

Scorecard for Fiscal Year 2019-2020

July 2019

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
CVB Facebook							
Users/Followers	8,345			N/A	N/A		
Posts	30			30	30		
New Fans	101			101	101		
Unlikes	26			26	26		
User Interaction/Engagement	5602			5,602	5,602	41,420	13.52%
GoFayetteville Facebook							
Users/Followers	2,913			N/A	0		
Posts	10			10	10		
New Fans	207			207	207		
Unlikes	186			N/A	0		
User Interaction/Engagement	1,192			1,192	1,192		
Spring Lake NC Facebook							
Users/Followers	4,541			N/A	0		
Posts	6			6	6		
New Fans	100			N/A	0		
Unlikes	7			N/A	0		
User Interaction/Engagement	860			860	860		
Fayetteville Meet/Tourney FB							
Users/Followers	222			N/A	0		
Posts	9			9	9		
New Fans	7			N/A	0		
Unlikes	1			N/A	0		
User Interaction/Engagement	726			726	726		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Twitter							
Users/Followers	3,372			N/A	N/A		
Posts	54			54	54		
New Followers	34			34	34		
User Interaction/Engagement	442			442	442	7,120	6.21%
Instagram							
Users/Followers	2,619			N/A	N/A		
Posts	7			7	7		
New Followers	64			64	64		
User Interaction/Engagement	364			364	364	6,254	5.82%
Linked In							
Followers	601			N/A	N/A		
Posts	4			4	4		
User Interaction/Engagement	114			114	114		
E-Newsletter Subscribers	101			101	101		
Electronic Destination Guides Viewed	13			13	13		
Electronic Trail Guides Viewed	4			4	4		
FACVB Generated Blog Articles	2			2	2		
Public Relations							
FACVB (In-House)							
Publicity Generated							
Out of Market	3			3	3	60	5.00%
Local	1			1	1		
Press Releases Issued	1			1	1		
Out of Market Media Visits	1			1	1		
Martin Armes							
Publicity Generated							
Out of Market	0			0	0		
Local	0			0	0		
Republik							
Publicity Generated							
Out of Market	0			0	0		
Advertising Trade Pubs	0			0	0		
Local	0			0	0		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Totals							
Publicity Generated							
Out of Market	3			3	3		
Local	1			1	1		
Digital Marketing							
Media One - Web Hits Generated	5,804			5,804	5,804		
219 Group Web Hits (visitfay)	348			348	348		
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
1	Visit Friends/Family						
2	Traveling Through						
3	Events/Festivals						
Online Requests							
1	Vacation						
2	Visit Friends/Family						
3	Relocation						
Guest Books at VC							
1	Vacation						
2	Specific Attraction						
3	Visit Friends/Family						
Top States of Origin							
Hotel Guests							
1	Florida						
2	North Carolina						
3	Georgia						
Online Requests							
1	North Carolina						
2	Florida						
3	Georgia						
Guest Books at VC							
1	North Carolina						
2	Arizona						
3	New Jersey						

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Top Areas of Interest (Top 3)							
Hotel Guests							
1	Dining						
2	Arts & Entertainment						
3	Museums						
Online Requests							
1	Museums						
2	Historical Sites						
3	Outdoor Recreation						
Guest Books at VC							
1	Museums						
2	Arts & Entertainment						
3	Historical Sites						
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	5.00			5.00			
to Date	5.00						
Guest Books							
by Month	4.58			4.58			
to Date	4.58						
Overall							
by Month	4.79			4.79			
to Date	4.79						

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SALES RESULTS							
Advertisement Results							
Blitz							
Inquiry	1			1	1		
Dogwood Digest							
Inquiry	1			1	1		
Success							
Inquiry	1			1	1		
Sales							
Carryovers							
Room Nights	12,609			12,609	12,609		
Bookings-Attendance	20,250			20,250	20,250		
Economic Impact	\$4,113,400			\$4,113,400	\$4,113,400		
Leads	7			7	7	100	7.00%
Leads Room Nights	2,661			2,661	2,661		
Leads Attendance	7,901			7,901	7,901		
Leads Impact	\$2,351,706			\$2,351,706	\$2,351,706		
Verbals	9			9	9		
Verbal Bookings Attendance	20,190			20,190	20,190		
Verbal Bookings Room Nights	1,442			1,442	1,442		
Verbal Bookings Impact	\$767,790			\$767,790	\$767,790		
Bookings	7			7	7		
Bookings Attendance	7,881			7,881	7,881		
Bookings Room Nights	2,661			2,661	2,661	22,500	11.83%
Bookings Economic Impact	\$2,351,706			\$2,351,706	\$2,351,706		
Sales Functions	17			17	17		
Site Inspections	0			0	0		
Sales Blitz	1			1	1		
Calls Converted to Accounts	0			0	0		
Bid/Packages Mailed	0			0	0		
Client Presentations	0			0	0		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Trade Shows							
US Sports Congress							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow-ups					0		
Connect Sports							
Contacts				0	0		
Leads				0	0		
Room Nights				0	0		
Attendees				0	0		
Hot Prospects				0	0		
Follow-ups				0	0		
Connect Women in Sports							
Contacts				0	0		
Leads				0	0		
Room Nights				0	0		
Attendees				0	0		
Hot Prospects				0	0		
Follow-ups				0	0		
Connect Association							
Contacts				0	0		
Leads				0	0		
Room Nights				0	0		
Attendees				0	0		
Hot Prospects				0	0		
Follow-ups				0	0		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
MPI-CC Annual							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow-ups					0		
AAU Convention							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow-ups					0		
AENC Winter Conference							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow Up					0		
CMCA Spring Conference							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow-ups					0		
Connect Faith							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow-ups					0		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Teams							
Contacts				0	0		
Leads				0	0		
Room Nights				0	0		
Attendees				0	0		
Hot Prospects				0	0		
Follow-ups				0	0		
NCSGMP NEC							
Contacts					0		
Leads					0		
Follow-ups					0		
AENC Holiday Trade Show							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow-ups					0		
RCMA							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow-ups					0		
SGMP Annual & Education Tradeshow							
Contacts					0		
Leads					0		
Room Nights					0		
Attendees					0		
Hot Prospects					0		
Follow-ups					0		
NASC Sports Symposium							
Peers					0		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
AENC Annual Meeting							
Contacts	16			16	16		
Leads	0			0	0		
Room Nights	0			0	0		
Attendees	0			0	0		
Hot Prospects	0			0	0		
Follow-ups	2			2	2		

Annual Lead Conversion							
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	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS							
Advertisement Results							
Group Tour Magazine							
OnTarget Digital Program	0			0	0		
Leisure Group Travel Magazine							
Reader Service Leads	0			0	0		
Tradeshows							
ABA MarketPlace							
Tradeshow Attendees	0			0	0		
Contacts	0			0	0		
Leads	0			0	0		
Room Nights	0			0	0		
Attendance	0			0	0		
Hot Prospects	0			0	0		
Follow-ups	0			0	0		
NCMA/VAMC/MCASC							
Tradeshow Attendees	0			0	0		
Contacts	0			0	0		
Leads	0			0	0		
Room Nights	0			0	0		
Attendance	0			0	0		
Hot Prospects	0			0	0		
Follow-ups	0			0	0		
NTA- Travel Exchange							
Tradeshow Attendees	0			0	0		
Contacts	0			0	0		
Leads	0			0	0		
Room Nights	0			0	0		
Attendance	0			0	0		
Hot Prospects	0			0	0		
Follow-ups	0			0	0		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Travel and Adventure-DC							
Tradeshow Attendees	0			0	0		
Contacts	0			0	0		
Leads	0			0	0		
Room Nights	0			0	0		
Attendance	0			0	0		
Hot Prospects	0			0	0		
Follow-ups	0			0	0		
Travel and Adventure-Philadelphia							
Tradeshow Attendees	0			0	0		
Contacts	0			0	0		
Leads	0			0	0		
Room Nights	0			0	0		
Attendance	0			0	0		
Hot Prospects	0			0	0		
Follow-ups	0			0	0		
Sales							
Civic Presentations	0			0	0		
Site Inspections	1			1	1	18	5.56%
Leads	4			4	4	35	11.43%
Leads-Attendance	20,374			20,374	20,374		
Leads-Room Nights	187			187	187		
Leads-Economic Impact	\$124,716			\$124,716	\$124,716		
Verbal Bookings	3			3	3		
Verbal Bookings-Attendance	20,074			20,074	20,074		
Verbal Bookings-Room Nights	37			37	37		
Verbal Bookings-Economic Impact	\$8,436			\$8,436	\$8,436		
Bookings	4			4	4		
Bookings-Attendance	340			340	340		
Bookings-Room Nights	170			170	170	500	34.00%
Bookings-Economic Impact	\$140,676			\$140,676	\$140,676		

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	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guide							
Number Distributed	2,773			2,773	2,773		
VisitFayettevilleNC.com	58			58	58		
Inquiries							
FACVB Main Office							
Calls							
Tourism Information	36			36	36		
Local Information	101			101	101		
Total Calls	137			137	137		
Walk-Ins							
Residents (Tourism)	182			182	182		
Out-of-Town (Tourism)	147			147	147		
Total Walk-Ins	329			329	329		
Drive Thru	0			0	0		
Relocation/Retiree Info	20			20	20		
Transportation Resources	5			5	5		
Same Day Group Service Request	9			9	9		
Magazine Reader Card Requests	918			918	918		
Local Directions/Maps	28			28	28		
Total	1,309			1,309	1,309		
Transportation Museum							
Walk-Ins							
Residents (Tourism)	271			271	271		
Out-of-Town (Tourism)	256			256	256		
Relocation/Retiree Info	0			0	0		
Maps/Local Directions	21			21	21		
Questions About Museum	80			80	80		
Transportation Resources	0			0	0		
Museum Special Events	116			116	116		
Group Visits	318			318	318		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Miscellaneous							
Group Service Request	21			21	21		
Meetings/Events Serviced	2			2	2		