

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

**January 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 25**

# Smith Travel Research (STR)

## Segmentation Trend for North Carolina

	Current Month - December 2017 vs December 2016												Year to Date - December 2017 vs December 2016										Participation					
	Occ %		ADR		RevPAR		Percent Change from December 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	51.2	53.3	96.65	93.30	49.46	49.69	-3.9	3.6	-0.5	2.7	3.2	-0.8	63.4	64.9	102.47	99.63	64.95	64.65	-2.3	2.8	0.5	3.0	2.5	0.1	1722	1175	154030	124062
Cumberland County, NC	53.5	64.8	68.65	72.57	36.71	47.03	-17.5	-5.4	-21.9	-20.6	1.8	-16.0	65.2	68.0	75.38	74.16	49.14	50.46	-4.2	1.7	-2.6	-0.2	2.5	-1.8	67	48	6100	4999
Johnston County, NC	48.2	54.2	71.43	70.45	34.44	38.18	-11.0	1.4	-9.8	-10.4	-0.6	-11.6	53.7	55.2	72.31	71.28	38.84	39.35	-2.7	1.4	-1.3	-0.8	0.5	-2.2	32	25	2204	1769
Robeson County, NC	50.1	72.0	71.97	76.42	36.08	55.01	-30.3	-5.8	-34.4	-34.4	0.0	-30.3	61.8	63.9	75.59	70.51	46.74	45.02	-3.2	7.2	3.8	7.3	3.4	0.1	29	17	1883	1291
Wake County, NC	55.6	58.4	98.30	96.39	54.68	56.30	-4.8	2.0	-2.9	3.4	6.5	1.4	69.1	70.1	102.90	101.09	71.10	70.89	-1.5	1.8	0.3	3.1	2.8	1.3	140	128	16794	15813
Durham County, NC	52.5	55.4	92.81	91.70	48.75	50.79	-5.2	1.2	-4.0	-0.8	3.3	-2.0	66.7	67.1	103.25	102.01	68.87	68.40	-0.5	1.2	0.7	4.2	3.5	3.0	65	61	8401	8008
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	44.7	44.5	82.07	79.07	36.71	35.18	0.5	3.8	4.4	4.3	-0.0	0.5	58.2	58.2	95.00	92.97	55.27	54.14	-0.1	2.2	2.1	2.4	0.3	0.2	84	67	10184	9062
Harnett County, NC	44.9	51.5	72.72	72.89	32.64	37.55	-12.9	-0.2	-13.1	-13.1	0.0	-12.9	54.9	56.0	76.44	72.85	41.94	40.82	-2.1	4.9	2.7	4.5	1.7	-0.4	11	8	859	638
Moore County, NC	42.4	42.8	94.17	92.79	39.89	39.69	-1.0	1.5	0.5	0.4	-0.1	-1.1	57.5	59.0	122.19	119.94	70.21	70.81	-2.7	1.9	-0.8	2.9	3.8	1.0	22	14	1958	1554

# Visitor Profile

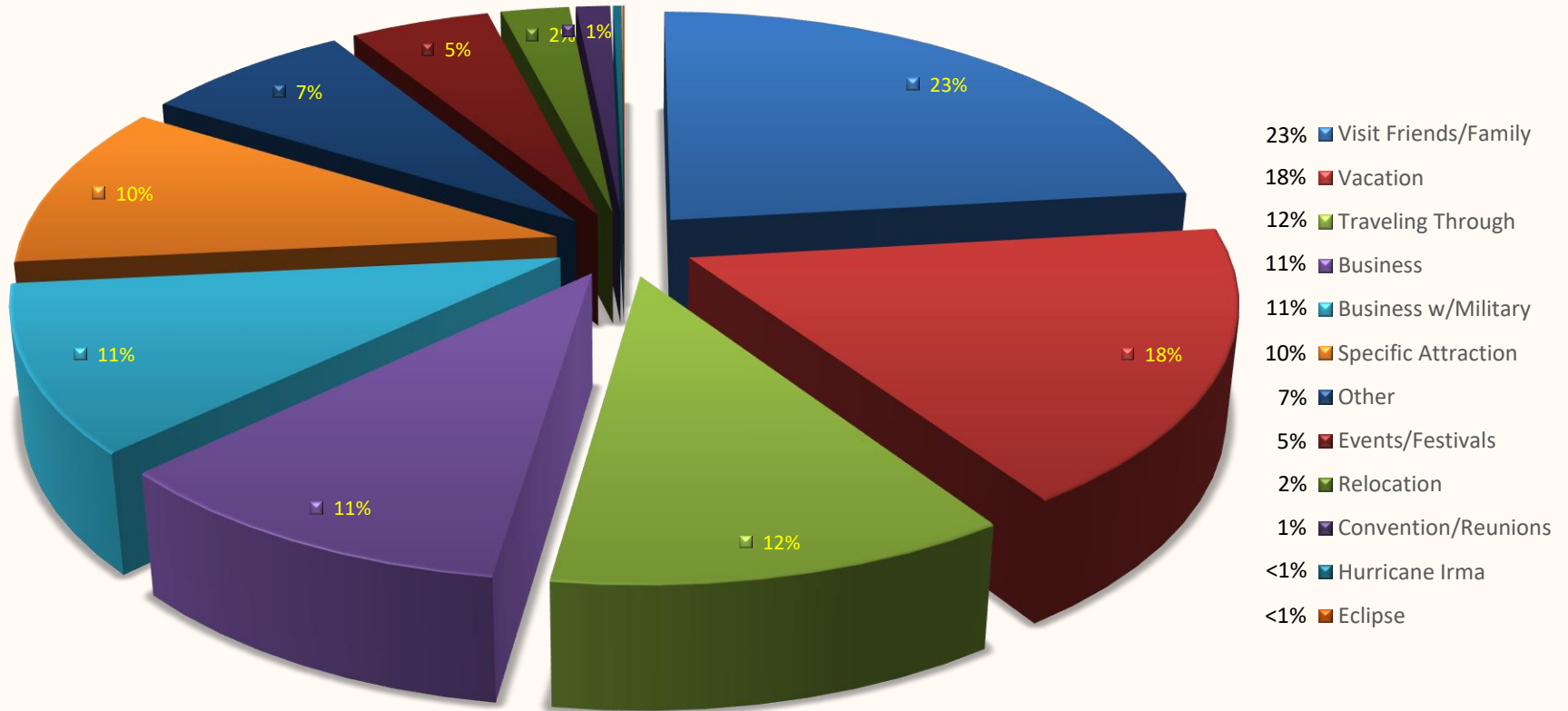
## Statistics

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

1. Visitors to Cumberland County were from the following states: North Carolina 45.51%, Florida 7.83% and New York 3.47%.
2. The visitors' reason for visiting was Visit Friends/Family 23%, Vacation 18% and Traveling Through 12%.
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 4.79.

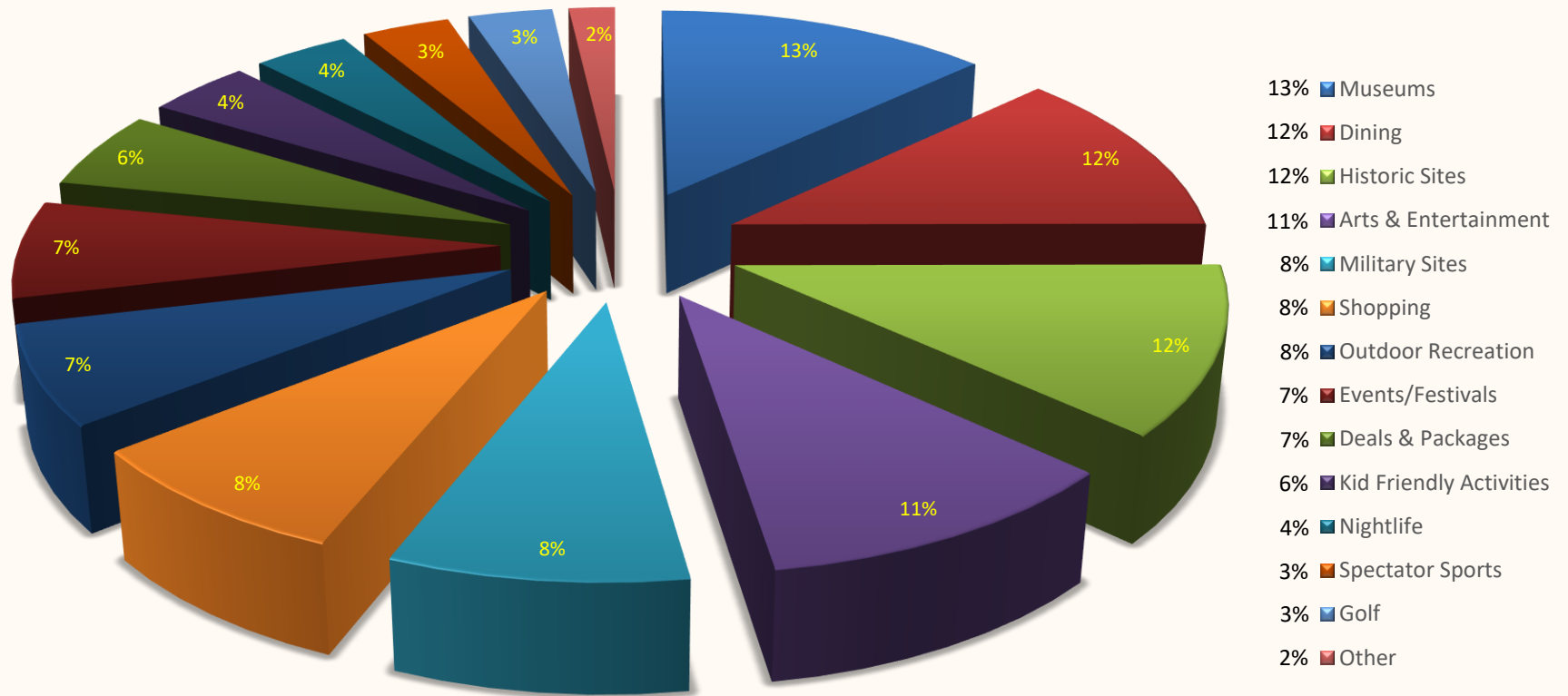
# Visitor Profile

## 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>	109	116,952	18,118	59,451	\$29,464,212.00
Cancelled:	0	0	0	0	\$0.00
Closed:	0	0	0	0	\$0.00
Definite:	13	3,900	195	255	\$58,140.00
Assist:	0	0	0	0	\$0.00
Lost:	5	4,475	267	1,508	\$1,460,340.00
Pending:	10	39,400	4,025	9,550	\$10,961,100.00
Verbal Definite:	1	6,500	450	1,700	\$1,824,000.00
Canceled from Pending:	1	18	12	24	\$4,104.00
<b>Lead Source Summary</b>					
American Legion - Magazine:	1			Group Tour Magazine - Group Tour Media:	1
Crown Coliseum:	1			Calls (9-11 a.m.):	14
CVent:	6			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
Old File:	1			Sales Blitz:	4
Internet/ CVB Website No Longer Used:	3			Strategic Database Research (SDR):	2
Networking:	1			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:	4
<b>Market Segment Summary</b>					
<b>Meeting Sales Market Segments</b>					
Training:	0			Group Tour:	4
Performance Group:	0			Social:	4
Health & Medical:	0			Hobby & Vocational:	3
Religious:	21			Senior Group:	0
Politics:	0			Educational/Student Group:	3
Military/Government:	0			Affinity Group:	0
Sports:	21			Fraternal:	5
Ethnic:	0			Corporate:	0
Outdoor/Adventure Group:	0			Retail Tour:	0
Educational:	9			Corporate - Miscellaneous:	9
Church/Religious Group:	0			Family or Friend Reunion:	0
Military:	4			Reunion:	2
Government:	5			Association:	9
Nonprofit Group:	3			TDA:	0

# Sales Department

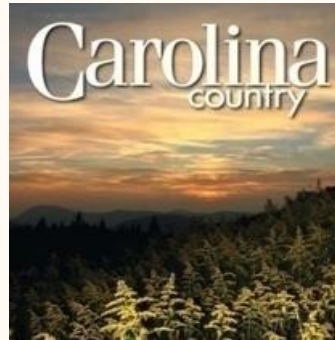
## Scorecard

<b>Sales Department</b>						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
<b>Bookings (Annual Goal = 20,000)</b>	<b>32</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>7</b>	<b>39</b>
Bookings-Attendance	159,505	1,700	11,700	3,000	16,400	175,905
Bookings-Room Nights	3,258	568	1,802	10	2,380	5,638
Bookings-Economic Impact	\$1,385,228	\$257,540	\$1,860,480	\$2,280	\$2,120,300	\$3,505,528
<b>Verbal Bookings</b>	<b>34</b>	<b>7</b>	<b>13</b>	<b>11</b>	<b>31</b>	<b>65</b>
Verbal Bookings-Attendance	75,242	12,140	33,449	24,959	70,548	145,790
Verbal Bookings-Room Nights	13,178	3,729	5,277	2,269	11,275	24,453
Verbal Bookings-Economic Impact	\$4,675,206	\$1,488,270	\$3,233,724	\$2,054,964	\$6,776,958	\$11,452,164
<b>Leads</b>	<b>40</b>	<b>11</b>	<b>4</b>	<b>8</b>	<b>23</b>	<b>63</b>
Leads-Attendance	56,764	12,571	686	32,448	45,705	102,469
Leads-Room Nights	5,844	2,899	1,114	7,749	11,762	17,606
Leads-Economic Impact	\$2,260,620	\$2,237,934	\$215,916	\$1,597,254	\$4,051,104	\$6,311,724
<b>Sales Functions</b>	<b>26</b>	<b>14</b>	<b>6</b>	<b>6</b>	<b>26</b>	<b>52</b>
Site Inspections	6	2	1	2	5	11
Sales Blitz	6	1	3	1	5	11
Calls Converted to Accounts	4	1	1	6	8	12
Bid/Packages Mailed	1	0	0	0	0	1
Client Presentations	6	1	1	2	4	10



# Communications Department

141 Events Listings Placed



RALEIGH • DURHAM • FAYETTEVILLE

CUMBERLAND COUNTY, NC

FAYETTEVILLE

AREA

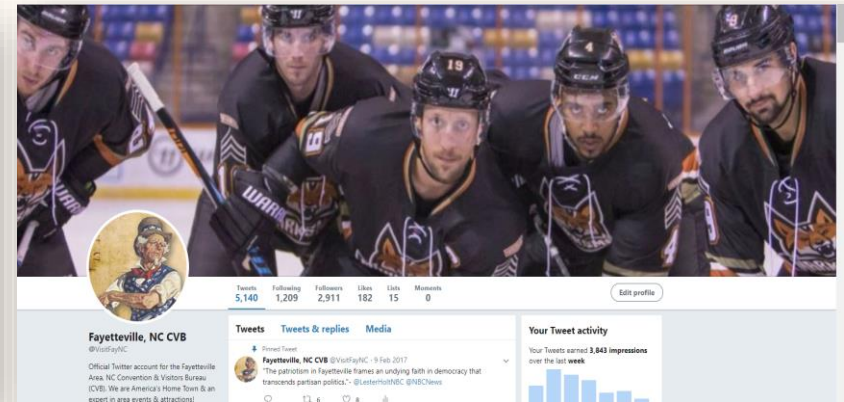
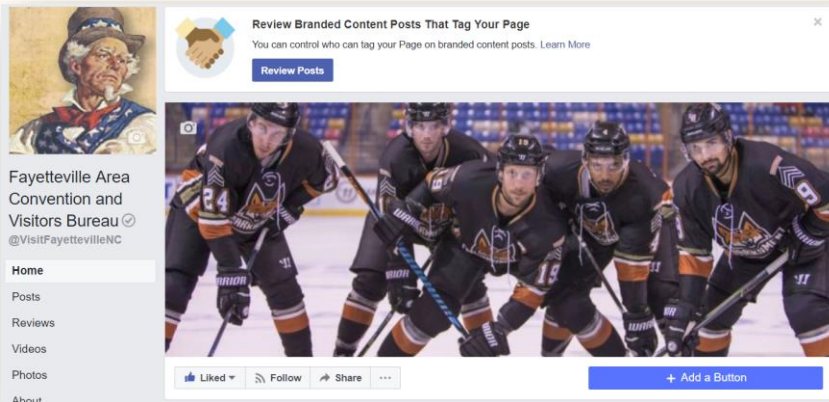
CONVENTION AND VISITORS BUREAU



# Communications Department

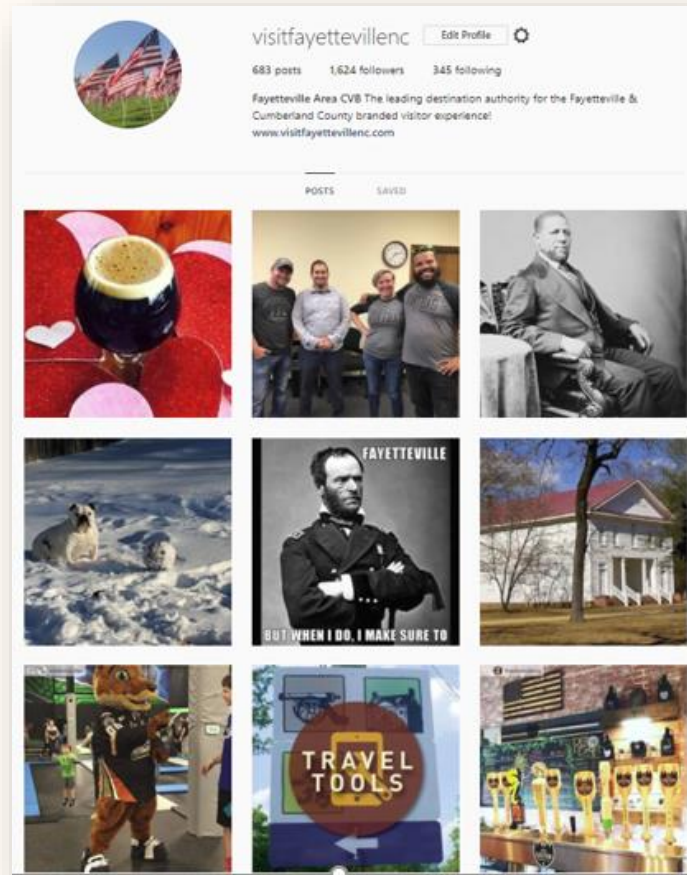
## Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	2,881	49	469 Clicks, Retweets, Replies
Facebook	6,876	59	1,265 Likes, Comments, Shares
Instagram	1,601	31	757 Likes, Comments



# Communications Department

## Social Media Statistics



CUMBERLAND COUNTY, NC  
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# Communications Department

## Publicity Generated

Up & Coming Magazine –  
Liberty Point Bulletin

December 13:  
Bureau Introduces New Visitor Trail Guide

December 27:  
Marketing Cumberland County

**Liberty Point Bulletin**

**Heroes Homecoming V  
Inaugural Motorcycle Rally**

The Fayetteville Area Convention and Visitors Bureau (FACVB) in partnership with Freedom Biker 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 Table Initiative.

"Motorcycles have always been a symbol of freedom," said John Meroski, President & CEO of the FACVB. "Rallying around those who fought 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 9:30 a.m. and kickstands are up at 10:30 a.m. The ride will make its way to The Moving Wall Dedication Ceremony held at the Airborne and Special Operations Museum and then continue on to Festival Park. The rally at Festival Park will feature guest speakers, performances by nine local and regional bands, a Bike Blessing Ceremony, as well as a Missing Man Table Ceremony.

Attendees can participate in various contests such as motorcycle, tattoo, and beard. Food trucks will be on site, as will local vendors of all types. Vietnam Veterans are invited to stop by the VIP Tent, which will be sponsored by Fort Bragg Harley Davidson, where they can relax while being pampered by Floating Shanti with various spa treatments. Family-friendly and free to the public, proceeds from the event will go to the Lone Survivor Foundation, as well as Fort Bragg Fisher House.

"As a Marine, the son of a Vietnam Veteran and the grandson of a WWII Veteran, I have nothing but the highest respect for those who serve this country," said John "E" Thompson, President of Rolling Thunder NC Chapter 1. "We are proud to be a part of this great event as Heroes Homecoming is a unique way for the Cumberland County community to band together and honor our nation's veterans. The roar of a motorcycle has long been synonymous with honoring those who served and it's time to bring a little of that thunder to Cumberland County!"

For more information on Heroes Homecoming, the Heroes Homecoming Motorcycle Rally, and a full list of events, visit [www.HeroesHomecoming.com](http://www.HeroesHomecoming.com). Follow along with the celebration by following the hashtag #KnowSacrifice.

**GIFT SHOP**

**10% Off**

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

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

Download the app for exploring Cumberland County

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

# Communications Department

## Publicity Generated

Visit NC Travel Guide

Fayetteville: Why It Matters

### Fayetteville

#### WHY IT MATTERS

*Home to Fort Bragg, one of the nation's largest military complexes, this Piedmont city has committed to its local heroes by becoming the nation's first Military Sanctuary Community, providing support to military members and their families.*

More than 50,000 active duty personnel call Fort Bragg home. Southeast of the Army base, visitors get a taste of the town's military pride at the Airborne and Special



*(Above, below) Exhibits at the Airborne and Special Operations Museum detail tactics and tools used by America's elite soldiers. Visitors stop at the 16-foot Iron Mike statue and memorial outside, then head indoors to fly into Normandy inside the museum's Pritzker Simulator.*



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# Communications Department

## Publicity Generated

### Cheap is the New Classy


### Five Indoor Activities in Fayetteville

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

### Cold Outside? Check Out These 5 Fun Indoor Activities In Fayetteville

#VisitFayNC

December 23, 2017 By Dawn McAlexander Leave a Comment



Earlier this year, I visited Fayetteville for the first time. I put together a 3 day itinerary of what I did while I was in Fayetteville for any of you that would like to check it out. If you are visiting during the colder months, you might be looking for more indoor activities in Fayetteville than what I did earlier this year. So, check out my itinerary and be sure to try some of these activities listed below, as well. If you have other suggestions, please feel free to add them to the comment section. Have fun!

### Cold Outside? Check Out These 5 Fun Indoor Activities In Fayetteville


Whether you are visiting Fayetteville or Cumberland County or are a local bringing in visitors for the holidays, chances are you are looking for ways to keep everyone entertained. And with unpredictable weather, planning can be a challenge. Here's 5 indoor activities with appeal for a wide range of ages.

- 1. Defy Fayetteville** – Fayetteville's first trampoline park, Defy Fayetteville, opened a few weeks ago in Westwood Shopping Center. The 40,400 sq-ft park offers lots of ways to get active. In addition to lots of trampolines, Defy features trapeze, swings, foam pits, obstacle courses, trust falls, basketball courts, zip lines and more. Because the park only allows a certain number of people in each hour, overcrowding is never a problem. Prices start at \$11 an hour for kids and \$15 an hour for adults.
- 2. MegaPlay Spring Lake** – We're talking 6,700 square feet of room to run and play at this indoor facility in Spring Lake. MegaPlay also features a two-level structure that contains a variety of activities, like bridges, obstacles, and more. The facility offers a designated area


### Win Stuff!

- Instagram Giveaway: Win 1 Of 2 \$25 Save-A-Lot Gift Cards [US Ends 9/30]


### Eat Stuff!



### Lemon Cheesecake



### Lemon Garlic Shrimp Kabobs



# Communications Department

## Go Fayetteville Blog

### A YEAR OF FIRSTS WITH GO FAYETTEVILLE

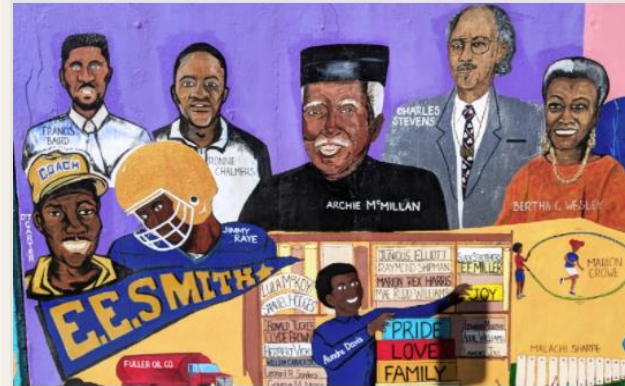


As I look back on 2017, I am struck by the thought that this has been a year of firsts with Go Fayetteville. I consider myself to be adventurous by nature, but if you had told me a year ago that I'd be zip-lining through trees, riding in a motorcycle rally or judging a poetry slam, I'd have told you that you're crazy. I ended [...]



[READ MORE](#)

### A BLACK HISTORY MONTH CELEBRATION



Last February, I joined a group of folks on an African American Heritage Bus Tour. Guides from the Fayetteville Area Transportation and Local History Museum took us to visit several historic sites that appear on Cumberland County's African American Heritage Trail. This tour provided me with a rich context to the many stories [...]



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# Communications Department

## Go Fayetteville Blog

### HOW TO REJUVENATE IN FAYETTEVILLE



Several of my coworkers travel for work on a regular basis, and one of their biggest complaints when doing so is how stress and lack of sleep lead to exhausting travel experiences. What I've discovered about Fayetteville, though, is that we have health-and-wellness havens here that offer our travelers some surprising ways to [...]



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### A VALENTINE'S DATE WITH OUR BREWERIES



Maybe Valentine's Day has earned the reputation of being a "Hallmark holiday" for the ladies' benefit, but I don't think I'm alone when I say, this day should be celebrated with much more than cards, chocolates, wine or flowers. What if our version of a perfect Valentine's was indulging in local craft beer and tasty food? [...]



[READ MORE](#)



# Communications Department

## Go Fayetteville Blog

#GoFay

Go Fayetteville  
@GoFayetteville

Home

About

Reviews

Videos

Photos

Posts

Jobs

Community

Promote

Manage Promotions

Liked Following Share ...

Learn More

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

Local & Travel Website  
5.0 ★★★★★

Our Story

GoFayetteville.com was developed to give visitors and locals information on the wonderful things to ...

+ Finish your story to tell people more about

See All

# Communications Department

## Go Fayetteville Blog



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# Communications Department

## Scorecard

Communications Department						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
<b>Facebook</b>						
Users/Followers		6,765	6,826	6,876		
Postings	149	46	67	59	172	312
<b>Go Fayetteville Facebook</b>						
Users/Followers		N/A	N/A	1,179		
Postings	149	N/A	N/A	15	15	15
<b>Twitter</b>						
Users/Followers		2,842	2,854	2,881		
Postings	110	36	46	49	131	241
<b>Instagram</b>						
Users/Followers		1,567	1,581	1,601		
Postings	41	17	19	31	67	108
<b>Event Calendar Postings (not including FACVB site)</b>	<b>478</b>	<b>243</b>	<b>226</b>	<b>141</b>	<b>610</b>	<b>1,088</b>
<b>Electronic Destination Guides Viewed</b>	<b>64</b>	<b>15</b>	<b>17</b>	<b>17</b>	<b>49</b>	<b>113</b>
<b>FACVB Generated Blog Articles</b>	<b>14</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>13</b>	<b>27</b>
<b>PUBLIC RELATIONS</b>						
<b>FACVB (In-House)</b>						
<b>Articles Generated</b>						
Out of Market	18	8	8	2	18	36
Local	14	5	10	2	17	31
<b>Press Releases Issued</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>7</b>	<b>12</b>
<b>Travel Writer Visits</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>
<b>Martin Arms</b>						
<b>Articles Generated</b>						
Out of Market	0	1	0	0	1	1
Local	0	0	0	0	0	0
<b>Republik</b>						
<b>Articles Generated</b>						
Out of Market	7	11	1	1	13	20
Local	5	1	13	0	14	19
<b>Totals</b>						
<b>Articles Generated</b>						
Out of Market	25	17	11	3	31	56
Local	19	6	23	2	31	50

# Tourism Department



**Tourism Sales Manager Jessica Bennett** attending the National Tour Association's Travel Exchange in San Antonio, Texas from December 13-17.

At the show, Jessica met with Group Tour Leaders and also received her Certified Tour Professional (CTP) Certification.

# Tourism Department

## Scorecard

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

# Visitor Services Department

December was a Busy Month in Visitor Services!

## Fulfilled 10 Group Service Requests

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



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# Visitor Services Department

December was a Busy Month in Visitor Services!

## Distributed 608 Visitor Guides

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



## Handled 415 Visitor Inquiries

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



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# Visitor Services Department

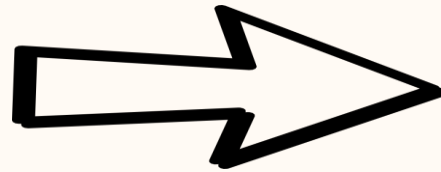
## Scorecard

<b>Visitor Center Department</b>						
Description	1ST QTR	OCT	NOV	DEC	2ND QTR	FY 2018
<b>Destination Guide</b>						
Number Distributed	18,459	7,197	4,395	608	12,200	30,659
Via VisitFayettevilleNC.com	98	30	13	16	59	157
<b>INQUIRIES</b>						
<b>FACVB Main Office</b>						
<b>Calls</b>						
Tourism Information	108	37	23	22	82	190
Local Information	223	104	76	40	220	443
<b>Total Calls</b>	<b>331</b>	<b>141</b>	<b>99</b>	<b>62</b>	<b>302</b>	<b>633</b>
<b>Walk-Ins</b>						
Local Residents (Tourism)	673	194	177	117	488	1,161
Out-of-Town (Tourism)	606	165	106	80	351	957
<b>Total Walk-Ins</b>	<b>1,279</b>	<b>359</b>	<b>283</b>	<b>197</b>	<b>839</b>	<b>2,118</b>
Drive Thru	6	2	2	3	7	13
Relocation/Retiree Info	17	8	5	4	17	34
Transportation Resources	0	0	0	1	1	1
Same Day Group Service Request	13	0	3	1	4	17
Local Directions	57	27	15	7	49	106
<b>Total Inquiries</b>	<b>1,514</b>	<b>396</b>	<b>308</b>	<b>213</b>	<b>917</b>	<b>2,431</b>
<b>Transportation Museum</b>						
<b>Walk-Ins</b>						
Local Residents (Tourism)	774	136	171	146	453	1,227
Out-of-Town (Tourism)	294	88	112	62	262	556
<b>Cross Creek Mall</b>						
<b>Walk-Ins</b>						
Local Residents (Tourism)	855	223	223	196	642	1,497
Out-of-Town (Tourism)	24	10	4	3	17	41
<b>Group Service Request</b>	<b>78</b>	<b>25</b>	<b>15</b>	<b>10</b>	<b>50</b>	<b>128</b>
<b>Meetings/Events Serviced</b>	<b>9</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>6</b>	<b>15</b>



# 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.**