

Scorecard for Fiscal Year 2020-2021

October 2020

Description	JUL	AUG	SEP	1st Quarter	OCT	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Communications Department									
Social Media									
Visit Fayetteville NC Facebook									
Followers	10,545	10,603	10,721		10,869	0	N/A		
Posts	17	14	17	48	15	15	63		
Page Likes (Net)	59	60	122.00	241	150	150	391		
Engagements	5,344	6,313	9,178	20,835	7,496	7,496	28,331	115,844	24.46%
Engagement Rate (per Impression)	10.4%	9.1%	5.0%	8.2%	7.2%	7.2%			
Go Fayetteville Facebook									
Followers	3,366	3,392	3,429		3,468	0	N/A		
Posts	6	5	18	29	8	8	37		
Page Likes (Net)	56	27	39	122	40	40	162		
Engagements	2,413	698	1,123	4,234	957	957	5,191		
Engagement Rate (per Impression)	10.4%	9.9%	6.5%	8.9%	12.8%	12.8%	10.9%		
Visit Spring Lake NC Facebook									
Followers	4,733	4,717	4,714		4,707	0	N/A		
Posts	2	2	3	7	4	4	11		
Page Likes (Net)	-7	-16	-2	-25	-2	-2	-27		
Engagements	661	747	919	2,327	699	699	3,026		
Engagement Rate (per Impression)	8.1%	5.8%	4.2%	6.0%	7.4%	7.4%	6.7%		
Heroes Homecoming Facebook									
Followers	2,165	2,205	2,217		2,253	2,253	N/A		
Posts	6	8	10	24	5	5	29		
Page Likes (Net)	-2	40	13	51	39	39	90		
Engagements	93	1,449	764	2,306	1,429	1,429	3,735		
Engagement Rate (per Impression)	9.3%	10.7%	10.3%	10.1%	7.3%	7.3%	8.7%		
Visit Fayetteville NC Twitter									
Followers	3,862	3,867	3,877		3,899	3,899	N/A		
Posts	39	31	23	93	39	39	132		
Page Likes (Net)	0	5	10	15	22	22	37		
Engagements	399	428	467	1,294	384	384	1,678	13,475	12.45%
Engagement Rate (per Impression)	2.3%	0.8%	0.9%	1.3%	1.7%	1.7%	1.5%		

Description	JUL	AUG	SEP	1st Quarter	OCT	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Heroes Homecoming Twitter									
Followers	890	887	884		885	885	N/A		
Posts	7	11	5	23	8	8	31		
Page Likes (Net)	0	-3	-3	-6	1	1	-5		
Engagements	29	113	29	171	169	169	340		
Engagement Rate (per Impression)	2.4%	1.6%	1.0%	1.7%	2.5%	2.5%	2.1%		
Visit Fayetteville NC Instagram									
Followers	3,678	3743	3,802		3,875	3,875	N/A		
Posts	10	14	9	33	7	7	40		
Page Likes (Net)	63	65	59	187	73	73	260		
Engagements	1019	1202	586	2,807	382	382	3,189	6,730	47.38%
Engagement Rate (per Impression)	9.2%	9.0%	8.5%	8.9%	6.8%	6.8%	7.9%		
FACVB LinkedIn									
Followers	1,014	1,021	1,025		1,031	1,031	N/A		
Posts	7	5	12	24	10	10	34		
Page Likes (Net)	19	9	5	33	6	6	39		
Engagements	233	150	217	600	125	125	725	2,405	30.15%
Engagement Rate (per Impression)	8.5%	8.3%	8.7%	8.5%	9.1%	9.1%			
Total Posts	94	90	97	281	96	96	377		
Total Engagements	10,191	11,100	13,283	34,574	11,641	11,641	46,215		
E-Newsletter Subscribers	87	71	80	238	63	63	301		
Electronic Destination Guides Viewed	7	8	8	23	9	9	32		
Electronic Trail Guides Viewed	9	1	5	15	2	2	17		
FACVB Generated Blog Articles	0	0	0	0	1	1	1		
Public Relations									
FACVB									
Publicity Generated- Melody									
Out of Market	1	2	12	15	1	1	16		
Local	4	1	4	9	1	1	10	60	16.67%
Publicity Generated-Jenny	1	0	2	3	2	2	5	22	22.73%
Agency Publicity Generated	0	0	0	0	0	0	0		
Press Releases Issued	1	2	2	5	1	1	6		
Out of Market Media Visits	2	0	2	4	6	6	10		
Digital Marketing									
Media One - Web Hits Generated	11690	9,330	5,818	26,838	15,366	15,366	42,204		
219 Group Web Hits (visitfay)	566	627	653	1,846	555	555	2,401		

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

Description	JUL	AUG	SEP	1st Quarter	OCT	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Top Areas of Interest (Top 3)									
Hotel Guests									
1	No Data	No Data	No Data	No Data	No Data				
2	No Data	No Data	No Data	No Data	No Data				
3	No Data	No Data	No Data	No Data	No Data				
Online Requests									
1	Museums	Historical Sites	Dining	Historical Sites	Outdoor Recreation				
2	Historical Sites	Museums/Arts & Entertainment	Shopping/Arts & Entertainment/ Historical Sites	Dining	Museums				
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums	Events/Festivals				
Visitor Experience (Avg for Month)									
Hotel Guests									
by Month	No Data	No Data	No Data	No Data	No Data				
to Date	No Data	No Data	No Data		No Data				
Guest Books									
by Month	No Data	No Data	4.80	4.80	4.78				
to Date	No Data	No Data	4.80		4.78				
Overall									
by Month	No Data	No Data	4.80	4.80	4.78				
to Date	No Data	No Data	4.80		4.79				

Description	JUL	AUG	SEP	1st Quarter	OCT	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Sales Department									
Advertisement Results									
Blitz									
Inquiry	0	0	1	1	0	0	1		
Dogwood Digest									
Inquiry	2	0	2	4	2	2	6		
Success									
Inquiry	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	18	100	18.00%
Leads Room Nights	3,365	100	2,025	5,490	2,336	2,336	7,826		
Leads Attendance	1,760	178	6,955	8,893	1,050	1,050	9,943		
Leads Impact	\$420,660	\$14,820	\$482,790	\$918,270	\$563,844	\$563,844	\$1,482,114		
Number of Leads to Definite	3	0	2	5	1	1	6		
Verbals	6	7	4	17	7	7	24		
Verbal Bookings Attendance	990	1,320	5,480	7,790	4,630	4,630	12,420		
Verbal Bookings Room Nights	955	1,182	1,465	3,602	1,577	1,577	5,179		
Verbal Bookings Impact	\$249,660	\$347,244	\$471,960	\$1,068,864	\$6,207	\$6,207	\$1,075,071		
Bookings	3	2	2	7	1	1	8		
Bookings Attendance	330	190	269	789	1,000	1,000	1,789		
Bookings Room Nights	132	152	212	496	400	400	896	22,500	3.98%
Bookings Economic Impact	\$112,860	\$66,804	\$50,160	\$229,824	\$17,000	\$17,000	\$246,824		
Sales Functions	0	4	5	9	7	7	16		
Site Inspections	0	7	7	14	9	9	23		
Sales Blitz	0	0	0	0	0	0	0		
Calls Converted to Accounts	6	2	2	10	0	0	10		
Bid/Packages Mailed	0	1	3	4	1	1	5		
Client Presentations	1	2	3	6	2	2	8		
Trade Shows									
Connect Sports									
Contacts			33	33			33		
Leads			0	0			0		
Room Nights			0	0			0		
Attendees			0	0			0		
Hot Prospects			7	7			7		
Followups			12	12			12		

Description	JUL	AUG	SEP	1st Quarter	OCT	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Connect Women in Sports									
Contacts			35			0	0		
Leads			0			0	0		
Room Nights			0			0	0		
Attendees			0			0	0		
Hot Prospects			6			0	0		
Followups			30			0	0		
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		
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		
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	JUL	AUG	SEP	1st Quarter	OCT	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Tourism Department									
Sales									
Civic Presentations	0	0	0	0	0	0	0		
Leads (Goal: 35)	2	0	2	4	0	0	4	35	11.43%
Leads-Attendance	250	0	225	475	0	0	475		
Leads-Room Nights	125	0	135	260	0	0	260		
Leads-Economic Impact	\$25,500	\$0	\$39,330	\$64,830	\$0	\$0	\$64,830		
Number of Leads to Definite	0	0	1	1	0	0	1		
Verbal Bookings	0	1	0	1	0	0	1		
Verbal Bookings-Attendance	0	50	0	50	0	0	50		
Verbal Bookings-Room Nights	0	50	0	50	0	0	50		
Verbal Bookings-Economic Impact	\$0	\$11,400	\$0	\$11,400	\$0	\$0	\$11,400		
Bookings (Goal: 2,000 RN)	0	0	1	1	0	0	1		
Bookings-Attendance	0	0	50	50	0	0	50		
Bookings-Room Nights	0	0	30	30	0	0	30	2,000	1.50%
Bookings-Economic Impact	\$0	\$0	\$13,680	\$13,680	\$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	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Previous Fiscal Year (2019-2020)									
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		
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	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Visitor Center Department									
Destination Guides Distributed	103	483	904	1,490	388	388	1,878		
Inquiries									
Main Office									
Calls									
Tourism Information	23	36	36	95	19	19	114		
Local Information	31	35	30	96	42	42	138		
Total Calls	54	71	66	191	61	61	252		
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	35	50	51	136	32	32	168		
Relocate/Retire	5	3	2	10	9	9	19		
Promotions	0	0	0	0	0	0	0		
Local Customers									
Information/Maps/Directions	22	9	12	43	25	25	68		
GSROs	0	0	0	0	0	0	0		
Total Walk-ins Main Office	62	62	65	189	66	66	255		
Transportation Museum									
Walk-Ins									
Out of Town Visitors									
Information/Maps/Directions	0	0	46	46	74	74	120		
Relocate/Retire	0	0	0	0	0	0	0		
Local Customers									
Information/Maps/Directions	0	0	10	10	38	38	48		
Museum Visit - Group or Individuals	0	0	91	91	296	296	387		
Total Walk-Ins TM	0	0	147	147	408	408	555		