



# Bureau Business Brief:

## *Monthly Results Report*

PREPARED BY: John Meroski  
*Chief Executive Officer FACVB*

November 2017



**CONVENTION AND  
VISITORS BUREAU**

FAYETTEVILLE AREA  
CONVENTION AND VISITORS BUREAU  
CAMERON COUNTY, NC

[VISITFAYETTEVILLENC.COM](http://VISITFAYETTEVILLENC.COM)



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Everything Begins with a Visit 29



# Smith Travel Research (STR)

## Segmentation Trend for North Carolina

	Current Month - October 2017 vs October 2016												Year to Date - October 2017 vs October 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 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	68.1	74.1	110.95	108.38	75.56	80.35	-8.1	2.4	-6.0	-3.3	2.8	-5.6	65.0	66.1	103.09	100.30	66.97	66.33	-1.8	2.8	1.0	3.4	2.4	0.6	1772	1170	154928	123535
Cumberland County, NC	60.8	81.8	74.38	78.52	45.22	64.24	-25.7	-5.3	-29.6	-27.0	3.6	-23.0	67.0	67.6	76.18	73.98	51.07	50.00	-0.8	3.0	2.1	4.7	2.5	1.7	66	48	6110	5130
Johnston County, NC	53.2	71.0	71.66	72.80	38.10	51.65	-25.1	-1.6	-26.2	-26.3	-0.0	-25.1	54.4	54.5	72.41	71.31	39.42	38.86	-0.1	1.5	1.5	2.1	0.6	0.6	32	24	2217	1734
Robeson County, NC	52.4	57.7	72.89	73.80	38.16	42.61	-9.3	-1.2	-10.4	-5.3	5.7	-4.1	63.7	61.9	76.05	69.15	48.47	42.77	3.0	10.0	13.3	18.0	4.1	7.3	29	17	1883	1291
Wake County, NC	73.6	82.4	106.76	104.90	78.62	86.46	-10.7	1.8	-9.1	-4.5	5.0	-6.2	70.5	71.2	102.82	101.15	72.51	71.97	-0.9	1.7	0.8	3.0	2.2	1.3	138	129	16554	15895
Durham County, NC	73.8	76.8	110.85	103.88	81.77	79.78	-3.9	6.7	2.5	5.9	3.3	-0.7	68.2	67.9	104.09	102.59	70.95	69.63	0.4	1.5	1.9	5.5	3.6	4.0	65	61	8401	8008
Edgecombe County, NC																												
Guilford County, NC	68.2	73.4	125.67	119.91	85.68	87.97	-7.1	4.8	-2.6	-2.6	-0.0	-7.1	60.0	60.1	96.64	94.74	57.98	56.96	-0.2	2.0	1.8	2.1	0.3	0.1	4	1	216	65
Harnett County, NC	48.8	65.8	76.99	77.90	37.54	51.26	-25.9	-1.2	-26.8	-26.8	0.0	-25.9	56.3	56.1	76.79	72.73	43.23	40.79	0.4	5.6	6.0	8.1	2.0	2.4	84	67	10184	9062
Moore County, NC	62.5	72.9	141.89	134.64	88.74	98.09	-14.2	5.4	-9.5	-9.6	-0.1	-14.2	58.9	60.9	124.61	122.87	73.38	74.86	-3.3	1.4	-2.0	2.6	4.6	1.1	11	8	859	638



# Visitor Profile- NEW

*Does not include Cumberland County Residents*

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

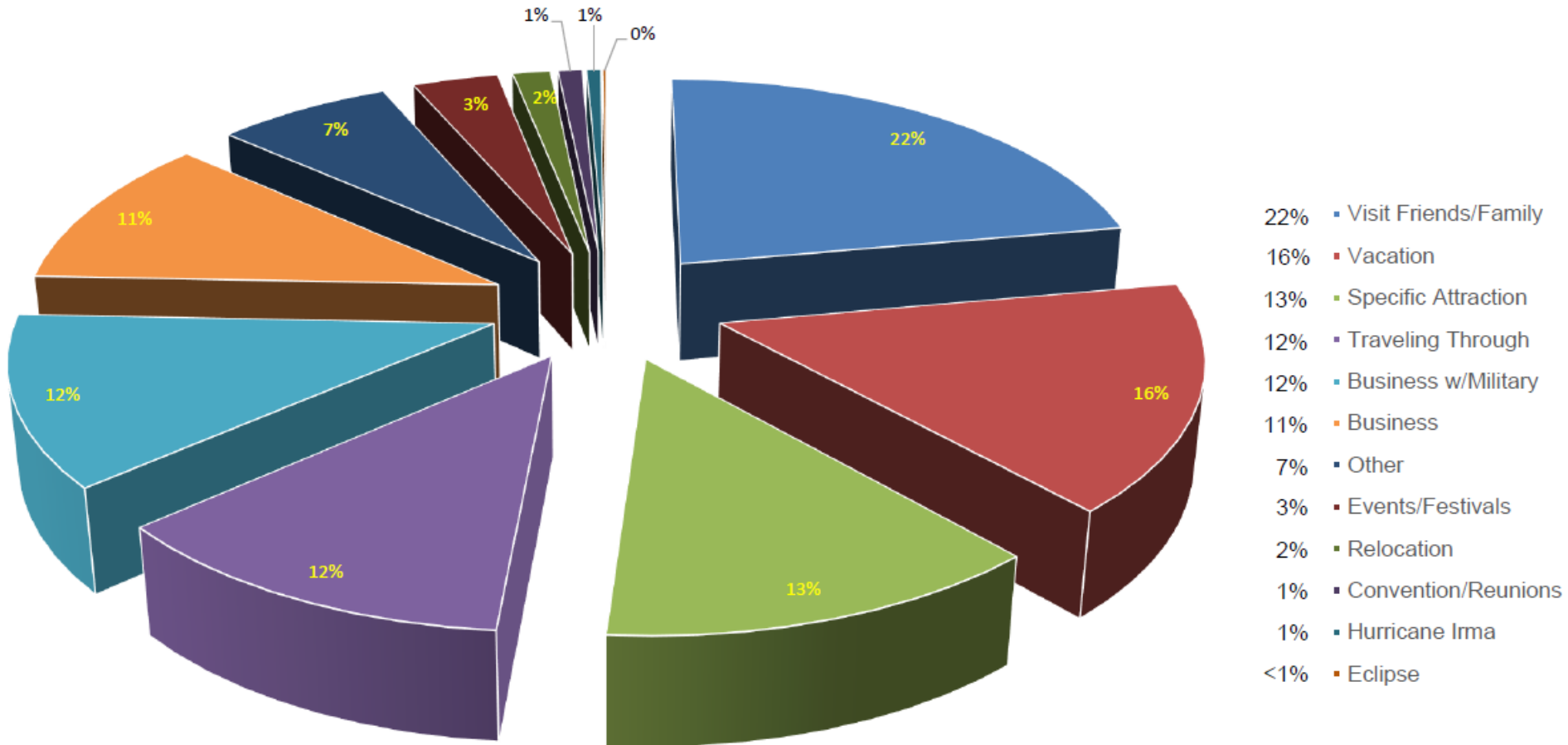
1. Visitors to Cumberland County were from the following states: **North Carolina 26.86%, Florida 10.61% and Virginia 5.30%.**
2. The visitors' reason for visiting was **Visit Friends/Family 22%, Vacation 16% and a Specific Attraction 13%.**
3. The top areas of interest were **Museums 14%, Historical Sites 13% and Dining 12%.**
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was **4.79.**



# Visitor Profile - New

## What is their reason for visiting?

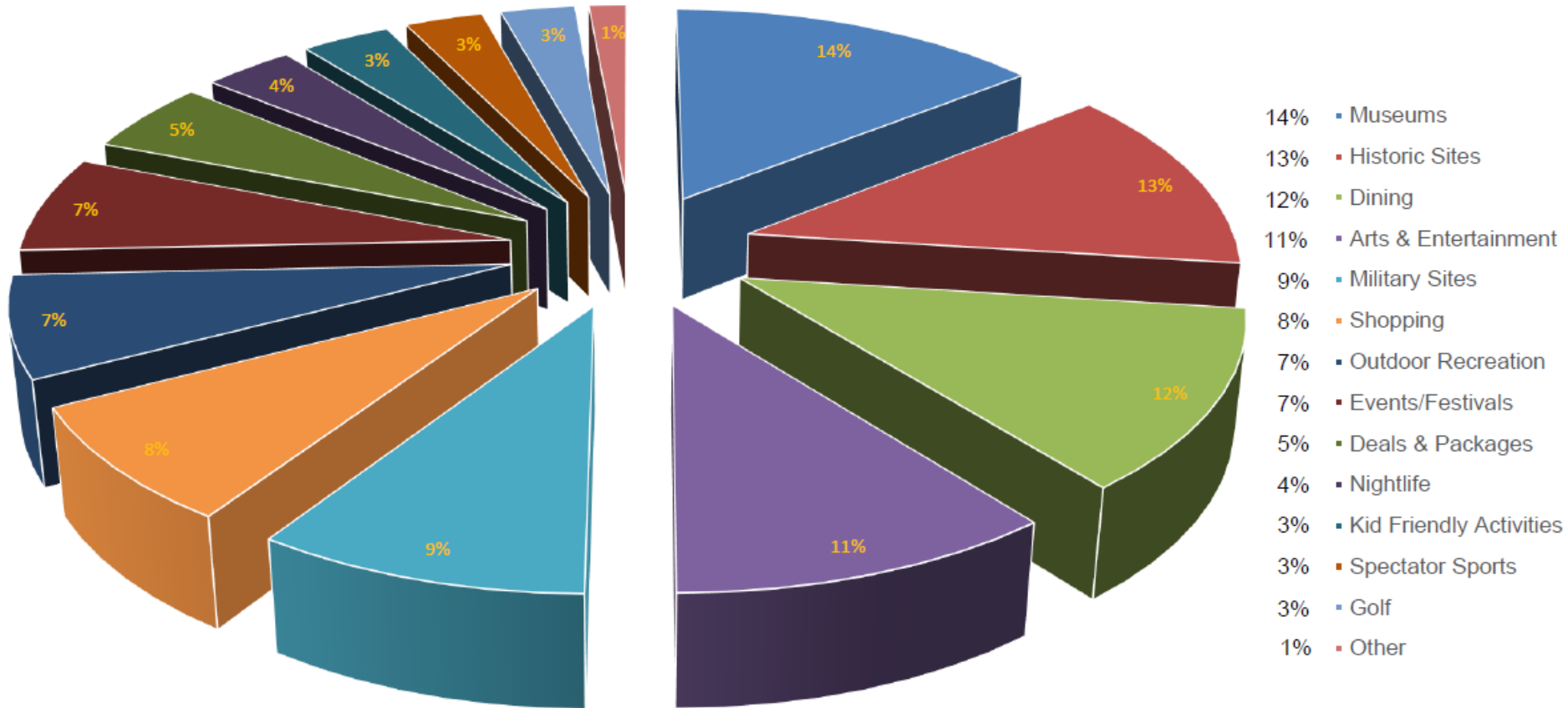
*Does not include Cumberland County Residents*



# 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
<b>Grand Totals:</b>	113	77,159	13,989	45,519	\$18,207,054.00
Cancelled:	0	0	0	0	\$0.00
Closed:	2	1,100	240	457	\$278,160.00
Definite:	20	8,700	305	410	\$100,320.00
Assist:	0	0	0	0	\$0.00
Lost:	7	4,825	452	2,058	\$1,654,140.00
Pending:	2	1,650	325	525	\$136,800.00
Verbal Definite:	1	6,500	450	1,700	\$1,824,000.00
Canceled from Pending:	0	0	0	0	\$0.00

### Lead Source Summary

American Legion - Magazine:	1	Tourism Development Authority (TDA) Grant:	1
Group Tour Magazine - Group Tour Media:	1	Crown Coliseum:	2
Calls (9-11 a.m.):	20	Cvent:	6
RCMA No Longer Used:	4	Association Executives of North Carolina (AENC) - Annual Meeting:	3
SGMP Annual Meeting:	3	Client Contacted Us:	17
Previous Client Referral:	8	Parks & Recreation:	1
Sales Blitz:	1	Internet/ CVB Website No Longer Used:	3
Strategic Database Research (SDR):	3	Advertising Masonics:	1
Internet/CVB Website:	2	Telemarketing:	1
Rejuvenate Marketplace:	9	Website:	1
National Association of Sports Comm:	3	Travel Alliance Partners (TAP):	1
Connect Marketplace:	4	RCMA:	5
MPI:	1	Bureau Generated:	5

### Market Segment Summary

#### Meeting Sales Market Segments

Training:	0	Group Tour:	4
Performance Group:	1	Social:	4
Health & Medical:	0	Hobby & Vocational:	1
Religious:	21	Senior Group:	0
Politics:	0	Educational/Student Group:	0
Military/Government:	0	Affinity Group:	0
Sports:	28	Fraternal:	4
Ethnic:	0	Corporate:	0
Outdoor/Adventure Group:	0	Retail Tour:	0
Educational:	8	Corporate - Miscellaneous:	7
Church/Religious Group:	0	Family or Friend Reunion:	0
Military:	6	Reunion:	3
Government:	4	Association:	8
Nonprofit Group:	4	TDA:	1



**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



# *Sales Department*

## Score Card

<b>Sales Department</b>						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
<b>Bookings (Annual Goal = 20,000)</b>	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
<b>Verbal Bookings</b>	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
<b>Leads</b>	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
<b>Sales Functions</b>	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

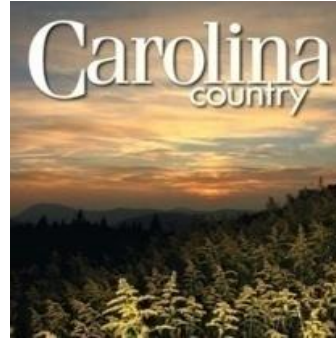




# *Communications Department*

## *The FACVB Team Placed*

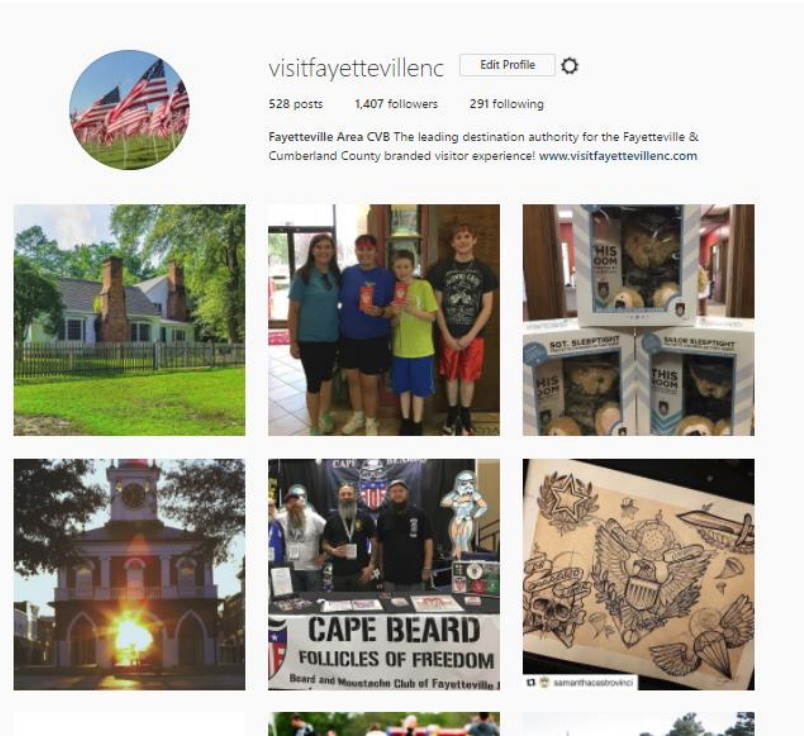
### *243 Event Listings*



# Communications Department

## Social Media Stats – October

Outlet	Followers	Posts	Engagement
Twitter	2,842	36	235 Clicks, Retweets, Replies
Facebook	6,765	46	854 Likes, Comments, Shares
Instagram	1,567	17	458 Likes, Comments





# Communications Department

## Publicity Generated

Up & Coming Magazine – Liberty Point Bulletin  
Veterans (gen)  
10/18: Heroes Homecoming to Honor Vietnam Vets (specific)

## Y-Travel Social Recap

Blog: [www.Ytravelblog.com](http://www.Ytravelblog.com) – 225,000 monthly influencers  
Facebook: 55,000 followers  
Instagram – 45,600 followers  
Twitter – 50,600 Followers

**Liberty Point Bulletin**

**Heroes Homecoming V To Honor Vietnam Veterans**

The Fayetteville Area Convention and Visitors Bureau (FACVB) and the communities of Cumberland County are excited to announce that the fifth annual Heroes Homecoming celebration will be dedicated to acknowledging the sacrifice and service of our country's brave Vietnam Veterans.

In addition to honoring Vietnam Veterans through local events, the FACVB will also challenge community businesses and organizations to participate in the Missing Man Table Initiative as a way to inspire and help educate the public on the importance and symbolism of the display. The Missing Man Table, similar to the Fallen Comrade Table, honors the members of missing or imprisoned military service members. To date, there are 1,006 recorded POW/MIA Vietnam Veterans, 39 of which are North Carolinians. The community's goal is to have the largest display of Missing Man Tables across the county during

Heroes Homecoming V is a way to honor POW/MIA veterans. Currently, approximately 200 area businesses and organizations have pledged to participate, with the number growing every day.

"Heroes Homecoming provides an opportunity to raise awareness for the thousands of people held as POWs or considered MIA during the Vietnam War," said John Merzoff, President/CEO of the FACVB. "If Cumberland County can be a conduit to bring more momentum to this important cause, it further demonstrates why we are the nation's first Military Sanctuary Community and how we care for and support all branches of the US Military daily. We hope to inspire other communities nationwide to show their support of Vietnam Veterans by participating in the Missing Man Table Initiative."

As the point of departure and return for hundreds of thousands of soldiers, the Fayetteville area has always had a unique bond with veterans. Cumberland County has hosted Heroes Homecoming since 2011, helping it to become the largest commemorative and reunion of its kind.

For more information on Heroes Homecoming and a full list of events, visit [www.HeroesHomecoming.com](http://www.HeroesHomecoming.com).

**GIFT SHOP**

**10% Off**

Our shop at 343 Person Street is stocked with lots of locally made and produced items and treats. The shop is open from Monday - Friday 8 a.m. - 5 p.m.

**ABOUT THE AUTHOR:**  
Melody Foote  
Director of Communications  
Fayetteville Area Convention & Visitors Bureau

yTravel Blog added 7 new photos. Yesterday at 10:15am

We enjoyed a nice 1 hour loop walk at Carvers Creek State Park in Fayetteville, North Carolina on Friday. We walked through pine forests and past the Long Valley Farm House which is the former winter estate of James S. Rockefeller. Put this on your list of things to do in Fayetteville Area Convention and Visitors Bureau.

Like Comment Share

22 Top Comments

1 Share

1 Share

Write a comment...

Fayetteville Area Convention and Visitors Bureau Town of Spring Lake Spring Lake, NC  
Like Reply Commented on by Melody Vealey Foote [?] · 23 mins

Colleen N. Moultry Angela Ruska something to check out  
Like Reply 1 · Yesterday at 12:25pm

yTravel Blog Colleen N. Moultry Our pleasure. Happy to help!  
Like Reply 17 hrs

Melody Vealey Foote I was at Carvers Creek State Park this weekend myself.  
Like Reply 21 mins

1851 1734  
FAYETTEVILLE AREA  
**CONVENTION AND VISITORS BUREAU**  
CUMBERLAND COUNTY, NC  
[VisitFayettevilleNC.com](http://VisitFayettevilleNC.com)

yTravel Blog added 6 new photos. September 30 at 6:51pm · Cary

We learned about some interesting Civil War history in Fayetteville, North Carolina yesterday. We had a fascinating tour of Arsenal Park. The Confederacy used the arsenal to produce rifles, ammunition, and gun carriages. Union troops, commanded by Gen. Sherman, destroyed the facility in 1865. We also explored the historic Poe House, built in 1897, which was the home of the Poe family. Edgar Allan Poe was a successful local businessman, and whilst he shares the same name as the famous writer, they are not related. Check this tour out when in Fayetteville Area Convention and Visitors Bureau. Go to the Museum of the Cape Fear Historical Complex - our guide Angel was awesome!!!

Melody Vealey Foote, Margaret Reid and 26 others  
Top Comments

Write a comment...

Fayetteville Area Convention and Visitors Bureau Thank you for taking the time to visit! One of our favorites is Museum of the Cape Fear Historical Complex and the EA Poe House. So glad you had a good experience.  
Like Reply 1 · Commented on by Melody Vealey Foote [?] · 21 mins

yTravel Blog

# Communications Department

## Publicity Generated

**yTravel Blog** added 4 new photos.  
September 30 at 9:10am · Cary · 🌐

Another activity our kids love is indoor rock climbing, and they were excited to do it during our visit to Fayetteville in North Carolina on Thursday. We went to The Climbing Place in the heart of downtown and this center has climbs for everyone from beginners to the experienced. And the owner, Mr P, is an interesting guy to chat with and a very passionate climber who has climbed on Everest 3 times, climbed Denali 6 times, and numerous other major peaks! Check this place out in Fayetteville Area Convention and Visitors Bureau.



Like Comment Share

12 Top Comments

1 Share

Write a comment...

**yTravel Blog** added 7 new photos.  
September 29 at 8:42am · 🌐

FUN in Fayetteville yesterday. Kalyra loves seeking out zip lining courses on our travels, and Zip Quest in Fayetteville is cool. They have 8 tree-to-tree ziplines, 3 suspension bridges, 3 spiral staircases and you get to zip line over a 60 foot wide waterfall! 🌊  
Here with Fayetteville Area Convention and Visitors Bureau. Who loves zip lining?



Like Comment Share

Jenny Bell, Debbie Street Earnhurst and 26 others Top Comments

**Fayetteville Area Convention and Visitors Bureau** We are so glad you guys enjoyed ZipQuest - WaterFall & TreeTop Adventure! We agree it is pretty AWESOME!  
Like · Reply · 2 · Commented on by Melody Vesley Foote 1! · September 29 at 8:49am

**yTravel Blog** We love zip lining 🤗  
Like · Reply · September 29 at 9:20am

Write a reply...

**Liz Nichole** Would love the waterfall leg.  
Like · Reply · 1 · September 29 at 4:07pm

**yTravel Blog** It's very cool!  
Like · Reply · September 29 at 5:45pm

**April Rodrigue** Have you made it to US National White Water center in Charlotte yet?  
Like · Reply · 1 · September 29 at 12:52pm

**yTravel Blog** No not yet but our friend from Durham recommended that to us.  
Like · Reply · September 29 at 12:54pm

View more replies

**Tonya Wariner** I've never done it but have wanted to. Going on my bucket list.  
Like · Reply · 1 · September 29 at 12:08pm

**yTravel Blog** It's good fun  
Like · Reply · September 29 at 12:21pm

View more replies

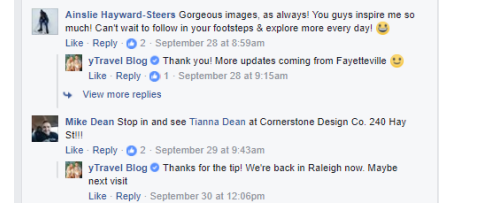
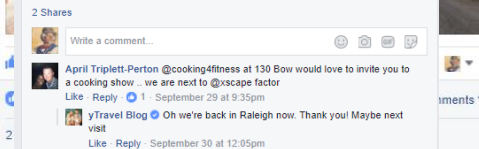
**Maria Stevens Aron** Wow!!  
Like · Reply · 1 · September 29 at 3:33pm

Write a comment...



# Communications Department

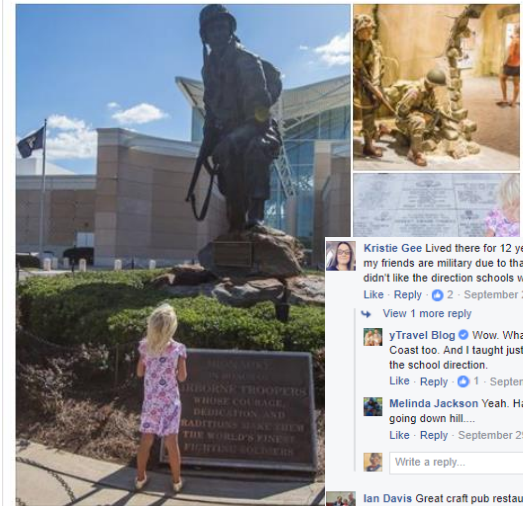
Fayetteville Area Convention and visitors bureau exploring the town. In case you don't know, Fayetteville is only 1 hour from Raleigh. Yesterday we started off with a walk along the main street, which is really nice, and we stopped in at The Coffee Cup which is run by a lovely lady from Puerto Rico who is taking donations for her home country due to the devastating hurricane, and our kids could write letters to other kids in Puerto Rico in Spanish. Coffee is good too! Anyone been to Fayetteville? Any tips?



## Publicity Generated

**yTravel Blog** added 18 new photos.  
September 28 at 8:54pm · Fayetteville · 🌐

You probably know that Fayetteville, North Carolina is home to Fort Bragg, the largest military base in the US from a population stand point, so this town has plenty of military history and yesterday we visited the Airborne & Special Operations Museum. Thought provoking place. It has life like exhibits and detailed information on the major wars and interesting facts about strategies and equipment used in combat. And of course, stories of courage and sacrifice. Have you been? Here with Fayetteville Area Convention and Visitors Bureau.



Like Comment Share

26

**Melinda Jackson** Looks like you guys are having an amazing time!! The Downtown area is super cute, right?

Like Reply 3 · September 28 at 10:12am

**yTravel Blog** It really is. Super friendly people too

Like Reply 3 · September 28 at 2:20pm

**Tara Cates** Cape fear botanical garden, Clark Park!

Like Reply 1 · September 29 at 8:32am

**yTravel Blog** Went there for yoga the other night. Beautiful

Like Reply · September 29 at 8:38am

**Ken N Peggy Winschel** Some really beautiful photos of downtown area...

Like Reply 1 · September 29 at 1:40pm

**Colleen N. Moultry** Yes!!! Go to Sherefe for the most amazing food!

Like Reply 2 · September 28 at 9:55am

**Outbound Journey Wonders** never cease

Like Reply 1 · September 28 at 9:02am

**Ken N Peggy Winschel** Officer Scott moved a long the "temporary residents" which is always appreciated ...

Like Reply · September 29 at 1:37pm

**Richard Perez** You could always visit the Cape Fear Table Tennis Club and get some good old fashion ping pong lessons 🙄

Like Reply · September 30 at 11:29pm

Write a comment...



**Kristie Gee** Lived there for 12 years and taught in the local schools. Many of my friends are military due to that. Back home on the Central Coast, NSW as I didn't like the direction schools were heading.

Like Reply 2 · September 29 at 5:02am

View 1 more reply

**yTravel Blog** Wow. What an experience. We're from the Central Coast too. And I taught just up the road in Johnston County. Ditto on the school direction.

Like Reply 1 · September 29 at 7:11am

**Melinda Jackson** Yeah. Having grown up here, the schools are def going down hill...

Like Reply · September 29 at 9:49am

Write a reply...

**Ian Davis** Great craft pub restaurants right there across street too

Like Reply 2 · September 28 at 9:11pm

**yTravel Blog** Went to the Huske for dinner last night. What other do you recommend?

Like Reply 1 · September 28 at 9:30pm

**Ian Davis** Huske is the best to me. The Tap House is decent. Less selection but chicken n waffle is good.

Great beer selection but kids menu is bad at best. So depends if your kids like corn dogs.

Like Reply 2 · September 28 at 9:35pm

Write a reply...

**Ian Davis** Yes great place. De oppresso liber

Like Reply 1 · September 28 at 9:10pm

**Debi Ellis** We lived there in Fayetteville in the 1990s when my daughter was a toddler. We also lived in Augusta GA which is a beautiful place.

Like Reply · September 29 at 8:31am

**Mona Katharina** Not sure I'd want to support anything military related.

Like Reply · September 29 at 5:39pm

**Mary Aker** Our DAR chapter toured the museum a few years ago and I found it very interesting.

Like Reply · September 28 at 10:59pm

# Communications Department

## Publicity Generated



**ytravelblog**  
Fayetteville, North C... Following

ytravelblog Hello from Fayetteville, North Carolina. We are here for 2 days with @VisitFayettevilleNC exploring the town. In case you don't know, Fayetteville is only 1 hour from our home in Raleigh. Yesterday afternoon we started off with a walk along the main street, which is really nice, and we stopped in at @TheCoffeeCupUS which is run by a lovely lady from Puerto Rico who is taking donations for her home country due to the devastating hurricane, and our kids could write letters to other kids in Puerto Rico in Spanish. Coffee was good too! Anyone been to Fayetteville? Any tips? #VisitFayetteville #FayFaves @VisitNC #FamilyTravel

243 likes  
4 DAYS AGO

Add a comment...

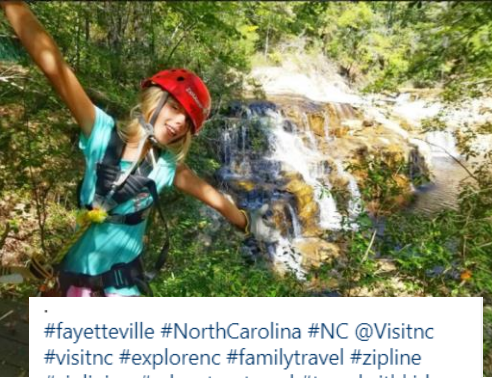


**ytravelblog**  
Airborne & Special ... Following

ytravelblog You probably know that Fayetteville in North Carolina is home to Fort Bragg, the largest military base in the US from a population stand point, so this town has plenty of military history and yesterday we visited the Airborne & Special Operations Museum. Thought provoking place. It has life like exhibits and detailed information on the major wars and interesting facts about strategies and equipment used in combat. And of course, stories of courage and sacrifice. Have you been? @VisitFayettevilleNC #VisitFayetteville @asomf

152 likes  
3 DAYS AGO

Add a comment...



**ytravelblog**  
ZipQuest - WaterFal... Following

ytravelblog FUN in Fayetteville yesterday. Kalyra loves seeking out zip lining courses on our travels, and Zip Quest in Fayetteville is cool. They have 8 tree-to-tree ziplines, 3 suspension bridges, 3 spiral staircases and you get to zip line over a 50 foot wide waterfall :) Who loves zip lining? @visitfayettevilenc #visitfayetteville #FayFaves

162 likes  
3 DAYS AGO

Add a comment...

#fayetteville #NorthCarolina #NC @Visitnc #visitnc #explorenc #familytravel #zipline #ziplining #adventuretravel #travelwithkids #carolina #carolinas #waterfall #waterfalls

melindagale This is awesome!!! I've been meaning to check out this course for a while!

ytravelblog @melindagale It's fun. Friendly guides too.

162 likes  
3 DAYS AGO

#Fayetteville #NorthCarolina #Fayfaves @visitnc #NC #explorenc #carolina #carolinas #military #visitnc #paratrooper #Fayettevilenc #travel #usroadtrip #museum #militarymuseum #usmilitary #usa

joyofmom Wow! What a wonderful museum!

melindagale Just a heads up, it's Fayetteville not Fey 😊

ytravelblog @melindagale oops fixed thanks

ytravelblog @joyofmom yes, impressive place

ytravelblog @melindagale oops fixed thanks

ytravelblog @joyofmom yes, impressive place

janstring1 Looks really interesting. A great place to educate your kids! All our histories intertwine. I learnt that as an Englishwoman when I visited Pearl Harbour! It's the place I connected with my very English parents the most! 🙌

ytravelblog @janstring1 it's a wonderful monument

152 likes  
3 DAYS AGO





# Communications Department

## Publicity Generated



**ytravelblog**  
The Climbing Place

Following

**ytravelblog** Another activity our kids love is indoor rock climbing, and they were excited to do it during our visit to Fayetteville in North Carolina on Thursday. We went to @TheClimbingPlace in the heart of downtown and this center has climbs for everyone from beginners to the experienced, plus a slack line and designated kiddies area. And the owner, Mr P, is an interesting guy to chat with and a very passionate climber who has climbed on Everest 3 times, climbed Denali 6 times, and numerous other major peaks! Check this place out if you love a challenge and fun exercise! Guests of @VisitFayettevilleNC #VisitFayetteville .

168 likes  
2 DAYS AGO

Add a comment...



**ytravelblog**  
Museum of the Cap...

Following

**ytravelblog** We learned about some interesting Civil War history in Fayetteville, North Carolina yesterday. We had a fascinating tour of Arsenal Park. The Confederacy used the arsenal to produce rifles, ammunition, and gun carriages. Union troops, commanded by Gen. Sherman, destroyed the facility in 1865. We also explored the historic Poe House, built in 1897, which was the home of the Poe family. Edgar Allan Poe was a successful local businessman, and whilst he shares the same name as the famous writer, they are not related. I you're a history buff, check this tour out when in Fayetteville. Go to the @MuseumOfTheCapeFear - our guide Angel was awesome!!! With @VisitFayettevilleNC #VisitFayetteville .

164 likes  
1 DAY AGO

Add a comment...



**ytravelblog**  
Carvers Creek State ...

Following

**ytravelblog** We enjoyed a nice 1 hour loop walk at Carvers Creek State Park in Fayetteville, North Carolina on Friday. We walked through lovely pine forests and past the Long Valley Farm House which is the former winter estate of James S. Rockefeller. Put this on your list of things to do in Fayetteville. Nice and flat and easy walk for kids! @VisitFayettevilleNC #VisitFayetteville #FamilyTravel .

#CarversCreekStatePark #FayFaves #Fayetteville #NorthCarolina #NC

188 likes  
1 DAY AGO

Add a comment...

#Fayetteville #NorthCarolina #CivilWar #civilwarhistory #explorenc @visitnc #visitnc #fayfaves #NC #USA #Carolina #Carolinas #familytravel @visittheusa #visittheusa #history #historybuff #travel #thecivilwar #poehouse #thearsenal kamranariff Beautiful 📷

mandy\_wear Gorgeous pictures

teresayluciana Sooo good

ytravelblog @kamranariff We really enjoyed the tour

ytravelblog @mandy\_wear thank you. Historic and interesting place

1851 1734  
FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com

# Communications Department

## Publicity Generated



**Caz Craig Makepeace** ✓

@yTravelBlog

Follow

Nice one hour loop walk at Carvers Creek State Park in #Fayetteville. Easy and flat for kids :) @VisitFayNC @VisitNC #NorthCarolina #NC



7:44 AM - 1 Oct 2017

2 Retweets 3 Likes



1 2 3



**FW Safaris** @FWSafaris1 · Oct 1

Replying to @yTravelBlog @VisitFayNC @VisitNC

Looks beautiful.....

[favourwildlifesafaris.com](http://favourwildlifesafaris.com)

1 2



**Caz Craig Makepeace** ✓

@yTravelBlog

Follow

Fascinating #CivilWar history in #Fayetteville. Did interesting tour of "Arsenal Park" and "Poe House" with @VisitFayNC. Go here in @Visitnc



4:17 PM - 30 Sep 2017

1 Retweet



1





# Communications Department

## Publicity Generated

 **Caz Craig Makepeace** ✓  
@yTravelBlog

Follow

Our kids love indoor #RockClimbing & enjoyed "The Climbing Place" in #Fayetteville. Fun + challenging :) @VisitFayNC @Visitnc #NorthCarolina



6:25 AM - 30 Sep 2017

1 Retweet



 **Caz Craig Makepeace** ✓  
@yTravelBlog

Follow

Awesome zip line course in #Fayetteville #NorthCarolina across a waterfall. Check out Zip Quest. @VisitFayNC @visitnc #familytravel #lp



6:23 AM - 29 Sep 2017

3 Retweets 1 Like



 **Melody Foote** @MelodyFooteHQ5 · Sep 29  
Replying to @yTravelBlog @VisitFayNC @VisitNC  
It looks like she had fun. I'm so glad!

 **Caz Craig Makepeace** ✓  
@yTravelBlog

Follow

Fascinating tour of the Arsenal Park - the last major site touched by General Sherman #visitFayetteville @VisitFayNC #lovedit



5:44 PM - 29 Sep 2017

2 Retweets 2 Likes



# Communications Department

## Publicity Generated

 **Caz Craig Makepeace** ✓  
@yTravelBlog Follow

Up close with Iron Mike at the Airborne & Special Ops Museum in #Fayetteville, NC. A thought provoking place. @VisitFayNC @asomf #Military



6:23 PM - 28 Sep 2017

1 Retweet 3 Likes

1 3

 **Caz Craig Makepeace** ✓  
@yTravelBlog Follow

Hi from #Fayetteville, NC. Here for 2 days with @VisitFayNC. Started with a walk along main street. Any tips? @VisitNC #NorthCarolina #NC



6:13 AM - 28 Sep 2017

3 Retweets 10 Likes

6 3 10

 **Nat Robertson, Mayor** @NatRobertsonNC · Sep 28

Replying to @yTravelBlog @VisitFayNC @VisitNC  
Would be my pleasure to meet you this afternoon at City Hall. I will be around after 3pm if your schedule permits?

1 3



**CONVENTION AND VISITORS BUREAU**

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1 3

 **Caz Craig Makepeace** ✓ @yTravelBlog · Sep 28  
Oh I apologize! I've only just seen this. It would have been lovely to meet you. Thank you  
2

 **Earl Vaughan Jr.** @EarlVaughanJr · Sep 28  
Replying to @yTravelBlog @VisitFayNC @VisitNC  
Catch a high school football game Friday night. I suggest South View at Pine Forest or either of the homecoming games at Terry Sanford or Cape Fear. @sixsandak of the city council would be glad to show you around Pine Forest I'm sure.  
2 1 2

 **Caz Craig Makepeace** ✓ @yTravelBlog · Sep 28  
Would love to see football game, but leaving Friday afternoon to go home to Raleigh. Can always come back 😊  
2

 **Joshua Powell** @JPowellCarolina · Sep 28  
Replying to @yTravelBlog @VisitFayNC @VisitNC  
Botanical Gardens in Fayetteville is a must see. Very beautiful. #HometownGuyHere  
2

 **Fayetteville, NC CVB** @VisitFayNC · Sep 28  
Replying to @yTravelBlog @VisitNC  
Thank you for taking a the time for visit @yTravelBlog !  
2

# Communications Department

## Publicity Generated

Carolina Country Magazine – October  
Frightfully Fun Fitness



Tripveel  
5 Reasons to Visit Fayetteville



### 5 REASONS TO VISIT FAYETTEVILLE

Fayetteville, North Carolina is proud of its rich role in our nation's history and holds fast to the friendly feel of a true h

#### I. THE ARCHITECTURE





# Communications Department

Cheap Is the New Classy  
51<sup>st</sup> Annual Holly Day Fair


Publicity Generated

Holly Day Fair Tweets

- 43,000 followers: @TheNewClassy
- 11,000 followers @TravelMarilyn
- 23,700 followers @bjkbrady
- 78,000 followers @danavento
- 35,900 followers @taylorhouseblog

HOME FOOD DIY TRAVEL PETS LIFESTYLE TECH BEAUTY & FASHION BLOGGERS Search this website... SEARCH

51<sup>st</sup> Annual Holly Day Fair Shopping Extravaganza November 2-5 in Fayetteville  
October 6, 2017 By Dawn McAlexander Leave a Comment



**Dawn McAlexander** @TheNewClassy Following

Faye NC hosts largest gift & craft show in eastern NC. @HollyDayFair runs 11/2-5 at @CrownComplexNC. It is their 51st show! @visitfaync

6:58 AM - 6 Oct 2017 from North Carolina, USA

54 Retweets 3 Likes

Tweet your reply

**dana vento** @danavento Following

Faye NC hosts largest gift & craft show in eastern NC. @HollyDayFair runs 11/2-5 at @CrownComplexNC. It is their 51st show! @visitfaync

5:44 PM - 5 Oct 2017

2 Retweets 1 Like



**lor** @log Following

its largest gift & craft show in @HollyDayFair runs 11/2-5 at nplexNC. It is their 51st show!

Tweet your reply

**Janice Brady** @bjkbrady Following

Faye NC hosts largest gift & craft show in eastern NC. @HollyDayFair runs 11/2-5 at @CrownComplexNC. It is their 51st show! @visitfaync #travel #familytravel

6:03 PM - 5 Oct 2017

4 Retweets 2 Likes

**Marilyn Jones** @TravelMarilyn Following

Largest Craft Fair in Eastern NC November 2-5 in #Fayetteville #NorthCarolina @HollyDayFair bit.ly/2gfAjuh @VisitFayNC



8:29 PM - 5 Oct 2017

1 Retweet

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CUMBERLAND COUNTY, NC  
VisitFayettevilleNC.com



# Communications Department

## Fayetteville Observer – October 10

More than 40 Films at IMFF



### More than 40 films at Fayetteville's Indigo Moon Film Festival this weekend

By **Rodger Mullen**  
Staff writer

Posted Oct 10, 2017 at 12:01 AM  
Updated Oct 11, 2017 at 10:08 AM

More than 40 films will be featured at the Indigo Moon Film Festival this weekend in downtown Fayetteville.

Photojournalist Chris Hondros covered some of the most dangerous conflicts in the world, from Iraq to Afghanistan, from Kosovo to Liberia.

But according to his friend and film director Greg Campbell, it wasn't any need for thrills that drove Hondros to risk his life in pursuit of pictures.

"It's going to sound quaint, but Chris just truly believed in the power of photojournalism," Campbell said. "He believed in being a witness to the things that happened around the world. Without that, we're less informed as citizens of the world."

Campbell is the director of "Hondros," a documentary that traces the life and career of the photographer, who was killed in a 2011 mortar attack in the Libyan city of Misrata.

## Philadelphia Sun – October 13

The People You will Meet in Fayetteville



### 13 Oct 2017 Smooth Traveler: Fayetteville, North Carolina, The People You'll Meet

Learn the signs at [autismspeaks.org](http://autismspeaks.org) [click here](#)



[Share on Facebook](#) [Share on Twitter](#)

October 13, 2017 Category: Travel Posted by: Philadelphia Sun Staff

Learn the signs at [autismspeaks.org](http://autismspeaks.org) [Click here](#)

RECENT NEWS  
*Go With The-Flu*  
THE EVELYN LOZADA FOUNDATION KICKS OFF DOMESTIC VIOLENCE



# Communications Department

PrLog, Carolina Business Connection, NC Headlines, PR Media, PR News

Heroes Homecoming to Honor Vietnam Veterans

Heroes Homecoming Motorcycle Rally

Trip Advisor/Trip Dispatch

The Hunt for the Perfect Golf Trip

## Dias De Noticias

October 4: visits to CC Generated \$525 Million

October 26: The Great Tourism Brand Grows on the Basis of Strategies

## Official Army Wife 101

30+ Fall Activities

30+ More Fall Activities To Do In And Around Fayetteville & Fort Bragg North Carolina

OCTOBER 30, 2017 / NO COMMENTS



Here at Army Wife 101 we love the fall. If you're lucky enough to get stationed in the Fort Bragg, NC area then you'll get to enjoy a plethora of Fall based activities. Many of them are free and never should there be a weekend this Fall where you or your family will be free. Thanks to the Fayetteville Visitor's Center, we've been able to compile this awesome list below. You can also learn in depth details about all of these events by clicking [HERE](#).



FALL FESTIVITIES / HALLOWEEN EVENTS IN CUMBERLAND COUNTY

## The warmup, then the main event

After flying into Raleigh, my first stop was [Anderson Creek Golf Club](#) near Spring Lake, N.C., on the way to Pinehurst. As head pro Dale Fogerty said, "We're usually either the first or the last golf course people play when they make a trip to Pinehurst."

In this case, Anderson Creek is about three-quarters of the way to Pinehurst, which is a pleasant 71-mile drive overall from Raleigh-Durham International Airport. The course was designed by Davis Love III, and it's on a beautiful piece of property. It also costs a fraction of what the premium courses at Pinehurst do, so it's a good value. As a warmup, Anderson Creek was perfect. Just an hour after getting my rental car at RDU, I was already on the course for an afternoon round. Playing from the second set of tees at just over 6,600 yards, it was plenty of golf course, too, with doglegs, large bunkers, tree-lined fairways, streams, ponds, lakes and greens with plenty of movement.



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com





# Communications Department

## CUMBERLAND COUNTY'S SHOPPING TREASURES



My mother-in-law is that person who starts her Christmas shopping in July and has her entire house decorated no later than Thanksgiving. And then there's me, the procrastinator type who starts panicking a week out from Christmas. This year, I'm determined to take my cues from my MIL and scout out shoppportunities to get a [...]

## Go Fayetteville Blog

#Go Fay

Go Fayetteville  
@GoFayetteville

Home  
About  
Reviews  
Videos  
Photos  
Posts  
Jobs  
Community

Promote  
Manage Promotions

Write something...

Share a photo or video  
Advertise Your Business  
Start a Live Video  
Get people to learn more

Get messages  
Publish a job post  
Create an event  
Create an offer

See All

## HEROES HOMECOMING IN CUMBERLAND'S CORNERS



If you've visited Cumberland County in November before, then you already know how we treat Veterans Day in this proud military community. Surrounding this holiday, the Fayetteville Area Convention & Visitors Bureau (FACVB) coordinates a county-wide initiative known as Heroes Homecoming, focusing on a different war era each year. [...]

## HALLOWEEN ALL GROWN-UP



I could share with you a long list of kid-friendly Halloween events taking place around Cumberland County, but I'd rather talk about all the fun that grown-ups will be having this month, instead. Are you into creepy cemetery tours? How about costumed pub runs? Or maybe a suspenseful night at the theater is more your thing. I've [...]

## AN AUTUMN DAY-VENTURE IN SPRING LAKE



On a bright autumn morning, four coworkers and I set out on a day-venture to a town just outside the northern gates of Fort Bragg. We could have spent our day out of the office anywhere in Cumberland County, but we chose Spring Lake for two main reasons: the outdoor adventures and the down-home country cooking. [...]



# Communications Department

## Score Card

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



# Tourism Department

## Go Fayetteville Ad Campaign

We introduced an ad campaign to promote our Go Fayetteville blog. The campaign builds on content we are featuring on the blog. Each time the ad runs, two small ads run inside the Fayetteville Observer weekend. A large ad runs on the back of the publication.



**FIND IT  
IN FAYETTEVILLE**

**HARK HOW THE BLOG**  
Speaks tasty tales / All seem to say / Come read away... Get the latest local insight on events, eats and more in Cumberland County this holiday season at [gofayetteville.com](http://gofayetteville.com)—a plush source for our community's fresh finds year round.

[WWW.GOFAYETTEVILLE.COM](http://WWW.GOFAYETTEVILLE.COM)

- BROUGHT TO YOU BY -

To learn more about the Fayetteville Area Convention & Visitors Bureau  
**(910) 483-5311**

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

To get the latest insight  
[www.GoFayetteville.com](http://www.GoFayetteville.com) or  
[facebook.com/GoFayetteville](https://facebook.com/GoFayetteville)



**FIND YOUR  
FAMILY  
TRADITION**

[WWW.GOFAYETTEVILLE.COM](http://WWW.GOFAYETTEVILLE.COM)



**FIND YOUR  
FANDOM**

[WWW.GOFAYETTEVILLE.COM](http://WWW.GOFAYETTEVILLE.COM)

VisitayettevilleNC.com



# Tourism Department

## Score Card

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
<b>Occupancy(%) Cumberland County FY 15/16</b>						
Cumberland County		No Data Yet				
North Carolina		No Data Yet				
<b>ADR (Average Daily Rate) (\$) FY 15/16</b>						
Cumberland County		No Data Yet				
North Carolina		No Data Yet				
<b>Rev PAR (Per Available Room) (\$)</b>						
Cumberland County		No Data Yet				
North Carolina		No Data Yet				





# Visitor Services Department

October Was a Busy Month in Visitor Services!

## **Fulfilled 24 Group Service Requests**

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



## **Distributed 7,197 Visitor Guides**

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

## **Handled 630 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
<b>Destination Guide</b>						
Number Distributed	18,459	7,197			7,197	25,656
Via VisitFayettevilleNC.com	98	30			30	128
<b>INQUIRIES</b>						
<b>FACVB Main Office</b>						
<b>Calls</b>						
Tourism Information	108	37			37	145
Local Information	223	104			104	327
<b>Total Calls</b>	<b>331</b>	<b>141</b>			<b>141</b>	<b>472</b>
<b>Walk-Ins</b>						
Local Residents (Tourism)	673	194			194	867
Out-of-Town (Tourism)	606	165			165	771
<b>Total Walk-Ins</b>	<b>1,279</b>	<b>359</b>			<b>359</b>	<b>1,638</b>
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
<b>Total Inquiries</b>	<b>1,514</b>	<b>396</b>			<b>396</b>	<b>1,910</b>
<b>Transportation Museum</b>						
<b>Walk-Ins</b>						
Local Residents (Tourism)	774	136			136	910
Out-of-Town (Tourism)	294	88			88	382
<b>Cross Creek Mall</b>						
<b>Walk-Ins</b>						
Local Residents (Tourism)	855	223			223	1,078
Out-of-Town (Tourism)	24	10			10	34
<b>Group Service Request</b>	<b>78</b>	<b>25</b>			<b>25</b>	<b>103</b>
<b>Meetings/Events Serviced</b>	<b>9</b>	<b>4</b>			<b>4</b>	<b>13</b>



# 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*

