

Scorecard for Fiscal Year 2016-2017

October 2017

Communications Department						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
Facebook						
Users/Followers		6,765				
Postings	149	46			46	195
Twitter						
Users/Followers		2,842				
Postings	110	36			36	146
Instagram						
Users/Followers		1,567				
Postings	41	17			17	58
Event Calendar Postings <i>(not including FACVB site)</i>	478	243			243	721
Electronic Destination Guides Viewed	64	15			15	79
FACVB Generated Blog Articles	14	5			5	19
PUBLIC RELATIONS						
FACVB (In-House)						
Articles Generated						
Out of Market	18	8			8	26
Local	14	5			5	19
Press Releases Issued	5	3			3	8
Travel Writer Visits	7	0			0	7
Martin Arms						
Articles Generated						
Out of Market	0	1			1	1
Local	0	0			0	0
Republik						
Articles Generated						
Out of Market	7	11			11	18
Local	5	1			1	6
Totals						
Articles Generated						
Out of Market	25	17			17	42
Local	19	6			6	25

Sales Department						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
Bookings (Annual Goal = 20,000)	32	2			2	34
Bookings-Attendance	159,505	1,700			1,700	161,205
Bookings-Room Nights	3,258	568			568	3,826
Bookings-Economic Impact	\$1,385,228	\$257,540			\$257,540	\$1,642,768
Verbal Bookings	34	7			7	41
Verbal Bookings-Attendance	75,242	12,140			12,140	87,382
Verbal Bookings-Room Nights	13,178	3,729			3,729	16,907
Verbal Bookings-Economic Impact	\$4,675,206	\$1,488,270			\$1,488,270	\$6,163,476
Leads	40	11			11	51
Leads-Attendance	56,764	12,571			12,571	69,335
Leads-Room Nights	5,844	2,899			2,899	8,743
Leads-Economic Impact	\$2,260,620	\$2,237,934			\$2,237,934	\$4,498,554
Sales Functions	26	14			14	40
Site Inspections	6	2			2	8
Sales Blitz	6	1			1	7
Calls Converted to Accounts	4	1			1	5
Bid/Packages Mailed	1	0			0	1
Client Presentations	6	1			1	7

Tourism Department						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
Civic Presentations	0	3			3	3
Bookings	3	2			2	5
Bookings-Attendance	275	24,500			24,500	24,775
Bookings-Room Nights	67	188			188	255
Bookings-Economic Impact	\$5,543	\$19,605			\$19,605	\$25,148
Verbal Bookings	6	1			1	7
Verbal Bookings-Attendance	23,169	3000			3,000	26,169
Verbal Bookings-Room Nights	122	0			0	122
Verbal Bookings-Economic Impact	\$232,446	\$5,700			\$5,700	\$238,146
Leads	7	4			4	11
Leads-Attendance	3,335	265			265	3,600
Leads-Room Nights	217	157			157	374
Leads-Economic Impact	\$64,980	\$47,310			\$47,310	\$112,290
Welcome Center Coupon Card - Room Nights	1	0			0	1
Welcome Center Coupon Card - Estimated Value	\$128	\$0			\$0	\$128
Occupancy(%) Cumberland County FY 15/16						
Cumberland County		No Data Yet				
North Carolina		No Data Yet				
ADR (Average Daily Rate) (\$) FY 15/16						
Cumberland County		No Data Yet				
North Carolina		No Data Yet				
Rev PAR (Per Available Room) (\$)						
Cumberland County		No Data Yet				
North Carolina		No Data Yet				

Visitor Center Department						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
Destination Guide						
Number Distributed	18,459	7,197			7,197	25,656
Via VisitFayettevilleNC.com	98	30			30	128
INQUIRIES						
FACVB Main Office						
Calls						
Tourism Information	108	37			37	145
Local Information	223	104			104	327
Total Calls	331	141			141	472
Walk-Ins						
Local Residents (Tourism)	673	194			194	867
Out-of-Town (Tourism)	606	165			165	771
Total Walk-Ins	1,279	359			359	1,638
Drive Thru	6	2			2	8
Relocation/Retiree Info	17	8			8	25
Transportation Resources	0	0			0	0
Same Day Group Service Request	13	0			0	13
Local Directions	57	27			27	84
Total Inquiries	1,514	396			396	1,910
Transportation Museum						
Walk-Ins						
Local Residents (Tourism)	774	136			136	910
Out-of-Town (Tourism)	294	88			88	382
Cross Creek Mall						
Walk-Ins						
Local Residents (Tourism)	855	223			223	1,078
Out-of-Town (Tourism)	24	10			10	34
Group Service Request	78	25			25	103
Meetings/Events Serviced	9	4			4	13