

Bureau Business Brief: Monthly Results Report

July 2018

John Meroski
Chief Executive Officer,
FACVB

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Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - July 2018 vs July 2017												Year to Date - July 2018 vs July 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	68.2	69.0	106.85	106.21	72.87	73.33	-1.2	0.6	-0.6	1.6	2.2	0.9	63.9	64.2	103.14	101.28	65.88	65.03	-0.5	1.8	1.3	3.9	2.6	2.0	1803	1184	157819	125088
Cumberland County, NC	65.2	68.4	78.60	76.89	51.24	52.56	-4.6	2.2	-2.5	1.1	3.7	-1.1	64.7	68.3	77.25	76.00	49.98	51.92	-5.3	1.6	-3.7	-0.5	3.4	-2.1	70	51	6332	5291
Johnston County, NC	58.2	56.0	75.09	74.17	43.73	41.51	4.1	1.2	5.4	9.0	3.4	7.6	56.1	54.3	72.98	72.46	40.92	39.34	3.3	0.7	4.0	4.6	0.5	3.9	33	25	2293	1823
Robeson County, NC	66.5	64.2	77.96	77.54	51.87	49.80	3.6	0.5	4.2	1.4	-2.7	0.9	61.6	66.1	74.69	76.55	46.01	50.63	-6.9	-2.4	-9.1	-11.6	-2.7	-9.4	28	15	1833	1188
Wake County, NC	67.2	68.6	102.03	97.82	68.59	67.06	-1.9	4.3	2.3	5.6	3.2	1.2	69.3	70.2	105.63	102.53	73.22	72.02	-1.3	3.0	1.7	6.6	4.8	3.4	140	130	16823	16048
Durham County, NC	67.0	64.2	98.42	95.01	65.90	61.03	4.2	3.6	8.0	8.0	0.0	4.2	68.4	67.6	105.61	103.81	72.22	70.16	1.2	1.7	2.9	3.7	0.8	2.0	65	61	8401	8008
Edgecombe County, NC																												
Guilford County, NC	63.5	59.5	94.38	86.32	59.90	51.40	6.6	9.3	16.5	16.4	-0.1	6.5	59.5	58.9	97.54	93.28	58.09	54.90	1.2	4.6	5.8	5.7	-0.1	1.1	4	2	216	126
Harnett County, NC	57.6	58.0	75.72	79.27	43.62	45.97	-0.7	-4.5	-5.1	-5.1	0.0	-0.7	58.2	57.5	75.08	76.36	43.70	43.92	1.2	-1.7	-0.5	-0.5	0.0	1.2	85	68	10174	9052
Moore County, NC	64.0	66.1	122.49	117.40	78.34	77.65	-3.3	4.3	0.9	0.8	-0.1	-3.4	59.1	57.9	123.24	120.44	72.85	69.73	2.1	2.3	4.5	4.4	-0.1	2.0	11	8	859	638

Visitor Profile

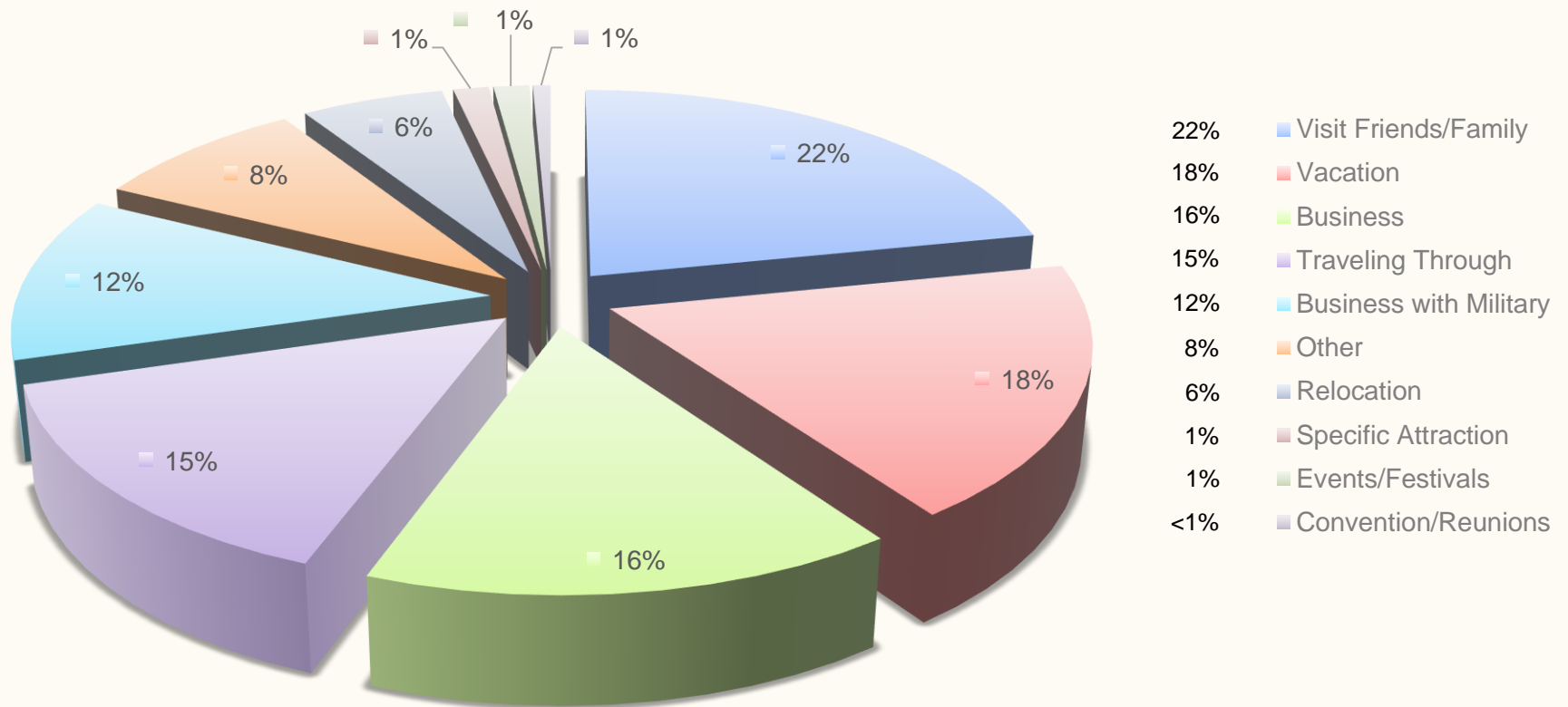
Statistics

Sources: Attractions, Electronic Kiosks, Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 29%, Virginia 8% and Florida 7%.
2. The visitors' reason for visiting was Visit Friends/Family 22%, Vacation 18% and Business 16%.
3. The top areas of interest were Dining 14%, Arts & Entertainment & Shopping 10% each and Historic Sites 9%.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.65.

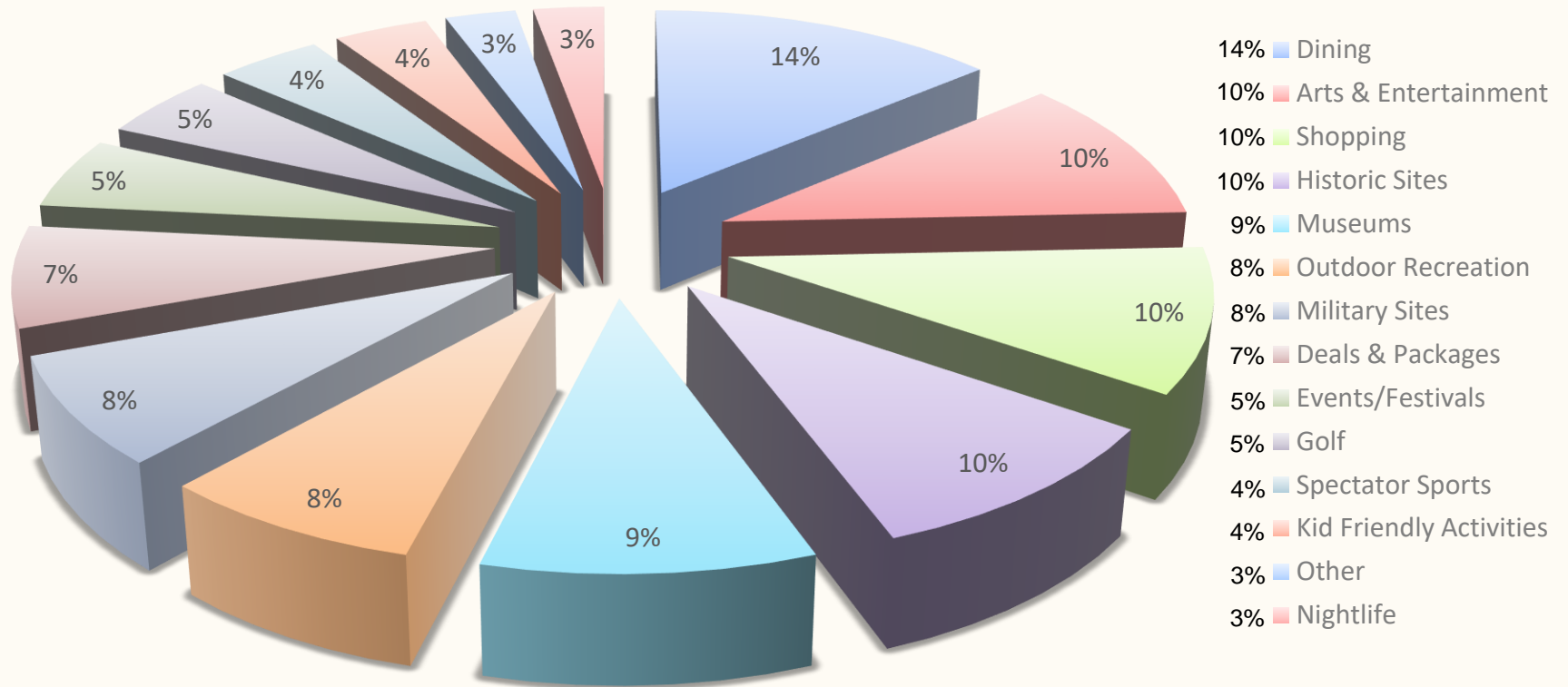
Visitor Profile

Reason for Visiting



Visitor Profile

Visitor's Interests



Sales Department

Meeting and Sporting Event Solicitation Activity



	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
Grand Totals:	98	156,076	17,132	52,018	\$30,715,818.00
Cancelled:	1	1,000	0	0	\$13,680.00
Closed:	2	1,000	110	120	\$114,000.00
Definites:	13	5,900	764	1,291	\$897,180.00
Assist:	0	0	0	0	\$0.00
Lost:	9	27,520	3,242	7,946	\$11,598,360.00
Pending:	7	7,800	1,150	3,625	\$2,952,600.00
Verbal Definites:	4	3,150	375	750	\$188,100.00
Canceled from Pending:	0	0	0	0	\$0.00

Lead Source Summary

Tourism Development Authority (TDA) Grant:	3	Crown Coliseum:	1
CVent:	5	RCMA No Longer Used:	4
Association Executives of North Carolina (AENC) - Annual Meeting:	3	SGMP Annual Meeting:	1
Client Contacted Us:	12	Helms Briscoe:	1
Previous Client Referrals:	7	Parks & Recreation:	10
Sales Blitz:	3	Internet/ CVB Website No Longer Used:	1
Strategic Database Research (SDR):	1	Networking:	1
Advertising Masonics:	1	Internet/CVB Website:	1
Rejuvenate Marketplace:	6	National Association of Sports Comm:	3
Travel Alliance Partners (TAP):	1	RCMA:	2
Bureau Generated:	10		

Market Segment Summary

Meeting Sales Market Segments

Trainings:	0	Social:	4
Group Tour:	1	Performance Group:	0
Health & Medical:	0	Hobby & Vocational:	2
Religious:	18	Senior Group:	0
Politics:	0	Educational/Student Group:	0
Military/Government:	0	Affinity Group:	0
Sports:	15	Fraternal:	8
Ethnic:	0	Corporate:	0
Outdoor/Adventure Group:	0	Civic:	0
Retail Tour:	0	Educational:	8
Corporate - Miscellaneous:	6	Church/Religious Group:	0
Family or Friend Reunion:	5	Military:	3
Reunion:	1	Government:	2
Association:	6	Nonprofit Group:	2
TDA:	3		

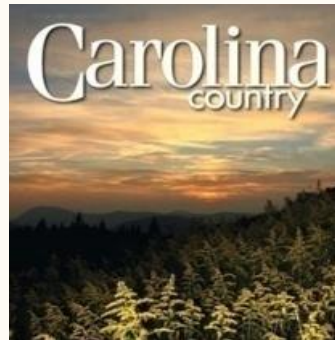
Sales Department

Scorecard

SALES					
Bookings	2			2	2
Bookings Attendance	850			850	850
Bookings Room Nights	550			550	550
Bookings Economic Impact	\$98,040			\$98,040	\$98,040
Verbals	7			7	7
Verbal Bookings Attendance	5,350			5,350	5,350
Verbal Bookings Room Nights	787			787	787
Verbal Bookings Impact	\$335,160			\$335,160	\$335,160
Leads	4			4	4
Leads Room Nights	111			111	111
Leads Attendance	3,121			3,121	3,121
Leads Impact	\$14,364			\$14,364	\$14,364
Sales Functions	8			8	8
Site Inspections	1			1	1
Sales Blitz	0			0	0
Calls Converted to Accounts	1			1	1
Bid/Packages Mailed	0			0	0
Client Presentations	1			1	1

Communications Department

168 Events Listings Placed



Communications Department

Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	3,049	49	294 Clicks, Retweets, Replies
Facebook	7,105	38	488 Likes, Comments, Shares
Instagram	1,860	3	199 Likes, Comments
Facebook - #GoFay	1,891	10	542 Likes, Comments, Shares



Communications Department

Publicity Generated

An Open Suitcase Two Edgar Allen Poes

*Did You Know There Were Several – Yes
Several – Men By The Name Edgar A. Poe*

July 2, 2018 Janice Brady Leave A Comment

Sharing is caring.



I was invited to visit Fayetteville, NC by the area Convention and Visitors Bureau. I received an all expense paid trip. All opinions are my own.

**VISIT THE
1897 POE HOUSE
FAYETTEVILLE, NC**

Did You Know There Were Several

A Fork's Tale Spring Lake, NC Day Adventure

A Fork's Tale by Katie Crenshaw

"Spring Lake NC Day Adventure-Clay Target Shooting, Barbecue, Snoballs, & Canoeing"

<https://www.aforkstale.com/spring-lake-nc-day-adventure/>

**SPRING LAKE NC DAY ADVENTURE-CLAY
TARGET SHOOTING, BARBECUE,
SNOBALLS, & CANOEING**

July 3, 2018 By Katie — 2 Comments

Spread the love



I spent the day with Fayetteville NC Bloggers exploring Spring Lake, NC. We had quite the adventure bonding together. The day included clay target shooting, eating barbecue, cooling off with snoballs, and canoeing down the Little River. Did you know Spring Lake had all of this?



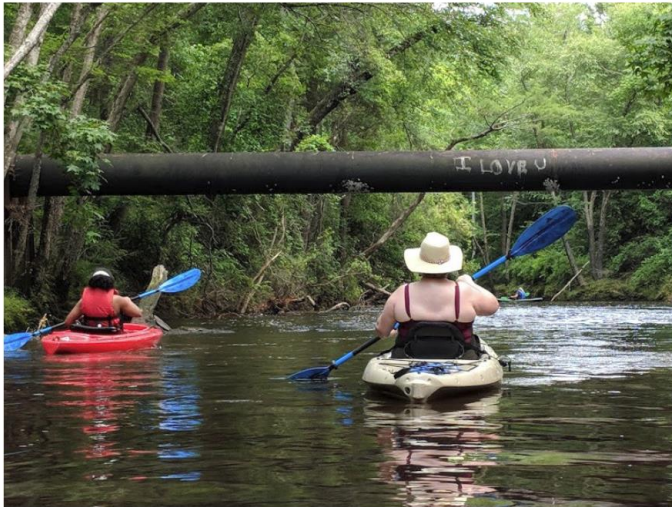
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Wrought Irony

My backyard: Spring Lake NC

My Backyard: Spring Lake, NC



Melinda Gale.com

Outdoor Adventures in Spring Lake



Communications Department

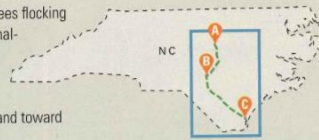
Publicity Generated

Where to Retire Roads to Retirement (NC)

Roads to Retirement Exploring Areas to Relocate

FROM CAPITAL TO COAST IN NORTH CAROLINA

Warm temperatures and warmer welcomes have retirees flocking to four-season North Carolina, a state that harbors hallowed historic sites and a healthy dose of Southern hospitality. Experience some culture in Raleigh, the capital, then head to Fayetteville for tributes to the U.S. military. End your journey in Wilmington, where salty sea breezes drift inland toward lovely Victorian homes.



A In addition to being the capital, **Raleigh** also boasts the state's largest university. North Carolina State's campus is home to a public golf course, two arboretums, an art and design museum and myriad entertainment opportunities including theater and athletic events. The famed Research Triangle Park is the biggest of its kind in the country. NHL fans gather at the PNC Arena for Carolina Hurricanes home games, and foodies venture downtown for global cuisine galore and the Raleigh Beer Garden, which claims to have the largest selection of draft brews in the world.



B Just 10 miles southeast of Fort Bragg, **Fayetteville** maintains a strong link to the U.S. military. The Airborne and Special Operations Museum has exhibits and artifacts documenting the Army's first paratroopers, and parachuting demonstrations are on the city's schedule for several annual occasions, including a large July Fourth celebration with parades and live music. Hugging the banks of Cross Creek and the Cape Fear River, Cape Fear Botanical Garden covers some 80 lush acres less than 2 miles from downtown and hosts holiday events and fitness classes.



C Between the Cape Fear River and the Atlantic coast, **Wilmington**'s location lends itself to plenty of aquatic attractions. Three nearby beaches are prime spots for fishing, kayaking or simply relaxing on the sand, and boardwalks on both the river and ocean delight with shops and outdoor cafes. Moored on the river is the battleship USS North Carolina, which took part in every major naval Pacific offensive during World War II. Seven districts on the National Register of Historic Places showcase elegant homes from the 18th century to the early 20th century, some of which are open to visitors.



Sports Destination Management By Road or By Trail

It's not just about bringing events here, Kisiowski says. We participate, too.

Fayetteville, North Carolina

While many sports tourism destinations boast of creating a hometown feel, officials at the Fayetteville Area Convention and Visitors Bureau build that message into its promotion of the annual All-American Marathon — a Boston qualifier that includes members of the military, wounded warriors and runners from around the United States who begin the run at the Airborne & Special Operations Museum near Fort Bragg and pass through many scenic areas in the community before arriving at the largest military installation in the world.

The route is lined with flag-bearing spectators cheering the runners, and the "Wear Blue Mile" honors fallen service members.

"We are America's home town," says Stephanie Decatur, sports sales manager for the CVB. "So we do anything we can to help out or facilitate events with veterans. To see that kind of patriotism is a wonderful experience, even if you're just a spectator. We can come together, whether your politics are blue, red or indifferent. For one day, we are all one."

Fayetteville also is home to a Spartan Race at McCormick Farms in Spring Lake, a 1,000-acre property with a dense forest, rolling hills, a steep riverbank and a quarry that's almost 200 feet deep. That event recently moved from the fall to the spring and is now held in May.

Snohomish County, Washington

Even major runs can generate a community vibe, something in which Snohomish County specializes, offering both on- and off-road running opportunities.



Photo courtesy of Fayetteville Area Convention and

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

Communications Department

Publicity Generated

My Hot Southern Mess

5 Reasons to Visit a Brewery if You are Gluten Free

Mon On The Go

Spring Lake is perfect for Summer Adventures



[HOME](#) [ABOUT](#) [THE HOT MESS](#) [HEALTHY LIVING](#) [RECIPES](#) [CONTACT](#)

5 REASONS TO VISIT A BREWERY WHEN YOU ARE GLUTEN FREE (IN FAYETTEVILLE, NC)

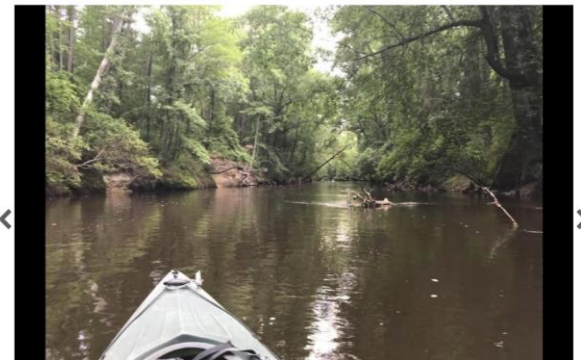
JULY 10, 2018 [BLOOM WHERE YOU ARE PLANTED](#) [0 COMMENT](#)

I was invited to be part of a Fayetteville, NC blogger and influencer meetup hosted by the Fayetteville Area

Mom on the Go: Spring Lake is perfect for summer adventures



LATEST AUDIO




CUMBERLAND COUNTY, NC
FAYETTEVILLE
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McCool Travel

Great Things to Do in Fayetteville



Blog

You are here: [Home](#) > [8 Great](#) > [Destinations](#) > [Great Things to Do in Fayetteville NC](#)



Great Things to Do in Fayetteville NC

CATEGORIES: [8 GREAT](#), [DESTINATIONS](#)

Fort Bragg is prominent in Fayetteville North Carolina as is a prevalent military vibe; Fort Bragg is home to the elite airborne and special ops of the US Army. There is a lot of testosterone there but I also discovered some fun and cool things to do in Fayetteville NC.

Located just off of I-95, Fayetteville eluded me as I passed through the area many times without stopping. When I finally did stop in Fayetteville North Carolina for a couple of days, I found some

Food Diary of a City Girl

5 Things to Do in FayettevilleNC

[HOME](#) [EATING IN](#) [EATING OUT](#) [LIFESTYLE](#) [FOOD DIARY OF A *City Girl*](#) [TRAVEL](#) [SERVICES](#) [MEET CITY GIRL](#)

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24 HOURS IN FAYETTEVILLE, NORTH CAROLINA

— AUGUST 1, 2018 —

The night before I visited Fayetteville, North Carolina, I could not sleep. No surprise since I always anxiously anticipate the cities that are a part of my travel and food series. When I cannot sleep, I research food. In this instance, I started investigating the most popular sweet treats in Fayetteville. Although my itineraries are scheduled weeks in advance, I will make room for an impromptu stop. Especially, if they are recommended by a chef or a local in the community that I am visiting.

During my "research", I came across the highly rated [Superior Bakery](#) . Just about every review I read raved about their fried croissants. Wait, what? Yes, Fried Croissants. Despite a tight schedule, I had to find a way to make an impromptu stop at the bakery.

11:30 AM — [Superior Bakery](#) 



Welcome!

City Girl is a world traveling, food lovin', fashionista & DREAMER. She loves a finely

Communications Department

Publicity Generated

Carolina Country

15 Local Parks for Outdoor Escapes

8

Hillsborough

visithillsboroughnc.com

River Park [\[map\]](#) abuts the Eno River, perfect for strolling and picnicking, and is part of the popular Riverwalk Greenway, particularly attractive to visitors.

9

Fayetteville

visitfayettevillenc.com

Cape Fear River Park's 5-mile trail [\[map\]](#) includes a boardwalk traversing marsh and wetlands; **Cross Creek Linear Park** [\[map\]](#) is a winding greenway skirting downtown, winding through history sites. **Cape Fear Botanical Garden** (capefearbg.org) is a truly lovely setting, and a model railway will traverse the grounds through August 31. There's an admission fee, but it's worth it.

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
COMMUNICATIONS					
Facebook					
Users/Followers	7,105			N/A	N/A
Postings	38			38	38
User Interactions (All) Stories	488			488	488
GoFayetteville Facebook					
Users/Followers	1,891			N/A	0
Postings	10			N/A	0
User Interactions (All) Stories	542			N/A	0
Twitter					
Users/Followers	3,049			N/A	N/A
Postings	49			49	49
Engagement	294			294	294
Instagram					
Users/Followers	1,860			N/A	N/A
Postings	3			3	3
Engagement	199			199	199
Linked In					
Followers	422			N/A	N/A
Postings	27			N/A	0
Engagement	388			N/A	0
Event Calendar Postings (not including FACVB site)	187			187	187
Electronic Destination Guides Viewed	13			13	13
Electronic Trail Guides Viewed	9			9	9
FACVB Generated Blog Articles	5			5	5
Public Relations					
FACVB (In-House)					
Publicity Generated					
Out of Market	6			6	6
Local	6			6	6
Press Releases Issued	0			0	0
Travel Writer Visits	1			1	1

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
Martin Armes					
Publicity Generated					
Out of Market	0			0	0
Local	0			0	0
Republik					
Publicity Generated					
Out of Market	0			0	0
Local	0			0	0
Totals					
Publicity Generated					
Out of Market	6			6	6
Local	6			6	6

Tourism Department

In July, the tourism department partnered with The Center for Economic Empowerment and Development to host a weekly “What the Truck” event. Each Tuesday from 11 am to 2 pm, two local food trucks serve in our parking lot.



Tourism Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
TOURISM					
Civic Presentations	0			0	0
Bookings	2			2	2
Bookings-Attendance	60			60	60
Bookings-Room Nights <i>(Annual Goal = 500)</i>	8			8	8
Bookings-Economic Impact	\$800			\$800	\$800
Verbal Bookings	2			2	2
Verbal Bookings-Attendance	300			300	300
Verbal Bookings-Room Nights	60			60	60
Verbal Bookings-Economic Impact	\$11,400			\$11,400	\$11,400
Leads <i>(Annual Goal =40)</i>	2			2	2
Leads-Attendance	200			200	200
Leads-Room Nights	40			40	40
Leads-Economic Impact	\$34,200			\$34,200	\$34,200
Site Inspections	0			0	0
Reunions	2			2	2
Group Tours	0			0	0

Visitor Services Department

July was a Busy Month in Visitor Services!

Fulfilled 25 Group Service Requests

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

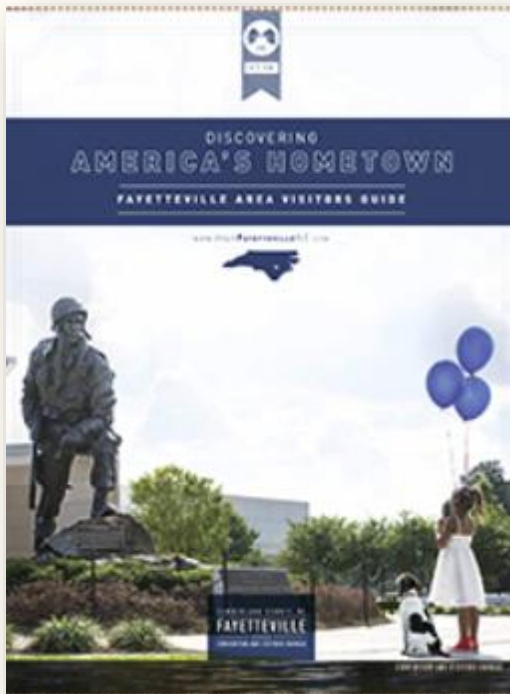


Visitor Services Department

July was a Busy Month in Visitor Services!

Distributed 1,872 Visitor Guides

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



Handled 824 Visitor Inquiries

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



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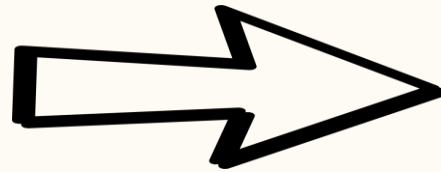
Visitor Services Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2019 Totals
VISITOR CENTER					
Destination Guide					
Number Distributed	1,872			1,872	1,872
VisitFayettevilleNC.com	56			56	56
Inquiries					
FACVB Main Office					
Calls					
Tourism Information	52			52	52
Local Information	64			64	64
Total Calls	116			116	116
Walk-Ins					
Local Residents (Tourism)	201			201	201
Out-of-Town (Tourism)	140			140	140
Total Walk-Ins	341			341	341
Drive Thru	2			2	2
Relocation/Retiree Info	6			6	6
Transportation Resources	3			3	3
Same Day Group Service Request	10			10	10
Local Directions/Maps	24			24	24
Total	386			386	386
Transportation Museum					
Walk-Ins					
Local Residents (Tourism)	309			309	309
Out-of-Town (Tourism)	129			129	129
Relocation/Retiree Info	2			2	2
Maps/Local Directions	8			8	8
Questions About Museum	67			67	67
Transportation Resources	3			3	3
Museum Special Events	245			245	245
Group Visits	266			266	266
Miscellaneous					
Group Service Request	25			25	25
Meetings/Events Serviced	3			3	3

Everything Begins with a Visit

Thank You!



- ✓ Economic Impact of \$525.39 million
- ✓ 4,540 jobs with a \$98.41 million payroll
- ✓ State and Local Taxes of \$39.62 million:

a \$120.86 tax savings to each county resident.