

Bureau Business Brief: Results Report

October 2018

John Meroski
Chief Executive Officer
FACVB

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Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - October 2018 vs October 2017												Year to Date - October 2018 vs October 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	74.9	68.1	115.23	111.38	86.27	75.88	9.9	3.5	13.7	14.8	0.9	10.9	66.0	64.9	105.74	103.38	69.75	67.12	1.6	2.3	3.9	6.2	2.2	3.9	1768	1176	155473	124207
Cumberland County, NC	78.7	60.7	85.27	75.39	67.13	45.72	29.8	13.1	46.8	51.6	3.2	34.0	67.4	67.0	80.07	77.03	53.97	51.61	0.6	4.0	4.6	8.2	3.4	4.1	68	51	6174	5291
Johnston County, NC	75.5	53.1	78.66	71.76	59.43	38.10	42.3	9.6	56.0	61.4	3.5	47.2	60.1	54.4	75.12	72.46	45.12	39.41	10.4	3.7	14.5	16.1	1.4	12.0	33	25	2294	1824
Robeson County, NC	72.0	52.2	90.39	73.18	65.09	38.23	37.8	23.5	70.3	65.7	-2.7	34.2	63.6	63.6	78.12	76.14	49.66	48.39	0.0	2.6	2.6	-0.1	-2.7	-2.6	28	15	1833	1188
Wake County, NC	80.5	73.8	112.10	106.68	90.27	78.69	9.2	5.1	14.7	18.0	2.9	12.3	71.3	70.5	106.66	103.02	76.01	72.66	1.0	3.5	4.6	9.3	4.5	5.6	143	133	17154	16296
Durham County, NC	80.4	73.8	113.74	110.88	91.47	81.79	9.0	2.6	11.8	11.8	0.0	9.0	70.2	68.2	106.37	104.08	74.69	70.95	3.0	2.2	5.3	5.8	0.5	3.6	65	61	8401	8008
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	69.2	68.1	121.86	125.77	84.39	85.65	1.7	-3.1	-1.5	-1.6	-0.1	1.6	61.2	59.9	99.31	96.66	60.78	57.94	2.1	2.7	4.9	4.8	-0.1	2.0	85	69	10176	9112
Harnett County, NC	69.5	48.8	80.64	77.08	56.05	37.58	42.5	4.6	49.1	49.1	0.0	42.5	60.4	56.2	76.79	76.87	46.36	43.18	7.5	-0.1	7.4	7.4	0.0	7.5	11	8	859	638
Moore County, NC	78.8	62.5	147.46	142.28	116.13	88.93	26.0	3.6	30.6	30.6	0.0	26.0	62.6	58.8	127.09	124.91	79.50	73.45	6.4	1.7	8.2	8.1	-0.1	6.3	21	14	1940	1554

Visitor Profile

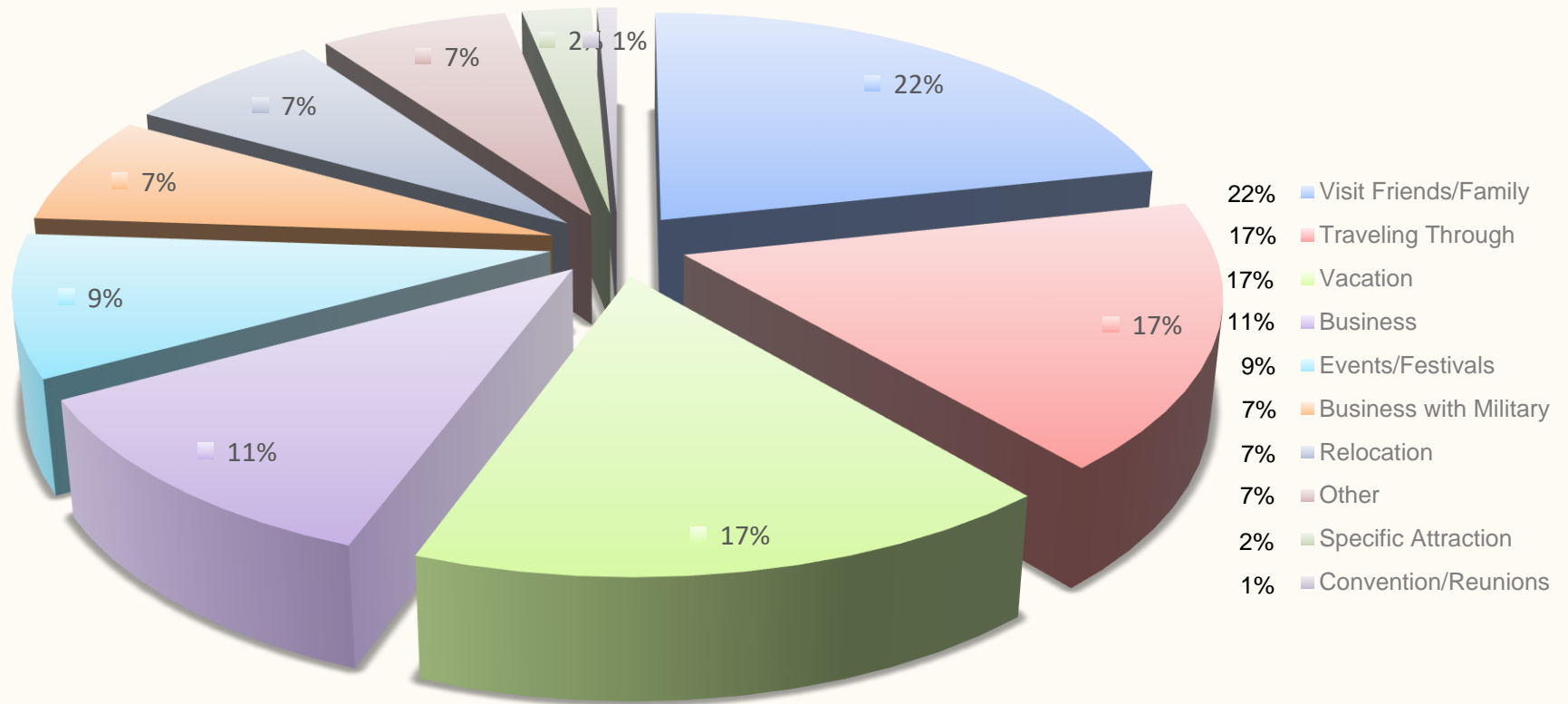
Statistics

Sources: Electronic Kiosks, Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 29%, Florida & New York 7% each and Georgia 6%.
2. The visitors' reason for visiting was Visit Friends/Family 22%, Vacation & Traveling Through 17% each and Business 11%.
3. The top areas of interest were Dining 13%, Museum 11% and Historic Sites & Arts/Entertainment 10% each.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.68.

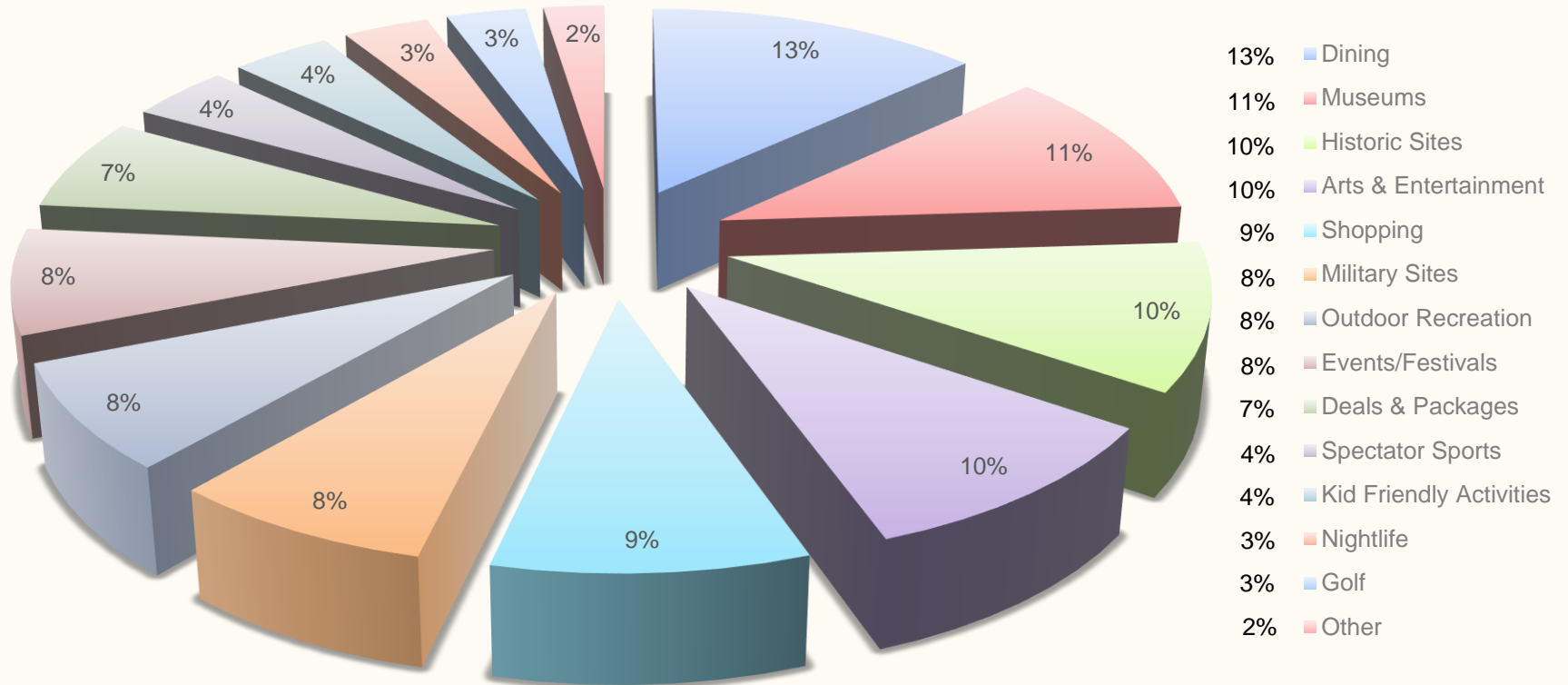
Visitor Profile

Reason for Visiting



Visitor Profile

Visitor's Interests



Sales Department

Meeting and Sporting Event Solicitation Activity



	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact	
Grand Totals:	128	188,440	21,293	70,659	\$35,058,306.00	
Cancelled:	0	0	0	0	\$0.00	
Closed:	4	1,750	225	325	\$256,500.00	
Definite:	22	7,250	394	736	\$420,660.00	
Assist:	0	0	0	0	\$0.00	
Lost:	9	27,520	3,242	7,946	\$11,598,360.00	
Pending:	12	26,155	3,230	9,700	\$7,370,100.00	
Verbal Definite:	3	2,650	225	450	\$131,100.00	
Canceled from Pending:	1	25	25	25	\$2,850.00	
Lead Source Summary						
Tourism Development Authority (TDA) Grant:	5				Crown Coliseum:	1
Calls (9-11 a.m.):	18				CVent:	5
RCMA No Longer Used:	3				Association Executives of North Carolina (AENC) - Annual Meeting:	3
SGMP Annual Meeting:	1				Client Contacted Us:	14
Helms Briscoe:	2				Previous Client Referral:	6
Parks & Recreation:	5				Sales Blitz:	3
Strategic Database Research (SDR):	1				Networking:	1
Advertising Masonics:	1				Rejuvenate Marketplace:	7
National Association of Sports Comm:	3				Travel Alliance Partners (TAP):	1
Connect Marketplace:	15				RCMA:	2
Bureau Generated:	15					
Market Segment Summary						
Meeting Sales Market Segments						
Training:	0				Social:	7
Group Tour:	1				Performance Group:	0
Health & Medical:	0				Hobby & Vocational:	1
Religious:	29				Senior Group:	0
Politics:	0				Educational/Student Group:	0
Military/Government:	0				Affinity Group:	0
Sports:	35				Fraternal:	8
Ethnic:	0				Corporate:	0
Outdoor/Adventure Group:	0				Civic:	0
Retail Tour:	0				Educational:	6
Corporate - Miscellaneous:	8				Church/Religious Group:	0
Family or Friend Reunion:	4				Military:	3
Reunion:	1				Government:	1
Association:	8				Nonprofit Group:	3
TDA:	4					

Sales Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
Sales Department						
Bookings	8	5			5	13
Bookings Attendance	13,480	17,400			17,400	30,880
Bookings Room Nights	831	15,301			15,301	16,132
Bookings Economic Impact	\$228,000	\$4,165,560			\$4,165,560	\$4,393,560
Verbals	28	27			27	55
Verbal Bookings Attendance	28,094	11,950			11,950	40,044
Verbal Bookings Room Nights	3,374	1,881			1,881	5,255
Verbal Bookings Impact	\$1,125,180	\$505,590			\$505,590	\$1,630,770
Leads	24	24			24	48
Leads Room Nights	7,270	10,195			10,195	17,465
Leads Attendance	21,231	14,380			14,380	35,611
Leads Impact	\$1,728,924	\$5,026,260			\$5,026,260	\$6,755,184
Sales Functions	16	7			7	23
Site Inspections	4	1			1	5
Sales Blitz	3	1			1	4
Calls Converted to Accounts	13	0			0	13
Bid/Packages Mailed	0	1			1	1
Client Presentations	3	1			1	4

Communications Department

Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	3,164	39	303 Clicks, Retweets, Replies
Facebook	7,452	43	2,175 Likes, Comments, Shares
Instagram	1,994	6	220 Likes, Comments
Facebook - #GoFay	2,088	14	664 Likes, Comments, Shares

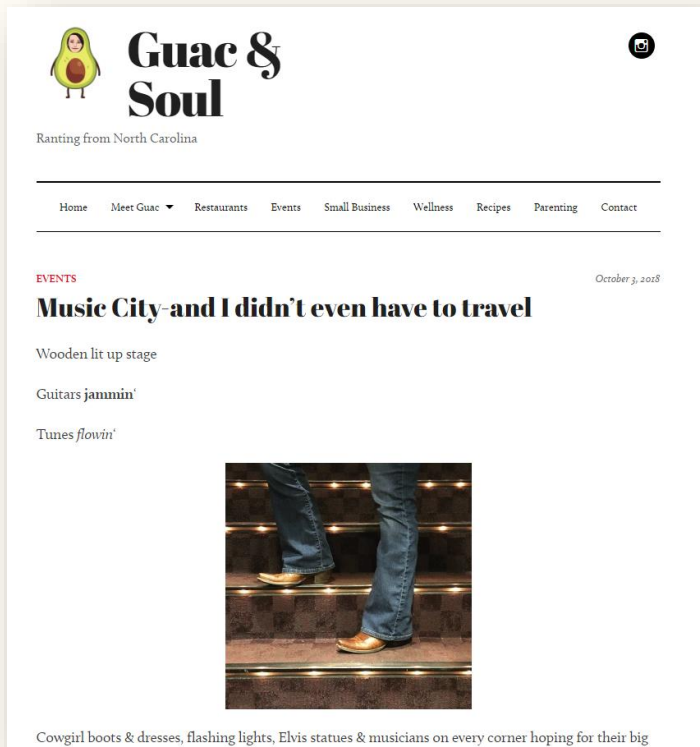


Communications Department

Publicity Generated

Guac & Soul Blog

Music City and I didn't have to ravel



Storyteller by Alyssa Hennessy

Music City Takes Me Home

Music City Takes Me Home

October 4, 2018 | Alyssa Hennessy



A few years ago my mom and I came to the agreement that I'm about 60% country girl. I spent just enough of my childhood in creek beds and tumbleweeds to call myself country. I lived in the city limits but was raised in the "Nashville of the West Coast" - Bakersfield, California. My mom and dad own a little sliver of land out there that could make a cowgirls dreams come true.

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Communications Department

Publicity Generated

The Mrs. Tee

VLOG: Family Fun Day Hope Mills



The Mrs. Tee

Blog: Make a Day Of It! A guide to Family fun in Hope Mills



Eat, Move Make

Twitter & IG - ZipQuest



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Publicity Generated

Fayetteville Foodie

I had Elite Catering for the First Time and I May Never Be The Same

I Had Elite Catering For The First Time And Honestly, I May Never Be The Same.

by Kia | Oct 11, 2018 | Catering, Comfort Food, Food Trucks | 0 comments



Family Travels on a Budget

IG: Winterbloom Tea



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Publicity Generated

Guac & Soul

IG & FB: Indigo Moon FF



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Publicity Generated

The Mrs. Tee

The Ultimate Guide to Fall Fun

FUN / LOCAL EVENTS / MY NORTH CAROLINA / MYFAYETTEVILLE / TRAVEL

The Ultimate Guide To Fall Fun In & Around Fayetteville, NC

by TheMrsTee

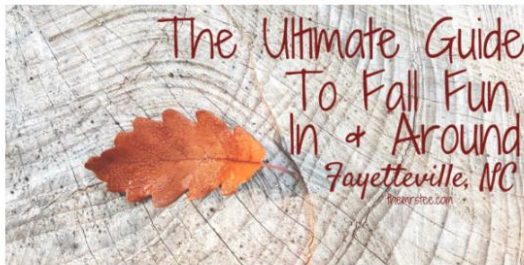


Share the love!



Press Release Disclosure

It's finally starting to feel like **Fall** and I couldn't be happier. **Fall** for me is all about family and family is all about making memories. How do we make our best memories? **Fall fun** of course! **Fayetteville** has some pretty amazing things happening this Fall for just about everyone.



Festival Fun!

Fayetteville Dogwood Fall Festival

The Biggest Fall Fun event happening in Fayetteville has got to be the [Fayetteville Dogwood Fall Festival](#)! This is a family friendly bring all your friends kinda event and trust me this year is the year to be there!

Drug Store Divas

What to Expect at Fayetteville Comic Con

Drug Store Divas Blog Post

<https://www.drugstoredivas.net/fayetteville-comic-con/>



We've been working our way through the Marvel movies. We've been watching them in the order we want to see

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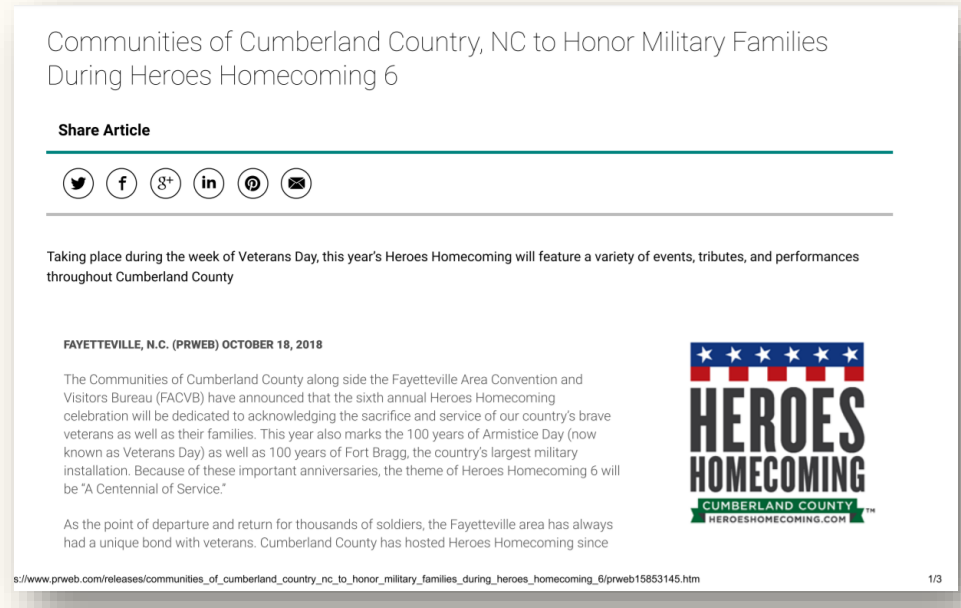
Guac & Soul

Cornmaze, Pumpkins and Hayrides



PR Web

Communities of CC, NC to Honor Military Families

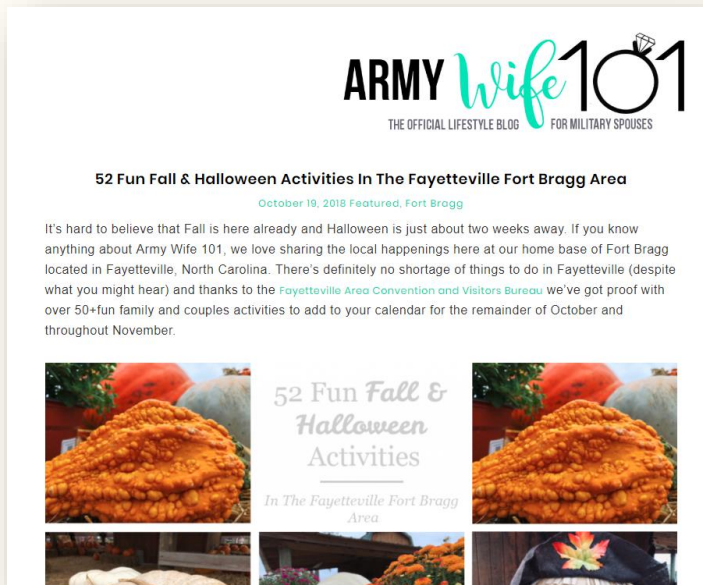


Communications Department

Publicity Generated

Army Wife 101

52 Fun Fall Halloween Activities



Alyssa Hennessy / Storyteller Blog

Fayetteville Comic Con & The Super Uncool Mom

Fayetteville Comic Con & The Super Uncool Mom

October 23, 2018 | Alyssa Hennessy

Full Disclosure: My husband and I are not geeks.
A bit nerdy? Yes.
A little awkward sometimes? Yes.
Fashionably challenged? Most days.
But geeky?... not so much.

We don't own any comic books or have any originally packaged action figures. While both of us have our share of geek-inspired t-shirts, neither of us engage in larping or cosplay. We don't discuss the difference between Marvel and DC Comics. We don't even go to Star Wars movies on opening day - gasp!

Yet, somehow, we made Eoin.



Communications Department

Publicity Generated

Up & Coming Magazine
Heroes Homecoming 6

Fayetteville Observer
Heroes Homecoming Events Recognize
Veterans ...





HEROES HOMECOMING 6 CELEBRATES CENTENNIAL OF SERVICE

The Communities of Cumberland County, alongside the Fayetteville Area Convention and Visitors Bureau (FACVB), have announced that the sixth annual Heroes Homecoming celebration will be dedicated to acknowledging the sacrifice and service of our country's brave veterans as well as their families. This year also marks the 100 year anniversary of Armistice Day (now known as Veterans Day) as well as 100 years of Fort Bragg, the country's largest military installation. Because of these important anniversaries, the theme of Heroes Homecoming 6 will be "A Centennial of Service."

As the point of departure and return for thousands of soldiers, the Fayetteville area has always had a unique bond with veterans. Cumberland County has hosted Heroes Homecoming since 2011, helping it to become the largest commemoration and reunion of its kind. "With so many amazing military anniversaries this year, what a perfect way to honor all those who have

been involved, both at home and abroad, than by dedicating Heroes Homecoming 6 to them," said John Meroski, CEO of FACVB. "In years past, our community has honored veterans from various conflicts. This year we will honor everyone from spouses, children, and volunteers for the sacrifices they have made while supporting our troops."

Marquee events during this year's celebration include:

- Veterans Day Concert & Art Exhibit - Airborne & Special Operations Museum - Nov 9
- Veterans Day Parade - Downtown Fayetteville - Nov 10
- Heroes Homecoming Motorcycle Rally - Ft Bragg Harley-Davidson - Nov 10
- Centennial of Service Speaker Series - Airborne & Special Operations Museum - Nov 10

In addition to honoring veterans and their families through local events November 8-12, Heroes Homecoming is also challenging businesses and organizations to participate in the Missing Man Table Initiative as a way to inspire and help educate the public on the importance and symbolism of the display. The Missing Man Table, similar to the Fallen Comrade Table, honors the memory of missing or imprisoned military service members. To date, North Carolina has more unaccounted-for veterans than any state in the Southeast, with a recorded 1,536 POW/MIAs. Currently, more than 150 area businesses and organizations have pledged to participate, with the number growing every day.

Learn more at www.HeroesHomecoming.com.

PATRIOTS, PAST & PRESENT CULTURAL HERITAGE TRAIL

The Fayetteville community has a long standing military tradition from the American Revolution through the U.S. Civil War to the men and women serving on Fort Bragg and Pope Army Air Field (formerly Pope Air Force Base).

Sites on the Patriots, Past & Present Trail illuminate this history. Two sites are highlighted here. To see the entire trail, visit www.FayettevilleNCtrails.com.

Near Liberty Point, in June 1775, a group of 55 patriots signed a document of freedom, popularly known as the "Liberty Point Resolves," one year before the Declaration of Independence was signed. A granite boulder commemorates their pledge to their country and bears the names of the fifty-five signers.

Cross Creek Cemetery contains graves of veterans from the Revolutionary War through the Spanish-American War. On the grounds stands the first Confederate Monument in NC, erected in 1868. The money to build the monument was raised by local women who sold raffle shares at \$1.00, raising \$300. The quilt was later presented to Jefferson Davis, the ex-President of the Confederate States of America, by the winner of the raffle.

ABOUT THE AUTHOR



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11/5/2018

Heroes Homecoming events to recognize veterans, military families



Heroes Homecoming events to recognize veterans, military families

By Drew Brooks
Military editor
Posted Oct 27, 2018 at 1:00 PM

Communities across Cumberland County will pay tribute to military families and veterans during this year's Heroes Homecoming celebrations.

The annual tribute, which spans five days in early November, is in its sixth year and will include a number of events scheduled around Veterans Day.

This year's theme is "A Centennial of Service," paying tribute to the 100th anniversary of the end of World War I and the creation of Fort Bragg. Events will pay special honors to the sacrifice and service of veterans and families alike.

Events include an expo to welcome military families to the Fayetteville area, a concert and art exhibit at the Airborne & Special Operations Museum in downtown Fayetteville and a Centennial of Service Speaker Series.

Officials with the Fayetteville Area Convention and Visitors Bureau said the event is part commemoration and part reunion.

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Publicity Generated

Up & Coming Magazine
Heroes Homecoming



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Communications Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
Communications Department						
CVB Facebook						
Users/Followers	N/A	7,452			N/A	N/A
Postings	114	43			43	157
User Interactions (All) Stories	3,944	2175			2,175	6,119
GoFayetteville Facebook						
Users/Followers	N/A	2,088			2,088	2,088
Postings	32	14			14	46
User Interactions (All) Stories	1,145	664			664	1,809
1,99						
Users/Followers	N/A	1,043			1,043	1,043
Postings	23	14			14	37
User Interactions (All) Stories	640	364			364	1,004
America Groupies Facebook						
Users/Followers	N/A	77			77	77
Postings	3	3			3	6
User Interactions (All) Stories	12	15			15	27
Spring Lake NC Facebook						
Users/Followers	N/A	4,118			4,118	4,118
Postings	66	20			20	86
User Interactions (All) Stories	33,837	1,054			1,054	34,891
Fayetteville Meet/Tourney FB						
Users/Followers	N/A	172			172	172
Postings	15	7			7	22
6	142	46			46	188
Twitter						
Users/Followers	N/A	3,164			N/A	N/A
Postings	135	39			39	174
Engagement	1,261	303			303	1,564
Heroes Homecoming Twitter						
Users/Followers	N/A	869			N/A	N/A
Postings	0	1			1	1
User Interactions (All) Stories	4	30			30	34
America Groupies Twitter						
Users/Followers	N/A	27			N/A	N/A
Postings	50	33			33	83
User Interactions (All) Stories	50	130			130	180

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
Instagram						
Users/Followers	N/A	1,994			N/A	N/A
Postings	9	6			6	15
User Interactions (All) Stories	472	220			220	692
Go Fayetteville Instagram						
Users/Followers	N/A	908			N/A	N/A
Postings	7	4			4	11
User Interactions (All) Stories	198	337			337	535
Linked In						
Followers	N/A	463			N/A	N/A
Postings	N/A	20			N/A	0
User Interactions (All) Stories	N/A	271			N/A	0
Electronic Destination Guides Viewed	34	7			7	41
Electronic Trail Guides Viewed	23	4			4	27
FACVB Generated Blog Articles	9	1			1	10
Public Relations						
FACVB (In-House)						
Publicity Generated						
Out of Market	13	3			3	16
Local	11	17			17	28
Press Releases Issued	1	2			2	3
Travel Writer Visits	2	3			3	5
Martin Arnes						
Publicity Generated						
Out of Market	0	0			0	0
Local	0	0			0	0
Republik						
Publicity Generated						
Out of Market	0	0			0	0
Advertising Trade Pubs	7	0				
Local	6	5			5	11
Totals						
Publicity Generated						
Out of Market	13	3			3	16
Local	17	22			22	39

Tourism Department

In early November, Heroes Homecoming VI was held throughout Cumberland County.

Representatives from Veterans Support organizations and Cumberland County municipalities met monthly throughout 2018 to lay the plans for Heroes Homecoming.

The end result was fifteen events that recognized the 100th year of Veterans Day and paid tribute to all veterans from the past century.

The tourism department led and managed the Heroes Homecoming program.



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Tourism Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
Tourism Department						
Civic Presentations	0	2			2	2
Bookings	4	4			4	8
Bookings-Attendance	1,510	25,765			25,765	27,275
Bookings-Room Nights <i>(Annual Goal = 500)</i>	20	123			123	143
Bookings-Economic Impact	\$1,700	\$13,553			\$13,553	\$15,253
Verbal Bookings	5	1			1	6
Verbal Bookings-Attendance	5,200	500			500	5,700
Verbal Bookings-Room Nights	264	0			0	264
Verbal Bookings-Economic Impact	\$364,800	\$2,850			\$2,850	\$367,650
Leads <i>(Annual Goal = 40)</i>	7	2			2	9
Leads-Attendance	5,230	575			575	5,805
Leads-Room Nights	162	15			15	177
Leads-Economic Impact	\$395,580	\$5,700			\$5,700	\$401,280

Visitor Services Department

October was Busy in Visitor Services!

Fulfilled 20 Group Service Requests

Includes internal FACVB requests, walk-ins, meetings etc.



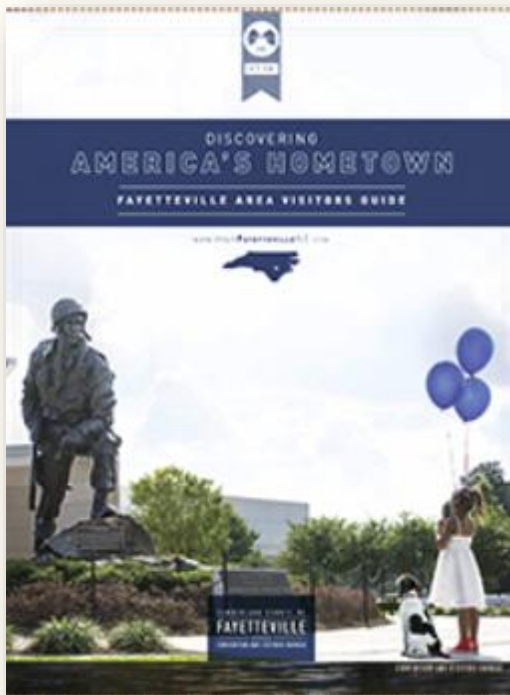
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Visitor Services Department

The First Quarter was Busy in Visitor Services!

Distributed 1,814 Visitor Guides

to hotels, welcome centers, visitors, FACVB advertising and visitor generation, AAA offices and others



Handled 661 Visitor Inquiries

via phone, walk-ins, web at two Visitor Centers for both local and out-of-town guests



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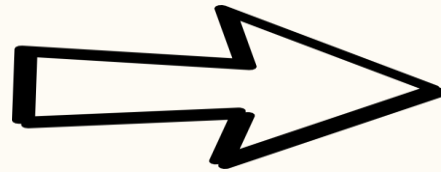
Visitor Services Department

Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2019 Totals
Visitor Information Department						
Destination Guide						
Number Distributed	7,670	1,814			1,814	9,484
VisitFayettevilleNC.com	133	33			33	166
Inquiries						
FACVB Main Office						
Calls						
Tourism Information	103	35			35	138
Local Information	205	94			94	299
Total Calls	308	129			129	437
Walk-Ins						
Local Residents (Tourism)	563	189			189	752
Out-of-Town (Tourism)	398	109			109	507
Total Walk-Ins	993	298			298	1,291
Drive Thru	3	1			1	4
Relocation/Retiree Info	69	19			19	88
Transportation Resources	3	0			0	3
Same Day Group Service Request	19	5			5	24
Magazine Reader Card Requests (Fulfilled)		232			232	
Local Directions/Maps	62	20			20	82
Total	1,093	331			331	1,424
Walk-Ins						
Local Residents (Tourism)	649	102			102	751
Group Visits	603	132			132	735
Miscellaneous						
Group Service Request	67	20			20	87
Meetings/Events Serviced	6	1			1	7

Everything Begins with a Visit

Thank You!



- ✓ Economic Impact of \$525.39 million
- ✓ 4,540 jobs with a \$98.41 million payroll
- ✓ State and Local Taxes of \$39.62 million:

a \$120.86 tax savings to each county resident.