

**Scorecard for  
 Fiscal Year 2018-2019  
 May 2019**

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>COMMUNICATIONS RESULTS</b>										
<b>Social Media</b>										
<b>CVB Facebook</b>										
Users/Followers	N/A	N/A	N/A	8,101	8,138		N/A	N/A		
Posts	114	130	116	69	42		111	471		
New Fans	363	762	549	202	66		268	1,942		
Unlikes	82	718	214	28	20		48	1,062		
User Interaction/Engagement	3,944	6,606	11,121	5,914	3,229		9,143	30,814	15,705	196.21%
<b>GoFayetteville Facebook</b>										
Users/Followers	N/A	6,408	N/A	2,634	2,813		N/A	6,408		
Posts	32	69	52	34	20		54	207		
New Fans	3,944	257	344	127	498		625	5,170		
Unlikes	N/A	26	31	6	319		325	382		
User Interaction/Engagement	1,145	2,816	5,310	2,315	1,668		3,983	13,254	6,318	209.78%
<b>Spring Lake NC Facebook</b>										
Users/Followers	N/A	12,554	N/A	4,243	4,275		N/A	12,554		
Posts	66	53	40	16	18		34	193		
New Fans	N/A	76	85	56	49		105	266		
Unlikes	N/A	62	26	12	13		25	113		
User Interaction/Engagement	33,837	5,591	3,427	3,322	2,430		5,752	48,607		
<b>Fayetteville Meet/Tourney FB</b>										
Users/Followers	N/A	609	N/A	208	208		N/A	609		
Posts	15	23	20	5	4		9	67		
New Fans	N/A	11	25	6	0		6	42		
Unlikes	N/A	3	1	0	0		0	4		
User Interaction/Engagement	142	287	1,131	145	9		154	1,714	588	291.50%
<b>Twitter</b>										
Users/Followers	N/A	N/A	N/A	3,310	3,322		N/A	N/A		
Posts	135	126	166	130	53		183	610		
New Followers	93	472	57	45	12		57	679		
User Interaction/Engagement	1,261	936	1,460	1531	67		1,598	5,255	6,063	86.67%
<b>Instagram</b>										
Users/Followers	N/A	N/A	N/A	2,340	2,430		N/A	N/A		
Posts	9	18	15	22	25		47	89		
New Followers	109	133	180	96	87		183	605		
User Interaction/Engagement	472	806	930	1,182	1064		2,246	4,454	6,779	65.70%

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>Go Fayetteville Instagram</b>										
Users/Followers	N/A	N/A	N/A	1,229	1,265		N/A	N/A		
Posts	7	10	6	1	2		3	26		
New Followers	108	256	165	39	36		75	604		
User Interaction/Engagement	198	830	462	103	109		212	1,702		
<b>Linked In</b>										
Followers	N/A	N/A	N/A	580	594		N/A	N/A		
Posts	58	N/A	40	8	12		20	118		
User Interaction/Engagement	827	1,225	1,477	266	385		651	4,180	1,789	233.65%
<b>E-Newsletter Subscribers</b>	207	154	199	63	85		148	708		
<b>Electronic Destination Guides Viewed</b>	34	27	41	6	12		18	120		
<b>Electronic Trail Guides Viewed</b>	23	13	14	0	4		4	54		
<b>FACVB Generated Blog Articles</b>	9	6	7	2	3		5	27	48	56.25%
<b>Public Relations</b>										
<b>FACVB (In-House)</b>										
<b>Publicity Generated</b>										
Out of Market	13	17	11	7	5		12	53		
Local	11	26	16	1	1		2	55		
<b>Press Releases Issued</b>	1	6	11	2	1		3	21		
<b>Out of Market Media Visits</b>	2	5	4	2	0		2	13	8	162.50%
<b>Martin Armes</b>										
<b>Publicity Generated</b>										
Out of Market	0	0	0	0	0		0	0		
Local	0	0	0	0	0		0	0		
<b>Republik</b>										
<b>Publicity Generated</b>										
Out of Market	0	0	0	0	0		0	0		
Advertising Trade Pubs	7	0	0	0	0		0	7		
Local	6	5	0	0	0		0	11		
<b>Totals</b>										
<b>Publicity Generated</b>										
Out of Market	13	17	11	7	5		12	53		
Local	17	31	16	1	1		2	66		
<b>Digital Marketing</b>										
<b>Media One - Web Hits Generated</b>	5,640	27,216	71,624	10,512			10,512	114,992		
<b>219 Group Web Hits (visitfay)</b>	1,288	1,004	900	266			266	3,458		
<b>Jennifer Barbee Leads Generated</b>			11	N/A	N/A	N/A	N/A	11		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>Visitor Data</b>										
<b>Reason for Visiting (Top 3)</b>										
<b>Hotel Guests</b>										
1	Traveling Through	Traveling Through	Traveling Through	Visit Friends/Family	Visit Friends/Family					
2	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family	Traveling Through	Vacation					
3	Event/Festival	Business	Business with Military	Vacation	Business					
<b>Online Requests</b>										
1	Relocation	Vacation	Vacation	Vacation	Vacation					
2	Vacation	Relocation	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family					
3	Visit Friends/Family	Visit Friends/Family	Relocation	Relocation	Relocation					
<b>Guest Books at VC</b>										
1	Vacation	Vacation	Specific Attraction	Vacation	Vacation					
2	Events/Festivals	Specific Attraction	Vacation	Specific Attraction	Specific Attraction					
3	Relocation	Relocation	Events/Festivals	Visit Friends/Family	Visit Friends/Family					
<b>Top States of Origin</b>										
<b>Hotel Guests</b>										
1	North Carolina	North Carolina	North Carolina	North Carolina	Virginia					
2	New York	Florida	New York	New York	Texas					
3	Florida	New York	Florida	Florida	New York					
<b>Online Requests</b>										
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina					
2	Illinois	Florida	New York	Florida	New York					
3	Florida	South Carolina	Pennsylvania	Virginia	Texas					
<b>Guest Books at VC</b>										
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina					
2	Florida	Many Tied	Virginia	Michigan	New York					
3	Georgia	Many Tied	Texas	Missouri	Florida					
<b>Top Areas of Interest (Top 3)</b>										
<b>Hotel Guests</b>										
1	Dining	Military Sites	Dining	Dining	Dining					
2	Arts & Entertainment	Dining	Museums	Arts & Entertainment	Arts & Entertainment					
3	Shopping	Museums	Military Sites	Museums	Historical Sites					
<b>Online Requests</b>										
1	Events/Festivals	Events/Festivals	Museums	Events/Festivals	Museums					
2	Dining	Dining	Events/Festivals	Museums	Events/Festivals					

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
3	Historical Sites	Museums	Arts & Entertainment	Historical Sites	Dining					
<b>Guest Books at VC</b>										
1	Museums	Museums	Museums	Museums	Museums					
2	Dining	Historical Sites	Dining	Historical Sites	Historical Sites					
3	Events/Festivals	Arts & Entertainment	Historical Sites	Dining	Dining					
<b>Visitor Experience (Avg for Month)</b>										
<b>Hotel Guests</b>										
by Month	4.95	4.96	4.98	4.97	4.95		4.96	4.96		
to Date				4.96	4.96					
<b>Guest Books</b>										
by Month	4.67	4.72	4.75	4.78	4.59		4.69	4.71		
to Date				4.73	4.70					
<b>Overall</b>										
by Month	4.58	4.78	4.84	4.88	4.77		4.82	4.76		
to Date				4.77	4.77					

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>SALES RESULTS</b>										
<b>Advertisement Results</b>										
<b>Blitz</b>										
Inquiry	5	2	5	3	1		4	16		
<b>Dogwood Digest</b>										
Inquiry	7	5	6	2	2		4	22		
<b>Success</b>										
Inquiry	2	0	1	1	1		2	5		
<b>Sales</b>										
<b>Carryovers</b>										
Room Nights	4,125							4,125		
Bookings-Attendance	32,946							32,946		
Economic Impact	\$978,704							\$978,704		
<b>Leads</b>	24	47	37	14	7		21	129	130	99.23%
Leads Room Nights	7,270	27,020	11,012	2,291	2,860		5,151	50,453		
Leads Attendance	21,231	35,050	89,335	18,404	11,730		30,134	175,750		
Leads Impact	\$1,728,924	\$28,607,616	\$7,128,690	\$586,644	\$784,460		\$1,371,104	\$38,836,334		
<b>Verbals</b>	28	56	53	25	22		47	184		
Verbal Bookings Attendance	28,094	33,290	103,454	61,125	59,025		120,150	284,988		
Verbal Bookings Room Nights	3,374	10,051	29,560	11,037	10,102		21,139	64,124		
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$123,108,662	\$7,074,840	\$5,096,840		\$12,171,680	\$177,297,892		
<b>Bookings</b>	8	11	18	3	3		6	43		
Bookings Attendance	13,480	49,475	36,400	700	10,325		11,025	110,380		
Bookings Room Nights	831	16,992	8,876	245	1,310		1,555	28,254	20,000	141.27%
Bookings Economic Impact	\$228,000	\$4,774,320	\$13,837,320	\$124,830	\$1,767,000		\$1,891,830	\$20,731,470		
<b>Sales Functions</b>	16	19	26	5	9		14	75		
Site Inspections	4	2	13	1	3		4	23		
Sales Blitz	3	5	4	1	1		2	14		
Calls Converted to Accounts	13	7	3	0	3		3	26		
Bid/Packages Mailed	0	1	0	0	0		0	1		
Client Presentations	3	3	11	1	0		1	18		
<b>Trade Shows</b>										
<b>US Sports Congress</b>										
Contacts		10						10		
Leads		5						5		
Room Nights		2,500						2,500		
Attendees		4,000						4,000		
Hot Prospects		2						2		
Follow-ups		3						3		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>Connect Sports</b>										
Contacts	30							30		
Leads	4							4		
Room Nights	900							900		
Attendees	700							700		
Hot Prospects	2							2		
Follow-ups	2							2		
<b>Connect Women in Sports</b>										
Contacts	30	17						47		
Leads	4	1						5		
Room Nights	900	500						1,400		
Attendees	700	750						1,450		
Hot Prospects	2	1						3		
Follow-ups	2	3						5		
<b>Connect Association</b>										
Contacts	30							30		
Leads	4							4		
Room Nights	800							800		
Attendees	1,250							1,250		
Hot Prospects	2							2		
Follow-ups	6							6		
<b>MPI-CC Annual</b>										
Contacts			0					0		
Leads			0					0		
Room Nights			0					0		
Attendees			0					0		
Hot Prospects			0					0		
Follow-ups			0					0		
<b>AAU Convention</b>										
Contacts								0		
Leads								0		
Room Nights								0		
Attendees								0		
Hot Prospects								0		
Follow-ups								0		
<b>AENC Winter Conference</b>										
Contacts								0		
Leads								0		
Room Nights								0		
Attendees								0		
Hot Prospects								0		
Follow Up								0		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>CMCA Spring Conference</b>										
Contacts			0	32			32	32		
Leads			0	6			6	6		
Room Nights			0	475			475	475		
Attendees			0	725			725	725		
Hot Prospects			0	2			2	2		
Follow-ups			0	12			12	12		
<b>Connect Faith</b>										
Contacts		29						29		
Leads		11						11		
Room Nights		9,195						9,195		
Attendees		6,120						6,120		
Hot Prospects		3						3		
Follow-ups		18						18		
<b>Teams</b>										
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		
Follow-ups	8	0						8		
<b>NCSGMP NEC</b>										
Contacts								#REF!		
Leads								#REF!		
Follow-ups								#REF!		
<b>AENC Holiday Trade Show</b>										
Contacts		135						135		
Leads		0						0		
Room Nights		0						0		
Attendees		0						0		
Hot Prospects		2						2		
Follow-ups		2						2		
<b>RCMA</b>										
Contacts			18					18		
Leads			4					4		
Room Nights			570					570		
Attendees			1,340					1,340		
Hot Prospects			3					3		
Follow-ups			5					5		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>SGMP Annual &amp; Education Tradeshow</b>										
Contacts					7			7		
Leads					0			0		
Room Nights					0			0		
Attendees					0			0		
Hot Prospects					0			0		
Follow-ups					0			0		
<b>NASC Sports Symposium</b>										
Peers								0		
<b>AENC Annual Meeting</b>										
Contacts	22							22		
Leads	0							0		
Room Nights	0							0		
Attendees	0							0		
Hot Prospects	1							1		
Follow-ups	2							2		



<b>Previous Fiscal Year (2017-2018)</b>										
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		
<b>Top 3 Lost Reasons</b>										
1								Committee Decision		
2								Will Not Meet in Fay		
3								Event Cancelled		
<b>Top 5 Locations Lost To</b>										
1								Raleigh		
2								Asheville		
3								Albuquerque		
4								Durham		
5								Charlotte		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>TOURISM RESULTS</b>										
<b>Tradeshows</b>										
<b>ABA MarketPlace</b>										
Tradeshow Attendees	0	0	3,500	0	0		0	3,500		
Contacts	0	0	31	0	0		0	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		0	19		
<b>TravelSouth</b>										
Tradeshow Attendees	0	0	650	0	0		0	650		
Contacts	0	0	51	0	0		0	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	36	0	0		0	36		
<b>Travel And Adventure-DC</b>										
Tradeshow Attendees	0	0	20,654	0	0		0	20,654		
Contacts	0	0	291	0	0		0	291		
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	1	0	0		0	1		
<b>Travel And Adventure- Philadelphia</b>										
Tradeshow Attendees	0	0	14,273	0	0		0	14,273		
Contacts	0	0	410	0	0		0	410		
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	2	0	0		0	2		
<b>Sales</b>										
<b>Civic Presentations</b>	0	3	0	0	0		0	3		
<b>Site Inspections</b>	1	2	3	0	10		10	16	25	64.00%
<b>Leads</b>	7	8	5	5	1		6	26	25	104.00%
Leads-Attendance	5,230	18935	610	466	30		496	25,271		
Leads-Room Nights	162	365	50	233	15		248	825		
Leads-Economic Impact	\$395,580	\$1,890,120	\$21,090	\$162,564	\$3,420		\$165,984	\$2,472,774		
<b>Verbal Bookings</b>	5	5	3	4	2		6	19		
Verbal Bookings-Attendance	5,200	18650	450	396	88		484	24,784		
Verbal Bookings-Room Nights	264	180	56	198	44		242	742		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$10,830	\$129,504	\$10,032		\$139,536	\$2,364,816		
<b>Bookings</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>2</b>	<b>0</b>		<b>2</b>	<b>12</b>		
Bookings-Attendance	1,510	47,965	0	8,000	0		8000	57,475		
Bookings-Room Nights	38	244	0	3	0		3	285	500	57.00%
Bookings-Economic Impact	\$1,700	\$24,114	\$0	\$507	\$0		\$507	\$26,321		
Bookings-Room Revenue	\$0	\$0	\$0	\$0	\$0		\$0	\$0		
<b>Annual Lead Conversion</b>										
<b>Current Fiscal Year (18-19)</b>										
<b>Annual Lead Conversion</b>										
Leads								26	25	104%
Pending										
Verbal Definite										
Lost										
Definite										
Cancelled										
Total										
<b>Top 3 Lost Reasons</b>										
1										
2										
3										
<b>Top 5 Locations Lost To</b>										
1										
2										
3										
4										
5										

<b>Previous Fiscal Year (2017-2018)</b>											
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		
<b>Top 3 Lost Reasons</b>											
1									Cut Trip/Mileage		
2									No commitment/ response from FR Planner		
3									FR Planner thought rates were too high		
<b>Top 5 Locations Lost To</b>											
1									Laurinburg		
2									Dunn		
3									N/A		
4									N/A		
5									N/A		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
<b>VISITOR CENTER RESULTS</b>										
<b>Destination Guide</b>										
Number Distributed	7,670	4,939	7,264	2,958	4,080		7,038	26,911		
VisitFayettevilleNC.com	133	91	138	39	40		79	441		
<b>Inquiries</b>										
<b>FACVB Main Office</b>										
<b>Calls</b>										
Tourism Information	103	75	128	39	43		82	388		
Local Information	205	199	223	79	83		162	789		
<b>Total Calls</b>	<b>308</b>	<b>274</b>	<b>351</b>	<b>118</b>	<b>126</b>		<b>244</b>	<b>1,177</b>		
<b>Walk-Ins</b>										
Local Residents (Tourism)	563	533	500	237	227		464	2,060		
Out-of-Town (Tourism)	398	309	315	173	182		355	1,377		
<b>Total Walk-Ins</b>	<b>993</b>	<b>842</b>	<b>815</b>	<b>410</b>	<b>409</b>		<b>819</b>	<b>3,469</b>		
Drive Thru	3	2	0	0	0		0	5		
Relocation/Retiree Info	69	50	41	14	21		35	195		
Transportation Resources	3	0	2	3	1		4	9		
Same Day Group Service Request	19	11	7	2	4		6	43		
Magazine Reader Card Requests		552	409	803	1,100		1,903	2,864		
Local Directions/Maps	62	32	46	23	16		39	179		
<b>Total</b>	<b>1,093</b>	<b>1,235</b>	<b>1,304</b>	<b>1,373</b>	<b>1,539</b>		<b>2,912</b>	<b>6,544</b>		
<b>Transportation Museum</b>										
<b>Walk-Ins</b>										
Local Residents (Tourism)	649	360	385	307	191		498	1,892		
Out-of-Town (Tourism)	297	318	265	136	126		262	1,142		
Relocation/Retiree Info	2	8	0	1	0		1	11		
Maps/Local Directions	33	35	52	12	5		17	137		
Questions About Museum	186	213	242	77	78		155	796		
Transportation Resources	3	1	1	0	0		0	5		
Museum Special Events	276	0	264	0	2		530	1,070		
Group Visits	603	184	460	37	128		165	1,412		
<b>Miscellaneous</b>										
Group Service Request	67	40	45	24	28		52	204		
Meetings/Events Serviced	6	2	4	2	2		4	16		