



Bureau Business Brief:

Monthly Results Report

PREPARED BY: John Meroski
Chief Executive Officer FACVB

September 2017



VISITFAYETTEVILLENC.COM



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Smith Travel Research (STR)

Segmentation Trend for North Carolina

For the month of: July 2017

	Current Month - July 2017 vs July 2016												Year to Date - July 2017 vs July 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 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	69.2	70.9	106.01	103.70	73.34	73.53	-2.4	2.2	-0.3	2.2	2.4	-0.0	64.3	64.9	101.15	98.63	65.07	63.99	-0.9	2.6	1.7	3.9	2.2	1.4	1767	1155	154090	121948
Cumberland County, NC	68.4	70.2	76.89	73.46	52.56	51.57	-2.6	4.7	1.9	5.6	3.6	0.9	68.3	65.9	76.00	73.62	51.92	48.54	3.6	3.2	7.0	9.1	2.0	5.7	66	47	6108	5014
Johnston County, NC	56.0	55.0	74.11	72.91	41.53	40.10	1.9	1.6	3.6	3.1	-0.4	1.4	54.3	52.5	72.42	71.21	39.34	37.40	3.5	1.7	5.2	6.3	1.1	4.5	32	24	2217	1734
Robeson County, NC	64.5	70.1	77.35	70.84	49.93	49.69	-8.0	9.2	0.5	3.9	3.4	-4.9	66.3	62.5	76.47	68.79	50.73	43.02	6.1	11.2	17.9	21.9	3.4	9.7	29	17	1883	1291
Wake County, NC	68.7	68.4	97.66	96.08	67.11	65.77	0.4	1.6	2.0	4.7	2.6	3.1	70.3	69.8	102.48	100.99	72.05	70.53	0.7	1.5	2.1	3.7	1.5	2.2	136	127	16301	15642
Durham County, NC	64.2	64.7	95.07	96.09	61.03	62.13	-0.7	-1.1	-1.8	1.5	3.3	2.6	67.6	66.4	103.84	103.10	70.16	68.44	1.8	0.7	2.5	6.2	3.6	5.5	65	60	8401	7934
Edgecombe County, NC																									4	1	216	65
Guilford County, NC	59.5	61.9	85.67	83.03	50.96	51.36	-3.8	3.2	-0.8	-0.8	-0.0	-3.9	58.9	58.3	92.51	91.65	54.51	53.44	1.1	0.9	2.0	2.4	0.4	1.5	93	75	10893	9667
Harnett County, NC	58.1	57.6	79.18	71.71	46.04	41.32	0.9	10.4	11.4	11.4	0.0	0.9	57.6	55.7	76.29	71.83	43.98	40.00	3.5	6.2	9.9	13.2	2.9	6.6	11	7	859	569
Moore County, NC	66.1	61.4	117.39	116.73	77.65	71.62	7.8	0.6	8.4	8.4	0.0	7.8	57.9	59.3	120.42	118.76	69.74	70.41	-2.3	1.4	-1.0	5.8	6.8	4.3	22	14	1960	1556

For the month of: August 2017

	Current Month - August 2017 vs August 2016												Year to Date - August 2017 vs August 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 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	67.0	67.9	105.99	101.74	70.99	69.09	-1.4	4.2	2.8	5.4	2.6	1.2	64.7	65.3	101.82	99.06	65.83	64.66	-0.9	2.8	1.8	4.1	2.3	1.3	1771	1164	154529	122644
Cumberland County, NC	65.7	68.7	77.39	73.00	50.86	50.19	-4.4	6.0	1.3	5.0	3.6	-1.0	68.0	66.3	76.17	73.54	51.78	48.75	2.5	3.6	6.2	8.5	2.2	4.8	66	48	6108	5128
Johnston County, NC	55.2	55.0	72.72	71.34	40.15	39.25	0.4	1.9	2.3	1.9	-0.4	-0.1	54.4	52.8	72.46	71.23	39.45	37.63	3.0	1.7	4.8	5.7	0.9	3.9	32	24	2217	1734
Robeson County, NC	61.0	63.4	75.25	69.33	45.89	43.98	-3.9	8.5	4.3	10.4	5.8	1.7	65.7	62.7	76.33	68.86	50.11	43.14	4.8	10.9	16.2	20.5	3.7	8.7	29	17	1883	1291
Wake County, NC	68.7	69.9	100.30	98.04	68.86	68.58	-1.9	2.3	0.4	3.8	3.4	1.5	70.1	69.9	102.21	100.61	71.63	70.28	0.3	1.6	1.9	3.7	1.7	2.1	136	127	16301	15642
Durham County, NC	67.8	68.4	99.37	97.98	67.36	67.00	-0.9	1.4	0.5	3.9	3.3	2.4	67.6	66.6	103.26	102.42	69.80	68.26	1.4	0.8	2.3	5.9	3.6	5.1	65	61	8401	8008
Edgecombe County, NC																									4	1	216	65
Guilford County, NC	62.0	61.5	92.52	86.76	57.37	53.38	0.8	6.6	7.5	7.5	-0.0	0.8	59.3	58.7	92.52	91.00	54.87	53.43	1.0	1.7	2.7	3.1	0.4	1.4	93	76	10893	9725
Harnett County, NC	55.7	52.6	78.18	72.36	43.56	38.07	5.9	8.0	14.4	14.4	0.0	5.9	57.4	55.3	76.53	71.90	43.93	39.75	3.8	6.4	10.5	13.3	2.6	6.5	11	8	859	638
Moore County, NC	59.5	62.7	118.55	119.98	70.52	75.26	-5.2	-1.2	-6.3	-6.3	0.0	-5.2	58.1	59.7	120.18	118.93	69.84	71.06	-2.7	1.0	-1.7	4.1	5.9	3.0	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.

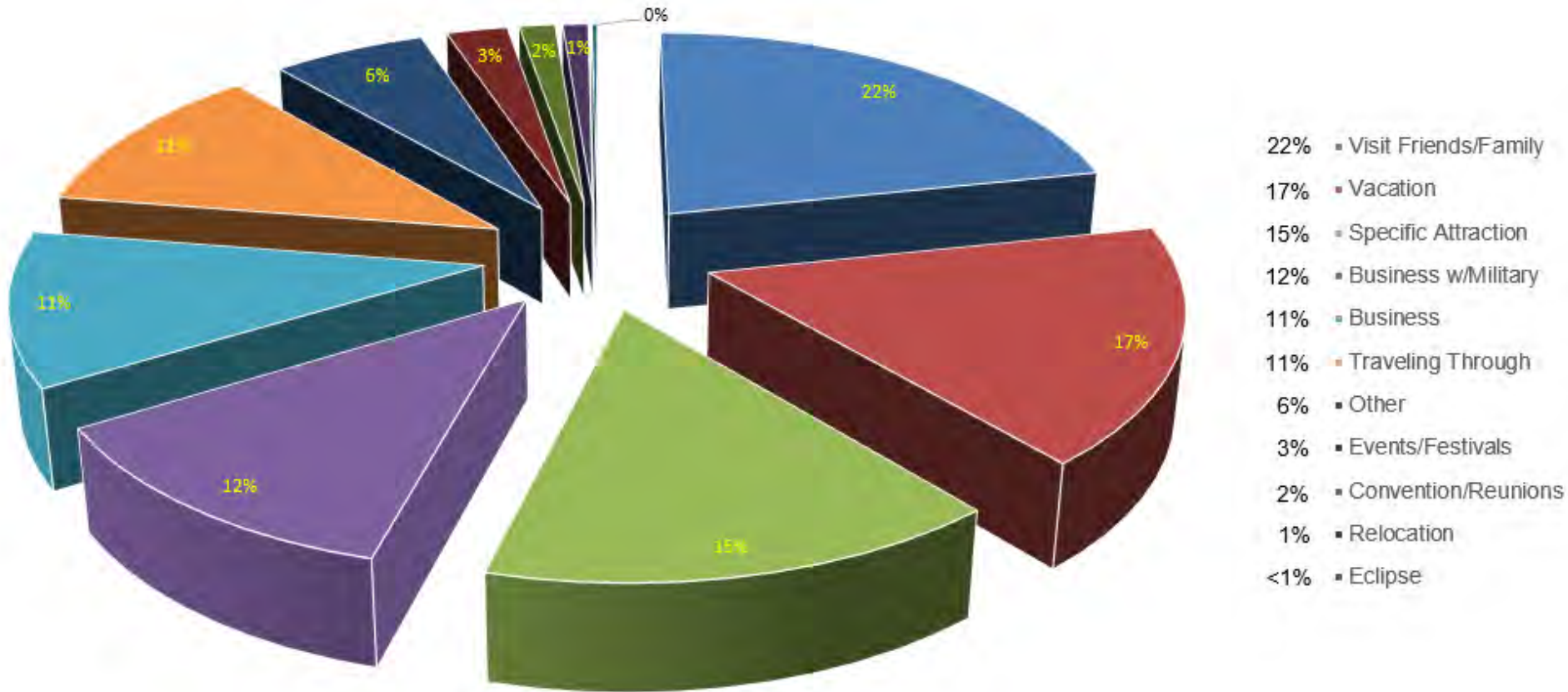
1. Visitors to Cumberland County were from the following states: **North Carolina 26.49%, Florida 10.70% and Virginia 4.92%.**
2. The visitors' reason for visiting was **Visit Friends/Family 22%, Vacation 17% and a Specific Attraction 15% each.**
3. The top areas of interest were **Museums 14%, Dining & 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

What is their reason for visiting?

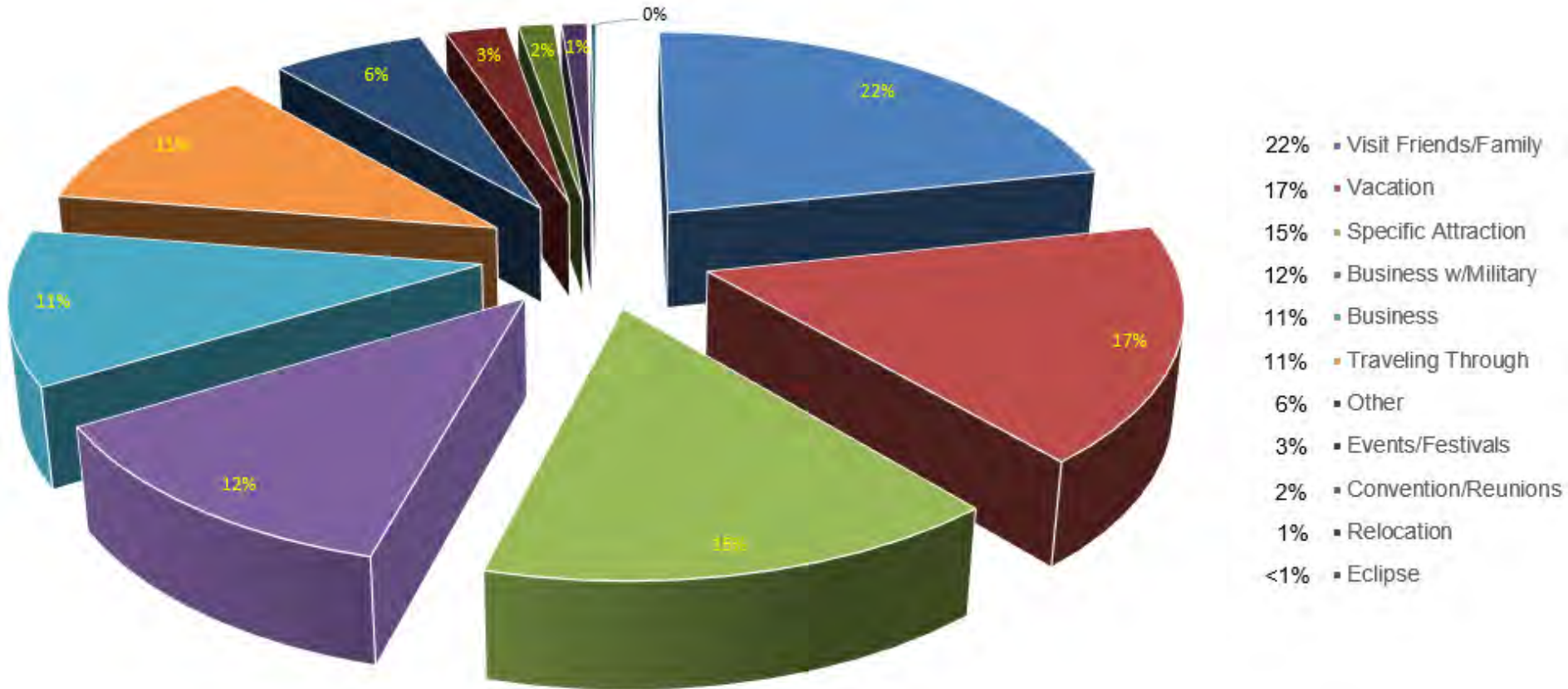
Does not include Cumberland County Residents



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:	133	156,719	14,957	48,915	\$19,238,526.00
Cancelled:	0	0	0	0	\$0.00
Closed:	1	375	0	0	\$0.00
Definite:	27	9,800	765	1,087	\$394,440.00
Assist:	0	0	0	0	\$0.00
Lost:	2	4,675	500	2,850	\$778,050.00
Pending:	8	8,650	710	1,525	\$1,654,140.00
Verbal Definite:	5	17,410	235	599	\$688,560.00
Canceled from Pending:	0	0	0	0	\$0.00

Lead Source Summary

American Legion - Magazine:	2	Tourism Development Authority (TDA) Grant:	3
Group Tour Magazine - Group Tour Media:	1	Calls (9-11 a.m.):	23
CVent:	6	RCMA No Longer Used:	4
Referred by Previous Client No Longer Used:	1	SGMP Annual Meeting:	3
Client Contacted Us:	18	Referrals:	1
Previous Client Referral:	13	Parks & Recreation:	7
Sales Blitz:	1	Internet/ CVB Website No Longer Used:	4
Strategic Database Research (SDR):	4	S.P.O.R.T.S.:	1
Advertising Masonics:	1	Telemarketing:	1
TEAMS:	1	Rejuvenate Marketplace:	10
Website:	1	National Association of Sports Comm:	3
Travel Alliance Partners (TAP):	1	Connect Marketplace:	4
RCMA:	5	MPI:	2
Bureau Generated:	6		

Market Segment Summary

Meeting Sales Market Segments

Training:	0	Group Tour:	3
Performance Group:	1	Social:	4
Health & Medical:	0	Hobby & Vocational:	2
Religious:	22	Senior Group:	0
Politics:	0	Educational/Student Group:	0
Military/Government:	0	Affinity Group:	0
Sports:	30	Fraternal:	3
Ethnic:	0	Corporate:	0
Outdoor/Adventure Group:	0	Retail Tour:	0
Educational:	8	Corporate - Miscellaneous:	9
Church/Religious Group:	1	Family or Friend Reunion:	1
Military:	7	Reunion:	3
Government:	4	Association:	7
Nonprofit Group:	6	TDA:	4



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



Sales Department

Score Card

Sales Department				
Description	JUL	AUG	SEP	1ST QTR
Bookings (Annual Goal = 20,000)	1	28		29
Bookings-Attendance	90	140,915		141,005
Bookings-Room Nights	6	2,623		2,629
Bookings-Economic Impact	\$15,960	\$833,468		\$849,428
Verbal Bookings	12	11		23
Verbal Bookings-Attendance	27,330	23,160		50,490
Verbal Bookings-Room Nights	4,701	4,260		8,961
Verbal Bookings-Economic Impact	\$1,362,252	\$1,583,460		\$2,945,712
Leads	27	8		35
Leads-Attendance	16,792	27,172		43,964
Leads-Room Nights	2,719	2,108		4,827
Leads-Economic Impact	\$730,284	\$1,102,950		\$1,833,234
Sales Functions	8	5		13
Site Inspections	3	1		4
Sales Blitz	2	0		2
Calls Converted to Accounts	0	0		0
Bid/Packages Mailed	1	0		1
Client Presentations	2	1		3





Communications Department
The FACVB Team Placed
203 Events – July
103 Event Listings – August



Communications Department

Social Media Stats – July & August

Outlet	Followers	Posts	Engagement
Twitter	2,790	68	447 Clicks, Retweets, Replies
Facebook	6,666	95	1,205 Likes, Comments, Shares
Instagram	1,454	25	815 Likes, Comments



visitfayettevillenc Edit Profile Settings

528 posts 1,407 followers 291 following

Fayetteville Area CVB The leading destination authority for the Fayetteville & Cumberland County branded visitor experience www.visitfayettevillenc.com



Communications Department

Publicity Generated

Up & Coming Magazine – Liberty Point Bulletin

07/12: Visitor Center Keeps Everyone Informed

07/26: Bureau Efforts Generate 7.2 million

08/09 Heroes Homecoming Seeks World Record

08/23 CVB Offers Web Resource

07/01 Being Reese.com

Where to Stay, Play, Eat & Drink in Fayetteville, NC



WHERE TO STAY, PLAY, EAT AND DRINK IN FAYETTEVILLE, NORTH CAROLINA



Question of the Day: What do you get when you let loose 8 military wives in the city of Fayetteville, North Carolina?

Answer: A fabulously good time.

A few weeks ago, I was invited by SoFayetteville and The Fayetteville Area Convention and Visitors Bureau to take a tour of Fayetteville, North Carolina. Fayetteville holds many good memories for me. It was the place where I met Mr. A, where I graduated with my first degree, and it is currently where my parents have planted their roots.

Off to the surface, Fayetteville can be mistaken for one of the many other military towns whose reputation sometimes precedes itself. But once you take a closer look, you'll see that Fayetteville has some serious small town charm and rich history. You just have to know where to go to unlock all that Fayetteville has to offer.

the IMPORTANT being of ree



Hello & Welcome

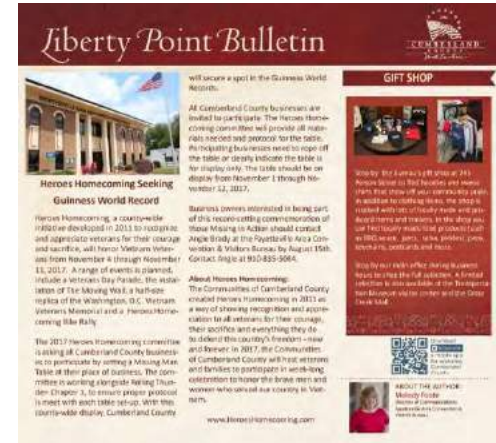
My given name is Theresa, but feel free to call me Reese. I'm a former "classical" with two kids in tow that a deeper value and access has convinced I now reside in the lovely state of NC with my family - Lillian and BP Jr.

It's a pretty gradual, Dr. Who warning, soft-as-athletes pace driving 80% towing, back being economy with a new full of beans, and the determination to make them my reality.

Welcome to our day!

07/01 MarzOnTheMove

#SoFay17



Heroes Homecoming Seeking Guinness World Record

Heroes Homecoming, a nationwide initiative developed in 2013 to highlight and appreciate veterans for their courage and sacrifice, will honor Veterans Veterans from November 4 through November 13, 2017. A range of events is planned, including a Veterans Day Parade, the celebration of The Living Wall & a Half-Mile of the Washington, D.C. Vietnam Veterans Memorial and a Heroes Homecoming like Rally.

All Cumberland County businesses are invited to participate. The Heroes Homecoming Committee will provide all materials needed and protocol for the table. The following businesses need to sign off the table or display indicate the table is for display only. The table should be on display from November 1 through November 12, 2017.

Business owners interested in being part of this exciting and commemorative of those Missing in Action should contact Anne Wills at the Fayetteville Area Convention & Visitors Bureau by August 15th. Contact Anne at 910.855.5064.

Allied Heroes Homecoming: The Communities of Cumberland County created heroes homecoming in 2013 as a way of showing recognition and appreciation to all veterans for their courage, their sacrifice and everything they do to defend this country's freedom and our way of life. In 2017, the Communities of Cumberland County will honor veterans and families to participate in working together to honor the brave men and women who served our country in Vietnam.



JUNE 23, 2017 #SOFAY17

151 1734
FAYETTEVILLE AREA
CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC
VisitFayettevilleNC.com

Communications Department

7/I More Better Blues

Top 7 Spots for a Photo Shoot

Top Seven Spots for a Cool Photo Shoot in Downtown Fayetteville, NC

By [Teresa Blake](#) - 2016-04-07



ABOUT

My name is Breana Blake. Welcome to my blog, More Better Blues. If you love denim, this is the place for you. I will be sharing fashion tips, interior design projects and almost any and everything in the realm of denim and DIY.

FOLLOW ME



SUBSCRIBE

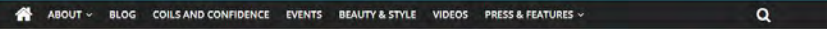
Do you love denim also? Then let's keep in touch! I will be giving away free stuff at least once a month. Be the first to know :)

First Name
Last Name
E-Mail Address

7/01 MZ Natural Life

Discovering Fayetteville NC

my natural chronicles
MZNATURALLIFE.COM



Backyard Treasures: Discovering Fayetteville, NC

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Communications Department

7/I A Spouseful

Try These 10 Must Do Activities


7/I Good Foods Great Reads

Perfect Girlfriends Day in Fayetteville


Lifestyle Travel

"Try These 10 Must-Do Activities in Fayetteville, NC"

July 3, 2017



HI! I'M LAKESHA.



Blogger. Serial Entrepreneur. Loyal Friend. Deadline juggler. UNO champ. Writings of an imperfect self-employed, over-achiever, who's momming, working and milepousing all between drop-off and pick-up.

-xoxo,
Lakesha

LET'S STAY IN TOUCH

Despite dire warnings from my military spouse friends of what Fayetteville is or isn't, I must say they were all wrong. So very wrong.

I was excited to join #SoFay17, a behind the scenes tour of Fayetteville, NC. The tour was organized by [redacted] a digital publishing, marketing, and communications agency owned by my friend Krystal Spell.

GOOD FOOD GREAT READS

HOME THE BLOG THE STORY



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Email Address

SUBSCRIBE

Communications Department

7/7 Raleigh Magazine

ZipQuest

7/12 Drive I95 Blog

Secret Outlet for Athletic Wear

DO

Top 5 to check out ...just outside Raleigh



Zipquest Waterfall & Treetop Adventure
Fayetteville

Ziplines are a popular summer activity in the Triangle, and if you're a fan you need to make the trip down to Fayetteville and check out ZipQuest, named one of the top 10 in the U.S. according to "USA Today." The two-hour adventure takes you across tree platforms (the longest zipline measuring 800 feet) and a spectacular view of Carver Falls. Dreaming of zipping under the stars? The NightQuest adventure takes you along the course illuminated by your helmet light and the glow of the moon. zipquest.com

DROG – Our Driving Blog

Things we find and do along I-95

NC: Secret Outlet For Bargain Athletic Wear

Posted on July 12, 2017

Fayetteville, NC Exit 52: Young girls love the **Soffe** line of **casual athletic wear**, but there's apparel for everyone else here too. Soffe is an **all-American lifestyle activewear brand** that makes **sizes for the entire family** including; **toddlers, girls, juveniles, youth, juniors, women, and men including big and tall.**

In solid colors, there's **varsity pants, jackets, hoodies, t-shirts, sweatshirts, running shorts, windbreakers, cheerleading clothing, ranger shorts and more.**



It's an **outlet store**, so pricing can go **from \$1 pieces of clothing** piled in giant cardboard boxes to \$29.99 on the racks. If you're lucky you might arrive when they've opened the **back warehouse room** to the public. Then men, women and children might score their well-made clothing for the amazing price of **\$1-\$3**. Sandra loaded up the last time that she was there.

The Soffe juniors' line has been strong in the brand's cheer-leading apparel but has expanded to include **yoga, dance and running**. Be sure to check out their performance wear, which features technical fabrics.

Their outstanding quality stems from their roots as a **distributor to the military**. This line is **tough, durable and dependable**, and it is **designed to channel America's original athlete: the soldier.**



CONVENTION AND
VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



Communications Department

7/18 Good Foods Great Reads

Perfect Cup of Tea at Winterbloom



— IN THE KITCHEN, THE PERFECT SERIES —

The Perfect Cup of Tea at Winterbloom

TUESDAY, JULY 18TH, 2017

Being a southern girl, there are two types of tea for me... Sweet Tea, with no fuss and deserving of capital letters. Then, there's Cozy Tea. Cozy Tea is a planned event. It means I'm going to curl up in my favorite nook on my sectional with a great book or movie. Or if I'm not feeling

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YOU MIGHT FANCY...

7/18 Sports Events

Honoring Our Heroes



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



Communications Department

7/27 Pull Over and Let Me Out

10 Romantic Things to Do In Fayetteville, North Carolina



Although my visit was organized by the Fayetteville Convention and Visitors Bureau/Downtown Fayetteville and some activities were complimentary, all opinions are honest and my own.

When You Think Fayetteville, Think Romance

I know what you're thinking, "Fayetteville? Romance?"

Fayetteville's played a role in the nation's history with Revolutionary and Civil War events bringing notoriety. With slightly over 200,000 residents, it's a major military town with both Pope Air Force Base and Fort Bragg calling Fayetteville home. *Fayetteville* and *military*, yes, but *Fayetteville* and *romance* have never been synonymous so I was intrigued to go in search of romance in the town named after the famous French general, Marquis de Lafayette.

Here's what I discovered and a list of ten romantic things to do in Fayetteville, North Carolina.

#1 Solve a Puzzle



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



08/09 Fayetteville Observer

Heroes Homecoming Seeking Guinness World Record



August Sports Destinations Management Carrying on the Combat Traditions

wrestling, boxing and fencing to Judo and Hapkido.

"It's a creative way to keep students active and expose them to different things, and it's a big bonus for us," says Jake Schmittler, marketing coordinator for the Mt. Pleasant Area Convention & Visitors Bureau. "As far as event management goes, all the clubs have experience in acting as that local organizing committee, and they do a great job of hosting their own events."

Fayetteville, North Carolina

Combat and Fayetteville are intertwined in a way you don't find in just any location: Fayetteville is home to Fort Bragg, America's largest U.S. Army base (by population) and the home of the 82nd Airborne Division.

"Our close military ties with Fort Bragg allow us to bring in a built-in audience and experts in all of these types of sports," says John Meroski, CEO, Fayetteville Area Convention and Vis-



itors Bureau. "From a philosophical standpoint, there's a great match between these sports and this community. You can go anywhere in the USA to have your tournament, but if you want a heroic experience, Fayetteville is the place to go." Photo by Jeff Thompson

Communications Department

Fayetteville Observer

08/05: Save a Seat for Missing Troops

08/13: Spring Lake Visitor Guide

08/20: Tourism Expenditures Continue To Rise

08/31 Lafayette Birthday

8/8/2017

Save a seat for missing troops - News - The Fayetteville Observer - Fayetteville, NC



Save a seat for missing troops

By Drew Brooks

Military editor

Posted Aug 5, 2017 at 3:22 PM

Many of the men who Cumberland County has lost to war may never return home.

They are lost on the former World War II battlefields of Europe and the Pacific, amid lost graves in Korea and Vietnam.

But a local push wants to ensure that, even if the troops themselves never return, there always will be a place for them in the communities around Fort Bragg.

As part of the annual Heroes Homecoming initiative honoring veterans, officials are asking organizations, businesses and community groups to host so-called Missing Man tables, displays meant to honor those troops who have not yet returned home.

Each table features a tablecloth, empty chair, plate, black napkin, silverware, red rose, vase, red ribbon, slice of lemon, pinch of salt, Bible and a glass. Many of those items have symbolic meaning tied to the tribute, such as salt for the tears of waiting family members.

This year's Heroes Homecoming week will take place Nov. 4-11 and will include the local Veterans Day celebration.

Posted Aug 20, 2017 at 7:00 PM



Travel into Cumberland County domestically increased expenditures by more than 4 percent in 2016.

The dollar figure was \$525 million, according to figures released by Visit North Carolina. State and local tax revenues for the county were \$39.62 million, saving residents \$120.86 in taxes, the Fayetteville Area Convention & Visitors Bureau said in a news release.

The tourism industry employs 4,540 people in the county, with a payroll of about \$98.41 million.

"Fifteen years of branding, marketing and tourism strategies have helped tourism be an economic engine for Cumberland County," said John Meroski. He's the president and CEO of the bureau. "In 2001, visitors spent \$245.99 million in Cumberland County. Today they spend 114 percent more than they did in '01. Clearly, tourism means business."

New guides

A new visitors guide for Spring Lake has been made available Fayetteville Area Convention and Visitors Bureau.

The town gets more than 12,000 overnight visitors a month. The guide is 65 pages, full color and features history, maps and community events.

Guides are available at all Spring Lake area hotels, Town of Spring Lake Recreation and Parks Building. It'll also soon be available at the Spring Lake campus of Fayetteville Technical Community College, the town's library and at each Welcome Center across North Carolina.

8/31/2017

Lafayette celebration set for Sept. 8-9 - News - The Fayetteville Observer - Fayetteville, NC



Lafayette celebration set for Sept. 8-9

By Rodger Mullen

Staff writer

Posted Aug 29, 2017 at 12:00 PM

Fayetteville will honor its namesake on Sept. 8 and 9.

The Lafayette Society is hosting its 10th annual Lafayette Birthday Celebration at various locations throughout the city. Historical tours, a concert and displays of artifacts are among the activities.

The event honors Gilbert du Motier or the Marquis de Lafayette, the French general who fought for America in the Revolutionary War and was revered here and throughout the country. Lafayette was born Sept. 6, 1757, and died May 20, 1834.

"He was the most steadfast friend of this very young country," said Hank Parfitt, president of the Lafayette Society. "He was considered one of George Washington's favorite generals, if not his favorite."

Lafayette was considered instrumental in convincing the French government to support the colonies in their war to free themselves from England. He played a major role in the American victory at the 1781 Battle of Yorktown, the last major skirmish of the war.



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com



Communications Department

Drug Store Divas

08/27: LaFayette Birthday

RT 100X viewed by I+ Million

GoFayetteville Blog

5 Blogs – July

5 Blogs - August



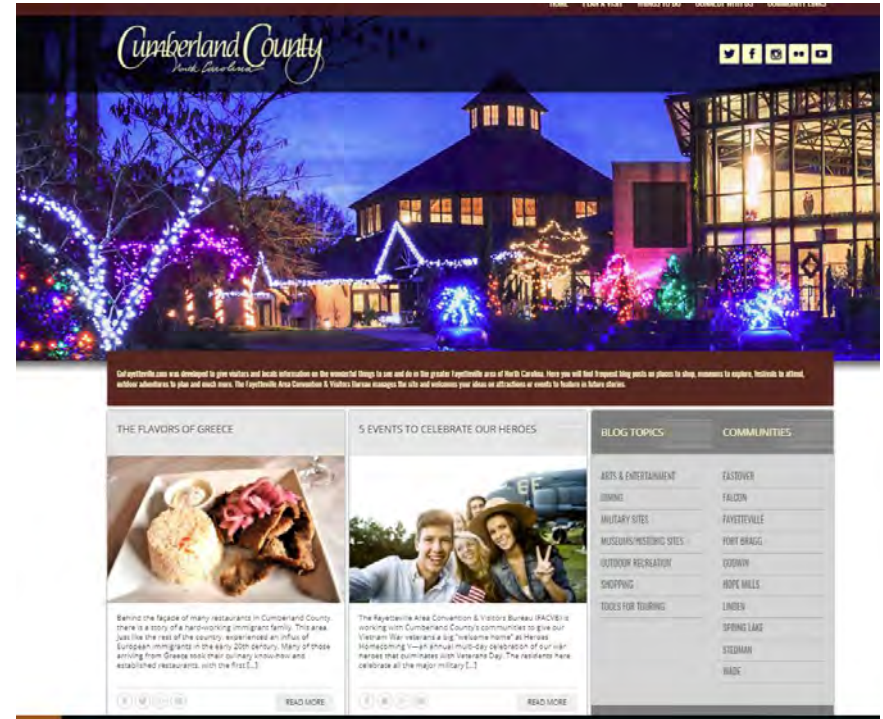
DrugstoreDivas.net

@drugstoredivas

Following

#AmericasFavoriteFightingFrenchman, Lafayette visited @VisitFayNC in 1825.

Celebrate his bday in Sept. w/the city:
bit.ly/2i4wtrg



8:45 AM - 21 Aug 2017

108 Retweets 14 Likes



108 14

1734
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

VisitFayettevilleNC.com

Communications Department

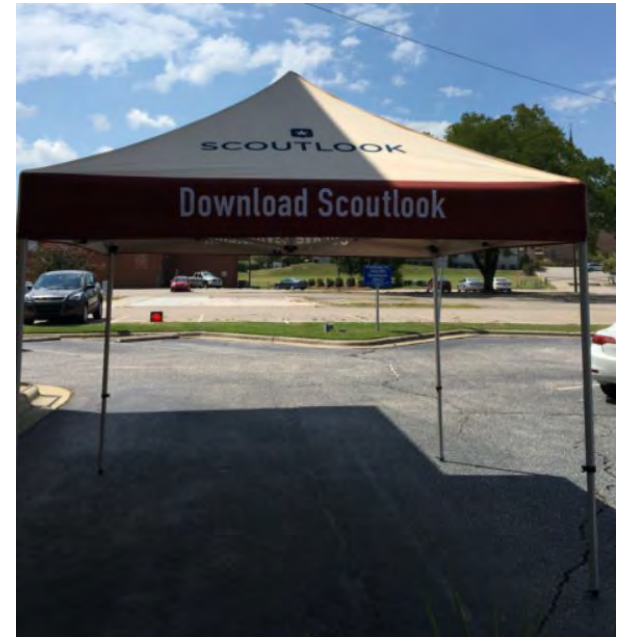
Score Card

Communications Department				
Description	JUL	AUG	SEP	1ST QTR
Facebook				
Users/Followers	6,544	6,666		N/A
Postings	41	54		95
Twitter				
Users/Followers	2,718	2,790		N/A
Postings	31	37		68
Instagram				
Users/Followers	1,511	1,527		N/A
Postings	12	14		26
Event Calendar Postings <i>(not including FACVB site)</i>	203	103		306
Electronic Destination Guides Viewed	34	16		50
FACVB Generated Blog Articles	5	5		10
PUBLIC RELATIONS				
FACVB (In-House)				
Articles Generated				
Out of Market	5	2		7
Local	6	6		12
Press Releases Issued	2	2		4
Travel Writer Visits	0	5		5
Martin Arms				
Articles Generated				
Out of Market	0	0		0
Local	0	0		0
Republik				
Articles Generated				
Out of Market	1	0		1
Local	0	2		2
Totals				
Articles Generated				
Out of Market	6	2		8
Local	6	8		14

Tourism Department

Product Update

This summer, the Tourism Department had a new tent designed and produced. The tent is used during all outdoor events, and at when the Tourism Department visits the VisitNC Welcome Centers. The tent promotes CVB products.



Tourism Department

Score Card

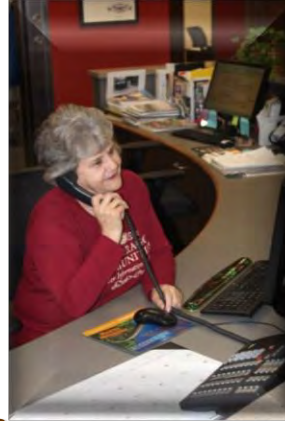
Tourism Department				
Description	JUL	AUG	SEP	1ST QTR
Civic Presentations	0	0		0
Bookings	2	1		3
Bookings-Attendance	75	200		275
Bookings-Room Nights	53	14		67
Bookings-Economic Impact	\$4,717	\$826		\$5,543
Verbal Bookings	3	2		5
Verbal Bookings-Attendance	145	20024		20,169
Verbal Bookings-Room Nights	110	12		122
Verbal Bookings-Economic Impact	\$18,810	\$207,936		\$226,746
Leads	2	1		3
Leads-Attendance	70	3000		3,070
Leads-Room Nights	60	0		60
Leads-Economic Impact	\$11,970	\$5,700		\$17,670
Welcome Center Coupon Card - Room Nights	1	0		1
Welcome Center Coupon Card - Estimated Value	\$128	\$0		\$128
Occupancy(%) Cumberland County FY 15/16				
Cumberland County	68.40%	65.70%		
North Carolina	69.20%	67.00%		
ADR (Average Daily Rate) (\$) FY 15/16				
Cumberland County	\$76.89	\$77.39		
North Carolina	\$106.01	\$105.99		
Rev PAR (Per Available Room) (\$)				
Cumberland County	\$52.56	\$50.86		
North Carolina	\$73.34	\$70.99		

Visitor Services Department

July and August Were Busy Months in Visitor Services!

Fulfilled 54 Group Service Requests

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

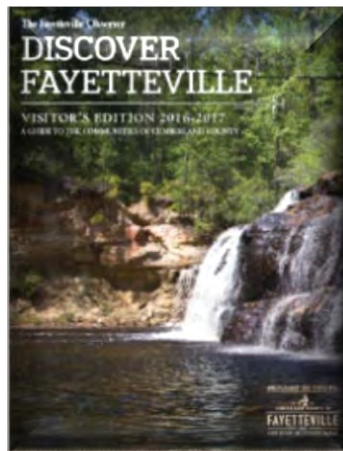


Distributed 12,227 Visitor Guides

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

Handled 2,568 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	JUL	AUG	SEP	1ST QTR
Destination Guide				
Number Distributed	5,464	6,809		12,273
Via VisitFayettevilleNC.com	32	31		63
INQUIRIES				
FACVB Main Office				
Calls				
Tourism Information	37	45		82
Local Information	79	97		176
Total Calls	116	142		258
Walk-Ins				
Local Residents (Tourism)	220	265		485
Out-of-Town (Tourism)	195	219		414
Total Walk-Ins	415	484		899
Drive Thru	4	0		4
Relocation/Retiree Info	0	8		8
Transportation Resources	0	0		0
Same Day Group Service Request	4	8		12
Local Directions	19	15		34
Total Inquiries	442	657		1,099
Transportation Museum				
Walk-Ins				
Local Residents (Tourism)	362	260		622
Out-of-Town (Tourism)	103	107		210
Cross Creek Mall				
Walk-Ins				
Local Residents (Tourism)	337	284		621
Out-of-Town (Tourism)	16	0		16
Group Service Request	24	30		54
Meetings/Events Serviced	2	4		6



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

