

**Scorecard for
 Fiscal Year 2018-2019
 March 2019**

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS										
Social Media										
CVB Facebook										
Users/Followers	N/A	N/A	N/A	8,101			N/A	N/A		
Posts	114	130	116	69			69	429		
New Fans	363	762	549	202			202	1,876		
Unlikes	82	718	214	28			28	1,042		
User Interaction/Engagement	3,944	6,606	11,121	5914			5,914	27,585	15,705	175.64%
GoFayetteville Facebook										
Users/Followers	N/A	6,408	N/A	2,634			N/A	6,408		
Posts	32	69	52	34			34	187		
New Fans	3,944	257	344	127			127	4,672		
Unlikes	N/A	26	31	6			6	63		
User Interaction/Engagement	1,145	2,816	5,310	2315			2,315	11,586	6,318	183.38%
Spring Lake NC Facebook										
Users/Followers	N/A	12,554	N/A	4,243			N/A	12,554		
Posts	66	53	40	16			16	175		
New Fans	N/A	76	85	56			56	217		
Unlikes	N/A	62	26	12			12	100		
User Interaction/Engagement	33,837	5,591	3,427	3322			3,322	46,177		
Fayetteville Meet/Tourney FB										
Users/Followers	N/A	609	N/A	208			N/A	609		
Posts	15	23	20	5			5	63		
New Fans	N/A	11	25	6			6	42		
Unlikes	N/A	3	1	0			0	4		
User Interaction/Engagement	142	287	1,131	145			145	1,705	588	289.97%
Twitter										
Users/Followers	N/A	N/A	N/A	3,310			N/A	N/A		
Posts	135	126	166	130			130	557		
New Followers	93	472	57	45			45	667		
User Interaction/Engagement	1,261	936	1,460	1531			1,531	5,188	6,063	85.57%
Instagram										
Users/Followers	N/A	N/A	N/A	2,340			N/A	N/A		
Posts	9	18	15	22			22	64		
New Followers	109	133	180	96			96	518		
User Interaction/Engagement	472	806	930	1182			1,182	3,390	6,779	50.01%

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Go Fayetteville Instagram										
Users/Followers	N/A	N/A	N/A	1,229			N/A	N/A		
Posts	7	10	6	1			1	24		
New Followers	108	256	165	39			39	568		
User Interaction/Engagement	198	830	462	103			103	1,593		
Linked In										
Followers	N/A	N/A	N/A	580			N/A	N/A		
Posts	58	N/A	40	8			8	106		
User Interaction/Engagement	827	1,225	1,477	266			266	3,795	1,789	212.13%
E-Newsletter Subscribers	207	154	199	63			63	623		
Electronic Destination Guides Viewed	34	27	41	6			6	108		
Electronic Trail Guides Viewed	23	13	14	0			0	50		
FACVB Generated Blog Articles	9	6	7	2			2	24	48	50.00%
Public Relations										
FACVB (In-House)										
Publicity Generated										
Out of Market	13	17	11	7			7	48		
Local	11	26	16	1			1	54		
Press Releases Issued	1	6	11	2			2	20		
Out of Market Media Visits	2	5	4	2			2	13	8	162.50%
Martin Armes										
Publicity Generated										
Out of Market	0	0	0	0			0	0		
Local	0	0	0	0			0	0		
Republik										
Publicity Generated										
Out of Market	0	0	0	0			0	0		
Advertising Trade Pubs	7	0	0	0			0	7		
Local	6	5	0	0			0	11		
Totals										
Publicity Generated										
Out of Market	13	17	11	7			7	48		
Local	17	31	16	1			1	65		
Digital Marketing										
Media One - Web Hits Generated	5,640	27,216	71,624	10,512			10,512	114,992		
219 Group Web Hits (visitfay)	1,288	1,004	900	266			266	3,458		
Jennifer Barbee Leads Generated			11	N/A	N/A	N/A	N/A	11		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Visitor Data										
Reason for Visiting (Top 3)										
Hotel Guests										
1	Traveling Through	Traveling Through	Traveling Through	Visit Friends/Family						
2	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family	Traveling Through						
3	Event/Festival	Business	Business with Military	Vacation						
Online Requests										
1	Relocation	Vacation	Vacation	Vacation						
2	Vacation	Relocation	Visit Friends/Family	Visit Friends/Family						
3	Visit Friends/Family	Visit Friends/Family	Relocation	Relocation						
Guest Books at VC										
1	Vacation	Vacation	Specific Attraction	Vacation						
2	Events/Festivals	Specific Attractions	Vacation	Specific Attraction						
3	Relocation	Relocation	Events/Festivals	Visit Friends/Family						
Top States of Origin										
Hotel Guests										
1	North Carolina	North Carolina	North Carolina	North Carolina						
2	New York	Florida	New York	New York						
3	Florida	New York	Florida	Florida						
Online Requests										
1	North Carolina	North Carolina	North Carolina	North Carolina						
2	Illinois	Florida	New York	Florida						
3	Florida	South Carolina	Pennsylvania	Virginia						
Guest Books at VC										
1	North Carolina	North Carolina	North Carolina	North Carolina						
2	Florida	Many Tied	Virginia	Michigan						
3	Georgia	Many Tied	Texas	Missouri						
Top Areas of Interest (Top 3)										
Hotel Guests										
1	Dining	Military Sites	Dining	Dining						
2	Arts & Entertainment	Dining	Museums	Arts & Entertainment						
3	Shopping	Museums	Military Sites	Museums						

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Online Requests										
1	Events/Festivals	Events/Festivals	Museums	Events/Festivals						
2	Dining	Dining	Events/Festivals	Museums						
3	Historical Sites	Museums	Arts & Entertainment	Historical Sites						
Guest Books at VC										
1	Museums	Museums	Museums	Museums						
2	Dining	Historical Sites	Dining	Historical Sites						
3	Events/Festivals	Arts & Entertainment	Historical Sites	Dining						
Visitor Experience (Avg for Month)										
Hotel Guests										
by Month	4.95	4.96	4.98	4.97			4.97	4.97		
to Date				4.96						
Guest Books										
by Month	4.67	4.72	4.75	4.78			4.78	4.73		
to Date				4.73						
Overall										
by Month	4.58	4.78	4.84	4.88			4.88	4.77		
to Date				4.77						

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
SALES RESULTS										
Advertisement Results										
Blitz										
Inquiry	5	2	5	3			3	15		
Dogwood Digest										
Inquiry	7	5	6	2			2	20		
Success										
Inquiry	2	0	1	1			1	4		
Sales										
Carryovers										
Room Nights	4,125							4,125		
Bookings-Attendance	32,946							32,946		
Economic Impact	\$978,704							\$978,704		
Leads										
Leads Room Nights	24	47	37	14			14	122	130	93.85%
Leads Attendance	7,270	27,020	11,012	2,291			2,291	47,593		
Leads Impact	21,231	35,050	89,335	18,404			18,404	164,020		
Leads Impact	\$1,728,924	\$28,607,616	\$7,128,690	\$586,644			\$586,644	\$38,051,874		
Verbals										
Verbal Bookings Attendance	28	56	53	25			25	162		
Verbal Bookings Room Nights	28,094	33,290	103,454	61,125			61,125	225,963		
Verbal Bookings Impact	3,374	10,051	29,560	11,037			11,037	54,022		
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$123,108,662	\$7,074,840			\$7,074,840	\$172,201,052		
Bookings										
Bookings Attendance	8	11	18	3			3	40		
Bookings Room Nights	13,480	49,475	36,400	700			700	100,055		
Bookings Economic Impact	831	16,992	8,876	245			245	26,944	20,000	134.72%
Bookings Economic Impact	\$228,000	\$4,774,320	\$13,837,320	\$124,830			\$124,830	\$18,964,470		
Sales Functions										
Sales Functions	16	19	26	5			5	66		
Site Inspections	4	2	13	1			1	20		
Sales Blitz	3	5	4	1			1	13		
Calls Converted to Accounts	13	7	3	0			0	23		
Bid/Packages Mailed	0	1	0	0			0	1		
Client Presentations	3	3	11	1			1	18		
Trade Shows										
US Sports Congress										
Contacts		10						10		
Leads		5						5		
Room Nights		2,500						2,500		
Attendees		4,000						4,000		
Hot Prospects		2						2		
Followups		3						3		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Connect Sports										
Contacts	30							30		
Leads	4							4		
Room Nights	900							900		
Attendees	700							700		
Hot Prospects	2							2		
Followups	2							2		
Connect Women in Sports										
Contacts	30	17						47		
Leads	4	1						5		
Room Nights	900	500						1,400		
Attendees	700	750						1,450		
Hot Prospects	2	1						3		
Followups	2	3						5		
Connect Association										
Contacts	30							30		
Leads	4							4		
Room Nights	800							800		
Attendees	1,250							1,250		
Hot Prospects	2							2		
Followups	6							6		
MPI-CC Annual										
Contacts			0					0		
Leads			0					0		
Room Nights			0					0		
Attendees			0					0		
Hot Prospects			0					0		
Followups			0					0		
AAU Convention										
Contacts								0		
Leads								0		
Room Nights								0		
Attendees								0		
Hot Prospects								0		
Followups								0		
AENC Winter Conference										
Contacts								0		
Leads								0		
Room Nights								0		
Attendees								0		
Hot Prospects								0		
Follow Up								0		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
CMCA Spring Conference										
Contacts			0	32			32	32		
Leads			0	6			6	6		
Room Nights			0	475			475	475		
Attendees			0	725			725	725		
Hot Prospects			0	2			2	2		
Followups			0	12			12	12		
Connect Faith										
Contacts		29						29		
Leads		11						11		
Room Nights		9,195						9,195		
Attendees		6,120						6,120		
Hot Prospects		3						3		
Followups		18						18		
Teams										
Contacts	35	0						35		
Leads	5	0						5		
Room Nights	1,500	0						1,500		
Attendees	2,500	0						2,500		
Hot Prospects	3	0						3		
Followups	8	0						8		
NCSGMP NEC										
Contacts								#REF!		
Leads								#REF!		
Followups								#REF!		
AENC Holiday Trade Show										
Contacts		135						135		
Leads		0						0		
Room Nights		0						0		
Attendees		0						0		
Hot Prospects		2						2		
Followups		2						2		
RCMA										
Contacts			18					18		
Leads			4					4		
Room Nights			570					570		
Attendees			1,340					1,340		
Hot Prospects			3					3		
Followups			5					5		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
SGMP Annual & Education Tradeshow										
Contacts								0		
Leads								0		
Room Nights								0		
Attendees								0		
Hot Prospects								0		
Followups								0		
NASC Sports Symposium										
Peers								0		
AENC Annual Meeting										
Contacts	22							22		
Leads	0							0		
Room Nights	0							0		
Attendees	0							0		
Hot Prospects	1							1		
Followups	2							2		

Previous Fiscal Year (2017-2018)										
Leads								143	100	143.00%
Pending								4		4.00%
Completed Business								103		103.00%
Verbal Definite								0		0.00%
Lost								26		26.00%
Definite								5		5.00%
Cancelled								5		5.00%
Total								143		
Top 3 Lost Reasons										
1								Committee Decision		
2								Will Not Meet in Fay		
3								Event Cancelled		
Top 5 Locations Lost To										
1								Raleigh		
2								Asheville		
3								Albuquerque		
4								Durham		
5								Charlotte		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS										
Advertisement Results										
Brand/Hotel Billboards on I-95										
Viewership	0	0	0				0	0		
Group Tour Magazine										
Reader Service Leads	0	0	0				0	0		
Leisure Group Travel Magazine										
Reader Service Leads	0	0	0				0	0		
Inquiry	0	0	0				0	0		
Local Billboards										
Impressions	0	0	0				0	0		
Sponsorship of Trip Advisor Page										
Page Views	0	0	0				0	0		
Link	0	0	0				0	0		
Event	0	0	0				0	0		
Promo	0	0	0				0	0		
Tradeshows										
ABA MarketPlace										
Tradeshow Attendees	0	0	3,500	0			0	3,500		
Contacts	0	0	31	0			0	31		
Leads	0	0	0	0			0	0		
Room Nights	0	0	0	0			0	0		
Attendance	0	0	0	0			0	0		
Hot Prospects	0	0	0	0			0	0		
Follow-ups	0	0	19	0			0	19		
TravelSouth										
Tradeshow Attendees	0	0	650	0			0	650		
Contacts	0	0	51	0			0	51		
Leads	0	0	0	0			0	0		
Room Nights	0	0	0	0			0	0		
Attendance	0	0	0	0			0	0		
Hot Prospects	0	0	0	0			0	0		
Follow-ups	0	0	36	0			0	36		
Travel And Adventure-DC										
Tradeshow Attendees	0	0	20,654	0			0	20,654		
Contacts	0	0	291	0			0	291		
Leads	0	0	0	0			0	0		
Room Nights	0	0	0	0			0	0		
Attendance	0	0	0	0			0	0		
Hot Prospects	0	0	0	0			0	0		
Follow-ups	0	0	1	0			0	1		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Travel And Adventure- Philadelphia										
Tradeshow Attendees	0	0	14,273	0			0	14,273		
Contacts	0	0	410	0			0	410		
Leads	0	0	0	0			0	0		
Room Nights	0	0	0	0			0	0		
Attendance	0	0	0	0			0	0		
Hot Prospects	0	0	0	0			0	0		
Follow-ups	0	0	2	0			0	2		
Sales										
Civic Presentations	0	3	0	0			0	3		
Site Inspections	1	2	3	0			0	6	25	24.00%
Leads	7	8	5	5			5	25	25	100.00%
Leads-Attendance	5,230	18935	610	466			466	25,241		
Leads-Room Nights	162	365	50	233			233	810		
Leads-Economic Impact	\$395,580	\$1,890,120	\$21,090	\$162,564			\$162,564	\$2,469,354		
Verbal Bookings	5	5	3	4			4	17		
Verbal Bookings-Attendance	5,200	18650	450	396			396	24,696		
Verbal Bookings-Room Nights	264	180	56	198			198	698		
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$10,830	\$129,504			\$129,504	\$2,354,784		
Bookings	4	6	0	2			2	12		
Bookings-Attendance	1,510	47,965	0	8,000			8000	57,475		
Bookings-Room Nights	38	244	0	3			3	285	500	57.00%
Bookings-Economic Impact	\$1,700	\$24,114	\$0	\$507			\$507	\$26,321		
Bookings-Room Revenue	\$0	\$0	\$0	\$0			\$0	\$0		
Smith Travel Research										
Occupancy(%)										
Cumberland County										
FY 18/19	N/A	N/A	N/A				N/A	N/A		
ADR (Average Daily Rate) (\$)										
Cumberland County										
FY 18/19	N/A	N/A	N/A				N/A	N/A		
Annual Lead Conversion										
Current Fiscal Year (18-19)										
Annual Lead Conversion										
Leads								25	25	100%
Pending										
Verbal Definite										
Lost										
Definite										
Cancelled										
Total										

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Top 3 Lost Reasons										
1										
2										
3										
Top 5 Locations Lost To										
1										
2										
3										
4										
5										

Previous Fiscal Year (2017-2018)											
Leads									22	40	55.00%
Pending									2		5.00%
Verbal Definite									5		12.50%
Lost									5		12.50%
Definite									10		25.00%
Cancelled									0		0.00%
Total									22		
Top 3 Lost Reasons											
1									Cut Trip/Mileage		
2									No commitment/response from FR Planner		
3									FR Planner thought rates were too high		
Top 5 Locations Lost To											
1									Laurinburg		
2									Dunn		
3									N/A		
4									N/A		
5									N/A		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS										
Destination Guide										
Number Distributed	7,670	4,939	7,264	2,958			2,958	22,831		
VisitFayettevilleNC.com	133	91	138	39			39	401		
Inquiries										
FACVB Main Office										
Calls										
Tourism Information	103	75	128	39			39	345		
Local Information	205	199	223	79			79	706		
Total Calls	308	274	351	118			118	1,051		
Walk-Ins										
Local Residents (Tourism)	563	533	500	237			237	1,833		
Out-of-Town (Tourism)	398	309	315	173			173	1,195		
Total Walk-Ins	993	842	815	410			410	3,060		
Drive Thru	3	2	0	0			0	5		
Relocation/Retiree Info	69	50	41	14			14	174		
Transportation Resources	3	0	2	3			3	8		
Same Day Group Service Request	19	11	7	2			2	39		
Magazine Reader Card Requests		552	409	803			803	1,764		
Local Directions/Maps	62	32	46	23			23	163		
Total	1,093	1,235	1,304	1,373			1,373	5,005		
Transportation Museum										
Walk-Ins										
Local Residents (Tourism)	649	360	385	307			307	1,701		
Out-of-Town (Tourism)	297	318	265	136			136	1,016		
Relocation/Retiree Info	2	8	0	1			1	11		
Maps/Local Directions	33	35	52	12			12	132		
Questions About Museum	186	213	242	77			77	718		
Transportation Resources	3	1	1	0			0	5		
Museum Special Events	276	0	264	0			528	1,068		
Group Visits	603	184	460	37			37	1,284		
Miscellaneous										
Group Service Request	67	40	45	24			24	176		
Meetings/Events Serviced	6	2	4	2			2	14		