

## Scorecard for Fiscal Year 2019-2020

### September 2019

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>COMMUNICATIONS RESULTS</b>							
<b>Social Media</b>							
<b>Visit Fayetteville NC Facebook</b>							
Followers	8,349	9,121	9,282	9,282	9,282		
Posts	30	31	24	85	85		
Page Likes (Net)	135	767.00	143.00	1,045	1,045		
Engagements	5,158	39,938	6101.00	51,197	51,197	92,474	55.36%
<b>Go Fayetteville Facebook</b>							
Followers	2,914	2,987	3,004	3,004	3,004		
Posts	10	15	7	32	32		
Page Likes (Net)	45	72	17	134	134		
Engagements	2,068	2365	690	5,123	5,123		
<b>Visit Spring Lake NC Facebook</b>							
Followers	4,541	4,603	4,643	4,643	4,643		
Posts	6	10	8	24	24		
Page Likes (Net)	107	64	35	206	206		
Engagements	2,400	3170	4,548	10,118	10,118		
<b>Fayetteville Area Meeting Facebook</b>							
Followers	222	246	253	253	253		
Posts	9	11	11	31	31		
Page Likes (Net)	7	24	7	38	38		
Engagements	588	132	519	1,239	1,239		
<b>Visit Fayetteville NC Twitter</b>							
Followers	3,372	3,427	3,483	3,483	3,483		
Posts	54	107	118	279	279		
Page Likes (Net)	34	55	56	145	145		
Engagements	337	1,249	1,538	3,124	3,124	6,817	45.83%
<b>Visit Fayetteville NC Instagram</b>							
Followers	2,619	2,714	2,802	2,802	2,802		
Posts	7	46	31	84	84		
Page Likes (Net)	64	95	88	247	247		
Engagements	355	639	441	1,435	1,435	6,773	21.19%

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<b>FACVB LinkedIn</b>							
Followers	601	607	610	610	610		
Posts	4	8	3	12	12		
Page Likes (Net)	4	5	4	9	9		
Engagements	61	134	89	195	195	4,015	4.86%
<b>E-Newsletter Subscribers</b>	101	106	161	368	368		
<b>Electronic Destination Guides Viewed</b>	13	11	8	32	32		
<b>Electronic Trail Guides Viewed</b>	4	5	3	12	12		
<b>FACVB Generated Blog Articles</b>	2	1	0	3	3		
<b>Public Relations</b>							
<b>FACVB</b>							
<b>Publicity Generated</b>							
Out of Market	3	7	3	13	13	60	21.67%
Local	1	4	1	6	6		
Press Releases Issued	1	3	3	7	7		
Out of Market Media Visits	1	2	0	3	3		
<b>Digital Marketing</b>							
Media One - Web Hits Generated	5,804	3,063	1,841	10,708	10,708		
219 Group Web Hits (visitfay)	348	234	225	807	807		
<b>Visitor Data</b>							
<b>Reason for Visiting (Top 3)</b>							
<b>Hotel Guests</b>							
1	Visit Friends/Family	Visit Friends/Family	Traveling Through	Traveling Through			
2	Traveling Through	Traveling Through	Visit Friends/Family	Visit Friends/Family			
3	Events/Festivals	Events/Festivals	Business	Events/Festivals			
<b>Online Requests</b>							
1	Vacation	Vacation	Relocation	Vacation			
2	Visit Friends/Family	Other	Events/Festivals	Visit Friends/Family			
3	Relocation	Visit Friends/Family	Visit Friends/Family	Relocation			
<b>Guest Books at VC</b>							
1	Vacation	Vacation	Vacation	Vacation			
2	Specific Attraction	Traveling Through	Business	Visit Friends/Family			
3	Visit Friends/Family	Visit Friends/Family	Relocation	Events/Festivals			
<b>Top States of Origin</b>							
<b>Hotel Guests</b>							
1	Florida	Virginia	North Carolina	North Carolina			
2	North Carolina	Texas	New York	Florida			
3	Georgia	North Carolina/ Pennsylvania	Florida	New York			
<b>Online Requests</b>							
1	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	Pennsylvania	South Carolina	Florida			
3	Georgia	Georgia	Virginia	Georgia			

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<b>Guest Books at VC</b>							
1	North Carolina	North Carolina	North Carolina	North Carolina			
2	Arizona	Texas	Georgia	Arizona			
3	New Jersey	New York	Arizona	Texas			
<b>Top Areas of Interest (Top 3)</b>							
<b>Hotel Guests</b>							
1	Dining	Dining	Dining	Dining			
2	Arts & Entertainment	Arts & Entertainment	Military Sites	Arts & Entertainment			
3	Museums	Museums	Arts & Entertainment	Museums			
<b>Online Requests</b>							
1	Museums	Outdoor Recreation	Dining	Events/Festivals			
2	Historical Sites	Museums	Museums	Museums			
3	Outdoor Recreation	Events/Festivals	Events/Festivals	Outdoor Recreation			
<b>Guest Books</b>							
1	Museums	Museums	Museums	Museums			
2	Arts & Entertainment	Historical Sites	Dining	Historical Sites			
3	Historical Sites	Dining	Historical Sites	Dining			
<b>Visitor Experience (Avg for Month)</b>							
<b>Hotel Guests</b>							
by Month	5.00	4.96	4.98	4.98			
to Date	5.00	4.98	4.98				
<b>Guest Books</b>							
by Month	4.58	4.76	4.55	4.63			
to Date	4.58	4.67	4.63				
<b>Overall</b>							
by Month	4.79	4.86	4.77	4.81			
to Date	4.79	4.83	4.81				

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>SALES RESULTS</b>							
<b>Advertisement Results</b>							
<b>Blitz</b>							
Inquiry	1	2	3	6	6		
<b>Dogwood Digest</b>							
Inquiry	1	1	1	3	3		
<b>Success</b>							
Inquiry	1	0	0	1	1		
<b>Sales</b>							
<b>Carryovers</b>							
Room Nights	12,609			12,609	12,609		
Bookings-Attendance	20,250			20,250	20,250		
Economic Impact	\$4,113,400			\$4,113,400	\$4,113,400		
<b>Leads</b>	7	6	9	22	22	100	22.00%
Leads Room Nights	2,661	2,076	4,422	9,159	9,159		
Leads Attendance	7,901	1,362	19,755	29,018	29,018		
Leads Impact	\$2,351,706	\$420,546	\$2,448,720	\$5,220,972	\$5,220,972		
<b>Verbals</b>	9	9	12	30	30		
Verbal Bookings Attendance	20,190	8,650	21,025	49,865	49,865		
Verbal Bookings Room Nights	1,442	2,245	4,200	7,887	7,887		
Verbal Bookings Impact	\$767,790	\$2,288,550	\$3,819,000	\$6,875,340	\$6,875,340		
<b>Bookings</b>	7	2	3	12	12		
Bookings Attendance	7,881	140	20,525	28,546	28,546		
Bookings Room Nights	2,661	50	4,200	6,911	6,911	22,500	30.72%
Bookings Economic Impact	\$2,351,706	\$17,100	\$3,819,000	\$6,187,806	\$6,187,806		
<b>Sales Functions</b>	17	7	5	29	29		
<b>Site Inspections</b>	0	3	2	5	5		
<b>Sales Blitz</b>	1	4	1	6	6		
<b>Calls Converted to Accounts</b>	0	0	0	0	0		
<b>Bid/Packages Mailed</b>	0	0	0	0	0		
<b>Client Presentations</b>	0	2	1	3	3		
<b>Trade Shows</b>							
<b>Connect Sports</b>							
Contacts		52		52	52		
Leads		11		11	11		
Room Nights		9,000		9,000	9,000		
Attendees		15,000		15,000	15,000		
Hot Prospects		6		6	6		
Followups		14		14	14		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>Connect Association</b>							
Contacts		33		33	33		
Leads		1		1	1		
Room Nights		340		340	340		
Attendees		170		170	170		
Hot Prospects		6		6	6		
Followups		9		9	9		
<b>AENC Annual Meeting</b>							
Contacts	16			16	16		
Leads	0			0	0		
Room Nights	0			0	0		
Attendees	0			0	0		
Hot Prospects	0			0	0		
Followups	2			2	2		

<b>Previous Fiscal Year (2018-2019)</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, NC		
5					Charlotte, NC		

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>TOURISM RESULTS</b>							
<b>Advertisement Results</b>							
<b>Group Tour Magazine</b>							
OnTarget Digital Program							
Impressions	0	103,828	79,060	182,888	182,888		
Clicks	0	132	117	249	249		
<b>Leisure Group Travel Magazine</b>							
Reader Service Leads	0	0	0	0	0		
<b>Tradeshows</b>							
<b>NCMA/VAMC/MCASC</b>							
Tradeshow Attendees	0	0	330	330	330		
Contacts	0	0	24	24	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	0	0	14	14	14		
<b>Sales</b>							
<b>Civic Presentations</b>	0	0	0	0	0		
<b>Site Inspections</b>	1	4	0	5	5	18	27.78%
<b>Leads</b>	4	4	7	15	15	35	42.86%
Leads-Attendance	20,374	6,640	24,398	51,412	51,412		
Leads-Room Nights	187	820	1,230	2,237	2,237		
Leads-Economic Impact	\$124,716	\$567,720	\$1,757,196	\$2,449,632	\$2,449,632		
<b>Verbal Bookings</b>	3	1	4	8	8		
Verbal Bookings-Attendance	20,074	5,000	1,563	26,637	26,637		
Verbal Bookings-Room Nights	37	100	743	880	880		
Verbal Bookings-Economic Impact	\$8,436	\$22,800	\$533,976	\$565,212	\$565,212		
<b>Bookings</b>	4	3	4	11	11		
Bookings-Attendance	340	66	51	457	457		
Bookings-Room Nights	170	33	27	230	230	500	46.00%
Bookings-Economic Impact	\$140,676	\$7,524	\$21,660	\$169,860	\$169,860		
<b>Annual Lead Conversion</b>							
<b>Current Fiscal Year (19-20)</b>							
<b>Annual Lead Conversion</b>							
Leads					15	35	42.86%

<b>Previous Fiscal Year (2018-2019)</b>							
Leads					22	40	55.00%
Pending					2		
Verbal Definite					5		
Lost					5		
Definite					10		
Cancelled					0		
Total					22		
<b>Top 3 Lost Reasons</b>							
1					Cut Trip/Mileage		
2					No commitment/response from FR Planner		
3					FR Planner thought rates were too high		
<b>Top 5 Locations Lost To</b>							
1					Laurinburg		
2					Dunn		
3					N/A		
4					N/A		
5					N/A		



Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
<b>VISITOR CENTER RESULTS</b>							
<b>Destination Guide</b>							
Number Distributed	2,773	2,672	1,246	6,691	6,691		
VisitFayettevilleNC.com	58	41	28	127	127		
<b>Inquiries</b>							
<b>FACVB Main Office</b>							
<b>Calls</b>							
Tourism Information	36	67	52	155	155		
Local Information	101	79	59	239	239		
<b>Total Calls</b>	137	146	111	394	394		
<b>Walk-Ins</b>							
Local Residents (Tourism)	182	190	176	548	548		
Out-of-Town (Tourism)	147	152	126	425	425		
<b>Total Walk-Ins</b>	329	342	302	973	973		
Drive Thru	0	0	0	0	0		
Relocation/Retiree Info	20	2	6	20	20		
Transportation Resources	5	0	0	5	5		
Same Day Group Service Request	9	8	4	21	21		
Magazine Reader Card Requests	918	536	259	1,713	1,713		
Local Directions/Maps	28	12	20	60	60		
Midway To Mickey-Gas Card Inquiry	N/A	8	0	8	8		
<b>Total</b>	1,309	908	587	2,804	2,804		
<b>Transportation Museum</b>							
<b>Walk-Ins</b>							
Local Residents (Tourism)	271	285	99	655	655		
Out-of-Town (Tourism)	256	161	106	523	523		
Relocation/Retiree Info	0	0	0	0	0		
Maps/Local Directions	21	9	5	35	35		
Questions About Museum	80	70	45	195	195		
Transportation Resources	0	0	0	0	0		
Museum Special Events	116	0	47	163	163		
Group Visits	318	160	8	486	486		
<b>Miscellaneous</b>							
Group Service Request	21	19	17	57	57		
Meetings/Events Serviced	2	1	1	4	4		