

Scorecard for Fiscal Year 2020-2021

February 2021

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS														
Social Media														
Visit Fayetteville NC Facebook														
Followers	10,545	10,603	10,721		10,869	10,960	11,081	11,081	11,169	11,626	22,795	N/A		
Posts	17	14	17	48	15	19	20	54	12	10	22	124		
Page Likes (Net)	59	60	122.00	241	150	101	121	372	98	465	563	1,176		
Engagements	5,344	6,313	9,178	20,835	7,496	5,531	5,377	18,404	4,562	12,572	17,134	56,373	115,844	48.66%
Engagement Rate (per Impression)	10.4%	9.1%	5.0%	8.2%	7.2%	6.0%	7.2%	6.8%	5.0%	10.7%		7.5%		
Go Fayetteville Facebook														
Followers	3,366	3,392	3,429		3,468	3,459	3,455	3,455	3,482	3,467	6,949	N/A		
Posts	6	5	18	29	8	6	4	18	2	0	2	49		
Page Likes (Net)	56	27	39	122	40	-8	0	32	28	-13	15	169		
Engagements	2,413	698	1,123	4,234	957	749	295	2,001	1,345	3	1,348	7,583		
Engagement Rate (per Impression)	10.4%	9.9%	6.5%	8.9%	12.8%	18.0%	24.9%	18.6%	28.4%	0.0%		13.8%		
Visit Spring Lake NC Facebook														
Followers	4,733	4,717	4,714		4,707	4,743	4,731	4,731	4,715	4711	9,426	N/A		
Posts	2	2	3	7	4	6	4	14	1	0	1	22		
Page Likes (Net)	-7	-16	-2	-25	-2	38	-10	26	-9	-2	-11	-10		
Engagements	661	747	919	2,327	699	3,760	575	5,034	274	1,034	1,308	8,669		
Engagement Rate (per Impression)	8.1%	5.8%	4.2%	6.0%	7.4%	8.8%	6.2%	7.5%	2.0%	0.0%		6.8%		
Heroes Homecoming Facebook														
Followers	2,165	2,205	2,217		2,253	2,461	2,459	2,459	2,449	2,433	4,882	N/A		
Posts	6	8	10	24	5	9	10	24	7	4	11	59		
Page Likes (Net)	-2	40	13	51	39	212	-1	250	-7	-14	-21	280		
Engagements	93	1,449	764	2,306	1,429	7,496	339	9,264	240	61	301	11,871		
Engagement Rate (per Impression)	9.3%	10.7%	10.3%	10.1%	7.3%	11.1%	12.0%	10.1%	13.8%	8.4%		10.1%		
Visit Fayetteville NC Twitter														
Followers	3,862	3,867	3,877		3,899	3,903	3,917	3,917	3,899	3,904	7,803	N/A		
Posts	39	31	23	93	39	36	44	119	36	15	51	263		
Page Likes (Net)	0	5	10	15	22	4	14	40	-18	5	-13	42		
Engagements	399	428	467	1,294	384	389	947	1,720	175	300	475	3,489	13,475	25.89%
Engagement Rate (per Impression)	2.3%	0.8%	0.9%	1.3%	1.7%	1.8%	3.9%	2.5%	3.0%	6.0%		1.9%		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Heroes Homecoming Twitter														
Followers	890	887	884		885	883	885	885	870	872	1,742	N/A		
Posts	7	11	5	23	8	8	8	24	2	0	2	49		
Page Likes (Net)	0	-3	-3	-6	1	-2	2	1	-15	2	-13	-18		
Engagements	29	113	29	171	169	211	31	411	14	2	16	598		
Engagement Rate (per Impression)	2.4%	1.6%	1.0%	1.7%	2.5%	5.6%	2.9%	3.7%	2.0%	0.0%		2.7%		
Visit Fayetteville NC Instagram														
Followers	3,678	3743	3,802		3,875	3,898	3,927	3,927	3,939	3,979	7,918	N/A		
Posts	10	14	9	33	7	4	10	21	11	21	32	86		
Page Likes (Net)	63	65	59	187	73	20	28	121	12	40	52	360		
Engagements	1019	1202	586	2,807	382	308	895	1,585	687	942	1,629	6,021	6,730	89.47%
Engagement Rate (per Impression)	9.2%	9.0%	8.5%	8.9%	6.8%	7.7%	9.6%	8.0%	7.9%	6.3%		8.5%		
FACVB LinkedIn														
Followers	1,014	1,021	1,025		1,031	1,039	1,043	1,043	1,044	1,047	2,091	N/A		
Posts	7	5	12	24	10	11	8	29	6	3	9	62		
Page Likes (Net)	19	9	5	33	6	9	4	19	1	3	4	56		
Engagements	233	150	217	600	125	244	172	541	169	45	214	1,355	2,405	56.34%
Engagement Rate (per Impression)	8.5%	8.3%	8.7%	8.5%	9.1%	13.5%	8.5%	10.4%	16.1%	7.8%		9.4%		
Total Posts	94	90	97	281	96	99	108	303	77	53	130	714		
Total Engagements	10,191	11,100	13,283	34,574	11,641	18,688	8,631	38,960	7,466	14,959	22,425	95,959		
E-Newsletter Subscribers	87	71	80	238	63	55	123	241	109	124	233	712		
Electronic Destination Guides Viewed	7	8	8	23	9	3	4	16	6	10	16	55		
Electronic Trail Guides Viewed	9	1	5	15	2	3	1	6	1	3	#REF!	#REF!		
FACVB Generated Blog Articles	0	0	0	0	1	2	1	4	0	0	0	4		
Public Relations														
FACVB														
Publicity Generated- Melody														
Out of Market	1	2	12	15	1	2	1	4	1	2	3	22		
Local	4	1	4	9	1	1	1	3	1	1	2	14	60	23.33%
Publicity Generated-Jenny	1	0	2	3	2	4	1	7	0	0	0	10	22	45.45%
Agency Publicity Generated	0	0	0	0	0	0	0	0	0	0	0	0		
Press Releases Issued	1	2	2	5	1	0	1	2	0	0	0	7		
Out of Market Media Visits	2	0	2	4	6	1	0	7	0	0	0	11		
Digital Marketing														
Media One - Web Hits Generated	11690	9,330	5,818	26,838	15,366	19,377	8,510	43,253	10,409	8,630	19,039	89,130		
219 Group Web Hits (VisitFayNC)	566	627	653	1,846	555	570	626	1,751	801	714	1,515	5,112		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Visitor Data														
Reason for Visiting (Top 3)														
Hotel Guests														
1	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
2	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
3	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
Online Requests														
1	Other, Visit Friends/Family and Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Visit Friends/Family				
2	Relocation	Relocation	Relocation	Relocation	Other	Relocation	Relocation	Relocation	Relocation	Other, Traveling Through, Vacation				
3	Traveling Through	Other	Visit Friends/Family	Other	Relocation	Other	Other	Other	Specific Attraction	Relocation				
Guest Books at VC														
1	No Data	No Data	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation				
2	No Data	No Data	Other	Other	Business	Other	Visit Friends/Family	Other	No Other	Relocation				
3	No Data	No Data	Specific Attraction	Specific Attraction	Other	Business	Other	Business	No Other	No Other				
Top States of Origin														
Hotel Guests														
1	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
2	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
3	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
Online Requests														
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	Pennsylvania	North Carolina	North Carolina	North Carolina				
2	Six States Tied	South Carolina	Virginia	Virginia	South Carolina	Virginia	New York	Virginia	Australia	Pennsylvania				
3	Seven States Tied	4 States and 2 Countries Tied	Wisconsin, New York, Texas	South Carolina	Virginia	Maryland	New Jersey, Florida, Ohio & North Carolina	Florida, Pennsylvania	Illinois, Florida & Ohio	Illinois				
Guest Books at VC														
1	No Data	No Data	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina				
2	No Data	No Data	South Carolina	South Carolina	South Carolina	Virginia	Florida	Florida, South Carolina	Virginia	Florida				
3	No Data	No Data	Puerto Rico/Georgia	Puerto Rico/Georgia	Maryland/California	Missouri	Idaho	Many States Tied	Florida	Texas				

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Top Areas of Interest (Top 3)														
Hotel Guests														
1	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
2	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
3	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
Online Requests														
1	Museums	Historical Sites	Dining	Historical Sites	Outdoor Recreation	Outdoor Recreation	Golf	Golf	Dining	Dining				
2	Historical Sites	Museums/Arts & Entertainment	Shopping/Arts & Entertainment/Historical Sites	Dining	Museums	Events/Festivals & Shopping	Dining/Deals & Packages	Dining	Museums	Active Adventures				
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums	Events/Festivals	Historical Sites	Events/Festivals	Deals & Packages	Rural Sightseeing	Events/Festivals				
Visitor Experience (Avg for Month)														
Hotel Guests														
by Month	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data	No Data				
to Date	No Data	No Data	No Data		No Data	No Data	No Data		No Data	No Data				
Guest Books														
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00	4.80				
to Date	No Data	No Data	4.80		4.78	4.69	4.85		4.86	4.84				
Overall														
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00	4.80				
to Date	No Data	No Data	4.80		4.79	4.76	4.77		4.86	4.84				

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
SALES RESULTS														
Advertisement Results														
Blitz														
Inquiry	0	0	1	1	0	0	0	0	0	1	1	2		
Dogwood Digest														
Inquiry	2	0	2	4	2	0	1	3	0	1	1	8		
Success														
Inquiry	0	0	0	0	0	0	0	0	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														
Leads Room Nights	3,365	100	2,025	5,490	2,336	3,975	20	6,331	395	12,907	13,302	25,123		
Leads Attendance	1,760	178	6,955	8,893	1,050	10,650	30	11,730	450	4,145	4,595	25,218		
Leads Impact	\$420,660	\$14,820	\$482,790	\$918,270	\$563,844	\$50,144,610	\$4,560	\$50,713,014	\$125,400	\$1,790,370	\$1,915,770	\$53,547,054	100	51.00%
Number of Leads to Definite	3	0	2	5	1	1	1	3	1	7	8	16		
Verbals														
Verbal Bookings Attendance	990	1,320	5,480	7,790	4,630	4,295	8,355	17,280	3,895	4,845	8,740	33,810		
Verbal Bookings Room Nights	955	1,182	1,465	3,602	1,577	1,555	2,471	5,603	1,505	585	2,090	11,295		
Verbal Bookings Impact	\$249,660	\$347,244	\$471,960	\$1,068,864	\$6,207	\$5,850	\$16,426	\$28,483	\$460,560	\$591,660	\$1,052,220	\$2,149,567		
Bookings														
Bookings Attendance	330	190	269	789	1,000	150	650	1,800	600	670	1,270	3,859		
Bookings Room Nights	132	152	212	496	400	180	300	880	250	1,005	1,255	2,631	22,500	11.69%
Bookings Economic Impact	\$112,860	\$66,804	\$50,160	\$229,824	\$17,000	\$62,244	\$34,200	\$113,444	\$91,200	\$124,260	\$215,460	\$558,728		
Sales Functions														
Site Inspections	0	7	7	14	9	2	1	12	0	2	2	28		
Sales Blitz	0	0	0	0	0	1	0	1	0	0	0	1		
Calls Converted to Accounts	6	2	2	10	0	0	0	0	0	3	3	13		
Bid/Packages Mailed	0	1	3	4	1	0	0	1	0	1	1	6		
Client Presentations	1	2	3	6	2	1	0	3	0	2	2	11		
Trade Shows														
Connect Sports														
Contacts			33	33								33		
Leads			0	0								0		
Room Nights			0	0								0		
Attendees			0	0								0		
Hot Prospects			7	7								7		
Follow-ups			12	12								12		
Connect Women in Sports														
Contacts			35	35								35		
Leads			0	0								0		
Room Nights			0	0								0		
Attendees			0	0								0		
Hot Prospects			6	6								6		
Follow-ups			30	30								30		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
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		
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		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS														
Tradeshows														
Sales														
Civic Presentations	0	0	0	0	0	0	0	0	0	0	0	0		
Leads	2	0	2	4	0	2	1	3	1	1	2	9	35	25.71%
Leads-Attendance	250	0	225	475	0	4,580	150	4730	175	150	325	5,530		
Leads-Room Nights	125	0	135	260	0	1,150	20	1170	35	50	85	1,515		
Leads-Economic Impact	\$25,500	\$0	\$39,330	\$64,830	\$0	\$1,607,400	\$6,400	\$1,613,800	\$9,120	\$22,800	\$31,920	\$1,710,550		
Number of Leads to Definite	0	0	1	1	0	0	0	0	0	0	0	1		
Verbal Bookings	0	1	0	1	0	1	1	2	0	2	2	5		
Verbal Bookings-Attendance	0	50	0	50	0	4,500	80	4580	0	290	290	4,920		
Verbal Bookings-Room Nights	0	50	0	50	0	1,100	50	1150	0	95	95	1,295		
Verbal Bookings-Economic Impact	\$0	\$11,400	\$0	\$11,400	\$0	\$1,596,000	\$11,400	\$1,607,400	\$0	\$32,490	\$32,490	\$1,651,290		
Bookings	0	0	1	1	0	0	0	0	0	0	0	1		
Bookings-Attendance	0	0	50	50	0	0	0	0	0	0	0	50		
Bookings-Room Nights	0	0	30	30	0	0	0	0	0	0	0	30	2,000	1.50%
Bookings-Economic Impact	\$0	\$0	\$13,680	\$13,680	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$13,680		
Previous Fiscal Year (2019-2020)														
Leads												0	35	0.00%
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	OCT	NOV	DEC	2nd Quarter	JAN	FEB	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS														
Destination Guides Distributed	103	483	904	1,490	388	969	1,846	3,203	397	1,156	1,553	6,246		
Inquiries														
Main Office														
Calls														
Tourism Information	23	36	36	95	19	21	34	74	5	2	7	176		
Local Information	31	35	30	96	42	18	50	110	0	0	0	206		
Total Calls	54	71	66	191	61	39	84	184	5	2	7	382		
Walk-Ins														
Out of Town Visitors														
Information/Maps/Directi ons	35	50	51	136	32	17	38	87	0	3	3	226		
Relocate/Retire	5	3	2	10	9	4	0	13	0	0	0	23		
Promotions	0	0	0	0	0	0	0	0	0	0	0	0		
Local Customers														
Information/Maps/Directi ons	22	9	12	43	25	25	22	72	0	0	0	115		
GSROs	0	0	0	0	0	1	1	2	0	4	4	6		
Total Walk-ins Main Office	62	62	65	189	66	47	61	174	0	7	7	370		
Transportation Museum														
Walk-Ins														
Out of Town Visitors														
Museum/Info/Maps/Direc tions	0	0	46	46	74	84	105	263	91	82	173	482		
Relocate/Retire	0	0	0	0	0	0	0	0	0	0	0	0		
Local Customers														
Museum/Info/Maps/Direc tions	0	0	91	91	296	28	71	395	121	149	270	756		
Museum Visit - Group or Individuals	0	0	10	10	38	417	193	648	3	0	3	661		
Total Walk-ins TM	0	0	147	147	408	529	369	1,306	215	231	446	1,899		