



**Metrics Associated with the**  
**AsONE Prayer Walk 2018**

*Held April 14, 2018*

**Prepared by:**  
David Nash  
Research and Data Manager

John Meroski  
Chief Executive Officer

April 16, 2018



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

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# Introduction

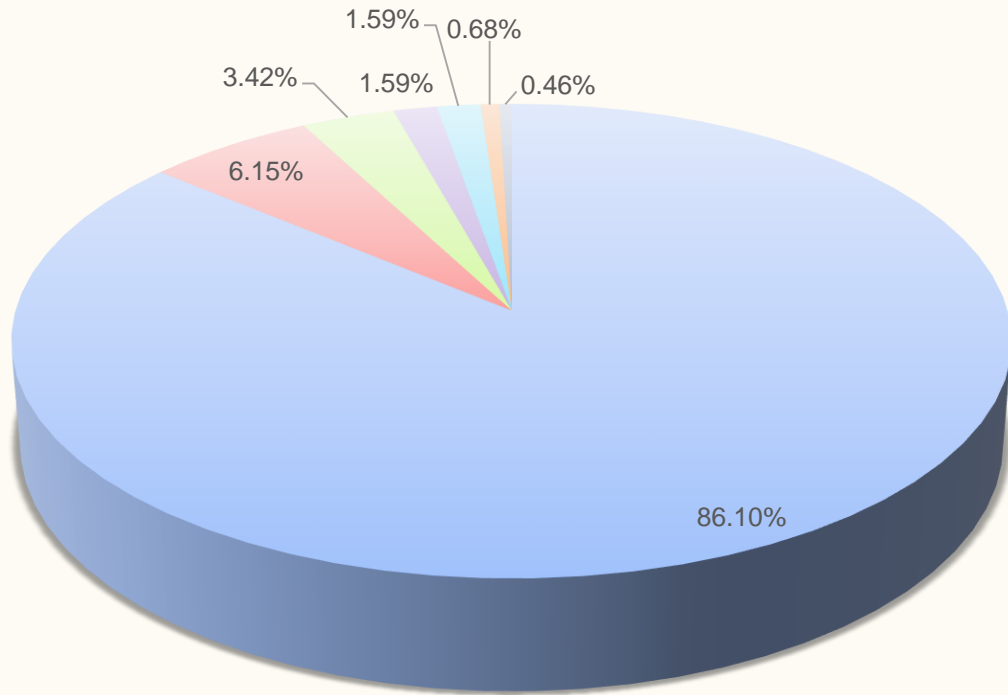
- All data was collected by the AsONE Prayer Walk staff during the event.
- The AsONE Prayer Walk management estimated **5,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **357**.
- The final number of completed surveys completed during the event was **439**.
- Using the **5,000** attendees, the Confidence Interval for this presentation with a **439** Sample Size is **+/- 4.47%**. Because of the size of the sample the Confidence Interval **exceeds** the “best practice” of +/- 5.00%.

# Introduction

- Surveys used were collected at the following times during the day of the event:

<b>Saturday, April 14</b>	
9-10 a.m.	0
10-11 a.m.	227
11-Noon	7
12-1 p.m.	60
1-2 p.m.	29
2-3 p.m.	14
3-4 p.m.	11
4-5 p.m.	9
5-6 p.m.	8
6-7 p.m.	3
7-8 p.m.	0
8-9 p.m.	1
9-10 p.m.	3
10-11 p.m.	61
11-12 p.m.	6
<b>Total Collected Day 1</b>	<b>439</b>

# They Identified Themselves As



- 86.10% I am a resident of Fayetteville/Cumberland County.
- 6.15% I am from a surrounding county and drove in for the day for this event.
- 3.42% I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 1.59% I am here for the Prayer Walk specifically and am overnighting in a hotel.
- 1.59% I am here for the Prayer Walk and staying with family or friends.
- 0.68% I am in the area visiting family or friends and they brought me to this event.
- 0.46% I am visiting the area for other purposes, but heard about the event and came.

# Where Were They From

- 1 of the 439 completed surveys provided an invalid zip code.
- 430 (97.95%) were from North Carolina.
- 16 (3.64%) were from more than 100 miles from Fayetteville.
- 7 (1.59%) identified themselves as being here specifically for the event and overnighting in a hotel.

## Top 5 by State

1. North Carolina	430
2. South Carolina	4
3. Florida	2
4. Ohio	1
5. Tennessee	1

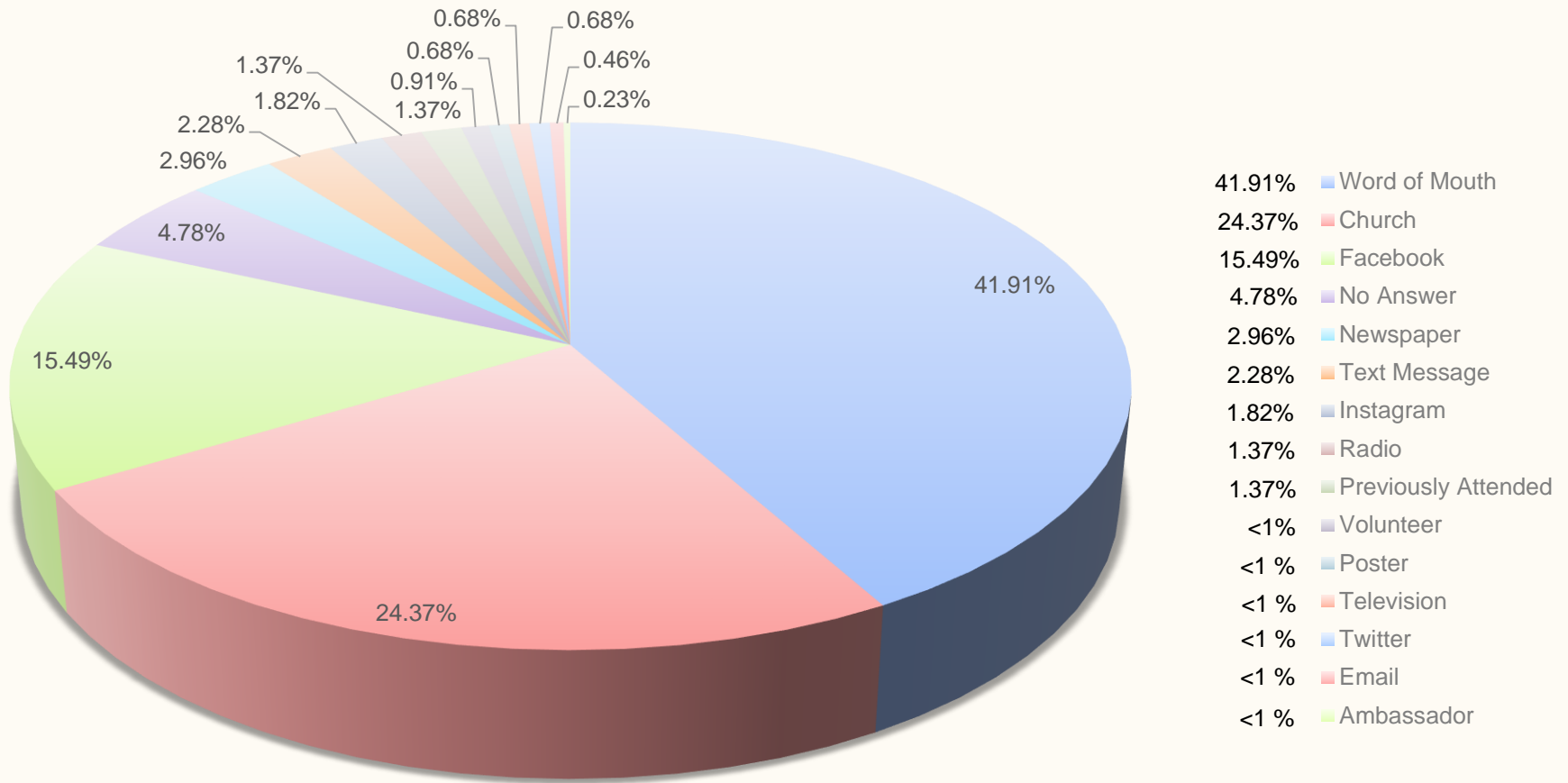
## Top 5 by County

1. Cumberland, NC	394
2. Hoke, NC	10
3. Robeson, NC	5
4. Mecklenburg, Pitt, NC & Georgetown, SC	3
5. Many NC Counties	2 & 1

## Top 5 by City

1. Fayetteville, NC	337
2. Hope Mills, NC	35
3. Raeford, NC	10
4. Spring Lake, NC	8
5. Fort Bragg, NC	6

# How Did They Find Out About Event



# Survey Requirements

## Requirement

What is the current zip code that you currently reside in:

\_\_\_\_\_

I AM: (Select One)

1. A resident of Fayetteville/Cumberland County
2. Stationed or affiliated with Fort Bragg and live in Cumberland County
3. From a surrounding county and drove in for the day for this event
4. Visiting the area for other purposes, but heard about this event and came
5. Staying at a hotel and the hotel referred me to this event
6. Here for this event specifically and am over-knighting in a hotel
7. Here for this event and staying with family/friends
8. In the area visiting family and friends and they brought me to this event

If you stayed at a hotel, which one: \_\_\_\_\_

If you do NOT live in Cumberland County, what day did you arrive?

\_\_\_\_\_

What day will you depart? \_\_\_\_\_

How did you hear about the event?

## Information Provided

Page Summary Report AsOne Prayer Walk 2018 As of: 4/16/2018 2:15:29 PM					
Drill down to the answers by clicking on View Results for the entire survey or a given page.					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	1471	* 478	32.49%	00:02:17	<a href="#">View Results</a>
1	1467	478	32.58%	00:02:11	<a href="#">View Results</a>

*\* Not all surveys were completed the day of the event.*



# Bureau Generated Publicity

## Calendar of Events

Event Calendar Listing Uploaded and Published to: VisitFayettevilleNC.com, AAA Go Magazine Web, Carolina Country Print & Web, News 14 Carolina, SC Living – Web, Trip Advisor, VisitNC.com, ABC 11, Event Crazy, Fayetteville Observer, Our State Magazine, Go Fayetteville Blog and WRAL.com.



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# Bureau Generated Publicity

## Social Media Outlets: Twitter

 **Fayetteville, NC CVB**  
@VisitFayNC Follow

On Saturday, the 14th, the As One Prayer Walk returns to [@DowntownFay](#). One of the largest stand-alone prayer walks in the US, the event brings together people of all ages, ethnicity, religious denominations and backgrounds gathered to pray together.



6:34 AM - 8 Apr 2018

3 Retweets 3 Likes 

  3  3

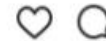
# Bureau Generated Publicity

Social Media Outlets: Instagram



visitfayettevillenc

visitfayettevillenc On Saturday, the 14th, the As One Prayer Walk returns to @DowntownFay. One of the largest stand-alone prayer walks in the US, the event brings together people of all ages, ethnicity, religious denominations and backgrounds gathered to pray together.



29 likes

APRIL 8

Add a comment...




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# Bureau Generated Publicity

GoFayetteville.com (Facebook)

**Go Fayetteville**  
Published by Jenny Bell [?] · April 13 at 9:42am · 🌐

Downtown Fayetteville plays host to a LOT of runs/walks, and this weekend is no exception. The 5th Annual As One Prayer Walk & Unity Weekend kicks off today, with the As One Prayer Walk taking place tomorrow morning. Check out this handy guide of runs/walks you can join all over Cumberland County this spring! #AsONEPrayerWalk #GoFay



**25 Runs/Walks to Tackle This Spring - Go Fayetteville**  
Spring marks the season when you'll find a different run/walk every single weekend in the communities of Cumberland County. If you're looking for ways to get active this spring, look no further than these 25 upcoming events, and start planning your trip...  
GOFAYETTEVILLE.COM


👤 226 people reached Boost Post

👍 Like    💬 Comment    ➦ Share    🌐

👤 Tiffany Todd Marquis, Bonnie Hatley and 3 others

**Go Fayetteville**  
Published by Jenny Bell [?] · March 25 at 9:32am · 🌐

Were you one of the est. 4,000 folks running in the All American Marathon today? Run season is far from over in Cumberland County. You'll find a different run/walk to tackle every weekend this spring! #GoFay #Run910



**25 Runs/Walks to Tackle This Spring - Go Fayetteville**  
Spring marks the season when you'll find a different run/walk every single weekend in the communities of Cumberland County. If you're looking for ways to get active this spring, look no further than these 25 upcoming events, and start planning your trip...  
GOFAYETTEVILLE.COM

👤 992 people reached Boost Post


👍 Like    💬 Comment    ➦ Share    🌐

👤 Tiffany Todd Marquis, Jami McLaughlin and 7 others

3 Shares

**Go Fayetteville**  
Published by Jenny Bell [?] · March 2 · 🌐

Got the itch to get outdoors and tackle those fitness goals? You'll find 25 opportunities to do just that in every corner of Cumberland County, with one or more happening each weekend this spring. Just pick your style of run/walk. Then, on your marks, get set, go! #GoFay #Run910



**25 Runs/Walks to Tackle This Spring - Go Fayetteville**  
Spring marks the season when you'll find a different run/walk every single weekend in the communities of Cumberland County. If you're looking for ways to get active this spring, look no further than these 25 upcoming events, and start planning your trip...  
GOFAYETTEVILLE.COM

👤 2,055 people reached Boost Post

👍 Like    💬 Comment    ➦ Share    🌐

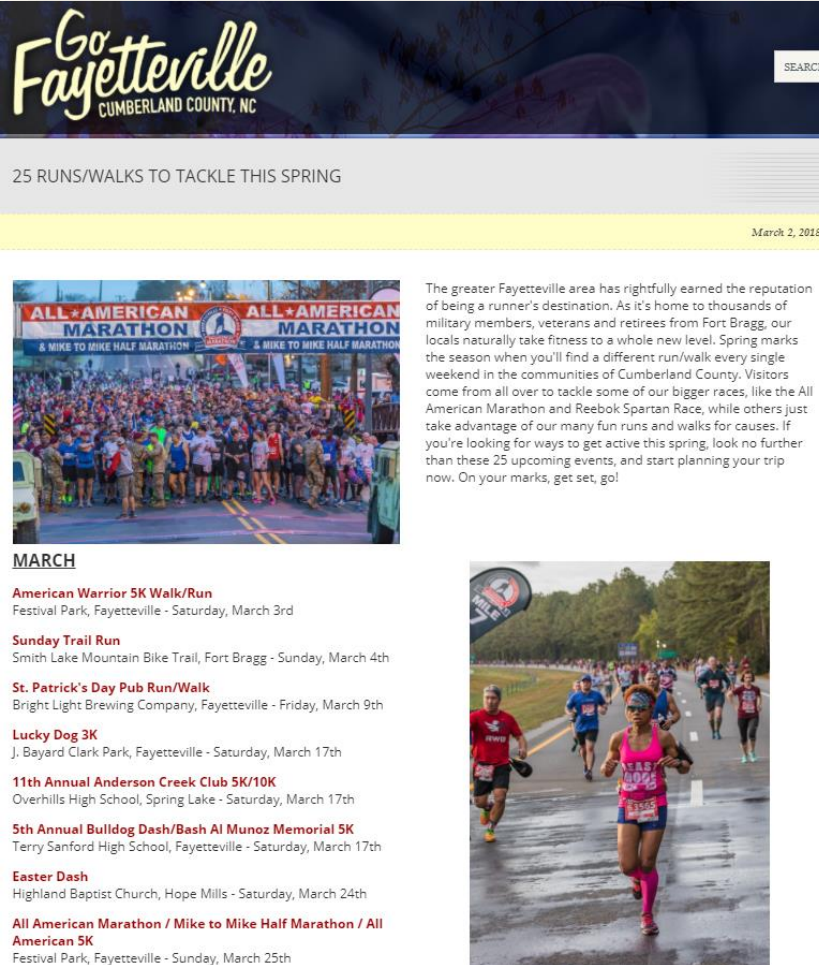
👤 Good Living Coffee Zone, Huske and 18 others Chronological ▾

9 Shares

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# Bureau Generated Publicity

GoFayetteville.com (Blog)



**Go Fayetteville**  
CUMBERLAND COUNTY, NC

SEARCH...

25 RUNS/WALKS TO TACKLE THIS SPRING

March 2, 2018

**ALL-AMERICAN MARATHON**  
& MIKE TO MIKE HALF MARATHON

The greater Fayetteville area has rightfully earned the reputation of being a runner's destination. As it's home to thousands of military members, veterans and retirees from Fort Bragg, our locals naturally take fitness to a whole new level. Spring marks the season when you'll find a different run/walk every single weekend in the communities of Cumberland County. Visitors come from all over to tackle some of our bigger races, like the All American Marathon and Reebok Spartan Race, while others just take advantage of our many fun runs and walks for causes. If you're looking for ways to get active this spring, look no further than these 25 upcoming events, and start planning your trip now. On your marks, get set, go!

**MARCH**

**American Warrior 5K Walk/Run**  
Festival Park, Fayetteville - Saturday, March 3rd

**Sunday Trail Run**  
Smith Lake Mountain Bike Trail, Fort Bragg - Sunday, March 4th

**St. Patrick's Day Pub Run/Walk**  
Bright Light Brewing Company, Fayetteville - Friday, March 9th

**Lucky Dog 3K**  
J. Bayard Clark Park, Fayetteville - Saturday, March 17th

**11th Annual Anderson Creek Club 5K/10K**  
Overhills High School, Spring Lake - Saturday, March 17th

**5th Annual Bulldog Dash/Bash Al Munoz Memorial 5K**  
Terry Sanford High School, Fayetteville - Saturday, March 17th

**Easter Dash**  
Highland Baptist Church, Hope Mills - Saturday, March 24th

**All American Marathon / Mike to Mike Half Marathon / All American 5K**  
Festival Park, Fayetteville - Sunday, March 25th

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# Bureau Generated Publicity

## Public Relations Recap

- 8 Calendar of Events listings secured
- 1 Twitter Social Media tweets
- 1 Instagram Social Media post
- 3 GoFayetteville Facebook Posts
- 1 GoFayetteville Mention in Blog



# Occupancy Comparison

“Fayetteville Area CVB Weekly Report – Week of April 9, 2017/18”

*Information is pulled directly from the STR Report*

Occupancy %	Saturday
2018	72.4%
2017	73.2%
Percent Change	-1.00%

# Bottom Line

- All Tourism Development Authority (TDA) requirements were met.
- 357 completed surveys was the agreed upon requirement (439 were collected)
- 1.59% (7) of the completed surveys were overnigheters and came specifically for the event.
- 0 participants were referred by their hotel.
- 89.52% were from Cumberland County, including Fort Bragg.
- 6.15% were day-trippers.
- Participants heard of the event mainly by Word of Mouth (41.91%) and a their Church (24.37%).
- 201 attendees signed up for the FACVB's E-Promotion Program.



# Bottom Line Continued

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the AsONE Prayer Walk management of **5,000**. The sample size of **439** was more than the required and agreed upon **357** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 4.47%**.
- Of those participants staying at a hotel, the overall average length of stay was **1** night.
- **1.59%** of the participants (**7**) were overnights and came specifically for the event – extrapolated out to 5,000 participants this means potentially **223** people X **1** nights = **223 room nights +/- 4.47%**
- Potential economic impact for 223 room nights = **\$25,422**.
- The **7** who came for the event and stayed at a hotel, listed the following hotels:

Fairfield Inn	3
Home2 Suites	1
No Answer	3

- Official Hotel Pick Up: **0** Room Nights as reported from hotels.

# Thank You



**Proudly Promoting the  
Communities of Cumberland County**

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