

Scorecard for Fiscal Year 2018-2019

July 2018

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
COMMUNICATIONS					
Facebook					
Users/Followers	7,105			N/A	N/A
Postings	38			38	38
User Interactions (All) Stories	488			488	488
GoFayetteville Facebook					
Users/Followers	1,891			N/A	0
Postings	10			N/A	0
User Interactions (All) Stories	542			N/A	0
Twitter					
Users/Followers	3,049			N/A	N/A
Postings	49			49	49
Engagement	294			294	294
Instagram					
Users/Followers	1,860			N/A	N/A
Postings	3			3	3
Engagement	199			199	199
Linked In					
Followers	422			N/A	N/A
Postings	27			N/A	0
Engagement	388			N/A	0
Event Calendar Postings (not including FACVB site)	187			187	187
Electronic Destination Guides Viewed	13			13	13
Electronic Trail Guides Viewed	9			9	9
FACVB Generated Blog Articles	5			5	5
Public Relations					
FACVB (In-House)					
Publicity Generated					
Out of Market	6			6	6
Local	6			6	6
Press Releases Issued	0			0	0
Travel Writer Visits	1			1	1

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
Martin Armes					
Publicity Generated					
Out of Market	0			0	0
Local	0			0	0
Republik					
Publicity Generated					
Out of Market	0			0	0
Local	0			0	0
Totals					
Publicity Generated					
Out of Market	6			6	6
Local	6			6	6
SALES					
Bookings	2			2	2
Bookings Attendance	850			850	850
Bookings Room Nights	550			550	550
Bookings Economic Impact	\$98,040			\$98,040	\$98,040
Verbals	7			7	7
Verbal Bookings Attendance	5,350			5,350	5,350
Verbal Bookings Room Nights	787			787	787
Verbal Bookings Impact	\$335,160			\$335,160	\$335,160
Leads	4			4	4
Leads Room Nights	111			111	111
Leads Attendance	3,121			3,121	3,121
Leads Impact	\$14,364			\$14,364	\$14,364
Sales Functions	8			8	8
Site Inspections	1			1	1
Sales Blitz	0			0	0
Calls Converted to Accounts	1			1	1
Bid/Packages Mailed	0			0	0
Client Presentations	1			1	1

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
TOURISM					
Civic Presentations	0			0	0
Bookings	2			2	2
Bookings-Attendance	60			60	60
Bookings-Room Nights <i>(Annual Goal = 500)</i>	8			8	8
Bookings-Economic Impact	\$800			\$800	\$800
Verbal Bookings	2			2	2
Verbal Bookings-Attendance	300			300	300
Verbal Bookings-Room Nights	60			60	60
Verbal Bookings-Economic Impact	\$11,400			\$11,400	\$11,400
Leads <i>(Annual Goal =40)</i>	2			2	2
Leads-Attendance	200			200	200
Leads-Room Nights	40			40	40
Leads-Economic Impact	\$34,200			\$34,200	\$34,200
Site Inspections	0			0	0
Reunions	2			2	2
Group Tours	0			0	0

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
VISITOR CENTER					
Destination Guide					
Number Distributed	1,872			1,872	1,872
VisitFayettevilleNC.com	56			56	56
Inquiries					
FACVB Main Office					
Calls					
Tourism Information	52			52	52
Local Information	64			64	64
Total Calls	116			116	116
Walk-Ins					
Local Residents (Tourism)	201			201	201
Out-of-Town (Tourism)	140			140	140
Total Walk-Ins	341			341	341
Drive Thru	2			2	2
Relocation/Retiree Info	6			6	6
Transportation Resources	3			3	3
Same Day Group Service Request	10			10	10
Local Directions/Maps	24			24	24
Total	386			386	386
Transportation Museum					
Walk-Ins					
Local Residents (Tourism)	309			309	309
Out-of-Town (Tourism)	129			129	129
Relocation/Retiree Info	2			2	2
Maps/Local Directions	8			8	8
Questions About Museum	67			67	67
Transportation Resources	3			3	3
Museum Special Events	245			245	245
Group Visits	266			266	266
Miscellaneous					
Group Service Request	25			25	25
Meetings/Events Serviced	3			3	3