



Bureau News

What Happened Last Month

Report for September 2022

End of 1st Quarter FY 2023

Administration

- Continued to work on audit preparation with Cherry Bakaert.
- Hired Kimberly Dixon, the new Director of Finance and Operations.
- Continued to work on closing out September finances.
- Continued to work with the attorney to end the Higher Logic contract.

Information Technology (IT)

- Completed end-of-month reports for internal and external customers.
- Continue to audit and update the database.
- 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.
- Finalized the processes with the Sales Team on procedures for the newly established incentive program.

Sales

Convention, Meetings & Sports

- Conducted a site visit with AAU tournament directors from Charlotte, NC, on September 9-10, 2022, for their December 2022 Basketball Tournament.
- Met with Rob Patton – Economic Development, to create a better working relationship.
- Attended the NC Sports Association quarterly Meeting and Board Meeting on October 4, 2022, in Rocky Mount, NC.
- Conducted a site visit at the Embassy Suites for DoDEA – Mid-Atlantic Regional Meeting scheduled for March 2023.
- Finalized the Incentive Program process and procedures.
- Sales team - hotel partner visits.
- Met with three Military Reunion Planners in High Point, NC.
- Secured appointments for the TEAMS Conference scheduled for October 2022.
- Secured the Youth Basketball Association of America (YBOA), bringing tournaments to Robinson Courts. Robinson Courts is now a licensee for the YBOA and will hold three to four tournaments there per year.

Tourism Marketing/Communications

- The Director of Tourism Marketing was officially voted in as the NC representative on the Southeast Tourism Society's Board of Directors.
- Hired Communications Manager with a start date of October 4, 2022.
- Executed email teasers internally and in partnership with the Fayetteville Chamber to announce the Brand Launch event.
- Continued to work on Brand Launch and items for collateral, giveaways, and program; Promotional items were approved, artwork signed off on, and orders placed for Brand Launch.
- Worked hand in hand with agency and production team for video/drone/photo assets for the new marketing campaign.
- Heroes Homecoming items: hosted final meeting; distributed event brochures; marketing tactics to begin in October for events.
- Published four blogs, dialed in new content, and wrote for the coming month.

Visitor Center

- The Visitor Center has two part-time volunteers.
- Closed the gift shop in preparation for new brand merchandise.
- Serviced three Sales/Marketing requests for collateral.



Bureau News

What We Are Working On

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Administration

- Working on hiring a part-time Visitor Center Counselor & Sales Coordinator.
- Recreating the entire FACVB's Human Resources Policies, Procedures, and Processes.
- Attending appropriate Society of Human Resources Management/Human Resources training.
- Working with the FACVB attorney to handle the Higher Logic contract.
- Working with FACVB attorney on the History Museum (formerly Transportation Museum) contract.

Information Technology (IT)

- Work with the new updated version of the Scout report.
- Creating and updating database coding to support the new website launch scheduled for December 12, 2022.

Sales

Convention, Meetings & Sports

- Work with Robinson and Freedom Courts to bring Netlynx Sports volleyball tournaments to Cumberland County. Potentially bringing in 100 teams from around the country.
- Amy will attend the Sports TEAMS Conference with 82 secured appointments in partnership with the North Carolina Sports Commission.
- Isaiah will attend the Small Market Meetings Conference (SMMC) with 22 secured appointments.
- Sally will attend the Certified Destination Management Executive (CDME) program.

Tourism Marketing/Communications

- The Director of Tourism Marketing and the Interim President & CEO will be meeting with six "Can Do Carolina" partners to unveil the new tourism brand and marketing campaign.
- Brand Launch event planning ongoing; promotion items and marketing assets are in production and scheduled to be delivered by the end of October for the November 1, 2022, event.
- Ensure all deliverables are received, continue to assess our needs, and make sure everything is moving along per our timeline.
- Write blogs and work with the Communications Manager to ensure organic social and paid social are in sync.

Visitor Center

- Reach 15 businesses reviewing & updating the database.
- Collaborate with Tourism Marketing Team to develop and finalize Volunteer Program.



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Occupancy Report

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Occupancy

OCCUPANCY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
2022-2023												
Taxes Collected*	\$723,508	\$760,719	\$732,377									
Occupancy Percentage**	66.9%	67.6%	67.4%									
Average Daily Rate**	\$96.95	\$96.84	\$96.42									
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

Sales Team

Report for September 2022
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Sales Account and Lead 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													17
Prospect	0	47	5	52													52
Leads																	
Issued (Emailed to Hotels)																	
Total	3	15	15	33													33
Room Nights	1,260	9,878	17,360	28,498													28,498
Attendees	540	6,253	27,100	33,893													33,893
Economic Impact	\$308,116	\$6,814,713	\$7,988,997	\$15,111,826													\$15,111,826
Changed to Definite																	
Total	0	2	5	7													7
Contracted Room Nights	0	375	215*	590*													590*
Attendees	0	200	6,600	6,800													6,800
Economic Impact	\$0	\$95,686	\$2,238,699	\$2,334,385													\$2,334,385
Lost																	
Leads Lost	0	0	2	2													2
Room Nights	0	0	290	290													290
Attendees	0	0	85	85													85
Economic Impact	\$0	\$0	\$87,653	\$87,653													\$87,653

**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."*



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Sales Team

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

Items Measured	Fiscal Year 2023											
	2022						2023					
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Definite Leads												
Currently Definite	0	2	6									
Room Nights	0	1,550	2,070									
Attendees	0	4,550	7,650									
Economic Impact	\$0	\$1,934,155	\$2,370,731									
Pending Leads												
Currently Pending	18	31	35									
Room Nights	4,475	14,113	24,873									
Attendees	4,240	7,506	53,050									
Economic Impact	\$1,652,949	\$8,442,963	\$13,413,809									



Bureau Numbers

Website

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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	1,843	1,977									
Listing Click-Thrus	1,057	972	1,329									
Meeting Space												
Hotels												
Listing Views	88	64	111									
Click Thrus	131	101	185									
Venues												
Listing Views	196	315	424									
Listing Click-Thrus	169	175	197									
WEB ACTIVITY												
Unique Visitors	38,827	31,603	40,140									
Sessions	46,804	36,772	46,687									
Sessions Per Visitor	1.21	1.16	1.16									
Page Views	75,016	61,966	74,496									
Session Duration	1:16	1:18	1:09									
Bounce Rate	50.05%	46.35%	54.34%									
E-Newsletter Signups	186	194	212									
Newly Added Events	29	37	64									



Bureau Numbers

Visitor Center

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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											
Visitors Served	1,198	1,057	500											
Informational Calls	29	71	54											
Visitors Who Submitted Zip Codes	337	279	191											
Top States	NC FL VA TX CA	NC SC PA CA FL	NC SC WA CA NY											NC SC FL CA VA
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											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 Cameron, NC Raleigh, NC Charlotte, NC Saint Pauls, NC
International Visitors	Canada	Spain	Canada Puerto Rico Switzerland France Dominican Republic Lithuania											Canada (2) Spain Puerto Rico Switzerland France Dominican Republic Lithuania

* Not including Cumberland County.



Hurricane Ian

FACVB Hotel Availability Project

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We had 32 participating hotels.

- The Hurricane Landing page ranked #12 for the month (It had only been active for a small portion of the month) – 1,043 visits.
- The Hurricane Landing page ranked #6 for the week 1,043.
- The Hurricane Landing page ranked #2 for a 24-hour period (only 2nd to a sponsored ad sending people to Things to do in October).

In addition to the internal efforts related to Hurricane Ian and helping those affected, the FACVB also sent an email to our partner CVBs in Florida and north in the path of Ian and gave them the link to help their local people.

The FACVB also asked our media agency, Adams & Knight, to activate a small "geo-fencing" effort in select affected areas in Florida to get out our message of help which resulted in driving over 1,200 clicks to the Hurricane landing page over about 48 hours.

Finally, our Public Relations partner, the Eckel, and Vaughan (E&V) Team did an outstanding job getting the word out, explaining and informing our local area about the program.

Below are links to coverage from 9/27. Additionally, here is a WRAL link: <https://wr.al/1Nzpy>. Impressions for WRAL are more than 1.1 million.

This week E&V secured more than ten (10) media hits around our Hurricane Ian hotel availability microsite. This media coverage has reached more than 2.47 million people. The most notable links below:

- [WRAL](#)
- [ABC 11](#)
- [CBS 17](#)
- [Greater Fayetteville Business Journal](#)

The FACVB received **1,378,977+ impressions** during Wednesday's news coverage of the Hurricane Ian resources and refugee help in Fayetteville and Heroes Homecoming.

Greater Fayetteville Business Journal- ["10th Year Anniversary of Heroes Homecoming Celebrates "Heroes at Home"](#)

Greater Fayetteville Business Journal- ["Fayetteville Area Convention & Visitors Bureau provides lodging resources for hurricane Ian evacuees"](#)

CBS 17- News at 11 p.m. (WNCN), Impressions: 22,409 [Clip](#)

ABC 11- News at 5 p.m. (WTVD), Impressions: 49,119 [Clip](#)

CBS 17 News at 5 p.m. (WNCN), Impressions: 12, 277 [Clip](#)

ABC 11 News at 4 p.m. (WNCN), Impressions: 34,503 [Clip](#)

CBS 17- News at 4 p.m. (WNCN), Impressions: 2,085 [Clip](#)

CBS 17 Article – ["Fayetteville offering website, resources to Tampa Bay evacuees escaping Hurricane Ian"](#), Impressions: 265,861

ABC 11 Article- ["Fayetteville launches website to help Ian evacuees find hotel rooms"](#)
Impressions: 1,005,000

Please know that this has been a multi-partner effort making the effort impactful

Be safe over the next few days of the uncertain weather.



Partner Metrics

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Paid Media Results, 1st Quarter, FY 2023

For the 1st Quarter of FY 2023, we continued our paid media “bridge” strategy — maintaining a presence while saving resources for the new brand launch. This strategy efficiently generated **9M+ impressions, 52K+ website visits, and 38K+ 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	<i>Benchmark</i>	Impressions	<i>Benchmark</i>	Efficient CTR	<i>Benchmark</i>	
Impressions	3,620,621		5,499,711		86,635		9,206,967
Cost Per Thousand Impressions (CPM)	\$4.69		\$6.16	<i>\$8.00</i>	\$319.37		\$8.53
Clicks to Website	33,721		7,375		11,300		52,396
Click-Through Rate (CTR)	0.93%	<i>0.90%</i>	0.13%	<i>0.08%</i>	13.04%	<i>5.00%</i>	0.57%
Cost Per Click (CPC)	\$0.50	<i>\$0.63</i>	\$4.59		\$2.45		\$1.50
Engagements	38,031		N/A		N/A		38,031

NOTE: Year Over Year (YOY) Paid Media performance is unavailable due to the previous agency’s inability to share reporting data accurately.



Partner Metrics

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Earned Media/Public Relations Results, 1st Quarter, FY 2023

Key Performance Indicators	Broadcast	Print/Online	TOTALS
Total Media Hits — stories we helped place through our pitching/outreach efforts	26	15	41
Total Impressions from all those media placements	476,064	4,108,857	4,584,921



Partner Metrics

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Website Metrics, 1st Quarter, FY 2023

While our organic website visits are down slightly YOY, our paid media has cost-effectively driven **17% more website sessions over this time last year**. Better yet, those visitors are more engaged — “bouncing” less once they reach the site, viewing more pages overall, and clicking more partner links. In fact, clicks out to our partners (outbound referrals) are up 6% and newsletter sign-ups are up more than 50%!

Key Performance Indicator	Q1 - Prior Year	Q1 - Current Period	Change
New Website Visitors	107,489	106,238	Down 1%
Total Page Views	201,853	211,478	Up 5%
Paid Media Website Sessions	93,168	107,949	Up 17%
Paid Media Bounce Rate	48.71%	46.83%	Down 4%
Outbound Referrals (visitors linking from our site directly to the sites of tourism attractions/hotels)	4,973	5,294	Up 6%
Newsletter Sign-Ups	195	309	Up 58%

NOTE: All data compares the results from July 1, 2022 – September 30, 2022, to the prior year.