

Bureau Business Brief: Results Report

3rd Quarter Fiscal Year 2021

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Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - March 2021 vs March 2020												Year to Date - March 2021 vs March 2020											
	Occ %		ADR		RevPAR		Percent Change from March 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
North Carolina	54.7	42.0	86.70	90.58	47.45	38.06	30.3	-4.3	24.7	27.0	1.8	32.7	46.5	50.6	83.35	97.77	38.73	49.46	-8.1	-14.7	-21.7	-20.3	1.8	-6.5
Cumberland County, NC	70.2	53.7	82.38	78.53	57.84	42.14	30.8	4.9	37.3	37.0	-0.2	30.6	61.7	56.3	79.83	80.97	49.24	45.62	9.5	-1.4	7.9	8.2	0.2	9.7
Johnston County, NC	52.8	42.2	73.80	74.34	38.98	31.38	25.1	-0.7	24.2	30.2	4.8	31.2	43.2	43.1	72.27	75.49	31.22	32.52	0.3	-4.3	-4.0	0.6	4.8	5.1
Robeson County, NC	70.2	54.0	74.55	76.58	52.31	41.36	29.9	-2.7	26.5	26.0	-0.4	29.4	57.6	52.8	72.39	75.79	41.73	40.00	9.2	-4.5	4.3	3.9	-0.4	8.8
Wake County, NC	50.6	43.9	82.47	94.01	41.74	41.24	15.4	-12.3	1.2	2.9	1.7	17.3	44.3	58.9	80.08	105.40	35.46	62.06	-24.8	-24.0	-42.9	-41.9	1.7	-23.5
Durham County, NC	50.8	46.2	75.59	92.84	38.43	42.93	10.0	-18.6	-10.5	-14.0	-3.9	5.6	46.0	60.3	73.94	100.73	34.04	60.77	-23.7	-26.6	-44.0	-46.2	-3.9	-26.7
Edgecombe County, NC																								
Guilford County, NC	53.3	38.0	83.09	86.45	44.32	32.85	40.4	-3.9	34.9	34.6	-0.2	40.1	44.8	46.7	78.09	92.11	35.01	42.98	-3.9	-15.2	-18.5	-18.8	-0.3	-4.2
Harnett County, NC	67.9	50.1	77.03	76.55	52.32	38.37	35.5	0.6	36.4	36.4	0.0	35.5	54.0	49.4	75.91	77.96	40.97	38.51	9.3	-2.6	6.4	6.4	0.0	9.3
Moore County, NC	67.8	40.3	137.72	111.20	93.36	44.76	68.4	23.9	108.6	120.1	5.5	77.7	49.2	46.2	117.56	107.01	57.80	49.39	6.5	9.9	17.0	23.5	5.5	12.4

Visitor Profile

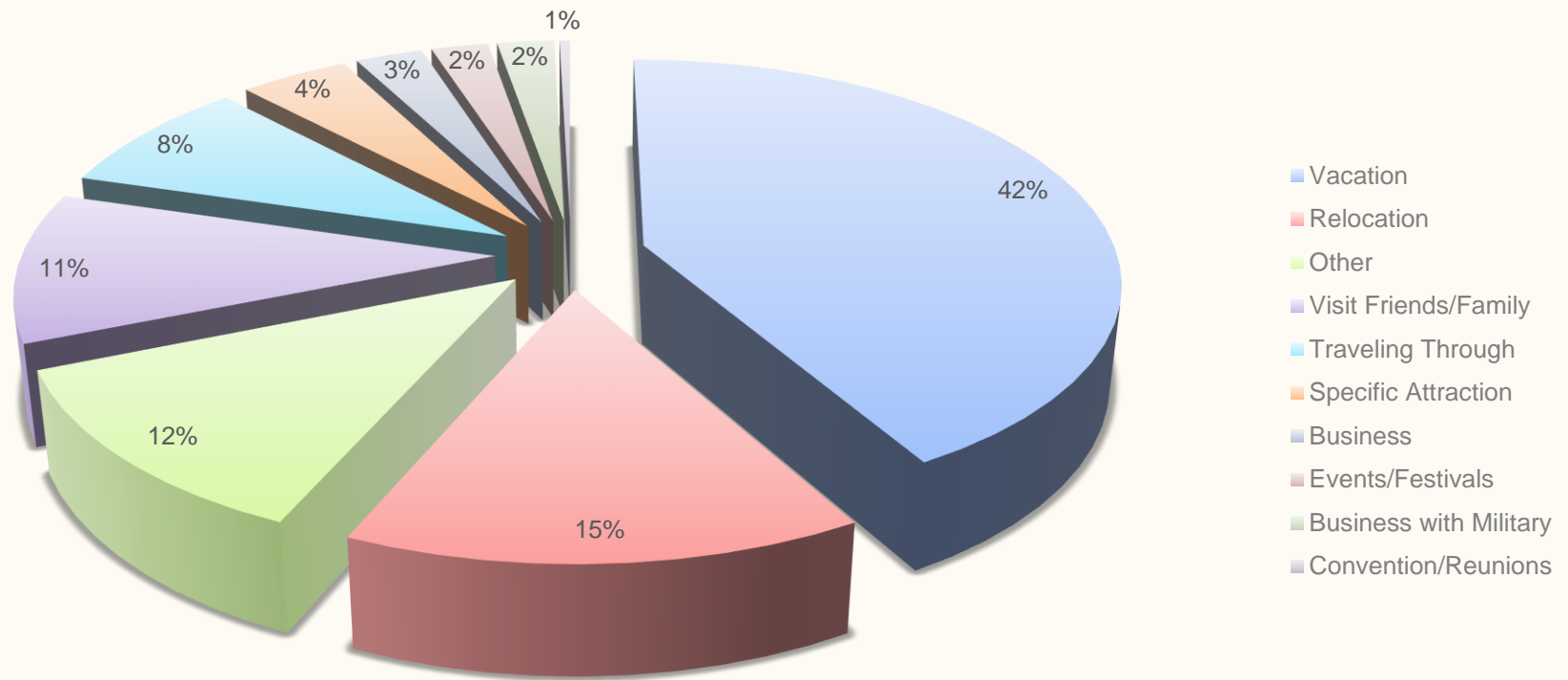
Statistics

Sources: Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 60%, Florida & Virginia 4% each, and South Carolina & Pennsylvania 3.0% each.
2. The visitors' reason for visiting was Vacation 42%, Relocation 15%, and Other 12%.
3. The top areas of interest were Dining 9%, Museums, Historical Sites and Outdoor Recreation 8% each, and Deals/Packages & Arts/Entertainment 7% each.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.80.

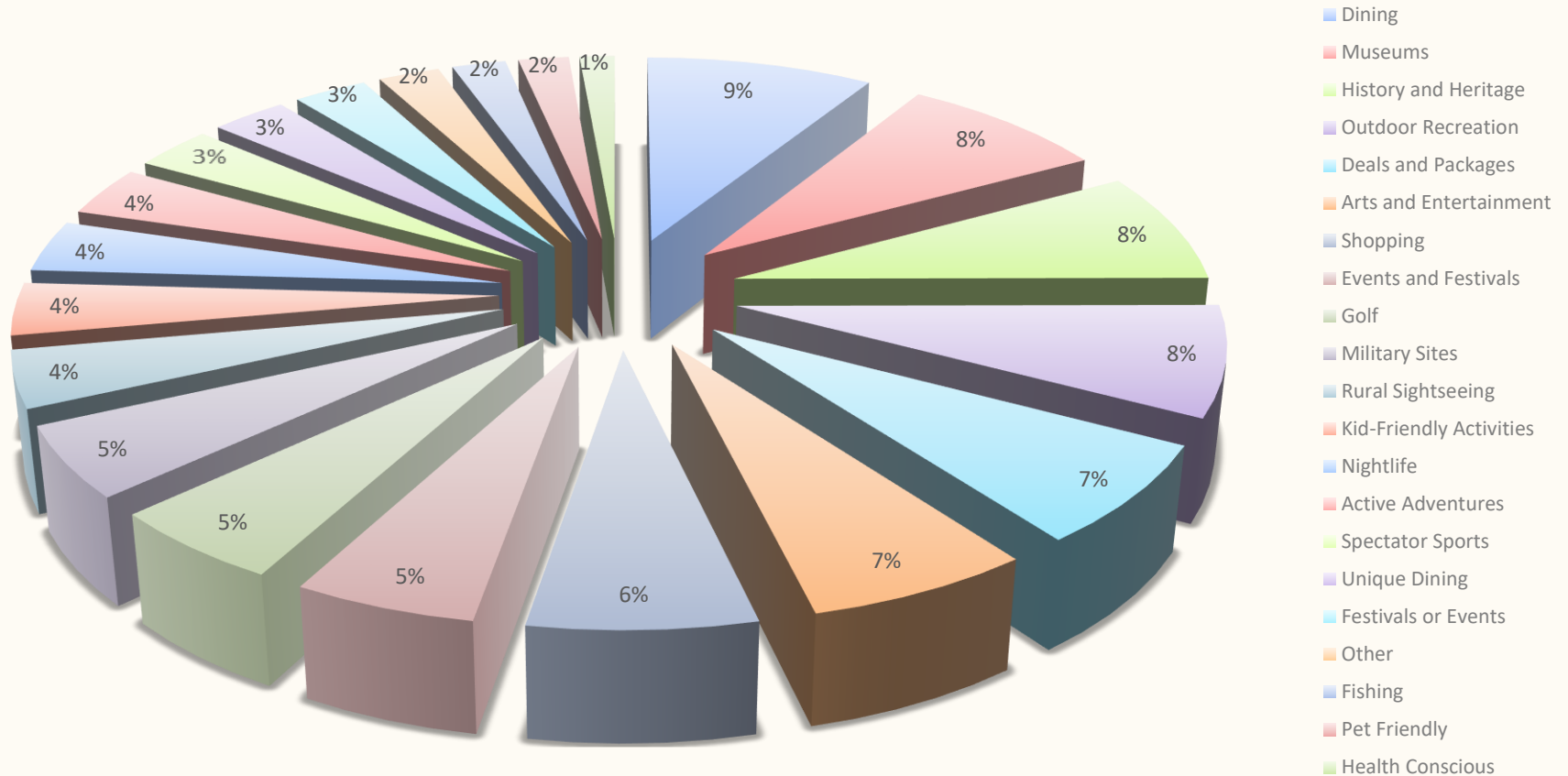
Visitor Profile

Reason for Visiting



Visitor Profile

Visitor's Interests



Sales Department

Meeting, Sports and Group Event Solicitation Activity

	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
Grand Totals:	61	42,762	8,209	42,581	\$510,918,702.00
Cancelled:	0	0	0	0	\$0.00
Closed:	0	0	0	0	\$0.00
Definite:	1	85	0	0	\$27,360.00
Assist:	0	0	0	0	\$0.00
Lost:	0	0	0	0	\$0.00
Pending:	4	490	63	108	\$50,160.00
Verbal Definite:	7	848	148	280	\$86,070.00
Lead Source Summary					
CMCA - Spring Conference:	1			American Legion - Magazine:	1
Fayetteville (City):	1			Crown Coliseum:	5
Pennsylvania Bus Association (PBA):	1			CVent:	1
RCMA - Trade Show:	3			Client Contacted Us:	10
Referral:	12			Previous Client Referral:	8
Connect Medical:	1			Connect Sports:	2
Connect Faith:	4			Rejuvenate Marketplace:	2
Connect Marketplace:	6			Connect Diversity:	2
Bureau Generated:	1				
Market Segment Summary					
Meeting Sales Market Segments					
Third-Party Planner:	0			Social:	10
Group Tour:	1			Hobby:	1
Civic:	0			Religious:	13
Educational:	1			Politics:	0
Medical:	1			Military:	4
Reunion:	2			Association:	0
Government:	0			Nonprofit Group:	1
Sports:	23			Fraternal:	2
Ethnic:	0			Corporate:	2

Sales Department

Booked Events Snapshot



2021 Butterfly Sandhills Open

Held at Freedom Courts Sportsplex May 5-7



Carolina Gloves Boxing Tournament

Held at Freedom Courts Sportsplex May 14-16

Sales Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentag e of Goal
SALES RESULTS															
Advertisement Results															
Blitz															
Inquiry	0	0	1	1	0	0	0	0	0	1	0	1	2		
Dogwood Digest															
Inquiry	2	0	2	4	2	0	1	3	0	1	1	2	9		
Success															
Inquiry	0	0	0	0	0	0	0	0	0	0	0	0	0		
Sales															
Carryovers															
Room Nights	4,999			4,999									4,999		
Bookings-Attendance	5,540			5,540									5,540		
Economic Impact	\$1,915,200			\$1,915,200									\$1,915,200		
Leads	6	2	7	15	3	3	1	7	2	27	12	41	63	100	63.00%
Leads Room Nights	3,365	100	2,025	5,490	2,336	3,975	20	6,331	395	12,907	1,493	14,795	26,616		
Leads Attendance	1,760	178	6,955	8,893	1,050	10,650	30	11,730	450	4,145	11,738	16,333	36,956		
Leads Impact	\$420,660	\$14,820	\$482,790	\$918,270	\$563,844	\$50,144,610	\$4,560	\$50,713,014	\$125,400	\$1,790,370	\$605,910	\$2,521,680	\$54,152,964		
Number of Leads to Definite	3	0	2	5	1	1	1	3	1	7	3	11	19		
Verbal	6	7	4	17	7	5	8	20	5	5	13	23	60		
Verbal Bookings Attendance	990	1,320	5,480	7,790	4,630	4,295	8,355	17,280	3,895	4,845	1,120	9,860	34,930		
Verbal Bookings Room Nights	955	1,182	1,465	3,602	1,577	1,555	2,471	5,603	1,505	585	5,758	7,848	17,053		
Verbal Bookings Impact	\$249,660	\$347,244	\$471,960	\$1,068,864	\$6,207	\$5,850	\$16,426	\$28,483	\$460,560	\$591,660	\$723,330	\$1,775,550	\$2,872,897		
Bookings	3	2	2	7	1	1	1	3	1	7	0	8	19		
Bookings Attendance	330	190	269	789	1,000	150	650	1,800	600	670	0	1,270	3,859		
Bookings Room Nights	132	152	212	496	400	180	300	880	250	1,005	0	1,255	2,631	22,500	11.69%
Bookings Economic Impact	\$112,860	\$66,804	\$50,160	\$229,824	\$17,000	\$62,244	\$34,200	\$113,444	\$91,200	\$124,260	\$0	\$215,460	\$558,728		
Sales Functions	0	4	5	9	7	2	6	15	5	8	6	19	43		
Site Inspections	0	7	7	14	9	2	1	12	0	2	3	5	31		
Sales Blitz	0	0	0	0	0	1	0	1	0	0	1	1	2		
Calls Converted to Accounts	6	2	2	10	0	0	0	0	0	3	0	3	13		
Bid/Packages Mailed	0	1	3	4	1	0	0	1	0	1	0	1	6		
Client Presentations	1	2	3	6	2	1	0	3	0	2	3	5	14		
Trade Shows															
Connect Sports															
Contacts			33	33									33		
Leads			0	0									0		
Room Nights			0	0									0		
Attendees			0	0									0		
Hot Prospects			7	7									7		
Follow-ups			12	12									12		
Connect Women in Sports															
Contacts			35	35									35		
Leads			0	0									0		
Room Nights			0	0									0		
Attendees			0	0									0		
Hot Prospects			6	6									6		
Follow-ups			30	30									30		
Connect Faith															
Contacts					44			44					44		
Leads					2			2					2		
Room Nights					1,800			1,800					1,800		
Attendees					1,200			1,200					1,200		
Hot Prospects					2			2					2		
Follow-ups					31			31					31		

Sales Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentag e of Goal
RCMA															
Contacts										25		25	25		
Leads										1		1	1		
Room Nights										75		75	75		
Attendees										200		200	200		
Hot Prospects										2		2	2		
Follow-ups										6		6	6		
Previous Fiscal Year (2019-2020)															
Leads													131	100	131.00%
Pending													0		
Completed Business													74		
Verbal Definite													2		
Lost													31		
Definite													7		
Cancelled													2		
Total													116		
Top 3 Lost Reasons															
1													Committee Decision		
2													Event Cancelled		
3													Will Not Meet In Fayetteville		
Top 5 Locations Lost To															
1													Albuquerque , NM		
2													Raleigh, NC		
3													Concord, NC		
4													Durham		
5													Charlotte		

Communications Department

Social Media Statistics – Third Quarter 2021

Outlet	Followers	Posts	Engagement
Twitter	3,924	16	557 Clicks, Retweets, Replies
Facebook	11,694	27	22,384 Likes, Comments, Shares
Instagram	4,028	47	2,517 Likes, Comments

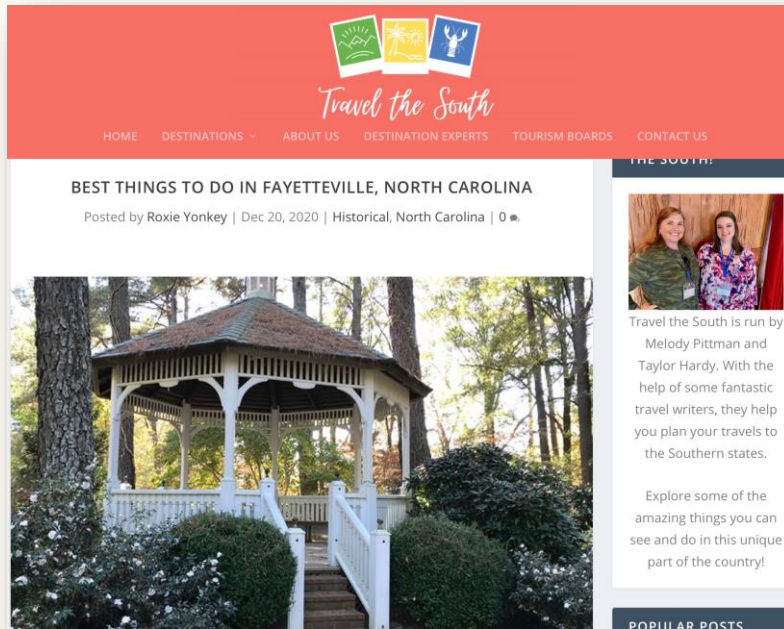


Communications Department

Earned Media Snapshot

Travel The South

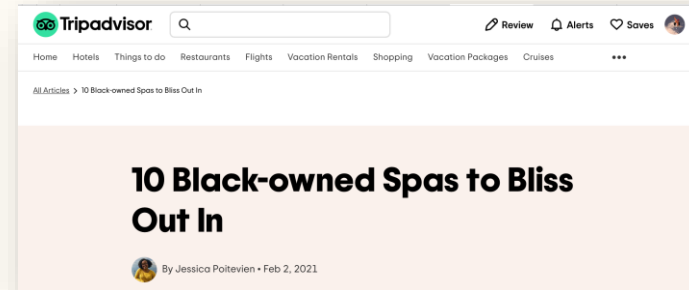
Best Things to Do in Fayetteville, NC



[See the full story.](#)

TripAdvisor

10 Black-Owned Spas To Bliss Out In



The Cave Halotherapy & Spa, Hope Mills, NC



Halotherapy (salt therapy) is purported to offer several health benefits, from boosting your immunity to improving circulation. At this [Hope Mills, North Carolina spa](#) you can take your pick from a variety of salt treatments, including exfoliating scrubs; 45-minute sessions in a salt cave; and relaxing Epsom salts soaks.

[See the full story.](#)

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

Communications Department

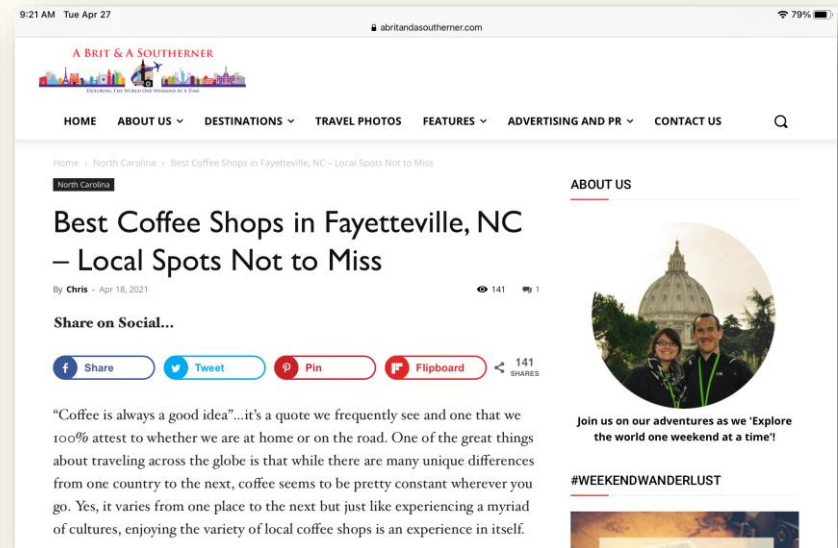
Earned Media Snapshot

Sports Destination Management AAU Super Regional Championship in Fayetteville



[See the full story.](#)

A Brit and a Southerner Best Local Coffee Shops in Fayetteville



[See the full story.](#)

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentag e of Goal
COMMUNICATIONS RESULTS															
Social Media															
Visit Fayetteville NC Facebook															
Followers	10,545	10,603	10,721		10,869	10,960	11,081	11,081	11,169	11,626	11,694	34,489	N/A		
Posts	17	14	17	48	15	19	20	54	12	10	5	27	129		
Page Likes (Net)	59	60	122.00	241	150	101	121	372	98	465	65.00	628	1,241		
Engagements	5,344	6,313	9,178	20,835	7,496	5,531	5,377	18,404	4,562	12,572	5,300	22,434	61,673	115,844	53.24%
Engagement Rate (per Impression)	10.4%	9.1%	5.0%	8.2%	7.2%	6.0%	7.2%	6.8%	5.0%	10.7%	6.2%				
Go Fayetteville Facebook															
Followers	3,366	3,392	3,429		3,468	3,459	3,455	3,455	3,482	3,467	3,467	10,416	N/A		
Posts	6	5	18	29	8	6	4	18	2	0	0	2	49		
Page Likes (Net)	56	27	39	122	40	-8	0	32	28	-13	0	15	169		
Engagements	2,413	698	1,123	4,234	957	749	295	2,001	1,345	3	6	1,354	7,589		
Engagement Rate (per Impression)	10.4%	9.9%	6.5%	8.9%	12.8%	18.0%	24.9%	18.6%	28.4%	0.0%	0.0%				
Visit Spring Lake NC Facebook															
Followers	4,733	4,717	4,714		4,707	4,743	4,731	4,731	4,715	4,711	4,701	14,127	N/A		
Posts	2	2	3	7	4	6	4	14	1	0	0	1	22		
Page Likes (Net)	-7	-16	-2	-25	-2	38	-10	26	-9	-2	-7	-18	-17		
Engagements	661	747	919	2,327	699	3,760	575	5,034	274	1,034	648	1,956	9,317		
Engagement Rate (per Impression)	8.1%	5.8%	4.2%	6.0%	7.4%	8.8%	6.2%	7.5%	2.0%	0.0%	0.0%				
Heroes Homecoming Facebook															
Followers	2,165	2,205	2,217		2,253	2,461	2,459	2,459	2,449	2,433	2,438	7,320	N/A		
Posts	6	8	10	24	5	9	10	24	7	4	6	17	65		
Page Likes (Net)	-2	40	13	51	39	212	-1	250	-7	-14	6	-15	286		
Engagements	93	1,449	764	2,306	1,429	7,496	339	9,264	240	61	378	679	12,249		
Engagement Rate (per Impression)	9.3%	10.7%	10.3%	10.1%	7.3%	11.1%	12.0%	10.1%	13.8%	8.4%	9.4%				
Visit Fayetteville NC Twitter															
Followers	3,862	3,867	3,877		3,899	3,903	3,917	3,917	3,899	3,904	3,924	11,727	N/A		
Posts	39	31	23	93	39	36	44	119	36	15	16	67	279		
Page Likes (Net)	0	5	10	15	22	4	14	40	-18	5	20	7	62		
Engagements	399	428	467	1,294	384	389	947	1,720	175	300	557	1,032	4,046	13,475	30.03%
Engagement Rate (per Impression)	2.3%	0.8%	0.9%	1.3%	1.7%	1.8%	3.9%	2.5%	3.0%	6.0%	4.4%				
Heroes Homecoming Twitter															
Followers	890	887	884		885	883	885	885	870	872	871	2,613	N/A		
Posts	7	11	5	23	8	8	8	24	2	0	0	2	49		
Page Likes (Net)	0	-3	-3	-6	1	-2	2	1	-15	2	-1	-14	-19		
Engagements	29	113	29	171	169	211	31	411	14	2	1	17	599		
Engagement Rate (per Impression)	2.4%	1.6%	1.0%	1.7%	2.5%	5.6%	2.9%	3.7%	2.0%	0.0%	0.0%				

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram															
Followers	3,678	3743	3,802		3,875	3,898	3,927	3,927	3,939	3,979	4,028	11,946	N/A		
Posts	10	14	9	33	7	4	10	21	11	21	15	47	101		
Page Likes (Net)	63	65	59	187	73	20	28	121	12	40	49	101	409		
Engagements	1019	1202	586	2,807	382	308	895	1,585	687	942	888	2,517	6,909	6,730	102.66%
Engagement Rate (per Impression)	9.2%	9.0%	8.5%	8.9%	6.8%	7.7%	9.6%	8.0%	7.9%	6.3%	9.3%		8.5%		
FACVB LinkedIn															
Followers	1,014	1,021	1,025		1,031	1,039	1,043	1,043	1,044	1,047	1050	3,141	N/A		
Posts	7	5	12	24	10	11	8	29	6	3	4	13	66		
Page Likes (Net)	19	9	5	33	6	9	4	19	1	3	3	7	59		
Engagements	233	150	217	600	125	244	172	541	169	45	101	315	1,456	2,405	60.54%
Engagement Rate (per Impression)	8.5%	8.3%	8.7%	8.5%	9.1%	13.5%	8.5%	10.4%	16.1%	7.8%	5.8%	9.9%	9.6%		
Total Posts	94	90	97	281	96	99	108	303	77	53	46	176	760		
Total Engagements	10,191	11,100	13,283	34,574	11,641	18,688	8,631	38,960	7,466	14,959	7,879	30,304	103,838		
E-Newsletter Subscribers	87	71	80	238	63	55	123	241	109	124	385	618	1,097		
Electronic Destination Guides Viewed															
Electronic Trail Guides Viewed	7	8	8	23	9	3	4	16	6	10	17	33	72		
FACVB Generated Blog Articles	9	1	5	15	2	3	1	6	1	3	3	7	28		
Public Relations	0	0	0	0	1	2	1	4	0	0	2	2	6		
FACVB															
Publicity Generated- Melody															
Out of Market	1	2	12	15	1	2	1	4	1	2	0	3	22		
Local	4	1	4	9	1	1	1	3	1	1	1	3	15	60	25.00%
Publicity Generated-Jenny	1	0	2	3	2	4	1	7	0	0	0	10	22	45.45%	
Agency Publicity Generated	0	0	0	0	0	0	0	0	0	0	0	0	0		
Press Releases Issued	1	2	2	5	1	0	1	2	0	0	0	0	7		
Out of Market Media Visits	2	0	2	4	6	1	0	7	0	0	0	0	11		
Digital Marketing															
Media One - Web Hits Generated	11690	9,330	5,818	26,838	15,366	19,377	8,510	43,253	10,409	8,630	15,482	34,521	104,612		
219 Group Web Hits (visits)	566	627	653	1,846	555	570	626	1,751	801	714	666	2,181	5,778		
Visitor Data															
Reason for Visiting (Top 3)															
Hotel Guests															
1	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
Online Requests															
1	Other, Visit Friends/Family and Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Visit Friends/Family	Relocation	Vacation			
2	Relocation	Relocation	Relocation	Relocation	Other	Relocation	Relocation	Relocation	Relocation	Other, Traveling Through, Vacation	Vacation	Relocation			
3	Traveling Through	Other	Visit Friends/Family	Other	Relocation	Other	Other	Other	Specific Attraction	Relocation	Other	Visit Friends/Family			
Guest Books at VC															
1	No Data	No Data	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Other	Vacation			
2	No Data	No Data	Other	Other	Business	Other	Visit Friends/Family	Other	No Other	Relocation	Vacation	Other			
3	No Data	No Data	Specific Attraction	Specific Attraction	Other	Business	Other	Business	No Other	No Other	Specific Attraction	Visit Friends/Family			

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Top States of Origin															
Hotel Guests															
1	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
Online Requests															
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	Pennsylvania	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Six States Tied	South Carolina	Virginia	Virginia	South Carolina	Virginia	New York	Virginia	Australia	Pennsylvania	Pennsylvania	Pennsylvania			
3	Seven States Tied	4 States and 2 Countries Tied	Wisconsin, New York, Texas	South Carolina	Virginia	Maryland	New Jersey, Florida, Ohio & North Carolina	Florida, Pennsylvania	Illinois, Florida & Ohio	Illinois	Georgia, Illinois and New Jersey	Illinois			
Guest Books at VC															
1	No Data	No Data	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	No Data	No Data	South Carolina	South Carolina	South Carolina	Virginia	Florida	Florida, South Carolina	Virginia	Florida	Florida	Florida			
3	No Data	No Data	Puerto Rico/Georgia	Puerto Rico/Georgia	Maryland/California	Missouri	Idaho	Many States Tied	Florida	Texas	Maryland	Many States Tied			
Top Areas of Interest (Top 3)															
Hotel Guests															
1	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
Online Requests															
1	Museums	Historical Sites	Dining	Historical Sites	Outdoor Recreation	Outdoor Recreation	Golf	Golf	Dining	Dining	Events/Festivals	Dining			
2	Historical Sites	Museums/Arts & Entertainment	Shopping/Arts & Entertainment/Historical Sites	Dining	Museums	Events/Festivals & Shopping	Dining/Deals & Packages	Dining	Museums	Active Adventures	Historical Sites	Museums			
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums	Events/Festivals	Historical Sites	Events/Festivals	Deals & Packages	Rural Sightseeing	Events/Festivals	Dining	Events/Festivals			
Visitor Experience (Avg for Month)															
Hotel Guests															
by Month	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
to Date	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data			
Guest Books															
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00	4.80	4.85	4.84			
to Date	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	4.86	4.84	4.84	4.84			
Overall															
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00	4.80	4.85	4.84			
to Date	No Data	No Data	4.80	4.80	4.79	4.76	4.77	4.77	4.86	4.84	4.84	4.84			

Tourism Department

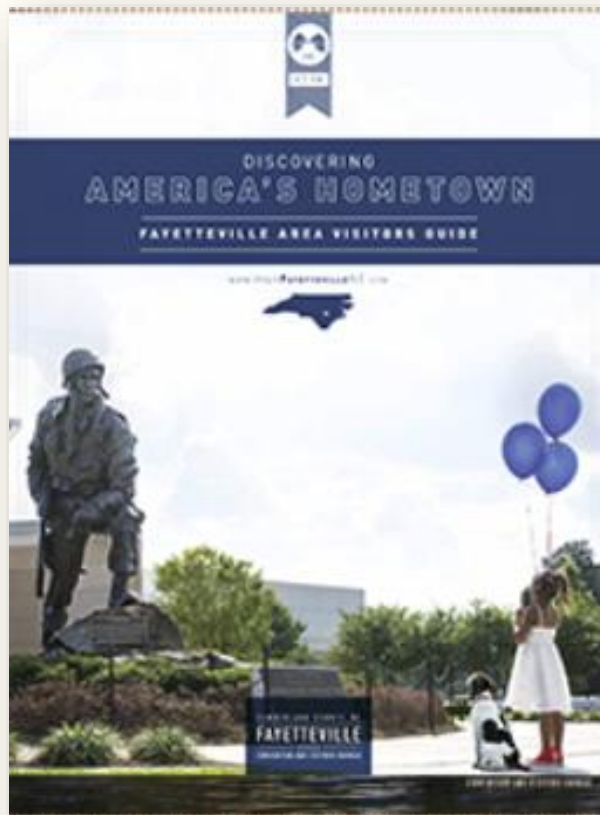
Scorecard

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentag e of Goal
TOURISM RESULTS															
Sales															
Civic Presentations	0	0	0	0	0	0	0	0	0	0	0	0	0		
Leads	2	0	2	4	0	2	1	3	1	1	3	5	12	35	34.29%
Leads-Attendance	250	0	225	475	0	4,580	150	4730	175	150	353	678	5,883		
Leads-Room Nights	125	0	135	260	0	1,150	20	1170	35	50	110	195	1,625		
Leads-Economic Impact	\$25,500	\$0	\$39,330	\$64,830	\$0	\$1,607,400	\$6,400	\$1,613,800	\$9,120	\$22,800	\$34,200	\$66,120	\$1,744,750		
Number of Leads to Definite	0	0	1	1	0	0	0	0	0	0	0	0	1		
Verbal Bookings	0	1	0	1	0	1	1	2	0	2	2	4	7		
Verbal Bookings-Attendance	0	50	0	50	0	4,500	80	4580	0	290	328	618	5,248		
Verbal Bookings-Room Nights	0	50	0	50	0	1,100	50	1150	0	95	110	205	1,405		
Verbal Bookings-Economic Impact	\$0	\$11,400	\$0	\$11,400	\$0	\$1,596,000	\$11,400	\$1,607,400	\$0	\$32,490	\$43,320	\$75,810	\$1,694,610		
Bookings	0	0	1	1	0	0	0	0	0	0	0	0	1		
Bookings-Attendance	0	0	50	50	0	0	0	0	0	0	0	0	50		
Bookings-Room Nights	0	0	30	30	0	0	0	0	0	0	0	0	30	2,000	1.50%
Bookings-Economic Impact	\$0	\$0	\$13,680	\$13,680	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$13,680		
Previous Fiscal Year (2019-2020)															
Leads													0	35	0
Pending													0		
Verbal Definite													2		
Lost													2		
Definite													7		
Cancelled													8*	*All canceled Leads were due to COVID-19.	
Total													11		
Top 3 Lost Reasons															
1													Could not get client to call us back.		
2													Wedding Planners was scouting rates.		
3													N/A		

Visitor Services Department

Distributed 2,019 Visitor Guides

to hotels, welcome centers, visitors, FACVB advertising and visitor generation, AAA offices and others



Handled 773 Visitor Inquiries

via phone, walk-ins, web at two Visitor Centers for both local and out-of-town guests



CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

Visitor Services Department

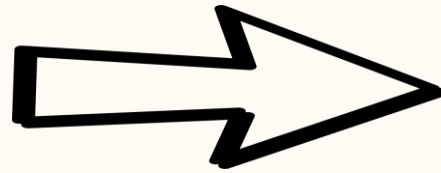
Scorecard

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentag e of Goal
VISITOR CENTER RESULTS															
Destination Guides Distributed	103	483	904	1,490	388	969	1,846	3,203	397	1,156	466	2,019	6,712		
Inquiries															
Main Office															
Calls															
Tourism Information	23	36	36	95	19	21	34	74	5	2	15	22	191		
Local Information	31	35	30	96	42	18	50	110	0	0	0	0	206		
Total Calls	54	71	66	191	61	39	84	184	5	2	4	22	397		
Walk-ins															
Out of Town Visitors															
Information/Maps/Directions	35	50	51	136	32	17	38	87	0	3	3	6	229		
Relocate/Retire	5	3	2	10	9	4	0	13	0	0	0	0	23		
Promotions	0	0	0	0	0	0	0	0	0	0	0	0	0		
Local Customers															
Information/Maps/Directions	22	9	12	43	25	25	22	72	0	0	0	0	115		
GSRs	0	0	0	0	0	1	1	2	0	4	2	6	8		
Total Walk-ins Main Office	62	62	65	189	66	47	61	174	0	7	5	12	375		
Transportation Museum															
Walk-ins															
Out of Town Visitors															
Museum/Info/Maps/Direction	0	0	46	46	74	84	105	263	91	82	175	348	657		
Relocate/Retire	0	0	0	0	0	0	0	0	0	0	0	0	0		
Local Customers															
Museum/Info/Maps/Direction	0	0	91	91	296	28	71	395	121	149	277	547	1,033		
Museum Visit - Group or Individuals	0	0	10	10	38	417	193	648	3	0	0	3	661		
Total Walk-ins TM	0	0	147	147	408	529	369	1,306	215	231	277	723	2,176		

Everything Begins with a Visit

Thank You!

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU



EST.  1754
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA



Economic Impact of \$601 million

4,820 jobs with a \$110.54 million payroll

State and Local Taxes of \$44.59 million

a \$134.14 tax savings to each county resident.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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