

Bureau Business Brief: Results Report

June 2019

John Meroski
Chief Executive Officer
FACVB

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Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - June 2019 vs June 2018												Year to Date - June 2019 vs June 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from June 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
	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	2019	Sample	2019	Sample
North Carolina	71.4	70.9	109.45	106.84	78.17	75.78	0.7	2.4	3.1	3.9	0.7	1.4	66.2	63.1	105.59	102.71	69.95	64.81	5.0	2.8	7.9	8.5	0.5	5.6	1798	1194	157642	125853
Cumberland County, NC	70.0	66.0	82.78	79.10	57.96	52.20	6.1	4.6	11.0	14.2	2.9	9.2	69.5	64.6	81.59	78.04	56.72	50.43	7.6	4.6	12.5	16.8	3.8	11.7	71	52	6419	5389
Johnston County, NC	63.4	61.8	76.97	75.11	48.77	46.45	2.5	2.5	5.0	5.1	0.1	2.5	60.6	55.7	76.17	72.48	46.18	40.39	8.8	5.1	14.3	18.2	3.4	12.5	33	25	2295	1825
Robeson County, NC	64.5	65.1	79.23	74.21	51.12	48.33	-0.9	6.8	5.8	5.8	0.0	-0.9	66.1	60.7	80.07	74.13	52.94	44.99	9.0	8.0	17.7	17.7	0.0	9.0	28	16	1833	1246
Wake County, NC	77.6	74.0	108.59	106.95	84.26	79.10	4.9	1.5	6.5	9.3	2.6	7.7	73.7	69.7	108.73	106.17	80.17	73.98	5.8	2.4	8.4	11.4	2.8	8.8	145	135	17385	16629
Durham County, NC	75.0	72.6	105.25	102.43	78.91	74.36	3.3	2.8	6.1	6.1	0.0	3.3	71.9	68.7	109.78	106.78	78.92	73.31	4.7	2.8	7.6	7.7	0.0	4.7	65	61	8402	8009
Edgecombe County, NC																												
Guilford County, NC	60.8	62.9	91.59	94.36	55.70	59.34	-3.3	-2.9	-6.1	-3.4	2.9	-0.5	60.4	58.9	100.20	98.11	60.55	57.78	2.6	2.1	4.8	7.1	2.2	4.9	4	2	216	126
Harnett County, NC	56.6	59.5	78.31	76.34	44.33	45.44	-4.9	2.6	-2.4	-2.4	0.0	-4.9	58.3	58.0	76.35	75.04	44.48	43.55	0.4	1.8	2.1	2.1	0.0	0.4	88	72	10468	9404
Moore County, NC	68.3	63.0	136.35	124.56	93.14	78.44	8.5	9.5	18.7	18.7	0.0	8.5	64.6	58.2	131.78	123.71	85.19	71.98	11.1	6.5	18.4	18.4	0.0	11.1	11	8	859	638
																									21	14	1940	1554

Visitor Profile

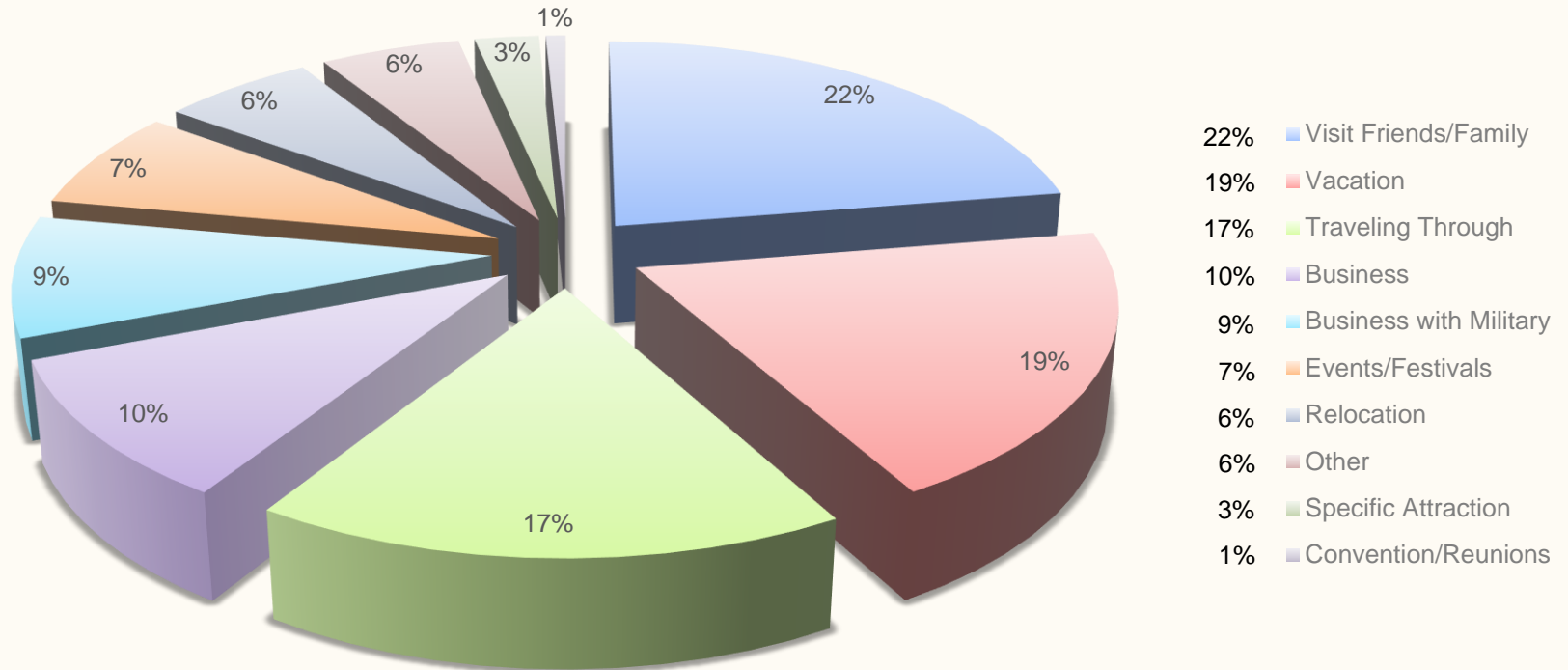
Statistics

Sources: Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 30%, New York 8%, Florida 7%, Virginia and Georgia 5% each.
2. The visitors' reason for visiting was Visit Friends/Family 22%, Vacation 19%, and Traveling Through 17%.
3. The top areas of interest were Dining 13%, Museum 11%, Historic Sites & Arts/Entertainment 10% each, Shopping 9% and Military Sites 8%.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.75.

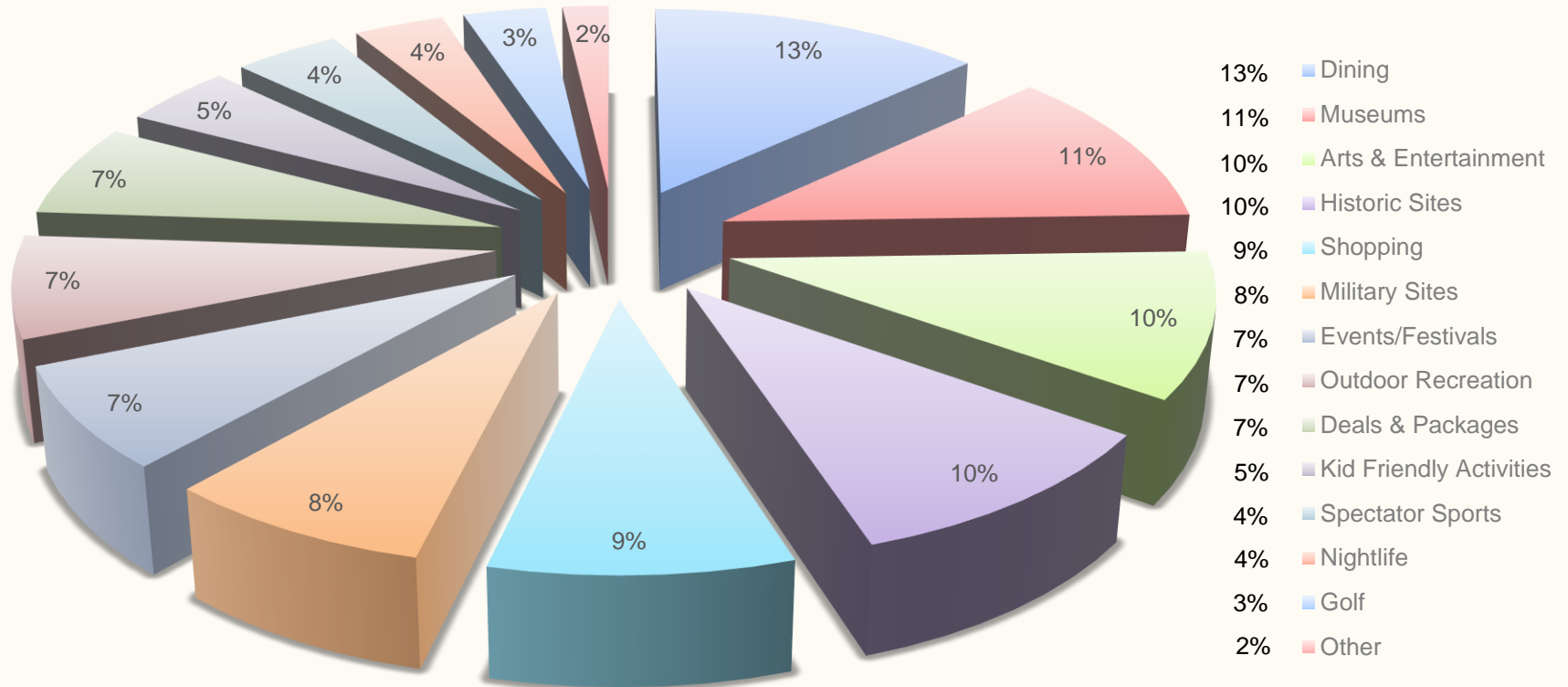
Visitor Profile

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:	118	103,918	18,311	59,037	\$27,337,428.00
Cancelled:	0	0	0	0	\$0.00
Closed:	1	150	50	130	\$17,100.00
Definite:	7	2,060	801	1,093	\$405,840.00
Assist:	0	0	0	0	\$0.00
Lost:	8	27,575	3,642	9,168	\$11,964,300.00
Pending:	36	13,780	4,225	17,163	\$5,710,944.00
Verbal Definite:	3	1,475	215	385	\$313,500.00
Canceled from Pending:	6	10,400	500	950	\$524,400.00

Lead Source Summary

CMCA - Spring Conference:	4	American Legion - Magazine:	1
Sports ETA:	2	Tourism Development Authority (TDA) Grant:	5
Group Tour Magazine - Group Tour Media:	1	Bureau Generated - Sales Blitz:	3
Cape Fear Botanical Garden:	2	Crown Coliseum:	4
CVent:	5	RCMA - Trade Show:	10
AENC - Annual Meeting:	4	Bureau Generated - Calls (9-11 a.m.):	3
Client Contacted Us:	29	Referral:	2
Previous Client Referral:	12	Parks & Recreation:	1
Virginia Motorcoach Association (VMA):	3	Connect Sports:	1
Rejuvenate Marketplace:	8	Connect Marketplace:	13
Bureau Generated:	5		

Market Segment Summary

Meeting Sales Market Segments

Social:	12	Group Tour:	5
Hobby:	2	Civic:	0
Religious:	36	Educational:	5
Old Code - Change to New Code:	0	Politics:	0
Medical:	0	Military:	1
Reunion:	4	Association:	9
Government:	4	Nonprofit Group:	4
Sports:	20	Fraternal:	9
Ethnic:	0	Corporate:	7

Sales Department

Scorecard

Sales							
Carryovers							
Room Nights	4,125				4,125		
Bookings-Attendance	32,946				32,946		
Economic Impact	\$978,704				\$978,704		
Leads	24	47	37	23	131	130	100.77%
Leads Room Nights	7,270	27,020	11,012	5,191	50,493		
Leads Attendance	21,231	35,050	89,335	30,984	176,600		
Leads Impact	\$1,728,924	\$28,607,616	\$7,128,690	\$1,579,724	\$39,044,954		
Verbals	28	56	53	55	192		
Verbal Bookings Attendance	28,094	33,290	103,454	145,640	310,478		
Verbal Bookings Room Nights	3,374	10,051	29,560	25,519	68,504		
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$123,108,662	\$14,105,430	\$179,231,642		
Bookings	8	11	18	6	43		
Bookings Attendance	13,480	49,475	36,400	11,025	110,380		
Bookings Room Nights	831	16,992	8,876	1,555	28,254	20,000	141.27%
Bookings Economic Impact	\$228,000	\$4,774,320	\$13,837,320	\$1,891,830	\$20,731,470		
Sales Functions	16	19	26	19	80		
Site Inspections	4	2	13	4	23		
Sales Blitz	3	5	4	2	14		
Calls Converted to Accounts	13	7	3	3	26		
Bid/Packages Mailed	0	1	0	0	1		
Client Presentations	3	3	11	3	20		
Trade Shows							
US Sports Congress							

Sales Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Contacts		10			10		
Leads		5			5		
Room Nights		2,500			2,500		
Attendees		4,000			4,000		
Hot Prospects		2			2		
Followups		3			3		
Connect Sports							
Contacts	30				30		
Leads	4				4		
Room Nights	900				900		
Attendees	700				700		
Hot Prospects	2				2		
Followups	2				2		
Connect Women in Sports							
Contacts	30	17			47		
Leads	4	1			5		
Room Nights	900	500			1,400		
Attendees	700	750			1,450		
Hot Prospects	2	1			3		
Followups	2	3			5		
Connect Association							
Contacts	30				30		
Leads	4				4		
Room Nights	800				800		
Attendees	1,250				1,250		
Hot Prospects	2				2		
Followups	6				6		

Sales Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
MPI-CC Annual							
Contacts			0		0		
Leads			0		0		
Room Nights			0		0		
Attendees			0		0		
Hot Prospects			0		0		
Followups			0		0		
AAU Convention							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Followups					0		
AENC Winter Conference							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow Up					0		
CMCA Spring Conference							
Contacts			0	32	32		
Leads			0	6	6		
Room Nights			0	475	475		
Attendees			0	725	725		
Hot Prospects			0	2	2		
Followups			0	12	12		

Sales Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Connect Faith							
Contacts		29			29		
Leads		11			11		
Room Nights		9,195			9,195		
Attendees		6,120			6,120		
Hot Prospects		3			3		
Followups		18			18		
Teams							
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		
Followups	8	0			8		
NCSGMP NEC							
Contacts				13	13		
Leads				0	0		
Followups				4	4		
AENC Holiday Trade Show							
Contacts		135			135		
Leads		0			0		
Room Nights		0			0		
Attendees		0			0		
Hot Prospects		2			2		
Followups		2			2		
RCMA							
Contacts			18		18		
Leads			4		4		
Room Nights			570		570		
Attendees			1,340		1,340		
Hot Prospects			3		3		
Followups			5		5		

Sales Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
SGMP Annual & Education Tradeshow							
Contacts					7		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Followups					0		
NASC Sports Symposium							
Peers					0		
AENC Annual Meeting							
Contacts	22				22		
Leads	0				0		
Room Nights	0				0		
Attendees	0				0		
Hot Prospects	1				1		
Followups	2				2		

Sales Department

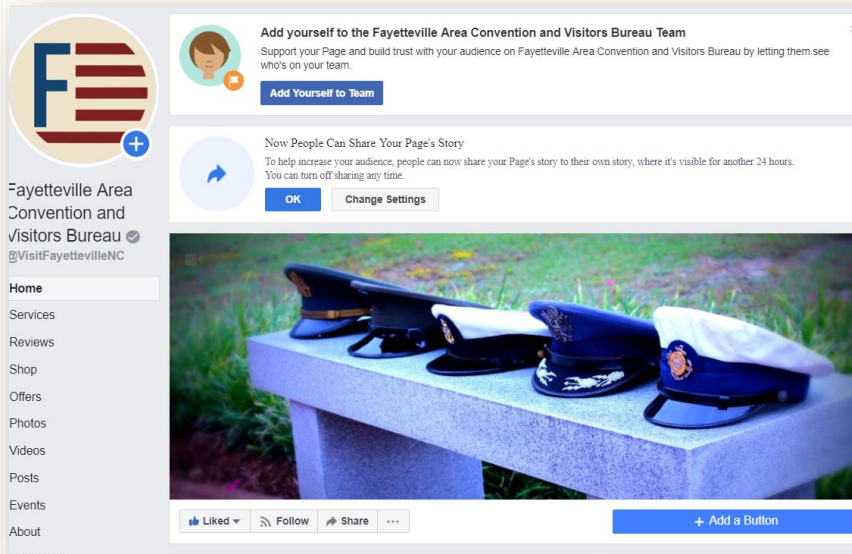
Scorecard

Previous Fiscal Year (2017-2018)							
Leads					143	100	143.00%
Pending					4		
Completed Business					103		
Verbal Definite					0		
Lost					26		
Definite					5		
Cancelled					5		
Total					143		
Top 3 Lost Reasons							
1					Committee Decision		
2					Will Not Meet in Fay		
3					Event Cancelled		
Top 5 Locations Lost To							
1					Raleigh		
2					Asheville		
3					Albuquerque		
4					Durham		
5					Charlotte		

Communications Department

Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	3,338	52	326 Clicks, Retweets, Replies
Facebook	8,216	44	3,704 Likes, Comments, Shares
Instagram	2,556	38	758 Likes, Comments
Facebook - #GoFay	2,872	12	1,415 Likes, Comments, Shares



CUMBERLAND COUNTY, NC
FAYETTEVILLE
 AREA
 CONVENTION AND VISITORS BUREAU

Communications Department

Press Releases

For more information:
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Director of Communications
06/11/2019

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(800)255-8217
E-Mail mfoote@visitfayettevillenc.com
For Immediate Release

Bureau Introduces Hope Mills Visitors Guide

Resource Highlights Hope Mills, NC as a Visitor Destination

[Hope Mills Visitors Guide](#)

Fayetteville, NC – In May, the Fayetteville Area Convention & Visitors Bureau (FACVB) introduced the Hope Mills Visitor Guide to showcase the variety of opportunities available for exploration and fun.

Hope Mills formed around several textile mills in the late 18th century. Today, Hope Mills is a family-friendly town of about 16,500. Hope Mills boasts a Putt-Putt Golf Course, a full-size golf course, walking trails, a brewery, farmers markets, a food truck rodeo, two waterparks, and a large variety of restaurant and shopping options.

[Full Release](#)

For more information:
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6/21/2019

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(800)255-8217
E-Mail mfoote@visitfayettevillenc.com
For Immediate Release

Celebrate the 4th of July with Democracy's Defenders

Fort Bragg and Cumberland County Roll Out the Red Carpet for Our Nation's Birthday

[Pictures for promotional purposes](#)

Tweet this: One of America's most patriotic community celebrates July 4th in all-American style. Several small-town celebrations, a symphony concert, a fun run and a massive event featuring a free concert from 3 Doors Down mark the day. @VisitFayNC. <https://bit.ly/2RxVlk0>

Cumberland County, NC – As home to the 82nd Airborne, the U.S. Army Special Operations Command and the U.S. Army Forces Command, it's safe to say when the president calls 911, Fort Bragg answers. The residents of the communities of Cumberland County call these heroes neighbor. It's no surprise that the community was recognized as one of the most patriotic in the U.S. by [NewsMax Magazine](#).

[Full Release](#)

Communications Department

Media Visits



Seeing Southern - June 8




NC Weekend
May 31- June 3

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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CONVENTION AND VISITORS BUREAU

Communications Department


E-Promos Sent

North American Travel Journalist
General follow-up to all attendees
Sent: June 4



**AMERICA'S
HOMETOWN HAPPENINGS**
CUMBERLAND COUNTY, NC

f i y t u




**Hello from Fayetteville NC -
America's Hometown**

Last month, I attended NATJA in Syracuse with you. I'm sure you all agree with me that Syracuse did an AMAZING job with the conference. They served up some fantastic story ideas.

Below are a few story ideas from the Fayetteville region of NC. If any of these pique your interest I'd welcome the opportunity to work with you on a visit to Fayetteville. I can be reached at 910-483-5311 or info@visityfayetteville.com.

For Adrenaline Junkies



In the Fayetteville area, adrenaline junkies can experience once-in-a-lifetime thrills. From hiking, mountain biking and running miles of trails throughout Fayetteville's many parks to climbing to new heights at indoor facilities including The Climbing Place and Triangle Rock Club, adventure activities for any fitness level are available. Thrill seekers can also experience one of USA Today's 10 Great Zip lines at ZipQuest Waterfall and Treetop Adventure, soar to new heights at Paraclete XP SkyVenture and slide through summertime at Fantasy Lake Waterpark.

[MORE](#)

Indulge in International Cuisine



Fayetteville is home to a vibrant multicultural community and as such offers unique culinary standouts outside of the state's traditionally southern inspired specialties. Locals have infused the city with their cultural traditions which includes their cuisine, allowing tourists' taste buds to span the globe without ever leaving. Far off fare including Turkish specialties at Reyhan Turkish Kebab, the best German fare at Max & Moritz Restaurant and Bakery, rustic Italian cuisine at Perno's Italian Bistro, and authentic Vietnamese food at Grilled Ginger can be enjoyed in greater Fayetteville. Discover the story of Fayetteville's culinary melting pot and learn more about how these chefs are bringing a taste of their homeland to North Carolina. The International Cuisine Trail highlights some of the finest locally-owned international establishments.

Fayetteville's Beer Scene Marked by Military Influence



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

Communications Department

E-Promos Sent



America's Hometown Happenings
Sent: June 26
Sent to: 60,000+ emails

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

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
CVB Facebook							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	114	130	116	155	515		
New Fans	363	762	549	372	2,046		
Unlikes	82	718	214	68	1,082		
User Interaction/Engagement	3,944	6,606	11,121	12,847	34,518	15,705	219.79%
GoFayetteville Facebook							
Users/Followers	N/A	6,408	N/A	N/A	6,408		
Posts	32	69	52	66	219		
New Fans	3,944	257	344	1,128	5,673		
Unlikes	N/A	26	31	764	821		
User Interaction/Engagement	1,145	2,816	5,310	5,398	14,669	6,318	232.18%
Spring Lake NC Facebook							
Users/Followers	N/A	12,554	N/A	N/A	12,554		
Posts	66	53	40	50	209		
New Fans	N/A	76	85	282	443		
Unlikes	N/A	62	26	44	132		
User Interaction/Engagement	33,837	5,591	3,427	9,741	52,596		

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Fayetteville Meet/Tourney FB							
Users/Followers	N/A	609	N/A	N/A	609		
Posts	15	23	20	10	68		
New Fans	N/A	11	25	13	49		
Unlikes	N/A	3	1	0	4		
User Interaction/Engagement	142	287	1,131	156	1,716	588	291.84%
Twitter							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	135	126	166	235	662		
New Followers	93	472	57	73	695		
User Interaction/Engagement	1,261	936	1,460	1,924	5,581	6,063	92.05%
Instagram							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	9	18	15	85	127		
New Followers	109	133	180	390	812		
User Interaction/Engagement	472	806	930	3,004	5,212	6,779	76.88%
Go Fayetteville Instagram							
Users/Followers	N/A	N/A	N/A	N/A	N/A		
Posts	7	10	6	4	27		
New Followers	108	256	165	129	658		
User Interaction/Engagement	198	830	462	245	1,735		
Linked In							
Followers	N/A	N/A	N/A	N/A	N/A		
Posts	58	N/A	40	25	123		
User Interaction/Engagement	827	1,225	1,477	902	4,431	1,789	247.68%
E-Newsletter Subscribers	207	154	199	222	782		
Electronic Destination Guides Viewed	34	27	41	30	132		
Electronic Trail Guides Viewed	23	13	14	10	60		
FACVB Generated Blog Articles	9	6	7	7	29	48	60.42%

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
1	Traveling Through	Traveling Through	Traveling Through	Visit Friends/Family	Traveling Through		
2	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family	Traveling Through	Visit Friends/Family		
3	Event/Festival	Business	Business with Military	Vacation	Business		
Online Requests							
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		
Guest Books at VC							
1	Vacation	Vacation	Specific Attraction	Vacation	Vacation		
2	Events/Festivals	Specific Attraction	Vacation	Specific Attraction	Specific Attraction		
3	Relocation	Relocation	Events/Festivals	Relocation	Events/Festivals		
Top States of Origin							
Hotel Guests							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	New York	Florida	New York	Florida	New York		
3	Florida	New York	Florida	New York	Florida		
Online Requests							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	Illinois	Florida	New York	New York	New York		
3	Florida	South Carolina	Pennsylvania	Florida	Florida		
Guest Books at VC							
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	Florida	Many Tied	Virginia	New York	Florida		
3	Georgia	Many Tied	Texas	Florida	New York		

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Top Areas of Interest (Top 3)							
Hotel Guests							
1	Dining	Military Sites	Dining	Dining	Dining		
2	Arts & Entertainment	Dining	Museums	Arts & Entertainment	Military Sites		
3	Shopping	Museums	Military Sites	Museums	Arts & Entertainment		
Online Requests							
1	Events/Festivals	Events/Festivals	Museums	Events/Festivals	Events/Festivals		
2	Dining	Dining	Events/Festivals	Dining	Dining		
3	Historical Sites	Museums	Arts & Entertainment	Museums	Museums		
Guest Books at VC							
1	Museums	Museums	Museums	Museums	Museums		
2	Dining	Historical Sites	Dining	Historical Sites	Historical Sites		
3	Events/Festivals	Arts & Entertainment	Historical Sites	Events/Festivals	Dining		
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	4.95	4.96	4.98	4.97	4.97		
to Date							
Guest Books							
by Month	4.67	4.72	4.75	4.69	4.71		
to Date							
Overall							
by Month	4.58	4.78	4.84	4.83	4.76		
to Date							

Tourism Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS							
Advertisement Results							
Brand/Hotel Billboards on I-95							
Viewership	0	0	0	0	0		
Group Tour Magazine							
Reader Service Leads	0	0	0	0	0		
Leisure Group Travel Magazine							
Reader Service Leads	0	0	0	0	0		
Inquiry	0	0	0	0	0		
Local Billboards							
Impressions	0	0	0	0	0		
Sponsorship of Trip Advisor Page							
Page Views	0	0	0	0	0		
Link	0	0	0	0	0		
Event	0	0	0	0	0		
Promo	0	0	0	0	0		
Tradeshows							
ABA MarketPlace							
Tradeshow Attendees	0	0	3,500	0	3,500		
Contacts	0	0	31	0	31		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	19	0	19		

Tourism Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals	Annual Goal	Percentage of Goal
TravelSouth							
Tradeshow Attendees	0	0	650	0	650		
Contacts	0	0	51	0	51		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	36	0	36		
Travel and Adventure-DC							
Tradeshow Attendees	0	0	20,654	0	20,654		
Contacts	0	0	291	0	291		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	1	0	1		
Travel and Adventure-Philadelphia							
Tradeshow Attendees	0	0	14,273	0	14,273		
Contacts	0	0	410	0	410		
Leads	0	0	0	0	0		
Room Nights	0	0	0	0	0		
Attendance	0	0	0	0	0		
Hot Prospects	0	0	0	0	0		
Follow-ups	0	0	2	0	2		
Sales							
Civic Presentations	0	3	0	1	4		
Site Inspections	1	2	3	13	19	25	76.00%
Leads	7	8	5	16	36	25	144.00%
Leads-Attendance	5,230	18935	610	804	25,579		
Leads-Room Nights	162	365	50	404	981		
Leads-Economic Impact	\$395,580	\$1,890,120	\$21,090	\$217,512	\$2,524,302		

Tourism Department

Scorecard

Description	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2018 Totals	Annual Goal	Percentage of Goal
Verbal Bookings	5	5	3	9	22		
Verbal Bookings-Attendance	5,200	18650	450	692	24,992		
Verbal Bookings-Room Nights	264	180	56	346	846		
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$10,830	\$204,288	\$2,429,568		
Bookings	4	6	0	6	16		
Bookings-Attendance	1,510	47,965	0	8052	57,527		
Bookings-Room Nights	38	244	0	54	336	500	67.20%
Bookings-Economic Impact	\$1,700	\$24,114	\$0	\$7,011	\$32,825		
Bookings-Room Revenue	\$0	\$0	\$0	\$0	\$0		
Annual Lead Conversion							
Current Fiscal Year (18-19)							
Annual Lead Conversion							
Leads					36	25	144.00%

Tourism Department

Scorecard

Previous Fiscal Year (2017-2018)							
Leads					22	40	55.00%
Pending					2		
Verbal Definite					5		
Lost					5		
Definite					10		
Cancelled					0		
Total					22		
Top 3 Lost Reasons							
1					Cut Trip/Mileage		
2					No commitment/response from FR Planner		
3					FR Planner thought rates were too high		
Top 5 Locations Lost To							
1					Laurinburg		
2					Dunn		
3					N/A		
4					N/A		
5					N/A		

Visitor Services Department

June was Busy in Visitor Services!

Fulfilled 20 Group Service Requests

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



Visitor Services Department

June was a busy month in Visitor Services!

Distributed 4,219 Visitor Guides

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



Handled 802 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

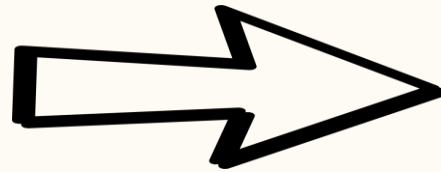
Visitor Services Department

Scorecard

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guide							
Number Distributed	7,670	4,939	7,264	11,257	31,130		
VisitFayettevilleNC.com	133	91	138	111	473		
Inquiries							
FACVB Main Office							
Calls							
Tourism Information	103	75	128	117	423		
Local Information	205	199	223	209	836		
Total Calls	308	274	351	326	1,259		
Walk-Ins							
Local Residents (Tourism)	563	533	500	718	2,314		
Out-of-Town (Tourism)	398	309	315	537	1,559		
Total Walk-Ins	993	842	815	1,255	3,905		
Drive Thru	3	2	0	0	5		
Relocation/Retiree Info	69	50	41	45	205		
Transportation Resources	3	0	2	4	9		
Same Day Group Service Request	19	11	7	14	51		
Magazine Reader Card Requests		552	409	3,829	4,790		
Local Directions/Maps	62	32	46	46	186		
Total	1,093	1,235	1,304	5,299	8,931		
Transportation Museum							
Walk-Ins							
Local Residents (Tourism)	649	360	385	707	2,101		
Out-of-Town (Tourism)	297	318	265	419	1,299		
Relocation/Retiree Info	2	8	0	1	11		
Maps/Local Directions	33	35	52	32	152		
Questions About Museum	186	213	242	236	877		
Transportation Resources	3	1	1	0	5		
Museum Special Events	276	0	264	530	1,070		
Group Visits	603	184	460	412	1,659		

Everything Begins with a Visit

Thank You!



- ✓ Economic Impact of \$542.31 million
- ✓ 4,630 jobs with a \$104.88 million payroll
- ✓ State and Local Taxes of \$40.83 million

a \$123.87 tax savings to each county resident.