



# Dashboard



## Market

|                                | <i>FY 17/18</i> | <i>FY 18/19 Thru 2<sup>nd</sup> Qtr.</i> |
|--------------------------------|-----------------|--|
| <i>Hotel Revenue</i>           | \$74,278,052    | \$38,704,877.50                          |
| <i>Occupancy Tax Collected</i> | \$6,144,980     | \$2,230,730.32                           |
| <i>Occupancy</i>               | 62.75%          | 67.12%                                   |
| <i>Average Daily Rate</i>      | \$74.99         | \$80.06                                  |

## Group Sales

|                                    | <i>FY 17/18</i> | <i>FY 18/19 GOAL</i> | <i>FY 18/19 Thru 2<sup>nd</sup> Qtr.</i> | <i>FY 18/19 % OF GOAL</i> |
|------------------------------------|-----------------|----------------------|--|---------------------------|
| <i>Room Nights</i>                 | 21,125          | 20,000               | 16,952                                   | 84.76%                    |
| <i>Leads</i>                       | 143             | 100                  | 47                                       | 47.00%                    |
| <i>Lead-to-Definite Conversion</i> | 75%             | 40%                  |  |                           |
|                                    | 108/143         |                      |  |                           |

## Website Analytics

|  | <i>Unique Visitors</i> | <i>Average # of Pages Visited</i> | <i>Average Time on Site</i> | <i>Top Referrers</i>  |
|--|------------------------|-----------------------------------|-----------------------------|---|
| <i>FY 17/18</i>                          | 218,777                | 3.72                              | 1:30                        | Google/Organic<br>Media One (Ads)<br>Direct<br>Bing<br>Facebook         |
| <i>FY 18/19 Thru 2<sup>nd</sup> Qtr.</i> | 133,744                | 1.76                              | 1:28                        | Google/Organic<br>Direct<br>Media One (Ads)<br>Adroll (Ads)<br>Facebook |

## Social Media Engagement

| <i>Platform</i>                      | <i>FY 17/18 Engagement</i> | <i>FY 18/19 Goal</i> | <i>FY 18/19 Thru 2<sup>nd</sup> Qtr.</i> | <i>FY 18/19 % OF GOAL</i> |
|--------------------------------------|----------------------------|----------------------|--|---------------------------|
| <i>Facebook</i>                      | 13,560                     | 15,705               | 10,550                                   | 67.18%                    |
| <i>GoFay Facebook</i>                | 5,494                      | 6,318                | 3,961                                    | 62.69%                    |
| <i>Meetings/Tournaments Facebook</i> | 490                        | 588                  | 429                                      | 72.96%                    |
| <i>Twitter</i>                       | 5,053                      | 6,063                | 2,197                                    | 36.24%                    |
| <i>Instagram</i>                     | 5,895                      | 6,779                | 1,278                                    | 18.85%                    |
| <i>LinkedIn</i>                      | 1,491                      | 1,789                | 2,052                                    | 114.70%                   |

# Definitions

## 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.

## 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.

## 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.

## Lost

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

## Verbal Definite

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

## 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.

## 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).

## 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.