

# **Bureau Business Brief: Results Report**

**May 2019**

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# Smith Travel Research (STR)

## Segmentation Trend for North Carolina

|                       | Current Month - May 2019 vs May 2018 |      |        |        |        |       |                              |      |        |          |            |           | Year to Date - May 2019 vs May 2018 |      |        |        |        |       |                              |     |        |          |            |           | Participation |        |        |        |
|-----------------------|--------------------------------------|------|--------|--------|--------|-------|------------------------------|------|--------|----------|------------|-----------|-------------------------------------|------|--------|--------|--------|-------|------------------------------|-----|--------|----------|------------|-----------|---------------|--------|--------|--------|
|                       | Occ %                                |      | ADR    |        | RevPAR |       | Percent Change from May 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        | 69.8                                 | 66.6 | 110.59 | 107.55 | 77.23  | 71.62 | 4.9                          | 2.8  | 7.8    | 8.3      | 0.5        | 5.4       | 65.2                                | 61.5 | 104.70 | 101.76 | 68.24  | 62.60 | 5.9                          | 2.9 | 9.0    | 9.4      | 0.4        | 6.3       | 1790          | 1196   | 156962 | 126209 |
| Cumberland County, NC | 72.2                                 | 64.1 | 84.35  | 78.66  | 60.88  | 50.40 | 12.7                         | 7.2  | 20.8   | 24.6     | 3.1        | 16.2      | 69.4                                | 64.3 | 81.33  | 77.81  | 56.47  | 50.07 | 7.9                          | 4.5 | 12.8   | 17.3     | 4.0        | 12.2      | 70            | 52     | 6309   | 5389   |
| Johnston County, NC   | 66.1                                 | 58.4 | 79.19  | 73.21  | 52.37  | 42.74 | 13.3                         | 8.2  | 22.5   | 27.6     | 4.1        | 18.0      | 60.1                                | 54.5 | 76.01  | 71.86  | 45.66  | 39.13 | 10.3                         | 5.8 | 16.7   | 21.5     | 4.1        | 14.8      | 33            | 25     | 2295   | 1825   |
| Robeson County, NC    | 66.5                                 | 60.2 | 81.83  | 74.36  | 54.39  | 44.76 | 10.4                         | 10.0 | 21.5   | 21.5     | 0.0        | 10.4      | 66.4                                | 59.8 | 80.23  | 74.12  | 53.30  | 44.32 | 11.1                         | 8.3 | 20.3   | 20.3     | 0.0        | 11.1      | 28            | 16     | 1833   | 1246   |
| Wake County, NC       | 77.5                                 | 72.5 | 112.54 | 109.65 | 87.18  | 79.48 | 6.9                          | 2.6  | 9.7    | 12.6     | 2.7        | 9.7       | 73.0                                | 68.8 | 108.76 | 106.00 | 79.35  | 72.95 | 6.0                          | 2.6 | 8.8    | 11.8     | 2.8        | 9.0       | 145           | 135    | 17385  | 16629  |
| Durham County, NC     | 74.5                                 | 71.9 | 120.39 | 119.90 | 89.70  | 86.23 | 3.6                          | 0.4  | 4.0    | 4.0      | 0.0        | 3.6       | 71.3                                | 67.9 | 110.73 | 107.70 | 78.92  | 73.10 | 5.0                          | 2.8 | 8.0    | 8.0      | 0.0        | 5.0       | 65            | 61     | 8402   | 8009   |
| Edgecombe County, NC  |                                      |      |        |        |        |       |                              |      |        |          |            |           |                                     |      |        |        |        |       |                              |     |        |          |            | 4         | 2             | 216    | 126    |        |
| Guilford County, NC   | 61.3                                 | 60.1 | 95.87  | 93.49  | 58.78  | 56.17 | 2.0                          | 2.5  | 4.6    | 7.6      | 2.9        | 5.0       | 60.4                                | 58.1 | 101.93 | 98.91  | 61.52  | 57.47 | 3.9                          | 3.1 | 7.0    | 9.3      | 2.1        | 6.0       | 88            | 72     | 10468  | 9404   |
| Harnett County, NC    | 59.8                                 | 57.8 | 79.23  | 77.77  | 47.42  | 44.92 | 3.6                          | 1.9  | 5.6    | 5.6      | 0.0        | 3.6       | 58.6                                | 57.7 | 75.96  | 74.77  | 44.50  | 43.18 | 1.5                          | 1.6 | 3.1    | 3.1      | 0.0        | 1.5       | 11            | 8      | 859    | 638    |
| Moore County, NC      | 74.2                                 | 63.8 | 158.54 | 144.80 | 117.62 | 92.38 | 16.3                         | 9.5  | 27.3   | 27.3     | 0.0        | 16.3      | 63.9                                | 57.2 | 130.77 | 123.52 | 83.61  | 70.69 | 11.7                         | 5.9 | 18.3   | 18.3     | 0.0        | 11.7      | 21            | 14     | 1940   | 1554   |

# Visitor Profile

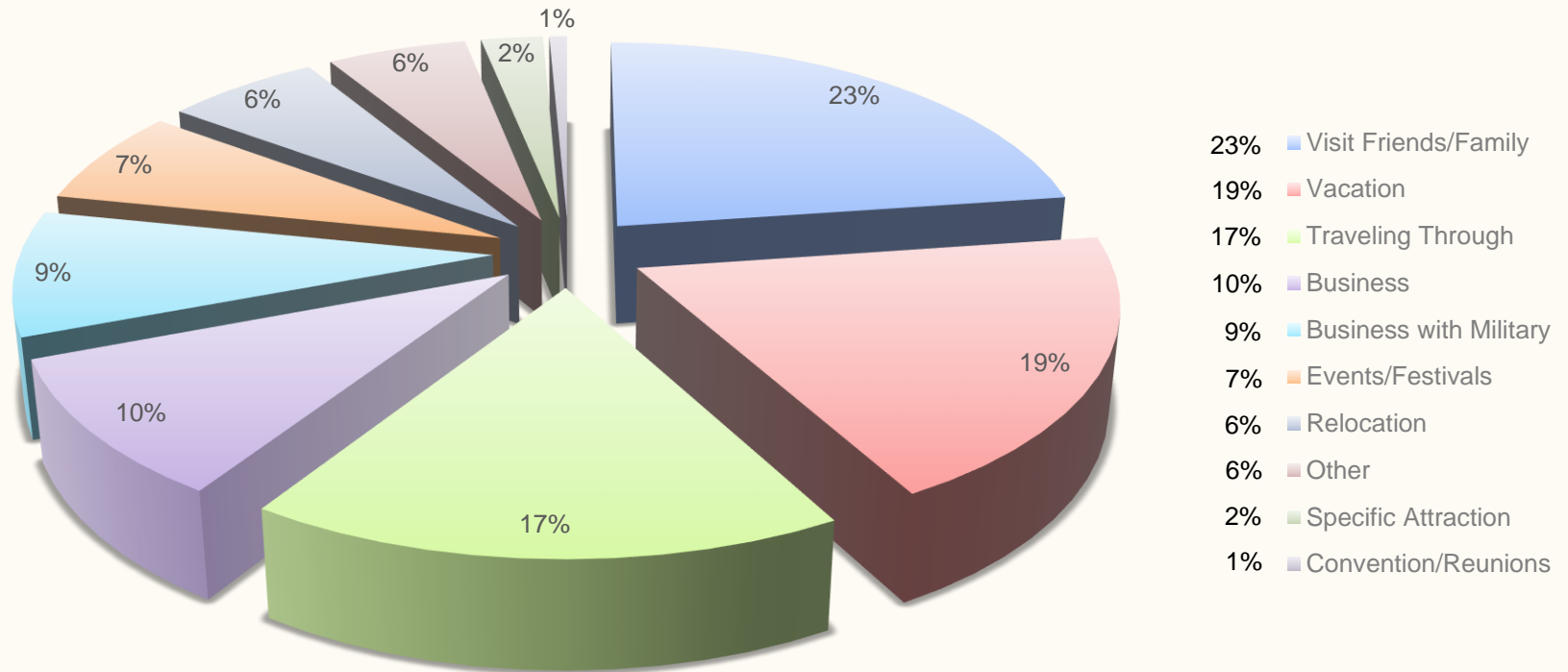
## Statistics

*Sources: Hotels, Online and Visitor Center Walk-Ins*

1. Visitors to Cumberland County were from the following states: North Carolina 30%, Florida & New York 8% each, Georgia and Virginia 5% each.
2. The visitors' reason for visiting was Visit Friends/Family 23%, 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.

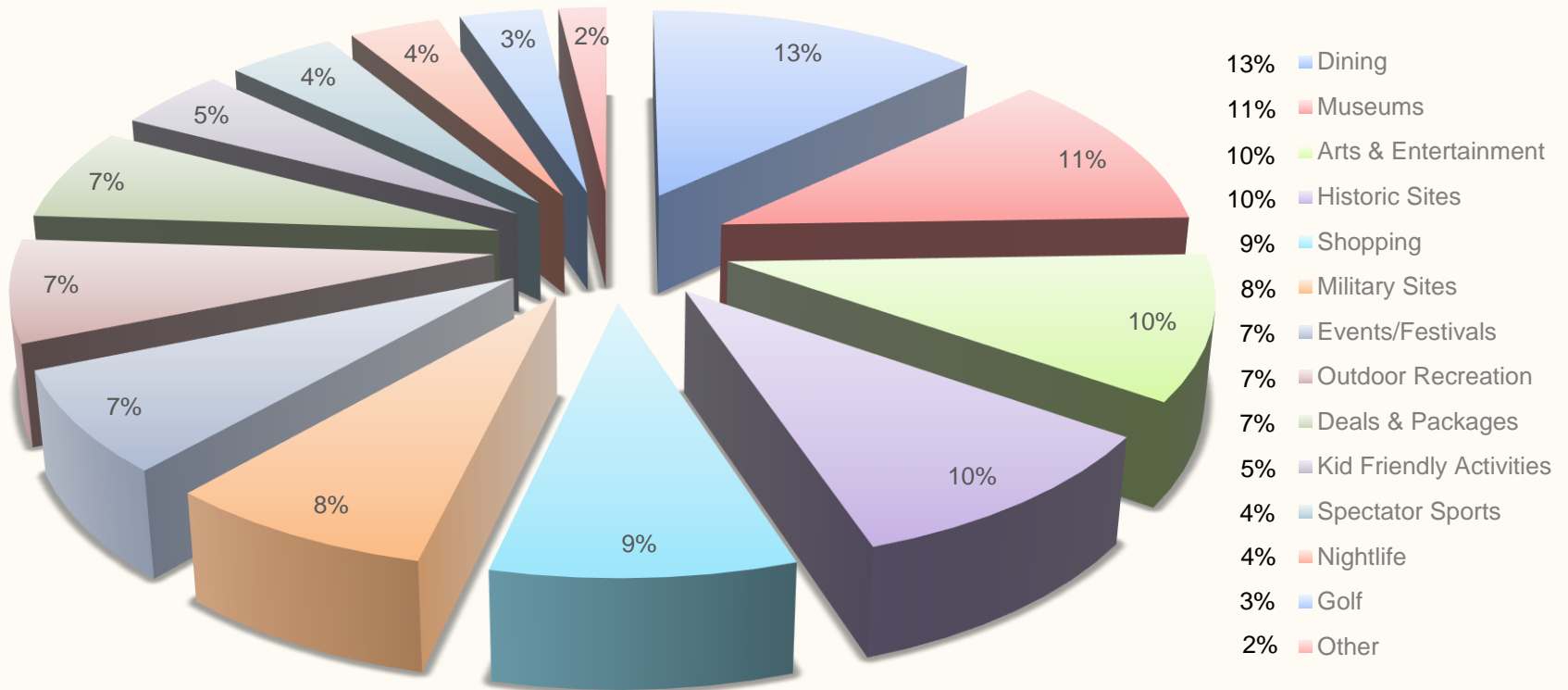
# Visitor Profile

## 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 |
|------------------------|---------------|------------|-------------|-------------|-----------------|
| <b>Grand Totals:</b>   | 125           | 131,117    | 19,535      | 64,062      | \$32,726,208.00 |
| Cancelled:             | 0             | 0          | 0           | 0           | \$0.00          |
| Closed:                | 1             | 200        | 125         | 430         | \$57,000.00     |
| Definite:              | 12            | 14,160     | 402         | 948         | \$3,192,000.00  |
| Assist:                | 0             | 0          | 0           | 0           | \$0.00          |
| Lost:                  | 12            | 30,100     | 3,942       | 10,128      | \$13,088,340.00 |
| Pending:               | 36            | 13,600     | 4,180       | 16,939      | \$5,248,104.00  |
| Verbal Definite:       | 12            | 26,600     | 1,125       | 2,425       | \$1,459,200.00  |
| Canceled from Pending: | 0             | 0          | 0           | 0           | \$0.00          |

### Lead Source Summary

|  |    |   |    |
|--|----|---|----|
| CMCA - Spring Conference:              | 3  | American Legion - Magazine:             | 1  |
| Sports ETA:                            | 4  | Group Tour Magazine - Group Tour Media: | 1  |
| Bureau Generated - Sales Blitz:        | 3  | Cape Fear Botanical Garden:             | 2  |
| Crown Coliseum:                        | 8  | CVent:                                  | 5  |
| RCMA - Trade Show:                     | 10 | AENC - Annual Meeting:                  | 4  |
| Bureau Generated - Calls (9-11 a.m.):  | 3  | Client Contacted Us:                    | 31 |
| Referrals:                             | 2  | Previous Client Referrals:              | 16 |
| Virginia Motorcoach Association (VMA): | 3  | Connect Sports:                         | 3  |
| Rejuvenate Marketplace:                | 8  | Connect Marketplace:                    | 13 |
| Bureau Generated:                      | 5  |   |    |

### Market Segment Summary

#### Meeting Sales Market Segments

|                                |    |                  |    |
|--------------------------------|----|------------------|----|
| Social:                        | 6  | Group Tour:      | 5  |
| Hobby:                         | 1  | Civic:           | 0  |
| Religious:                     | 33 | Educational:     | 4  |
| Old Code - Change to New Code: | 5  | Politics:        | 0  |
| Medical:                       | 0  | Military:        | 3  |
| Reunion:                       | 11 | Association:     | 10 |
| Government:                    | 4  | Nonprofit Group: | 2  |
| Sports:                        | 30 | Fraternal:       | 10 |
| Ethnic:                        | 0  | Corporate:       | 0  |



# Sales Department

## Scorecard

| Description                  | 1st<br>Quarter | 2nd<br>Quarter | 3rd<br>Quarter | APR         | MAY         | JUN | 4th<br>Quarter | FY 2019<br>Totals | Annual<br>Goal | Percentage<br>of Goal |
|------------------------------|----------------|----------------|----------------|-------------|-------------|-----|----------------|-------------------|----------------|-----------------------|
| <b>SALES RESULTS</b>         |                |                |                |             |             |     |                |                   |                |                       |
| <b>Advertisement Results</b> |                |                |                |             |             |     |                |                   |                |                       |
| Blitz                        |                |                |                |             |             |     |                |                   |                |                       |
| Inquiry                      | 5              | 2              | 5              | 3           | 1           |     | 4              | 16                |                |                       |
| Dogwood Digest               |                |                |                |             |             |     |                |                   |                |                       |
| Inquiry                      | 7              | 5              | 6              | 2           | 2           |     | 4              | 22                |                |                       |
| Success                      |                |                |                |             |             |     |                |                   |                |                       |
| Inquiry                      | 2              | 0              | 1              | 1           | 1           |     | 2              | 5                 |                |                       |
| Sales                        |                |                |                |             |             |     |                |                   |                |                       |
| Carryovers                   |                |                |                |             |             |     |                |                   |                |                       |
| Room Nights                  | 4,125          |                |                |             |             |     |                | 4,125             |                |                       |
| Bookings-Attendance          | 32,946         |                |                |             |             |     |                | 32,946            |                |                       |
| Economic Impact              | \$978,704      |                |                |             |             |     |                | \$978,704         |                |                       |
| Leads                        | 24             | 47             | 37             | 14          | 7           |     | 21             | 129               | 130            | 99.23%                |
| Leads Room Nights            | 7,270          | 27,020         | 11,012         | 2,291       | 2,860       |     | 5,151          | 50,453            |                |                       |
| Leads Attendance             | 21,231         | 35,050         | 89,335         | 18,404      | 11,730      |     | 30,134         | 175,750           |                |                       |
| Leads Impact                 | \$1,728,924    | \$28,607,616   | \$7,128,690    | \$586,644   | \$784,460   |     | \$1,371,104    | \$38,836,334      |                |                       |
| Verbals                      | 28             | 56             | 53             | 25          | 22          |     | 47             | 184               |                |                       |
| Verbal Bookings Attendance   | 28,094         | 33,290         | 103,454        | 61,125      | 59,025      |     | 120,150        | 284,988           |                |                       |
| Verbal Bookings Room Nights  | 3,374          | 10,051         | 29,560         | 11,037      | 10,102      |     | 21,139         | 64,124            |                |                       |
| Verbal Bookings Impact       | \$1,125,180    | \$40,892,370   | \$123,108,662  | \$7,074,840 | \$5,096,840 |     | \$12,171,680   | \$177,297,892     |                |                       |
| Bookings                     | 8              | 11             | 18             | 3           | 3           |     | 6              | 43                |                |                       |
| Bookings Attendance          | 13,480         | 49,475         | 36,400         | 700         | 10,325      |     | 11,025         | 110,380           |                |                       |
| Bookings Room Nights         | 831            | 16,992         | 8,876          | 245         | 1,310       |     | 1,555          | 28,254            | 20,000         | 141.27%               |
| Bookings Economic Impact     | \$228,000      | \$4,774,320    | \$13,837,320   | \$124,830   | \$1,767,000 |     | \$1,891,830    | \$20,731,470      |                |                       |
| Sales Functions              | 16             | 19             | 26             | 5           | 9           |     | 14             | 75                |                |                       |
| Site Inspections             | 4              | 2              | 13             | 1           | 3           |     | 4              | 23                |                |                       |
| Sales Blitz                  | 3              | 5              | 4              | 1           | 1           |     | 2              | 14                |                |                       |
| Calls Converted to Accounts  | 13             | 7              | 3              | 0           | 3           |     | 3              | 26                |                |                       |
| Bid/Packages Mailed          | 0              | 1              | 0              | 0           | 0           |     | 0              | 1                 |                |                       |
| Client Presentations         | 3              | 3              | 11             | 1           | 0           |     | 1              | 18                |                |                       |
| <b>Trade Shows</b>           |                |                |                |             |             |     |                |                   |                |                       |
| US Sports Congress           |                |                |                |             |             |     |                |                   |                |                       |
| Contacts                     |                | 10             |                |             |             |     |                | 10                |                |                       |
| Leads                        |                | 5              |                |             |             |     |                | 5                 |                |                       |
| Room Nights                  |                | 2,500          |                |             |             |     |                | 2,500             |                |                       |
| Attendees                    |                | 4,000          |                |             |             |     |                | 4,000             |                |                       |
| Hot Prospects                |                | 2              |                |             |             |     |                | 2                 |                |                       |
| Follow-ups                   |                | 3              |                |             |             |     |                | 3                 |                |                       |



# Sales Department

## Scorecard

| Description                    | 1st Quarter | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|--------------------------------|-------------|-------------|-------------|-----|-----|-----|-------------|----------------|-------------|--------------------|
| <b>Connect Sports</b>          |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       | 30          |             |             |     |     |     |             | 30             |             |                    |
| Leads                          | 4           |             |             |     |     |     |             | 4              |             |                    |
| Room Nights                    | 900         |             |             |     |     |     |             | 900            |             |                    |
| Attendees                      | 700         |             |             |     |     |     |             | 700            |             |                    |
| Hot Prospects                  | 2           |             |             |     |     |     |             | 2              |             |                    |
| Follow-ups                     | 2           |             |             |     |     |     |             | 2              |             |                    |
| <b>Connect Women in Sports</b> |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       | 30          | 17          |             |     |     |     |             | 47             |             |                    |
| Leads                          | 4           | 1           |             |     |     |     |             | 5              |             |                    |
| Room Nights                    | 900         | 500         |             |     |     |     |             | 1,400          |             |                    |
| Attendees                      | 700         | 750         |             |     |     |     |             | 1,450          |             |                    |
| Hot Prospects                  | 2           | 1           |             |     |     |     |             | 3              |             |                    |
| Follow-ups                     | 2           | 3           |             |     |     |     |             | 5              |             |                    |
| <b>Connect Association</b>     |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       | 30          |             |             |     |     |     |             | 30             |             |                    |
| Leads                          | 4           |             |             |     |     |     |             | 4              |             |                    |
| Room Nights                    | 800         |             |             |     |     |     |             | 800            |             |                    |
| Attendees                      | 1,250       |             |             |     |     |     |             | 1,250          |             |                    |
| Hot Prospects                  | 2           |             |             |     |     |     |             | 2              |             |                    |
| Follow-ups                     | 6           |             |             |     |     |     |             | 6              |             |                    |
| <b>MPI-CC Annual</b>           |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       |             |             | 0           |     |     |     |             | 0              |             |                    |
| Leads                          |             |             | 0           |     |     |     |             | 0              |             |                    |
| Room Nights                    |             |             | 0           |     |     |     |             | 0              |             |                    |
| Attendees                      |             |             | 0           |     |     |     |             | 0              |             |                    |
| Hot Prospects                  |             |             | 0           |     |     |     |             | 0              |             |                    |
| Follow-ups                     |             |             | 0           |     |     |     |             | 0              |             |                    |
| <b>AAU Convention</b>          |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       |             |             |             |     |     |     |             | 0              |             |                    |
| Leads                          |             |             |             |     |     |     |             | 0              |             |                    |
| Room Nights                    |             |             |             |     |     |     |             | 0              |             |                    |
| Attendees                      |             |             |             |     |     |     |             | 0              |             |                    |
| Hot Prospects                  |             |             |             |     |     |     |             | 0              |             |                    |
| Follow-ups                     |             |             |             |     |     |     |             | 0              |             |                    |
| <b>AENC Winter Conference</b>  |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       |             |             |             |     |     |     |             | 0              |             |                    |
| Leads                          |             |             |             |     |     |     |             | 0              |             |                    |
| Room Nights                    |             |             |             |     |     |     |             | 0              |             |                    |
| Attendees                      |             |             |             |     |     |     |             | 0              |             |                    |
| Hot Prospects                  |             |             |             |     |     |     |             | 0              |             |                    |
| Follow Up                      |             |             |             |     |     |     |             | 0              |             |                    |

# Sales Department

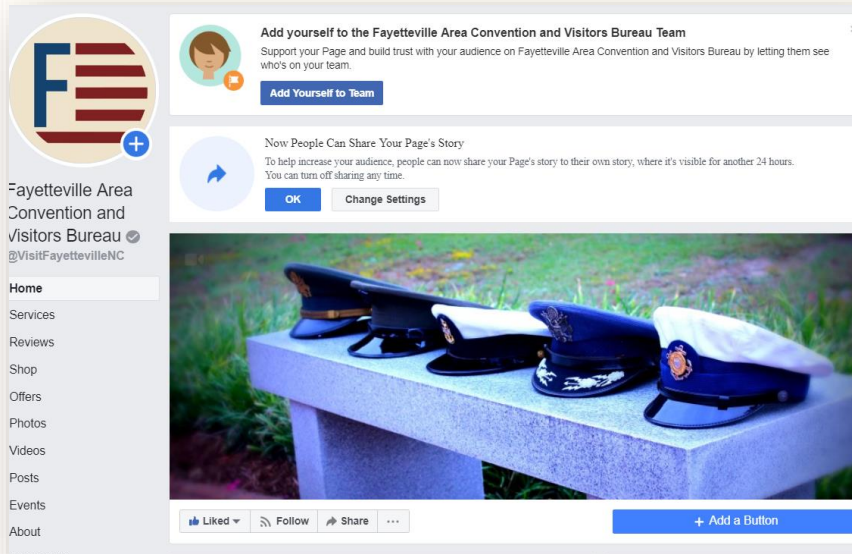
## Scorecard

| Description                    | 1st Quarter | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|--------------------------------|-------------|-------------|-------------|-----|-----|-----|-------------|----------------|-------------|--------------------|
| <b>CMCA Spring Conference</b>  |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       |             |             | 0           | 32  |     |     | 32          | 32             |             |                    |
| Leads                          |             |             | 0           | 6   |     |     | 6           | 6              |             |                    |
| Room Nights                    |             |             | 0           | 475 |     |     | 475         | 475            |             |                    |
| Attendees                      |             |             | 0           | 725 |     |     | 725         | 725            |             |                    |
| Hot Prospects                  |             |             | 0           | 2   |     |     | 2           | 2              |             |                    |
| Follow-ups                     |             |             | 0           | 12  |     |     | 12          | 12             |             |                    |
| <b>Connect Faith</b>           |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       |             | 29          |             |     |     |     |             | 29             |             |                    |
| Leads                          |             | 11          |             |     |     |     |             | 11             |             |                    |
| Room Nights                    |             | 9,195       |             |     |     |     |             | 9,195          |             |                    |
| Attendees                      |             | 6,120       |             |     |     |     |             | 6,120          |             |                    |
| Hot Prospects                  |             | 3           |             |     |     |     |             | 3              |             |                    |
| Follow-ups                     |             | 18          |             |     |     |     |             | 18             |             |                    |
| <b>Teams</b>                   |             |             |             |     |     |     |             |                |             |                    |
| 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              |             |                    |
| Follow-ups                     | 8           | 0           |             |     |     |     |             | 8              |             |                    |
| <b>NCSGMP NEC</b>              |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       |             |             |             |     |     |     |             | #REF!          |             |                    |
| Leads                          |             |             |             |     |     |     |             | #REF!          |             |                    |
| Follow-ups                     |             |             |             |     |     |     |             | #REF!          |             |                    |
| <b>AENC Holiday Trade Show</b> |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       |             | 135         |             |     |     |     |             | 135            |             |                    |
| Leads                          |             | 0           |             |     |     |     |             | 0              |             |                    |
| Room Nights                    |             | 0           |             |     |     |     |             | 0              |             |                    |
| Attendees                      |             | 0           |             |     |     |     |             | 0              |             |                    |
| Hot Prospects                  |             | 2           |             |     |     |     |             | 2              |             |                    |
| Follow-ups                     |             | 2           |             |     |     |     |             | 2              |             |                    |
| <b>RCMA</b>                    |             |             |             |     |     |     |             |                |             |                    |
| Contacts                       |             |             | 18          |     |     |     |             | 18             |             |                    |
| Leads                          |             |             | 4           |     |     |     |             | 4              |             |                    |
| Room Nights                    |             |             | 570         |     |     |     |             | 570            |             |                    |
| Attendees                      |             |             | 1,340       |     |     |     |             | 1,340          |             |                    |
| Hot Prospects                  |             |             | 3           |     |     |     |             | 3              |             |                    |
| Follow-ups                     |             |             | 5           |     |     |     |             | 5              |             |                    |

# Communications Department

## Social Media Statistics

| Outlet            | Followers | Posts | Engagement                    |
|-------------------|-----------|-------|-------------------------------|
| Twitter           | 3,322     | 53    | 420 Clicks, Retweets, Replies |
| Facebook          | 8,138     | 42    | 3,229 Likes, Comments, Shares |
| Instagram         | 2,430     | 25    | 1,064 Likes, Comments         |
| Facebook - #GoFay | 2,813     | 20    | 1,668 Likes, Comments, Shares |



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

# Communications Department

Sports Destinations Management  
Big South Tournament

Publicity Generated

Adventures in Greater Fayetteville  
Family Finds Fun.com



Adventures of a Frugal Mom  
Mother/Daughter Weekend

Now onto the rest of the story. So we thought about exploring a little bit downtown and we did explore a little bit. I knew that my environmental friendly daughter would love some reusable straws that Tiffany had posted about on her Instastory ( the power of social media right? Got to love it!) so I messaged her to ask where she got them and she told me *White Trash & colorful accessories*, so we had to stop there to buy those straws. While we were there we had to have a mini photo shoot outside their shop, their wall of locks is amazing.



## Adventures in Greater Fayetteville, North Carolina

By MAGGIE 2 COMMENTS



Adventures in Greater Fayetteville – There is nothing greater than sharing experiences and making memories with your family. This past summer, myself, my daughter, my son, and my husband were able to visit greater Fayetteville, NC for Father's Day weekend. From June 17-19 we had an adventure of a lifetime & spent quality time with the best dad ever – my husband!! We packed

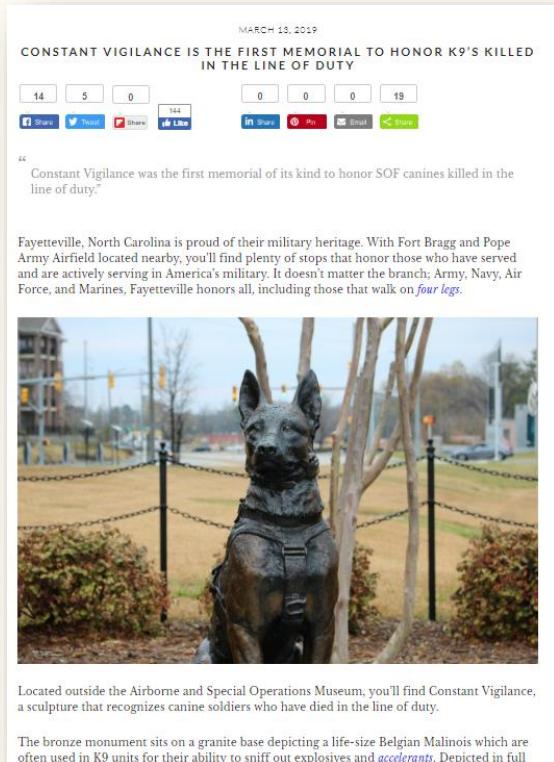
CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
— AREA —  
CONVENTION AND VISITORS BUREAU



# Communications Department

## Publicity Generated

Travel Inspired Living  
Constant Vigilance is the First Memorial...



Up & Coming Magazine  
Victory Means a Little More Here



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

# Communications Department

## Press Releases

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### Fayetteville Home for Big South Baseball Championship

*Segra Stadium in downtown Fayetteville will host the tournament through 2021*

Tweet This: The [@BigSouthSports](#) chose Fayetteville & the new [@GoSegra](#) stadium as home to their Baseball Championship from 2019-2021. The 5,252-seat stadium is home to the [@WoodpeckersNC](#), an [@astros](#) minor league affiliate. The tournament will air on ESPN channels nationwide. [@VisitFayNC](#)

[Pictures for promotional purposes](#)

Fayetteville, NC– Just one month after opening for Fayetteville Woodpeckers home games, [Segra Stadium](#) will serve as the host venue for the Big South Baseball Championship. Fayetteville was selected as the championship's home through 2021. Tournament play starts on May 21 and ends with the Final on May 25.

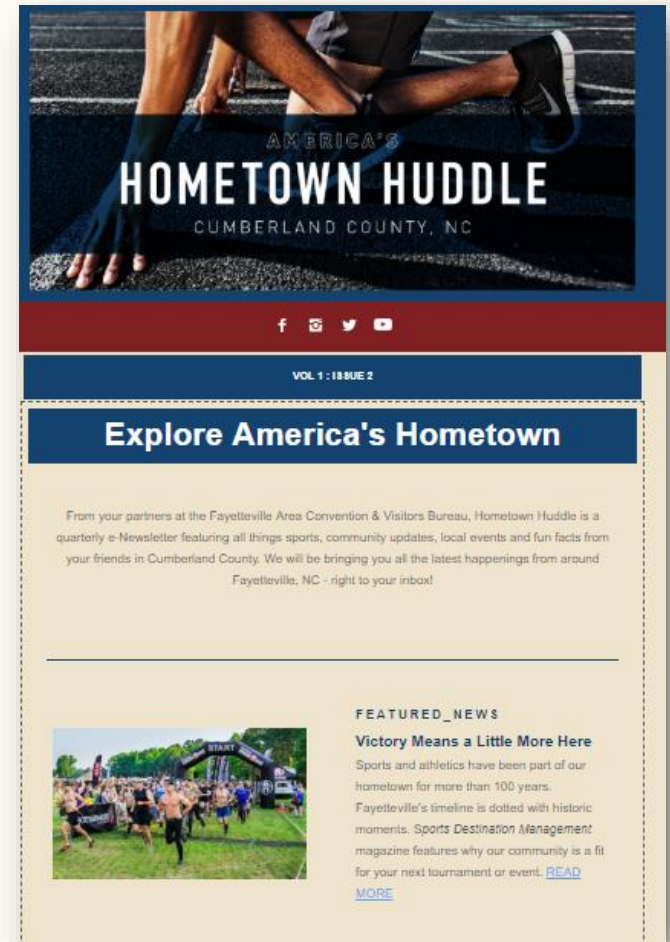
The format features two single elimination games to open the tournament, plus a bye for the No. 1 seed into the final six. The first two days (6 games total) will be streamed live on ESPN3, while the third and fourth days (7 games) will be carried live on ESPN+. The event concludes with Saturday's "WINNER TAKE ALL" Championship contest to be broadcast nationally on ESPNU. The winner of the tournament will receive the Big South Conference's automatic bid to the NCAA Regionals.

"We were delighted to assist the City of Fayetteville and the Fayetteville Woodpeckers to present a bid to secure this conference," says John Meroski, Fayetteville Area Convention & Visitors Bureau (FACVB) President and CEO. "We're sure

# Communications Department

## E-Promos Sent

Hometown Huddle  
Sent: May 15  
Sent to: 462 Sports Contacts




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



# Communications Department

## E-Promos Sent



A banner for "America's Hometown Happenings" in Cumberland County, NC. The banner features a large crowd of people at a festival. The text "AMERICA'S HOMETOWN HAPPENINGS" is prominently displayed in white on a dark blue background, with "CUMBERLAND COUNTY, NC" below it. A "Save" button is in the top left corner. Below the banner is a red bar with social media icons for Facebook, Instagram, Twitter, YouTube, and WordPress.

**Celebrate July 4th in America's Hometown**

The communities of Cumberland County know how to celebrate our nation's birthday. The town of Hope Mills rolls out a traditional small-town celebration with a parade, party in the park and fireworks. Fort Bragg, home of the 82nd Airborne, throws a massive celebration with musical acts, parachute free-fall demonstrations, the popular flag ceremony, fireworks, and food and beverages. 3 Doors Down headlines this year's concert. Find all July 4th happenings [HERE](#).

America's Hometown Happenings  
Sent: May 29  
Sent to: 70K +

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

# Communications Department

## Scorecard

| Description                         | 1st Quarter | 2nd Quarter | 3rd Quarter | APR   | MAY   | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|-------------------------------------|-------------|-------------|-------------|-------|-------|-----|-------------|----------------|-------------|--------------------|
| <b>COMMUNICATIONS RESULTS</b>       |             |             |             |       |       |     |             |                |             |                    |
| <b>Social Media</b>                 |             |             |             |       |       |     |             |                |             |                    |
| <b>CVB Facebook</b>                 |             |             |             |       |       |     |             |                |             |                    |
| Users/Followers                     | N/A         | N/A         | N/A         | 8,101 | 8,138 |     | N/A         | N/A            |             |                    |
| Posts                               | 114         | 130         | 116         | 69    | 42    |     | 111         | 471            |             |                    |
| New Fans                            | 363         | 762         | 549         | 202   | 66    |     | 268         | 1,942          |             |                    |
| Unlikes                             | 82          | 718         | 214         | 28    | 20    |     | 48          | 1,062          |             |                    |
| User Interaction/Engagement         | 3,944       | 6,606       | 11,121      | 5,914 | 3,229 |     | 9,143       | 30,814         | 15,705      | 196.21%            |
| <b>GoFayetteville Facebook</b>      |             |             |             |       |       |     |             |                |             |                    |
| Users/Followers                     | N/A         | 6,408       | N/A         | 2,634 | 2,813 |     | N/A         | 6,408          |             |                    |
| Posts                               | 32          | 69          | 52          | 34    | 20    |     | 54          | 207            |             |                    |
| New Fans                            | 3,944       | 257         | 344         | 127   | 498   |     | 625         | 5,170          |             |                    |
| Unlikes                             | N/A         | 26          | 31          | 6     | 319   |     | 325         | 382            |             |                    |
| User Interaction/Engagement         | 1,145       | 2,816       | 5,310       | 2,315 | 1,668 |     | 3,983       | 13,254         | 6,318       | 209.78%            |
| <b>Spring Lake NC Facebook</b>      |             |             |             |       |       |     |             |                |             |                    |
| Users/Followers                     | N/A         | 12,554      | N/A         | 4,243 | 4,275 |     | N/A         | 12,554         |             |                    |
| Posts                               | 66          | 53          | 40          | 16    | 18    |     | 34          | 193            |             |                    |
| New Fans                            | N/A         | 76          | 85          | 56    | 49    |     | 105         | 266            |             |                    |
| Unlikes                             | N/A         | 62          | 26          | 12    | 13    |     | 25          | 113            |             |                    |
| User Interaction/Engagement         | 33,837      | 5,591       | 3,427       | 3,322 | 2,430 |     | 5,752       | 48,607         |             |                    |
| <b>Fayetteville Meet/Tourney FB</b> |             |             |             |       |       |     |             |                |             |                    |
| Users/Followers                     | N/A         | 609         | N/A         | 208   | 208   |     | N/A         | 609            |             |                    |
| Posts                               | 15          | 23          | 20          | 5     | 4     |     | 9           | 67             |             |                    |
| New Fans                            | N/A         | 11          | 25          | 6     | 0     |     | 6           | 42             |             |                    |
| Unlikes                             | N/A         | 3           | 1           | 0     | 0     |     | 0           | 4              |             |                    |
| User Interaction/Engagement         | 142         | 287         | 1,131       | 145   | 9     |     | 154         | 1,714          | 588         | 291.50%            |
| <b>Twitter</b>                      |             |             |             |       |       |     |             |                |             |                    |
| Users/Followers                     | N/A         | N/A         | N/A         | 3,310 | 3,322 |     | N/A         | N/A            |             |                    |
| Posts                               | 135         | 126         | 166         | 130   | 53    |     | 183         | 610            |             |                    |
| New Followers                       | 93          | 472         | 57          | 45    | 12    |     | 57          | 679            |             |                    |
| User Interaction/Engagement         | 1,261       | 936         | 1,460       | 1531  | 67    |     | 1,598       | 5,255          | 6,063       | 86.67%             |
| <b>Instagram</b>                    |             |             |             |       |       |     |             |                |             |                    |
| Users/Followers                     | N/A         | N/A         | N/A         | 2,340 | 2,430 |     | N/A         | N/A            |             |                    |
| Posts                               | 9           | 18          | 15          | 22    | 25    |     | 47          | 89             |             |                    |
| New Followers                       | 109         | 133         | 180         | 96    | 87    |     | 183         | 605            |             |                    |
| User Interaction/Engagement         | 472         | 806         | 930         | 1,182 | 1064  |     | 2,246       | 4,454          | 6,779       | 65.70%             |

# Communications Department

## Scorecard

| Description                                 | 1st Quarter | 2nd Quarter | 3rd Quarter | APR    | MAY   | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|---|-------------|-------------|-------------|--------|-------|-----|-------------|----------------|-------------|--------------------|
| <b>Go Fayetteville Instagram</b>            |             |             |             |        |       |     |             |                |             |                    |
| Users/Followers                             | N/A         | N/A         | N/A         | 1,229  | 1,265 |     | N/A         | N/A            |             |                    |
| Posts                                       | 7           | 10          | 6           | 1      | 2     |     | 3           | 26             |             |                    |
| New Followers                               | 108         | 256         | 165         | 39     | 36    |     | 75          | 604            |             |                    |
| User Interaction/Engagement                 | 198         | 830         | 462         | 103    | 109   |     | 212         | 1,702          |             |                    |
| <b>Linked In</b>                            |             |             |             |        |       |     |             |                |             |                    |
| Followers                                   | N/A         | N/A         | N/A         | 580    | 594   |     | N/A         | N/A            |             |                    |
| Posts                                       | 58          | N/A         | 40          | 8      | 12    |     | 20          | 118            |             |                    |
| User Interaction/Engagement                 | 827         | 1,225       | 1,477       | 266    | 385   |     | 651         | 4,180          | 1,789       | 233.65%            |
| E-Newsletter Subscribers                    | 207         | 154         | 199         | 63     | 85    |     | 148         | 708            |             |                    |
| <b>Electronic Destination Guides Viewed</b> |             |             |             |        |       |     |             |                |             |                    |
| Electronic Trail Guides Viewed              | 34          | 27          | 41          | 6      | 12    |     | 18          | 120            |             |                    |
| FACVB Generated Blog Articles               | 23          | 13          | 14          | 0      | 4     |     | 4           | 54             |             |                    |
|   | 9           | 6           | 7           | 2      | 3     |     | 5           | 27             | 48          | 56.25%             |
| <b>Public Relations</b>                     |             |             |             |        |       |     |             |                |             |                    |
| <b>FACVB (In-House)</b>                     |             |             |             |        |       |     |             |                |             |                    |
| Publicity Generated                         |             |             |             |        |       |     |             |                |             |                    |
| Out of Market                               | 13          | 17          | 11          | 7      | 5     |     | 12          | 53             |             |                    |
| Local                                       | 11          | 26          | 16          | 1      | 1     |     | 2           | 55             |             |                    |
| Press Releases Issued                       | 1           | 6           | 11          | 2      | 1     |     | 3           | 21             |             |                    |
| Out of Market Media Visits                  | 2           | 5           | 4           | 2      | 0     |     | 2           | 13             | 8           | 162.50%            |
| <b>Martin Arnes</b>                         |             |             |             |        |       |     |             |                |             |                    |
| Publicity Generated                         |             |             |             |        |       |     |             |                |             |                    |
| Out of Market                               | 0           | 0           | 0           | 0      | 0     |     | 0           | 0              |             |                    |
| Local                                       | 0           | 0           | 0           | 0      | 0     |     | 0           | 0              |             |                    |
| <b>Republik</b>                             |             |             |             |        |       |     |             |                |             |                    |
| Publicity Generated                         |             |             |             |        |       |     |             |                |             |                    |
| Out of Market                               | 0           | 0           | 0           | 0      | 0     |     | 0           | 0              |             |                    |
| Advertising Trade Pubs                      | 7           | 0           | 0           | 0      | 0     |     | 0           | 7              |             |                    |
| Local                                       | 6           | 5           | 0           | 0      | 0     |     | 0           | 11             |             |                    |
| <b>Totals</b>                               |             |             |             |        |       |     |             |                |             |                    |
| Publicity Generated                         |             |             |             |        |       |     |             |                |             |                    |
| Out of Market                               | 13          | 17          | 11          | 7      | 5     |     | 12          | 53             |             |                    |
| Local                                       | 17          | 31          | 16          | 1      | 1     |     | 2           | 66             |             |                    |
| <b>Digital Marketing</b>                    |             |             |             |        |       |     |             |                |             |                    |
| Media One - Web Hits Generated              | 5,640       | 27,216      | 71,624      | 10,512 |       |     | 10,512      | 114,992        |             |                    |
| 219 Group Web Hits (visitfay)               | 1,288       | 1,004       | 900         | 266    |       |     | 266         | 3,458          |             |                    |
| Jennifer Barbee Leads Generated             |             |             | 11          | N/A    | N/A   | N/A | N/A         | 11             |             |                    |

# Communications Department

## Scorecard

| Description                   | 1st Quarter          | 2nd Quarter          | 3rd Quarter            | APR                  | MAY                  | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|-------------------------------|----------------------|----------------------|------------------------|----------------------|----------------------|-----|-------------|----------------|-------------|--------------------|
| <b>Visitor Data</b>           |                      |                      |                        |                      |                      |     |             |                |             |                    |
| Reason for Visiting (Top 3)   |                      |                      |                        |                      |                      |     |             |                |             |                    |
| Hotel Guests                  |                      |                      |                        |                      |                      |     |             |                |             |                    |
| 1                             | Traveling Through    | Traveling Through    | Traveling Through      | Visit Friends/Family | Visit Friends/Family |     |             |                |             |                    |
| 2                             | Visit Friends/Family | Visit Friends/Family | Visit Friends/Family   | Traveling Through    | Vacation             |     |             |                |             |                    |
| 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       | Visit Friends/Family | Visit Friends/Family |     |             |                |             |                    |
| Top States of Origin          |                      |                      |                        |                      |                      |     |             |                |             |                    |
| Hotel Guests                  |                      |                      |                        |                      |                      |     |             |                |             |                    |
| 1                             | North Carolina       | North Carolina       | North Carolina         | North Carolina       | Virginia             |     |             |                |             |                    |
| 2                             | New York             | Florida              | New York               | New York             | Texas                |     |             |                |             |                    |
| 3                             | Florida              | New York             | Florida                | Florida              | New York             |     |             |                |             |                    |
| Online Requests               |                      |                      |                        |                      |                      |     |             |                |             |                    |
| 1                             | North Carolina       | North Carolina       | North Carolina         | North Carolina       | North Carolina       |     |             |                |             |                    |
| 2                             | Illinois             | Florida              | New York               | Florida              | New York             |     |             |                |             |                    |
| 3                             | Florida              | South Carolina       | Pennsylvania           | Virginia             | Texas                |     |             |                |             |                    |
| Guest Books at VC             |                      |                      |                        |                      |                      |     |             |                |             |                    |
| 1                             | North Carolina       | North Carolina       | North Carolina         | North Carolina       | North Carolina       |     |             |                |             |                    |
| 2                             | Florida              | Many Tied            | Virginia               | Michigan             | New York             |     |             |                |             |                    |
| 3                             | Georgia              | Many Tied            | Texas                  | Missouri             | Florida              |     |             |                |             |                    |
| Top Areas of Interest (Top 3) |                      |                      |                        |                      |                      |     |             |                |             |                    |
| Hotel Guests                  |                      |                      |                        |                      |                      |     |             |                |             |                    |
| 1                             | Dining               | Military Sites       | Dining                 | Dining               | Dining               |     |             |                |             |                    |
| 2                             | Arts & Entertainment | Dining               | Museums                | Arts & Entertainment | Arts & Entertainment |     |             |                |             |                    |
| 3                             | Shopping             | Museums              | Military Sites         | Museums              | Historical Sites     |     |             |                |             |                    |
| Online Requests               |                      |                      |                        |                      |                      |     |             |                |             |                    |
| 1                             | Events/Festivals     | Events/Festivals     | Museums                | Events/Festivals     | Museums              |     |             |                |             |                    |
| 2                             | Dining               | Dining               | Events/Festivals       | Museums              | Events/Festivals     |     |             |                |             |                    |

# Communications Department

## Scorecard

| Description                        | 1st Quarter      | 2nd Quarter          | 3rd Quarter          | APR              | MAY              | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|------------------------------------|------------------|----------------------|----------------------|------------------|------------------|-----|-------------|----------------|-------------|--------------------|
| 3                                  | Historical Sites | Museums              | Arts & Entertainment | Historical Sites | Dining           |     |             |                |             |                    |
| 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     | Dining           | Dining           |     |             |                |             |                    |
| Visitor Experience (Avg for Month) |                  |                      |                      |                  |                  |     |             |                |             |                    |
| Hotel Guests                       |                  |                      |                      |                  |                  |     |             |                |             |                    |
| by Month                           | 4.95             | 4.96                 | 4.98                 | 4.97             | 4.95             |     | 4.96        | 4.96           |             |                    |
| to Date                            |                  |                      |                      | 4.96             | 4.96             |     |             |                |             |                    |
| Guest Books                        |                  |                      |                      |                  |                  |     |             |                |             |                    |
| by Month                           | 4.67             | 4.72                 | 4.75                 | 4.78             | 4.59             |     | 4.69        | 4.71           |             |                    |
| to Date                            |                  |                      |                      | 4.73             | 4.70             |     |             |                |             |                    |
| Overall                            |                  |                      |                      |                  |                  |     |             |                |             |                    |
| by Month                           | 4.58             | 4.78                 | 4.84                 | 4.88             | 4.77             |     | 4.82        | 4.76           |             |                    |
| to Date                            |                  |                      |                      | 4.77             | 4.77             |     |             |                |             |                    |



# Tourism Department

## Tourism Day Celebration

On May 10, the Tourism Department coordinated the Fayetteville area's representation at the National Tourism Week Celebration at the VisitNC I-95 South Welcome Center.

Throughout the day, they met with travelers to introduce them to Cumberland County and our offerings.

Several partners, including the Arts Council, Cape Fear Botanical Garden, Downtown Fayetteville Tours, Fayetteville Woodpeckers, Fullers BBQ, Super 8 Motel and Museum of the Cape Fear Historical Complex helped represent the greater Fayetteville community.



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

# Tourism Department

## Scorecard

| Description                               | 1st Quarter | 2nd Quarter | 3rd Quarter | APR       | MAY     | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|---|-------------|-------------|-------------|-----------|---------|-----|-------------|----------------|-------------|--------------------|
| <b>TOURISM RESULTS</b>                    |             |             |             |           |         |     |             |                |             |                    |
| <b>Tradeshows</b>                         |             |             |             |           |         |     |             |                |             |                    |
| <b>ABA MarketPlace</b>                    |             |             |             |           |         |     |             |                |             |                    |
| Tradeshow Attendees                       | 0           | 0           | 3,500       | 0         | 0       |     | 0           | 3,500          |             |                    |
| Contacts                                  | 0           | 0           | 31          | 0         | 0       |     | 0           | 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       |     | 0           | 19             |             |                    |
| <b>TravelSouth</b>                        |             |             |             |           |         |     |             |                |             |                    |
| Tradeshow Attendees                       | 0           | 0           | 650         | 0         | 0       |     | 0           | 650            |             |                    |
| Contacts                                  | 0           | 0           | 51          | 0         | 0       |     | 0           | 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           | 36          | 0         | 0       |     | 0           | 36             |             |                    |
| <b>Travel And Adventure-DC</b>            |             |             |             |           |         |     |             |                |             |                    |
| Tradeshow Attendees                       | 0           | 0           | 20,654      | 0         | 0       |     | 0           | 20,654         |             |                    |
| Contacts                                  | 0           | 0           | 291         | 0         | 0       |     | 0           | 291            |             |                    |
| 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           | 1           | 0         | 0       |     | 0           | 1              |             |                    |
| <b>Travel And Adventure- Philadelphia</b> |             |             |             |           |         |     |             |                |             |                    |
| Tradeshow Attendees                       | 0           | 0           | 14,273      | 0         | 0       |     | 0           | 14,273         |             |                    |
| Contacts                                  | 0           | 0           | 410         | 0         | 0       |     | 0           | 410            |             |                    |
| 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           | 2           | 0         | 0       |     | 0           | 2              |             |                    |
| <b>Sales</b>                              |             |             |             |           |         |     |             |                |             |                    |
| Civic Presentations                       | 0           | 3           | 0           | 0         | 0       |     | 0           | 3              |             |                    |
| Site Inspections                          | 1           | 2           | 3           | 0         | 10      |     | 10          | 16             | 25          | 64.00%             |
| Leads                                     | 7           | 8           | 5           | 5         | 1       |     | 6           | 26             | 25          | 104.00%            |
| Leads-Attendance                          | 5,230       | 18935       | 610         | 466       | 30      |     | 496         | 25,271         |             |                    |
| Leads-Room Nights                         | 162         | 365         | 50          | 233       | 15      |     | 248         | 825            |             |                    |
| Leads-Economic Impact                     | \$395,580   | \$1,890,120 | \$21,090    | \$162,564 | \$3,420 |     | \$165,984   | \$2,472,774    |             |                    |
| Verbal Bookings                           | 5           | 5           | 3           | 4         | 2       |     | 6           | 19             |             |                    |
| Verbal Bookings-Attendance                | 5,200       | 18650       | 450         | 396       | 88      |     | 484         | 24,784         |             |                    |
| Verbal Bookings-Room Nights               | 264         | 180         | 56          | 198       | 44      |     | 242         | 742            |             |                    |



# Tourism Department

## Scorecard

| Description                     | 1st<br>Quarter | 2nd<br>Quarter | 3rd<br>Quarter | APR       | MAY      | JUN | 4th<br>Quarter | FY 2019<br>Totals | Annual<br>Goal | Percentage<br>of Goal |
|---------------------------------|----------------|----------------|----------------|-----------|----------|-----|----------------|-------------------|----------------|-----------------------|
| Verbal Bookings-Economic Impact | \$364,800      | \$1,849,650    | \$10,830       | \$129,504 | \$10,032 |     | \$139,536      | \$2,364,816       |                |                       |
| Bookings                        | 4              | 6              | 0              | 2         | 0        |     | 2              | 12                |                |                       |
| Bookings-Attendance             | 1,510          | 47,965         | 0              | 8,000     | 0        |     | 8000           | 57,475            |                |                       |
| Bookings-Room Nights            | 38             | 244            | 0              | 3         | 0        |     | 3              | 285               | 500            | 57.00%                |
| Bookings-Economic Impact        | \$1,700        | \$24,114       | \$0            | \$507     | \$0      |     | \$507          | \$26,321          |                |                       |
| Bookings-Room Revenue           | \$0            | \$0            | \$0            | \$0       | \$0      |     | \$0            | \$0               |                |                       |
| Annual Lead Conversion          |                |                |                |           |          |     |                |                   |                |                       |
| Current Fiscal Year (18-19)     |                |                |                |           |          |     |                |                   |                |                       |
| Annual Lead Conversion          |                |                |                |           |          |     |                |                   |                |                       |
| Leads                           |                |                |                |           |          |     |                | 26                | 25             | 104%                  |
| Pending                         |                |                |                |           |          |     |                |                   |                |                       |
| Verbal Definite                 |                |                |                |           |          |     |                |                   |                |                       |
| Lost                            |                |                |                |           |          |     |                |                   |                |                       |
| Definite                        |                |                |                |           |          |     |                |                   |                |                       |
| Cancelled                       |                |                |                |           |          |     |                |                   |                |                       |
| Total                           |                |                |                |           |          |     |                |                   |                |                       |
| Top 3 Lost Reasons              |                |                |                |           |          |     |                |                   |                |                       |
| 1                               |                |                |                |           |          |     |                |                   |                |                       |
| 2                               |                |                |                |           |          |     |                |                   |                |                       |
| 3                               |                |                |                |           |          |     |                |                   |                |                       |
| Top 5 Locations Lost To         |                |                |                |           |          |     |                |                   |                |                       |
| 1                               |                |                |                |           |          |     |                |                   |                |                       |
| 2                               |                |                |                |           |          |     |                |                   |                |                       |
| 3                               |                |                |                |           |          |     |                |                   |                |                       |
| 4                               |                |                |                |           |          |     |                |                   |                |                       |
| 5                               |                |                |                |           |          |     |                |                   |                |                       |

# Visitor Services Department

May was Busy in Visitor Services!

Fulfilled 28 Group Service Requests

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



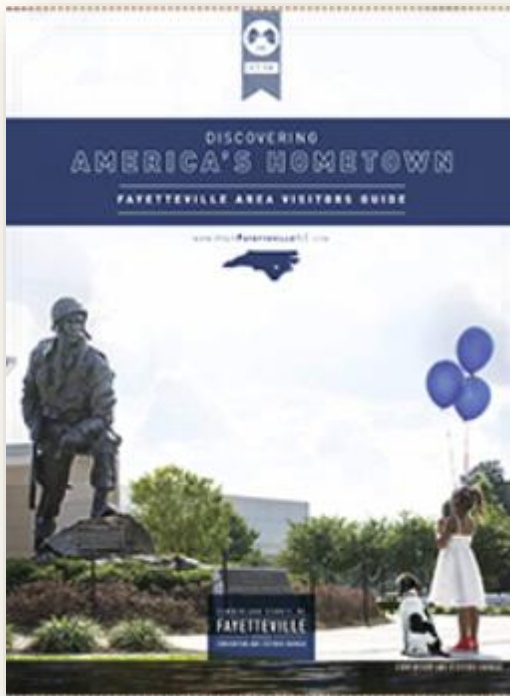
CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
— AREA —  
CONVENTION AND VISITORS BUREAU

# Visitor Services Department

March was a busy month in Visitor Services!

## Distributed 4,080 Visitor Guides

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



## Handled 656 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

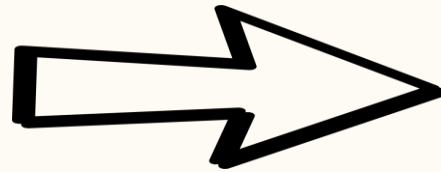
## Scorecard

| Description                    | 1st<br>Quarter | 2nd<br>Quarter | 3rd<br>Quarter | APR   | MAY   | JUN | 4th<br>Quarter | FY 2019<br>Totals | Annual<br>Goal | Percentage<br>of Goal |
|--------------------------------|----------------|----------------|----------------|-------|-------|-----|----------------|-------------------|----------------|-----------------------|
| <b>VISITOR CENTER RESULTS</b>  |                |                |                |       |       |     |                |                   |                |                       |
| <b>Destination Guide</b>       |                |                |                |       |       |     |                |                   |                |                       |
| Number Distributed             | 7,670          | 4,939          | 7,264          | 2,958 | 4,080 |     | 7,038          | 26,911            |                |                       |
| VisitFayettevilleNC.com        | 133            | 91             | 138            | 39    | 40    |     | 79             | 441               |                |                       |
| <b>Inquiries</b>               |                |                |                |       |       |     |                |                   |                |                       |
| FACVB Main Office              |                |                |                |       |       |     |                |                   |                |                       |
| Calls                          |                |                |                |       |       |     |                |                   |                |                       |
| Tourism Information            | 103            | 75             | 128            | 39    | 43    |     | 82             | 388               |                |                       |
| Local Information              | 205            | 199            | 223            | 79    | 83    |     | 162            | 789               |                |                       |
| Total Calls                    | 308            | 274            | 351            | 118   | 126   |     | 244            | 1,177             |                |                       |
| Walk-Ins                       |                |                |                |       |       |     |                |                   |                |                       |
| Local Residents (Tourism)      | 563            | 533            | 500            | 237   | 227   |     | 464            | 2,060             |                |                       |
| Out-of-Town (Tourism)          | 398            | 309            | 315            | 173   | 182   |     | 355            | 1,377             |                |                       |
| Total Walk-Ins                 | 993            | 842            | 815            | 410   | 409   |     | 819            | 3,469             |                |                       |
| Drive Thru                     | 3              | 2              | 0              | 0     | 0     |     | 0              | 5                 |                |                       |
| Relocation/Retiree Info        | 69             | 50             | 41             | 14    | 21    |     | 35             | 195               |                |                       |
| Transportation Resources       | 3              | 0              | 2              | 3     | 1     |     | 4              | 9                 |                |                       |
| Same Day Group Service Request | 19             | 11             | 7              | 2     | 4     |     | 6              | 43                |                |                       |
| Magazine Reader Card Requests  |                | 552            | 409            | 803   | 1,100 |     | 1,903          | 2,864             |                |                       |
| Local Directions/Maps          | 62             | 32             | 46             | 23    | 16    |     | 39             | 179               |                |                       |
| Total                          | 1,093          | 1,235          | 1,304          | 1,373 | 1,539 |     | 2,912          | 6,544             |                |                       |
| <b>Transportation Museum</b>   |                |                |                |       |       |     |                |                   |                |                       |
| Walk-Ins                       |                |                |                |       |       |     |                |                   |                |                       |
| Local Residents (Tourism)      | 649            | 360            | 385            | 307   | 191   |     | 498            | 1,892             |                |                       |
| Out-of-Town (Tourism)          | 297            | 318            | 265            | 136   | 126   |     | 262            | 1,142             |                |                       |
| Relocation/Retiree Info        | 2              | 8              | 0              | 1     | 0     |     | 1              | 11                |                |                       |
| Maps/Local Directions          | 33             | 35             | 52             | 12    | 5     |     | 17             | 137               |                |                       |
| Questions About Museum         | 186            | 213            | 242            | 77    | 78    |     | 155            | 796               |                |                       |
| Transportation Resources       | 3              | 1              | 1              | 0     | 0     |     | 0              | 5                 |                |                       |
| Museum Special Events          | 276            | 0              | 264            | 0     | 2     |     | 530            | 1,070             |                |                       |
| Group Visits                   | 603            | 184            | 460            | 37    | 128   |     | 165            | 1,412             |                |                       |
| <b>Miscellaneous</b>           |                |                |                |       |       |     |                |                   |                |                       |
| Group Service Request          | 67             | 40             | 45             | 24    | 28    |     | 52             | 204               |                |                       |
| Meetings/Events Serviced       | 6              | 2              | 4              | 2     | 2     |     | 4              | 16                |                |                       |



# 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.**