

Scorecard for Fiscal Year 2019-2020

February 2020

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS									
Social Media									
Visit Fayetteville NC Facebook									
Followers	9,282	9,722	9,849	10,051		10,051	10,051		
Posts	85	53	13	21		34	172		
Page Likes (Net)	1,045	424	129	211		340	1,809		
Engagements	51,194	15,990	8220	5,345		13,565	80,749	92,474	87.32%
Go Fayetteville Facebook									
Followers	3,004	3,109	3,113	3,143		3,143	3,143		
Posts	33	25	6	3		9	67		
Page Likes (Net)	134	106	-1	33		32	272		
Engagements	5,117	2,939	1062	194		1,256	9,312		
Visit Spring Lake NC Facebook									
Followers	4,643	4,716	4,712	4,706		4,706	4,706		
Posts	24	18	4	4		8	50		
Page Likes (Net)	206	57	-4	-2		-6	257		
Engagements	10,108	4,949	1350	495		1,845	16,902		
Heroes Homecoming Facebook									
Followers	1,300	1,904	1,923	1,935		1,935	1,935		
Posts	12	44	7	4		11	67		
Page Likes (Net)	189	600	21	12		33	822		
Engagements	2,707	13,639	773	449		1,222	17,568		
Visit Fayetteville NC Twitter									
Followers	3,483	3,617	3,646	3,716		3,716	3,716		
Posts	279	243	57	103		160	682		
Page Likes (Net)	145	134	29	70		99	378		
Engagements	3,319	3,115	379	847		1,226	7,660	6,817	112.37%

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Heroes Homecoming Twitter									
Followers	873	896	892	892		892	892		
Posts	0	41	1	2		3	44		
Page Likes (Net)	4	23	-4	0		-4	23		
Engagements	0	211	20	11		31	242		
Visit Fayetteville NC Instagram									
Followers	2,802	3,198	3,253	3,367		3,367	3,367		
Posts	84	31	7	11		18	133		
Page Likes (Net)	247	316	55	114		169	732		
Engagements	1,290	1,443	341	275		616	3,349	6,773	49.45%
FACVB LinkedIn									
Followers	610	645	701	857		857	857		
Posts	15	24	9	11		20	59		
Page Likes (Net)	13	37	55	155		210	260		
Engagements	284	953	195	291		486	1,723	4,015	42.91%
Total Posts	532	479	104	159		263	1,274		
Total Engagements	74,019	43,239	12,340	7,907		20,247	137,505		
E-Newsletter Subscribers	368	253	88	97		185	806		
Electronic Destination Guides Viewed	32	32	12	6		18	82		
FACVB Generated Blog Articles	3	1	0	0		0	4		
Public Relations									
FACVB									
Publicity Generated									
Out of Market	13	20	1	3		4	37	60	61.67%
Local	6	4	1	1		2	12		
Agency Publicity Generated	0	7	0	0		0	7		
Press Releases Issued	7	3	3	1		4	14		
Out of Market Media Visits	3	3	0	0		0	6		
Digital Marketing									
Media One - Web Hits Generated	10,708	24,976	7,172	8,587		15,759	51,443		
219 Group Web Hits (visitfay)	807	492	153	167		320	1,619		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visitor Data									
Reason for Visiting (Top 3)									
Hotel Guests									
1	Traveling Through	Business with Military	Business with Military	Events/Festivals					
2	Visit Friends/Family	Traveling Through	Traveling Through	Traveling Through					
3	Events/Festivals	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family					
Online Requests									
1	Vacation	Visit Friends/Family	Vacation	Vacation					
2	Visit Friends/Family	Vacation	Relocation	Relocation					
3	Relocation	Relocation	Traveling Through	Visit Friends/Family					
Guest Books at VC									
1	Vacation	Vacation	Other	Business					
2	Visit Friends/Family	Visit Friends/Family	Vacation	Vacation					
3	Events/Festivals	Relocation	Visit Friends/Family	Other					
Top States of Origin									
Hotel Guests									
1	North Carolina	North Carolina	North Carolina	North Carolina					
2	Florida	Georgia	Georgia	New York					
3	New York	Florida	Florida	Virginia					
Online Requests									
1	North Carolina	North Carolina	North Carolina	North Carolina					
2	Florida	South Carolina	Pennsylvania	Pennsylvania					
3	Georgia	Georgia	Virginia	Numerous States					
Guest Books at VC									
1	North Carolina	North Carolina	North Carolina	North Carolina					
2	Arizona	Florida	Pennsylvania	Wisconsin					
3	Texas	Pennsylvania	Colorado	Florida					
Top Areas of Interest (Top 3)									
Hotel Guests									
1	Dining	Dining	Dining	Dining					
2	Arts & Entertainment	Museums	Museums	Arts & Entertainment					
3	Museums	Arts & Entertainment	Military Sites	Museums					
Online Requests									
1	Events/Festivals	Historical Sites	Historical Sites	Events/Festivals					
2	Museums	Museums	Museums	Historical Sites					
3	Outdoor Recreation	Events/Festivals	Outdoor Recreation	Dining					

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visitor Experience (Avg for Month)									
Hotel Guests									
by Month	4.98	4.94	4.67	4.96		4.82			
to Date			4.86	4.89					
Guest Books									
by Month	4.63	4.82	4.81	4.79		4.80			
to Date			4.67	4.76					
Overall									
by Month	4.81	4.88	4.74	4.88		4.81			
to Date			4.81	4.83					

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SALES RESULTS									
Advertisement Results									
Blitz									
Inquiry	6	4	2	1		3	13		
Dogwood Digest									
Inquiry	3	4	2	2		4	11		
Success									
Inquiry	1	1	1	0		1	3		
Sales									
Carryovers									
Room Nights	12,609						12,609		
Bookings-Attendance	20,250						20,250		
Economic Impact	\$4,113,400						\$4,113,400		
Leads	22	50	6	5		11	83	100	83.00%
Leads Room Nights	9,159	10,993	3,870	1,547		5,417	25,569		
Leads Attendance	29,018	33,222	11,650	11,965		23,615	85,855		
Leads Impact	\$5,220,972	\$2,413,866	\$2,196,210	\$275,880		\$2,472,090	\$10,106,928		
Number of Leads to Definite	8	10	2	2		4	22		
Verbals	30	95	24	28		52	177		
Verbal Bookings Attendance	49,865	76,192	36,600	47,530		84,130	210,187		
Verbal Bookings Room Nights	7,887	18,312	9,572	9,796		19,368	45,567		
Verbal Bookings Impact	\$6,875,340	\$11,859,090	\$5,746,740	\$5,828,820		\$11,575,560	\$30,309,990		
Bookings	12	9	2	2		4	25		
Bookings Attendance	28,546	4,018	500	70		570	33,134		
Bookings Room Nights	6,911	1,489	328	182		510	8,910	22,500	39.60%
Bookings Economic Impact	\$6,187,806	\$474,468	\$66,120	\$18,240		\$84,360	\$6,746,634		
Sales Functions	29	17	8	6		14	60		
Site Inspections	5	5	1	2		3	13		
Sales Blitz	6	2	1	1		2	10		
Calls Converted to Accounts	0	0	0	2		2	2		
Bid/Packages Mailed	0	0	0	0		0	0		
Client Presentations	3	3	0	2		2	8		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Trade Shows									
Connect Sports									
Contacts	52						52		
Leads	11						11		
Room Nights	9,000						9,000		
Attendees	15,000						15,000		
Hot Prospects	6						6		
Follow-ups	14						14		
Connect Women in Sports									
Contacts		14					14		
Leads		0					0		
Room Nights		0					0		
Attendees		0					0		
Hot Prospects		1					1		
Follow-ups		8					8		
Connect Association									
Contacts	33						33		
Leads	1						1		
Room Nights	340						340		
Attendees	170						170		
Hot Prospects	6						6		
Follow-ups	9						9		
AENC Winter Conference									
Contacts			23			23	23		
Leads			0			0	0		
Room Nights			0			0	0		
Attendees			0			0	0		
Hot Prospects			1			1	1		
Follow Up			3			3	3		
Connect Diversity									
Contacts				30		30			
Leads				3		3			
Room Nights				900		900			
Attendees				1,380		1,380			
Hot Prospects				3		3			
Follow Up				18		18			

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
AENC Holiday Trade Show									
Contacts		134					134		
Leads		1					1		
Room Nights		200					200		
Attendees		415					415		
Hot Prospects		2					2		
Follow-ups		5					5		
RCMA									
Contacts			32			32	32		
Leads			0			0	0		
Room Nights			0			0	0		
Attendees			0			0	0		
Hot Prospects			4			4	4		
Follow-ups			6			6	6		
AENC Annual Meeting									
Contacts	16						16		
Leads	0						0		
Room Nights	0						0		
Attendees	0						0		
Hot Prospects	0						0		
Follow-ups	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									
On Target Digital Program									
Impressions	182,888	45,588	0	0		0	228,476		
Clicks	249	89	0	0		0	338		
Leisure Group Travel Magazine									
Reader Service Leads	0	0	0	0		0	0		
Tradeshows									
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		
Sales									
Civic Presentations	0	1	0	2		2	3		
Site Inspections	5	2	0	0		0	7	18	38.89%
Leads	15	3	0	0		0	18	35	51.43%
Leads-Attendance	51,412	125,463	0	0		0	176,875		
Leads-Room Nights	2,237	263	0	0		0	2,500		
Leads-Economic Impact	\$2,449,632	\$152,304	\$0	\$0		\$0	\$2,601,936		
Number of Leads to Definite	0	0	0	0		0	0		
Verbal Bookings	8	3	2	2		4	15		
Verbal Bookings-Attendance	26,637	190	2,360	125,050		127,410	154,237		
Verbal Bookings-Room Nights	880	160	230	25		255	1,295		
Verbal Bookings-Economic Impact	\$565,212	\$55,860	\$1,583,460	\$5,700		\$1,589,160	\$2,210,232		
Bookings	11	4	0	0		0	15		
Bookings-Attendance	457	21,195	0	0		0	21,652		
Bookings-Room Nights	230	483	0	0		0	713	500	142.60%
Bookings-Economic Impact	\$169,860	\$603,060	\$0	\$0		\$0	\$772,920		

Annual Lead Conversion									
Current Fiscal Year (19-20)									
Annual Lead Conversion									
Leads							18	35	51.43%
Pending									
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	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS									
Destination Guides Distributed	6,818	6,277	8,930	4,621		13,551	26,646		
Inquiries									
Main Office									
Calls									
Tourism Information	154	152	27	9		36	342		
Local Information	236	147	9	20		29	412		
Total Calls	390	299	36	29		65	754		
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	279	237	50	33		83	599		
Relocate/Retire	22	8	9	5		14	44		
Promotions	0	5	0	0		0	5		
Local Customers									
Information/Maps/Directions	448	152	23	30		53	653		
GSROs	20	11	2	2		4	35		
Total Walk-ins Main Office	770	413	85	70		155	1,338		
Transportation Museum									
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	416	275	111	108		219	910		
Relocate/Retire	0	0	0	0		0	0		
Local Customers									
Information/Maps/Directions	53	134	2	4		6	193		
Museum Visit - Group or Individuals	1,399	505	171	232		403	2,307		
Total Walk-ins TM	1,868	914	284	344		628	3,410		