

## Scorecard for Fiscal Year 2018-2019

### October 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			N/A	N/A
Postings	114	43			43	157
User Interactions (All) Stories	3,944	2175			2,175	6,119
<b>GoFayetteville Facebook</b>						
Users/Followers	N/A	2,088			2,088	2,088
Postings	32	14			14	46
User Interactions (All) Stories	1,145	664			664	1,809
<b>Heroes Homecoming Facebook</b>						
Users/Followers	N/A	1,043			1,043	1,043
Postings	23	14			14	37
User Interactions (All) Stories	640	364			364	1,004
<b>America Groupies Facebook</b>						
Users/Followers	N/A	77			77	77
Postings	3	3			3	6
User Interactions (All) Stories	12	15			15	27
<b>Spring Lake NC Facebook</b>						
Users/Followers	N/A	4,118			4,118	4,118
Postings	66	20			20	86
User Interactions (All) Stories	33,837	1,054			1,054	34,891
<b>Fayetteville Meet/Tourney FB</b>						
Users/Followers	N/A	172			172	172
Postings	15	7			7	22
User Interactions (All) Stories	142	46			46	188
<b>Twitter</b>						
Users/Followers	N/A	3,164			N/A	N/A
Postings	135	39			39	174
Engagement	1,261	303			303	1,564
<b>Heroes Homecoming Twitter</b>						
Users/Followers	N/A	869			N/A	N/A
Postings	0	1			1	1
User Interactions (All) Stories	4	30			30	34
<b>America Groupies Twitter</b>						
Users/Followers	N/A	27			N/A	N/A
Postings	50	33			33	83
User Interactions (All) Stories	50	130			130	180

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>Instagram</b>						
Users/Followers	N/A	1,994			N/A	N/A
Postings	9	6			6	15
User Interactions (All) Stories	472	220			220	692
<b>Go Fayetteville Instagram</b>						
Users/Followers	N/A	908			N/A	N/A
Postings	7	4			4	11
User Interactions (All) Stories	198	337			337	535
<b>Linked In</b>						
Followers	N/A	463			N/A	N/A
Postings	N/A	20			N/A	0
User Interactions (All) Stories	N/A	271			N/A	0
<b>Electronic Destination Guides Viewed</b>	34	7			7	41
<b>Electronic Trail Guides Viewed</b>	23	4			4	27
<b>FACVB Generated Blog Articles</b>	9	1			1	10
<b>Public Relations</b>						
<b>FACVB (In-House)</b>						
<b>Publicity Generated</b>						
Out of Market	13	3			3	16
Local	11	17			17	28
<b>Press Releases Issued</b>	1	2			2	3
<b>Travel Writer Visits</b>	2	3			3	5
<b>Martin Armes</b>						
<b>Publicity Generated</b>						
Out of Market	0	0			0	0
Local	0	0			0	0
<b>Republik</b>						
<b>Publicity Generated</b>						
Out of Market	0	0			0	0
Advertising Trade Pubs	7	0				
Local	6	5			5	11
<b>Totals</b>						
<b>Publicity Generated</b>						
Out of Market	13	3			3	16
Local	17	22			22	39

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>Sales Department</b>						
<b>Bookings</b>	<b>8</b>	5			<b>5</b>	<b>13</b>
Bookings Attendance	<b>13,480</b>	17,400			<b>17,400</b>	<b>30,880</b>
Bookings Room Nights	<b>831</b>	15,301			<b>15,301</b>	<b>16,132</b>
Bookings Economic Impact	<b>\$228,000</b>	\$4,165,560			<b>\$4,165,560</b>	<b>\$4,393,560</b>
<b>Verbals</b>	<b>28</b>	27			<b>27</b>	<b>55</b>
Verbal Bookings Attendance	<b>28,094</b>	11,950			<b>11,950</b>	<b>40,044</b>
Verbal Bookings Room Nights	<b>3,374</b>	1,881			<b>1,881</b>	<b>5,255</b>
Verbal Bookings Impact	<b>\$1,125,180</b>	\$505,590			<b>\$505,590</b>	<b>\$1,630,770</b>
<b>Leads</b>	<b>24</b>	24			<b>24</b>	<b>48</b>
Leads Room Nights	<b>7,270</b>	10,195			<b>10,195</b>	<b>17,465</b>
Leads Attendance	<b>21,231</b>	14,380			<b>14,380</b>	<b>35,611</b>
Leads Impact	<b>\$1,728,924</b>	\$5,026,260			<b>\$5,026,260</b>	<b>\$6,755,184</b>
<b>Sales Functions</b>	<b>16</b>	7			<b>7</b>	<b>23</b>
<b>Site Inspections</b>	<b>4</b>	1			<b>1</b>	<b>5</b>
<b>Sales Blitz</b>	<b>3</b>	1			<b>1</b>	<b>4</b>
<b>Calls Converted to Accounts</b>	<b>13</b>	0			<b>0</b>	<b>13</b>
<b>Bid/Packages Mailed</b>	<b>0</b>	1			<b>1</b>	<b>1</b>
<b>Client Presentations</b>	<b>3</b>	1			<b>1</b>	<b>4</b>
<b>Tourism Department</b>						
<b>Civic Presentations</b>	<b>0</b>	2			<b>2</b>	<b>2</b>
<b>Bookings</b>	<b>4</b>	4			<b>4</b>	<b>8</b>
Bookings-Attendance	<b>1,510</b>	25,765			<b>25,765</b>	<b>27,275</b>
Bookings-Room Nights <i>(Annual Goal = 500)</i>	<b>20</b>	123			<b>123</b>	<b>143</b>
Bookings-Economic Impact	<b>\$1,700</b>	\$13,553			<b>\$13,553</b>	<b>\$15,253</b>
<b>Verbal Bookings</b>	<b>5</b>	1			<b>1</b>	<b>6</b>
Verbal Bookings-Attendance	<b>5,200</b>	500			<b>500</b>	<b>5,700</b>
Verbal Bookings-Room Nights	<b>264</b>	0			<b>0</b>	<b>264</b>
Verbal Bookings-Economic Impact	<b>\$364,800</b>	\$2,850			<b>\$2,850</b>	<b>\$367,650</b>
<b>Leads <i>(Annual Goal =40)</i></b>	<b>7</b>	2			<b>2</b>	<b>9</b>
Leads-Attendance	<b>5,230</b>	575			<b>575</b>	<b>5,805</b>
Leads-Room Nights	<b>162</b>	15			<b>15</b>	<b>177</b>
Leads-Economic Impact	<b>\$395,580</b>	\$5,700			<b>\$5,700</b>	<b>\$401,280</b>

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
<b>Visitor Information Department</b>						
<b>Destination Guide</b>						
Number Distributed	7,670	1,814			1,814	9,484
VisitFayettevilleNC.com	133	33			33	166
<b>Inquiries</b>						
FACVB Main Office						
<b>Calls</b>						
Tourism Information	103	35			35	138
Local Information	205	94			94	299
<b>Total Calls</b>	<b>308</b>	129			<b>129</b>	<b>437</b>
<b>Walk-Ins</b>						
Local Residents (Tourism)	563	189			189	752
Out-of-Town (Tourism)	398	109			109	507
<b>Total Walk-Ins</b>	<b>993</b>	298			<b>298</b>	<b>1,291</b>
<b>Drive Thru</b>	<b>3</b>	1			<b>1</b>	<b>4</b>
<b>Relocation/Retiree Info</b>	<b>69</b>	19			<b>19</b>	<b>88</b>
<b>Transportation Resources</b>	<b>3</b>	0			<b>0</b>	<b>3</b>
<b>Same Day Group Service Request</b>	<b>19</b>	5			<b>5</b>	<b>24</b>
Magazine Reader Card Requests (Fulfilled)		232			232	
Local Directions/Maps	62	20			20	82
<b>Total</b>	<b>1,093</b>	331			<b>331</b>	<b>1,424</b>
<b>Walk-Ins</b>						
Local Residents (Tourism)	649	102			102	751
<b>Group Visits</b>	<b>603</b>	132			<b>132</b>	<b>735</b>
<b>Miscellaneous</b>						
<b>Group Service Request</b>	<b>67</b>	20			<b>20</b>	<b>87</b>
<b>Meetings/Events Serviced</b>	<b>6</b>	1			<b>1</b>	<b>7</b>