



Bureau News

Report for July 2022

What Happened Last Month

Administration

- Started preparing for the audit to be conducted in August 2022.
- Began process to terminate Higher Logic contract.
- Began the trademark process for the new FACVB brand campaign.

Information Technology (IT)

- Completed end-of-month reports.
- Provided reports and information for the Tourism Development Authority (TDA) and Bureau Board of Directors meetings.
- Updated settings/defaults within our database requested by Sales.
- Approved, updated, and rejected Calendar of Event submissions.
- Created new polygon maps for use by our research partner.
- Completed quarterly Dining Guide for the Visitor Center.

Sales

Convention, Meetings & Sports

- Attended Destinations International's Annual Conference in Toronto, Canada.
- Attended the Cool Springs Downtown District Committee meeting to foster relationships with Cool Springs Downtown District and keep informed on the new visions for the city.
- Attended Convention Sales and Community Service committee meeting. As a member of Destinations International – committee involvement is to learn and share best practices, ideas, and any new enterprises that will assist in the duties of a convention's services position.
- Worked with David in IT to establish new reporting measurements for Sales activities.
- Conducted a 2-day site visit with two Military Reunion Planners that were met during last month's Military Reunion Network conference.
- Conducted site visit with the Draughn Family Reunion at the Embassy Suites by Hilton Fayetteville Fort Bragg.
- Christy Martin All American Title Boxing tournament was held at Freedom Court July 2-24, 2022.
- Attended the Cumberland Fayetteville Parks & Recreation Advisory Committee meeting to be the liaison between the FACVB, Parks & Recreation, and sporting facilities and to keep abreast of new facilities planned for Cumberland County.

Tourism Marketing/Communications

- Continued to work with our agency on brand and campaign.
- Worked to orchestrate registration gift with other NC Southeast Tourism Society (STS) members since the annual conference will be held in Concord, NC, in September 2022.
- Procured three quotes for STS Registration gift for STS Connections, got mockup, approval, and order in. 21 NC STS partners are co-oping on registration gift.
- Hosted Heroes Homecoming meeting; plan and coordinated events with partners.
- Wrote blogs to be posted and used on social media for August 2022.
- Brainstormed with Adams & Knight and Eckel & Vaughan on content calendar lockdown for 4th Quarter.

Visitor Center

The Visitor Center is in the process of changing distribution companies, and we are focusing on visitor locations.



Bureau News

What We Are Working On

Report for July 2022

Administration

- Finish the audit process.
- Work to accomplish all duties previously accomplished by the former Director of HR/Operations until replacement(s) are hired.
- Finish last step to terminating Higher Logic.\

Information Technology (IT)

- Continue to audit and update the CVB's database information.
- Provide ad hoc reports and searches as requested.
- Review and approve/deny submitted Calendar of Events.

Sales

Convention, Meetings & Sports

- Attending Connect Marketplace in Detroit, Michigan August 8-10, 2022.
- Confirmed with the Crown Coliseum the first Director of Sales/Sales Manager Meeting for August 18, 2022.
- The Sales team will conduct one-on-one appts with hotel General Managers regarding booking business.
- Working on the new incentive initiatives.
- Considering resurrecting the Fayetteville Area Hospitality Association (FAHA).
- Working with Amateur Athletic Union (AAU) to bring their events back to Fayetteville.
- Begin work on the new sales incentive initiative.
- Begin work on resurrecting the Fayetteville Area Hospitality Association (FAHA).

Tourism Marketing/Communications

- Heroes Homecoming ramping up: Events Due, Tee shirts and brochures will be printed.
- Continue working with our agency on new brand and campaign.
- Begin to work on Brand Launch Celebration (location, food, needed items etc.).

Visitor Center

- Working with hotels to put the Calendar of Events in their lobby.



Bureau Numbers

Occupancy Report

Report for July 2022

Occupancy

OCCUPANCY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
2022-2023												
Taxes Collected*	\$723,508											
Occupancy Percentage**	66.9%											
Average Daily Rate**	\$96.95											
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



Bureau Numbers

Report for July 2022

Sales Team

Item Measured	FISCAL YEAR 2023											
	2022						2023					
	JUL*	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUL
Accounts Created												
Active	0											
Prospect	0											
Leads												
Definite												
Currently Definite	0											
Rooms	0											
Attendees	0											
Economic Impact	\$0											
Pending												
Currently Pending	18											
Rooms	4,475											
Attendees	4,240											
Economic Impact	\$1,652,949											
Lost												
Leads Lost Last Month	0											
Rooms	0											
Attendees	0											
Economic Impact	\$0											
Issued												
Total	3											
Rooms	1,260											
Attendees	540											
Economic Impact	\$308,116											
Changed to Definite												
Total	0											
Contracted Rooms	0											
Attendees	0											
Economic Impact	\$0											

* The numbers for July are not where they should be. The Sales Team has implemented new initiatives and reporting mechanisms that moving forward will show a huge increase in activity.



Bureau Numbers

Report for July 2022

Website

Item Measured	FISCAL YEAR 2023											
	2022						2023					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUL
WEB REFERRALS												
Lodging												
Listing Views	1,894											
Listing Click-Thrus	1,057											
Meeting Space												
Hotels												
Listing Views	88											
Click Thrus	131											
Venues												
Listing Views	196											
Listing Click-Thrus	169											
WEB ACTIVITY												
Unique Visitors	38,827											
Sessions	46,804											
Sessions Per Visitor	1.21											
Page Views	75,016											
Session Duration	1:16											
Bounce Rate	50.05%											
E-Newsletter Signups	186											



Bureau Numbers

Report for July 2022

Visitor Center

Item Measured	FISCAL YEAR 2023											
	2022						2023					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUL
Visitor Center												
Destination Guides Distributed	200											
Visitors Serviced	1,198											
Visitors Who Submitted Zip Codes	337											
Top States	NC FL VA TX CA											
Top Counties*	Hoke, NC Robeson, NC Wake, NC Moore, NC Orange, CA											
Top Cities*	Raeford, NC Cameron, NC Raleigh, NC Fountain Valley, CA Spotsylvania, VA											
International Visitors	Canada (1)											

* Not including Cumberland County.