

Fayetteville Area Convention and Visitors Bureau End of 4th Quarter, Fiscal Year 2020-2021 Dashboard

July 1, 2020–June 30, 2021

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



Dashboard



Market

Group Sales

	FY 19/20	FY 20/21 Thru 4th Qtr.
Reported Hotel Revenue	\$62,164,603	\$64,892,922.97
Occupancy Tax Collected	\$5,993,519	\$6,523,405.05
Occupancy	60.9%	58.5%
Average Daily Rate	\$80.18	\$79.16

	FY 19/20	FY 20/21 GOAL	FY 20/21 Thru 4th Qtr.	FY 20/21 % OF GOAL
Room Nights	22,391	27,500	3,243	11.79%
Leads	122	135	97	71.85%
Lead-to-Definite Conversion	9.33% 14/150	TDA Goal 40%	27	17.84%

Website Analytics

Social Media Engagement

	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 4th Qtr.	403,464	1.6	1:15	Google Organic – 44% Media One Native – 12% Media One Display – 9% Direct – 8% Media One PPC – 7%

Platform	FY 19/20 Engagement	FY 20/21 Goal	FY 20/21 Thru 4th Qtr.	FY 20/21 % OF GOAL
Facebook	34,518	115,844	72,622	62.69%
Twitter	5,934	13,475	4,725	35.06%
Instagram	5,212	6,730	8,127	120.76%
LinkedIn	4,431	2,405	1,657	68.90%

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.