

# Attraction Survey Results for August 2017

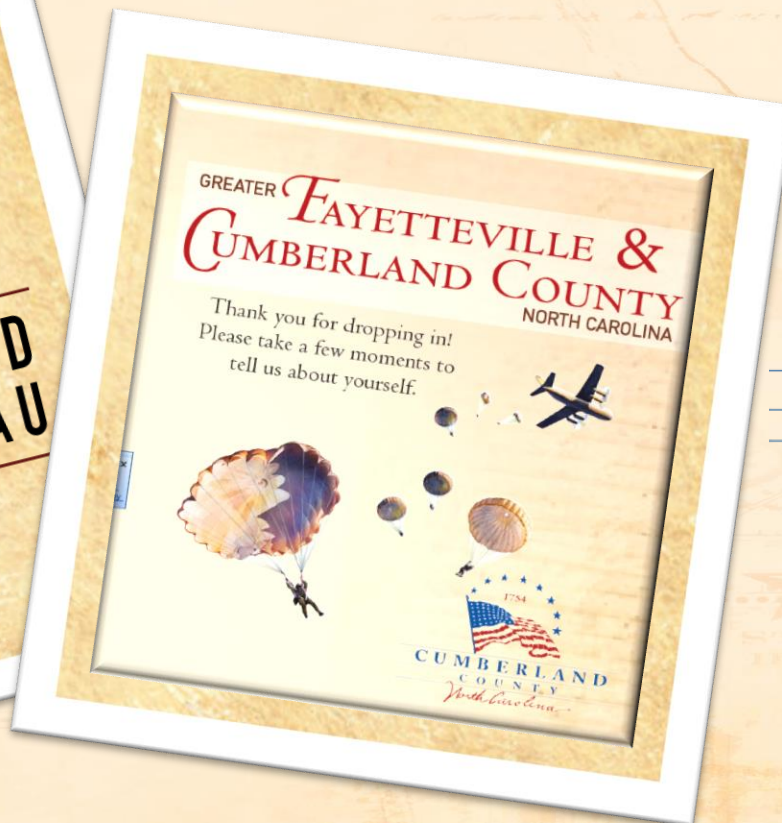
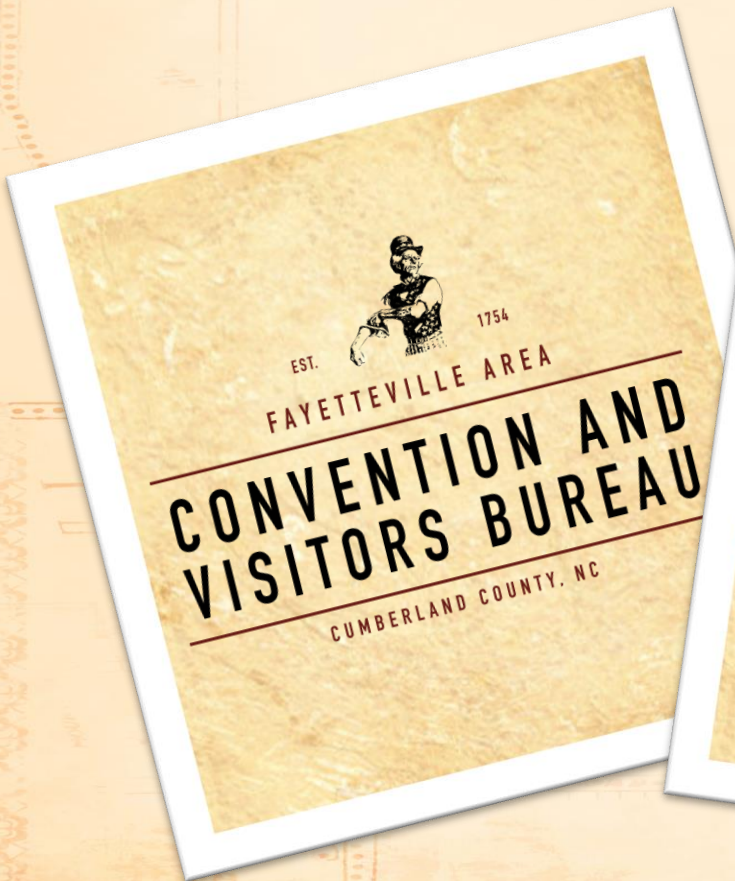
David Nash

Research and Data Manager  
FACVB



CUMBERLAND  
COUNTY  
*North Carolina*

September 12, 2017



# Cumberland County Attraction Data

Year to Date

Where were visitors from (State and Country)?

STATE/COUNTRY	PERCENTAGE
NC	69.71%
INVALID ZIP CODE	10.79%
FL	3.94%
VA	1.66%
PA	1.04%
AZ	0.83%
OH	0.83%
GA	0.83%
IN	0.83%
CT	0.83%
UT	0.62%
CA	0.62%
MI	0.62%
MD	0.62%
NY	0.62%
SC	0.62%

STATE/COUNTRY	PERCENTAGE
NJ	0.41%
KY	0.41%
MN	0.41%
AK	0.41%
WV	0.41%
WA	0.41%
TX	0.41%
DC	0.41%
PUERTO RICO	0.21%
AR	0.21%
OR	0.21%
TN	0.21%
DE	0.21%
Germany	0.21%
WI	0.21%
NM	0.21%



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

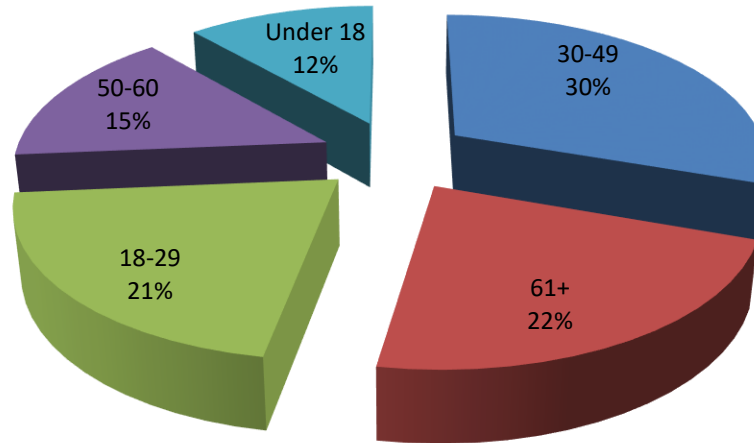
CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

## Average Attraction Rating (ALL)

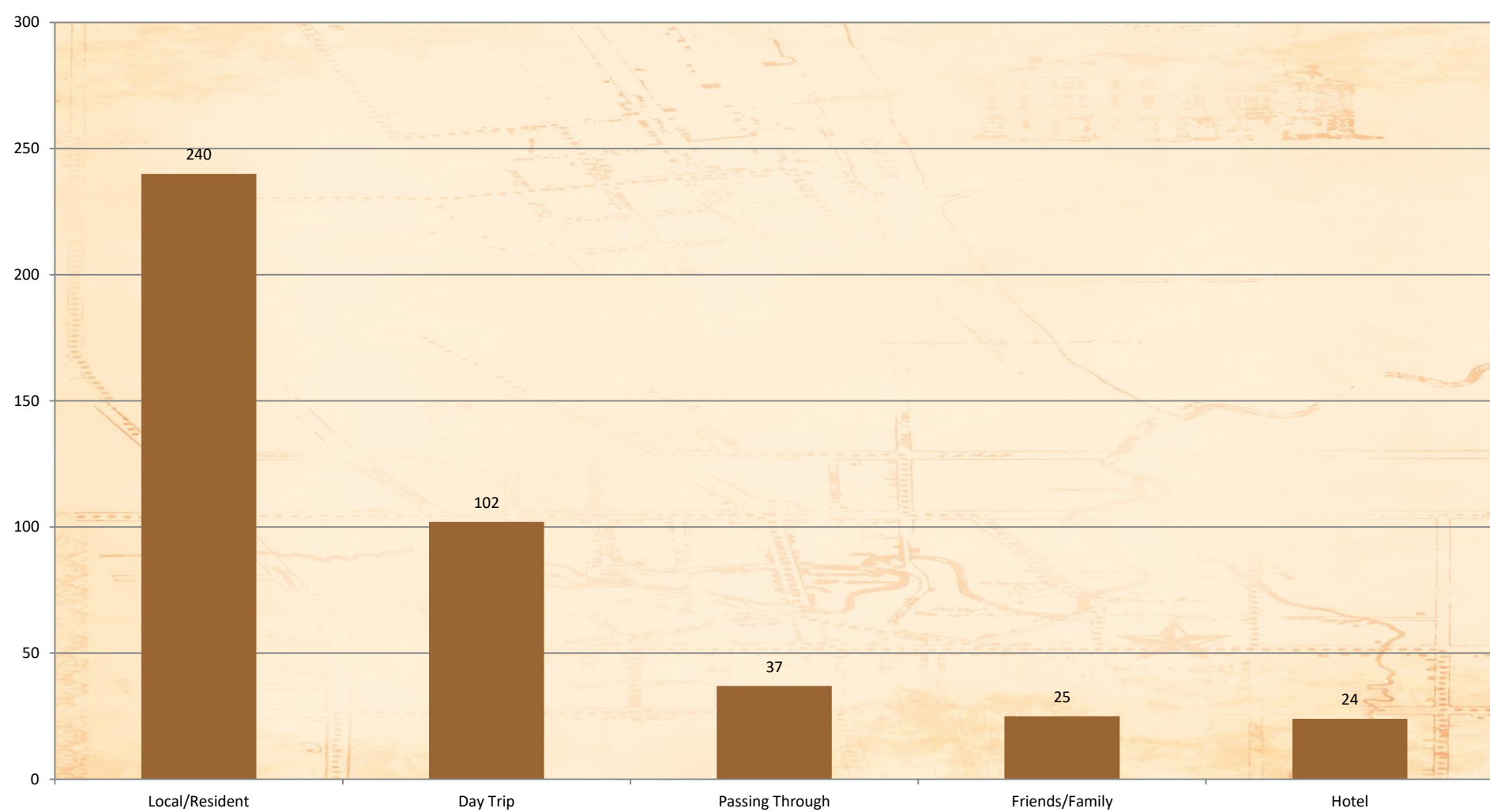
1 <sup>ST</sup> Quarter	4.63
2 <sup>nd</sup> Quarter	
3 <sup>rd</sup> Quarter	
4 <sup>th</sup> Quarter	
Year	4.63

What is the age of the visitors (All Attractions/Year)?



# Cumberland County Attraction Data

Where are Visitors Staying (Year)?



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



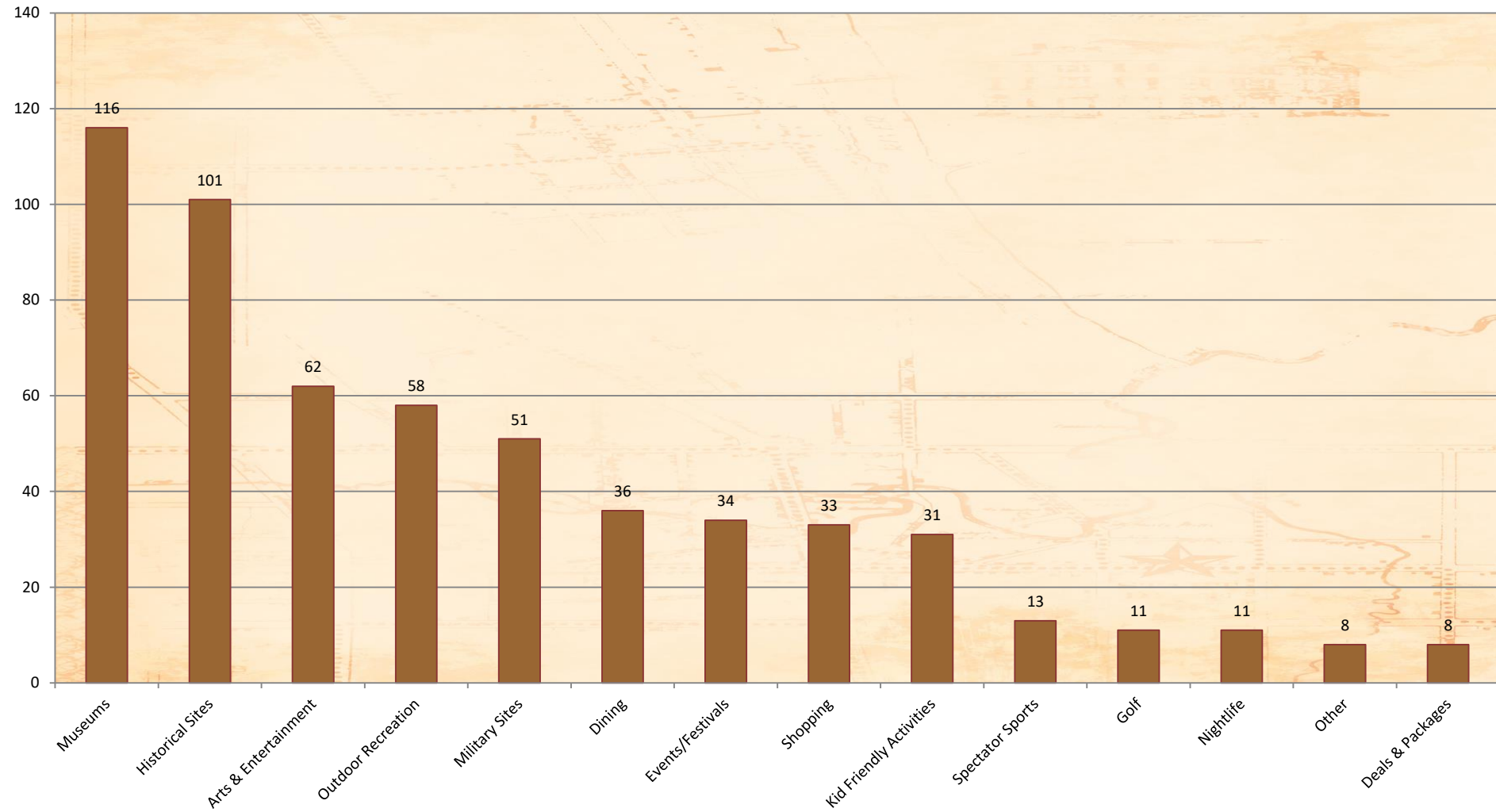
FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

What are the areas of interest (Year)?



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



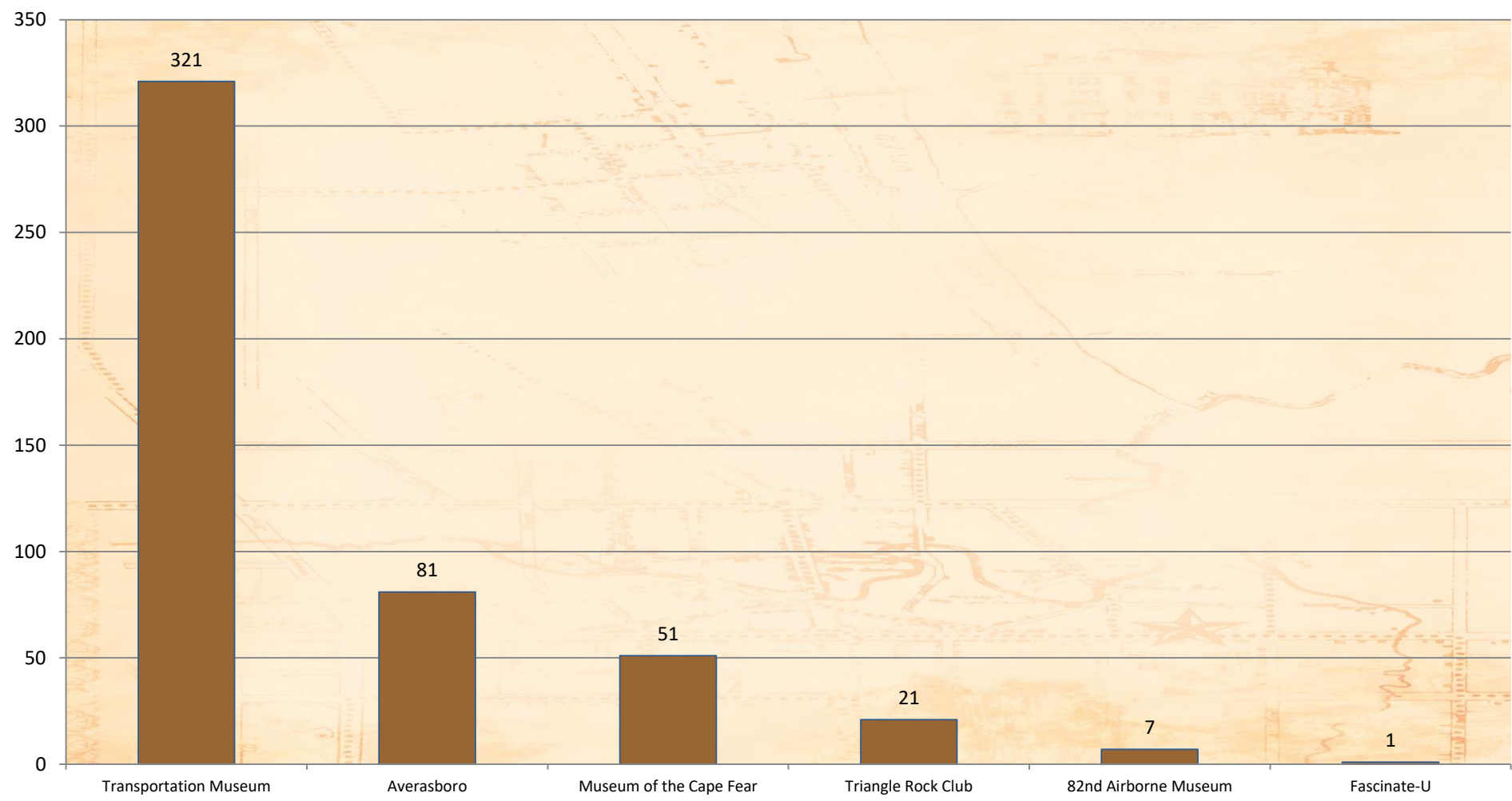
FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

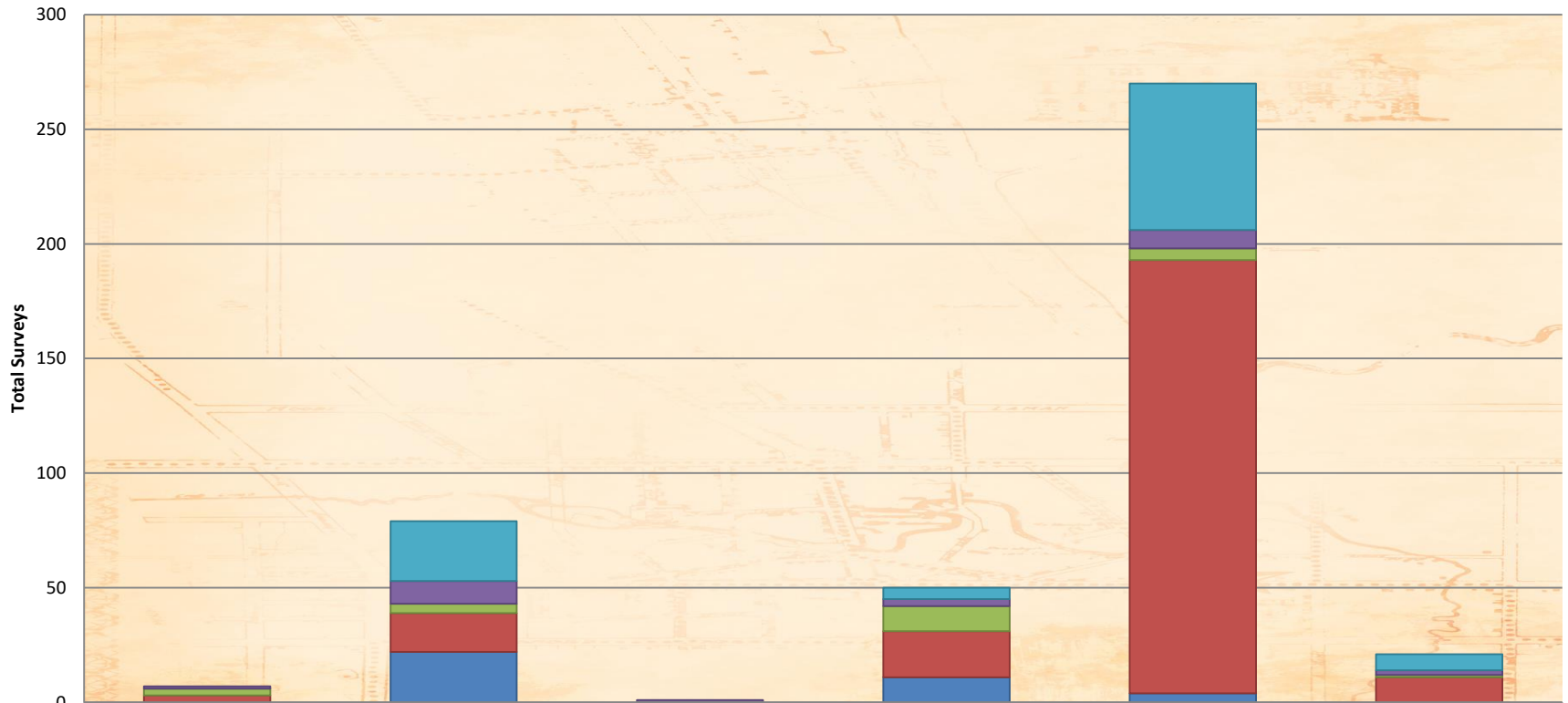
# Cumberland County Attraction Data

Total Number of Filled Out Surveys by Attraction (Year)



# Cumberland County Attraction Data

Where are you staying? (Attraction/Year)



	82nd Airborne Museum	Averagesboro	Fascinate-U	Museum of the Cape Fear	Transportation Museum	Triangle Rock Club
Day Trip	0	26	0	5	64	7
Friends/Family	1	10	1	3	8	2
Hotel	3	4	0	11	5	1
Local/Resident	3	17	0	20	189	11
Passing Through	0	22	0	11	4	0



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



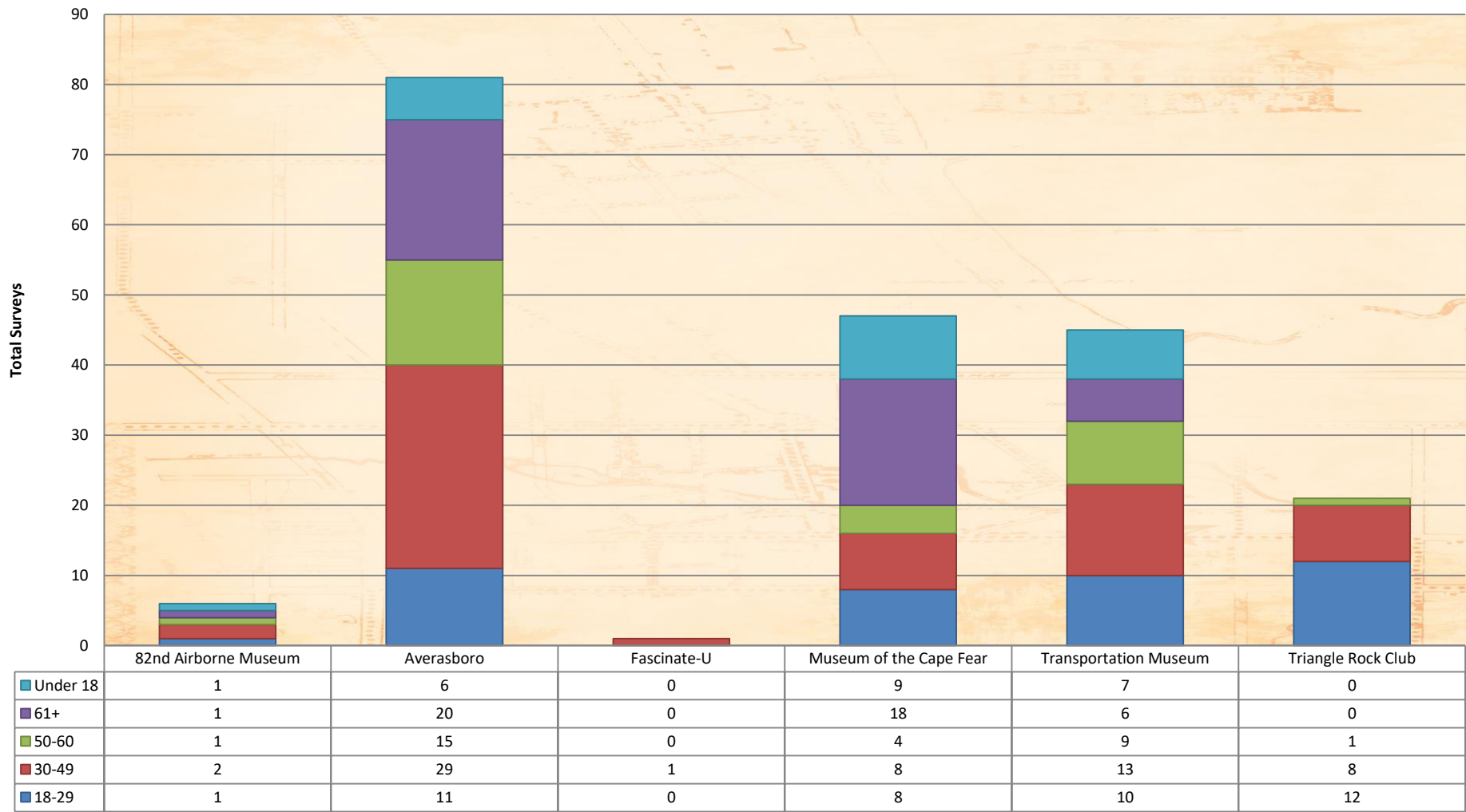
FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

Age Range? (Attraction/Year)



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



FAYETTEVILLE AREA

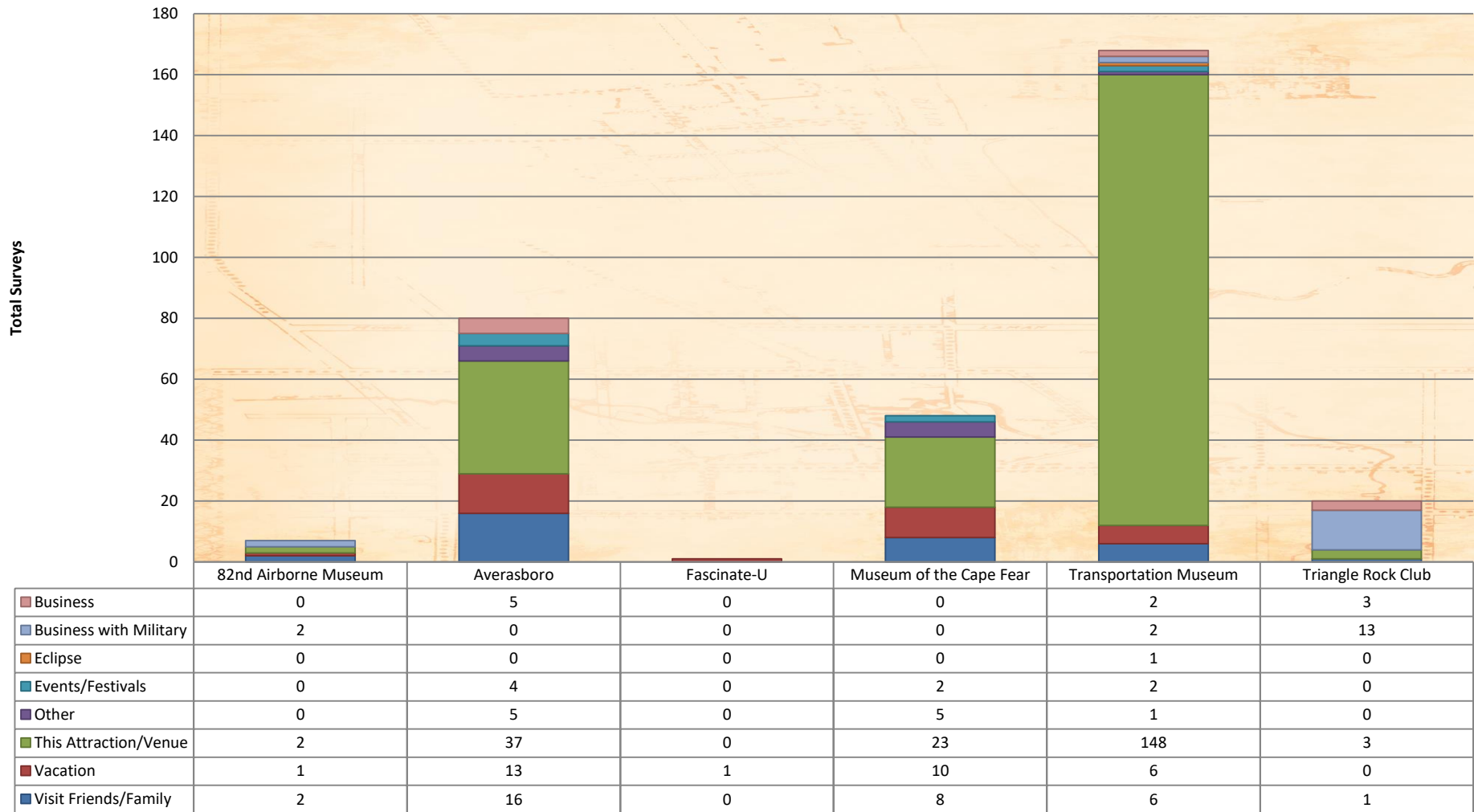
**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC



# Cumberland County Attraction Data

Why are you visiting? (Attraction/Year)



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



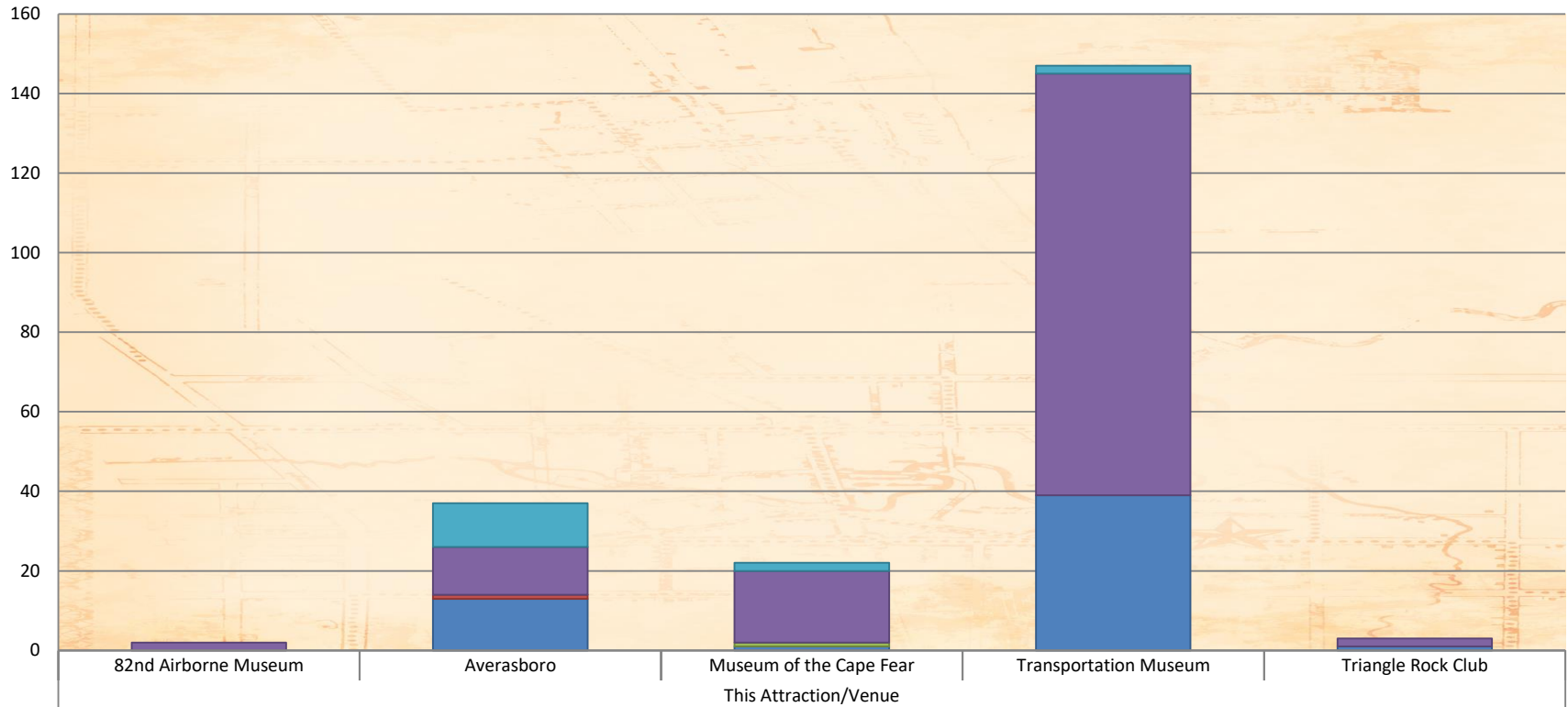
FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

Breakdown of Visitor's Who Selected  
 "This attraction/venue" as Why are you visiting?

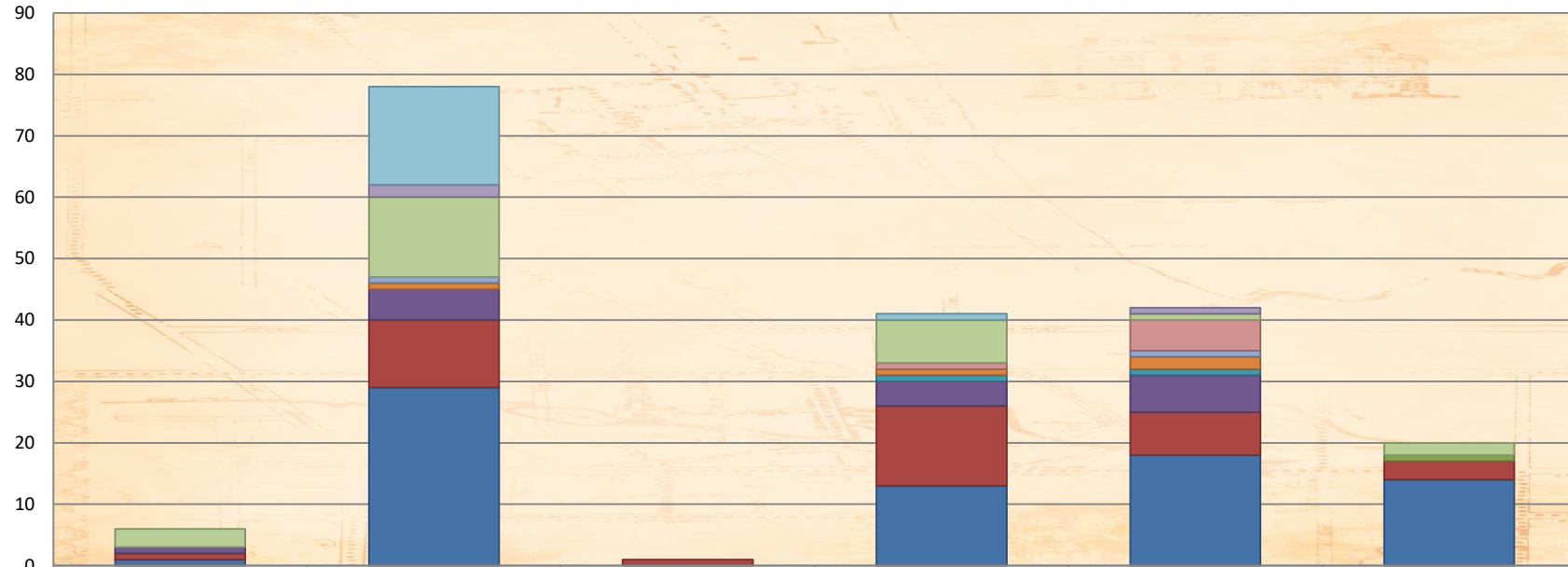


	82nd Airborne Museum	Averasboro	Museum of the Cape Fear	Transportation Museum	Triangle Rock Club
Passing Through	0	11	2	2	0
Local/Resident	2	12	18	106	2
Hotel	0	0	1	0	0
Friends/Family	0	1	0	0	0
Day Trip	0	13	1	39	1



# Cumberland County Attraction Data

Where did you hear about the Attraction?



	82nd Airborne Museum	AveraSboro	Fascinate-U	Museum of the Cape Fear	Transportation Museum	Triangle Rock Club
Billboard		16		1		
Facebook		2			1	
Other	3	13		7	1	2
Other: Drove By				1	5	
Other: Google		1			1	
Other: Visitor Center		1		1	2	
Other: Walked by				1	1	
Print	1	5		4	6	
Radio						1
Website	1	11	1	13	7	3
Word of Mouth	1	29		13	18	14



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



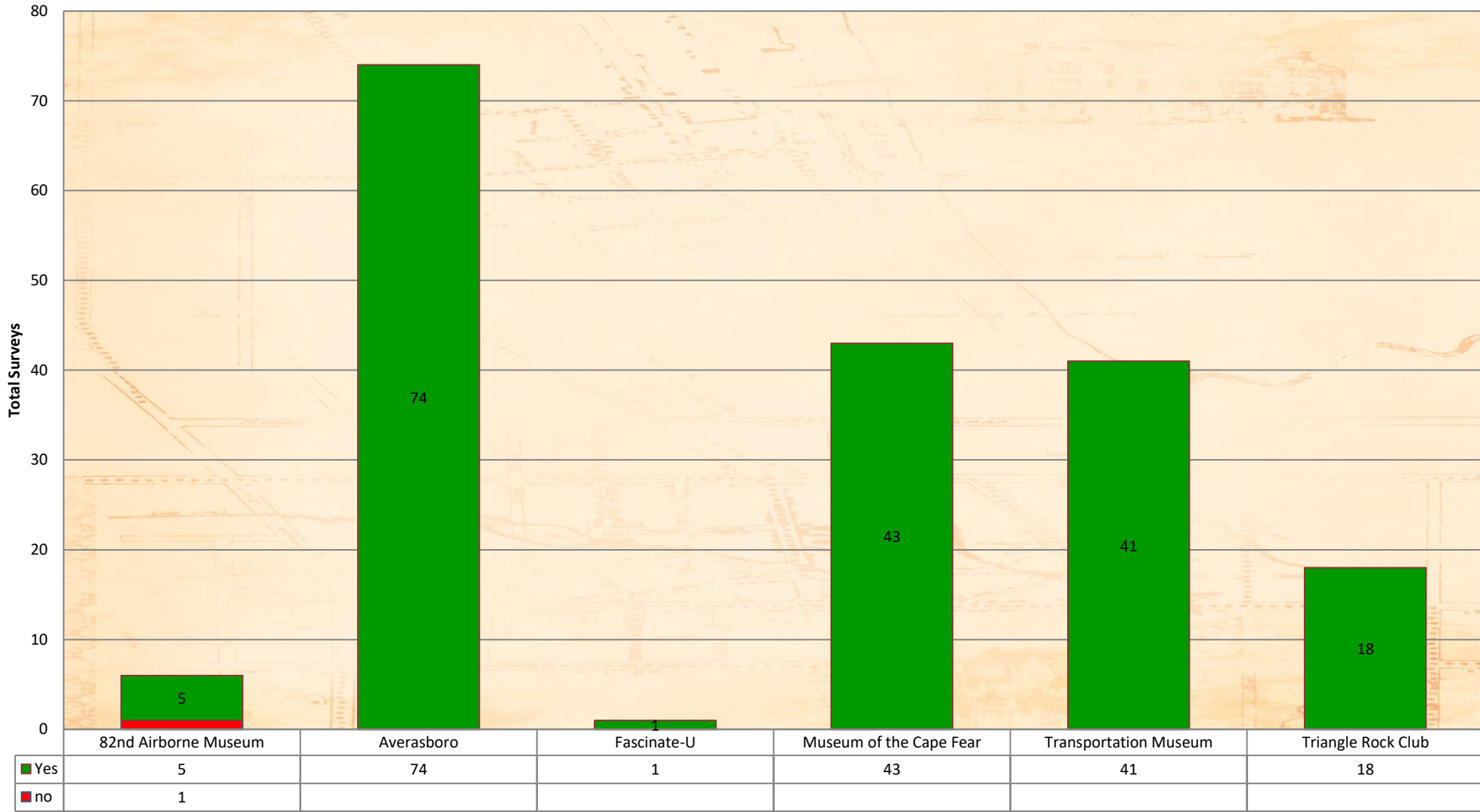
FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

Was the venue easy to find?



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



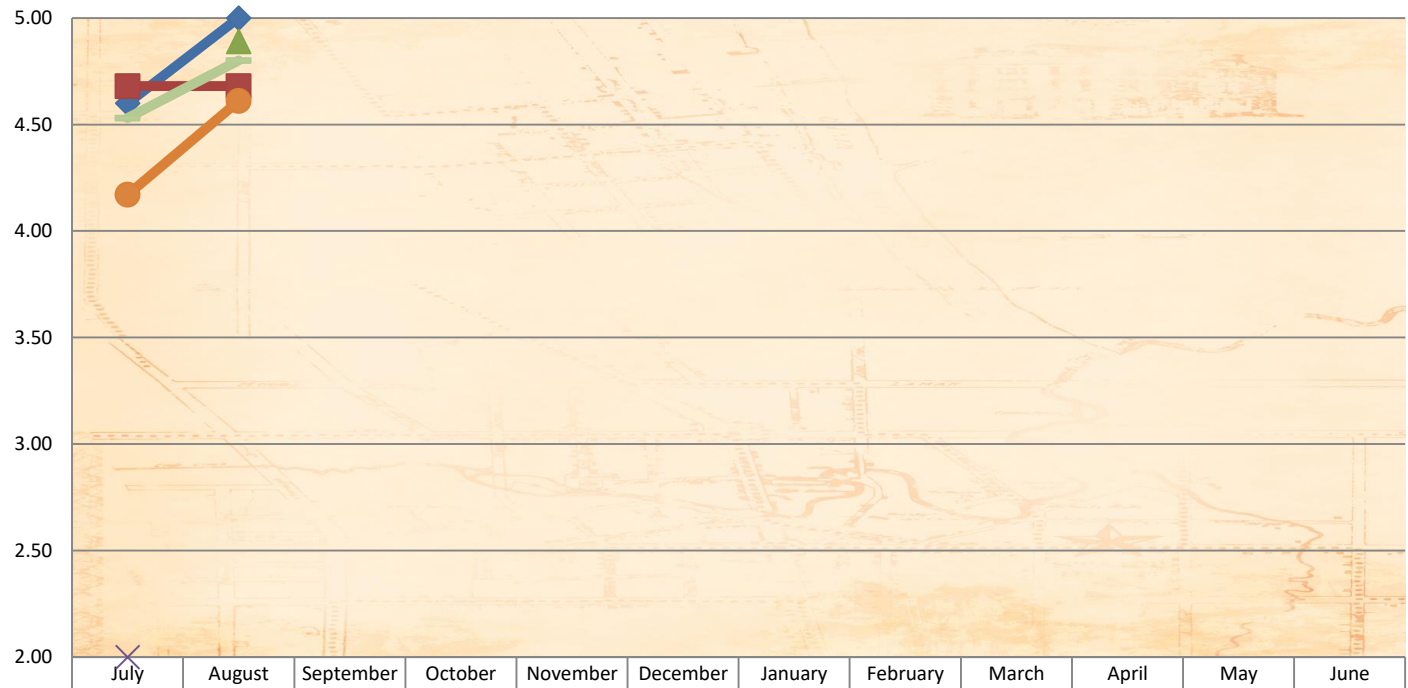
FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

## Ratings by Attraction



	July	August	September	October	November	December	January	February	March	April	May	June
82nd Airborne Division War Memorial Museum	4.60	5.00										
Averasboro	4.68	4.68										
Botanical Garden												
Fascinate-U	2.00											
JFK Special Warfare Museum												
Museum of the Cape Fear	4.17	4.61										
The Climbing Place												
Transportation Museum	4.53	4.80										
Triangle Rock Club		4.89										



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

<b>Averasboro</b>	Very interesting museum, great tour guide!!
	Very informative and pleasant.
	Very friendly staff, very clean, inviting, beautiful location!
	Wonderful
	Guide was friendly.
	Very good
	Very nicely done in total.
	Very nice
	Very well done - Interesting
	Great history!
	More social media.
	Very clean. Staff very friendly.
	Mr. Wade was very helpful.
<b>Museum of the Cape Fear</b>	Carol is awesome!
	Everyone was nice and friendly.
	Carol was an amazing tour guide!!
	Very good
	Loved the hands-on activities and kiddie/ <a href="#">self tour</a> backpack.
	Very friendly staff.
	Karen is a wonderful tour guide. Her energy and knowledge are strengths!
	Mrs. Carol was very good.
	Great experience. I didn't expect that. Dave is knowledgeable & friendly, pleasure to deal with. He even told me about local history. Thanks!!!
	Nice location
	Leisa was excellent!!

<b>Transportation Museum</b>	Y'all are doing y'all job, Adults are friendly, stuffs are amazing
	Very good and helpful
	So amazing seeing history
	Friendly
	Great visit
	Amazing. History is alive
	Just lovely
<b>Triangle Rock Club</b>	Great instructor and fun.
	Sugar free Red Bull
	It was fun.
	This place was great. Tamera was excellent!
	Pretty with sparkles.
	Fun!
	Thanks for a great visit!
	Awesome fun.



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

## Survey Suggestions

<b>82nd Airborne Museum</b>	Leave it as is.
<b>Averasboro</b>	N/A
	Nothing
	Well informed guides!
	Lovely building and wonderful staff.
	Nothing, it was great!
	No thoughts
	Walking tours on select dates.
	More diary accounts. Highlight turning points during battle.
	Very little
	Little
	More online social media presence.
	Can't think of anything - well, maybe sell bottled water...
	Nothing!! Great Museum.
<b>Museum of the Cape Fear</b>	Nothing
	Not a thing.
	It was excellent.
	It's ok
	Museum head phones. More outdoor attractions.
	Add a café.
	the air
	It is amazing.
	Carol did a great job on the Poe tour!
	More things in gift shop.
	More hands-on exhibits.
	Nothing. Great!
	Offer books for sale on the Poe House.

<b>Transportation Museum</b>	More advertising
	It's Perfect as is
	More Army Stuff
	Nothing, it's amazing
<b>Triangle Rock Club</b>	Great place. Awesome staff.
	Nothing. It's great.
	Great place.
	Nothing, was great.
	With the power of love.
	Good location
	Nada
	Nothing, you're great!



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA

© Fayetteville Area Convention and Visitors Bureau, 2017



FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

Extra Survey Questions (if applicable)

## Museum of the Cape Fear

Question 1

No	15
yes	13

Question 2

0,5,0,0	3
0,20,0,0	2
4,6,0,3	1
2,5,4,3	1
0,5,0,5	1
1,2,0,0	1
5,8,5,0	1
3,5,0,0	1
0,10,8,8	1
1,1,1,1	1
5,10,0,0	1
0,10,0,0	1
0,5,4,4	1
2,3,0,0	1
2,5,5,0	1
5,10,0,6	1
5,10,0,7	1
1,5,4,1	1