

# **Bureau Business Brief: Results Report**

**December 2018**

**John Meroski**  
Chief Executive Officer  
FACVB

# Table of Contents

## Smith Travel Research (STR)

Segmentation Trend for North Carolina	3
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## 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	9
➤ Publicity	10
➤ Scorecard	13

## Tourism Department

➤ Scorecard	16
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## Visitor Services Department

➤ Statistics	17
➤ Scorecard	19

Everything Begins with a Visit	20
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# Smith Travel Research (STR)

## Segmentation Trend for North Carolina

	Current Month - December 2018 vs December 2017												Year to Date - December 2018 vs December 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017		
North Carolina	54.3	51.1	98.93	97.12	53.70	49.65	6.2	1.9	8.1	8.5	0.3	6.5	64.9	63.4	105.24	102.77	68.31	65.11	2.4	2.4	4.9	7.0	2.0	4.5	1712	1181	153625	124875
Cumberland County, NC	55.3	53.1	74.44	69.71	41.13	37.04	4.0	6.8	11.0	17.5	5.9	10.1	66.2	65.1	79.82	76.27	52.87	49.66	1.7	4.7	6.5	11.0	4.2	6.0	70	51	6320	5291
Johnston County, NC	52.1	48.2	74.74	71.48	38.95	34.45	8.1	4.6	13.1	17.7	4.1	12.6	59.6	53.7	75.26	72.36	44.83	38.83	11.0	4.0	15.5	17.6	1.8	13.0	33	25	2294	1824
Robeson County, NC	56.8	49.6	79.82	72.91	45.35	36.18	14.5	9.5	25.3	25.3	0.0	14.5	63.2	61.7	78.58	75.74	49.66	46.70	2.5	3.7	6.3	3.7	-2.4	-0.0	28	15	1833	1188
Wake County, NC	58.0	55.8	99.97	98.23	57.98	54.85	3.9	1.8	5.7	8.4	2.5	6.5	70.3	69.1	106.55	103.05	74.91	71.24	1.7	3.4	5.1	9.7	4.3	6.1	145	135	17336	16599
Durham County, NC	56.7	52.5	95.67	92.91	54.22	48.76	8.0	3.0	11.2	11.2	0.0	8.0	69.3	66.7	105.80	103.24	73.34	68.87	3.9	2.5	6.5	6.9	0.4	4.4	65	61	8402	8009
Edgecombe County, NC																								4	2	216	126	
Guilford County, NC	49.5	44.6	88.83	82.26	43.97	36.66	11.1	8.0	19.9	20.8	0.7	11.9	59.8	58.1	98.38	95.03	58.87	55.23	3.0	3.5	6.6	6.6	0.0	3.0	86	70	10257	9193
Harnett County, NC	48.0	44.4	75.16	73.15	36.09	32.51	8.0	2.7	11.0	11.0	0.0	8.0	59.0	54.7	76.87	76.55	45.39	41.88	7.9	0.4	8.4	8.4	0.0	7.9	11	8	859	638
Moore County, NC	45.8	42.2	97.52	94.41	44.69	39.86	8.5	3.3	12.1	12.1	0.0	8.5	61.2	57.4	124.79	122.49	76.42	70.27	6.7	1.9	8.7	8.7	-0.1	6.7	21	14	1940	1554

# Visitor Profile

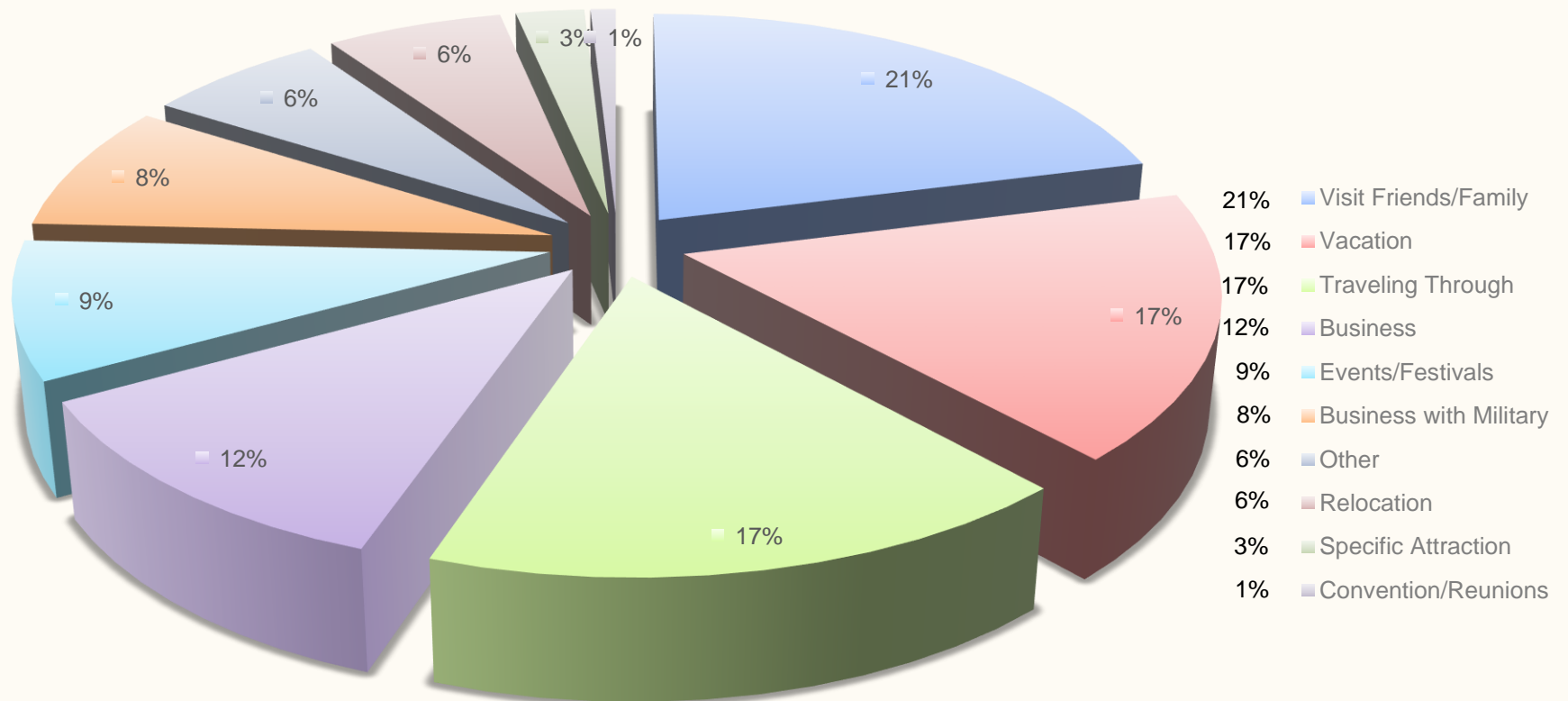
## Statistics

*Sources: Electronic Kiosks, Hotels, Online and Visitor Center Walk-Ins*

1. Visitors to Cumberland County were from the following states: North Carolina 31%, Florida 8% and New York 7%.
2. The visitors' reason for visiting was Visit Friends/Family 21%, Vacation & Traveling Through 17% each and Business 12%.
3. The top areas of interest were Dining 13%, Museum 11% and Historic Sites & Arts/Entertainment 10% each.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.72.

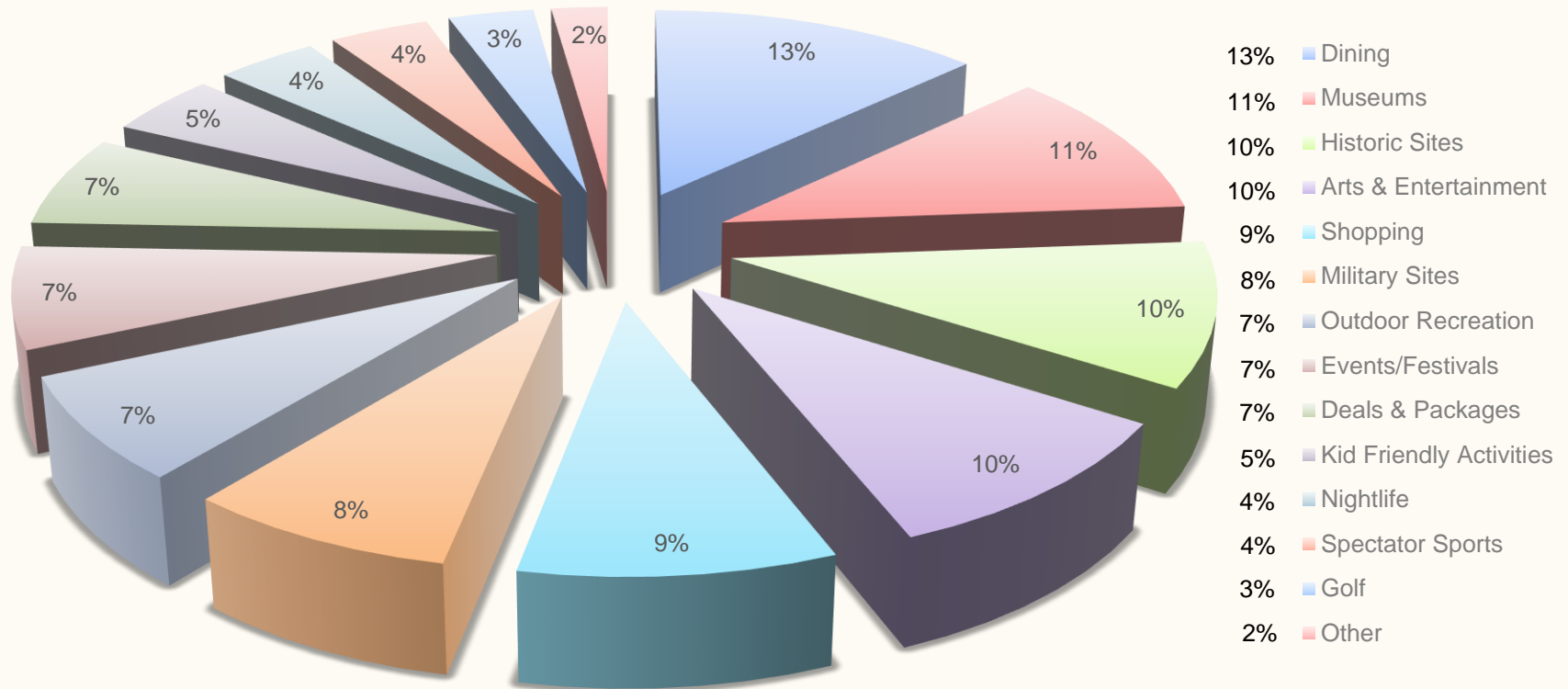
# Visitor Profile

## Reason for Visiting



# Visitor Profile

## Visitor's Interests



# Sales Department

## Meeting and Sporting Event Solicitation Activity



	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
<b>Grand Totals:</b>	113	121,325	18,484	63,777	\$51,564,936.00
Cancelled:	0	0	0	0	\$0.00
Closed:	0	0	0	0	\$0.00
Definite:	15	5,450	294	626	\$877,800.00
Assist:	1	100	0	0	\$25,650.00
Lost:	15	33,720	4,442	11,856	\$14,642,160.00
Pending:	1	220	125	253	\$100,320.00
Verbal Definite:	15	29,155	2,391	6,980	\$22,989,240.00
Canceled from Pending:	1	25	25	25	\$2,850.00

### Lead Source Summary

CFBG Wedding:	2	Tourism Development Authority (TDA) Grant:	2
Crown Coliseum:	1	Calls (9-11 a.m.):	12
Cvent:	4	RCMA No Longer Used:	3
Association Executives of North Carolina (AENC) - Annual Meeting:	3	Referred by Previous Client No Longer Used:	1
SGMP Annual Meeting:	1	Client Contacted Us:	13
Helms Briscoe:	1	Previous Client Referral:	6
Sales Blitz:	3	Rejuvenate Marketplace:	7
National Association of Sports Comm:	3	Connect Marketplace:	16
RCMA:	2	Bureau Generated:	14

### Market Segment Summary

#### Meeting Sales Market Segments

Training:	0	Social:	6
Group Tour:	0	Performance Group:	0
Health & Medical:	0	Hobby & Vocational:	0
Religious:	28	Senior Group:	0
Politics:	0	Educational/Student Group:	0
Military/Government:	0	Affinity Group:	0
Sports:	31	Fraternal:	9
Ethnic:	0	Corporate:	0
Outdoor/Adventure Group:	0	Civic:	0
Retail Tour:	0	Educational:	4
Corporate - Miscellaneous:	6	Church/Religious Group:	0
Family or Friend Reunion:	5	Military:	3
Reunion:	0	Government:	1
Association:	8	Nonprofit Group:	2
TDA:	2		



# Sales Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>Sales Department</b>						
<b>Bookings</b>	<b>8</b>	5	5	1	<b>11</b>	<b>19</b>
Bookings Attendance	13,480	17,400	31,075	1,000	49,475	62,955
Bookings Room Nights	831	15,301	391	1,300	16,992	17,823
Bookings Economic Impact	\$228,000	\$4,165,560	\$10,260	\$598,500	\$4,774,320	\$5,002,320
<b>Verbal Bookings</b>	<b>28</b>	27	14	15	<b>56</b>	<b>84</b>
Verbal Bookings Attendance	28,094	11,950	7,640	13,700	33,290	61,384
Verbal Bookings Room Nights	3,374	1,881	3,285	4,885	10,051	13,425
Verbal Bookings Impact	\$1,125,180	\$505,590	\$19,258,590	\$21,128,190	\$40,892,370	\$42,017,550
<b>Leads</b>	<b>24</b>	24	22	1	<b>47</b>	<b>71</b>
Leads Room Nights	7,270	10,195	13,490	3,335	27,020	34,290
Leads Attendance	21,231	14,380	20,670	10,00	35,050	56,281
Leads Impact	\$1,728,924	\$5,026,260	\$22,526,400	\$1,054,956	\$28,607,616	\$30,336,540
<b>Sales Functions</b>	<b>16</b>	7	7	5	<b>19</b>	<b>35</b>
Site Inspections	4	1	0	1	2	6
Sales Blitz	3	1	2	2	5	8
Calls Converted to Accounts	13	0	5	2	7	20
Bid/Packages Mailed	0	1	0	0	1	1
Client Presentations	3	1	1	1	3	6



# Communications Department

## Social Media Statistics

### Outlet

Twitter  
Facebook  
Instagram  
Facebook - #GoFay

### Followers

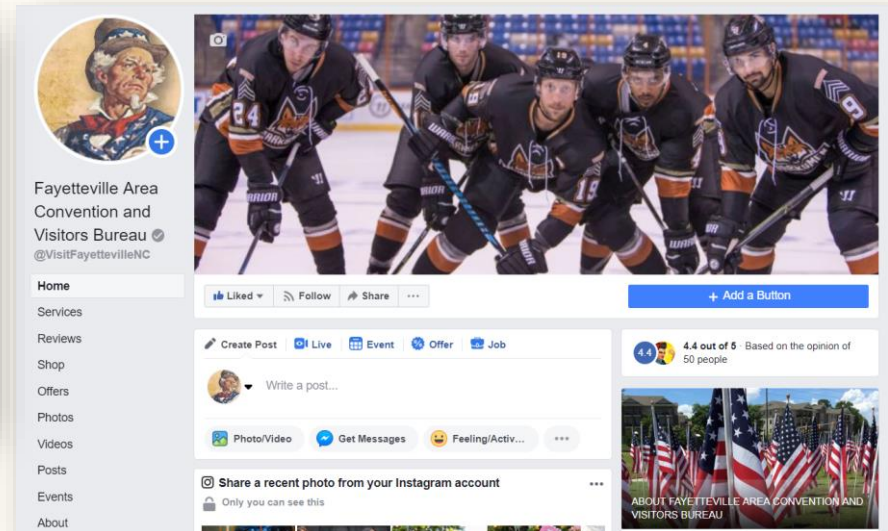
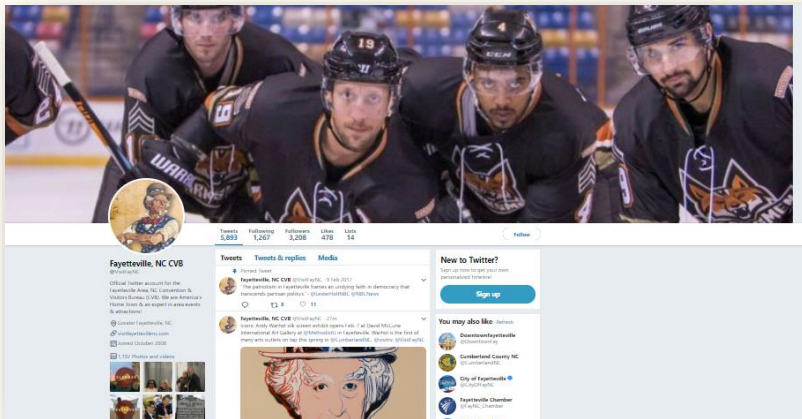
3,196  
7,615  
2,064  
2,021

### Posts

37  
36  
5  
30

### Engagement

333 Clicks, Retweets, Replies  
2,208 Likes, Comments, Shares  
206 Likes, Comments  
1,366 Likes, Comments, Shares



# Communications Department

## Publicity Generated

### Drug Store Divas

25 Things to do in Fayetteville at Christmas

25 Things To Do In Fayetteville, NC At  
Christmastime



### Golf Central

Swatsville of the South

carolinas golf central



Golf Central

## Fayetteville, NC: Swatville of the South

Baseball legend Babe Ruth's notorious first dinger as a pro took place in 1914 at Cape Fear Fairgrounds near where the market stands today in Fayetteville, North Carolina. The intra-squad exhibition game led to the recently signed George Herman Ruth to be dubbed "The Babe." And his innate power - the bat boy that day claimed the ball was swatted so far that Ruth was able to trot around the bases before it was retrieved - translated into an ability to knock the cover off a golf ball; although maybe not as consistently fine as the big man might have liked.

Ruth's dynamic persona and immense power would no doubt blend in well with the Fayetteville golf scene if he were around today. Several area courses are of major league caliber and many holes would have likely "fit the eye" of one of the greatest sports figures ever.

Still, you don't have to be of Ruthian stature to enjoy the variety of challenges Fayetteville golf has to offer - even short knockers can enjoy precision shots over cypress tree-laden ponds and native grasses, between classic Sandhills bunkers, and through tight, tree lined chutes of trees. But if you are a big hitter and like to cut the ball from the left side or draw the ball from the right, here are some holes

20

Cypress Lakes Golf Course

Golf Central • Volume 13, Issue 6

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



# Communications Department

## Publicity Generated

### Drug Store Divas Eastover Flea Drop



### Up and Coming A look at the Past/ Cultural Heritage Trails

## Go Fayetteville

BULLETIN

EST. 1776  
AMERICA'S HOMETOWN  
CUMBERLAND COUNTY  
NORTH CAROLINA

**FROM THE BLOG :**  
A LOOK AT THE PAST

Fayetteville is now a mid-sized city in North Carolina and home to Fort Bragg, the largest military installation in the world, but it wasn't always like this.

In the middle of the 18th century, Scottish settlers made their way up the Cape Fear River and settled at a place which they called Cross Creek. This town eventually merged with the nearby settlement called Campbellton to form the City of Fayetteville in 1783.

Where did I learn this? I visited the museum on the second floor of Downtown Fayetteville's famous Market House, Fayetteville's only National Historic Landmark. Featuring old maps and pillars inscribed with information, the Market House tells the story of how the little Scottish township grew into the seat of Cumberland County . . . . .

-Evan Young , Communications Intern, Summer 2018

Read the rest of Evan's blog at [GoFayetteville.com](http://GoFayetteville.com)

#### CULTURAL HERITAGE TRAILS

Interested in learning more about the community's history? We have a resource for you.

Cumberland County's 18 themed Cultural Heritage Trails package the community's history into themes for convenient exploration. We've highlighted our two top trails below. For all 18 trails, go to [FayettevilleNCTrails.com](http://FayettevilleNCTrails.com).

The African-American Heritage Trail consists of sites that provide a historical glimpse into the life of African-Americans who resided in Fayetteville and Cumberland County. The hard labor borne by slaves, the entrepreneurship of free blacks, the devotion to religion and education, the service to our country, and the desire to learn and preserve valuable history.

The communities of Cumberland County offer plenty when it comes to fishing and hunting. The Fish & Game Trail offers all the details, including a map to all the good spots.

As you travel around town, you may see signs with trail icons. The signs direct you individual sites on that trail.

[FayettevilleNCTrails.com](http://FayettevilleNCTrails.com), a mobile friendly site, also provides info on all trails. Both resources provide turn-by-turn directions to each site on the trails.

For a printed trail guide, stop by the Visitor Center at 245 Person Street or the Transportation Museum during regular business hours.

#### GIFT SHOP

Stop by our gift shop to pick up locally made honey, jams, jellies, BBQ sauce, salsa and pickles. Prices range from \$5.50 to \$6.00

Our shop also stocks Fayetteville t-shirts in a variety of colors. Short sleeve shirts are just \$8.00 (\$10.00 for 2XL). The long sleeve shirts are all \$12.00.

**ABOUT THE AUTHOR**

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Fayetteville Area Convention & Visitors Bureau

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

# Communications Department

## Publicity Generated



## Tweets - Eastover Flea Drop

# Communications Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>Communications Department</b>						
<b>CVB Facebook</b>						
Users/Followers	N/A	7,452	7,556	7,615	N/A	N/A
Postings	114	43	51	36	130	244
User Interactions (All) Stories	3,944	2175	2223	2208	6,606	10,550
<b>GoFayetteville Facebook</b>						
Users/Followers	N/A	2,088	2,119	2,201	6,408	6,408
Postings	32	14	25	30	69	101
User Interactions (All) Stories	1,145	664	786	1366	2,816	3,961
<b>Heroes Homecoming Facebook</b>						
Users/Followers	N/A	1,043	1,098	1,099	3,240	3,240
Postings	23	14	45	1	60	83
User Interactions (All) Stories	640	364	833	7	1,204	1,844
<b>America Groupies Facebook</b>						
Users/Followers	N/A	77	81	82	240	240
Postings	3	3	0	1	4	7
User Interactions (All) Stories	12	15	0	1	16	28
<b>Spring Lake NC Facebook</b>						
Users/Followers	N/A	4,118	4,115	4,321	12,554	12,554
Postings	66	20	17	16	53	119
User Interactions (All) Stories	33,837	1,054	845	3692	5,591	39,428
<b>Fayetteville Meet/Tourney FB</b>						
Users/Followers	N/A	172	176	261	609	609
Postings	15	7	12	4	23	38
User Interactions (All) Stories	142	46	170	71	287	429
<b>Twitter</b>						
Users/Followers	N/A	3,164	3,183	3,196	N/A	N/A
Postings	135	39	50	37	126	261
Engagement	1,261	303	300	333	936	2,197

# Communications Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>Heroes Homecoming Twitter</b>						
Users/Followers	N/A	869	879	881	N/A	N/A
Postings	0	1	1	0	2	2
User Interactions (All) Stories	4	30	59	8	97	101
<b>America Groupies Twitter</b>						
Users/Followers	N/A	27	37	32	N/A	N/A
Postings	50	33	62	15	110	160
User Interactions (All) Stories	50	130	65	8	203	253
<b>Instagram</b>						
Users/Followers	N/A	1,994	2,028	2,064	N/A	N/A
Postings	9	6	7	5	18	27
User Interactions (All) Stories	472	220	380	206	806	1,278
<b>Go Fayetteville Instagram</b>						
Users/Followers	N/A	908	989	1,025	N/A	N/A
Postings	7	4	2	4	10	17
User Interactions (All) Stories	198	337	214	279	830	1,028
<b>Linked In</b>						
Followers	N/A	463	512	522	N/A	N/A
Postings	N/A	20	16	8	N/A	0
User Interactions (All) Stories	N/A	271	327	627	N/A	0
<b>Electronic Destination Guides Viewed</b>	34	7	13	7	27	61
<b>Electronic Trail Guides Viewed</b>	23	4	4	5	13	36
<b>FACVB Generated Blog Articles</b>	9	1	3	2	6	15



# Communications Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>Public Relations</b>						
<b>FACVB (In-House)</b>						
<b>Publicity Generated</b>						
Out of Market	13	3	8	6	17	30
Local	11	17	9	0	26	37
<b>Press Releases Issued</b>	1	2	3	1	6	7
<b>Travel Writer Visits</b>	2	3	1	1	5	7
<b>Martin Armes</b>						
<b>Publicity Generated</b>						
Out of Market	0	0	0	0	0	0
Local	0	0	0	0	0	0
<b>Republik</b>						
<b>Publicity Generated</b>						
Out of Market	0	0	0	0	0	0
Advertising Trade Pubs	7	0	0	0	0	7
Local	6	5	0	0	5	11
<b>Totals</b>						
<b>Publicity Generated</b>						
Out of Market	13	3	8	6	17	30
Local	17	22	9	0	31	48



# Tourism Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>Tourism Department</b>						
<b>Civic Presentations</b>	0	2	1	0	3	3
<b>Bookings</b>	4	4	2	0	6	10
Bookings-Attendance	1,510	25,765	22,200	0	47,965	49,475
Bookings-Room Nights ( <i>Annual Goal = 500</i> )	20	123	121	0	244	264
Bookings-Economic Impact	\$1,700	\$13,553	\$10,561	\$0	\$24,114	\$25,814
<b>Verbal Bookings</b>	5	1	2	2	5	10
Verbal Bookings-Attendance	5,200	500	13,000	5,150	18650	23,850
Verbal Bookings-Room Nights	264	0	150	30	180	444
Verbal Bookings-Economic Impact	\$364,800	\$2,850	\$1,755,600	\$91,200	\$1,849,650	\$2,214,450
<b>Leads (<i>Annual Goal =40</i>)</b>	7	2	4	2	8	15
Leads-Attendance	5,230	575	13,210	5,150	18935	24,165
Leads-Room Nights	162	15	250	100	365	527
Leads-Economic Impact	\$395,580	\$5,700	\$1,821,720	\$62,700	\$1,890,120	\$2,285,700

# Visitor Services Department

November was Busy in Visitor Services!

Fulfilled 9 Group Service Requests

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

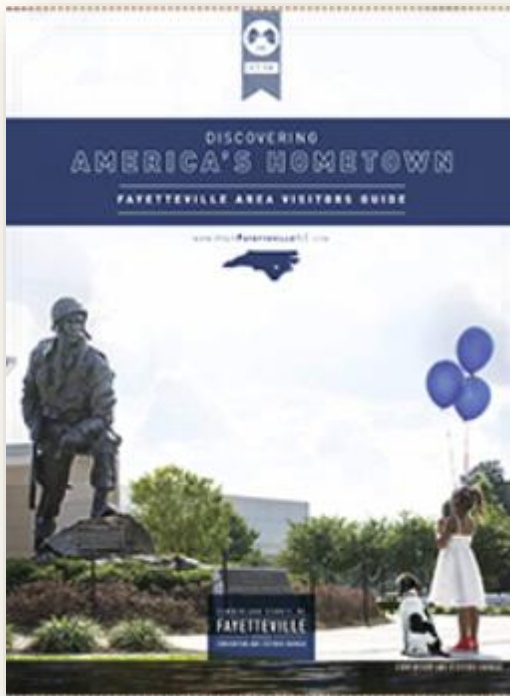


# Visitor Services Department

December was a busy month in Visitor Services!

## Distributed 1,431 Visitor Guides

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



## Handled 356 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

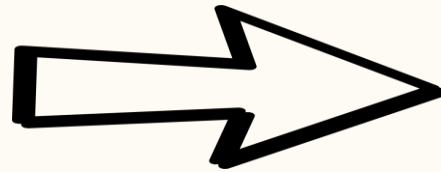
## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>Visitor Information Department</b>						
<b>Destination Guide</b>						
Number Distributed	7,670	1,814	1,694	1,431	4,939	12,609
VisitFayettevilleNC.com	133	33	28	30	91	224
<b>Inquiries</b>						
<b>FACVB Main Office</b>						
<b>Calls</b>						
Tourism Information	103	35	22	18	75	178
Local Information	205	94	63	42	199	404
<b>Total Calls</b>	<b>308</b>	<b>129</b>	<b>85</b>	<b>60</b>	<b>274</b>	<b>582</b>
<b>Walk-Ins</b>						
Local Residents (Tourism)	563	189	189	155	533	1,096
Out-of-Town (Tourism)	398	109	127	73	309	707
<b>Total Walk-Ins</b>	<b>993</b>	<b>298</b>	<b>316</b>	<b>228</b>	<b>842</b>	<b>1,835</b>
<b>Drive Thru</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>5</b>
Relocation/Retiree Info	69	19	18	13	50	119
Transportation Resources	3	0	0	0	0	3
Same Day Group Service Request	19	5	3	3	11	30
Magazine Reader Card Requests		232	216	104	552	552
Local Directions/Maps	62	20	4	8	32	94
<b>Total</b>	<b>1,093</b>	<b>331</b>	<b>548</b>	<b>356</b>	<b>1,235</b>	<b>2,328</b>
<b>Transportation Museum</b>						
<b>Walk-Ins</b>						
Local Residents (Tourism)	649	102	150	108	360	1,009
Out-of-Town (Tourism)	297	65	195	58	318	615
<b>Group Visits</b>	<b>603</b>	<b>132</b>	<b>25</b>	<b>27</b>	<b>184</b>	<b>787</b>
<b>Miscellaneous</b>						
Group Service Request	67	20	11	9	40	107
Meetings/Events Serviced	6	1	1	0	2	8



# Everything Begins with a Visit

Thank You!



- ✓ Economic Impact of \$542.63 million
- ✓ 4,563 jobs with a \$104.88 million payroll
- ✓ State and Local Taxes of \$40.83 million

**a \$123.87 tax savings to each county resident.**