

Scorecard for Fiscal Year 2020-2021

May 2021

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2021 Totals	Annual Goal	Percent of Goal
COMMUNICATIONS RESULTS																			
Social Media																			
Visit Fayetteville NC Facebook																			
Followers	10,545	10,603	10,721		10,869	10,960	11,081	11,081	11,169	11,626	11,694	34,489	11,722	11,744		23,466	N/A		
Posts	17	14	17	48	15	19	20	54	12	10	5	27	6	14		20	149		
Page Likes (Net)	59	60	122.00	241	150	101	121	372	98	465	65.00	628	28	26.00		54	1,295		
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	4,612	2,436		7,048	68,721	115,844	59.32%
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%		8.6%	8.7%			7.5%		
Go Fayetteville Facebook																			
Followers	3,366	3,392	3,429		3,468	3,459	3,455	3,455	3,482	3,467	3,467	10,416	3,467	3,467		6,934	N/A		
Posts	6	5	18	29	8	6	4	18	2	0	0	2	0	0		0	49		
Page Likes (Net)	56	27	39	122	40	-8	0	32	28	-13	0	15	0	0		0	169		
Engagements	2,413	698	1,123	4,234	957	749	295	2,001	1,345	3	6	1,354	0	0		0	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%		0.0%	0.0%			13.8%		
Visit Spring Lake NC Facebook																			
Followers	4,733	4,717	4,714		4,707	4,743	4,731	4,731	4,715	4,711	4,701	14,127	4,702	4,701		9,403	N/A		
Posts	2	2	3	7	4	6	4	14	1	0	0	1	0	0		0	22		
Page Likes (Net)	-7	-16	-2	-25	-2	38	-10	26	-9	-2	-7	-18	2	-1		1	-16		
Engagements	661	747	919	2,327	699	3,760	575	5,034	274	1,034	648	1,956	2,049	8		2,057	11,374		
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%		0.0%	0.0%			6.8%		
Heroes Homecoming Facebook																			
Followers	2,165	2,205	2,217		2,253	2,461	2,459	2,459	2,449	2,433	2,438	7,320	2,434	2,436		4,870	N/A		
Posts	6	8	10	24	5	9	10	24	7	4	6	17	4	7		11	76		
Page Likes (Net)	-2	40	13	51	39	212	-1	250	-7	-14	6	-15	-4	2		-2	284		
Engagements	93	1,449	764	2,306	1,429	7,496	339	9,264	240	61	378	679	204	304		508	12,757		
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%		17.9%	12.2%			10.1%		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2021 Totals	Annual Goal	Percent of Goal
Visit Fayetteville NC Twitter																			
Followers	3,862	3,867	3,877		3,899	3,903	3,917	3,917	3,899	3,904	3,924	11,727	3,940	3,918		7,858	N/A		
Posts	39	31	23	93	39	36	44	119	36	15	16	67	16	11		27	306		
Page Likes (Net)	0	5	10	15	22	4	14	40	-18	5	20	7	16	-22		-6	56		
Engagements	399	428	467	1,294	384	389	947	1,720	175	300	557	1,032	110	456		566	4,612	13,475	34.23%
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%		2.7%	5.4%			1.9%		
Heroes Homecoming Twitter																			
Followers	890	887	884		885	883	885	885	870	872	871	2,613	870	863		1,733	N/A		
Posts	7	11	5	23	8	8	8	24	2	0	0	2	0	0		0	49		
Page Likes (Net)	0	-3	-3	-6	1	-2	2	1	-15	2	-1	-14	-1	-7		-8	-27		
Engagements	29	113	29	171	169	211	31	411	14	2	1	17	0	0		0	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%		0.0%	0.0%			2.7%		
Visit Fayetteville NC Instagram																			
Followers	3,678	3743	3,802		3,875	3,898	3,927	3,927	3,939	3,979	4,028	11,946	4,059	4,128		8,187	N/A		
Posts	10	14	9	33	7	4	10	21	11	21	15	47	15	19		34	135		
Page Likes (Net)	63	65	59	187	73	20	28	121	12	40	49	101	31	69		100	509		
Engagements	1019	1202	586	2,807	382	308	895	1,585	687	942	888	2,517	546	480		1,026	7,935	6,730	117.90%
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%		8.1%	6.6%			8.5%		
FACVB LinkedIn																			
Followers	1,014	1,021	1,025		1,031	1,039	1,043	1,043	1,044	1,047	1,050	3,141	1,055	1,060		2,115	N/A		
Posts	7	5	12	24	10	11	8	29	6	3	4	13	4	3		7	73		
Page Likes (Net)	19	9	5	33	6	9	4	19	1	3	3	7	5	5		10	69		
Engagements	233	150	217	600	125	244	172	541	169	45	101	315	101	66		167	1,623	2,405	67.48%
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%	11.2%	7.1%			9.6%		
Total Posts	94	90	97	281	96	99	108	303	77	53	46	176	45	54		99	859		
Total Engagements	10,191	11,100	13,283	34,574	11,641	18,688	8,631	38,960	7,466	14,959	7,879	30,304	7,622	3,750		11,372	115,210		
E-Newsletter Subscribers	87	71	80	238	63	55	123	241	109	124	385	618	427	456		883	1,980		
Electronic Destination Guides Viewed	7	8	8	23	9	3	4	16	6	10	17	33	3	15		18	90		
Electronic Trail Guides Viewed	9	1	5	15	2	3	1	6	1	3	3	7	7	2		9	37		
FACVB Generated Blog Articles	0	0	0	0	1	2	1	4	0	0	2	2	4	4		8	14		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2021 Totals	Annual Goal	Percent of Goal
Public Relations																			
FACVB																			
Publicity Generated-Melody																			
Out of Market	1	2	12	15	1	2	1	4	1	2	0	3	3	8		11	33		
Local	4	1	4	9	1	1	1	3	1	1	1	3	1	1		2	17	60	28.33%
Agency Publicity Generated	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0		
Press Releases Issued	1	2	2	5	1	0	1	2	0	0	0	0	2	2		4	11		
Out of Market Media Visits	2	0	2	4	6	1	0	7	0	0	0	0	5	0		5	16		
Digital Marketing																			
Media One - Web Hits Generated	11690	9,330	5,818	26,838	15,366	19,377	8,510	43,253	10,409	8,630	15,482	34,521	10,612	12,186		22,798	127,410		
219 Group Web Hits (visitfay)	566	627	653	1,846	555	570	626	1,751	801	714	666	2,181	553	600		1,153	6,931		
Visitor Data																			
Reason for Visiting (Top 3)																			
Hotel Guests																			
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	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	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	No Data	No Data				
Online Requests																			
1	Other, Visit Friends/Family and Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Visit Friends/Family	Relocation	Vacation	Vacation	Vacation					
2	Relocation	Relocation	Relocation	Relocation	Other	Relocation	Relocation	Relocation	Relocation	Other, Traveling Through, Vacation	Vacation	Relocation	Visit Friends/Family & Relocation	Relocation					
3	Traveling Through	Other	Visit Friends/Family	Other	Relocation	Other	Other	Other	Specific Attraction	Relocation	Other	Visit Friends/Family	Convention/ Reunions	Other					
Guest Books at VC																			
1	No Data	No Data	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Vacation	Other	Vacation	Vacation	Local/Resident					
2	No Data	No Data	Other	Other	Business	Other	Visit Friends/Family	Other	No Other	Relocation	Vacation	Other	Other	Day Trip					
3	No Data	No Data	Specific Attraction	Specific Attraction	Other	Business	Other	Business	No Other	No Other	Specific Attraction	Visit Friends/Family	Specific Attraction	Friends/Family					
Top States of Origin																			
Hotel Guests																			
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	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	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	No Data	No Data				

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Online Requests																			
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina	Pennsylvania	North Carolina	North Carolina	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	Michigan	South Carolina					
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	Nebraska, Texas, Maryland and Austria	Florida					
Guest Books at VC																			
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	North Carolina	North Carolina					
2	No Data	No Data	South Carolina	South Carolina	South Carolina	Virginia	Florida	Florida, South Carolina	Virginia	Florida	Florida	Florida	New Jersey	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	Texas	Texas					
Top Areas of Interest (Top 3)																			
Hotel Guests																			
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	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	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	No Data	No Data				
Online Requests																			
1	Museums	Historical Sites	Dining	Historical Sites	Outdoor Recreation	Outdoor Recreation	Golf	Golf	Dining	Dining	Events/Festivals	Dining	Dining	Events and Festivals					
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	Historical Sites	Arts and Entertainment					
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums	Events/Festivals	Historical Sites	Events/Festivals	Deals & Packages	Rural Sightseeing	Events/Festivals	Dining	Events/Festivals	Arts & Entertainment	Historical Sites					
Visitor Experience (Avg for Month)																			
Hotel Guests																			
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	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	No Data	No Data					
Guest Books																			
by Month	No Data	No Data	4.80	4.80	4.78	4.69	4.85	4.77	5.00	4.80	4.85	4.88	4.62	4.91					
to Date	No Data	No Data	4.80		4.78	4.69	4.85		4.86	4.84	4.84		4.77	4.80					
Overall																			
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	4.62	4.91					
to Date	No Data	No Data	4.80		4.79	4.76	4.77		4.86	4.84	4.84		4.76	4.79					

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2021 Totals	Annual Goal	Percent 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	Percent of Goal
Advertisement Results																			
Blitz																			
Inquiry	0	0	1	1	0	0	0	0	0	1	0	1	0	1		1	3		
Dogwood Digest																			
Inquiry	2	0	2	4	2	0	1	3	0	1	1	2	0	1		1	10		
Success																			
Inquiry	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0		
Sales																			
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	3	5		8	71	100	71.00%
Leads Room Nights	3,365	100	2,025	5,490	2,336	3,975	20	6,331	395	12,907	1,493	14,795	3,324	760		4,084	30,700		
Leads Attendance	1,760	178	6,955	8,893	1,050	10,650	30	11,730	450	4,145	11,738	16,333	4,740	1,950		6,690	43,646		
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	\$3,653,700	\$128,361		\$3,782,061	\$57,935,025		
Number of Leads to Definite	3	0	2	5	1	1	1	3	1	7	3	11	2	2		4	23		
Verbals	6	7	4	17	7	5	8	20	5	5	13	23	8	5		13	73		
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	15,010	21,650		36,660	71,590		
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	4,200	3,710		7,910	24,963		
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	\$1,694,496	\$25,360		\$1,719,856	\$4,592,753		
Bookings	3	2	2	7	1	1	1	3	1	7	0	8	2	2		4	22		
Bookings Attendance	330	190	269	789	1,000	150	650	1,800	600	670	0	1,270	200	3,300		3,500	7,359		
Bookings Room Nights	132	152	212	496	400	180	300	880	250	1,005	0	1,255	240	607		847	3,478	22,500	15.46%
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	\$69,084	\$156,180		\$225,264	\$783,992		
Sales Functions	0	4	5	9	7	2	6	15	5	8	6	19	7	7		14	57		
Site Inspections	0	7	7	14	9	2	1	12	0	2	3	5	6	5		11	42		
Sales Blitz	0	0	0	0	0	1	0	1	0	0	1	1	1	0		1	3		
Calls Converted to Accounts	6	2	2	10	0	0	0	0	0	3	0	3	2	0		2	15		
Bid/Packages Mailed	0	1	3	4	1	0	0	1	0	1	0	1	0	0		0	6		
Client Presentations	1	2	3	6	2	1	0	3	0	2	3	5	4	3		7	21		
Trade Shows																			
Connect Sports																			
Contacts			33	33													33		
Leads			0	0													0		
Room Nights			0	0													0		
Attendees			0	0													0		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2021 Totals	Annual Goal	Percent age of Goal
Hot Prospects			7	7													7		
Followups			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		
Followups			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		
Followups					31			31									31		
MPI-CC Annual																			
Contacts														28		28	28		
Leads														0		0	0		
Room Nights														0		0	0		
Attendees														0		0	0		
Hot Prospects														1		1	1		
Followups														0		0	0		
CMCA Spring Conference																			
Contacts													28			28	28		
Leads													2			2	2		
Room Nights													750			750	750		
Attendees													1,240			1,240	1,240		
Hot Prospects													1			1	1		
Followups													6			6	6		
RCMA																			
Contacts										25		25					25		
Leads										1		1					1		
Room Nights										75		75					75		
Attendees										200		200					200		
Hot Prospects										2		2					2		
Followups										6		6					6		
Previous Fiscal Year (2019-2020)																			
Leads																	131	100	131.00 %
Pending																	0		
Completed Business																	74		
Verbal Definite																	2		
Lost																	31		
Definite																	7		
Cancelled																	2		
Total																	116		

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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																			
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	Percent of Goal
Sales																			
Civic Presentations	0	0	0	0	0	0	0	0	0	0	0	0	0	1		1	1		
Leads	2	0	2	4	0		1	1	1	1	3	5	2	3		5	15	35	42.86%
Leads-Attendance	250	0	225	475	0	4,580	150	4730	175	150	353	678	190	298		488	6,371		
Leads-Room Nights	125	0	135	260	0	1,150	20	1170	35	50	110	195	42	205		247	1,872		
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	\$20,520	\$55,860		\$76,380	\$1,821,130		
Number of Leads to Definite	0	0	1	1	0	0	0	0	0	0	0	0	0	0		0	1		
Verbal Bookings	0	1	0	1	0	1	1	2	0	2	2	4	2	3		5	12		
Verbal Bookings-Attendance	0	50	0	50	0	4,500	80	4580	0	290	328	618	250	340		590	5,838		
Verbal Bookings-Room Nights	0	50	0	50	0	1,100	50	1150	0	95	110	205	65	58		123	1,528		
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	\$15,960	\$27,360		\$43,320	\$1,737,930		
Bookings	0	0	1	1	0	0	0	0	0	0	0	0	0	0		0	1		
Bookings-Attendance	0	0	50	50	0	0	0	0	0	0	0	0	0	0		0	50		
Bookings-Room Nights	0	0	30	30	0	0	0	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	\$0	\$0		\$0	\$13,680		
Annual Lead Conversion																			
Current Fiscal Year (20-21)																			
Annual Lead Conversion																			
Leads																		35	0.00%
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																			

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	DEC	2nd Quarter	JAN	FEB	MAR	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2021 Totals	Annual Goal	Percent of Goal
Previous Fiscal Year (2019-2020)																			
Leads																	0	35	0.00%
Pending																	0		
Verbal Definite																	2		
Lost																	2		
Definite																	7		
Cancelled																	8*		
Total																	11		*All canceled Leads were due to COVID-19.
Top 3 Lost Reasons																			
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	APR	MAY	JUN	4th Quarter	FY 2021 Totals	Annual Goal	Percent of Goal
VISITOR CENTER 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	Percent of Goal
Destination Guides Distributed	103	483	904	1,490	388	969	1,846	3,203	397	1,156	466	2,019	1,536	2,044		3,580	10,292		
Inquiries																			
Main Office																			
Calls																			
Tourism Information	23	36	36	95	19	21	34	74	5	2	8	15	0	19		19	203		
Local Information	31	35	30	96	42	18	50	110	0	0	0	0	0	12		12	218		
Total Calls	54	71	66	191	61	39	84	184	5	2	4	15	0	31		31	421		
Walk-Ins																			
Out of Town Visitors																			
Information/Maps/Directions	35	50	51	136	32	17	38	87	0	3	3	6	2	18		20	249		
Relocate/Retire	5	3	2	10	9	4	0	13	0	0	0	0	0	1		1	24		
Promotions	0	0	0	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	0	2		2	117		
GSROs	0	0	0	0	0	1	1	2	0	4	2	6	2	3		5	13		
Total Walk-ins Main Office	62	62	65	189	66	47	61	174	0	7	5	12	2	24		26	401		
Transportation Museum																			
Walk-Ins																			
Out of Town Visitors																			
Museum/Info/Maps/Directions	0	0	46	46	74	84	105	263	91	82	175	348	145	109		254	911		
Relocate/Retire	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0		
Local Customers																			
Museum/Info/Maps/Directions	0	0	91	91	296	28	71	395	121	149	277	547	261	227		488	1,521		
Museum Visit - Group or Individuals	0	0	10	10	38	417	193	648	3	0	0	3	0	0		0	661		
Total Walk-ins TM	0	0	147	147	408	529	369	1,306	215	231	277	723	261	227		488	2,664		