

DISTINCTLY
FAYETTEVILLE

BUREAU NEWS

January 11, 2023

Reporting Data Through December 2022

2nd Quarter, Fiscal Year 2023

What Happened Last Month

Administration

- Updated job descriptions.
- Continued the process to hire a Communication Manager, Sales Manager, and Visitor Information Counselor.
- Worked closely with the Human Resources Consultant to begin companywide training.
- Continued to revise the Human Resources processes, procedures, and forms.
- Began updating the Board of Director books to reflect the new brand.

Information Technology

- **New website launched!** Working closely with Simpleview to find issues and get fixes submitted and implemented.
- Developing a prototype "Community Calendar".
- Completed end-of-month reports for internal and external customers.
- Provided ad hoc reports and searches as requested.
- Reviewed and approved/denied submitted Calendar of Event entries.
- Added new blogs from Tourism Marketing and formatted them for the website.

Sales

Convention, Meetings & Sports

- Attended the Association Executives of North Carolina's Annual Tradeshow & EXPO in Raleigh, NC.
- Attended the Society of Government Meeting Professionals' Chapter Meeting in Chapel Hill, NC.
- Met with the Fort Bragg Garrison Commander to discuss military reunion efforts.
- Reviewed detailed draft Sales Plan Presentation with Isaiah and the Human Resources Consultant.
- Completed Sales processes.
- Hotel site visits at:
 - Residence Inn
 - TownePlace Suites
 - Hampton Inn Fayetteville – Fort Bragg

Tourism Marketing

Tourism Marketing

- Hired Donnie Byers as Communications Manager. Will begin in early January 2023.
- Worked with agencies on creative assets to be used in January 11 campaign launch for social media, digital placements and some static placements.
- Procured items for DistiNctly PR direct mail pieces to targeted media for Campaign Launch.
- Started reconciling Missing Man boxes.

Communications

Produced and posted three blogs to the website.

Visitor Center

Refer to page 9 for Visitor Center metrics.

What We Are Working On

Administration

- Continue the hiring process for the part-time Visitor Counselor, Communications Manager and Sales Manager positions.
- Continue to work closely with Human Resource Consultant for companywide training.
- Continue to restructure the Human Resources processes and procedures.
- Prepare for the upcoming board meeting; prepare board books to include rebranding.
- Work closely with the attorney to review current contracts.
- Work closely with the attorney on trademark documentation for submission to the United States Patent and Trademark Office.

Information Technology

- Continue to work with Simpleview during our 30-day punch list for our website. We have 30 days to get fixes made (at no charge).
- Continue developing the prototype "Community" Calendar.

Sales

Convention, Meetings & Sports

- Presented Final detailed Sales Plan Presentation to Randy. Isaiah, Luis, Jennifer B. and David were also in attendance.
- Reviewed Sales Metrics to determine what needs to be reported on for the internal Monthly Sales Report.
- Completed Sales process,
- Submitted requests for LinkedIn post and email blast to planner attendees for Religious Convention Management Association (RCMA)
- Will be attending RMCA.
- Held interviews with candidates for the Sales Manager position.
- Will be attending the Small Destination DMO Task Force (Destinations International) to discuss best practices.
- Setting up Hotel visits:
 - Candlewood, Confirmed
 - LaQuinta, Pending
 - County Inn & Suites, Pending

Tourism Marketing

Tourism Marketing

- Prepare for upcoming Board Meeting in coordination with the Director of Administration and Human Resources.
- Complete reconciliation of Missing Man table boxes.

- Work with CEO on what is needed for Tourism Development Authority renewal for this Spring.
- Ensure all agencies are prepared for Have You Done It 'Yette? campaign launch on January 11, 2023 (social media, digital placements, and press release to media).
- Begin working with agencies on reconciliation of FY 23 Statement of Work (SOW) and what FY 24 SOW looks like, ensuring that all marketing being placed is based on tourism research that we have access to for our community.

Communications

Working on January and February blogs for social media.

Visitor Center

- Interview and hire a part-time Visitor Information Counselor.
- Develop and finalize Volunteer Program.
- Update the lobby with new branding to include painting, signage, and rugs.
- Work internally with Tourism Marketing and Communications to date rack cards and collateral piece to reflect new brand.

Occupancy Report

OCCUPANCY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
2022-2023												
Taxes Collected*	\$723,508	\$760,719	\$732,377	\$673,344	\$685,255	\$652,621						
Occupancy Percentage**	66.9%	67.6%	67.4%	67.7%	67.5%	66.9%						
Average Daily Rate**	\$96.95	\$96.84	\$96.42	\$96.45	\$96.23	\$95.78						
2021-2022												
Taxes Collected*	\$726,522	\$818,269	\$741,681	\$615,746	\$672,418	\$591,952	\$552,912	\$579,967	\$628,086	\$784,309	\$759,255	\$742,060
Occupancy Percentage**	68.8%	68.6%	68.0%	67.7%	67.0%	66%	59.2%	63.1%	65.7%	66.4%	66.4%	66.7%
Average Daily Rate**	\$87.38	\$88.12	\$88.22	\$88.78	\$88.97	\$88.85	\$88.96	\$91.11	\$93.46	\$94.98	\$95.73	\$96.50
2020-2021												
Taxes Collected*	\$433,977	\$498,933	\$525,482	\$536,063	\$546,645	\$535,532	\$418,587	\$508,446	\$476,312	\$661,508	\$697,574	\$726,224
Occupancy Percentage**	52.3%	53.3%	54.4%	55.5%	55.5%	54.8%	57.4%	57.2%	61.7%	64.9%	66.6%	67.9%
Average Daily Rate**	\$76.02	\$76.34	\$76.87	\$77.55	\$77.70	\$77.48	\$77.95	\$78.16	\$79.83	\$82.24	\$84.05	\$85.68
2019-2020												
Taxes Collected*	\$616,007	\$612,953	\$597,417	\$553,224	\$547,245	\$369,027	\$639,389	\$494,474	\$548,279	\$414,043	\$230,521	\$385,862
Occupancy Percentage**	69.1%	68.4%	67.9%	66.9%	66.3%	64.9%	55.6%	59.2%	58.1%	52.4%	50.4%	51.2%
Average Daily Rate**	\$81.86	\$82.13	\$82.27	\$82.26	\$82.03	\$81.75	\$80.11	\$81.10	\$79.93	\$77.04	\$76.06	\$75.75

* Source: Cumberland County Tax Administration

** Source: STR Report

Sales Activity

Items Measured	Fiscal Year 2023																
	2022								2023								FY TOTALS
	JUL	AUG	SEP	1ST QTR	OCT	NOV	DEC	2ND QTR	JAN	FEB	MAR	3RD QTR	APR	MAY	JUN	4TH QTR	
Accounts Created																	
Active	0	12	5	17	4	2	1	7				0				0	24
Prospect	0	47	5	52	23	6	4	33				0				0	85
Leads																	
Issued (Emailed to Hotels)																	
Total	3	15	15	33	10	20	11	41				0				0	74
Room Nights	1,260	9,878	17,360	28,498	2,622	19,771	1,968	24,361				0				0	52,859
Attendees	540	6,253	27,100	33,893	6,319	48,495	935	55,749				0				0	89,642
Economic Impact	\$308,116	\$6,814,713	\$7,988,997	\$15,111,826	\$2,378,916	\$11,271,631	\$749,243	\$14,399,790				\$0				\$0	\$29,511,616
Changed to Definite																	
Total	0	2	5	7	1	4	0	5				0				0	12
Contracted Room Nights	0	375	215	590	125	217	0	342				0				0	932
Attendees	0	200	6,600	6,800	1,000	2,050	0	3,050				0				0	9,850
Economic Impact	\$0	\$95,686	\$2,238,699	\$2,334,385	\$112,873	\$421,906	\$0	\$534,779				\$0				\$0	\$2,869,164
Lost																	
Leads Lost	0	0	2	2	4	3	11	18				0				0	20
Rooms	0	0	290	290	227	875	2,658	3,760				0				0	4,050
Attendees	0	0	85	85	300	575	4,210	5,085				0				0	5,170
Economic Impact	\$0	\$0	\$87,653	\$87,653	\$160,305	\$266,303	\$1,128,441	\$1,555,049				\$0				\$0	\$1,642,702

Sales Pipeline

ITEM MEASURED	FISCAL YEAR 2023											
	2022						2023					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUL
Definite Leads												
Currently Definite	0	2	6	5	5	3						
Room Nights	0	1,550	2,070	1,845	1,807	1,607						
Attendees	0	4,550	7,650	4,000	6,150	4,850						
Economic Impact	\$0	\$1,934,155	\$2,370,731	\$2,272,713	\$2,197,572	\$1,981,810						
Pending Leads												
Currently Pending	18	31	35	37	34	33						
Room Nights	4,475	14,113	24,873	25,241	24,120	22,802						
Attendees	4,240	7,506	53,050	54,339	52,470	49,155						
Economic Impact	\$1,652,949	\$8,442,963	\$13,413,809	\$13,536,813	\$13,032,322	\$12,578,350						

This is a snapshot in time taken on the 1st of the month following the month that ended.

Sales Lost Leads

ACCOUNT NAME	LEAD NAME	MARKET SETMENT	EEI VALUE	ROOM NIGHTS	SHOW ATTENDEES	LOST CITY	LOST CODE	LOST COMMENTS
Naval Support Activity DaNang Association	NSA DaNang Association Reunion	Military	\$154,750	475	180	Nashville, TN	Facility Rates Too High Lack of Attractions Room Rates too High	The winning hotel also gave comp meeting space.
Military Reunion Network	Educational Summit 2023	Military	\$192,116	195	150	Providence, RI	Lack of Attractions Properties Did Not Respond to Planner	
NC Disneyana 2023	NC Disneyana 2023	Social	\$79,156	105	500	Jacksonville, NC	Properties Did Not Respond to Planner	The Sales Manager spoke with the planner about the decision and was told that due to no responses from the hotels, she had chosen to hold the event elsewhere.
ASR-ARS Association	ASR-ARS Association	Military	\$82,671	570	60	Nashville, TN	Facility Rates Too High Lack of Attractions Room Rates Too High	The Sales Manager spoke with the planner, and she stated that she and Bill absolutely enjoyed their site visit here and Fayetteville was in their top three choices, but the cost of rooms/meeting space and the hoteliers not willing to work with them on cost made them ultimately choose another city.
Tacamo Community Veterans Association	Tacamo Community Veterans Association	Reunion	\$124,694	410	125	Las Vegas, NV	Committee Decision Fayetteville Not Large Enough Lack of Attractions Properties Did Not Respond to Planner	The Sales Manager spoke with the planner, and was informed this reunion will be going to Las Vegas in 2023
National Conference of Black Political Scientists	Council Retreat	Educational	\$11,486	40	20	Atlanta, GA	Committee Decision Properties Did Not Respond to Planner	The Sales Manager spoke with the planner and was informed that with the lack of responses from hotels it was hard to choose Fayetteville.
National Conference of Black Political Scientists	Development Meeting	Educational	\$15,429	60	20	Savannah, GA	Committee Decision Properties Did Not Respond to Planner	The Sales Manager spoke with the planner and was informed that due to a lack of responses from hotels it was hard to choose Fayetteville because they needed something to compare.
Top Threat Tournaments	Carolina Clash 2023	Sports	\$375,941	500	3,000	Raleigh, NC	Committee Decision	The planner needed four or more rectangle fields in one place to hold the tournament.
Meeting Advantage	TD Company Staff Retreat	Third-Party Planner	\$53,365	188	50	Greensboro, NC	Committee Decision Properties Did Not Respond to Planner	The Sales Manager spoke with the planner, and she stated that the committee chose Greensboro because they responded and gave her group a great rate. She also stated that no hotel from Fayetteville responded.
Johnstone Supply - The JT Group	Annual Sales/Operations Planning Meeting	Corporate	\$13,082	30	45	Chapel Hill, NC	Committee Decision	The Sales Manager spoke to the planner who stated that another city was chosen but will keep Fayetteville in mind for future meetings.
BCA USA	BCA-USA Leadership Summit 202	Corporate	\$25,751	85	60	Columbia, SC	Fayetteville Not Large Enough Lack of Attractions	The Sales Manager spoke to the planner who stated that "Fayetteville did not offer anything for the group to do after the sessions" and it was decided that the group needed to be in a larger city with more to offer.
			\$1,128,441	2,658	4,210			

Information Technology

ITEM MEASURED	FISCAL YEAR 2023											
	2022						2023					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUL
WEBSITE REFERRALS												
Lodging												
Listing Views	1,894	1,843	1,977	1,865	1,549	948						
Listing Click-Thrus	1,057	972	1,329	1,116	1,230	428						
Meeting Space												
Hotels												
Listing Views	88	64	111	77	84	41						
Click Thrus	131	101	185	131	185	50						
Venues												
Listing Views	196	315	424	329	285	206						
Listing Click-Thrus	169	175	197	187	197	103						
WEBSITE ACTIVITY												
Unique Visitors	38,827	31,603	40,140	38,114	30,066	41,495						
Sessions	46,804	36,772	46,687	44,377	35,706	49,287						
Sessions Per Visitor	1.21	1.16	1.16	1.16	1.19	1.19						
Page Views	75,016	61,966	74,496	68,454	59,675	80,224						
Session Duration	1:16	1:18	1:09	1:10	1.67	1:13						
Bounce Rate	50.05%	46.35%	54.34%	56.51%	51.87%	57.08%						
E-Newsletter Signups	186	194	212	131	148	175						
Newly Added Events	29	37	64	35	33	25						

Visitor Center

ITEM MEASURED	FISCAL YEAR 2023												FY TOTAL	
	2022						2023							
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUL		
Visitor Center														
Destination Guides Distributed	200	440	943	1640	962	1,197								
Visitors Serviced	1,198	1,057	500	517	1,823 **	361								
Informational Calls	29	71	54	55	41	52								
Visitors Who Submitted Zip Codes	337	279	191	181	159	141								
Top States	NC FL VA TX CA	NC SC PA CA FL	NC SC WA CA NY	NC FL VA IL CA	NC FL VA AZ CA	NC FL TX VA NJ								NC FL VA CA SC
Top Counties *	Hoke, NC Robeson, NC Wake, NC Moore, NC Orange, CA	Wake, NC Mecklenburg, NC Hoke, NC Harnett, NC Robeson, NC	Moore, NC Clark, WA Wake, NC Robeson, NC Bladen, NC	Moore, NC Wake, NC Hoke, NC Brevard, FL Harnett, NC	Hoke, NC Sampson, NC Wake, NC Moore, NC Robeson, NC	Hoke, NC Moore, NC Robeson, NC Miami-Dade, FL Duval, FL								Hoke, NC Moore, NC Wake, NC Robeson, NC Harnett, NC
Top Cities *	Raeford, NC Cameron, NC Raleigh, NC Fountain Valley, CA Spotsylvania, VA	Raeford, NC Charlotte, NC Raleigh, NC Saint Pauls, NC Dunn, NC	Battle Ground, WA Tar Heel, NC Raeford, NC Greenville, SC Durham, NC	Raeford, NC Cary, NC Virginia Beach, VA Rocky Mount, NC Port Saint Lucie, FL	Raeford, NC Cameron, NC Charlotte, NC Monroe, NC Washington, DC	Raeford, NC Cameron, NC Jacksonville, FL Miami, FL Philadelphia, PA								Raeford, NC Cameron, NC Raleigh, NC Charlotte, NC Sanford, NC
International Visitors	Canada	Spain	Canada Puerto Rico Switzerland France Dominican Republic	Canada Ecuador France Italy	Puerto Rico	England Peru Germany Jamaica Korea								Canada (4) France (2) England (2) Peru (2) Puerto Rico (2) Many Countries Tied (1)

* Does not include Cumberland County or Cities.

** 1,428 from Dicken's Holiday Event

Bureau Incentive Funded Events

EVENT NAME	EVENT DATES	AMOUNT FUNDED	PARTICIPANTS	SPECTATORS	ROOM NITES	OCCUPANCY TAXES COLLECTED	TOTAL LOCAL TAXES COLLECTED	ECONOMIC IMPACT	COMMENTS
AAU Winter Classic	December 17-18, 2022	\$4,500	400	800	818	\$6,133	\$14,829	\$411,029	
TOTALS		\$4,500	400	800	818	\$6,133	\$14,829	\$411,029	

Paid Media Results

In the 2nd Quarter of FY 2023, we continued our paid media “bridge” strategy — maintaining a presence while saving resources for the new brand launch. This strategy has efficiently generated **16M+ impressions, 88K+ website visits, and 51K+ social media engagements** — exceeding benchmarks for every tactic deployed!

Key Performance Indicators	Paid Social		Digital Ads		Search Engine Marketing		TOTAL
Objectives/Primary Metric	Impressions/Clicks	Benchmark	Impressions	Benchmark	Efficient CTR	Benchmark	
Impressions	5,500,198		10,638,566		153,509		16,292,273
Cost Per Thousand Impressions (CPM)	\$4.30		\$4.85	<i>\$8.00</i>	\$336.29		\$7.80
Clicks to Website	44,981		23,238		20,756		88,975
Click-Through Rate (CTR)	0.82%	<i>0.90%</i>	0.22%	<i>0.08%</i>	13.52%	<i>5.00%</i>	0.55%
Cost Per Click (CPC)	\$0.53	<i>\$0.63</i>	\$2.22		\$2.49		\$1.43
Engagements	50,995		N/A		N/A		50,995

Earned Media Results

Over the last quarter, our media outreach efforts have resulted in 74 local and regional news placements (“hits”) covering tourism attractions/events in Fayetteville — garnering over **34M impressions**.

Key Performance Indicators	Broadcast	Print/Online	TOTALS
Total Media Hits — stories we helped place through our pitching/outreach efforts	43	31	74
Total Impressions from all those media placements	7,740,509	26,535,021	34,275,530

Website Media Metrics

Our **new website visitors** have increased **14%** over the prior time period, and with that, we have also seen an uptick in **total page views of over 10%**. Our **bounce rates** coming from paid media have **decreased 14%**, and although our outbound link clicks have stayed relatively flat, we have seen a slight **increase in newsletter sign-ups** coming from paid channels.

Key Performance Indicator	FY22 Prior Period	FY23 Current Period	Change
New Website Visitors	186,447	212,903	Up 14%
Total Page Views	380,065	419,831	Up 10%
Paid Media Website Sessions	33,522	96,067	Up 186%
Paid Media Bounce Rate	58.25%	49.91%	Down 14%
Outbound Referrals (visitors linking from our site directly to the sites of tourism attractions/hotels)	16,300	16,250	Flat
Newsletter Sign-Ups via Paid Media	100	106	Up 6%

NOTE: Data is comparing July-Dec 2023 to the prior period of January – June 2022.

Thank You

If you have any questions, please contact:
Randy Fiveash, Interim President & CEO
or

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Technology & Data Management

