

Scorecard for Fiscal Year 2018-2019 January 2019

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals
Communications Department							
CVB Facebook							
Users/Followers	N/A	N/A	7,656			N/A	N/A
Posts	114	130	34			34	278
User Interactions (All) Stories	3,944	6,606	2538			2,538	13,088
GoFayetteville Facebook							
Users/Followers	N/A	6,408	2,330			N/A	6,408
Posts	32	69	22			22	123
User Interactions (All) Stories	1,145	2,816	1919			1,919	5,880
Heroes Homecoming Facebook							
Users/Followers	N/A	3,240	1,098			N/A	3,240
Posts	23	60	3			3	86
User Interactions (All) Stories	640	1,204	23			23	1,867
America Groupies Facebook							
Users/Followers	N/A	240	83			N/A	240
Posts	3	4	0			0	7
User Interactions (All) Stories	12	16	7			7	35
Spring Lake NC Facebook							
Users/Followers	N/A	12,554	4,155			N/A	12,554
Posts	66	53	10			10	129
User Interactions (All) Stories	33,837	5,591	379			379	39,807
Fayetteville Meet/Tourney FB							
Users/Followers	N/A	609	180			N/A	609
Posts	15	23	11			11	49
User Interactions (All) Stories	142	287	518			518	947
Twitter							
Users/Followers	N/A	N/A	3,210			N/A	N/A
Posts	135	126	47			47	308
Engagement	1,261	936	355			355	2,552
Heroes Homecoming Twitter							
Users/Followers	N/A	N/A	885			N/A	N/A
Posts	0	2	0			0	2
User Interactions (All) Stories	4	97	4			4	105
America Groupies Twitter							
Users/Followers	N/A	N/A	29			N/A	N/A
Posts	50	110	11			11	171
User Interactions (All) Stories	50	203	92			92	345
Instagram							
Users/Followers	N/A	N/A	2,126			N/A	N/A
Posts	9	18	2			2	29
User Interactions (All) Stories	472	806	60			60	1,338
Go Fayetteville Instagram							
Users/Followers	N/A	N/A	1,103			N/A	N/A
Posts	7	10	3			3	20
User Interactions (All) Stories	198	830	192			192	1,220

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Linked In							
Followers	N/A	N/A	557			N/A	N/A
Posts	N/A	N/A	23			23	23
User Interactions (All) Stories	N/A	N/A	688			688	688
Electronic Destination Guides Viewed	34	27	18			18	79
Electronic Trail Guides Viewed	23	13	9			9	45
FACVB Generated Blog Articles	9	6	1			1	16
Public Relations							
FACVB (In-House)							
Publicity Generated							
Out of Market	13	17	5			5	35
Local	11	26	1			1	38
Press Releases Issued	1	6	4			4	11
Travel Writer Visits	2	5	1			1	8
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				7
Local	6	5	0			0	11
Totals							
Publicity Generated							
Out of Market	13	17	5			5	35
Local	17	31	1			1	49
Sales Department							
Bookings	8	11	4			4	23
Bookings Attendance	13,480	49,475	12,750			12,750	75,705
Bookings Room Nights	831	16,992	3,350			3,350	21,173
Bookings Economic Impact	\$228,000	\$4,774,320	\$3,733,500			\$3,733,500	\$8,735,820
Verbals	28	56	19			19	103
Verbal Bookings Attendance	28,094	33,290	41,404			41,404	102,788
Verbal Bookings Room Nights	3,374	10,051	11,568			11,568	24,993
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$6,075,156			\$6,075,156	\$48,092,706
Leads	24	47	11			11	82
Leads Room Nights	7,270	27,020	1,698			1,698	35,988
Leads Attendance	21,231	35,050	9,770			9,770	66,051
Leads Impact	\$1,728,924	\$28,607,616	\$863,250			\$863,250	\$31,199,790
Sales Functions	16	19	8			8	43
Site Inspections	4	2	4			4	10
Sales Blitz	3	5	1			1	9
Calls Converted to Accounts	13	7	0			0	20
Bid/Packages Mailed	0	1	0			0	1
Client Presentations	3	3	2			2	8

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Tourism Department							
Civic Presentations	0	3	0			0	3
Bookings	4	6	0			0	10
Bookings-Attendance	1,510	47,965	0			0	49,475
Bookings-Room Nights (Annual Goal = 500)	38	244	0			0	282
Bookings-Economic Impact	\$1,700	\$24,114	\$0			\$0	\$25,814
Verbal Bookings	5	5	0			0	10
Verbal Bookings-Attendance	5,200	18650	0			0	23,850
Verbal Bookings-Room Nights	264	180	0			0	444
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$0			\$0	\$2,214,450
Leads (Annual Goal =40)	7	8	4			4	19
Leads-Attendance	5,230	18935	535			535	24,700
Leads-Room Nights	162	365	20			20	547
Leads-Economic Impact	\$395,580	\$1,890,120	\$9,690			\$9,690	\$2,295,390
Visitor Center Department							
Destination Guide							
Number Distributed	7,670	4,939	5,088			5,088	17,697
VisitFayettevilleNC.com	133	91	41			41	265
Inquiries							
FACVB Main Office							
Calls							
Tourism Information	103	75	54			54	232
Local Information	205	199	81			81	485
Total Calls	308	274	135			135	717
Walk-Ins							
Local Residents (Tourism)	563	533	169			169	1,265
Out-of-Town (Tourism)	398	309	95			95	802
Total Walk-Ins	993	842	264			264	2,099
Drive Thru	3	2	0			0	5
Relocation/Retiree Info	69	50	21			21	140
Transportation Resources	3	0	0			0	3
Same Day Group Service Request	19	11	4			4	34
Magazine Reader Card Requests		552	159			159	711
Local Directions/Maps	62	32	17			17	111
Total	1,093	1,235	465			465	2,793
Transportation Museum							
Walk-Ins							
Local Residents (Tourism)	649	360	79			79	1,088
Out-of-Town (Tourism)	297	318	58			58	673
Miscellaneous							
Group Service Request	67	40	22			22	129
Meetings/Events Serviced	6	2	1			1	9