

Scorecard for Fiscal Year 2018-2019 March 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	7,927	N/A	N/A		
Posts	114	130	34	34	48	116	360		
New Fans	363	762	197	104	248	549	1,674		
Unlikes	82	718	143	36	35	214	1,014		
User Interaction/Engagement	3,944	6,606	2538	1,994	6,589	11,121	21,671	15,705	137.99%
GoFayetteville Facebook									
Users/Followers	N/A	6,408	2,330	2,383	2,516	N/A	6,408		
Posts	32	69	22	13	17	52	153		
New Fans	3,944	257	141	64	139	344	4,545		
Unlikes	N/A	26	12	10	9	31	57		
User Interaction/Engagement	1,145	2,816	1919	787	2,604	5,310	9,271	6,318	146.74%
Spring Lake NC Facebook									
Users/Followers	N/A	12,554	4,155	4,168	4,201	N/A	12,554		
Posts	66	53	10	15	15	40	159		
New Fans	N/A	76	20	25	40	85	161		
Unlikes	N/A	62	11	9	6	26	88		
User Interaction/Engagement	33,837	5,591	379	1,465	1,583	3,427	42,855		
Fayetteville Meet/Tourney FB									
Users/Followers	N/A	609	180	192	202	N/A	609		
Posts	15	23	11	4	5	20	58		
New Fans	N/A	11	2	12	11	25	36		
Unlikes	N/A	3	0	0	1	1	4		
User Interaction/Engagement	142	287	518	162	451	1,131	1,560	588	265.31%
Twitter									
Users/Followers	N/A	N/A	3,210	3,228	3,265	N/A	N/A		
Posts	135	126	47	59	60	166	427		
New Followers	93	472	2	18	37	57	622		
User Interaction/Engagement	1,261	936	355	504	601	1,460	3,657	6,063	60.32%
Instagram									
Users/Followers	N/A	N/A	2,126	2,168	2,244	N/A	N/A		
Posts	9	18	2	1	12	15	42		
New Followers	109	133	62	42	76	180	422		
User Interaction/Engagement	472	806	60	46	824	930	2,208	6,779	32.57%

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Go Fayetteville Instagram									
Users/Followers	N/A	N/A	1,103	1,150	1,190	N/A	N/A		
Posts	7	10	3	2	1	6	23		
New Followers	108	256	78	47	40	165	529		
User Interaction/Engagement	198	830	192	104	166	462	1,490		
Linked In									
Followers	N/A	N/A	557	563	570	N/A	N/A		
Posts	58	N/A	23	10	7	40	98		
User Interaction/Engagement	827	1,225	688	468	321	1,477	3,529	1,789	197.26%
E-Newsletter Subscribers	207	154	60	65	74	199	560		
Electronic Destination Guides Viewed	34	27	18	9	14	41	102		
Electronic Trail Guides Viewed	23	13	9	1	4	14	50		
FACVB Generated Blog Articles	9	6	1	1	5	7	22	48	45.83%
Public Relations									
FACVB (In-House)									
Publicity Generated									
Out of Market	13	17	5	0	6	11	41		
Local	11	26	1	14	1	16	53		
Press Releases Issued	1	6	4	2	5	11	18		
Travel Writer Visits	2	5	1	1	2	4	11	8	137.50%
Martin Armes									
Publicity Generated									
Out of Market	0	0	0	0	0	0	0		
Local	0	0	0	0	0	0	0		
Republik									
Publicity Generated									
Out of Market	0	0	0	0	0	0	0		
Advertising Trade Pubs	7	0	0	0	0		7		
Local	6	5	0	0	0	0	11		
Totals									
Publicity Generated									
Out of Market	13	17	5	0	6	11	41		
Local	17	31	1	14	1	16	64		
Digital Marketing									
Media One - Web Hits Generated	5,640	27,216	13,171	28,171	30,282	71,624	104,480		
219 Group Web Hits (VisitFay)	1,288	1,004	332	314	254	900	3,192		
Jennifer Barbee Leads Generated			5	4	2	11	11		
Visitor Data									
Reason for Visiting (Top 3)									
Hotel Guests									
1	Traveling Through	Traveling Through	Traveling Through	Traveling Through	Visit Friends/Family	Traveling Through			
2	Visit Friends/Family	Visit Friends/Family	Business with Military	Visit Friends/Family	Traveling Through	Visit Friends/Family			
3	Event/Festival	Business	Visit Friends/Family	Business	Event/Festival	Business with Military			

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	Vacation	Vacation			
2	Vacation	Relocation	Relocation	Visit Friends/Family	Relocation	Visit Friends/Family			
3	Visit Friends/Family	Visit Friends/Family	Other	Other	Visit Friends/Family	Relocation			
Guest Books at VC									
1	Vacation	Vacation	Vacation	Specific Attraction	Events/Festivals	Specific Attraction			
2	Events/Festivals	Specific Attraction	Specific Attraction	Vacation	Relocation	Vacation			
3	Relocation	Relocation	Events/Festivals	Events/Festivals	Vacation	Events/Festivals			
Top States of Origin									
Hotel Guests									
1	North Carolina	North Carolina	North Carolina	New York	North Carolina	North Carolina			
2	New York	Florida	New York	Florida	New York	New York			
3	Florida	New York	Georgia	Pennsylvania	Florida	Florida			
Online Requests									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Illinois	Florida	Ohio	Pennsylvania	New Jersey	New York			
3	Florida	South Carolina	Michigan	Florida	New York	Pennsylvania			
Guest Books at VC									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	Many Tied	Florida	Virginia	Oklahoma	Virginia			
3	Georgia	Many Tied	Ohio	Massachusetts	Pennsylvania	Texas			
Top Areas of Interest (Top 3)									
Hotel Guests									
1	Dining	Military Sites	Dining	Dining	Dining	Dining			
2	Arts & Entertainment	Dining	Museums	Museums	Museums	Museums			
3	Shopping	Museums	Arts & Entertainment	Arts & Entertainment	Military Sites	Military Sites			
Online Requests									
1	Events/Festivals	Events/Festivals	Events/Festivals	Museums	Museums	Museums			
2	Dining	Dining	Arts & Entertainment	Arts & Entertainment	Events/Festivals	Events/Festivals			
3	Historical Sites	Museums	Dining	Historical Sites	Outdoor Recreation	Arts & Entertainment			
Guest Books at VC									
1	Museums	Museums	Museums	Museums	Museums	Museums			
2	Dining	Historical Sites	Dining	Historical Sites	Historical Sites	Dining			
3	Events/Festivals	Arts & Entertainment	Shopping	Dining	Dining	Historical Sites			

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	4.98	#DIV/0!		
to Date			4.97	4.97	4.96				
Guest Books									
by Month	4.67	4.72	5.00	4.55	4.69	4.75	#DIV/0!		
to Date			4.80	4.74	4.71				
Overall									
by Month	4.58	4.78	4.94	4.74	4.84	4.84	#DIV/0!		
to Date			4.77	4.76	4.74				

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	2	5	12		
Dogwood Digest									
Inquiry	7	5	2	2	2	6	18		
Success									
Inquiry	2	0	0	0	1	1	3		
Sales									
Carryovers									
Room Nights	4,125						4,125		
Bookings-Attendance	32,946						32,946		
Economic Impact	\$978,704						\$978,704		
Leads									
Leads Room Nights	24	47	11	10	16	37	108	130	83.08%
Leads Attendance	7,270	27,020	1,698	3,554	5,760	11,012	45,302		
Leads Impact	21,231	35,050	9,770	5,825	73,740	89,335	145,616		
Leads Impact	\$1,728,924	\$28,607,616	\$863,250	\$1,686,060	\$4,579,380	\$7,128,690	\$37,465,230		
Verbals									
Verbal Bookings Attendance	28	56	19	19	15	53	137		
Verbal Bookings Room Nights	28,094	33,290	41,404	20,025	42,025	103,454	164,838		
Verbal Bookings Impact	3,374	10,051	11,568	9,590	8,402	29,560	42,985		
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$6,075,156	\$110,670,026	\$6,363,480	\$123,108,662	\$165,126,212		
Bookings									
Bookings Attendance	8	11	4	6	8	18	37		
Bookings Room Nights	13,480	49,475	12,750	1,280	22,370	36,400	99,355		
Bookings Economic Impact	831	16,992	3,350	640	4,886	8,876	26,699	20,000	133.50%
Bookings Economic Impact	\$228,000	\$4,774,320	\$3,733,500	\$214,320	\$9,889,500	\$13,837,320	\$18,839,640		
Sales Functions									
Sales Functions	16	19	8	10	8	26	61		
Site Inspections									
Site Inspections	4	2	4	3	6	13	19		
Sales Blitz									
Sales Blitz	3	5	1	2	1	4	12		
Calls Converted to Accounts									
Calls Converted to Accounts	13	7	0	3	0	3	23		
Bid/Packages Mailed									
Bid/Packages Mailed	0	1	0	0	0	0	1		
Client Presentations									
Client Presentations	3	3	2	4	5	11	17		
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							#REF!		
Leads							#REF!		
Followups							#REF!		
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		
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		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	0	3		
Site Inspections	1	2	0	2		2	5	25	20.00%
Leads	7	8	4	0	1	5	20	25	80.00%
Leads-Attendance	5,230	18935	535	0	75	610	24,775		
Leads-Room Nights	162	365	20	0	30	50	577		
Leads-Economic Impact	\$395,580	\$1,890,120	\$9,690	\$0	\$11,400	\$21,090	\$2,306,790		
Verbal Bookings	5	5	0	2	1	3	13		
Verbal Bookings-Attendance	5,200	18650	0	300	150	450	24,300		
Verbal Bookings-Room Nights	264	180	0	46	10	56	500		
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$0	\$7,980	\$2,850	\$10,830	\$2,225,280		
Bookings	4	6	0	0	0	0	10		
Bookings-Attendance	1,510	47,965	0	0	0	0	49,475		
Bookings-Room Nights	38	244	0	0	0	0	282	500	56.40%
Bookings-Economic Impact	\$1,700	\$24,114	\$0	\$0	\$0	\$0	\$25,814		
Bookings-Room Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Annual Lead Conversion									
Current Fiscal Year (18-19)									
Annual Lead Conversion									
Leads							19	25	76%
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/respon se 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		

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VISITOR CENTER RESULTS									
Destination Guide									
Number Distributed	7,670	4,939	5,088	929	1,247	7,264	19,873		
VisitFayettevilleNC.com	133	91	41	45	52	138	362		
Inquiries									
FACVB Main Office									
Calls									
Tourism Information	103	75	54	40	34	128	306		
Local Information	205	199	81	61	81	223	627		
Total Calls	308	274	135	101	115	351	933		
Walk-Ins									
Local Residents (Tourism)	563	533	169	160	171	500	1,596		
Out-of-Town (Tourism)	398	309	95	106	114	315	1,022		
Total Walk-Ins	993	842	264	266	285	815	2,650		
Drive Thru	3	2	0	0	0	0	5		
Relocation/Retiree Info	69	50	21	2	18	41	160		
Transportation Resources	3	0	0	0	2	2	5		
Same Day Group Service Request	19	11	4	2	1	7	37		
Magazine Reader Card Requests									
Local Directions/Maps	62	32	17	21	8	46	140		
Total	1,093	1,235	465	431	408	1,304	3,632		
Transportation Museum									
Walk-Ins									
Local Residents (Tourism)	649	360	79	97	209	385	1,394		
Out-of-Town (Tourism)	297	318	58	88	119	265	880		
Relocation/Retiree Info	2	8	0	0	0	0	10		
Maps/Local Directions	33	35	10	7	35	52	120		
Questions About Museum	186	213	48	71	123	242	641		
Transportation Resources	3	1	1	0	0	1	5		
Museum Special Events	276	0	0	0	264	264	540		
Group Visits	603	184	71	92	297	460	1,247		
Miscellaneous									
Group Service Request	67	40	22	12	11	45	152		
Meetings/Events Serviced	6	2	1	1	2	4	12		