



Bureau Business Brief:

Monthly Results Report

PREPARED BY: John Meroski
Chief Executive Officer FACVB

December 2017



**CONVENTION AND
VISITORS BUREAU**

FAYETTEVILLE AREA
CAMERON COUNTY, NC

VISITFAYETTEVILLENC.COM



Table of Contents

Smith Travel Research (STR),
Segmentation Trend for North Carolina 3

Visitor Profile

- Statistics 4
- Reason for Visiting 5
- Visitor's Interests 6

Sales Department

- Meeting and Sporting Event Solicitation 7
Activity
- Score Card 8

Communications Department

- Event Listings 9
- Social Media 10
- Publicity 11
- Event – Blogger Meetup 21
- Score Card 22

Tourism Department

- Event – Heroes Homecoming 23
- Scorecard 24

Visitor Services Department

- Statistics 25
- Score Card 26

Everything Begins with a Visit 27



Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - November 2017 vs November 2016												Year to Date - November 2017 vs November 2016										Participation					
	Occ %		ADR		RevPAR		Percent Change from November 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms	
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	60.3	64.4	100.88	98.05	60.81	63.11	-6.4	2.9	-3.7	-0.8	3.0	-3.6	64.5	66.0	102.91	100.11	66.41	66.04	-2.2	2.8	0.6	3.0	2.4	0.2	1748	1174	154407	124026
Cumberland County, NC	58.8	76.1	72.62	77.19	42.68	58.73	-22.8	-5.9	-27.3	-24.8	3.5	-20.1	66.3	68.3	75.89	74.30	50.31	50.78	-3.0	2.1	-0.9	1.6	2.6	-0.5	66	48	6101	5121
Johnston County, NC	52.0	63.4	72.04	71.69	37.43	45.49	-18.1	0.5	-17.7	-17.7	-0.0	-18.2	54.2	55.3	72.38	71.35	39.24	39.46	-2.0	1.4	-0.5	0.0	0.6	-1.4	32	24	2217	1734
Robeson County, NC	55.2	74.9	73.18	75.55	40.39	56.57	-26.3	-3.1	-28.6	-28.7	-0.2	-26.4	63.0	63.1	75.84	69.86	47.75	44.06	-0.2	8.6	8.4	12.4	3.7	3.5	29	17	1883	1291
Wake County, NC	69.3	71.8	108.89	104.48	75.45	74.97	-3.4	4.2	0.6	5.7	5.0	1.4	70.4	71.2	103.38	101.45	72.77	72.24	-1.1	1.9	0.7	3.2	2.5	1.3	138	129	16554	15895
Durham County, NC	66.7	70.9	103.08	104.76	68.71	74.30	-6.0	-1.6	-7.5	-4.4	3.3	-2.9	68.0	68.1	104.00	102.79	70.75	70.05	-0.2	1.2	1.0	4.6	3.5	3.3	65	61	8401	8008
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	53.7	53.3	87.40	84.81	46.95	45.21	0.8	3.1	3.8	3.8	-0.0	0.7	59.4	59.5	95.89	93.94	56.99	55.90	-0.1	2.1	1.9	2.2	0.3	0.2	84	67	10184	9062
Harnett County, NC	50.7	60.2	75.88	73.89	38.44	44.46	-15.8	2.7	-13.5	-13.5	0.0	-15.8	55.8	56.5	76.72	72.84	42.80	41.12	-1.2	5.3	4.1	6.0	1.8	0.6	11	8	859	638
Moore County, NC	58.8	57.6	118.23	110.77	69.47	63.79	2.0	6.7	8.9	8.8	-0.1	1.9	58.9	60.6	124.04	121.79	73.03	73.82	-2.9	1.8	-1.1	3.1	4.2	1.2	22	14	1958	1554



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



Visitor Profile

Does not include Cumberland County Residents

Includes all 5 sources: Attractions, Electronic Kiosks, Hotels, Online and Visitor Center Walk-Ins.

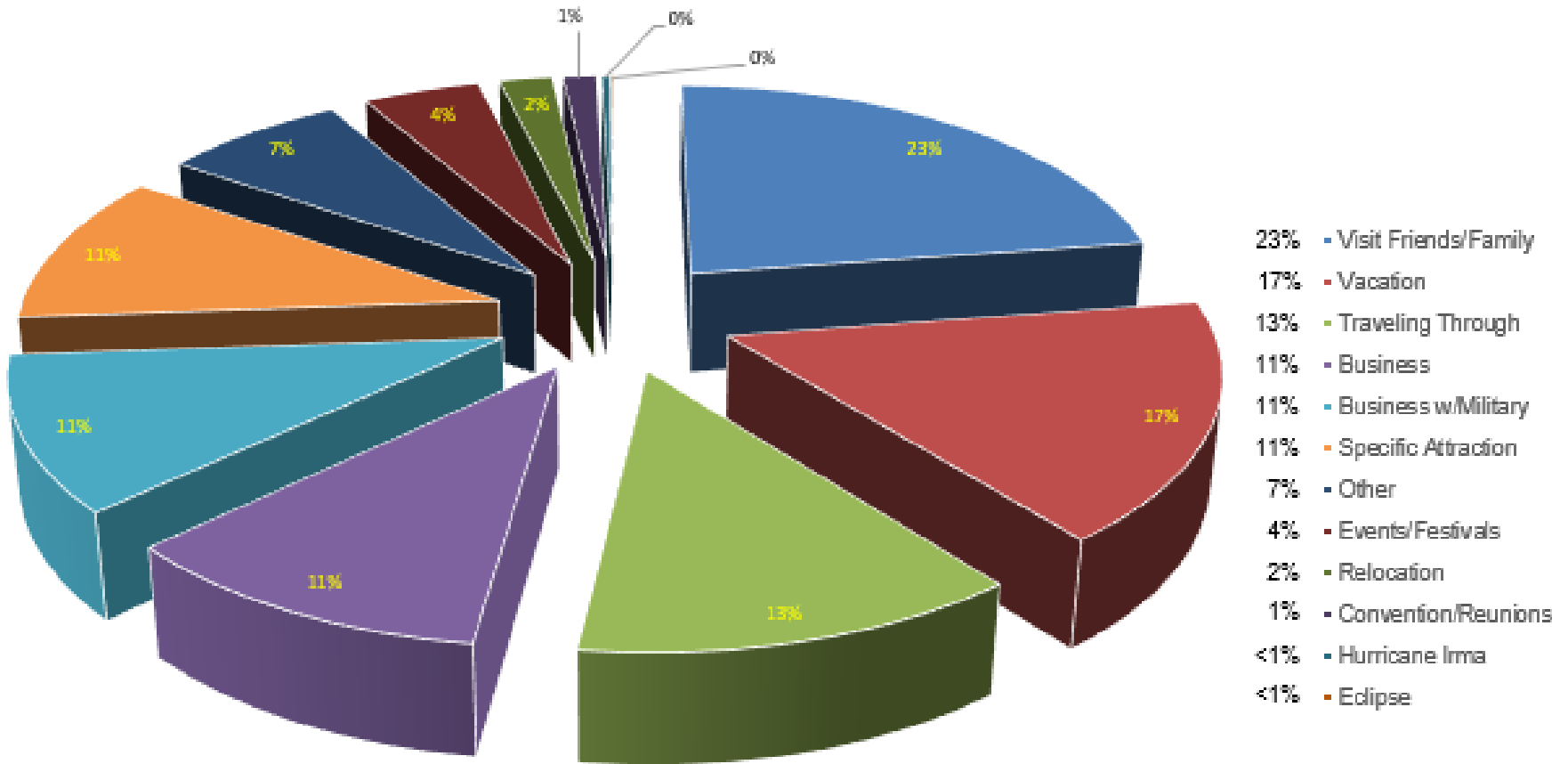
1. Visitors to Cumberland County were from the following states: **North Carolina 26.39%, Florida 10.57% and Virginia 4.70%.**
2. The visitors' reason for visiting was **Visit Friends/Family 23%, Vacation 17% and Traveling Through 13%.**
3. The top areas of interest were **Museums 14%, Historical Sites 12% and Dining 12%.**
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was **4.80.**



Visitor Profile - New

What is their reason for visiting?

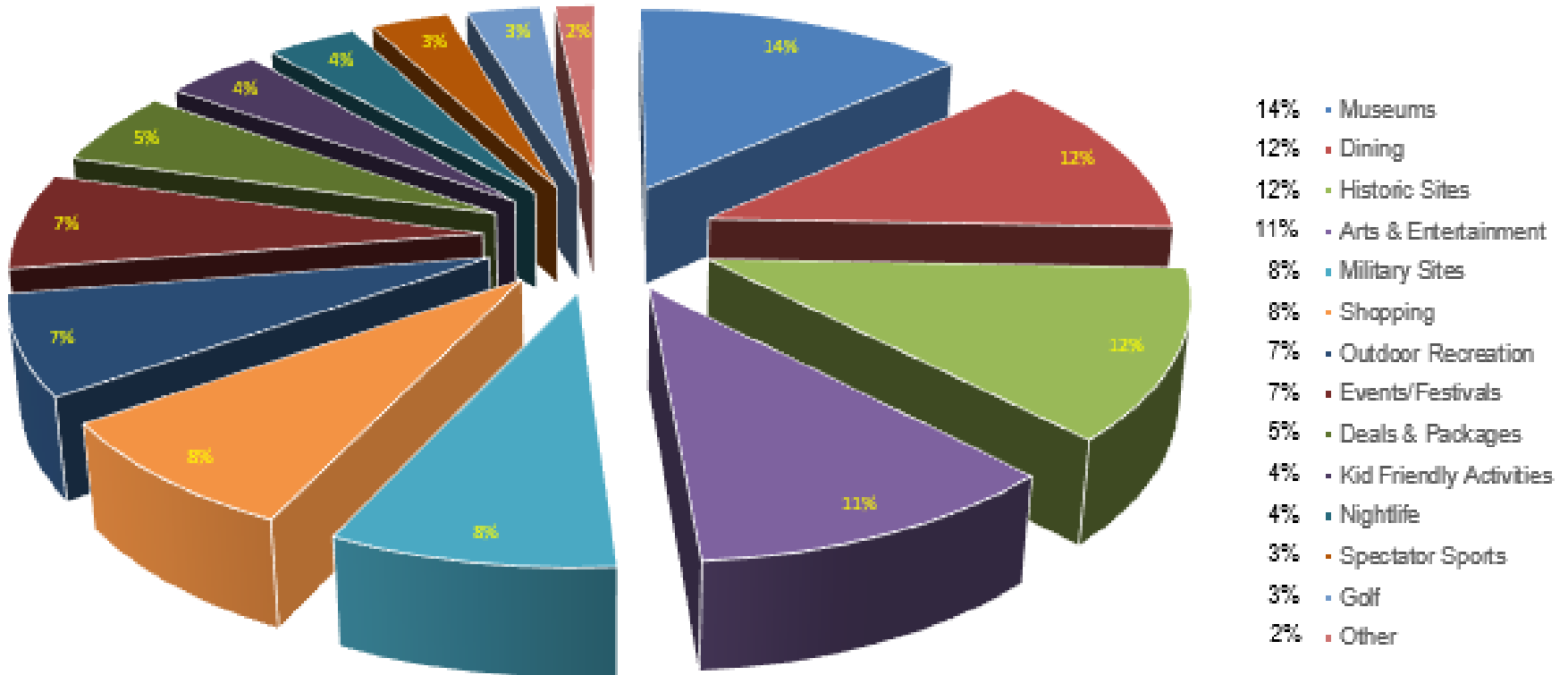
Does not include Cumberland County Residents



Visitor Profile- New

What are their interests?

Does not include Cumberland County Residents



Sales Department

Meeting and Sporting Event Solicitation Activity



	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
Grand Totals:	105	92,355	14,205	48,989	\$18,184,254.00
Cancelled:	0	0	0	0	\$0.00
Closed:	0	0	0	0	\$0.00
Definite:	17	5,100	255	330	\$75,240.00
Assist:	0	0	0	0	\$0.00
Lost:	6	4,725	352	1,858	\$1,631,340.00
Pending:	3	13,900	550	1,005	\$250,800.00
Verbal Definite:	1	6,500	450	1,700	\$1,824,000.00
Canceled from Pending:	2	368	87	149	\$49,704.00

Lead Source Summary

American Legion - Magazine:	1	Group Tour Magazine - Group Tour Media:	1
Crown Coliseum:	1	Calls (9-11 a.m.):	18
CVent:	7	RCMA No Longer Used:	4
Association Executives of North Carolina (AENC) - Annual Meeting:	3	SGMP Annual Meeting:	2
Client Contacted Us:	19	Previous Client Referral:	8
Sales Blitz:	1	Internet/ CVB Website No Longer Used:	3
Strategic Database Research (SDR):	2	Advertising Masonics:	1
Internet/CVB Website:	2	Telemarketing:	1
Rejuvenate Marketplace:	9	National Association of Sports Comm:	3
Travel Alliance Partners (TAP):	1	Connect Marketplace:	4
RCMA:	5	Bureau Generated:	3

Market Segment Summary

Meeting Sales Market Segments

Training:	0	Group Tour:	4
Performance Group:	0	Social:	3
Health & Medical:	0	Hobby & Vocational:	2
Religious:	20	Senior Group:	0
Politics:	0	Educational/Student Group:	0
Military/Government:	0	Affinity Group:	0
Sports:	26	Fraternal:	3
Ethnic:	0	Corporate:	0
Outdoor/Adventure Group:	0	Retail Tour:	0
Educational:	8	Corporate - Miscellaneous:	9
Church/Religious Group:	0	Family or Friend Reunion:	0
Military:	5	Reunion:	2
Government:	5	Association:	8
Nonprofit Group:	4	TDA:	0



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



Sales Department

Score Card

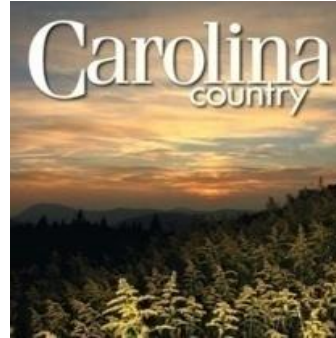
Sales Department						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
Bookings (<i>Annual Goal = 20,000</i>)	32	2	4		6	38
Bookings-Attendance	159,505	1,700	11,700		13,400	172,905
Bookings-Room Nights	3,258	568	1,802		2,370	5,628
Bookings-Economic Impact	\$1,385,228	\$257,540	\$1,860,480		\$2,118,020	\$3,503,248
Verbal Bookings	34	7	13		20	54
Verbal Bookings-Attendance	75,242	12,140	33,449		45,589	120,831
Verbal Bookings-Room Nights	13,178	3,729	5,277		9,006	22,184
Verbal Bookings-Economic Impact	\$4,675,206	\$1,488,270	\$3,233,724		\$4,721,994	\$9,397,200
Leads	40	11	4		15	55
Leads-Attendance	56,764	12,571	686		13,257	70,021
Leads-Room Nights	5,844	2,899	1,114		4,013	9,857
Leads-Economic Impact	\$2,260,620	\$2,237,934	\$215,916		\$2,453,850	\$4,714,470
Sales Functions	26	14	6		20	46
Site Inspections	6	2	1		3	9
Sales Blitz	6	1	3		4	10
Calls Converted to Accounts	4	1	1		2	6
Bid/Packages Mailed	1	0	0		0	1
Client Presentations	6	1	1		2	8



Communications Department

The FACVB Team Placed

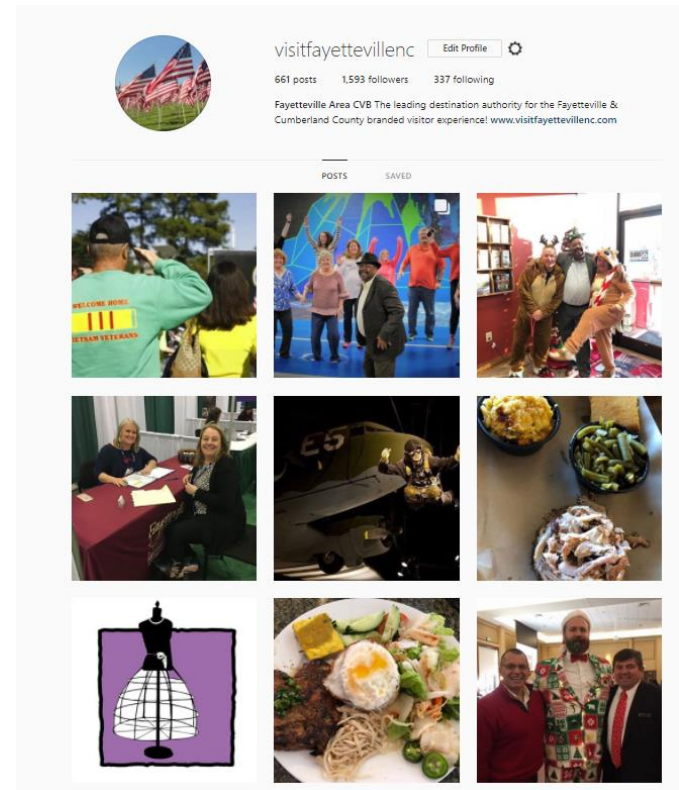
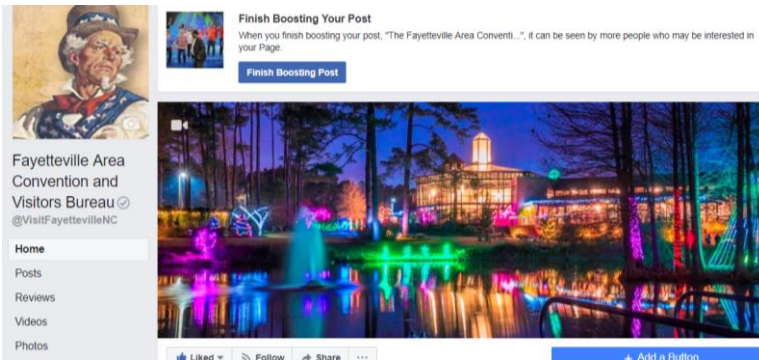
226 Event Listings



Communications Department

Social Media Stats – October

Outlet	Followers	Posts	Engagement
Twitter	2,854	46	284 Clicks, Retweets, Replies
Facebook	6,826	67	3,004 Likes, Comments, Shares
Instagram	1,581	19	639 Likes, Comments



Communications Department

Publicity Generated

Up & Coming Magazine – Liberty Point Bulletin

Nov 1: Heroes Homecoming V Motorcycle Rally

Nov 15: FACVB Booked 35 Groups

Nov. 29: Expedia Ranks Fayetteville Top 25 USA Town

Dias De Noticias

Nov. I – FACVB wins Readers Choice Award

FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU RECEIVES 2017 READERS CHOICE AWARD.

Posted on [November 1, 2017](#) | for [7dayNews](#) | [Leave a comment](#)

Cumberland County, NC - Readers of Convention South magazine selected the Fayetteville Area Visitors and Convention Bureau (FACVB) to the 2017 Readers Choice Award.

"The value of receiving this recognition is that it comes from the best meeting professionals in the United States who organize events in the South," says J. Talty O'Connor.

"These planners demand the highest level of customer service and quality services, and have helped determine that FACVB shows commitment to the professionalism, creativity and service they require."



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com

Liberty Point Bulletin

Heroes Homecoming V Inaugural Motorcycle Rally

The Fayetteville Area Convention and Visitors Bureau (FACVB) in partnership with Freedom Like Church and Rolling Thunder NC Chapter 1, will host the first annual Heroes Homecoming Motorcycle Rally on November 11 in Fayetteville. The rally will close out the fifth annual Heroes Homecoming celebration, dedicated to acknowledging the sacrifice and service of our country's brave Vietnam veterans, while also furthering the community's Missing Man Tale initiative.

"Motorcycles have always been a symbol of freedom," said John Merrett, President & CEO of the FACVB. "Having earned their hard-earned right and continue to fight for our freedom in the community where they reside seems more than appropriate during Heroes Homecoming." The rally will kick off at Fort Bragg Harley Davidson with a ride through Cumberland County. Registration starts at 8:30 a.m., and motorcycles are up to 10:30 a.m. The ride will make its way to The Missing Man Dedication Ceremony held at the Airborne and Special Opera-

10% Off

Our shop at 245 Perimeter Street is stocked with lots of locally made and produced items and more.

The shop is open from Monday-Friday 8 a.m. - 5 p.m.

ABOUT THE AUTHOR:
Melody Focote
Fayetteville Area Convention & Visitors Bureau

north carolina | roland leiser

Fayetteville area honors Vietnam veterans this month

This month in Heroes Homecoming V, which honors Vietnam War veterans for the second time in five years, the annual tribute to the military, sponsored by North Carolina's Cumberland County, comes in the wake of the epic 1967 documentary series, The Vietnam War.

Most events take place in Fayetteville, but the Fort Bragg community of Hope Mills, Spring Lake, and Lattimer also are participating with local events, Nov. 4-8.

Since Fayetteville is hosting the Traveling Vietnam Memorial Wall, a replica of the Vietnam Veterans Memorial in Washington, D.C., "We thought that it was an opportunity to continue the 'thank you' to Vietnam veterans," said John Merrett, CEO of the Fayetteville Area Convention and Visitors Bureau.

This year's ceremonies, exhibits, and observances will be held primarily Nov. 4-12. During that period, Vietnam War-era exhibits are scheduled at the Hope Mills Public Library, the visitors center at the North Carolina Veterans Park in Fayetteville, and the Museum of the Cape Fear Historical Complex, also in Fayetteville. The Cumberland Public Library in Fayetteville will feature exhibits throughout the entire month.

In addition, a Veterans Day parade is downtown Fayetteville starts at 10:00am Nov. 4, followed by a ride by historic Cycle Bridge at the Cape Fear Historical Museum at 5:00pm.

Throughout the nine days of Heroes Homecoming V, dozens of



Fayetteville Tribune

The Nov. 4 parade honoring veterans begins at 10:00am in downtown Fayetteville.

The Nov. 4 parade honoring veterans begins at 10:00am in downtown Fayetteville. The event will feature a parade of military units, including the 1st Air Cavalry Division, the 1st Air Cavalry Division, the 1st Air Cavalry Division, and the 1st Air Cavalry Division. The parade will start at 10:00am and end at 12:00pm. The parade will be held on the main street of Fayetteville.

Nov. 9-12

- Visit the traveling replicas of the Vietnam Veterans Memorial.
- Visit the Airborne and Special Operations Museum (ASOM) in Fayetteville.

Nov. 11

- Take part in the Heroes Homecoming Motorcycle Rally at the ASOM's festival grounds. The event will include food trucks, music, contests, and giveaways and is set for noon-8:00pm.
- Join the audience for "On the Air: A Tribute to Bob Hope and America's Heroes," a live comedy program at the ASOM. Hope look-

Nov. 10

- Honor veterans and their families at the Lattimer Civic Club during a live event featuring refreshments and speakers at 7:00pm.

Nov. 12

- Listen as Mark Rowden discusses his new book, How 1967: A Parting Point of America's War in Vietnam, at the ASOM at 10pm.
- Attend the Vietnam Veterans Memorial Dedication at the ASOM at 10pm.
- Attend a ceremony honoring Gold Star families at the ASOM at 6:30pm.
- Honor veterans and their families at the Lattimer Civic Club during a live event featuring refreshments and speakers at 7:00pm.

HONORING WORLD WAR I AND II VETS, TOO

Going back to earlier conflicts, the Cape Fear Historical Museum, now a replica of part of a French village from the June 1944 Normandy invasion, visitors can see original footage of battle conditions, and a rare example of a restored World War II glider.

Communications Department

Publicity Generated

Fayetteville Observer

Nov. 1 – Missing Man Table Kicks off Heroes Homecoming

Missing Man Table ceremony kicks off Heroes Homecoming

I Want You To Get A Holmes Security Alarm System!

- Burglar Alarms • Fire Alarms
- Camera Systems • Access Systems
- Home Automation
- 24 Hour Local U.L. Monitoring Station

CLICK HERE

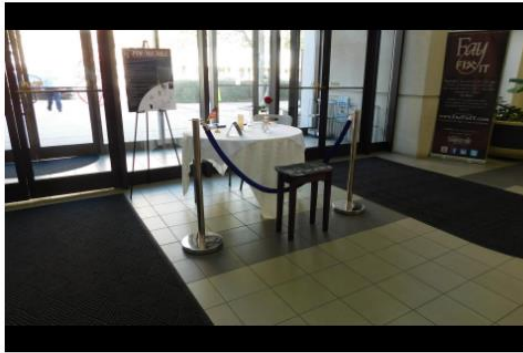
MOST POPULAR

- Fayetteville ATM rigged with card skimmer
Dec 15 at 1:28 PM
- Fayetteville man accused in fatal shooting of brother-in-law
Dec 15 at 9:46 AM
- Tarheels in a Runway
Dec 15 at 10:05 PM
- Rabeson County crash: "I felt like I let that baby down"
Dec 20 at 9:32 AM

OUR PICKS

FINDING A JOB SHOULDN'T FEEL LIKE ONE

ZipRecruiter



BUY PHOTO HIDE CAPTION
Fayetteville unveiled its Missing Man Table at City Hall on Wednesday afternoon. (Monica Vendituoli/The Fayetteville Observer)

By Monica Vendituoli
Staff writer
Posted Nov 1, 2017 at 8:20 PM
Updated Nov 1, 2017 at 8:20 PM



The city of Fayetteville unveiled its Missing Man Table at City Hall on Wednesday afternoon to commemorate Veterans Day and this year's Heroes Homecoming project.

St. Ann Catholic Church
Very Reverend Stephen E. Shott, O.S.B.S., U.F.

Join us in the celebration of our Savior's Birth

Christmas Mass Schedule
December 24th - Vigil Mass of Christmas at 6:00 p.m.
December 24th - Christmas Carols at 11:00 p.m.
December 25th - Midnight Mass at 12:00 a.m.
December 25th - Mass at 8:00 a.m.

Learn More

COVER STORY
Heroes Homecoming: Honoring America's veterans
by LARREN VAN DYKEN

Hue 1968
A Turning Point of the American War in Vietnam

Mark Bowden
1948-2015 1968-2015

Monday, Nov. 6
At the Hope Mills Lake at 5 p.m., there will be a veterans' bench dedication.

Tuesday, Nov. 7
From 1 to 3 p.m., the Museum of the Cape Fear will host a meet-and-greet with Vietnam veterans. Lt. Col. Walt Brinkley will lead a presentation on his experience with PTSD and what other veterans can do to deal with their trauma.

Wednesday, Nov. 8
Starting at 4 p.m., Millstone 14 will present a military-themed movie night free of charge for veterans and their families. Call (910) 354-2124 for details.

Thursday, Nov. 9
From Thursday to Sunday, Nov. 12, the Airborne and Special Operations Museum will host the traveling replica of the Washington, D.C., Vietnam Veterans Memorial. Also known as the Moving Wall, it lists the names of all who perished during the Vietnam War.

Friday, Nov. 10
ASOM will honor Gold Star Families in a Vietnam Veteran pinning ceremony at 8:30 p.m. Nov. 9. Also at 6:30 p.m., a Yellow Ribbon Tribute dinner will be hosted at the Spring Lake Recreation and Parks Building honoring Vietnam veterans' families.

Saturday, Nov. 11
ASOM will show "On the Air: A Tribute to Bob Hope and America's Heroes" and "Heroes Homecoming: Honoring America's Veterans." Showings will be at 7 p.m.

Sunday, Nov. 12
From 3 to 4:30 p.m. at the Hope Mills Veterans Memorial, a memorial ceremony and flag display will take place.

Monday, Nov. 13
Rally takes place from noon to 8 p.m. It will start at Fort Bragg Harley Davidson and make its way to the Moving Wall dedication ceremony at ASOM before ending at Festival Park. There will be food trucks, tattoo and beard contests, speakers, bands – and a VIP tent for all Vietnam veterans.

ASOM's Moving Wall dedication takes place at 1 p.m. on the parade field. It will feature speakers such as Ray Scrump, who is a former prisoner of war, and Jim Hollister of Rolling Thunder.

Sunday, Nov. 12
From 1 to 3 p.m., ASOM will host a discussion and book signing with Mark Bowden. Bowden is best known for "Black Hawk Down: A Story of Modern War." He will discuss his latest book, "Hue 1968: A Turning Point of the American War in Vietnam."

Several other events will take place throughout the entirety of Heroes Homecoming. This includes exhibits at both the Hope Mills and Cumberland County Public Libraries, a Vietnam War display at the Veterans Center at the North Carolina Veterans Park, and an exhibit called "Hugly's Crate" at Museum of the Cape Fear. According to Mereski, FACVB has also set forth a Missing Man Table initiative, with more than 200 businesses and organizations pledged to participate. The Missing Man Tables will honor those missing in action or who were prisoners of war during the Vietnam War.

"When I say Heroes Homecoming, brought to you by the communities of Cumberland County, it really is," said Mereski. "It goes to show when you have an overarching, pure, good deed, people are going to rally around it."

All Heroes Homecoming events are free and open to the public. Visit www.heroeshomecoming.com to learn more.

1811 1734
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com

COMING WEEKLY

FREE

Bring America's Veterans Home

Election Guide

Fayetteville Ladies Power Lunch, featuring Retired Col. Marsha Lunt

CHAMBER

Communications Department

Publicity Generated

AAA Go Magazine
Nov. 1 –A Dickens Holiday

GO EXPLORE



A DICKENS HOLIDAY IN FAYETTEVILLE

Victorian Christmas Customs, Food and Music Come to Life

By Nan Bassett

Every Friday after Thanksgiving, the Ghost of Christmas Past pursues Ebenezer Scrooge along the streets of downtown Fayetteville, N.C., until the infamous miser realizes the joy of giving. This presentation of Dickens' beloved story, *A Christmas Carol*, is part of the transformation into Victorian times that downtown Fayetteville undergoes that afternoon and evening. There's also performers in period costumes, shop windows adorned in Victorian ornaments, horse-drawn carriage rides and 18th-century music.

Now in its 18th year, A Dickens Holiday lures thousands of townspeople and visitors, many of whom make this living history event an annual tradition. "People tell us that until they heard about A Dickens Holiday they would travel away to be with family," says Mary Kinney, marketing director for the Arts Council of Fayetteville/Cumberland County, which is presenting the event along with downtown partners. "But now they invite family to come here and share this celebration."

The first phase of fun runs from 1 p.m. to 5 p.m., as Scrooge attempts to escape the haunting image of his greedy self, as people stroll the streets admiring old-fashioned shop windows and items fashioned by arts vendors. To capture the sights and sounds of the Victorian Christmas scene, people can also take a horse-drawn carriage ride, while listening to musicians in period dress along the route or stopping in at the TubaChristmas concert at Hey Street United Methodist Church.

Meet Father Christmas

One of the most popular family traditions at A Dickens Holiday is posing with Father Christmas in an authentic Victorian sleigh. "Many families have pictures dating back years, and some use the photo as their Christmas card," Kinney explains. Another must-see is the Gingerbread Community of Hope exhibit of fanciful creations by local people that benefits the Fayetteville Area Habitat for Humanity.

Four years ago the event added Annie's Alehouse, a recreated Victorian pub where people can order beer, wine or nonalcoholic cider and enjoy lively Celtic music. "It's been a big hit," Kinney notes. Downtown restaurants are also open, offering A Dickens Holiday menu in addition to their usual fare.

Candlelight and Fireworks

As darkness settles in and the clock strikes five, everyone receives a candle and processes toward the Market House, led by Queen Victoria in her carriage and wedge of bagpipers. "Every year people spontaneously start singing Christmas carols as they walk," Kinney says. Once everyone reaches the Market House, the town crier issues proclamations from the balcony and urges townspeople to cheer. Scrooge undergoes his change of heart and fireworks burst forth, ushering in Dickens After Dark, with the fun continuing until 9 p.m. ♣

Step back in time to a Victorian Christmas. Call your local AAA Travel Agent at 800-398-0379 or visit AAA.com to plan your trip.

Fayetteville Observer

Nov. 2 – Veterans Honored During HH



Veterans honored during Heroes Homecoming

Posted Nov 2, 2017 at 10:15 AM

Heroes Homecoming honors Vietnam vets

Heroes Homecoming kicks off Saturday with events through Nov. 12 honoring our veterans, focusing on those from the Vietnam War. This year, Hope Mills is host to many of the activities. Here is some of what's going on; more information is available at heroeshomecoming.com

Parade and Ceremony

A Veterans Day parade in downtown Fayetteville is scheduled to begin at 10 a.m. Saturday. The parade is being sponsored by the Cumberland County Veterans Council. After the parade, a ceremony honoring veterans will be held at the North Carolina Veterans Park at 12:30 p.m.

Library exhibit

An exhibit exploring the Vietnam era will be on display at the Hope Mills branch library, 3411 Golfview Drive, Saturday through Nov. 12. The exhibit is free and open to the public.

Memorial ceremony

A memorial ceremony and flag display to honor Vietnam veterans is scheduled from 3 to 4:30 p.m. Sunday at the Hope Mills Veterans Memorial on Rockfish Road. The public is invited.

Meet a vet

Get to know a Vietnam veteran at a meet and greet event scheduled Tuesday from 1 to 4 p.m. at the Museum of the Cape Fear, 801 Arsenal Ave. A presentation by retired

Fayetteville Observer

Nov. 5 – Its My Job/ Jenny Bell



It's My Job: Jenny Bell, communications coordinator at the Fayetteville Area Convention & Visitors Bureau

Bureau

Posted Nov 11, 2017 at 12:01 AM

Updated Nov 11, 2017 at 2:48 PM

How long have you been working at the Fayetteville Area Convention & Visitors Bureau? "I have worked at the FACVB for a little over two years."

How did you get into this line of work? "The FACVB is my first job in the tourism industry, though not my first experience with a nonprofit organization. The FACVB has given me my official introduction to this line of work."

What is it you love about this job? "I'm one of the blessed ones who can say that I love many aspects of my job. Because I manage the VisitFayettevilleNC.com calendar of events and write the GoFayetteville.com blog, I am daily scouting out visitor-friendly events and attractions all over Cumberland County. My friends joke that I am a walking billboard/calendar for the area, and they're right about that. You won't spend any time with me without hearing about, for example, the three trampoline parks coming to the area or about that authentic Turkish eatery I just tried. I'll be the one to ask 'Did you know the town of Eastover celebrates New Year's Eve every year with a flea drop?' or to say 'You should take the kids out to Stedman's Soda Shop for an old-fashioned burger and free ice cream cone.' Those are the unique experiences I like to seek out in my own backyard, and I want everyone to know that we have all those treasures right here."

What is the hardest part about this job? "Since I am always scouting out new events and blog-worthy topics, I spend a huge amount of my time researching and sometimes nagging people for information. If you are organizing an upcoming event, I'm scouring your website and your Facebook page, calling and emailing you for details. As a matter

1851 1734
FAYETTEVILLE AREA

CONVENTION AND
VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



Communications Department

Publicity Generated

The Fayetteville Observer

Nov. 5- Hope Mills Ceremony Honors Vietnam Veterans



Hope Mills ceremony honors Vietnam War veterans

By **Monica Vendituoli**
Staff writer

Posted Nov 5, 2017 at 10:10 PM

Updated Nov 5, 2017 at 10:10 PM

It took Walt Brinker a while to unwind upon returning home after being wounded during combat in Vietnam. The retired Army lieutenant colonel talked about his experiences adjusting to civilian life as the guest speaker for the Hope Mills Heroes Homecoming Ceremony on Sunday afternoon.

"It made me a stronger person to go to Vietnam," Brinker told the crowd. "I would do it again."

More than 75 people attended the event hosted by the Hope Mills Veterans Advisory Commission at Hope Mills Municipal Park. The event included a flag folding ceremony, multiple patriotic songs, a roll call of the town's service members who died in Vietnam and a recognition of military families.

The event is one of many taking place through the Heroes Homecoming Initiative. The initiative, in its fifth year, is a project of the Fayetteville Area Convention and Visitors Bureau.

This year, the project's theme is honoring Vietnam veterans.



Wherever I May Roam Blog

Nov. 6 - 4 Places you Must Eat in Fayetteville NC

4 Places You Must Eat in Fayetteville, North Carolina

Have you visited Fayetteville, North Carolina? In case you didn't know, it is home to US Army Post Fort Bragg, the world's largest fort. Besides being a historical attraction on the Cape Fear River, Fayetteville is quite a player in the foodie scene. Let's look at some of the very tasty places you must eat in Fayetteville, North Carolina. Though on a quick visit, I really loved the flavors of Fayetteville.

www.wheremayroamblog.com/4-places-must-eat-fayetteville-north-carolina/

317

4 Places You Must Eat in Fayetteville, North Carolina - When

#1 Mash House Restaurant and Brewery

Mash House is a tastefully decorated restaurant with a cute bar, to go with blue tablecloths and white overlays. The menu at Mash House features modern American favorites, including gluten-free options, along with local dishes. Best item on the menu? The Crab Dip. Not just any crab dip with the best dippers that I have ever tasted. The warm flatbread topped with butter or oil, topped with Parmesan cheese and herbs, and the



Communications Department

Up & Coming Magazine

Nov. 7-What is Up & Coming in Hope Mills

What's 'Up and Coming' in Hope Mills?

🕒 Tuesday, 07 November 2017
✍️ Written by a STAFF REPORT



0 Comments

- **Nov. 4-12 Heroes Homecoming V** at the Hope Mills Public Library, 9 a.m.-6 p.m. Nov. 4 is the first day of a nine-day ceremonious event to honor veterans. The focus will be on Vietnam veterans. Visit www.heroeshomecoming.com for more information. All Heroes Homecoming events are free and open to the public.
- **Nov. 4 - 12 Cumberland County's display of Missing Man Tables** The public is invited to tour these tables, thank the businesses participating and – most importantly – honor our MIA/POW soldiers. Visit www.heroeshomecoming.com for details.
- **Nov. 8 Veteran Movie Extravaganza** Millstone 14 on Camden Road in Hope Mills will honor veterans by presenting an evening of military-themed movies. The event is free for veterans and their families. The event begins at 4 p.m., and space is limited. Call (910) 354-2124 for more information.
- **Nov. 10 Building Dedication Ceremony** by VFW Post 10630 honoring retired CW4 Edwin S. Deaver, former Hope Mills mayor and commissioner.
- **Nov. 11 Veterans Day** event at VFW Post 10630 3-5 p.m. Call (910) 424-4555 for details.
- **Dec. 2 Hope Mills Christmas Parade** starting at 3 p.m. at Hope Mills Middle School and ending at Rockfish Elementary School. Call (910) 426-4109 for details.

Fayetteville Observer

Nov. 9- Need to Know: Motorcycle Rally



Need to know for Thursday, Nov. 9

Posted Nov 9, 2017 at 4:30 AM

1. Motorcycle rally: The Fayetteville Area Convention and Visitors Bureau in partnership with Freedom Biker Church and Rolling Thunder NC Chapter 1 will host the first annual Heroes Homecoming Motorcycle Rally on Saturday. The rally will close out the fifth annual Heroes Homecoming celebration. The rally will kick off at Fort Bragg Harley Davidson at 10:30 a.m. Registration begins at 9:30 a.m. The ride will go through Cumberland County, stop at the Airborne & Special Operations Museum for the dedication of the Vietnam Moving Wall and then move to Festival Park, where there will be guest speakers, live music, a bike blessing and a Missing Man Table ceremony.

Publicity Generated

The Fayetteville Observer

Nov. 9- Family, Friends Honor Loved Ones at Vietnam Wall



Families, friends honor loved ones at Vietnam Moving Wall

By **Drew Brooks**
Military editor

Posted Nov 9, 2017 at 8:30 PM

Updated Nov 9, 2017 at 8:55 PM

Barbara Boyd was the first to step forward.

Clutching an umbrella in one hand and a small white candle in the other as a light rain fell outside the Airborne & Special Operations Museum, she spoke the name that she has held on her lips for decades.

"David Stewart Boyd," she said.

Then, softer. "My husband."

David Boyd, a 33-year-old sergeant first class serving in Special Forces, was killed in Vietnam on Nov. 14, 1966 – just 10 days before he was set to come home.

The loss is still painful, Barbara Boyd said.

"It never goes away," she said. "Whenever there is something like this it all starts back up."



Communications Department

The Mrs. Tee

Nov. 11 –FayettevilleNC Bloggers Meetup



#FayNCBloggers Meet Up LeClair's General Store Fayetteville, NC | TheMrsTee

42 views

2 0 SHARE

News I4 Carolina

Nov. 11 –Motorcycle Rally Celebrates Veterans

MOTORCYCLE RALLY CELEBRATES VETERANS

By David Ivey | November 11, 2017 @5:10 PM

SHARE

FAYETTEVILLE, N.C. -- Each year Fayetteville and Cumberland County hold the Heroes Homecoming celebration in November right around Veterans Day.

On Saturday, a new feature of the event happened with the first Heroes Homecoming Motorcycle Rally.

CENTRAL NC

Organizers say they all wanted to thank vets for the freedoms they enjoy.

"I've got a lot of respect for the veterans and what they do for my freedom and for everybody else's freedom," said motorcyclist David Schroeder. "We're free because of them."

Along with some special music, riders also visited the display at the Airborne and Special Operations Museum of the replica of the Vietnam Veterans Memorial.

Organizers say they are already planning for next year's motorcycle rally for Heroes Homecoming.

Publicity Generated

Fayetteville Observer

Nov. 10 – Local Vietnam Veterans I on Their Service



Local Vietnam veterans reflect on their service

By Amanda Dolasinski

Staff writer

Posted Nov 10, 2017 at 5:50 PM

Updated Nov 11, 2017 at 1:13 PM

Whether they were maneuvering through the thick jungles of Vietnam or keeping watchful eyes on the American forces on the ground, two local Vietnam veterans said their service was always a point of pride.

The Army veterans — Samuel Roberson and Willie Wright — paused to reflect on their time serving in Vietnam, a war that triggered demonstrations and riots in nationwide anti-war movements. Nearly 50 years later, veterans in the Fayetteville area are being recognized for their service as part of the Heroes Homecoming events organized by the Fayetteville Area Convention and Visitors Bureau.

"I'm proud to be a Vietnam veteran," Roberson said from his home in Hope Mills. "I believe I gave my country my contribution and I'm proud."

There are several events in Fayetteville this weekend to not only mark Veterans Day, but to especially remember Vietnam veterans. At the Airborne & Special Operations Museum, a half-size replica of the Vietnam Moving Wall is on display through Sunday. The museum also will show "On the Air: A Tribute to Bob Hope & America's Heroes" at 11 a.m. and 3 p.m. Saturday.



Marz On the Move

Nov. 12 –FayettevilleNC Bloggers Meetup

FAYETTEVILLE NC BLOGGERS FALL MEET-UP

Brittany McNeal · November 12, 2017



Sometimes living in Fayetteville can feel lonely when you're a blogger. Well, until Krystal Spell of AmyWife101 added me to the group, Fayetteville NC Blogger Network. I was so excited to see there were not only more bloggers in the area but also that they hosted events throughout the year!

This past Saturday the group hosted their fall meet-up at LeClair's General Store. I recently have been meeting friends at LeClair's and I just love this gem! The store is right in Haymount and features the coolest vintage pieces, art, clothing, food, and beverages. Patrick, the owner of LeClair's, previously worked for Ralph Lauren as THE Visual Designer for the company. As you walk around the store you will see everything flows beautifully and seems to be in its destined place. Patrick is truly a master of design. If you're in the area it's a great place to work or if you're visiting the area it's definitely worth it to stop in! Follow them on Instagram, [HERE](#).

Gathered Marketplace started off our afternoon at LeClair's with a wreath making workshop! Gathered is not your typical pop-up flower shop. They create experiences and build communities through creativity. I was so excited because we all know I love to get crafty. Amanda and Megan, owners of Gathered, are the sweetest pair and have such a deep passion for what they do. I loved working with them for the fashion show (Click [HERE](#) to see their awesome flower wall and details of that event). Sometimes workshops can be difficult and whatever you're making never seems to come out right. Not this time. Megan and Amanda made sure to help us all along the way and everyone loved their wreath.



Communications Department

Fayetteville Observer

Nov. 12 –Author Examines Turning Point of War



Author examines 'turning point' of Vietnam War

By **Rodger Mullen**
Staff writer

Posted Nov 12, 2017 at 5:15 PM
Updated Nov 12, 2017 at 5:15 PM

Mark Bowden is the author of "Hue 1968," about the major battle in the 1968 Tet Offensive.

Miscalculations on both the American and Vietnamese sides marked the 1968 Tet Offensive, said the author of a book about the turning point in the Vietnam War.

The North Vietnamese unrealistically believed the south would rally to their side against the Americans, author Mark Bowden said. The Americans far underestimated the strength of the North Vietnamese forces.

The result was a realization on America's part that the war was not going to be as simple a task as the country's leaders had led its people to believe.

Fayetteville Observer

Nov. 12 –Need to Know: Book Signing



Need to know for Sunday, Nov. 12

Posted Nov 12, 2017 at 4:30 AM

1. Book signing: The Airborne & Special Operations Museum will host a book signing with author Mark Bowden today from 1 to 3 p.m. Beginning at 1 p.m., Bowden will hold a question-and-answer session in the museum's theater and immediately following will sign his latest book, "Hue 1968: A Turning Point of the American War in Vietnam." The book is the first battle book from Bowden since "Black Hawk Down." "Hue 1968" is the story of the centerpiece of the Tet Offensive and a turning point in the American war in Vietnam. Books are available in the museum's gift shop. For more information, call 643-2774 or go to The museum is at 100 Bragg Blvd.

Publicity Generated

ArmyWife101

Nov. 13 –LeClairs General Store

ARMY wife 101
THE OFFICIAL LIFESTYLE BLOG FOR MILITARY SPOUSES

Places To Visit In Fayetteville North Carolina: Leclair's General Store

I was invited to Leclair's as part of an influencer meetup with the Fayetteville Convention Center. This is not a sponsored post. One of the best parts about being stationed in Fayetteville is the historical small town feel of the downtown area. There is always a new local shop or eatery opening geared towards incorporating local ingredients and artists.

LECLAIR'S GENERAL STORE
EST. 2017

THANKS TO: LACLAIR'S FB

If you love apps on your laptop, you'll love Chromebooks.

Thanks to the Fayetteville Convention Center I had the chance to visit one of those recent additions called "Leclair's General Store" located in the Haymont area of Fayetteville.

1851 1734
FAYETTEVILLE AREA
CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC
VisitFayettevilleNC.com

Tweets: Christmas Every Day

Nov. 14

Rural Moms – 145,000 followers

Travel Marilyn = 12,500 followers

ArmyWife101- 8200 followers

Rural Mom @ruralmoms
Following

From light displays to artistic endeavors and historic happenings, Christmas happens every day from Thanksgiving to Christmas Eve in @cumberlandnc @visitfaync bit.ly/2mojNh2

10:35 PM - 15 Nov 2017

4 Retweets 2 Likes

Official ArmyWife101 @Armywife101
Following

From light displays to artistic endeavors and historic happenings, Christmas happens every day from Thanksgiving to Christmas Eve in @cumberlandnc @visitfaync bit.ly/2mojNh2

2:06 PM - 14 Nov 2017

Fayetteville, NC CVB @VisitFayNC · 3h
2 Retweets

Replying to @ruralmoms @CumberlandNC
Thank you for sharing our news @Ruralmoms Have a great day!

Rural Mom @ruralmoms · 2h

Happy to! Looks like sc holiday season!

Marilyn Jones @TravelMarilyn
Following

It Is Christmas Every Day in Greater #Fayetteville, #NorthCarolina bit.ly/2hBU6It @VisitFayNC #ChristmasIsComing #holidayseason #Travel

4:17 AM - 15 Nov 2017

1 Retweet 4 Likes

Communications Department

CityView Magazine Blog

Nov. 14

Heroes Homecoming Motorcycle Rally

Vietnam Moving Wall

Heroes Homecoming Motorcycle Rally

11/14/2017 09:43AM • Published by Jenny Harris



Gallery: Photos by Matthew Wonderly [30 Images] Click any image to expand.

Freedom Biker Church Fayetteville and the Fayetteville Convention and Visitors Bureau proudly presented the 1st Annual Heroes Homecoming Motorcycle Rally in honor of all Vietnam Veterans.

The Heroes Homecoming Motorcycle Rally was the Grand Finale to a week of honoring Vietnam Veterans throughout Cumberland County.

Publicity Generated

Vietnam Moving Wall

11/14/2017 11:14AM • Published by Jenny Harris



Gallery: The Moving Wall Photos by Matthew Wonderly [42 Images] Click any image to expand.

To celebrate Heroes Homecoming, the Airborne & Special Operations Museum Foundation hosted the Vietnam Moving Wall at the museum's parade field Thursday, November 9, through the morning of Monday, November 13. A ceremony was held on November 11th.

A Forks Tale – Facebook

November 15 Dickens Holiday

6,500 Followers



Communications Department

Weekender Extended Website Christmas Every Day Story

Publicity Generated

Greater Fayetteville

North Carolina (<https://weekenderextended.com/destination/north-carolina/>)
Google Maps (https://maps.google.com/maps?ll=34.035173,-77.893597&z=9&hl=en-US&gl=US&mapclient=api&v=3)

Map data ©2017 Google

From small gatherings to large spectacles, a holiday event is happening every day from Thanksgiving to Christmas Eve.



The day after Thanksgiving, the Christmas season is underway in Cumberland County. The season starts with the simple pleasures of Victorian Christmas celebration during Dickens Holiday, presented by the Arts Council of Fayetteville/Cumberland County. From 1 to 9 p.m., visitors will find the streets of downtown Fayetteville bustling with characters from A Christmas Carol, carriage rides, the Gingerbread Community of Hope, exhibits on Victorian life and musical performances.

At 5:30 p.m. lights are turned off and thousands of attendees lead a candlelight procession from the Arts Council to the Market House, where a Christmas tree is lit and fireworks color the sky.

A Dickens Holiday is just one of the events happening throughout the Christmas season. From light displays to artistic presentations, from historic endeavors and events with small town charm, locals and visitors are bound to find something to delight. We've highlighted a few events here.

Four light displays sparkle of the season:

Land Rush Now

9 Things to Do Off the Beaten Path

3. Cumberland County

Cumberland County, which surrounds Fayetteville, NC, is home to several awesome summertime events. According to Jenny Bell, [Blues N Brews Festival](#) is the "one that really stands out as the perfect way to kick off the summer." Jenny also mentioned, "You will find a huge number of the attendees are military members who are stationed at Fort Bragg. The cold beer and hot blues are the big draw." With over 100+ beers to choose from, many being brewed by local breweries, it's no wonder that the festival is a must-see.

"Cumberland County boasts several multi-generation farms that people enjoy visiting and purchasing produce from, but one, in particular, brings my family back over and over throughout the year, [Gillis Hill Farm](#) and [Gillis Hill Road Produce](#)," says Jenny. Who doesn't enjoy fresh fruit and vegetables? Especially in the summertime!

Gillis Hill Farm has been in operation since the 1700s. In the spring you can visit the farm to pick your own strawberries or go for a visit in the fall to pick out pumpkins perfect for carving. Take a tour of the whole property, if you wish, just don't forget to stop in the little store first for homemade ice cream.



4.

The Mrs. Tee

2017 Holiday Events & Moments Guide: Fayetteville NC

2017 Holiday Events & Moments Guide | Fayetteville, NC

in Christmas / Fun / Holidays / Lifestyle / My North Carolina / MyFayetteville by TheMrsTee

Ad closed by Google

Report this ad Why this ad? ▾



The **Holidays** are one of the best times to make moments into memories with your family and friends. I'm sharing a few of the moments happening right here in My **Fayetteville** where you can make this **Holiday** more than special – you can make it memorable. Thanks to the awesome folks at the [Fayetteville Visitors Center](#) I have an entire list of events and moments you can experience this Holiday Season.



Communications Department

LET'S GO, FAYETTEVILLE MARKSMEN!



Visit Cumberland County in the spring and summer, and you'll find the locals out cheering on our Fayetteville SwampDogs and Cape Fear Heroes. In the fall and winter, though, we turn into big hockey fans. This season, we have even more reason to spend our weekends rink-side at the Crown Coliseum, and that's the debut of our [...]

[READ MORE](#)

10 WAYS TO CELEBRATE VETERANS DAY



If you're wondering where you and yours can spend this Veterans Day weekend, I'm counting at least 10 events taking place all over the communities of Cumberland County. Many of the planned activities are part of the annual Heroes Homecoming initiative that, this year, focuses on honoring our Vietnam veterans; however, other [...]

[READ MORE](#)

Go Fayetteville Blog

PLACES TO GATHER WITH FRIENDS & FAMILY



As the Christmas carol reminds us, "It's the most wonderful time of the year!" Whether you're hosting out-of-town guests or visiting Cumberland County during the holidays, we're sharing some warm, inviting places to gather with friends and family. Make yourself at home in a local coffee house. Plan a party at a [...]



[READ MORE](#)



1734
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



FIND YOUR FAMILY TRADITION IN CUMBERLAND COUNTY



Each holiday season I try to plan a new outing for my family that will hopefully become a lasting tradition. Last year, we experienced the grandeur of Holiday Lights in the Garden. Year before that, we joined the downtown revelry at A Dickens Holiday and took in the classic It's a Wonderful Life on stage. As this season quickly [...]



[READ MORE](#)

INDOOR RECREATION FOR TRAVELING FAMILIES



For traveling families, the most difficult season of the year may be winter, because of how challenging it can be to entertain kids indoors. As a parent myself, I am always on the hunt for ways to keep my child from going stir-crazy on trips. Here, in the communities of Cumberland County, we have a wide variety of indoor attractions [...]

20



[READ MORE](#)

Communications Department

Fayetteville NC Area Fall Blogger Meetup #FayNCBloggers

On November 10, we held a meet-up at Leclair's General Store. The Blind Pig Provided food, and Gathered provided an activity. Eight prominent local bloggers attended. All are military affiliated. Only 3% of the costs were paid by the CVB, the rest was comped. The CVB shared information on Cumberland County and upcoming events. Results: At least 65 social media posts on all channels, three blog posts. Next meetup scheduled for late January. A snapshot of results below.



marzonthemove · Follow
Leclair's General Store

marzonthemove New post! .

What a weekend! Check out my latest blog post on my visit to @leclairsgeneralstore. workshop with @gatheredmarketplace, and eating like a pig with @theblindpignc (link in bio)! 🐷 #marzonthemove #fayncbloggers livingrichblog 💖💖💖💖 Im stopping by there tonight.

36 likes
17 HOURS AGO

Add a comment...

Mommy PR with Leclair's General Store.
November 10 at 11:21am · Paid · 🌐

Visiting Leclair's General Store store here in local fayetteville thanks to Fayetteville Area Convention and Visitors Bureau #fayncbloggers #visitfaync

Like Comment Share

You, Angela Roy, Tiffany Haywood and 11 others

2 Shares

Mommy PR with The Blind Pig NC at Leclair's General Store.
November 10 at 10:15pm · Fayetteville · Paid · 🌐

Tasted these delicious sweet potato fries from The Blind Pig NC at Leclair's General Store thanks to Fayetteville Area Convention and Visitors Bureau #fayncbloggers #visitfaync

Like Comment Share

You, David Nash, Angela Roy and 9 others

1 Share



livingrichblog · Follow
Leclair's General Store

livingrichblog Today was my 2nd visit to @leclairsgeneralstore and both times I've left feeling inspired and more connected to my community. This picture feels inviting, like a place you can just come in and grab a cup of coffee and have great conversation. That's exactly what LeClairs is. ❤️ I had a ball meeting up with other bloggers in my area. Check my story to get a sneak peek of all we experienced! #FayNCBloggers #VisitFayetteville #Haymount .

#ASeatAtTheTable #LeclairsgeneralStore #RichWhereItCounts #happines #inspiration #smallbusinesslove #lovelocal #joy #feelslikehome #cworking #coffeeshop #vintage #retro #oldschool #fayettevillenc

22 likes
2 DAYS AGO

Add a comment...



Krystal Spell shared a link.
9 mins · NetworkedBlogs · 🌐

Places To Visit In Fayetteville North Carolina: Leclair's General Store - Army Wife 101

One of the best parts about being stationed in Fort Bragg is the historical small town feel of the downtown area. There is always a new local shop or eatery opening...

ARMYWIFE101.COM

Like Comment Share

Communications Department

Score Card

Communications Department						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
Facebook						
Users/Followers		6,765	6,826			
Postings	149	46	67		113	262
Twitter						
Users/Followers		2,842	2,854			
Postings	110	36	46		82	192
Instagram						
Users/Followers		1,567	1,581			
Postings	41	17	19		36	77
Event Calendar Postings (not including FACVB site)	478	243	226		469	947
Electronic Destination Guides Viewed	64	15	17		32	96
FACVB Generated Blog Articles	14	5	4		9	23
PUBLIC RELATIONS						
FACVB (In-House)						
Articles Generated						
Out of Market	18	8	8		16	34
Local	14	5	10		15	29
Press Releases Issued	5	3	2		5	10
Travel Writer Visits	7	0	0		0	7
Martin Arms						
Articles Generated						
Out of Market	0	1	0		1	1
Local	0	0	0		0	0
Republik						
Articles Generated						
Out of Market	7	11	1		12	19
Local	5	1	13		14	19
Totals						
Articles Generated						
Out of Market	25	17	11		28	53
Local	19	6	23		29	48

Tourism Department

Heroes Homecoming V

During Heroes Homecoming V, Cumberland County honored Vietnam veterans by providing opportunities for residents to get to know them. Our goal was to open a dialogue in order to learn who these heroes really are, hear their stories of courage and honor their lives as Americans.

Events were held November 4 through November 12 in Fayetteville, Hope Mills, Spring Lake and Eastover.



Tourism Department

Score Card

Tourism Department						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
Civic Presentations	0	3	0		3	3
Bookings	3	2	2		4	7
Bookings-Attendance	275	24,500	23000		47,500	47,775
Bookings-Room Nights	67	188	30		218	285
Bookings-Economic Impact	\$5,543	\$19,605	\$2,861		\$22,466	\$28,009
Verbal Bookings	6	1	0		1	7
Verbal Bookings-Attendance	23,169	3000	0		3,000	26,169
Verbal Bookings-Room Nights	122	0	0		0	122
Verbal Bookings-Economic Impact	\$232,446	\$5,700	\$0		\$5,700	\$238,146
Leads	7	4	0		4	11
Leads-Attendance	3,335	265	0		265	3,600
Leads-Room Nights	217	157	0		157	374
Leads-Economic Impact	\$64,980	\$47,310	\$0		\$47,310	\$112,290
Welcome Center Coupon Card - Room Nights	1	0	0		0	1
Welcome Center Coupon Card - Estimated Value	\$128	\$0	\$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			

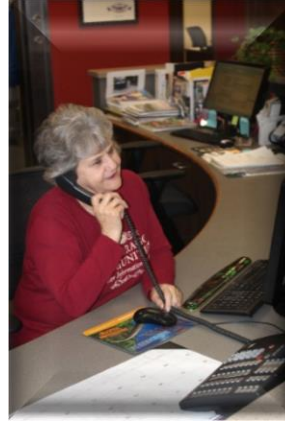


Visitor Services Department

November Was a Busy Month in Visitor Services!

Fulfilled 15 Group Service Requests

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

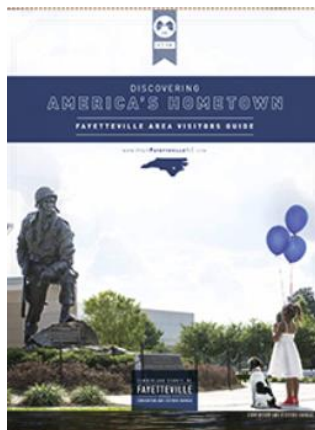


Distributed 4,395 Visitor Guides

To area hotels, welcome centers, visitors, FACVB advertising and visitor generation, AAA offices and others.

Handled 817 Visitor Inquiries

Via: phone, walk-ins, web at three Visitor Centers both local and out-of-town visitors



Visitor Services Department

Score Card

Visitor Center Department						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
Destination Guide						
Number Distributed	18,459	7,197	4,395		11,592	30,051
Via VisitFayettevilleNC.com	98	30	13		43	141
INQUIRIES						
FACVB Main Office						
Calls						
Tourism Information	108	37	23		60	168
Local Information	223	104	76		180	403
Total Calls	331	141	99		240	571
Walk-Ins						
Local Residents (Tourism)	673	194	177		371	1,044
Out-of-Town (Tourism)	606	165	106		271	877
Total Walk-Ins	1,279	359	283		642	1,921
Drive Thru	6	2	2		4	10
Relocation/Retiree Info	17	8	5		13	30
Transportation Resources	0	0	0		0	0
Same Day Group Service Request	13	0	3		3	16
Local Directions	57	27	15		42	99
Total Inquiries	1,514	396	308		704	2,218
Transportation Museum						
Walk-Ins						
Local Residents (Tourism)	774	136	171		307	1,081
Out-of-Town (Tourism)	294	88	112		200	494
Cross Creek Mall						
Walk-Ins						
Local Residents (Tourism)	855	223	223		446	1,301
Out-of-Town (Tourism)	24	10	4		14	38
Group Service Request	78	25	15		40	118
Meetings/Events Serviced	9	4	1		5	14

Thank you!

“Everything Begins With a Visit”



- > Economic Impact of \$504.19 million
- > 4,400 jobs with a \$93.59 million payroll
- > State and Local Taxes of \$37.80 million:
a \$116.83 tax savings to each county resident

