

Scorecard for Fiscal Year 2020-2021

January 2021

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Communications													
Social Media													
Visit Fayetteville NC Facebook													
Followers	10,545	10,603	10,721		10,869	10,960	11,081	11,081	11,169	11,169	N/A		
Posts	17	14	17	48	15	19	20	54	12	12	114		
Page Likes (Net)	59	60	122.00	241	150	101	121	372	98	98	711		
Engagements	5,344	6,313	9,178	20,835	7,496	5,531	5,377	18,404	4,562	4,562	43,801	115,844	37.81%
Engagement Rate (per Impression)	10.4%	9.1%	5.0%	8.2%	7.2%	6.0%	7.2%	6.8%	5.0%		7.5%		
Go Fayetteville Facebook													
Followers	3,366	3,392	3,429		3,468	3,459	3,455	3,455	3,482	3,482	N/A		
Posts	6	5	18	29	8	6	4	18	2	2	49		
Page Likes (Net)	56	27	39	122	40	-8	0	32	28	28	182		
Engagements	2,413	698	1,123	4,234	957	749	295	2,001	1,345	1,345	7,580		
Engagement Rate (per Impression)	10.4%	9.9%	6.5%	8.9%	12.8%	18.0%	24.9%	18.6%	28.4%		13.8%		
Visit Spring Lake NC Facebook													
Followers	4,733	4,717	4,714		4,707	4,743	4,731	4,731	4,715	4,715	N/A		
Posts	2	2	3	7	4	6	4	14	1	1	22		
Page Likes (Net)	-7	-16	-2	-25	-2	38	-10	26	-9	-9	-8		
Engagements	661	747	919	2,327	699	3,760	575	5,034	274	274	7,635		
Engagement Rate (per Impression)	8.1%	5.8%	4.2%	6.0%	7.4%	8.8%	6.2%	7.5%	2.0%		6.8%		
Heroes Homecoming Facebook													
Followers	2,165	2,205	2,217		2,253	2,461	2,459	2,459	2,449	2,449	N/A		
Posts	6	8	10	24	5	9	10	24	7	7	55		
Page Likes (Net)	-2	40	13	51	39	212	-1	250	-7	-7	294		
Engagements	93	1,449	764	2,306	1,429	7,496	339	9,264	240	240	11,810		
Engagement Rate (per Impression)	9.3%	10.7%	10.3%	10.1%	7.3%	11.1%	12.0%	10.1%	13.8%		10.1%		
Visit Fayetteville NC Twitter													
Followers	3,862	3,867	3,877		3,899	3,903	3,917	3,917	3,899	3,899	N/A		
Posts	39	31	23	93	39	36	44	119	36	36	248		
Page Likes (Net)	0	5	10	15	22	4	14	40	-18	-18	37		
Engagements	399	428	467	1,294	384	389	947	1,720	175	175	3,189	13,475	23.67%
Engagement Rate (per Impression)	2.3%	0.8%	0.9%	1.3%	1.7%	1.8%	3.9%	2.5%	3.0%		1.9%		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Heroes Homecoming Twitter													
Followers	890	887	884		885	883	885	885	870	870	N/A		
Posts	7	11	5	23	8	8	8	24	2	2	49		
Page Likes (Net)	0	-3	-3	-6	1	-2	2	1	-15	-15	-20		
Engagements	29	113	29	171	169	211	31	411	14	14	596		
Engagement Rate (per Impression)	2.4%	1.6%	1.0%	1.7%	2.5%	5.6%	2.9%	3.7%	2.0%		2.7%		
Visit Fayetteville NC Instagram													
Followers	3,678	3743	3,802		3,875	3,898	3,927	3,927	3,939	3,939	N/A		
Posts	10	14	9	33	7	4	10	21	11	11	65		
Page Likes (Net)	63	65	59	187	73	20	28	121	12	12	320		
Engagements	1019	1202	586	2,807	382	308	895	1,585	687	687	5,079	6,730	75.47%
Engagement Rate (per Impression)	9.2%	9.0%	8.5%	8.9%	6.8%	7.7%	9.6%	8.0%	7.9%		8.5%		
FACVB LinkedIn													
Followers	1,014	1,021	1,025		1,031	1,039	1,043	1,043	1044	1,044	N/A		
Posts	7	5	12	24	10	11	8	29	6	6	59		
Page Likes (Net)	19	9	5	33	6	9	4	19	1	1	53		
Engagements	233	150	217	600	125	244	172	541	169	169	1,310	2,405	54.47%
Engagement Rate (per Impression)	8.5%	8.3%	8.7%	8.5%	9.1%	13.5%	8.5%	10.4%	16.1%		9.4%		
Total Posts	94	90	97	281	96	99	108	303	77	77	661		
Total Engagements	10,191	11,100	13,283	34,574	11,641	18,688	8,631	38,960	7,466	7,466	81,000		
E-Newsletter Subscribers	87	71	80	238	63	55	123	241	109	109	588		
Electronic Destination Guides Viewed	7	8	8	23	9	3	4	16	6	6	45		
Electronic Trail Guides Viewed	9	1	5	15	2	3	1	6	1	1	22		
FACVB Generated Blog Articles	0	0	0	0	1	2	1	4	0	0	4		
Public Relations													
FACVB													
Publicity Generated- Melody													
Out of Market	1	2	12	15	1	2	1	4	1	1	20		
Local	4	1	4	9	1	1	1	3	1	1	13	60	21.67%
Publicity Generated-Jenny	1	0	2	3	2	4	1	7	0	0	10	22	45.45%
Agency Publicity Generated	0	0	0	0	0	0	0	0	0	0	0		
Press Releases Issued	1	2	2	5	1	0	1	2	0	0	7		
Out of Market Media Visits	2	0	2	4	6	1	0	7	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	10,409	80,500		
219 Group Web Hits (VisitFayNC)	566	627	653	1,846	555	570	626	1,751	801	801	4,398		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	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				
2	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				
Online Requests													
1	Other, Visit Friends/Family and Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation				
2	Relocation	Relocation	Relocation	Relocation	Other	Relocation	Relocation	Relocation	Relocation				
3	Traveling Through	Other	Visit Friends/Family	Other	Relocation	Other	Other	Other	Specific Attraction				
Guest Books at VC													
1	No Data	No Data	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation				
2	No Data	No Data	Other	Other	Business	Other	Visit Friends/Family	Other	No Other				
3	No Data	No Data	Specific Attraction	Specific Attraction	Other	Business	Other	Business	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				
2	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				
Online Requests													
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	Pennsylvania	North Carolina	North Carolina				
2	Six States Tied	South Carolina	Virginia	Virginia	South Carolina	Virginia	New York	Virginia	Australia				
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				
Guest Books at VC													
1	No Data	No Data	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				
3	No Data	No Data	Puerto Rico/Georgia	Puerto Rico/Georgia	Maryland/California	Missouri	Idaho	Many States Tied	Florida				
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				
2	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				

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Online Requests													
1	Museums	Historical Sites	Dining	Historical Sites	Outdoor Recreation	Outdoor Recreation	Golf	Golf	Dining				
2	Historical Sites	Museums/Arts & Entertainment	Shopping/Arts & Entertainment /Historical Sites	Dining	Museums	Events/Festivals & Shopping	Dining/Deals & Packages	Dining	Museums				
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums	Events/Festivals	Historical Sites	Events/Festivals	Deals & Packages	Rural Sightseeing				
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				
to Date	No Data	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				
to Date	No Data	No Data	4.80		4.78	4.69	4.85		4.86				
Overall													
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00				
to Date	No Data	No Data	4.80		4.79	4.76	4.77		4.86				

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Sales													
Advertisement Results													
Blitz													
Inquiry	0	0	1	1	0	0	0	0	0	0	1		
Dogwood Digest													
Inquiry	2	0	2	4	2	0	1	3	0	0	7		
Success													
Inquiry	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	6	2	7	15	3	3	1	7	2	2	24	100	24.00%
Leads Room Nights	3,365	100	2,025	5,490	2,336	3,975	20	6,331	395	395	12,216		
Leads Attendance	1,760	178	6,955	8,893	1,050	10,650	30	11,730	450	450	21,073		
Leads Impact	\$420,660	\$14,820	\$482,790	\$918,270	\$563,844	\$50,144,610	\$4,560	\$50,713,014	\$125,400	\$125,400	\$51,756,684		
Number of Leads to Definite	3	0	2	5	1	1	1	3	1	1	9		
Verbals	6	7	4	17	7	5	8	20	5	5	42		
Verbal Bookings Attendance	990	1,320	5,480	7,790	4,630	4,295	8,355	17,280	3,895	3,895	28,965		
Verbal Bookings Room Nights	955	1,182	1,465	3,602	1,577	1,555	2,471	5,603	1,505	1,505	10,710		
Verbal Bookings Impact	\$249,660	\$347,244	\$471,960	\$1,068,864	\$6,207	\$5,850	\$16,426	\$28,483	\$460,560	\$460,560	\$1,557,907		
Bookings	3	2	2	7	1	1	1	3	1	1	11		
Bookings Attendance	330	190	269	789	1,000	150	650	1,800	600	600	3,189		
Bookings Room Nights	132	152	212	496	400	180	300	880	250	250	1,626	22,500	7.23%
Bookings Economic Impact	\$112,860	\$66,804	\$50,160	\$229,824	\$17,000	\$62,244	\$34,200	\$113,444	\$91,200	\$91,200	\$434,468		
Sales Functions	0	4	5	9	7	2	6	15	5	5	29		
Site Inspections	0	7	7	14	9	2	1	12	0	0	26		
Sales Blitz	0	0	0	0	0	1	0	1	0	0	1		
Calls Converted to Accounts	6	2	2	10	0	0	0	0	0	0	10		
Bid/Packages Mailed	0	1	3	4	1	0	0	1	0	0	5		
Client Presentations	1	2	3	6	2	1	0	3	0	0	9		
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	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	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Tourism													
Sales													
Civic Presentations	0	0	0	0	0	0	0	0	0	0	0		
Leads	2	0	2	4	0	2	1	3	1	1	8	35	22.86%
Leads-Attendance	250	0	225	475	0	4,580	150	4730	175	175	5,380		
Leads-Room Nights	125	0	135	260	0	1,150	20	1170	35	35	1,465		
Leads-Economic Impact	\$25,500	\$0	\$39,330	\$64,830	\$0	\$1,607,400	\$6,400	\$1,613,800	\$9,120	\$9,120	\$1,687,750		
Number of Leads to Definite	0	0	1	1	0	0	0	0	0	0	1		
Verbal Bookings	0	1	0	1	0	1	1	2	0	0	3		
Verbal Bookings-Attendance	0	50	0	50	0	4,500	80	4580	0	0	4,630		
Verbal Bookings-Room Nights	0	50	0	50	0	1,100	50	1150	0	0	1,200		
Verbal Bookings-Economic Impact	\$0	\$11,400	\$0	\$11,400	\$0	\$1,596,000	\$11,400	\$1,607,400	\$0	\$0	\$1,618,800		
Bookings	0	0	1	1	0	0	0	0	0	0	1		
Bookings-Attendance	0	0	50	50	0	0	0	0	0	0	50		
Bookings-Room Nights	0	0	30	30	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	\$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	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Visitor Center													
Destination Guides Distributed	103	483	904	1,490	388	969	1,846	3,203	397	397	5,090		
Inquiries													
Main Office													
Calls													
Tourism Information	23	36	36	95	19	21	34	74	5	5	174		
Local Information	31	35	30	96	42	18	50	110	0	0	206		
Total Calls	54	71	66	191	61	39	84	184	5	5	380		
Walk-Ins													
Out of Town Visitors													
Information/Maps/Directions	35	50	51	136	32	17	38	87	0	0	223		
Relocate/Retire	5	3	2	10	9	4	0	13	0	0	23		
Promotions	0	0	0	0	0	0	0	0	0	0	0		
Local Customers													
Information/Maps/Directions	22	9	12	43	25	25	22	72	0	0	115		
GSROs	0	0	0	0	0	1	1	2	0	0	2		
Total Walk-ins Main Office	62	62	65	189	66	47	61	174	0	0	363		
Transportation Museum													
Walk-Ins													
Out of Town Visitors													
Museum/Info/Maps/Directions	0	0	46	46	74	84	105	263	91	91	400		
Relocate/Retire	0	0	0	0	0	0	0	0	0	0	0		
Local Customers													
Museum/Info/Maps/Directions	0	0	91	91	296	28	71	395	121	121	607		
Museum Visit - Group or Individuals	0	0	10	10	38	417	193	648	3	3	661		
Total Walk-ins TM	0	0	147	147	408	529	369	1,306	215	215	1,668		