



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

Scorecard for Fiscal Year 2017-2018

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals
Communications Department					
Facebook					
Users/Followers	N/A	N/A	N/A	N/A	N/A
Postings	149	172	155	129	605
User Interactions (All) Stories	1,862	5,123	2,829	3,746	13,560
GoFayetteville Facebook					
Users/Followers	N/A	1,179	N/A	N/A	1,179
Postings	N/A	15	37	60	112
User Interactions (All) Stories	N/A	618	1,973	2,903	5,494
Twitter					
Users/Followers	N/A	N/A	N/A	N/A	N/A
Postings	110	131	120	132	493
Engagement	669	988	1,214	2,182	5,053
Instagram					
Users/Followers	N/A	N/A	N/A	N/A	N/A
Postings	21	67	51	52	191
Engagement	1,284	1,854	1,386	1,371	5,895
Linked In					
Followers	N/A	N/A	N/A	N/A	N/A
Postings	N/A	N/A	89	101	190
Engagement	N/A	N/A	589	902	1,491
Event Calendar Postings (not including FACVB site)	478	610	334	496	1,918
Electronic Destination Guides Viewed	64	49	32	38	183
Electronic Trail Guides Viewed	11	9	14	19	53
FACVB Generated Blog Articles	14	13	9	8	44
Public Relations					
FACVB (In-House)					
Publicity Generated					
Out of Market	18	18	12	19	67
Local	14	17	25	15	71
Press Releases Issued	5	7	12	7	31
Travel Writer Visits	7	0	3	14	24
Martin Armes					
Publicity Generated					
Out of Market	0	1	0	0	1
Local	0	0	0	0	0
Republik					
Publicity Generated					
Out of Market	7	13	0	1	21
Local	5	14	1	9	29
Totals					
Publicity Generated					
Out of Market	25	32	12	17	86
Local	19	31	26	24	100

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals
Sales Department					
Bookings	32	7	15	33	87
Bookings Attendance	159,505	16,400	26,785	18,243	220,933
Bookings Room Nights	3,258	2,380	2,533	16,110	24,281
Bookings Economic Impact	\$1,385,228	\$2,120,300	\$851,580	\$3,100,206	\$7,457,314
Verbals	34	31	61	64	190
Verbal Bookings Attendance	75,242	70,548	56,567	43,729	246,086
Verbal Bookings Room Nights	13,178	11,275	9,996	49,018	83,467
Verbal Bookings Impact	\$4,675,206	\$6,776,958	\$7,593,882	\$4,297,541	\$23,343,587
Leads	40	23	66	14	143
Leads Room Nights	56,764	45,705	89,917	12,563	204,949
Leads Attendance	5,844	11,762	45,663	15,715	78,984
Leads Impact	\$2,260,620	\$4,051,104	\$41,867,754	\$3,105,474	\$51,284,952
Sales Functions	26	26	38	21	111
Site Inspections	6	5	6	6	23
Sales Blitz	6	5	4	1	16
Calls Converted to Accounts	4	8	7	7	26
Bid/Packages Mailed	1	0	0	1	2
Client Presentations	6	4	7	3	20
Civic Presentations	0	3	1	3	7
Tourism Department					
Bookings	3	4	1	8	16
Bookings-Attendance	275	47,500	22	265,215	313,012
Bookings-Room Nights (Annual Goal = 900)	67	218	13	156	454
Bookings-Economic Impact	\$5,543	\$22,466	\$1,222	\$12,234	\$41,465
Verbal Bookings	6	1	6	3	16
Verbal Bookings-Attendance	23,169	3000	268,950	950	296,069
Verbal Bookings-Room Nights	122	0	70	60	252
Verbal Bookings-Economic Impact	\$232,446	\$5,700	\$148,200	\$22,800	\$409,146
Leads (Annual Goal =40)	7	1	9	5	22
Leads-Attendance	3,335	265	268,575	1,100	273,275
Leads-Room Nights	217	157	170	180	724
Leads-Economic Impact	\$64,980	\$47,310	\$188,520	\$159,600	\$460,410
Visitor Center Department					
Destination Guide					
Number Distributed	18,459	12,200	9,263	10,069	49,991
VisitFayettevilleNC.com	98	59	93	109	359
Inquiries					
FACVB Main Office					
Calls					
Tourism Information	108	82	94	140	424
Local Information	223	220	189	216	848
Total Calls	331	302	283	356	1,272
Walk-Ins					
Local Residents (Tourism)	673	488	432	669	2,262
Out-of-Town (Tourism)	606	351	345	501	1,803
Total Walk-Ins	1,279	839	777	1,170	4,065
Drive Thru	6	7	0	3	16
Relocation/Retiree Info	17	17	9	4	47
Transportation Resources	0	1	4	0	5
Same Day Group Service Request	13	4	4	12	33
Local Directions/Maps	57	49	37	54	197
Total	1,514	917	831	1,243	4,505

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals
Transportation Museum					
Walk-Ins					
Local Residents (Tourism)	774	453	473	739	2,439
Out-of-Town (Tourism)	294	262	359	377	1,292
Relocation/Retiree Info	0	0	9	2	11
Maps/Local Directions	7	5	13	40	65
Questions About Museum	146	89	143	183	561
Transportation Resources	3	3	3	4	13
Museum Special Events	50	72	76	116	314
Group Visits	747	290	152	294	1,483
Cross Creek Mall					
Walk-Ins					
Local Residents (Tourism)	855	642	165	N/A	1,662
Out-of-Town (Tourism)	24	17	2	N/A	43
Relocation/Retiree Info	27	2	0	N/A	29
Transportation Resources	15	15	0	N/A	30
CCM Store Information	249	277	52	N/A	578
Maps/Local Directions	7	7	0	N/A	14
Special Events/Partner Day	0	0	0	N/A	0
Miscellaneous					
Group Service Request	78	50	59	79	266
Meetings/Events Serviced	9	6	6	3	24