

Scorecard for Fiscal Year 2018-2019 February 2019

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS									
Social Media									
CVB Facebook									
Users/Followers	N/A	N/A	7,656	7,719		N/A	N/A		
Posts	114	130	34	34		68	312		
New Fans	363	762	197	104		301	1,426		
Unlikes	82	718	143	36		179	979		
User Interaction/Engagement	3,944	6,606	2,538	1,994		4,532	15,082	15,705	96.03%
GoFayetteville Facebook									
Users/Followers	N/A	6,408	2,330	2,383		N/A	6,408		
Posts	32	69	22	13		35	136		
New Fans	3,944	257	141	64		205	4,406		
Unlikes	N/A	26	12	10		22	48		
User Interaction/Engagement	1,145	2,816	1,919	787		2,706	6,667	6,318	105.52%
Spring Lake NC Facebook									
Users/Followers	N/A	12,554	4,155	4,168		N/A	12,554		
Posts	66	53	10	15		25	144		
New Fans	N/A	76	20	25		45	121		
Unlikes	N/A	62	11	9		20	82		
User Interaction/Engagement	33,837	5,591	379	1,465		1,844	41,272		
Fayetteville Meet/Tourney FB									
Users/Followers	N/A	609	180	192		N/A	609		
Posts	15	23	11	4		15	53		
New Fans	N/A	11	2	12		14	25		
Unlikes	N/A	3	0	0		0	3		
User Interaction/Engagement	142	287	518	162		680	1,109	588	188.61%
Twitter									
Users/Followers	N/A	N/A	3,210	3,228		N/A	N/A		
Posts	135	126	47	59		106	367		
New Followers	93	472	2	18		20	585		
User Interaction/Engagement	1,261	936	355	504		859	3,056	6,063	50.40%
Instagram									
Users/Followers	N/A	N/A	2,126	2,168		N/A	N/A		
Posts	9	18	2	1		3	30		
New Followers	109	133	62	42		104	346		
User Interaction/Engagement	472	806	60	46		106	1,384	6,779	20.42%

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Go Fayetteville Instagram									
Users/Followers	N/A	N/A	1,103	1,150		N/A	N/A		
Posts	7	10	3	2		5	22		
New Followers	108	256	78	47		125	489		
User Interaction/Engagement	198	830	192	104		296	1,324		
Linked In									
Followers	N/A	N/A	557	563		N/A	N/A		
Posts	58	N/A	23	10		33	91		
User Interaction/Engagement	827	1,225	688	468		1,156	3,208	1,789	179.32%
E-Newsletter Subscribers	207	154	60	65		125	486		
Electronic Destination Guides Viewed	34	27	18	9		27	88		
Electronic Trail Guides Viewed	23	13	9	1		10	46		
FACVB Generated Blog Articles	9	6	1	1		2	17	48	35.42%
Kiosks									
Locations	N/A	N/A	11	11		N/A	N/A		
Unique Users	108	95	20	21		41	244		
Top Locations									
1	Fayetteville Airport	Airborne Museum	TownePlace Suites	Airborne Museum					
2	TownePlace Suites	Sleep Inn	Fairfield Inn and Suites North	Holiday Inn I-95					
3	Airborne Museum	Fayetteville Airport	Airborne Museum	Ramada/Baymont					
Public Relations									
FACVB (In-House)									
Publicity Generated									
Out of Market	13	17	5	0		5	35		
Local	11	26	1	14		15	52		
Press Releases Issued	1	6	4	2		6	13		
Travel Writer Visits	2	5	1	1		2	9	8	112.50%
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			7		
Local	6	5	0	0		0	11		
Totals									
Publicity Generated									
Out of Market	13	17	5	0		5	35		
Local	17	31	1	14		15	63		
Digital Marketing									
Media One - Web Hits Generated						0	0		
219 Group Web Hits Generated						0	0		
Jennifer Barbee Leads Generated						0	0		
Visitor Data									
Reason for Visiting (Top 3)									
Hotel Guests									
1	Traveling Through	Traveling Through	Traveling Through	Traveling Through					
2	Visit Friends/Family	Visit Friends/Family	Business with Military	Visit Friends/Family					
3	Event/Festival	Business	Visit Friends/Family	Business					

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Online Requests									
1	Relocation	Vacation	Visit Friends/Family	Vacation					
2	Vacation	Relocation	Relocation	Visit Friends/Family					
3	Visit Friends/Family	Visit Friends/Family	Other	Other					
Guest Books at VC									
1	Vacation	Vacation	Vacation	Specific Attraction					
2	Events/Festivals	Specific Attraction	Specific Attraction	Vacation					
3	Relocation	Relocation	Events/Festivals	Events/Festivals					
Kiosks									
1	Business	Visit Friends/Family	Business With Military	Other					
2	Visit Friends/Family	Other	Business	Visit Friends/Family					
3	Events/Festivals	Vacation	Visit Friends	Vacation					
Top States of Origin									
Hotel Guests									
1	North Carolina	North Carolina	North Carolina	New York					
2	New York	Florida	New York	Florida					
3	Florida	New York	Georgia	Pennsylvania					
Online Requests									
1	North Carolina	North Carolina	North Carolina	North Carolina					
2	Illinois	Florida	Ohio	Pennsylvania					
3	Florida	South Carolina	Michigan	Florida					
Guest Books at VC									
1	North Carolina	North Carolina	North Carolina	North Carolina					
2	Florida	Many Tied	Florida	Virginia					
3	Georgia	Many Tied	Ohio	Massachusetts					
Kiosks									
1	North Carolina	North Carolina	Arizona	North Carolina					
2	Georgia/New Jersey	Kansas/Virginia	Arkansas	South Carolina					
3	Texas	New York/South Carolina	North Carolina	Virginia					
Top Areas of Interest (Top 3)									
Hotel Guests									
1	Dining	Military Sites	Dining	Dining					
2	Arts & Entertainment	Dining	Museums	Museums					
3	Shopping	Museums	Arts & Entertainment	Arts & Entertainment					
Online Requests									
1	Events/Festivals	Events/Festivals	Events/Festivals	Museums					
2	Dining	Dining	Arts & Entertainment	Arts & Entertainment					
3	Historical Sites	Museums	Dining	Historical Sites					
Guest Books at VC									
1	Museums	Museums	Museums	Museums					
2	Dining	Historical Sites	Dining	History and Heritage					
3	Events/Festivals	Arts & Entertainment	Shopping	Dining					
Kiosks									
1	Other	Dining	Outdoor Recreation	Dining					
2	Outdoor Recreation	Outdoor Recreation	Military Sites	Arts & Entertainment					
3	Events/Festivals	Arts & Entertainment	Other	Outdoor Recreation					

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Visitor Experience (Avg for Month)									
Hotel Guests									
by Month	4.95	4.96	4.98	4.97		4.98			
to Date			4.97	4.97					
Guest Books									
by Month	4.67	4.72	5.00	4.55		4.78			
to Date			4.80	4.74					
Kiosks									
by Month	4.13	4.66	4.85	4.70		4.78			
to Date			4.55	4.59					
Overall									
by Month	4.58	4.78	4.94	4.74		4.84			
to Date			4.77	4.76					

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
SALES RESULTS									
Advertisement Results									
Blitz									
Inquiry	5	2	1	2		3	10		
Dogwood Digest									
Inquiry	7	5	2	2		4	16		
Success									
Inquiry	2	0	0	0		0	2		
Sales									
Carryovers									
Room Nights	4,125						4,125		
Bookings-Attendance	32,946						32,946		
Economic Impact	\$978,704						\$978,704		
Leads									
Leads	24	47	11	10		21	92	130	70.77%
Leads Room Nights	7,270	27,020	1,698	3,554		5,252	39,542		
Leads Attendance	21,231	35,050	9,770	5,825		15,595	71,876		
Leads Impact	\$1,728,924	\$28,607,616	\$863,250	\$1,686,060		\$2,549,310	\$32,885,850		
Verbals									
Verbal Bookings Attendance	28,094	33,290	41,404	20,025		61,429	122,813		
Verbal Bookings Room Nights	3,374	10,051	11,568	9,590		21,158	34,583		
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$6,075,156	\$110,670,026		\$116,745,182	\$158,762,732		
Bookings									
Bookings Attendance	13,480	49,475	12,750	1,280		14,030	76,985		
Bookings Room Nights	831	16,992	3,350	640		3,990	21,813	20,000	109.07%
Bookings Economic Impact	\$228,000	\$4,774,320	\$3,733,500	\$214,320		\$3,947,820	\$8,950,140		
Sales Functions									
Site Inspections	4	2	4	3		7	13		
Sales Blitz	3	5	1	2		3	11		
Calls Converted to Accounts	13	7	0	3		3	23		
Bid/Packages Mailed	0	1	0	0		0	1		
Client Presentations	3	3	2	4		6	12		
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		
Connect Sports									
Contacts	30						30		
Leads	4						4		
Room Nights	900						900		
Attendees	700						700		
Hot Prospects	2						2		
Followups	2						2		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
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				28			0		
Leads				0			0		
Room Nights				0			0		
Attendees				0			0		
Hot Prospects				0			0		
Follow Up				0			0		
CMCA Spring Conference									
Contacts						0	0		
Leads						0	0		
Room Nights						0	0		
Attendees						0	0		
Hot Prospects						0	0		
Followups						0	0		
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		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
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									
Leads									
Followups									
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	18		
Leads			4			4	4		
Room Nights			570			570	570		
Attendees			1,340			1,340	1,340		
Hot Prospects			3			3	3		
Followups			5			5	5		
SGMP Annual & Education Tradeshow									
Contacts						0	0		
Leads						0	0		
Room Nights						0	0		
Attendees						0	0		
Hot Prospects						0	0		
Followups						0	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	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS									
Advertisement Results									
Brand/Hotel Billboards on I-95									
Viewership	0	0				0	0		
Group Tour Magazine									
Reader Service Leads	0	0				0	0		
Leisure Group Travel Magazine									
Reader Service Leads	0	0				0	0		
Inquiry	0	0				0	0		
Local Billboards									
Impressions	0	0				0	0		
Sponsorship of Trip Advisor Page									
Page Views	0	0				0	0		
Link	0	0				0	0		
Event	0	0				0	0		
Promo	0	0				0	0		
Tradeshows									
ABA MarketPlace									
Tradeshow Attendees	0	0	3500	0	0	3,500	3,500		
Contacts	0	0	31	0	0	31	31		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	19	0	0	19	19		
TravelSouth									
Tradeshow Attendees	0	0	0	650	0	650	650		
Contacts	0	0	0	51	0	51	51		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	0	36	0	36	36		
Travel And Adventure-DC									
Tradeshow Attendees	0	0	0	0		0	0		
Contacts	0	0	0	0		0	0		
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	0	0		0	0		
Travel And Adventure- Philadelphia									
Tradeshow Attendees	0	0	0	0		0	0		
Contacts	0	0	0	0		0	0		
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	0	0		0	0		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Travel Alliance Partners									
Tradeshow Attendees	0	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0	0		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	0	0	0	0	0		
Sales									
Civic Presentations	0	3	0	0		0	3		
Site Inspections	1	2	0	2		2	5	25	20.00%
Leads	7	8	4	0		4	19	25	76.00%
Leads-Attendance	5,230	18935	535	0		535	24,700		
Leads-Room Nights	162	365	20	0		20	547		
Leads-Economic Impact	\$395,580	\$1,890,120	\$9,690	\$0		\$9,690	\$2,295,390		
Verbal Bookings	5	5	0	2		2	12		
Verbal Bookings-Attendance	5,200	18650	0	300		300	24,150		
Verbal Bookings-Room Nights	264	180	0	46		46	490		
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$0	\$7,980		\$7,980	\$2,222,430		
Bookings	4	6	0	0		0	10		
Bookings-Attendance	1,510	47,965	0	0		0	49,475		
Bookings-Room Nights	38	244	0	0		0	282	500	56.40%
Bookings-Economic Impact	\$1,700	\$24,114	\$0	\$0		\$0	\$25,814		
Bookings-Room Revenue	\$0	\$0	\$0	\$0		\$0	\$0		
Smith Travel Research									
Occupancy(%)									
Cumberland County									
FY 18/19	N/A	N/A	60.90%			N/A	N/A		
ADR (Average Daily Rate) (\$)									
Cumberland County									
FY 18/19	N/A	N/A	\$78.26			N/A	N/A		
Annual Lead Conversion									
Current Fiscal Year (18-19)									
Annual Lead Conversion									
Leads							19	25	76.00%
Pending									
Verbal Definite									
Lost									
Definite									
Cancelled									
Total									
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	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS									
Destination Guide									
Number Distributed	7,670	4,939	5,088	929		6,017	18,626		
VisitFayettevilleNC.com	133	91	41	45		86	310		
Inquiries									
FACVB Main Office									
Calls									
Tourism Information	103	75	54	40		94	272		
Local Information	205	199	81	61		142	546		
Total Calls	308	274	135	101		236	818		
Walk-Ins									
Local Residents (Tourism)	563	533	169	160		329	1,425		
Out-of-Town (Tourism)	398	309	95	106		201	908		
Total Walk-Ins	993	842	264	266		530	2,365		
Drive Thru	3	2	0	0		0	5		
Relocation/Retiree Info	69	50	21	2		23	142		
Transportation Resources	3	0	0	0		0	3		
Same Day Group Service Request	19	11	4	2		6	36		
Magazine Reader Card Requests		552	159	140		299	851		
Local Directions/Maps	62	32	17	21		38	132		
Total	1,093	1,235	465	431		896	3,224		
Transportation Museum									
Walk-Ins									
Local Residents (Tourism)	649	360	79	97		176	1,185		
Out-of-Town (Tourism)	297	318	58	88		146	761		
Relocation/Retiree Info	2	8	0	0		0	10		
Maps/Local Directions	33	35	10	7		17	85		
Questions About Museum	186	213	48	71		119	518		
Transportation Resources	3	1	1	0		1	5		
Museum Special Events	276	0	0	0		0	276		
Group Visits	603	184	71	92		163	950		
Relocation/Retiree Info	2	8	0	0		0	16		
Maps/Local Directions	33	35	10	7		17	85		
Questions About Museum	186	213	48	71		119	603		
Transportation Resources	3	1	1	0		1	5		
Museum Special Events	276	0	0	0		0	276		
Group Visits	603	184	71	92		163	1,553		
Miscellaneous									
Group Service Request	67	40	22	12		34	141		
Meetings/Events Serviced	6	2	1	1		2	10		