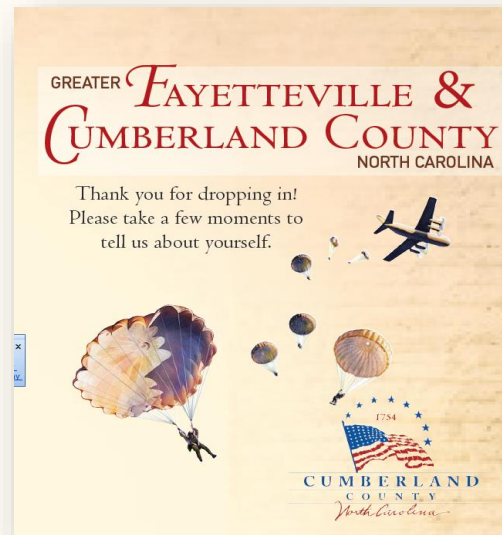


# Attraction Survey Results

## January 2018



February 12, 2018

David Nash  
Research and Data Manager

CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
AREA  
CONVENTION AND VISITORS BUREAU

# Cumberland County Attraction Data

## Where are visitors from?

STATE/COUNTRY	PERCENTAGE
NC	69.26%
INVALID ZIP	7.13%
FL	4.92%
SC	1.52%
VA	1.45%
PA	1.45%
CA	1.20%
OH	1.07%
NJ	1.01%
NY	0.95%
MD	0.88%
TX	0.82%
GA	0.76%
MI	0.63%
UT	0.57%
WA	0.51%
AZ	0.51%
WV	0.44%

STATE/COUNTRY	PERCENTAGE
IL	0.38%
IN	0.38%
CO	0.32%
CT	0.32%
MN	0.32%
AK	0.25%
DC	0.25%
WI	0.25%
NM	0.19%
AL	0.19%
BRAZIL	0.13%
PUERTO RICO	0.13%
WY	0.13%
GERMANY	0.13%
ID	0.13%
KY	0.13%
AR	0.13%
TN	0.13%

STATE/COUNTRY	PERCENTAGE
BOLIVIA	0.06%
DE	0.06%
MA	0.06%
LA	0.06%
OK	0.06%
FRANCE	0.06%
VT	0.06%
CANADA	0.06%
MT	0.06%
NE	0.06%
MO	0.06%
VIRGIN ISLANDS	0.06%
OR	0.06%
ME	0.06%
NV	0.06%
NH	0.06%
NETHERLANDS	0.06%

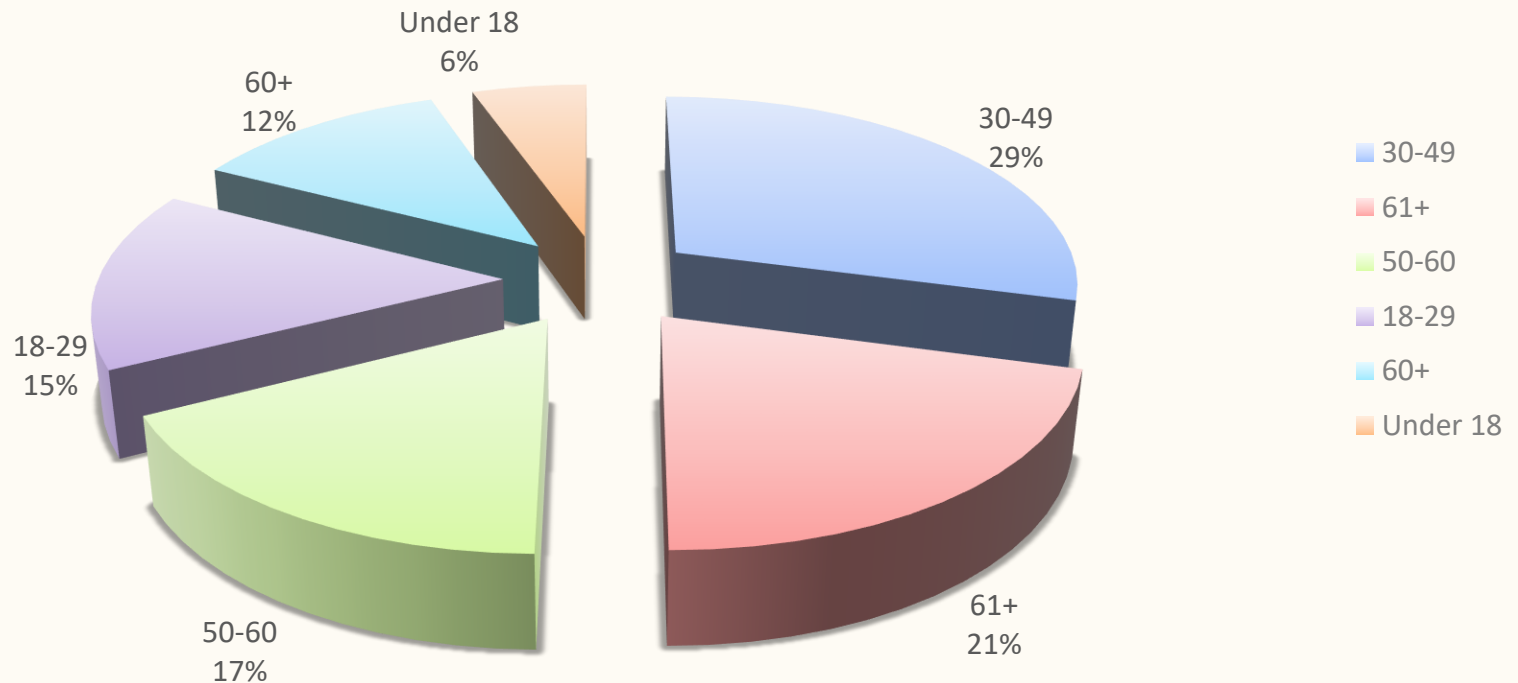
# Cumberland County Attraction Data

## Average Attraction Rating

1 <sup>st</sup> Quarter	4.67
2 <sup>nd</sup> Quarter	4.71
3 <sup>rd</sup> Quarter	4.76
4 <sup>th</sup> Quarter	
Year	4.71

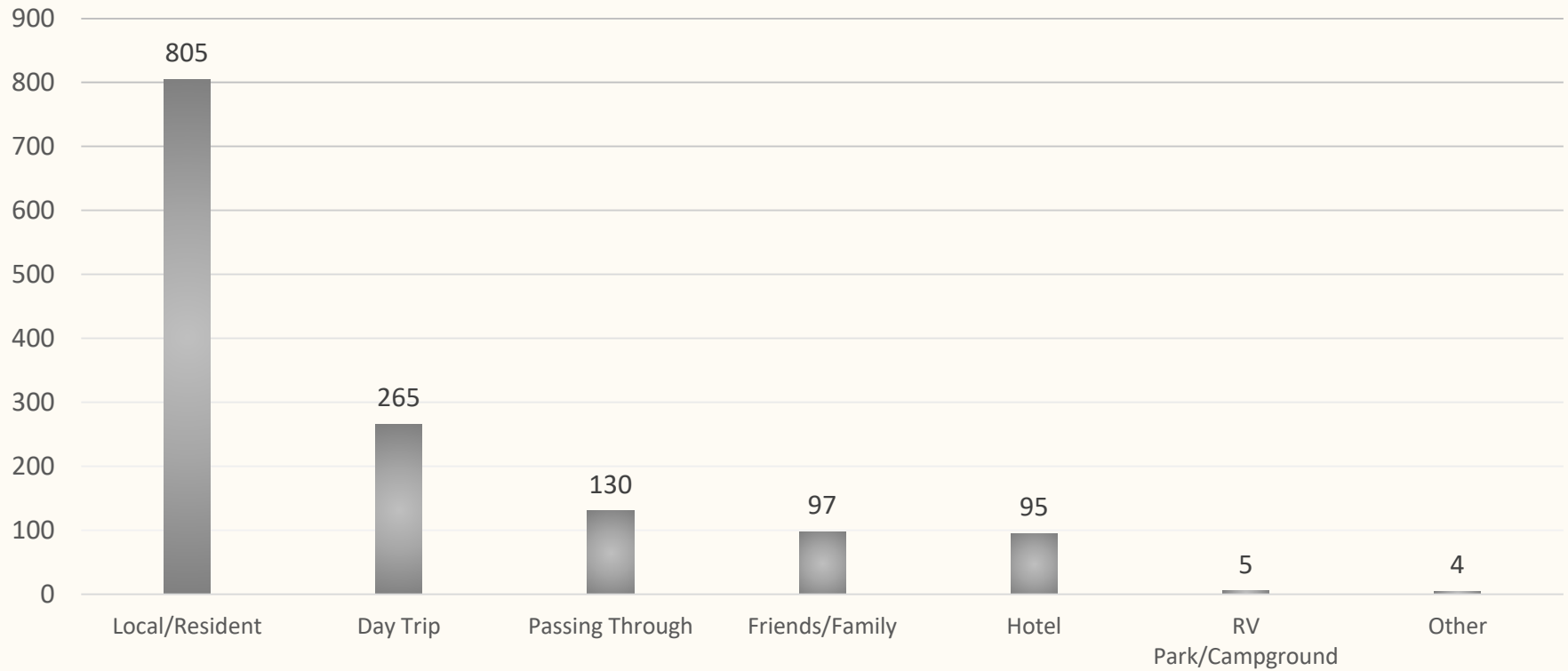
# Cumberland County Attraction Data

## What is the age of the visitors (All Attractions)?



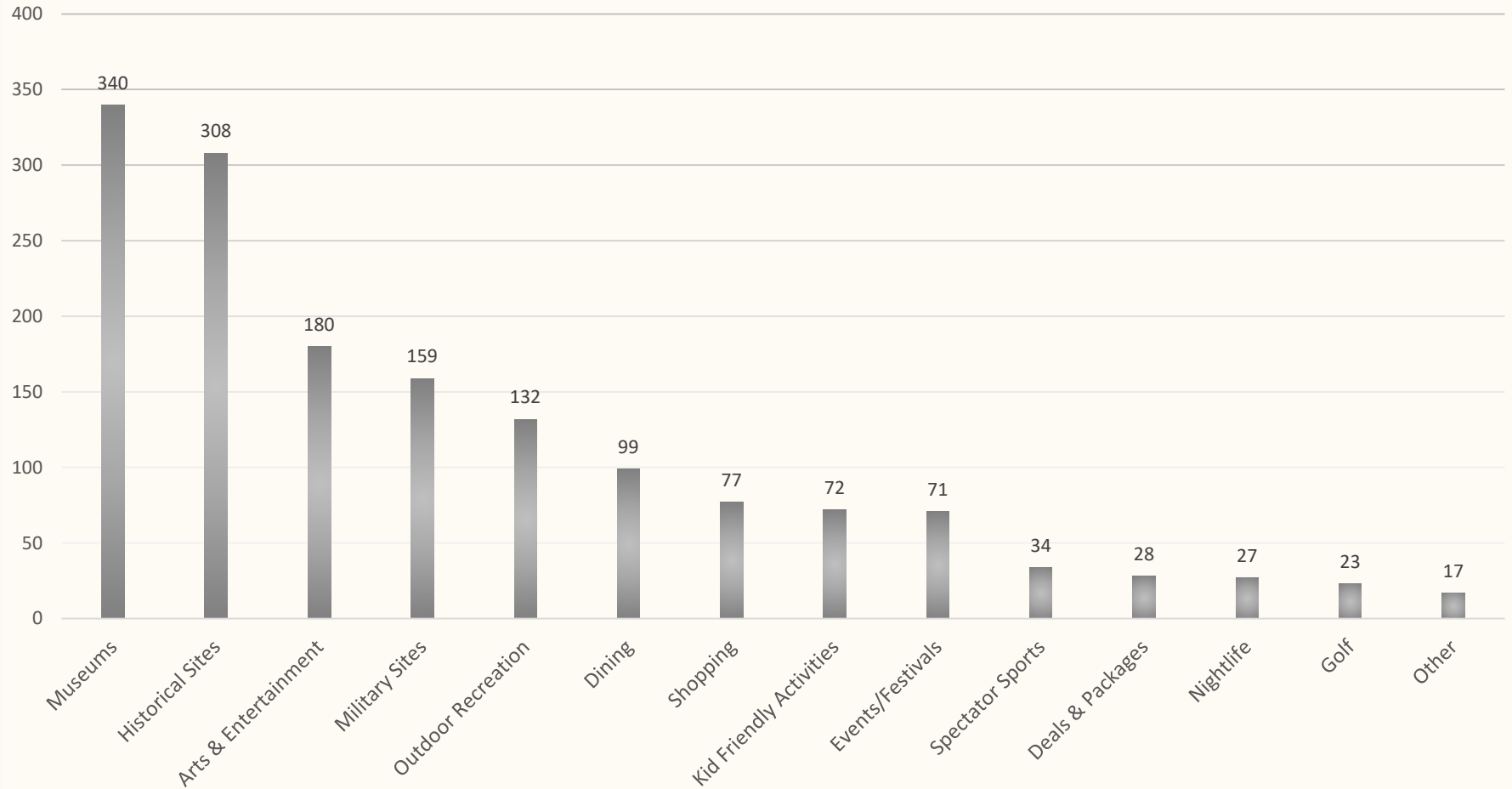
# Cumberland County Attraction Data

## Where are Visitors Staying?



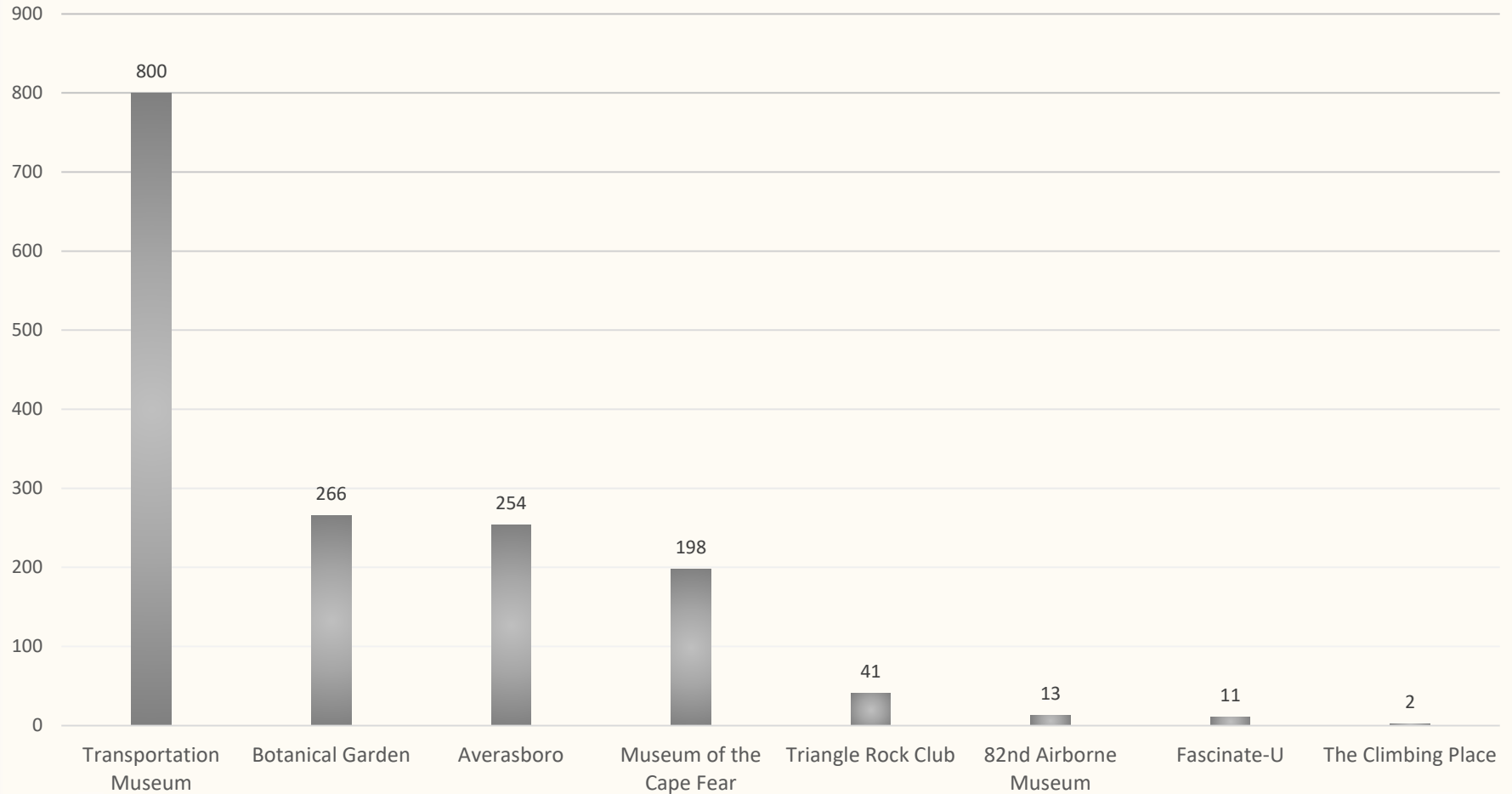
# Cumberland County Attraction Data

## What are the areas of interest?



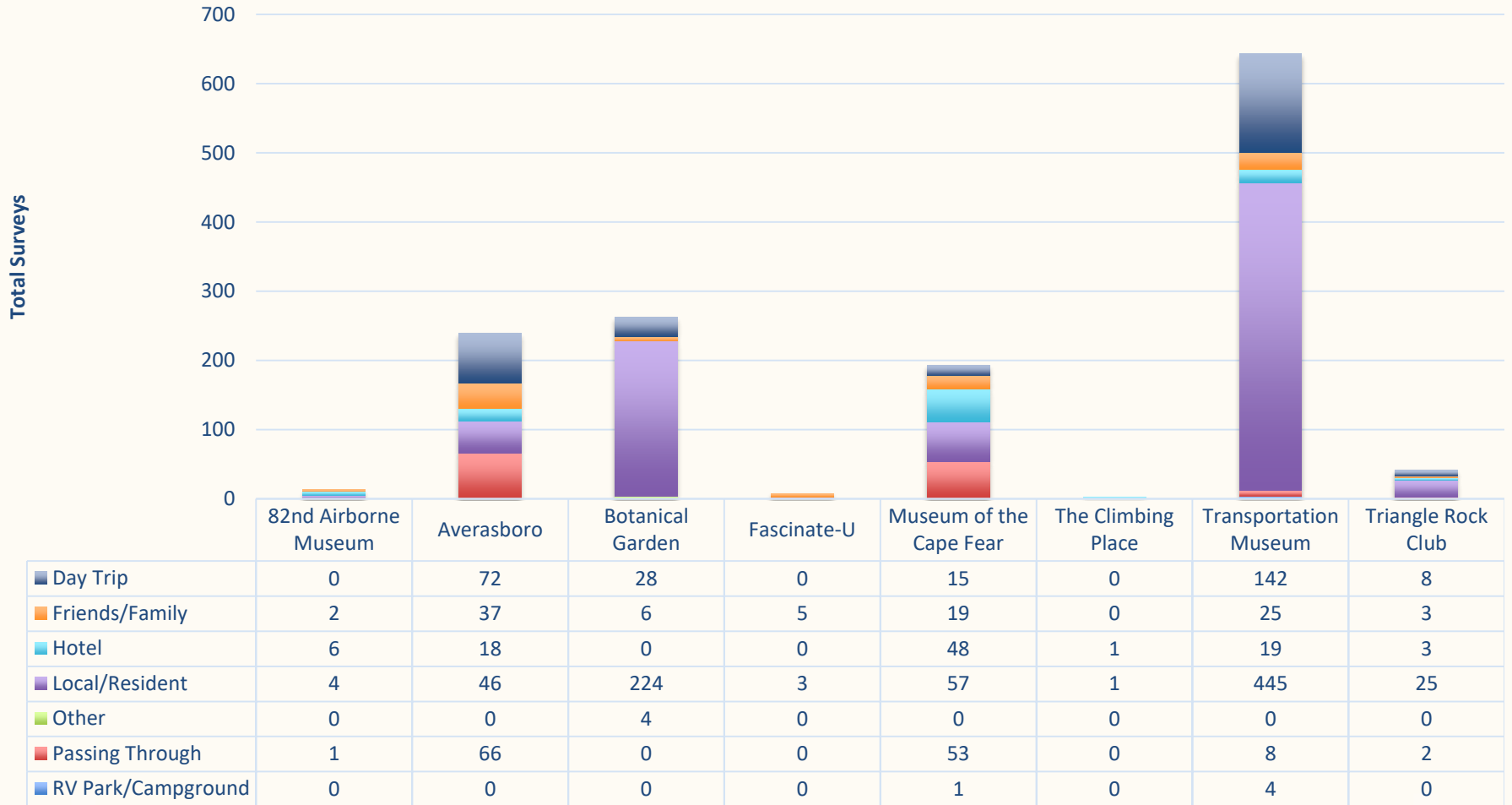
# Cumberland County Attraction Data

## Total Number of Filled Out Surveys (by Attraction)



# Cumberland County Attraction Data

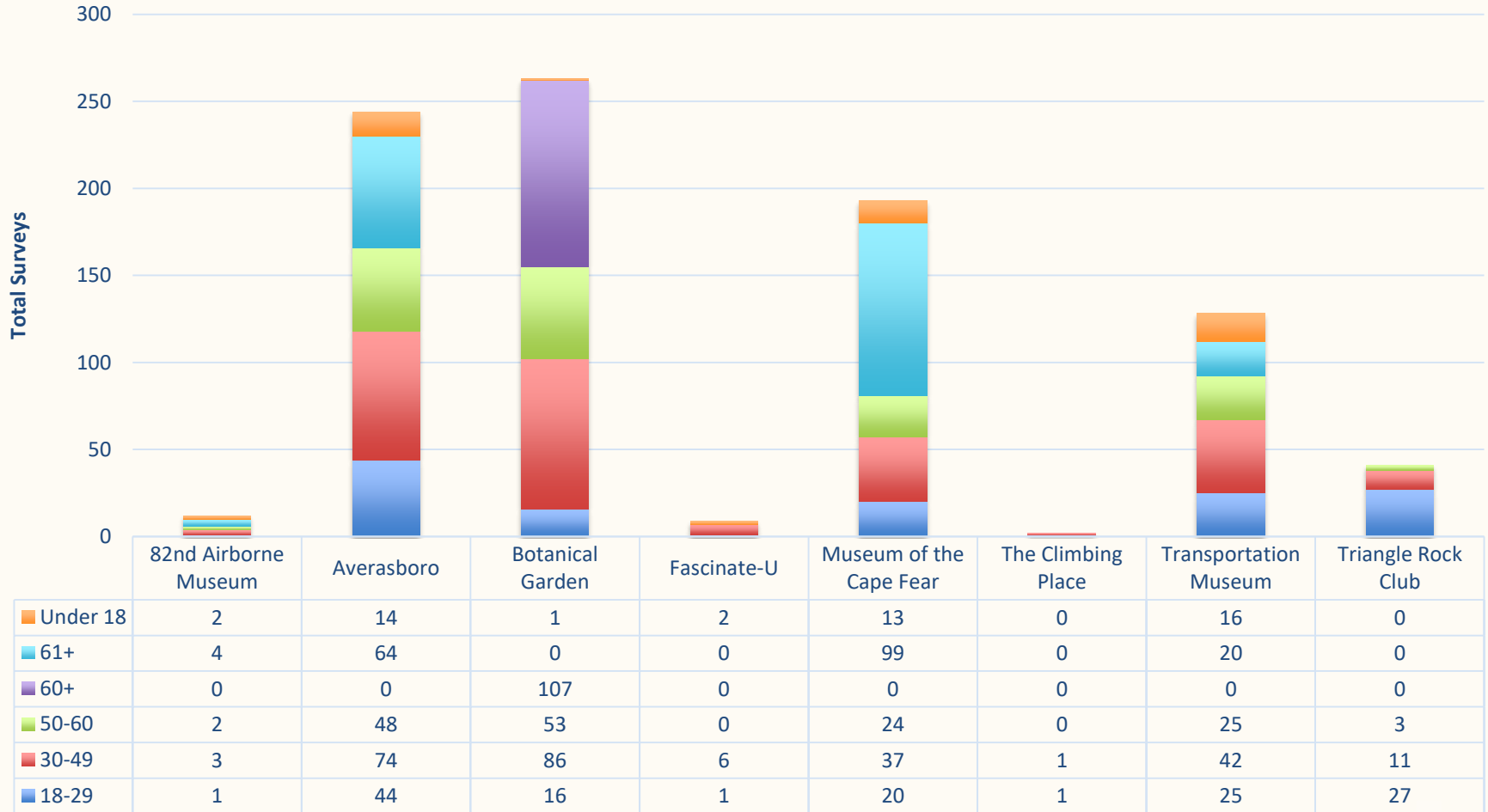
## Where are you staying (by Attraction)?





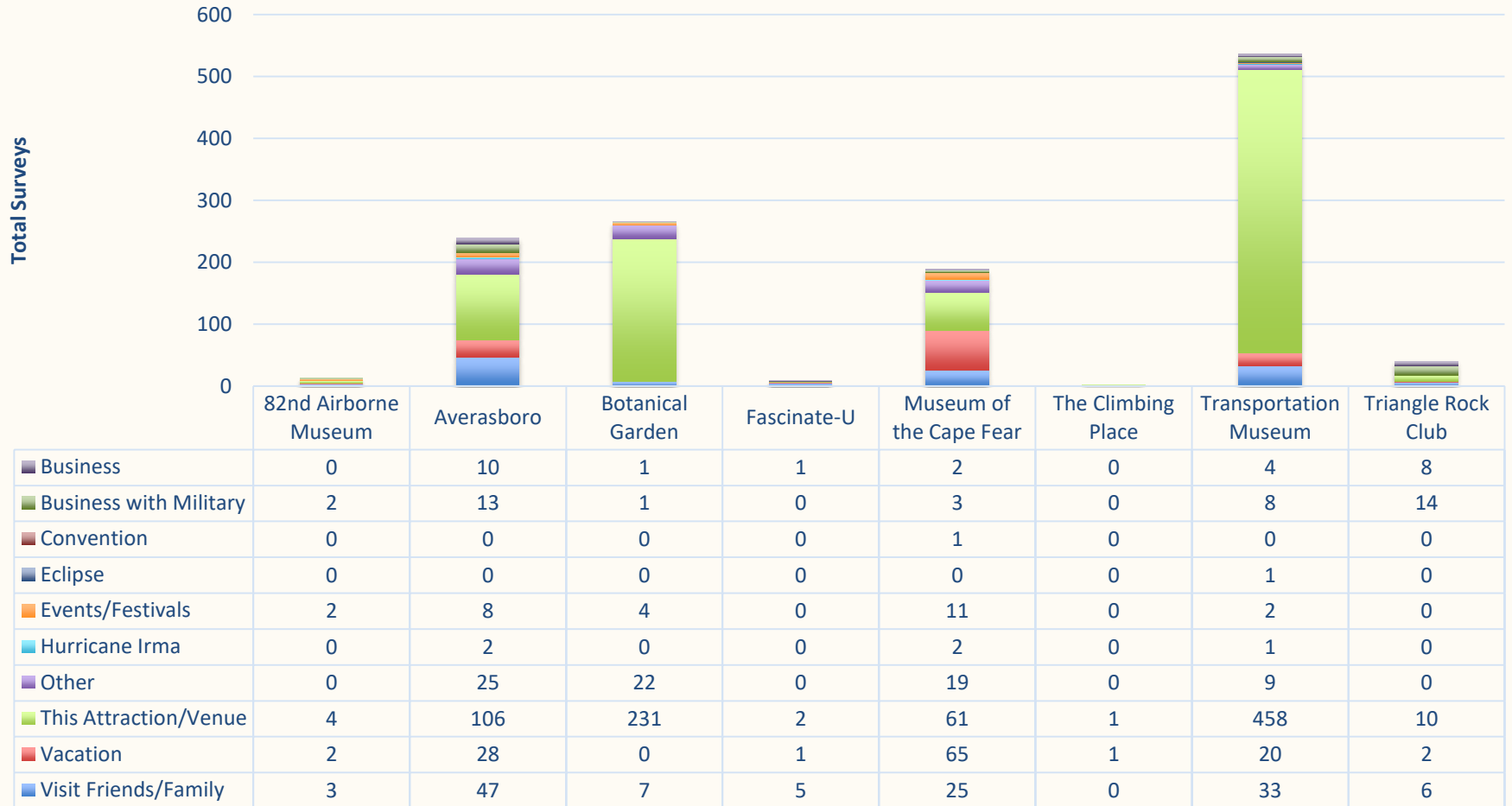
# Cumberland County Attraction Data

## Age Range (by Attraction)



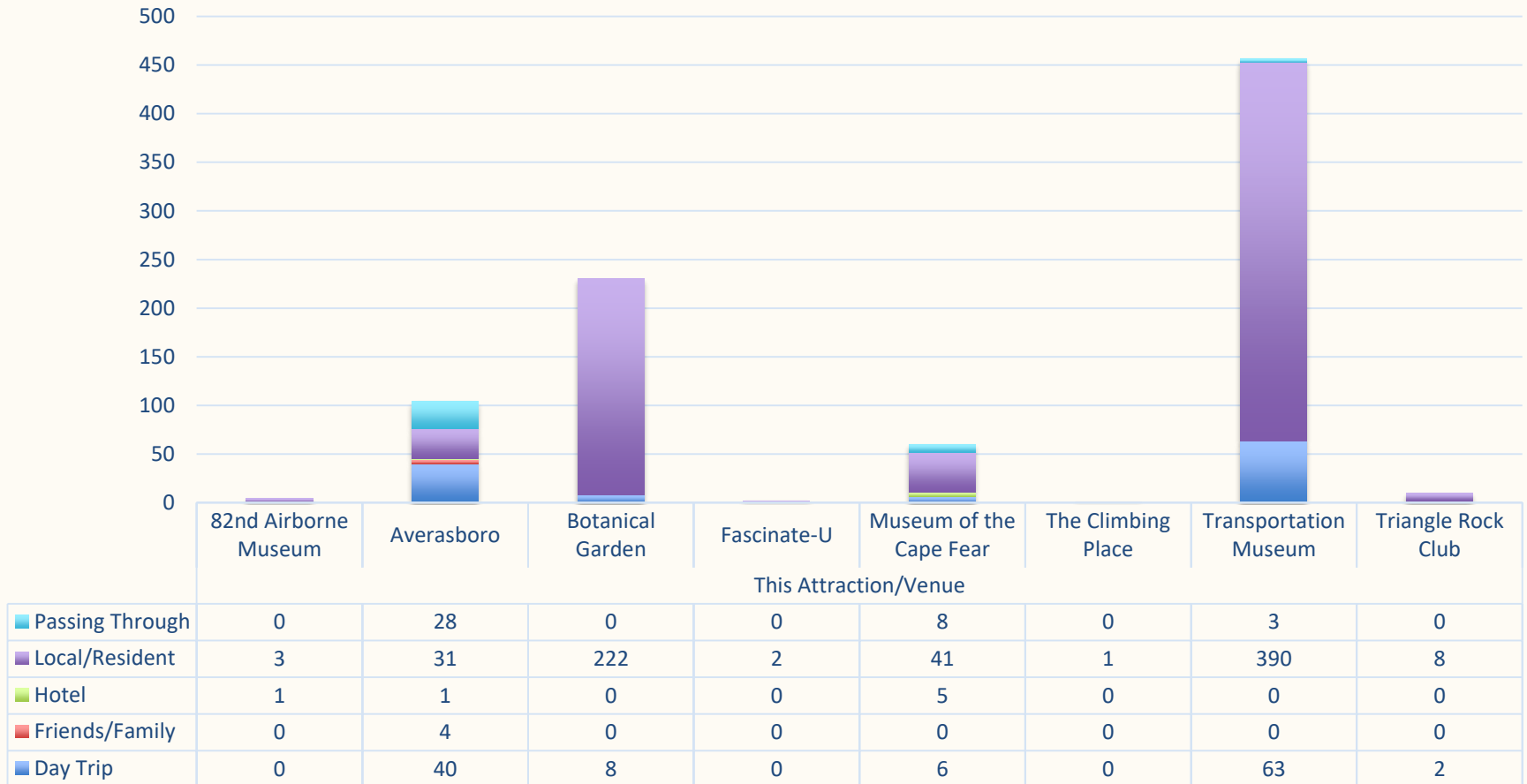
# Cumberland County Attraction Data

## Why are you Visiting (by Attraction)?



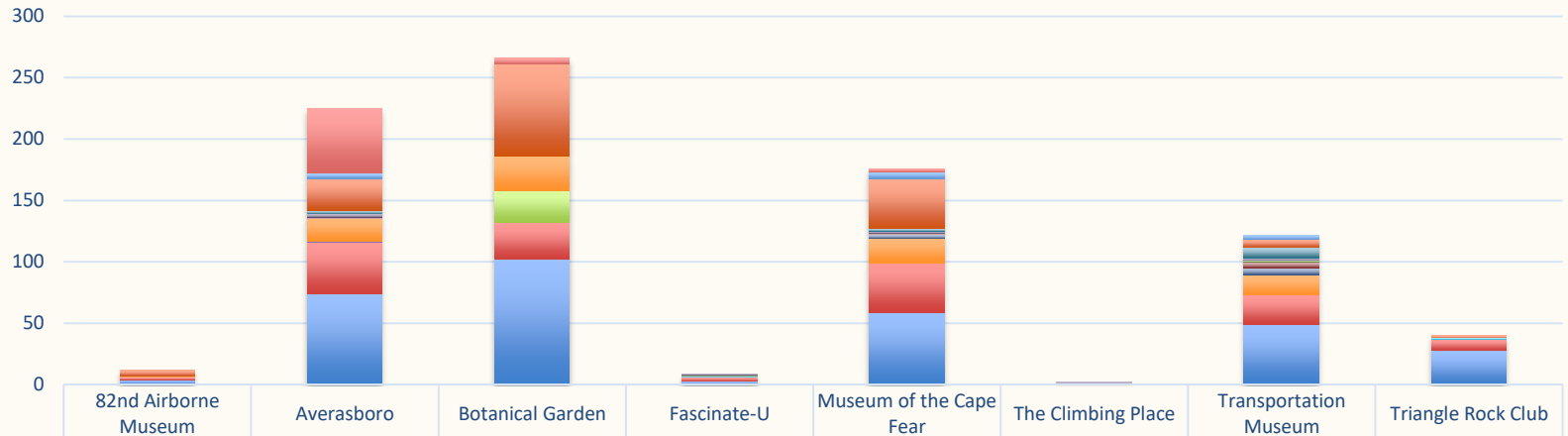
# Cumberland County Attraction Data

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



# Cumberland County Attraction Data

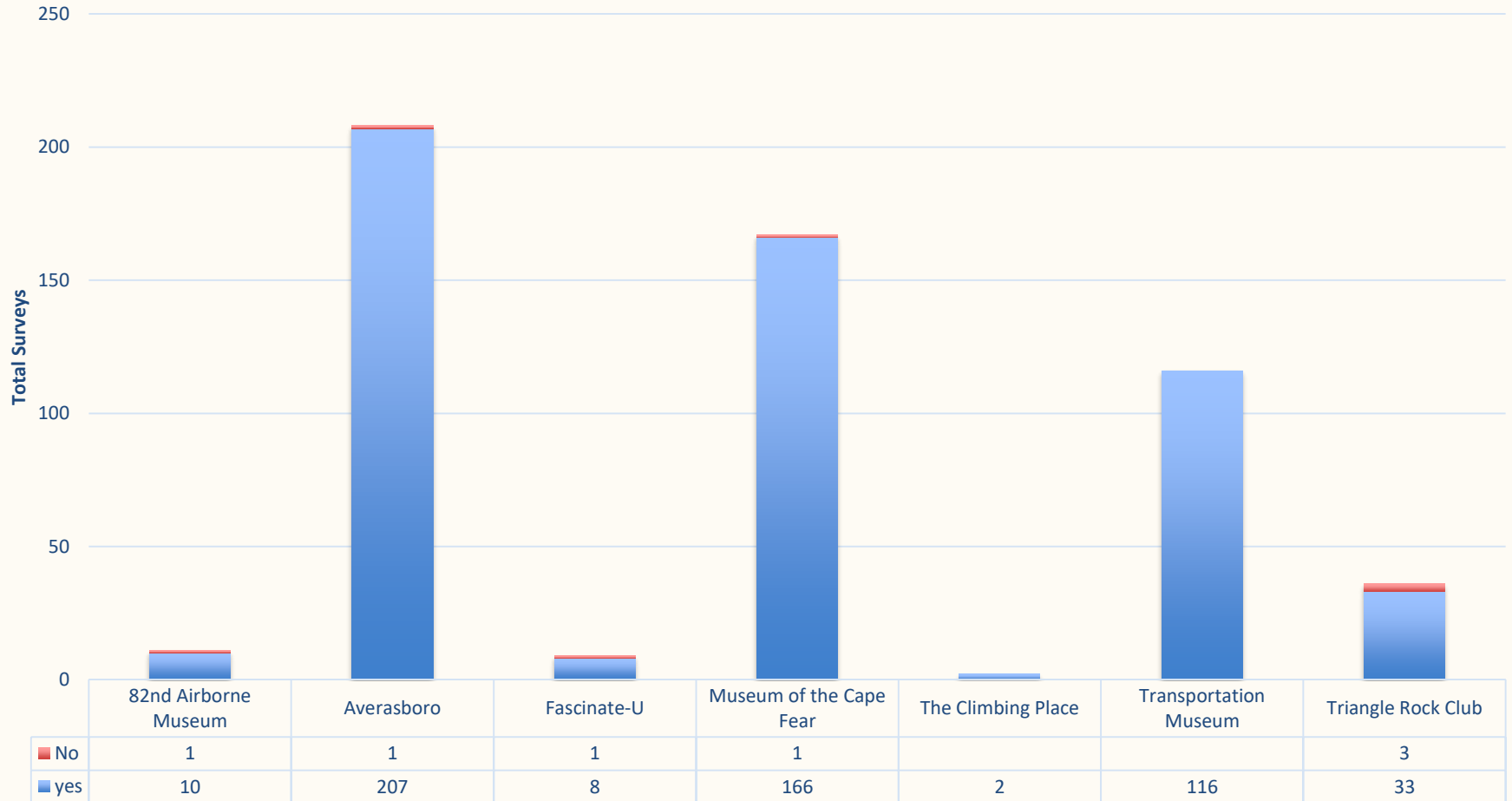
## Where did you hear about the Attraction?



	82nd Airborne Museum	Averasboro	Botanical Garden	Fascinate-U	Museum of the Cape Fear	The Climbing Place	Transportation Museum	Triangle Rock Club
Billboard		53	5		3			
Facebook		4			5		4	
Other	5	26	75		41		6	2
Other: Drove By		3			2		9	
Other: Google		3		1	2	1	2	
Other: TripAdvisor				1			1	
Other: Visitor Center		1			1		5	
Other: Walked by					3		6	
Print	1	18	28		20		16	
Radio				1				1
Signs		1						
Social Media			26					
Website	2	42	30	3	40	1	24	9
Word of Mouth	4	74	102	3	59		49	28

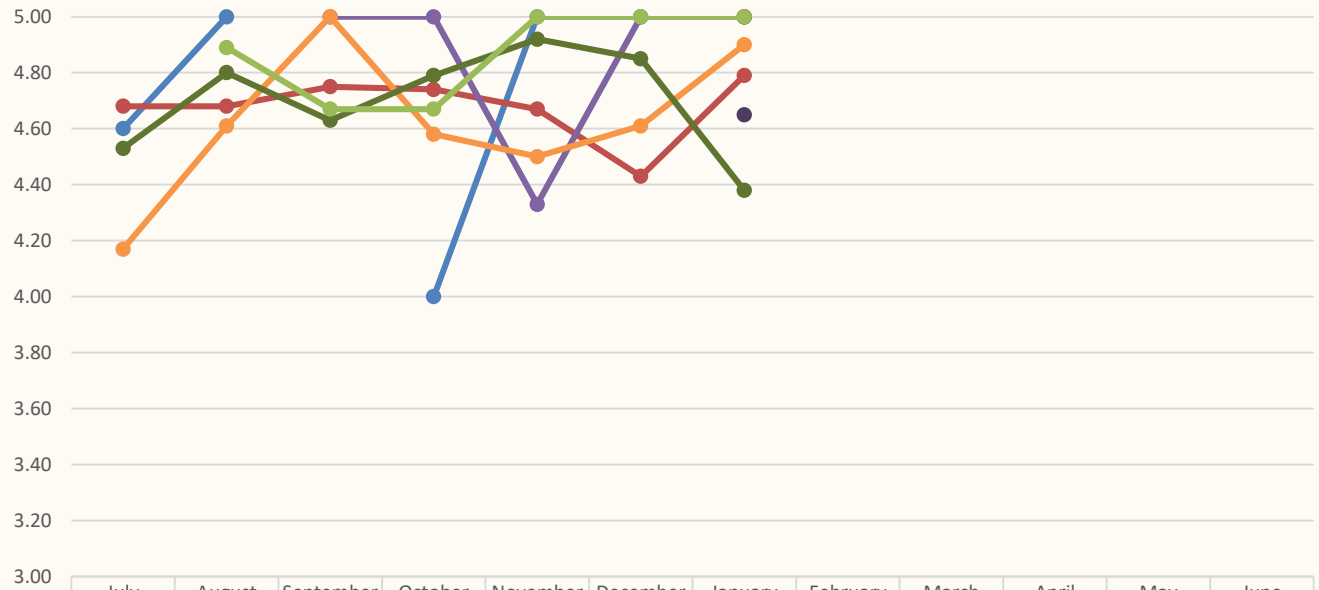
# Cumberland County Attraction Data

## Was the Venue Easy to Find (by Attraction)?



# 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		4.00	5.00	5.00						
Averasboro	4.68	4.68	4.75	4.74	4.67	4.43	4.79					
Botanical Garden							4.65					
Fascinate-U	2.00		5.00	5.00	4.33	5.00	5.00					
JFK Special Warfare Museum												
Museum of the Cape Fear	4.17	4.61	5.00	4.58	4.50	4.61	4.90					
The Climbing Place							5.00					
Transportation Museum	4.53	4.80	4.63	4.79	4.92	4.85	4.38					
Triangle Rock Club		4.89	4.67	4.67	5.00	5.00	5.00					

# Cumberland County Attraction Data

## Survey Comments

<b>Averasboro</b>	Excellent help by volunteers that were present
	Very interesting & knowledgeable staff.
	Great gift shop
<b>Fascinate-U</b>	Once upgraded - advertising via public schools and daycares.
<b>Museum of the Cape Fear</b>	It was very satisfactory (everything)
	Pairing of the museum with the Poe House next door was an amazing stop
	Keep your staff. They are knowledgeable & friendly.
	Why is Lego Blackbeard upstairs?
<b>The Climbing Place</b>	What a fantastic find. We were driving through & needed a place for the kids to get their energy out. The price is great. The owners/employees were helpful & friendly. We are from Tampa & wish we had a place like this! You guys are lucky! We will be back when we drive north to see family again!!
<b>Transportation Museum</b>	Wonderful Staff!
	Thank You
	(blank)
<b>Triangle Rock Club</b>	Very fun. Friendly staff.
<b>Averasboro</b>	John was extremely helpful and a pleasure to talk to. I will come again.
	good gift shop
	Adding more museum [illegible word]
	Enlarge: wonderful site, would love 2 see more

<b>Fascinate-U</b>	Awesome!
<b>Museum of the Cape Fear</b>	None
	change the place up a bit :)
	The tour was amazing! Ms. Wilma was wonderful.
	Beautiful home, fully restored. Volunteers were wonderful.
	Really enjoyed.
	Great
	FASCINATING
	improve lighting
<b>Transportation Museum</b>	Information was great!
	Enjoyed everything from the receptionist to the artifacts
	Very friendly staff, interesting and good facility
	I love this place
	Love this
	Very interesting
	Very nice
	It was a great experience
<b>Triangle Rock Club</b>	The building is set off the main road, but the sign is huge and easy to see!

# Cumberland County Attraction Data

## Survey Suggestions

Averasboro	Walking tour.
	More funding
Fascinate-U	Solicit more reading to make it more imaginative for the children. Visit other children's museums in neighboring cities.
Museum of the Cape Fear	No
	perfect
	Personalized magnets
	N/A. I was very pleased.
The Climbing Place	everything was amazing, keep it up
	Nothing - it was amazing!!!
Transportation Museum	Nothing
	We were looking for more transportation items
	Excellent display. Thank You
	Repair the train upstairs
	Add parking
Triangle Rock Club	I am overall very satisfied with this facility and have no complaints!



# Cumberland County Attraction Data

## Extra Survey Questions

### Museum of the Cape Fear

- Question 1

No	4
Yes	8

- Question 2

3,10,8,8	1
3,5,4,0	1
8,12,10,8	1
0,5,0,0	1
3,5,3,3	1
1,1,1,1	1
0,3,0,0	1
0,10,0,0	1
2,3,2,2	1