

DISTINCTLY
FAYETTEVILLE

BUREAU NEWS

December 1, 2022

Reporting Data Through November 2022

What Happened Last Month

Administration

- Attended Society for Human Resource Management classes.
- Continued to stand up the Human Resource Department and develop processes and procedures.
- Reviewed contracts to ensure everything is up-to-date.
- Worked with attorney regarding the History Museum contract to ensure it is followed.
- Worked with attorney to settle the Higher Logic contract issue.
- Posted and reviewed potential candidates for the Communications Manager and Sales Manager positions.

Information Technology

- Completed end-of-month reports for internal and external customers.
- Continue to audit and update the database and recode for the new website.
- 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.
- Working towards the new website launch.

Sales

Convention, Meetings & Sports

- Set up and attended the Brand Launch.
- Followed up with Paul Sheehan at the Winston/Salem Visitors Bureau – October 2022 TEAMS conference.
- Vetted Sports Request for Proposals received from TEAMS and followed up with contacts.
- Conducted conference call with Betty Esperanza, Skateboard Festival for the Summer of 2023.
- Worked with Jeremy Bodenaarain of AAU Winter Classic Basketball with our newly implemented incentive program – December 17-18, 2022. He was awarded \$4,500 toward venue rental at Freedom Courts.
- Attended CityView Community Impact Awards at Manna Church.
- Hosted the Director of Sales/General Manager Hotelier Meeting.
- Attended National Coalition of Black Meetings Professionals from November 16-19, 2022.

Tourism Marketing/ Communications

- Entire **DistiNctly Fayetteville** team hosted an amazing Brand Launch event at the Airborne and Special Operations Museum on November 1, 2022.
- Met with local vendor for refreshed branded apparel for Team Members.
- Assembled 150 swag Bags for the Community Impact Awards **DistiNctly Fayetteville** sponsored.
- Created and published three blogs on the website and paid social media.
- Continued to work on new branding items for Brand Launch.
- Secured key partnership with VisitNC at the VisitNC Tourism Conference in March 2023 in Asheville, NC.

Visitor Center

- Solicited four local area attractions for collateral and received materials from one.
- Met with Up & Coming Publisher to review and update distribution of Destination Guides.
- Organized collateral storage and collected three local business rack cards.

What We Are Working On

Administration

- Update all job descriptions.
- Continue the process to hire a Communication Manager, Sales Manager, and new Visitor Information Counselor.
- Work closely with the Human Resources Consultant to begin company wide training.
- Continue to revise the Human Resources processes and procedures.
- Begin updating the Board of Director books to reflect the new brand.
- Update the Employee handbook to include the new Cell Phone Reimbursement policy and new Team Member's signature page.

Information Technology

- Continue to work with the new Scout report.
- Continue updating database coding to support the new website launch scheduled for December 12, 2022.
- Make website updates and fixes after launch. Once launched we have 30 days to get fixes made (at no charge).

Sales

Convention, Meetings & Sports

- Hotel site visit and goal discussions – Residence Inn and TownePlace Suites – this will be an ongoing task beginning.
- NCSGMP meeting in Chapel Hill on December 7, 2022.
- Attending AENC Annual Tradeshow & EXPO – Raleigh from December 7-8, 2022.
- Compose a comprehensive plan to achieve optimum performance for the Sales Department.
- Update Sales Goals for the Sales Team and each sales manager.
- Revise Director of Sales – goals for 2022-2023.

Tourism Marketing/Communications

- Attend first official Southeast Tourism Society's Board Meeting in Atlanta, GA.
- Work on December and January blogs for social media.
- Continue to work on phase II of replacing office items with new branding.
- Securing approvals, artwork, and orders for branded items.
- Reconciling the over 100 missing man table kits that were distributed for the month of November as a part of Heroes Homecoming.

Visitor Center

- Collaborate with Tourism Marketing Team to develop and finalize Volunteer Program.
- Working with Mythic, Angie and Randy lobby refresh to reflect the brand changes including painting, signage, and rugs.
- Hire Part-time Visitor Information Counselor.
- Develop monthly Operations and Career Development Training process and procedures.

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							
Occupancy Percentage**	66.9%	67.6%	67.4%	67.7%								
Average Daily Rate**	\$96.95	\$96.84	\$96.42	\$96.45								
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																FY TOTALS
	2022								2023								
	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		6				0				0	23
Prospect	0	47	5	52	23	6		29				0				0	81
Leads																	
Issued (Emailed to Hotels)																	
Total	3	15	15	33	10	20		30				0				0	63
Room Nights	1,260	9,878	17,360	28,498	2,622	19,771		22,393				0				0	50,891
Attendees	540	6,253	27,100	33,893	6,319	48,495		54,814				0				0	88,707
Economic Impact	\$308,116	\$6,814,713	\$7,988,997	\$15,111,826	\$2,378,916	\$11,271,631		\$13,650,547				\$0				\$0	\$28,762,373
Changed to Definite																	
Total	0	2	5	7	1	4		5				0				0	12
Contracted Room Nights	0	375	215	590	125	217		342				0				0	932
Attendees	0	200	6,600	6,800	1,000	2,050		3,050				0				0	9,850
Economic Impact	\$0	\$95,686	\$2,238,699	\$2,334,385	\$112,873	\$421,906		\$534,779				\$0				\$0	\$2,869,164
Lost																	
Leads Lost	0	0	2	2	4	3		7				0				0	9
Rooms	0	0	290	290	227	875		1,102				0				0	1,392
Attendees	0	0	85	85	300	575		875				0				0	960
Economic Impact	\$0	\$0	\$87,653	\$87,653	\$160,305	\$266,303		\$426,608				\$0				\$0	\$514,261

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							
Room Nights	0	1,550	2,070	1,845	1,807							
Attendees	0	4,550	7,650	4,000	6,150							
Economic Impact	\$0	\$1,934,155	\$2,370,731	\$2,272,713	\$2,197,572							
Pending Leads												
Currently Pending	18	31	35	37	34							
Room Nights	4,475	14,113	24,873	25,241	24,120							
Attendees	4,240	7,506	53,050	54,339	52,470							
Economic Impact	\$1,652,949	\$8,442,963	\$13,413,809	\$13,536,813	\$13,032,322							

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 SEGMENT	EEI VALUE	ROOM NIGHTS	SHOW ATTENDEES	LOST CITY	LOST CODE	LOST COMMENTS
Lost Last Month								
Donnis F. Johnson Ministries	Together We Hurt- Together We Heal Women's Conference	Religious	\$65,898.89	225	75	Charlotte, NC	Facility Rates Too High Lack of Attractions Room Rates Too High	No Update.
SPO Outreach	Depths of Consecration Book Release Conference	Religious	\$74,136.27	200	200		Properties did not respond to planner.	No Hotel Response.
American Indian Women of Proud Nations	American Indian Women of Pride Conference	Educational	\$126,268.20	450	300	Lumberton, NC	Facility Rates Too High	The planner was able to secure an 89.00 per night room rate from the Spring Hill Suites in Lumberton and get the meeting spaced comped at Pembroke University
Totals			\$266,303.40	875	575			

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							
Listing Click-Thrus	1,057	972	1,329	1,116	1,230							
Meeting Space												
Hotels												
Listing Views	88	64	111	77	84							
Click Thrus	131	101	185	131	185							
Venues												
Listing Views	196	315	424	329	285							
Listing Click-Thrus	169	175	197	187	197							
WEBSITE ACTIVITY												
Unique Visitors	38,827	31,603	40,140	38,114	30,066							
Sessions	46,804	36,772	46,687	44,377	35,706							
Sessions Per Visitor	1.21	1.16	1.16	1.16	1.19							
Page Views	75,016	61,966	74,496	68,454	59,675							
Session Duration	1:16	1:18	1:09	1:10	1.67							
Bounce Rate	50.05%	46.35%	54.34%	56.51%	51.87%							
E-Newsletter Signups	186	194	212	131	148							
Newly Added Events	29	37	64	35	33							

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										
Visitors Serviced	1,198	1,057	500	517	1,823 **									
Informational Calls	29	71	54	55	41									
Visitors Who Submitted Zip Codes	337	279	191	181	159									
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 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 Wake, NC Moore, 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 Charlotte, NC Raleigh, NC Sanford, NC
International Visitors	Canada	Spain	Canada Puerto Rico Switzerland France Dominican Republic	Canada Ecuador France Italy	Puerto Rico									Canada (4) France (2) Puerto Rico (2) Many Countries Tied (1)

* Does not include Cumberland County or Cities.

** 1,428 from Dicken's Holiday Event

Thank You

If you have any questions, please contact:

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or

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