

## Scorecard for Fiscal Year 2020-2021

### March 2021

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>COMMUNICATIONS RESULTS</b>															
<b>Social Media</b>															
<b>Visit Fayetteville NC Facebook</b>															
Followers	10,545	10,603	10,721		10,869	10,960	11,081	11,081	11,169	11,626	11,694	34,489	N/A		
Posts	17	14	17	48	15	19	20	54	12	10	5	27	129		
Page Likes (Net)	59	60	122.00	241	150	101	121	372	98	465	65.00	628	1,241		
Engagements	5,344	6,313	9,178	20,835	7,496	5,531	5,377	18,404	4,562	12,572	5,300	22,434	61,673	115,844	53.24%
Engagement Rate (per Impression)	10.4%	9.1%	5.0%	8.2%	7.2%	6.0%	7.2%	6.8%	5.0%	10.7%	6.2%		7.5%		
<b>Go Fayetteville Facebook</b>															
Followers	3,366	3,392	3,429		3,468	3,459	3,455	3,455	3,482	3,467	3,467	10,416	N/A		
Posts	6	5	18	29	8	6	4	18	2	0	0	2	49		
Page Likes (Net)	56	27	39	122	40	-8	0	32	28	-13	0	15	169		
Engagements	2,413	698	1,123	4,234	957	749	295	2,001	1,345	3	6	1,354	7,589		
Engagement Rate (per Impression)	10.4%	9.9%	6.5%	8.9%	12.8%	18.0%	24.9%	18.6%	28.4%	0.0%	0.0%		13.8%		
<b>Visit Spring Lake NC Facebook</b>															
Followers	4,733	4,717	4,714		4,707	4,743	4,731	4,731	4,715	4,711	4,701	14,127	N/A		
Posts	2	2	3	7	4	6	4	14	1	0	0	1	22		
Page Likes (Net)	-7	-16	-2	-25	-2	38	-10	26	-9	-2	-7	-18	-17		
Engagements	661	747	919	2,327	699	3,760	575	5,034	274	1,034	648	1,956	9,317		
Engagement Rate (per Impression)	8.1%	5.8%	4.2%	6.0%	7.4%	8.8%	6.2%	7.5%	2.0%	0.0%	0.0%		6.8%		
<b>Heroes Homecoming Facebook</b>															
Followers	2,165	2,205	2,217		2,253	2,461	2,459	2,459	2,449	2,433	2,438	7,320	N/A		
Posts	6	8	10	24	5	9	10	24	7	4	6	17	65		
Page Likes (Net)	-2	40	13	51	39	212	-1	250	-7	-14	6	-15	286		
Engagements	93	1,449	764	2,306	1,429	7,496	339	9,264	240	61	378	679	12,249		
Engagement Rate (per Impression)	9.3%	10.7%	10.3%	10.1%	7.3%	11.1%	12.0%	10.1%	13.8%	8.4%	9.4%		10.1%		
<b>Visit Fayetteville NC Twitter</b>															
Followers	3,862	3,867	3,877		3,899	3,903	3,917	3,917	3,899	3,904	3,924	11,727	N/A		
Posts	39	31	23	93	39	36	44	119	36	15	16	67	279		
Page Likes (Net)	0	5	10	15	22	4	14	40	-18	5	20	7	62		
Engagements	399	428	467	1,294	384	389	947	1,720	175	300	557	1,032	4,046	13,475	30.03%
Engagement Rate (per Impression)	2.3%	0.8%	0.9%	1.3%	1.7%	1.8%	3.9%	2.5%	3.0%	6.0%	4.4%		1.9%		
<b>Heroes Homecoming Twitter</b>															
Followers	890	887	884		885	883	885	885	870	872	871	2,613	N/A		
Posts	7	11	5	23	8	8	8	24	2	0	0	2	49		
Page Likes (Net)	0	-3	-3	-6	1	-2	2	1	-15	2	-1	-14	-19		
Engagements	29	113	29	171	169	211	31	411	14	2	1	17	599		
Engagement Rate (per Impression)	2.4%	1.6%	1.0%	1.7%	2.5%	5.6%	2.9%	3.7%	2.0%	0.0%	0.0%		2.7%		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Visit Fayetteville NC Instagram</b>															
Followers	3,678	3743	3,802		3,875	3,898	3,927	3,927	3,939	3,979	4,028	11,946	N/A		
Posts	10	14	9	33	7	4	10	21	11	21	15	47	101		
Page Likes (Net)	63	65	59	187	73	20	28	121	12	40	49	101	409		
Engagements	1019	1202	586	2,807	382	308	895	1,585	687	942	888	2,517	6,909	6,730	102.66%
Engagement Rate (per Impression)	9.2%	9.0%	8.5%	8.9%	6.8%	7.7%	9.6%	8.0%	7.9%	6.3%	9.3%		8.5%		
<b>FACVB LinkedIn</b>															
Followers	1,014	1,021	1,025		1,031	1,039	1,043	1,043	1,044	1,047	1050	3,141	N/A		
Posts	7	5	12	24	10	11	8	29	6	3	4	13	66		
Page Likes (Net)	19	9	5	33	6	9	4	19	1	3	3	7	59		
Engagements	233	150	217	600	125	244	172	541	169	45	101	315	1,456	2,405	60.54%
Engagement Rate (per Impression)	8.5%	8.3%	8.7%	8.5%	9.1%	13.5%	8.5%	10.4%	16.1%	7.8%	5.8%	9.9%	9.6%		
<b>Total Posts</b>	94	90	97	281	96	99	108	303	77	53	46	176	760		
<b>Total Engagements</b>	10,191	11,100	13,283	34,574	11,641	18,688	8,631	38,960	7,466	14,959	7,879	30,304	103,838		
<b>E-Newsletter Subscribers</b>	87	71	80	238	63	55	123	241	109	124	385	618	1,097		
<b>Electronic Destination Guides Viewed</b>	7	8	8	23	9	3	4	16	6	10	17	33	72		
<b>Electronic Trail Guides Viewed</b>	9	1	5	15	2	3	1	6	1	3	3	7	28		
<b>FACVB Generated Blog Articles</b>	0	0	0	0	1	2	1	4	0	0	2	2	6		
<b>Public Relations</b>															
<b>FACVB</b>															
<b>Publicity Generated- Melody</b>															
Out of Market	1	2	12	15	1	2	1	4	1	2	0	3	22		
Local	4	1	4	9	1	1	1	3	1	1	1	3	15	60	25.00%
<b>Publicity Generated-Jenny</b>	1	0	2	3	2	4	1	7	0	0	0	0	10	22	45.45%
<b>Agency Publicity Generated</b>	0	0	0	0	0	0	0	0	0	0	0	0	0		
<b>Press Releases Issued</b>	1	2	2	5	1	0	1	2	0	0	0	0	7		
<b>Out of Market Media Visits</b>	2	0	2	4	6	1	0	7	0	0	0	0	11		
<b>Digital Marketing</b>															
<b>Media One - Web Hits Generated</b>	11690	9,330	5,818	26,838	15,366	19,377	8,510	43,253	10,409	8,630	15,482	34,521	104,612		
<b>219 Group Web Hits (visitfay)</b>	566	627	653	1,846	555	570	626	1,751	801	714	666	2,181	5,778		
<b>Visitor Data</b>															
<b>Reason for Visiting (Top 3)</b>															
<b>Hotel Guests</b>															
1	No Data	No Data	No Data	No Data	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	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	No Data	No Data	No Data	No Data		
<b>Online Requests</b>															
1	Other, Visit Friends/Family and Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Visit Friends/Family	Relocation	Vacation			
2	Relocation	Relocation	Relocation	Relocation	Other	Relocation	Relocation	Relocation	Relocation	Other, Traveling Through, Vacation	Vacation	Relocation			
3	Traveling Through	Other	Visit Friends/Family	Other	Relocation	Other	Other	Other	Specific Attraction	Relocation	Other	Visit Friends/Family			
<b>Guest Books at VC</b>															
1	No Data	No Data	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Other	Vacation			
2	No Data	No Data	Other	Other	Business	Other	Visit Friends/Family	Other	No Other	Relocation	Vacation	Other			
3	No Data	No Data	Specific Attraction	Specific Attraction	Other	Business	Other	Business	No Other	No Other	Specific Attraction	Visit Friends/Family			

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Top States of Origin</b>															
<b>Hotel Guests</b>															
1	No Data	No Data	No Data	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	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	No Data	No Data	No Data			
<b>Online Requests</b>															
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	Pennsylvania	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	Six States Tied	South Carolina	Virginia	Virginia	South Carolina	Virginia	New York	Virginia	Australia	Pennsylvania	Pennsylvania	Pennsylvania			
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	Illinois	Georgia, Illinois and New Jersey	Illinois			
<b>Guest Books at VC</b>															
1	No Data	No Data	North Carolina	North Carolina	North Carolina	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	Florida	Florida	Florida			
3	No Data	No Data	Puerto Rico/Georgia	Puerto Rico/Georgia	Maryland/California	Missouri	Idaho	Many States Tied	Florida	Texas	Maryland	Many States Tied			
<b>Top Areas of Interest (Top 3)</b>															
<b>Hotel Guests</b>															
1	No Data	No Data	No Data	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	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	No Data	No Data	No Data			
<b>Online Requests</b>															
1	Museums	Historical Sites	Dining	Historical Sites	Outdoor Recreation	Outdoor Recreation	Golf	Golf	Dining	Dining	Events/Festivals	Dining			
2	Historical Sites	Museums/Arts & Entertainment	Shopping/Arts & Entertainment/Historical Sites	Dining	Museums	Events/Festivals & Shopping	Dining/Deals & Packages	Dining	Museums	Active Adventures	Historical Sites	Museums			
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums	Events/Festivals	Historical Sites	Events/Festivals	Deals & Packages	Rural Sightseeing	Events/Festivals	Dining	Events/Festivals			
<b>Visitor Experience (Avg for Month)</b>															
<b>Hotel Guests</b>															
by Month	No Data	No Data	No Data	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	No Data	No Data	No Data			
<b>Guest Books</b>															
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00	4.80	4.85	4.85			
to Date	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	4.86	4.84	4.84	4.84			
<b>Overall</b>															
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00	4.80	4.85	4.84			
to Date	No Data	No Data	4.80	4.80	4.79	4.76	4.77	4.77	4.86	4.84	4.84	4.84			

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>SALES RESULTS</b>															
<b>Advertisement Results</b>															
Blitz															
Inquiry	0	0	1	1	0	0	0	0	0	1	0	1	2		
Dogwood Digest															
Inquiry	2	0	2	4	2	0	1	3	0	1	1	2	9		
Success															
Inquiry	0	0	0	0	0	0	0	0	0	0	0	0	0		
<b>Sales</b>															
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	27	12	41	63	100	63.00%
Leads Room Nights	3,365	100	2,025	5,490	2,336	3,975	20	6,331	395	12,907	1,493	14,795	26,616		
Leads Attendance	1,760	178	6,955	8,893	1,050	10,650	30	11,730	450	4,145	11,738	16,333	36,956		
Leads Impact	\$420,660	\$14,820	\$482,790	\$918,270	\$563,844	\$50,144,610	\$4,560	\$50,713,014	\$125,400	\$1,790,370	\$605,910	\$2,521,680	\$54,152,964		
Number of Leads to Definite	3	0	2	5	1	1	1	3	1	7	3	11	19		
Verbals	6	7	4	17	7	5	8	20	5	5	13	23	60		
Verbal Bookings Attendance	990	1,320	5,480	7,790	4,630	4,295	8,355	17,280	3,895	4,845	1,120	9,860	34,930		
Verbal Bookings Room Nights	955	1,182	1,465	3,602	1,577	1,555	2,471	5,603	1,505	585	5,758	7,848	17,053		
Verbal Bookings Impact	\$249,660	\$347,244	\$471,960	\$1,068,864	\$6,207	\$5,850	\$16,426	\$28,483	\$460,560	\$591,660	\$723,330	\$1,775,550	\$2,872,897		
Bookings	3	2	2	7	1	1	1	3	1	7	0	8	18		
Bookings Attendance	330	190	269	789	1,000	150	650	1,800	600	670	0	1,270	3,859		
Bookings Room Nights	132	152	212	496	400	180	300	880	250	1,005	0	1,255	2,631	22,500	11.69%
Bookings Economic Impact	\$112,860	\$66,804	\$50,160	\$229,824	\$17,000	\$62,244	\$34,200	\$113,444	\$91,200	\$124,260	\$0	\$215,460	\$558,728		
Sales Functions	0	4	5	9	7	2	6	15	5	8	6	19	43		
Site Inspections	0	7	7	14	9	2	1	12	0	2	3	5	31		
Sales Blitz	0	0	0	0	0	1	0	1	0	0	1	1	2		
Calls Converted to Accounts	6	2	2	10	0	0	0	0	0	3	0	3	13		
Bid/Packages Mailed	0	1	3	4	1	0	0	1	0	1	0	1	6		
Client Presentations	1	2	3	6	2	1	0	3	0	2	3	5	14		
<b>Trade Shows</b>															
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		
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		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>RCMA</b>															
Contacts										25		25	25		
Leads										1		1	1		
Room Nights										75		75	75		
Attendees										200		200	200		
Hot Prospects										2		2	2		
Follow-ups										6		6	6		
<b>Previous Fiscal Year (2019-2020)</b>															
Leads													131	100	131.00%
Pending													0		
Completed Business													74		
Verbal Definite													2		
Lost													31		
Definite													7		
Cancelled													2		
Total													116		
<b>Top 3 Lost Reasons</b>															
1													Committee Decision		
2													Event Cancelled		
3													Will Not Meet In Fayetteville		
<b>Top 5 Locations Lost To</b>															
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	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>TOURISM RESULTS</b>															
<b>Sales</b>															
Civic Presentations	0	0	0	0	0	0	0	0	0	0	0	0	0		
Leads	2	0	2	4	0	2	1	3	1	1	3	5	12	35	34.29%
Leads-Attendance	250	0	225	475	0	4,580	150	4730	175	150	353	678	5,883		
Leads-Room Nights	125	0	135	260	0	1,150	20	1170	35	50	110	195	1,625		
Leads-Economic Impact	\$25,500	\$0	\$39,330	\$64,830	\$0	\$1,607,400	\$6,400	\$1,613,800	\$9,120	\$22,800	\$34,200	\$66,120	\$1,744,750		
Number of Leads to Definite	0	0	1	1	0	0	0	0	0	0	0	0	1		
Verbal Bookings	0	1	0	1	0	1	1	2	0	2	2	4	7		
Verbal Bookings-Attendance	0	50	0	50	0	4,500	80	4580	0	290	328	618	5,248		
Verbal Bookings-Room Nights	0	50	0	50	0	1,100	50	1150	0	95	110	205	1,405		
Verbal Bookings-Economic Impact	\$0	\$11,400	\$0	\$11,400	\$0	\$1,596,000	\$11,400	\$1,607,400	\$0	\$32,490	\$43,320	\$75,810	\$1,694,610		
Bookings	0	0	1	1	0	0	0	0	0	0	0	0	1		
Bookings-Attendance	0	0	50	50	0	0	0	0	0	0	0	0	50		
Bookings-Room Nights	0	0	30	30	0	0	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	\$0	\$0	\$13,680		
<b>Previous Fiscal Year (2019-2020)</b>															
Leads													0	35	0
Pending													0		
Verbal Definite													2		
Lost													2		
Definite													7		
Cancelled													8*	*All canceled Leads were due to COVID-19.	
Total													11		
<b>Top 3 Lost Reasons</b>															
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	FEB	MAR	3rd Quarter	FY 2021 Totals	Annual Goal	Percentag e of Goal
<b>VISITOR CENTER RESULTS</b>															
<b>Destination Guides Distributed</b>	103	483	904	1,490	388	969	1,846	3,203	397	1,156	466	2,019	6,712		
<b>Inquiries</b>															
<b>Main Office</b>															
<b>Calls</b>															
Tourism Information	23	36	36	95	19	21	34	74	5	2	15	22	191		
Local Information	31	35	30	96	42	18	50	110	0	0	0	0	206		
<b>Total Calls</b>	54	71	66	191	61	39	84	184	5	2	4	22	397		
<b>Walk-Ins</b>															
<b>Out of Town Visitors</b>															
Information/Maps/Directions	35	50	51	136	32	17	38	87	0	3	3	6	229		
Relocate/Retire	5	3	2	10	9	4	0	13	0	0	0	0	23		
Promotions	0	0	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	0	0	115		
GSROs	0	0	0	0	0	1	1	2	0	4	2	6	8		
<b>Total Walk-ins Main Office</b>	62	62	65	189	66	47	61	174	0	7	5	12	375		
<b>Transportation Museum</b>															
<b>Walk-Ins</b>															
<b>Out of Town Visitors</b>															
Museum/Info/Maps/Direction s	0	0	46	46	74	84	105	263	91	82	175	348	657		
Relocate/Retire	0	0	0	0	0	0	0	0	0	0	0	0	0		
Local Customers															
Museum/Info/Maps/Direction s	0	0	91	91	296	28	71	395	121	149	277	547	1,033		
Museum Visit - Group or Individuals	0	0	10	10	38	417	193	648	3	0	0	3	661		
<b>Total Walk-ins TM</b>	0	0	147	147	408	529	369	1,306	215	231	277	723	2,176		