

Scorecard for Fiscal Year 2019-2020
March 2020

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS									
Social Media									
Visit Fayetteville NC Facebook									
Followers	9,282	9,722	9,849	10,051	10,146	10,051	10,051		
Posts	85	53	13	21	22	56	194		
Page Likes (Net)	1,045	424	129	211	97	437	1,906		
Engagements	51,194	15,990	8220	5,345	3,559	17,124	84,308	92,474	91.17%
Go Fayetteville Facebook									
Followers	3,004	3,109	3,113	3,143	3,202	3,143	3,143		
Posts	33	25	6	3	11	20	78		
Page Likes (Net)	134	106	-1	33	63	95	335		
Engagements	5,117	2,939	1062	194	1,393	2,649	10,705		
Visit Spring Lake NC Facebook									
Followers	4,643	4,716	4,712	4,706	4,711	4,706	4,706		
Posts	24	18	4	4	1	9	51		
Page Likes (Net)	206	57	-4	-2	4	-2	261		
Engagements	10,108	4,949	1350	495	1,396	3,241	18,298		
Heroes Homecoming Facebook									
Followers	1,300	1,904	1,923	1,935	2,025	1,935	1,935		
Posts	12	44	7	4	5	16	72		
Page Likes (Net)	189	600	21	12	90	123	912		
Engagements	2,707	13,639	773	449	429	1,651	17,997		

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	3,716	3,764	3,716	3,716		
Posts	279	243	57	103	108	268	790		
Page Likes (Net)	145	134	29	70	48	147	426		
Engagements	3,319	3,115	379	847	951	2,177	8,611	6,817	126.32%
Heroes Homecoming Twitter									
Followers	873	896	892	892	889	892	892		
Posts	0	41	1	2	6	9	50		
Page Likes (Net)	4	23	-4	0	-3	-7	20		
Engagements	0	211	20	11	42	73	284		
Visit Fayetteville NC Instagram									
Followers	2,802	3,198	3,253	3,367	3,408	3,367	3,367		
Posts	84	31	7	11	12	30	145		
Page Likes (Net)	247	316	55	114	41	210	773		
Engagements	1,290	1,443	341	275	347	963	3,696	6,773	54.57%
FACVB LinkedIn									
Followers	610	645	701	857	906	857	857		
Posts	15	24	9	11	11	31	70		
Page Likes (Net)	13	37	55	155	49	259	309		
Engagements	284	953	195	291	171	657	1,894	4,015	47.17%
Total Posts	532	479	104	159	176	439	1,450		
Total Engagements	74,019	43,239	12,340	7,907	8,288	28,535	145,793		
E-Newsletter Subscribers	368	253	88	97	104	289	910		
Electronic Destination Guides Viewed	32	32	12	6	4	22	86		
FACVB Generated Blog Articles	3	1	0	0	2	2	6		

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	3	3	7	40	60	66.67%
Local	6	4	1	1	1	3	13		
Agency Publicity Generated	0	7	0	0	0	0	7		
Press Releases Issued	7	3	3	1	1	5	15		
Out of Market Media Visits	3	3	0	0	1	1	7		
Digital Marketing									
Media One - Web Hits Generated	10,708	24,976	7,172	8,587	5,751	21,510	57,194		
219 Group Web Hits (VisitFay)	807	492	153	167	365	685	1,984		
Visitor Data									
Reason for Visiting (Top 3)									
Hotel Guests									
1	Traveling Through	Business with Military	Business with Military	Events/Festivals	Visit Friends/Family	Traveling Through/ Business with Military			
2	Visit Friends/Family	Traveling Through	Traveling Through	Traveling Through	Traveling Through	Visit Friends/Family			
3	Events/Festivals	Visit Friends/Family	Visit Friends/Family	Visit Friends/Family	Events/Festivals	Events/Festivals			
Online Requests									
1	Vacation	Visit Friends/Family	Vacation	Vacation	Vacation	Vacation			
2	Visit Friends/Family	Vacation	Relocation	Relocation	Visit Friends/Family	Relocation			
3	Relocation	Relocation	Traveling Through	Visit Friends/Family	Relocation	Visit Friends/Family			

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Guest Books at VC									
1	Vacation	Vacation	Other	Business	Vacation	Vacation			
2	Visit Friends/Family	Visit Friends/Family	Vacation	Vacation	Other	Other			
3	Events/Festivals	Relocation	Visit Friends/Family	Other	Business with Military	Business			
Top States of Origin									
Hotel Guests									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	Georgia	Georgia	New York	New York	Florida			
3	New York	Florida	Florida	Virginia	Florida	Georgia			
Online Requests									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina/Texas	North Carolina			
2	Florida	South Carolina	Pennsylvania	Pennsylvania	New Jersey	Pennsylvania			
3	Georgia	Georgia	Virginia	Numerous States	Maryland	Virginia			
Guest Books at VC									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Arizona	Florida	Pennsylvania	Wisconsin	Wisconsin	Wisconsin			
3	Texas	Pennsylvania	Colorado	Florida	New York	Florida			
Top Areas of Interest (Top 3)									
Hotel Guests									
1	Dining	Dining	Dining	Dining	Dining	Dining			
2	Arts & Entertainment	Museums	Museums	Arts & Entertainment	Arts and Entertainment	Arts and Entertainment			
3	Museums	Arts & Entertainment	Military Sites	Museums	Museums	Museums			

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Online Requests									
1	Events/Festivals	Historical Sites	Historical Sites	Events/Festivals	Events/Festivals	Events/Festivals			
2	Museums	Museums	Museums	Historical Sites	Dining	Historical Sites			
3	Outdoor Recreation	Events/Festivals	Outdoor Recreation	Dining	Museums	Dining			
Visitor Experience (Avg for Month)									
Hotel Guests									
by Month	4.98	4.94	4.67	4.96	5.00	4.88			
to Date			4.86	4.89	4.93				
Guest Books									
by Month	4.63	4.82	4.81	4.79	4.65	4.75			
to Date			4.67	4.76	4.73				
Overall									
by Month	4.81	4.88	4.74	4.88	4.83	4.81			
to Date			4.81	4.83	4.83				

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SALES RESULTS									
Advertisement Results									
Blitz									
Inquiry	6	4	2	1	1	4	14		
Dogwood Digest									
Inquiry	3	4	2	2	2	6	13		
Success									
Inquiry	1	1	1	0	1	2	4		
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	5	8	19	91	100	91.00%
Leads Room Nights	9,159	10,993	3,870	1,547	57,548	62,965	83,117		
Leads Attendance	29,018	33,222	11,650	11,965	28,550	52,165	114,405		
Leads Impact	\$5,220,972	\$2,413,866	\$2,196,210	\$275,880	\$8,855,520	\$11,327,610	\$18,962,448		
Number of Leads to Definite	8	10	2	2	3	7	25		
Verbals	30	95	24	28	9	61	186		
Verbal Bookings Attendance	49,865	76,192	36,600	47,530	18,130	102,260	228,317		
Verbal Bookings Room Nights	7,887	18,312	9,572	9,796	10,747	30,115	56,314		
Verbal Bookings Impact	\$6,875,340	\$11,859,090	\$5,746,740	\$5,828,820	\$3,524,310	\$15,099,870	\$33,834,300		
Bookings	12	9	2	2	3	7	28		
Bookings Attendance	28,546	4,018	500	70	20,050	20,620	53,184		
Bookings Room Nights	6,911	1,489	328	182	159	669	9,069	22,500	40.31%
Bookings Economic Impact	\$6,187,806	\$474,468	\$66,120	\$18,240	\$26,220	\$110,580	\$6,772,854		
Sales Functions	29	17	8	6	6	20	66		
Site Inspections	5	5	1	2	0	3	13		
Sales Blitz	6	2	1	1	1	3	11		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Calls Converted to Accounts	0	0	0	2	2	4	4		
Bid/Packages Mailed	0	0	0	0	0	0	0		
Client Presentations	3	3	0	2	1	3	9		
Trade Shows									
Connect Sports									
Contacts	52						52		
Leads	11						11		
Room Nights	9,000						9,000		
Attendees	15,000						15,000		
Hot Prospects	6						6		
Follow-ups	14						14		
Connect Women in Sports									
Contacts		14					14		
Leads		0					0		
Room Nights		0					0		
Attendees		0					0		
Hot Prospects		1					1		
Follow-ups		8					8		
Connect Association									
Contacts	33						33		
Leads	1						1		
Room Nights	340						340		
Attendees	170						170		
Hot Prospects	6						6		
Follow-ups	9						9		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
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-ups	s		3			3	3		
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		
Follow-ups					4	4	4		
AENC Holiday Trade Show									
Contacts		134					134		
Leads		1					1		
Room Nights		200					200		
Attendees		415					415		
Hot Prospects		2					2		
Follow-ups		5					5		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
RCMA									
Contacts			32			32	32		
Leads			0			0	0		
Room Nights			0			0	0		
Attendees			0			0	0		
Hot Prospects			4			4	4		
Follow-ups			6			6	6		
AENC Annual Meeting									
Contacts	16						16		
Leads	0						0		
Room Nights	0						0		
Attendees	0						0		
Hot Prospects	0						0		
Follow-ups	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	182,888	45,588	0	0	0	0	228,476		
Clicks	249	89	0	0	0	0	338		
Leisure Group Travel Magazine									
Reader Service Leads	0	0	0	0	0	0	0		
Tradeshows									
ABA MarketPlace									
Tradeshow Attendees	0	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0	0		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	0	0	0	0	0		
NCMA/VAMC/MCASC									
Tradeshow Attendees	330	0	0	0	0	0	330		
Contacts	24	0	0	0	0	0	24		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	14	0	0	0	0	0	14		

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
NTA- Travel Exchange									
Tradeshow Attendees	0	0	0	0	0	0	0		
Contacts	0	0	0	0	0	0	0		
Leads	0	0	0	0	0	0	0		
Room Nights	0	0	0	0	0	0	0		
Attendance	0	0	0	0	0	0	0		
Hot Prospects	0	0	0	0	0	0	0		
Follow-ups	0	0	0	0	0	0	0		
Sales									
Civic Presentations	0	1	0	2	0	2	3		
Site Inspections	5	2	0	0	0	0	7	18	38.89%
Leads	15	3	0	0	1	1	19	35	54.29%
Leads-Attendance	51,412	125,463	0	0	60	60	176,935		
Leads-Room Nights	2,237	263	0	0	40	40	2,540		
Leads-Economic Impact	\$2,449,632	\$152,304	\$0	\$0	\$4,560	\$4,560	\$2,606,496		
Number of Leads to Definite	0	0	0	0	\$0	0	0		
Verbal Bookings	8	3	2	2	1	5	16		
Verbal Bookings-Attendance	26,637	190	2,360	125,050	60	127,470	154,297		
Verbal Bookings-Room Nights	880	160	230	25	40	295	1,335		
Verbal Bookings-Economic Impact	\$565,212	\$55,860	\$1,583,460	\$5,700	\$4,560	\$1,593,720	\$2,214,792		
Bookings	11	4	0	0	0	0	15		
Bookings-Attendance	457	21,195	0	0	0	0	21,652		
Bookings-Room Nights	230	483	0	0	0	0	713	500	142.60%
Bookings-Economic Impact	\$169,860	\$603,060	\$0	\$0	\$0	\$0	\$772,920		

Annual Lead Conversion									
Current Fiscal Year (19-20)									
Annual Lead Conversion									
Leads							19	35	54.29%
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 RESULTS									
Destination Guides Distributed	6,818	6,277	8,930	4,621	307	13,858	26,953		
Inquiries									
Main Office									
Calls									
Tourism Information	154	152	27	9	15	51	357		
Local Information	236	147	9	20	4	33	416		
Total Calls	390	299	36	29	19	84	773		
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	279	237	50	33	8	91	607		
Relocate/Retire	22	8	9	5	1	15	45		
Promotions	0	5	0	0	0	0	5		
Local Customers									
Information/Maps/Directions	448	152	23	30	11	64	664		
GSROs	20	11	2	2	0	4	35		
Total Walk-ins Main Office	770	413	85	70	20	175	1,358		
Transportation Museum									
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	416	275	111	108	29	248	939		
Relocate/Retire	0	0	0	0	0	0	0		
Local Customers									
Information/Maps/Directions	53	134	2	4	2	8	195		
Museum Visit - Group or Individuals	1,399	505	171	232	19	422	2,326		
Total Walk-ins TM	1,868	914	284	344	50	678	3,460		