

Attraction Survey Results for FY 2016

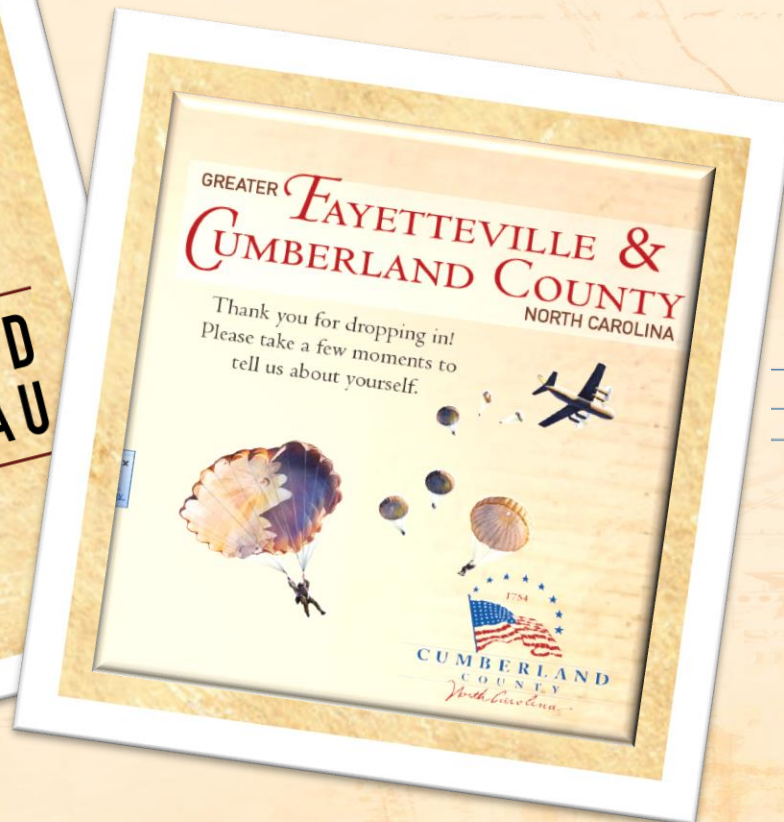
David Nash

Research and Data Manager
FACVB



CUMBERLAND
COUNTY
North Carolina

July 7, 2016



Cumberland County Attraction Data

Year to Date

Where were visitors from (State and Country)?

STATE/COUNTRY	PERCENTAGE
NC	49.78%
INVALID ZIP	17.60%
FL	2.57%
NY	2.50%
SC	2.13%
PA	2.07%
CA	1.88%
VA	1.44%
MA	1.31%
MI	1.19%
NJ	1.19%
TX	1.13%
GA	1.06%
OH	0.88%
WI	0.81%
MD	0.75%
IL	0.69%
CO	0.63%
MO	0.56%
MN	0.56%
AZ	0.56%

STATE/COUNTRY	PERCENTAGE
WA	0.56%
ENGLAND	0.50%
CT	0.44%
OR	0.44%
DE	0.38%
KY	0.38%
HI	0.38%
TN	0.38%
NE	0.38%
AL	0.31%
NV	0.31%
VT	0.31%
MT	0.31%
IN	0.25%
CANADA	0.25%
Germany	0.19%
SD	0.19%
DC	0.19%
PUERTO RICO	0.19%
UT	0.19%
OK	0.19%

STATE/COUNTRY	PERCENTAGE
ID	0.19%
China	0.19%
LA	0.19%
RI	0.13%
NM	0.13%
WV	0.13%
KS	0.13%
IA	0.13%
MS	0.13%
NETHERLANDS	0.13%
PERU	0.06%
WY	0.06%
AR	0.06%
ND	0.06%
POLAND	0.06%
ME	0.06%
AE	0.06%
NH	0.06%
SOUTH AFRICA	0.06%

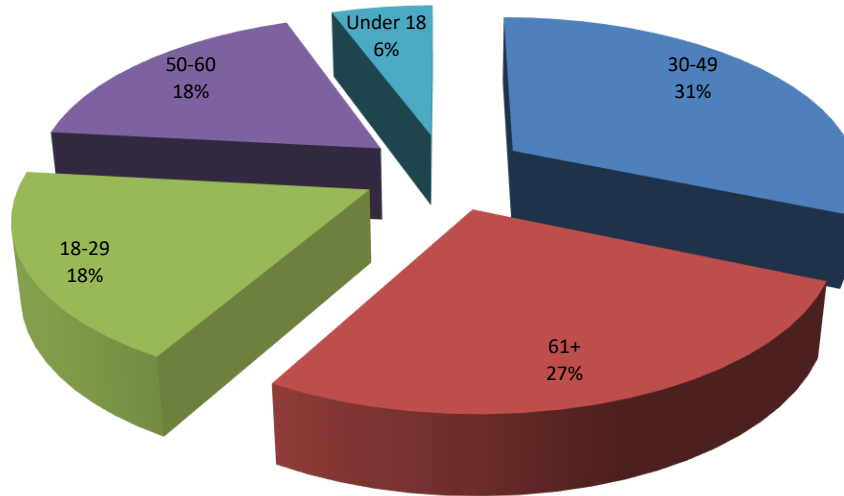


Cumberland County Attraction Data

Average Attraction Rating (ALL)

1 ST Quarter	4.67
2 nd Quarter	4.78
3 rd Quarter	4.76
4 th Quarter	4.71
Year	4.73

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



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CUMBERLAND COUNTY

NORTH CAROLINA

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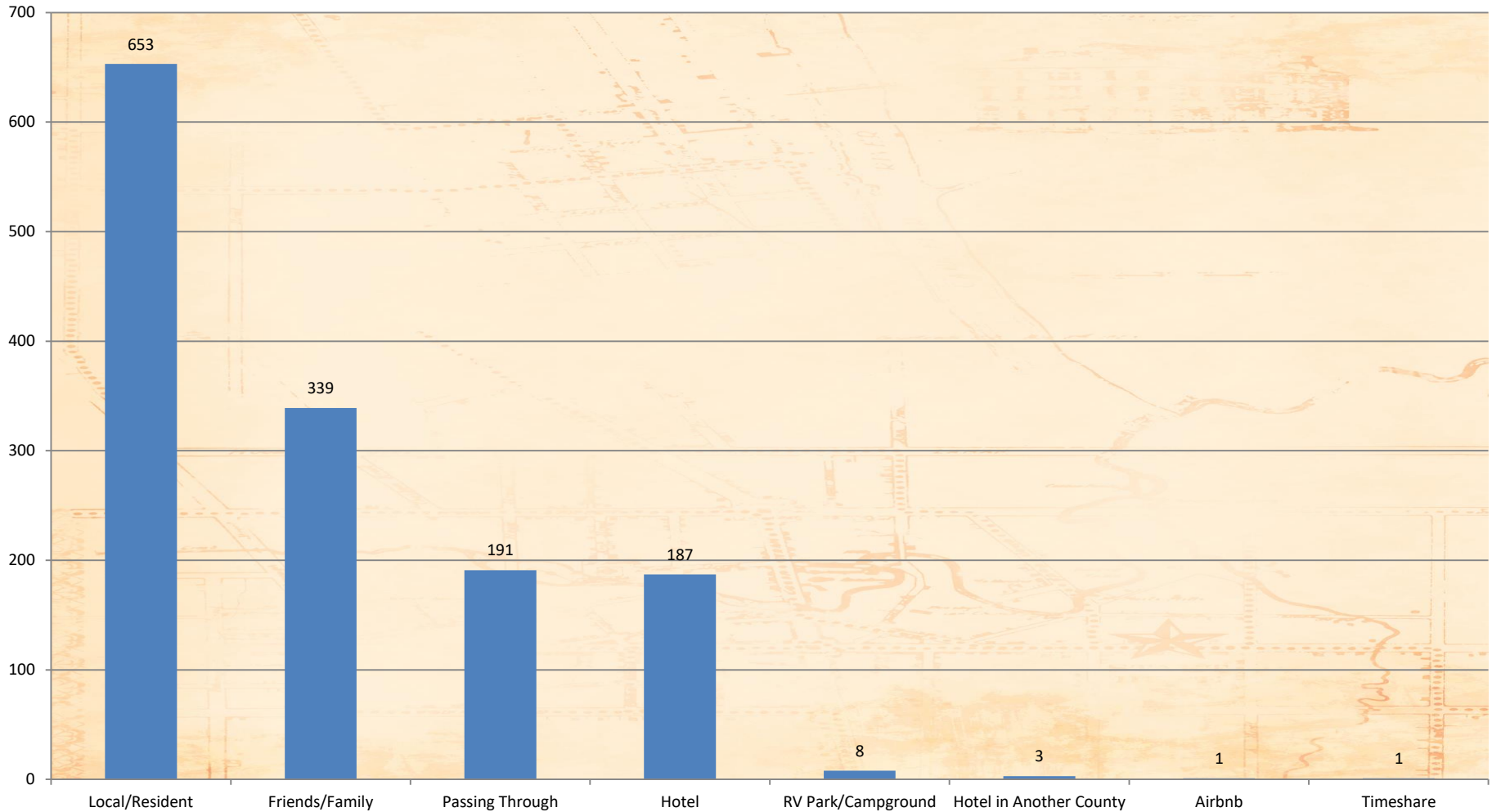
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Cumberland County Attraction Data

Where are Visitors Staying (Year)?



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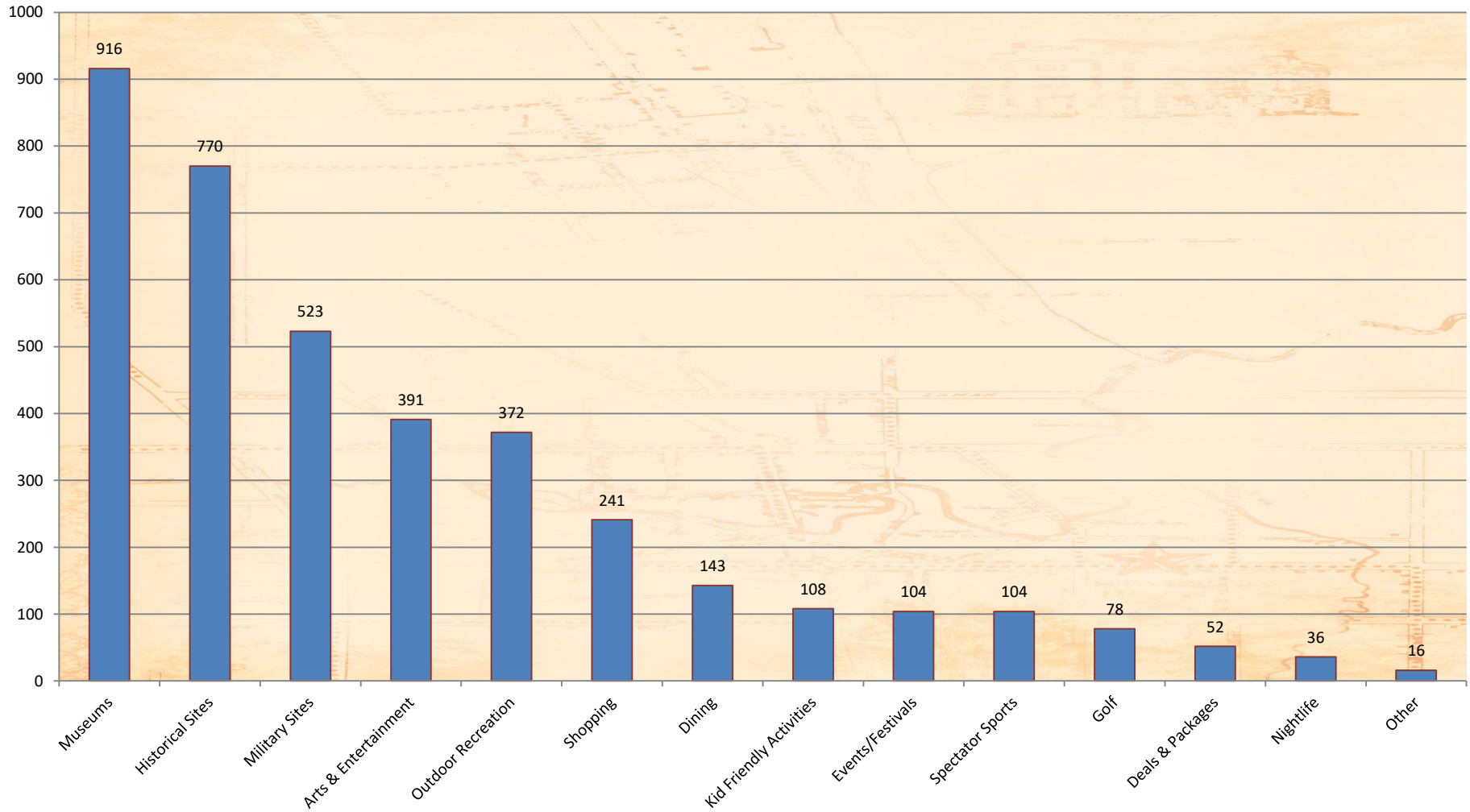
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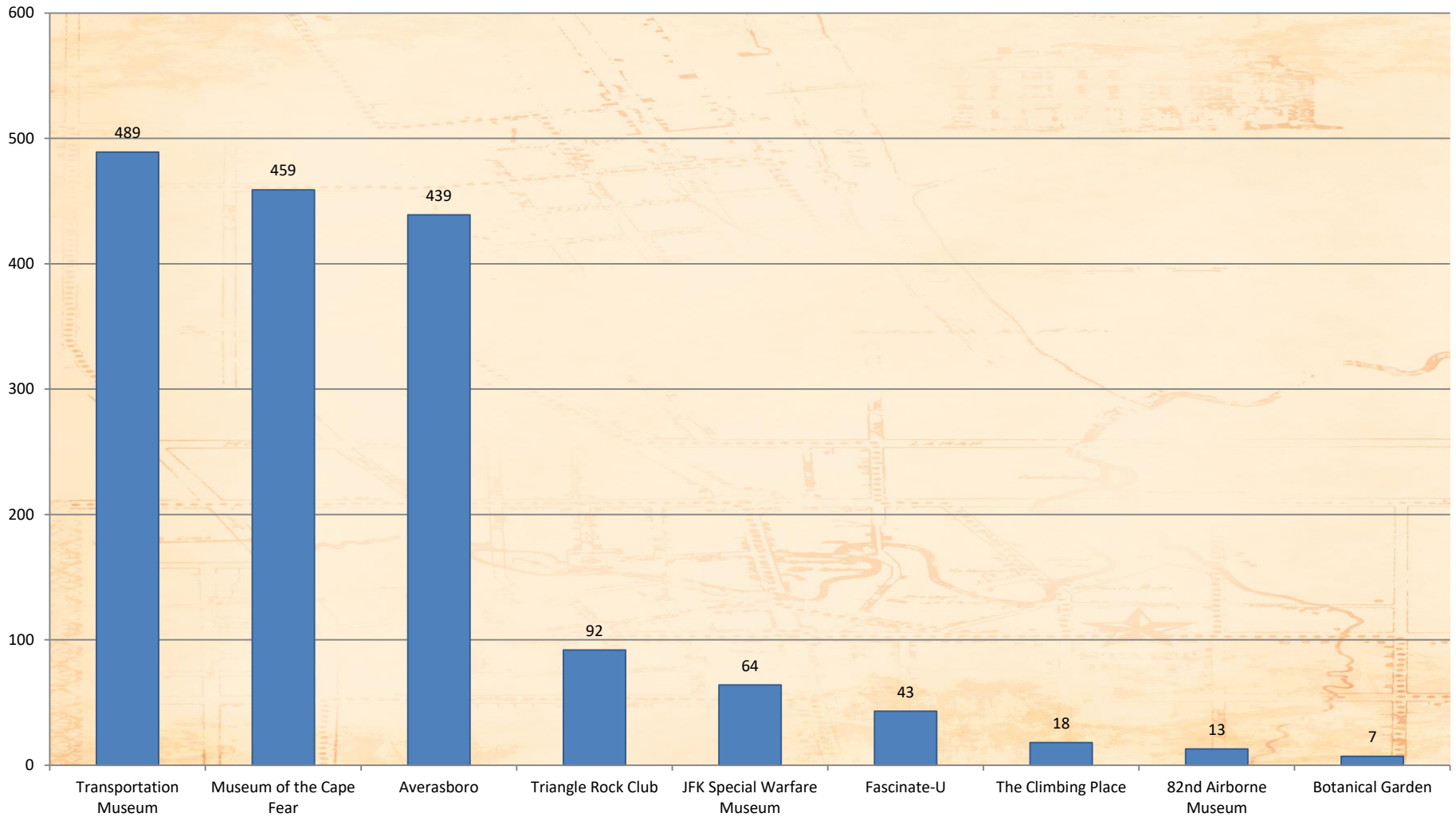
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What are the areas of interest (Year)?



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Total Number of Filled Out Surveys by Attraction (Year)



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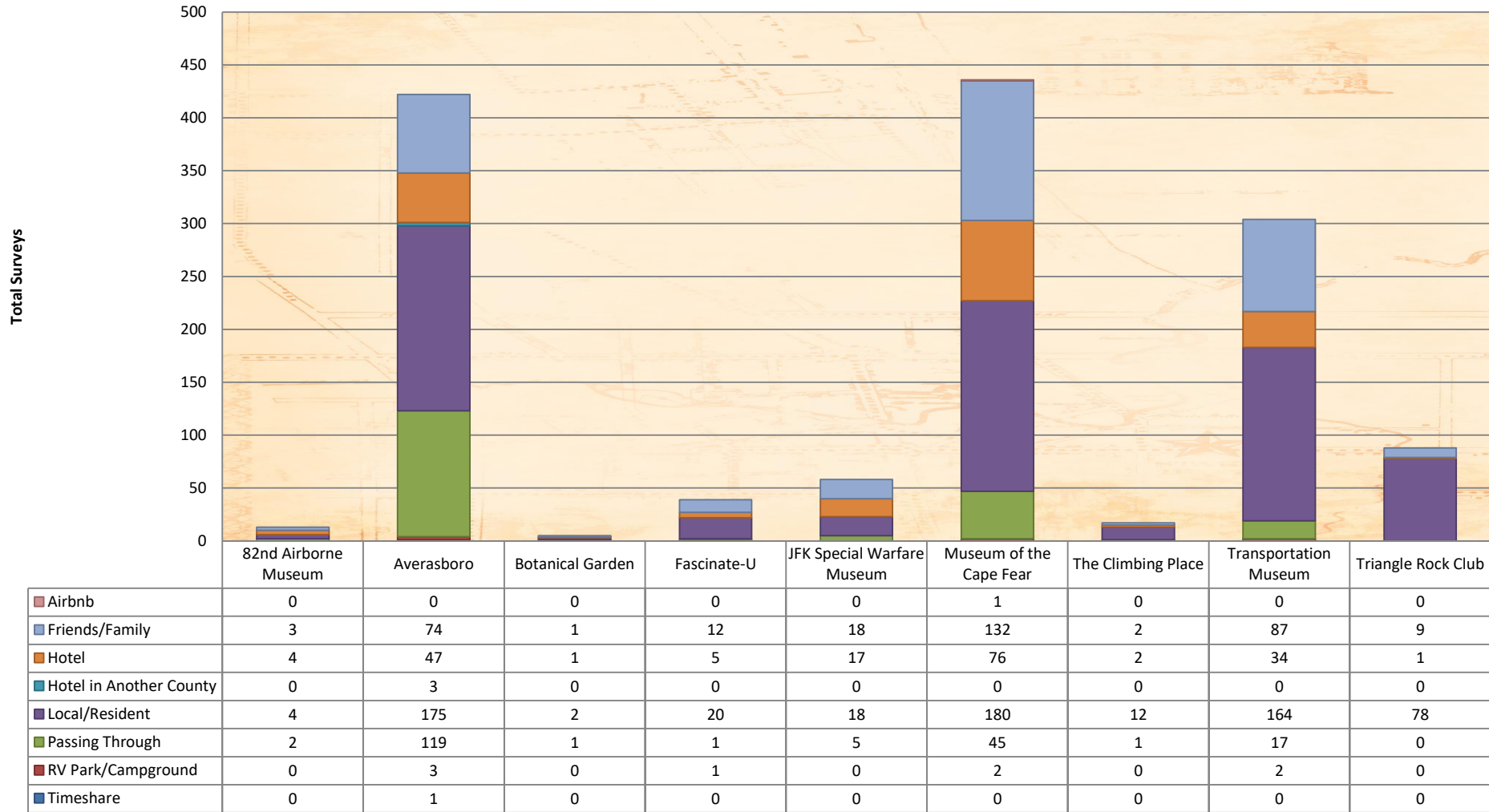
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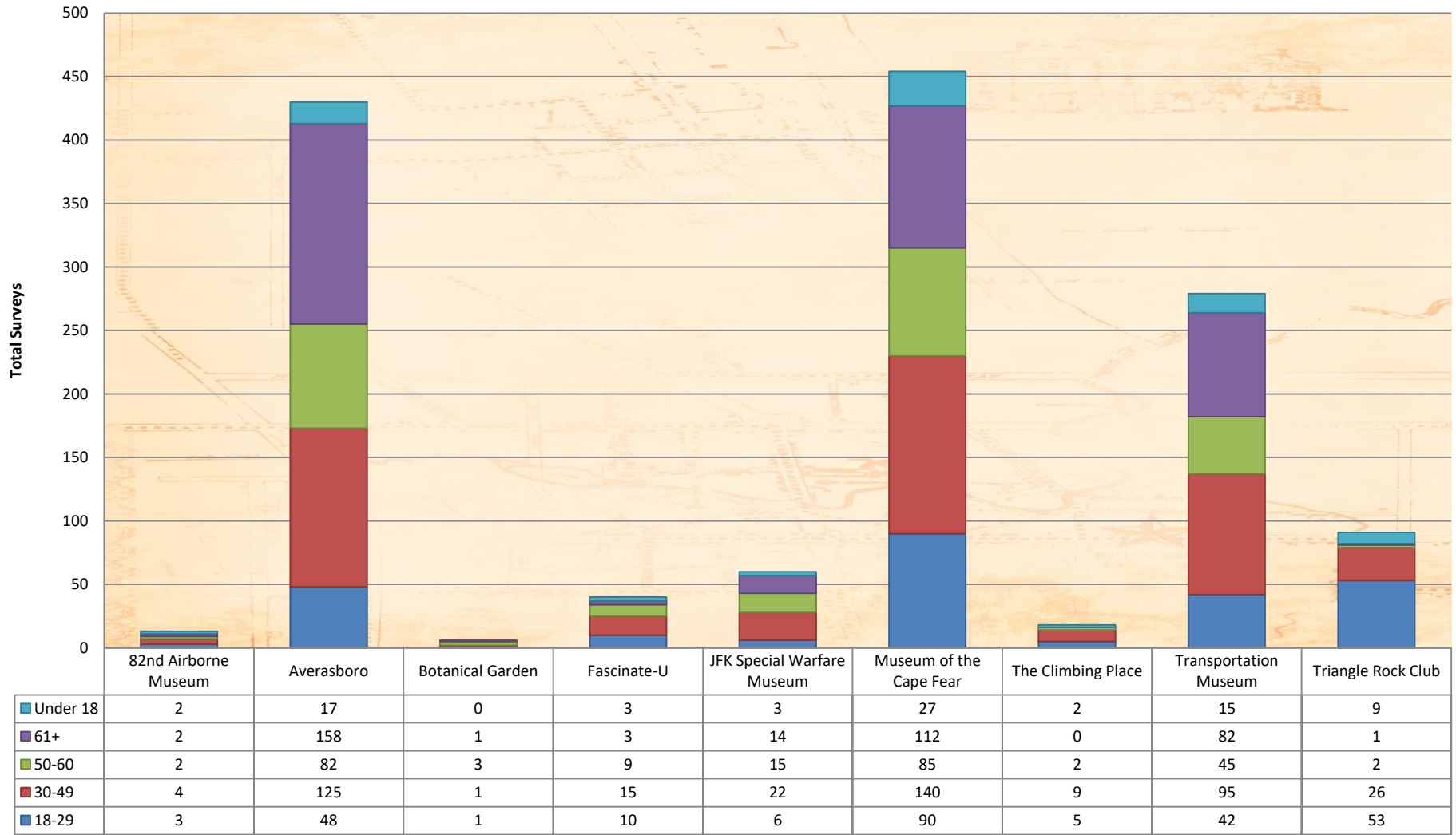
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Where are you staying? (Attraction/Year)



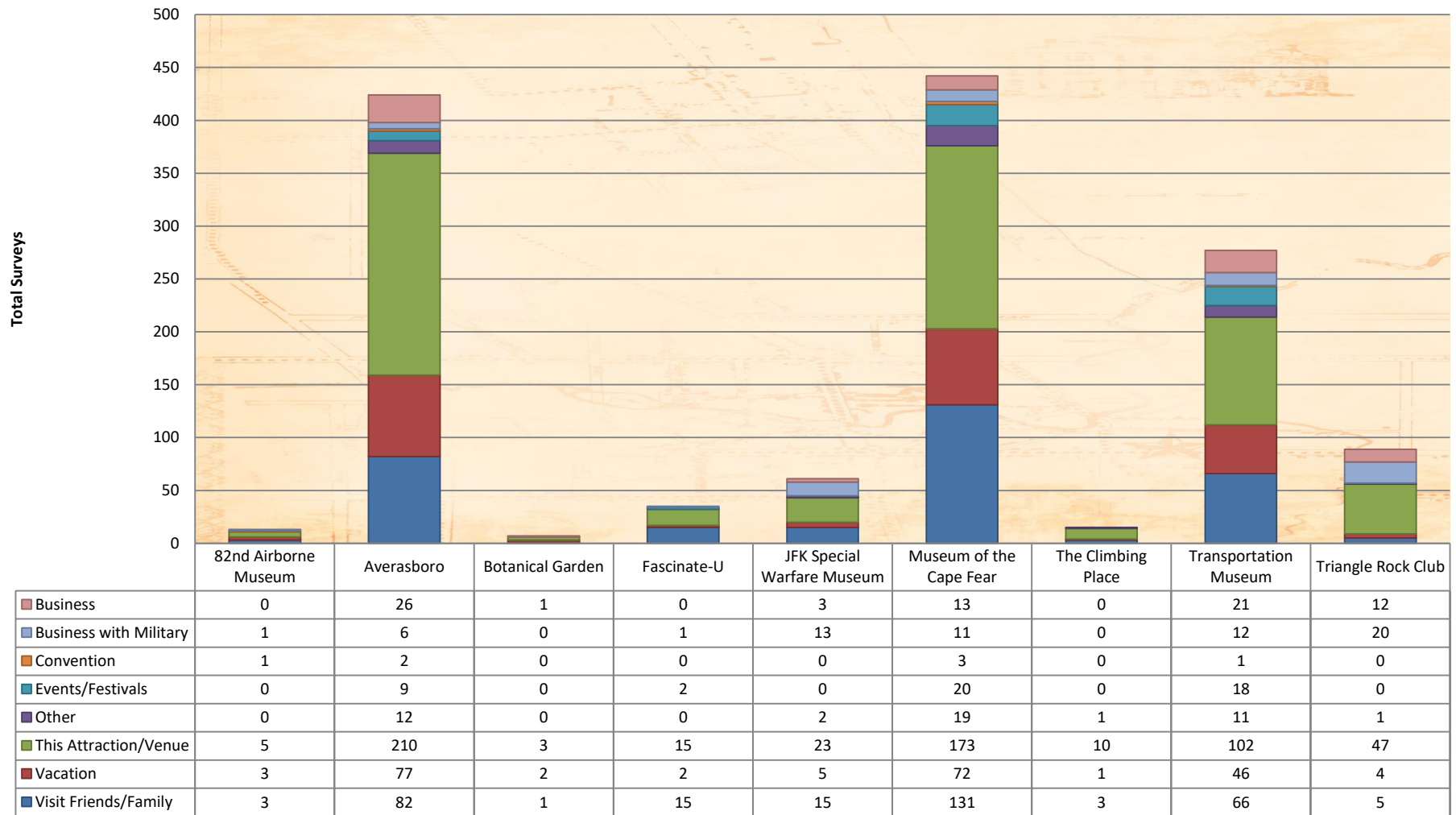
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Age Range? (Attraction/Year)



Cumberland County Attraction Data

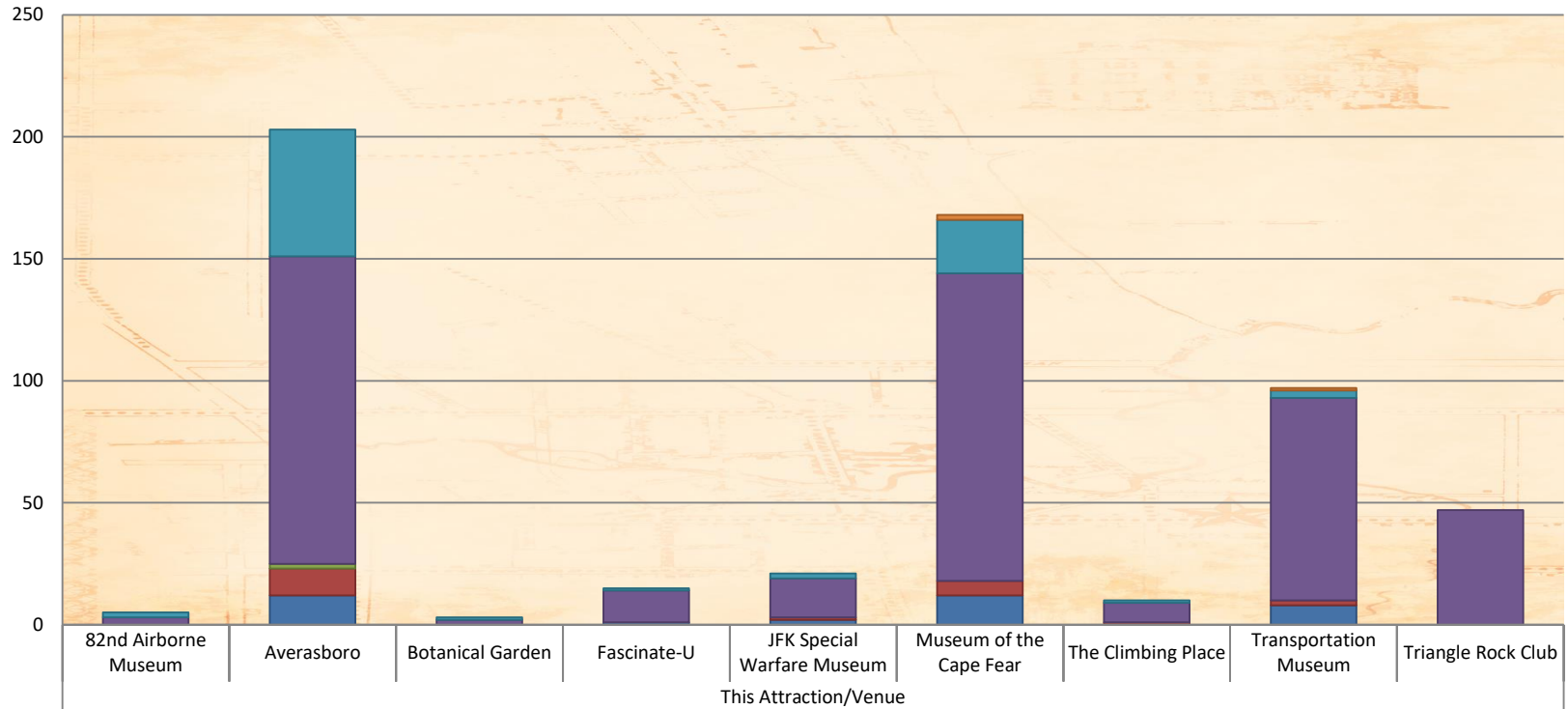
Why are you visiting? (Attraction/Year)



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



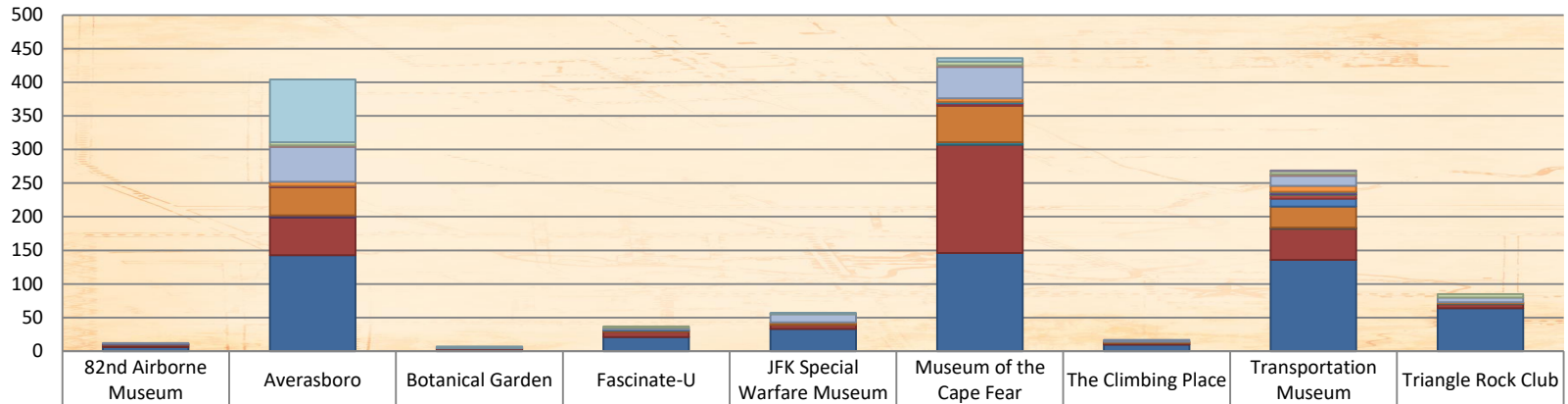
	82nd Airborne Museum	Averagesboro	Botanical Garden	Fascinate-U	JFK Special Warfare Museum	Museum of the Cape Fear	The Climbing Place	Transportation Museum	Triangle Rock Club
RV Park/Campground	0	0	0	0	0	2	0	1	0
Passing Through	2	52	1	1	2	22	1	3	0
Local/Resident	3	126	2	13	16	126	8	83	47
Hotel in Another County	0	2	0	0	0	0	0	0	0
Hotel	0	11	0	0	1	6	1	2	0
Friends/Family	0	12	0	1	2	12	0	8	0



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Where did you hear about the Attraction?



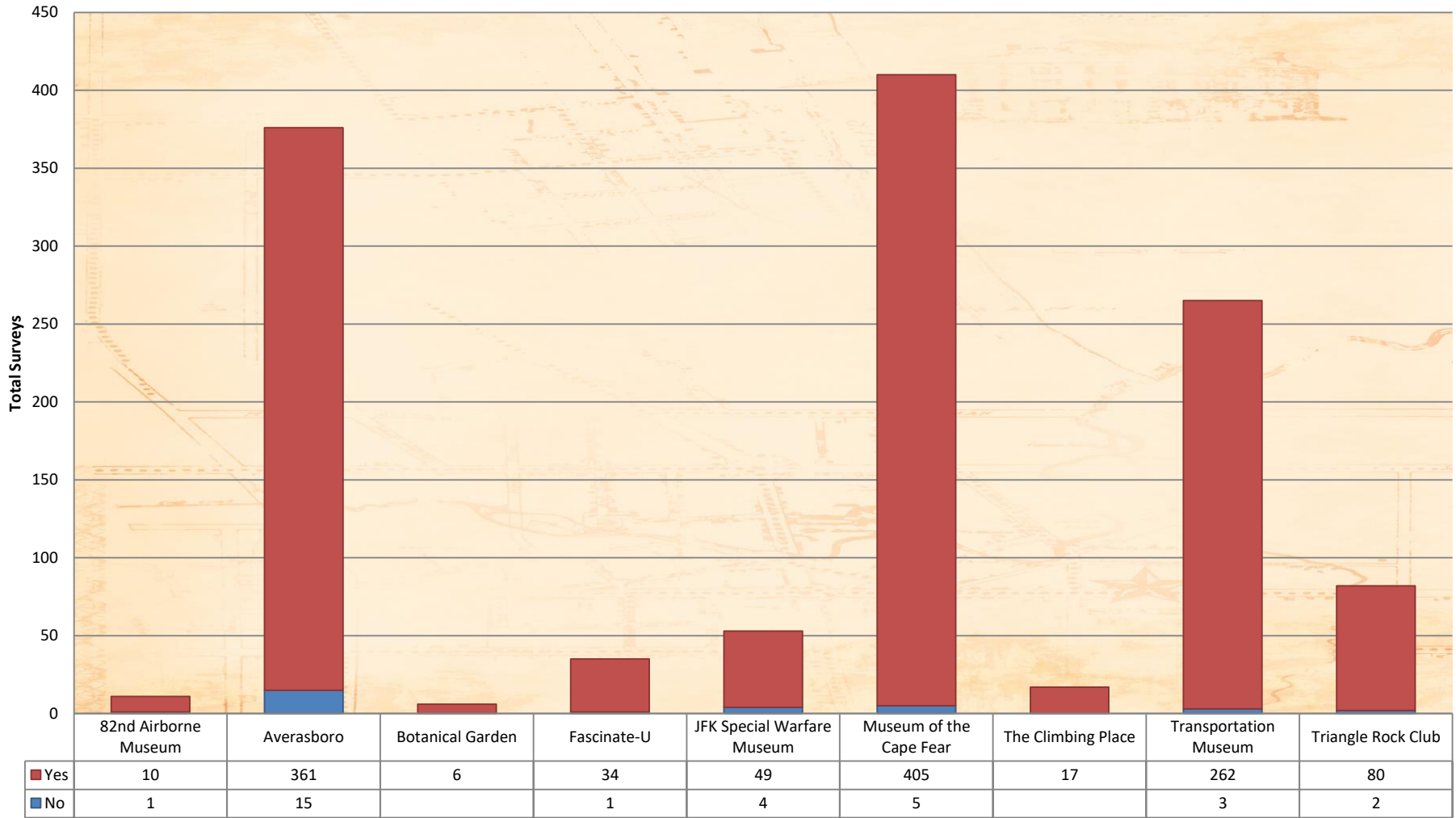
	82nd Airborne Museum	Averasboro	Botanical Garden	Fascinate-U	JFK Special Warfare Museum	Museum of the Cape Fear	The Climbing Place	Transportation Museum	Triangle Rock Club
Billboard		93	2		1	5			
Chamber of Commerce								1	
Facebook		5		2	1	6		5	5
Internet		2				2		2	
Other	1	52	1	3	12	47	3	15	7
Other: Drove By		6			1	5		9	1
Other: GPS						2		1	
Other: Passport	1	1				1		3	
Other: Sign Downtown								1	
Other: Visitor Center		1				3		5	
Other: Walked By				1				12	
Print	1	42		2	3	54	2	31	1
Radio						4			1
Sign		3						1	
Trip Advisor								1	
Website	3	56	2	8	6	161	2	46	6
Word of Mouth	6	143	2	21	33	146	10	136	64



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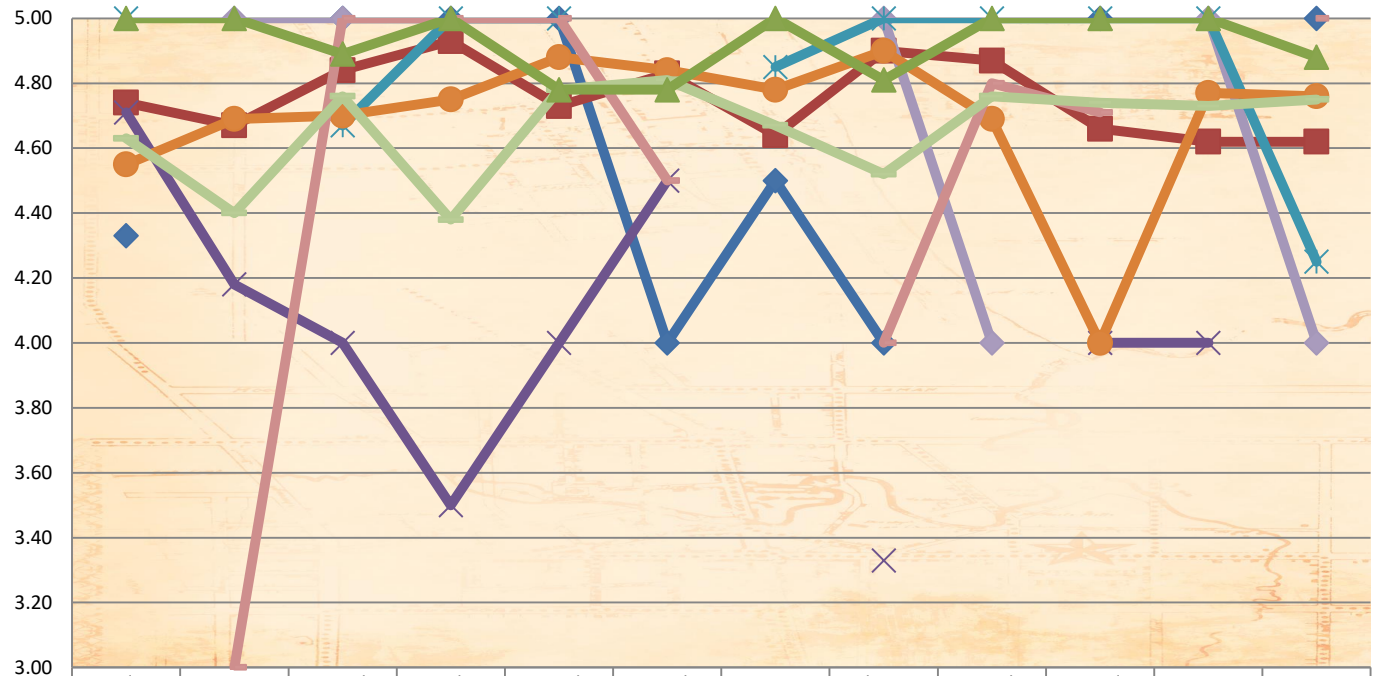
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Was the venue easy to find?



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	4.33		5.00	5.00	5.00	4.00	4.50	4.00		5.00		5.00
Averasboro	4.74	4.67	4.84	4.93	4.73	4.83	4.64	4.90	4.87	4.66	4.62	4.62
Botanical Garden		5.00	5.00					5.00	4.00		5.00	4.00
Fascinate-U	4.71	4.18	4.00	3.50	4.00	4.50		3.33		4.00	4.00	
JFK Special Warfare Museum	5.00		4.67	5.00	5.00		4.85	5.00	5.00	5.00	5.00	4.25
Museum of the Cape Fear	4.55	4.69	4.70	4.75	4.88	4.84	4.78	4.90	4.69	4.00	4.77	4.76
The Climbing Place		3.00	5.00	5.00	5.00	4.50		4.00	4.80	4.71		5.00
Transportation Museum	4.63	4.40	4.76	4.38	4.78	4.81	4.67	4.52	4.76	4.74	4.73	4.75
Triangle Rock Club	5.00	5.00	4.89	5.00	4.78	4.78	5.00	4.81	5.00	5.00	5.00	4.88



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Survey Comments

Averasboro	Beautiful museum and grounds.
	Good artifacts.
	Great museum with lots of artifacts!
	Thank you
	Loved it! Learned a lot.
	Well Done.
	Great - gave a donation. Keep this place going.
	Nice people here.
	Have items in the gift shop for living historian.
	Awesome tour :)
	Great guide.
	None, really well done.
	Very knowledgeable volunteers. Loved the femur!
	Loved having someone to tell me quick and interesting facts, very nice place!
	Guide was great and helpful. [Illegible words] history come alive.
	Good location.
	Hard to find!
JFK Special Warfare Museum	Enjoy it.
	More things outside.
	WWII Rangers Battalions, 1941-1945, The "Force"
Museum of the Cape Fear	Guide (Joan) was well informed about house.
	Nice location.
	Less generalizations, history buffs like specifics!
	Perhaps setting up listening areas to inform us as we toured the building.
	Great museum. We appreciate a free opportunity to learn about local history.
	Open up other rooms on the second floor. Great tour!
	Svorra (sp?) was great.
	Erin Smith was great! Tour of Poe House. Was not sure [about admission fee], but would have [paid].

	Great tour of the museum & Poe House! Thank you.
	The tour guide at Poe House was very good.
	Excellent exhibits, wonderful material.
	Staff very friendly.
	Erin did a very nice job for her 1st tour guide.
	Great tour!!
	My daughters think this place is awesome.
	Great tour @ 1:00. Equal to house and tour in Charleston and Savannah.
	Very interesting, well laid out.
	Probably wouldn't have come if payment was sought.
	I like the option of donation - it brings more people out!
The Climbing Place	The people are awesome!
Transportation Museum	Great
	Staff was very friendly and helpful
	Really enjoyed the movie on the reconstruction of the sight
	Hands on Kids Activities
	Excellent exhibits, Loved the DVD explaining the building's restoration
	Great!
	This was an awesome exhibit, can't believe all the history in Fayetteville
	Very Informative
	Location is perfect
	The personnel was extremely helpful and friendly
	Ms. Cardell was so wonderful! Bright smile, very helpful.
	Amazing lady! Keep her!
	Love the building and location
Triangle Rock Club	It was a great thing to do.
	Add a peg board: extra large grip trainer on campus board.
	Awesome place.



Cumberland County Attraction Data

Survey Suggestions

82nd Airborne Museum	Help old vets to get old memo [illegible word] kind of hard in the pocket book.
Averasboro	More for kids to do.
	Nothing - everything is nicely kept and staff was very helpful and informative.
	Better signage to site. Need a sign from where it dead ends.
	Wonderful volunteer, very helpful. Loved the displays and maps and video.
	Enlarge building, display more.
	Lovely!
	Video/animation of battle.
	It's great :) !
	A couple more signs.
	Cemetery kiosk/video was out of order.
	Fix the kiosk at the cemetery. The letter indicates it has been broken since April 28, 2016.
Fascinate-U	A lot of the kids things were broken or not working.
JFK Special Warfare Museum	More gifts for kids.
	Fix the embarrassing typos in the exhibit. Our brave soldiers deserve better.
Museum of the Cape Fear	More slave information.
	Keep it more authentic.
	Less boring.
	Good already.
	Erin was great!
	Did great!
	Perfect the way it was.
	None. Nice artifacts exhibit.
	I really like the set up. It's very informative.
	Nothing. Was very pleased with museum/tour.
	More interactive activities and tour guide.

	Allow for more interaction of objects.
	Do keep the # of people on Poe tour to just a few = makes it personal.
	Nothing. Everything was excellent.
	We really enjoyed ourselves. The tour guide did a great job at the Poe House.
	More restoration and more in-depth local Native American history.
Transportation Museum	Better Advertising
	Transportation Museums should talk more about importance of immigrants to Fayetteville
	Great Exhibits
	Maybe interactive items or things for kids to touch. I'm sure that maybe difficult but it's an idea
	Tour Guide
	It's Awesome
	Nothing, it's just great
	I had a nice experience
	Great Museum
	Music (folk music)
	Really liked everything
	Fantastic personal tour by Bruce, thank you
	It was very nice, personnel was very nice and kind
Triangle Rock Club	Nothing, it was great.
	More new routes.
	Add a yogurt shop.
	Add a kid's play area/expand bouldering wall.
	Crux the pitches toward the top, set them like sport comp routes for youth climbers (4' - 5').



Cumberland County Attraction Data

Extra Survey Questions (if applicable)

Museum of the Cape Fear

Question 1

No	14
Yes	25

Question 2

0,5,0,0	2
3,5,2,0	2
5,7,6,6	1
5,10,0,0	1
2,6,0,0	1
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1,3,0,0	1
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2,3,2,2	1



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