

Scorecard for
End of Fiscal Year 2018-2019
June 2019

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
CVB Facebook							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	114	130	116	155	515		
New Fans	363	762	549	372	2,046		
Unlikes	82	718	214	68	1,082		
User Interaction/Engagement	3,944	6,606	11,121	12,847	34,518	15,705	219.79%
GoFayetteville Facebook							
Users/Followers	N/A	6,408	N/A	N/A	6,408		
Posts	32	69	52	66	219		
New Fans	3,944	257	344	1,128	5,673		
Unlikes	N/A	26	31	764	821		
User Interaction/Engagement	1,145	2,816	5,310	5,398	14,669	6,318	232.18%
Spring Lake NC Facebook							
Users/Followers	N/A	12,554	N/A	N/A	12,554		
Posts	66	53	40	50	209		
New Fans	N/A	76	85	282	443		
Unlikes	N/A	62	26	44	132		
User Interaction/Engagement	33,837	5,591	3,427	9,741	52,596		

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Fayetteville Meet/Tourney FB							
Users/Followers	N/A	609	N/A	N/A	609		
Posts	15	23	20	10	68		
New Fans	N/A	11	25	13	49		
Unlikes	N/A	3	1	0	4		
User Interaction/Engagement	142	287	1,131	156	1,716	588	291.84%
Twitter							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	135	126	166	235	662		
New Followers	93	472	57	73	695		
User Interaction/Engagement	1,261	936	1,460	1,924	5,581	6,063	92.05%
Instagram							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	9	18	15	85	127		
New Followers	109	133	180	390	812		
User Interaction/Engagement	472	806	930	3,004	5,212	6,779	76.88%
Go Fayetteville Instagram							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	7	10	6	4	27		
New Followers	108	256	165	129	658		
User Interaction/Engagement	198	830	462	245	1,735		
Linked In							
Followers	N/A	N/A	N/A	N/A	N/A		
Posts	58	N/A	40	25	123		
User Interaction/Engagement	827	1,225	1,477	902	4,431	1,789	247.68%
E-Newsletter Subscribers	207	154	199	222	782		
Electronic Destination Guides Viewed	34	27	41	30	132		
Electronic Trail Guides Viewed	23	13	14	10	60		
FACVB Generated Blog Articles	9	6	7	7	29	48	60.42%

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Public Relations							
FACVB (In-House)							
Publicity Generated							
Out of Market	13	17	11	12	53		
Local	11	26	16	3	56		
Press Releases Issued	1	6	11	5	23		
Out of Market Media Visits	2	5	4	6	17	8	212.50%
Martin Armes							
Publicity Generated							
Out of Market	0	0	0	0	0		
Local	0	0	0	0	0		
Republik							
Publicity Generated							
Out of Market	0	0	0	0	0		
Advertising Trade Pubs	7	0	0	0	7		
Local	6	5	0	0	11		
Totals							
Publicity Generated							
Out of Market	13	17	11	12	53		
Local	17	31	16	3	67		
Digital Marketing							
Media One - Web Hits Generated	5,640	27,216	71,624	26,652	131,132		
219 Group Web Hits (visitfay)	1,288	1,004	900	580	3,772		
Jennifer Barbee Leads Generated			11	N/A	11		

Description	1st Quarter	2nd Quarter	3rd Quarter	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	Traveling Through		
2	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family	Traveling Through	Visit Friends/Family		
3	Event/Festival	Business	Business with Military	Vacation	Business		
Online Requests							
1	Relocation	Vacation	Vacation	Vacation	Vacation		
2	Vacation	Relocation	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family		
3	Visit Friends/Family	Visit Friends/Family	Relocation	Relocation	Relocation		
Guest Books at VC							
1	Vacation	Vacation	Specific Attraction	Vacation	Vacation		
2	Events/Festivals	Specific Attraction	Vacation	Specific Attraction	Specific Attraction		
3	Relocation	Relocation	Events/Festivals	Relocation	Events/Festivals		
Top States of Origin							
Hotel Guests							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	New York	Florida	New York	Florida	New York		
3	Florida	New York	Florida	New York	Florida		
Online Requests							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	Illinois	Florida	New York	New York	New York		
3	Florida	South Carolina	Pennsylvania	Florida	Florida		
Guest Books at VC							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	Florida	Many Tied	Virginia	New York	Florida		
3	Georgia	Many Tied	Texas	Florida	New York		

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Top Areas of Interest (Top 3)							
Hotel Guests							
1	Dining	Military Sites	Dining	Dining	Dining		
2	Arts & Entertainment	Dining	Museums	Arts & Entertainment	Military Sites		
3	Shopping	Museums	Military Sites	Museums	Arts & Entertainment		
Online Requests							
1	Events/Festivals	Events/Festivals	Museums	Events/Festivals	Events/Festivals		
2	Dining	Dining	Events/Festivals	Dining	Dining		
3	Historical Sites	Museums	Arts & Entertainment	Museums	Museums		
Guest Books at VC							
1	Museums	Museums	Museums	Museums	Museums		
2	Dining	Historical Sites	Dining	Historical Sites	Historical Sites		
3	Events/Festivals	Arts & Entertainment	Historical Sites	Events/Festivals	Dining		
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	4.95	4.96	4.98	4.97	4.97		
to Date							
Guest Books							
by Month	4.67	4.72	4.75	4.69	4.71		
to Date							
Overall							
by Month	4.58	4.78	4.84	4.83	4.76		
to Date							

SALES RESULTS

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Advertisement Results							

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Blitz							
Inquiry	5	2	5	5	17		
Dogwood Digest							
Inquiry	7	5	6	6	24		
Success							
Inquiry	2	0	1	3	6		
Sales							
Carryovers							
Room Nights	4,125				4,125		
Bookings-Attendance	32,946				32,946		
Economic Impact	\$978,704				\$978,704		
Leads	24	47	37	23	131	130	100.77%
Leads Room Nights	7,270	27,020	11,012	5,191	50,493		
Leads Attendance	21,231	35,050	89,335	30,984	176,600		
Leads Impact	\$1,728,924	\$28,607,616	\$7,128,690	\$1,579,724	\$39,044,954		
Verbals	28	56	53	55	192		
Verbal Bookings Attendance	28,094	33,290	103,454	145,640	310,478		
Verbal Bookings Room Nights	3,374	10,051	29,560	25,519	68,504		
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$123,108,662	\$14,105,430	\$179,231,642		
Bookings	8	11	18	6	43		
Bookings Attendance	13,480	49,475	36,400	11,025	110,380		
Bookings Room Nights	831	16,992	8,876	1,555	28,254	20,000	141.27%
Bookings Economic Impact	\$228,000	\$4,774,320	\$13,837,320	\$1,891,830	\$20,731,470		
Sales Functions	16	19	26	19	80		
Site Inspections	4	2	13	4	23		
Sales Blitz	3	5	4	2	14		
Calls Converted to Accounts	13	7	3	3	26		
Bid/Packages Mailed	0	1	0	0	1		
Client Presentations	3	3	11	3	20		
Trade Shows							
US Sports Congress							

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Contacts		10			10		
Leads		5			5		
Room Nights		2,500			2,500		
Attendees		4,000			4,000		
Hot Prospects		2			2		
Followups		3			3		
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		

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
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		
CMCA Spring Conference							
Contacts			0	32	32		
Leads			0	6	6		
Room Nights			0	475	475		
Attendees			0	725	725		
Hot Prospects			0	2	2		
Followups			0	12	12		

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
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				13	13		
Leads				0	0		
Followups				4	4		
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	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
SGMP Annual & Education Tradeshow							
Contacts					7		
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		
Completed Business					103		
Verbal Definite					0		
Lost					26		
Definite					5		
Cancelled					5		
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	4th Quarter	FY 2018 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	3,500		
Contacts	0	0	31	0	31		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	19	0	19		

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals	Annual Goal	Percentage of Goal
TravelSouth							
Tradeshow Attendees	0	0	650	0	650		
Contacts	0	0	51	0	51		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	36	0	36		
Travel and Adventure-DC							
Tradeshow Attendees	0	0	20,654	0	20,654		
Contacts	0	0	291	0	291		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	1	0	1		
Travel and Adventure-Philadelphia							
Tradeshow Attendees	0	0	14,273	0	14,273		
Contacts	0	0	410	0	410		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	2	0	2		
Sales							
Civic Presentations	0	3	0	1	4		
Site Inspections	1	2	3	13	19	25	76.00%
Leads	7	8	5	16	36	25	144.00%
Leads-Attendance	5,230	18935	610	804	25,579		
Leads-Room Nights	162	365	50	404	981		
Leads-Economic Impact	\$395,580	\$1,890,120	\$21,090	\$217,512	\$2,524,302		

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals	Annual Goal	Percentage of Goal
Verbal Bookings	5	5	3	9	22		
Verbal Bookings-Attendance	5,200	18650	450	692	24,992		
Verbal Bookings-Room Nights	264	180	56	346	846		
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$10,830	\$204,288	\$2,429,568		
Bookings	4	6	0	6	16		
Bookings-Attendance	1,510	47,965	0	8052	57,527		
Bookings-Room Nights	38	244	0	54	336	500	67.20%
Bookings-Economic Impact	\$1,700	\$24,114	\$0	\$7,011	\$32,825		
Bookings-Room Revenue	\$0	\$0	\$0	\$0	\$0		
Annual Lead Conversion							
Current Fiscal Year (18-19)							
Annual Lead Conversion							
Leads					36	25	144.00%

Previous Fiscal Year (2017-2018)							
Leads					22	40	55.00%
Pending					2		
Verbal Definite					5		
Lost					5		
Definite					10		
Cancelled					0		
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		

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guide							
Number Distributed	7,670	4,939	7,264	11,257	31,130		
VisitFayettevilleNC.com	133	91	138	111	473		
Inquiries							
FACVB Main Office							
Calls							
Tourism Information	103	75	128	117	423		
Local Information	205	199	223	209	836		
Total Calls	308	274	351	326	1,259		
Walk-Ins							
Local Residents (Tourism)	563	533	500	718	2,314		
Out-of-Town (Tourism)	398	309	315	537	1,559		
Total Walk-Ins	993	842	815	1,255	3,905		
Drive Thru	3	2	0	0	5		
Relocation/Retiree Info	69	50	41	45	205		
Transportation Resources	3	0	2	4	9		
Same Day Group Service Request	19	11	7	14	51		
Magazine Reader Card Requests		552	409	3,829	4,790		
Local Directions/Maps	62	32	46	46	186		
Total	1,093	1,235	1,304	5,299	8,931		
Transportation Museum							
Walk-Ins							
Local Residents (Tourism)	649	360	385	707	2,101		
Out-of-Town (Tourism)	297	318	265	419	1,299		
Relocation/Retiree Info	2	8	0	1	11		
Maps/Local Directions	33	35	52	32	152		
Questions About Museum	186	213	242	236	877		
Transportation Resources	3	1	1	0	5		
Museum Special Events	276	0	264	530	1,070		
Group Visits	603	184	460	412	1,659		

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Miscellaneous							
Group Service Request	67	40	45	72	224		
Meetings/Events Serviced	6	2	4	5	17		