

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

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
Communications Department						
CVB Facebook						
Users/Followers	N/A	7,452	7,556	7,615	N/A	N/A
Postings	114	43	51	36	130	244
User Interactions (All) Stories	3,944	2175	2223	2208	6,606	10,550
GoFayetteville Facebook						
Users/Followers	N/A	2,088	2,119	2,201	6,408	6,408
Postings	32	14	25	30	69	101
User Interactions (All) Stories	1,145	664	786	1366	2,816	3,961
Heroes Homecoming Facebook						
Users/Followers	N/A	1,043	1,098	1,099	3,240	3,240
Postings	23	14	45	1	60	83
User Interactions (All) Stories	640	364	833	7	1,204	1,844
America Groupies Facebook						
Users/Followers	N/A	77	81	82	240	240
Postings	3	3	0	1	4	7
User Interactions (All) Stories	12	15	0	1	16	28
Spring Lake NC Facebook						
Users/Followers	N/A	4,118	4,115	4,321	12,554	12,554
Postings	66	20	17	16	53	119
User Interactions (All) Stories	33,837	1,054	845	3692	5,591	39,428
Fayetteville Meet/Tourney FB						
Users/Followers	N/A	172	176	261	609	609
Postings	15	7	12	4	23	38
User Interactions (All) Stories	142	46	170	71	287	429
Twitter						
Users/Followers	N/A	3,164	3,183	3,196	N/A	N/A
Postings	135	39	50	37	126	261
Engagement	1,261	303	300	333	936	2,197
Heroes Homecoming Twitter						
Users/Followers	N/A	869	879	881	N/A	N/A
Postings	0	1	1	0	2	2
User Interactions (All) Stories	4	30	59	8	97	101
America Groupies Twitter						
Users/Followers	N/A	27	37	32	N/A	N/A
Postings	50	33	62	15	110	160
User Interactions (All) Stories	50	130	65	8	203	253
Instagram						
Users/Followers	N/A	1,994	2,028	2,064	N/A	N/A
Postings	9	6	7	5	18	27
User Interactions (All) Stories	472	220	380	206	806	1,278
Go Fayetteville Instagram						
Users/Followers	N/A	908	989	1,025	N/A	N/A
Postings	7	4	2	4	10	17
User Interactions (All) Stories	198	337	214	279	830	1,028
Linked In						
Followers	N/A	463	512	522	N/A	N/A
Postings	N/A	20	16	8	N/A	0
User Interactions (All) Stories	N/A	271	327	627	N/A	0

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Electronic Destination Guides Viewed	34	7	13	7	27	61
Electronic Trail Guides Viewed	23	4	4	5	13	36
FACVB Generated Blog Articles	9	1	3	2	6	15
Public Relations						
FACVB (In-House)						
Publicity Generated						
Out of Market	13	3	8	6	17	30
Local	11	17	9	0	26	37
Press Releases Issued	1	2	3	1	6	7
Travel Writer Visits	2	3	1	1	5	7
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	5	11
Totals						
Publicity Generated						
Out of Market	13	3	8	6	17	30
Local	17	22	9	0	31	48
Sales Department						
Bookings	8	5	5	1	11	19
Bookings Attendance	13,480	17,400	31,075	1,000	49,475	62,955
Bookings Room Nights	831	15,301	391	1,300	16,992	17,823
Bookings Economic Impact	\$228,000	\$4,165,560	\$10,260	\$598,500	\$4,774,320	\$5,002,320
Verbal Bookings	28	27	14	15	56	84
Verbal Bookings Attendance	28,094	11,950	7,640	13,700	33,290	61,384
Verbal Bookings Room Nights	3,374	1,881	3,285	4,885	10,051	13,425
Verbal Bookings Impact	\$1,125,180	\$505,590	\$19,258,590	\$21,128,190	\$40,892,370	\$42,017,550
Leads	24	24	22	1	47	71
Leads Room Nights	7,270	10,195	13,490	3,335	27,020	34,290
Leads Attendance	21,231	14,380	20,670	10,00	35,050	56,281
Leads Impact	\$1,728,924	\$5,026,260	\$22,526,400	\$1,054,956	\$28,607,616	\$30,336,540
Sales Functions	16	7	7	5	19	35
Site Inspections	4	1	0	1	2	6
Sales Blitz	3	1	2	2	5	8
Calls Converted to Accounts	13	0	5	2	7	20
Bid/Packages Mailed	0	1	0	0	1	1
Client Presentations	3	1	1	1	3	6
Tourism Department						
Civic Presentations	0	2	1	0	3	3
Bookings	4	4	2	0	6	10
Bookings-Attendance	1,510	25,765	22,200	0	47,965	49,475
Bookings-Room Nights (Annual Goal = 500)	20	123	121	0	244	264
Bookings-Economic Impact	\$1,700	\$13,553	\$10,561	\$0	\$24,114	\$25,814
Verbal Bookings	5	1	2	2	5	10
Verbal Bookings-Attendance	5,200	500	13,000	5,150	18650	23,850
Verbal Bookings-Room Nights	264	0	150	30	180	444
Verbal Bookings-Economic Impact	\$364,800	\$2,850	\$1,755,600	\$91,200	\$1,849,650	\$2,214,450
Leads (Annual Goal =40)	7	2	4	2	8	15
Leads-Attendance	5,230	575	13,210	5,150	18935	24,165
Leads-Room Nights	162	15	250	100	365	527
Leads-Economic Impact	\$395,580	\$5,700	\$1,821,720	\$62,700	\$1,890,120	\$2,285,700

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
Visitor Information Department						
Destination Guide						
Number Distributed	7,670	1,814	1,694	1,431	4,939	12,609
VisitFayettevilleNC.com	133	33	28	30	91	224
Inquiries						
FACVB Main Office						
Calls						
Tourism Information	103	35	22	18	75	178
Local Information	205	94	63	42	199	404
Total Calls	308	129	85	60	274	582
Walk-Ins						
Local Residents (Tourism)	563	189	189	155	533	1,096
Out-of-Town (Tourism)	398	109	127	73	309	707
Total Walk-Ins	993	298	316	228	842	1,835
Drive Thru	3	1	1	0	2	5
Relocation/Retiree Info	69	19	18	13	50	119
Transportation Resources	3	0	0	0	0	3
Same Day Group Service Request	19	5	3	3	11	30
Magazine Reader Card Requests		232	216	104	552	552
Local Directions/Maps	62	20	4	8	32	94
Total	1,093	331	548	356	1,235	2,328
Transportation Museum						
Walk-Ins						
Local Residents (Tourism)	649	102	150	108	360	1,009
Out-of-Town (Tourism)	297	65	195	58	318	615
Group Visits	603	132	25	27	184	787
Miscellaneous						
Group Service Request	67	20	11	9	40	107
Meetings/Events Serviced	6	1	1	0	2	8