

Fayetteville Area Convention and Visitors Bureau End of First Quarter, Fiscal Year 2020-2021 Dashboard

July 1–September 30, 2020

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December 7, 2020

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU



Dashboard



Market

Group Sales

	FY 19/20	FY 20/21 Thru 1st Qtr.
Reported Hotel Revenue	\$62,164,603	\$15,275,382*
Occupancy Tax Collected	\$5,993,519	\$1,447,326
Occupancy	60.9%	53.3%
Average Daily Rate	\$80.18	\$76.41

* Only 37 of 73 hotels reported

	FY 19/20	FY 20/21 GOAL	FY 20/21 Thru 1st Qtr.	FY 20/21 % OF GOAL
Room Nights	22,391	24,500	526	2%
Leads	122	135	19	14%
Lead-to-Definite Conversion	9.33% 14/150	TDA Goal 40%	17% 23/135	

Website Analytics

Social Media Engagement

	Unique Visitors	Average # of Pages Visited	Average Time on Site	Top Referrers
FY 19/20	318,975	1.65	1:23	Google Organic – 56% Media One Native – 10% Direct – 10% Google CPC – 6% Media One PPC – 4%
FY 20/21 Thru 1st Qtr.	83,739	1.64	1:18	Google Organic – 44% Media One Display – 12% Direct – 10% Media One PPC – 10% Media One Native – 7%

Platform	FY 19/20 Engagement	FY 20/21 Goal	FY 20/21 Thru 1st Qtr.	FY 20/21 % OF GOAL
Facebook	34,518	115,844	20,835	18%
Twitter	5,934	13,475	1,294	10%
Instagram	5,212	6,730	2,807	42%
LinkedIn	4,431	2,405	600	25%

Definitions

Cancelled

This Lead status occurs when a Lead, or RFP, has been sent to partners and the event is then canceled by the client for any reason.

Completed or Closed

This Lead status occurs when the event is over and the Sales Department has recorded the official hotel room pick-up numbers and has created a trace to follow up with the client on future event(s).

Definite

This Lead status occurs once the client has signed the contract and submitted it to the contracted business(es) that is hosting the event.

Social Media Engagement

Engagement is any way a social media user interacts with a social media platform. This includes reactions, clicks, comments, and shares on Facebook; interactions and clicks on LinkedIn; likes and comments on Instagram; and retweets, comments, and likes on Twitter.

Lead

A Lead is a qualified contact, acquired by the Sales Department through trade shows, advertising, digital media, and other mediums. Once vetted, the Sales Department sends the Lead, or requests for proposal (RFP), to area hotels and facilities. They then present the resulting hotel and/or venue proposals to the potential client, to consider Cumberland County as a site for their meeting, convention, sports tournament, or other event.

Lost

This Lead status occurs when a client does not choose Cumberland County, after having reviewed the qualified proposals the Sales Department forwarded them.

Pending

This Lead status occurs when the Sales Department deems an account as qualified and determines that Cumberland County can meet all the client's requirements.

Verbal Definite

This Lead status occurs when the decision maker(s) commit to the hosting site for the event.