



Bureau News

1st Quarter, Fiscal Year 2022



Administration

- Hired Jennifer Betshlimon as Administrative Assistant.
- Continued organizing and realigning the bureau.
- Worked with Chamber, Downtown District and third-party research company.
- Cherry Bekaert conducted audit.
- Work with present board to update Bylaws and appoint tourism partners to open positions.

Communications

- Worked with agency of record to finalize the end of the contract with them and ensuring all issues are resolved.
- Hosted three travel writers and issued 11 press releases.
- Reviewed and updated Fayetteville content on VisitNC (extranet).
- Reviewed image library and deleted unusable images
- Added three blog stories to VisitFayettevilleNC.com.
- Attended US Travel's ESTO Annual Conference (Education Seminar for Tourism Organizations).

Tourism

- Hosted Heroes Homecoming Planning meetings as well as orchestrated needed printed materials.
- Collaborated with the City of Fayetteville, Greater Fayetteville Chamber of Commerce, Cool spring Downtown District for an ad in Our State.
- Partnered with Greater Fayetteville Chamber of Commerce and Cool Spring Downtown District for a full-page ad in the October Edition of Business NC.
- Continued Employment search for Tourism Marketing Coordinator.
- Partnered with NC Works, Greater Fayetteville Chamber of Commerce, Cool Spring Down District, and the Crown to host a Hospitality Job Fair on August 24, 2021.
- Attended Feasibility Study results for Multi-Use Center at the Crown Ballroom.
- Attended US Travel's ESTO Annual Conference (Education Seminar for Tourism Organizations).
- Attended Southeast Tourism Society's (STS) Annual Conference.

Sales

Hired Isaiah Griffin as Sales Coordinator.

• Convention & Meetings

- Continued Employment search for Director of Convention Sales.
- Worked on catching up and touching base with clients.
- Attended the Triple Nickel (Air Force 555th Fighter Squadron) Scholarship Award Presentation for 25 years of the FACVB supporting this scholarship.
- Working with House of Prayer Christian Church to bring the fall conference to Fayetteville. This would account for 1800 room nights.

• Sports

- Attended the NC Sports Association quarterly meeting and diversity summit in Asheville, NC.
- Attended the TEAMS Sporting Conference in Atlantic City, NC.
- Attended the NC Veterans Suicide Awareness & Prevent Run that the FACVB sponsored.
- Tournament Director for the International Butterfly Cup table tennis tournament.
- Co-organizer for the Hospitality Job Fair.
- Worked with FACVB sponsored Christy Martin All American Boxing Tournament.
- Worked with FACVB sponsored National Day of the Cowboy Rodeo.

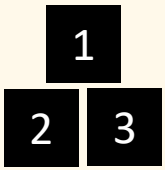
Visitor Center

- Hired Joie Schubert as Visitor Center Counselor. Continued to audit and update equipment inventory.
- Assisted over 1800 visitors at two locations.
- Toured 5 local attractions/businesses to be better informed and share information.
- Continued to reach out to local attractions/businesses for rack cards/information.



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Occupancy

OCCUPANCY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
2021-2022												
Taxes Collected*	\$726,522	\$818,269	\$741,681									
Occupancy Percentage**	68.8%	68.6%	68.0%									
Average Daily Rate**	\$87.38	\$88.12	\$88.22									
2020-2021												
Taxes Collected*	\$433,977	\$498,933	\$525,482	\$536,063	\$546,645	\$535,532	\$418,587	\$508,446	\$476,312	\$661,508	\$697,574	\$726,224
Occupancy Percentage**	52.3%	53.3%	54.4%	55.5%	55.5%	54.8%	57.4%	57.2%	61.7%	64.9%	66.6%	67.9%
Average Daily Rate**	\$76.02	\$76.34	\$76.87	\$77.55	\$77.70	\$77.48	\$77.95	\$78.16	\$79.83	\$82.24	\$84.05	\$85.68
2019-2020												
Taxes Collected*	\$616,007	\$612,953	\$597,417	\$553,224	\$547,245	\$369,027	\$639,389	\$494,474	\$548,279	\$414,043	\$230,521	\$385,862
Occupancy Percentage**	69.1%	68.4%	67.9%	66.9%	66.3%	64.9%	55.6%	59.2%	58.1%	52.4%	50.4%	51.2%
Average Daily Rate**	\$81.86	\$82.13	\$82.27	\$82.26	\$82.03	\$81.75	\$80.11	\$81.10	\$79.93	\$77.04	\$76.06	\$75.75

* Source: Cumberland County Tax Administration

** Source: STR Report



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1

2

3

Publicity *

PUBLICITY	JUL	AUG	SEP
Out of Market	4	5	2
In Market	3	7	2

Visitor Center *

VISITOR CENTER	JUL	AUG	SEP
Groups Serviced	3	3	4
Visitors Serviced	942	488	431
Destination Guides Distributed	1,154	902	3,266

Social Media Engagement *

ENGAGEMENT	JUL	AUG	SEP
Facebook	3,974	1,711	2,650
Twitter	195	239	167
Instagram	378	383	285
LinkedIn	143	61	61

Website Analytics

ANALYTICS	JUL	AUG	SEP
Visitors	38,277	36,698	37,396
Average # of Pages Visited	1.88	1.62	1.59
Average Time On Site	1:35	1:33	1:34
Top 5 Referrals:	Google Organic	Google Organic	Google Organic
	Direct	Med 1/Display	Med 1/Display
	Med 1/PPC	Med 1/Native	Med 1/Native
	Med 1/Bing PPC	Direct	Direct
	Bing Organic	Med 1/PPC	Med 1 PPC

**Indicates TDA Contract Performance Measure.*



Bureau Numbers

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Current Conversion Rate After 1st Quarter Is 50%.*

1

2

3

Convention Sales *

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Leads Issued												
Total Leads	2	1	0									
Requested Rooms	397	1,800	0									
Attendees	460	450	0									
Economic Impact	\$164,160	\$205,200	\$0									
Leads Changed to Definite												
Total Leads	1	0	0									
Contracted Rooms	50	0	0									
Attendees	70	0	0									
Economic Impact	\$23,940	\$0	\$0									

Sports Sales *

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Leads Issued												
Total Leads	2	4	2									
Requested Rooms	420	2,137	250									
Attendees	80	583	130									
Economic Impact	\$47,880	\$292,638	\$38,760									
Leads Changed to Definite												
Total Leads	7	0	0									
Contracted Rooms	325	0	0									
Attendees	500	0	0									
Economic Impact	\$161,880	\$0	\$0									

**Indicates TDA Contract Performance Measure*



More Information

1st Quarter, Fiscal Year 2022



Communications

OCCUPANCY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Press Releases Issued	2	4	3									
New E-Newsletter Subscribers	363	268	204									
Electronic Destination Guides Viewed	11	8	10									
Electronic Trail Guides Viewed	5	6	1									

Group Sales

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Convention Sales												
New Accounts Created	1	2	18									
Sales Functions	0	0	1									
Site Inspections	5	3	2									
Client Presentations	0	0	0									
Traces Completed	101	50	20									
Sports Sales												
New Accounts Created	1	2	1									
Sales Functions	0	0	3									
Site Inspections	5	3	2									
Client Presentations	1	5	2									
Traces Completed	181	209	38									