

Scorecard for Fiscal Year 2019-2020

August 2019

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
Visit Fayetteville NC Facebook							
Followers	8,349	9,121		N/A	9,121		
Posts	30	31		61	61		
Page Likes (Net)	135	767.00		902	902		
Engagements	5,158	39,938		45,096	45,096	92,474	48.77%
Go Fayetteville Facebook							
Followers	2,914	2,987		N/A	2,987		
Posts	10	15		25	25		
Page Likes (Net)	45	72		117	117		
Engagements	2,068	2365		4,433	4,433		
Visit Spring Lake NC Facebook							
Followers	4,541	4,603		N/A	4,603		
Posts	6	10		16	16		
Page Likes (Net)	107	64		171	171		
Engagements	2,400	3170		5,570	5,570		
Fayetteville Area Meeting Facebook							
Followers	222	246		N/A	246		
Posts	9	11		20	20		
Page Likes (Net)	7	24		31	31		
Engagements	588	132		720	720		
Visit Fayetteville NC Twitter							
Followers	3,372	3,427		N/A	3,427		
Posts	54	107		161	161		
Page Likes (Net)	34	55		89	89		
Engagements	337	1,249		1,586	1,586	6,817	23.27%

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram							
Followers	2,619	2,714		N/A	2,714		
Posts	7	46		53	53		
Page Likes (Net)	64	95		159	159		
Engagements	355	639		994	994	6,773	14.68%
FACVB LinkedIn							
Followers	601	607		N/A	607		
Posts	4	8		12	12		
Page Likes (Net)	4	5		9	9		
Engagements	61	134		195	195		
E-Newsletter Subscribers	101	106		207	207		
Electronic Destination Guides Viewed	13	11		24	24		
Electronic Trail Guides Viewed	4	5		9	9		
FACVB Generated Blog Articles	2	1		3	3		
Public Relations							
FACVB (In-House)							
Publicity Generated							
Out of Market	3	7		10	10	60	16.67%
Local	1	4		5	5		
Press Releases Issued	1	3		4	4		
Out of Market Media 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	0		
Advertising Trade Pubs	0	0		0	0		
Local	0	0		0	0		
Totals							
Publicity Generated							
Out of Market	3	7		10	10		
Local	1	4		5	5		
Digital Marketing							
Media One - Web Hits Generated	5,804	3,063		8,867	8,867		
219 Group Web Hits (visitfay)	348	234		582	582		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
1	Visit Friends/Family	Visit Friends/Family					
2	Traveling Through	Traveling Through					
3	Events/Festivals	Events/Festivals					
Online Requests							
1	Vacation	Vacation					
2	Visit Friends/Family	Other					
3	Relocation	Visit Friends/Family					
Guest Books at VC							
1	Vacation	Vacation					
2	Specific Attraction	Traveling Through					
3	Visit Friends/Family	Visit Friends/Family					
Top States of Origin							
Hotel Guests							
1	Florida	Virginia					
2	North Carolina	Texas					
3	Georgia	North Carolina/Pennsylvania					
Online Requests							
1	North Carolina	North Carolina					
2	Florida	Pennsylvania					
3	Georgia	Georgia					
Guest Books at VC							
1	North Carolina	North Carolina					
2	Arizona	Texas					
3	New Jersey	New York					
Top Areas of Interest (Top 3)							
Hotel Guests							
1	Dining	Dining					
2	Arts & Entertainment	Arts & Entertainment					
3	Museums	Museums					

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Online Requests							
1	Museums	Outdoor Recreation					
2	Historical Sites	Museums					
3	Outdoor Recreation	Events/Festivals					
Guest Books							
1	Museums	Museums					
2	Arts & Entertainment	Historical Sites					
3	Historical Sites	Dining					
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	5.00	4.96		4.98	#DIV/0!		
to Date	5.00	4.98					
Guest Books							
by Month	4.58	4.76		4.67	#DIV/0!		
to Date	4.58	4.67					
Overall							
by Month	4.79	4.86		4.83	#DIV/0!		
to Date	4.79	4.83					

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SALES RESULTS							
Advertisement Results							
Blitz							
Inquiry	1	2		3	3		
Dogwood Digest							
Inquiry	1	1		2	2		
Success							
Inquiry	1	0		1	1		
Sales							
Carryovers							
Room Nights	12,609			12,609	12,609		
Bookings-Attendance	20,250			20,250	20,250		
Economic Impact	\$4,113,400			\$4,113,400	\$4,113,400		
Leads	7	6		13	13	100	13.00%
Leads Room Nights	2,661	2,076		4,737	4,737		
Leads Attendance	7,901	1,362		9,263	9,263		
Leads Impact	\$2,351,706	\$420,546		\$2,772,252	\$2,772,252		
Verbals	9	9		18	18		
Verbal Bookings Attendance	20,190	8,650		28,840	28,840		
Verbal Bookings Room Nights	1,442	2,245		3,687	3,687		
Verbal Bookings Impact	\$767,790	\$2,288,550		\$3,056,340	\$3,056,340		
Bookings	7	2		9	9		
Bookings Attendance	7,881	140		8,021	8,021		
Bookings Room Nights	2,661	50		2,711	2,711	22,500	12.05%
Bookings Economic Impact	\$2,351,706	\$17,100		\$2,368,806	\$2,368,806		
Sales Functions	17	7		24	24		
Site Inspections	0	3		3	3		
Sales Blitz	1	4		5	5		
Calls Converted to Accounts	0	0		0	0		
Bid/Packages Mailed	0	0		0	0		
Client Presentations	0	2		2	2		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Trade Shows							
Connect Sports							
Contacts		52		52	52		
Leads		11		11	11		
Room Nights		9,000		9,000	9,000		
Attendees		15,000		15,000	15,000		
Hot Prospects		6		6	6		
Followups		14		14	14		
Connect Association							
Contacts		33		33	33		
Leads		1		1	1		
Room Nights		340		340	340		
Attendees		170		170	170		
Hot Prospects		6		6	6		
Followups		9		9	9		
AENC Annual Meeting							
Contacts	16			16	16		
Leads	0			0	0		
Room Nights	0			0	0		
Attendees	0			0	0		
Hot Prospects	0			0	0		
Followups	2			2	2		

Previous Fiscal Year (2018-2019)							
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	FY 2020 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS							
Advertisement Results							
Group Tour Magazine							
OnTarget Digital Program							
Impressions	0	103,828		103,828	103,828		
Clicks	0	132		132	132		
Leisure Group Travel Magazine							
Reader Service Leads	0	0		0	0		
Sales							
Civic Presentations	0	0		0	0		
Site Inspections	1	0		1	1	18	5.56%
Leads	4	4		8	8	35	22.86%
Leads-Attendance	20,374	6,640		27,014	27,014		
Leads-Room Nights	187	820		1,007	1,007		
Leads-Economic Impact	\$124,716	\$567,720		\$692,436	\$692,436		
Verbal Bookings							
Verbal Bookings-Attendance	20,074	5,000		25,074	25,074		
Verbal Bookings-Room Nights	37	100		137	137		
Verbal Bookings-Economic Impact	\$8,436	\$22,800		\$31,236	\$31,236		
Bookings							
Bookings-Attendance	340	66		406	406		
Bookings-Room Nights	170	33		203	203	500	40.60%
Bookings-Economic Impact	\$140,676	\$7,524		\$148,200	\$148,200		
Annual Lead Conversion							
Current Fiscal Year (19-20)							
Annual Lead Conversion							
Leads					8	35	22.86%

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

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guide							
Number Distributed	2,773	2,672		5,445	5,445		
VisitFayettevilleNC.com	58	41		99	99		
Inquiries							
FACVB Main Office							
Calls							
Tourism Information	36	67		103	103		
Local Information	101	79		180	180		
Total Calls	137	146		283	283		
Walk-Ins							
Local Residents (Tourism)	182	190		372	372		
Out-of-Town (Tourism)	147	152		299	299		
Total Walk-Ins	329	242		571	571		
Drive Thru	0	0		0	0		
Relocation/Retiree Info	20	2		20	20		
Transportation Resources	5	0		5	5		
Same Day Group Service Request	9	8		17	17		
Magazine Reader Card Requests	918	536		1,454	1,454		
Local Directions/Maps	28	12		40	40		
Midway To Mickey-Gas Card Inquiry	N/A	8		8	8		
Total	1,309	808		2,117	2,117		
Transportation Museum							
Walk-Ins							
Local Residents (Tourism)	271	285		556	556		
Out-of-Town (Tourism)	256	161		417	417		
Relocation/Retiree Info	0	0		0	0		
Maps/Local Directions	21	9		30	30		
Questions About Museum	80	70		150	150		
Transportation Resources	0	0		0	0		
Museum Special Events	116	0		116	116		
Group Visits	318	160		478	478		
Miscellaneous							
Group Service Request	21	19		40	40		
Meetings/Events Serviced	2	1		3	3		