

Scorecard for Fiscal Year 2019-2020

January 2020

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Communications Department									
Social Media									
Visit Fayetteville NC Facebook									
Followers	9,282	9,722	9,849			9,849	28,853		
Posts	85	53	13			13	151		
Page Likes (Net)	1,045	424	129			129	1,598		
Engagements	51,194	15,990	8220			8,220	75,404	92,474	81.54%
Go Fayetteville Facebook									
Followers	3,004	3,109	3,113			3,113	9,226		
Posts	33	25	6			6	64		
Page Likes (Net)	134	106	-1			-1	239		
Engagements	5,117	2,939	1062			1,062	9,118		
Visit Spring Lake NC Facebook									
Followers	4,643	4,716	4,712			4,712	14,071		
Posts	24	18	4			4	46		
Page Likes (Net)	206	57	-4			-4	259		
Engagements	10,108	4,949	1350			1,350	16,407		
Heroes Homecoming Facebook									
Followers	1,300	1,904	1,923			1,923	5,127		
Posts	12	44	7			7	63		
Page Likes (Net)	189	600	21			21	810		
Engagements	2,707	13,639	773			773	17,119		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Twitter									
Followers	3,483	3,617	3,646			3,646	10,746		
Posts	279	243	57			57	579		
Page Likes (Net)	145	134	29			29	308		
Engagements	3,319	3,115	379			379	6,813	6,817	99.94%
Heroes Homecoming Twitter									
Followers	873	896	892			892	2,661		
Posts	0	41	1			1	42		
Page Likes (Net)	4	23	-4			-4	23		
Engagements	0	211	20			20	231		
Visit Fayetteville NC Instagram									
Followers	2,802	3,198	3,253			3,253	9,253		
Posts	84	31	7			7	122		
Page Likes (Net)	247	316	55			55	618		
Engagements	1,290	1,443	341			341	3,074	6,773	45.39%
FACVB LinkedIn									
Followers	610	645	701			701	1,956		
Posts	15	24	9			9	48		
Page Likes (Net)	13	37	55			55	105		
Engagements	284	953	195			195	1,432	4,015	35.67%
E-Newsletter Subscribers	368	253	88			88	709		
Electronic Destination Guides Viewed	32	32	12			12	76		
Electronic Trail Guides Viewed	12	0	0			0	12		
FACVB Generated Blog Articles	3	1	0			0	4		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Public Relations									
FACVB									
Publicity Generated									
Out of Market	13	20	1			1	34	60	56.67%
Local	6	4	1			1	11		
Agency Publicity Generated	0	7	0						
Press Releases Issued	7	3	3			3	13		
Out of Market Media Visits	3	3	0			0	6		
Digital Marketing									
Media One - Web Hits Generated	10,708	24,976	7,172			7,172	42,856		
219 Group Web Hits (visitfay)	807	492	153			153	1,452		
Visitor Data									
Reason for Visiting (Top 3)									
Hotel Guests									
1	Traveling Through	Business with Military	Business with Military						
2	Visit Friends/Family	Traveling Through	Traveling Through						
3	Events/Festivals	Visit Friends/Family	Visit Friends/Family						
Online Requests									
1	Vacation	Visit Friends/Family	Vacation						
2	Visit Friends/Family	Vacation	Relocation						
3	Relocation	Relocation	Traveling Through						
Guest Books at VC									
1	Vacation	Vacation	Other						
2	Visit Friends/Family	Visit Friends/Family	Vacation						
3	Events/Festivals	Relocation	Visit Friends/Family						
Top States of Origin									
Hotel Guests									
1	North Carolina	North Carolina	North Carolina						
2	Florida	Georgia	Alabama						
3	New York	Florida	Texas						
Online Requests									
1	North Carolina	North Carolina	North Carolina						
2	Florida	South Carolina	Pennsylvania						
3	Georgia	Georgia	Virginia						

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Guest Books at VC									
1	North Carolina	North Carolina	North Carolina						
2	Arizona	Florida	Pennsylvania						
3	Texas	Pennsylvania	Colorado						
Top Areas of Interest (Top 3)									
Hotel Guests									
1	Dining	Dining	Dining						
2	Arts & Entertainment	Museums	Museums						
3	Museums	Arts & Entertainment	Military Sites						
Online Requests									
1	Events/Festivals	Historical Sites	Historical Sites						
2	Museums	Museums	Museums						
3	Outdoor Recreation	Events/Festivals	Outdoor Recreation						
Visitor Experience (Avg for Month)									
Hotel Guests									
by Month	4.98	4.94	4.67			4.67			
to Date			4.86						
Guest Books									
by Month	4.63	4.82	4.81			4.81			
to Date			4.67						
Overall									
by Month	4.81	4.88	4.74			4.74			
to Date			4.81						

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Sales Department									
Advertisement Results									
Blitz									
Inquiry	6	4	2			2	12		
Dogwood Digest									
Inquiry	3	4	2			2	9		
Success									
Inquiry	1	1	1			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			6	78	100	78.00%
Leads Room Nights	9,159	10,993	3,870			3,870	24,022		
Leads Attendance	29,018	33,222	11,650			11,650	73,890		
Leads Impact	\$5,220,972	\$2,413,866	\$2,196,210			\$2,196,210	\$9,831,048		
Verbals	30	95	24			24	149		
Verbal Bookings Attendance	49,865	76,192	36,600			36,600	162,657		
Verbal Bookings Room Nights	7,887	18,312	9,572			9,572	35,771		
Verbal Bookings Impact	\$6,875,340	\$11,859,090	\$5,746,740			\$5,746,740	\$24,481,170		
Bookings	12	9	2			2	23		
Bookings Attendance	28,546	4,018	500			500	33,064		
Bookings Room Nights	6,911	1,489	328			328	8,728	22,500	38.79%
Bookings Economic Impact	\$6,187,806	\$474,468	\$66,120			\$66,120	\$6,728,394		
Sales Functions	29	17	8			8	54		
Site Inspections	5	5	1			1	11		
Sales Blitz	6	2	1			1	9		
Calls Converted to Accounts	0	0	0			0	0		
Bid/Packages Mailed	0	0	0			0	0		
Client Presentations	3	3	0			0	6		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
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		
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		
Leads	0	0					0		
Room Nights	0	0					0		
Attendees	0	0					0		
Hot Prospects	0	1					1		
Followups	0	8					8		
Connect Association									
Contacts	33						33		
Leads	1						1		
Room Nights	340						340		
Attendees	170						170		
Hot Prospects	6						6		
Followups	9						9		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
MPI-CC Annual									
Contacts						0	0		
Leads						0	0		
Room Nights						0	0		
Attendees						0	0		
Hot Prospects						0	0		
Followups						0	0		
AAU Convention									
Contacts							0		
Leads							0		
Room Nights							0		
Attendees							0		
Hot Prospects							0		
Followups							0		
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		
CMCA Spring Conference									
Contacts							0		
Leads							0		
Room Nights							0		
Attendees							0		
Hot Prospects							0		
Followups							0		
Connect Faith									
Contacts							39		
Leads							8		
Room Nights							4,052		
Attendees							1,520		
Hot Prospects							3		
Followups							12		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
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		
Leads		1					1		
Room Nights		200					200		
Attendees		415					415		
Hot Prospects		2					2		
Followups		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		
Followups			6			6	6		
SGMP Annual & Education Tradeshow									
Contacts							0		
Leads							0		
Room Nights							0		
Attendees							0		
Hot Prospects							0		
Followups							0		
NASC Sports Symposium									
Peers							0		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
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		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Tourism Department									
Advertisement Results									
Group Tour Magazine									
OnTarget Digital Program									
Impressions	182,888	45,588	0			0	228,476		
Clicks	249	89	0			0	338		
Leisure Group Travel Magazine									
Reader Service Leads	0	0	0			0	0		
Sales									
Civic Presentations	0	1	0			0	1		
Site Inspections	5	2	0			0	7	18	38.89%
Leads	15	3	0			0	18	35	51.43%
Leads-Attendance	51,412	125,463	0			0	176,875		
Leads-Room Nights	2,237	263	0			0	2,500		
Leads-Economic Impact	\$2,449,632	\$152,304	\$0			\$0	\$2,601,936		
Verbal Bookings	8	3	2			2	13		
Verbal Bookings-Attendance	26,637	190	2,360			2360	29,187		
Verbal Bookings-Room Nights	880	160	230			230	1,270		
Verbal Bookings-Economic Impact	\$565,212	\$55,860	\$1,583,460			\$1,583,460	\$2,204,532		
Bookings	11	4	0			0	15		
Bookings-Attendance	457	21,195	0			0	21,652		
Bookings-Room Nights	230	483	0			0	713	500	142.60%
Bookings-Economic Impact	\$169,860	\$603,060	\$0			\$0	\$772,920		

Annual Lead Conversion									
Current Fiscal Year (19-20)									
Annual Lead Conversion									
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 Department									
Destination Guides Distributed	6,818	6,277	8,930			8,930	22,025		
Inquiries									
Main Office									
Calls									
Tourism Information	154	152	27			27	333		
Local Information	236	147	9			9	392		
Total Calls	390	299	36			36	725		
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	279	237	50			50	566		
Relocate/Retire	22	8	9			9	39		
Promotions	0	5	0			0	5		
Local Customers									
Information/Maps/Directions	448	152	23			23	623		
GSROs	20	11	2			2	33		
Total Walk-ins Main Office	770	413	85			85	1,268		
Transportation Museum									
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	416	275	111			111	802		
Relocate/Retire	0	0	0			0	0		
Local Customers									
Information/Maps/Directions	53	134	2			2	189		
Museum Visit - Group or Individuals	1,399	505	171			171	2,075		
Total Walk-ins TM	1,868	914	284			284	3,066		