

Bureau Business Brief: Results Report

May 2019

**John Meroski
Chief Executive Officer
FACVB**

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

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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 | 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

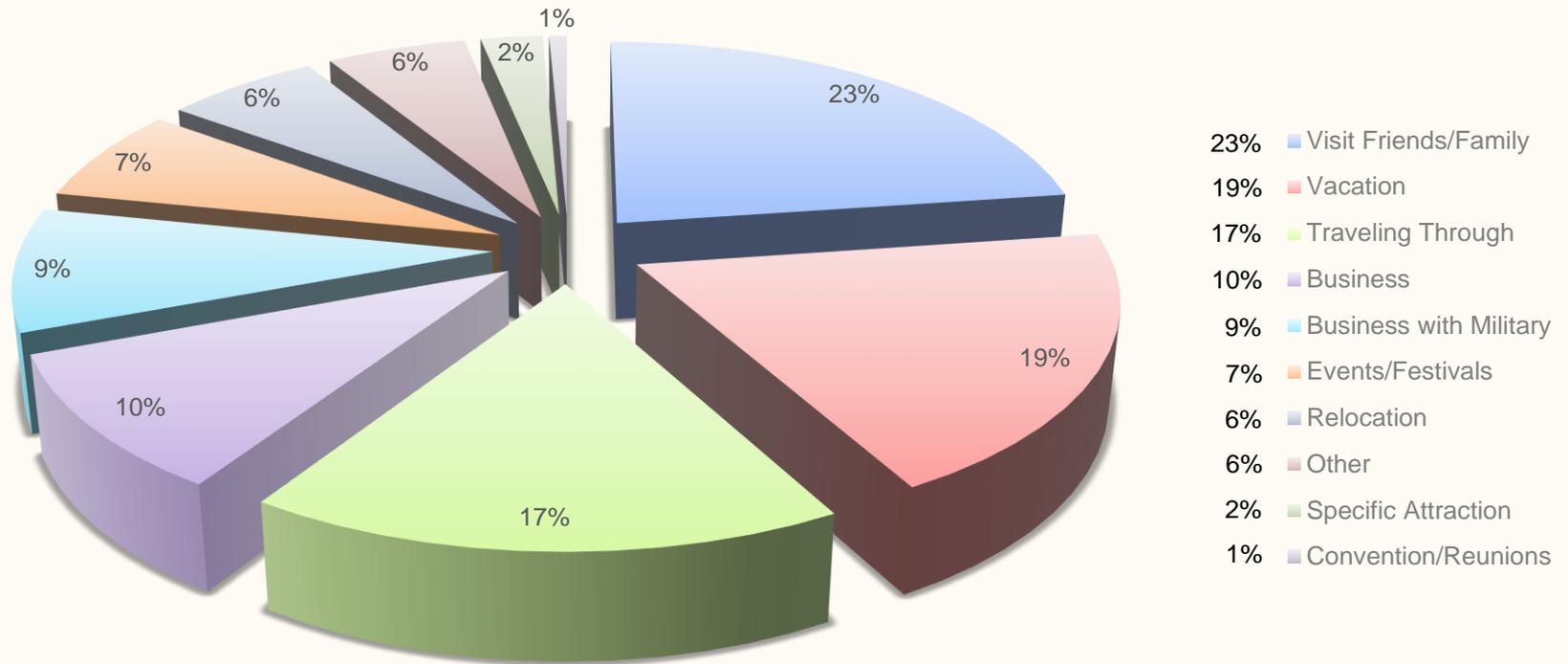
Statistics

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.

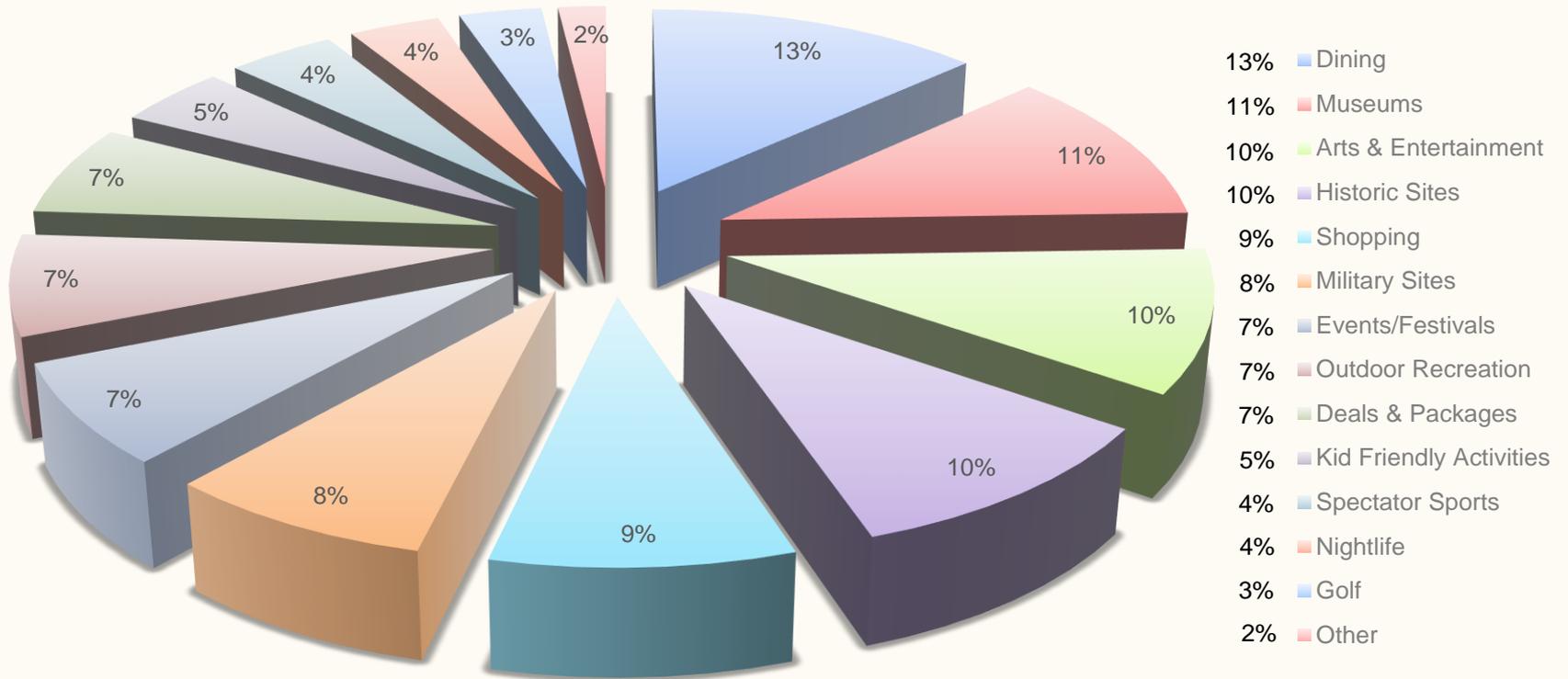
Visitor Profile

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

Sales Department

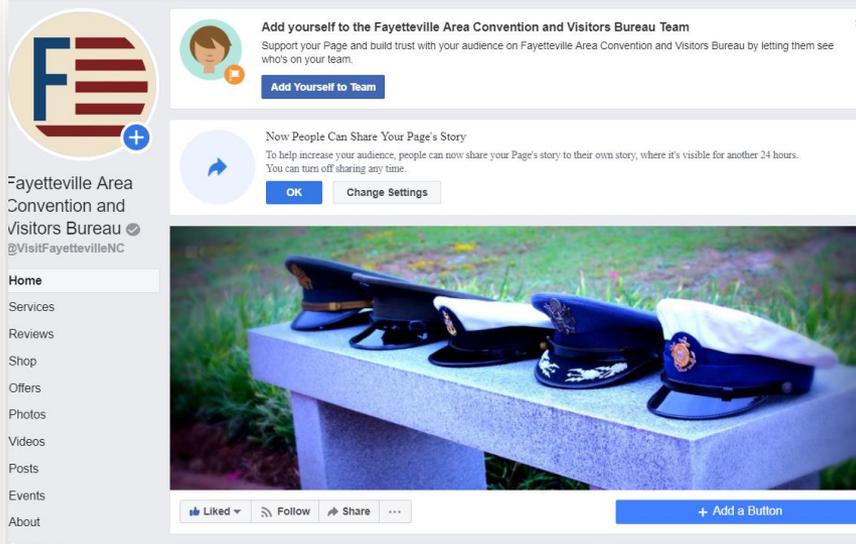
Scorecard

| Description | 1st Quarter | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|--------------------------------|-------------|-------------|-------------|-----|-----|-----|-------------|----------------|-------------|--------------------|
| CMCA Spring Conference | | | | | | | | | | |
| 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 | | |
| Connect Faith | | | | | | | | | | |
| 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 | | |
| 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 | | |
| Follow-ups | 8 | 0 | | | | | | 8 | | |
| NCSGMP NEC | | | | | | | | | | |
| Contacts | | | | | | | | #REF! | | |
| Leads | | | | | | | | #REF! | | |
| Follow-ups | | | | | | | | #REF! | | |
| AENC Holiday Trade Show | | | | | | | | | | |
| Contacts | | 135 | | | | | | 135 | | |
| Leads | | 0 | | | | | | 0 | | |
| Room Nights | | 0 | | | | | | 0 | | |
| Attendees | | 0 | | | | | | 0 | | |
| Hot Prospects | | 2 | | | | | | 2 | | |
| Follow-ups | | 2 | | | | | | 2 | | |
| RCMA | | | | | | | | | | |
| 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 |



Fayetteville Area Convention and Visitors Bureau
@VisitFayettevilleNC

Add yourself to the Fayetteville Area Convention and Visitors Bureau Team
Support your Page and build trust with your audience on Fayetteville Area Convention and Visitors Bureau by letting them see who's on your team.
[Add Yourself to Team](#)

Now People Can Share Your Page's Story
To help increase your audience, people can now share your Page's story to their own story, where it's visible for another 24 hours. You can turn off sharing any time.
[OK](#) [Change Settings](#)

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About

Fayetteville Area Convention and Visitors Bureau
Official Twitter account for the Fayetteville Area, NC Convention & Visitors Bureau (CVB). We are America's Home Town & an expert in area events & attractions!



Fayetteville, NC CVB
@VisitFayNC

6,235 Tweets **1,330** Following **3,315** Followers **831** Likes **14** Lists

Tweets **Tweets & replies** **Media**

Who to follow Refresh · View all

- WFNC640AM** @640am...
[Follow](#)
- Followed by NC Tourism and others
- smallwander** @smallwander

Pinned Tweet
Fayetteville, NC CVB @VisitFayNC · 9 Feb 2017
"The patriotism in Fayetteville frames an undying faith in democracy that transcends partisan politics." - @LesterHollNBC @NBCNews

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
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Communications Department

Publicity Generated

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

MARCH 10, 2019

CONSTANT VIGILANCE IS THE FIRST MEMORIAL TO HONOR K9'S KILLED IN THE LINE OF DUTY

14 5 0 0 0 0 0 19

144

Share Like

“Constant Vigilance was the first memorial of its kind to honor SOF canines killed in the line of duty.”

Fayetteville, North Carolina is proud of their military heritage. With Fort Bragg and Pope Army Airfield located nearby, you'll find plenty of stops that honor those who have served and are actively serving in America's military. It doesn't matter the branch, Army, Navy, Air Force, and Marines, Fayetteville honors all, including those that walk on *four legs*.



Located outside the Airborne and Special Operations Museum, you'll find Constant Vigilance, a sculpture that recognizes canine soldiers who have died in the line of duty.

The bronze monument sits on a granite base depicting a life-size Belgian Malinois which are often used in K9 units for their ability to sniff out explosives and *accelerants*. Depicted in full

Up & Coming Magazine
Victory Means a Little More Here

AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA

Go Fayetteville
BULLETIN



VICTORY MEANS A LITTLE MORE HERE

For five years the Fayetteville Area Convention & Visitors Bureau (FACVB) has been using a simple slogan to promote the communities of Cumberland County as a sports destination: "Victory means a little more here." Not only is that the FACVB's way of paying homage to our Fort Bragg veterans and their service to our country, but to all the sports history that has been made here, to all the teams and players who have called Cumberland County "home," and to the vast array of sports tournaments we host year-round.

Recently, the Fayetteville SwampDogs have also been bragging on Fayetteville—even calling it "the baseball capitol of the Carolinas"—because you can pretty much pick any night this summer and find a game going on somewhere. With about 100 baseball games to choose from this season—between our beloved SwampDogs' collegiate team and our brand-new Fayetteville Woodpeckers' minor league team—I tend to agree with that assessment.

Fayetteville's baseball history goes back over 150 years now. In fact, the first baseball game (as we know it) played in Fayetteville occurred in 1867, according to the Fayetteville Area Transportation and Local History Museum. This museum has set about collecting baseball artifacts and other treasures from our own community for a special exhibit that focuses on just our local history—coinciding perfectly with our Fayetteville Woodpeckers' inaugural season. My coworker and I were lucky enough to be given a sneak peek of the exhibit, and immediately, we noticed the Fayetteville Woodpeckers' home uniform and cap on display—an appropriate homage to our most recent history makers. I won't give away any other surprises about this exhibit, but for anyone who appreciates sports history, Baseball in Fayetteville is a must-see.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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CONVENTION AND VISITORS BUREAU

Communications Department

Press Releases

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
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Communications Department

E-Promos Sent



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



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](#).

CUMBERLAND COUNTY, NC
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Communications Department

Scorecard

| Description | 1st Quarter | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|-------------------------------------|-------------|-------------|-------------|-------|-------|-----|-------------|----------------|-------------|--------------------|
| COMMUNICATIONS RESULTS | | | | | | | | | | |
| Social Media | | | | | | | | | | |
| CVB Facebook | | | | | | | | | | |
| 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% |
| GoFayetteville Facebook | | | | | | | | | | |
| 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% |
| Spring Lake NC Facebook | | | | | | | | | | |
| 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 | | |
| Fayetteville Meet/Tourney FB | | | | | | | | | | |
| 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% |
| Twitter | | | | | | | | | | |
| 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% |
| Instagram | | | | | | | | | | |
| 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 |
|---|-------------|-------------|-------------|--------|-------|-----|-------------|----------------|-------------|--------------------|
| Go Fayetteville Instagram | | | | | | | | | | |
| 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 | | |
| Linked In | | | | | | | | | | |
| 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 | | |
| Electronic Destination Guides Viewed | | | | | | | | | | |
| 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% |
| Public Relations | | | | | | | | | | |
| FACVB (In-House) | | | | | | | | | | |
| 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% |
| 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 | | 0 | 7 | | |
| Local | 6 | 5 | 0 | 0 | 0 | | 0 | 11 | | |
| Totals | | | | | | | | | | |
| Publicity Generated | | | | | | | | | | |
| Out of Market | 13 | 17 | 11 | 7 | 5 | | 12 | 53 | | |
| Local | 17 | 31 | 16 | 1 | 1 | | 2 | 66 | | |
| Digital Marketing | | | | | | | | | | |
| 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 |
|--------------------------------------|----------------------|----------------------|------------------------|----------------------|----------------------|-----|-------------|----------------|-------------|--------------------|
| Visitor Data | | | | | | | | | | |
| 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 |
|---|-------------|-------------|-------------|-----------|---------|-----|-------------|----------------|-------------|--------------------|
| TOURISM RESULTS | | | | | | | | | | |
| Tradeshows | | | | | | | | | | |
| ABA MarketPlace | | | | | | | | | | |
| 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 | | |
| TravelSouth | | | | | | | | | | |
| 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 | | |
| Travel And Adventure-DC | | | | | | | | | | |
| 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 | | |
| Travel And Adventure- Philadelphia | | | | | | | | | | |
| 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 | | |
| Sales | | | | | | | | | | |
| 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 Quarter | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage 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.



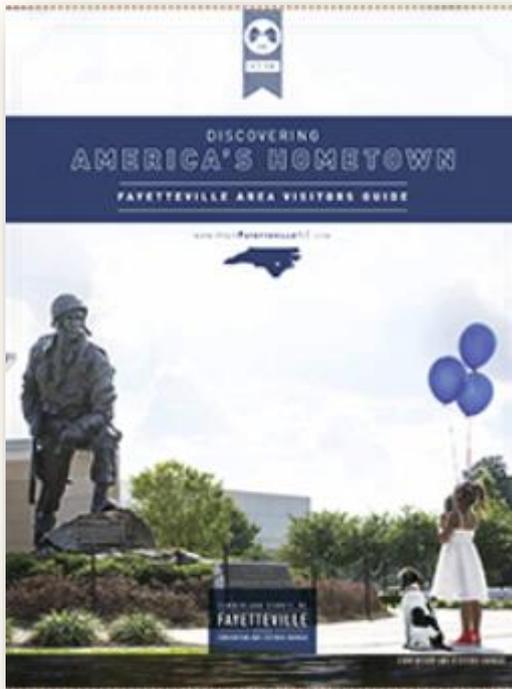
CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

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

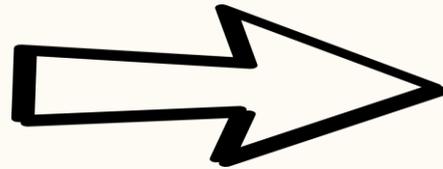
Visitor Services Department

Scorecard

| Description | 1st Quarter | 2nd Quarter | 3rd Quarter | APR | MAY | JUN | 4th Quarter | FY 2019 Totals | Annual Goal | Percentage of Goal |
|--------------------------------|--------------|--------------|--------------|--------------|--------------|-----|--------------|----------------|-------------|--------------------|
| VISITOR CENTER RESULTS | | | | | | | | | | |
| Destination Guide | | | | | | | | | | |
| 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 | | |
| Inquiries | | | | | | | | | | |
| 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 | | |
| Transportation Museum | | | | | | | | | | |
| 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 | | |
| Miscellaneous | | | | | | | | | | |
| 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.