

Scorecard for Fiscal Year 2020-2021

September 2020

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
Visit Fayetteville NC Facebook							
Followers	10,545	10,603	10,721		N/A		
Posts	17	14	17	48	48		
Page Likes (Net)	59	60	122.00	241	241		
Engagements	5,344	6,313	9,178	20,835	20,835	115,844	17.99%
Go Fayetteville Facebook							
Followers	3,366	3,392	3,429		N/A		
Posts	6	5	18	29	29		
Page Likes (Net)	56	27	39	122	122		
Engagements	2,413	698	1,123	4,234	4,234		
Visit Spring Lake NC Facebook							
Followers	4,733	4,717	4,714		N/A		
Posts	2	2	3	7	7		
Page Likes (Net)	-7	-16	-2	-25	-25		
Engagements	661	747	919	2,327	2,327		
Heroes Homecoming Facebook							
Followers	2,165	2,205	2,217		N/A		
Posts	6	8	10	24	24		
Page Likes (Net)	-2	40	13	51	51		
Engagements	93	1,449	764	2,306	2,306		
Visit Fayetteville NC Twitter							
Followers	3,862	3,867	3,877		N/A		
Posts	39	31	23	93	93		
Page Likes (Net)	0	5	10	15	15		
Engagements	399	428	467	1,294	1,294	13,475	9.60%
Heroes Homecoming Twitter							
Followers	890	887	884		N/A		
Posts	7	11	5	23	23		
Page Likes (Net)	0	-3	-3	-6	-6		
Engagements	29	113	29	171	171		

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram							
Followers	3,678	3743	3,802		N/A		
Posts	10	14	9	33	33		
Page Likes (Net)	63	65	59	187	187		
Engagements	1019	1202	586	2,807	2,807	6,730	41.71%
FACVB LinkedIn							
Followers	1,014	1,021	1,025		N/A		
Posts	7	5	12	24	24		
Page Likes (Net)	19	9	5	33	33		
Engagements	233	150	217	600	600	2,405	24.95%
Total Posts	94	90	97	281	281		
Total Engagements	10,191	11,100	13,283	34,574	34,574		
E-Newsletter Subscribers	87	71	80	238	238		
Electronic Destination Guides Viewed	7	8	8	23	23		
Electronic Trail Guides Viewed	9	1	5	15	15		
FACVB Generated Blog Articles	0	0	0	0	0		
Public Relations							
FACVB							
Publicity Generated- Melody							
Out of Market	1	2	12	15	15		
Local	4	1	4	9	9	60	15.00%
Publicity Generated-Jenny	1	0	2	3	3	22	13.64%
Agency Publicity Generated	0	0	0	0	0		
Press Releases Issued	1	2	2	5	5		
Out of Market Media Visits	2	0	2	4	4		
Digital Marketing							
Media One - Web Hits Generated	11690	9,330	5,818	26,838	26,838		
219 Group Web Hits (visitfay)	566	627	653	1,846	1,846		
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Online Requests							
1	Other, Visit Friends/Family and Vacation	Vacation	Vacation	Vacation			
2	Relocation	Relocation	Relocation	Relocation			
3	Traveling Through	Other	Visit Friends/Family	Other			

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Guest Books at VC							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Top States of Origin							
Hotel Guests							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Online Requests							
1	North Carolina	North Carolina	North Carolina	North Carolina			
2	Six States Tied	South Carolina	Virginia	Virginia			
3	Seven States Tied	4 States and 2 Countries Tied	Wisconsin, New York, Texas	South Carolina			
Guest Books at VC							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Top Areas of Interest (Top 3)							
Hotel Guests							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Online Requests							
1	Museums	Historical Sites	Dining	Historical Sites			
2	Historical Sites	Museums/Arts & Entertainment	Shopping/Arts & Entertainment/Historical Sites	Dining			
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums			
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	No Data	No Data	No Data	No Data			
to Date	No Data	No Data	No Data				
Guest Books							
by Month	No Data	No Data	No Data	No Data			
to Date	No Data	No Data	No Data				
Overall							
by Month	No Data	No Data	No Data	No Data			
to Date	No Data	No Data	No Data				

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
SALES RESULTS							
Advertisement Results							
Blitz							
Inquiry	0	0	1	1	1		
Dogwood Digest							
Inquiry	2	0	2	4	4		
Success							
Inquiry	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	15	100	15.00%
Leads Room Nights	3,365	100	2,025	5,490	5,490		
Leads Attendance	1,760	178	6,955	8,893	8,893		
Leads Impact	\$420,660	\$14,820	\$482,790	\$918,270	\$918,270		
Number of Leads to Definite	3	0	2	5	5		
Verbals	6	7	4	17	17		
Verbal Bookings Attendance	990	1,320	5,480	7,790	7,790		
Verbal Bookings Room Nights	955	1,182	1,465	3,602	3,602		
Verbal Bookings Impact	\$249,660	\$347,244	\$471,960	\$1,068,864	\$1,068,864		
Bookings	3	2	2	7	7		
Bookings Attendance	330	190	269	789	789		
Bookings Room Nights	132	152	212	496	496	22,500	2.20%
Bookings Economic Impact	\$112,860	\$66,804	\$50,160	\$229,824	\$229,824		
Sales Functions	0	4	5	9	9		
Site Inspections	0	7	7	14	14		
Sales Blitz	0	0	0	0	0		
Calls Converted to Accounts	6	2	2	10	10		
Bid/Packages Mailed	0	1	3	4	4		
Client Presentations	1	2	3	6	6		
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		
Follow-ups			12	12	12		

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
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	FY 2021 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS							
Sales							
Civic Presentations	0	0	0	0	0		
Leads (Goal: 35)	2	0	2	4	4	35	11.43%
Leads-Attendance	250	0	225	475	475		
Leads-Room Nights	125	0	135	260	260		
Leads-Economic Impact	\$25,500	\$0	\$39,330	\$64,830	\$64,830		
Number of Leads to Definite	0	0	1	1	1		
Verbal Bookings	0	1	0	1	1		
Verbal Bookings-Attendance	0	50	0	50	50		
Verbal Bookings-Room Nights	0	50	0	50	50		
Verbal Bookings-Economic Impact	\$0	\$11,400	\$0	\$11,400	\$11,400		
Bookings (Goal: 2,000 RN)	0	0	1	1	1		
Bookings-Attendance	0	0	50	50	50		
Bookings-Room Nights	0	0	30	30	30	2,000	1.50%
Bookings-Economic Impact	\$0	\$0	\$13,680	\$13,680	\$13,680		
Annual Lead Conversion							
Current Fiscal Year (20-21)							
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	FY 2021 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guides Distributed	103	483	904	1,490	1,490		
Inquiries							
Main Office							
Calls							
Tourism Information	23	36	36	95	95		
Local Information	31	35	30	96	96		
Total Calls	54	71	66	191	191		
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	35	50	51	136	136		
Relocate/Retire	5	3	2	10	10		
Promotions	0	0	0	0	0		
Local Customers							
Information/Maps/Directions	22	9	12	43	43		
GSROs	0	0	0	0	0		
Total Walk-ins Main Office	62	62	65	189	189		
Transportation Museum							
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	0	0	46	46	46		
Relocate/Retire	0	0	0	0	0		
Local Customers							
Information/Maps/Directions	0	0	10	10	10		
Museum Visit - Group or Individuals	0	0	91	91	91		
Total Walk-ins TM	0	0	147	147	147		