

## Scorecard for Fiscal Year 2020-2021

### November 2020

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	2nd 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	0	N/A		
Posts	17	14	17	48	15	19	34	82		
Page Likes (Net)	59	60	122.00	241	150	101.00	251	492		
Engagements	5,344	6,313	9,178	20,835	7,496	5,531	13,027	33,862	115,844	29.23%
Engagement Rate (per Impression)	10.4%	9.1%	5.0%	8.2%	7.2%	6.0%	6.6%			
<b>Go Fayetteville Facebook</b>										
Followers	3,366	3,392	3,429		3,468	3,459	0	N/A		
Posts	6	5	18	29	8	6	14	43		
Page Likes (Net)	56	27	39	122	40	-8	32	154		
Engagements	2,413	698	1,123	4,234	957	749	1,706	5,940		
Engagement Rate (per Impression)	10.4%	9.9%	6.5%	8.9%	12.8%	18.0%	15.4%	12.2%		
<b>Visit Spring Lake NC Facebook</b>										
Followers	4,733	4,717	4,714		4,707	4,743	0	N/A		
Posts	2	2	3	7	4	6	10	17		
Page Likes (Net)	-7	-16	-2	-25	-2	38	36	11		
Engagements	661	747	919	2,327	699	3,760	4,459	6,786		
Engagement Rate (per Impression)	8.1%	5.8%	4.2%	6.0%	7.4%	8.8%	8.1%	7.1%		
<b>Heroes Homecoming Facebook</b>										
Followers	2,165	2,205	2,217		2,253	2,461	4,714	N/A		
Posts	6	8	10	24	5	9	14	38		
Page Likes (Net)	-2	40	13	51	39	212	251	302		
Engagements	93	1,449	764	2,306	1,429	7,496	8,925	11,231		
Engagement Rate (per Impression)	9.3%	10.7%	10.3%	10.1%	7.3%	11.1%	9.2%	9.7%		
<b>Visit Fayetteville NC Twitter</b>										
Followers	3,862	3,867	3,877		3,899	3,903	7,802	N/A		
Posts	39	31	23	93	39	36	75	168		
Page Likes (Net)	0	5	10	15	22	4	26	41		
Engagements	399	428	467	1,294	384	389	773	2,067	13,475	15.34%
Engagement Rate (per Impression)	2.3%	0.8%	0.9%	1.3%	1.7%	1.8%	1.8%	1.5%		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Heroes Homecoming Twitter</b>										
Followers	890	887	884		885	883	1,768	N/A		
Posts	7	11	5	23	8	8	16	39		
Page Likes (Net)	0	-3	-3	-6	1	-2	-1	-7		
Engagements	29	113	29	171	169	211	380	551		
Engagement Rate (per Impression)	2.4%	1.6%	1.0%	1.7%	2.5%	5.6%	4.1%	2.9%		
<b>Visit Fayetteville NC Instagram</b>										
Followers	3,678	3743	3,802		3,875	3,898	7,773	N/A		
Posts	10	14	9	33	7	4	11	44		
Page Likes (Net)	63	65	59	187	73	20	93	280		
Engagements	1019	1202	586	2,807	382	308	690	3,497	6,730	51.96%
Engagement Rate (per Impression)	9.2%	9.0%	8.5%	8.9%	6.8%	7.7%	7.3%	8.1%		
<b>FACVB LinkedIn</b>										
Followers	1,014	1,021	1,025		1,031	1,039	2,070	N/A		
Posts	7	5	12	24	10	11	21	45		
Page Likes (Net)	19	9	5	33	6	9	15	48		
Engagements	233	150	217	600	125	244	369	969	2,405	40.29%
Engagement Rate (per Impression)	8.5%	8.3%	8.7%	8.5%	9.1%	13.5%	22.6%			
<b>Total Posts</b>	94	90	97	281	96	99	195	476		
<b>Total Engagements</b>	10,191	11,100	13,283	34,574	11,641	18,688	30,329	64,903		
<b>E-Newsletter Subscribers</b>	87	71	80	238	63	55	118	356		
<b>Electronic Destination Guides Viewed</b>	7	8	8	23	9	3	12	35		
<b>Electronic Trail Guides Viewed</b>	9	1	5	15	2	3	5	20		
<b>FACVB Generated Blog Articles</b>	0	0	0	0	1	2	3	3		
<b>Public Relations</b>										
<b>FACVB</b>										
<b>Publicity Generated- Melody</b>										
Out of Market	1	2	12	15	1	2	3	18		
Local	4	1	4	9	1	1	2	11	60	18.33%
<b>Publicity Generated-Jenny</b>	1	0	2	3	2	4	6	9	22	40.91%
<b>Agency Publicity Generated</b>	0	0	0	0	0	0	0	0		
<b>Press Releases Issued</b>	1	2	2	5	1	0	1	6		
<b>Out of Market Media Visits</b>	2	0	2	4	6	1	7	11		
<b>Digital Marketing</b>										
<b>Media One - Web Hits Generated</b>	11690	9,330	5,818	26,838	15,366	19,377	34,743	61,581		
<b>219 Group Web Hits (VisitFay)</b>	566	627	653	1,846	555	570	1,125	2,971		

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<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				
2	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				
<b>Online Requests</b>										
1	Other, Visit Friends/Family and Vacation	Vacation	Vacation	Vacation	Vacation	Vacation				
2	Relocation	Relocation	Relocation	Relocation	Other	Relocation				
3	Traveling Through	Other	Visit Friends/Family	Other	Relocation	Other				
<b>Guest Books at VC</b>										
1	No Data	No Data	Vacation	Vacation	Vacation	Vacation				
2	No Data	No Data	Other	Other	Business	Other				
3	No Data	No Data	Specific Attraction	Specific Attraction	Other	Business				
<b>Top States of Origin</b>										
<b>Hotel Guests</b>										
1	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				
3	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				
2	Six States Tied	South Carolina	Virginia	Virginia	South Carolina	Virginia				
3	Seven States Tied	4 States and 2 Countries Tied	Wisconsin, New York, Texas	South Carolina	Virginia	Maryland				
<b>Guest Books at VC</b>										
1	No Data	No Data	North Carolina	North Carolina	North Carolina	North Carolina				
2	No Data	No Data	South Carolina	South Carolina	South Carolina	Virginia				
3	No Data	No Data	Puerto Rico/Georgia	Puerto Rico/Georgia	Maryland/California	Missouri				
<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				
2	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				

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Online Requests</b>										
1	Museums	Historical Sites	Dining	Historical Sites	Outdoor Recreation	Outdoor Recreation				
2	Historical Sites	Museums/Arts & Entertainment	Shopping/Arts & Entertainment/Historical Sites	Dining	Museums	Events/Festivals & Shopping				
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums	Events/Festivals	Historical Sites				
<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				
to Date	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				
to Date	No Data	No Data	4.80		4.78	4.69				
<b>Overall</b>										
by Month	No Data	No Data	4.80	4.80	4.78	4.69				
to Date	No Data	No Data	4.80		4.79	4.76				

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>SALES RESULTS</b>										
<b>Advertisement Results</b>										
<b>Blitz</b>										
Inquiry	0	0	1	1	0	0	0	1		
<b>Dogwood Digest</b>										
Inquiry	2	0	2	4	2	0	2	6		
<b>Success</b>										
Inquiry	0	0	0	0	0	0	0	0		
<b>Sales</b>										
<b>Carryovers</b>										
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		
<b>Leads</b>	6	2	7	15	3	3	6	21	100	21.00%
Leads Room Nights	3,365	100	2,025	5,490	2,336	3,975	6,311	11,801		
Leads Attendance	1,760	178	6,955	8,893	1,050	10,650	11,700	20,593		
Leads Impact	\$420,660	\$14,820	\$482,790	\$918,270	\$563,844	\$50,144,610	\$50,708,454	\$51,626,724		
Number of Leads to Definite	3	0	2	5	1	1	2	7		
<b>Verbals</b>										
Verbal Bookings Attendance	990	1,320	5,480	7,790	4,630	4,295	8,925	16,715		
Verbal Bookings Room Nights	955	1,182	1,465	3,602	1,577	1,555	3,132	6,734		
Verbal Bookings Impact	\$249,660	\$347,244	\$471,960	\$1,068,864	\$6,207	\$5,850	\$12,057	\$1,080,921		
<b>Bookings</b>										
Bookings Attendance	330	190	269	789	1,000	150	1,150	1,939		
Bookings Room Nights	132	152	212	496	400	180	580	1,076	22,500	4.78%
Bookings Economic Impact	\$112,860	\$66,804	\$50,160	\$229,824	\$17,000	\$62,244	\$79,244	\$309,068		
<b>Sales Functions</b>										
Site Inspections	0	7	7	14	9	2	11	25		
Sales Blitz	0	0	0	0	0	1	1	1		
Calls Converted to Accounts	6	2	2	10	0	0	0	10		
Bid/Packages Mailed	0	1	3	4	1	0	1	5		
Client Presentations	1	2	3	6	2	1	3	9		
<b>Trade Shows</b>										
<b>Connect Sports</b>										
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		
<b>Connect Women in Sports</b>										

Description	JUL	AUG	SEP	1st Quarter	OCT	NOV	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Contacts			35				0	0		
Leads			0				0	0		
Room Nights			0				0	0		
Attendees			0				0	0		
Hot Prospects			6				0	0		
Follow-ups			30				0	0		
<b>Connect Faith</b>										
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		
<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	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>TOURISM RESULTS</b>										
<b>Sales</b>										
<b>Civic Presentations</b>	0	0	0	0	0	0	0	0		
<b>Leads</b>	2	0	2	4	0	2	2	6	35	17.14%
Leads-Attendance	250	0	225	475	0	4,580	4580	5,055		
Leads-Room Nights	125	0	135	260	0	1,150	1150	1,410		
Leads-Economic Impact	\$25,500	\$0	\$39,330	\$64,830	\$0	\$1,607,400	\$1,607,400	\$1,672,230		
Number of Leads to Definite	0	0	1	1	0	0	0	1		
<b>Verbal Bookings</b>	0	1	0	1	0	1	1	2		
Verbal Bookings-Attendance	0	50	0	50	0	4,500	4500	4,550		
Verbal Bookings-Room Nights	0	50	0	50	0	1,100	1100	1,150		
Verbal Bookings-Economic Impact	\$0	\$11,400	\$0	\$11,400	\$0	\$1,596,000	\$1,596,000	\$1,607,400		
<b>Bookings</b>	0	0	1	1	0	0	0	1		
Bookings-Attendance	0	0	50	50	0	0	0	50		
Bookings-Room Nights	0	0	30	30	0	0	0	30	2,000	1.50%
Bookings-Economic Impact	\$0	\$0	\$13,680	\$13,680	\$0	\$0	\$0	\$13,680		
<b>Previous Fiscal Year (2019-2020)</b>										
Leads								0	35	0.00%
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	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>VISITOR CENTER RESULTS</b>										
<b>Destination Guides Distributed</b>	103	483	904	1,490	388	969	1,357	2,847		
<b>Inquiries</b>										
<b>Main Office</b>										
<b>Calls</b>										
Tourism Information	23	36	36	95	19	21	40	135		
Local Information	31	35	30	96	42	18	60	156		
<b>Total Calls</b>	54	71	66	191	61	39	100	291		
<b>Walk-Ins</b>										
<b>Out of Town Visitors</b>										
Information/Maps/Directions	35	50	51	136	32	17	49	185		
Relocate/Retire	5	3	2	10	9	4	13	23		
Promotions	0	0	0	0	0	0	0	0		
<b>Local Customers</b>										
Information/Maps/Directions	22	9	12	43	25	25	50	93		
GSROs	0	0	0	0	0	1	1	1		
<b>Total Walk-ins Main Office</b>	62	62	65	189	66	47	113	302		
<b>Transportation Museum</b>										
<b>Walk-Ins</b>										
<b>Out of Town Visitors</b>										
Museum/Info/Maps/Directions	0	0	46	46	74	84	158	204		
Relocate/Retire	0	0	0	0	0	0	0	0		
<b>Local Customers</b>										
Museum/Info/Maps/Directions	0	0	91	91	296	28	324	415		
Museum Visit - Group or Individuals	0	0	10	10	38	417	455	465		
<b>Total Walk-ins TM</b>	0	0	147	147	408	529	937	1,084		