

Attraction Survey Results for June 2015

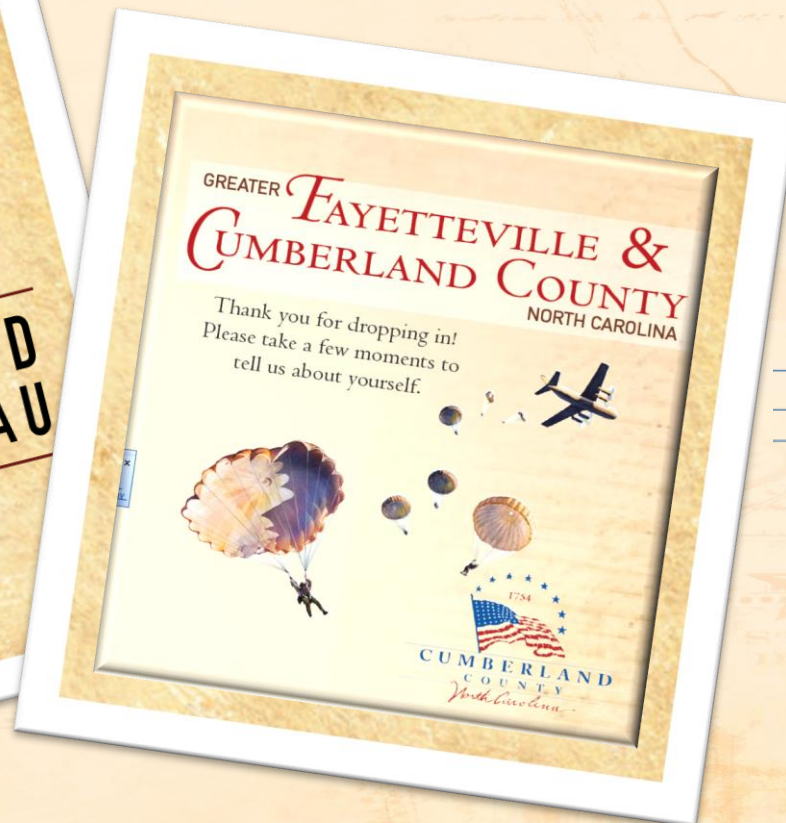
David Nash

Research and Data Manager
FACVB



CUMBERLAND
COUNTY
North Carolina

July 8, 2015



Fort Bragg Communities Attraction Data

June 2015

Where were visitors from (State and Country)?

NC	74
No Answer	40
FL	5
OH	2
AZ	2
TX	2
GA	2
CO	2
VA	1
PA	1
AK	1
SC	1
MO	1
MI	1
CA	1

Fort Bragg Communities Attraction Data

Year to Date

Where were visitors from (State and Country)?

NC	517
No Answer	297
FL	32
CA	21
VA	20
NY	15
GA	11
SC	10
PA	10
WI	8
MI	8
TX	8
AL	7
OH	7
WV	6
NJ	6
IN	6
AZ	6
MN	6
OR	5
MO	5
TN	4

MA	4
CT	4
WA	3
KY	3
IL	3
MD	3
NV	3
CO	3
KS	3
ME	3
OK	2
AR	2
CANADA	2
GERMANY	1
PUERTO RICO	1
DE	1
LA	1
AK	1
MS	1

Fort Bragg Communities Attraction Data

Average Attraction Rating (ALL)

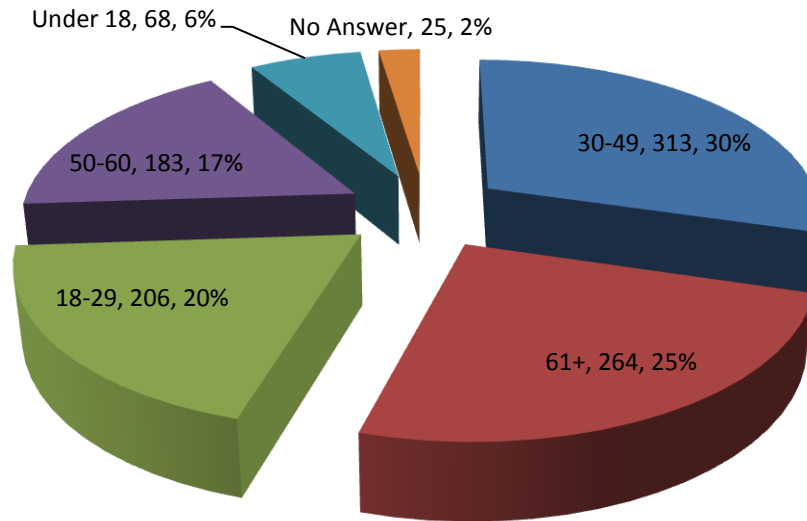
1 ST Quarter	4.76
2 nd Quarter	4.73
3 rd Quarter	4.77
4 th Quarter	4.69
Year	4.73

Average Number of Days Visitor Stays?

(not including anyone who selected Local/Resident)

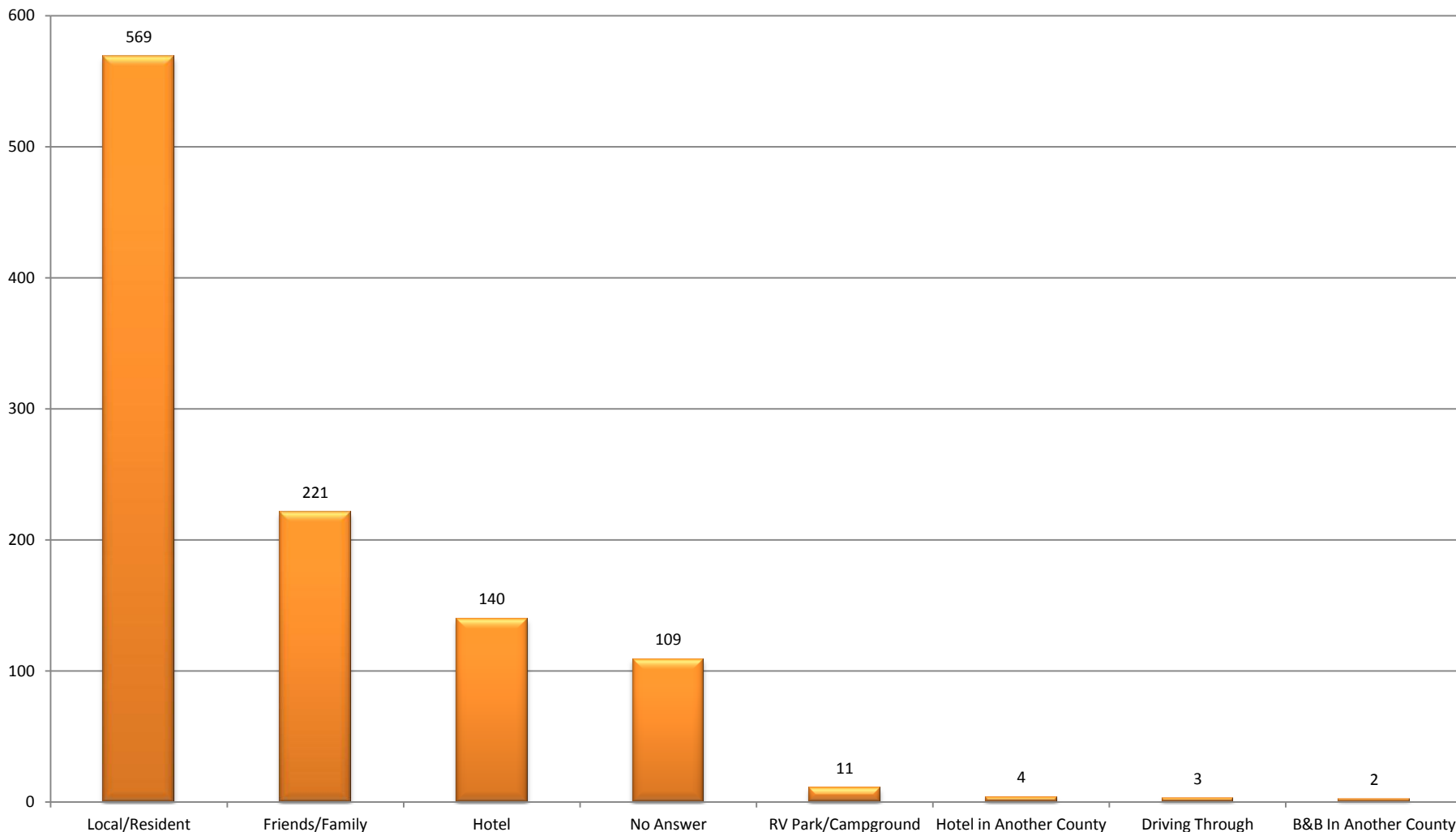
1 ST Quarter	<1
2 nd Quarter	<1
3 rd Quarter	<1
4 th Quarter	<1
Year	<1

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



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Where are Visitors Staying (Year)?



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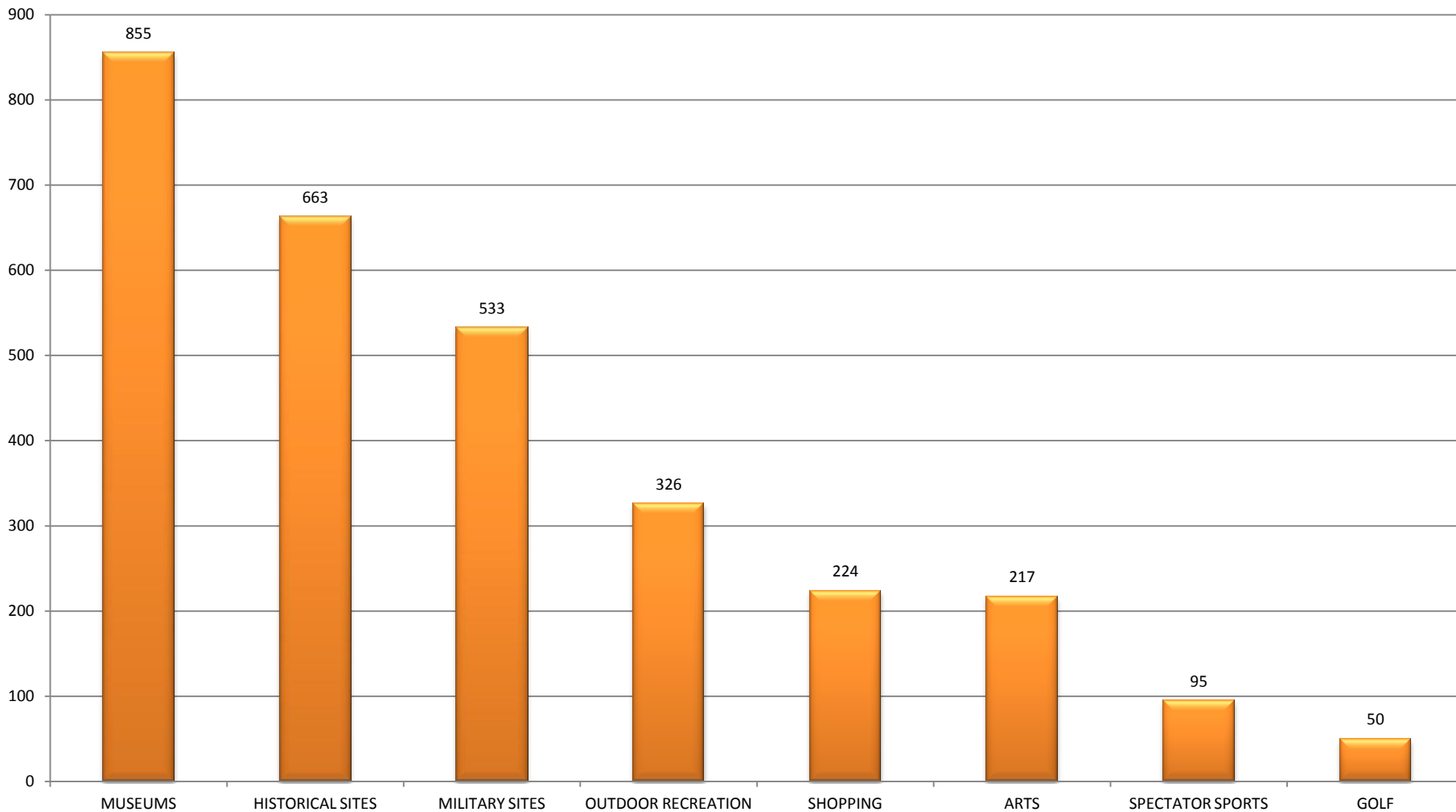
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What are the areas of interest (Year)?



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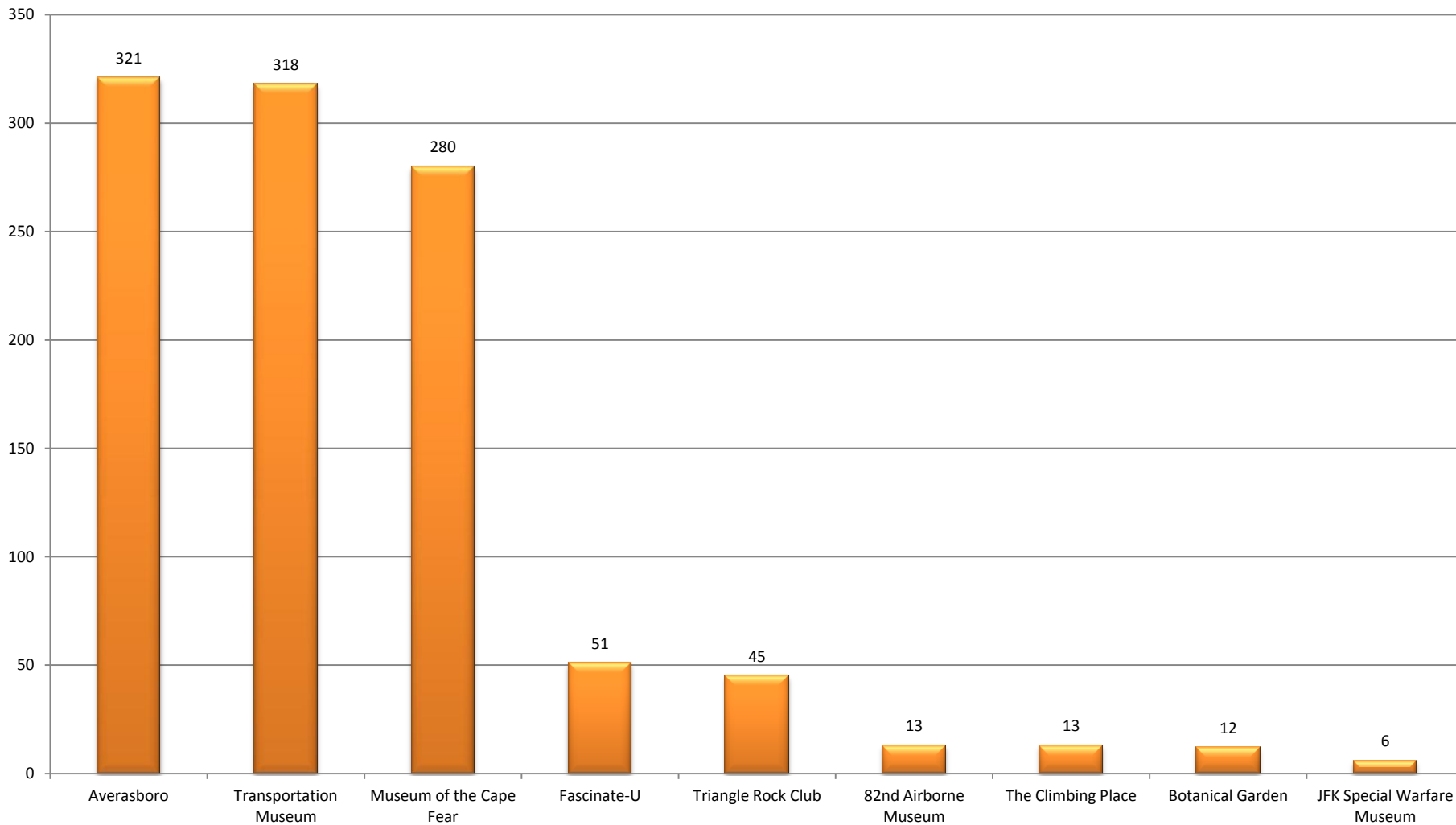
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Total Number of Filled Out Surveys by Attraction (Year)



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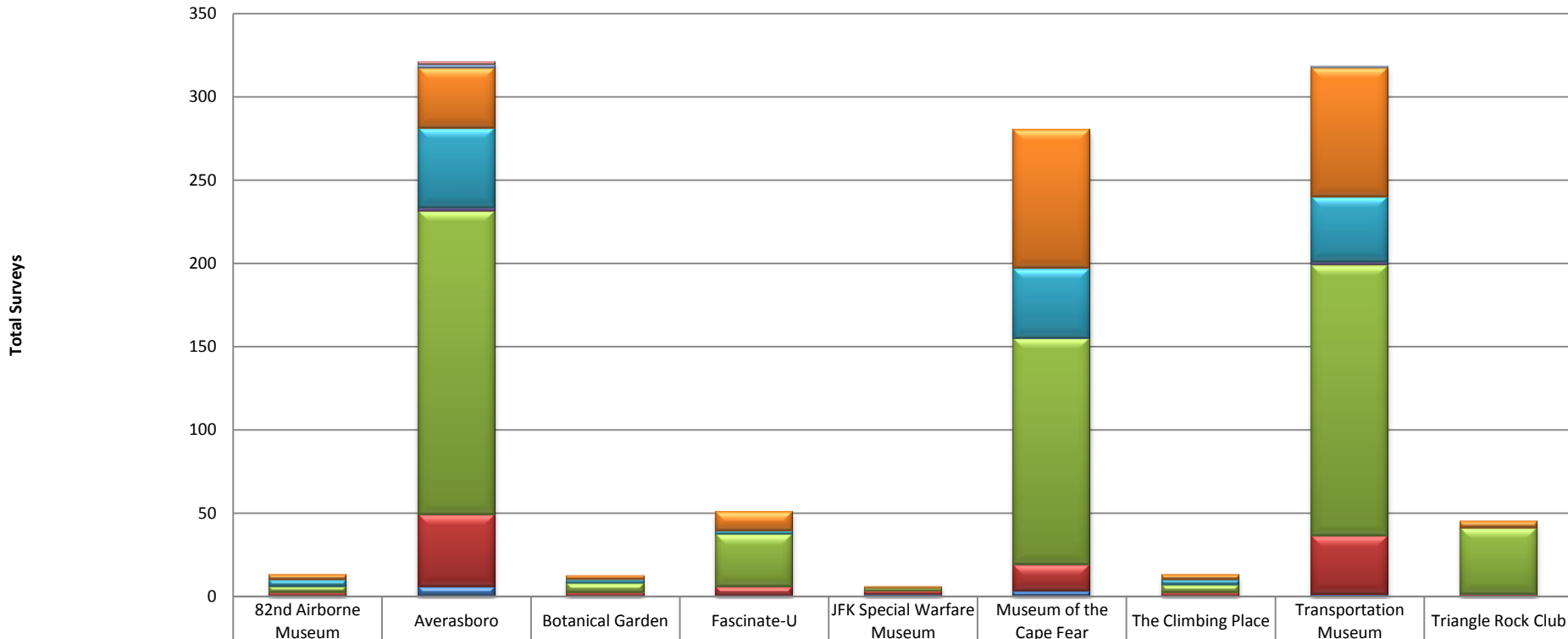
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Where are you staying? (Attraction/Year)



■ B&B In Another County		2						
■ Driving Through		2					1	
■ Friends/Family	3	36	2	12	1	83	3	77
■ Hotel	4	48	2	2		42	3	39
■ Hotel in Another County		2						2
■ Local/Resident	4	182	6	31	2	136	5	163
■ No Answer	2	43	2	6	2	16	2	35
■ RV Park/Campground		6			1	3		1



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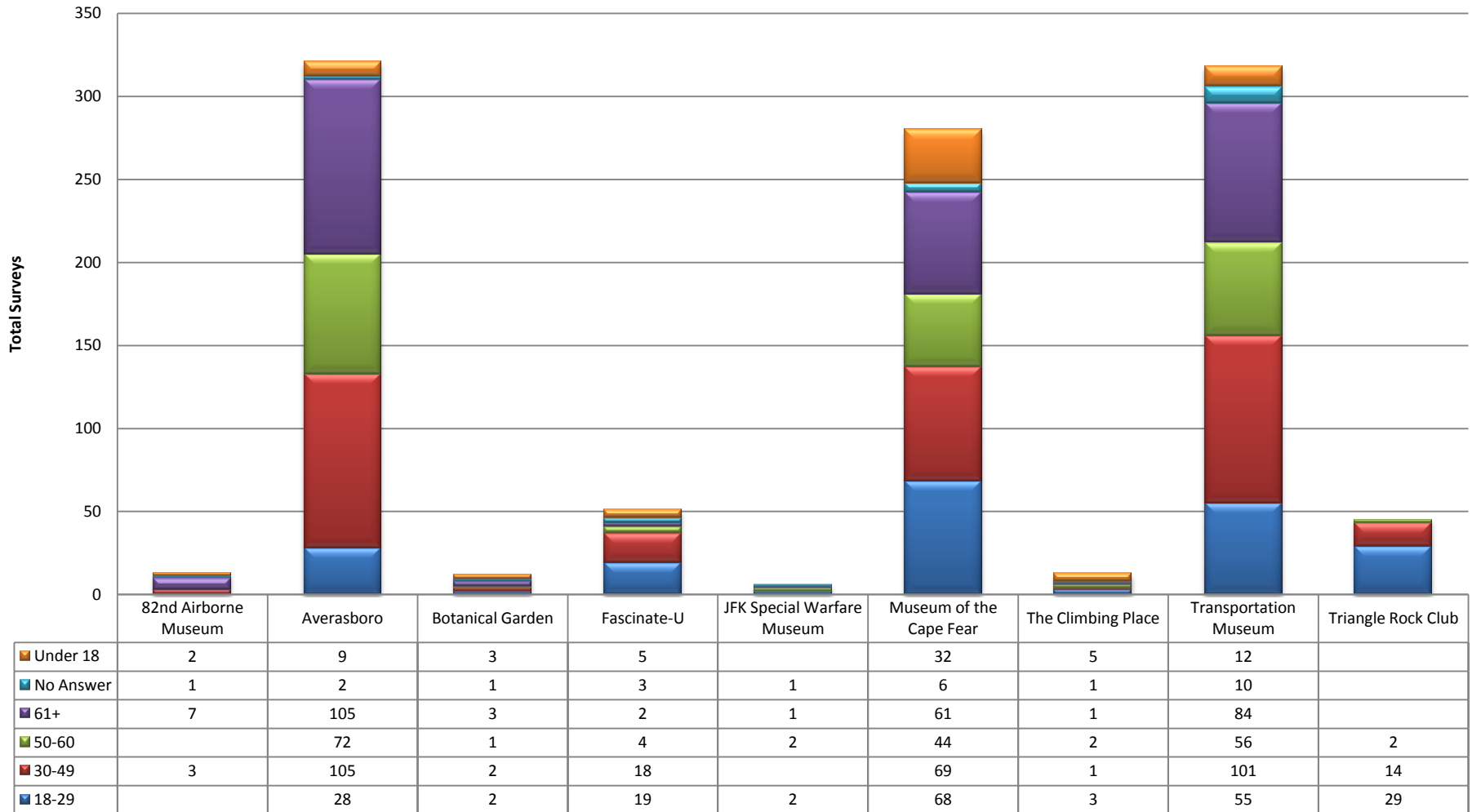
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Age Range? (Attraction/Year)



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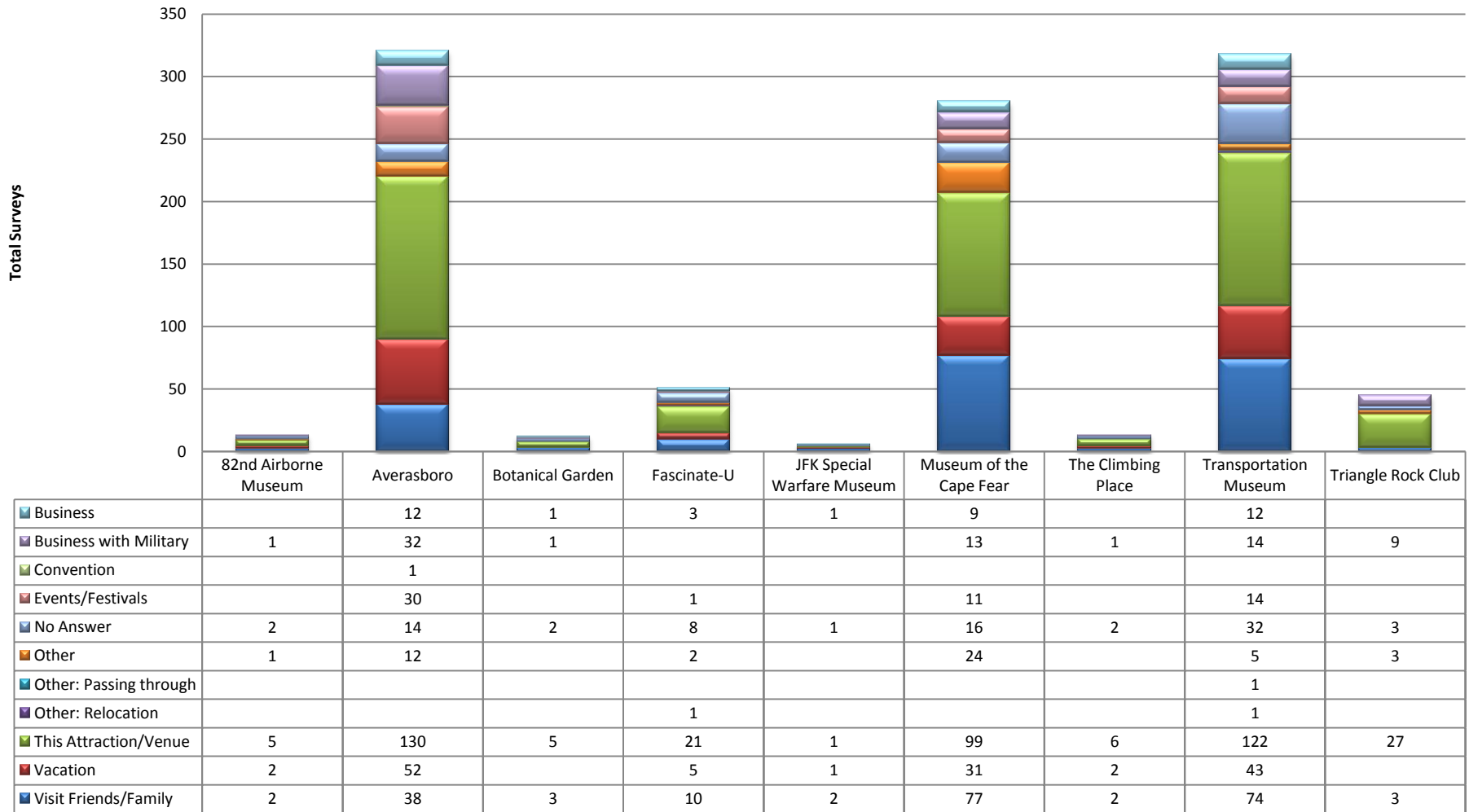
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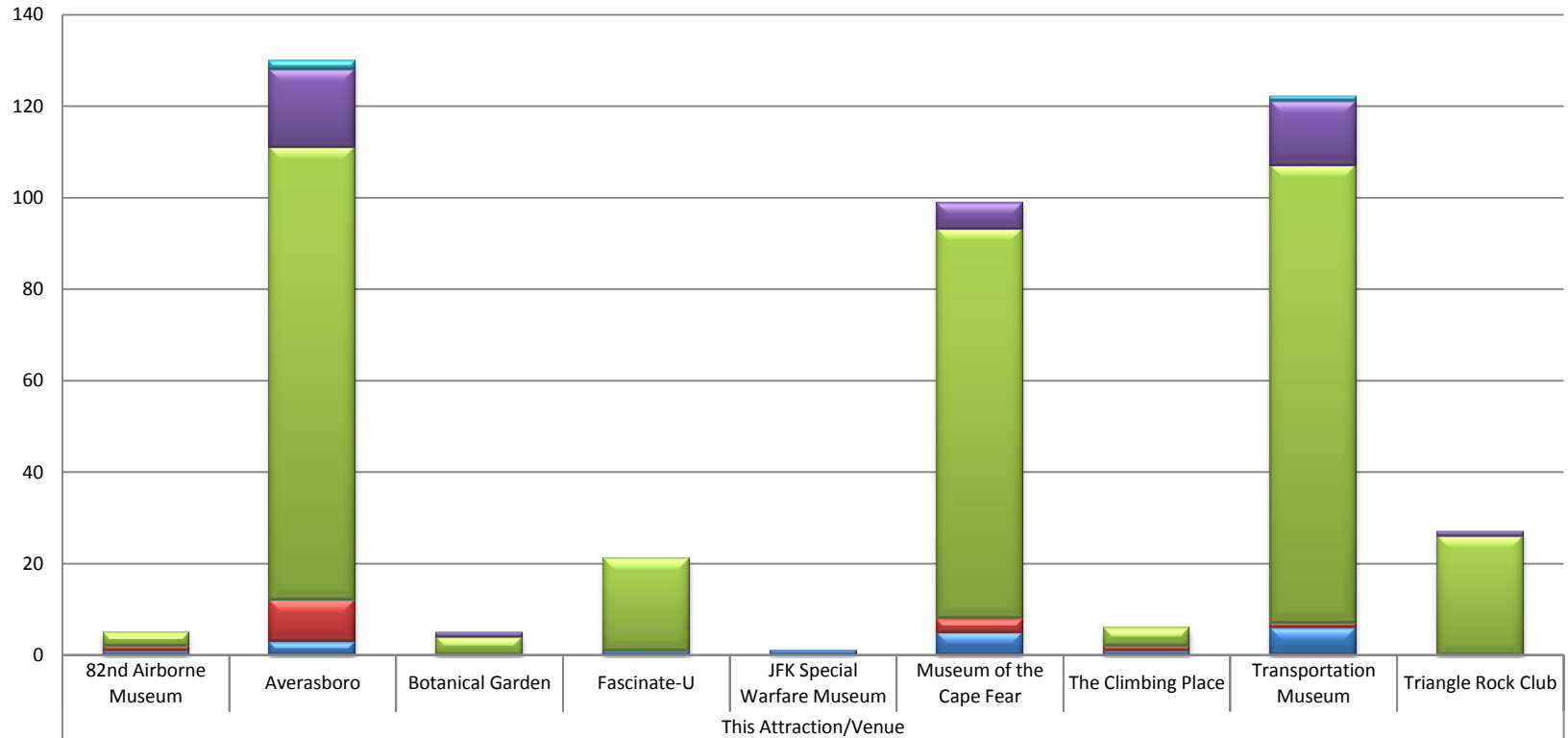
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Why are you visiting? (Attraction/Year)



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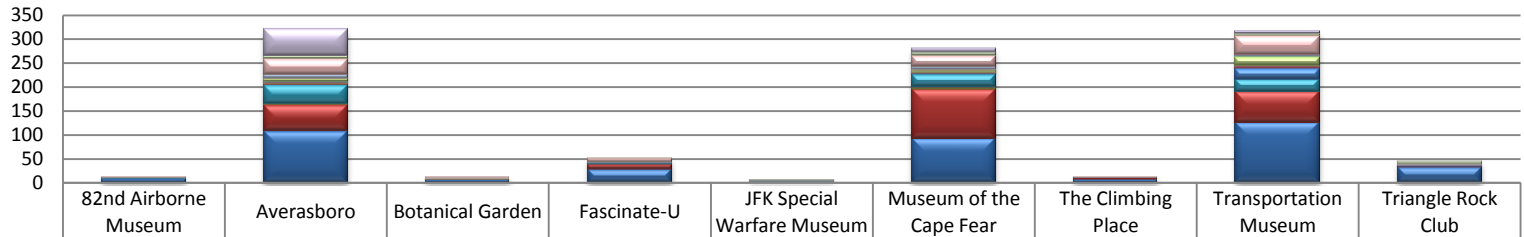
Breakdown of Visitor's Who Selected
 "This attraction/venue" as Why are you visiting?



RV Park/Campground		2						1	
No Answer		17	1			6		14	1
Local/Resident	3	99	4	20		85	4	100	26
Hotel	1	9				3	1	1	
Friends/Family	1	3		1	1	5	1	6	

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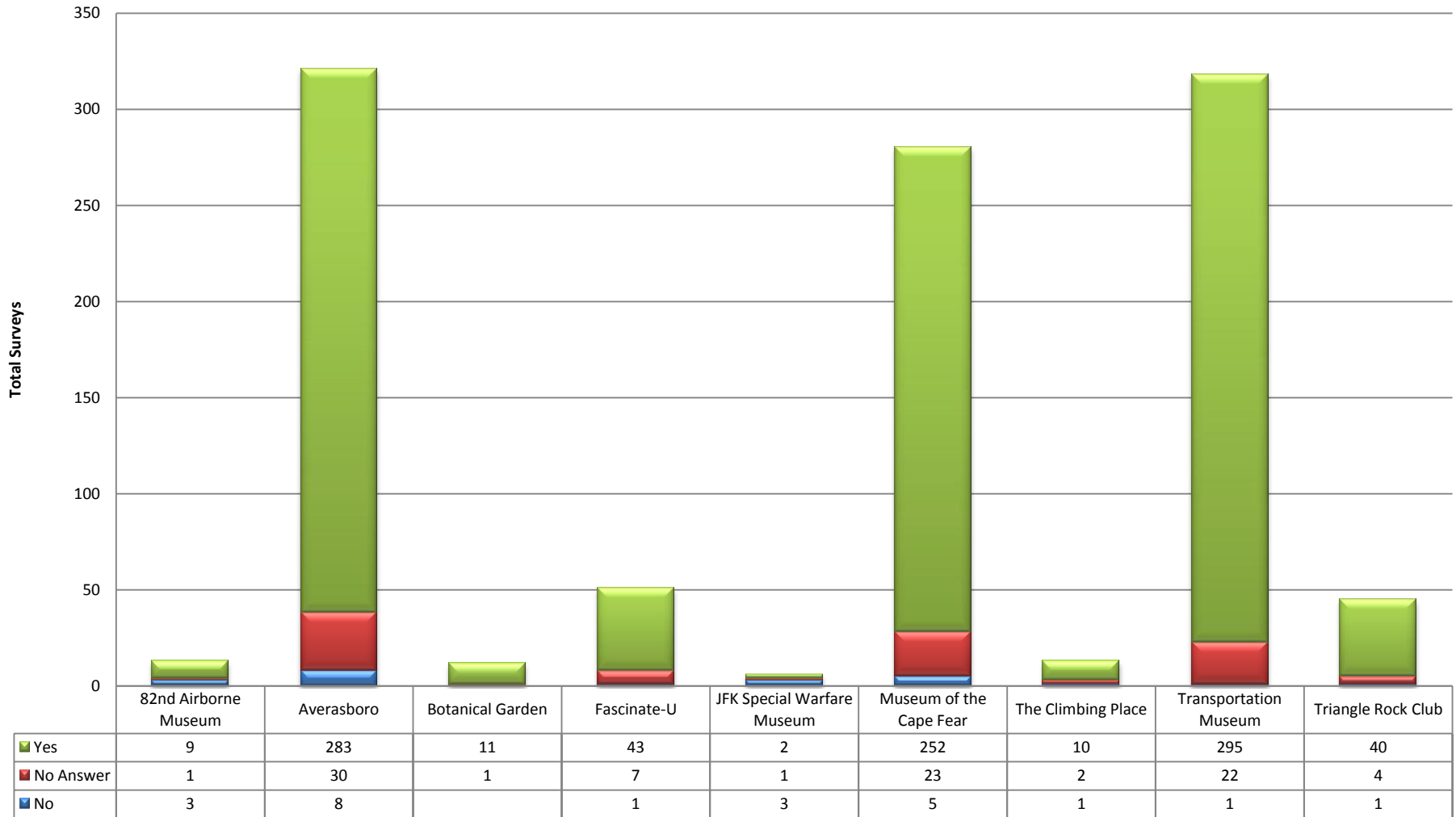
Where did you hear about the Attraction?



	82nd Airborne Museum	Averbosboro	Botanical Garden	Fascinate-U	JFK Special Warfare Museum	Museum of the Cape Fear	The Climbing Place	Transportation Museum	Triangle Rock Club
Billboard		57				8		6	1
Facebook		6		1		7		4	5
No Answer	2	32	2	7	1	23	2	39	2
Other		8	1	1		6		5	
Other: AAA Book		1	1			1			
Other: Chamber								1	
Other: Cultural Heritage Trails Book						1			
Other: Drove By	1	6	1		1	4		18	
Other: Farmers Market								2	
Other: I95 Visitor Center								1	
Other: Mobile Phone						1			
Other: NC Welcome Center		1							
Other: Passport		2							
Other: TV		1							
Other: Visitor Center		2				1		3	
Other: Walked By						2		22	2
Other: Welcome Center		1							
Print	2	40		3	2	26	1	27	
Radio						2			
Tripadvisor		2				4			
Website		54	1	10	1	102	3	64	2
Word of Mouth	8	108	6	29	1	92	7	126	33

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Was the venue easy to find?



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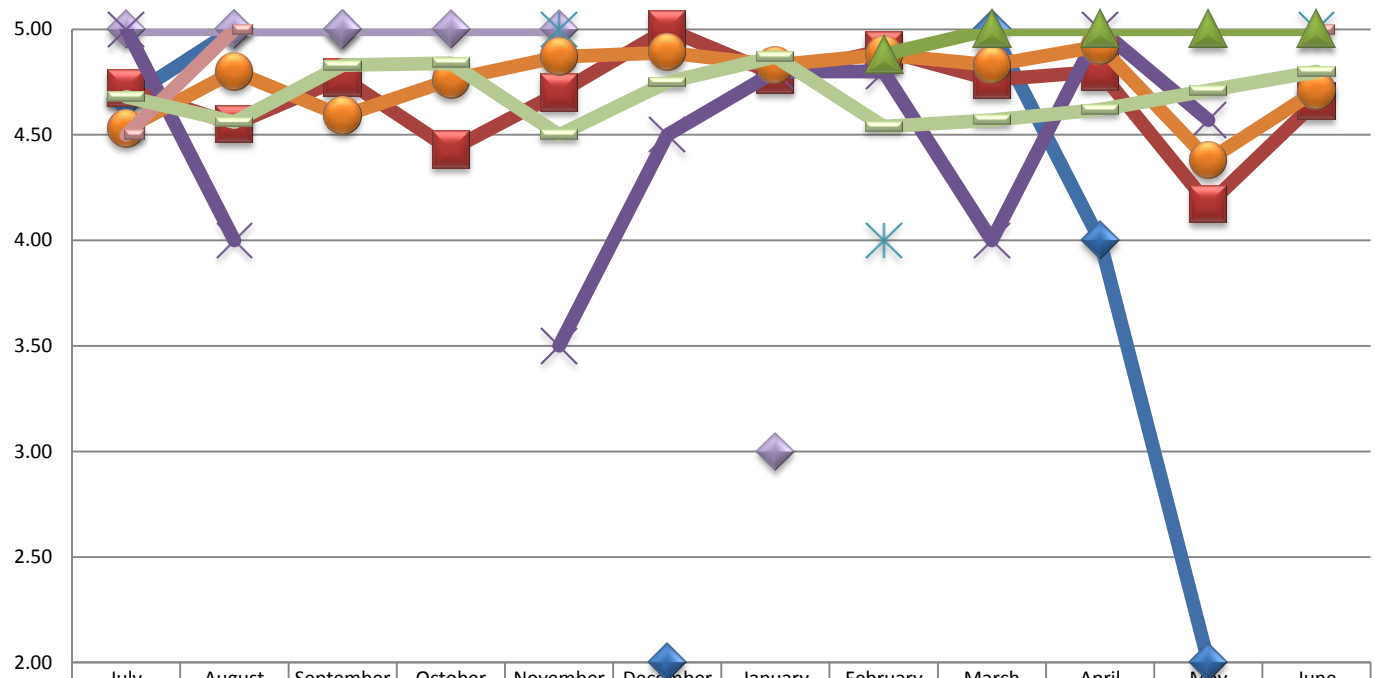
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Ratings by Attraction



	July	August	September	October	November	December	January	February	March	April	May	June
82nd Airborne Division War Memorial Museum	4.67	5.00	5.00			2.00			5.00	4.00	2.00	
Averasboro	4.72	4.55	4.77	4.43	4.70	5.00	4.79	4.90	4.76	4.80	4.17	4.66
Botanical Garden	5.00	5.00	5.00	5.00	5.00		3.00					
Fascinate-U	5.00	4.00			3.50	4.50	4.80	4.80	4.00	5.00	4.57	
JFK Special Warfare Museum					5.00			4.00				5.00
Museum of the Cape Fear	4.53	4.80	4.59	4.76	4.87	4.89	4.83	4.88	4.83	4.92	4.38	4.71
The Climbing Place	4.50	5.00										5.00
Transportation Museum	4.68	4.56	4.83	4.84	4.50	4.75	4.87	4.54	4.57	4.62	4.71	4.80
Triangle Rock Club								4.88	5.00	5.00	5.00	5.00

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Survey Comments

Averasboro	No Answer	26
	Very nice facility and museum.	1
	Great experience.	1
	Thank you for taking care of our heritage - it was a true pleasure to share with my grandchildren.	1
	Nothing	1
	Impressive collection of artifacts.	1
	Very Interesting	1
	Enjoy listening to Matt Willeim stories about the battle and residence of the time period.	1
	It was a good place and a good time.	1
	Beautiful location.	1
	I love this place, social studies is my favorite.	1
	Great Tour Guide.	1
	Awesome, love the history, artifacts etc.	1
	Thank you for such a nice place of history and terrible times.	1
	Very clean facilities.	1
	Very nice staff, Thank you!	1
	Very interesting a lot of relics to see.	1
	Very impressed!	1
	I've lived in Cumberland County my whole life and never visited the battleground. It is a hidden treasure.	1
	None	1
	Very intersting	1
	Great outing! Would recommend this for a group!	1
Fascinate-U	No Answer	2
	The kids museum is a very fun place for kids.	1
	Offer more learning/technology advanced displays for the older kids. Families often come with kids of various ages. Kids older than 8 are bored.	1
	Love it	1
	This place is awesome!	1
JFK Special Warfare Museum	No Answer	1

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Survey Comments

Museum of the Cape Fear	No Answer	12
	Es maravilloso	1
	Very well explained, people were very nice.	1
	Great job!!	1
	Jim was very knowledgeable, warm and receptive.	1
	Volunteers are very helpful and informative. Thank you!! :)	1
	Nice!! :)	1
	(blank)	
The Climbing Place	No Answer	3
	I was just a spectator, but my family had a great time.	1
Transportation Museum	No Answer	33
	This is a beautiful place!	1
	Very nice, amazing for your town.	1
	Loved the civil war history and all the photographs.	1
	Thank you	1
	Nice welcoming place.	1
	Loved it.	1
	Learned some interesting facts about the area. Thank you.	1
	Very informative	1
	An exhibition on WWI	1
	Thanks	1
	Great Place.	1
	Beautiful.	1
	Awesome exhibit.	1
	(blank)	
Triangle Rock Club	No Answer	7
	Hard to find if you haven't been here before.	1
	Fun place with great people!	1
	Friendly welcoming accepting encouraging	1
	Great place, great community.	1

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Survey Suggestions

Averasboro	No Answer	27
	None	1
	Nothing	2
	No more lighting sites.	1
	No more lighting sites. Nothing else because this place is amazing.	1
	Really enjoyed it!	1
	Maybe a have a section for really young kids to understand.	1
	In summer months offer a beverage service or vending machine inside the main shop.	1
	Add snacks, food	1
	Just keep it up and spread the word.	1
	Everything great	1
	Ruth Rich is wonderful!	1
	It was excellent. Ruth Rich did a wonderful job.	1
	It's wonderful already.	1
	Everything is great.	1
	Great Tour	1
	Fascinate-U	Nothing - Good signage & history info. Nice displays. Nice restrooms.
Push button history telling about the different types of rifles and how they fire. My husband knew I found it fascinating.		1
OK!		1
Love it!		1
No Answer		2
JFK Special Warfare Museum Museum of the Cape Fear	Fix all the broken stuff.	1
	Make a pound for animals.	1
	Fix the broken stuff. Came here a year ago and the same areas are still broken or in need of repair/updating. Change out areas every so often to keep it fresh.	1
	Have arts and crafts open at all times for the kids.	1
	No Answer	1
The Climbing Place	No Answer	11
	None	1
	No	1
	Nice, no charge	1
	It was lovely, the guide knowledgeable, and the exhibits very interesting.	1
	Nothing! Awesome & Friendly staff	1
	Put more stuff	1
	Make your location and time more accessible	1
	Very nice. Clean. Well kept and informative.	1
No Answer	3	
Nothing, but make it free ;)	1	



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Survey Suggestions

Transportation Museum	No Answer	28
	Loved it.	1
	Keep up the good work.	1
	More advertisement	1
	Very nice	1
	Keep up the Good Work!	1
	Nothing, I had a very great informative visit.	1
	Outstanding museum	1
	Great, needs a full 4 hours to soak this in!	1
	It was enjoyable and lots of things to see.	1
	Lower things more to eye level.	1
	I had a wonderful experience. Thank you!	1
	Something for younger children: 3-6	1
	Nothing it was great. :)	1
	Annex was unavailable. Would have liked to see it.	1
	I enjoyed it! I like to hear about the history of the place we live! It is exciting to know about who came through and why things are named what.... Like Plank Rd. Love it!	1
	Have more interactive items or videos.	1
	I have no suggestions. We had a great time, so much more history than we thought.	1
	More Lafayette	1
	Continue to update old exhibits and add new temporary ones.	1
	It's fine with me.	1
Triangle Rock Club	No Answer	7
	Nothing, it's great.	1
	Stay awesome!	1
	Outdoor climbing	1
	More outdoor climbing options.	1



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Extra Survey Questions (if applicable)

Museum of the Cape Fear

Question 1

No Answer	6
No	8
Yes	5

Question 2

No Answer	10
5,8,7,1	1
6,10,5,5	1
3, 5, 2, 2	1
3, 7, 6, 6	1
0,5,0,0	1
5,8,5,5	1
1,3,1,1	1
Free,7,5,5	1
2,4,0,0	1
0, 3, 3, 3	1
0,0,0,0	1
0, 10, 0, 0	1
2,5,3,3	1