

DISTINCTLY
FAYETTEVILLE

BUREAU NEWS

November 1, 2022

Reporting Data Through October 2022

What Happened Last Month

Administration

- Continued hiring process for part-time Tourism Coordinator position.
- Began restructuring of the DistiNctly Fayetteville Human Resources Department with the HR Consultant, Luis.
- Continued to work closely with the DistiNctly Fayetteville attorney on the Higher Logic contract.
- Continued to work closely with the DistiNctly Fayetteville attorney on the new trademarks/assets of the organization.

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.

Sales

Convention, Meetings & Sports

- Attended Small Market Meetings Conference (SMMC) – Wichita, KS.
- Attended Destinations International Certified Destination Marketing Executive (CDME) Class – Bloomington, MN.
- Met with the Fort Bragg Garrison Commander about streamlining the process of getting larger groups on base for military reunion tours.
- Attended Travel, Events, and Management in Sports (TEAMS) – Oklahoma City, OK.
- Approved incentive funding for the South Carolina Amateur Athletic Union (AAU) – Winter Classic Basketball Tournament.
- Partner Visits:
 - Courtyard
 - Fairfield Inn
 - Hampton Inn on Skibo
 - Wingate
 - Comfort Inn/Quality Inn
 - Country Inn & Suites
 - Sleep Inn & Suites

Tourism Marketing/Communications

- Wrote three blogs and published 20+ social media posts on DistiNctly Fayetteville 's various platforms.

- Assembled 300 Swag Bags for the Tourism Brand Launch event on November 1, 2022.
- Organized, coordinated, and transported all Brand Launch materials to the Airborne and Special Operations Museum (ASOM) and directed the dry run.
- Managed Missing Man table deployments with community organizations to be displayed for the entire month of November.
- The Director of Tourism Marketing began the journey to earn Certified Destination Management Executive (CDME) certification through Destinations International (DI). The anticipated completion is December 2023.

Visitor Center

- Fulfilled two Group sales requests and two Community Partners requests.
- Served as Team Captain with #WalkToEndAlz for Team DistiNctly Fayetteville. Sponsored & hosted the 2nd Annual Bowl to End Alzheimer's Tournament raising \$2,130 for the Alzheimer's Association.
- Solicited ten local area attractions for collateral and received materials from six.

What We Are Working On

Administration

- Attend Society of Human Resources Management (SHRM) classes.
- Continue to work on restructuring the Human Resources Department
- Review existing contracts to keep everything up-to-date.
- Continue to work closely with the attorney on the Higher Logic contract.
- Continue the hiring process for a new Sales Manager, Communications Manager, and Tourism Coordinator.

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.

Sales

Convention, Meetings & Sports

- Attending the National Coalition of Black Meeting Professionals Conference – Jacksonville, FL.
- Complete preparations for the annual Association Executives of North Carolina (AENC) Tradeshow & EXPO.
- Prepare for the Director of Sales (DOS)/General Manager (GM) Meeting Scheduled for November. Create agenda and send out invitations.
- Schedule a meeting with Anthony Bennett with Fayetteville State University to discuss how DistiNctly Fayetteville and the University can work together.
- Attend the CityView Magazine Community Impact Awards.

Tourism Marketing/Communications

- Heroes Homecoming, "Heroes at Home Family Fun Day" event on November 5, 2022, at Sweet Valley Ranch.
- Blogs and Social posts for November and December.
- Sourcing, acquiring proofs, and ordering water bottles for Sponsorship for Visit NC Tourism Conference in March in Asheville, NC.

- Entering the second phase of brand changeover; new postcards, notecards, refreshed billboard vinyl, banner ads for digital placements, and branded gear for internal DistiNctly Fayetteville team members.
- Partnering with CityView for local awareness of new tourism brand at their Community Impact Awards.
- Partnering with Up and Coming weekly for print pieces to further educate and increase awareness of the new tourism brand.
- Partnering with Greater Fayetteville Business Journal for their upcoming Power Breakfast to educate and increase awareness of the new tourism brand.

Visitor Center

- Collaborate with Tourism Marketing Team to develop and finalize Volunteer Program.
- Update the Lobby to reflect the brand change to begin to include painting, signage, and rugs.

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								
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																
	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			4									21
Prospect	0	47	5	52	23			23									75
Leads																	
Issued (Emailed to Hotels)																	
Total	3	15	15	33	10			10									43
Room Nights	1,260	9,878	17,360	28,498	2,622			2,622									31,120
Attendees	540	6,253	27,100	33,893	6,319			6,319									40,212
Economic Impact	\$308,116	\$6,814,713	\$7,988,997	\$15,111,826	\$2,378,916			\$2,378,916									\$17,490,742
Changed to Definite																	
Total	0	2	5	7	1			1									8
Contracted Room Nights	0	375	215*	590*	125			125									715*
Attendees	0	200	6,600	6,800	1,000			1,000									7,800
Economic Impact	\$0	\$95,686	\$2,238,699	\$2,334,385	\$112,873			\$112,873									\$2,447,258
Lost																	
Leads Lost	0	0	2	2	4			4									6
Room Nights	0	0	290	290	227			227									517
Attendees	0	0	85	85	300			300									385
Economic Impact	\$0	\$0	\$87,653	\$87,653	\$160,305			\$160,305									\$247,958

* The 2023 CCA Christian Cheer Nationals is a definite lead due to receiving the signed contract with the Crown Complex. The contract was signed through 2024 with options for 2025 & 2026. The lead has gone to the hotels, and the client is negotiating/choosing her contracts currently. We should have contracted rooms in the system shortly, which will significantly increase the "Contracted Room Nights."

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

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								
SPO Outreach	Holy Consecrated Strength 2022	Religious	\$70,415.36	70	150		Not Enough Sleeping Rooms	Fairfield Inn was the only response - not enough sleeping rooms.
USS SPRINGFIELD (CLG-7) Bluejackets	USS Springfield Bluejackets Reunion 2022	Military	\$42,758.53	45	75	Columbus, GA	Committee Decision	Committee chose to go with another city that was able to agree with all complimentary items listed on the Request for Proposal.
Arrowhead Conferences & Events	MCYM/Club Beyond Board of Directors Meeting	Third-Party Planner	\$42,000.84	87	50	Durham, NC	Committee Decision	Committee decided to have the event in the city of Durham at the Marriott due to rates and comp meeting space
Trans-Bridge Tours	Roundtrip Rooms Needed	Group Tour	\$5,129.79	25	25	Dunn, NC	Properties Did Not Respond to Planner	The planner received one hotel proposal from Holiday Inn Express South and reached out, but after several attempts, she gave up. She did not receive any responses from any other hotels.
Totals			\$160,304.52	227	300			

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

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										
Informational Calls	29	71	54	55										
Visitors Who Submitted Zip Codes	337	279	191	181										
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 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										Wake, NC Hoke, 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 Raleigh, NC Charlotte, NC Saint Pauls, NC
International Visitors	Canada	Spain	Canada Puerto Rico Switzerland France Dominican Republic Lithuania	Canada Ecuador France Italy										Canada (4) France (2) Spain Puerto Rico Switzerland Dominican Republic Lithuania Italy Ecuador

Thank You

If you have any questions, please contact:

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or

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