

Fayetteville Area Convention and Visitors Bureau

End of Third Quarter, Fiscal Year 2019-2020 Dashboard

July 1 – March 31, 2020

Prepared by:
David Nash
Research and Data Manager

John Meroski
Chief Executive Officer

April 7, 2020

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU



Dashboard



Market

	FY 18/19	FY 19/20 Thru 3rd Qtr.
Reported Hotel Revenue	\$81,291,908	\$44,511,256
Occupancy Tax Collected	\$7,245,362	\$4,974,821
Occupancy	68.6%	64.1%
Average Daily Rate	\$81.52	\$81.48

Group Sales

	FY 18/19	FY 19/20 GOAL	FY 19/20 Thru 3rd Qtr.	FY 19/20 % OF GOAL
Room Nights	20,500	23,000	9,782	44%
Leads Issue	167	135	110	81%
Definites from Leads Issued	74	N/A	25	N/A
Conversion Rate	44%	50%	23%	N/A

Website Analytics

	Unique Visitors	Average # of Pages Visited	Average Time on Site	Top Referrers
FY 18/19	343,778	1.5	1:14	Google Organic – 40% Media One Native – 20% Media One Display – 13% Media One CPC – 6% 219 Group Adroll Ads – 1%
FY 19/20 Thru 3rd Qtr.	251,004	1.64	1:23	Google Organic – 55% Media One Native – 11% Direct/None – 10% Google CPC – 7% Media One PPC – 3%

Social Media Engagement

Platform	FY 18/19 Engagement	FY 19/20 Goal	FY 19/20 Thru 3rd Qtr.	FY 19/20 % OF GOAL
Facebook	34,518	92,474	84,308	91.17%
Twitter	5,934	6,817	8,611	126.32%
Instagram	5,212	6,773	3,696	54.57%
LinkedIn	4,431	4,015	1,896	47.17%

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.