

Scorecard for Fiscal Year 2019-2020

October 2019

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Communications Department								
Social Media								
Visit Fayetteville NC Facebook								
Followers	9,282	9,461			9,461	9,461		
Posts	85	20			20	105		
Page Likes (Net)	1,045	162			162	1,207		
Engagements	51,197	5342			5,342	56,539	92,474	61.14%
Go Fayetteville Facebook								
Followers	3,004	3,031			3,031	3,031		
Posts	32	9			9	41		
Page Likes (Net)	134	28			28	162		
Engagements	5,123	1,281			1,281	6,404		
Visit Spring Lake NC Facebook								
Followers	4,643	4,654			4,654	4,654		
Posts	24	6			6	30		
Page Likes (Net)	206	7			7	213		
Engagements	10,118	752			752	10,870		
Heroes Homecoming Facebook								
Followers	1,300	1,618			1,618	1,618		
Posts	12	10			10	22		
Page Likes (Net)	189	315			315	504		
Engagements	2,710	6,860			6,860	9,570		
Visit Fayetteville NC Twitter								
Followers	3,483	3,534			3,534	3,534		
Posts	279	98			98	377		
Page Likes (Net)	145	51			51	196		
Engagements	3,124	753			753	3,877	6,817	56.87%

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Heroes Homecoming Twitter								
Followers	873	879			879	879		
Posts	0	15			15	15		
Page Likes (Net)	4	6			6	10		
Engagements	0	46			46	46		
Visit Fayetteville NC Instagram								
Followers	2,802	3,010			3,010	3,010		
Posts	84	17			17	101		
Page Likes (Net)	247	214			214	461		
Engagements	1,435	776			776	2,211	6,773	32.64%
FACVB LinkedIn								
Followers	610	622			622	622		
Posts	15	4			4	19		
Page Likes (Net)	13	12			12	25		
Engagements	284	208			208	492	4,015	12.25%
E-Newsletter Subscribers	368	113			113	481		
Electronic Destination Guides Viewed	32	9			9	41		
Electronic Trail Guides Viewed	12	0			0	12		
FACVB Generated Blog Articles	3	0			0	3		
Public Relations								
FACVB								
Publicity Generated								
Out of Market	13	8			8	21	60	35.00%
Local	6	1			1	7		
Press Releases Issued	7	2			2	9		
Out of Market Media Visits	3	2			2	5		
Digital Marketing								
Media One - Web Hits Generated	10,708	7,892			7,892	18,600		
219 Group Web Hits (VisitFay)	807	169			169	976		
Visitor Data								
Reason for Visiting (Top 3)								
Hotel Guests								
1	Traveling Through	Business w/ Military						
2	Visit Friends/Family	Visit Friends/Family						
3	Events/Festivals	Traveling Through						

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Online Requests								
1	Vacation	Relocation						
2	Visit Friends/Family	Events/Festivals						
3	Relocation	Visit Friends/Family						
Guest Books at VC								
1	Vacation	Visit Friends/Family						
2	Visit Friends/Family	Vacation						
3	Events/Festivals	Relocation						
Top States of Origin								
Hotel Guests								
1	North Carolina	North Carolina						
2	Florida	New York						
3	New York	Florida						
Online Requests								
1	North Carolina	North Carolina						
2	Florida	Virginia						
3	Georgia	Pennsylvania						
Guest Books at VC								
1	North Carolina	North Carolina						
2	Arizona	Florida						
3	Texas	Virginia						
Top Areas of Interest (Top 3)								
Hotel Guests								
1	Dining	Dining						
2	Arts & Entertainment	Military Sites						
3	Museums	Arts & Entertainment						
Online Requests								
1	Events/Festivals	Historical Sites						
2	Museums	Outdoor Recreation						
3	Outdoor Recreation	Arts & Entertainment						
Guest Books								
1	Museums	Historical Sites						
2	Historical Sites	Museums						
3	Dining	Military Sites						

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visitor Experience (Avg for Month)								
Hotel Guests								
by Month	4.98	4.96			4.96			
to Date		4.97						
Guest Books								
by Month	4.63	4.73			4.73			
to Date		4.68						
Overall								
by Month	4.81	4.85			4.85			
to Date		4.83						

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Sales Department								
Advertisement Results								
Blitz								
Inquiry	6	2			2	8		
Dogwood Digest								
Inquiry	3	2			2	5		
Success								
Inquiry	1	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			31	53	100	53.00%
Leads Room Nights	9,159	2,836			2,836	11,995		
Leads Attendance	29,018	10,187			10,187	39,205		
Leads Impact	\$5,220,972	\$706,002			\$706,002	\$5,926,974		
Verbals	30	34			34	64		
Verbal Bookings Attendance	49,865	27,057			27,057	76,922		
Verbal Bookings Room Nights	7,887	6,067			6,067	13,954		
Verbal Bookings Impact	\$6,875,340	\$4,439,970			\$4,439,970	\$11,315,310		
Bookings	12	0			0	12		
Bookings Attendance	28,546	0			0	28,546		
Bookings Room Nights	6,911	0			0	6,911	22,500	30.72%
Bookings Economic Impact	\$6,187,806	\$0			\$0	\$6,187,806		
Sales Functions	29	6			6	35		
Site Inspections	5	3			3	8		
Sales Blitz	6	0			0	6		
Calls Converted to Accounts	0	0			0	0		
Bid/Packages Mailed	0	0			0	0		
Client Presentations	3	1			1	4		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
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		
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				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		
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		

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
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		
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		

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

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Travel And Adventure-DC								
Tradeshow Attendees	0	0			0	0		
Contacts	0	0			0	0		
Leads	0	0			0	0		
Room Nights	0	0			0	0		
Attendance	0	0			0	0		
Hot Prospects	0	0			0	0		
Follow-ups	0	0			0	0		
Travel And Adventure- Philadelphia								
Tradeshow Attendees	0	0			0	0		
Contacts	0	0			0	0		
Leads	0	0			0	0		
Room Nights	0	0			0	0		
Attendance	0	0			0	0		
Hot Prospects	0	0			0	0		
Follow-ups	0	0			0	0		
Sales								
Civic Presentations	0	1			1	1		
Site Inspections	5	1			1	6	18	33.33%
Leads	15	4			4	19	35	54.29%
Leads-Attendance	51,412	463			463	51,875		
Leads-Room Nights	2,237	113			113	2,350		
Leads-Economic Impact	\$2,449,632	\$83,904			\$83,904	\$2,533,536		
Verbal Bookings	8	1			1	9		
Verbal Bookings-Attendance	26,637	80			80	26,717		
Verbal Bookings-Room Nights	880	60			60	940		
Verbal Bookings-Economic Impact	\$565,212	\$27,360			\$27,360	\$592,572		
Bookings	11	1			1	12		
Bookings-Attendance	457	50			50	507		
Bookings-Room Nights	230	25			25	255	500	51.00%
Bookings-Economic Impact	\$169,860	\$5,700			\$5,700	\$175,560		

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	OCT	NOV	DEC	2nd Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visitor Center Department								
Destination Guides Distributed	6,818	3,324			3,324	10,142		
Inquiries								
Main Office								
Calls								
Tourism Information	154	106			106	260		
Local Information	236	77			77	313		
Total Calls	390	183			183	573		
Walk-Ins								
Out of Town Visitors								
Information/Maps/Directions	279	96			96	375		
Relocate/Retire	22	5			5	27		
Promotions	0	5			5	5		
Local Customers								
Information/Maps/Directions	448	72			72	520		
GSROs	20	2			2	22		
Total Walk-ins	770	180			180	950		
Transportation Museum								
Walk-Ins								
Out of Town Visitors								
Information/Maps/Directions	416	114			114	530		
Relocate/Retire	0	0			0	0		
Local Customers								
Information/Maps/Directions	53	46			46	99		
Museum Visit - Group or Individuals	1,399	423			423	1,822		
Total Walk-ins	1,868	583			583	2,451		