



Bureau News

2nd Quarter, Fiscal Year 2022



Administration

- Held Bureau Board Orientation for all board members.
- Hired firm and obtained all legal rights to trademarks filed with the United States Patent and Trademark Office.
- Hired agency to obtain full access, rights and to track all bureau Uniform Resource Locators (URLs).
- Completely digitized nearly 40 years' worth of bureau data.
- Organized and filed all bureau contracts, both past, and present.
- Preparing for contract discussions with the Tourism Development Authority.

Communications

- Hired Kristy Grove as Director of Communications. Her start date is in January 2022.
- Integrated Destination International Economic Impact Calculator.
- Integrated Grammarly Business Edition company-wide.

Tourism

- Executed a successful Heroes Homecoming IX, November 6-13: Over eight days: 24 events, 32 partners/organizations, 98 Missing Man Kits and Honor Chairs deployed across the county, 2,300 parade Thank you signs handed out, 10,000 event brochures distributed.
- Hired Jen Thigpen as Tourism Marketing Coordinator. Her start date is in January 2022.
- Initiated a new 18-month contract with the new marketing agency, Mythic.

Sales

• **Convention & Meetings**

- Currently interviewing for the Director of Convention & Meetings
- Issued 7 Leads for a total of 1,164 Rooms Requested, 393 Attendees for a value of \$2,424,096 of economic impact.
- Working on eliminating overdue Traces in Simpleview.
- Reviewing outdated information in Simpleview and updating.
- Conducted Site Visits with Business Partners.
- Ongoing research for potential events for the Fayetteville Market.
- Continue to filter incoming Requests for Proposals for potential realistic leads.

• **Sports**

- Issued 9 Leads for a total of 4,947 Rooms Requested, 5,028 Attendees for a value of \$2,104,558 of economic impact.
- Attended S.P.O.R.T.S. The Relationship Conference – Colorado Springs, Co, October 11-14
- Attended Esports Business Summit – Las Vegas, NV, October 18-24
- Attended Sports ETA – Birmingham, AL, October 25-29

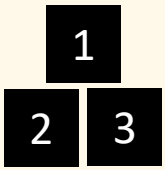
Visitor Center

- Started annual review of restaurants in the database and are making appropriate updates.
- Continue to maintain all inventory of FACVB's assets.
- New shed was delivered.
- Partnered with "Walk to End Alz" to help raise awareness.



Bureau Numbers

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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	\$615,746	\$672,418	\$591,952						
Occupancy Percentage**	68.8%	68.6%	68.0%	67.7%	67.0%	66%						
Average Daily Rate**	\$87.38	\$88.12	\$88.22	\$88.78	\$88.97	\$88.85						
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

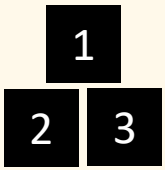
* Source: Cumberland County Tax Administration

** Source: STR Report



Bureau Numbers

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Publicity *

PUBLICITY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Out of Market	4	5	2	0**	0**	0**						
In Market	3	7	2	0**	0**	0**						

** Awaiting New Director of Communications

Visitor Center *

VISITOR CENTER	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Groups Serviced	3	3	4	2	3	4						
Visitors Serviced	942	488	431	572	528	510						
Destination Guides Distributed	1,154	902	3,266	3,958	4,095	569						

Social Media Engagement *

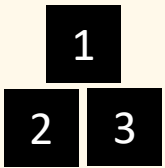
ENGAGEMENT	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Facebook	3,974	1,711	2,650	3,258	3,412	5,05						
Twitter	195	239	167	132	29	37						
Instagram	378	383	285	259	279	No Data						
LinkedIn	143	61	61	259	279	No Data						

**Indicates TDA Contract Performance Measure.*



Bureau Numbers

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Website Analytics

ANALYTICS	JUL	AUG	SEP	OCT	NOV	DEC
Visitors	38,277	36,698	37,396	28,351	32,970	45,116
Average # of Pages Visited	1.88	1.62	1.59	1:44	1.57	1.50
Average Time On Site	1:35	1.33	1.34	1:16	1:30	1:24
Top 5 Referrals:	Google Organic	Google Organic	Google Organic	Google Organic	Google Organic	Google Organic
	Direct	Med 1/Display	Med 1/Display	Med 1/Native	Med 1/Display	Direct
	Med 1/PPC	Med 1/Native	Med 1/Native	Med 1/Display	Med 1/Native	Med 1/Display
	Med 1/Bing PPC	Direct	Direct	Direct	Direct	Med 1 PPC
	Bing Organic	Med 1/PPC	Med 1 PPC	Med 1 PPC	Med 1 PPC	Med 1 Facebook

ANALYTICS	JAN	FEB	MAR	APR	MAY	JUN
Visitors						
Average # of Pages Visited						
Average Time On Site						
Top 5 Referrals:						



Bureau Numbers

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Current Conversion Rate After 2nd Quarter Is 48%.*

1

2

3

Convention Sales *

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Leads Issued												
Total Leads	2	1	0	1	5	2						
Requested Rooms	397	1,800	0	15	1,139	510						
Attendees	460	450	0	15	268	210						
Economic Impact	\$164,160	\$205,200	\$0	\$3,420	\$134,976	\$2,342,700						
Leads Changed to Definite												
Total Leads	1	0	0	0	1	1						
Contracted Rooms	50	0	0	0	150	140						
Attendees	70	0	0	0	50	1,322						
Economic Impact	\$23,940	\$0	\$0	\$0	\$17,100	\$1,054,956						

Sports Sales *

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Leads Issued												
Total Leads	2	4	2	2	6	4						
Requested Rooms	420	2,137	250	560	5,675	2,912						
Attendees	80	583	130	200	11,350	3,978						
Economic Impact	\$47,880	\$292,638	\$38,760	\$68,400	\$5,055,900	\$1,768,368						
Leads Changed to Definite												
Total Leads	7	0	0	1	2	2						
Contracted Rooms	325	0	0	44	45	540						
Attendees	500	0	0	80	170	250						
Economic Impact	\$161,880	\$0	\$0	\$27,360	\$58,140	\$79,800						

**Indicates TDA Contract Performance Measure*



Bureau Numbers

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1

2

3

Total EEI Value Lost this Fiscal Year: \$1,336,878.

Lost Business July-December 2021

Market Segment	Account Name	Lead Name	Requested Rooms	Room Attendees	EEI Value	Lost City	Lost Code(s)	Lost Comments
Nonprofit Group	Claims Prevention & Procedure Council	CPPC Convention	310	100	\$68,400	Las Vegas, NV	Reason Unknown	Lost to Las Vegas. Reason Unknown. Unable to get ahold of meeting planner. Sent email and left VM message on 12/13/21.
Religious	Christian Women Connection	Christian Women Connection National Convention	1286	650	\$592,800	Beaver Creek, CO	Reason Unknown	No reason was given. No response from the planner. Google search indicated that it was held in Beaver Creek, CO, and 2022's conference will be held in Orlando, FL
Group Tour	All In One Tours	Wolf Tours - Overnight 2021	26	50	\$5,700		Health Concerns - COVID-19	Due to COVID-19, the tour guide never showed up with her tour group to the hotel.
Medical	DAG & Associates	National Trans Health Conference	300	125	\$57,000	Pittsburgh, PA	Reason Unknown	Reason unknown. No response from meeting planner.
Association	Event Supplier Network	NC Youth Regional Symposium	352	150	\$68,400	Raleigh, NC	Reason Unknown	Unable to reach planner. Internet search showed this went to Raleigh.
Third-Party Planner	Event Supplier Network	Strategic Advisory Board Meeting	36	12	\$5,472	Cary, NC	Reason Unknown	The conference was held at the Umstead Hotel in Cary.
Social	Piquet-Haas Wedding 2021	Piquet-Haas Wedding 2021	35	50	\$17,100		Cannot Contact Planner	I have been trying to get in contact with Amanda and sent an email to Kelly to see if she was able to get in contact with her as well but I have not heard anything back.
Religious	House of Prayer Christian Church - Gillespie	2021 Prayer Force Conference - Fall	1800	450	\$205,200	Lumberton, NC	Facility Rates Too High	Lost the event to Lumberton where they got a less expensive rate on their meeting space.
Sports	USA Gymnastics	2022 U.S. Classic	865	185	\$147,630		Reason Unknown	Did not submit a proposal due to hotel not centrally located near airport & venue as specified in RFP.
Sports	AAU North Carolina	2022 AAU Basketball Memorial Day Classic	240	250	\$85,500	Charlotte, NC	Needed Venue Rental Assistance	The client moved the tournament to Lake Norman where they will be receiving venue rental assistance.
Medical	Hemophilia of NC	Hemophilia of North Carolina Annual Meeting & Winter Conference	60	35	\$11,970	Raleigh, NC	Facility Rates Too High	Planner indicated that they could get lower rates in other markets. They narrowed their choice to two locations: Raleigh and Winston-Salem.
Military	Charlie Company	2021 Soldier/Family Readiness Group Holiday Party	10	10	\$1,140		Facility Rates Too High	Was unable to find venue that worked with client's budget.
Nonprofit Group	Thrive Monarch Events Llc	Yellow Ribbon Raleigh	69	23	\$7,866	Raleigh, NC	Committee Decision	The Yellow Ribbon group strictly wanted to keep this meeting in Raleigh
Corporate	Constellation Digital Partners	Constellation Launch 2022	310	110	\$62,700	Raleigh, NC	Properties Did Not Respond to Planner	Did not receive any replies from hotel RFPs.



More Information

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Communications

OCCUPANCY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Press Releases Issued	2	4	3	3	0	0						
New E-Newsletter Subscribers	363	268	204	277	199	195						
Electronic Destination Guides Viewed	11	8	10	11	5	7						
Electronic Trail Guides Viewed	5	6	1	2	1	0						

Group Sales

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Convention Sales												
New Accounts Created	1	2	18	21	2	2						
Sales Functions	0	0	1	0	0	0						
Site Inspections	5	3	2	6	8	6						
Client Presentations	0	0	0	0	2	0						
Traces Completed	101	50	20	139	189	275						
Sports Sales												
New Accounts Created	1	2	1	16	1	35						
Sales Functions	0	0	3	4	2	1						
Site Inspections	5	3	2	1	5	5						
Client Presentations	1	5	2	0	1	0						
Traces Completed	181	209	38	220	256	28						