

Scorecard for Fiscal Year 2019-2020

November 2019

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS								
Social Media								
Visit Fayetteville NC Facebook								
Followers	9,282	9,461	9,658		0			
Posts	85	20	19		39	124		
Page Likes (Net)	1,045	162	195		357	1,402		
Engagements	51,197	5342	6571		11,913	63,110	92,474	68.25%
Go Fayetteville Facebook								
Followers	3,004	3,031	3,065		0			
Posts	32	9	7		16	48		
Page Likes (Net)	134	28	36		64	198		
Engagements	5,123	1,281	881		2,162	7,285		
Visit Spring Lake NC Facebook								
Followers	4,643	4,654	4,694		0			
Posts	24	6	5		11	35		
Page Likes (Net)	206	7	26		33	239		
Engagements	10,118	752	1,000		1,752	11,870		
Heroes Homecoming Facebook								
Followers	1,300	1,618	1,851		0			
Posts	12	10	29		39	51		
Page Likes (Net)	189	315	230		545	734		
Engagements	2,710	6,860	4,954		11,814	14,524		
Visit Fayetteville NC Twitter								
Followers	3,483	3,534	3,572		0			
Posts	279	98	75		173	452		
Page Likes (Net)	145	51	38		89	234		
Engagements	3,124	753	691		1,444	4,568	6,817	67.01%
Heroes Homecoming Twitter								
Followers	873	879	897		0			
Posts	0	15	24		39	39		
Page Likes (Net)	4	6	18		24	28		
Engagements	0	46	96		142	142		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram								
Followers	2,802	3,010	3,127		0			
Posts	84	17	6		23	107		
Page Likes (Net)	247	214	31		245	492		
Engagements	1,435	776	476		1,252	2,687	6,773	39.67%
FACVB LinkedIn								
Followers	610	622	630		1,252			
Posts	15	4	13		17	32		
Page Likes (Net)	13	12	10		22	35		
Engagements	284	208	491		699	983	4,015	24.48%
E-Newsletter Subscribers	368	113	72		185	553		
Electronic Destination Guides Viewed	32	9	9		18	50		
Electronic Trail Guides Viewed	12	0	0		0	12		
FACVB Generated Blog Articles	3	0	1		1	4		
Public Relations								
FACVB								
Publicity Generated								
Out of Market	13	8	6		14	27	60	45.00%
Local	6	1	8		9	15		
Press Releases Issued	7	2	0		2	9		
Out of Market Media Visits	3	2	1		3	6		
Digital Marketing								
Media One - Web Hits Generated	10,708	7,892	6,582		14,474	25,182		
219 Group Web Hits (visitfay)	807	169	161		330	1,137		
Visitor Data								
Reason for Visiting (Top 3)								
Hotel Guests								
1	Traveling Through	Business w/ Military	Visit Friends/Family					
2	Visit Friends/Family	Visit Friends/Family	Traveling Through					
3	Events/Festivals	Traveling Through	Events/Festivals					
Online Requests								
1	Vacation	Relocation	Visit Friends/Family					
2	Visit Friends/Family	Events/Festivals	Relocation					
3	Relocation	Visit Friends/Family	Events/Festivals					
Guest Books at VC								
1	Vacation	Visit Friends/Family	Vacation					
2	Visit Friends/Family	Vacation	Visit Friends/Family					
3	Events/Festivals	Relocation	Traveling Through					
Top States of Origin								
Hotel Guests								
1	North Carolina	North Carolina	North Carolina					
2	Florida	New York	New York					
3	New York	Florida	Georgia					

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Online Requests								
1	North Carolina	North Carolina	North Carolina					
2	Florida	Virginia	New Jersey					
3	Georgia	Pennsylvania	Georgia					
Guest Books at VC								
1	North Carolina	North Carolina	Florida					
2	Arizona	Florida	North Carolina					
3	Texas	Virginia	Kentucky					
Top Areas of Interest (Top 3)								
Hotel Guests								
1	Dining	Dining	Dining					
2	Arts & Entertainment	Military Sites	Arts & Entertainment					
3	Museums	Arts & Entertainment	Museums					
Online Requests								
1	Events/Festivals	Historical Sites	Dining					
2	Museums	Outdoor Recreation	Museums					
3	Outdoor Recreation	Arts & Entertainment	Shopping					
Guest Books								
1	Museums	Historical Sites	No					
2	Historical Sites	Museums						
3	Dining	Military Sites						
Visitor Experience (Avg for Month)								
Hotel Guests								
by Month	4.98	4.96	4.91		4.94			
to Date		4.97	4.95					
Guest Books								
by Month	4.63	4.73	4.76		4.75			
to Date		4.68	4.71					
Overall								
by Month	4.81	4.85	4.84		4.84			
to Date		4.83	4.83					

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SALES RESULTS								
Advertisement Results								
Blitz								
Inquiry	6	2	0		2	8		
Dogwood Digest								
Inquiry	3	2	1		3	6		
Success								
Inquiry	1	0	0		0	1		
Sales								
Carryovers								
Room Nights	12,609					12,609		
Bookings-Attendance	20,250					20,250		
Economic Impact	\$4,113,400					\$4,113,400		
Leads	22	31	18		49	71	100	71.00%
Leads Room Nights	9,159	2,836	7,857		10,693	19,852		
Leads Attendance	29,018	10,187	22,760		32,947	61,965		
Leads Impact	\$5,220,972	\$706,002	\$1,650,864		\$2,356,866	\$7,577,838		
Verbals	30	34	33		67	97		
Verbal Bookings Attendance	49,865	27,057	22,155		49,212	99,077		
Verbal Bookings Room Nights	7,887	6,067	5,905		11,972	19,859		
Verbal Bookings Impact	\$6,875,340	\$4,439,970	\$3,660,540		\$8,100,510	\$14,975,850		
Bookings	12	0	3		3	15		
Bookings Attendance	28,546	0	770		770	29,316		
Bookings Room Nights	6,911	0	388		388	7,299	22,500	32.44%
Bookings Economic Impact	\$6,187,806	\$0	\$94,050		\$94,050	\$6,281,856		
Sales Functions	29	6	6		12	41		
Site Inspections	5	3	1		4	9		
Sales Blitz	6	0	2		2	8		
Calls Converted to Accounts	0	0	0		0	0		
Bid/Packages Mailed	0	0	0		0	0		
Client Presentations	3	1	2		3	6		
Trade Shows								
US Sports Congress								
Contacts					0	0		
Leads					0	0		
Room Nights					0	0		
Attendees					0	0		
Hot Prospects					0	0		
Follow-ups					0	0		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
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	0		14		14	14		
Leads	0		0		0	0		
Room Nights	0		0		0	0		
Attendees	0		0		0	0		
Hot Prospects	0		1		1	1		
Follow-ups	0		8		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		
MPI-CC Annual								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Follow-ups						0		
AAU Convention								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Follow-ups						0		
AENC Winter Conference								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Follow-up						0		

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CMCA Spring Conference								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Follow-ups						0		
Connect Faith								
Contacts		39				39		
Leads		8				8		
Room Nights		4,052				4,052		
Attendees		1,520				1,520		
Hot Prospects		3				3		
Follow-ups		12				12		
Teams								
Contacts	0				0	0		
Leads	0				0	0		
Room Nights	0				0	0		
Attendees	0				0	0		
Hot Prospects	0				0	0		
Follow-ups	0				0	0		
NCSGMP NEC								
Contacts						0		
Leads						0		
Follow-ups						0		
AENC Holiday Trade Show								
Contacts					0	0		
Leads					0	0		
Room Nights					0	0		
Attendees					0	0		
Hot Prospects					0	0		
Follow-ups					0	0		
RCMA								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Follow-ups						0		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SGMP Annual & Education Tradeshow								
Contacts						0		
Leads						0		
Room Nights						0		
Attendees						0		
Hot Prospects						0		
Follow-ups						0		
NASC Sports Symposium								
Peers						0		
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		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS								
Advertisement Results								
Group Tour Magazine								
OnTarget Digital Program								
Impressions	182,888	45,588	0		45,588	228,476		
Clicks	249	89	0		89	338		
Leisure Group Travel Magazine								
Reader Service Leads	0	0	0		0	0		
Tradeshows								
ABA MarketPlace								
Tradeshow Attendees	0	0	0		0	0		
Contacts	0	0	0		0	0		
Leads	0	0	0		0	0		
Room Nights	0	0	0		0	0		
Attendance	0	0	0		0	0		
Hot Prospects	0	0	0		0	0		
Follow-ups	0	0	0		0	0		
NCMA/VAMC/MCASC								
Tradeshow Attendees	330	0	0		0	330		
Contacts	24	0	0		0	24		
Leads	0	0	0		0	0		
Room Nights	0	0	0		0	0		
Attendance	0	0	0		0	0		
Hot Prospects	0	0	0		0	0		
Follow-ups	14	0	0		0	14		
NTA- Travel Exchange								
Tradeshow Attendees	0	0	0		0	0		
Contacts	0	0	0		0	0		
Leads	0	0	0		0	0		
Room Nights	0	0	0		0	0		
Attendance	0	0	0		0	0		
Hot Prospects	0	0	0		0	0		
Follow-ups	0	0	0		0	0		
Travel And Adventure-DC								
Tradeshow Attendees	0	0	0		0	0		
Contacts	0	0	0		0	0		
Leads	0	0	0		0	0		
Room Nights	0	0	0		0	0		
Attendance	0	0	0		0	0		
Hot Prospects	0	0	0		0	0		
Follow-ups	0	0	0		0	0		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Travel And Adventure- Philadelphia								
Tradeshow Attendees	0	0	0		0	0		
Contacts	0	0	0		0	0		
Leads	0	0	0		0	0		
Room Nights	0	0	0		0	0		
Attendance	0	0	0		0	0		
Hot Prospects	0	0	0		0	0		
Follow-ups	0	0	0		0	0		
Sales								
Civic Presentations	0	1	0		1	1		
Site Inspections	5	1	0		1	6	18	33.33%
Leads	15	4	0		4	19	35	54.29%
Leads-Attendance	51,412	463	0		463	51,875		
Leads-Room Nights	2,237	113	0		113	2,350		
Leads-Economic Impact	\$2,449,632	\$83,904	\$0		\$83,904	\$2,533,536		
Verbal Bookings	8	1	1		2	10		
Verbal Bookings-Attendance	26,637	80	30		110	26,747		
Verbal Bookings-Room Nights	880	60	60		120	1,000		
Verbal Bookings-Economic Impact	\$565,212	\$27,360	\$10,260		\$37,620	\$602,832		
Bookings	11	1	1		2	13		
Bookings-Attendance	457	50	30		80	537		
Bookings-Room Nights	230	25	60		85	315	500	63.00%
Bookings-Economic Impact	\$169,860	\$5,700	\$10,260		\$15,960	\$185,820		

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		

VISITOR CENTER RESULTS

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Destination Guides Distributed	6,818	3,324	1,796		5,120	11,938		
Inquiries								
Main Office								
Calls								
Tourism Information	154	106	22		128	282		
Local Information	236	77	40		117	353		
Total Calls	390	183	62		245	635		
Walk-Ins								
Out of Town Visitors								
Information/Maps/Directions	279	96	86		182	461		
Relocate/Retire	22	5	3		8	30		
Promotions	0	5	0		5	5		
Local Customers								
Information/Maps/Directions	448	72	6		78	526		
GSROs	20	2	4		6	26		
Total Walk-ins Main Office	770	180	99		279	1,049		
Transportation Museum								
Walk-Ins								
Out of Town Visitors								
Information/Maps/Directions	416	114	123		237	653		
Relocate/Retire	0	0	0		0	0		
Local Customers								
Information/Maps/Directions	53	46	80		126	179		
Museum Visit - Group or Individuals	1,399	423	47		470	1,869		
Total Walk-ins TM	1,868	583	250		833	2,701		