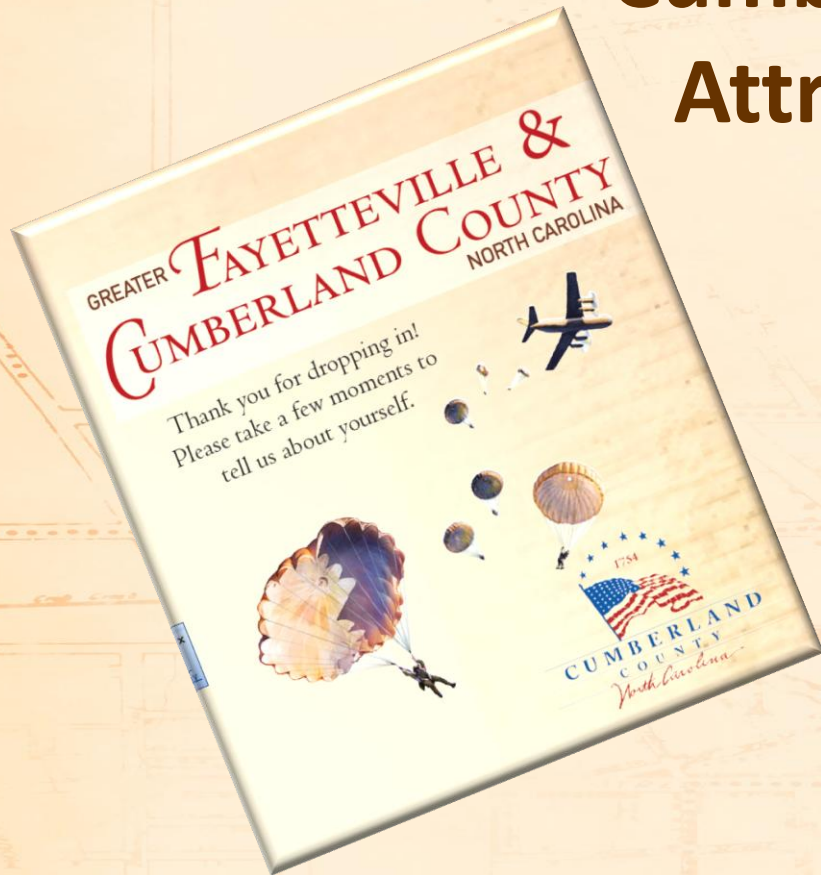


Fayetteville Area Convention and Visitors Bureau

Cumberland County Wide Attraction Survey Data

Results for June
&
Year to Date
FY 2014



David V. Nash
Research and Data Manager

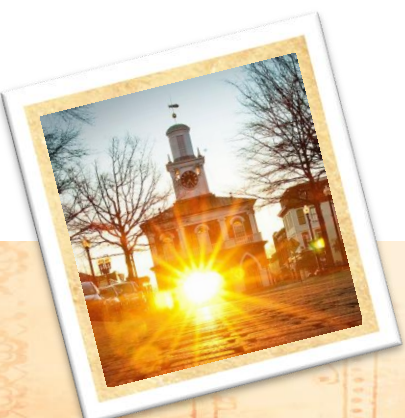
Questions? Contact David Nash at dnash@VisitFayettevilleNC.com

Cumberland County Wide Attraction Data

June 2014

Where were visitors from (State and Country)?

NC	43
No Answer	15
OH	3
FL	3
CA	3
GA	3
MA	1
VA	1
CO	1
CANADA	1
WV	1
IA	1
MO	1



Cumberland County Wide Attraction Data

Year to Date

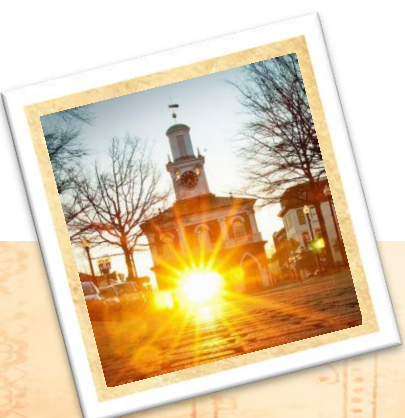
Where were visitors from (State and Country)?

NC	458
No Answer	296
FL	29
OH	22
CA	21
#N/A	20
TX	19
NY	16
MD	15
SC	12
VA	10
PA	10

NJ	10
GA	10
MA	9
AZ	8
CT	7
KY	6
MI	6
IA	6
WA	6
IL	6
LA	4
MT	4

MS	4
WI	4
CANADA	4
MO	3
MN	3
TN	3
AK	3
OK	3
CO	3
UT	3
RI	2
ME	2

NH	2
NV	2
AL	2
OR	2
ND	1
WY	1
AR	1
NM	1
IN	1
NE	1
KS	1
WV	1



Cumberland County Wide Attraction Data

Average Attraction Rating (ALL)

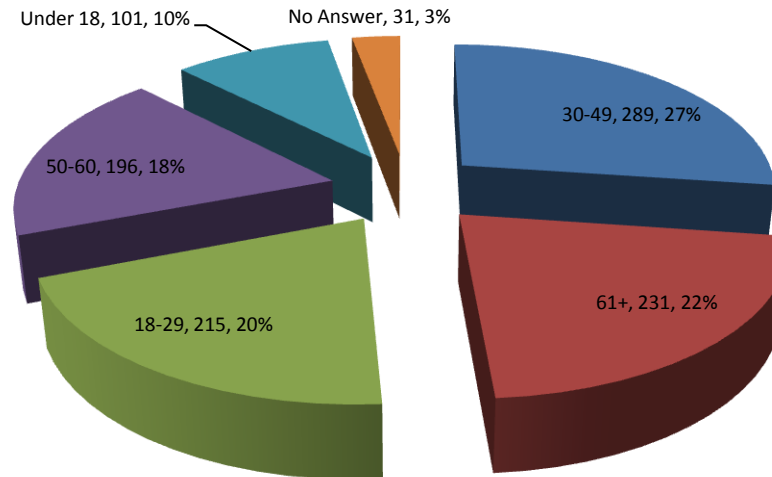
1 ST Quarter	4.73
2 nd Quarter	4.70
3 rd Quarter	4.66
4 th Quarter	4.75
Year	4.71

Average Number of Days Visitor Stays?

(not including anyone who selected Local/Resident)

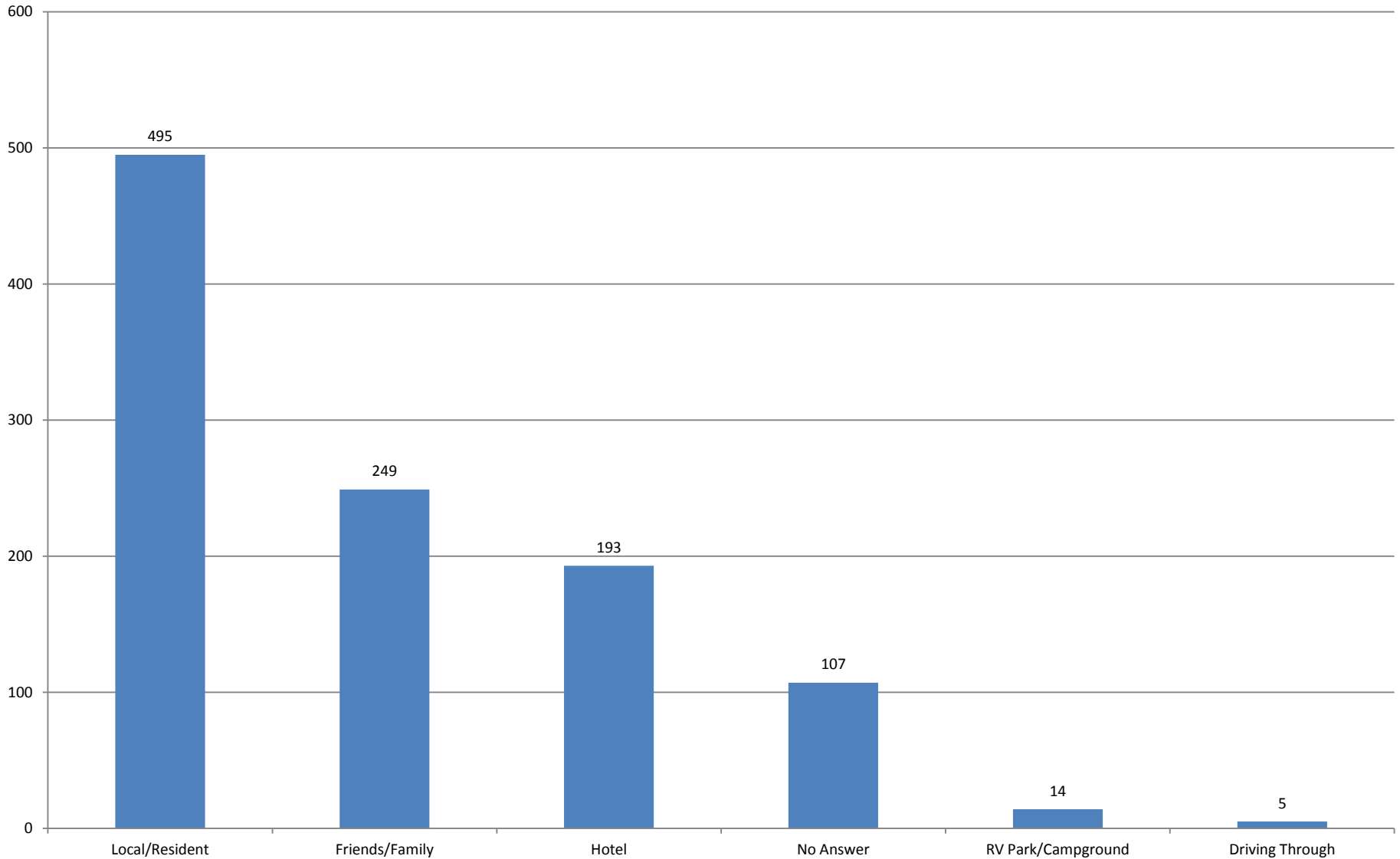
1 ST Quarter	1.78
2 nd Quarter	1.25
3 rd Quarter	1.00
4 th Quarter	1.00
Year	1.26

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



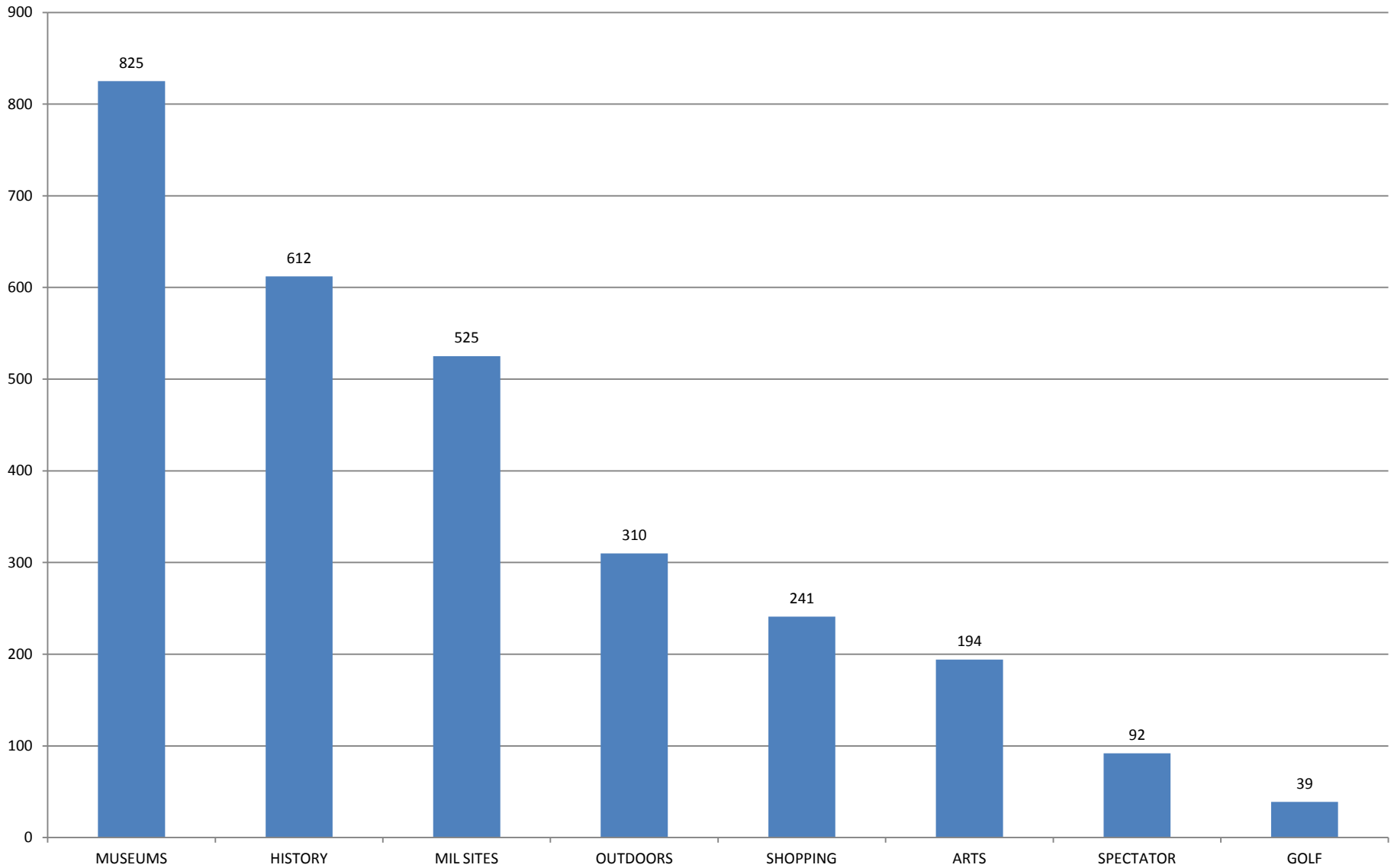
Cumberland County Wide Attraction Data

Where are Visitors Staying (Year)?



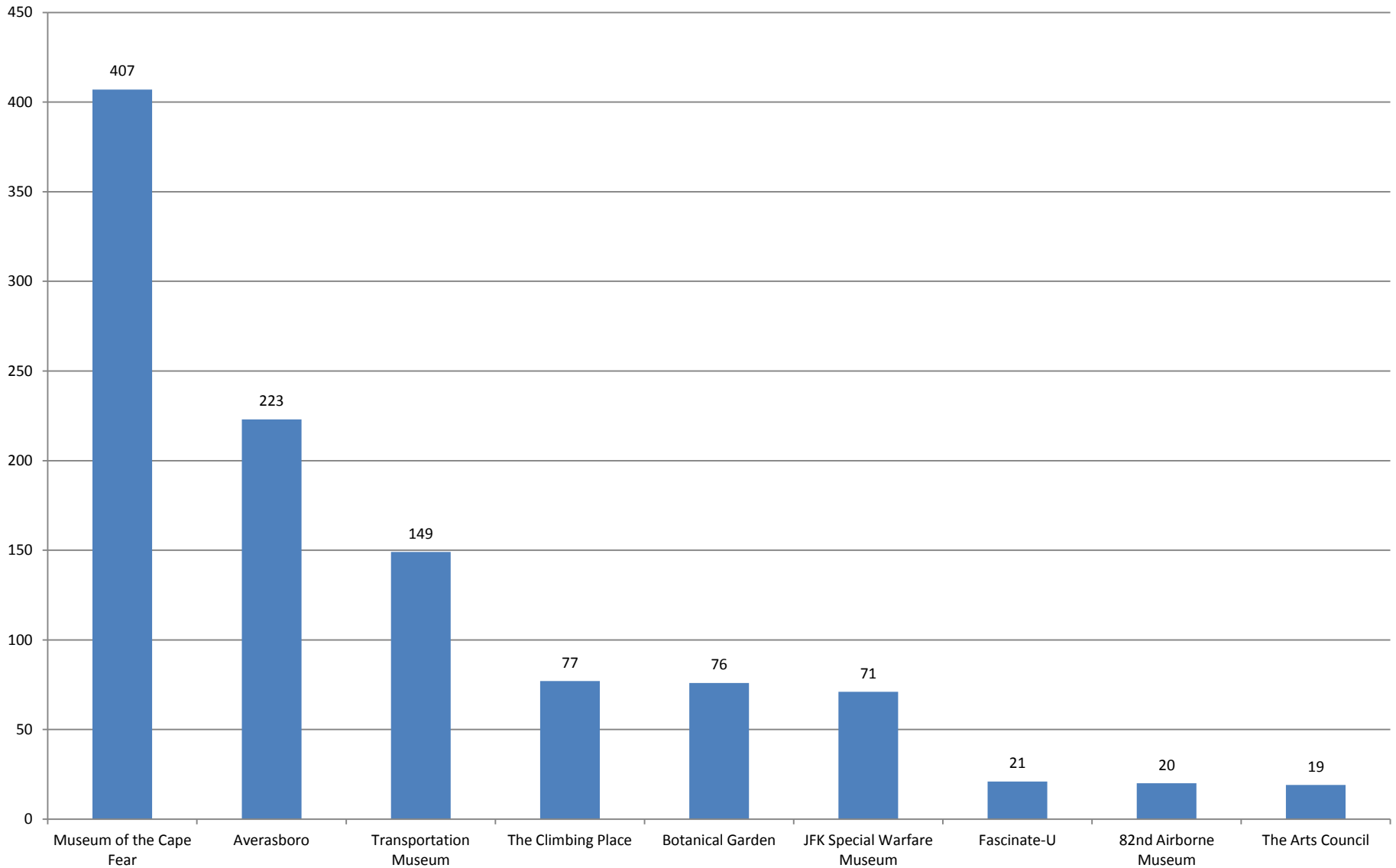
Cumberland County Wide Attraction Data

What are the areas of interest (Year)?



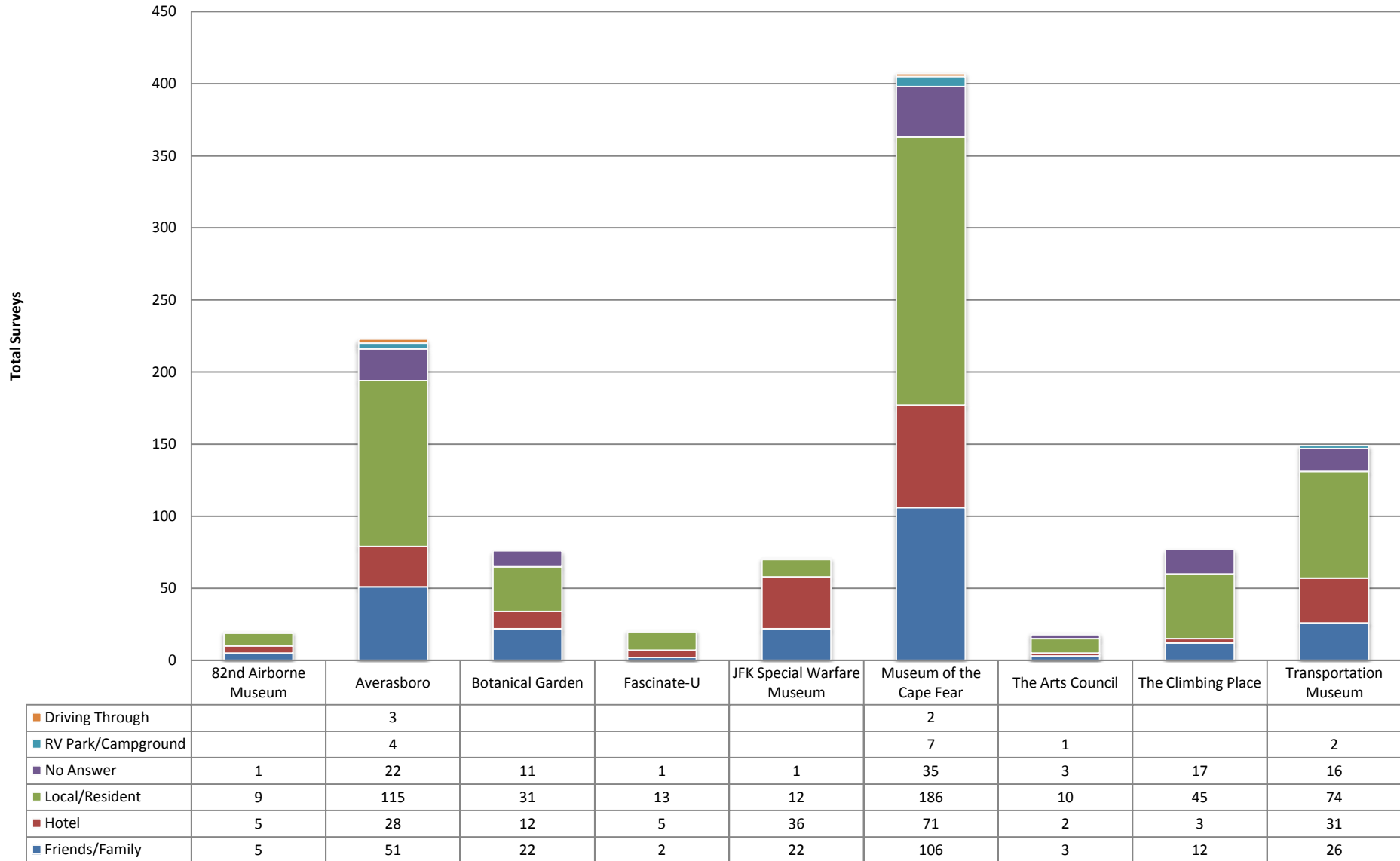
Cumberland County Wide Attraction Data

Total Number of Filled Out Surveys by Attraction (Year)



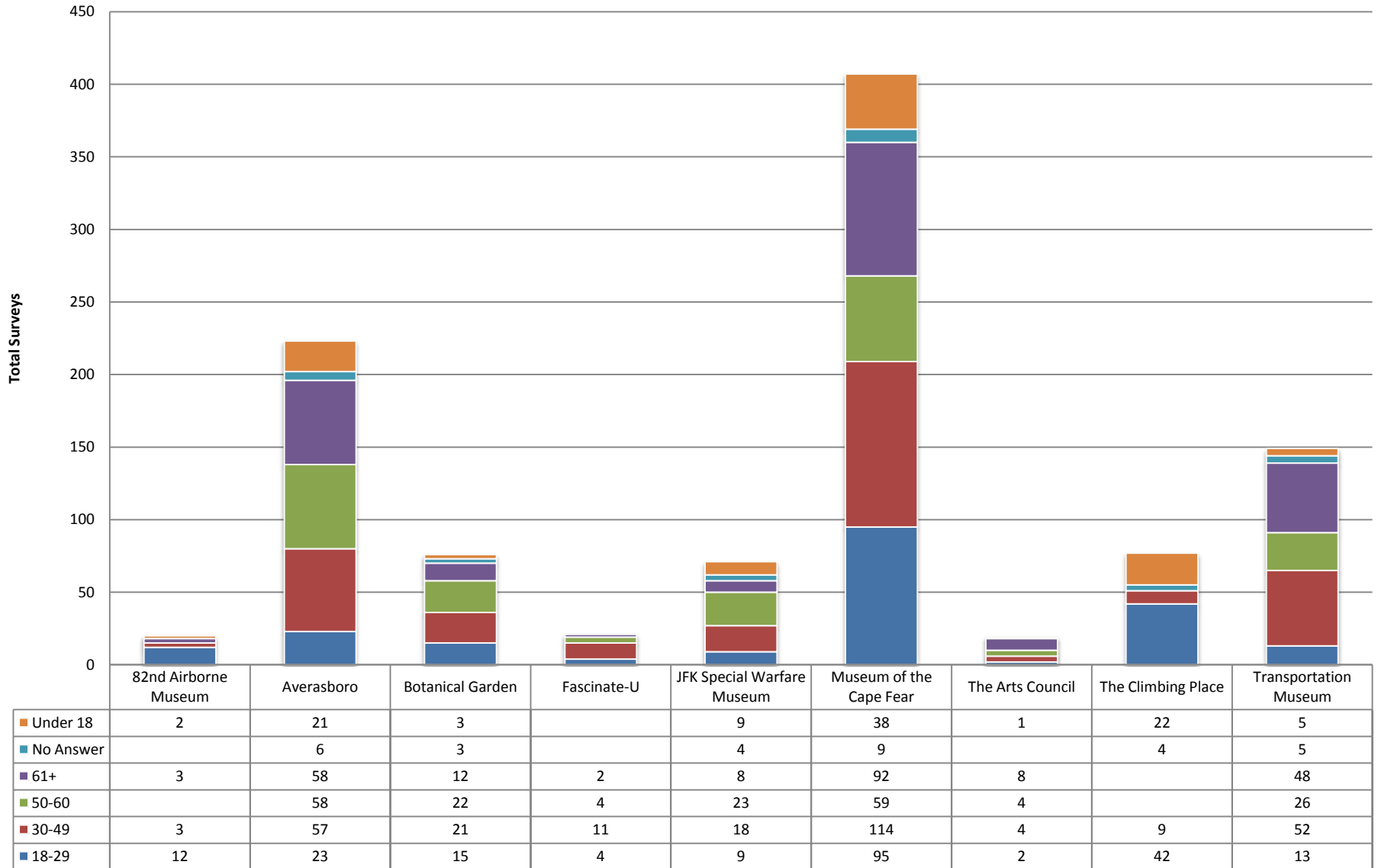
Cumberland County Wide Attraction Data

Where are you staying? (Attraction/Year)



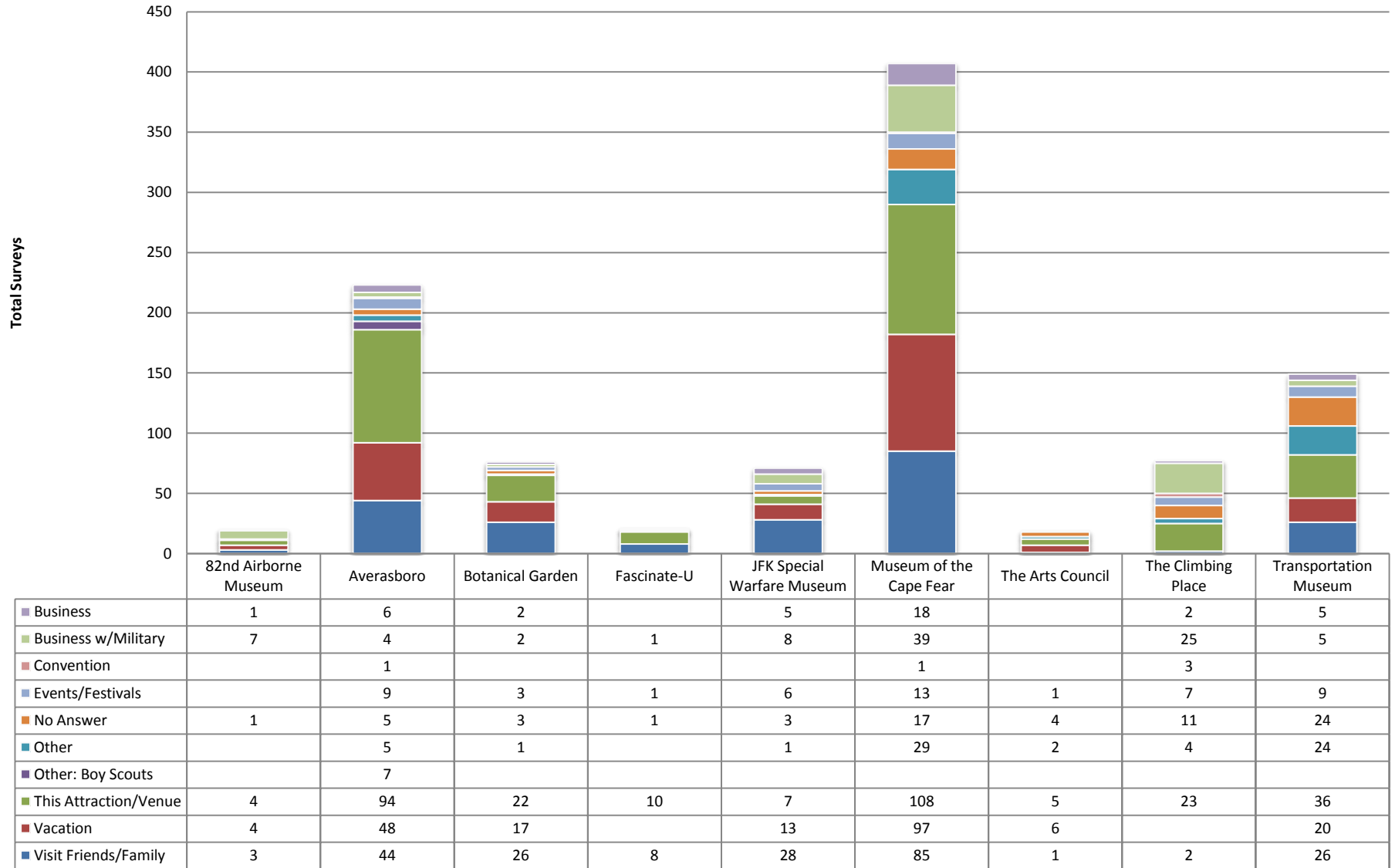
Cumberland County Wide Attraction Data

Age Range? (Attraction/Year)



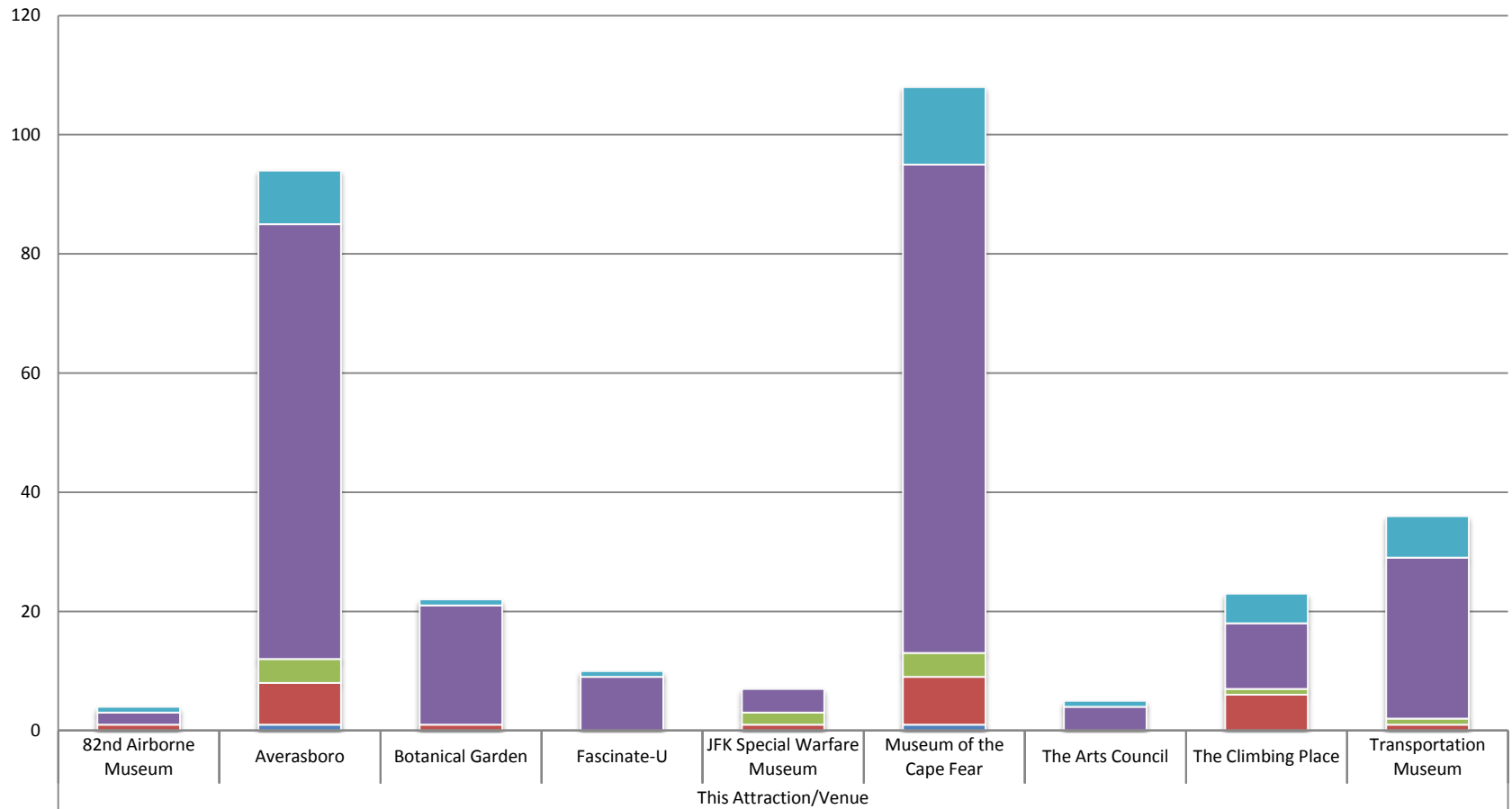
Cumberland County Wide Attraction Data

Why are you visiting? (Attraction/Year)



Cumberland County Wide Attraction Data

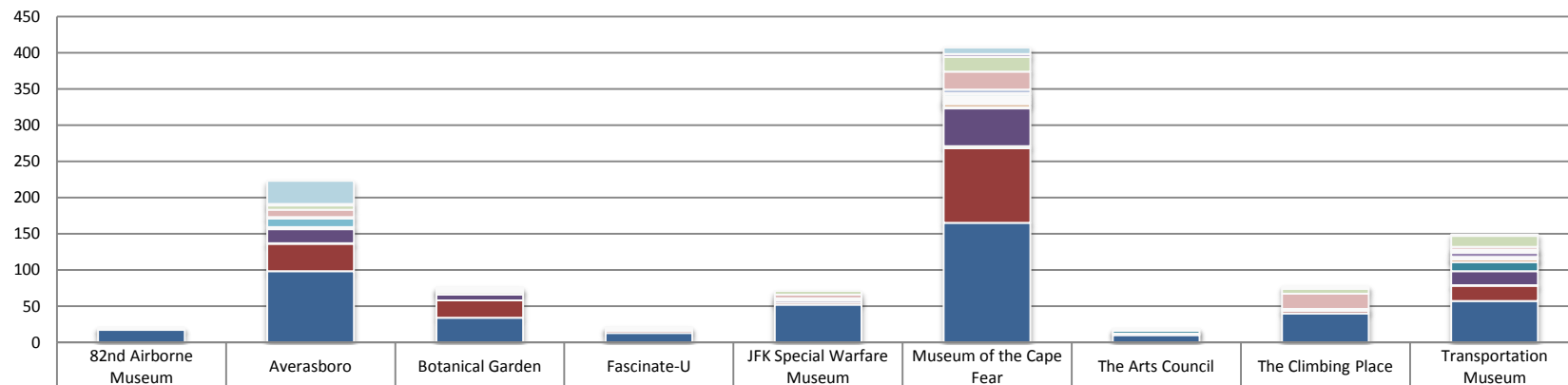
Breakdown of Visitor's Who Selected
"This attraction/venue" as Why are you visiting?



	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
No Answer	1	9	1	1		13	1	5	7
Local/Resident	2	73	20	9	4	82	4	11	27
Hotel		4			2	4		1	1
Friends/Family	1	7	1		1	8		6	1
Driving Through		1				1			

Cumberland County Wide Attraction Data

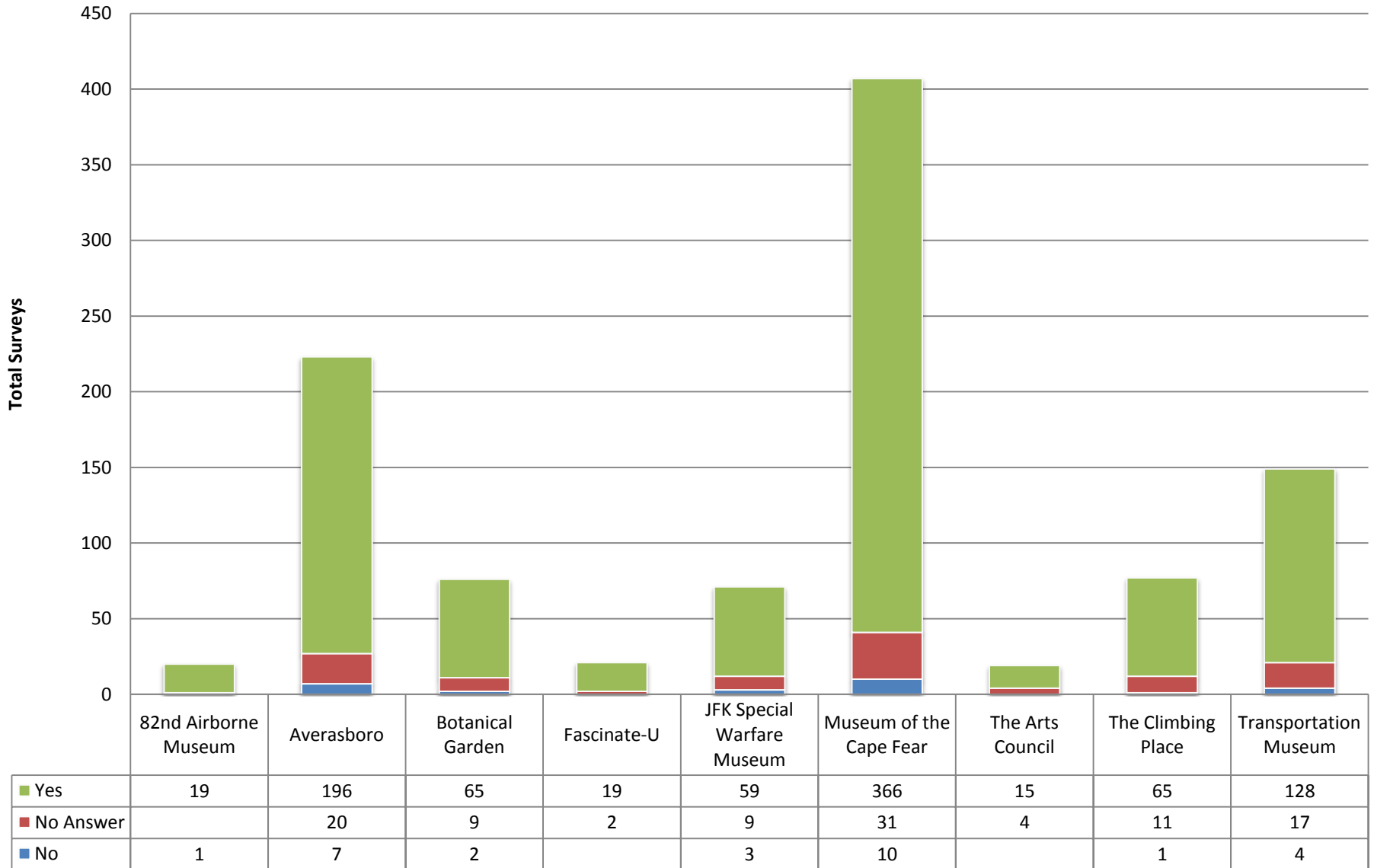
Where did you hear about the Attraction?



Billboard		32	2				9		1															
Facebook		2					4		2														2	
No Answer	1	6	2	2	5		20		7															
Other		10	1		5		25	1	21															
Other: AAA			2				5																1	
Other: CVB Passport							2	1															1	
Other: Drove By	1	12			2		3																2	
Other: Farmer's Market																								6
Other: Google			3				2		1															1
Other: Hotel					1	1	2																	
Other: NC Visitor Center							1																	
Other: Our State							2																	
Other: Road Signs		1																						
Other: ScoutLook							2																	
Other: Tourist Center																								1
Other: Trip Advisor							1																	1
Other: TV																								1
Other: Visitor Center		2					4	1																3
Other: Walked by							2	4																13
Print	1	19	8	2	3		52	1	2															19
Radio		1					3																	1
Website		38	24	3	3		103	1	3															21
Word of Mouth	17	98	34	13	52		165	10	40															57

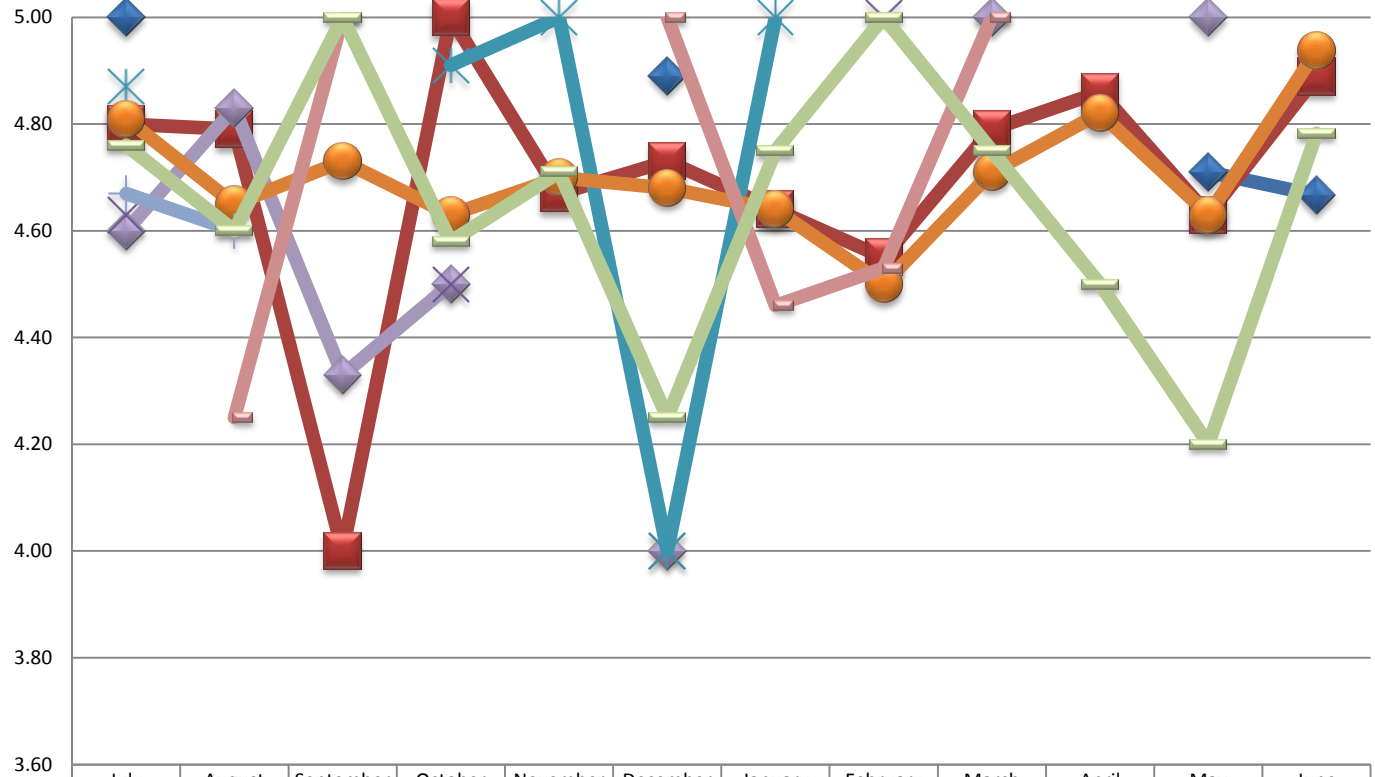
Cumberland County Wide Attraction Data

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
82nd Airborne Division War Memorial Museum	5.00					4.89					4.71	4.67
Averasboro	4.80	4.79	4.00	5.00	4.67	4.73	4.64	4.55	4.79	4.86	4.63	4.89
Botanical Garden	4.60	4.83	4.33	4.50		4.00			5.00		5.00	
Fascinate-U	4.63			4.50		4.00		5.00				
JFK Special Warfare Museum	4.87			4.91	5.00	4.00	5.00					
Museum of the Cape Fear	4.81	4.65	4.73	4.63	4.70	4.68	4.64	4.50	4.71	4.82	4.63	4.94
The Arts Council	4.67	4.60										
The Climbing Place		4.25	5.00			5.00	4.46	4.53	5.00			
Transportation Museum	4.76	4.60	5.00	4.58	4.71	4.25	4.75	5.00	4.75	4.50	4.20	4.78

Cumberland County Wide Attraction Data

Survey Comments

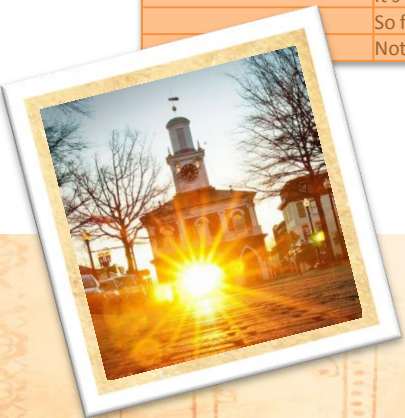
82nd Airborne Museum	No Answer	3
Averasboro	No Answer	15
	Awesome place. Nice Staff and cool artifacts! Learned a lot!	1
	Excellent historic site! Great for future generations!	1
	Love it... will be back	1
	Liked the newspaper clipping display. Is the log cabin open?	1
	Great Customer Service	1
	More people visiting	1
Museum of the Cape Fear	No Answer	18
	Great People, Friendly people and eager to help	1
	See above comment : Prefer Donation: Free will offering will give more	1
	None	1
	More emphasis on the Civil War and the Fayetteville Arsenal	1
	No	1
Transportation Museum	No Answer	19
	Thank you!	2
	OK	1
	I think the museum is well layed out and is very interesting.	1
	Great!!!	1
	Excellent Museum!	1
	Friendly	1
	Also, The volunteer was very friendly too.	1
	Try to inform people/public about Fayetteville attractions	1
	Perfect Location	1
	Very well done especially the 1812 exhibit	1



Cumberland County Wide Attraction Data

Survey Suggestions

82nd Airborne Museum	No Answer	1
	Nothing, was great	1
	The WWII exhibit should have placards that explain what the items are, not just the history of WWII. Specifically there are sheathed knives that would be of interest to many.	1
Averasboro	No Answer	13
	Have items in the gift shop living historians can use	1
	Very well done. Nice Guide.	1
	A video on the actual battle would be nice.	1
	Nothing....Beautiful	1
	Keep up the good work	1
	Sell cold water - Excellent Visit	1
	Excellent place! Can't wait to come back	1
	Liked the inside and outside, will walk the fields on another trip.	1
Museum of the Cape Fear	Fantastic	1
	No Answer	18
	Nothing	2
	More interactive stories	1
	Great place. 1) The general store could have more descriptive information. 2) The chronological order is fabulous.	1
Transportation Museum	No Answer	16
	More Parking	1
	Nothing! There was more than I expected!	1
	Maybe a Refreshment Café	1
	Nothing....it's fine	1
	Had a fabulous visit	1
	More advertisement	1
	It's really well done and organized!	1
	OK	1
	Cold!!	1
	Very well done!	1
	Would love for the Annex building to have been open.	1
	It's excellent	1
	So far, I wouldn't change anything	1
	Nothing. Very enjoyable for the entire family.	1



Cumberland County Wide Attraction Data

Extra Survey Questions (if applicable)

Question 1

Museum of the Cape Fear	No	8
	No Answer	9
	Yes	6

Question 2

Museum of the Cape Fear	0, 0, 0, 0	13
	2, 10, 0, 8	2
	2, 3, 2, 2	2
	2, 5, 4, 3	1
	5, 10, 7, 5	1
	0, 0, 0, 3	1
	2, 0, 0, 0	1
	0, 5, 0, 0	1
	0, 8, 5, 5	1

