



Bureau News

3rd Quarter, Fiscal Year 2022



Administration

- Finalized Master Service Agreement (MSA) and Statement of Work (SOW) contracts with the attorney for the new media buying partner, Adams & Knight.
- Provided and approved demand letter to obtain assets and material from previous media partner, MediaOne.

Tourism Marketing

- Attended Visit NC 365 Conference (Governors Conference) in Durham from March 20-22.
- Attended the Planning Meeting for the Southeast Tourism Society's upcoming CONNECTIONS to be held in Concord, NC in September 2022.
- On-Board new marketing partner, Mythic and new media buying & placement partner, Adams & Knight.
- Submitted Proposal for American Relief Funds through Cumberland County
- Worked with partners to put refreshed brand positioning testing in the market.
- Worked alongside PR partner Eckel & Vaughn to develop Heroes Homecoming theme and develop marquee event.

Communications

• Communications

- Attended Visit NC 365 Conference (Governors Conference) in Durham from March 20-22.
- Attended the Planning Meeting for the Southeast Tourism Society's upcoming CONNECTIONS to be held in Concord, NC in September 2022.
- Media/Public Relations visits with regional influencers and media at Visit 365 Conference.
- Executed our paid social media strategy with our partner, Adams & Knight.
- Attended a brainstorming pitch meeting with our partner, Eckel & Vaughn which resulted in our April/May Pitch Content Calendar.
- Launched Crowdriff software, a new User Generated Content platform.

• Information Technology & Database Management

- Attended Visit NC 365 Conference (Governors Conference) in Durham from March 20-22.
- Updated Member/Partner Users Manual and included new standards and guidelines.
- Continued to audit the database.
- In collaboration with Kristy and Sally to start making some changes to the website.
- Held our kickoff meeting between the FACVB, Simpleview, and Mythic on March 30, 2022, for our new website refresh initiative.
- Completed new Strategic Plan for the new Fiscal Year.

Sales

• Convention & Meetings

- Hired Sally Slater as the Senior Director of Convention Sales and Sports Marketing. Her start date was Monday, February 28, 2022.
- The Sales Team conducted hotel visits in early March.
- Sally began searching for additional tools to aid in identifying "new" meeting/convention business for Cumberland County.
- Attended Visit NC 365 Conference (Governors Conference) in Durham from March 20-22.

• Sports

- Developed key community partnerships with the Crown Complex and Fayetteville State's E-Sports Department. The FACVB will begin to work with planners to bring the lucrative E-Sports market to Fayetteville.
- Was a panelist at the Marksmen Career Fair at the Crown Complex on February 25 to speak to 1,200 Cumberland, Robeson, and Bladen County high school students about Careers. Spoke to the students in four groups as part of the Careers in Sports panel.
- Attended the Express Indoor Conference in Pasco County, Florida from January 10-14.
- Attended the Express Outdoor Conference in Tucson, AZ from February 7-11.
- Attended the Playthrough Gaming Convention in Raleigh, NC on March 19.
- Attended the VisitNC 365Live Conference in Durham from March 20-22.

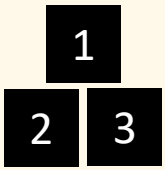
Visitor Center

- Working with DOT to have Destination guides placed at two I-95 Rest areas (MM 47 Southbound and MM 48 Northbound).
- Distributed over 10,000 destination guides this quarter with over 4800 visitors serviced in our visitor centers.
- Entered 310 Events into the database for our website's Calendar of Events.
- Continued annual review of restaurants in the database.
- Continued to maintain all inventory of FACVB's assets.



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	\$552,912	\$579,967	\$628,086			
Occupancy Percentage**	68.8%	68.6%	68.0%	67.7%	67.0%	66%	59.2%	63.1%	65.7%			
Average Daily Rate**	\$87.38	\$88.12	\$88.22	\$88.78	\$88.97	\$88.85	\$88.96	\$91.11	\$93.46			
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

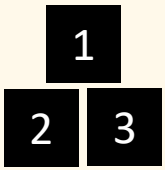
* Source: Cumberland County Tax Administration

** 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	0	0	**			
In Market	3	7	2	0	0	0	0	0	**			

***In March, our partner Eckel & Vaughn created a pitch content calendar for approval. Pitching begins in April.*

Visitor Center *

VISITOR CENTER	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Groups Serviced	3	3	4	2	3	4	7	3	11			
Visitors Serviced	942	488	431	572	528	510	215	455	704			
Destination Guides Distributed	1,154	902	3,266	3,958	4,095	569	2,420	2,970	4,657			

**Indicates TDA Contract Performance Measure.*



Bureau Numbers

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Social Media *



MEASUREMENT	JAN		FEB		MAR		APR		MAY		JUNE	
	Total	% Up or Down	Total	% Up or Down	Total	% Up or Down	Total	% Up or Down	Total	% Up or Down	Total	% Up or Down
Impressions	10,801	-75.60%	22,988	112.80%	14,385	-37.50%						
Engagements	365	529.30%	461	26.30%	471	2.20%						
Engagement Rate Per Impression	3.40%		2.00%		3.30%							
New Followers	114		32		29							
Impressions	9,334	-99.00%	19,976	114.00%	568,193	2,744.40%						
Engagements	397	-89.20%	885	122.90%	9,348	956.30%						
Engagement Rate Per Impression	4.30%		4.4%		1.60%							
Post Link Click	89		119		4,575							
New Likes	25		16		67							
Impressions	494		1,073		1,616							
Engagements	25		48		49							
Clicks to Link/Article	52		10		10							
Page Views	82		63		63							
New Followers	9		8		11							

Facebook

First paid post-March 15 - One paid post per week.

Legend

Impressions = the Total number of people content was visible to.

Engagements = Reactions, Comments, and Shares

Post Link Click = Click-through to the call of action, i.e., website.

**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	22,699	18,847	29,993			
Average # of Pages Visited	1.67	1.76	1.71			
Average Time On Site	1:33	1:42	1:35			
Top 5 Referrals:	Google Organic	Google Organic	Google Organic			
	Direct	Direct	Direct			
	Bing Organic	Bing Organic	Facebook			
	Facebook	Fayetteville.gov	Bing Organic			
	Fayetteville.gov	Yahoo	Fayetteville.gov			



Bureau Numbers

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

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Convention Sales *

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Leads Issued												
Total Leads	2	1	0	1	5	2	0	4	6			
Requested Rooms	397	1,800	0	15	1,139	510	0	2,471	5,525			
Attendees	460	450	0	15	268	210	0	597	1,739			
Economic Impact	\$164,160	\$205,200	\$0	\$3,420	\$134,976	\$2,342,700	\$0	\$410,400	\$3,090,540			
Leads Changed to Definite												
Total Leads	1	0	0	0	1	1	0	1	2			
Contracted Rooms	50	0	0	0	150	140	0	199	354			
Attendees	70	0	0	0	50	1,322	0	22	2,250			
Economic Impact	\$23,940	\$0	\$0	\$0	\$17,100	\$1,054,956	\$0	\$25,080	\$1,744,200			

Sports Sales *

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Leads Issued												
Total Leads	2	4	2	2	6	4	1	7	6			
Requested Rooms	420	2,137	250	560	5,675	2,912	195	2,510	1,973			
Attendees	80	583	130	200	11,350	3,978	65	1,970	978			
Economic Impact	\$47,880	\$292,638	\$38,760	\$68,400	\$5,055,900	\$1,768,368	\$22,230	\$628,140	\$391,818			
Leads Changed to Definite												
Total Leads	7	0	0	1	2	2	0	2	3			
Contracted Rooms	325	0	0	44	45	540	0	300	96			
Attendees	500	0	0	80	170	250	0	415	3,588			
Economic Impact	\$161,880	\$0	\$0	\$27,360	\$58,140	\$79,800	\$0	\$96,330	\$1,634,988			

*Indicates TDA Contract Performance Measure



Bureau Numbers

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Total EEI Value Lost this Fiscal Year: \$2,254,578

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Lost Business July 2021-March 2022

Lost Date	Market Segment	Account Name	EEI Value	Lead Name	Requested Rooms	Room Attendees	Lost City	Lost Code(s)	Lost Comments
12/15/2021	Nonprofit Group	Claims Prevention & Procedure Council Inc.	\$68,400	CPPC Convention	310	100	Las Vegas, NV	Reason Unknown	Lost to Las Vegas. Reason Unknown. Unable to get a hold of meeting planner. Sent email and left VM message on 12/13/21.
12/14/2021	Religious	Christian Women Connection	\$592,800	Christian Women Connection National Convention	1,286	650	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
12/22/2021	Group Tour	All In One Tours	\$5,700	Wolf Tours - Overnight 2021	26	50		Health Concerns - COVID-19	Due to COVID-19, the tour guide never showed up with her tour group to the hotel.
12/14/2021	Medical	DAG & Associates	\$57,000	National Trans Health Conference	300	125	Pittsburgh, PA	Reason Unknown	Reason unknown. No response from meeting planner.
12/21/2021	Association	Cvent	\$68,400	NC Youth Regional Symposium	352	150	Raleigh, NC	Reason Unknown	Unable to reach planner. Internet search showed this went to Raleigh.
1/31/2022	Sports	AAU North Carolina	\$85,500	2022 AAU Basketball President's Day Classic	550	250	Greensboro, NC	Needed Venue Rental Assistance	Client needed venue rental assistance. By the time, notice was given to them that the FACVB would assist them, they had found another location (Greensboro) that would pay 100% of the venue rental.
3/4/2022	Sports	AAU North Carolina	\$85,500	2022 All or Nothing Performance Boys Basketball Challenge	750	250		Canceled Prior to Going Definite	A large AAU tournament is being held the following weekend in another location and player entry was too low. They hope to reschedule it for this area in the future.
12/8/2021	Third-Party Planner	Cvent	\$5,472	Strategic Advisory Board Meeting	36	12	Cary, NC	Reason Unknown	The conference was held at the Umstead Hotel in Cary.
10/21/2021	Social	Piquet-Haas Wedding 2021	\$17,100	Piquet-Haas Wedding 2021	35	50		Cannot Contact Planner	I have been trying to get in contact with Amanda and sent an email to Kelly seeing if she was able to get in contact with her as well but I have not heard anything back.
2/2/2022	Third-Party Planner	Cvent	\$45,600	Golden Honey's MC 2022 Charity Ride	200	200	Durham, NC	Reason Unknown	Lost to either Durham or Chapel Hill
11/9/2021	Religious	House of Prayer Christian Church - Gillespie	\$205,200	2021 Prayer Force Conference - Fall	1,800	450	Lumberton, NC	Facility Rates Too High	Lost the event to Lumberton where they got a less expensive rate on their meeting space
3/15/2022	Sports	Americheer	\$28,500	Americheer Championship	250	250		Health Concerns - COVID-19	Covid-19. Hope to reschedule in 2022
9/24/2021	Sports	USA Gymnastics	\$147,630	2022 U.S. Classic	865	185		Reason Unknown	Did not submit a proposal due to hotel not centrally located near airport & venue as specified in RFP.
1/31/2022	Association	National Active & Retired Federal Employees Association	\$34,200	2022 State Convention	0	100		Health Concerns - COVID-19	They decided to do a virtual meeting in 2022



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Lost Date	Market Segment	Account Name	EEl Value	Lead Name	Requested Rooms	Room Attendees	Lost City	Lost Code(s)	Lost Comments
12/30/2021	Sports	AAU North Carolina	\$85,500	2022 AAU Basketball Memorial Day Classic	240	250	Charlotte, NC	Needed Venue Rental Assistance	Client moved tournament to Lake Norman where they will be receiving venue rental assistance.
12/10/2021	Medical	Hemophilia of NC	\$11,970	Hemophilia of North Carolina Annual Meeting & Winter Conference	60	35	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.
11/12/2021	Military	Charlie Company	\$1,140	2021 Soldier/Family Readiness Group Holiday Party	10	10		Facility Rates Too High	Was unable to find venue that worked with clients budget
3/7/2022	Sports	National Collegiate Table Tennis Association	\$171,000	2023 College Table Tennis National Championships	0	300		Not Enough Sleeping Rooms	We don't have a hotel large enough to meet their sleeping night needs. 350 rooms minimum needed.
1/24/2022	Religious	National Missionary Baptist Conference Association	\$57,000	2022 Winter Board Meeting	500	100		Health Concerns - COVID-19	This meeting is going virtual this year due to Covid. However, they are planning to return to in-person meeting in Fayetteville in Feb. 2023.
11/17/2021	Nonprofit Group	Thrive Monarch Events Llc	\$7,866	Yellow Ribbon Raleigh	69	23	Raleigh, NC	Committee Decision	The Yellow Ribbon group strictly wanted to keep this meeting in Raleigh
1/7/2022	Corporate	Constellation Digital Partners	\$62,700	Constellation Launch 2022	310	110	Raleigh, NC	Properties Did Not Respond to Planner	Did not receive any replies back from hotel proposals
2/28/2022	Sports	Champions In Motion	\$410,400	2022/June Champions In Motion Championships	1,200	1,200		Financial Assistance Needed Per RFP	The client was requesting \$25,000 in TDA funding but did not have the paperwork completed correctly. It was too close to the TDA deadline to submit new paperwork. The client plans to try again for a January event.
TOTAL LOST			\$2,254,578		9,149	4,850			



More Information

3rd Quarter, Fiscal Year 2022



Communications

OCCUPANCY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Press Releases Issued	2	4	3	3	0	0	0	1	0			
New E-Newsletter Subscribers	363	268	204	277	199	195	277	112	227			
Electronic Destination Guides Viewed	11	8	10	11	5	7	10	4	13			
Electronic Trail Guides Viewed	5	6	1	2	1	0	1	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	0	3	5			
Sales Functions	0	0	1	0	0	0	0	0	3			
Site Inspections	5	3	2	6	8	6	0	0	0			
Client Presentations	0	0	0	0	2	0	0	0	0			
Traces Completed	101	50	20	139	189	275	170	49	44			
Sports Sales												
New Accounts Created	1	2	1	16	1	35	7	8	3			
Sales Functions	0	0	3	4	2	1	5	6	7			
Site Inspections	5	3	2	1	5	5	0	6	5			
Client Presentations	1	5	2	0	1	0	1	1	2			
Traces Completed	181	209	38	220	256	28	160	149	373			