

Bureau Business Brief: Results Report

March 2019

John Meroski
Chief Executive Officer
FACVB

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Segmentation Trend for North Carolina

	Current Month - March 2019 vs March 2018												Year to Date - March 2019 vs March 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 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	68.8	65.2	102.67	99.85	70.67	65.09	5.6	2.8	8.6	9.2	0.6	6.2	61.8	57.4	100.92	97.42	62.32	55.92	7.6	3.6	11.5	11.8	0.3	8.0	1735	1189	154804	125608
Cumberland County, NC	72.3	70.7	80.71	79.47	58.38	56.19	2.3	1.6	3.9	7.4	3.4	5.7	67.4	63.3	79.95	76.19	53.87	48.20	6.5	4.9	11.8	16.9	4.6	11.4	70	52	6323	5403
Johnston County, NC	61.3	58.6	75.24	72.59	46.13	42.51	4.7	3.6	8.5	13.0	4.1	9.0	55.2	50.4	73.84	70.73	40.75	35.63	9.6	4.4	14.4	19.1	4.1	14.1	33	25	2295	1825
Robeson County, NC	72.5	66.9	79.41	75.43	57.56	50.43	8.4	5.3	14.1	14.1	0.0	8.4	64.2	57.1	79.03	73.54	50.71	41.98	12.4	7.5	20.8	20.8	0.0	12.4	28	16	1833	1246
Wake County, NC	76.7	70.9	107.64	104.77	82.54	74.34	8.1	2.7	11.0	14.0	2.7	11.0	70.1	65.6	106.70	103.90	74.82	68.12	6.9	2.7	9.8	12.8	2.7	9.8	144	133	17280	16407
Durham County, NC	74.4	70.1	107.48	102.84	79.99	72.09	6.2	4.5	11.0	11.0	0.0	6.2	68.1	64.2	106.13	102.20	72.24	65.65	6.0	3.8	10.0	10.0	0.0	6.0	65	61	8402	8009
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	64.8	60.9	98.69	92.45	63.94	56.26	6.5	6.8	13.6	16.9	2.9	9.5	57.0	53.6	94.67	90.21	53.92	48.38	6.2	4.9	11.4	13.1	1.5	7.8	88	72	10468	9404
Harnett County, NC	62.7	67.9	75.60	72.96	47.42	49.57	-7.7	3.6	-4.3	-4.3	0.0	-7.7	55.5	56.1	74.56	72.74	41.38	40.79	-1.0	2.5	1.4	1.4	0.0	-1.0	11	8	859	638
Moore County, NC	68.9	62.1	121.57	113.51	83.78	70.46	11.0	7.1	18.9	18.9	0.0	11.0	57.8	51.4	108.09	101.85	62.50	52.30	12.6	6.1	19.5	19.5	0.0	12.6	21	14	1940	1554

Visitor Profile

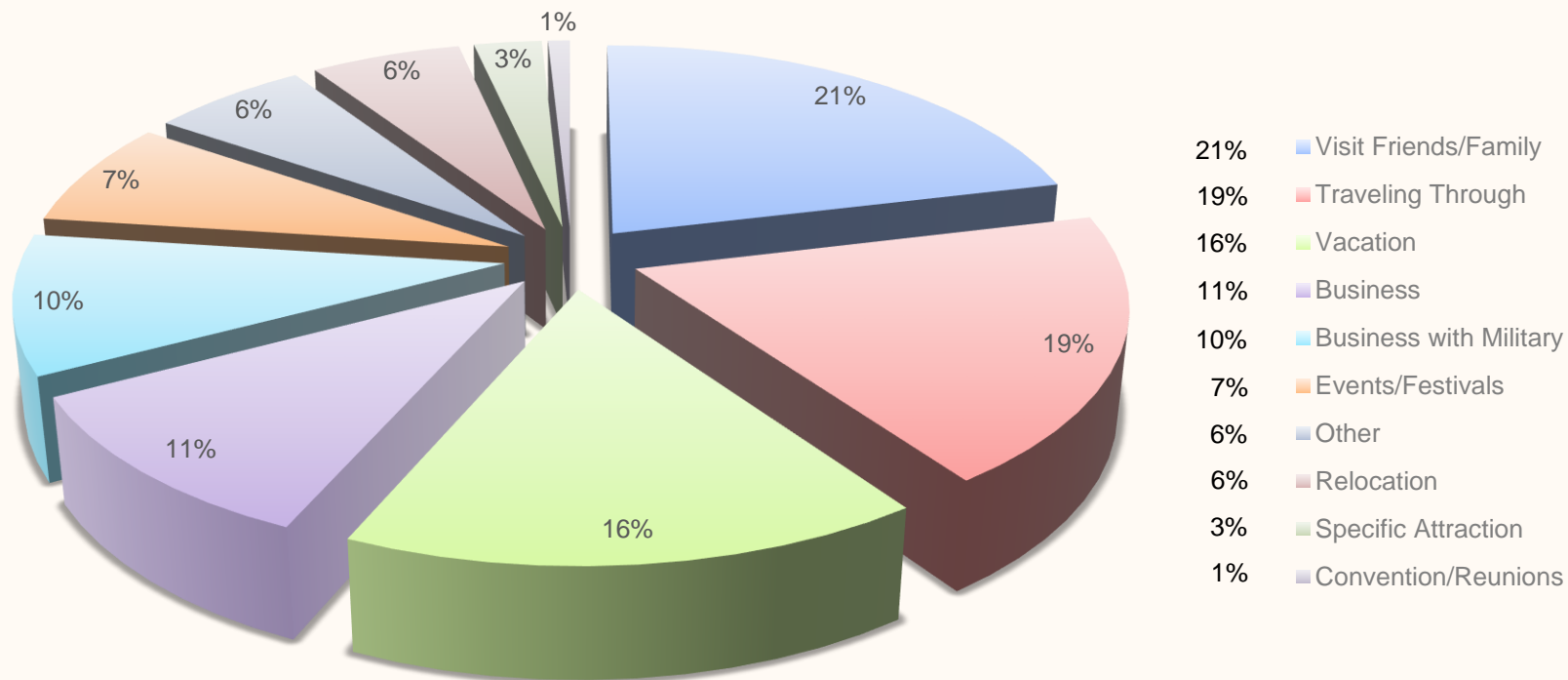
Statistics

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 4.73.

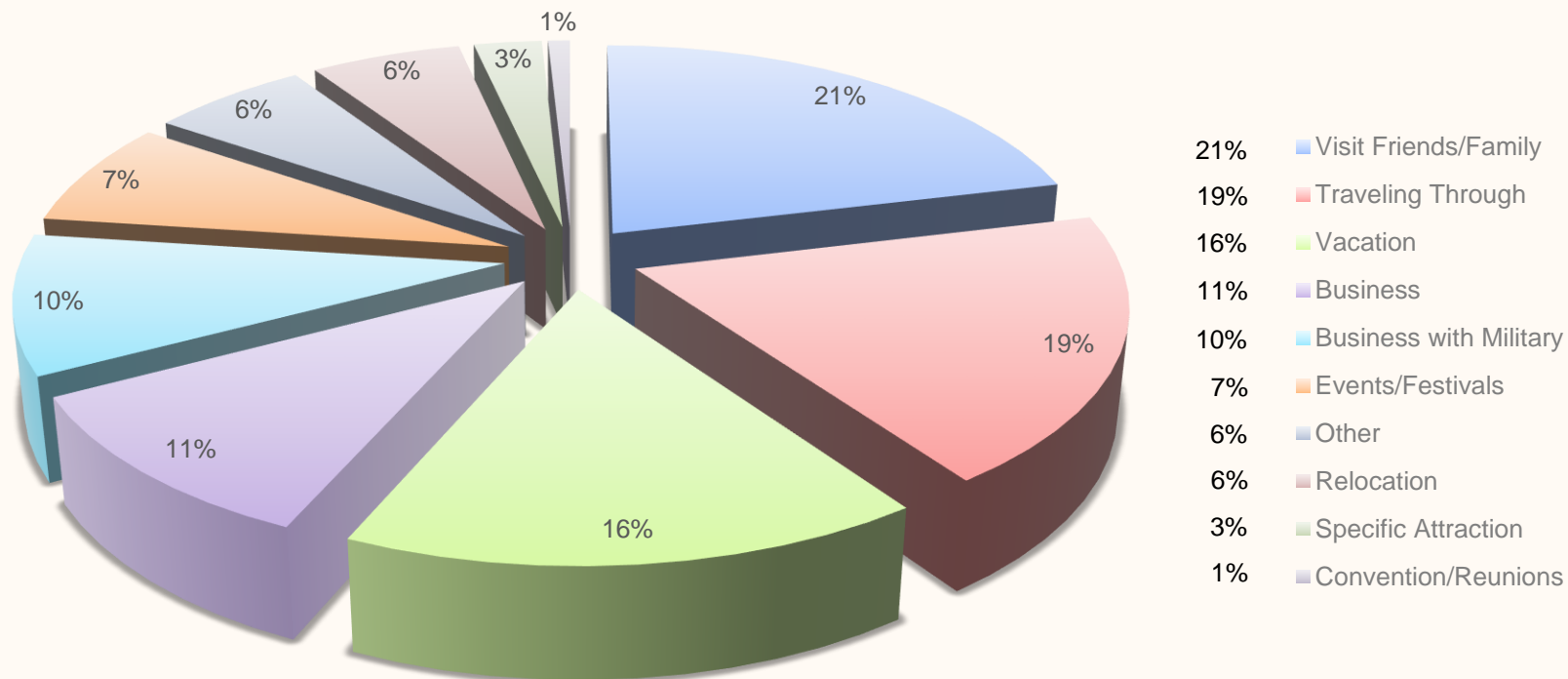
Visitor Profile

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:	138	162,595	21,317	66,126	\$42,454,968.00	
Cancelled:	0	0	0	0	\$0.00	
Closed:	1	150	7	7	\$5,700.00	
Definite:	22	15,300	1,795	2,127	\$10,499,400.00	
Assist:	0	0	0	0	\$0.00	
Lost:	13	32,300	4,067	10,753	\$13,857,840.00	
Pending:	1	200	15	60	\$45,600.00	
Verbal Definite:	17	43,350	1,575	3,325	\$3,477,000.00	
Canceled from Pending:	1	205	80	175	\$136,800.00	
Lead Source Summary						
American Legion - Magazine:	1				CFBG Wedding:	2
Tourism Development Authority (TDA) Grant:	1				Crown Coliseum:	10
Calls (9-11 a.m.):	7				CVent:	3
Association Executives of North Carolina (AENC) - Annual Meeting:	4				Client Contacted Us:	26
Referral:	1				Previous Client Referral:	18
John Meroski-CVB:	1				Parks & Recreation:	1
Sales Blitz:	3				Connect Sports:	4
Internet/CVB Website:	1		NC Division of Tourism, Film, and Sports Development (VisitNC):	1		
Rejuvenate Marketplace:	9				Website:	1
National Association of Sports Comm:	3				RCMA Tradeshow:	10
CMCA Spring Conference:	1				Connect Marketplace:	15
Bureau Generated:	13					
Market Segment Summary						
Meeting Sales Market Segments						
Training:	0				Social:	9
Group Tour:	1				Performance Group:	0
Health & Medical:	0				Hobby & Vocational:	1
Religious:	34				Senior Group:	0
Politics:	0				Educational/Student Group:	0
Military/Government:	0				Affinity Group:	0
Sports:	49				Fraternal:	10
Ethnic:	0				Corporate:	0
Outdoor/Adventure Group:	0				Civic:	0
Retail Tour:	0				Educational:	3
Corporate - Miscellaneous:	4				Church/Religious Group:	0
Family or Friend Reunion:	4				Military:	3
Reunion:	4				Government:	1
Association:	11				Nonprofit Group:	2
TDA:	1					

Sales Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
SALES RESULTS									
Advertisement Results									
Blitz									
Inquiry	5	2	1	2	2	5	12		
Dogwood Digest									
Inquiry	7	5	2	2	2	6	18		
Success									
Inquiry	2	0	0	0	1	1	3		
Sales									
Carryovers									
Room Nights	4,125						4,125		
Bookings-Attendance	32,946						32,946		
Economic Impact	\$978,704						\$978,704		
Leads	24	47	11	10	16	37	108	130	83.08%
Leads Room Nights	7,270	27,020	1,698	3,554	5,760	11,012	45,302		
Leads Attendance	21,231	35,050	9,770	5,825	73,740	89,335	145,616		
Leads Impact	\$1,728,924	\$28,607,616	\$863,250	\$1,686,060	\$4,579,380	\$7,128,690	\$37,465,230		
Verbals	28	56	19	19	15	53	137		
Verbal Bookings Attendance	28,094	33,290	41,404	20,025	42,025	103,454	164,838		
Verbal Bookings Room Nights	3,374	10,051	11,568	9,590	8,402	29,560	42,985		
Verbal Bookings Impact	\$1,125,180	\$40,892,370	\$6,075,156	\$110,670,026	\$6,363,480	\$123,108,662	\$165,126,212		
Bookings	8	11	4	6	8	18	37		
Bookings Attendance	13,480	49,475	12,750	1,280	22,370	36,400	99,355		
Bookings Room Nights	831	16,992	3,350	640	4,886	8,876	26,699	20,000	133.50%
Bookings Economic Impact	\$228,000	\$4,774,320	\$3,733,500	\$214,320	\$9,889,500	\$13,837,320	\$18,839,640		
Sales Functions	16	19	8	10	8	26	61		
Site Inspections	4	2	4	3	6	13	19		
Sales Blitz	3	5	1	2	1	4	12		
Calls Converted to Accounts	13	7	0	3	0	3	23		
Bid/Packages Mailed	0	1	0	0	0	0	1		
Client Presentations	3	3	2	4	5	11	17		
Trade Shows									
US Sports Congress									
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		

Sales Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
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		
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				28			0		
Leads				0			0		
Room Nights				0			0		
Attendees				0			0		
Hot Prospects				0			0		
Follow Up				0			0		
CMCA Spring Conference									
Contacts						0	0		
Leads						0	0		
Room Nights						0	0		
Attendees						0	0		
Hot Prospects						0	0		
Followups						0	0		
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		

Sales Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
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							#REF!		
Leads							#REF!		
Followups							#REF!		
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	18		
Leads			4			4	4		
Room Nights			570			570	570		
Attendees			1,340			1,340	1,340		
Hot Prospects			3			3	3		
Followups			5			5	5		
SGMP Annual & Education Tradeshow									
Contacts							0		
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		

Communications Department

Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	3,265	60	601 Clicks, Retweets, Replies
Facebook	7,972	48	6,589 Likes, Comments, Shares
Instagram	2,224	12	824 Likes, Comments
Facebook - #GoFay	2,383	13	787 Likes, Comments, Shares



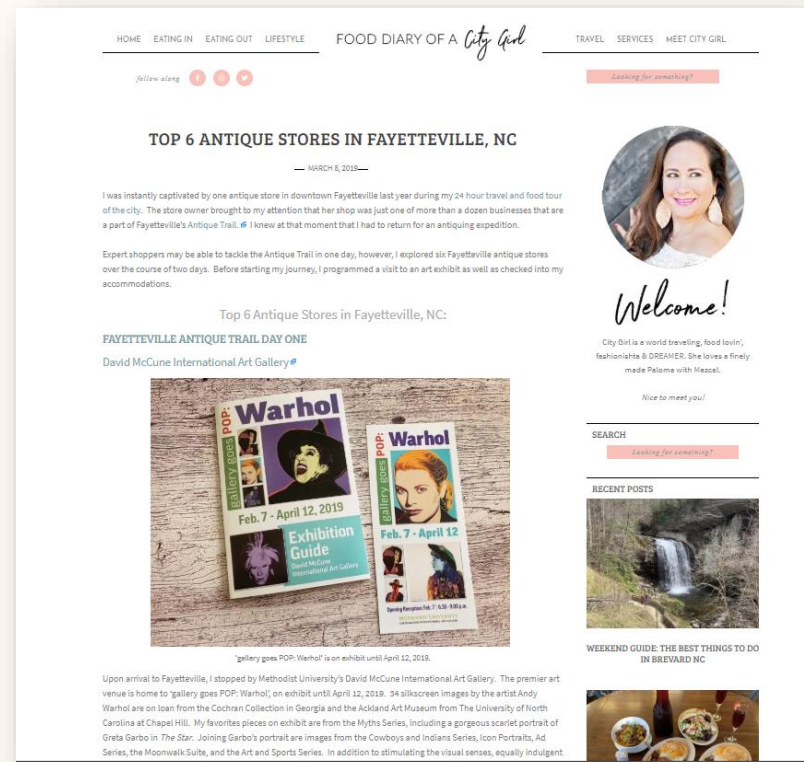
Communications Department

Publicity Generated

Food Diary of a City Girl Best Tacos in Fayetteville/ March 2



Food Diary of a City Girl Antiquing in Fayetteville/ March 12



Communications Department

Publicity Generated

MyAdventureBucket.com

9 Phenomenal Things to Do in Fayetteville

Cheap Is the New Classy

5 Reasons to Visit Fayetteville this spring



ABOUT THE AUTHOR



Leslie Price is a Funeral Director-turned-adventurer spending her life following her bucket list around the world on the whim of a random algorithm that decides where she's going next. Along the way she meets some incredible people and shares their stories.

TAGS

About Advertisement Africa animals Asia Bagan Bucket List Buddha Budget Travel Burma cemeteries food Gift ideas giveaway Greece Guest Hot Air Balloon Hotel Hotel Review India Inspiration Indianapolis



9 Phenomenal Things to Do in Fayetteville, North Carolina

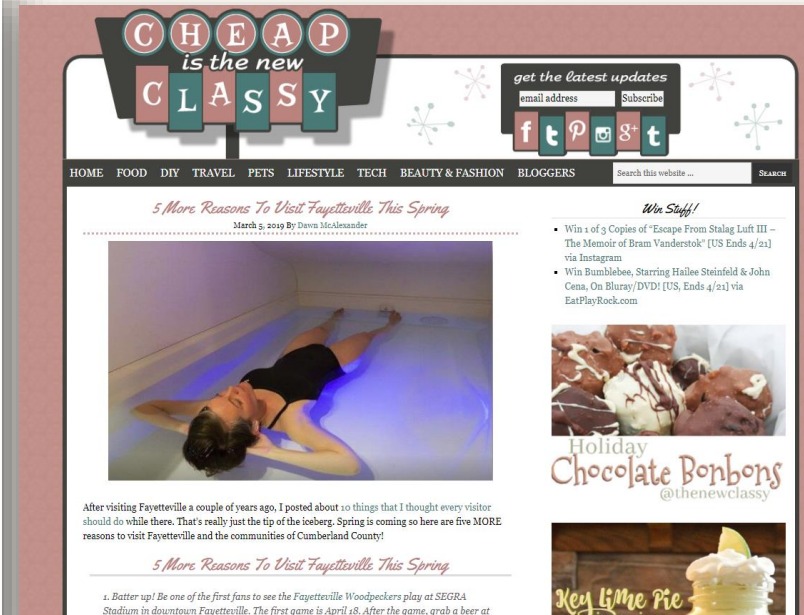
Spread the love



"Why are you going to Fayetteville? You're not in the military." This was the most common reaction I received when I headed to the home of the U.S. Army's Fort Bragg for a few days of exploring. Do all the things to do in Fayetteville revolve around the military? Apparently, **everyone knows** there's nothing else to do in North Carolina's sixth largest city.

Spoiler alert: everyone is wrong.

I ignored this well-meaning but wildly inaccurate advice like I always do whenever someone writes off an entire city, state, or country. And I'm so glad I did, because I teamed up with the awesome crew at the Fayetteville Area Convention and Visitors Bureau and had a



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

Communications Department

Sports Destination Management
Squad Goals

Publicity Generated

sports
DESTINATION MANAGEMENT

Soccer

Squad Goals

28 Feb, 2019
By: Tom Gresham

Soccer Destinations with Resources to Entertain Players and Families On and Off the Field



Fayetteville, North Carolina

In Fayetteville County, home of Fort Bragg, the word, "victory," has a special meaning that infuses everything, including its soccer culture, says Stephanie Decatur, sports sales manager for the Fayetteville Area Convention and Visitors Bureau.

Fayetteville County has 41 soccer fields. The area's busiest home for the sport is the Jordan Soccer Complex, which has eight fields. Each field has lighting for night games, and the complex is frequently home to youth tournaments. Decatur says the county has temporary seating it can install at the facility for highly attended contests. The complex also has a snack bar, more than 400 parking spaces and a meeting room for officials.

"There's so much that we're able to do at Jordan," Decatur says.

Another key piece of Fayetteville's soccer climate is the three fields located at Fort Bragg. The complex includes stadium seating, and Decatur says the military base allows outside teams to hold competitions there.

Decatur says the city of Fayetteville has enjoyed a downtown revitalization with new shopping, attractions and hotels, as well as a new baseball park. The area also has unique activities, such as a clay target center and an indoor skydiving facility.



Photo courtesy of VisitFayettevilleNC.com

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

Communications Department

Publicity Generated

Up & Coming Magazine 5 Ways to Get Out and Explore Cumberland County

Go Fayetteville

BULLETIN

EST. 1794
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA



FROM THE BLOG :
25+ RUNS/WALKS TO TACKLE THIS SPRING

The greater Fayetteville area has rightfully earned the reputation of being a runner's destination. As it's home to thousands of military members, veterans and retirees from Fort Bragg, our locals naturally take fitness to a whole new level.

Spring marks the season when you'll find a different run/walk nearly every weekend in the communities of Cumberland County. Visitors come from all over to tackle some of our bigger races, like the All American Marathon and Spartan Race, while others just take advantage of our many fun runs and walks for good causes.

If you're looking for ways to get active this spring, look no further than these 25+ upcoming events and start planning your trip now. On your marks, get set, go!

-Jenny Bell, Go Fayetteville Blogger

Read the rest at GoFayetteville.com

5 WAYS TO GET OUT AND EXPLORE CUMBERLAND COUNTY THIS SPRING.

1. Batter up! Be one of the first fans to see the Woodpeckers play at Segra Stadium in downtown Fayetteville. The first game is April 18.
2. On Your Mark, Get Set, Go! Run with the nation's finest at the All American Marathon , Mike-to-Mike Half marathon or the All American 5K. Can't make that date? Its Okay, there are 25+ other runs/walks this spring.
3. Relax and recharge! Utilize some unique services available in Fayetteville. Floating Shanti is only one of ten facilities in North Carolina that offers Flotation Therapy, a sensory-deprivation experience. Nearby at Prima Elements Holistic Wellness Center, enjoy a Restation™ session. Lying on a special lounge, with earphones on and eyes covered, users experience low-frequency vibrations from the platform and synchronized soothing music from the headphones that lull you into a meditative state.
4. Soak up the natural beauty of the Carolinas! Enjoy the blooms at Cape Fear Botanical Garden, catch a glimpse of endangered species at Carver's Creek State Park or learn about the natural flora and fauna on the Cape Fear River Trail.
5. Throw some axes! Axes & Armor Hatchet House opened last month. The facility hosts tournaments, walk-ins, leagues and parties. Axes & X's hosts pop ups at special events throughout the year.

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
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Communications Department

Press Releases

5 Reasons to Visit Fayetteville This Spring

Get active and get recharged in Cumberland County

[Photos for Promotional Purposes](#)

Fayetteville, NC - It's hard to pick just five reasons to visit the communities of Cumberland County this spring. Here are our top picks:

1. Batter up! Be one of the first fans to see the [Fayetteville Woodpeckers](#) play at [SEGRA Stadium](#) in downtown Fayetteville. The first game is April 18. After the game, grab a beer at one of our three [microbreweries](#) in walking distance of the stadium. The next day, have lunch at the [Fayetteville Pie Company](#), which was rated "The Best Pie in NC" by Tasting Table.
2. On your mark, get set, go! Run with the nation's finest at the [All American Marathon](#), [Mike-to-Mike Half-Marathon](#) or the All American 5K on March 24. Can't make it that day? Cumberland County has nearly 25 runs and walks throughout the spring. There are plenty of opportunities to get active this season. Find the full list [HERE](#).
3. Relax and recharge! Utilize some unique services available in Fayetteville. [Floating Shanti](#) is only one of ten facilities in North Carolina that offers Flotation Therapy, a sensory-deprivation experience. During a float in a sound-proof tank, your body easily floats on water filled with magnesium (Epsom salts.) The therapy is beneficial for chronic pain and a host of other ailments including anxiety and insomnia. Nearby at [Prima Elements Holistic Wellness Center](#), enjoy a [Restation™ session](#). Lying on a special lounge, with earphones on and eyes covered, users experience low-frequency vibrations from the platform and synchronized soothing music from the headphones that lull you

Cumberland County (NC) Expands Tourism Product

Accommodations and Sports Venues enhance Fayetteville's offerings.

[Photos for Promotional Purposes](#)

Fayetteville, NC – New hotels and sports facilities were added to Cumberland County's offerings in the past year.

SPORTS

The Fayetteville Woodpeckers, a minor league affiliate of the Houston Astros, begin play at a new stadium in Downtown Fayetteville on April 18. [Segra Stadium](#) natural grass, a 25x70 LED scoreboard, six luxury suites, four field boxes, a premium club level, outdoor party deck, a Kids Zone and more. When the Woodpeckers are not playing, the stadium will host tournaments and other special events. For three years starting May 2019, The Big South Baseball Championship will call [Segra Stadium](#) home. All games during [the May 23-25](#) tournament will air on ESPN platforms.

New York Knick player and Fayetteville native Dennis Smith Jr. and Under [Armour](#) renovated and reopened the Fayetteville courts where Smith once played. In conjunction with the Fayetteville-Cumberland Parks & Recreation Smith and Under [Armour](#) treated Fayetteville to a carnival like atmosphere as when the courts were unveiled.

Axes & Armor Hatchet House, Cumberland County's first indoor axe-throwing facility, opened its doors in February 2019. The facility, a World Axe Throwing League venue, hosts tournaments, walk-ins, leagues and private parties. Their mission is to bring the thrill of a traditional Canadian backyard to this community. Axes & X's, another axe-throwing option, hosts pop-ups at special events, breweries, and other sites throughout the year. They plan to open a permanent, indoor facility in the next year.

Communications Department

Press Releases

5 Spots to Train for Your Next Run

Greater Fayetteville Offers Beautiful Places to Stretch Your Legs and Maximize Your Run

[Photos for promotional purposes](#)

[Tweet This:](#) Whether you are preparing for your first 5K or for a marathon, @CumberlandNC has plenty of places to train. With 25+ runs each spring, the community is becoming a running destination. Consider one of these 5 locations for your next outing. <https://bit.ly/2FlpbmK>

Cumberland County, NC - Whether you are preparing for your first 5K or for a marathon, Cumberland County has plenty of places to train. With [25 runs each spring](#) that challenge all types of athletes, the community is becoming a running destination. Consider one of these 5 locations for your next outing:

1. The [Cape Fear River Trail](#) is a 10-foot-wide paved path that winds 5.3 miles one way, through a beautiful blend of trees, plants and wildlife. The terrain is flat and hilly. In addition to wooden bridges, including one covered bridge, the trail boasts over 1,000 feet of boardwalk through the marsh and wetlands along the trail.

If you are taking a leisurely run, stop to read some of the interpretive signs explaining the wildlife and plant life, which includes more than 700 species of plants and trees and 150 species of birds. The Cape Fear River Trail is part of the [East Coast Greenway](#).

Entrance: Tree Top Drive, Fayetteville, NC 28311 & 631 Sherman Drive, Fayetteville, NC 28301

2. [Smith Lake Recreation Center](#) on Fort Bragg offers [multiple trails](#) for all types of runners. The main trails are the single-track mountain bike trails that are open to runners. These trails form a 7.2-mile loop that is broken down into three sections that progressively get [more difficult and hilly](#) for the runner: beginner (green), advanced (blue), and expert (black). There is also a 5-kilometer-long nature trail, and some off-shoot trails from the mountain bike loop (red and brown). Although located on Fort Bragg, the trails are open to the general public.

Entrance: 2812 Smith Lake Road, Fort Bragg, NC 28310

3. The [All-American Trail](#) is a 10 to 15-foot-wide, unpaved pathway designed for use by hikers, runners, and bicyclists. The trail, currently 21 miles long, follows the perimeter boundary of Fort Bragg and includes a 1,000-foot boardwalk that crosses Rockfish Creek and its wetlands. The terrain is mixed with sections ranging from nearly flat to hilly. Eventually, this trail will circle Fort Bragg.

Entrance: 1623 Hobson Road, Raeford, NC 28376

4. [Carvers Creek State Park](#), the only NC state park in Cumberland County, currently offers two scenic trails. As you enjoy the trails, you'll experience a variety of habitats, including longleaf pine forest, warm season grass

Massive Prayer Walk April 13 in Fayetteville, NC

Thousands expected to participate in a rolling prayer chain through downtown Fayetteville

[Photos for Promotional Use](#)

Fayetteville, NC - Thousands will come together on Saturday, April 13 for a silent prayer walk throughout the city of Fayetteville. This ecumenical gathering, [AsONE Prayer Walk](#), will be comprised of people of varied ages, ethnicities, religious denominations and backgrounds gathering to unite in prayer as one body.

The walk, which begins at 10 a.m. in Festival Park, includes five prayer stations in downtown Fayetteville. It concludes with a final prayer at Festival Park.

This year, [AsONE Fellowship](#) scheduled a week of activities focused on unity and service, establishing the first annual [AsONE Unity Week & Prayer Walk](#).

In addition to the April 13 prayer walk, the week of events include:

Tuesday, April 9 – **Salvation Tuesday**. Organizers are partnering with the Salvation Army to feed 2,000 people.

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS									
Social Media									
CVB Facebook									
Users/Followers	N/A	N/A	7,656	7,719	7,927	N/A	N/A		
Posts	114	130	34	34	48	116	360		
New Fans	363	762	197	104	248	549	1,674		
Unlikes	82	718	143	36	35	214	1,014		
User Interaction/Engagement	3,944	6,606	2538	1,994	6,589	11,121	21,671	15,705	137.99%
GoFayetteville Facebook									
Users/Followers	N/A	6,408	2,330	2,383	2,516	N/A	6,408		
Posts	32	69	22	13	17	52	153		
New Fans	3,944	257	141	64	139	344	4,545		
Unlikes	N/A	26	12	10	9	31	57		
User Interaction/Engagement	1,145	2,816	1919	787	2,604	5,310	9,271	6,318	146.74%
Spring Lake NC Facebook									
Users/Followers	N/A	12,554	4,155	4,168	4,201	N/A	12,554		
Posts	66	53	10	15	15	40	159		
New Fans	N/A	76	20	25	40	85	161		
Unlikes	N/A	62	11	9	6	26	88		
User Interaction/Engagement	33,837	5,591	379	1,465	1,583	3,427	42,855		
Fayetteville Meet/Tourney FB									
Users/Followers	N/A	609	180	192	202	N/A	609		
Posts	15	23	11	4	5	20	58		
New Fans	N/A	11	2	12	11	25	36		
Unlikes	N/A	3	0	0	1	1	4		
User Interaction/Engagement	142	287	518	162	451	1,131	1,560	588	265.31%
Twitter									
Users/Followers	N/A	N/A	3,210	3,228	3,265	N/A	N/A		
Posts	135	126	47	59	60	166	427		
New Followers	93	472	2	18	37	57	622		
User Interaction/Engagement	1,261	936	355	504	601	1,460	3,657	6,063	60.32%
Instagram									
Users/Followers	N/A	N/A	2,126	2,168	2,244	N/A	N/A		
Posts	9	18	2	1	12	15	42		
New Followers	109	133	62	42	76	180	422		
User Interaction/Engagement	472	806	60	46	824	930	2,208	6,779	32.57%

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Go Fayetteville Instagram									
Users/Followers	N/A	N/A	1,103	1,150	1,190	N/A	N/A		
Posts	7	10	3	2	1	6	23		
New Followers	108	256	78	47	40	165	529		
User Interaction/Engagement	198	830	192	104	166	462	1,490		
Linked In									
Followers	N/A	N/A	557	563	570	N/A	N/A		
Posts	58	N/A	23	10	7	40	98		
User Interaction/Engagement	827	1,225	688	468	321	1,477	3,529	1,789	197.26%
E-Newsletter Subscribers	207	154	60	65	74	199	560		
Electronic Destination Guides Viewed									
Electronic Trail Guides Viewed	34	27	18	9	14	41	102		
FACVB Generated Blog Articles	23	13	9	1	4	14	50		
Public Relations	9	6	1	1	5	7	22	48	45.83%
FACVB (In-House)									
Publicity Generated									
Out of Market	13	17	5	0	6	11	41		
Local	11	26	1	14	1	16	53		
Press Releases Issued	1	6	4	2	5	11	18		
Travel Writer Visits	2	5	1	1	2	4	11	8	137.50%
Martin Armes									
Publicity Generated									
Out of Market	0	0	0	0	0	0	0		
Local	0	0	0	0	0	0	0		
Republik									
Publicity Generated									
Out of Market	0	0	0	0	0	0	0		
Advertising Trade Pubs	7	0	0	0	0		7		
Local	6	5	0	0	0	0	11		
Totals									
Publicity Generated									
Out of Market	13	17	5	0	6	11	41		
Local	17	31	1	14	1	16	64		
Digital Marketing									
Media One - Web Hits Generated	5,640	27,216	13,171	28,171	30,282	71,624	104,480		
219 Group Web Hits (VisitFay)	1,288	1,004	332	314	254	900	3,192		
Jennifer Barbee Leads Generated			5	4	2	11	11		
Visitor Data									
Reason for Visiting (Top 3)									
Hotel Guests									
1	Traveling Through	Traveling Through	Traveling Through	Traveling Through	Visit Friends/Family	Traveling Through			
2	Visit Friends/Family	Visit Friends/Family	Business with Military	Visit Friends/Family	Traveling Through	Visit Friends/Family			
3	Event/Festival	Business	Visit Friends/Family	Business	Event/Festival	Business with Military			

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Online Requests									
1	Relocation	Vacation	Visit Friends/Family	Vacation	Vacation	Vacation			
2	Vacation	Relocation	Relocation	Visit Friends/Family	Relocation	Visit Friends/Family			
3	Visit Friends/Family	Visit Friends/Family	Other	Other	Visit Friends/Family	Relocation			
Guest Books at VC									
1	Vacation	Vacation	Vacation	Specific Attraction	Events/Festivals	Specific Attraction			
2	Events/Festivals	Specific Attraction	Specific Attraction	Vacation	Relocation	Vacation			
3	Relocation	Relocation	Events/Festivals	Events/Festivals	Vacation	Events/Festivals			
Top States of Origin									
Hotel Guests									
1	North Carolina	North Carolina	North Carolina	New York	North Carolina	North Carolina			
2	New York	Florida	New York	Florida	New York	New York			
3	Florida	New York	Georgia	Pennsylvania	Florida	Florida			
Online Requests									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Illinois	Florida	Ohio	Pennsylvania	New Jersey	New York			
3	Florida	South Carolina	Michigan	Florida	New York	Pennsylvania			
Guest Books at VC									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	Many Tied	Florida	Virginia	Oklahoma	Virginia			
3	Georgia	Many Tied	Ohio	Massachusetts	Pennsylvania	Texas			
Top Areas of Interest (Top 3)									
Hotel Guests									
1	Dining	Military Sites	Dining	Dining	Dining	Dining			
2	Arts & Entertainment	Dining	Museums	Museums	Museums	Museums			
3	Shopping	Museums	Arts & Entertainment	Arts & Entertainment	Military Sites	Military Sites			
Online Requests									
1	Events/Festivals	Events/Festivals	Events/Festivals	Museums	Museums	Museums			
2	Dining	Dining	Arts & Entertainment	Arts & Entertainment	Events/Festivals	Events/Festivals			
3	Historical Sites	Museums	Dining	Historical Sites	Outdoor Recreation	Arts & Entertainment			
Guest Books at VC									
1	Museums	Museums	Museums	Museums	Museums	Museums			
2	Dining	Historical Sites	Dining	Historical Sites	Historical Sites	Dining			
3	Events/Festivals	Arts & Entertainment	Shopping	Dining	Dining	Historical Sites			

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Visitor Experience (Avg for Month)									
Hotel Guests									
by Month	4.95	4.96	4.98	4.97	4.98	4.98	#DIV/0!		
to Date			4.97	4.97	4.96				
Guest Books									
by Month	4.67	4.72	5.00	4.55	4.69	4.75	#DIV/0!		
to Date			4.80	4.74	4.71				
Overall									
by Month	4.58	4.78	4.94	4.74	4.84	4.84	#DIV/0!		
to Date			4.77	4.76	4.74				

Tourism Department

Tradeshows

Tourism Sales Manager Jessica Bennett attended two Travel & Adventure shows in March.

At the Philadelphia show from March 9-10, Jessica made 410 contacts

At the Washington D.C. show from March 16-17, Jessica made 291 contacts.

Between the two shows, Jessica visited with Group Tour Operators in the region. Here are pictures from some of those visits.



Tourism Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS									
Advertisement Results									
Brand/Hotel Billboards on I-95									
Viewership	0	0				0	0		
Group Tour Magazine									
Reader Service Leads	0	0				0	0		
Leisure Group Travel Magazine									
Reader Service Leads	0	0				0	0		
Inquiry	0	0				0	0		
Local Billboards									
Impressions	0	0				0	0		
Sponsorship of Trip Advisor Page									
Page Views	0	0				0	0		
Link	0	0				0	0		
Event	0	0				0	0		
Promo	0	0				0	0		
Tradeshows									
ABA MarketPlace									
Tradeshow Attendees	0	0	3500	0	0	3,500	3,500		
Contacts	0	0	31	0	0	31	31		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	19	0	0	19	19		
TravelSouth									
Tradeshow Attendees	0	0	0	650	0	650	650		
Contacts	0	0	0	51	0	51	51		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	0	36	0	36	36		
Travel and Adventure-DC									
Tradeshow Attendees	0	0	0	0		0	0		
Contacts	0	0	0	0		0	0		
Leads	0	0	0	0		0	0		
Room Nights	0	0	0	0		0	0		
Attendance	0	0	0	0		0	0		
Hot Prospects	0	0	0	0		0	0		
Follow-ups	0	0	0	0		0	0		
Travel and Adventure-Philadelphia									
Tradeshow Attendees	0	0	0	0		0	0		
Contacts	0	0	0	0		0	0		
Leads	0	0	0	0		0	0		
Room Nights	0	0	0	0		0	0		
Attendance	0	0	0	0		0	0		
Hot Prospects	0	0	0	0		0	0		
Follow-ups	0	0	0	0		0	0		

Tourism Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
Travel Alliance Partners									
Tradeshow Attendees	0	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0	0		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	0	0	0	0	0		
Sales									
Civic Presentations	0	3	0	0	0	0	3		
Site Inspections	1	2	0	2		2	5	25	20.00%
Leads	7	8	4	0	1	5	20	25	80.00%
Leads-Attendance	5,230	18,935	535	0	75	610	24,775		
Leads-Room Nights	162	365	20	0	30	50	577		
Leads-Economic Impact	\$395,580	\$1,890,120	\$9,690	\$0	\$11,400	\$21,090	\$2,306,790		
Verbal Bookings	5	5	0	2	1	3	13		
Verbal Bookings-Attendance	5,200	18,650	0	300	150	450	24,300		
Verbal Bookings-Room Nights	264	180	0	46	10	56	500		
Verbal Bookings-Economic Impact	\$364,800	\$1,849,650	\$0	\$7,980	\$2,850	\$10,830	\$2,225,280		
Bookings	4	6	0	0	0	0	10		
Bookings-Attendance	1,510	47,965	0	0	0	0	49,475		
Bookings-Room Nights	38	244	0	0	0	0	282	500	56.40%
Bookings-Economic Impact	\$1,700	\$24,114	\$0	\$0	\$0	\$0	\$25,814		
Bookings-Room Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Annual Lead Conversion									
Current Fiscal Year (18-19)									
Annual Lead Conversion									
Leads							19	25	76%
Pending									
Verbal Definite									
Lost									
Definite									
Cancelled									
Total									
Top 3 Lost Reasons									
1									
2									
3									
Top 5 Locations Lost To									
1									
2									
3									
4									
5									

Tourism Department

Scorecard

Previous Fiscal Year (2017-2018)									
Leads							22	40	55.00%
Pending							2		5.00%
Verbal Definite							5		12.50%
Lost							5		12.50%
Definite							10		25.00%
Cancelled							0		0.00%
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

March was Busy in Visitor Services!

Fulfilled 11 Group Service Requests

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

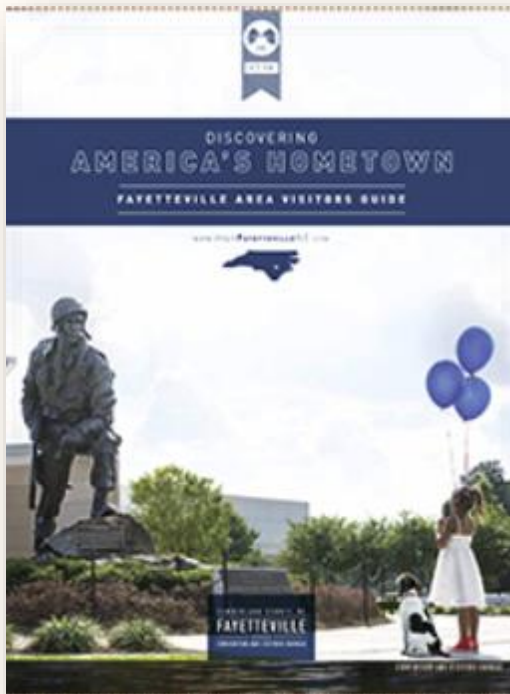


Visitor Services Department

March was a busy month in Visitor Services!

Distributed 1,247 Visitor Guides

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



Handled 624 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

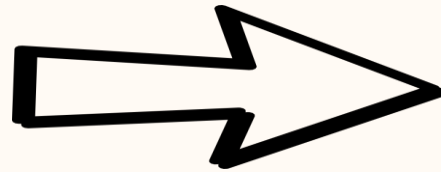
Visitor Services Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2019 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS									
Destination Guide									
Number Distributed	7,670	4,939	5,088	929	1,247	7,264	19,873		
VisitFayettevilleNC.com	133	91	41	45	52	138	362		
Inquiries									
FACVB Main Office									
Calls									
Tourism Information	103	75	54	40	34	128	306		
Local Information	205	199	81	61	81	223	627		
Total Calls	308	274	135	101	115	351	933		
Walk-Ins									
Local Residents (Tourism)	563	533	169	160	171	500	1,596		
Out-of-Town (Tourism)	398	309	95	106	114	315	1,022		
Total Walk-Ins	993	842	264	266	285	815	2,650		
Drive Thru	3	2	0	0	0	0	5		
Relocation/Retiree Info	69	50	21	2	18	41	160		
Transportation Resources	3	0	0	0	2	2	5		
Same Day Group Service Request	19	11	4	2	1	7	37		
Magazine Reader Card Requests		552	159	140	110	409	961		
Local Directions/Maps	62	32	17	21	8	46	140		
Total	1,093	1,235	465	431	408	1,304	3,632		
Transportation Museum									
Walk-Ins									
Local Residents (Tourism)	649	360	79	97	209	385	1,394		
Out-of-Town (Tourism)	297	318	58	88	119	265	880		
Relocation/Retiree Info	2	8	0	0	0	0	10		
Maps/Local Directions	33	35	10	7	35	52	120		
Questions About Museum	186	213	48	71	123	242	641		
Transportation Resources	3	1	1	0	0	1	5		
Museum Special Events	276	0	0	0	264	264	540		
Group Visits	603	184	71	92	297	460	1,247		
Miscellaneous									
Group Service Request	67	40	22	12	11	45	152		
Meetings/Events Serviced	6	2	1	1	2	4	12		

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.