

Scorecard for Fiscal Year 2020-2021

April 2021

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	4th Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS																	
Social Media																	
Visit Fayetteville NC Facebook																	
Followers	10,545	10,603	10,721		10,869	10,960	11,081	11,081	11,169	11,626	11,694	34,489	11,722	11,722	N/A		
Posts	17	14	17	48	15	19	20	54	12	10	5	27	6	6	135		
Page Likes (Net)	59	60	122.00	241	150	101	121	372	98	465	65.00	628	28	28	1,269		
Engagements	5,344	6,313	9,178	20,835	7,496	5,531	5,377	18,404	4,562	12,572	5,300	22,434	4,612	4,612	66,285	115,844	57.22%
Engagement Rate (per Impression)	10.4%	9.1%	5.0%	8.2%	7.2%	6.0%	7.2%	6.8%	5.0%	10.7%	6.2%	7.3%	8.6%		7.5%		
Go Fayetteville Facebook																	
Followers	3,366	3,392	3,429		3,468	3,459	3,455	3,455	3,482	3,467	3,467	10,416	3,467	3,467	N/A		
Posts	6	5	18	29	8	6	4	18	2	0	0	2	0	0	49		
Page Likes (Net)	56	27	39	122	40	-8	0	32	28	-13	0	15	0	0	169		
Engagements	2,413	698	1,123	4,234	957	749	295	2,001	1,345	3	6	1,354	0	0	7,589		
Engagement Rate (per Impression)	10.4%	9.9%	6.5%	8.9%	12.8%	18.0%	24.9%	18.6%	28.4%	0.0%	0.0%		0.0%		13.8%		
Visit Spring Lake NC Facebook																	
Followers	4,733	4,717	4,714		4,707	4,743	4,731	4,731	4,715	4,711	4,701	14,127	4,702	4,702	N/A		
Posts	2	2	3	7	4	6	4	14	1	0	0	1	0	0	22		
Page Likes (Net)	-7	-16	-2	-25	-2	38	-10	26	-9	-2	-7	-18	2	2	-15		
Engagements	661	747	919	2,327	699	3,760	575	5,034	274	1,034	648	1,956	2,049	2,049	11,366		
Engagement Rate (per Impression)	8.1%	5.8%	4.2%	6.0%	7.4%	8.8%	6.2%	7.5%	2.0%	0.0%	0.0%		0.0%		6.8%		
Heroes Homecoming Facebook																	
Followers	2,165	2,205	2,217		2,253	2,461	2,459	2,459	2,449	2,433	2,438	7,320	2,434	2,434	N/A		
Posts	6	8	10	24	5	9	10	24	7	4	6	17	4	4	69		
Page Likes (Net)	-2	40	13	51	39	212	-1	250	-7	-14	6	-15	-4	-4	282		
Engagements	93	1,449	764	2,306	1,429	7,496	339	9,264	240	61	378	679	204	204	12,453		
Engagement Rate (per Impression)	9.3%	10.7%	10.3%	10.1%	7.3%	11.1%	12.0%	10.1%	13.8%	8.4%	9.4%		17.9%		10.1%		
Visit Fayetteville NC Twitter																	
Followers	3,862	3,867	3,877		3,899	3,903	3,917	3,917	3,899	3,904	3,924	11,727	3,940	3,940	N/A		
Posts	39	31	23	93	39	36	44	119	36	15	16	67	16	16	295		
Page Likes (Net)	0	5	10	15	22	4	14	40	-18	5	20	7	16	16	78		
Engagements	399	428	467	1,294	384	389	947	1,720	175	300	557	1,032	110	110	4,156	13,475	30.84%
Engagement Rate (per Impression)	2.3%	0.8%	0.9%	1.3%	1.7%	1.8%	3.9%	2.5%	3.0%	6.0%	4.4%		2.7%		1.9%		
Heroes Homecoming Twitter																	
Followers	890	887	884		885	883	885	885	870	872	871	2,613	870	870	N/A		
Posts	7	11	5	23	8	8	8	24	2	0	0	2	0	0	49		
Page Likes (Net)	0	-3	-3	-6	1	-2	2	1	-15	2	-1	-14	-1	-1	-20		
Engagements	29	113	29	171	169	211	31	411	14	2	1	17	0	0	599		
Engagement Rate (per Impression)	2.4%	1.6%	1.0%	1.7%	2.5%	5.6%	2.9%	3.7%	2.0%	0.0%	0.0%		0.0%		2.7%		
Visit Fayetteville NC Instagram																	
Followers	3,678	3,743	3,802		3,875	3,898	3,927	3,927	3,939	3,979	4,028	11,946	4,059	4,059	N/A		
Posts	10	14	9	33	7	4	10	21	11	21	15	47	15	15	116		
Page Likes (Net)	63	65	59	187	73	20	28	121	12	40	49	101	31	31	440		
Engagements	1019	1202	586	2,807	382	308	895	1,585	687	942	888	2,517	546	546	7,455	6,730	110.77%
Engagement Rate (per Impression)	9.2%	9.0%	8.5%	8.9%	6.8%	7.7%	9.6%	8.0%	7.9%	6.3%	9.3%		8.1%		8.5%		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	4th Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
FACVB LinkedIn																	
Followers	1,014	1,021	1,025		1,031	1,039	1,043	1,043	1,044	1,047	1,050	3,141	1,055	1,055	N/A		
Posts	7	5	12	24	10	11	8	29	6	3	4	13	4	4	70		
Page Likes (Net)	19	9	5	33	6	9	4	19	1	3	3	7	5	5	64		
Engagements	233	150	217	600	125	244	172	541	169	45	101	315	101	101	1,557	2,405	64.74%
Engagement Rate (per Impression)	8.5%	8.3%	8.7%	8.5%	9.1%	13.5%	8.5%	10.4%	16.1%	7.8%	5.8%	9.9%	0.112		9.6%		
Total Posts	94	90	97	281	96	99	108	303	77	53	46	176	45	45	805		
Total Engagements	10,191	11,100	13,283	34,574	11,641	18,688	8,631	38,960	7,466	14,959	7,879	30,304	7,622	7,622	111,460		
E-Newsletter Subscribers	87	71	80	238	63	55	123	241	109	124	385	618	427	427	1,524		
Electronic Destination Guides Viewed	7	8	8	23	9	3	4	16	6	10	17	33	3	3	75		
Electronic Trail Guides Viewed	9	1	5	15	2	3	1	6	1	3	3	7	7	7	35		
FACVB Generated Blog Articles	0	0	0	0	1	2	1	4	0	0	2	2	4	4	10		
Public Relations																	
FACVB																	
Publicity Generated- Melody																	
Out of Market	1	2	12	15	1	2	1	4	1	2	0	3	3	3	25		
Local	4	1	4	9	1	1	1	3	1	1	1	3	1	1	16	60	26.67%
Agency Publicity Generated	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Press Releases Issued	1	2	2	5	1	0	1	2	0	0	0	0	2	2	9		
Out of Market Media Visits	2	0	2	4	6	1	0	7	0	0	0	0	5	5	16		
Digital Marketing																	
Media One - Web Hits Generated	11690	9,330	5,818	26,838	15,366	19,377	8,510	43,253	10,409	8,630	15,482	34,521	10,612	10,612	115,224		
219 Group Web Hits (VisitFayNC)	566	627	653	1,846	555	570	626	1,751	801	714	666	2,181	553	553	6,331		
Visitor Data																	
Reason for Visiting (Top 3)																	
Hotel Guests																	
1	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data		
2	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data		
3	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data		
Online Requests																	
1	Other, Visit Friends/Family and Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Visit Friends/Family	Relocation	Vacation	Vacation				
2	Relocation	Relocation	Relocation	Relocation	Other	Relocation	Relocation	Relocation	Relocation	Other, Traveling Through, Vacation	Vacation	Relocation	Visit Friends/Family & Relocation				
3	Traveling Through	Other	Visit Friends/Family	Other	Relocation	Other	Other	Other	Specific Attraction	Relocation	Other	Visit Friends/Family	Convention/ Reunions				
Guest Books at VC																	
1	No Data	No Data	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Other	Vacation	Vacation				
2	No Data	No Data	Other	Other	Business	Other	Visit Friends/Family	Other	No Other	Relocation	Vacation	Other	Other				
3	No Data	No Data	Specific Attraction	Specific Attraction	Other	Business	Other	Business	No Other	No Other	Specific Attraction	Visit Friends/Family	Specific Attraction				
Top States of Origin																	
Hotel Guests																	
1	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data		
2	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data		
3	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data		
Online Requests																	
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	Pennsylvania	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Six States Tied	South Carolina	Virginia	Virginia	South Carolina	Virginia	New York	Virginia	Australia	Pennsylvania	Pennsylvania	Pennsylvania	Michigan				
3	Seven States Tied	4 States and 2 Countries Tied	Wisconsin, New York, Texas	South Carolina	Virginia	Maryland	New Jersey, Florida, Ohio & North Carolina	Florida, Pennsylvania	Illinois, Florida & Ohio	Illinois	Georgia, Illinois and New Jersey	Illinois	Nebraska, Texas, Maryland and Austria				

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	4th Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Guest Books at VC																	
1	No Data	No Data	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina				
2	No Data	No Data	South Carolina	South Carolina	Virginia	Florida	Florida, South Carolina	Virginia	Florida	Florida	Florida	Florida	New Jersey				
3	No Data	No Data	Puerto Rico/Georgia	Puerto Rico/Georgia	Maryland/California	Missouri	Idaho	Many States Tied	Florida	Texas	Maryland	Many States Tied	Texas				
Top Areas of Interest (Top 3)																	
Hotel Guests																	
1	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
2	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
3	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
Online Requests																	
1	Museums	Historical Sites	Dining	Historical Sites	Outdoor Recreation	Outdoor Recreation	Golf	Golf	Dining	Dining	Events/Festivals	Dining	Dining				
2	Historical Sites	Museums/Arts & Entertainment	Shopping/Arts & Entertainment/ Historical Sites	Dining	Museums	Events/Festivals & Shopping	Dining/Deals & Packages	Dining	Museums	Active Adventures	Historical Sites	Museums	Historical Sites				
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums	Events/Festivals	Historical Sites	Events/Festivals	Deals & Packages	Rural Sightseeing	Events/Festivals	Dining	Events/Festivals	Arts & Entertainment				
Visitor Experience (Avg for Month)																	
Hotel Guests																	
by Month	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
to Date	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
Guest Books																	
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00	4.80	4.85	4.88	4.62				
to Date	No Data	No Data	4.80		4.78	4.69	4.85		4.86	4.84	4.84		4.77				
Overall																	
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00	4.80	4.85	4.84	4.85				
to Date	No Data	No Data	4.80		4.79	4.76	4.77		4.86	4.84	4.84		4.82				

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	4th Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
SALES RESULTS																	
Advertisement Results																	
Blitz																	
Inquiry	0	0	1	1	0	0	0	0	0	1	0	1	0	0	2		
Dogwood Digest																	
Inquiry	2	0	2	4	2	0	1	3	0	1	1	2	0	0	9		
Success																	
Inquiry	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Sales																	
Carryovers																	
Room Nights	4,999			4,999											4,999		
Bookings-Attendance	5,540			5,540											5,540		
Economic Impact	\$1,915,200			\$1,915,200											\$1,915,200		
Leads	6	2	7	15	3	3	1	7	2	27	12	41	3	3	66	100	66.00%
Leads Room Nights	3,365	100	2,025	5,490	2,336	3,975	20	6,331	395	12,907	1,493	14,795	3,324	3,324	29,940		
Leads Attendance	1,760	178	6,955	8,893	1,050	10,650	30	11,730	450	4,145	11,738	16,333	4,740	4,740	41,696		
Leads Impact	\$420,660	\$14,820	\$482,790	\$918,270	\$563,844	\$50,144,610	\$4,560	\$50,713,014	\$125,400	\$1,790,370	\$605,910	\$2,521,680	\$3,653,700	\$3,653,700	\$57,806,664		
Number of Leads to Definite	3	0	2	5	1	1	1	3	1	7	3	11	2	2	21		
Verbal																	
Verbal Bookings Attendance	990	1,320	5,480	7,790	4,630	4,295	8,355	17,280	3,895	4,845	1,120	9,860	15,010	15,010	49,940		
Verbal Bookings Room Nights	955	1,182	1,465	3,602	1,577	1,555	2,471	5,603	1,505	585	5,758	7,848	4,200	4,200	21,253		
Verbal Bookings Impact	\$249,660	\$347,244	\$471,960	\$1,068,864	\$6,207	\$5,850	\$16,426	\$28,483	\$460,560	\$591,660	\$723,330	\$1,775,550	\$1,694,496	\$1,694,496	\$4,567,393		
Bookings	3	2	2	7	1	1	1	3	1	7	0	8	2	2	20		
Bookings Attendance	330	190	269	789	1,000	150	650	1,800	600	670	0	1,270	200	200	4,059		
Bookings Room Nights	132	152	212	496	400	180	300	880	250	1,005	0	1,255	240	240	2,871	22,500	12.76%
Bookings Economic Impact	\$112,860	\$66,804	\$50,160	\$229,824	\$17,000	\$62,244	\$34,200	\$113,444	\$91,200	\$124,260	\$0	\$215,460	\$69,084	\$69,084	\$627,812		
Sales Functions	0	4	5	9	7	2	6	15	5	8	6	19	7	7	50		
Site Inspections	0	7	7	14	9	2	1	12	0	2	3	5	6	6	37		
Sales Blitz	0	0	0	0	0	1	0	1	0	0	1	1	1	1	3		
Calls Converted to Accounts	6	2	2	10	0	0	0	0	0	3	0	3	2	2	15		
Bid/Packages Mailed	0	1	3	4	1	0	0	1	0	1	0	1	0	0	6		
Client Presentations	1	2	3	6	2	1	0	3	0	2	3	5	4	4	18		
Trade Shows																	
Connect Sports																	
Contacts			33	33											33		
Leads			0	0											0		
Room Nights			0	0											0		
Attendees			0	0											0		
Hot Prospects			7	7											7		
Follow-ups			12	12											12		
Connect Women in Sports																	
Contacts			35	35											35		
Leads			0	0											0		
Room Nights			0	0											0		
Attendees			0	0											0		
Hot Prospects			6	6											6		
Follow-ups			30	30											30		
Connect Faith																	
Contacts					44			44							44		
Leads					2			2							2		
Room Nights					1,800			1,800							1,800		
Attendees					1,200			1,200							1,200		
Hot Prospects					2			2							2		
Follow-ups					31			31							31		
CMCA Spring Conference																	
Contacts													28	28	28		
Leads													2	2	2		
Room Nights													750	750	750		
Attendees													1,240	1,240	1,240		
Hot Prospects													1	1	1		
Follow-ups													6	6	6		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	4th Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
RCMA																	
Contacts										25		25			25		
Leads										1		1			1		
Room Nights										75		75			75		
Attendees										200		200			200		
Hot Prospects										2		2			2		
Follow-ups										6		6			6		
Previous Fiscal Year (2019-2020)																	
Leads															131	100	131.00%
Pending															0		
Completed Business															74		
Verbal Definite															2		
Lost															31		
Definite															7		
Cancelled															2		
Total															116		
Top 3 Lost Reasons																	
1															Committee Decision		
2															Event Cancelled		
3															Will Not Meet In Fayetteville		
Top 5 Locations Lost To																	
1															Albuquerque, NM		
2															Raleigh, NC		
3															Concord, NC		
4															Durham		
5															Charlotte		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	4th Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS																	
Sales																	
Civic Presentations	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Leads	2	0	2	4	0	1	1	1	1	1	3	5	2	2	12	35	34.29%
Leads-Attendance	250	0	225	475	0	4,580	150	4730	175	150	353	678	190	190	6,073		
Leads-Room Nights	125	0	135	260	0	1,150	20	1170	35	50	110	195	42	42	1,667		
Leads-Economic Impact	\$25,500	\$0	\$39,330	\$64,830	\$0	\$1,607,400	\$6,400	\$1,613,800	\$9,120	\$22,800	\$34,200	\$66,120	\$20,520	#REF!	#REF!		
Number of Leads to Definite	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1		
Verbal Bookings	0	1	0	1	0	1	1	2	0	2	2	4	2	2	9		
Verbal Bookings-Attendance	0	50	0	50	0	4,500	80	4580	0	290	328	618	250	250	5,498		
Verbal Bookings-Room Nights	0	50	0	50	0	1,100	50	1150	0	95	110	205	65	65	1,470		
Verbal Bookings-Economic Impact	\$0	\$11,400	\$0	\$11,400	\$0	\$1,596,000	\$11,400	\$1,607,400	\$0	\$32,490	\$43,320	\$75,810	\$15,960	\$15,960	\$1,710,570		
Bookings	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1		
Bookings-Attendance	0	0	50	50	0	0	0	0	0	0	0	0	0	0	50		
Bookings-Room Nights	0	0	30	30	0	0	0	0	0	0	0	0	0	0	30	2,000	1.50%
Bookings-Economic Impact	\$0	\$0	\$13,680	\$13,680	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$13,680		
Previous Fiscal Year (2019-2020)																	
Leads															0	35	0.00%
Pending															0		
Verbal Definite															2		
Lost															2		
Definite															7		
Cancelled															8*		*All canceled Leads were due to COVID-19.
Total															11		
Top 3 Lost Reasons																	
1															Could not get client to call us back.		
2															Wedding Planners was scouting rates.		
3															N/A		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	4th Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS																	
Destination Guides Distributed	103	483	904	1,490	388	969	1,846	3,203	397	1,156	466	2,019	1,536	1,536	8,248		
Inquiries																	
Main Office																	
Calls																	
Tourism Information	23	36	36	95	19	21	34	74	5	2	8	15	0	0	184		
Local Information	31	35	30	96	42	18	50	110	0	0	0	0	0	0	206		
Total Calls	54	71	66	191	61	39	84	184	5	2	4	15	0	0	390		
Walk-Ins																	
Out of Town Visitors																	
Information/Maps/Directions	35	50	51	136	32	17	38	87	0	3	3	6	2	2	231		
Relocate/Retire	5	3	2	10	9	4	0	13	0	0	0	0	0	0	23		
Promotions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Local Customers																	
Information/Maps/Directions	22	9	12	43	25	25	22	72	0	0	0	0	0	0	115		
GSROs	0	0	0	0	0	1	1	2	0	4	2	6	2	2	10		
Total Walk-ins Main Office	62	62	65	189	66	47	61	174	0	7	5	12	2	2	377		
Transportation Museum																	
Walk-Ins																	
Out of Town Visitors																	
Museum/Info/Maps/Directions	0	0	46	46	74	84	105	263	91	82	175	348	145	145	802		
Relocate/Retire	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Local Customers																	
Museum/Info/Maps/Directions	0	0	91	91	296	28	71	395	121	149	277	547	261	261	1,294		
Museum Visit - Group or Individuals	0	0	10	10	38	417	193	648	3	0	0	3	0	0	661		
Total Walk-ins TM	0	0	147	147	408	529	369	1,306	215	231	277	723	261	261	2,437		