

## Scorecard for Fiscal Year 2019-2020

### April 2020

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>COMMUNICATIONS RESULTS</b>								
<b>Social Media</b>								
<b>Visit Fayetteville NC Facebook</b>								
Followers	9,282	9,722	10,051	10,265	N/A	N/A		
Posts	85	53	56	32	32	226		
Page Likes (Net)	1,045	424	437	121	121	2,027		
Engagements	51,194	15,990	17,124	5143	5,143	89,451	92,474	96.73%
<b>Go Fayetteville Facebook</b>								
Followers	3,004	3,109	3,202	3,223	N/A	N/A		
Posts	33	25	20	12	12	90		
Page Likes (Net)	134	106	95	22	22	357		
Engagements	5,117	2,939	2,649	693	693	11,398		
<b>Visit Spring Lake NC Facebook</b>								
Followers	4,643	4,716	4,711	4,705	N/A	N/A		
Posts	24	18	9	7	7	58		
Page Likes (Net)	206	57	-2	-6	-6	255		
Engagements	10,108	4,949	3,241	227	227	18,525		
<b>Heroes Homecoming Facebook</b>								
Followers	1,300	1,904	2,025	2,036	N/A	N/A		
Posts	12	44	16	12	12	84		
Page Likes (Net)	189	600	123	11	11	923		
Engagements	2,707	13,639	1,651	718	718	18,715		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>Visit Fayetteville NC Twitter</b>								
Followers	3,483	3,617	3,764	3,797	N/A	N/A		
Posts	279	243	268	109	109	899		
Page Likes (Net)	145	134	147	33	33	459		
Engagements	3,319	3,115	2,177	1352	1,352	9,963	6,817	146.15%
<b>Heroes Homecoming Twitter</b>								
Followers	873	896	889	887	N/A	N/A		
Posts	0	41	9	9	9	59		
Page Likes (Net)	4	23	-7	-2	-2	18		
Engagements	0	211	73	34	34	318		
<b>Visit Fayetteville NC Instagram</b>								
Followers	2,802	3,198	3,408	3,491	N/A	N/A		
Posts	84	31	30	23	23	168		
Page Likes (Net)	247	316	210	83	83	856		
Engagements	1,290	1,443	963	770	770	4,466	6,773	65.94%
<b>FACVB LinkedIn</b>								
Followers	610	645	906	945	N/A	N/A		
Posts	15	24	31	9	9	79		
Page Likes (Net)	13	37	259	40	40	349		
Engagements	284	953	657	256	256	2,150	4,015	53.55%
<b>Total Posts</b>	<b>532</b>	<b>479</b>	<b>439</b>	<b>213</b>	<b>213</b>	<b>1,663</b>		
<b>Total Engagements</b>	<b>74,019</b>	<b>43,239</b>	<b>28,535</b>	<b>9,193</b>	<b>9,193</b>	<b>154,986</b>		
<b>E-Newsletter Subscribers</b>	<b>368</b>	<b>253</b>	<b>289</b>	<b>106</b>	<b>106</b>	<b>1,016</b>		
<b>Electronic Destination Guides Viewed</b>	<b>32</b>	<b>32</b>	<b>22</b>	<b>6</b>	<b>6</b>	<b>92</b>		
<b>FACVB Generated Blog Articles</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>7</b>		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>Public Relations</b>								
<b>FACVB</b>								
<b>Publicity Generated</b>								
Out of Market	13	20	7	3	3	43	60	71.67%
Local	6	4	3	1	1	14		
<b>Agency Publicity Generated</b>	0	7	0	0	0	7		
<b>Press Releases Issued</b>	7	3	5	1	1	16		
<b>Out of Market Media Visits</b>	3	3	1	0	0	7		
<b>Digital Marketing</b>								
<b>Media One - Web Hits Generated</b>	10,708	24,976	21,510	985	985	58,179		
<b>219 Group Web Hits (visitfay)</b>	807	492	685	10	10	1,994		
<b>Visitor Data</b>								
<b>Reason for Visiting (Top 3)</b>								
<b>Hotel Guests</b>								
1	Traveling Through	Business with Military	Traveling Through/ Business with Military	No Data				
2	Visit Friends/Family	Traveling Through	Visit Friends/Family	No Data				
3	Events/Festivals	Visit Friends/Family	Events/Festivals	No Data				
<b>Online Requests</b>								
1	Vacation	Visit Friends/Family	Vacation	Relocation				
2	Visit Friends/Family	Vacation	Relocation	Vacation				
3	Relocation	Relocation	Visit Friends/Family	Traveling Through				
<b>Guest Books at VC</b>								
1	Vacation	Vacation	Vacation	No Data				
2	Visit Friends/Family	Visit Friends/Family	Other	No Data				
3	Events/Festivals	Relocation	Business	No Data				

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>Top States of Origin</b>								
<b>Hotel Guests</b>								
1	North Carolina	North Carolina	North Carolina	No Data				
2	Florida	Georgia	Florida	No Data				
3	New York	Florida	Georgia	No Data				
<b>Online Requests</b>								
1	North Carolina	North Carolina	North Carolina	North Carolina				
2	Florida	South Carolina	Pennsylvania	Missouri				
3	Georgia	Georgia	Virginia	Virginia				
<b>Guest Books at VC</b>								
1	North Carolina	North Carolina	North Carolina	No Data				
2	Arizona	Florida	Wisconsin	No Data				
3	Texas	Pennsylvania	Florida	No Data				
<b>Top Areas of Interest (Top 3)</b>								
<b>Hotel Guests</b>								
1	Dining	Dining	Dining	No Data				
2	Arts & Entertainment	Museums	Arts and Entertainment	No Data				
3	Museums	Arts & Entertainment	Museums	No Data				
<b>Online Requests</b>								
1	Events/Festivals	Historical Sites	Events/Festivals	Historical Sites				
2	Museums	Museums	Historical Sites	Dining				
3	Outdoor Recreation	Events/Festivals	Dining	Shopping				

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>Visitor Experience (Avg for Month)</b>								
<b>Hotel Guests</b>								
by Month	4.98	4.94	4.88	No Data				
to Date				No Data				
<b>Guest Books</b>								
by Month	4.63	4.82	4.75	No Data				
to Date				No Data				
<b>Overall</b>								
by Month	4.81	4.88	4.81	No Data				
to Date				4.86				

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>SALES RESULTS</b>								
<b>Advertisement Results</b>								
<b>Blitz</b>								
Inquiry	6	4	4	0	0	14		
<b>Dogwood Digest</b>								
Inquiry	3	4	6	0	0	13		
<b>Success</b>								
Inquiry	1	1	2	0	0	4		
<b>Sales</b>								
<b>Carryovers</b>								
Room Nights	12,609					12,609		
Bookings-Attendance	20,250					20,250		
Economic Impact	\$4,113,400					\$4,113,400		
<b>Leads</b>	22	50	19	9	9	100	100	100.00%
Leads Room Nights	9,159	10,993	62,965	8,246	8,246	91,363		
Leads Attendance	29,018	33,222	52,165	1,510	1,510	115,915		
Leads Impact	\$5,220,972	\$2,413,866	\$11,327,610	1168842	\$1,168,842	\$20,131,290		
Number of Leads to Definite	8	10	7	0	0	25		
<b>Verbals</b>	30	95	61	6	6	192		
Verbal Bookings Attendance	49,865	76,192	102,260	11,030	11,030	239,347		
Verbal Bookings Room Nights	7,887	18,312	30,115	4,080	4,080	60,394		
Verbal Bookings Impact	\$6,875,340	\$11,859,090	\$15,099,870	\$2,085,920	\$2,085,920	\$35,920,220		
<b>Bookings</b>	12	9	7	0	0	28		
Bookings Attendance	28,546	4,018	20,620	0	0	53,184		
Bookings Room Nights	6,911	1,489	669	0	0	9,069	22,500	40.31%
Bookings Economic Impact	\$6,187,806	\$474,468	\$110,580	\$0	\$0	\$6,772,854		
<b>Sales Functions</b>	29	17	20	4	4	70		
<b>Site Inspections</b>	5	5	3	0	0	13		
<b>Sales Blitz</b>	6	2	3	0	0	11		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Calls Converted to Accounts	0	0	4	0	0	4		
Bid/Packages Mailed	0	0	0	0	0	0		
Client Presentations	3	3	3	1	1	10		
<b>Trade Shows</b>								
<b>Connect Sports</b>								
Contacts	52					52		
Leads	11					11		
Room Nights	9,000					9,000		
Attendees	15,000					15,000		
Hot Prospects	6					6		
Follow Up	14					14		
<b>Connect Women in Sports</b>								
Contacts		14				14		
Leads		0				0		
Room Nights		0				0		
Attendees		0				0		
Hot Prospects		1				1		
Follow Up		8				8		
<b>Connect Association</b>								
Contacts	33					33		
Leads	1					1		
Room Nights	340					340		
Attendees	170					170		
Hot Prospects	6					6		
Follow Up	9					9		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>AENC Winter Conference</b>								
Contacts			23			23		
Leads			0			0		
Room Nights			0			0		
Attendees			0			0		
Hot Prospects			1			1		
Follow Up			3			3		
<b>Connect Diversity</b>								
Contacts			30			30		
Leads			3			3		
Room Nights			900			900		
Attendees			1,380			1,380		
Hot Prospects			3			3		
Follow Up			18			18		
<b>CMCA Spring Conference</b>								
Contacts			23		0	23		
Leads			3		0	3		
Room Nights			45,330		0	45,330		
Attendees			2,800		0	2,800		
Hot Prospects			2		0	2		
Follow Up			4		0	4		
<b>AENC Holiday Trade Show</b>								
Contacts		134				134		
Leads		1				1		
Room Nights		200				200		
Attendees		415				415		
Hot Prospects		2				2		
Follow Up		5				5		



Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>RCMA</b>								
Contacts			32			32		
Leads			0			0		
Room Nights			0			0		
Attendees			0			0		
Hot Prospects			4			4		
Follow Up			6			6		
<b>AENC Annual Meeting</b>								
Contacts	16					16		
Leads	0					0		
Room Nights	0					0		
Attendees	0					0		
Hot Prospects	0					0		
Follow Up	2					2		

<b>Previous Fiscal Year (2018-2019)</b>								
Leads						131	100	131.00%
Pending						0		
Completed Business						74		
Verbal Definite						2		
Lost						31		
Definite						7		
Cancelled						2		
Total						116		
<b>Top 3 Lost Reasons</b>								
1						Committee Decision		
2						Event Cancelled		
3						Will Not Meet In Fayetteville		
<b>Top 5 Locations Lost To</b>								
1						Albuquerque, NM		
2						Raleigh, NC		
3						Concord, NC		
4						Durham		
5						Charlotte		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>TOURISM RESULTS</b>								
<b>Advertisement Results</b>								
<b>Group Tour Magazine</b>								
OnTarget Digital Program								
Impressions	182,888	45,588	0	0	0	228,476		
Clicks	249	89	0	0	0	338		
<b>Leisure Group Travel Magazine</b>								
Reader Service Leads	0	0	0	0	0	0		
<b>Tradeshows</b>								
<b>NCMA/VAMC/MCASC</b>								
Tradeshow Attendees	330	0	0	0	0	330		
Contacts	24	0	0	0	0	24		
Leads	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0		
Follow-ups	14	0	0	0	0	14		
<b>Sales</b>								
Civic Presentations	0	1	2	0	0	3		
Site Inspections	5	2	0	0	0	7	18	38.89%
Leads	15	3	1	0	0	19	35	54.29%
Leads-Attendance	51,412	125,463	60	0	0	176,935		
Leads-Room Nights	2,237	263	40	0	0	2,540		
Leads-Economic Impact	\$2,449,632	\$152,304	\$4,560	\$0	\$0	\$2,606,496		
Number of Leads to Definite	0	0	0	\$0	0	0		
Verbal Bookings	8	3	5	0	0	16		
Verbal Bookings-Attendance	26,637	190	127,470	0	0	154,297		
Verbal Bookings-Room Nights	880	160	295	0	0	1,335		
Verbal Bookings-Economic Impact	\$565,212	\$55,860	\$1,593,720	\$0	\$0	\$2,214,792		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>Bookings</b>	<b>11</b>	<b>4</b>	<b>0</b>	0	<b>0</b>	<b>15</b>		
Bookings-Attendance	<b>457</b>	<b>21,195</b>	<b>0</b>	0	<b>0</b>	<b>21,652</b>		
Bookings-Room Nights	<b>230</b>	<b>483</b>	<b>0</b>	0	<b>0</b>	<b>713</b>	<b>500</b>	<b>142.60%</b>
Bookings-Economic Impact	<b>\$169,860</b>	<b>\$603,060</b>	<b>\$0</b>	\$0	<b>\$0</b>	<b>\$772,920</b>		

<b>Annual Lead Conversion</b>								
<b>Current Fiscal Year (19-20)</b>								
<b>Annual Lead Conversion</b>								
Leads						19	35	54.29%
<b>Previous Fiscal Year (2018-2019)</b>								
Leads						22	40	55.00%
Pending						2		
Verbal Definite						5		
Lost						5		
Definite						10		
Cancelled						0		
Total						22		
<b>Top 3 Lost Reasons</b>								
1						Cut Trip/Mileage		
2						No commitment/ response from FR Planner		
3						FR Planner thought rates were too high		
<b>Top 5 Locations Lost To</b>								
1						Laurinburg		
2						Dunn		
3						N/A		
4						N/A		
5						N/A		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>VISITOR CENTER RESULTS</b>								
<b>Destination Guides Distributed</b>	6,818	6,277	13,858	0	0	26,953		
<b>Inquiries</b>								
<b>Main Office</b>								
<b>Calls</b>								
Tourism Information	154	152	51	16	16	373		
Local Information	236	147	33	0	0	416		
<b>Total Calls</b>	390	299	84	16	16	789		
<b>Walk-Ins</b>								
Out of Town Visitors								
Information/Maps/Directions	279	237	91	0	0	607		
Relocate/Retire	22	8	15	0	0	45		
Promotions	0	5	0	0	0	5		
Local Customers								
Information/Maps/Directions	448	152	64	0	0	664		
GSROs	20	11	4	0	0	35		
<b>Total Walk-ins Main Office</b>	770	413	175	0	0	1,358		
<b>Transportation Museum</b>								
<b>Walk-Ins</b>								
Out of Town Visitors								
Information/Maps/Directions	416	275	248	0	0	939		
Relocate/Retire	0	0	0	0	0	0		
Local Customers								
Information/Maps/Directions	53	134	8	0	0	195		
Museum Visit - Group or Individuals	1,399	505	422	0	0	2,326		
<b>Total Walk-ins TM</b>	1,868	914	678	0	0	3,460		