

Bureau Business Brief: Results Report

September 2019

**John Meroski
Chief Executive Officer
FACVB**

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

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Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - September 2019 vs September 2018												Year to Date - September 2019 vs September 2018										Participation					
	Occ %		ADR		RevPAR		Percent Change from September 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	66.5	69.1	109.10	110.20	72.55	76.18	-3.8	-1.0	-4.8	-4.3	0.5	-3.3	67.2	64.9	107.07	104.55	71.90	67.86	3.5	2.4	6.0	6.5	0.5	4.0	1802	1202	158076	126690
Cumberland County, NC	62.3	74.5	84.49	87.02	52.66	64.79	-16.3	-2.9	-18.7	-16.0	3.3	-13.5	67.9	66.1	82.27	79.51	55.84	52.57	2.6	3.5	6.2	10.0	3.5	6.3	71	53	6418	5498
Johnston County, NC	57.4	74.3	79.38	82.48	45.56	61.31	-22.8	-3.8	-25.7	-25.7	0.0	-22.8	60.5	58.0	77.07	74.58	46.65	43.29	4.3	3.3	7.8	10.2	2.3	6.7	33	25	2295	1825
Robeson County, NC	56.2	66.2	79.94	87.68	44.97	58.01	-15.0	-8.8	-22.5	-22.5	0.0	-15.0	64.9	62.6	80.13	76.54	52.04	47.94	3.7	4.7	8.6	8.6	0.0	3.7	28	16	1833	1246
Wake County, NC	77.4	75.9	112.09	110.69	86.81	84.01	2.0	1.3	3.3	4.7	1.4	3.4	74.6	70.2	108.79	105.95	81.15	74.36	6.3	2.7	9.1	11.8	2.4	8.9	145	135	17385	16629
Durham County, NC	74.4	73.2	111.22	108.10	82.78	79.10	1.7	2.9	4.7	4.7	0.0	1.7	72.3	69.1	108.07	105.36	78.17	72.79	4.7	2.6	7.4	7.4	0.0	4.7	65	61	8402	8009
Edgecombe County, NC																												
Guilford County, NC	60.5	65.5	97.48	93.33	58.99	61.14	-7.6	4.4	-3.5	-0.8	2.9	-5.0	61.6	60.3	99.27	96.37	61.14	58.10	2.2	3.0	5.2	7.8	2.4	4.6	4	2	216	126
Harnett County, NC	55.1	68.8	79.73	84.85	43.90	58.37	-20.0	-6.0	-24.8	-24.8	0.0	-20.0	58.0	59.2	77.09	76.32	44.72	45.18	-2.0	1.0	-1.0	-1.0	0.0	-2.0	88	72	10468	9404
Moore County, NC	66.0	68.4	148.15	131.71	97.70	90.06	-3.5	12.5	8.5	8.5	0.0	-3.5	65.8	60.6	133.30	124.21	87.66	75.32	8.4	7.3	16.4	16.4	0.0	8.4	11	8	859	638

Visitor Profile

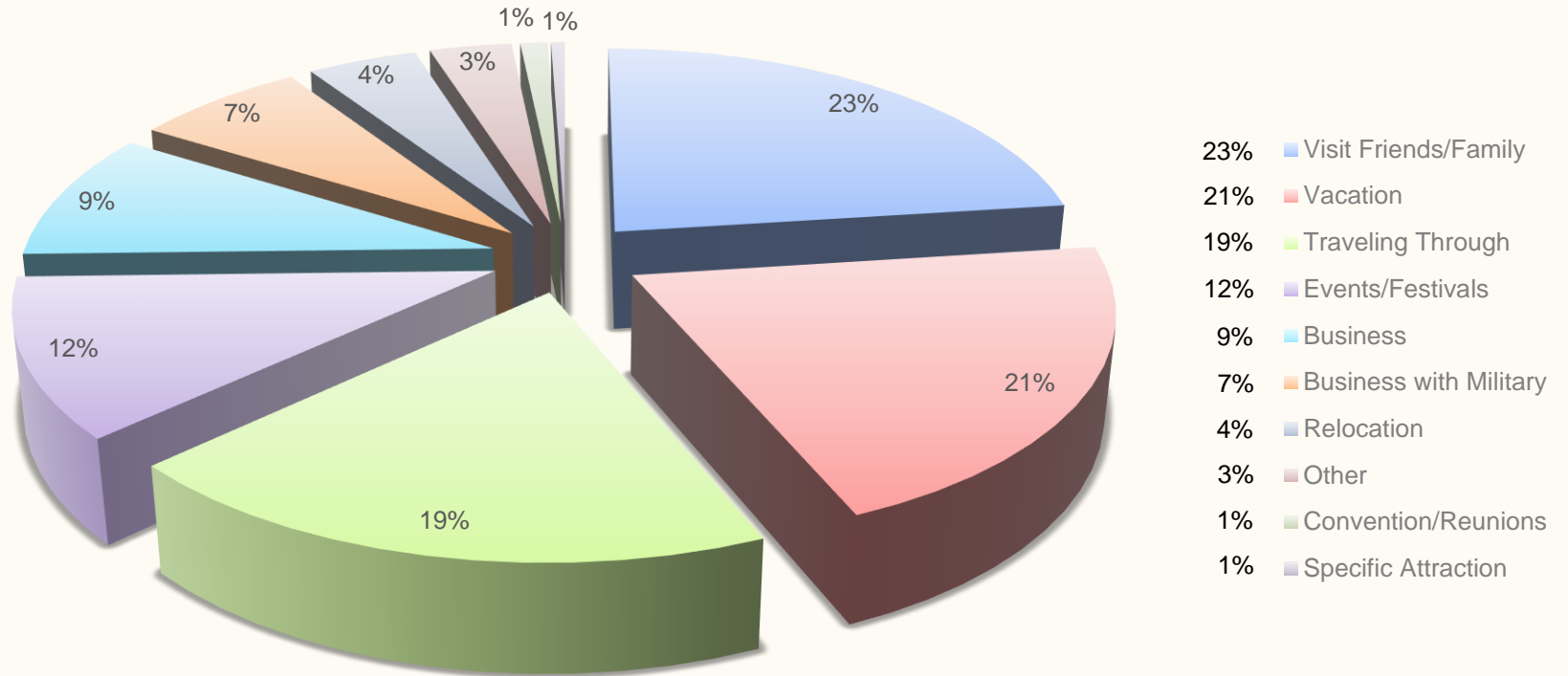
Statistics

Sources: Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 30%, Florida 9%, and Georgia 6%.
2. The visitors' reason for visiting was Visit Friends/Family 23%, Vacation 21% and Traveling Through 19%.
3. The top areas of interest were Museums & Dining 12% each, Arts & Entertainment and Historical Sites 10% each, and Shopping, Events/Festivals, Outdoor Recreation and Military Sites 8% each.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.81.

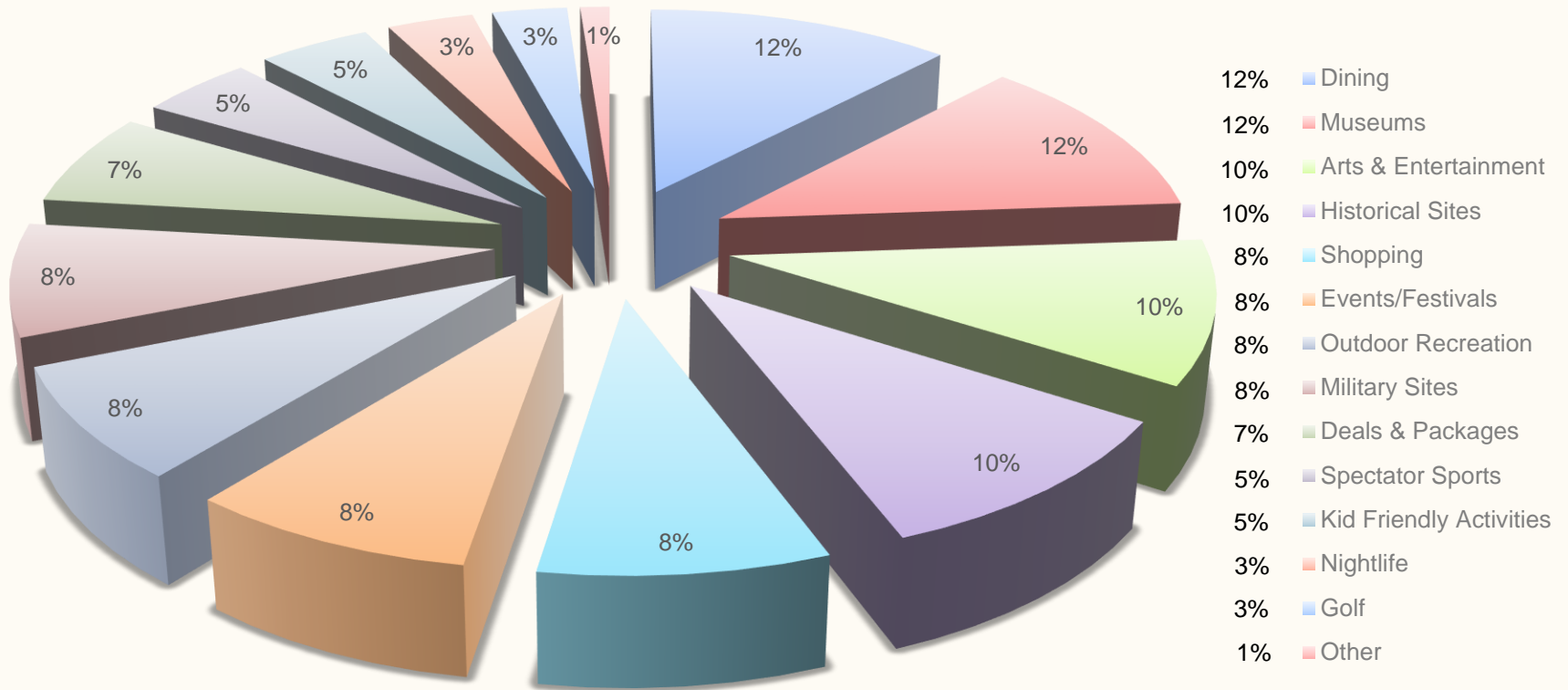
Visitor Profile

Reason for Visiting



Visitor Profile

Visitor's Interests



Sales Department

Meeting, Sports and Group Event Solicitation Activity



	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
Grand Totals:	128	141,960	15,247	47,872	\$29,231,310.00
Cancelled:	0	0	0	0	\$0.00
Closed:	3	20,150	258	778	\$963,300.00
Definite:	2	850	794	1,086	\$210,900.00
Assist:	1	300	0	0	\$3,420.00
Lost:	6	26,075	3,165	7,955	\$11,110,440.00
Pending:	2	7,050	250	650	\$370,500.00
Verbal Definite:	30	24,475	2,275	5,580	\$4,332,000.00
Canceled from Pending:	0	0	0	0	\$0.00

Lead Source Summary

CMCA - Spring Conference:	4	American Legion - Magazine:	1
The Reunion Network:	1	Sports ETA:	2
Tourism Development Authority (TDA) Grant:	5	Group Tour Magazine - Group Tour Media:	1
Bureau Generated - Sales Blitz:	3	Crown Coliseum:	9
CVent:	4	RCMA - Trade Show:	7
Travel, Events, and Management in Sports (TEAMS):	1	AENC - Annual Meeting:	3
Bureau Generated - Calls (9-11 a.m.):	16	Client Contacted Us:	31
Referral:	2	Previous Client Referral:	10
SGMP - Member:	1	Parks & Recreation:	1
Connect Medical:	2	Connect Sports:	1
Rejuvenate Marketplace:	6	Connect Marketplace:	13
Sports Express:	1	Fayetteville Area Hospitality Association (FAHA):	1
Bureau Generated:	2		

Market Segment Summary

Meeting Sales Market Segments

Social:	9	Group Tour:	3
Hobby:	1	Civic:	0
Religious:	29	Educational:	5
Old Code - Change to New Code:	0	Politics:	0
Medical:	1	Military:	5
Reunion:	8	Association:	10
Government:	5	Nonprofit Group:	5
Sports:	36	Fraternal:	8
Ethnic:	0	Corporate:	3

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Sales Department

Scorecard

SALES RESULTS							
Advertisement Results							
Blitz							
Inquiry	1	2	3	6	6		
Dogwood Digest							
Inquiry	1	1	1	3	3		
Success							
Inquiry	1	0	0	1	1		
Sales							
Carryovers							
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		
Leads	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		
Verbals	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		
Bookings	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		
Sales Functions	17	7	5	29	29		
Site Inspections	0	3	2	5	5		
Sales Blitz	1	4	1	6	6		
Calls Converted to Accounts	0	0	0	0	0		
Bid/Packages Mailed	0	0	0	0	0		
Client Presentations	0	2	1	3	3		
Trade Shows							
Connect Sports							
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		

Sales Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Connect Association							
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		
AENC Annual Meeting							
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		

Sales Department

Scorecard

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, NC		
5					Charlotte, NC		

Communications Department

Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	3,483	118	1,538 Clicks, Retweets, Replies
Facebook	9,282	24	6,101 Likes, Comments, Shares
Instagram	2,714	31	441 Likes, Comments



Communications Department

Press Release

FACVB Recognized for Destination Marketing Excellence *Bureau Secures Gold Tourism Achievement Award*

Fayetteville- The Fayetteville Area Convention and Visitors Bureau (FACVB) received a gold Tourism Achievement Awards at a North Carolina Travel Industry Association (NCTIA) Banquet, held September 11th and 12th in Concord. The purpose of the Tourism Achievement Awards is to honor and showcase innovation, best practices, creativity and results accomplished through the tourism industry's marketing efforts.

The bureau's e-newsletter for the sports market, "Hometown Huddle," was recognized in the Group Visitors category. The [Republik](#), out of Raleigh, designed the quarterly newsletter. View the August 2019 Hometown Huddle [HERE](#).

"Knowing that marketing and tourism professionals from around the country recognized one of our initiatives for their innovation and creativity is humbling," says John Meroski, FACVB President and CEO. "It proves our CVB is second to none."

The awards are presented annually by the NCTIA. Judging was conducted by CVB representatives, former chamber presidents and meeting planners and marketing professionals from communities around the country. Each entry was graded on a sliding point scale system and is evaluated on its own merit and demonstrated success in achieving the stated objectives.

Communications Department

Press Release

Harry Potter, Star Wars, Godzilla celebs highlight 2019 Fayetteville ComicCon

[Photos for Promotional Purposes](#)

photo credit to: VisitFayettevilleNC.com

Fayetteville, NC — For the first time, The 2019 Fayetteville ComicCon (FCC) is bringing in international special guests. *Harry Potter* star **Joshua Herdman**, who played Gregory Goyle in all eight *Harry Potter* movies, is flying in from London for the FCC.

The Crown Expo Center is host to the FCC Saturday, October 19 and Sunday, October 20.

Other special guests include:

- *Star Wars* legend **Colin Cantwell**, who designed the *Death Star*, the *x-wing fighter*, and the very first IMAX theatre.
- **TJ Storm**, the motion-capture actor who portrayed *Godzilla* plus *Colossus* in the *Deadpool* movies.
- **Richard Dorton**, **Jason Liles** and **Alan Maxson**, who together portrayed all three heads of monster *King Ghidorah*!
- **Jack Stauffer**, who played Lt. *Bojay* in the original *Battlestar Galactic*, and the original *Chuck Tyler* from *All My Children*.
- Pro wrestlers **Sgt. Slaughter**, who became the actual voice of the animated character and *Arn Anderson*, known as “The Enforcer.”

Communications Department

Press Release

World War II Silent Wings heroes to reunite in Fayetteville, North Carolina

Fayetteville, NC– Men who flew on silent wings to deliver troops, weapons and supplies in key points on the World War II front are coming to the Fayetteville, North Carolina area in October to reunite and remember those harrowing moments in battle against tyranny across the globe.

The 49th Annual National World War II Glider Pilot Reunion (WW2GPC) is coming to Fayetteville Oct. 10 – 12th. The reunion will join Glider pilots and several veterans from the various Troop Carrier groups including power pilots, other C-47 crew members, mechanics, as well as family members and historians. Approximately 125 veterans, members, researchers and flight officers from the Air Force Academy will be attending. The event will take place at the Doubletree by Hilton in Fayetteville.

Events throughout the conference include tours of Fort Bragg and dinner and presentations on post two evenings. The conference concludes with a dinner banquet at the hotel Saturday evening, with Lt. Col. Stewart Lindsay, Commander of the 2nd Battalion, 325th Airborne Infantry Regiment, as guest speaker.

Part of the evening's presentations will include Katharine Manning, daughter of Glider Pilot John George Manning accepting her father's long over due Bronze Star Medal (BSM.) BSM recipients were to have been awarded the medal in 1945 as requested by their commander Major Charles Gordon, of the 435th Troop Carrier Group.

Approximately 6,000 individuals were trained as glider pilots. The numbers of surviving glider pilots and troop carriers are declining as the age range is over 90 years old. The glider pilots are proud of their silver wings with the large letter "G" which they say, really stands for GUTS. It took guts to fly the glider beyond enemy lines on a one-way mission.

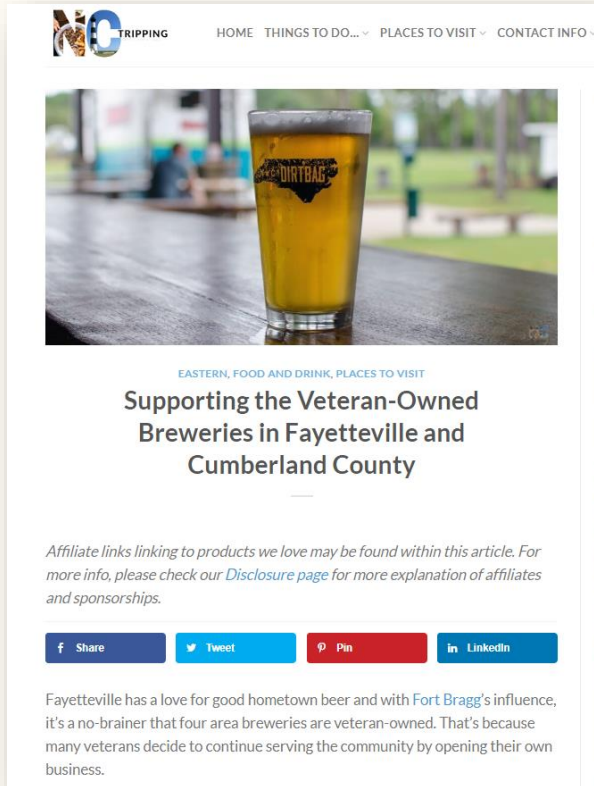
Veterans will be available to speak with the media and share stories from World War II. Please contact Mary Roemer, Reunion Chair 336-655-6607 about setting up media opportunities on Friday and Saturday. Contact Ms. Roemer or navigate to <https://www.ww2gp.org/reunion.php> for more information.

Communications Department

Earned Media

NC Tripping

Up & Coming (CVB Written)



The screenshot shows a webpage from NC Tripping. At the top, there is a navigation bar with 'HOME', 'THINGS TO DO...', 'PLACES TO VISIT', and 'CONTACT INFO'. Below the navigation is a large image of a beer glass with a 'DIRTY BAG' label on a wooden bar. The article title is 'Supporting the Veteran-Owned Breweries in Fayetteville and Cumberland County'. Below the title is a sub-header 'EASTERN, FOOD AND DRINK, PLACES TO VISIT'. The main text begins with 'Fayetteville has a love for good hometown beer and with Fort Bragg's influence, it's a no-brainer that four area breweries are veteran-owned. That's because many veterans decide to continue serving the community by opening their own business.' At the bottom of the article, there are social media sharing buttons for Facebook, Twitter, Pinterest, and LinkedIn.

[Full Article](#)



The screenshot shows a bulletin from Cumberland County, North Carolina, titled 'Go Fayetteville BULLETIN'. Below the title is a photograph of the Fayetteville Area Convention & Visitors Bureau building with an American flag flying in front. The article title is 'THE MISSING MAN TABLE - A PLACE SETTING FOR ONE, A TABLE FOR ALL'. The text reads: 'Join the Community-Wide Tribute to Honor Our Missing Comrades this Veteran's Day'. It continues: 'In addition to honoring our brave service members and their families through a series of events taking place across Cumberland County this November 7-11, Heroes Homecoming VII is also challenging businesses and organizations to participate in the Missing Man Table initiative as a way to inspire and help educate the public on the importance and symbolism of the display.' It then states: 'Currently, more than 100 missing man table kits have been reserved for this year's Missing Man Table initiative, with the number growing every day. Any Cumberland County businesses interested in signing up to be a part of this community-wide tribute to those Missing in Action should contact info@heroeshomecoming.com.' The final section is titled 'The Significance of the Missing Man Table Display' and explains: 'The Missing Man Table, similar to the Fallen Comrade Table, honors the memory of missing or imprisoned military service members. To date, North Carolina has more unaccounted for veterans than any state in the southeast, with a recorded 1,536 POW/MIA. The table honors the more than 85,000 Americans who left their homes, their families and their friends to defend the freedoms we enjoy today as well as the freedoms of others. They left in the service of our nation, yet they have not come home.'

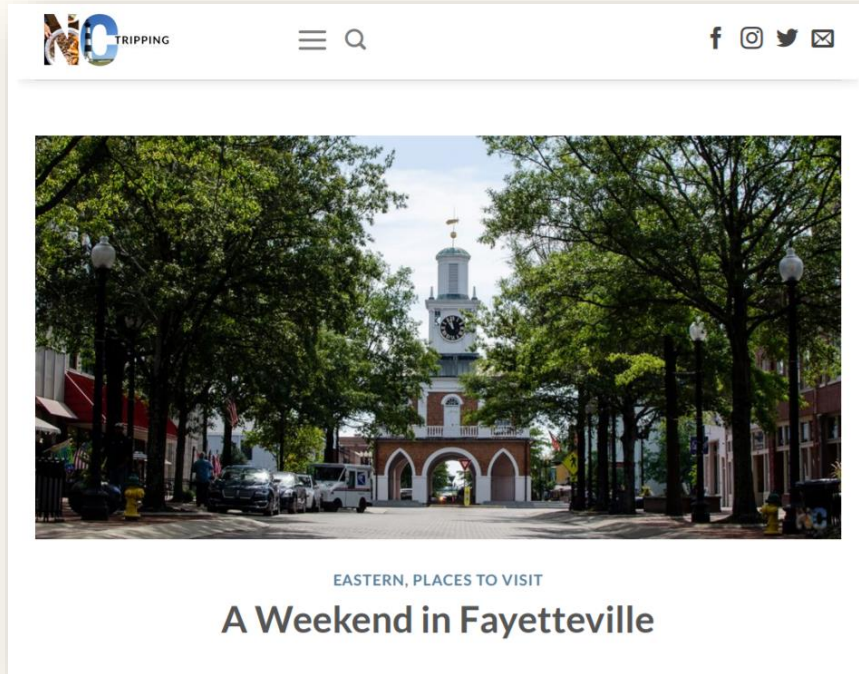
CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Communications Department

Earned Media

NC Tripping

An Open Suitcase



The screenshot shows the top of a website article from 'NC Tripping'. The header includes the site logo, a search icon, and social media icons for Facebook, Instagram, Twitter, and Email. Below the header is a large photograph of a street in Fayetteville, North Carolina, featuring a prominent clock tower in the background. Underneath the photo, the text reads 'EASTERN, PLACES TO VISIT' and 'A Weekend in Fayetteville'.

[Full Article](#)



The screenshot shows an article from 'An Open Suitcase'. The header has a navigation menu with links for HOME, Travel, Disney, Movies/Entertainment, Lifestyle, Recipes, Printables, and About/Contact. The article title is 'Harry Potter, Star Wars & Godzilla Heading To 2019 Fayetteville (NC) ComicCon'. It includes a date of September 20, 2019, the author Janice Brady, and a 'Leave A Comment' link. The main text says 'I love visiting Fayetteville, NC! They have some of the best dining spots, great places to stay, lots to see and some of the coolest events happen there.' Below the text is a promotional graphic for 'FAYETTEVILLE COMICCON' featuring characters like Green Lantern, Spider-Man, and Wonder Woman, with dates 'OCTOBER 19, 2019' and 'OCTOBER 20, 2019'.

[Full Article](#)

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
Visit Fayetteville NC Facebook							
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%
Go Fayetteville Facebook							
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		
Visit Spring Lake NC Facebook							
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		
Fayetteville Area Meeting Facebook							
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		
Visit Fayetteville NC Twitter							
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%
Visit Fayetteville NC Instagram							
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%

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
FACVB LinkedIn							
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%
E-Newsletter Subscribers	101	106	161	368	368		
Electronic Destination Guides Viewed	13	11	8	32	32		
Electronic Trail Guides Viewed	4	5	3	12	12		
FACVB Generated Blog Articles	2	1	0	3	3		
Public Relations							
FACVB							
Publicity Generated							
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		
Digital Marketing							
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		
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
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			
Online Requests							
1	Vacation	Vacation	Relocation	Vacation			
2	Visit Friends/Family	Other	Events/Festivals	Visit Friends/Family			
3	Relocation	Visit Friends/Family	Visit Friends/Family	Relocation			
Guest Books at VC							
1	Vacation	Vacation	Vacation	Vacation			
2	Specific Attraction	Traveling Through	Business	Visit Friends/Family			
3	Visit Friends/Family	Visit Friends/Family	Relocation	Events/Festivals			
Top States of Origin							
Hotel Guests							
1	Florida	Virginia	North Carolina	North Carolina			
2	North Carolina	Texas	New York	Florida			
3	Georgia	North Carolina/Pennsylvania	Florida	New York			
Online Requests							
1	North Carolina	North Carolina	North Carolina	North Carolina			
2	Florida	Pennsylvania	South Carolina	Florida			
3	Georgia	Georgia	Virginia	Georgia			

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Guest Books at VC							
1	North Carolina	North Carolina	North Carolina	North Carolina			
2	Arizona	Texas	Georgia	Arizona			
3	New Jersey	New York	Arizona	Texas			
Top Areas of Interest (Top 3)							
Hotel Guests							
1	Dining	Dining	Dining	Dining			
2	Arts & Entertainment	Arts & Entertainment	Military Sites	Arts & Entertainment			
3	Museums	Museums	Arts & Entertainment	Museums			
Online Requests							
1	Museums	Outdoor Recreation	Dining	Events/Festivals			
2	Historical Sites	Museums	Museums	Museums			
3	Outdoor Recreation	Events/Festivals	Events/Festivals	Outdoor Recreation			
Guest Books							
1	Museums	Museums	Museums	Museums			
2	Arts & Entertainment	Historical Sites	Dining	Historical Sites			
3	Historical Sites	Dining	Historical Sites	Dining			
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	5.00	4.96	4.98	4.98			
to Date	5.00	4.98	4.98				
Guest Books							
by Month	4.58	4.76	4.55	4.63			
to Date	4.58	4.67	4.63				
Overall							
by Month	4.79	4.86	4.77	4.81			
to Date	4.79	4.83	4.81				

Tourism Department

Tradeshows/Partnerships



Tourism Sales Manager Jessica Bennett attended the NC/SC/VA Motorcoach Tradeshow and Conference September 18-22. She made 24 contacts and has 14 follow-ups.

Finalized details on Heroes Homecoming VII, which will take place November 7-11 with 21 events, 3 exhibits and 31 partners.

Tourism Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS							
Advertisement Results							
Group Tour Magazine							
OnTarget Digital Program							
Impressions	0	103,828	79,060	182,888	182,888		
Clicks	0	132	117	249	249		
Leisure Group Travel Magazine							
Reader Service Leads	0	0	0	0	0		
Tradeshows							
NCMA/VAMC/MCASC							
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		
Sales							
Civic Presentations							
Civic Presentations	0	0	0	0	0		
Site Inspections							
Site Inspections	1	4	0	5	5	18	27.78%
Leads							
Leads	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		
Verbal Bookings							
Verbal Bookings	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		
Bookings							
Bookings	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		
Annual Lead Conversion							
Current Fiscal Year (19-20)							
Annual Lead Conversion							
Leads					15	35	42.86%

Tourism Department

Scorecard

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		

Visitor Services Department

Fulfilled 17 Group Service Requests

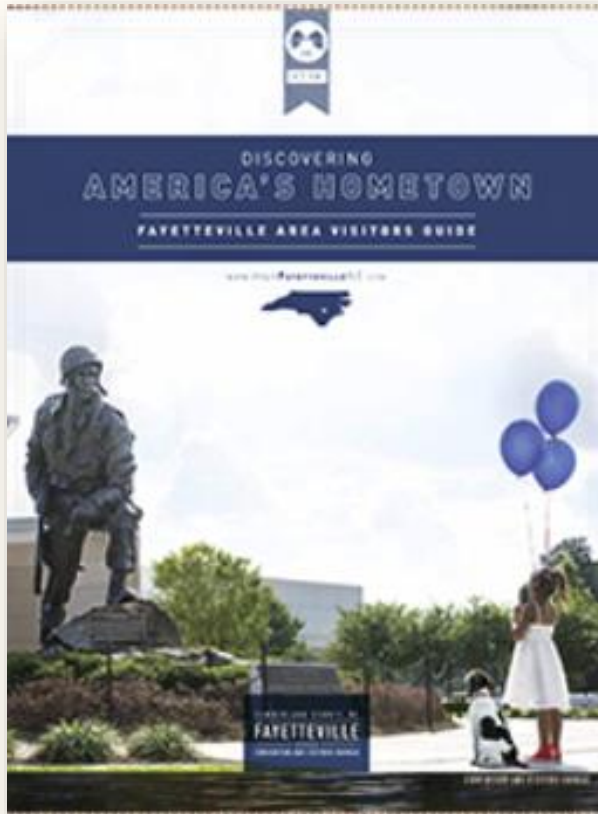
Includes internal FACVB requests, walk-ins, meetings etc.



Visitor Services Department

Distributed 1,246 Visitor Guides

to hotels, welcome centers, visitors, FACVB advertising and visitor generation, AAA offices and others



Handled 587 Visitor Inquiries

via phone, walk-ins, web at two Visitor Centers for both local and out-of-town guests



CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Visitor Services Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guide							
Number Distributed	2,773	2,672	1,246	6,691	6,691		
VisitFayettevilleNC.com	58	41	28	127	127		
Inquiries							
FACVB Main Office							
Calls							
Tourism Information	36	67	52	155	155		
Local Information	101	79	59	239	239		
Total Calls	137	146	111	394	394		
Walk-Ins							
Local Residents (Tourism)	182	190	176	548	548		
Out-of-Town (Tourism)	147	152	126	425	425		
Total Walk-Ins	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 In Mickey-Gas Card Inquiry	N/A	8	0	8	8		
Total	1,309	908	587	2,804	2,804		
Transportation Museum							
Walk-Ins							
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		
Miscellaneous							
Group Service Request	21	19	17	57	57		
Meetings/Events Serviced	2	1	1	4	4		

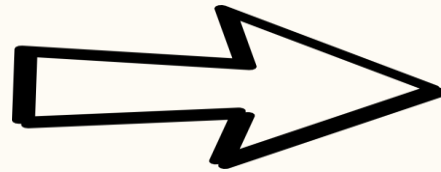
Everything Begins with a Visit

Thank You!



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC



CUMBERLAND COUNTY

NORTH CAROLINA

- ✓ Economic Impact of \$574 million
- ✓ 4,730 jobs with a \$110.54 million payroll
- ✓ State and Local Taxes of \$42.87 million

a \$130.25 tax savings to each county resident.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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