

Attraction Survey Results for October 2017

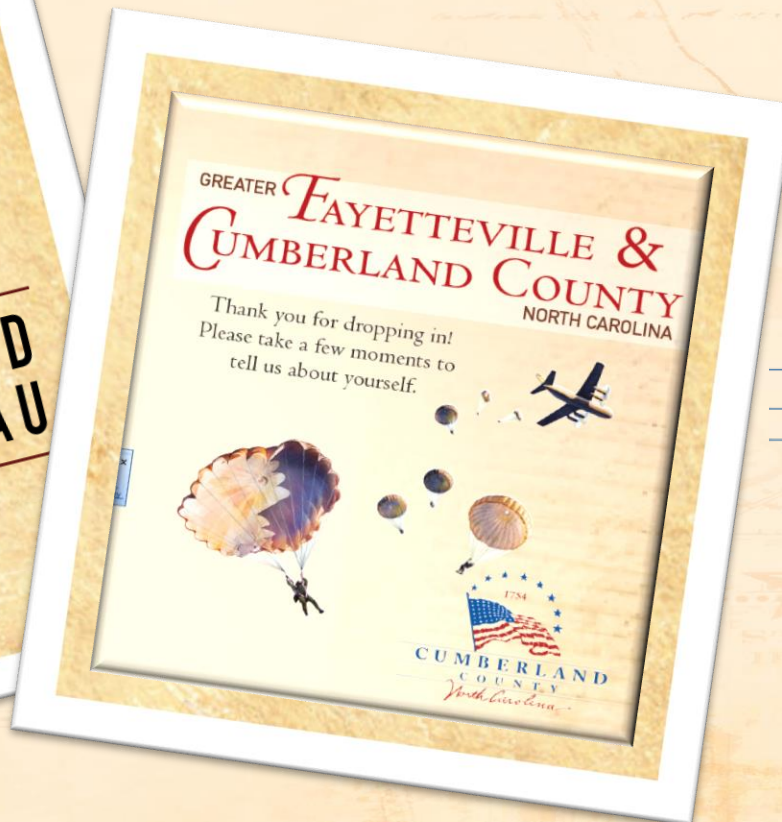
David Nash

Research and Data Manager
FACVB



CUMBERLAND
COUNTY
North Carolina

November 15, 2017



Cumberland County Attraction Data

Year to Date

Where were visitors from (State and Country)?

| STATE/COUNTRY | PERCENTAGE |
|---------------|------------|
| NC | 63.99% |
| INVALID ZIP | 9.29% |
| FL | 7.00% |
| PA | 2.41% |
| VA | 1.83% |
| TX | 1.15% |
| OH | 1.15% |
| SC | 1.03% |
| CA | 1.03% |
| GA | 0.80% |
| WA | 0.80% |
| MD | 0.69% |
| MI | 0.69% |
| NJ | 0.69% |

| STATE/COUNTRY | PERCENTAGE |
|---------------|------------|
| NY | 0.69% |
| WV | 0.57% |
| UT | 0.57% |
| AZ | 0.57% |
| IL | 0.57% |
| CT | 0.57% |
| IN | 0.46% |
| NM | 0.34% |
| MN | 0.23% |
| WY | 0.23% |
| AK | 0.23% |
| DC | 0.23% |
| KY | 0.23% |
| CO | 0.23% |

| STATE/COUNTRY | PERCENTAGE |
|---------------|------------|
| BRAZIL | 0.23% |
| TN | 0.11% |
| NETHERLANDS | 0.11% |
| VT | 0.11% |
| DE | 0.11% |
| LA | 0.11% |
| GERMANY | 0.11% |
| AR | 0.11% |
| OK | 0.11% |
| MT | 0.11% |
| OR | 0.11% |
| PUERTO RICO | 0.11% |
| WI | 0.11% |
| AL | 0.11% |



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CUMBERLAND COUNTY

NORTH CAROLINA

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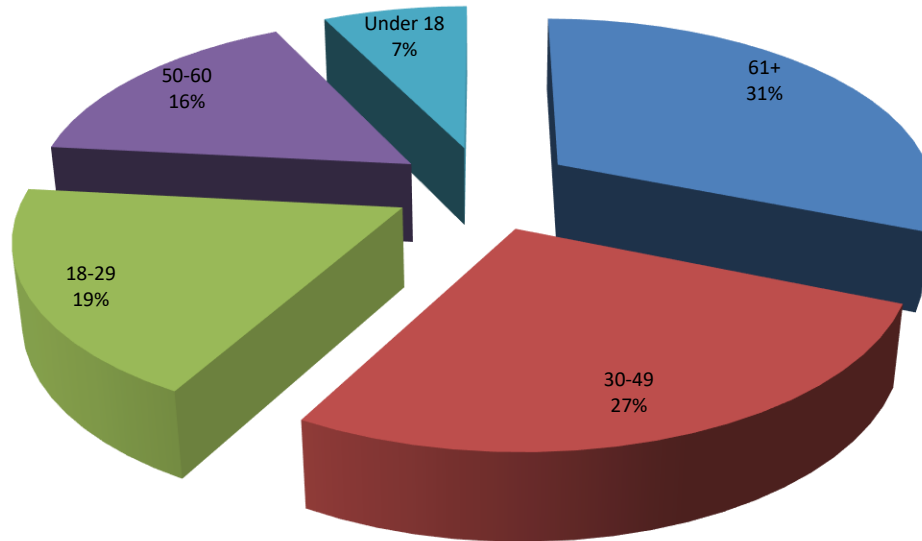
CUMBERLAND COUNTY, NC

Cumberland County Attraction Data

Average Attraction Rating (ALL)

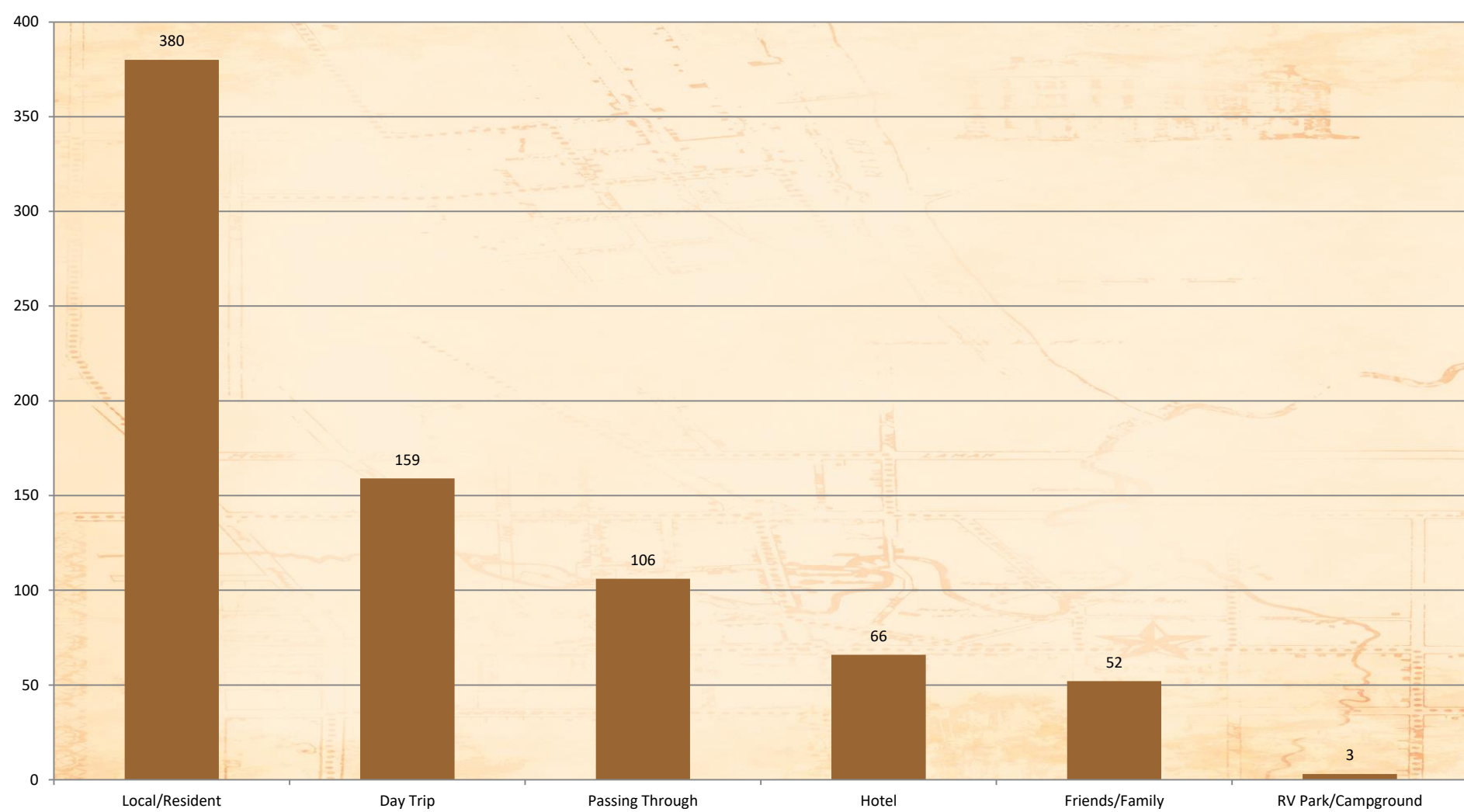
| | |
|-------------------------|------|
| 1 ST Quarter | 4.67 |
| 2 nd Quarter | 4.67 |
| 3 rd Quarter | |
| 4 th Quarter | |
| Year | 4.67 |

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



Cumberland County Attraction Data

Where are Visitors Staying (Year)?



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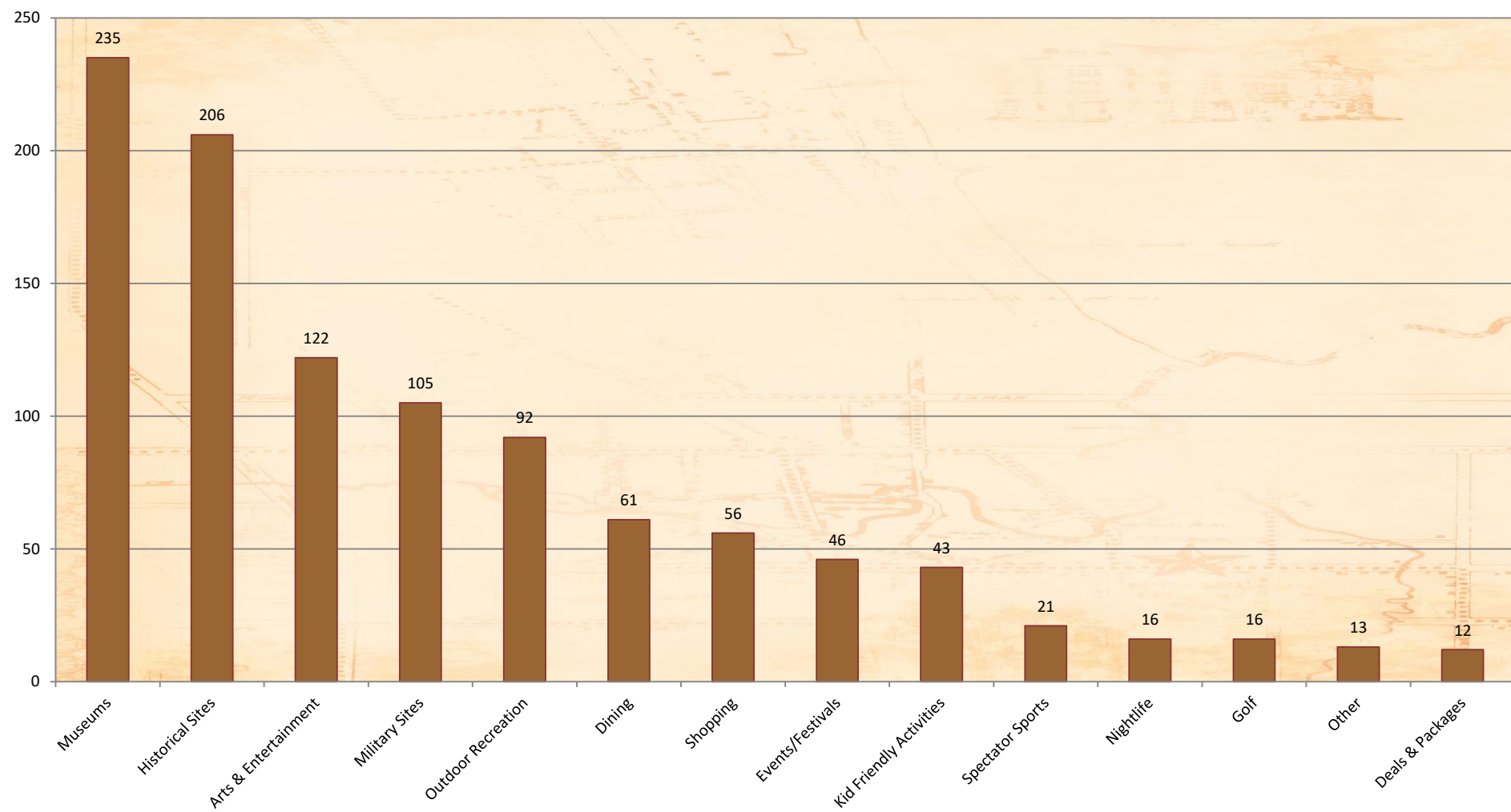
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Cumberland County Attraction Data

What are the areas of interest (Year)?



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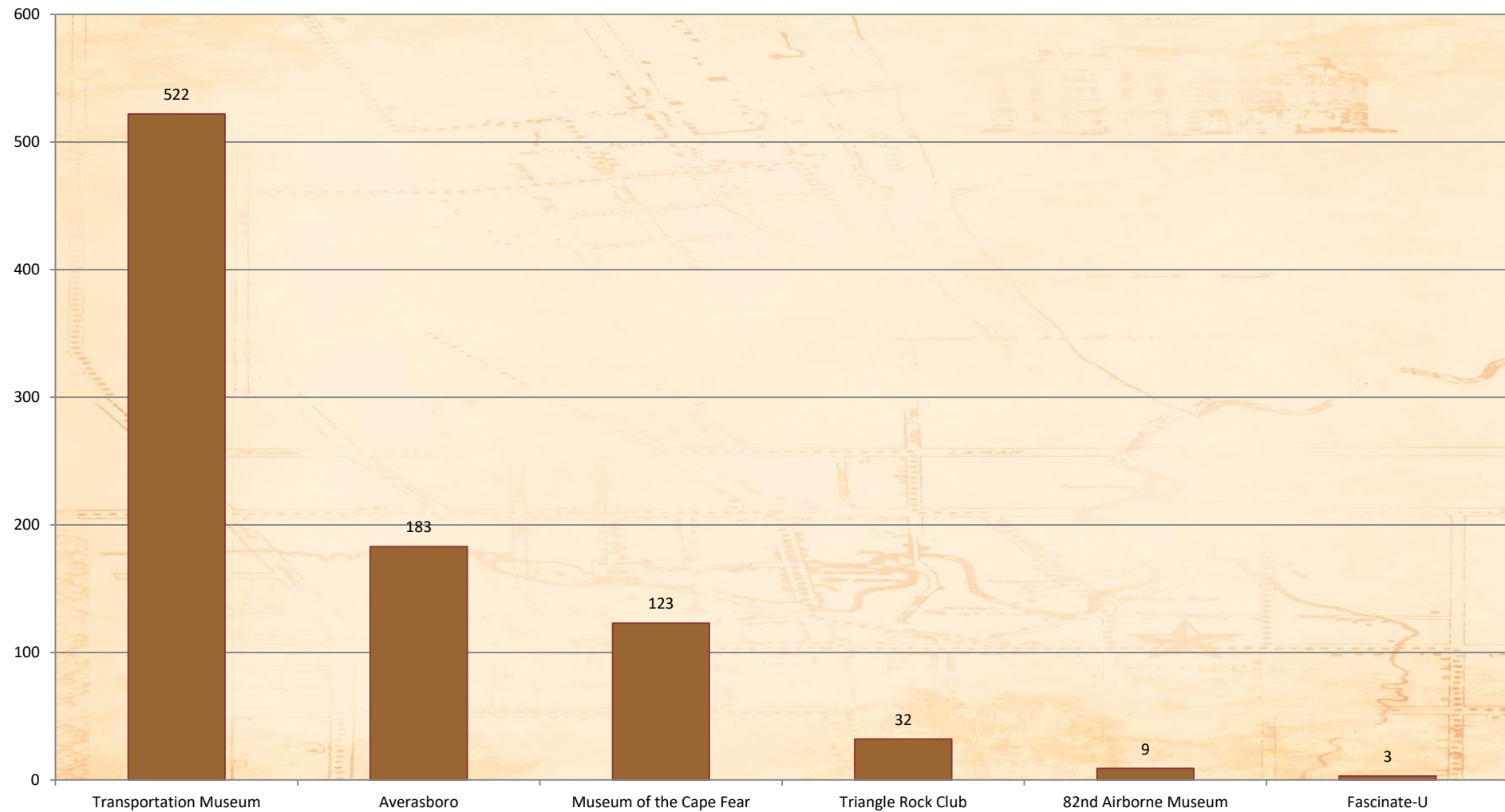
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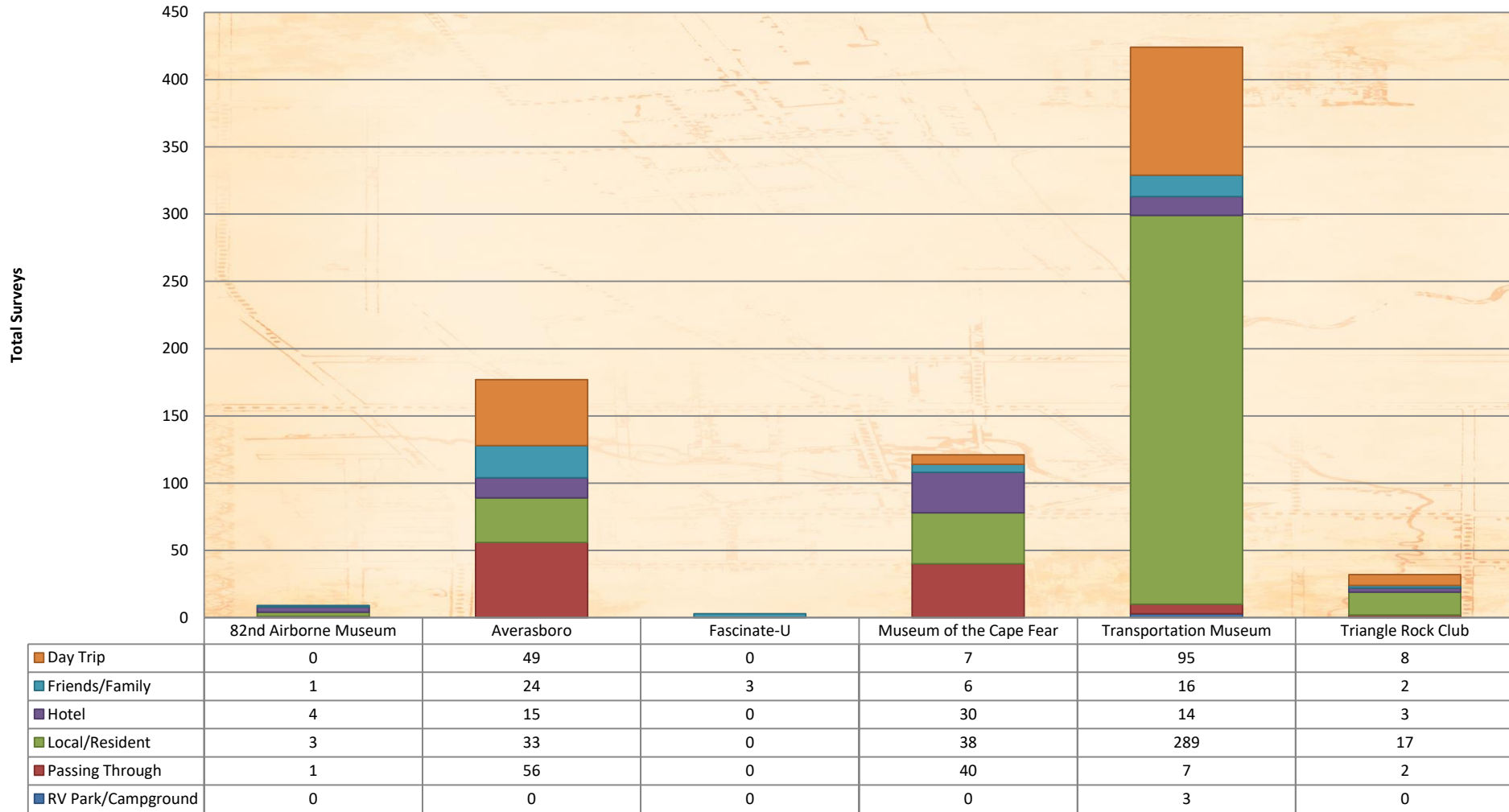
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Total Number of Filled Out Surveys by Attraction (Year)



Cumberland County Attraction Data

Where are you staying? (Attraction/Year)



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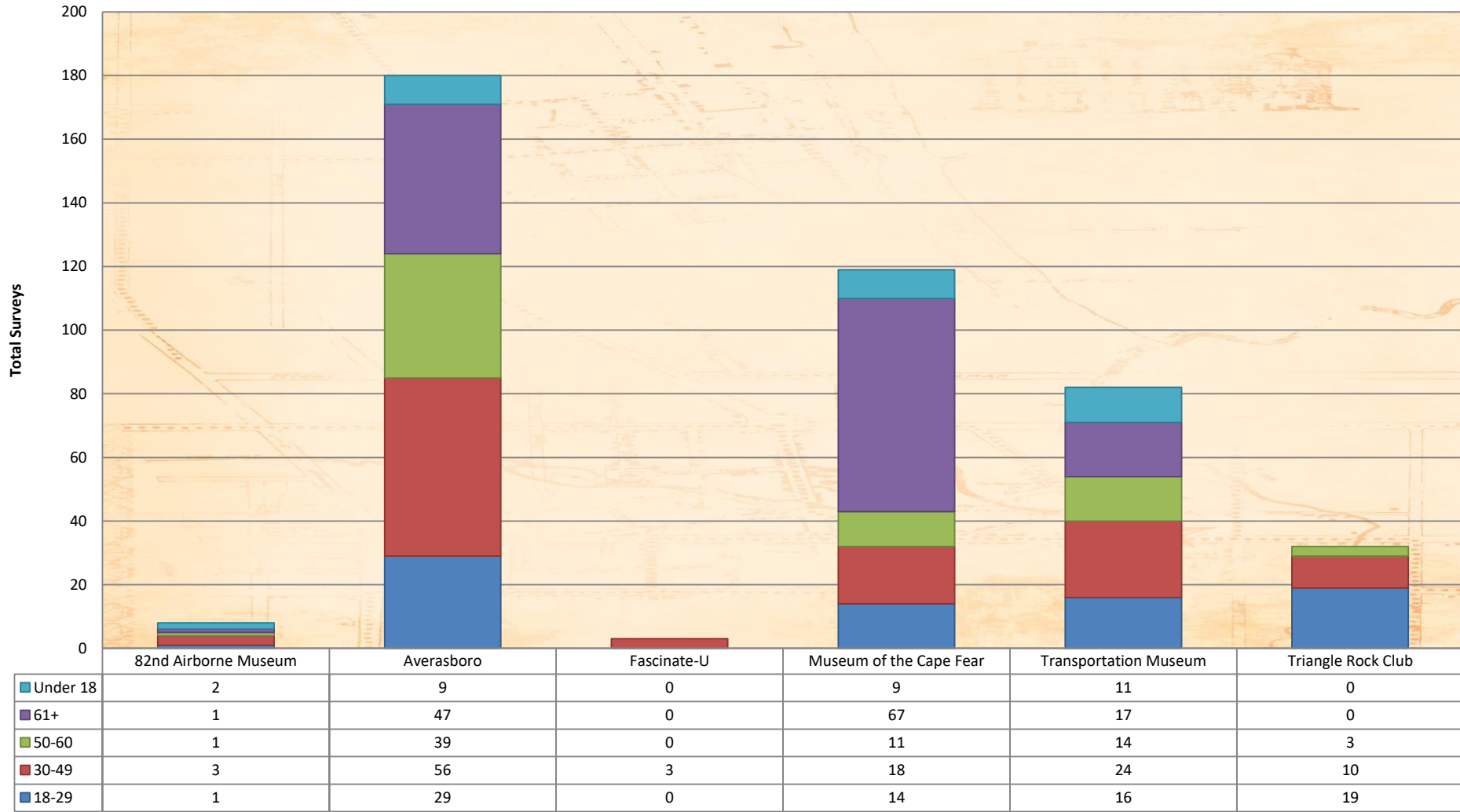
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Age Range? (Attraction/Year)



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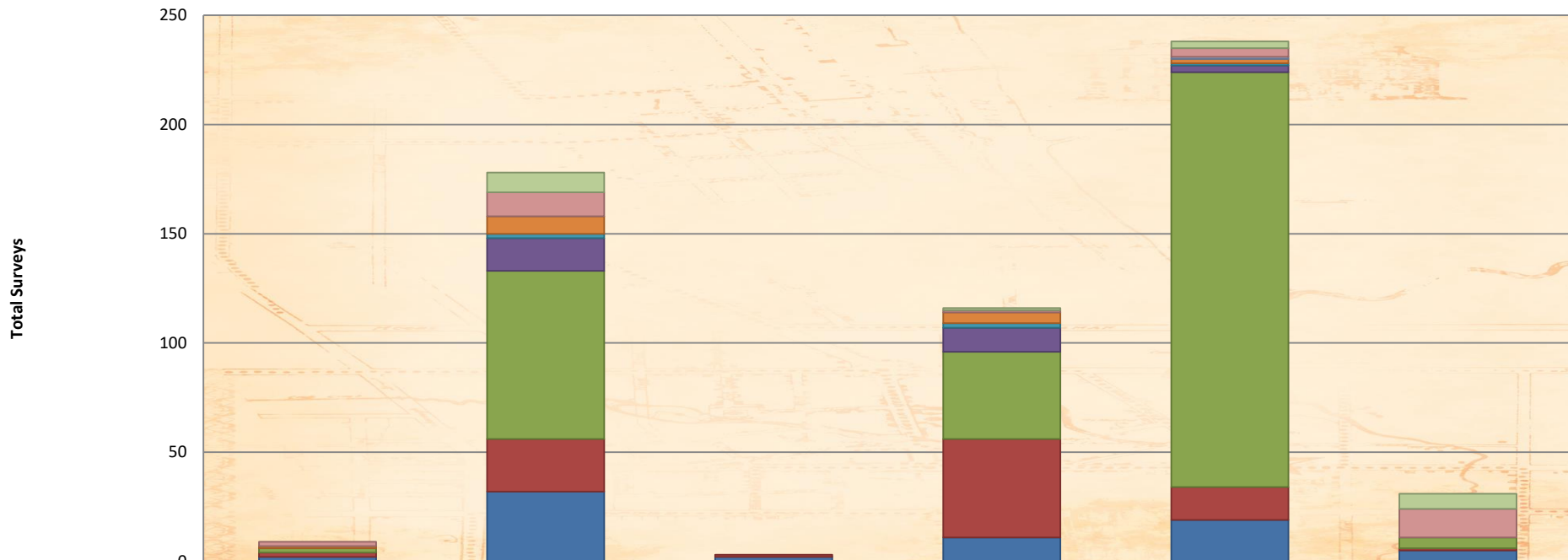
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Cumberland County Attraction Data

Why are you visiting? (Attraction/Year)



| | 82nd Airborne Museum | Averagesboro | Fascinate-U | Museum of the Cape Fear | Transportation Museum | Triangle Rock Club |
|------------------------|----------------------|--------------|-------------|-------------------------|-----------------------|--------------------|
| Business | 0 | 9 | 0 | 1 | 3 | 7 |
| Business with Military | 2 | 11 | 0 | 1 | 4 | 13 |
| 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 | 15 | 0 | 11 | 3 | 0 |
| This Attraction/Venue | 2 | 77 | 0 | 40 | 190 | 5 |
| Vacation | 2 | 24 | 1 | 45 | 15 | 1 |
| Visit Friends/Family | 2 | 32 | 2 | 11 | 19 | 5 |



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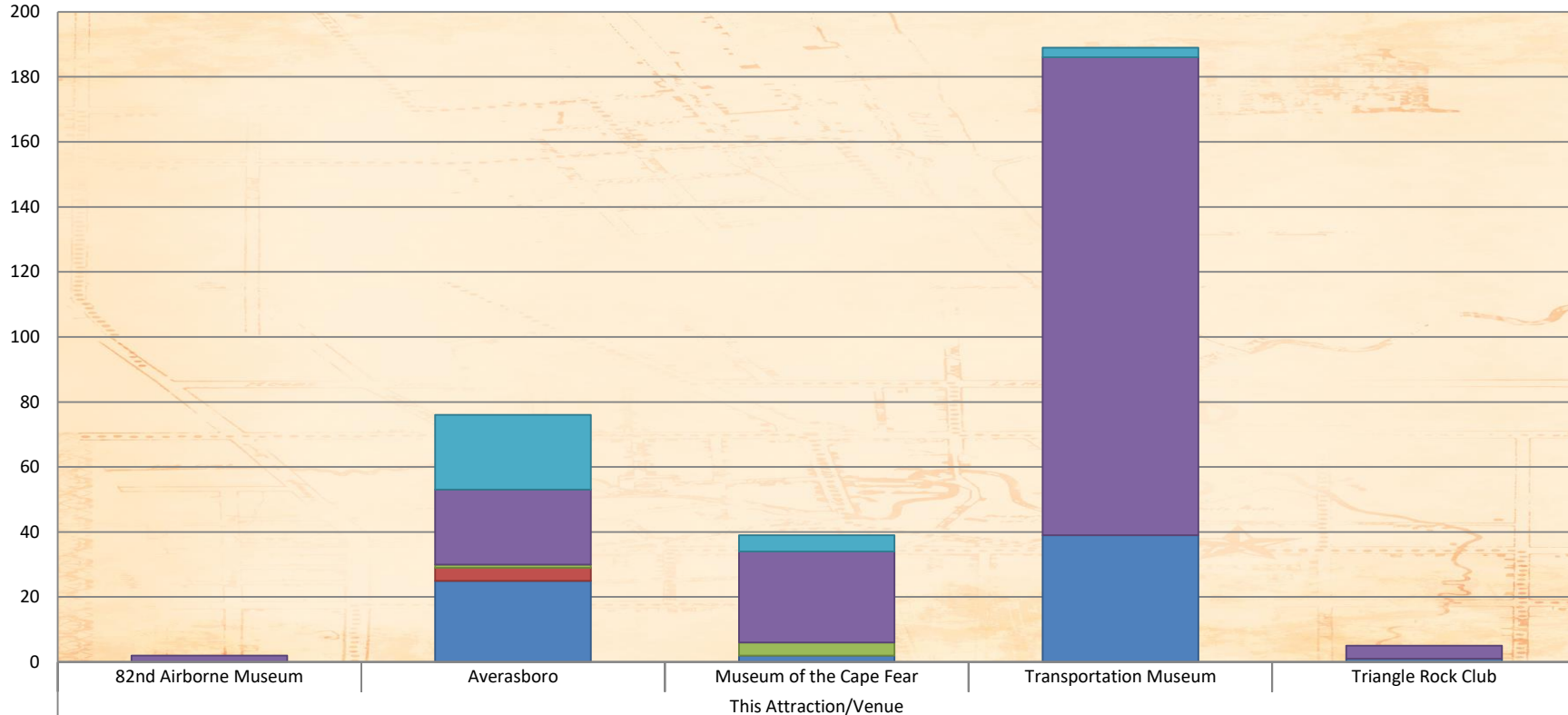
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Cumberland County Attraction Data

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



| | 82nd Airborne Museum | Averbosoro | Museum of the Cape Fear | Transportation Museum | Triangle Rock Club |
|-----------------|----------------------|------------|-------------------------|-----------------------|--------------------|
| Passing Through | 0 | 23 | 5 | 3 | 0 |
| Local/Resident | 2 | 23 | 28 | 147 | 4 |
| Hotel | 0 | 1 | 4 | 0 | 0 |
| Friends/Family | 0 | 4 | 0 | 0 | 0 |
| Day Trip | 0 | 25 | 2 | 39 | 1 |



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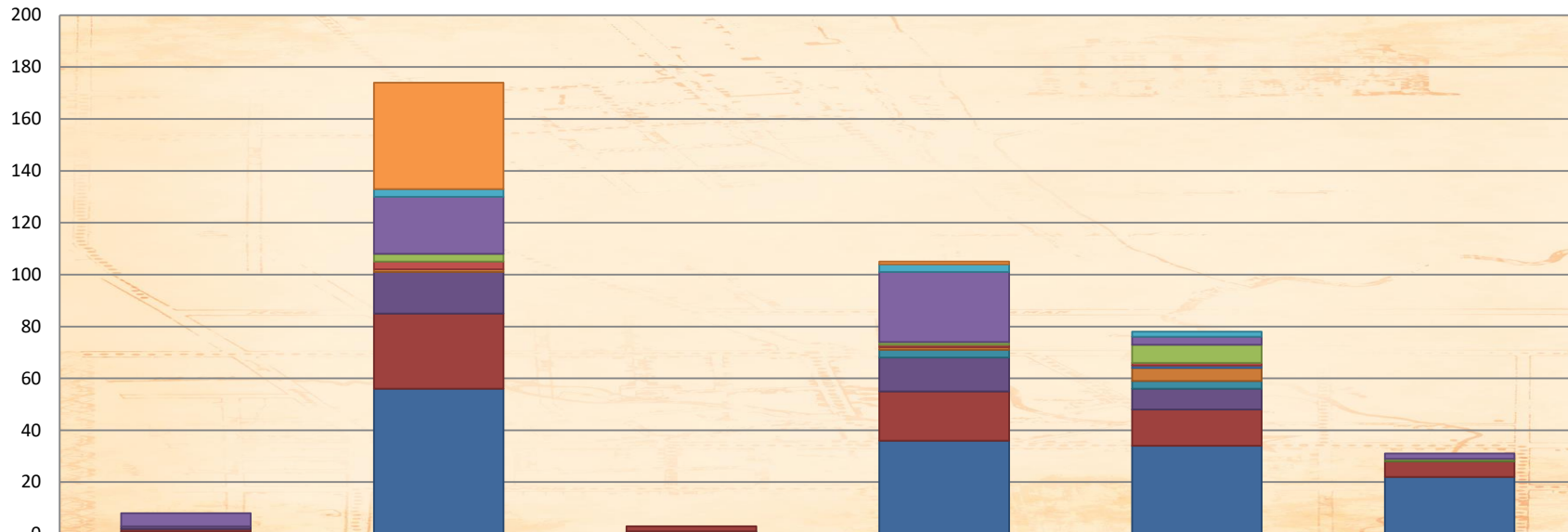
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Cumberland County Attraction Data

Where did you hear about the Attraction?



| | 82nd Airborne Museum | AveraSboro | Fascinate-U | Museum of the Cape Fear | Transportation Museum | Triangle Rock Club |
|-----------------------|----------------------|------------|-------------|-------------------------|-----------------------|--------------------|
| Billboard | | 41 | | 1 | | |
| Facebook | | 3 | | 3 | 2 | |
| Other | 5 | 22 | | 27 | 3 | 2 |
| Other: Drove By | | 3 | | 1 | 7 | |
| Other: Google | | 3 | | 1 | 1 | |
| Other: TripAdvisor | | | | | 1 | |
| Other: Visitor Center | | 1 | | 1 | 5 | |
| Other: Walked by | | | | 3 | 3 | |
| Print | 1 | 16 | | 13 | 8 | |
| Radio | | | | | | 1 |
| Website | 1 | 29 | 2 | 19 | 14 | 6 |
| Word of Mouth | 1 | 56 | 1 | 36 | 34 | 22 |



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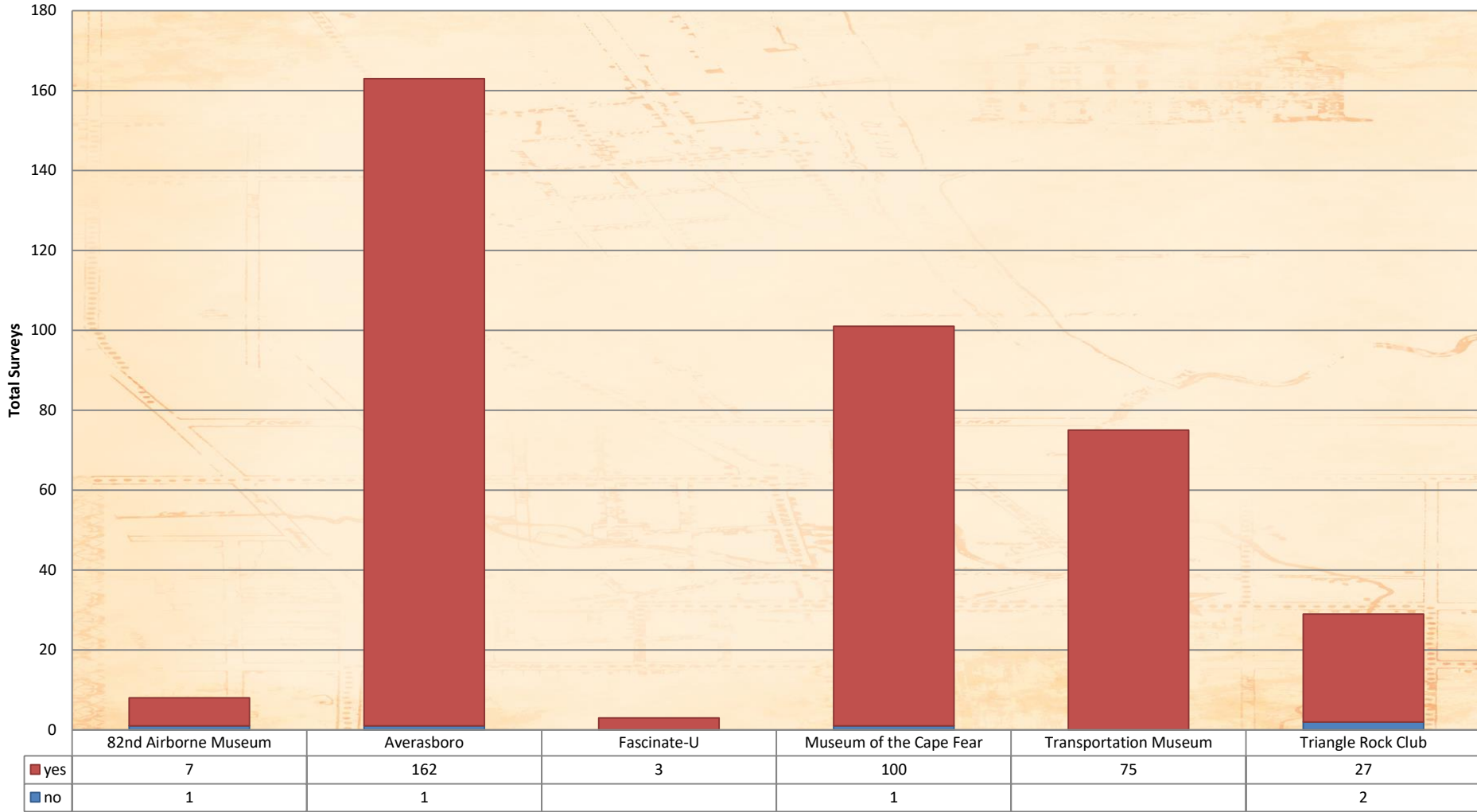
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Cumberland County Attraction Data

Was the venue easy to find?



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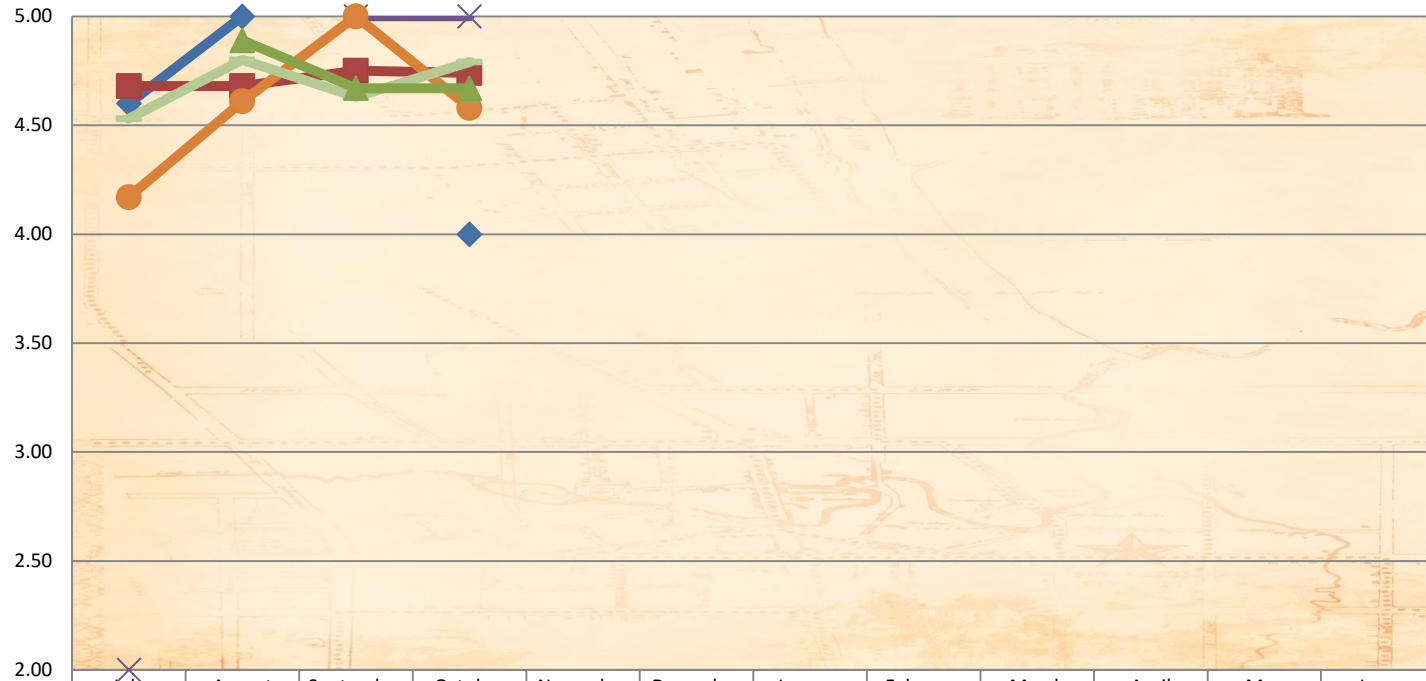
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Cumberland County Attraction Data

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 | | | | | | | | |
| Averasboro | 4.68 | 4.68 | 4.75 | 4.74 | | | | | | | | |
| Botanical Garden | | | | | | | | | | | | |
| Fascinate-U | 2.00 | | 5.00 | 5.00 | | | | | | | | |
| JFK Special Warfare Museum | | | | | | | | | | | | |
| Museum of the Cape Fear | 4.17 | 4.61 | 5.00 | 4.58 | | | | | | | | |
| The Climbing Place | | | | | | | | | | | | |
| Transportation Museum | 4.53 | 4.80 | 4.63 | 4.79 | | | | | | | | |
| Triangle Rock Club | | 4.89 | 4.67 | 4.67 | | | | | | | | |



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Survey Comments

| | | |
|---|--|---|
| Averasboro | Knowledgeable service from John. Very friendly. | |
| | Great maps | |
| | Good artifacts | |
| | Wonderful | |
| | Hosts very knowledgeable | |
| | Very nice | |
| | Keep up the work. Our people need to know our past. | |
| | Wheelchair friendly | |
| | Enjoy coming, very interesting. | |
| | Nice volunteer. | |
| | Jim Hull [illegible words] information | |
| | Great gift shop | |
| | Museum of the Cape Fear | Very nice |
| | | This is very educational - we will come back. |
| You have great historians - LEW | | |
| I will be coming back & bringing my family. | | |
| Excellent | | |
| More details, dates, times | | |
| Very good | | |
| Guy at desk needs a raise. | | |
| OK | | |
| Beautiful home! | | |
| Very interesting | | |
| Very informative | | |
| I love it. Thanks! | | |
| Provide stipend of reasonable \$ to keep good people. | | |
| Transportation Museum | Great customer service; greeted my grandson and made him feel welcome and comfortable | |
| | Great people Friendly | |
| | More artifacts | |
| | Great | |
| | Very interesting museum, truly enjoyed visiting | |
| | Nothing | |
| | Keep It Up | |
| Triangle Rock Club | Great location. One of the best climbing gyms in NC. Friendly staff & reasonable prices. | |

EST. 1754

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Survey Suggestions

| | |
|--------------------------------|---|
| 82nd Airborne Museum | Online it did not let us know these museums were being renovated. :(We drove a long way to see these museums. Nothing, but to make the museum bigger. |
| Averasboro | Great area and tour awesome museum! Nothing, it's great Tour guides on battlefield Very good information Magnificent the way it is Everything was labelled nicely! I appreciate the locals who help tell the history here. All enjoyed & learned from our stay! Excellent tour guide Notification of events advance notice, when possible. Great shop! Nothing - all was great |
| Fascinate-U | Hand sanitizer stations. Other than that great time! |
| Museum of the Cape Fear | Very nice! Provide stipend of reasonable \$ to keep good people. It was amazing! Keep doing what you're doing. exess [sic] to upper [illegible word] To keep this history & program - to show the American = the world. I thought that my experience was really good. I really enjoyed the tour of the modern home. Everything was fine, need no improvement. Nothing, it's perfect!! Loved it so much! Enjoyed tour very much. N/A. It was a wonderful visit. Mrs. Tippet was a wonderful tour guide and the staff was very friendly and helpful. Provide a biography at the beginning of the tour. Give enough keys for all volunteers for the Poe House. Keep doing what you are doing I loved the house. It was authentic, but I would have loved it if the lighting was better in the house downstairs. |
| Transportation Museum | Great museum Put brochures in office at Fayetteville RV Resort in Wade I enjoyed the experience, continue your wonderful work Maybe if someone walked thru with us Arrows on how to proceed through displays |
| Triangle Rock Club | More lighting in parking lot. Easier to find. |



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Extra Survey Questions (if applicable)

Museum of the Cape Fear

Question 1

| | |
|-----|----|
| no | 21 |
| yes | 21 |

Question 2

| | |
|----------|---|
| 0,5,0,0 | 4 |
| 3,5,0,0 | 3 |
| 1,3,2,1 | 1 |
| 8,9,5,5 | 1 |
| 0,10,5,5 | 1 |
| 0,0,0,5 | 1 |
| 6,12,5,5 | 1 |
| 0,10,0,0 | 1 |
| 3,5,0,3 | 1 |
| 0,4,0,0 | 1 |
| 3,5,4,4 | 1 |
| 5,12,9,9 | 1 |
| 0,2,1,1 | 1 |
| 4,6,4,5 | 1 |
| 2,5,0,0 | 1 |
| 0,10,0,7 | 1 |
| 0,0,0,3 | 1 |
| 0,7,0,0 | 1 |
| 2,5,2,2 | 1 |
| 1,5,0,3 | 1 |