Exhibit tells the story of this art form through a traveling collection of metal sculptures displayed outdoors. Each sculpture is inspired by a blank piece of paper that has been transformed into museum quality metal and tells the story of creativity and the art of making something out of nothing.

Cape Fear Botanical Garden

536 N Eastern Blvd.

Fayetteville, NC 28301

910.486.0221, www.capefearbg.org/

Adventures of a Frugal Mom
Tales from a Road Trip



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

Communications Department

Press Releases

Fayetteville's Beer Scene Marked by Military Influence

Four of five local microbreweries run by former members of the armed forces

[Photos for Promotional Purposes](#)

Tweet this: With 4 of 5 local breweries run by former or retired service members, Greater Fayetteville's craft beer scene is marked by military influence. Several offer beers that pay homage to the military. Special events throughout [#NCBeerMonth](#) [@VisitFayNC](#) <https://bit.ly/2WJo5Na>

Cumberland County, [NC](#),— In addition to being in Cumberland County and having remarkable offerings, a unique component that ties Fayetteville area breweries together is the influence of the military. With Fort Bragg as Fayetteville's neighbor, the military influence is no surprise. Four of the five breweries are owned by veterans or retired service members. Spouses and family members work at all of them. Additionally, several of the breweries offer special beers that honor and recognize service members.

[Dirtbag Ales](#)

While working as an Army medic on the night shift at a military hospital, [Vernardo "Tito" Simmons-Valenzuela](#) traded the promise of free beer for life in exchange for a friend's home brew kit. It was at that moment that Tito started the

Communications Department

Press Releases

Largest Poetry Slam in the U.S. Chooses Fayetteville

Southern Fried Poetry Slam will be held June 4-8 in Fayetteville

[Poetry Slam Photos and Logos for Promotional Purposes](#)

Tweet This: The largest Slam Poetry Fest in the U.S. brings top southeastern artists to [@VisitFayNC](#) June 5-8. [The Southern Fried Poetry Fest](#), sponsored by [@OurPLACE_NPO](#) features 3 days of competition and a night of finals. Nearly 200 poets compete. [@SoFriedPoetry](#) <https://bit.ly/2IBbOHO>

Fayetteville, NC— Each June, a southeastern city hosts one of the largest spoken word and performance poetry tournaments in the world. This special event showcases some of the South's most extraordinary writers, orators and artists, who compete for cash, prizes and bragging rights. Fayetteville is proud to host the 2019 Southern Fried Poetry Slam from June 4-8, 2019.

Thirty-two teams of 5 people each and 24 individual poets from throughout the South will attend and compete.

Communications Department

Scorecard

| Description | 1st Quarter | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|-------------------------------------|-------------|-------------|-------------|-------|-----|-----|-------------|----------------|-------------|--------------------|
| COMMUNICATIONS RESULTS | | | | | | | | | | |
| Social Media | | | | | | | | | | |
| CVB Facebook | | | | | | | | | | |
| Users/Followers | N/A | N/A | N/A | 8,101 | | | N/A | N/A | | |
| Posts | 114 | 130 | 116 | 69 | | | 69 | 429 | | |
| New Fans | 363 | 762 | 549 | 202 | | | 202 | 1,876 | | |
| Unlikes | 82 | 718 | 214 | 28 | | | 28 | 1,042 | | |
| User Interaction/Engagement | 3,944 | 6,606 | 11,121 | 5914 | | | 5,914 | 27,585 | 15,705 | 175.64% |
| GoFayetteville Facebook | | | | | | | | | | |
| Users/Followers | N/A | 6,408 | N/A | 2,634 | | | N/A | 6,408 | | |
| Posts | 32 | 69 | 52 | 34 | | | 34 | 187 | | |
| New Fans | 3,944 | 257 | 344 | 127 | | | 127 | 4,672 | | |
| Unlikes | N/A | 26 | 31 | 6 | | | 6 | 63 | | |
| User Interaction/Engagement | 1,145 | 2,816 | 5,310 | 2315 | | | 2,315 | 11,586 | 6,318 | 183.38% |
| Spring Lake NC Facebook | | | | | | | | | | |
| Users/Followers | N/A | 12,554 | N/A | 4,243 | | | N/A | 12,554 | | |
| Posts | 66 | 53 | 40 | 16 | | | 16 | 175 | | |
| New Fans | N/A | 76 | 85 | 56 | | | 56 | 217 | | |
| Unlikes | N/A | 62 | 26 | 12 | | | 12 | 100 | | |
| User Interaction/Engagement | 33,837 | 5,591 | 3,427 | 3322 | | | 3,322 | 46,177 | | |
| Fayetteville Meet/Tourney FB | | | | | | | | | | |
| Users/Followers | N/A | 609 | N/A | 208 | | | N/A | 609 | | |
| Posts | 15 | 23 | 20 | 5 | | | 5 | 63 | | |
| New Fans | N/A | 11 | 25 | 6 | | | 6 | 42 | | |
| Unlikes | N/A | 3 | 1 | 0 | | | 0 | 4 | | |
| User Interaction/Engagement | 142 | 287 | 1,131 | 145 | | | 145 | 1,705 | 588 | 289.97% |
| Twitter | | | | | | | | | | |
| Users/Followers | N/A | N/A | N/A | 3,310 | | | N/A | N/A | | |
| Posts | 135 | 126 | 166 | 130 | | | 130 | 557 | | |
| New Followers | 93 | 472 | 57 | 45 | | | 45 | 667 | | |
| User Interaction/Engagement | 1,261 | 936 | 1,460 | 1531 | | | 1,531 | 5,188 | 6,063 | 85.57% |
| Instagram | | | | | | | | | | |
| Users/Followers | N/A | N/A | N/A | 2,340 | | | N/A | N/A | | |
| Posts | 9 | 18 | 15 | 22 | | | 22 | 64 | | |
| New Followers | 109 | 133 | 180 | 96 | | | 96 | 518 | | |
| User Interaction/Engagement | 472 | 806 | 930 | 1182 | | | 1,182 | 3,390 | 6,779 | 50.01% |

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|---|-------------|-------------|-------------|--------|-----|-----|-------------|----------------|-------------|--------------------|
| Go Fayetteville Instagram | | | | | | | | | | |
| Users/Followers | N/A | N/A | N/A | 1,229 | | | N/A | N/A | | |
| Posts | 7 | 10 | 6 | 1 | | | 1 | 24 | | |
| New Followers | 108 | 256 | 165 | 39 | | | 39 | 568 | | |
| User Interaction/Engagement | 198 | 830 | 462 | 103 | | | 103 | 1,593 | | |
| Linked In | | | | | | | | | | |
| Followers | N/A | N/A | N/A | 580 | | | N/A | N/A | | |
| Posts | 58 | N/A | 40 | 8 | | | 8 | 106 | | |
| User Interaction/Engagement | 827 | 1,225 | 1,477 | 266 | | | 266 | 3,795 | 1,789 | 212.13% |
| E-Newsletter Subscribers | 207 | 154 | 199 | 63 | | | 63 | 623 | | |
| Electronic Destination Guides Viewed | 34 | 27 | 41 | 6 | | | 6 | 108 | | |
| Electronic Trail Guides Viewed | 23 | 13 | 14 | 0 | | | 0 | 50 | | |
| FACVB Generated Blog Articles | 9 | 6 | 7 | 2 | | | 2 | 24 | 48 | 50.00% |
| Public Relations | | | | | | | | | | |
| FACVB (In-House) | | | | | | | | | | |
| Publicity Generated | | | | | | | | | | |
| Out of Market | 13 | 17 | 11 | 7 | | | 7 | 48 | | |
| Local | 11 | 26 | 16 | 1 | | | 1 | 54 | | |
| Press Releases Issued | 1 | 6 | 11 | 2 | | | 2 | 20 | | |
| Out of Market Media Visits | 2 | 5 | 4 | 2 | | | 2 | 13 | 8 | 162.50% |
| Martin Armes | | | | | | | | | | |
| Publicity Generated | | | | | | | | | | |
| Out of Market | 0 | 0 | 0 | 0 | | | 0 | 0 | | |
| Local | 0 | 0 | 0 | 0 | | | 0 | 0 | | |
| Republik | | | | | | | | | | |
| Publicity Generated | | | | | | | | | | |
| Out of Market | 0 | 0 | 0 | 0 | | | 0 | 0 | | |
| Advertising Trade Pubs | 7 | 0 | 0 | 0 | | | 0 | 7 | | |
| Local | 6 | 5 | 0 | 0 | | | 0 | 11 | | |
| Totals | | | | | | | | | | |
| Publicity Generated | | | | | | | | | | |
| Out of Market | 13 | 17 | 11 | 7 | | | 7 | 48 | | |
| Local | 17 | 31 | 16 | 1 | | | 1 | 65 | | |
| Digital Marketing | | | | | | | | | | |
| Media One - Web Hits Generated | 5,640 | 27,216 | 71,624 | 10,512 | | | 10,512 | 114,992 | | |
| 219 Group Web Hits (visitfay) | 1,288 | 1,004 | 900 | 266 | | | 266 | 3,458 | | |
| Jennifer Barbee Leads Generated | | | 11 | N/A | N/A | N/A | N/A | 11 | | |

Communications Department

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|--------------------------------------|----------------------|----------------------|------------------------|----------------------|-----|-----|-------------|----------------|-------------|--------------------|
| Visitor Data | | | | | | | | | | |
| Reason for Visiting (Top 3) | | | | | | | | | | |
| Hotel Guests | | | | | | | | | | |
| 1 | Traveling Through | Traveling Through | Traveling Through | Visit Friends/Family | | | | | | |
| 2 | Visit Friends/Family | Visit Friends/Family | Visit Friends/Family | Traveling Through | | | | | | |
| 3 | Event/Festival | Business | Business with Military | Vacation | | | | | | |
| Online Requests | | | | | | | | | | |
| 1 | Relocation | Vacation | Vacation | Vacation | | | | | | |
| 2 | Vacation | Relocation | Visit Friends/Family | Visit Friends/Family | | | | | | |
| 3 | Visit Friends/Family | Visit Friends/Family | Relocation | Relocation | | | | | | |
| Guest Books at VC | | | | | | | | | | |
| 1 | Vacation | Vacation | Specific Attraction | Vacation | | | | | | |
| 2 | Events/Festivals | Specific Attraction | Vacation | Specific Attraction | | | | | | |
| 3 | Relocation | Relocation | Events/Festivals | Visit Friends/Family | | | | | | |
| Top States of Origin | | | | | | | | | | |
| Hotel Guests | | | | | | | | | | |
| 1 | North Carolina | North Carolina | North Carolina | North Carolina | | | | | | |
| 2 | New York | Florida | New York | New York | | | | | | |
| 3 | Florida | New York | Florida | Florida | | | | | | |
| Online Requests | | | | | | | | | | |
| 1 | North Carolina | North Carolina | North Carolina | North Carolina | | | | | | |
| 2 | Illinois | Florida | New York | Florida | | | | | | |
| 3 | Florida | South Carolina | Pennsylvania | Virginia | | | | | | |
| Guest Books at VC | | | | | | | | | | |
| 1 | North Carolina | North Carolina | North Carolina | North Carolina | | | | | | |
| 2 | Florida | Many Tied | Virginia | Michigan | | | | | | |
| 3 | Georgia | Many Tied | Texas | Missouri | | | | | | |
| Top Areas of Interest (Top 3) | | | | | | | | | | |
| Hotel Guests | | | | | | | | | | |
| 1 | Dining | Military Sites | Dining | Dining | | | | | | |
| 2 | Arts & Entertainment | Dining | Museums | Arts & Entertainment | | | | | | |
| 3 | Shopping | Museums | Military Sites | Museums | | | | | | |

Communications Department

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|------------------------------------|------------------|----------------------|----------------------|------------------|-----|-----|-------------|----------------|-------------|--------------------|
| Online Requests | | | | | | | | | | |
| 1 | Events/Festivals | Events/Festivals | Museums | Events/Festivals | | | | | | |
| 2 | Dining | Dining | Events/Festivals | Museums | | | | | | |
| 3 | Historical Sites | Museums | Arts & Entertainment | Historical Sites | | | | | | |
| Guest Books at VC | | | | | | | | | | |
| 1 | Museums | Museums | Museums | Museums | | | | | | |
| 2 | Dining | Historical Sites | Dining | Historical Sites | | | | | | |
| 3 | Events/Festivals | Arts & Entertainment | Historical Sites | Dining | | | | | | |
| Visitor Experience (Avg for Month) | | | | | | | | | | |
| Hotel Guests | | | | | | | | | | |
| by Month | 4.95 | 4.96 | 4.98 | 4.97 | | | 4.97 | 4.97 | | |
| to Date | | | | 4.96 | | | | | | |
| Guest Books | | | | | | | | | | |
| by Month | 4.67 | 4.72 | 4.75 | 4.78 | | | 4.78 | 4.73 | | |
| to Date | | | | 4.73 | | | | | | |
| Overall | | | | | | | | | | |
| by Month | 4.58 | 4.78 | 4.84 | 4.88 | | | 4.88 | 4.77 | | |
| to Date | | | | 4.77 | | | | | | |

Tourism Department

Heroes Homecoming VII

An April 12, the Tourism Department hosted a kick-off meeting for Heroes Homecoming VII. 30 partners attended the meeting. The represented Eastover, Fayetteville, and Hope Mills.

Service is this year's theme and our message will be "To celebrate and honor all things Veterans, Cumberland County is the place to be this Veterans Day weekend."



Tourism Department

Scorecard

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|----------------------------------|----------------|----------------|----------------|-----|-----|-----|----------------|-------------------|----------------|-----------------------|
| TOURISM RESULTS | | | | | | | | | | |
| Advertisement Results | | | | | | | | | | |
| Brand/Hotel Billboards on I-95 | | | | | | | | | | |
| Viewership | 0 | 0 | 0 | | | | 0 | 0 | | |
| Group Tour Magazine | | | | | | | | | | |
| Reader Service Leads | 0 | 0 | 0 | | | | 0 | 0 | | |
| Leisure Group Travel Magazine | | | | | | | | | | |
| Reader Service Leads | 0 | 0 | 0 | | | | 0 | 0 | | |
| Inquiry | 0 | 0 | 0 | | | | 0 | 0 | | |
| Local Billboards | | | | | | | | | | |
| Impressions | 0 | 0 | 0 | | | | 0 | 0 | | |
| Sponsorship of Trip Advisor Page | | | | | | | | | | |
| Page Views | 0 | 0 | 0 | | | | 0 | 0 | | |
| Link | 0 | 0 | 0 | | | | 0 | 0 | | |
| Event | 0 | 0 | 0 | | | | 0 | 0 | | |
| Promo | 0 | 0 | 0 | | | | 0 | 0 | | |
| Tradeshows | | | | | | | | | | |
| ABA MarketPlace | | | | | | | | | | |
| Tradeshow Attendees | 0 | 0 | 3,500 | 0 | | | 0 | 3,500 | | |
| Contacts | 0 | 0 | 31 | 0 | | | 0 | 31 | | |
| 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 | 19 | 0 | | | 0 | 19 | | |
| TravelSouth | | | | | | | | | | |
| Tradeshow Attendees | 0 | 0 | 650 | 0 | | | 0 | 650 | | |
| Contacts | 0 | 0 | 51 | 0 | | | 0 | 51 | | |
| 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 | 36 | 0 | | | 0 | 36 | | |
| Travel And Adventure-DC | | | | | | | | | | |
| Tradeshow Attendees | 0 | 0 | 20,654 | 0 | | | 0 | 20,654 | | |
| Contacts | 0 | 0 | 291 | 0 | | | 0 | 291 | | |
| 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 | 1 | 0 | | | 0 | 1 | | |

Tourism Department

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|---|-------------|-------------|-------------|-----------|-----|-----|-------------|----------------|-------------|--------------------|
| Travel And Adventure- Philadelphia | | | | | | | | | | |
| Tradeshow Attendees | 0 | 0 | 14,273 | 0 | | | 0 | 14,273 | | |
| Contacts | 0 | 0 | 410 | 0 | | | 0 | 410 | | |
| 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 | 2 | 0 | | | 0 | 2 | | |
| Sales | | | | | | | | | | |
| Civic Presentations | 0 | 3 | 0 | 0 | | | 0 | 3 | | |
| Site Inspections | 1 | 2 | 3 | 0 | | | 0 | 6 | 25 | 24.00% |
| Leads | 7 | 8 | 5 | 5 | | | 5 | 25 | 25 | 100.00% |
| Leads-Attendance | 5,230 | 18935 | 610 | 466 | | | 466 | 25,241 | | |
| Leads-Room Nights | 162 | 365 | 50 | 233 | | | 233 | 810 | | |
| Leads-Economic Impact | \$395,580 | \$1,890,120 | \$21,090 | \$162,564 | | | \$162,564 | \$2,469,354 | | |
| Verbal Bookings | 5 | 5 | 3 | 4 | | | 4 | 17 | | |
| Verbal Bookings-Attendance | 5,200 | 18650 | 450 | 396 | | | 396 | 24,696 | | |
| Verbal Bookings-Room Nights | 264 | 180 | 56 | 198 | | | 198 | 698 | | |
| Verbal Bookings-Economic Impact | \$364,800 | \$1,849,650 | \$10,830 | \$129,504 | | | \$129,504 | \$2,354,784 | | |
| Bookings | 4 | 6 | 0 | 2 | | | 2 | 12 | | |
| Bookings-Attendance | 1,510 | 47,965 | 0 | 8,000 | | | 8000 | 57,475 | | |
| Bookings-Room Nights | 38 | 244 | 0 | 3 | | | 3 | 285 | 500 | 57.00% |
| Bookings-Economic Impact | \$1,700 | \$24,114 | \$0 | \$507 | | | \$507 | \$26,321 | | |
| Bookings-Room Revenue | \$0 | \$0 | \$0 | \$0 | | | \$0 | \$0 | | |
| Smith Travel Research | | | | | | | | | | |
| Occupancy(%) | | | | | | | | | | |
| Cumberland County | | | | | | | | | | |
| FY 18/19 | N/A | N/A | N/A | | | | N/A | N/A | | |
| ADR (Average Daily Rate) (\$) | | | | | | | | | | |
| Cumberland County | | | | | | | | | | |
| FY 18/19 | N/A | N/A | N/A | | | | N/A | N/A | | |
| Annual Lead Conversion | | | | | | | | | | |
| Current Fiscal Year (18-19) | | | | | | | | | | |
| Annual Lead Conversion | | | | | | | | | | |
| Leads | | | | | | | | 25 | 25 | 100% |
| Pending | | | | | | | | | | |
| Verbal Definite | | | | | | | | | | |
| Lost | | | | | | | | | | |
| Definite | | | | | | | | | | |
| Cancelled | | | | | | | | | | |
| Total | | | | | | | | | | |

Tourism Department

Scorecard

| | | | | | | | | | | |
|----------------------------------|--|--|--|--|--|--|--|---|----|--------|
| Previous Fiscal Year (2017-2018) | | | | | | | | | | |
| Leads | | | | | | | | 22 | 40 | 55.00% |
| Pending | | | | | | | | 2 | | 5.00% |
| Verbal Definite | | | | | | | | 5 | | 12.50% |
| Lost | | | | | | | | 5 | | 12.50% |
| Definite | | | | | | | | 10 | | 25.00% |
| Cancelled | | | | | | | | 0 | | 0.00% |
| 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

April was Busy in Visitor Services!

Fulfilled 24 Group Service Requests

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

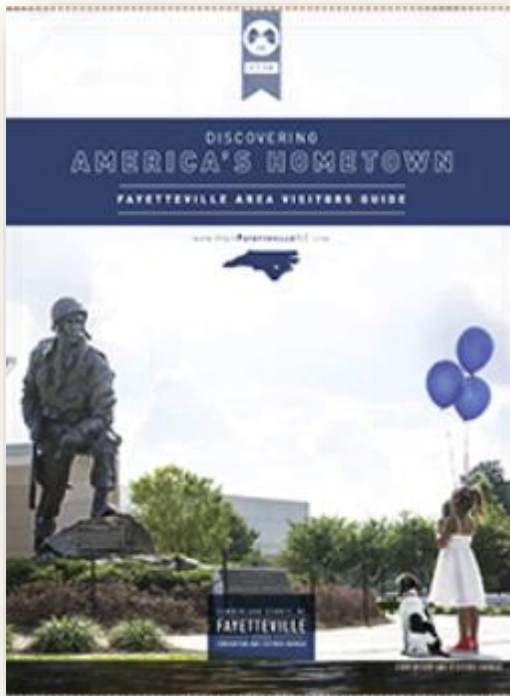


Visitor Services Department

March was a busy month in Visitor Services!

Distributed 2,952 Visitor Guides

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



Handled 867 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

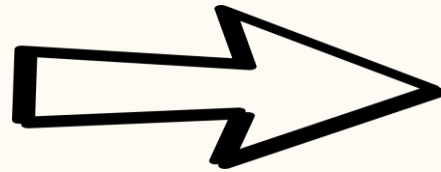
Visitor Services Department

Scorecard

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|--------------------------------|----------------|----------------|----------------|-------|-----|-----|----------------|-------------------|----------------|-----------------------|
| VISITOR CENTER RESULTS | | | | | | | | | | |
| Destination Guide | | | | | | | | | | |
| Number Distributed | 7,670 | 4,939 | 7,264 | 2,958 | | | 2,958 | 22,831 | | |
| VisitFayettevilleNC.com | 133 | 91 | 138 | 39 | | | 39 | 401 | | |
| Inquiries | | | | | | | | | | |
| FACVB Main Office | | | | | | | | | | |
| Calls | | | | | | | | | | |
| Tourism Information | 103 | 75 | 128 | 39 | | | 39 | 345 | | |
| Local Information | 205 | 199 | 223 | 79 | | | 79 | 706 | | |
| Total Calls | 308 | 274 | 351 | 118 | | | 118 | 1,051 | | |
| Walk-Ins | | | | | | | | | | |
| Local Residents (Tourism) | 563 | 533 | 500 | 237 | | | 237 | 1,833 | | |
| Out-of-Town (Tourism) | 398 | 309 | 315 | 173 | | | 173 | 1,195 | | |
| Total Walk-Ins | 993 | 842 | 815 | 410 | | | 410 | 3,060 | | |
| Drive Thru | 3 | 2 | 0 | 0 | | | 0 | 5 | | |
| Relocation/Retiree Info | 69 | 50 | 41 | 14 | | | 14 | 174 | | |
| Transportation Resources | 3 | 0 | 2 | 3 | | | 3 | 8 | | |
| Same Day Group Service Request | 19 | 11 | 7 | 2 | | | 2 | 39 | | |
| Magazine Reader Card Requests | | 552 | 409 | 803 | | | 803 | 1,764 | | |
| Local Directions/Maps | 62 | 32 | 46 | 23 | | | 23 | 163 | | |
| Total | 1,093 | 1,235 | 1,304 | 1,373 | | | 1,373 | 5,005 | | |
| Transportation Museum | | | | | | | | | | |
| Walk-Ins | | | | | | | | | | |
| Local Residents (Tourism) | 649 | 360 | 385 | 307 | | | 307 | 1,701 | | |
| Out-of-Town (Tourism) | 297 | 318 | 265 | 136 | | | 136 | 1,016 | | |
| Relocation/Retiree Info | 2 | 8 | 0 | 1 | | | 1 | 11 | | |
| Maps/Local Directions | 33 | 35 | 52 | 12 | | | 12 | 132 | | |
| Questions About Museum | 186 | 213 | 242 | 77 | | | 77 | 718 | | |
| Transportation Resources | 3 | 1 | 1 | 0 | | | 0 | 5 | | |
| Museum Special Events | 276 | 0 | 264 | 0 | | | 528 | 1,068 | | |
| Group Visits | 603 | 184 | 460 | 37 | | | 37 | 1,284 | | |
| Miscellaneous | | | | | | | | | | |
| Group Service Request | 67 | 40 | 45 | 24 | | | 24 | 176 | | |
| Meetings/Events Serviced | 6 | 2 | 4 | 2 | | | 2 | 14 | | |

Everything Begins with a Visit

Thank You!



- ✓ Economic Impact of \$542.31 million
- ✓ 4,630 jobs with a \$104.88 million payroll
- ✓ State and Local Taxes of \$40.83 million

a \$123.87 tax savings to each county resident.