

# Scorecard for Fiscal Year 2017-2018

March 2018

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>COMMUNICATIONS DEPARTMENT</b>							
<b>Facebook</b>							
Users/Followers	N/A	N/A	6,927	6,945	6,984	N/A	N/A
Postings	149	172	45	48	62	155	476
<b>GoFayetteville Facebook</b>							
Users/Followers	N/A	1,179	1,258	1,302	1,419	N/A	1,179
Postings	N/A	15	18	7	12	37	52
<b>Twitter</b>							
Users/Followers	N/A	N/A	2,911	2,921	2,947	N/A	N/A
Postings	110	131	22	44	54	120	361
<b>Instagram</b>							
Users/Followers	N/A	N/A	1,627	1,677	1,697	N/A	N/A
Postings	21	67	20	21	10	51	139
<b>Linked In</b>							
Followers	N/A	N/A	348	411	415	N/A	N/A
Postings	N/A	N/A	30	33	26	89	89
Engagement	N/A	N/A	151	271	167	589	589
Event Calendar Postings (not including FACVB site)	478	610	62	103	169	334	1,422
Electronic Destination Guides Viewed	64	49	10	11	11	32	145
Electronic Trail Guides Viewed	11	9	5	3	6	14	34
FACVB Generated Blog Articles	14	13	4	2	3	9	36
<b>Public Relations</b>							
<b>FACVB (In-House)</b>							
<b>Publicity Generated</b>							
Out of Market	18	18	5	3	4	12	48
Local	14	17	8	9	8	25	56
Press Releases Issued	5	7	4	4	4	12	24
Travel Writer Visits	7	0	0	3	0	3	10

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>Martin Armes</b>							
<b>Publicity Generated</b>							
Out of Market	0	1	0	0	0	0	1
Local	0	0	0	0	0	0	0
<b>Republik</b>							
<b>Publicity Generated</b>							
Out of Market	7	13	0	0	0	0	20
Local	5	14	0	0	1	1	20
<b>Totals</b>							
<b>Publicity Generated</b>							
Out of Market	25	32	5	3	4	12	69
Local	19	31	8	9	9	26	76

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>SALES DEPARTMENT</b>							
<b>Bookings (Annual Goal = 20,000)</b>	<b>32</b>	<b>7</b>	3	5	7	<b>15</b>	<b>54</b>
Bookings-Attendance	<b>159,505</b>	<b>16,400</b>	17,500	8,385	900	<b>26,785</b>	<b>202,690</b>
Bookings-Room Nights	<b>3,258</b>	<b>2,380</b>	810	1,151	\$572	<b>2,533</b>	<b>8,171</b>
Bookings-Economic Impact	<b>\$1,385,228</b>	<b>\$2,120,300</b>	\$212,040	\$417,810	\$221,730	<b>\$851,580</b>	<b>\$4,357,108</b>
<b>Verbal Bookings</b>	<b>34</b>	<b>31</b>	9	16	36	<b>61</b>	<b>126</b>
Verbal Bookings-Attendance	<b>75,242</b>	<b>70,548</b>	8,256	22,668	25,643	<b>56,567</b>	<b>202,357</b>
Verbal Bookings-Room Nights	<b>13,178</b>	<b>11,275</b>	2,376	3,267	4353	<b>9,996</b>	<b>34,449</b>
Verbal Bookings-Economic Impact	<b>\$4,675,206</b>	<b>\$6,776,958</b>	\$2,020,422	\$1,826,850	\$3,746,610	<b>\$7,593,882</b>	<b>\$19,046,046</b>
<b>Leads</b>	<b>40</b>	<b>23</b>	10	43	13	<b>66</b>	<b>129</b>
Leads-Attendance	<b>56,764</b>	<b>45,705</b>	26,250	55,420	8,247	<b>89,917</b>	<b>192,386</b>
Leads-Room Nights	<b>5,844</b>	<b>11,762</b>	10,518	29,700	5,445	<b>45,663</b>	<b>63,269</b>
Leads-Economic Impact	<b>\$2,260,620</b>	<b>\$4,051,104</b>	\$11,451,300	\$26,782,704	\$3,633,750	<b>\$41,867,754</b>	<b>\$48,179,478</b>
<b>Sales Functions</b>	<b>26</b>	<b>26</b>	17	6	15	<b>38</b>	<b>90</b>
<b>Site Inspections</b>	<b>6</b>	<b>5</b>	2	3	1	<b>6</b>	<b>17</b>
<b>Sales Blitz</b>	<b>6</b>	<b>5</b>	2	1	1	<b>4</b>	<b>15</b>
<b>Calls Converted to Accounts</b>	<b>4</b>	<b>8</b>	2	5	0	<b>7</b>	<b>19</b>
<b>Bid /Packages Mailed</b>	<b>1</b>	<b>0</b>	0	0	0	<b>0</b>	<b>1</b>
<b>Client Presentations</b>	<b>6</b>	<b>4</b>	2	3	2	<b>7</b>	<b>17</b>
<b>Civic Presentations</b>	<b>0</b>	<b>3</b>	0	1	0	<b>1</b>	<b>4</b>

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>TOURISM DEPARTMENT</b>							
<b>Bookings</b>	<b>3</b>	<b>4</b>	0	1	0	<b>1</b>	<b>8</b>
Bookings-Attendance	<b>275</b>	<b>47,500</b>	0	22	0	<b>22</b>	<b>47,797</b>
Bookings-Room Nights (Annual Goal = 900)	<b>67</b>	<b>218</b>	0	13	0	<b>13</b>	<b>298</b>
Bookings-Economic Impact	<b>\$5,543</b>	<b>\$22,466</b>	\$0	\$1,222	\$0	<b>\$1,222</b>	<b>\$29,231</b>
<b>Verbal Bookings</b>	<b>6</b>	<b>1</b>	1	0	5	<b>6</b>	<b>13</b>
Verbal Bookings-Attendance	<b>23,169</b>	<b>3000</b>	150	0	268,800	<b>268950</b>	<b>295,119</b>
Verbal Bookings-Room Nights	<b>122</b>	<b>0</b>	70	0	0	<b>70</b>	<b>192</b>
Verbal Bookings-Economic Impact	<b>\$232,446</b>	<b>\$5,700</b>	\$22,800	\$0	\$125,400	<b>\$148,200</b>	<b>\$386,346</b>
<b>Leads (Annual Goal =40)</b>	<b>7</b>	<b>1</b>	0	7	2	<b>9</b>	<b>17</b>
Leads-Attendance	<b>3,335</b>	<b>265</b>	0	268,225	350	<b>268575</b>	<b>272,175</b>
Leads-Room Nights	<b>217</b>	<b>157</b>	0	130	40	<b>170</b>	<b>544</b>
Leads-Economic Impact	<b>\$64,980</b>	<b>\$47,310</b>	\$0	\$174,420	\$14,100	<b>\$188,520</b>	<b>\$300,810</b>
<b>Welcome Center Coupon Card - Room Nights</b>	<b>1</b>	<b>0</b>	0	0	0	<b>0</b>	<b>1</b>
<b>Welcome Center Coupon Card - Estimated Value</b>	<b>\$128</b>	<b>\$0</b>	\$0.00	\$0.00	\$0.00	<b>\$0</b>	<b>\$128</b>

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>VISITOR INFORMATION DEPARTMENT</b>							
<b>Destination Guide</b>							
Number Distributed	18,459	12,200	3,778	2,937	2,548	9,263	39,922
VisitFayettevilleNC.com	98	59	23	34	36	93	250
<b>Inquiries</b>							
<b>FACVB Main Office</b>							
<b>Calls</b>							
Tourism Information	108	82	26	24	44	94	284
Local Information	223	220	64	70	55	189	632
Total Calls	331	302	90	94	99	283	916
<b>Walk-Ins</b>							
Local Residents (Tourism)	673	488	125	140	167	432	1,593
Out-of-Town (Tourism)	606	351	99	116	130	345	1,302
Total Walk-Ins	1,279	839	224	256	297	777	2,895
<b>Drive Thru</b>	6	7	0	0	0	0	13
<b>Relocation/Retiree Info</b>	17	17	4	1	4	9	43
<b>Transportation Resources</b>	0	1	1	2	1	4	5
<b>Same Day Group Service Request</b>	13	4	1	2	1	4	21
<b>Local Directions/Maps</b>	57	49	12	13	12	37	143
<b>Total</b>	1,514	917	242	274	315	831	3,262
<b>Transportation Museum</b>							
Local Residents (Tourism)	774	453	115	164	194	473	1,700
Out-of-Town (Tourism)	294	262	83	131	145	359	915
<b>Cross Creek Mall</b>							
Local Residents (Tourism)	855	642	165	0	0	165	1,662
Out-of-Town (Tourism)	24	17	2	0	0	2	43
<b>Group Service Request</b>	78	50	25	18	16	59	187
<b>Meetings/Events Serviced</b>	9	6	3	2	1	6	21