



Bureau Business Brief:

Monthly Results Report

PREPARED BY: John Meroski
Chief Executive Officer FACVB

May 2017



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
Activity 7
- Score Card 8

Communications Department

- Event Listings 9
- Social Media 10
- Publicity 11
- Score Card 14

Tourism Department

- New Products 15
- Partner Event/Education 16
- Score Card 17

Visitor Services Department

- Statistics 18
- Score Card 19

Everything Begins with a Visit 20



Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - May 2017 vs May 2016												Year to Date - May 2017 vs May 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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	65.9	66.8	106.35	102.28	70.10	68.32	-1.3	4.0	2.6	5.0	2.4	1.0	62.3	62.5	99.21	96.77	61.76	60.45	-0.3	2.5	2.2	4.4	2.2	1.8	1762	1153	153457	121570
Cumberland County, NC	64.8	62.8	75.66	73.04	48.99	45.86	3.1	3.6	6.8	8.6	1.7	4.9	67.2	64.8	75.31	73.71	50.63	47.79	3.7	2.2	5.9	7.7	1.7	5.4	65	47	5995	5015
Johnston County, NC	55.6	52.6	73.85	72.31	41.03	38.05	5.6	2.1	7.8	7.3	-0.4	5.1	53.4	51.6	71.72	70.61	38.33	36.46	3.5	1.6	5.1	6.9	1.7	5.3	32	24	2217	1734
Robeson County, NC	58.5	58.4	76.61	67.34	44.82	39.30	0.2	13.8	14.1	17.9	3.4	3.7	67.4	60.4	76.38	68.61	51.49	41.47	11.5	11.3	24.2	28.4	3.4	15.3	29	17	1883	1291
Wake County, NC	72.0	74.5	106.93	104.65	76.98	77.94	-3.3	2.2	-1.2	1.2	2.5	-0.9	70.3	69.6	103.55	102.06	72.81	71.03	1.0	1.5	2.5	3.8	1.2	2.3	135	126	16126	15467
Durham County, NC	70.0	70.6	117.16	113.71	81.99	80.33	-0.9	3.0	2.1	5.8	3.7	2.7	67.8	66.0	106.23	105.01	72.07	69.34	2.7	1.2	3.9	7.8	3.7	6.5	64	60	8327	7934
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	58.6	59.0	91.81	90.22	53.82	53.23	-0.7	1.8	1.1	1.1	-0.0	-0.7	57.6	57.0	94.22	94.41	54.29	53.79	1.1	-0.2	0.9	1.5	0.6	1.8	93	76	10894	9726
Harnett County, NC	57.2	53.4	77.35	71.57	44.26	38.25	7.1	8.1	15.7	15.7	0.0	7.1	57.5	54.9	75.26	72.25	43.27	39.63	4.8	4.2	9.2	13.7	4.2	9.2	11	8	859	638
Moore County, NC	63.8	60.7	140.22	140.89	89.44	85.53	5.1	-0.5	4.6	9.4	4.6	10.0	55.2	58.9	119.82	119.81	66.10	70.61	-6.4	0.0	-6.4	1.8	8.8	1.8	22	14	1960	1556



Visitor Profile

Does not include Cumberland County Residents

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

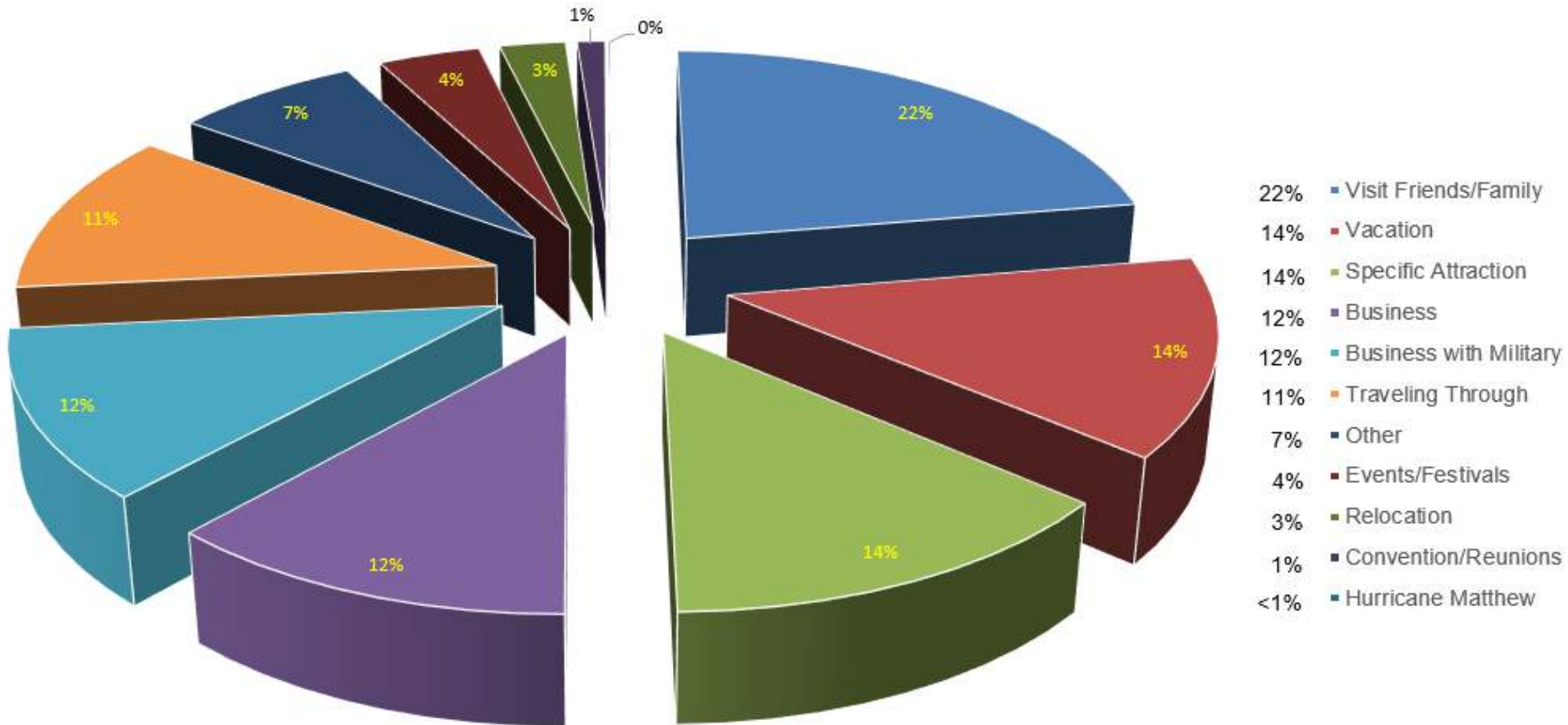
1. Visitors to Cumberland County were from the following states: **North Carolina 26.37%, Florida 7.36% and New York 6.62%.**
2. The visitors' reason for visiting was **Visit Friends/Family 22%, Vacation & Specific Attraction 14% each and Business & Business with Military 12% each.**
3. The top areas of interest were **Museums 14%, Dining & Historical Sites 12% and Arts & Entertainment 10%.**
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was **4.68.**



Visitor Profile

What is their reason for visiting?

Does not include Cumberland County Residents



EST. 1734
FAYETTEVILLE AREA

CONVENTION AND
VISITORS BUREAU

CUMBERLAND COUNTY, NC

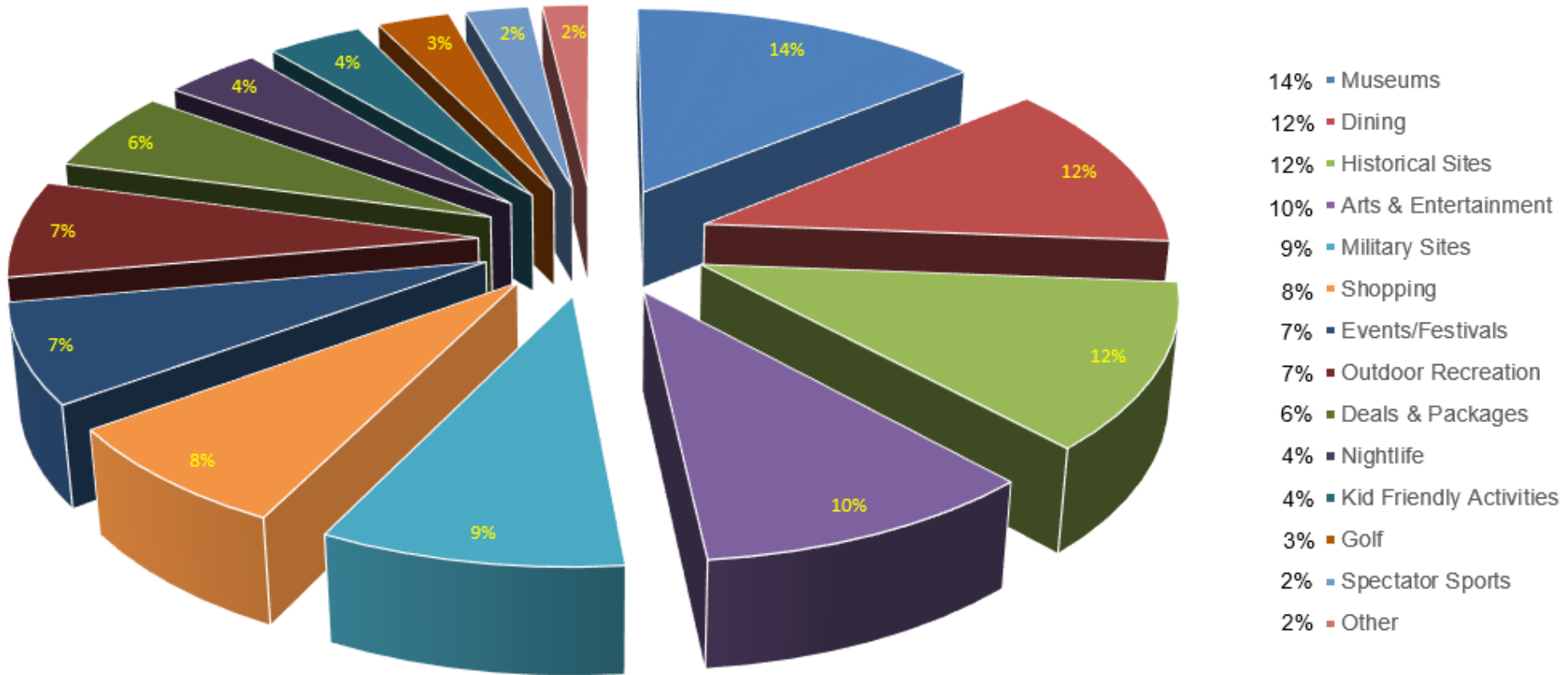
VisitFayettevilleNC.com



Visitor Profile

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:	130	159,806	17,430	61,956	\$56,178,516.00
Cancelled:	0	0	0	0	\$0.00
Closed:	1	10,000	5	36	\$27,930,000.00
Definite:	1	500	0	0	\$4,560.00
Assist:	0	0	0	0	\$0.00
Lost:	4	5,892	717	4,068	\$1,031,130.00
Pending:	7	4,400	300	870	\$1,452,360.00
Verbal Definite:	16	23,330	600	760	\$205,200.00
Canceled from Pending:	0	0	0	0	\$0.00

Lead Source Summary

American Legion - Magazine:	2	Tourism Development Authority (TDA) Grant:	3
Crown Coliseum:	1	Calls (9-11 a.m.):	6
CVent:	6	RCMA No Longer Used:	7
Referred by Previous Client No Longer Used:	4	Client Contacted Us:	19
Referral:	2	Previous Client Referral:	16
Parks & Recreation:	11	Sales Blitz:	1
Internet/ CVB Website No Longer Used:	3	Strategic Database Research (SDR):	8
Advertising Masonics:	2	Internet/CVB Website:	2
Telemarketing:	1	Rejuvenate Marketplace:	11
National Association of Sports Comm:	3	Connect Marketplace:	4
RCMA:	5	MPI:	3

Market Segment Summary

Meeting Sales Market Segments

Training:	0	Group Tour:	1
Performance Group:	0	Social:	9
Health & Medical:	0	Hobby & Vocational:	2
Religious:	29	Senior Group:	0
Politics:	0	Educational/Student Group:	0
Military/Government:	0	Affinity Group:	0
Sports:	8	Fraternal:	4
Ethnic:	1	Corporate:	0
Outdoor/Adventure Group:	0	Retail Tour:	0
Educational:	6	Corporate - Miscellaneous:	9
Church/Religious Group:	1	Family or Friend Reunion:	1
Military:	8	Reunion:	7
Government:	3	Association:	8



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

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Sales Department

Score Card

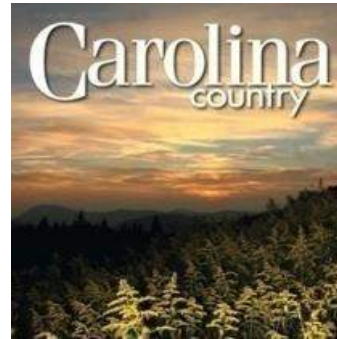
SALES RESULTS								
Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2017 Totals
Bookings								
Bookings (<i>Annual Goal = 20,000</i>)	13	15	6	3	1		4	38
Bookings-Attendance	38,335	42,478	2,527	1,860	75		1,935	85,275
Bookings-Room Nights	4,130	8,232	870	\$875	\$80		955	14,187
Bookings-Economic Impact	\$1,421,522	\$2,867,088	\$254,436	\$649,800	\$17,100		\$666,900	\$5,209,946
Verbal Bookings								
Verbal Bookings	27	31	29	15	31		46	133
Verbal Bookings-Attendance	86,765	22,361	23,921	8,700	42,540		51,240	184,287
Verbal Bookings-Room Nights	7,895	3,587	12,857	6,950	4,810		11,760	36,099
Verbal Bookings-Economic Impact	\$3,394,806	\$2,951,582	\$5,417,052	\$2,694,732	\$8,493,000		\$11,187,732	\$22,951,172
Leads								
Leads	25	58	36	4	21		25	144
Leads-Attendance	23,183	36,135	26,041	2,790	16,075		18,865	104,224
Leads-Room Nights	3,903	40,672	8,056	268	1,350		1,618	54,249
Leads-Economic Impact	\$1,221,168	\$9,652,950	\$8,933,040	\$53,922	\$534,660		\$588,582	\$20,395,740
Sales Functions	21	16	19	8	9		17	73
Site Inspections	1	3	6	1	2		3	13
Sales Blitz	2	4	3	1	0		1	10
Calls Converted to Accounts	15	3	5	0	0		0	23
Bid /Packages Mailed	0	0	0	0	0		0	0
Client Presentations	3	4	8	3	3		6	21





Communications Department

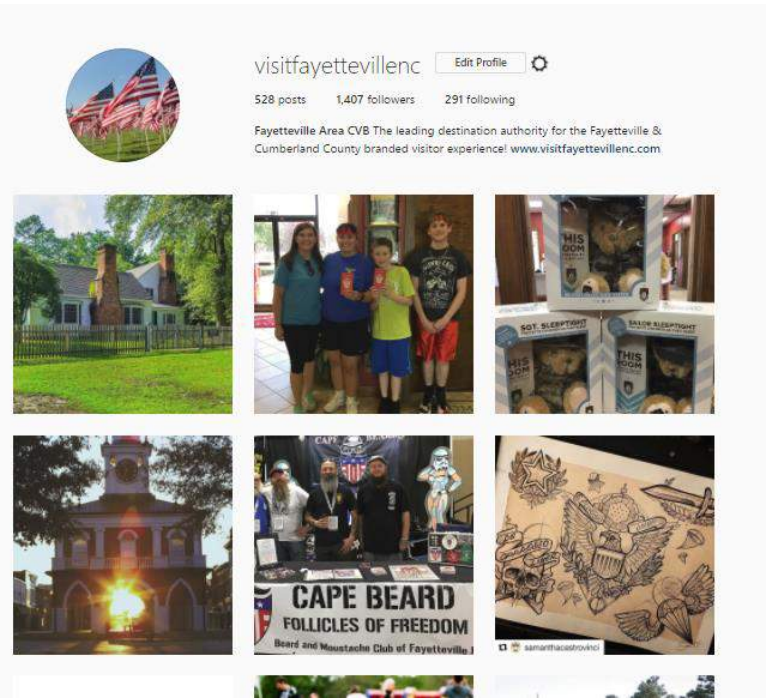
The FACVB Team Placed
177 Event Listings



Communications Department

Social Media Stats

Outlet	Followers	Posts	Engagement
Twitter	2,658	36	489 Clicks, Retweets, Replies
Facebook	6,454	58	858 Likes, Comments, Shares
Instagram	1,454	13	614 Likes, Comments



Communications Department

Publicity Generated

Fox News Travel

America's Top Military Museums to Tour This Summer
Featured ASOM



Print Close

America's top military museums to tour this summer

By Eva Fedderly

Published May 03, 2017

FoxNews.com
Calling all history buffs.

This summer, America's top military museums will be celebrating veterans and inviting guests to immerse themselves in authentic wartime experiences with epic battle reenactments. Visitors can handle rare wartime artifacts, explore the nooks and crannies of historic citadels, and even taste food and beverages supplied to real infantry.

Celebrate American history all season long with a visit to one of these military museums that bring soldier experiences to life.

Related image



The Airborne and Special Operations Museum - Fayetteville, North Carolina

Located close to Fort Bragg, the Airborne and Special Operations Museum presents the chronological history of America's Special Operations units. On the morning of May 20, the museum's annual Field of Honor Opening Ceremony allows friends and families to honor a loved one with a flag on the parade field at the museum, which will be displayed through June 30.

The museum will honor National Airborne Day on August 19, which celebrates the 77th year anniversary of the first jump by the Test Platoon, and the 17th anniversary of the museum. The museum also features a 24-seat simulator, which offers experiences like flying into Normandy with the 101st Screaming Eagles on D-Day and performing a HALO operation from 25,000 feet.

Where to stay: Embassy Suites is just a five-minute drive from the museum.

Where to eat: Morgari's Chop House has a menu that includes local steaks, as well as more unique dishes, such as kangaroo and alligator.

Cheap Is The New Classy

10 Things You May Not Know About Fayetteville

10 Things You May Not Know About Greater Fayetteville. #VisitFayNC #AmericaEveryTurn

May 9, 2017 By Dawn Stobbenlander Leave a Comment



A few weeks ago, Jay and I visited Fayetteville, NC for the first time. Although we have lived in this state for many years, we had never been to Fayetteville. After we visited, we realized that this was a place that we knew very little about and were eager to learn more. So, here are 10 cool things that you may not know about Great Fayetteville.

10 Things You May Not Know About Greater Fayetteville

1. Prominent late 19th century African-Americans called Fayetteville home. The nation's first well-known African-American novelist, **Charles W. Chesnut** grew up in Fayetteville and



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Communications Department

Up & Coming Magazine

- 5-3: Tourism Means Business
- 5-17: County Tourism Promotion
- 5-31 Be a Hometown Hero

Cheap Is the New Classy

5-2: Win a Trip for Two: Fayetteville Itinerary

Liberty Point Bulletin

Tourism Means Business to Nation, State and County

NORTH CAROLINA
In North Carolina, the value of travel and tourism to the state's economy continues to grow. Last year, visitors to North Carolina generated an economic output of \$21.9 billion.

More than 211,000 North Carolinians are employed in the travel and tourism industry.

CUMBERLAND COUNTY
In the last year, domestic travel to Cumberland County produced \$68.19 million in direct expenditures which generated \$37.86 million in state and local tax revenues. This represents a tax savings of \$108.39 for each resident.

Taxes collected from travel to Cumberland County represents a \$108.39 savings to each County resident!

The Fayetteville Area Conventions & Visitors Bureau (FACVB) works to maximize the economic impact from travel to Cumberland County. The FACVB is funded through occupancy tax collections, collected from overnight visitors at Cumberland County hotels and subsidized by the Tourism Development Authority.

"Although Cumberland County residents do not fund tourism promotion efforts, they receive the benefits through tax savings and expenditures in the community," says John Moroski, FACVB President and CEO. "Our organization works hard to provide excellent visitor experiences which leads to expenditures and, in turn, taxes collected."

National Travel & Tourism Week is organized by the United States Travel Association.

15.3 million
Aerial view sponsored by the travel industry

Tourism Passport

The Passport to America's Hometown is a pocket guide to 12 attractions for visitors' needs to visit our beautiful County. When you complete it with all one of the 12 items, your passport is stamped at that location. Every stamp is different and unique to each attraction.

Passports can be obtained at our three Visitor Center locations, as well as some of the 12 featured attractions. Featured attractions include Fayetteville Area Conventions and Visitors Bureau, Eliza Folsom Graham War Memorial Museum, Airborne and Special Operations Museum, the Arts Council, Aerialview Battle Park, Cape Fear Historical Center, 1. Bayard Clark Park and Nature Center, Executive Children's Museum, Fayetteville Area Transportation and Local History Museum, John A. Kennedy Special Warfare Museum, Museum of the Cape Fear Historical Complex, and North Carolina Swansons Park.

UNITE STATES
Nationwide, direct economic output generated by domestic and international visitors is \$99.9 billion annually and the industry supports 15.3 million jobs.



Fayetteville, NC

athenewclassy 3 Day Itinerary



Win A Romantic Trip For 2 To Fayetteville, NC #VisitFayNC sponsored by US Ends 6/15
May 2, 2017 By Dawn Mollenhauer in Comments



Though Jay and I have both lived in Mount Airy, NC for many years, neither of us had ever visited Fayetteville. However, we changed that a few weeks ago. Today we are sharing with you our 3 day Fayetteville itinerary so that you can see how many super cool things there are to do in this area for couples, adventurers, foodies and more.

1851 1724
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Communications Department

24 HOURS IN FAYETTEVILLE, NC

📅 May 24, 2017 (<http://www.drugstoredivas.net/things-to-do-in-fayetteville-nc/>) 👤 Drugstore Diva Lisa (<http://www.drugstoredivas.net/author/admin/>) 🔍

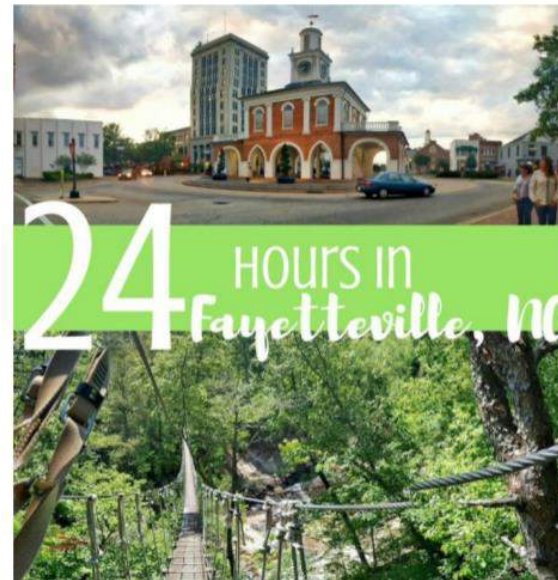
Drugstore Divas was hosted by the Fayetteville Area Convention & Visitors Bureau for this sponsored post. Part of the trip was compensated; additional portions were paid for by Drugstore Divas. All of the things to do in Fayetteville, and thoughts and opinions, belong to and are recommended by Drugstore Divas.

Drug Store Divas

24 Hours in Fayetteville

Large Social Following.

Great Engagement on this story



Communications Department

Score Card

COMMUNICATIONS RESULTS

Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2017 Totals
Facebook								
Users/Followers	N/A	N/A	N/A	6,386	6,454		N/A	N/A
Postings	113	117	139	41	58		99	468
Twitter								
Users/Followers	N/A	N/A	N/A	2,611	2,658		N/A	N/A
Postings	108	132	146	30	36		66	452
Instagram								
Users/Followers	N/A	N/A	N/A	1,410	1,454		N/A	N/A
Postings	31	42	43	12	13		25	141
Event Calendar Postings (not including FACVB site)	681	991	542	177	151		328	2,542
Electronic Destination Guides Viewed	42	44	59	18	21		39	184
FACVB Generated Blog Articles	21	21	25	5	5		10	77
Public Relations								
FACVB (In-House)								
Publicity Generated								
Out of Market	11	9	19	7	6		13	52
Local	17	9	7	3	2		5	38
Press Releases Issued	9	8	10	2	2		4	31
Travel Writer Visits	1	0	5	0	0		0	6
Martin Armes								
Publicity Generated								
Out of Market	1	2	0	0	0		0	3
Local	0	0	0	0	0		0	0

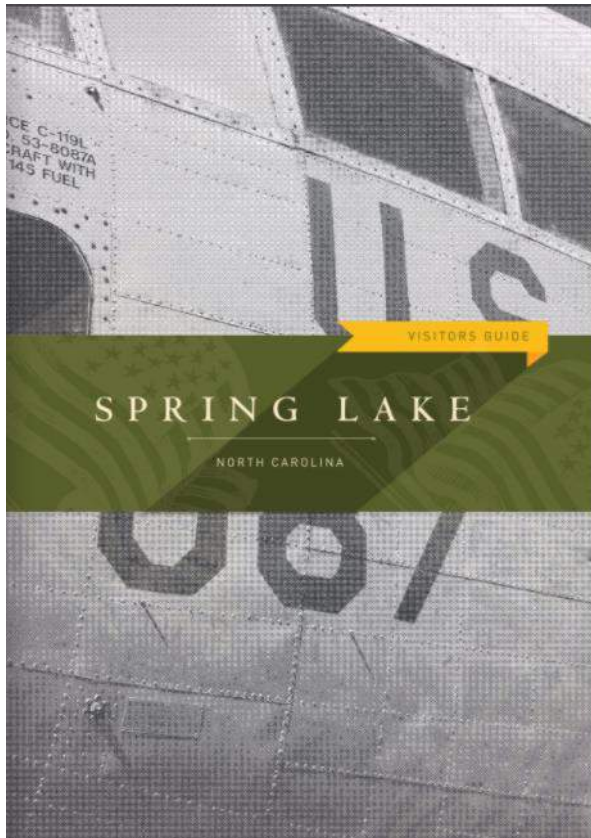
Republik								
Publicity Generated								
Out of Market	3	4	4	2	0		2	13
Local	4	17	0	0	0		0	21
Totals								
Publicity Generated								
Out of Market	15	15	23	9	6		15	68
Local	21	26	7	3	2		5	59



Tourism Department

New Product

In May, the Fayetteville Area Convention & Visitors Bureau introduced the Spring Lake Visitor Guide. The guide provides information on things to do and places to eat and shop in Spring Lake. The guide is available at all three of our Visitor Centers



Tourism Department

Partner Events

The tourism department attended a Tourism Week event at the VisitNC Welcome Center at I-95 South. The purpose of the event is to thank those traveling I-95 for stopping in our state; and encourage visits to Cumberland County's sites and attractions. Seven local tourism partners attended with the Tourism Department.



Education

Tourism Sales Manager Jessica Bennett completed her final year of Southeast Tourism Society's Marketing College. She will receive her TMP certification in Spring 2018.



Tourism Department

Score Card

TOURISM RESULTS								
Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2014 Totals
Civic Presentations	1	0	3	0	0		0	4
Bookings	5	7	2	3	1		4	18
Bookings-Attendance	461	62,603	138	32,535	10		32,545	95,747
Bookings-Room Nights <i>(Annual Goal = 1,000)</i>	154	346	581	20	50		70	1,151
Bookings-Economic Impact	\$17,279	\$31,200	\$135,204	\$1,780	\$6,840		\$8,620	\$192,303
Verbal Bookings	7	3	8	0	2		2	20
Verbal Bookings-Attendance	735	8015	12693	0	24,500		24,500	45,943
Verbal Bookings-Room Nights	160	60	179	0	0		0	399
Verbal Bookings-Economic Impact	\$101,916	\$679,440	\$86,412	\$0	\$71,250		\$71,250	\$939,018
Leads <i>(Annual Goal =36)</i>	16	8	10	2	2		4	38
Leads-Attendance	794	8365	13253	90	24,500		24,590	47,002
Leads-Room Nights	585	305	402	40	0		40	1,332
Leads-Economic Impact	\$237,462	\$755,250	\$183,312	\$20,520	\$71,250		\$91,770	\$1,267,794
Exit 49 Coupon Card - Room Nights	0	2	3	0	1		1	6
Exit 49 Coupon Card - Estimated Value	\$0	\$113	\$235	\$0.00	\$56.44		\$56	\$404
Mall Area Coupon Card - Room Nights	6	0	0	1	1		2	8
Mall Area Coupon Card- Estimated Value	\$536	\$0	\$0	\$0.00	\$0.00		\$0	\$536
Weekender Ad - Room Nights	1	2	0	1	1		2	5
Weekender Ad - Estimated Value	\$56	\$179	\$0	\$0.00	\$0.00		\$0	\$235
Occupancy(%) Cumberland County								
Cumberland County								
FY 16/17				71.30%	64.80%			
North Carolina								
FY 16/17				68.30%	65.90%			
ADR (Average Daily Rate) (\$)								
Cumberland County								
FY 16/17	N/A	N/A	N/A	\$76.48	\$75.66		N/A	N/A
North Carolina								
FY 16/17	N/A	N/A	N/A	\$103.23	\$106.35		N/A	N/A
Rev PAR (Per Available Room) (\$)								
Cumberland County								
FY 16/17	N/A	N/A	N/A	\$54.50	\$48.99		N/A	N/A
North Carolina								
FY 16/17	N/A	N/A	N/A	\$70.53	\$70.10		N/A	N/A



Visitor Services Department

Busy Month in Visitor Services!

Fulfilled 32 Group Service Requests

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

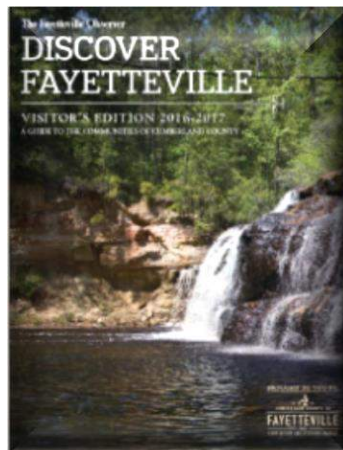


Distributed 4,449 Visitor Guides

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

Handled 1,110 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 RESULTS								
Description	1st Quarter	2nd Quarter	3rd Quarter	APR	MAY	JUN	4th Quarter	FY 2017 Totals
Destination Guide								
Number Distributed	17,066	18,012	14,320	3,430	4,449		7,879	57,277
VisitFayettevilleNC.com	103	68	128	54	40		94	393
Inquiries								
FACVB Main Office								
Calls								
Tourism Information	79	58	43	7	17		24	204
Local Information	341	231	291	87	88		175	1,038
Total Calls	420	289	334	94	105		199	1,242
Walk-Ins								
Local Residents (Tourism)	775	432	630	222	255		477	2,314
Out-of-Town (Tourism)	536	411	459	197	189		386	1,792
Total Walk-Ins	1,311	843	1,089	419	444		863	4,106
Drive Thru	6	6	8	1	1		2	22
Relocation/Retiree Info	19	12	8	0	1		1	40
Transportation Resources	2	2	2	0	3		3	9
Same Day Group Service Request	14	4	8	2	2		4	30
Local Directions/Maps	78	128	149	12	18		30	385
Total	1,436	1,205	1,110	434	469		903	4,654
Transportation Museum								
Local Residents (Tourism)	1,079	441	675	480	195		675	2,870
Out-of-Town (Tourism)	407	198	151	88	60		148	904
Cross Creek Mall								
Local Residents (Tourism)	946	1,018	671	232	342		574	3,209
Out-of-Town (Tourism)	65	31	0	0	13		13	109
Group Service Request	80	58	62	24	32		56	256
Meetings/Events Serviced	6	9	11	5	3		8	34

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

