

Scorecard for Entire Fiscal Year 2019-2020

June 2020

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS																			
Social Media																			
Visit Fayetteville NC Facebook																			
Followers	8,349	9,121	9,282	9,282	9,461	9,658	9,722	9,722	9,849	10,051	10,146	10,051	10,265	10,317	10,493	N/A	N/A		
Posts	30	31	24	85	20	19	14	53	13	21	22	56	32	20	26	78	272		
Page Likes (Net)	135	767.00	143.00	1,045	162	195	67	424	129	211	97	437	121	59	181	361	2,267		
Engagements	5,157	39,937	6100.00	51,194	5,337	6,569	4,084	15,990	8220	5,345	3,559	17,124	5,143	3,256	12,606	21,005	105,313	92,474	113.88%
Go Fayetteville Facebook																			
Followers	2,914	2,987	3,004	3,004	3,031	3,065	3,109	3,109	3,113	3,143	3,202	3,202	3,223	3,231	3,311	N/A	N/A		
Posts	10	16	7	33	9	7	9	25	6	3	11	20	12	10	12	34	112		
Page Likes (Net)	45	72	17	134	28	36	42	106	-1	33	63	95	22	9	80	111	446		
Engagements	2,066	2365	686	5,117	1,281	879	779	2,939	1062	194	1,393	2,649	693	640	1,655	2,988	13,693		
Visit Spring Lake NC Facebook																			
Followers	4,541	4,603	4,643	4,643	4,654	4,694	4,716	4,716	4,712	4,706	4,711	4,711	4,705	4,719	4,743	N/A	N/A		
Posts	6	10	8	24	6	5	7	18	4	4	1	9	7	7	8	22	73		
Page Likes (Net)	107	64	35	206	7	26	24	57	-4	-2	4	-2	-6	14	27	35	296		
Engagements	2,398	3162	4,548	10,108	751	999	3,199	4,949	1350	495	1,396	3,241	227	90	1,958	2,275	20,573		
Heroes Homecoming Facebook																			
Followers	1,112	1,224	1,300	1,300	1,618	1,851	1,904	1,904	1,923	1,935	2,025	2,025	2,036	2,041	2,168	N/A	N/A		
Posts	0	4	8	12	10	29	5	44	7	4	5	16	12	11	11	34	106		
Page Likes (Net)	4	110	75	189	315	230	55	600	21	12	90	123	11	5	125	141	1,053		
Engagements	2	1,315	1,390	2,707	6,858	4,949	1,832	13,639	773	449	429	1,651	718	406	4,938	6,062	24,059		
Visit Fayetteville NC Twitter																			
Followers	3,372	3,427	3,483	3,483	3,534	3,573	3,617	3,617	3,646	3,716	3,764	3,764	3,797	3,824	3,862	N/A	N/A		
Posts	54	107	118	279	98	75	70	243	57	103	108	268	109	123	99	331	1,121		
Page Likes (Net)	34	55	56	145	51	39	44	134	29	70	48	147	33	27	38	98	524		
Engagements	289	1,322	1,708	3,319	868	862	1,385	3,115	379	847	951	2,177	1352	1155	1,120	3,627	12,238	6,817	179.52%
Heroes Homecoming Twitter																			
Followers	871	873	873	873	879	896	896	896	892	892	889	889	887	889	890	N/A	N/A		
Posts	0	0	0	0	15	24	2	41	1	2	6	9	9	13	9	31	81		
Page Likes (Net)	2	2	0	4	6	17	0	23	-4	0	-3	-7	-2	2	1	1	21		
Engagements	0	0	0	0	54	129	28	211	20	11	42	73	34	93	104	231	515		
Visit Fayetteville NC Instagram																			
Followers	2,619	2,714	2,802	2,802	3,010	3,127	3,198	3,198	3,253	3,367	3,408	3,408	3,491	3,551	3,615	N/A	N/A		
Posts	7	46	31	84	19	6	6	31	7	11	12	30	23	28	17	68	213		
Page Likes (Net)	64	95	88	247	214	31	71	316	55	114	41	210	83	60	64	207	980		
Engagements	335	547	408	1,290	720	375	348	1,443	341	275	347	963	770	694	940	2,404	6,100	6,773	90.06%
FACVB LinkedIn																			
Followers	601	607	610	610	622	630	645	645	701	857	906	906	945	964	995	N/A	N/A		
Posts	4	8	3	15	4	13	7	24	9	11	11	31	9	21	12	42	112		
Page Likes (Net)	4	5	4	13	12	10	15	37	55	155	49	259	40	18	26	84	393		
Engagements	61	134	89	284	208	491	254	953	195	291	171	657	256	273	226	755	2,649	4,015	65.98%
Total Posts	111	222	199	532	181	178	120	479	104	159	176	439	213	233	194	640	2,090		
Total Engagements	10,308	48,782	14,929	74,019	16,077	15,253	11,909	43,239	12,340	7,907	8,288	28,535	9,193	6,607	23,547	39,347	185,140		
E-Newsletter Subscribers																			
Electronic Destination Guides Viewed	101	106	161	368	113	72	68	253	88	97	104	289	106	159	101	366	1,276		
FACVB Generated Blog Articles	2	1	0	3	0	1	0	1	0	0	2	2	1	0	0	1	7		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Public Relations																			
FACVB																			
Publicity Generated																			
Out of Market	3	7	3	13	8	6	6	20	1	3	3	7	3	6	4	13	53	60	88.33%
Local	1	4	1	6	1	1	2	4	1	1	1	3	1	1	1	3	16		
Agency Publicity Generated	0	0	0	0	0	7	0	7	0	0	0	0	0	0	0	0	7		
Press Releases Issued	1	3	3	7	2	0	1	3	3	1	1	5	1	1	0	2	17		
Out of Market Media Visits	1	2	0	3	2	1	0	3	0	0	1	1	0	0	2	2	9		
Digital Marketing																			
Media One - Web Hits Generated	5,804	3,063	1,841	10,708	7,892	6,582	10,502	24,976	7,172	8,587	5,751	21,510	985	4,278	8950	14,213	71,407		
219 Group Web Hits (visitfay)	348	234	225	807	169	161	162	492	153	167	365	685	10	3	579	592	2,576		
Visitor Data																			
Reason for Visiting (Top 3)																			
Hotel Guests																			
1	Visit Friends/Family	Visit Friends/Family	Traveling Through	Traveling Through	Business with Military	Visit Friends/Family	Business with Military	Business with Military	Business with Military	Events/Festivals	Visit Friends/Family	Traveling Through/Business with Military	No Data	No Data	No Data	No Data	Business with Military		
2	Traveling Through	Traveling Through	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family	Traveling Through	Traveling Through	Traveling Through	Traveling Through	Traveling Through	Traveling Through	Visit Friends/Family	No Data	No Data	No Data	No Data	Traveling Through		
3	Events/Festivals	Events/Festivals	Business	Events/Festivals	Traveling Through	Events/Festivals	Business	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family	Events/Festivals	Events/Festivals	No Data	No Data	No Data	No Data	Visit Friends/Family		
Online Requests																			
1	Vacation	Vacation	Relocation	Vacation	Relocation	Visit Friends/Family	Vacation	Visit Friends/Family	Vacation	Vacation	Vacation	Vacation	Relocation	Relocation	Vacation	Vacation	Vacation		
2	Visit Friends/Family	Other	Events/Festivals	Visit Friends/Family	Events/Festivals	Relocation	Visit Friends/Family	Vacation	Relocation	Relocation	Visit Friends/Family	Relocation	Vacation	Vacation	Relocation	Relocation	Relocation		
3	Relocation	Visit Friends/Family	Visit Friends/Family	Relocation	Visit Friends/Family	Events/Festivals	Traveling Through	Relocation	Traveling Through	Visit Friends/Family	Relocation	Visit Friends/Family	Traveling Through	Other	Other	Other	Other		
Guest Books at VC																			
1	Vacation	Vacation	Vacation	Vacation	Visit Friends/Family	Vacation	Vacation	Vacation	Other	Business	Vacation	Vacation	No Data	No Data	No Data	No Data	Vacation		
2	Specific Attraction	Traveling Through	Business	Visit Friends/Family	Vacation	Visit Friends/Family	Business with Military	Visit Friends/Family	Vacation	Vacation	Other	Other	No Data	No Data	No Data	No Data	Visit Friends/Family		
3	Visit Friends/Family	Visit Friends/Family	Relocation	Events/Festivals	Relocation	Traveling Through	Relocation	Relocation	Visit Friends/Family	Other	Business with Military	Business	No Data	No Data	No Data	No Data	Relocation		
Top States of Origin																			
Hotel Guests																			
1	Florida	Virginia	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	No Data	No Data	No Data	No Data	North Carolina		
2	North Carolina	Texas	New York	Florida	New York	New York	Georgia	Georgia	Georgia	New York	New York	Florida	No Data	No Data	No Data	No Data	Georgia		
3	Georgia	North Carolina/Pennsylvania	Florida	New York	Florida	Georgia	Florida	Florida	Florida	Virginia	Florida	Georgia	No Data	No Data	No Data	No Data	Florida		
Online Requests																			
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina/Texas	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina		
2	Florida	Pennsylvania	South Carolina	Florida	Virginia	New Jersey	Iran, Maryland, Georgia	South Carolina	Pennsylvania	Pennsylvania	New Jersey	Pennsylvania	Missouri	New York/Virginia	Florida	Florida/Virginia	Pennsylvania		
3	Georgia	Georgia	Virginia	Georgia	Pennsylvania	Georgia	Multiple Locations	Georgia	Virginia	Numerous States	Maryland	Virginia	Virginia	Alabama	Missouri	Missouri/New York	Florida		

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Guest Books at VC																			
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	Florida	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	No Data	No Data	No Data	No Data	North Carolina		
2	Arizona	Texas	Georgia	Arizona	Florida	North Carolina	Florida	Florida	Pennsylvania	Wisconsin	Wisconsin	Wisconsin	No Data	No Data	No Data	No Data	Florida		
3	New Jersey	New York	Arizona	Texas	Virginia	Kentucky	Maryland	Pennsylvania	Colorado	Florida	New York	Florida	No Data	No Data	No Data	No Data	New Jersey/Virginia/Pennsylvania		
Top Areas of Interest (Top 3)																			
Hotel Guests																			
1	Dining	Dining	Dining	Dining	Dining	Dining	Dining	Dining	Dining	Dining	Dining	Dining	No Data	No Data	No Data	No Data	Dining		
2	Arts & Entertainment	Arts & Entertainment	Military Sites	Arts & Entertainment	Military Sites	Arts & Entertainment	Museums	Museums	Museums	Arts & Entertainment	Arts and Entertainment	Arts & Entertainment	No Data	No Data	No Data	No Data	Arts & Entertainment		
3	Museums	Museums	Arts & Entertainment	Museums	Arts & Entertainment	Museums	Military Sites	Arts & Entertainment	Military Sites	Museums	Museums	Museums	No Data	No Data	No Data	No Data			
Online Requests																			
1	Museums	Outdoor Recreation	Dining	Events/Festivals	Historical Sites	Dining	Historical Sites	Historical Sites	Historical Sites	Events/Festivals	Events/Festivals	Events/Festivals	Historical Sites	Historical Sites	Museums	Historical Sites	Events/Festivals		
2	Historical Sites	Museums	Museums	Museums	Outdoor Recreation	Museums	Museums	Museums	Museums	Historical Sites	Dining	Historical Sites	Dining	Museums	Historical Sites	Museums	Museums		
3	Outdoor Recreation	Events/Festivals	Events/Festivals	Outdoor Recreation	Arts & Entertainment	Shopping	Events/Festivals	Events/Festivals	Outdoor Recreation	Dining	Museums	Dining	Shopping	Dining	Outdoor Recreation	Outdoor Recreation	Historical Sites		
Visitor Experience (Avg for Month)																			
Hotel Guests																			
by Month	5.00	4.96	4.98	4.98	4.96	4.91	4.96	4.94	4.67	4.96	5.00	4.88	No Data	No Data	No Data	No Data	4.93		
to Date	5.00	4.98	4.98		4.97	4.95	4.95		4.86	4.89	4.93		No Data	No Data	No Data				
Guest Books																			
by Month	4.58	4.76	4.55	4.63	4.73	4.76	4.96	4.82	4.81	4.79	4.65	4.75	No Data	No Data	No Data	No Data	4.73		
to Date	4.58	4.67	4.63		4.68	4.71	4.77		4.67	4.76	4.73		No Data	No Data	No Data				
Overall																			
by Month	4.79	4.86	4.77	4.81	4.85	4.84	4.96	4.88	4.74	4.88	4.83	4.81	No Data	No Data	No Data	No Data	4.83		
to Date	4.79	4.83	4.81		4.83	4.83	4.86		4.81	4.83	4.83		No Data	No Data	No Data	4.83			

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SALES RESULTS																			
Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Advertisement Results																			
Blitz																			
Inquiry	1	2	3	6	2	0	2	4	2	1	1	4	0	0	0	0	14		
Dogwood Digest																			
Inquiry	1	1	1	3	2	1	1	4	2	2	2	6	0	0	1	1	14		
Success																			
Inquiry	1	0	0	1	0	0	1	1	1	0	1	2	0	0	0	0	4		
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	6	9	22	31	18	1	50	6	5	8	19	9	1	2	12	103	100	103.00%
Leads Room Nights	2,661	2,076	4,422	9,159	2,836	7,857	300	10,993	3,870	1,547	57,548	62,965	8,246	30	75	8,351	91,468		
Leads Attendance	7,901	1,362	19,755	29,018	10,187	22,760	275	33,222	11,650	11,965	28,550	52,165	1,510	20	310	1,840	116,245		
Leads Impact	\$2,351,706	\$420,546	\$2,448,720	\$5,220,972	\$706,002	\$1,650,864	\$57,000	\$2,413,866	\$2,196,210	\$275,880	\$8,855,520	\$11,327,610	\$1,168,842	\$5,130	\$17,100	\$1,191,072	\$20,153,520		
Number of Leads to Definite	3	2	3	8	0	3	7	10	2	2	3	7	0	0	\$2	2	27		
Verbals																			
Verbal Bookings Attendance	20,190	8,650	21,025	49,865	27,057	22,155	26,980	76,192	36,600	47,530	18,130	102,260	11,030	14,226	1,030	26,286	254,603		
Verbal Bookings Room Nights	1,442	2,245	4,200	7,887	6,067	5,905	6,340	18,312	9,572	9,796	10,747	30,115	4,080	4,558	800	9,438	65,752		
Verbal Bookings Impact	\$767,790	\$2,288,550	\$3,819,000	\$6,875,340	\$4,439,970	\$3,660,540	3,758,580	\$11,859,090	\$5,746,740	\$5,828,820	\$3,524,310	\$15,099,870	\$2,085,920	\$2,260,392	\$162,450	\$4,508,762	\$38,343,062		
Bookings																			
Bookings Attendance	7,881	140	20,525	28,546	0	770	3,248	4,018	500	70	20,050	20,620	0	0	0	0	53,184		
Bookings Room Nights	2,661	50	4,200	6,911	0	388	1,101	1,489	328	182	159	669	0	0	0	0	9,069	22,500	40.31%
Bookings Economic Impact	\$2,351,706	\$17,100	\$3,819,000	\$6,187,806	\$0	\$94,050	\$380,418	\$474,468	\$66,120	\$18,240	\$26,220	\$110,580	\$0	\$0	\$0	\$0	\$6,772,854		
Sales Functions																			
Site Inspections	0	3	2	5	3	1	1	5	1	2	0	3	0	0	0	0	13		
Sales Blitz	1	4	1	6	0	2	0	2	1	1	1	3	0	0	0	0	11		
Calls Converted to Accounts	0	0	0	0	0	0	0	0	0	2	2	4	0	0	1	1	5		
Bid/Packages Mailed	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Client Presentations	0	2	1	3	1	2	0	3	0	2	1	3	1	0	0	1	10		
Trade Shows																			
Connect Sports																			
Contacts		52		52													52		
Leads		11		11													11		
Room Nights		9,000		9,000													9,000		
Attendees		15,000		15,000													15,000		
Hot Prospects		6		6													6		
Followups		14		14													14		
Connect Women in Sports																			
Contacts						14		14									14		
Leads						0		0									0		
Room Nights						0		0									0		
Attendees						0		0									0		
Hot Prospects						1		1									1		
Followups						8		8									8		
Connect Association																			
Contacts		33		33													33		
Leads		1		1													1		
Room Nights		340		340													340		
Attendees		170		170													170		
Hot Prospects		6		6													6		
Followups		9		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		

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Connect Diversity																			
Contacts										30		30					30		
Leads										3		3					3		
Room Nights										900		900					900		
Attendees										1,380		1,380					1,380		
Hot Prospects										3		3					3		
Follow Up										18		18					18		
CMCA Spring Conference																			
Contacts											23	23					23		
Leads											3	3					3		
Room Nights											45,330	45,330					45,330		
Attendees											2,800	2,800					2,800		
Hot Prospects											2	2					2		
Followups											4	4					4		
AENC Holiday Trade Show																			
Contacts							134	134									134		
Leads							1	1									1		
Room Nights							200	200									200		
Attendees							415	415									415		
Hot Prospects							2	2									2		
Followups							5	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		
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		
Followups	2			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																			
OnTarget Digital Program																			
Impressions	0	103,828	79,060	182,888	45,588	0	0	45,588	0	0	0	0	0	0	0	0	228,476		
Clicks	0	132	117	249	89	0	0	89	0	0	0	0	0	0	0	0	338		
Leisure Group Travel Magazine																			
Reader Service Leads	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Tradeshows																			
NCMA/VAMC/MCASC																			
Tradeshow Attendees	0	0	330	330	0	0	0	0	0	0	0	0	0	0	0	0	330		
Contacts	0	0	24	24	0	0	0	0	0	0	0	0	0	0	0	0	24		
Leads	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Follow-ups	0	0	14	14	0	0	0	0	0	0	0	0	0	0	0	0	14		
Sales																			
Civic Presentations																			
Civic Presentations	0	0	0	0	1	0	0	1	0	2	0	2	0	0	0	0	3		
Site Inspections																			
Site Inspections	1	4	0	5	1	0	1	2	0	0	0	0	0	0	0	0	7	18	38.89%
Leads																			
Leads	4	4	7	15	1	1	1	3	0	0	1	1	0	0	0	0	19	35	54.29%
Leads-Attendance	20,374	6,640	24,398	51,412	463	0	125,000	125,463	0	0	60	60	0	0	0	0	176,935		
Leads-Room Nights	187	820	1,230	2,237	113	0	150	263	0	0	40	40	0	0	0	0	2,540		
Leads-Economic Impact	\$124,716	\$567,720	\$1,757,196	\$2,449,632	\$83,904	\$0	\$68,400	\$152,304	\$0	\$0	\$4,560	\$4,560	\$0	\$0	\$0	\$0	\$2,606,496		
Number of Leads to Definite	0	0	0	0	0	0	0	0	0	0	\$0	0	\$0	\$0	\$0	0	0		
Verbal Bookings																			
Verbal Bookings-Attendance	20,074	5,000	1,563	26,637	80	30	80	190	2,360	125,050	60	127,470	0	0	0	0	154,297		
Verbal Bookings-Room Nights	37	100	743	880	60	60	40	160	230	25	40	295	0	0	0	0	1,335		
Verbal Bookings-Economic Impact	\$8,436	\$22,800	\$533,976	\$565,212	\$27,360	\$10,260	\$18,240	\$55,860	\$1,583,460	\$5,700	\$4,560	\$1,593,720	\$0	\$0	\$0	\$0	\$2,214,792		
Bookings																			
Bookings-Attendance	340	66	51	457	50	30	21,115	21,195	0	0	0	0	0	0	0	0	21,652		
Bookings-Room Nights	170	33	27	230	113	0	370	483	0	0	0	0	0	0	0	0	713	500	142.60%
Bookings-Economic Impact	\$140,676	\$7,524	\$21,660	\$169,860	\$5,700	\$10,260	\$587,100	\$603,060	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$772,920		
Annual Lead Conversion																			
Current Fiscal Year (19-20)																			
Annual Lead Conversion																			
Leads																	19	35	54.29%
Pending																	0		
Verbal Definite																	2		
Lost																	2		
Definite/Closed																	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
Top 5 Locations Lost To																			
1																			N/A
2																			N/A
3																			N/A
4																			N/A
5																			N/A

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	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS																			
Destination Guides Distributed	2,831	2,713	1,274	6,818	3,324	1,796	1,157	6,277	8,930	4,621	3,702	17,253	25	38	122	185	30,533		
Inquiries																			
Main Office																			
Calls																			
Tourism Information	45	63	46	154	106	22	24	152	27	9	15	51	16	25	32	73	430		
Local Information	109	71	56	236	77	40	30	147	9	20	4	33	0	2	12	14	430		
Total Calls	154	134	102	390	183	62	54	299	36	29	19	84	16	27	44	87	860		
Walk-Ins																			
Out of Town Visitors																			
Information/Maps/Directions	103	101	75	279	96	86	55	237	50	33	8	91	0	7	9	16	623		
Relocate/Retire	8	8	6	22	5	3	0	8	9	5	1	15	0	0	3	3	48		
Promotions	0	0	0	0	5	0	0	5	0	0	0	0	0	0	0	0	5		
Local Customers																			
Information/Maps/Directions	171	149	128	448	72	6	74	152	23	30	11	64	0	1	5	6	670		
GSROs	9	8	4	20	2	4	5	11	2	2	0	4	0	0	0	0	35		
Total Walk-ins Main Office	291	266	213	770	180	99	134	413	85	70	20	175	0	8	17	25	1,383		
Transportation Museum																			
Walk-Ins																			
Out of Town Visitors																			
Information/Maps/Directions	154	156	106	416	114	123	38	275	111	108	29	248	0	0	0	0	939		
Relocate/Retire	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Local Customers																			
Information/Maps/Directions	39	9	5	53	46	80	8	134	2	4	2	8	0	0	0	0	195		
Museum Visit - Group or Individuals	790	410	199	1,399	423	47	35	505	171	232	19	422	0	0	0	0	2,326		
Total Walk-ins TM	983	575	310	1,868	583	250	81	914	284	344	50	678	0	0	0	0	3,460		