

Bureau Business Brief: Results Report

January 2019

John Meroski
Chief Executive Officer
FACVB

Table of Contents

Smith Travel Research (STR)

Segmentation Trend for North Carolina	3
---------------------------------------	---

Visitor Profile

➤ Statistics	4
➤ Reason for Visiting	5
➤ Visitor's Interests	6

Sales Department

➤ Meeting and Sporting Event Solicitation Activity	7
➤ Scorecard	8

Communications Department

➤ Social Media	9
➤ Publicity	10
➤ Scorecard	13

Tourism Department

➤ Tradeshows	16
➤ Scorecard	17

Visitor Services Department

➤ Statistics	18
➤ Scorecard	20

Everything Begins with a Visit

21

Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - January 2019 vs January 2018												Year to Date - January 2019 vs January 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	54.3	49.8	95.82	94.82	52.00	47.24	8.9	1.1	10.1	10.3	0.2	9.1	54.3	49.8	95.82	94.82	52.00	47.24	8.9	1.1	10.1	10.3	0.2	9.1	1701	1181	153183	124797
Cumberland County, NC	60.9	55.3	78.26	72.86	47.64	40.30	10.1	7.4	18.2	24.4	5.3	15.9	60.9	55.3	78.26	72.86	47.64	40.30	10.1	7.4	18.2	24.4	5.3	15.9	70	51	6323	5288
Johnston County, NC	49.5	44.0	72.88	69.27	36.06	30.50	12.4	5.2	18.2	23.0	4.1	16.9	49.5	44.0	72.88	69.27	36.06	30.50	12.4	5.2	18.2	23.0	4.1	16.9	33	25	2294	1824
Robeson County, NC	57.4	49.7	78.33	72.57	44.93	36.04	15.5	7.9	24.7	24.7	0.0	15.5	57.4	49.7	78.33	72.57	44.93	36.04	15.5	7.9	24.7	24.7	0.0	15.5	28	16	1833	1246
Wake County, NC	62.8	59.3	104.85	102.55	65.80	60.79	5.9	2.2	8.2	11.1	2.7	8.7	62.8	59.3	104.85	102.55	65.80	60.79	5.9	2.2	8.2	11.1	2.7	8.7	144	135	17280	16598
Durham County, NC	60.4	57.4	102.36	100.05	61.88	57.41	5.4	2.3	7.8	7.8	0.0	5.4	60.4	57.4	102.36	100.05	61.88	57.41	5.4	2.3	7.8	7.8	0.0	5.4	65	61	8402	8009
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	47.8	43.9	87.74	85.32	41.93	37.43	8.9	2.8	12.0	12.9	0.8	9.8	47.8	43.9	87.74	85.32	41.93	37.43	8.9	2.8	12.0	12.9	0.8	9.8	86	70	10257	9193
Harnett County, NC	49.4	45.5	73.12	72.09	36.14	32.80	8.6	1.4	10.2	10.2	0.0	8.6	49.4	45.5	73.12	72.09	36.14	32.80	8.6	1.4	10.2	10.2	0.0	8.6	11	8	859	638
Moore County, NC	46.5	41.1	94.91	88.94	44.13	36.53	13.2	6.7	20.8	20.8	0.0	13.2	46.5	41.1	94.91	88.94	44.13	36.53	13.2	6.7	20.8	20.8	0.0	13.2	21	14	1940	1554

Visitor Profile

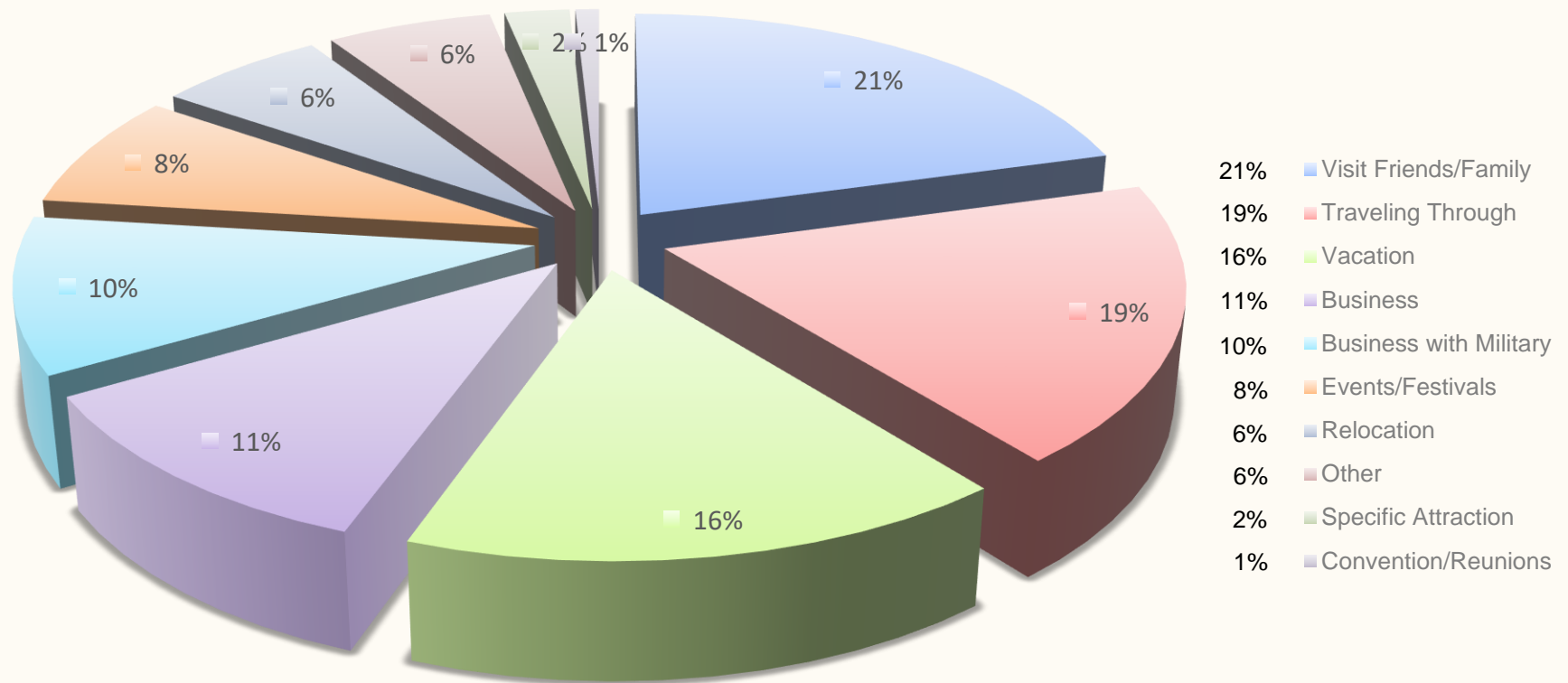
Statistics

Sources: Electronic Kiosks, Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 30%, Florida 8% and New York 7%.
2. The visitors' reason for visiting was Visit Friends/Family 21%, Traveling Through 19% and Vacation 16%.
3. The top areas of interest were Dining 13%, Museum 11% and Historic Sites & Arts/Entertainment 10% each.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.72.

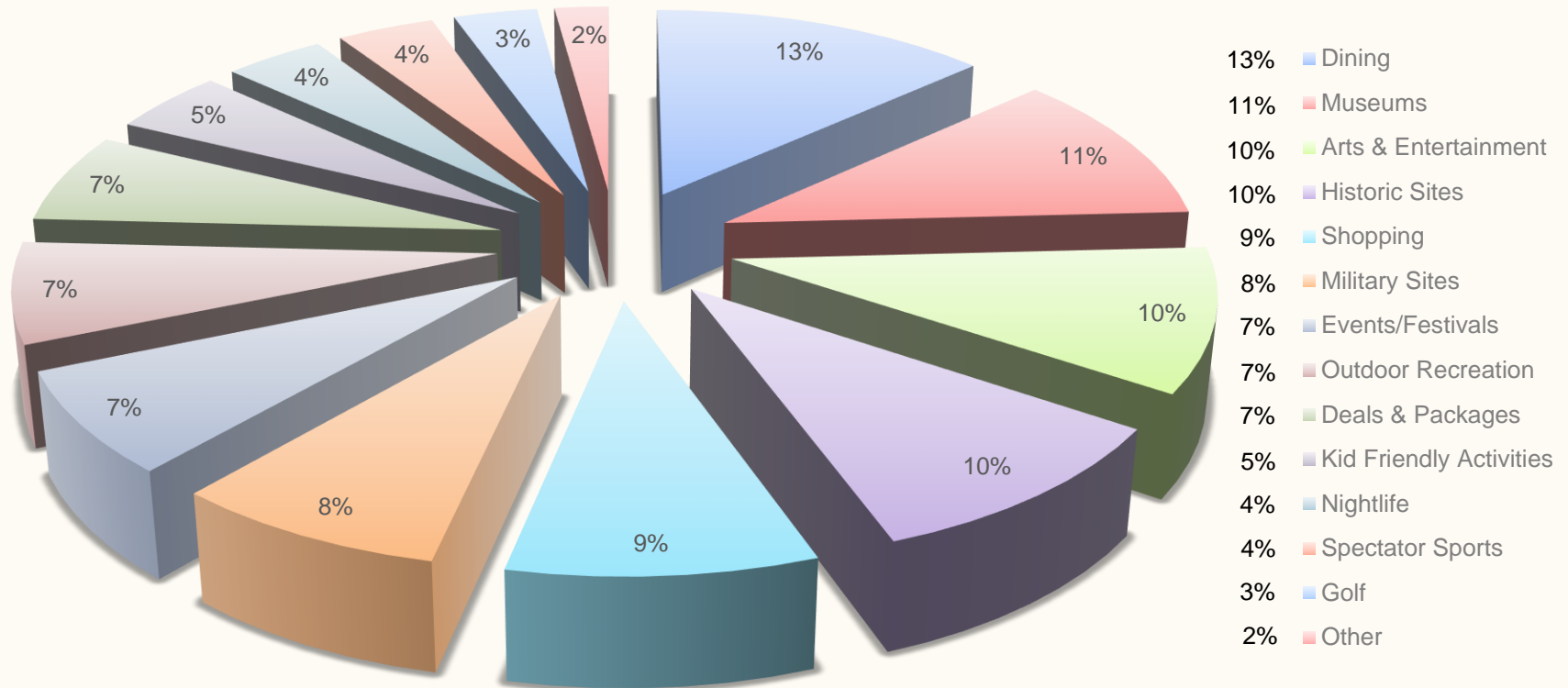
Visitor Profile

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:	117	123,440	19,479	65,081	\$42,990,996.00
Cancelled:	0	0	0	0	\$0.00
Closed:	0	0	0	0	\$0.00
Definite:	16	26,930	948	1,934	\$4,677,420.00
Assist:	1	100	0	0	\$25,650.00
Lost:	15	33,720	4,442	11,856	\$14,642,160.00
Pending:	2	370	175	383	\$117,420.00
Verbal Definite:	12	8,675	2,179	5,023	\$9,718,500.00
Canceled from Pending:	0	0	0	0	\$0.00

Lead Source Summary

CFBG Wedding:	2	Tourism Development Authority (TDA) Grant:	3
Calls (9-11 a.m.):	5	CVent:	4
RCMA No Longer Used:	3	Association Executives of North Carolina (AENC) - Annual Meeting:	3
Referred by Previous Client No Longer Used:	1	SGMP Annual Meeting:	1
Client Contacted Us:	12	Previous Client Referral:	7
Sales Blitz:	3	Rejuvenate Marketplace:	7
National Association of Sports Comm:	3	RCMA Tradeshow:	3
Connect Marketplace:	16	RCMA:	2
Bureau Generated:	21		

Market Segment Summary

Meeting Sales Market Segments

Training:	0	Social:	7
Group Tour:	0	Performance Group:	0
Health & Medical:	0	Hobby & Vocational:	0
Religious:	31	Senior Group:	0
Politics:	0	Educational/Student Group:	0
Military/Government:	0	Affinity Group:	1
Sports:	30	Fraternal:	11
Ethnic:	0	Corporate:	0
Outdoor/Adventure Group:	0	Civic:	0
Retail Tour:	0	Educational:	4
Corporate - Miscellaneous:	5	Church/Religious Group:	0
Family or Friend Reunion:	4	Military:	3
Reunion:	1	Government:	1
Association:	8	Nonprofit Group:	2
TDA:	2		

Sales Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals
Bookings	8	11	4			4	23
Bookings <i>Attendance</i>	13,480	49,475	12,750			12,750	75,705
Bookings <i>Room Nights</i>	831	16,992	3,350			3,350	21,173
Bookings <i>Economic Impact</i>	\$228,000	\$4,774,320	\$3,733,500			\$3,733,500	\$8,735,820
Verbals	28	56	19			19	103
Verbal Bookings <i>Attendance</i>	28,094	33,290	41,404			41,404	102,788
Verbal Bookings <i>Room Nights</i>	3,374	10,051	11,568			11,568	24,993
Verbal Bookings <i>Impact</i>	\$1,125,180	\$40,892,370	\$6,075,156			\$6,075,156	\$48,092,706
Leads	24	47	11			11	82
Leads <i>Room Nights</i>	7,270	27,020	1,698			1,698	35,988
Leads <i>Attendance</i>	21,231	35,050	9,770			9,770	66,051
Leads <i>Impact</i>	\$1,728,924	\$28,607,616	\$863,250			\$863,250	\$31,199,790
Sales Functions	16	19	8			8	43
Site Inspections	4	2	4			4	10
Sales Blitz	3	5	1			1	9
Calls Converted to Accounts	13	7	0			0	20
Bid/Packages Mailed	0	1	0			0	1
Client Presentations	3	3	2			2	8

Communications Department

Social Media Statistics

Outlet

Twitter
Facebook
Instagram
Facebook - #GoFay

Followers

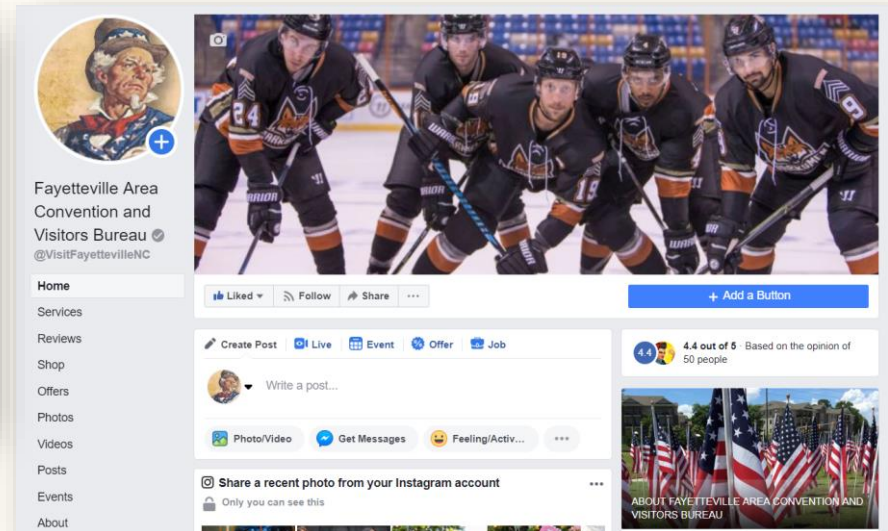
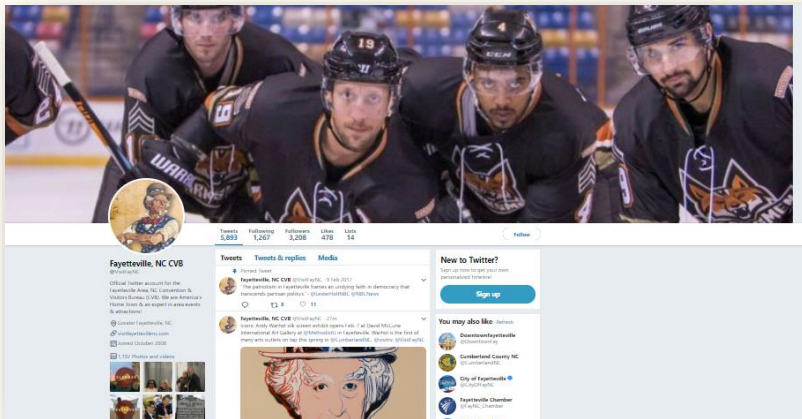
3,210
7,656
2,126
2,330

Posts

47
34
2
22

Engagement

355 Clicks, Retweets, Replies
2,538 Likes, Comments, Shares
60 Likes, Comments
1,919 Likes, Comments, Shares



Communications Department

Publicity Generated

Sports Destination Management All-American Dream Gymnastics



sports
DESTINATION MANAGEMENT

North Carolina

Gymnastics Coming to Fayetteville, NC, for All-American Dream Invitational

7 Jan, 2019

THE ALL AMERICAN DREAM GYMNASICS INVANTIONAL
FAYETTEVILLE, NC

Countryside Gymnastics will welcome 300 gymnasts from the Carolinas to the All American Dream Invitational on January 26-27, 2019. The competition, which is for levels Women's USAG 1-10 and all Xcel, will be held at Reid Ross Classical School (3200 Ramsey St, Fayetteville, NC 28301).

Throughout the 2-day event, concessions and vendors will be on site. Admission for spectators is 5 and under free; ages 6 to 64 \$8; military (active duty or retired & reserves) & ages 65 and up \$7; family of four \$25 and \$6 for each additional person.

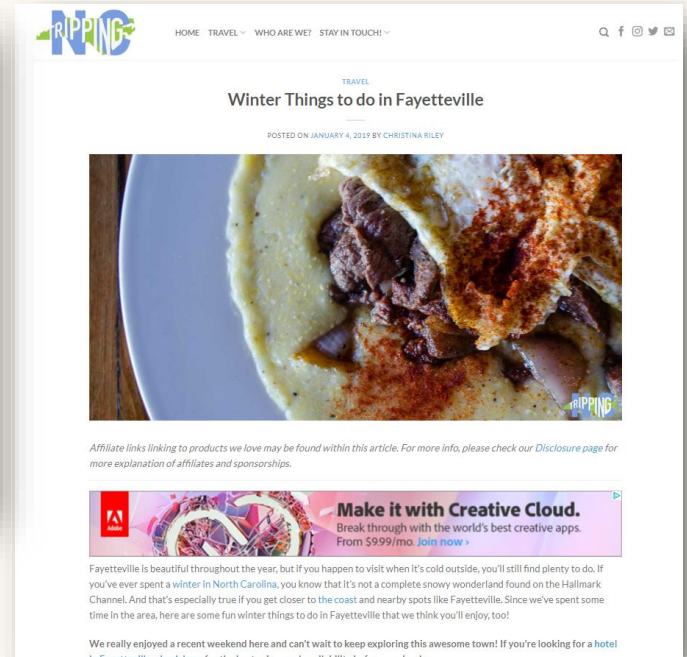
For more information, visit <http://www.countrysidegym.com/meets.html>, or contact Donna Witt at 910-797-4406 or donnawittgym@gmail.com.

About CountrySide Gymnastics: CountrySide Gymnastics' mission is to provide children with a positive, challenging, fun, and safe environment to pursue the sport of gymnastics. Follow them on facebook at www.facebook.com/csgstrong

Related Links :

Fayetteville Area Convention & Visitors Bureau

NCTripping Winter Things to Do in Fayetteville




NCTripping HOME TRAVEL WHO ARE WE? STAY IN TOUCH!

TRAVEL

Winter Things to do in Fayetteville

POSTED ON JANUARY 4, 2019 BY CHRISTINA RILEY



Affiliate links linking to products we love may be found within this article. For more info, please check our Disclosure page for more explanation of affiliates and sponsorships.

Make it with Creative Cloud.
Break through with the world's best creative apps.
From \$9.99/mo. [Join now >](#)

Fayetteville is beautiful throughout the year, but if you happen to visit when it's cold outside, you'll still find plenty to do. If you've ever spent a winter in North Carolina, you know that it's not a complete snowy wonderland found on the Hallmark Channel. And that's especially true if you get closer to the coast and nearby spots like Fayetteville. Since we've spent some time in the area, here are some fun winter things to do in Fayetteville that we think you'll enjoy, too!

We really enjoyed a recent weekend here and can't wait to keep exploring this awesome town! If you're looking for a hotel in Fayetteville, [check here](#) for the best prices and availability before you book.

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

Communications Department

Publicity Generated

FamilyFindsFun

Fun Things to Do in Fayetteville

Fun Things to do in Fayetteville North Carolina

By MAGGIE [LEAVE A COMMENT](#)

We went on a 3 day adventure to Fayetteville North Carolina, also known as America's hometown and the home of Fort Bragg, and created this fun, uplifting video about our adventures!



Up and Coming

A look at the Past/ Cultural Heritage Trails

Go Fayetteville BULLETIN

EST. 1771
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA



FROM THE BLOG : A LOOK AT THE PAST

Fayetteville is now a mid-sized city in North Carolina and home to Fort Bragg, the largest military installation in the world, but it wasn't always like this.

In the middle of the 18th century, Scottish settlers made their way up the Cape Fear River and settled at a place which they called Cross Creek. This town eventually merged with the nearby settlement called Campbelton to form the City of Fayetteville in 1783. Where did I learn this? I visited the museum on the second floor of Downtown Fayetteville's famous Market House, Fayetteville's only National Historic Landmark. Featuring old maps and pillars inscribed with information, the Market House tells the story of how the little Scottish township grew into the seat of Cumberland County

-Evan Young, Communications Intern, Summer 2018

Read the rest of Evan's blog at GoFayetteville.com

CULTURAL HERITAGE TRAILS

Interested in learning more about the community's history? We have a resource for you.

Cumberland County's 18 themed Cultural Heritage Trails package the community's history into themes for convenient exploration. We've highlighted our two top trails below. For all 18 trails, go to FayettevilleNCTrails.com.

The African-American Heritage Trail consists of sites that provide a historical glimpse into the life of African-Americans who resided in Fayetteville and Cumberland County. The hard labor borne by slaves, the entrepreneurship of free blacks, the devotion to religion and education, the service to our country, and the desire to learn and preserve valuable history.



The communities of Cumberland County offer plenty when it comes to fishing and hunting. The Fish & Game Trail offers all the details, including a map to all the good spots.

As you travel around town, you may see signs with trail icons. The signs direct you individual sites on that trail.

FayettevilleNCTrails.com, a mobile friendly site, also provides info on all trails. Both resources provide turn-by-turn directions to each site on the trails.

For a printed trail guide, stop by the Visitor Center at 245 Person Street or the Transportation Museum during regular business hours.

GIFT SHOP



Stop by our gift shop to pick up locally made honey, jams, jellies, BBQ sauce, salsa and pickles. Prices range from \$5.50 to \$6.00



Our shop also stocks Fayetteville t-shirts in a variety of colors. Short sleeve shirts are just \$8.00 (\$10.00 for 2XL). The long sleeve shirts are all \$12.00.

ABOUT THE AUTHOR



Melody Foote
Director of Communications
Fayetteville Area Convention & Visitors Bureau

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

Communications Department

Publicity Generated

DrugStoreDivas.com

What to Expect at Marksmen Game

DRUGSTORE DIVAS

FOOD TRAVEL PETS ATTRACTIONS MOVIE REVIEW FOR THE HOME LIFE HACKS

What To Expect At A Fayetteville Marksmen Game At Crown Coliseum

The Fayetteville Marksmen sponsored this What To Expect At A Fayetteville Marksmen Game At Crown Coliseum post.



SOCIAL



Search and hit enter...



Over the weekend, Pete and I were invited to a Fayetteville Marksmen hockey game. It had been a long time since I've been to a hockey game. The last one I went to was the Wilkes-Barre/Scranton Penguins when I lived in Pennsylvania. And that was a lifetime ago. And before that, I had covered hockey a few times when I worked at the sports section of a newspaper.

Hockey was so hard for me to cover for the paper. Substitutions happen so quickly, and there's no stop in play to do so (like there is in basketball). So it was really easy for me to lose track of who was on the ice.

I like hockey. It's a fun sport. But I like it a lot more when I'm just a spectator, rooting for a team instead of worrying about the specifics.

Even if you don't like hockey, you'll like going to a Fayetteville Marksmen game. Trust me.



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

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals
Communications Department							
CVB Facebook							
Users/Followers	N/A	N/A	7,656			N/A	N/A
Posts	114	130	34			34	278
User Interactions (All) Stories	3,944	6,606	2538			2,538	13,088
GoFayetteville Facebook							
Users/Followers	N/A	6,408	2,330			N/A	6,408
Posts	32	69	22			22	123
User Interactions (All) Stories	1,145	2,816	1919			1,919	5,880
Heroes Homecoming Facebook							
Users/Followers	N/A	3,240	1,098			N/A	3,240
Posts	23	60	3			3	86
User Interactions (All) Stories	640	1,204	23			23	1,867
America Groupies Facebook							
Users/Followers	N/A	240	83			N/A	240
Posts	3	4	0			0	7
User Interactions (All) Stories	12	16	7			7	35
Spring Lake NC Facebook							
Users/Followers	N/A	12,554	4,155			N/A	12,554
Posts	66	53	10			10	129
User Interactions (All) Stories	33,837	5,591	379			379	39,807
Fayetteville Meet/Tourney FB							
Users/Followers	N/A	609	180			N/A	609
Posts	15	23	11			11	49
User Interactions (All) Stories	142	287	518			518	947
Twitter							
Users/Followers	N/A	N/A	3,210			N/A	N/A
Posts	135	126	47			47	308
Engagement	1,261	936	355			355	2,552

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals
Heroes Homecoming Twitter											
Users/Followers	N/A	N/A	885			N/A				N/A	N/A
Posts	0	2	0			0				0	2
User Interactions (All) Stories	4	97	4			4				0	105
America Groupies Twitter											
Users/Followers	N/A	N/A	29			N/A				N/A	N/A
Posts	50	110	11			11				0	171
User Interactions (All) Stories	50	203	92			92				0	345
Instagram											
Users/Followers	N/A	N/A	2,126			N/A				N/A	N/A
Posts	9	18	2			2				0	29
User Interactions (All) Stories	472	806	60			60				0	1,338
Go Fayetteville Instagram											
Users/Followers	N/A	N/A	1,103			N/A				N/A	N/A
Posts	7	10	3			3				0	20
User Interactions (All) Stories	198	830	192			192				0	1,220
Linked In											
Followers	N/A	N/A	557			N/A				N/A	N/A
Posts	58	N/A	23			23				0	81
User Interactions (All) Stories	827	1,225	688			688				0	2,740
Electronic Destination Guides	34	27	18			18				0	79
Electronic Trail Guides Viewed	23	13	9			9				0	45
FACVB Generated Blog Articles	9	6	1			1				0	16

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2019 Totals
Public Relations											
FACVB (In-House)											
Publicity Generated											
Out of Market	13	17	5			5				0	35
Local	11	26	1			1				0	38
Press Releases Issued	1	6	4			4				0	11
Travel Writer Visits	2	5	1			1				0	8
Martin Armes											
Publicity Generated											
Out of Market	0	0	0			0				0	0
Local	0	0	0			0				0	0
Republik											
Publicity Generated											
Out of Market	0	0	0			0				0	0
Advertising Trade Pubs	7	0	0								7
Local	6	5	0			0				0	11
Totals											
Publicity Generated											
Out of Market	13	17	5			5				0	35
Local	17	31	1			1				0	49

Tourism Department

Tradeshows

Tourism Sales Manager, Jessica Bennett attended American Bus Association (ABA) in Louisville, KY at the end of January.

This year there were just over 3,500 attendees. She made 31 contacts and has 19 follow-ups to potentially bring group tours to Cumberland County.

ABA serves a thriving industry that provides more than 600 million passenger trips annually on charters, tours, scheduled service and shuttles. Membership in ABA includes motor coach operators, tour operators, tourism-related organizations, and products and service suppliers.



Tourism Department

Scorecard

TOURISM RESULTS							
Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
Civic Presentations	0	3	0			0	3
Bookings	4	6	0			0	10
Bookings-Attendance	1,510	47,965	0			0	49,475
Bookings-Room Nights <i>(Annual Goal = 500)</i>	38	244	0			0	282
Bookings-Economic Impact	\$1,700	\$24,114	\$0			\$0	\$25,814
Verbal Bookings	5	5	0			0	10
Verbal Bookings-Attendance	5,200	18650	0			0	23,850
Verbal Bookings-Room Nights	264	180	0			0	444
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$0			\$0	\$2,214,450
Leads <i>(Annual Goal =40)</i>	7	8	4			4	19
Leads-Attendance	5,230	18935	535			535	24,700
Leads-Room Nights	162	365	20			20	547
Leads-Economic Impact	\$395,580	\$1,890,120	\$9,690			\$9,690	\$2,295,390

Visitor Services Department

January was Busy in Visitor Services!

Fulfilled 22 Group Service Requests

Includes internal FACVB requests, walk-ins, meetings etc.

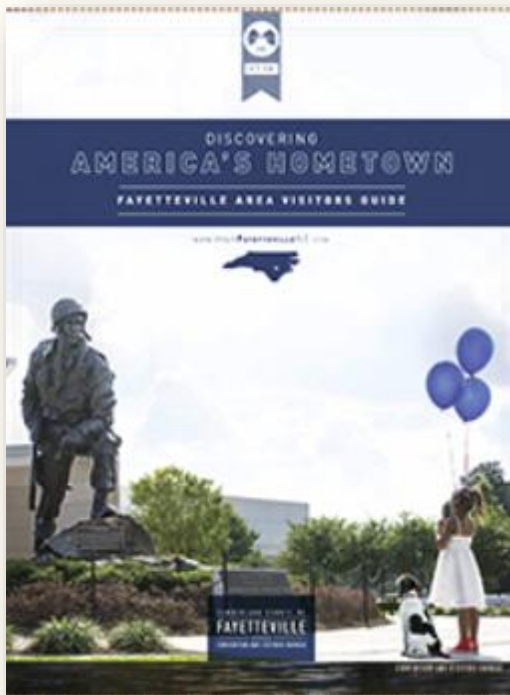


Visitor Services Department

January was a busy month in Visitor Services!

Distributed 5,088 Visitor Guides

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



Handled 465 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

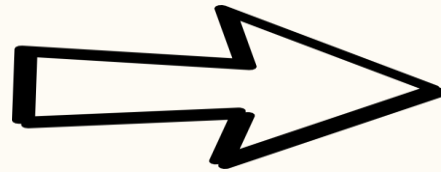
Visitor Services Department

Scorecard

VISITOR CENTER RESULTS							
VisitFayettevilleNC.com	133	91	41			41	265
Inquiries							
FACVB Main Office							
Calls							
Tourism Information	103	75	54			54	232
Local Information	205	199	81			81	485
Total Calls	308	274	135			135	717
Walk-Ins							
Local Residents (Tourism)	563	533	169			169	1,265
Out-of-Town (Tourism)	398	309	95			95	802
Total Walk-Ins	993	842	264			264	2,099
Drive Thru	3	2	0			0	5
Relocation/Retiree Info	69	50	21			21	140
Transportation Resources	3	0	0			0	3
Same Day Group Service Request	19	11	4			4	34
Magazine Reader Card Requests		552	159			159	711
Local Directions/Maps	62	32	17			17	111
Total	1,093	1,235	465			465	2,793
Transportation Museum							
Walk-Ins							
Local Residents (Tourism)	649	360	79			79	1,088
Out-of-Town (Tourism)	297	318	58			58	673
Miscellaneous							
Group Service Request	67	40	22			22	129
Meetings/Events Serviced	6	2	1			1	9

Everything Begins with a Visit

Thank You!



- ✓ Economic Impact of \$542.63 million
- ✓ 4,563 jobs with a \$104.88 million payroll
- ✓ State and Local Taxes of \$40.83 million

a \$123.87 tax savings to each county resident.