

Scorecard for Fiscal Year 2019-2020

May 2020

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS									
Social Media									
Visit Fayetteville NC Facebook									
Followers	9,282	9,722	10,051	10,265	10,317	N/A	N/A		
Posts	85	53	56	32	20	52	246		
Page Likes (Net)	1,045	424	437	121	59	180	2,086		
Engagements	51,194	15,990	17,124	5143	3256	8,399	92,707	92,474	100.25%
Go Fayetteville Facebook									
Followers	3,004	3,109	3,202	3,223	3,231	N/A	N/A		
Posts	33	25	20	12	10	22	100		
Page Likes (Net)	134	106	95	22	9	31	366		
Engagements	5,117	2,939	2,649	693	640	1,333	12,038		
Visit Spring Lake NC Facebook									
Followers	4,643	4,716	4,711	4,705	4,719	N/A	N/A		
Posts	24	18	9	7	7	14	65		
Page Likes (Net)	206	57	-2	-6	14	8	269		
Engagements	10,108	4,949	3,241	227	90	317	18,615		
Heroes Homecoming Facebook									
Followers	1,300	1,904	2,025	2,036	2,041	N/A	N/A		
Posts	12	44	16	12	11	23	95		
Page Likes (Net)	189	600	123	11	5	16	928		
Engagements	2,707	13,639	1,651	718	406	1,124	19,121		
Visit Fayetteville NC Twitter									
Followers	3,483	3,617	3,764	3,797	3,824	N/A	N/A		
Posts	279	243	268	109	123	232	1,022		
Page Likes (Net)	145	134	147	33	27	60	486		
Engagements	3,319	3,115	2,177	1352	1155	2,507	11,118	6,817	163.09%
Heroes Homecoming Twitter									
Followers	873	896	889	887	889	N/A	N/A		
Posts	0	41	9	9	13	22	72		
Page Likes (Net)	4	23	-7	-2	2	0	20		
Engagements	0	211	73	34	93	127	411		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram									
Followers	2,802	3,198	3,408	3,491	3,551	N/A	N/A		
Posts	84	31	30	23	28	51	196		
Page Likes (Net)	247	316	210	83	60	143	916		
Engagements	1,290	1,443	963	770	694	1,464	5,160	6,773	76.18%
FACVB LinkedIn									
Followers	610	645	906	945	964	N/A	N/A		
Posts	15	24	31	9	21	30	100		
Page Likes (Net)	13	37	259	40	18	58	367		
Engagements	284	953	657	256	273	529	2,423	4,015	60.35%
Total Posts	532	479	439	213	233	446	1,896		
Total Engagements	74,019	43,239	28,535	9,193	6,607	15,800	161,593		
E-Newsletter Subscribers	368	253	289	106	159	265	1,175		
Electronic Destination Guides Viewed	32	32	22	6	4	10	96		
FACVB Generated Blog Articles	3	1	2	1	0	1	7		
Public Relations									
FACVB									
Publicity Generated									
Out of Market	13	20	7	3	6	9	49	60	81.67%
Local	6	4	3	1	1	2	15		
Agency Publicity Generated	0	7	0	0	0	0	7		
Press Releases Issued	7	3	5	1	1	2	17		
Out of Market Media Visits	3	3	1	0	0	0	7		
Digital Marketing									
Media One - Web Hits Generated	10,708	24,976	21,510	985	4278	5,263	62,457		
219 Group Web Hits (visitfay)	807	492	685	10	3	13	1,997		
Visitor Data									
Reason for Visiting (Top 3)									
Hotel Guests									
1	Traveling Through	Business with Military	Traveling Through/Business with Military	No Data	No Data				
2	Visit Friends/Family	Traveling Through	Visit Friends/Family	No Data	No Data				
3	Events/Festivals	Visit Friends/Family	Events/Festivals	No Data	No Data				
Online Requests									
1	Vacation	Visit Friends/Family	Vacation	Relocation	Relocation				
2	Visit Friends/Family	Vacation	Relocation	Vacation	Vacation				
3	Relocation	Relocation	Visit Friends/Family	Traveling Through	Other				
Guest Books at VC									
1	Vacation	Vacation	Vacation	No Data	No Data				
2	Visit Friends/Family	Visit Friends/Family	Other	No Data	No Data				
3	Events/Festivals	Relocation	Business	No Data	No Data				
Top States of Origin									
Hotel Guests									
1	North Carolina	North Carolina	North Carolina	No Data	No Data				
2	Florida	Georgia	Florida	No Data	No Data				
3	New York	Florida	Georgia	No Data	No Data				

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Online Requests									
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina				
2	Florida	South Carolina	Pennsylvania	Missouri	New York/Virginia				
3	Georgia	Georgia	Virginia	Virginia	Alabama				
Guest Books at VC									
1	North Carolina	North Carolina	North Carolina	No Data	No Data				
2	Arizona	Florida	Wisconsin	No Data	No Data				
3	Texas	Pennsylvania	Florida	No Data	No Data				
Top Areas of Interest (Top 3)									
Hotel Guests									
1	Dining	Dining	Dining	No Data	No Data				
2	Arts & Entertainment	Museums	Arts and Entertainment	No Data	No Data				
3	Museums	Arts & Entertainment	Museums	No Data	No Data				
Online Requests									
1	Events/Festivals	Historical Sites	Events/Festivals	Historical Sites	Historical Sites				
2	Museums	Museums	Historical Sites	Dining	Museums				
3	Outdoor Recreation	Events/Festivals	Dining	Shopping	Dining				
Guest Books									
1	Museums								
2	Historical Sites								
3	Dining								
Visitor Experience (Avg for Month)									
Hotel Guests									
by Month	4.98	4.94	4.88	No Data	No Data				
to Date				No Data	No Data				
Guest Books									
by Month	4.63	4.82	4.75	No Data	No Data				
to Date				No Data	No Data				
Overall									
by Month	4.81	4.88	4.81	No Data	No Data				
to Date				4.86	4.86				

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SALES RESULTS									
Advertisement Results									
Blitz									
Inquiry	6	4	4	0	0	0	14		
Dogwood Digest									
Inquiry	3	4	6	0	0	0	13		
Success									
Inquiry	1	1	2	0	0	0	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	19	9	1	10	101	100	101.00%
Leads Room Nights	9,159	10,993	62,965	8,246	30	8,276	91,393		
Leads Attendance	29,018	33,222	52,165	1,510	20	1,530	115,935		
Leads Impact	\$5,220,972	\$2,413,866	\$11,327,610	\$1,168,842	\$5,130	\$1,173,972	\$20,136,420		
Number of Leads to Definite	8	10	7	0	0	0	25		
Verbals	30	95	61	6	9	15	201		
Verbal Bookings Attendance	49,865	76,192	102,260	11,030	14,226	25,256	253,573		
Verbal Bookings Room Nights	7,887	18,312	30,115	4,080	4,558	8,638	64,952		
Verbal Bookings Impact	\$6,875,340	\$11,859,090	\$15,099,870	\$2,085,920	\$2,260,392	\$4,346,312	\$38,180,612		
Bookings	12	9	7	0	0	0	28		
Bookings Attendance	28,546	4,018	20,620	0	0	0	53,184		
Bookings Room Nights	6,911	1,489	669	0	0	0	9,069	22,500	40.31%
Bookings Economic Impact	\$6,187,806	\$474,468	\$110,580	\$0	\$0	\$0	\$6,772,854		
Sales Functions	29	17	20	4	5	9	75		
Site Inspections	5	5	3	0	0	0	13		
Sales Blitz	6	2	3	0	0	0	11		
Calls Converted to Accounts	0	0	4	0	0	0	4		
Bid/Packages Mailed	0	0	0	0	0	0	0		
Client Presentations	3	3	3	1	0	1	10		
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		
Followups	14						14		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Connect Women in Sports									
Contacts		14					14		
Leads		0					0		
Room Nights		0					0		
Attendees		0					0		
Hot Prospects		1					1		
Followups		8					8		
Connect Association									
Contacts	33						33		
Leads	1						1		
Room Nights	340						340		
Attendees	170						170		
Hot Prospects	6						6		
Followups	9						9		
AENC Winter Conference									
Contacts			23				23		
Leads			0				0		
Room Nights			0				0		
Attendees			0				0		
Hot Prospects			1				1		
Follow Up			3				3		
Connect Diversity									
Contacts			30				30		
Leads			3				3		
Room Nights			900				900		
Attendees			1,380				1,380		
Hot Prospects			3				3		
Follow Up			18				18		
CMCA Spring Conference									
Contacts			23			0	23		
Leads			3			0	3		
Room Nights			45,330			0	45,330		
Attendees			2,800			0	2,800		
Hot Prospects			2			0	2		
Followups			4			0	4		
AENC Holiday Trade Show									
Contacts		134					134		
Leads		1					1		
Room Nights		200					200		
Attendees		415					415		
Hot Prospects		2					2		
Followups		5					5		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
RCMA									
Contacts			32				32		
Leads			0				0		
Room Nights			0				0		
Attendees			0				0		
Hot Prospects			4				4		
Followups			6				6		
AENC Annual Meeting									
Contacts	16						16		
Leads	0						0		
Room Nights	0						0		
Attendees	0						0		
Hot Prospects	0						0		
Followups	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		
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	2	0	0	0	3		

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Site Inspections	5	2	0	0	0	0	7	18	38.89%
Leads	15	3	1	0	0	0	19	35	54.29%
Leads-Attendance	51,412	125,463	60	0	0	0	176,935		
Leads-Room Nights	2,237	263	40	0	0	0	2,540		
Leads-Economic Impact	\$2,449,632	\$152,304	\$4,560	\$0	\$0	\$0	\$2,606,496		
Number of Leads to Definite	0	0	0	\$0	\$0	0	0		
Verbal Bookings	8	3	5	0	0	0	16		
Verbal Bookings-Attendance	26,637	190	127,470	0	0	0	154,297		
Verbal Bookings-Room Nights	880	160	295	0	0	0	1,335		
Verbal Bookings-Economic Impact	\$565,212	\$55,860	\$1,593,720	\$0	\$0	\$0	\$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%
Pending									
Verbal Definite									
Lost									
Definite/Closed									
Cancelled									
Total									
Top 3 Lost Reasons									
1									
2									
3									
Top 5 Locations Lost To									
1									
2									
3									
4									
5									
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	3rd Quarter	APR	MAY	4th Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS									
Destination Guides Distributed	6,818	6,277	17,253	7	27	34	30,382		
Inquiries									
Main Office									
Calls									
Tourism Information	154	152	51	16	25	41	398		
Local Information	236	147	33	0	2	2	418		
Total Calls	390	299	84	16	27	43	816		
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	279	237	91	0	7	7	614		
Relocate/Retire	22	8	15	0	0	0	45		
Promotions	0	5	0	0	0	0	5		
Local Customers									
Information/Maps/Directions	448	152	64	0	1	1	665		
GSROs	20	11	4	0	0	0	35		
Total Walk-ins Main Office	770	413	175	0	8	8	1,366		
Transportation Museum									
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	416	275	248	0	0	0	939		
Relocate/Retire	0	0	0	0	0	0	0		
Local Customers									
Information/Maps/Directions	53	134	8	0	0	0	195		
Museum Visit - Group or Individuals	1,399	505	422	0	0	0	2,326		
Total Walk-ins TM	1,868	914	678	0	0	0	3,460		