

Scorecard for Fiscal Year 2020-2021

August 2020

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
Visit Fayetteville NC Facebook							
Followers	10,545	10,603					
Posts	17	14		31	31		
Page Likes (Net)	59	60		119	119		
Engagements	5,344	6,313		11,657	11,657	115,844	10.06%
Go Fayetteville Facebook							
Followers	3,366	3,392					
Posts	6	5		11	11		
Page Likes (Net)	56	27		83	83		
Engagements	2,413	698		3,111	3,111		
Visit Spring Lake NC Facebook							
Followers	4,733	4,717					
Posts	2	2		4	4		
Page Likes (Net)	-7	-16		-23	-23		
Engagements	661	747		1,408	1,408		
Heroes Homecoming Facebook							
Followers	2,165	2,205					
Posts	6	8		14	14		
Page Likes (Net)	-2	40		38	38		
Engagements	93	1,449		1,542	1,542		
Visit Fayetteville NC Twitter							
Followers	3,862	3,867					
Posts	39	31		70	70		
Page Likes (Net)	0	5		5	5		
Engagements	399	428		827	827	13,475	6.14%
Heroes Homecoming Twitter							
Followers	890	887					
Posts	7	11		18	18		
Page Likes (Net)	0	-3		-3	-3		
Engagements	29	113		142	142		

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram							
Followers	3,678	3473					
Posts	10	14		24	24		
Page Likes (Net)	63	65		128	128		
Engagements	1,019	1,202		2,221	2,221	6,730	33.00%
FACVB LinkedIn							
Followers	1,014	1,021					
Posts	7	5		12	12		
Page Likes (Net)	19	9		28	28		
Engagements	233	150		383	383	2,405	15.93%
Total Posts	94	90		184	184		
Total Engagements	10,191	11,100		21,291	21,291		
E-Newsletter Subscribers	87	71		158	158		
Electronic Destination Guides Viewed	7	8		15	15		
Electronic Trail Guides Viewed	9	1		10	10		
FACVB Generated Blog Articles	0	0		0	0		
Public Relations							
FACVB							
Publicity Generated- Melody							
Out of Market	1	2		3	3		
Local	4	1		5	5	60	8.33%
Publicity Generated-Jenny	1	0		1	1	22	4.55%
Agency Publicity Generated	0	0		0	0		
Press Releases Issued	1	2		3	3		
Out of Market Media Visits	2	0		2	2		
Digital Marketing							
Media One - Web Hits Generated	11,690	9,330		21,020	21,020		
219 Group Web Hits (visitfay)	566	627		1,193	1,193		
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
1	No Data	No Data					
2	No Data	No Data					
3	No Data	No Data					
Online Requests							
1	Other, Visit Friends/Family and Vacation	Vacation					
2	Relocation	Relocation					
3	Traveling Through	Other					
Guest Books at VC							
1	No Data	No Data					
2	No Data	No Data					
3	No Data	No Data					

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Top States of Origin							
Hotel Guests							
1	No Data	No Data					
2	No Data	No Data					
3	No Data	No Data					
Online Requests							
1	North Carolina	North Carolina					
2	Six States Tied	South Carolina					
3	Seven States Tied	4 States and 2 Countries Tied					
Guest Books at VC							
1	No Data	No Data					
2	No Data	No Data					
3	No Data	No Data					
Top Areas of Interest (Top 3)							
Hotel Guests							
1	No Data	No Data					
2	No Data	No Data					
3	No Data	No Data					
Online Requests							
1	Museums	Historical Sites					
2	Historical Sites	Museums/Arts & Entertainment					
3	Dining	Outdoor Recreation/Dining					
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	No Data	No Data					
to Date	No Data	No Data					
Guest Books							
by Month	No Data	No Data					
to Date	No Data	No Data					
Overall							
by Month	No Data	No Data					
to Date	No Data	No Data					

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
SALES RESULTS							
Advertisement Results							
Blitz							
Inquiry	0	0		0	0		
Dogwood Digest							
Inquiry	2	0		2	2		
Success							
Inquiry	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		8	8	100	8.00%
Leads Room Nights	3,365	100		3,465	3,465		
Leads Attendance	1,760	178		1,938	1,938		
Leads Impact	\$420,660	\$14,820		\$435,480	\$435,480		
Number of Leads to Definite	3	0		3	3		
Verbals	6	7		13	13		
Verbal Bookings Attendance	990	1,320		2,310	2,310		
Verbal Bookings Room Nights	955	1,182		2,137	2,137		
Verbal Bookings Impact	\$249,660	\$347,244		\$596,904	\$596,904		
Bookings	3	2		5	5		
Bookings Attendance	330	190		520	520		
Bookings Room Nights	132	152		284	284	22,500	1.26%
Bookings Economic Impact	\$112,860	\$66,804		\$179,664	\$179,664		
Sales Functions	0	4		4	4		
Site Inspections	0	7		7	7		
Sales Blitz	0	0		0	0		
Calls Converted to Accounts	6	2		8	8		
Bid/Packages Mailed	0	1		1	1		
Client Presentations	1	2		3	3		
Trade Shows							
AENC Annual Meeting							
Contacts	0			0	0		
Leads	0			0	0		
Room Nights	0			0	0		
Attendees	0			0	0		
Hot Prospects	0			0	0		
Followups	0			0	0		

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		

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TOURISM RESULTS							
Sales							
Civic Presentations	0	0		0	0		
Leads (Goal: 35)	2	0		2	2	35	5.71%
Leads-Attendance	250	0		250	250		
Leads-Room Nights	125	0		125	125		
Leads-Economic Impact	\$25,500	\$0		\$25,500	\$25,500		
Number of Leads to Definite	0	0		0	0		
Verbal Bookings	0	1		1	1		
Verbal Bookings-Attendance	0	50		50	50		
Verbal Bookings-Room Nights	0	50		50	50		
Verbal Bookings-Economic Impact	\$0	\$11,400		\$11,400	\$11,400		
Bookings (Goal: 2,000 RN)	0	0		0	0	2,000	0.00%
Bookings-Attendance	0	0		0	0		
Bookings-Room Nights	0	0		0	0		
Bookings-Economic Impact	\$0	\$0		\$0	\$0		

Annual Lead Conversion							
Previous Fiscal Year (2019-2020)							
Leads					0	35	
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	FY 2021 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guides Distributed	103	483		586	586		
Inquiries							
Main Office							
Calls							
Tourism Information	23	36		59	59		
Local Information	31	35		66	66		
Total Calls	54	71		125	125		
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	35	50		85	85		
Relocate/Retire	5	3		8	8		
Promotions	0	0		0	0		
Local Customers							
Information/Maps/Directions	22	9		31	31		
GSROs	0	0		0	0		
Total Walk-ins Main Office	62	62		124	124		
Transportation Museum (Closed)							
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	0	0		0	0		
Relocate/Retire	0	0		0	0		
Local Customers							
Information/Maps/Directions	0	0		0	0		
Museum Visit - Group or Individuals	0	0		0	0		
Total Walk-ins TM	0	0		0	0		