



Welcome
FACVB Board



FACVB Board

Special Called Meeting

Board Orientation





Orientation

1. Overview
2. Research/H2R
3. Administration
4. Database/Website
5. Tourism Marketing
 - Bureau
 - Mythic
 - Adams & Knight
6. Sports Marketing
7. Convention Sales
8. Public Relations/Media
9. Visitor Services
10. Questions/Comments
11. Visioning
12. Closing



Overview



The Fayetteville Area Convention

& Visitors Bureau is the

Tourism Marketing Arm of the Community.



Core Values



Overview

Transparency - The Bureau will, at all times, exist, and operate, in a transparent manner, with our core values being ones of clarity, our finances above reproach, and our dealings with partners, both internal and external, being open and honest.

Visibility - The Bureau will be visible, both in the markets, where, daily, we promote and sell Fayetteville and Cumberland County, and, in our community. The Bureau will be a leading force in helping build community pride and affecting positively our community's quality of life and understanding of the depth and expanse of the tourism product we have here in our community. Our goal is to consistently answer the often-asked question, "what is there to do in Fayetteville and Cumberland County?"

Respectability - There is, within the Team at the Bureau, the understanding that respect is earned, not freely given. Therefore, it is the objective of our CVB Team to actively seek to earn the internal and external respect of the community, our partners, and those who we ask to visit our community, whether business or leisure travelers.

Partnership - The Bureau will be an open and active partner, both within the Fayetteville and Cumberland County community and with those external meeting and sporting event planners, along with all other visitor business partners. Through partnership comes strength and positive economic growth.

Leadership - The Bureau will strive to consistently be in a leadership role within the community, providing sound advice and support to the hospitality industry as well as community leaders, both business and government.



Mission & Vision



Overview

Mission Statement - To position Cumberland County as a destination for conventions, tournaments, and individual travel.

Vision Statement - The FACVB strives to be the leading destination authority by supporting and marketing the Cumberland County branded visitor experience and advocating community tourism benefits.



Team CVB



CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

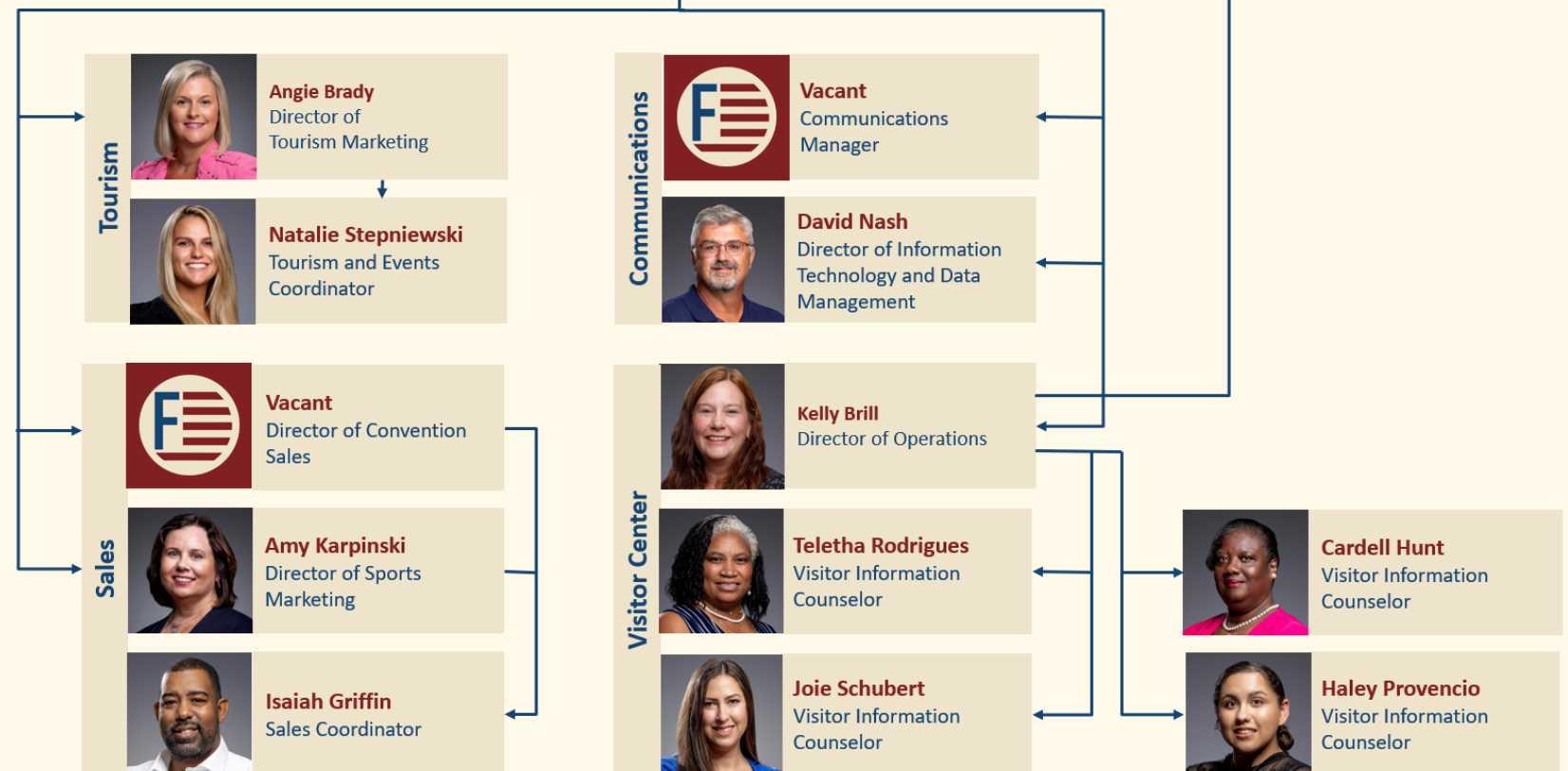


Randy Fiveash
Interim President/
Chief Executive Officer



Jennifer Betshlimon
Administrative Assistant

Overview





Strategies



Overview

- Strategic Plan Update
- Research-Based Marketing
- Smith Travel Report/Occupancy Rate

OCCUPANCY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
2021-2022												
Occupancy Percentage*	68.8%	68.6%	68.0%	67.6%								
2020-2021												
Occupancy Percentage*	52.3%	53.3%	54.4%	55.5%	55.5%	54.8%	57.4%	57.2%	61.7%	64.9%	66.6%	67.9%
2019-2020												
Occupancy Percentage*	69.1%	68.4%	67.9%	66.9%	66.3%	64.9%	55.6%	59.2%	58.1%	52.4%	50.4%	51.2%

* Source: STR Report



Stakeholder Evaluation



Key Areas of Exploration

Research

Community Sentiment

Community Travel Sentiment would examine local businesses and residents' feelings about the current travel environment and how close (or far away) from the next normal we are now.

Brand Assessment

Brand Assessment questions would be deployed to ascertain how locals believe different organizations and/or business sectors are performing in their effort to do the people's work and perceptions of what their value propositions deliver.

Brand Perception

Brand Perception questions would be fielded to collect firsthand insights into what closed-ended options should be offered in a visitor survey.

Outlook

Outlook questions would be designed to measure locals' opinions of Fayetteville's economic outlook in the near future and the degree to which they believe Fayetteville is headed in the right direction.

Community Profile

Business community profile would provide insight into what the business community in Fayetteville looks like and provide insight for running crosstabs for individual sectors or memberships.



Baseline Market Eval



Key Areas of Exploration

Research

Travel Sentiment

Travel Sentiment would examine travelers' interest in traveling in the post-pandemic world, their current level of risk tolerance/preparedness, and how their travels may differ in a post-pandemic world.

Brand Health

Brand Health will assess Fayetteville's (and a relevant comp set's) level of brand awareness, consideration, and visitation. Likewise, it will measure conversion & retention as well as assess reputation, share of voice, and intent to visit.

Brand Perception

Brand Perception questions will explore what words and phrases travelers use to describe Fayetteville, what activities they associate with the destination, and what travelers see as Fayetteville's differentiators.

Barriers

A topline **barrier evaluation** will examine the primary issues that prevent some travelers from considering Fayetteville as a travel destination and/or lapsed visitors from returning.

Profiles

Comprehensive visitor profile that provides a much deeper understanding of Fayetteville travelers, e.g., demographics (age, income, ethnicity) and behavior (purpose, functional drivers, motivations, spending, etc.).



Market Study



Competitive Destinations

The Market Study will consist of a set of Brand Health questions that will ask travelers to compare/contrast their perceptions of different competitive destinations across the region along with Fayetteville/Cumberland County.

The Markets we will be compared with are:

1. Durham, NC
2. Smithfield, NC
3. Florence, SC
4. Greensboro, NC
5. Charlotte, NC

Research



H2R Scout Report



The [H2R Scout Report](#) identifies where your visitors live, how long they stay in the area, where you can find more of your target audience, and which geographic markets are among the most viable for future planning purposes.

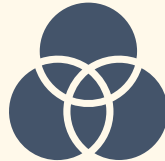
Key Areas of Learning

Research



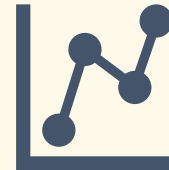
Market Reporting

Visitation by market specific to your Country



Market Share

Market share by distance, day of the year, day of the week, week part, geographic areas, and more



Brand Development Index BDI Analysis

Measurement of which markets index highest for your visitation compared to the population



Timing

Visitation by day, day of the week, week part, month, season, repeat vs. single visits, number of visits, and more



Operations



Administration

- Legislation
- Tourism Development Authority Contract
- Budget, Accounts Payable/Accounts Receivable
- Building Operations
- Human Resources
- Welcome Centers





Simpleview CRM



Simpleview Customer Relationship Management (CRM)

1. What is it? Tourism Industry Standard Database. Very robust and adaptable.
2. Contains the following major modules:
 - **Member/Partner** – 3,700 active accounts
 - **Meeting Sales** – 909 active accounts and 1,347 active contacts
 - **Consumer** – 65,000 active contacts
 - **Inventory** – 677 items
 - **Media/Public Relations** – 862 active contacts
3. The Member/Partner module is what feeds our website listings and Calendar of Events.
4. Reports



Simpleview CMS



Simpleview Content Management System (CMS)

1. What is it? This is the user interface for our website. All pages are added or updated here.
2. Contains the following major modules:
 - **Site Map** – pages, landing pages, microsites
 - **Asset Request** – Media can request images
 - **Map Publisher** – allows us to create custom maps of listings and pinpoint them on a map
 - **Public Relations** – Includes BLOG and Press Releases
3. Our current website needs a redesign. We want to move away from boxy and static pages to a more experienced-based and visually appealing look and the goal is to make it easier for the user to find what they are looking for.

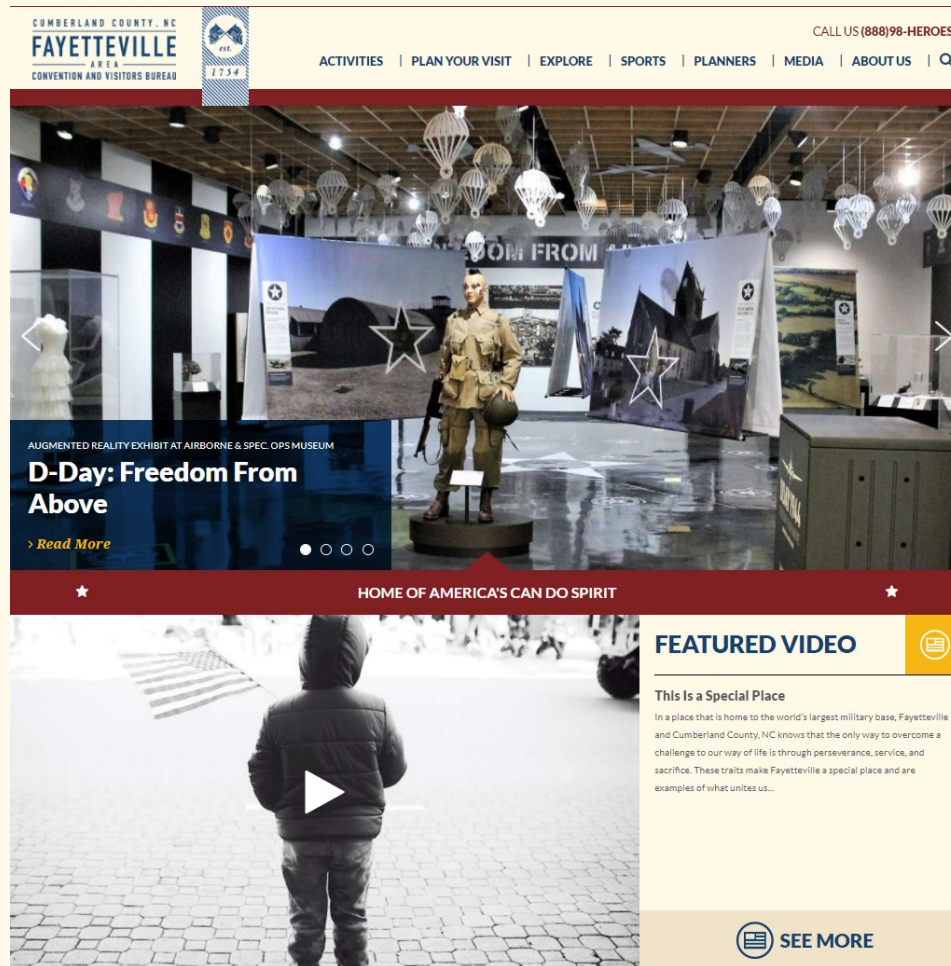


Database/Website

Current Website



[Direct Link to Website](#)



[Direct Link to Team/Board Members Page](#)

UPCOMING EVENTS

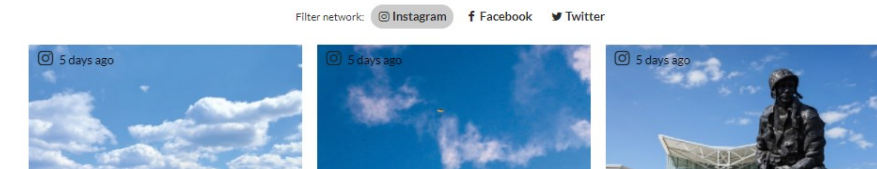


[> See All Events](#)

THINGS YOU CAN DO



#VISITFAYNC





Database/Website

Redesign



Sample Experienced Based Website
MORE STUNNING PHOTOGRAPHY

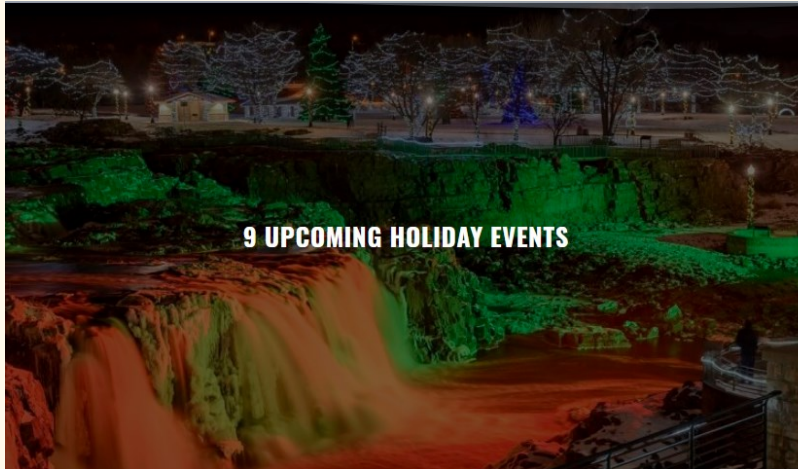




Redesign



MORE ABOUT THE EXPERIENCES WE HAVE TO OFFER



9 UPCOMING HOLIDAY EVENTS



5 OUTDOOR WINTER ACTIVITIES IN SIOUX FALLS



SIOUX FALLS: YOUR NEXT BREWERY DESTINATION



WHERE TO GET THE BEST FOOD IN SIOUX FALLS

WHY THE HYPE?

Sioux Falls has become one of the must-see cities in the Midwest, and for good reason.

No matter your hobbies, budget, or travel style, Sioux Falls has a unique experience waiting for you, year-round. Browse our articles to get started. They'll help you find cheap and free activities for the whole family, or amazing food all across town. And that's just the beginning.

There are thousands of experiences waiting for you in Sioux Falls.

Travel Ideas →



Database/Website

Redesign



MORE ABOUT THE EXPERIENCES WE HAVE TO OFFER





Functions



2008 – Tourism Development Manager

- Cultural Heritage Strategic Plan
- Driving Trails
- Execute Two grants we received
- Regional Wayfinding Signage Program
- Product Development

2011 – Director of Tourism

- Group Travel
- Leisure Travel
- NC Welcome Centers
- 1-800-VISITNC Call Center
- Friends In Tourism (F.I.T.)

2015 – Director of Tourism/Client Relations

- Liaison between Sales and Communications
- Tourism Development Authority (TDA)
Granted Events Point of Contact
- 2016 Heroes Homecoming Chair

2021 – Director of Tourism Marketing

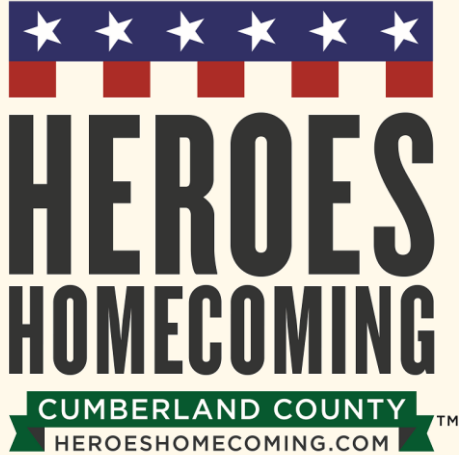
- Oversee contracts and Scope of Work for agencies.
- Request for Proposal (RFP)



Heroes Homecoming



Tourism Marketing



- Mission
- Partners
- Marketing
- Marquee Event(s)





Moving Forward



1. Research is used in marketing campaigns.
2. Develop a Bureau Volunteer Program.
 - Client Concierge Program
Example: Fayetteville Technical Community College's (FTCC)
Swift Water Rescue Training Facility
 - Mobile Visitor Center
3. Scope of work with new agencies.

**MOVING
FORWARD** 



Mythic



1. [2021 Mythic Reel](#)
2. Who are we?
3. What we do and how we do it?
4. Eckel & Vaughan Partnership

ADWEEK[®]
100 FASTEST GROWING
AGENCIES[™]



Adams & Knight



Tourism Marketing

All integrated paid media planning and buying will be handled by Adams & Knight. As part of these initiatives, they will:

- Continually research how our target audiences are “consuming” media (what they watch, reach, listen to when, and where).
- Based on those insights, recommend the right strategic media allocation of dollars across potential media categories (e.g., social media, search marketing, digital marketing, video marketing, out-of-home advertising, etc.).
- Create an integrated media plan/schedule that identifies which specific outlets to invest in within each category.
- Negotiate the best media buys as well as relevant value-added opportunities with each media partner.
- Oversee the trafficking of all media assets and ensure they run as planned.
- Report on the performance of the overall plan as well as each media outlet on a monthly basis; provide ongoing media optimization recommendations based on that performance.



Sports Tourism



Sports Marketing

Sports tourism is technically defined as travel that involves either observing or participating in a sporting event while remaining separated from the tourists' usual environment. It is one of the fastest-growing sectors in the travel industry according to the United Nations World Tourism Organization.

Modern sports tourism:

- Sports participation
- Sports training
- Sporting events
- Tourism with sports content
- Luxury sports travel





Future Focus



E-Sports

- The global gaming industry in 2020 was worth \$152.1 billion
- 60% of Gen-Zers would rather play and watch e-sports than traditional sports
- Prize pools for tournaments exceed \$34 million

Niche Sports

- Beep Ball
- Lawnmower Racing
- Speed Cubing
- 3v3 soccer
- Cup Stacking
- Pickleball

Traditional Sports

- Basketball
- Volleyball
- Boxing
- Golf
- Baseball
- Football
- Cheer





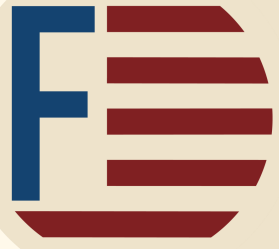
Challenges/Opportunities



Sports Marketing

- Hotel responses to leads have been lacking.
- Lack of full-service hotel(s) attached or in walking distance to the Crown Complex.
- Convenient shuttle service from hotels to the airport and playing venues are non-existent.
- A **full-sized** baseball field complex of eight or more fields would drive up the number of traveling baseball tournaments to our area.
- Stadium seating around one championship court at the Jordan Soccer Complex would bring in higher-quality tournaments.
- Lack of professional aquatic center.





Sports Commission



Promotional efforts for sports have become so specialized that separate totally independent corporations are being formed around the country to handle these unique markets. This includes being part of industrial development and tourism promotion.

How should the commission be organized?

- Independent, non-profit corporations
- Division of local CVB's
- Government agencies

Where do we get our money?

- Membership Sales
- Corporate donations (cash and/or in-kind services)
- Grants
- Bed Tax
- Managing Events (i.e., operating tournaments to hosting an annual awards banquet)



Meetings/Conventions



Research shows that every dollar spent on face-to-face meetings and events generates 160% in benefits to the U.S. economy.

1. Cumberland County focus, not limited to:
 - Religious
 - Military
 - Associations
2. How do meetings and conventions affect our economy? Benefit Increases in:
 - Hotel revenue
 - Restaurant revenue
 - Attraction revenue
 - Recognition for local area



Challenges/Opportunities



Convention Sales

- Lack of hotel responses to leads
- Not enough meeting spaces
- Meeting space rentals are often cost-prohibitive for many meeting/convention planners
- Lack of shuttle service.





Public Relations/Media



Communications

1. Serve as liaison to Public Relations Agency.
2. Press Releases/Media Alerts
3. Travel Writers
4. Social Media
5. Website Content
 - Calendar of Events
 - Blogs





Public Relations/Media



Communications

1. Become more active in the community.
2. Build effective relationships with all media.
3. Create an effective social media strategy and engage more.
4. Incorporate influencers for social media and stories on our website.
5. Increase the number of travel writers' visits with a goal of more prominent placements.



Welcome Centers



Visitor Services

Welcome Center at the Main Office

1. Provide tourism Information to both out of town visitors and residents:

- Community Resource Information
- Accommodations
- Attractions
- Eateries
- Activities/Events
- What's Happening
- Relocation
- Local Business
- Give Directions

2. Gift Shops at two brick and mortar locations and one online store:

- Main Welcome Center
- Fayetteville History Museum
- FayettevilleNCGear.com

Challenges/Opportunities

- Location of the main office.
- The community is unaware of our existence.





Welcome Centers



Visitor Services

Welcome Center at the Main Office (continued)

Services Provided:

- Collect brochures and event information for display and Website
- Produce Literature
 - Destination Guide/Trail Guide
 - Passport
 - Rack Cards
 - Coloring Book
- Distribute packets and Destination Guides
 - AAA Offices
 - I-95 Welcome Centers
 - Raleigh Airport
 - Local hotels, businesses, and attractions
 - Website Requests





Welcome Centers



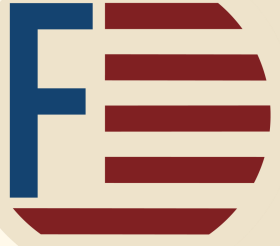
Visitor Services



Welcome Center at the Fayetteville History Museum

Services Provided:

- Suggest other area attractions and restaurants to museum guests
- Provide FACVB and area partners literature
- Gift shop



Short Break

Time for a short break.



Questions/Comments

Open Discussions



FACVB Board

Question/Topic #1:

Visioning

As a Board Member, what are your thoughts/vision of the Challenges and Opportunities the bureau faces?



FACVB Board

Question/Topic #2:

Visioning

As a Board Member, what is your definition of success for the bureau?



FACVB Board

Questions/Topic #3:

Visioning

Considering the Mission and Vision Statements for the bureau, what are your thoughts?

Do they adequately reflect the bureau's path forward?



FACVB Board

Question/Topic #4:

Visioning

Board member additional questions, vision and or thoughts?



Thank You

Closing

On behalf of the entire “Team FACVB”, we want to thank each board member for being willing to serve and take an active role in the bureau.

The team is in complete agreement that the Board of Directors is a part of “Team FACVB”.