

# **Bureau Business Brief: Monthly Results Report**

**March 2018**

**John Meroski  
Chief Executive Officer,  
FACVB**

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

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**Everything Begins with a Visit 27**

# Smith Travel Research (STR)

## Segmentation Trend for North Carolina

For the month of: March 2018

	Current Month - March 2018 vs March 2017												Year to Date - March 2018 vs March 2017										Participation					
	Occ %		ADR		RevPAR		Percent Change from March 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	65.2	65.4	99.60	97.00	64.91	63.46	-0.4	2.7	2.3	5.1	2.7	2.3	57.4	58.8	97.20	94.82	55.79	55.76	-2.4	2.5	0.1	3.1	3.0	0.6	1738	1181	154849	124800
Cumberland County, NC	70.9	71.0	78.31	75.56	55.54	53.63	-0.1	3.6	3.6	7.3	3.6	3.5	63.5	66.7	75.03	74.78	47.61	49.90	-4.9	0.3	-4.6	-2.3	2.4	-2.6	68	50	6211	5231
Johnston County, NC	58.6	55.7	72.49	71.29	42.51	39.68	5.4	1.7	7.1	6.5	-0.6	4.7	50.2	50.2	70.94	70.25	35.63	35.26	0.1	1.0	1.0	0.4	-0.6	-0.6	32	25	2204	1769
Robeson County, NC	66.8	69.1	75.34	76.11	50.32	52.59	-3.3	-1.0	-4.3	-6.8	-2.7	-5.9	57.1	69.7	73.50	75.70	41.94	52.79	-18.2	-2.9	-20.6	-22.7	-2.7	-20.3	28	16	1833	1233
Wake County, NC	70.9	74.6	105.00	103.20	74.49	76.98	-4.9	1.7	-3.2	2.2	5.6	0.4	65.4	68.5	104.13	101.92	68.15	69.85	-4.5	2.2	-2.4	3.6	6.2	1.4	140	130	16793	16052
Durham County, NC	70.1	70.6	102.87	103.29	72.09	72.94	-0.8	-0.4	-1.2	-0.3	0.9	0.1	64.2	65.6	102.24	101.29	65.65	66.40	-2.1	0.9	-1.1	-0.3	0.9	-1.2	65	61	8401	8008
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	61.1	61.9	92.07	89.37	56.28	55.34	-1.3	3.0	1.7	1.6	-0.1	-1.4	53.7	54.5	90.05	86.38	48.38	47.07	-1.4	4.3	2.8	2.7	-0.1	-1.5	84	67	10176	9054
Harnett County, NC	67.8	60.3	72.84	74.76	49.41	45.04	12.6	-2.6	9.7	9.7	0.0	12.6	56.0	55.3	72.71	73.72	40.74	40.75	1.4	-1.4	-0.0	-0.0	0.0	1.4	11	8	859	638
Moore County, NC	62.1	61.6	113.33	111.90	70.41	68.98	0.8	1.3	2.1	2.0	-0.1	0.7	51.4	50.0	101.73	101.33	52.33	50.67	2.9	0.4	3.3	3.2	-0.1	2.7	22	14	1958	1554

# Visitor Profile

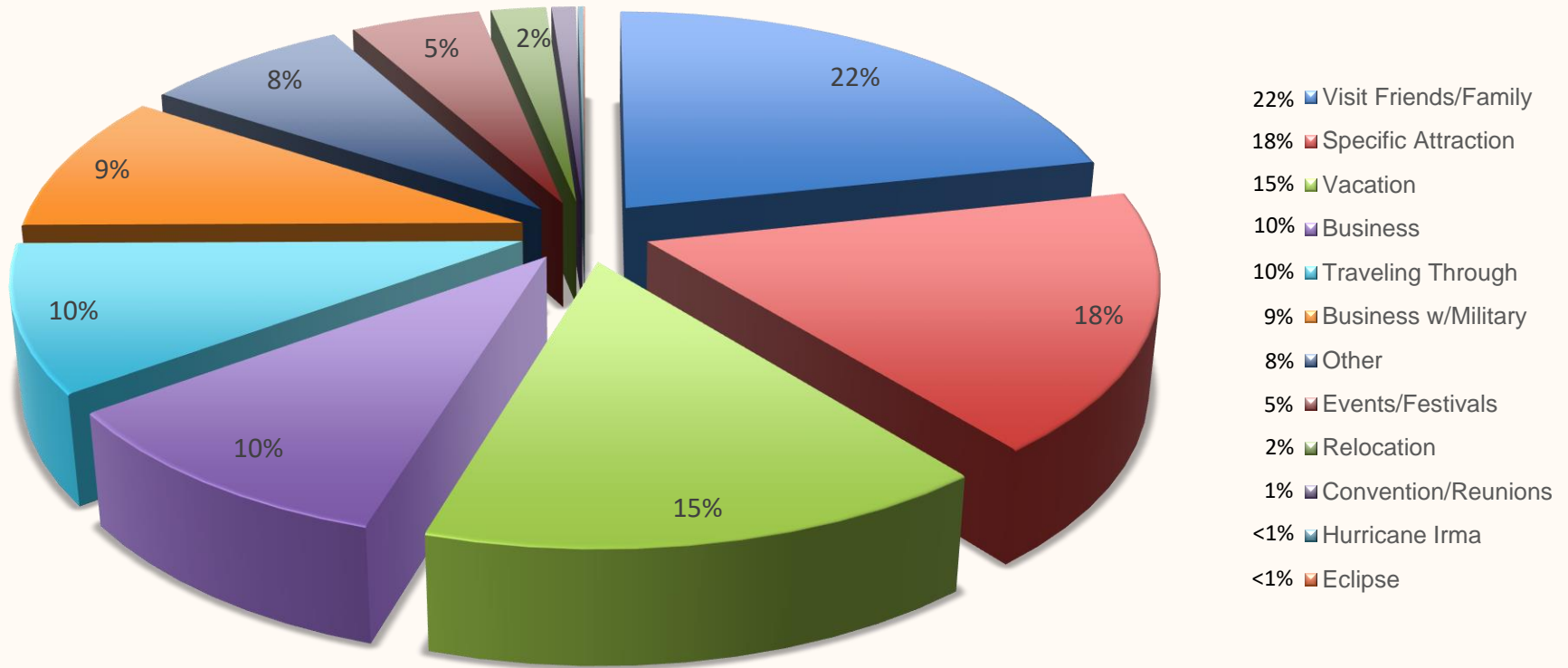
## Statistics

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

1. Visitors to Cumberland County were from the following states: North Carolina 56.57%, Florida 5.50% and Virginia 3.03%.
2. The visitors' reason for visiting was Visit Friends/Family 22%, Attraction 20% and Vacation 20%.
3. The top areas of interest were Museums 13%, Dining & Historical Sites 12% each and Arts & Entertainment 11%.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.75.

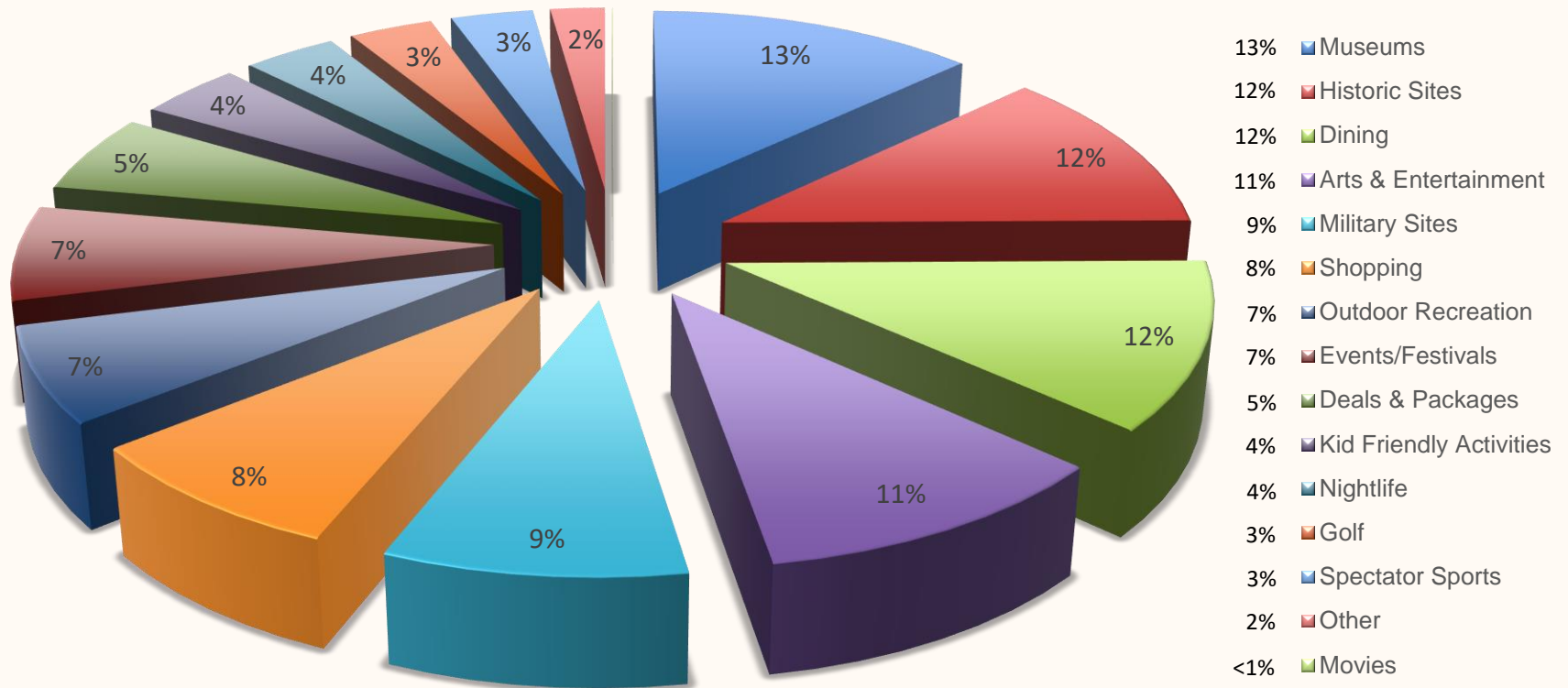
# Visitor Profile

## Reason for Visiting



# Visitor Profile

## Visitor's Interests



# Sales Department

## Meeting and Sporting Event Solicitation Activity



	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
<b>Grand Totals:</b>	130	419,818	26,566	80,991	\$36,926,766.00
Cancelled:	0	0	0	0	\$0.00
Closed:	2	16,610	130	517	\$129,960.00
Definite:	6	1,550	344	741	\$344,280.00
Assist:	0	0	0	0	\$0.00
Lost:	10	29,020	3,642	9,836	\$11,991,660.00
Pending:	8	13,925	2,200	5,760	\$3,522,600.00
Verbal Definite:	27	27,400	2,925	4,650	\$3,448,500.00
Canceled from Pending:	0	0	0	0	\$0.00

### Lead Source Summary

American Legion - Magazine:	1	Tourism Development Authority (TDA) Grant:	4
CVent:	5	RCMA No Longer Used:	5
Association Executives of North Carolina (AENC) - Annual Meeting:	3	Referred by Previous Client No Longer Used:	1
SGMP Annual Meeting:	2	Client Contacted Us:	15
Previous Client Referral:	7	Parks & Recreation:	18
Sales Blitz:	4	Internet/ CVB Website No Longer Used:	2
Strategic Database Research (SDR):	1	Networking:	2
Advertising Masonics:	1	TEAMS:	1
Rejuvenate Marketplace:	8	National Association of Sports Comm:	3
Travel Alliance Partners (TAP):	1	Connect Marketplace:	3
RCMA:	4	Bureau Generated:	19

### Market Segment Summary

#### Meeting Sales Market Segments

Trainings:	0	Group Tour:	3
Performance Group:	0	Social:	8
Health & Medical:	1	Hobby & Vocational:	2
Religious:	26	Senior Group:	0
Politics:	0	Educational/Student Group:	3
Military/Government:	0	Affinity Group:	1
Sports:	18	Fraternal:	5
Ethnic:	0	Corporate:	0
Outdoor/Adventure Group:	0	Retail Tour:	0
Educational:	7	Corporate - Miscellaneous:	6
Church/Religious Group:	0	Family or Friend Reunion:	0
Military:	3	Reunion:	2
Government:	5	Association:	8
Nonprofit Group:	3	TDA:	4

# Sales Department

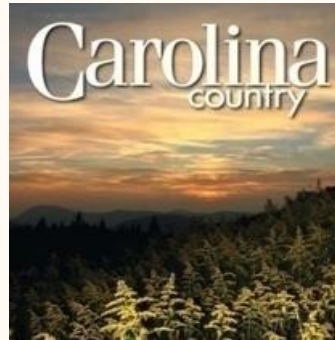
## Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>SALES DEPARTMENT</b>							
Bookings (Annual Goal = 20,000)	32	7	3	5	7	15	54
Bookings-Attendance	159,505	16,400	17,500	8,385	900	26,785	202,690
Bookings-Room Nights	3,258	2,380	810	1,151	\$572	2,533	8,171
Bookings-Economic Impact	\$1,385,228	\$2,120,300	\$212,040	\$417,810	\$221,730	\$851,580	\$4,357,108
Verbal Bookings	34	31	9	16	36	61	126
Verbal Bookings-Attendance	75,242	70,548	8,256	22,668	25,643	56,567	202,357
Verbal Bookings-Room Nights	13,178	11,275	2,376	3,267	4353	9,996	34,449
Verbal Bookings-Economic Impact	\$4,675,206	\$6,776,958	\$2,020,422	\$1,826,850	\$3,746,610	\$7,593,882	\$19,046,046
Leads	40	23	10	43	13	66	129
Leads-Attendance	56,764	45,705	26,250	55,420	8,247	89,917	192,386
Leads-Room Nights	5,844	11,762	10,518	29,700	5,445	45,663	63,269
Leads-Economic Impact	\$2,260,620	\$4,051,104	\$11,451,300	\$26,782,704	\$3,633,750	\$41,867,754	\$48,179,478
Sales Functions	26	26	17	6	15	38	90
Site Inspections	6	5	2	3	1	6	17
Sales Blitz	6	5	2	1	1	4	15
Calls Converted to Accounts	4	8	2	5	0	7	19
Bid /Packages Mailed	1	0	0	0	0	0	1
Client Presentations	6	4	2	3	2	7	17
Civic Presentations	0	3	0	1	0	1	4



# Communications Department

169 Events Listings Placed



RALEIGH • DURHAM • FAYETTEVILLE

CUMBERLAND COUNTY, NC

FAYETTEVILLE

AREA

CONVENTION AND VISITORS BUREAU



# Communications Department

## Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	2,947	54	422 Clicks, Retweets, Replies
Facebook	6,984	62	1,436 Likes, Comments, Shares
Instagram	1,697	10	318 Likes, Comments
Facebook - #GoFay	1,419	12	718 Likes, Comments, Shares



Fayetteville Area  
Convention and  
Visitors Bureau  
@VisitFayettevilleNC



Home Liked Follow Share ...

+ Add a Button



Fayetteville, NC CVB  
@VisitFay/NC

Official Twitter account for the Fayetteville Area, NC Convention & Visitors Bureau (CVB). We are America's Home Town & an expert in area events & attractions!  
Greater Fayetteville, NC

Tweets 5,363 Following 1,225 Followers 2,973 Likes 213 Lists 15 Moments 0

Tweets Tweets & replies Media

Retweeted  
Fayetteville, NC CVB @VisitFay/NC · 9 Feb 2017  
The attraction in Fayetteville traces an enduring faith in democracy that transcends partisan politics. @LettieHolt/NC @NBCNews

Your Tweet activity



# Communications Department

## Social Media Statistics

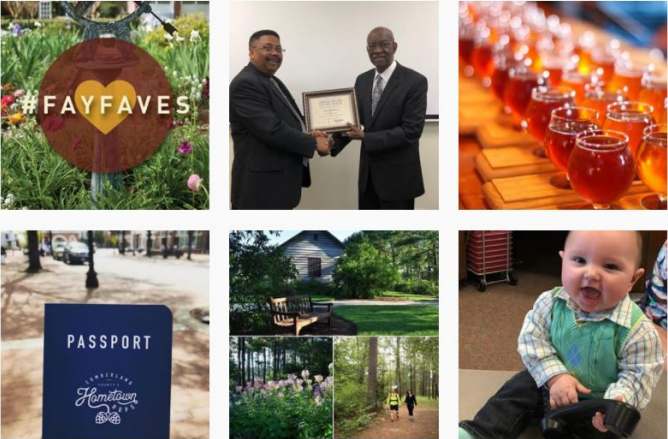


visitfayettevillenc Following

740 posts 1,757 followers 353 following

Fayetteville Area CVB The leading destination authority for the Fayetteville & Cumberland County branded visitor experience!  
[www.visitfayettevillenc.com](http://www.visitfayettevillenc.com)

Followed by wearcottonriver, hinesightblog, thenewclassy + 73 more



#GoFay

Go Fayetteville  
@GoFayetteville

Home  
About  
Reviews



Liked Following Share ...

Learn More

# Communications Department



## Publicity Generated

### Up & Coming Magazine – Liberty Point Bulletin

March 7:  
Tournaments Win Big in Spring  
Lake

March 21:  
Celebrate Spring in Spring Lake

## Liberty Point Bulletin



### Tournaments Win Big in Cumberland County

Fayetteville and Cumberland County offer a sports timeline dotted with moments like Babe Ruth's first professional home run, Jim Thorpe's brief time as a baseball player and PGA great Raymond Floyd's ascension.

Sports history is still made in Cumberland County. Bring a tournament or game to our community and claim your own piece of sports history.

### Tournament Sites

Cumberland County offers a wide variety of venues that provide superb opportunities for athletes, tournament organizers, and even dedicated spectators. We've got over 115 venues - from soccer to basketball, skeet shooting to fishing, racquetball to wrestling, we have the facilities, accommodations, community amenities and support system to ensure your event goes off without a hitch.

### Past Success Stories

The Fayetteville Area Convention & Visitors Bureau has worked with a variety of tournament organizers whose events went off without a hitch. Some of the events we have worked with:

- 2014 National Skeet Shooting Association Jr. World Championship
- 2015 Carolinas Cycling Assn. Regional Road Cycling Championship
- 2015 Professional Disc Golf Association
- USTA NC Junior Team Tennis Championship
- 2017 Christian Cheerleaders of America Nationals
- 2015 -17 Fort Bragg Spartan Sprint
- All-American Marathon
- 2017 NC Youth Soccer Assn. Kepner President's Cup for girls

### After The Game

We've got plenty to do once game day is over. Cumberland County boasts:

- 550 restaurants in a variety of cuisines.
- Cross Creek Mall with 100 specialty shops plus several other shopping meccas.
- 760+ sites to visit, including museums, gardens, historic sites and more.
- Hundreds of special events each year.

### Let Us Help


Ready to bring your tournament to Cumberland County? Sales Manager Stephanie Decatur will work with you each step of the way.

### Our Services Are Free!

The FACVB is funded by the tax paid by overnight visitors staying in area hotels, making our services free to visitors and county residents.

### Featured Location


#### Jordan Soccer Complex



Jordan Soccer complex is \$1.5 million, eight-field complex said to be one of the finest facilities in the South.


The complex, which is adjacent to Methodist University, features high-quality Bermuda grass fields, a full-service snackbar, restrooms and ample paved parking.

Jordan Soccer Complex  
445 Treetop Drive  
Fayetteville  
910-482-4313  
[www.faysoccerclub.com](http://www.faysoccerclub.com)



Download **SCOUTLOOK** a mobile app for exploring Cumberland County.

### ABOUT THE AUTHOR:



**Melody Foote**  
Director of Communications  
Fayetteville Area Convention & Visitors Bureau

# Communications Department

## Publicity Generated

### GoMillie.com

Things to Get Excited About PCSing Ft. Bragg

#### Things to get excited about if you're PCS'ing to Fort Bragg

Local businesses showcase big plans with a day of beer, yoga, and burgers.



L: MILLIE's very own Alexis showing off her Crow Pose, C: Harriet the VW van, R: MILLIE girls bellied up to the bar (#work)

### Marz On the Move

Beer, Burgers & Bloggers

#### BEER, BURGERS, AND BLOGGERS | A DAY AT DIRTBAG ALES

Brittany McNeal · February 26, 2018



# Communications Department

## Publicity Generated

**Kelly Seeks**

A Better Beer at Dirtbag Ales

**The Mrs. Tee**

Beer and Yoga Vlog

KELLY SEEKS ([HTTP://KELLYSEEKS.COM/](http://kellyseeks.com/))

— seeking life beyond the carpool line with a glue gun in one hand and coffee in the other —

March 6, 2018

**A DAY WITH DIRTBAGS**



Dirtbag Ales & Hayat Yoga Shala Present: Beer & Yoga · #FayNCBloggers MeetUp | TheMrsTee

CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
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# Communications Department

## Publicity Generated

**Sports Destination Management**  
Christian Cheer Nationals Coming to Crown  
Crown



North Carolina



### Christian Cheer Nationals Coming to Crown Complex in Fayetteville

1 Mar. 2018

The Christian Cheerleaders of America (CCA) Christian Cheer Nationals and CCA College Championships return to the Crown Coliseum from March 1<sup>st</sup> through the 3<sup>rd</sup>. Fayetteville, North Carolina, is the host city.

Throughout the weekend, 4000 people are expected to watch elementary through high school students, all-star teams and college teams from 18 states vie for National or College Champion titles. The event's economic impact on Cumberland County is estimated to be \$1.8 million.

Teams compete in 50 divisions, and others compete in solo, duo, trio, stunt team, dance and mascot categories. More than \$1 million in prizes and scholarships will be awarded through the Cheer Scholar program.

In addition to cheer competition, the weekend offers other activities, including National Christian Cheer Coach of the Year Award, Top 20 Cheer Coach Awards, a Christian concert and praise and worship time.

Events are open to spectators. Times and prices are as follows:



**The Mrs. Tee**  
Beer & Yoga – Who Knew

### Beer & Yoga! Who Knew?

by TheMrsTee

» x

Press/Media Coverage Disclosure

That's right folks you saw that title right. Beer & Yoga. Together. Like at the same time. Who Knew right? I sure didn't but thanks to the amazing awesomeness that is Dirtbag Ales and Hayat Yoga I had the chance to experience a few firsts all in one day!



CUMBERLAND COUNTY, NC  
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# Communications Department

## Publicity Generated

**A Fork's Tale**  
Dirtbag Ales is Moving

**Sustainable Sandhills Blog**  
Bloggers, Beer & Yoga, Oh My

**DIRTBAG ALES  
BREWERY IS  
MOVING!!!**

**Bloggers and Yoga and Beer, oh my!**  
February 21, 2016





# Communications Department

## Publicity Generated

**Family Travels On a Budget**  
Indoor Skydiving

### *Our indoor skydiving experience*

- **Paraclete XP Skydiving** •  
**Fayetteville, NC**

My husband has always wanted to learn to skydive, but I am slightly (majorly) opposed to him throwing himself out of an airplane. You know, if people were meant to fly, we'd have wings. Right?

But, I also love my husband's sense of adventure.

So, in a magnanimous gesture, I surprised him with an indoor skydiving adventure with skydive Paraclete XP in Fayetteville, NC. Special thanks to the Fayetteville Area Convention and Visitor's Bureau for providing this opportunity!



**Drug Store Divas**  
Introducing the New Dirtbag Ales Brewery

Introducing The New Dirtbag Ales Brewery And Taproom

This post about the new Dirtbag Ales Brewery And Taproom is sponsored.



CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
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# Communications Department

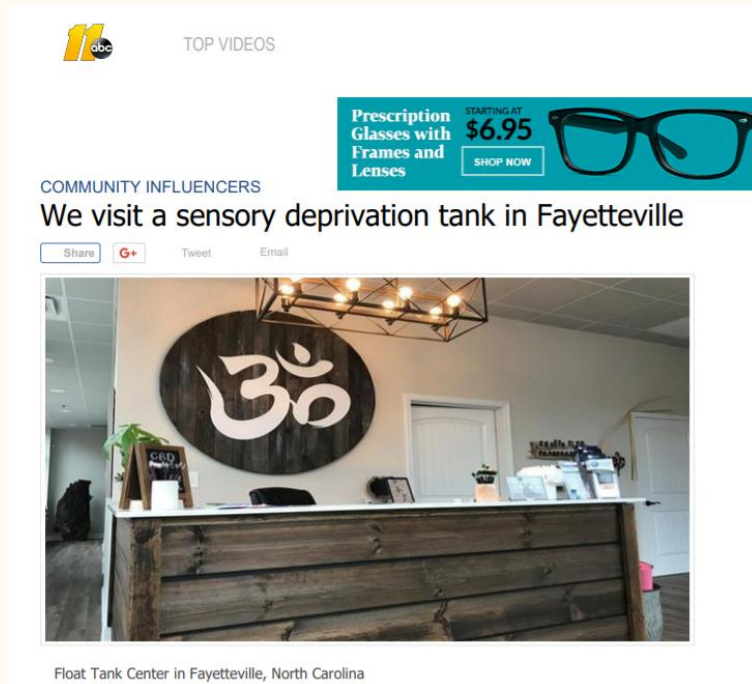
## Publicity Generated

**ABC-11.com**

We Visit a Sensory Deprivation Tank

**ABC-11**

Sensory Deprivation Tank/ Broadcast Story




11 abc TOP VIDEOS

Prescription Glasses with Frames and Lenses STARTING AT \$6.95 SHOP NOW

COMMUNITY INFLUENCERS

We visit a sensory deprivation tank in Fayetteville

Share G+ Tweet Email



Float Tank Center in Fayetteville, North Carolina

### New relaxation therapy for soldiers and veterans



# Communications Department

## Go Fayetteville Blog

### SOAK UP THE ARTS IN APRIL!



April is the month to visit the greater Fayetteville area. For starters, the natural beauty of the Sandhills' region is on full display here. Then there's our blooming arts scene, specifically the performing arts. This month we'll be enjoying the sounds of jazz in the park, relishing a Jane Austen classic on stage, celebrating [...]

[READ MORE](#)

### SAVORING SPRINGTIME IN HOPE MILLS



Just one of several thriving communities in Cumberland County is the Town of Hope Mills. As this municipality has grown over the years, it's somehow managed to keep that American small-town charm I love so much. Some exciting new attractions are popping up in that area this year, and I'm discovering more and more events to put on [...]

[READ MORE](#)

### 21 IDEAS FOR HOW TO CELEBRATE ST. PATRICK'S DAY



If you've never celebrated St. Patrick's Day in the greater Fayetteville area, then you've been missing out! With the holiday falling on a Saturday, it's no surprise we have even more events planned this year. We're getting into brewery mischief, good eats, outdoor adventures and much more. I'm sharing 21 ideas for how to [...]

[READ MORE](#)

# Communications Department

## Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>COMMUNICATIONS DEPARTMENT</b>							
<b>Facebook</b>							
Users/Followers	N/A	N/A	6,927	6,945	6,984	N/A	N/A
Postings	149	172	45	48	62	155	476
<b>GoFayetteville Facebook</b>							
Users/Followers	N/A	1,179	1,258	1,302	1,419	N/A	1,179
Postings	N/A	15	18	7	12	37	52
<b>Twitter</b>							
Users/Followers	N/A	N/A	2,911	2,921	2,947	N/A	N/A
Postings	110	131	22	44	54	120	361
<b>Instagram</b>							
Users/Followers	N/A	N/A	1,627	1,677	1,697	N/A	N/A
Postings	21	67	20	21	10	51	139
<b>Linked In</b>							
Followers	N/A	N/A	348	411	415	N/A	N/A
Postings	N/A	N/A	30	33	26	89	89
Engagement	N/A	N/A	151	271	167	589	589
Event Calendar Postings (not including FACVB site)	478	610	62	103	169	334	1,422
Electronic Destination Guides Viewed	64	49	10	11	11	32	145
Electronic Trail Guides Viewed	11	9	5	3	6	14	34
FACVB Generated Blog Articles	14	13	4	2	3	9	36
<b>Public Relations</b>							
<b>FACVB (In-House)</b>							
<b>Publicity Generated</b>							
Out of Market	18	18	5	3	4	12	48
Local	14	17	8	9	8	25	56
Press Releases Issued	5	7	4	4	4	12	24
Travel Writer Visits	7	0	0	3	0	3	10

# Communications Department

## Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>Martin Armes</b>							
<b>Publicity Generated</b>							
Out of Market	0	1	0	0	0	0	1
Local	0	0	0	0	0	0	0
<b>Republik</b>							
<b>Publicity Generated</b>							
Out of Market	7	13	0	0	0	0	20
Local	5	14	0	0	1	1	20
<b>Totals</b>							
<b>Publicity Generated</b>							
Out of Market	25	32	5	3	4	12	69
Local	19	31	8	9	9	26	76

# Tourism Department

## New Products

The Tourism Department introduced the #HometownHops passport program in celebration of NC Beer month.

The passport included information on each of Cumberland County's 5 breweries. Each brewery had a unique stamp that they could use to stamp the passport when the customer purchases a beer.

Upon completion of the passport, visitors stop by the CVB to pick up their prize.



CUMBERLAND COUNTY, NC  
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# Tourism Department

## Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>TOURISM DEPARTMENT</b>							
<b>Bookings</b>	3	4	0	1	0	1	8
Bookings-Attendance	275	47,500	0	22	0	22	47,797
Bookings-Room Nights (Annual Goal = 900)	67	218	0	13	0	13	298
Bookings-Economic Impact	\$5,543	\$22,466	\$0	\$1,222	\$0	\$1,222	\$29,231
<b>Verbal Bookings</b>	6	1	1	0	5	6	13
Verbal Bookings-Attendance	23,169	3000	150	0	268,800	268950	295,119
Verbal Bookings-Room Nights	122	0	70	0	0	70	192
Verbal Bookings-Economic Impact	\$232,446	\$5,700	\$22,800	\$0	\$125,400	\$148,200	\$386,346
<b>Leads (Annual Goal =40)</b>	7	1	0	7	2	9	17
Leads-Attendance	3,335	265	0	268,225	350	268575	272,175
Leads-Room Nights	217	157	0	130	40	170	544
Leads-Economic Impact	\$64,980	\$47,310	\$0	\$174,420	\$14,100	\$188,520	\$300,810
Welcome Center Coupon Card - Room Nights	1	0	0	0	0	0	1
Welcome Center Coupon Card - Estimated Value	\$128	\$0	\$0.00	\$0.00	\$0.00	\$0	\$128

# Visitor Services Department

March was a Busy Month in Visitor Services!

Fulfilled 16 Group Service Requests

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



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# Visitor Services Department

February was a Busy Month in Visitor Services!

## Distributed 2,548 Visitor Guides

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



## Handled 654 Visitor Inquiries

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



CUMBERLAND COUNTY, NC  
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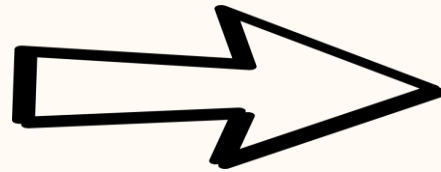
# Visitor Services Department

## Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	MAR	3rd Quarter	FY 2018 Totals
<b>VISITOR INFORMATION DEPARTMENT</b>							
<b>Destination Guide</b>							
Number Distributed	18,459	12,200	3,778	2,937	2,548	9,263	39,922
VisitFayettevilleNC.com	98	59	23	34	36	93	250
<b>Inquiries</b>							
<b>FACVB Main Office</b>							
<b>Calls</b>							
Tourism Information	108	82	26	24	44	94	284
Local Information	223	220	64	70	55	189	632
Total Calls	331	302	90	94	99	283	916
<b>Walk-Ins</b>							
Local Residents (Tourism)	673	488	125	140	167	432	1,593
Out-of-Town (Tourism)	606	351	99	116	130	345	1,302
Total Walk-Ins	1,279	839	224	256	297	777	2,895
<b>Drive Thru</b>							
Relocation/Retiree Info	17	17	4	1	4	9	43
Transportation Resources	0	1	1	2	1	4	5
Same Day Group Service Request	13	4	1	2	1	4	21
Local Directions/Maps	57	49	12	13	12	37	143
Total	1,514	917	242	274	315	831	3,262
<b>Transportation Museum</b>							
Local Residents (Tourism)	774	453	115	164	194	473	1,700
Out-of-Town (Tourism)	294	262	83	131	145	359	915
<b>Cross Creek Mall</b>							
Local Residents (Tourism)	855	642	165	0	0	165	1,662
Out-of-Town (Tourism)	24	17	2	0	0	2	43
Group Service Request	78	50	25	18	16	59	187
Meetings/Events Serviced	9	6	3	2	1	6	21

# Everything Begins with a Visit

Thank You!



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

**a \$120.86 tax savings to each county resident.**