

# Scorecard for Fiscal Year 2018-2019

## November 2018

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>COMMUNICATIONS DEPARTMENT</b>						
<b>CVB Facebook</b>						
Users/Followers	N/A	7,452	7,556		N/A	N/A
Postings	114	43	51		94	208
User Interactions (All) Stories	3,944	2175	2223		4,398	8,342
<b>GoFayetteville Facebook</b>						
Users/Followers	N/A	2,088	2,119		4,207	4,207
Postings	32	14	25		39	71
User Interactions (All) Stories	1,145	664	786		1,450	2,595
<b>Heroes Homecoming Facebook</b>						
Users/Followers	N/A	1,043	1,098		2,141	2,141
Postings	23	14	45		59	82
User Interactions (All) Stories	640	364	833		1,197	1,837
<b>America Groupies Facebook</b>						
Users/Followers	N/A	77	81		158	158
Postings	3	3	0		3	6
User Interactions (All) Stories	12	15	0		15	27
<b>Spring Lake NC Facebook</b>						
Users/Followers	N/A	4,118	4,115		8,233	8,233
Postings	66	20	17		37	103
User Interactions (All) Stories	33,837	1,054	845		1,899	35,736
<b>Fayetteville Meet/Tourney FB</b>						
Users/Followers	N/A	172	176		348	348
Postings	15	7	12		19	34
User Interactions (All) Stories	142	46	170		216	358
<b>Twitter</b>						
Users/Followers	N/A	3,164	3,183		N/A	N/A
Postings	135	39	50		89	224
Engagement	1,261	303	300		603	1,864
<b>Heroes Homecoming Twitter</b>						
Users/Followers	N/A	869	879		N/A	N/A
Postings	0	1	1		2	2
User Interactions (All) Stories	4	30	59		89	93
<b>America Groupies Twitter</b>						
Users/Followers	N/A	27	37		N/A	N/A
Postings	50	33	62		95	145
User Interactions (All) Stories	50	130	65		195	245
<b>Instagram</b>						
Users/Followers	N/A	1,994	2,028		N/A	N/A
Postings	9	6	7		13	22
User Interactions (All) Stories	472	220	380		600	1,072
<b>Go Fayetteville Instagram</b>						
Users/Followers	N/A	908	989		N/A	N/A
Postings	7	4	2		6	13

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User Interactions (All) Stories	198	337	214		551	749
<b>Linked In</b>						
Followers	N/A	463	512		N/A	N/A
Postings	N/A	20	50		N/A	0
User Interactions (All) Stories	N/A	271	327		N/A	0
Electronic Destination Guides Viewed	34	7	13		20	54
Electronic Trail Guides Viewed	23	4	4		8	31
FACVB Generated Blog Articles	9	1	3		4	13
<b>Public Relations</b>						
<b>FACVB (In-House)</b>						
<b>Publicity Generated</b>						
Out of Market	13	3	8		11	24
Local	11	17	9		26	37
Press Releases Issued	1	2	3		5	6
Travel Writer Visits	2	3	1		4	6
<b>Martin Armes</b>						
<b>Publicity Generated</b>						
Out of Market	0	0	0		0	0
Local	0	0	0		0	0
<b>Republik</b>						
<b>Publicity Generated</b>						
Out of Market	0	0	0		0	0
Advertising Trade Pubs	7	0	0		0	7
Local	6	5	0		5	11
<b>Totals</b>						
<b>Publicity Generated</b>						
Out of Market	13	3	8		11	24
Local	17	22	9		31	48
<b>SALES DEPARTMENT</b>						
<b>Bookings</b>	8	5	5		10	18
Bookings Attendance	13,480	17,400	31,075		48,475	61,955
Bookings Room Nights	831	15,301	391		15,692	16,523
Bookings Economic Impact	\$228,000	\$4,165,560	\$10,260		\$4,175,820	\$4,403,820
<b>Verbals</b>	28	27	14		41	69
Verbal Bookings Attendance	28,094	11,950	7,640		19,590	47,684
Verbal Bookings Room Nights	3,374	1,881	3,285		5,166	8,540
Verbal Bookings Impact	\$1,125,180	\$505,590	\$19,258,590		\$19,764,180	\$20,889,360
<b>Leads</b>	24	24	22		46	70
Leads Room Nights	7,270	10,195	13,490		23,685	30,955
Leads Attendance	21,231	14,380	20,670		35,050	56,281
Leads Impact	\$1,728,924	\$5,026,260	\$22,526,400		\$27,552,660	\$29,281,584
<b>Sales Functions</b>	16	7	7		14	30
Site Inspections	4	1	0		1	5
Sales Blitz	3	1	2		3	6
Calls Converted to Accounts	13	0	5		5	18
Bid/Packages Mailed	0	1	0		1	1
Client Presentations	3	1	1		2	5

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<b>TOURISM DEPARTMENT</b>						
Civic Presentations	0	2	1		3	3
Bookings	4	4	2		6	10
Bookings-Attendance	1,510	25,765	22,200		47,965	49,475
Bookings-Room Nights (Annual Goal = 500)	20	123	121		244	264
Bookings-Economic Impact	\$1,700	\$13,553	\$10,561		\$24,114	\$25,814
Verbal Bookings	5	1	2		3	8
Verbal Bookings-Attendance	5,200	500	13,000		13500	18,700
Verbal Bookings-Room Nights	264	0	150		150	414
Verbal Bookings-Economic Impact	\$364,800	\$2,850	\$1,755,600		\$1,758,450	\$2,123,250
Leads (Annual Goal =40)	7	2	4		6	13
Leads-Attendance	5,230	575	13,210		13785	19,015
Leads-Room Nights	162	15	250		265	427
Leads-Economic Impact	\$395,580	\$5,700	\$1,821,720		\$1,827,420	\$2,223,000
<b>VISITOR INFORMATION DEPARTMENT</b>						
<b>Destination Guide</b>						
Number Distributed	7,670	1,814	1,694		3,508	11,178
VisitFayettevilleNC.com	133	33	28		61	194
<b>Inquiries</b>						
<b>FACVB Main Office</b>						
<b>Calls</b>						
Tourism Information	103	35	22		57	160
Local Information	205	94	63		157	362
<b>Total Calls</b>	<b>308</b>	<b>129</b>	<b>85</b>		<b>214</b>	<b>522</b>
<b>Walk-Ins</b>						
Local Residents (Tourism)	563	189	189		378	941
Out-of-Town (Tourism)	398	109	127		236	634
<b>Total Walk-Ins</b>	<b>993</b>	<b>298</b>	<b>316</b>		<b>614</b>	<b>1,607</b>
Drive Thru	3	1	1		2	5
Relocation/Retiree Info	69	19	18		19	88
Transportation Resources	3	0	0		0	3
Same Day Group Service Request	19	5	3		8	27
Magazine Reader Card Requests		232	216		448	448
Local Directions/Maps	62	20	4		24	86
<b>Total</b>	<b>1,093</b>	<b>331</b>	<b>548</b>		<b>879</b>	<b>1,972</b>
<b>Walk-Ins</b>						
Local Residents (Tourism)	649	102	150		252	901
<b>Group Visits</b>	<b>603</b>	<b>132</b>	<b>25</b>		<b>157</b>	<b>760</b>
<b>Miscellaneous</b>						
Group Service Request	67	20	11		31	98
Meetings/Events Serviced	6	1	1		2	8