

# Fayetteville Area Convention and Visitors Bureau

# End of Fiscal Year 2018-2019

# Dashboard

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



# Dashboard



## Market

	FY 17/18	FY 18/19 Thru 4th Qtr.
Reported Hotel Revenue	\$74,278,052	\$81,291,908.00
Occupancy Tax Collected	\$6,144,980	\$7,245,362.21
Occupancy	62.75%	69.50%
Average Daily Rate	\$74.99	\$81.59

## Group Sales

	FY 17/18	FY 18/19 GOAL	FY 18/19 Thru 4th Qtr.	FY 18/19 % OF GOAL
Room Nights	21,125	20,000	28,254	141%
Leads	145	130	131	101%
Lead-to-Definite Conversion	74% 108/145	TDA Goal 40%	50% 94/188	125%

## Website Analytics

	Unique Visitors	Average # of Pages Visited	Average Time on Site	Top Referrers
FY 17/18	218,777	3.72	1:30	Google/Organic Media One (Ads) Direct Bing Facebook
FY 18/19 Thru 4th Qtr.	355,057	1.59	1:14	Google/Organic Media One/Native Media One/Display Direct Media One/CPC

## Social Media Engagement

Platform	FY 17/18 Engagement	FY 18/19 Goal	FY 18/19 Thru 4th Qtr.	FY 18/19 % OF GOAL
Facebook	13,560	15,705	34,518	219.79%
GoFay Facebook	5,494	6,318	14,669	223.18%
Meetings/Tournaments Facebook	490	588	1,716	291.84%
Twitter	5,053	6,063	5,934	97.87%
Instagram	5,895	6,779	5,212	76.88%
LinkedIn	1,491	1,789	4,431	247.68%

# 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.