

Scorecard for Fiscal Year 2018-2019

August 2018

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
COMMUNICATIONS DEPARTMENT					
CVB Facebook					
Users/Followers	7,105	7,219		N/A	N/A
Postings	38	40		78	78
User Interactions (All) Stories	488	1481		1,969	1,969
GoFayetteville Facebook					
Users/Followers	1,891	1,947		N/A	0
Postings	10	12		N/A	0
User Interactions (All) Stories	542	301		N/A	0
Heroes Homecoming Facebook					
Users/Followers	975	993		N/A	0
Postings	1	4		N/A	0
User Interactions (All) Stories	14	222		N/A	0
America Groupies Facebook					
Users/Followers	NA	NA		N/A	0
Postings	NA	NA		N/A	0
User Interactions (All) Stories	NA	NA		N/A	0
Spring Lake NC Facebook					
Users/Followers	2,555	2,590		N/A	0
Postings	12	12		N/A	0
User Interactions (All) Stories	215	1,022		N/A	0
Fayetteville Meet/Tourney FB					
Users/Followers	170	172		N/A	0
Postings	5	5		N/A	0
User Interactions (All) Stories	58	66		N/A	0
Twitter					
Users/Followers	3,049	3,046		N/A	N/A
Postings	49	43		92	92
Engagement	294	542		836	836
Heroes Homecoming Twitter					
Users/Followers	NA	863		N/A	N/A
Postings	NA	0		0	0
Engagement	NA	4		4	4
America Groupies Twitter					
Users/Followers	NA	NA		N/A	N/A
Postings	NA	NA		0	0
Engagement	NA	NA		0	0
Instagram					
Users/Followers	1,860	1,897		N/A	N/A
Postings	3	2		5	5
Engagement	199	71		270	270
Go Fayetteville Instagram					
Users/Followers	data unvail	696		N/A	N/A
Postings	data unvail	7		7	7
Engagement	data unvail	171		171	171

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
Linked In					
Followers	422	449		N/A	N/A
Postings	27	20		N/A	0
Engagement	388	218		N/A	0
Event Calendar Postings (not including FACVB site)	187	61		248	248
Electronic Destination Guides Viewed	13	11		24	24
Electronic Trail Guides Viewed	9	11		20	20
FACVB Generated Blog Articles	5	3		8	8
Public Relations					
FACVB (In-House)					
Publicity Generated					
Out of Market	6	2		8	8
Local	6	3		9	9
Press Releases Issued	0	0		0	0
Travel Writer Visits	1	0		1	1
Martin Armes					
Publicity Generated					
Out of Market	0	0		0	0
Local	0	0		0	0
Republik					
Publicity Generated					
Out of Market	0			0	0
Local	0	2		2	2
Totals					
Publicity Generated					
Out of Market	6	2		8	8
Local	6	5		11	11
SALES DEPARTMENT					
Bookings	2	4		6	6
Bookings Attendance	850	2,600		3,450	3,450
Bookings Room Nights	550	157		707	707
Bookings Economic Impact	\$98,040	\$101,460		\$199,500	\$199,500
Verbals	7	10		17	17
Verbal Bookings Attendance	5,350	15,982		21,332	21,332
Verbal Bookings Room Nights	787	1,271		2,058	2,058
Verbal Bookings Impact	\$335,160	\$395,010		\$730,170	\$730,170
Leads	4	15		19	19
Leads Room Nights	111	4,894		5,005	5,005
Leads Attendance	3,121	15,550		18,671	18,671
Leads Impact	\$14,364	\$916,560		\$930,924	\$930,924
Sales Functions	8	7		15	15
Site Inspections	1	2		3	3
Sales Blitz	0	1		1	1
Calls Converted to Accounts	1	9		10	10
Bid/Packages Mailed	0	0		0	0
Client Presentations	1	1		2	2

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
TOURISM DEPARTMENT					
Civic Presentations	0	0		0	0
Bookings	2	2		4	4
Bookings-Attendance	60	1,450		1,510	1,510
Bookings-Room Nights (<i>Annual Goal = 500</i>)	8	12		20	20
Bookings-Economic Impact	\$800	\$900		\$1,700	\$1,700
Verbal Bookings	2	2		4	4
Verbal Bookings-Attendance	300	4,700		5,000	5,000
Verbal Bookings-Room Nights	60	122		182	182
Verbal Bookings-Economic Impact	\$11,400	\$342,000		\$353,400	\$353,400
Leads (<i>Annual Goal =40</i>)	2	5		7	7
Leads-Attendance	200	5,030		5,230	5,230
Leads-Room Nights	40	122		162	162
Leads-Economic Impact	\$34,200	\$361,380		\$395,580	\$395,580
VISITOR INFORMATION DEPARTMENT					
Destination Guide					
Number Distributed	1,872	3,772		5,644	5,644
VisitFayettevilleNC.com	56	47		103	103
Inquiries					
FACVB Main Office					
Calls					
Tourism Information	52	33		85	85
Local Information	64	100		164	164
Total Calls	116	133		249	249
Walk-Ins					
Local Residents (Tourism)	201	257		458	458
Out-of-Town (Tourism)	140	156		296	296
Total Walk-Ins	341	413		754	754
Drive Thru	2	1		3	3
Relocation/Retiree Info	6	5		11	11
Transportation Resources	3	0		3	3
Same Day Group Service Request	10	5		15	15
Local Directions/Maps	24	30		54	54
Total	386	454		840	840
Walk-Ins					
Local Residents (Tourism)	309	244		553	553
Group Visits	266	236		502	502
Miscellaneous					
Group Service Request	25	28		53	53
Meetings/Events Serviced	3	2		5	5