

Scorecard for Fiscal Year 2020-2021

December 2020

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS								
Social Media								
Visit Fayetteville NC Facebook								
Followers		10,869	10,960	11,081	11,081	N/A		
Posts	48	15	19	20	54	102		
Page Likes (Net)	241	150	101	121	372	613		
Engagements	20,835	7,496	5,531	5,377	18,404	39,239	115,844	33.87%
Engagement Rate (per Impression)	8.2%	7.2%	6.0%	7.2%	6.8%	7.5%		
Go Fayetteville Facebook								
Followers		3,468	3,459	3,455	3,455	N/A		
Posts	29	8	6	4	18	47		
Page Likes (Net)	122	40	-8	0	32	154		
Engagements	4,234	957	749	295	2,001	6,235		
Engagement Rate (per Impression)	8.9%	12.8%	18.0%	24.9%	18.6%	13.8%		
Visit Spring Lake NC Facebook								
Followers		4,707	4,743	4,731	4,731	N/A		
Posts	7	4	6	4	14	21		
Page Likes (Net)	-25	-2	38	-10	26	1		
Engagements	2,327	699	3,760	575	5,034	7,361		
Engagement Rate (per Impression)	6.0%	7.4%	8.8%	6.2%	7.5%	6.8%		
Heroes Homecoming Facebook								
Followers		2,253	2,461	2,459	7,173	N/A		
Posts	24	5	9	10	24	48		
Page Likes (Net)	51	39	212	-1	250	301		
Engagements	2,306	1,429	7,496	339	9,264	11,570		
Engagement Rate (per Impression)	10.1%	7.3%	11.1%	12.0%	10.1%	10.1%		

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Visit Fayetteville NC Twitter								
Followers		3,899	3,903	3,917	11,719	N/A		
Posts	93	39	36	44	119	212		
Page Likes (Net)	15	22	4	14	40	55		
Engagements	1,294	384	389	947	1,720	3,014	13,475	22.37%
Engagement Rate (per Impression)	1.3%	1.7%	1.8%	3.9%	2.5%	1.9%		
Heroes Homecoming Twitter								
Followers		885	883	885	2,653	N/A		
Posts	23	8	8	8	24	47		
Page Likes (Net)	-6	1	-2	2	1	-5		
Engagements	171	169	211	31	411	582		
Engagement Rate (per Impression)	1.7%	2.5%	5.6%	2.9%	3.7%	2.7%		
Visit Fayetteville NC Instagram								
Followers		3,875	3,898	3,927	11,700	N/A		
Posts	33	7	4	10	21	54		
Page Likes (Net)	187	73	20	28	121	308		
Engagements	2,807	382	308	895	1,585	4,392	6,730	65.26%
Engagement Rate (per Impression)	8.9%	6.8%	7.7%	9.6%	8.0%	8.5%		
FACVB LinkedIn								
Followers		1,031	1,039	1,043	3,113	N/A		
Posts	24	10	11	8	29	53		
Page Likes (Net)	33	6	9	4	19	52		
Engagements	600	125	244	172	541	1,141	2,405	47.44%
Engagement Rate (per Impression)	8.5%	9.1%	13.5%	8.5%	10.4%	9.4%		
Total Posts	281	96	99	108	303	584		
Total Engagements	34,574	11,641	18,688	8,631	38,960	73,534		
E-Newsletter Subscribers	238	63	55	123	241	479		
Electronic Destination Guides Viewed	23	9	3	4	16	39		
Electronic Trail Guides Viewed	15	2	3	1	6	21		
FACVB Generated Blog Articles	0	1	2	1	4	4		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Public Relations								
FACVB								
Publicity Generated- Melody								
Out of Market	15	1	2	1	4	19		
Local	9	1	1	1	3	12	60	20.00%
Publicity Generated-Jenny	3	2	4	1	7	10	22	45.45%
Agency Publicity Generated	0	0	0	0	0	0		
Press Releases Issued	5	1	0	1	2	7		
Out of Market Media Visits	4	6	1		7	11		
Digital Marketing								
Media One - Web Hits Generated	26,838	15,366	19,377	8,510	43,253	70,091		
219 Group Web Hits (VisitFay)	1,846	555	570	626	1,751	3,597		
Visitor Data								
Reason for Visiting (Top 3)								
Hotel Guests								
1	No Data	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data	No Data			
Online Requests								
1	Vacation	Vacation	Vacation	Vacation	Vacation			
2	Relocation	Other	Relocation	Relocation	Relocation			
3	Other	Relocation	Other	Other	Other			
Guest Books at VC								
1	Vacation	Vacation	Vacation	Vacation	Vacation			
2	Other	Business	Other	Visit Friends/Family	Other			
3	Specific Attraction	Other	Business	Other	Business			
Top States of Origin								
Hotel Guests								
1	No Data	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data	No Data			

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Online Requests								
1	North Carolina	North Carolina	North Carolina	Pennsylvania	North Carolina			
2	Virginia	South Carolina	Virginia	New York	Virginia			
3	South Carolina	Virginia	Maryland	New Jersey, Florida, Ohio & North Carolina	Florida, Pennsylvania			
Guest Books at VC								
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	South Carolina	South Carolina	Virginia	Florida	Florida, South Carolina			
3	Puerto Rico/Georgia	Maryland/California	Missouri	Idaho	Many States Tied			
Top Areas of Interest (Top 3)								
Hotel Guests								
1	No Data	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data	No Data			
Online Requests								
1	Historical Sites	Outdoor Recreation	Outdoor Recreation	Golf	Golf			
2	Dining	Museums	Events/Festivals & Shopping	Dining/Deals & Packages	Dining			
3	Museums	Events/Festivals	Historical Sites	Events/Festivals	Deals & Packages			
Visitor Experience (Avg for Month)								
Hotel Guests								
by Month	No Data	No Data	No Data	No Data	No Data			
to Date		No Data	No Data	No Data				
Guest Books								
by Month	4.80	4.78	4.69	4.85	4.77			
to Date		4.78	4.69	4.85				
Overall								
by Month	4.80	4.78	4.69	4.85	4.77			
to Date		4.79	4.76	4.77				

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SALES RESULTS								
Advertisement Results								
Blitz								
Inquiry	1	0	0	0	0	1		
Dogwood Digest								
Inquiry	4	2	0	1	3	7		
Success								
Inquiry	0	0	0	0	0	0		
Sales								
Carryovers								
Room Nights	4,999					4,999		
Bookings-Attendance	5,540					5,540		
Economic Impact	\$1,915,200					\$1,915,200		
Leads	15	3	3	1	7	22	100	22.00%
Leads Room Nights	5,490	2,336	3,975	20	6,331	11,821		
Leads Attendance	8,893	1,050	10,650	30	11,730	20,623		
Leads Impact	\$918,270	\$563,844	\$50,144,610	\$4,560	\$50,713,014	\$51,631,284		
Number of Leads to Definite	5	1	1	1	3	8		
Verbals								
Verbal Bookings Attendance	7,790	4,630	4,295	8,355	17,280	25,070		
Verbal Bookings Room Nights	3,602	1,577	1,555	2,471	5,603	9,205		
Verbal Bookings Impact	\$1,068,864	\$6,207	\$5,850	\$16,426	\$28,483	\$1,097,347		
Bookings								
Bookings Attendance	789	1,000	150	650	1,800	2,589		
Bookings Room Nights	496	400	180	300	880	1,376	22,500	6.12%
Bookings Economic Impact	\$229,824	\$17,000	\$62,244	\$34,200	\$113,444	\$343,268		
Sales Functions								
Site Inspections	14	9	2	1	12	26		
Sales Blitz	0	0	1	0	1	1		
Calls Converted to Accounts	10	0	0	0	0	10		
Bid/Packages Mailed	4	1	0	0	1	5		
Client Presentations	6	2	1	0	3	9		

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Trade Shows								
Connect Sports								
Contacts	33					33		
Leads	0					0		
Room Nights	0					0		
Attendees	0					0		
Hot Prospects	7					7		
Follow-ups	12					12		
Connect Women in Sports								
Contacts	35					35		
Leads	0					0		
Room Nights	0					0		
Attendees	0					0		
Hot Prospects	6					6		
Follow-ups	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		

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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								
Tradeshows								
Travel and Adventure-DC (March 13-14 2021)								
Tradeshow Attendees						0		
Contacts						0		
Leads						0		
Room Nights						0		
Attendance						0		
Hot Prospects						0		
Follow-ups						0		
Travel and Adventure-Philly (April 17-18, 2021)								
Tradeshow Attendees						0		
Contacts						0		
Leads						0		
Room Nights						0		
Attendance						0		
Hot Prospects						0		
Follow-ups						0		
Sales								
Civic Presentations	0	0	0	0	0	0		
Leads	4	0	2	1	3	7	35	20.00%
Leads-Attendance	475	0	4,580	150	4730	5,205		
Leads-Room Nights	260	0	1,150	20	1170	1,430		
Leads-Economic Impact	\$64,830	\$0	\$1,607,400	\$6,400	\$1,613,800	\$1,678,630		
Number of Leads to Definite	1	0	0	0	0	1		
Verbal Bookings	1	0	1	1	2	3		
Verbal Bookings-Attendance	50	0	4,500	80	4580	4,630		
Verbal Bookings-Room Nights	50	0	1,100	50	1150	1,200		
Verbal Bookings-Economic Impact	\$11,400	\$0	\$1,596,000	\$11,400	\$1,607,400	\$1,618,800		
Bookings	1	0	0	0	0	1		
Bookings-Attendance	50	0	0	0	0	50		
Bookings-Room Nights	30	0	0	0	0	30	2,000	1.50%
Bookings-Economic Impact	\$13,680	\$0	\$0	\$0	\$0	\$13,680		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Annual Lead Conversion								
Current Fiscal Year (20-21)								
Annual Lead Conversion								
Leads							35	0.00%
Pending								
Verbal Definite								
Lost								
Definite/Closed								
Cancelled								
Total								
Top 3 Lost Reasons								
1								
2								
3								
Top 5 Locations Lost To								
1								
2								
3								
4								
5								
Previous Fiscal Year (2019-2020)								
Leads						0	35	0.00%
Pending						0		
Verbal Definite						2		
Lost						2		
Definite						7		
Cancelled						8*		
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	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS								
Destination Guides Distributed	1,490	388	969	1,846	3,203	4,693		
Inquiries								
Main Office								
Calls								
Tourism Information	95	19	21	18	58	153		
Local Information	96	42	18	15	75	171		
Total Calls	191	61	39	33	133	324		
Walk-Ins								
Out of Town Visitors								
Information/Maps/Directions	136	32	17	10	59	195		
Relocate/Retire	10	9	4	0	13	23		
Promotions	0	0	0	0	0	0		
Local Customers								
Information/Maps/Directions	43	25	25	5	55	98		
GSROs	0	0	1	1	2	2		
Total Walk-ins Main Office	189	66	47	16	129	318		
Transportation Museum								
Walk-Ins								
Out of Town Visitors								
Museum/Info/Maps/Directions	46	74	84	105	263	309		
Relocate/Retire	0	0	0	0	0	0		
Local Customers								
Museum/Info/Maps/Directions	91	296	28	71	395	486		
Museum Visit - Group or Individuals	10	38	417	193	648	658		
Total Walk-ins TM	147	408	529	369	1,306	1,453		