

DISTINCTLY
FAYETTEVILLE
THE JOURNEY

Tomorrow

**The Journey
Continued**



**The Journey
Began**

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU



HOW *THE JOURNEY* BEGAN...

For the sake of the review highlighted in this document, "*The Journey*" began in May 2021. A new Interim President and Chief Executive Officer (CEO) began leadership of the Fayetteville Area Convention & Visitors Bureau (FACVB), now Distinctly Fayetteville. The organization was in a transition phase and rebuilding post-COVID. The charge given was to perform a forensic review of all areas and facets of the FACVB and lead changes, both large and small, to ensure the future success of the organization.

This document highlights the efforts of the entire Distinctly Fayetteville Team, with the direction of our new Board of Directors. Much has been done and accomplished in moving successfully forward. Much is yet to be done to build on the successes of the past year and five months. The objectives revolve around creating an organization that successfully operates as a regional CVB/Destination Marketing Organization.

*We are committed to continuing the work to enhance "*The Journey*."*

CORE ORGANIZATIONAL BELIEFS AND COMMITMENTS DEVELOPED

- Distinctly Fayetteville is the Tourism Marketing Arm of Fayetteville/Cumberland County, fueled by Research-Based Marketing.
- We are committed to conducting ongoing tourism industry-based research. We invested in the Foundational Tourism Research Initiative, which included:
 1. The Stakeholder Study, which provided insights from local stakeholders.
 2. The Scout Report, which provided real-time data (cell phone signals) that showed the geographic distribution of visitors. No more guessing who our visitors are!
 3. The Tourism Market Study, which targeted regional travelers to assess and measure traveler sentiment, brand health, visitor profile, and barriers to visitation.
 4. The Foundational Tourism Summary, which generated consumer truths that have provided a launching point for the Strategic Marketing and Media Plan, moving forward in 2022 and beyond.
- We created Core Values with buy-in from all Team Members and the Board of Directors.

CORE VALUES

Transparency
Visibility
Respectability
Partnership
Leadership

ACCOMPLISHMENTS BASED ON CORE COMMITMENTS AND CORE VALUES

- For the first time in 17 years, we conducted a Request for Proposal (RFP) process for new Marketing and Creative, Paid Media, and Public Relations (PR) agencies.
- We secured all assets, trademarks, and URLs that were considered the previous agency's assets per the signed contract with them.
- We hired appropriate attorneys to protect assets and contracts.
- We updated the by-laws for the Board of Directors to create a Board and organization structure more representative of the travel and tourism industry of Cumberland County.
- We restructured and rebuilt -- from top to bottom -- the organization, which streamlined and made it a more efficient Destination Marketing Organization (DMO).
- We created community partnerships and relationships with businesses and residents of Cumberland County.
- We streamlined room night reporting, honestly focused on accurately reporting and consistent with industry standards. This new reporting process replaced one fraught with purposely over-reporting and inaccurate numbers and customer information.
- We upgraded our boardrooms with new technology to support remote meetings with partners and Team Members and made those upgrades available to outside partners.
- For the first time in our history, Fiscal Year 2022 had a comprehensive business Strategic Marketing Plan to guide the tactics and measurements of the work of Distinctly Fayetteville. We will continue with an upgraded and updated Fiscal Year 2023 plan.
- Departments began presenting measurements and metrics on a monthly and quarterly basis to the Bureau and Tourism Development Authority (TDA) boards. This is encapsulated and published in the new monthly/quarterly document, Bureau News.
- We updated its Employee Handbook and Operations Manual, including policies and procedures which were then approved by the Board of Directors.
- The Team reviewed, updated, and corrected many inconsistencies and errors within our database.
- Appropriate Team Members -- for the first time -- are now afforded the opportunity to attend Distinctly Fayetteville and TDA Board of Director meetings to address any questions that arise from those respective Board members.
- We hosted a first-ever FACVB Board Orientation to help the Board of Directors understand the role and purpose of a Convention and Visitors Bureau/DMO and what everyone's role is within the organization.
- Team Member Directors -- for the first time -- are now involved in the creation and are managing their own respective budgets.
- We created and implemented a new Hotel General Manager/Owner meeting to take place bi-annually.
- We re-introduced Director of Sales meetings each quarter during the fiscal year.
- We implemented new sales and marketing tools, including Destination International's Economic Impact Calculator and Simpleview's MINT+ Sales Tool for identifying new business.

- We established the Scout Report, which tracks visitors to Cumberland County based on smartphone pings. We recently added new functionality to include two points of interest (Cool Spring Downtown District and the Crown Complex). For these points of interest, the capability has been added to filter in or out the local visitors as well. All the data is captured and available from 2019 to September 2022 and will be updated monthly.
- As directed by the TDA, the Sales Department established a new Incentive Program, welcoming the opportunity to support events through funding assistance. We consider profit and not-for-profit events that will attract out-of-town visitors to Fayetteville and Cumberland County.
- Six hotels have allowed us to display touchless visitor information stands in their lobbies, elevators or on their countertops. We have a Morale-Welfare-Recreation (MWR) display at Dragon Lanes on Fort Bragg, and we are currently seeking approval from MWR and the Fort Bragg Public Affairs Office to post information that will reach Family Readiness Groups and individual soldiers in the barracks.
- We facilitated a Team Member off-site meeting to help foster teamwork and morale. The meeting will be continued regularly.
- Team Members now have a sense of pride in belonging and participating in the organization's success.
- We digitized 39 years' worth of documents.

DISTINCTLY FAYETTEVILLE

THE JOURNEY CONTINUED...

UPDATE ON THE PROGRESS OF MEDIA OVERVIEW AND LEARNING

- Teams deployed our “bridge” media strategy, which allows for an evergreen media presence while our larger brand campaign has been developed. Current tactics in the market include paid Search Engine Marketing (SEM), paid social media marketing, and promotion of content through programmatic (targeted by the audience) advertising.
- Based on research about key audiences most likely to travel to Fayetteville, the teams tested media channels and tactics that will be leveraged to launch the larger brand media campaign in late 2022 through 2023.
- Social media, digital, and SEM efforts have driven immediate positive results, including nearly 14 million impressions and an additional 91,000 clicks to the website. These efforts have also generated significant engagement from our target audiences — in fact, from 30 to 40% above the industry benchmark.

PR EFFORTS

We have developed and deployed a PR strategy focused on highlighting the region and stimulating broad awareness of all that the Fayetteville area has to offer. The strategy includes:

- Strategic overview
- Coverage to date
- Learning to date

REBRANDING

We embarked on an exploration to simplify, improve, and update the organization’s name and logo. The goal was to find an intuitive and clear name -- one that better communicates who we are, what we do, and what the bureau stands for to our audience. The exploration included:

- A strategic path to naming
- Logo and brand identity options
- Input and path forward
- Website status

CREATIVE CAMPAIGN

When we considered the assignment of what a new creative campaign must overcome, there were two challenges that stood out: low awareness and a lack of understanding about who we are and what we have to offer. Our challenge was to create a campaign that redefines Fayetteville and Cumberland County by educating and inspiring audiences -- all while building a sense of pride and community among the residents and local businesses. The efforts included:

- Strategic foundation
- Distinct creative campaign options
- Input and path forward

FINAL BRAND POSITIONING

In order to have a clear direction on where we go moving forward with a rebrand and creative campaign, we had to curate a new foundational brand positioning statement that grounds us in every decision we make moving forward. Based on foundational tourism research we commissioned and the onboarding of a new agency, and the experiences that they had when they were introduced to the Fayetteville and Cumberland County area, here is our new brand positioning statement:

**Here, history meets history in the making.
Where Southern charm meets modern flair.
Unexpected thrills bring unexpected respite.
And radically different experiences create one unique destination.
Discover why it all works in the Fayetteville area.**

Much more is on the horizon and in the works! Stay tuned ...

DISTINCTLY **FAYETTEVILLE**

THE JOURNEY CONTINUES...

November 1, 2022

We launched a new tourism brand.

“WHAT DO WE DO TOMORROW?”

HIGH PRIORITY ACTIVITIES THROUGH FY 2023

- **December 12, 2022 – New Refreshed/Branded Website Launch**
 - **January 11, 2023 – Marketing Campaign Launch**
 - **April 2023 – “Have You Done It ‘Yette?” Media Tours**
 - **May 2023 – State of Tourism in Cumberland County Annual Meeting (Tentative)**
- **June 2023 – Brand Assessment and Visitor Profile Study Launch**

DISTINCTLY FAYETTEVILLE, ALONG WITH OUR PARTNER AGENCIES



ARE WORKING ON THE FOLLOWING PROJECTS

December 2022

Lead Partner: Mythic

<p>Notecard/Postcard</p> <p>Use the approved Distinctly Fayetteville brand identity to create a notecard with matching envelopes and a postcard. These will serve as an addition to the completed stationery suite.</p>	<p>Impact</p> <p>Team Members at Distinctly Fayetteville can use these notecards and postcards as a means of following up on business leads and engaging visitors.</p>
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December 2022

Lead Partner: Mythic

<p>Local Print</p> <p>Repurpose an approved print ad design to traffic in Fayetteville's Up & Coming Weekly Pocket Guide.</p>	<p>Impact</p> <p>Distinctly Fayetteville has secured the front cover and a two-page spread in the pocket guide. This will help inform the community of the Distinctly Fayetteville team's efforts to bring visitors to Fayetteville and Cumberland County and garner local advocacy.</p>
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December 2022

Lead Partner: Mythic

<p>E-Newsletter Template</p> <p>Create a fully designed template for monthly engagement with our identified audiences and email contacts. These can be updated with news and content at any time and will be sent through Mailchimp, an email marketing platform.</p>	<p>Impact</p> <p>This template will be crafted and curated by the Distinctly Fayetteville team to provide the most important and relevant information about Fayetteville and Cumberland County and sent to specifically targeted groups identified in Mailchimp.</p>
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December 2022

Lead Partner: Mythic

<p>I-95 Billboards</p> <p>Using the campaign concept, Have you done it 'Yette?, Create four billboards that will be placed along I-95. Two will be Exit 49 focused, and the other two will be general Fayetteville and Cumberland County.</p>	<p>Impact</p> <p>The eye-catching campaign design elements will attract the attention of travelers on I-95, encouraging them to stop off and experience all that Fayetteville and Cumberland County have to offer.</p>
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December 2022

Lead Partner: Mythic

<p>Airport Out of Home (OOH) Advertising</p> <p>Using the campaign concept, Have you done it 'Yette?, Create Fayetteville Regional Airport OOH billboards to attract traveler traffic to Fayetteville and Cumberland County.</p>	<p>Impact</p> <p>The eye-catching campaign design elements will attract the attention of travelers in airports, encouraging them (while in a travel mindset) to book a trip and experience all that Fayetteville and Cumberland County have to offer.</p>
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December 2022**Lead Partner: Mythic**

<p>New Airport Poster</p> <p>Work to lock down a new location in Fayetteville Airport with our new creative to launch ASAP.</p>	<p>Impact</p> <p>Get the new brand out to audiences traveling in and out of Fayetteville to continue to build momentum.</p>
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December 2022**Lead Partner: Mythic**

<p>Potential Content Opportunities</p> <p>Connecting with Cityview on the potential to leverage some of their paid sponsored content opportunities in December vs. the launch time period in January. We need to regroup to see if any content is recommended to promote as we head into the holidays.</p>	<p>Impact</p> <p>Increase the visibility of the new campaign locally</p>
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December 2022 and Continuing Every Month Thereafter**Lead Partner: H2R Research**

<p>Scout Report Updates</p> <p>A comprehensive report that provides interactive visualizations of the geographic dispersion of Fayetteville/Cumberland County visitors and Points of Interest (POI) in a convenient online platform. Updated monthly, these results are fueled by geolocation intelligence and can be examined by individual date/range of dates from January 2019 to the present.</p>	<p>Impact</p> <p>These insights provide area decision-makers with insights into where to advertise most efficiently and inform how well past advertising efforts have impacted results from advertised markets.</p>
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December 2022 and Continuing Into 2023**Lead Partner: Eckel & Vaughan**

<p>Proactive Media Relations Outreach</p> <p>Continue to utilize story and pitch gathering, DistiNtly Fayetteville-developed resources, and local events to identify media relations opportunities targeting specific regional and travel publications and highlighting what makes Fayetteville and Cumberland County distinct.</p>	<p>Impact</p> <p>Utilizing the new DistiNtly Fayetteville name and Have You Done It 'Yette' campaign will help our pitches stand out to media targets as we highlight what makes the region distinct.</p>
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December 2022 and Continuing Into 2023**Lead Partner: Eckel & Vaughan**

<p>Ongoing Local Column</p> <p>Pitch Up & Coming Weekly or CityView for a DistiNtly Fayetteville or Have You Done It 'Yette? monthly column. The column will intend to highlight what makes Fayetteville and Cumberland County distinct and/or attractions, amenities, restaurants, etc., to ask if residents have done them 'Yette.</p>	<p>Impact</p> <p>This will help facilitate a steady drumbeat of awareness and buy-in locally for the new brand and campaign.</p>
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12 December 2022**Lead Partner: Mythic**

<p>Website</p> <p>Mythic has designed a rebranded website that reflects the new DistiNtly Fayetteville messaging and design look and feel. We are working in partnership with Simpleview, which will have the site live by December 12, 2022.</p>	<p>Impact</p> <p>With a new website reflective of the new DistiNtly Fayetteville brand identity, we can confidently direct paid media to the site, adding to brand cohesion. This site also provides an effective user experience to page viewers and helps them get to what they need faster.</p>
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Mid-December 2022 (January 2023 Market Launch)

Lead Partner: Mythic

<p>:30 & :15 Commercial Spots</p> <p>Using the video content gathered at our production, Mythic will deliver commercial shots that ask the question, Have you done it `Yette? The spots will showcase the variety of experiences in Fayetteville and Cumberland County and promote a sense of urgency to book something.</p>	<p>Impact</p> <p>These videos will be critical in capturing the attention of our target audiences, and the assets will be strategically placed into the market by Adams & Knight.</p>
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Mid-December 2022 (January 2023 Market Launch)

Lead Partner: Mythic

<p>Digital Media Assets</p> <p>Following the approved campaign concept, Have you done it `Yette?, Mythic will create digital banner ads and paid social media ads. These ads will highlight various things to do in Fayetteville and Cumberland County.</p>	<p>Impact</p> <p>These ads will reach our target audience while they use the web, and while they scroll through their favorite social media channels, all strategically placed into the market by Adams & Knight.</p>
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December 2022 through early 2023

Lead Partner: Mythic

<p>Brand Guidelines, Campaign Toolkit, and Press Kit</p> <p>With the approval of the DistiNctly Fayetteville brand and campaign, Mythic will create brand guidelines and accompanying tool/press kits for internal and external use and the repurposement of brand elements.</p>	<p>Impact</p> <p>These material resources will help to streamline the approved brand to promote cohesiveness across work and assets. Being armed with these guides and kits also allows us to engage and share the brand with local businesses that want to get involved while also maintaining the integrity of the brand.</p>
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December 2022 through January 2023

Lead Partner: Mythic

<p>Phase 2 Photography</p> <p>Using the momentum of our Phase 1 photography shoot, Mythic will plan and execute a second photography session.</p>	<p>Impact</p> <p>This photography session will ensure that new experiences/attractions are represented and that further seasonality is showcased.</p>
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December 2022 through early 2023

Lead Partner: Mythic

<p>Environmental Signage</p> <p>Design environmental/office branding for physical implementation at the DistiNctly Fayetteville office building. This will include interior and exterior signage, rugs, posters, and other branded elements.</p>	<p>Impact</p> <p>Branded elements that will live in and at the DistiNctly Fayetteville office will provide the organization with a new level of brand cohesiveness, establish credibility as "DistiNctly Fayetteville," and entice visitors with our exciting new brand identity.</p>
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January 2023

Lead Partner: Mythic

<p>Partner Social Media Toolkit</p> <p>Develop a one-pager that includes 3-5 social media posts for Fayetteville tourism partners to post on their social media channels.</p>	<p>Impact</p> <p>Increase the visibility of the campaign and energize/activate local tourism partners.</p>
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January 2023

Lead Partner: Mythic

<p>Have You Done It 'Yette? Social Media Quiz</p> <p>Develop an interactive quiz that utilizes the various featured campaign partners. Challenge users to test their knowledge of Fayetteville for a chance to win a Have You Done It 'Yette trip to Fayetteville. Participants must submit their email for a chance to win, emails will then be used to build up the consumer newsletter email list.</p>	<p>Impact</p> <p>Increase campaign engagement with the target audience, increase the visibility of tourism partners, and increase the consumer email list.</p>
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January 2023

Lead Partner: Mythic

<p>Have You Done It 'Yette? Social Media Quiz</p> <p>Develop an interactive quiz that utilizes the various featured campaign partners. Challenge users to test their knowledge of Fayetteville for a chance to win a Have You Done It 'Yette trip to Fayetteville. Participants must submit their email for a chance to win, emails will then be used to build up the consumer newsletter email list.</p>	<p>Impact</p> <p>Increase campaign engagement with the target audience, increase the visibility of tourism partners, and increase the consumer email list.</p>
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January 2023

Lead Partner: Mythic

<p>Have You Done It 'Yette? Social Media Quiz</p> <p>Publish campaign posts throughout the launch day -- will need various social posts for each platform. High-level campaign posts.</p>	<p>Impact</p> <p>Increase the visibility of the campaign and energize/activate local tourism partners.</p>
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January 2023

Lead Partner: All Partners

<p>January Media Launch</p> <p>Focused with all partners to ensure dates, executions, etc., are good to go to ensure a successful launch of the new branding.</p>	<p>Impact</p> <p>Bring the new brand to external markets outside of Fayetteville as well as focus more dollars on local community after the holidays to build momentum.</p>
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January 2023

Lead Partner: Eckel & Vaughan

<p>Targeted Brand Launch Pitching – Specific Trades</p> <p>We've announced the new brand regionally, but when the January campaign launch comes, we will pitch our target publications again with the news. This time we will also focus more specifically on outreach to travel, beer (highlighting the DistiNctly Fayetteville Dirtbag Ales beer), and advertising (highlighting the strong Mythic work) publications.</p>	<p>Impact</p> <p>Through brand launch announcements and follow-up, broaden awareness for Fayetteville and Cumberland County across regional publications and specific trades, including travel, beer, and advertising.</p>
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Spring 2023

Lead Partner: Eckel & Vaughan

<p>Have You Done It 'Yette? Media Tour</p> <p>The "Have You Done It 'Yette?" campaign slogan provides ample opportunity to entice and engage target regional lifestyle media. We are developing an itinerary for the top distinct places for target media to experience in Fayetteville and Cumberland County and bill it as the Have You Done It 'Yette? media tour.</p>	<p>Impact</p> <p>This tour will allow us to highlight top, distinct attractions, activities, restaurants and more. We will facilitate the tour in April or May so we can highlight the area's ample outdoor attractions, but it can also be replicated for additional media opportunities in the future</p>
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June 2023

Lead Partner: H2R Research

<p>Updated Brand Assessment & Visitor Profile</p> <p>This study, scheduled to be delivered in June 2023, will provide an updated evaluation of Fayetteville/Cumberland County's brand health and perception that will be compared with a baseline study conducted in late 2021. Additionally, this same study will deliver a detailed visitor profile that examines area visitors' behaviors, demographics, and seasonality of visitation.</p>	<p>Impact</p> <p>Insights from this study will be used to measure how Fayetteville's brand perception and visitor profile have changed in recent years. More importantly, it will inform future marketing decisions to help make those investments more efficient and effective.</p>
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Late 2023

Lead Partner: H2R Research

<p>Visitation Quantified/Lodging Multiplier Model</p> <p>Armed with a measure of key performance indicators provided by the Brand Health Study and STR results, H2R Market Research will create a visitation projection model that quantifies Fayetteville/Cumberland County's annual visitation and will provide estimated projections overall and by month as well as for Day-Trips, Overnight Visitation and the number of Hotel/Motel visitors.</p>	<p>Impact</p> <p>This information will deliver a baseline from which all future efforts can be compared.</p>
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The entire DistiNCTly Fayetteville team, Board of Directors and Partners are working harder than ever.

We have accomplished so much – with so much more to do...

Keep following us on this Journey as we go the distance!