

Attraction Survey Results for November 2017

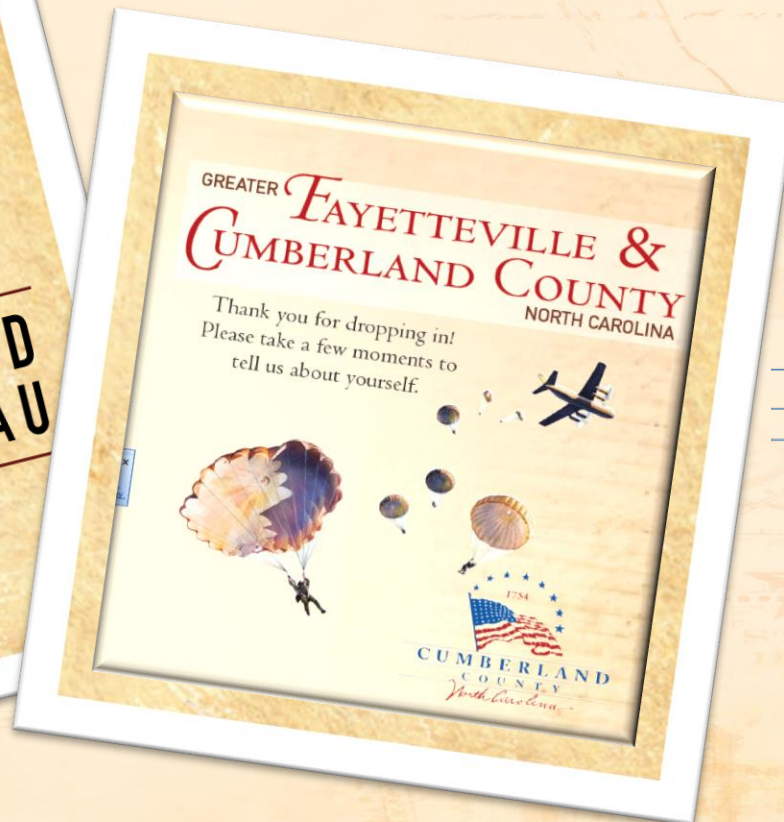
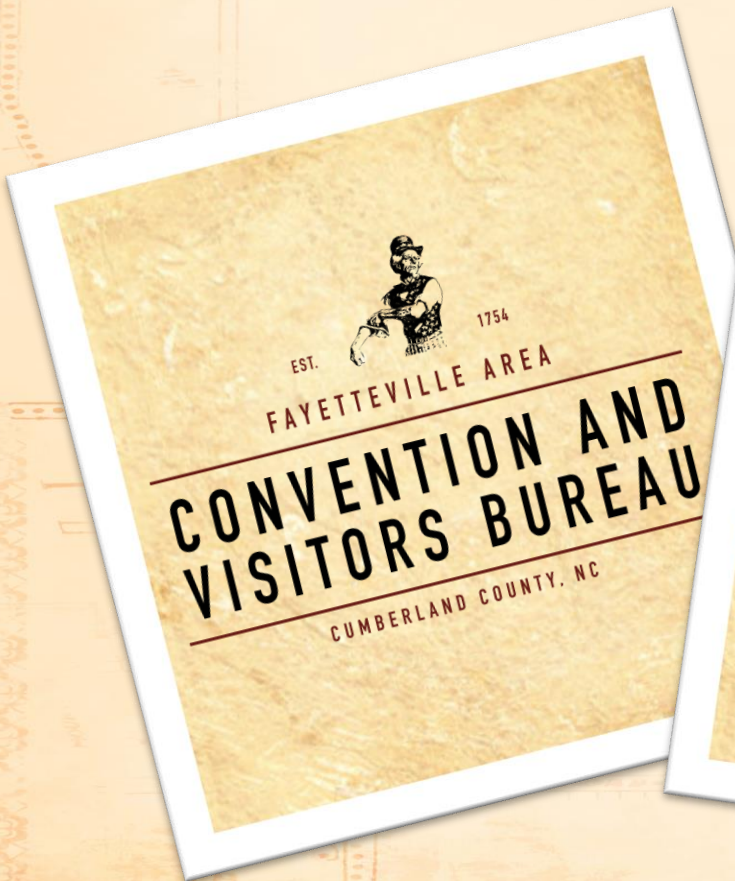
David Nash

Research and Data Manager
FACVB



CUMBERLAND
COUNTY
North Carolina

December 12, 2017



Cumberland County Attraction Data

Year to Date

Where were visitors from (State and Country)?

STATE/COUNTRY	PERCENTAGE
NC	63.41%
INVALID ZIP	9.10%
FL	6.54%
PA	1.99%
VA	1.71%
CA	1.71%
OH	1.33%
TX	1.04%
NJ	1.04%
NY	0.95%
SC	0.95%
GA	0.85%
WA	0.76%
MI	0.76%
MD	0.66%
IL	0.57%

STATE/COUNTRY	PERCENTAGE
UT	0.47%
CT	0.47%
IN	0.47%
WV	0.47%
AZ	0.47%
DC	0.38%
CO	0.38%
NM	0.28%
AL	0.28%
WY	0.19%
MN	0.19%
BRAZIL	0.19%
WI	0.19%
AK	0.19%
ID	0.19%
KY	0.19%

STATE/COUNTRY	PERCENTAGE
GERMANY	0.19%
OK	0.09%
MA	0.09%
OR	0.09%
DE	0.09%
MO	0.09%
NE	0.09%
AR	0.09%
TN	0.09%
MT	0.09%
VT	0.09%
PUERTO RICO	0.09%
LA	0.09%
NV	0.09%
FRANCE	0.09%
NETHERLANDS	0.09%



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CUMBERLAND COUNTY

NORTH CAROLINA

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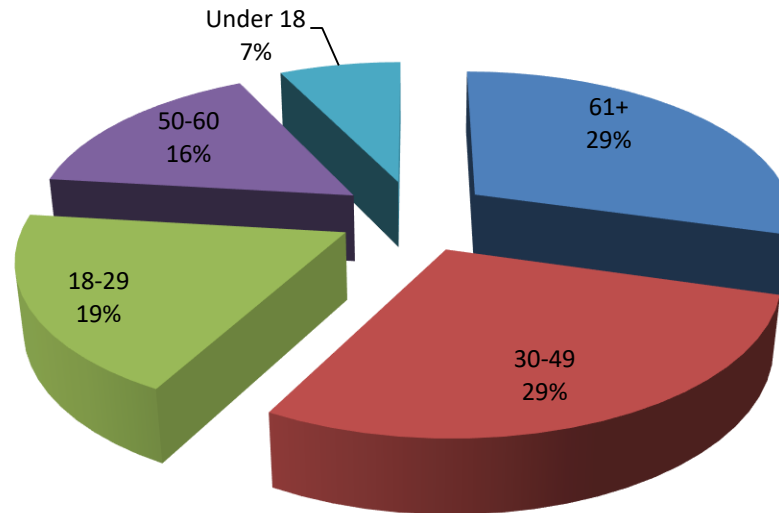
CUMBERLAND COUNTY, NC

Cumberland County Attraction Data

Average Attraction Rating (ALL)

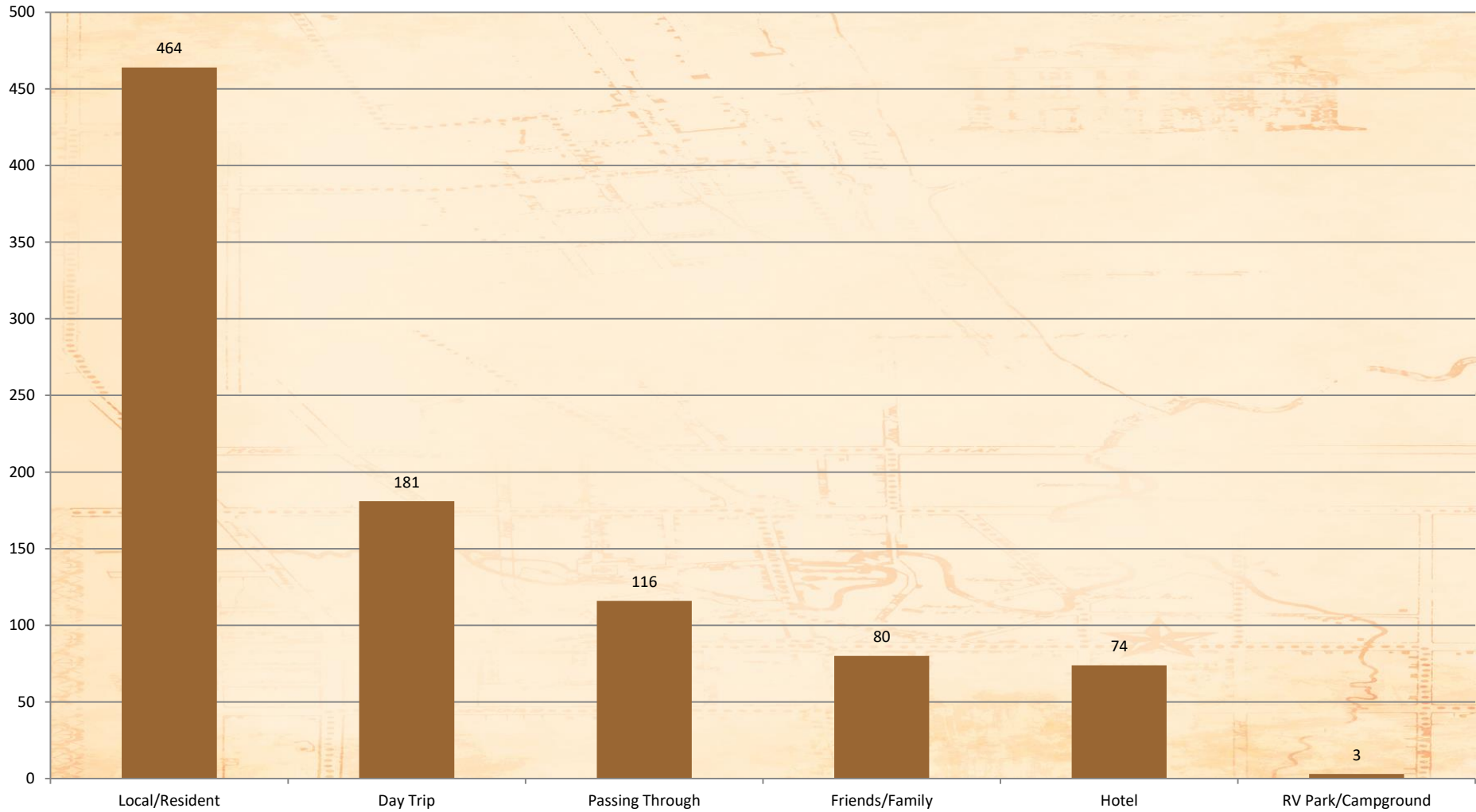
1 ST Quarter	4.67
2 nd Quarter	4.78
3 rd Quarter	
4 th Quarter	
Year	4.70

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



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Where are Visitors Staying (Year)?



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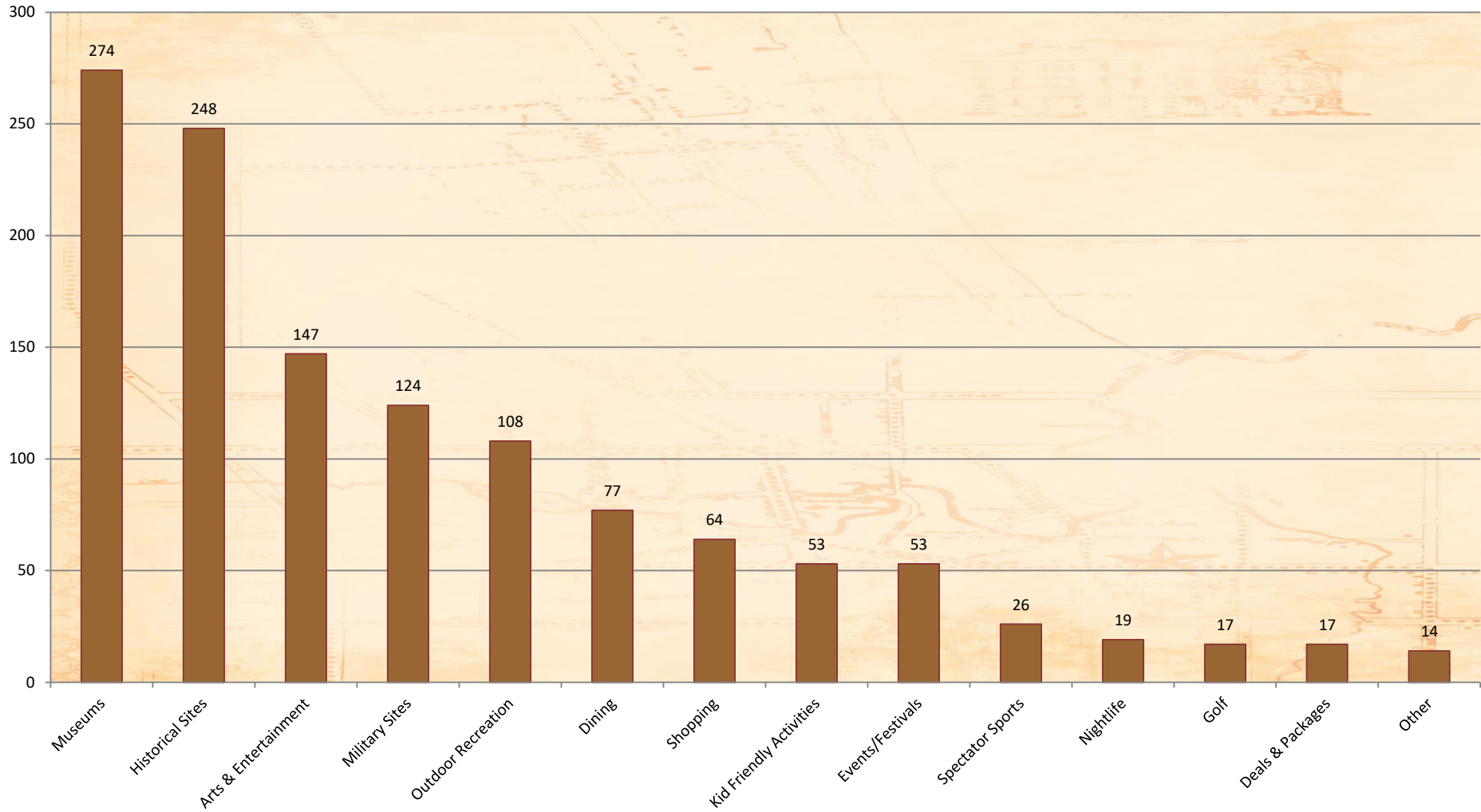
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What are the areas of interest (Year)?



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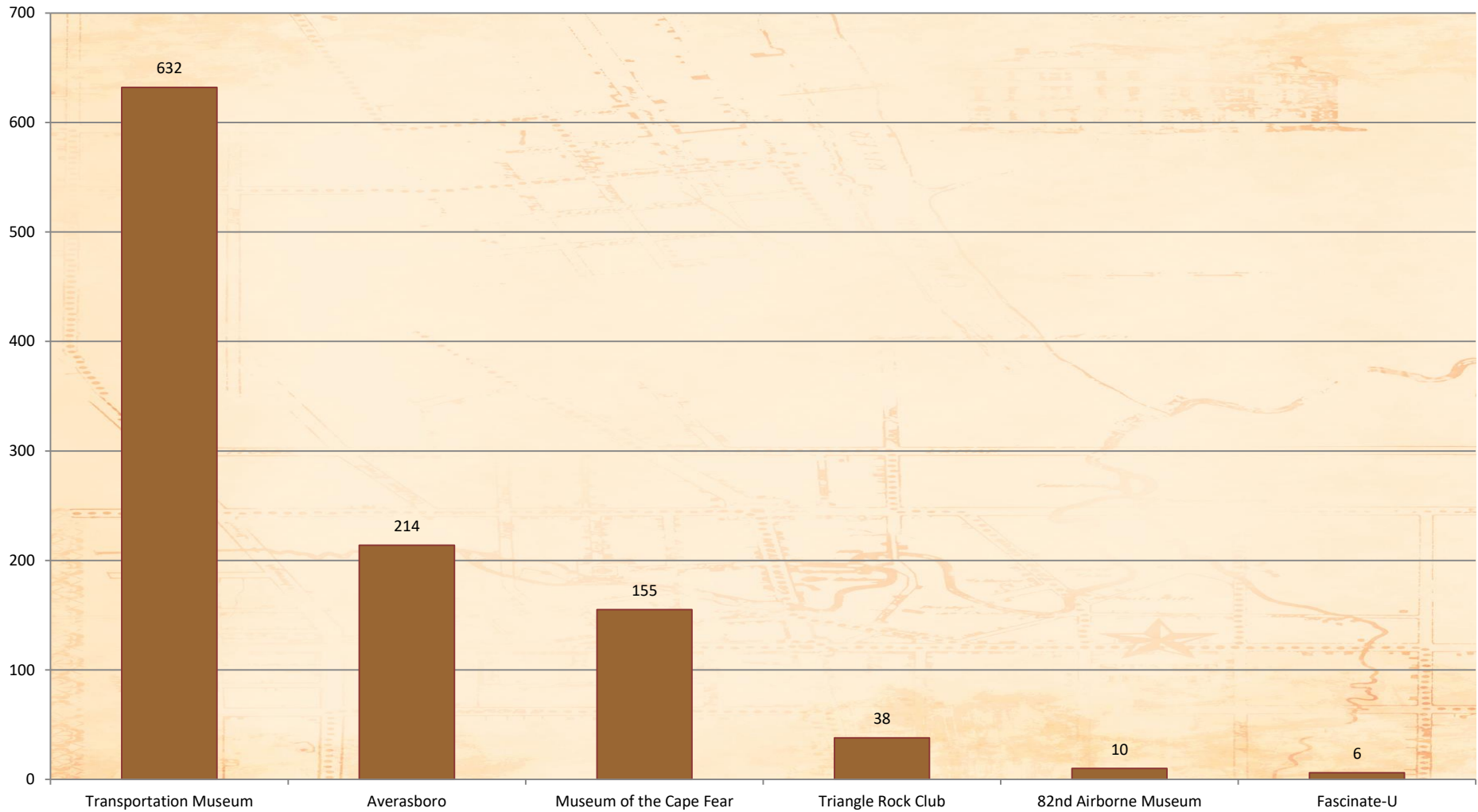
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Total Number of Filled Out Surveys by Attraction (Year)



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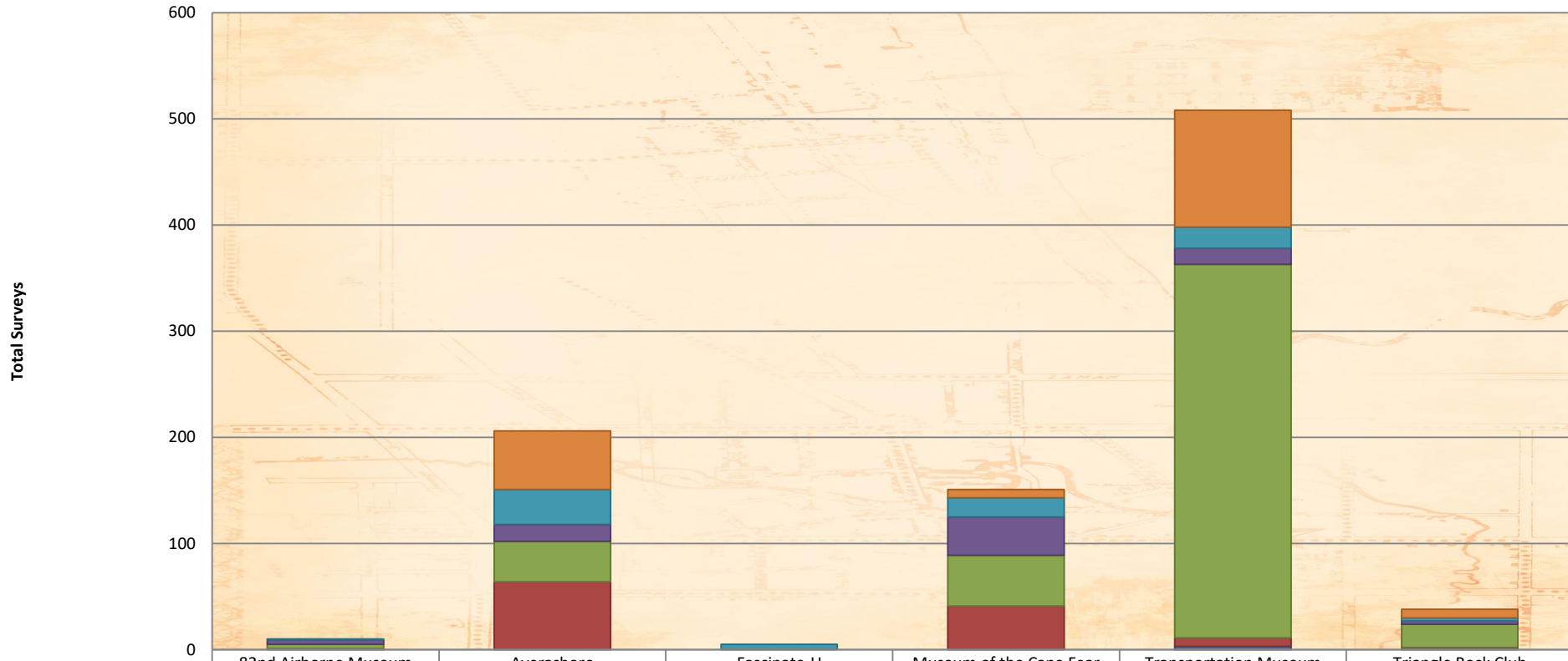
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Where are you staying? (Attraction/Year)



	82nd Airborne Museum	Averagesboro	Fascinate-U	Museum of the Cape Fear	Transportation Museum	Triangle Rock Club
Day Trip	0	55	0	8	110	8
Friends/Family	1	33	5	18	20	3
Hotel	4	16	0	36	15	3
Local/Resident	4	38	0	48	352	22
Passing Through	1	64	0	41	8	2
RV Park/Campground	0	0	0	0	3	0



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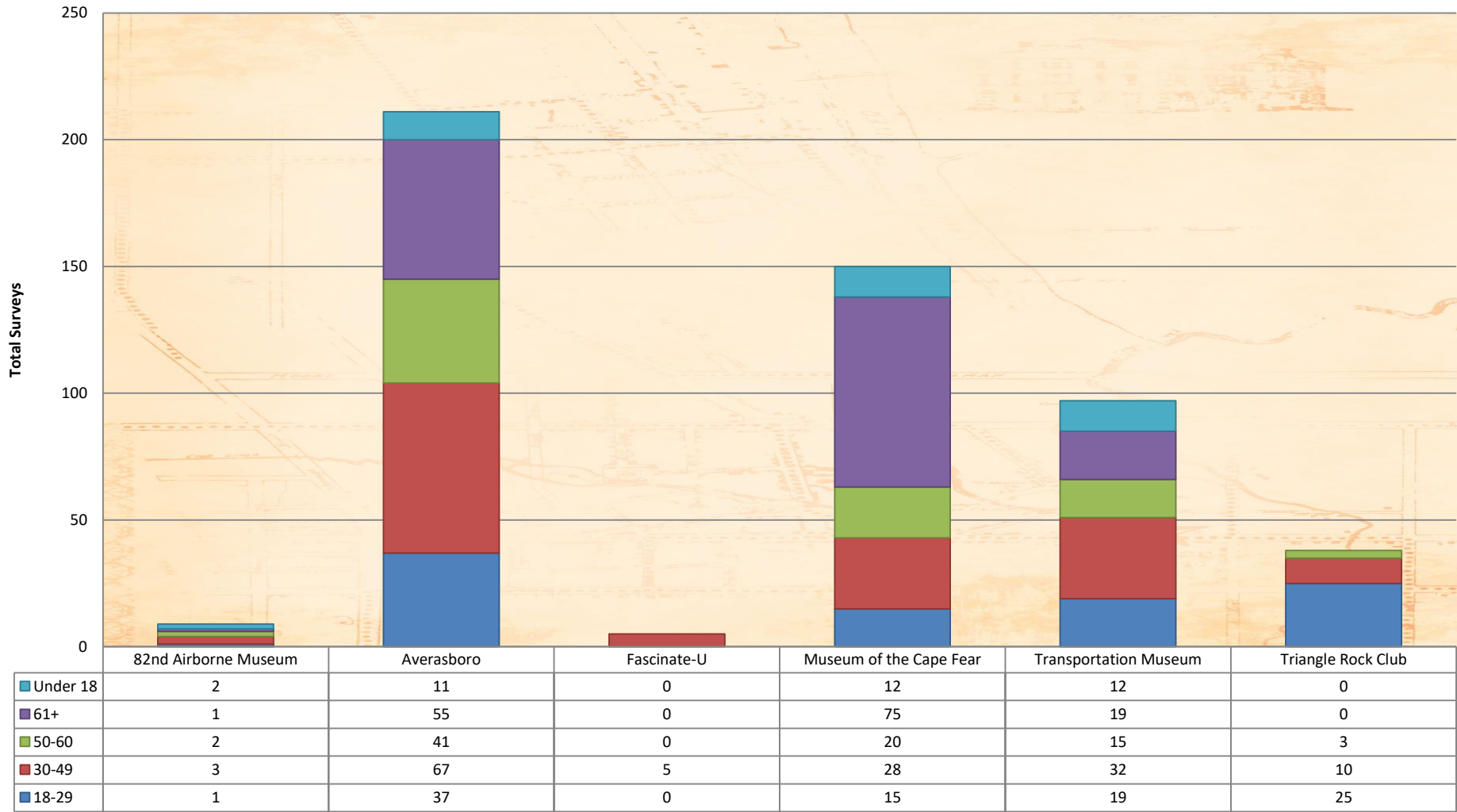
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Age Range? (Attraction/Year)



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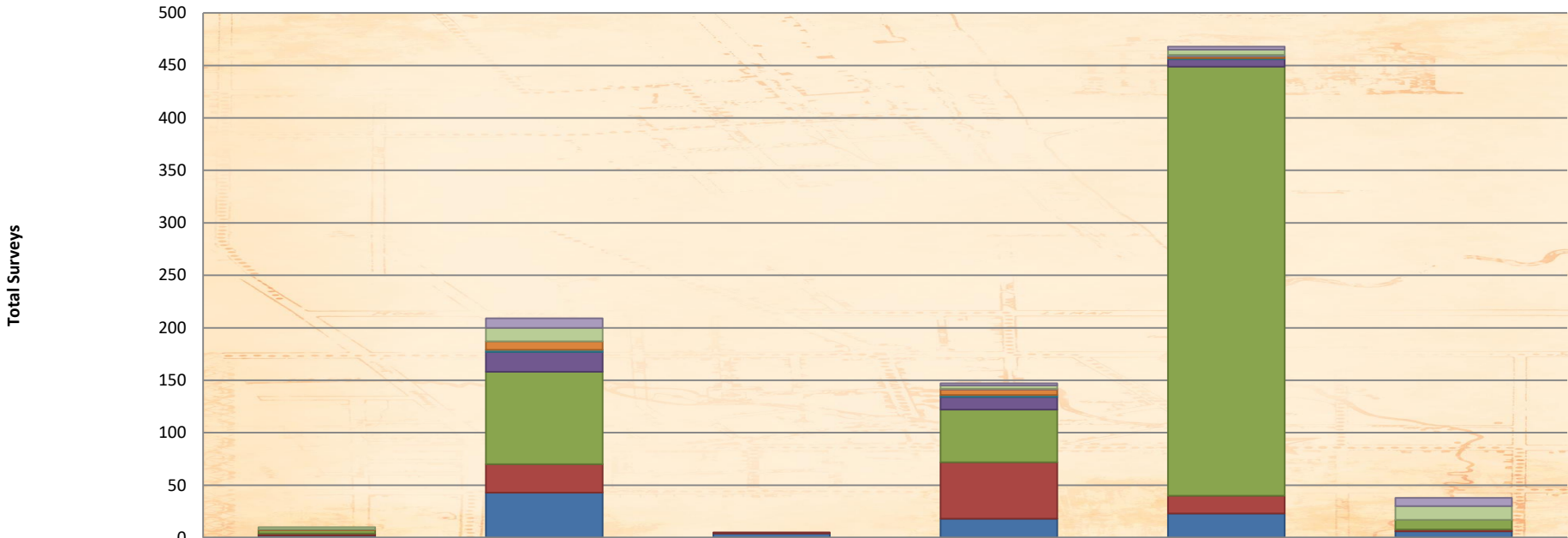
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Why are you visiting? (Attraction/Year)



	82nd Airborne Museum	Averasboro	Fascinate-U	Museum of the Cape Fear	Transportation Museum	Triangle Rock Club
Business	0	9	0	2	3	8
Business with Military	2	13	0	3	5	13
Convention	0	0	0	1	0	0
Eclipse	0	0	0	0	1	0
Events/Festivals	1	8	0	5	2	0
Hurricane Irma	0	2	0	2	1	0
Other	0	19	0	12	7	0
This Attraction/Venue	3	88	0	50	409	9
Vacation	2	27	1	54	17	2
Visit Friends/Family	2	43	4	18	23	6



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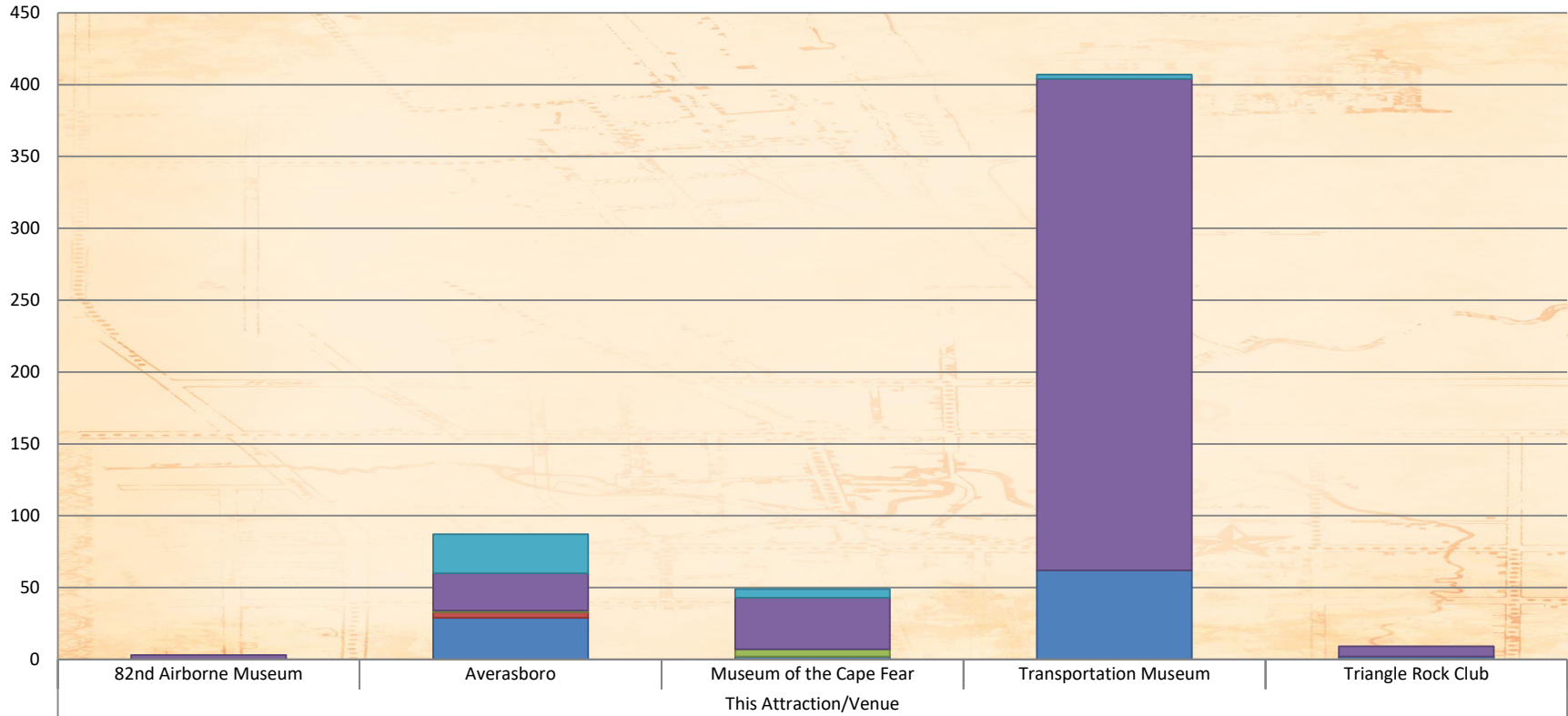
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Breakdown of Visitor's Who Selected
 "This attraction/venue" as Why are you visiting?



	82nd Airborne Museum	Averagesboro	Museum of the Cape Fear This Attraction/Venue	Transportation Museum	Triangle Rock Club
Passing Through	0	27	6	3	0
Local/Resident	3	26	36	342	7
Hotel	0	1	5	0	0
Friends/Family	0	4	0	0	0
Day Trip	0	29	2	62	2



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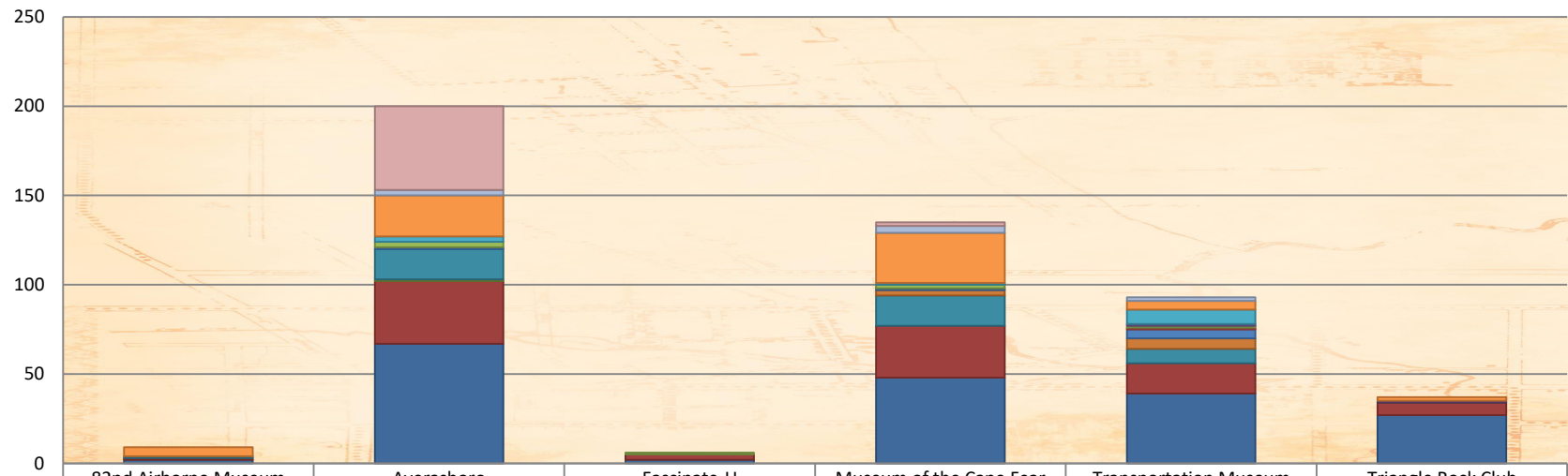
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Where did you hear about the Attraction?



	82nd Airborne Museum	AveraSboro	Fascinate-U	Museum of the Cape Fear	Transportation Museum	Triangle Rock Club
Billboard		47		2		
Facebook		3		4	2	
Other	5	23		28	5	2
Other: Drove By		3		1	8	
Other: Family					1	
Other: Google		3	1	2	1	
Other: TripAdvisor					1	
Other: Visitor Center		1		1	5	
Other: Walked by				3	6	
Print	1	17		17	8	
Radio						1
Signs		1				
Website	1	35	3	29	17	7
Word of Mouth	2	67	2	48	39	27



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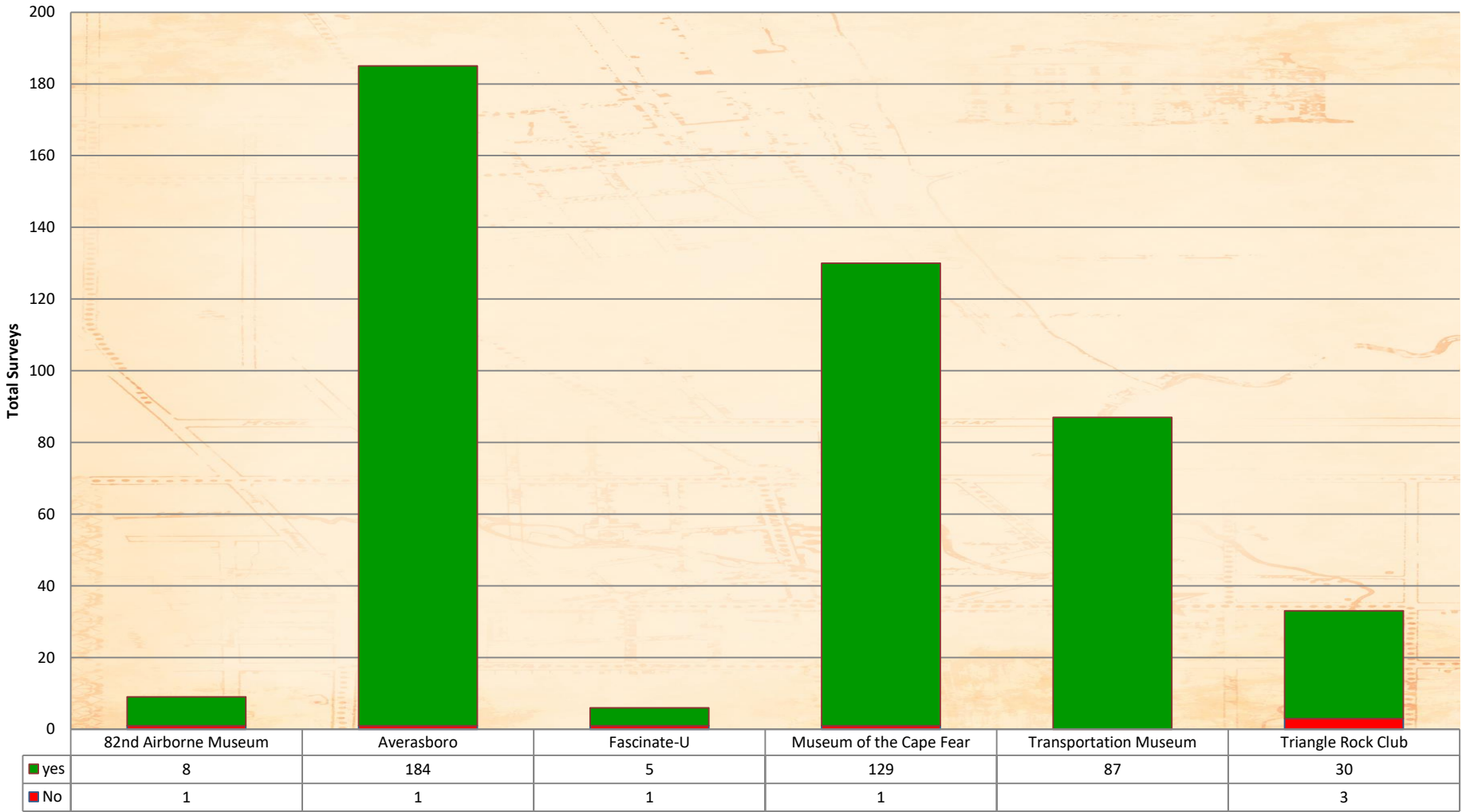
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Was the venue easy to find?



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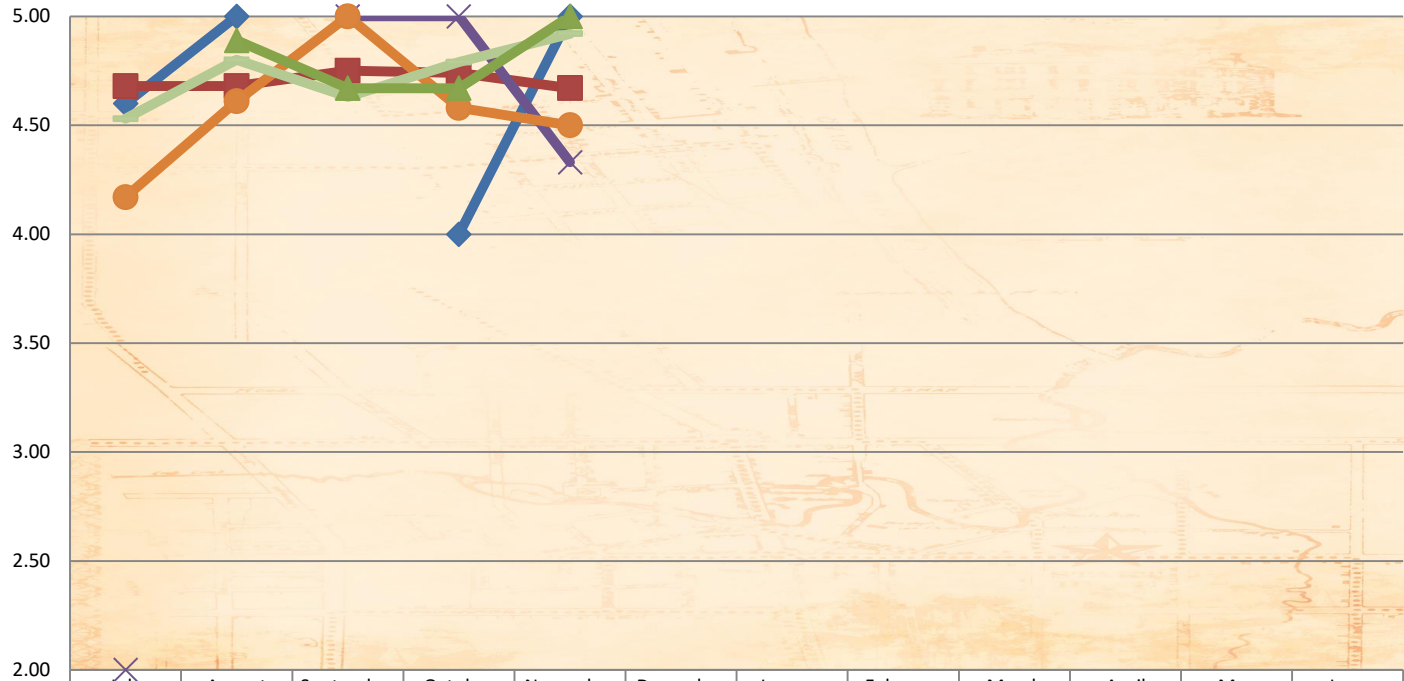
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Ratings by Attraction



	July	August	September	October	November	December	January	February	March	April	May	June
82nd Airborne Division War Memorial Museum	4.60	5.00		4.00	5.00							
Averagesboro	4.68	4.68	4.75	4.74	4.67							
Botanical Garden												
Fascinate-U	2.00		5.00	5.00	4.33							
JFK Special Warfare Museum												
Museum of the Cape Fear	4.17	4.61	5.00	4.58	4.50							
The Climbing Place												
Transportation Museum	4.53	4.80	4.63	4.79	4.92							
Triangle Rock Club		4.89	4.67	4.67	5.00							



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Survey Comments

Averasboro	Artifacts & shopping: great
	Child friendly places to run around
	Nice people
	Excellent maps outside and inside; knowledgeable volunteers.
	Well done
	Came to search for family in NC reference books here - was successful!
	The video at the cemetery scared the pants off me when it turned on - I didn't realize there was a TV! A sign saying a video will turn on when motion detected would have been a good warning!
	Very friendly and knowledgeable staff. Great place to visit!
	More walking trails!
	good staff
	Showed the ladies our Civil War artifacts!
	Fascinate-U
Museum of the Cape Fear	Visiting from Costa Rica
	Very well organized, great staff!
	Very informative and well presented
	Great tour of the Poe House
	Visiting from Lithuania. Very nice place!! Thank you!
	Poe House magnets to purchase as souvenirs.
	Visiting from Lithuania! Very nice place!
	Ms. Kristin Smith was great. Nov 30, 2017
	Great tour guides / docents.
	none - it is great, friendly, limited mobility assessment
	Marvelous Poe House tour! Megan was very knowledgeable. Museum well done!
Transportation Museum	Add another room for Black History in Fayetteville
	Love driving boat
	Keep History Alive
	Thank our, enjoyed the visit
	Awesome
	Very nice museum, thanks very much



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Survey Suggestions

82nd Airborne Museum	More videos
Averasboro	Nothing
	we loved it
	Location is superb!
Fascinate-U	very cool :)
	more seating for adults
	it's a great place. My grandsons loved it.
Museum of the Cape Fear	Continue as you do. Your displays engage - colorful, nicely organized, inform w/out overwhelming.
	The 1917 décor [illegible word] in The Poe House are excellent.
	Free food
	Have more interactive things
	more . . . Entertainment, famous history people, and being able to build or be more . . . Physical
	very, very good
Transportation Museum	Wonderful tour, can't think of any change needed
	Nothing
	Nothing, Great Information
	This is place is awesome
	Great place, wonderful service



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Extra Survey Questions (if applicable)

Museum of the Cape Fear

Question 1

No	11
Yes	15

Question 2

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



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