

Scorecard for Fiscal Year 2019-2020

December 2019

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS								
Social Media								
Visit Fayetteville NC Facebook								
Followers	9,282	9,461	9,658	9,722	9,722			
Posts	85	20	19	14	53	138		
Page Likes (Net)	1,045	162	195	67	424	1,469		
Engagements	51,197	5,342	6,571	4,088	16,001	67,198	92,474	72.67%
Go Fayetteville Facebook								
Followers	3,004	3,031	3,065	3,109	3,109			
Posts	32	9	7	9	25	57		
Page Likes (Net)	134	28	36	42	106	240		
Engagements	5,123	1,281	881	782	2,944	8,067		
Visit Spring Lake NC Facebook								
Followers	4,643	4,654	4,694	4,716	4,716			
Posts	24	6	5	7	18	42		
Page Likes (Net)	206	7	26	24	57	263		
Engagements	10,118	752	1,000	3,199	4,951	15,069		
Heroes Homecoming Facebook								
Followers	1,300	1,618	1,851	1,904	0			
Posts	12	10	29	5	44	56		
Page Likes (Net)	189	315	230	55	600	789		
Engagements	2,710	6,860	4,954	1,835	13,649	16,359		
Visit Fayetteville NC Twitter								
Followers	3,483	3,534	3,572	3,616	0			
Posts	279	98	75	70	243	522		
Page Likes (Net)	145	51	38	44	133	278		
Engagements	3,124	753	691	1,296	2,740	5,864	6,817	86.02%
Heroes Homecoming Twitter								
Followers	873	879	897	896	0			
Posts	0	15	24	2	41	41		
Page Likes (Net)	4	6	18	-1	23	27		
Engagements	0	46	96	20	162	162		

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Visit Fayetteville NC Instagram								
Followers	2,802	3,010	3,127	3,198	0			
Posts	84	17	6	6	29	113		
Page Likes (Net)	247	214	31	71	316	563		
Engagements	1,435	776	476	271	1,523	2,958	6,773	43.67%
FACVB LinkedIn								
Followers	610	622	630	645	1,897			
Posts	15	4	13	7	24	39		
Page Likes (Net)	13	12	10	15	37	50		
Engagements	284	208	491	254	953	1,237	4,015	30.81%
E-Newsletter Subscribers	368	113	72	68	253	621		
Electronic Destination Guides Viewed	32	9	9	14	32	64		
Electronic Trail Guides Viewed	12	0	0	0	0	12		
FACVB Generated Blog Articles	3	0	1	0	1	4		
Public Relations								
FACVB								
Publicity Generated								
Out of Market	13	8	6	6	20	33	60	55.00%
Local	6	1	8	2	11	17		
Press Releases Issued	7	2	0	1	3	10		
Out of Market Media Visits	3	2	1	0	3	6		
Digital Marketing								
Media One - Web Hits Generated	10,708	7,892	6,582	10,502	24,976	35,684		
219 Group Web Hits (visitfay)	807	169	161	162	492	1,299		
Visitor Data								
Reason for Visiting (Top 3)								
Hotel Guests								
1	Traveling Through	Business with Military	Visit Friends/Family	Business with Military	Business with Military			
2	Visit Friends/Family	Visit Friends/Family	Traveling Through	Traveling Through	Traveling Through			
3	Events/Festivals	Traveling Through	Events/Festivals	Business	Visit Friends/Family			
Online Requests								
1	Vacation	Relocation	Visit Friends/Family	Vacation	Visit Friends/Family			
2	Visit Friends/Family	Events/Festivals	Relocation	Visit Friends/Family	Vacation			
3	Relocation	Visit Friends/Family	Events/Festivals	Traveling Through	Relocation			

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Guest Books at VC								
1	Vacation	Visit Friends/Family	Vacation	Vacation	Vacation			
2	Visit Friends/Family	Vacation	Visit Friends/Family	Business with Military	Visit Friends/Family			
3	Events/Festivals	Relocation	Traveling Through	Relocation	Relocation			
Top States of Origin								
Hotel Guests								
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	New York	New York	Georgia	Georgia			
3	New York	Florida	Georgia	Florida	Florida			
Online Requests								
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	Virginia	New Jersey	Iran, Maryland, Georgia	South Carolina			
3	Georgia	Pennsylvania	Georgia	Multiple Locations	Georgia			
Guest Books at VC								
1	North Carolina	North Carolina	Florida	North Carolina	North Carolina			
2	Arizona	Florida	North Carolina	Florida	Florida			
3	Texas	Virginia	Kentucky	Maryland	Pennsylvania			
Top Areas of Interest (Top 3)								
Hotel Guests								
1	Dining	Dining	Dining	Dining	Dining			
2	Arts & Entertainment	Military Sites	Arts & Entertainment	Museums	Museums			
3	Museums	Arts & Entertainment	Museums	Military Sites	Arts & Entertainment			
Online Requests								
1	Events/Festivals	Historical Sites	Dining	Historical Sites	Historical Sites			
2	Museums	Outdoor Recreation	Museums	Museums	Museums			
3	Outdoor Recreation	Arts & Entertainment	Shopping	Events/Festivals	Events/Festivals			

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Visitor Experience (Avg for Month)								
Hotel Guests								
by Month	4.98	4.96	4.91	4.96	4.94			
to Date		4.97	4.95	4.95				
Guest Books								
by Month	4.63	4.73	4.76	4.96	4.82			
to Date		4.68	4.71	4.77				
Overall								
by Month	4.81	4.85	4.84	4.96	4.88			
to Date		4.83	4.83	4.86				

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SALES RESULTS								
Advertisement Results								
Blitz								
Inquiry	6	2	0	2	4	10		
Dogwood Digest								
Inquiry	3	2	1	1	4	7		
Success								
Inquiry	1	0	0	1	1	2		
Sales								
Carryovers								
Room Nights	12,609					12,609		
Bookings-Attendance	20,250					20,250		
Economic Impact	\$4,113,400					\$4,113,400		
Leads	22	31	18	1	50	72	100	72.00%
Leads Room Nights	9,159	2,836	7,857	300	10,993	20,152		
Leads Attendance	29,018	10,187	22,760	275	33,222	62,240		
Leads Impact	\$5,220,972	\$706,002	\$1,650,864	\$57,000	\$2,413,866	\$7,634,838		
Verbals	30	34	33	28	95	125		
Verbal Bookings Attendance	49,865	27,057	22,155	26,980	76,192	126,057		
Verbal Bookings Room Nights	7,887	6,067	5,905	6,340	18,312	26,199		
Verbal Bookings Impact	\$6,875,340	\$4,439,970	\$3,660,540	3,758,580	\$11,859,090	\$18,734,430		
Bookings	12	0	3	6	9	21		
Bookings Attendance	28,546	0	770	3,248	4,018	32,564		
Bookings Room Nights	6,911	0	388	1,101	1,489	8,400	22,500	37.33%
Bookings Economic Impact	\$6,187,806	\$0	\$94,050	\$380,418	\$474,468	\$6,662,274		
Sales Functions	29	6	6	5	17	46		
Site Inspections	5	3	1	1	5	10		
Sales Blitz	6	0	2	0	2	8		
Calls Converted to Accounts	0	0	0	0	0	0		
Bid/Packages Mailed	0	0	0	0	0	0		
Client Presentations	3	1	2	0	3	6		
Trade Shows								
US Sports Congress								
Contacts					0	0		
Leads					0	0		
Room Nights					0	0		
Attendees					0	0		
Hot Prospects					0	0		
Followups					0	0		

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Connect Sports								
Contacts	52					52		
Leads	11					11		
Room Nights	9,000					9,000		
Attendees	15,000					15,000		
Hot Prospects	6					6		
Followups	14					14		
Connect Women in Sports								
Contacts	0		14		14	14		
Leads	0		0		0	0		
Room Nights	0		0		0	0		
Attendees	0		0		0	0		
Hot Prospects	0		1		1	1		
Followups	0		8		8	8		
Connect Association								
Contacts	33					33		
Leads	1					1		
Room Nights	340					340		
Attendees	170					170		
Hot Prospects	6					6		
Followups	9					9		
MPI-CC Annual								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		
AAU Convention								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		
AENC Winter Conference								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Follow Up						0		

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CMCA Spring Conference								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		
Connect Faith								
Contacts		39			39	39		
Leads		8			8	8		
Room Nights		4,052			4,052	4,052		
Attendees		1,520			1,520	1,520		
Hot Prospects		3			3	3		
Followups		12			12	12		
Teams								
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		
NCSGMP NEC								
Contacts						0		
Leads						0		
Followups						0		
AENC Holiday Trade Show								
Contacts				134	134	134		
Leads				1	1	1		
Room Nights				200	200	200		
Attendees				415	415	415		
Hot Prospects				2	2	2		
Followups				5	5	5		
RCMA								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		

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SGMP Annual & Education Tradeshow								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Followups						0		
NASC Sports Symposium								
Peers						0		
AENC Annual Meeting								
Contacts	16					16		
Leads	0					0		
Room Nights	0					0		
Attendees	0					0		
Hot Prospects	0					0		
Followups	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		

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TOURISM RESULTS								
Advertisement Results								
Group Tour Magazine								
OnTarget Digital Program								
Impressions	182,888	45,588	0	0	45,588	228,476		
Clicks	249	89	0	0	89	338		
Leisure Group Travel Magazine								
Reader Service Leads	0	0	0	0	0	0		
Tradeshows								
ABA MarketPlace								
Tradeshow Attendees	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0		
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	0	0	0	0	0	0		
NCMA/VAMC/MCASC								
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		
NTA- Travel Exchange								
Tradeshow Attendees	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0		
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	0	0	0	0	0	0		
Travel And Adventure-DC								
Tradeshow Attendees	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0		
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	0	0	0	0	0	0		

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Travel And Adventure- Philadelphia								
Tradeshow Attendees	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0		
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	0	0	0	0	0	0		
Sales								
Civic Presentations	0	1	0	0	1	1		
Site Inspections	5	1	0	1	2	7	18	38.89%
Leads	15	1	1	1	3	18	35	51.43%
Leads-Attendance	51,412	463	0	125,000	125,463	176,875		
Leads-Room Nights	2,237	113	0	150	263	2,500		
Leads-Economic Impact	\$2,449,632	\$83,904	\$0	\$68,400	\$152,304	\$2,601,936		
Verbal Bookings	8	1	1	1	3	11		
Verbal Bookings-Attendance	26,637	80	30	80	190	26,827		
Verbal Bookings-Room Nights	880	60	60	40	160	1,040		
Verbal Bookings-Economic Impact	\$565,212	\$27,360	\$10,260	\$18,240	\$55,860	\$621,072		
Bookings	11	1	1	2	4	15		
Bookings-Attendance	457	50	30	21,115	21,195	21,652		
Bookings-Room Nights	230	113	0	370	483	713	500	142.60%
Bookings-Economic Impact	\$169,860	\$5,700	\$10,260	\$587,100	\$603,060	\$772,920		

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		

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VISITOR CENTER RESULTS								
Destination Guides Distributed	6,818	3,324	1,796	1,157	6,277	13,095		
Inquiries								
Main Office								
Calls								
Tourism Information	154	106	22	24	152	306		
Local Information	236	77	40	30	147	383		
Total Calls	390	183	62	54	299	689		
Walk-Ins								
Out of Town Visitors								
Information/Maps/Directions	279	96	86	55	237	516		
Relocate/Retire	22	5	3	0	8	30		
Promotions	0	5	0	0	5	5		
Local Customers								
Information/Maps/Directions	448	72	6	74	152	600		
GSROs	20	2	4	5	11	31		
Total Walk-ins Main Office	770	180	99	134	413	1,183		
Transportation Museum								
Walk-Ins								
Out of Town Visitors								
Information/Maps/Directions	416	114	123	38	275	691		
Relocate/Retire	0	0	0	0	0	0		
Local Customers								
Information/Maps/Directions	53	46	80	8	134	187		
Museum Visit - Group or Individuals	1,399	423	47	35	505	1,904		
Total Walk-ins TM	1,868	583	250	81	914	2,782		