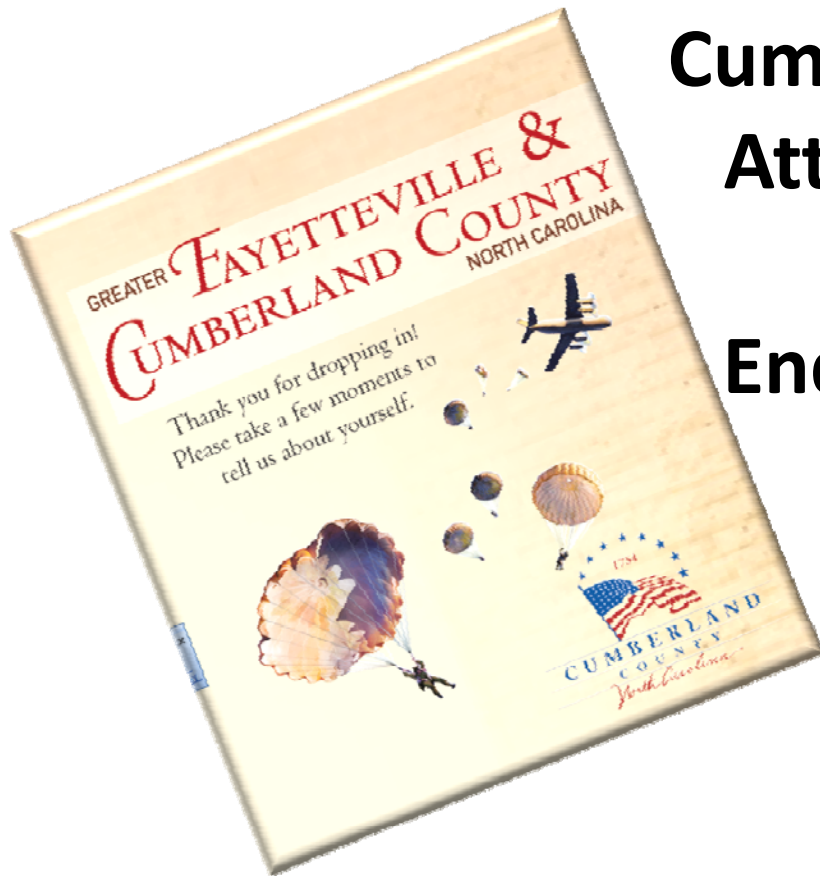


Fayetteville Area Convention and Visitors Bureau

**Cumberland County Wide
Attraction Survey Data**

End of Fiscal Year 2013



Questions? Contact David Nash, Research and Data Manager at dnash@VisitFayettevilleNC.com

Cumberland County Wide Attraction Data

4th Quarter

Where were visitors from (State and Country)?

NC	228
No Answer	154
FL	21
TX	16
SC	9
#N/A	9
MI	8
VA	8
NY	6
GA	6
NJ	6
PA	5
TN	5
CA	5
OH	5

CT	4
MD	4
UT	2
RI	2
LA	2
MN	2
MA	2
MO	2
NV	1
AUSTRALIA	1
IL	1
IN	1
MS	1
NM	1
GERMANY	1

NE	1
AL	1
VT	1
DENMARK	1
AZ	1
FRANCE	1
WV	1
KY	1
OK	1
AP	1
OR	1
ME	1
DC	1
WA	1

Cumberland County Wide Attraction Data

2013 Fiscal Year

Where were visitors from (State and Country)?

NC	712
No Answer	397
FL	40
TX	22
SC	20
VA	18
OH	18
PA	17
CA	16
NY	16
GA	15
MI	14
NJ	13
MD	10
#N/A	9
CT	7
WI	7
MA	6

MN	6
AZ	6
TN	5
OR	4
GERMANY	4
UT	4
IL	4
VT	4
NE	4
PR	4
AL	3
OK	3
CO	3
MO	3
LA	3
CANADA	3
IN	3
BELARUS	2

NETHERLANDS	2
DC	2
ME	2
AUSTRALIA	2
RI	2
WA	2
NV	2
AS	1
NM	1
AP	1
NH	1
IA	1
SD	1
KY	1
HI	1
WV	1
DENMARK	1
MS	1
FRANCE	1

Cumberland County Wide Attraction Data

Average Attraction Rating (ALL)

1 ST Quarter	4.59
2 nd Quarter	4.76
3 rd Quarter	4.75
4 th Quarter	4.70
Year	4.70

Average Number of Days Visitor Stays?

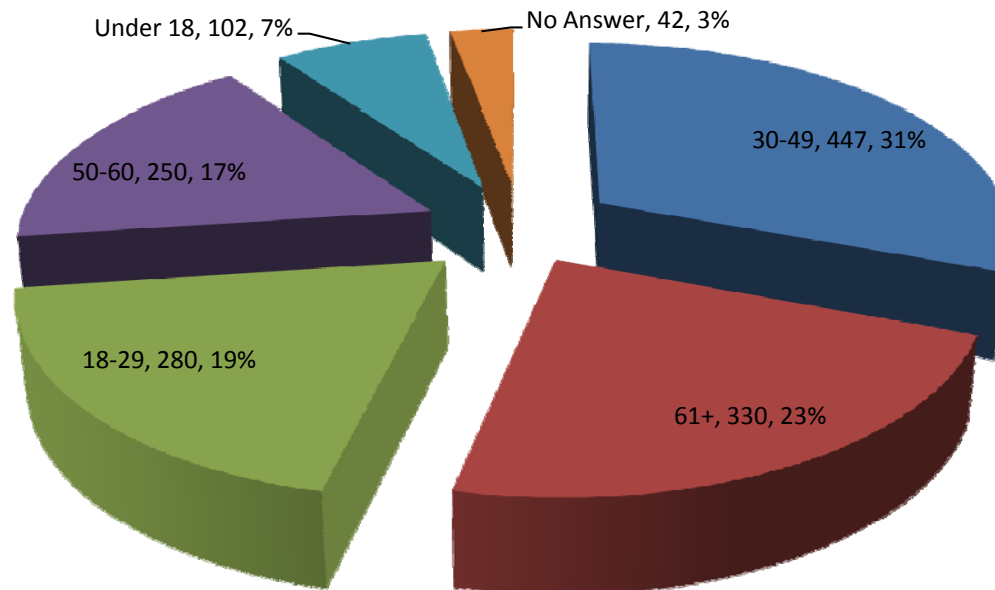
(not including anyone who selected Local/Resident)

1 ST Quarter	4.19*
2 nd Quarter	4.00**
3 rd Quarter	3.60
4 th Quarter	3.00
Year	3.70

* One guest stayed 60+ days

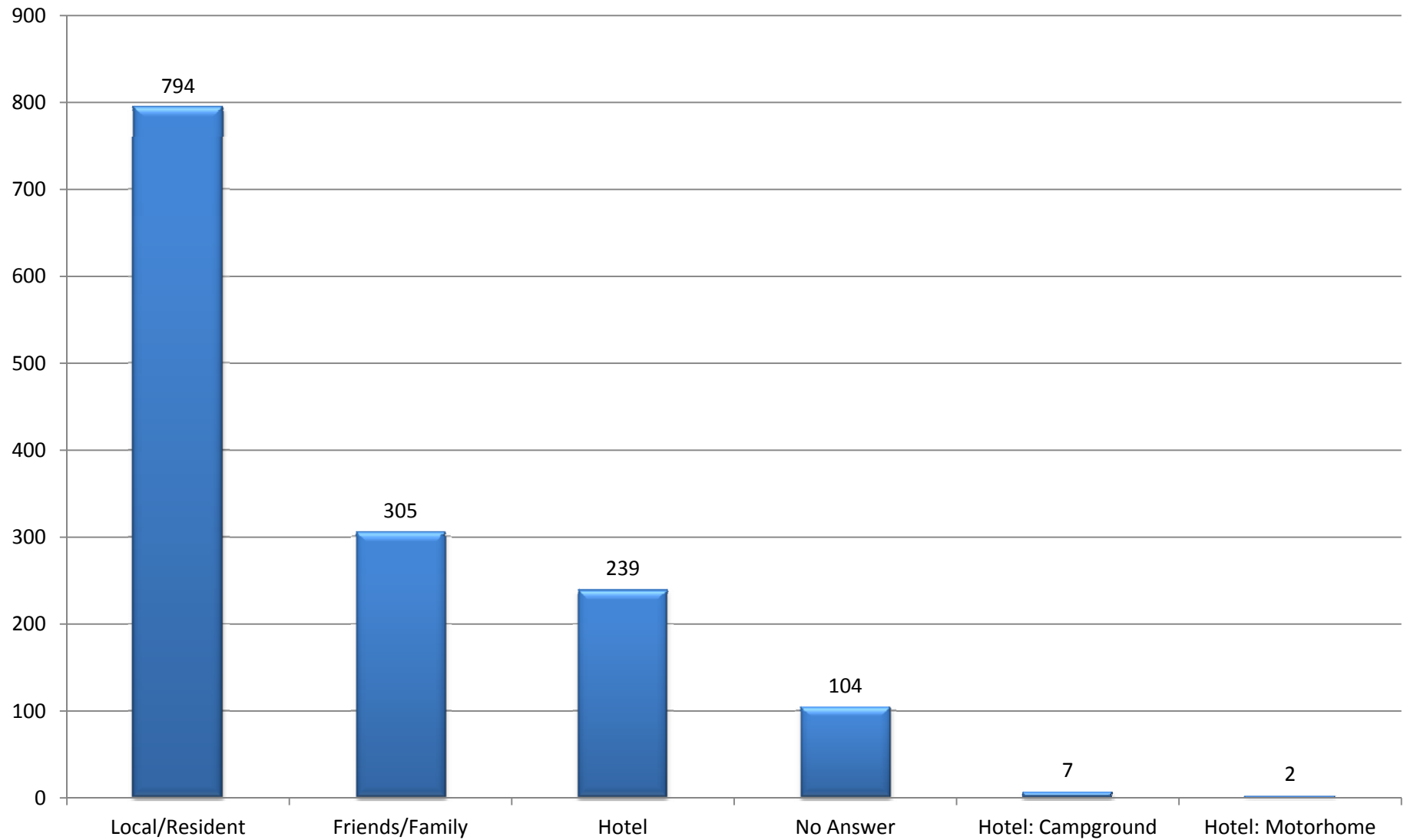
** One guest stayed 121 days

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



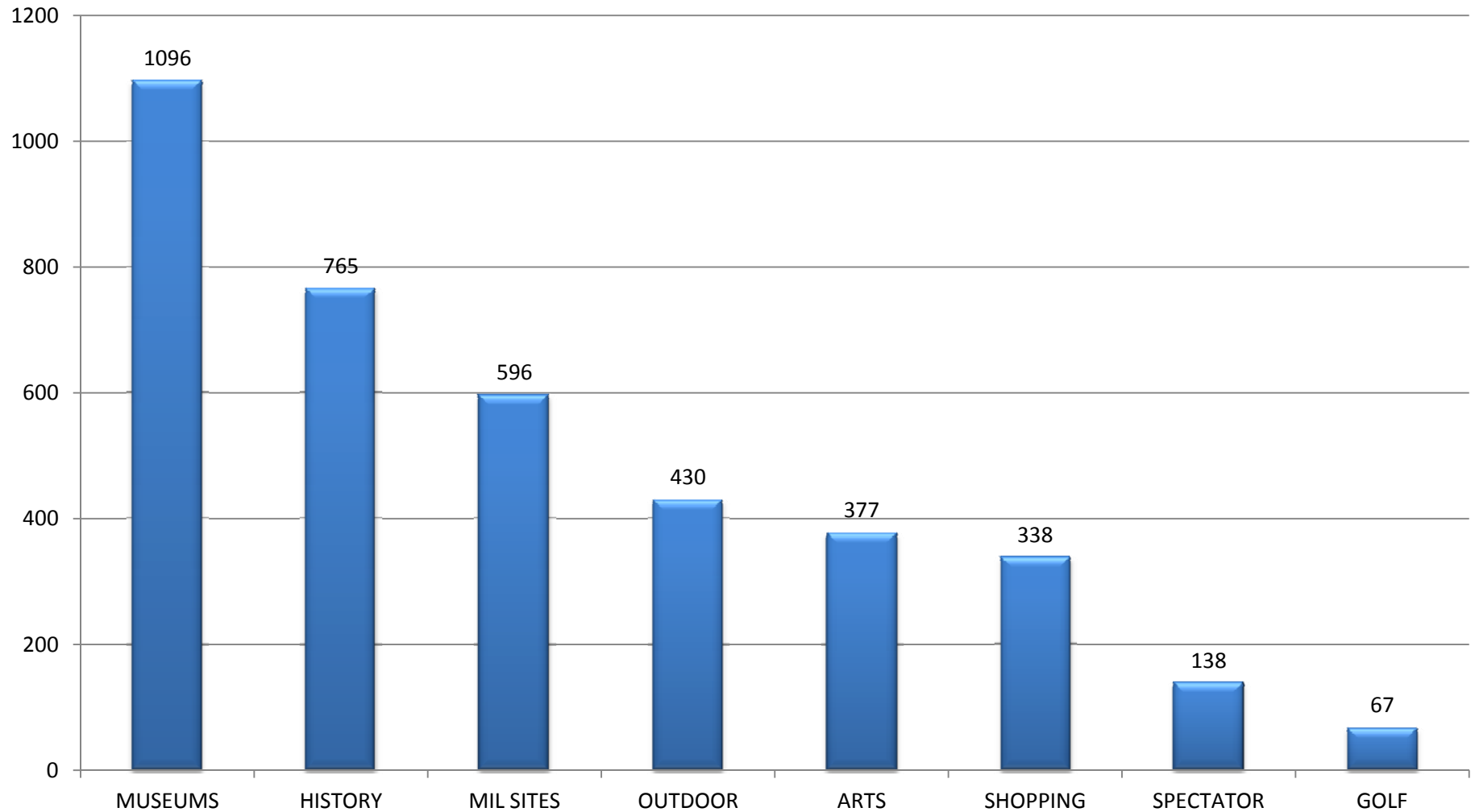
Cumberland County Wide Attraction Data

Where are Visitors Staying (Year)?



Cumberland County Wide Attraction Data

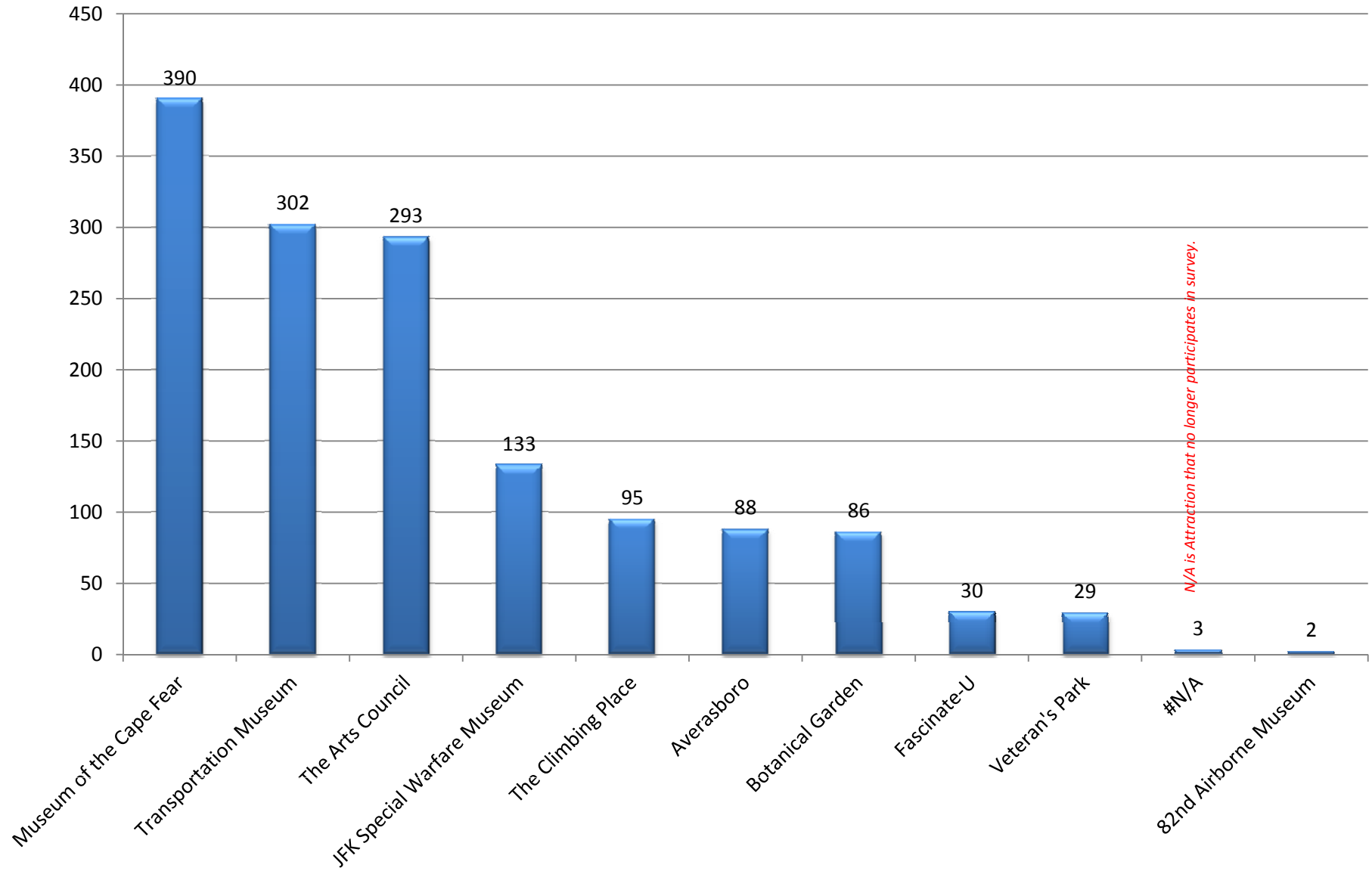
What are the areas of interest (Year)?



NOTE: Most filled out surveys are coming from museums which explains the high numbers for "Museums" and "History". (Averasboro, Museum of the Cape Fear, The Arts Council, JFK Special Warfare Museum and the Transportation Museum)

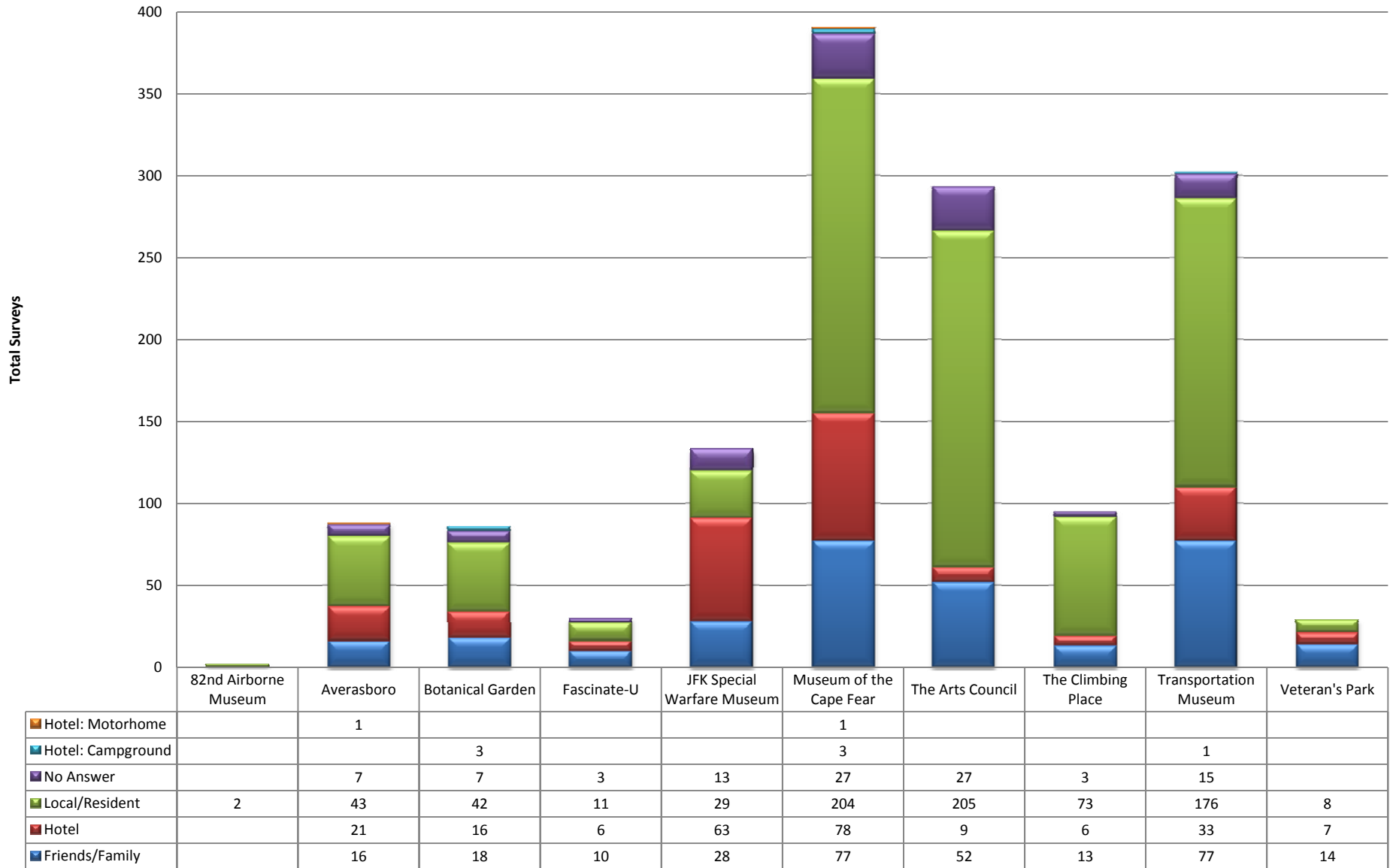
Cumberland County Wide Attraction Data

Total Number of Filled Out Surveys by Attraction (Year)



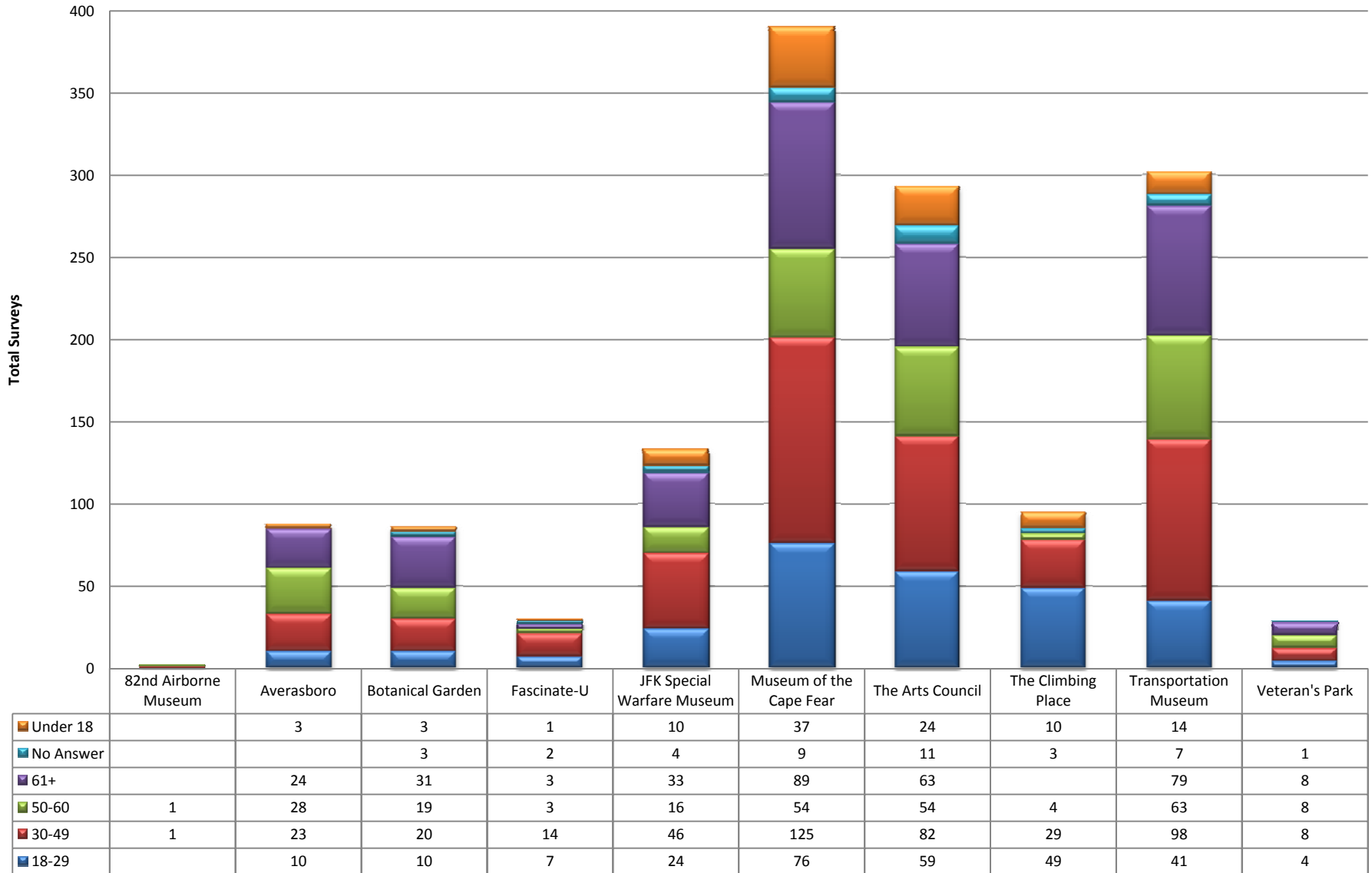
Cumberland County Wide Attraction Data

Where are you staying? (Attraction/Year)



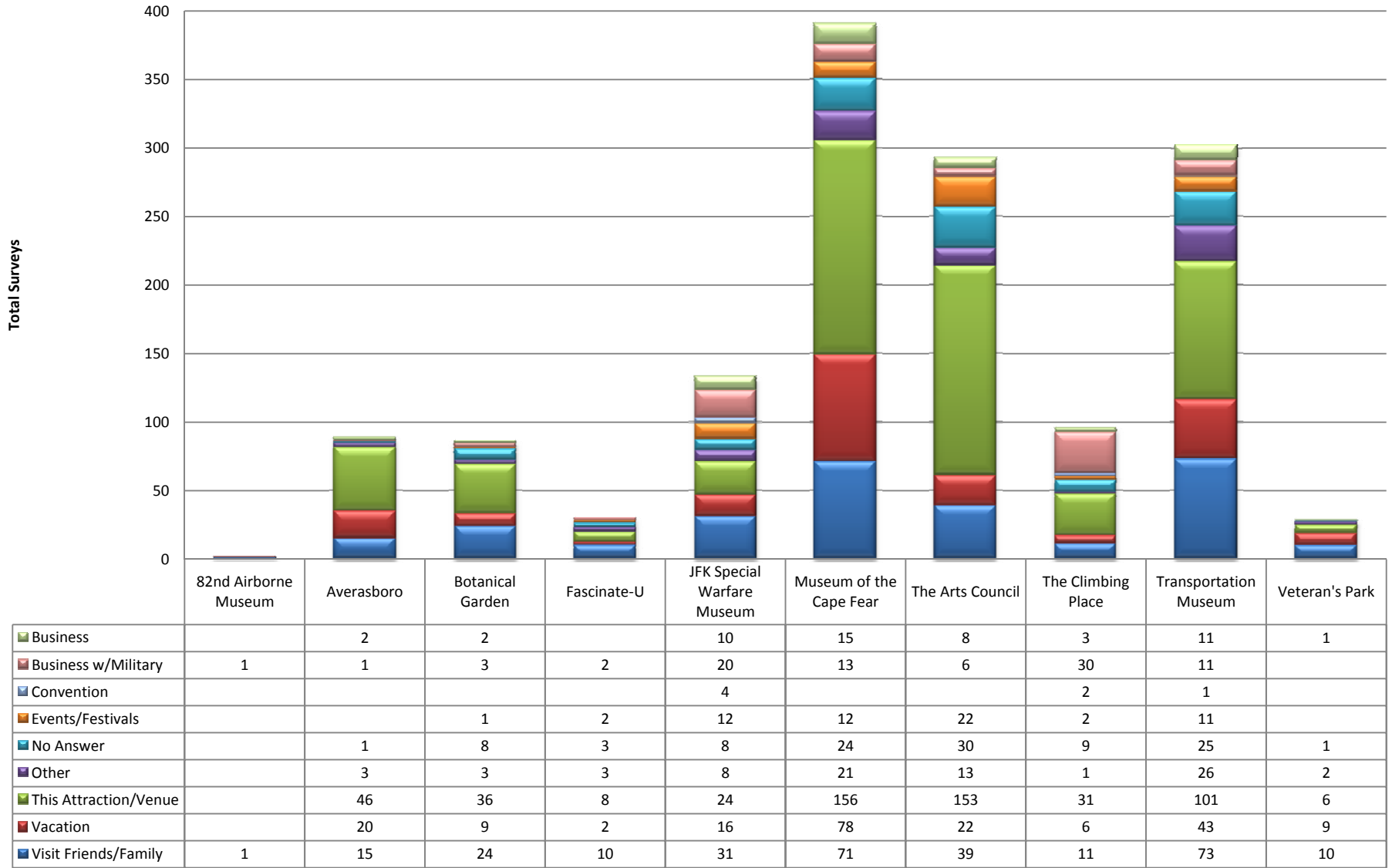
Cumberland County Wide Attraction Data

Age Range? (Attraction/Year)



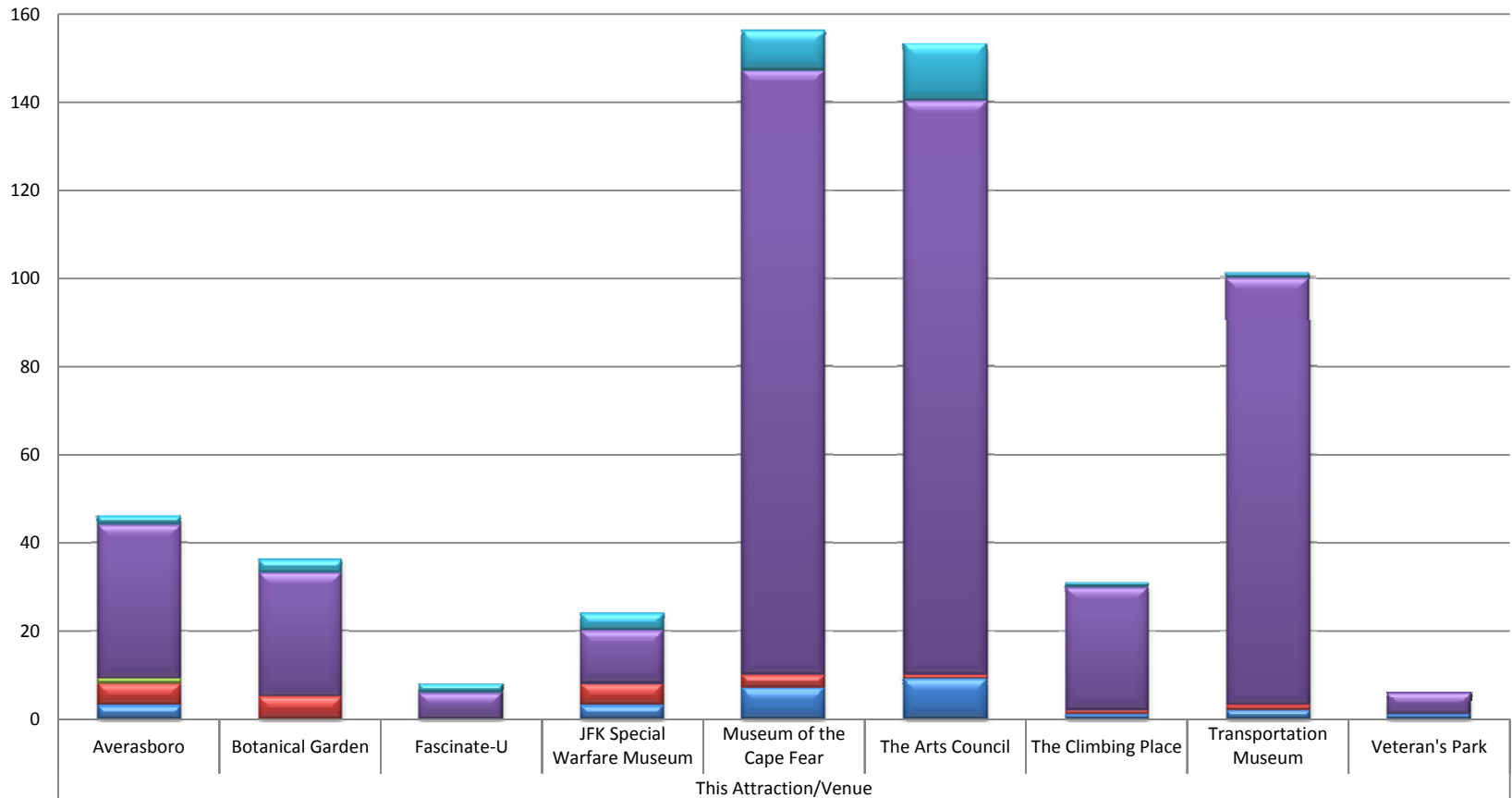
Cumberland County Wide Attraction Data

Why are you visiting? (Attraction/Year)



Cumberland County Wide Attraction Data

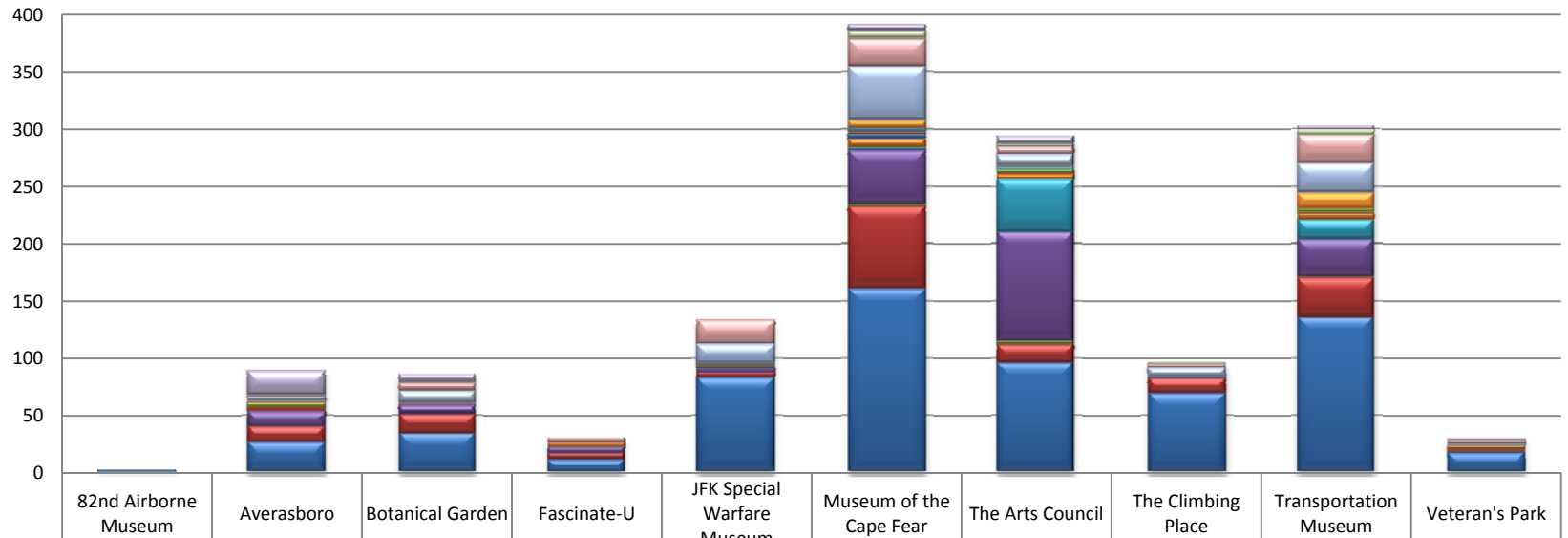
Breakdown of Visitor's Who Selected
 "This attraction/venue" as Why are you visiting?



	This Attraction/Venue								
	Averagesboro	Botanical Garden	Fascinate-U	JFK Special Warfare Museum	Museum of the Cape Fear	The Arts Council	The Climbing Place	Transportation Museum	Veteran's Park
No Answer	2	3	2	4	9	13	1	1	5
Local/Resident	35	28	6	12	137	130	28	97	5
Hotel: Motorhome	1								
Hotel	5	5		5	3	1	1	1	
Friends/Family	3			3	7	9	1	2	1

Cumberland County Wide Attraction Data

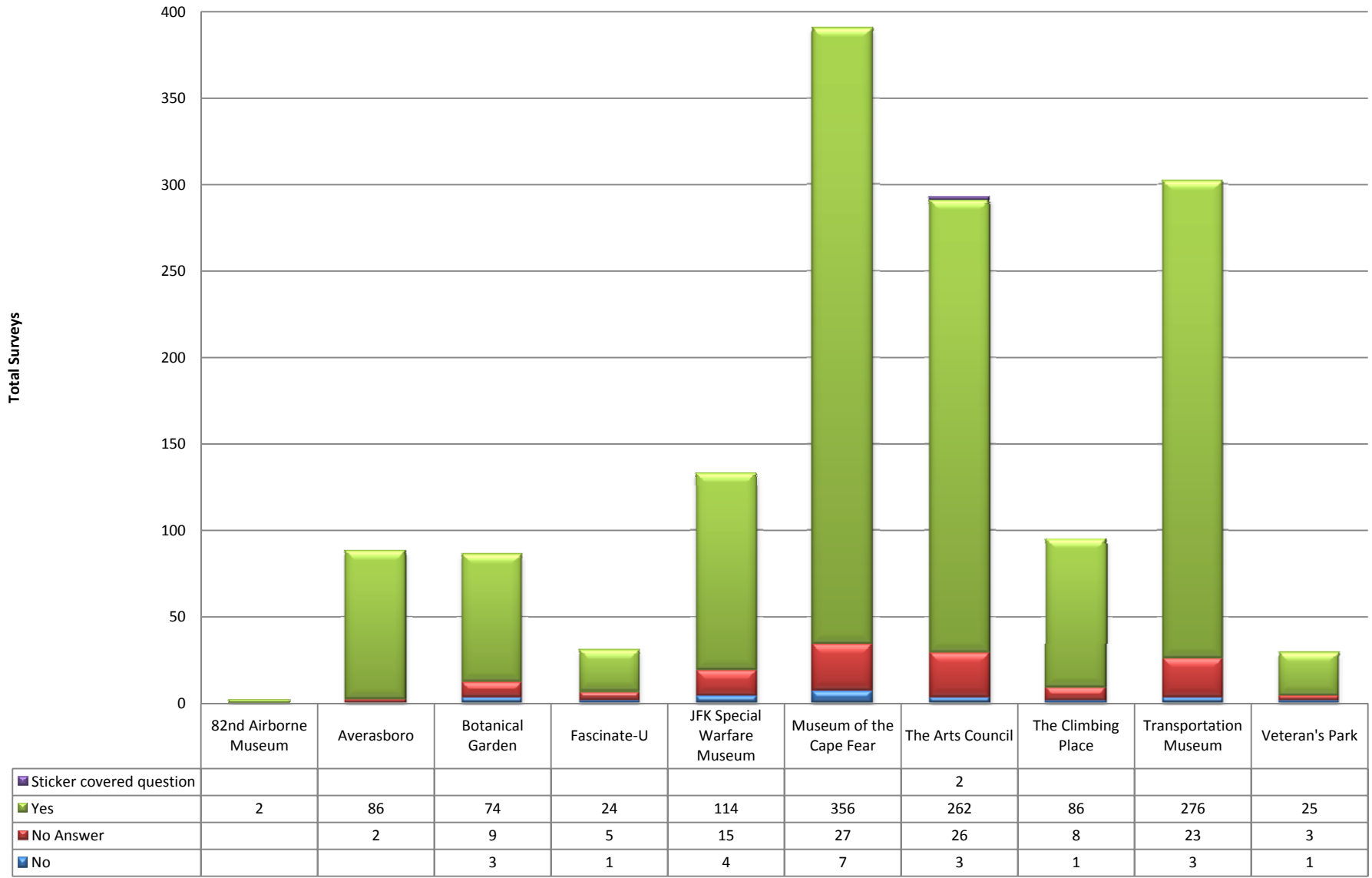
Where did you hear about the Attraction?



	82nd Airborne Museum	Averasboro	Botanical Garden	Fascinate-U	JFK Special Warfare Museum	Museum of the Cape Fear	The Arts Council	The Climbing Place	Transportation Museum	Veteran's Park
Billboard		20	7			5	6		4	1
Facebook		1	1			7	3	1	4	1
No Answer		1	7	3	21	24	7	3	25	2
Other		4	10		17	47	10	8	25	2
Other: Drove by		1			2	7	1		14	3
Other: Email						2	2			
Other: Google			1	1		1		1		
Other: Passport		4				1	3		3	
Other: Sign on Road		2				1	1		1	
Other: Tour Group						4				
Other: Visitor Center		2	1	4		8	4		5	1
Other: Walked by					2	2	46		17	
Print		13	8	5	3	47	95		33	1
Radio						2	3		1	
Website		14	17	6	5	71	16	13	34	1
Word of Mouth	2	26	34	11	83	161	96	69	136	17

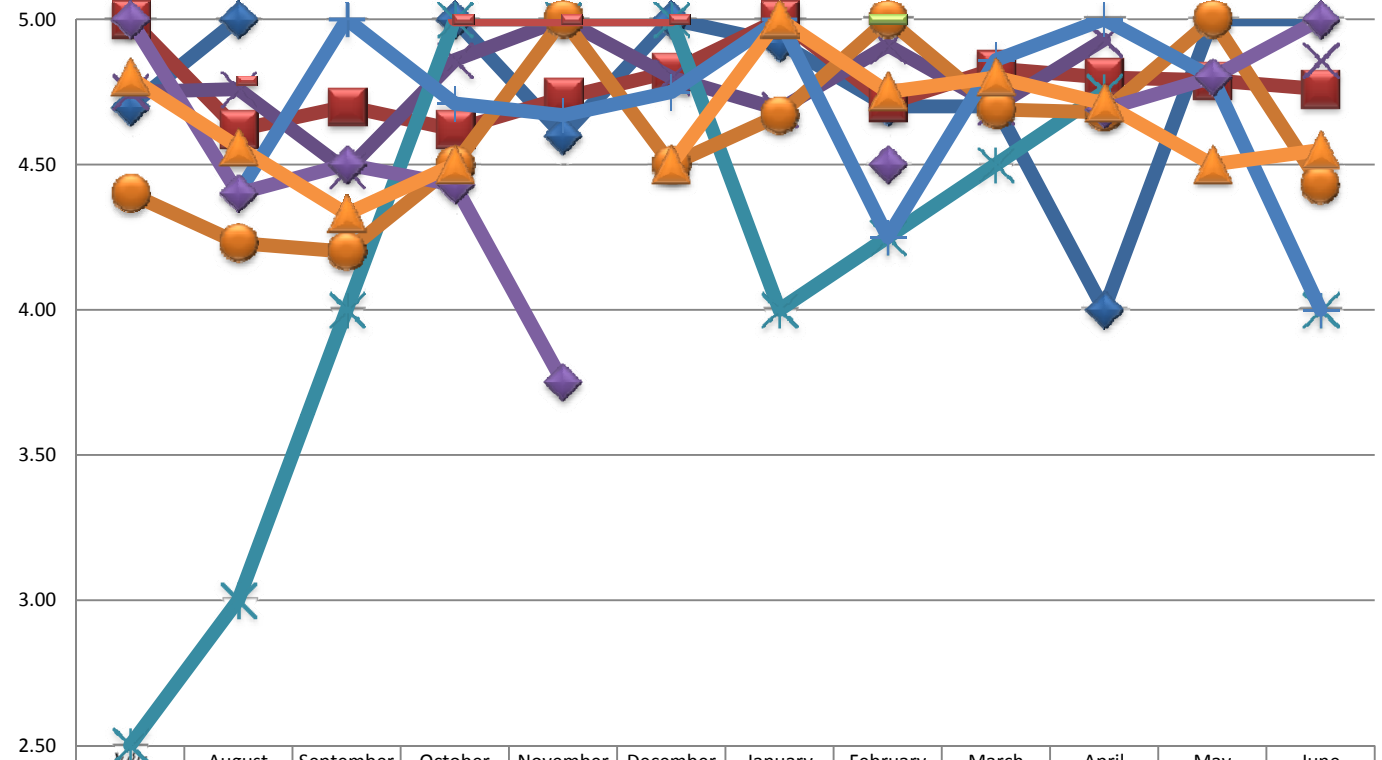
Cumberland County Wide Attraction Data

Was the venue easy to find?



Cumberland County Wide Attraction Data

Ratings by Attraction



	July	August	September	October	November	December	January	February	March	April	May	June
The Climbing Place	4.70	5.00		5.00	4.60	5.00	4.92	4.70	4.70	4.00	5.00	5.00
Museum of the Cape Fear	5.00	4.62	4.70	4.62	4.73	4.82	5.00	4.71	4.83	4.80	4.79	4.76
Transportation Museum	4.75	4.76	4.48	4.86	5.00	4.80	4.69	4.91	4.70	4.93		4.86
Fascinate-U	2.50	3.00	4.00	5.00	5.00	5.00	4.00	4.25	4.50	4.75		4.00
The Arts Council	4.40	4.23	4.20	4.50	5.00	4.50	4.67	5.00	4.69	4.68	5.00	4.43
Botanical Garden		4.40	5.00	4.71	4.67	4.75	5.00	4.25	4.86	5.00	4.80	4.00
Veteran's Park		4.79		5.00	5.00	5.00						
82nd Airborne Division War Memorial Museum								5.00				
JFK Special Warfare Museum	5.00	4.40	4.50	4.43	3.75			4.50		4.69	4.80	5.00
Averasboro	4.80	4.56	4.33	4.50		4.50	5.00	4.75	4.80	4.71	4.50	4.55