



Bureau News

4th Quarter, Fiscal Year 2022



Administration

- Updated and revised Employee Handbook and sent to the attorney for review and approval.
- Reviewed Adams & Knight Master Service Agreement with the attorney and made appropriate updates.
- Purchased URLs for rebranding efforts.
- Began reconciling bank statements to reduce accounting costs previously handled by Cherry Bekaert due to segregation of duties.
- Began process with an attorney to terminate the Higher Logic contract.
- Began inputting billing into QuickBooks.
- Finalized budget and individual department budgets.
- Prepared for TDA and FACVB Board meetings.

Tourism Marketing

• Marketing

- Heroes Homecoming 2022 planning in full swing.
- Attended the Greater Fayetteville Chambers MAC SiM Expo at Fayetteville State University.
- Participated in Tourism Day during National Tourism Week at the I-95 South Welcome Center.
- Continue to work with agencies and fine-tune media placements. Content calendars, media pitches, and concepts for new branding and campaigns.
- Attended Year 1 of Southeast Tourism Society's Marketing College

• Communications

- Due to the resignation of the Director of Communications, the FACVB reorganized the Communications area to fall under Tourism Marketing.
- Published 4 blogs in May and 3 in June (all published on the website) and used paid social content to drive visitation to the website.

Information Technology

- Continued auditing database.
- Finalized Employee Handbook.
- Completed end of 4th Quarter Reports.
- Updated database Member/Partner Standards Document.
- Created Extranet Instructions for Events.
- Created Calendar of Event Poster for use by the Visitors Center.
- Created a "Why You Should Be in Calendar of Events flyer/dashboard.
- Created blog web pages for Tourism Marketing.
- Created microsite for Sports.
- Ran Economic Impact results for specific events.
- Created new Dining Guides for the Visitor Center for Fayetteville, Spring Lake, and Hope Mills.
- Attended MINT Admin training.
- Researched and put together a quick Fayetteville Presentation with all 13 Fayetteville's from across the country.
- Updated poster boards for Mid-Session FACVB Board Meeting.
- Created new polygon maps for our research company.



Bureau News

4th Quarter, Fiscal Year 2022



Sales

• Convention & Meetings

- Sally and Isaiah attended the Go to Market Working Session Day 1.
- Sally and Isaiah attended the SGMP Annual Conference in Pittsburgh, PA.

○ Sally Slater

- Attended the Power Breakfast Series.
- Attended the Annual Conference for the Society of Government Meeting Planners (SGMP) NC Chapter held in Cary, NC.
- Met with Adam Collier with Fairfield and Faith Boehmer with the Children's Advocacy Center – discussion on bringing awareness to Cumberland County Hotels on Human Trafficking. Faith has agreed to address this issue during our Director of Sales (DOS)/Sales Manager/General Manager meetings.
- Attended Hero's Homecoming meetings.

○ Isaiah Griffin

- Attended Southeast Tourism Society (STS) Marketing College in Georgia.
- Attended the Military Reunion Network Summit in Louisiana.

○ Upcoming

- Setting up sales training once a week for the Sales Team through August 2022.
- Sally is preparing for the Destinations International (DI) Annual Conference.
- Sally is preparing for the Association Executives of North Carolina (AENC) Annual Conference.
- The Sales Team is preparing for the Connect Market Place taking place in Detroit, MI.
- Scheduling the first DOS/Sales Manager Meeting for August – guest speaker will be Faith Boehmer.
- Creating a 2-sided fact sheet about Cumberland County/Fayetteville.

• Sports

○ Amy Karpinski

- Attended the Esports Travel Summit with Dorothy Strahley from the Crown Complex in Daytona Beach, FL. This summit was held the week of June 20. Nineteen new accounts were created that have the potential for the Fayetteville market.
- Site Visit was held at the Crown Complex with Eastside Volleyball.
- Hosted the NC Sports Association Meeting (NCSA) at the Aevex Lounge in Segra Stadium. Amy was voted in as a new board member at large for the NCSA.

Visitor Center

- Distributed 22,336 Destination guides, including 1,379 brochures to American Automobile Association (AAA), Welcome Centers, and Visitor Centers.
- Serviced 2,256 out-of-town and local visitors at Person Street and the Fayetteville History Museum.
- Assisted 15 Meetings, Groups, Reunions, and Weddings providing them with information packets.
- Participated in the Dogwood Festival by staffing a booth and providing information to attendees.
- Obtained permission from the Department of Transportation to place Destination Guides at the two Fayetteville I-95 Rest areas.
- Placed Calendar of Event floor and counter displays in 8 hotel properties resulting in 27 unique scans and 30 total scans for the quarter.



Bureau Numbers

4th Quarter, Fiscal Year 2022

1

2

3

June Numbers

Sales

New Business

	Conv. Sales	Sports
Accounts Created	0	2
Leads Created	2	1

Leads

Definite

Turned Definite Last Month	2
Currently Definite	4
Rooms	3,250
Attendees	10,930
Economic Impact	\$1,609,018

Pending

Current Pending	26
Requested Rooms	10,950
Attendees	6,975
Economic Impact	\$3,884,556

Lost

Leads Lost Last Month	7
Requested Rooms	2,303
Attendees	3,538
Economic Impact	\$693,347

Website Referrals

Lodging

Listing Views	2,201
Listing Click-Throughs	850
Click-Thru Rate	40.21%

Meeting Space

Hotels

Listing Views	125
Listing Click-Throughs	94
Click-Thru Rate	75.2%

Recreation Centers

Listing Views	561
Listing Click-Throughs	151
Click-Thru Rate	26.92%

Venues

Listing Views	291
Listing Click-Thrus	160
Click-Thru Rate	54.98%



Bureau Numbers

4th Quarter, Fiscal Year 2022

1

2

3

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	\$784,309	\$759,255	\$742,060
Occupancy Percentage**	68.8%	68.6%	68.0%	67.7%	67.0%	66%	59.2%	63.1%	65.7%	66.4%	66.4%	66.7%
Average Daily Rate**	\$87.38	\$88.12	\$88.22	\$88.78	\$88.97	\$88.85	\$88.96	\$91.11	\$93.46	\$94.98	\$95.73	\$96.50
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

4th Quarter, Fiscal Year 2022

1

2

3

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	**	2	0	0
In Market	3	7	2	0	0	0	0	0	**	10	2	11

***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 Served	3	3	4	2	3	4	7	3	11	4	4	7
Visitors Served	942	488	431	572	528	510	215	455	704	547	647	1,062
Destination Guides Distributed	1,154	902	3,266	3,958	4,095	569	2,420	2,970	4,657	5,227	11,141	5,968

**Indicates TDA Contract Performance Measure.*



Bureau Numbers

4th Quarter, Fiscal Year 2022

1

2

3

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

4th Quarter, Fiscal Year 2022

1

2

3

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	43,384	33,784	39,671
Average # of Pages Visited	1.67	1.76	1.71	1.57	1.70	1.61
Average Time On Site	1:33	1:42	1:35	1:17	1:33	1:18
Top 5 Referrals:	Google Organic	Google Organic	Google Organic	Google Organic	Google Organic	Google Organic
	Direct	Direct	Direct	Facebook	Direct	Direct
	Bing Organic	Bing Organic	Facebook	Direct	Google/CPC	Facebook
	Facebook	Fayetteville.gov	Bing Organic	Bing Organic	Bing Organic	Google/CPC
	Fayetteville.gov	Yahoo	Fayetteville.gov	NewsBreakApp	FayettevilleNCTrails	Bing Organic



Bureau Numbers

4th Quarter, Fiscal Year 2022

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	4	2	0	1	5	2	0	3	5	2	2	2
Requested Rooms	454	45	0	15	939	510	0	1,865	3,150	335	385	87
Attendees	998	450	0	15	268	210	0	597	1,739	105	90	87
Economic Impact	\$171,000	\$45,600	\$0	\$3,420	\$169,176	\$85,500	\$0	\$369,360	\$1,973,430	\$116,894	\$167,593	\$43,066
Leads Changed to Definite												
Total Leads	2	3	3	1	3	3	0	1	2	1	4	1
Contracted Rooms	170	47	134	2	247	150	0	199	354	0	114	0
Attendees	70	0	0	0	50	1,322	0	22	2,250	30	275	200
Economic Impact	\$57,000	\$30,210	\$41,040	\$9,120	\$78,660	\$1,070,916	\$0	\$25,080	\$1,246,129	\$25,132	\$89,548	\$150,249

Sports Sales *

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Leads Issued												
Total Leads	1	5	1	1	3	2	1	4	3	3	3	1
Requested Rooms	150	3,937	50	200	2,275	1,200	195	2,310	841	850	300	125
Attendees	500	2,015	250	1,500	8,000	3,200	400	6,000	2,550	800	300	1,000
Economic Impact	\$17,100	\$512,094	\$11,400	\$27,360	\$1,985,482	\$96,269	\$44,418	\$568,337	\$503,164	\$195,403	\$111,674	\$110,712
Leads Changed to Definite												
Total Leads	3	0	0	1	2	2	0	2	3	5	3	1
Contracted Rooms	335	0	0	44	45	540	0	300	96	330	240	20
Attendees	5,200	0	0	1,500	1,000	1,200	0	1,700	4,700	7,400	1,950	200
Economic Impact	\$64,980	\$0	\$0	\$27,360	\$58,140	\$79,800	\$0	\$96,330	\$1,664,017	\$553,843	\$299,550	\$9,415

**Indicates TDA Contract Performance Measure*



Bureau Numbers

4th Quarter, Fiscal Year 2022

1

2

3

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	1	2	0
New E-Newsletter Subscribers	363	268	204	277	199	195	277	112	227	169	303	145
Electronic Destination Guides Viewed	11	8	10	11	5	7	10	4	13	11	13	13
Electronic Trail Guides Viewed	5	6	1	2	1	0	1	1	0	1	1	2

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	1	9	0
Sales Functions	0	0	1	0	0	0	0	0	3	Hotel Visits	1	0
Site Inspections	5	3	2	6	8	6	0	0	0	1	1	1
Client Presentations	0	0	0	0	2	0	0	0	0	0	0	0
Traces Completed	101	50	20	139	189	275	170	49	44	74	62	16
Sports Sales												
New Accounts Created	1	2	1	16	1	35	7	8	3	2	8	2
Sales Functions	0	0	3	4	2	1	5	6	7	Hotel Visits	1	0
Site Inspections	5	3	2	1	5	5	0	6	5	2	1	1
Client Presentations	1	5	2	0	1	0	1	1	2	0	0	0
Traces Completed	181	209	38	220	256	28	160	149	373	152	320	154



Agency Numbers

4th Quarter, Fiscal Year 2022



Paid Media Results

Over the last quarter, we kicked off our new paid media bridge strategy. It efficiently generated nearly **4.9M impressions**, drove more than **38.9K visits to the website**, and **38K+ engagements on social media**.

Key Performance Indicators	Paid Social		Digital Ads		Search Engine Marketing		ALL
Objectives/Primary Metric	Impressions/Clicks	Benchmark	Impressions	Benchmark	Efficient CTR	Benchmark	
Impressions	3,267,166		1,508,640		91,430		4,867,236
Cost Per Thousand Impressions (CPM)	\$5.90		\$7.37	\$8.00	\$184.38		\$9.70
Clicks to Website	31,000		1,164		6,770		38,934
Click-Through Rate (CTR)	0.95%	0.90%	0.08%	0.08%	7.40%	5.00%	0.80%
Cost Per Click (CPC)	\$0.62	\$0.63	\$9.55		\$2.49		\$1.21
Engagements	38,139		N/A		N/A		38,139

NOTE: Year Over Year (YOY) Paid Media performance is unavailable due to the previous agency's inability to accurately share reporting data.



Agency Numbers

4th Quarter, Fiscal Year 2022



Earned Media/Public Relations Results

Over the last quarter, our media outreach efforts have resulted in 24 local, regional, and national news placements (“hits”) covering tourism attractions/events in Fayetteville — garnering over **21M impressions**.

Key Performance Indicators	Broadcast	Print/Online	TOTALS
Total Media Hits — stories we helped place through our pitching/outreach efforts	9	15	24
Total Impressions from all those media placements	13,788,000	7,219,246	21,007,246



Agency Numbers

4th Quarter, Fiscal Year 2022



Website Metrics

Our **website traffic has increased 59%** over the prior quarter. We also drove significantly more people from our site to the sites of our travel/tourism attractions, hotels, restaurants, and other partners.

Key Performance Indicator	Prior Period (Jan-March)	Current Period (April-June)	Change
New Website Visitors	70,863	112,928	Up 59%
Total Website Sessions	87,769	139,447	Up 59%
Outbound Referrals (visitors linking from our site directly to the sites of tourism attractions/hotels)	12,194	19,886	Up 63%
Newsletter Sign-Ups	277	366	Up 32%

NOTE: All data compares the results of from **April 1, 2022 – June 30, 2022**, to the prior time period of the same number of days. Our paid media officially launched on March 15, 2022.