

# Attraction Survey Results for September 2017

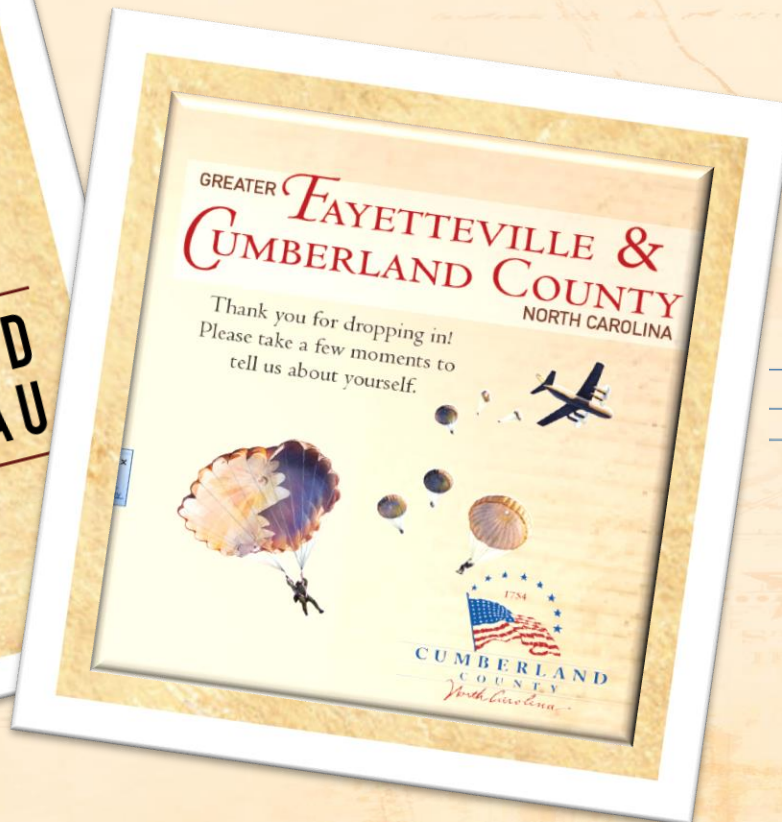
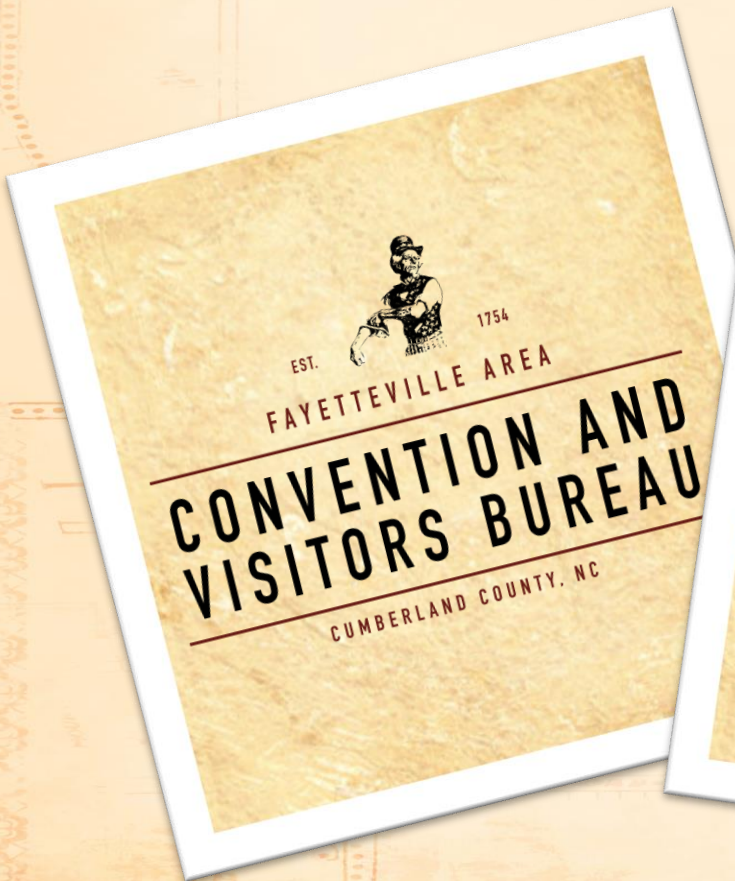
David Nash

Research and Data Manager  
FACVB



CUMBERLAND  
COUNTY  
*North Carolina*

October 11, 2017



# Cumberland County Attraction Data

Year to Date

Where were visitors from (State and Country)?

STATE/COUNTRY	PERCENTAGE
NC	68.46%
INVALID ZIP	9.59%
FL	4.51%
VA	1.60%
OH	1.31%
CA	1.16%
PA	1.02%
WA	0.87%
GA	0.87%
SC	0.87%
NJ	0.87%
WV	0.73%
NY	0.73%

STATE/COUNTRY	PERCENTAGE
CT	0.73%
MD	0.58%
UT	0.58%
MI	0.58%
IN	0.58%
AZ	0.58%
DC	0.29%
KY	0.29%
TX	0.29%
CO	0.29%
AK	0.29%
IL	0.29%
MN	0.29%

STATE/COUNTRY	PERCENTAGE
NM	0.15%
DE	0.15%
AR	0.15%
OR	0.15%
WI	0.15%
PUERTO RICO	0.15%
VT	0.15%
LA	0.15%
MT	0.15%
TN	0.15%
NETHERLANDS	0.15%
GERMANY	0.15%



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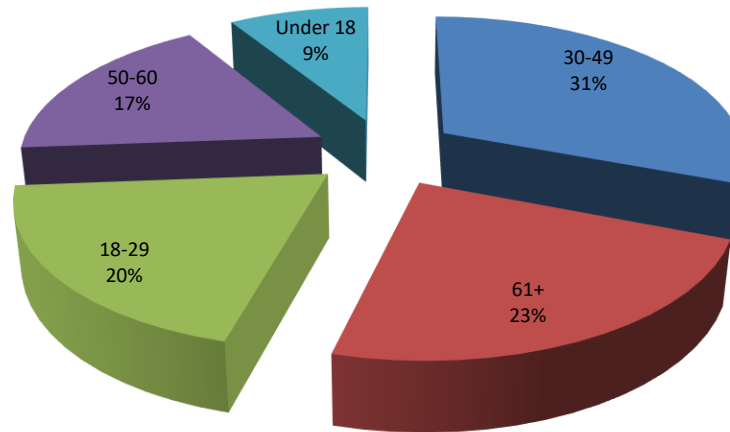
CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

## Average Attraction Rating (ALL)

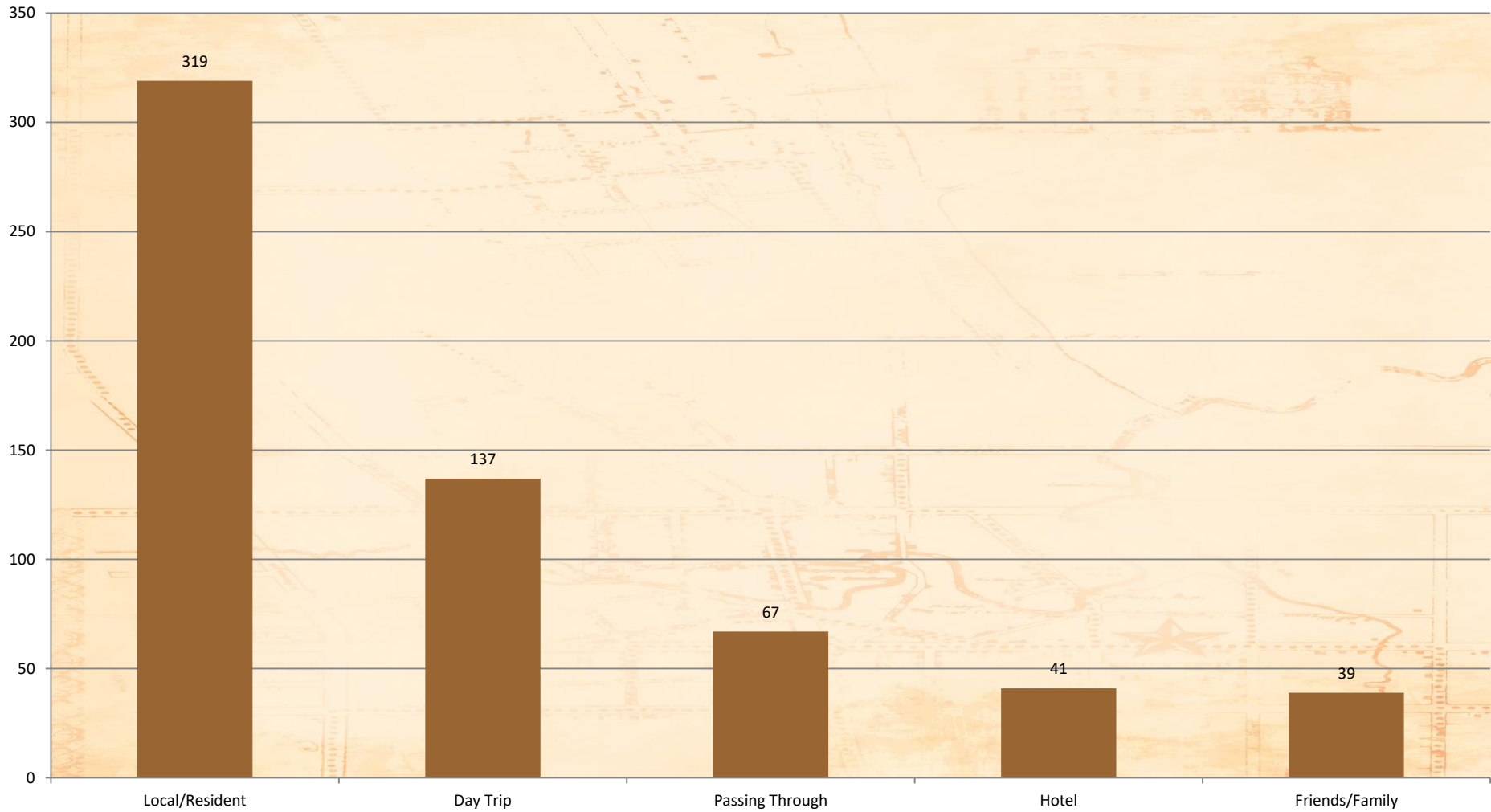
1 <sup>ST</sup> Quarter	4.67
2 <sup>nd</sup> Quarter	
3 <sup>rd</sup> Quarter	
4 <sup>th</sup> Quarter	
Year	4.67

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



# Cumberland County Attraction Data

Where are Visitors Staying (Year)?



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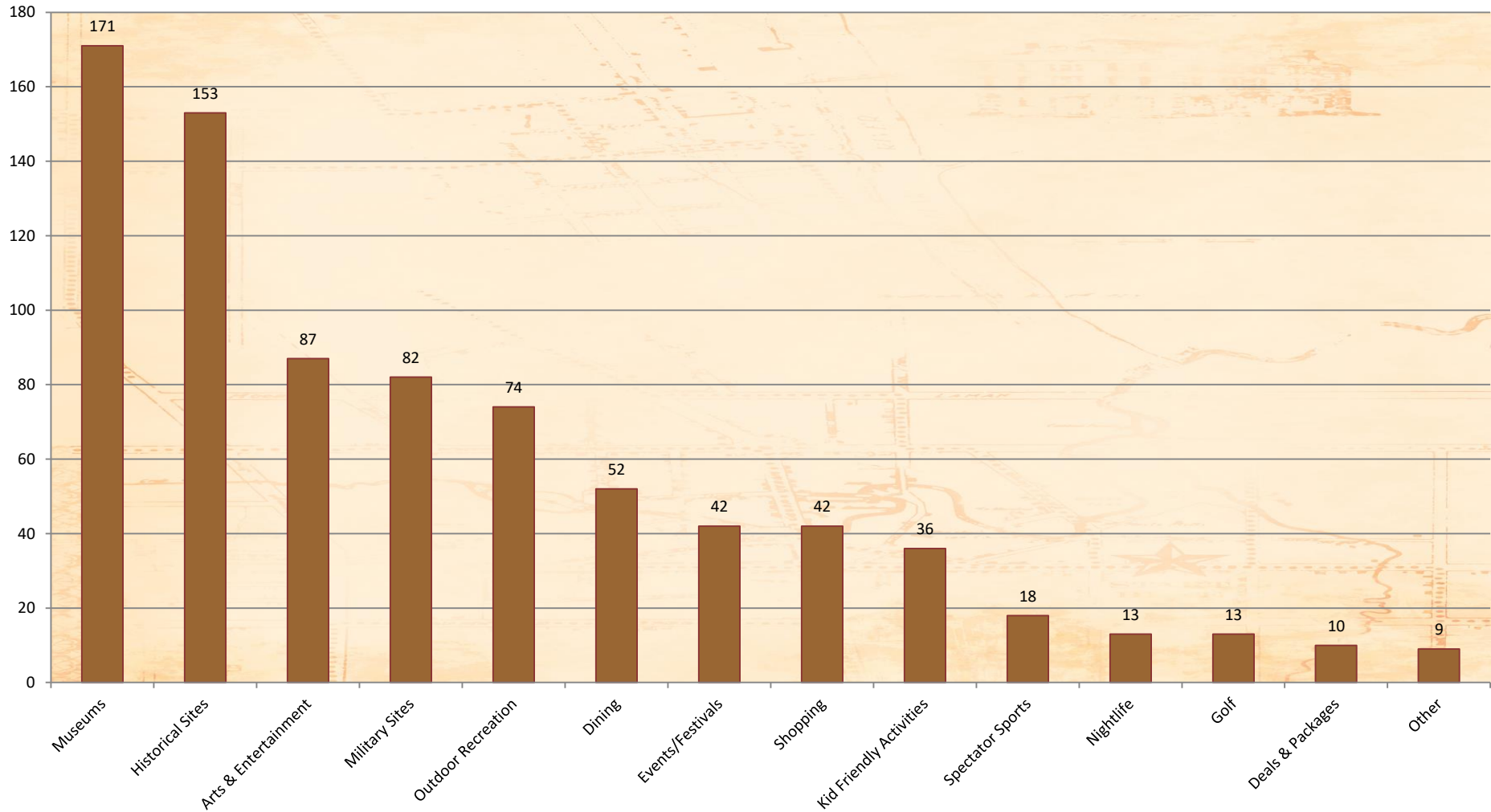
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# Cumberland County Attraction Data

What are the areas of interest (Year)?



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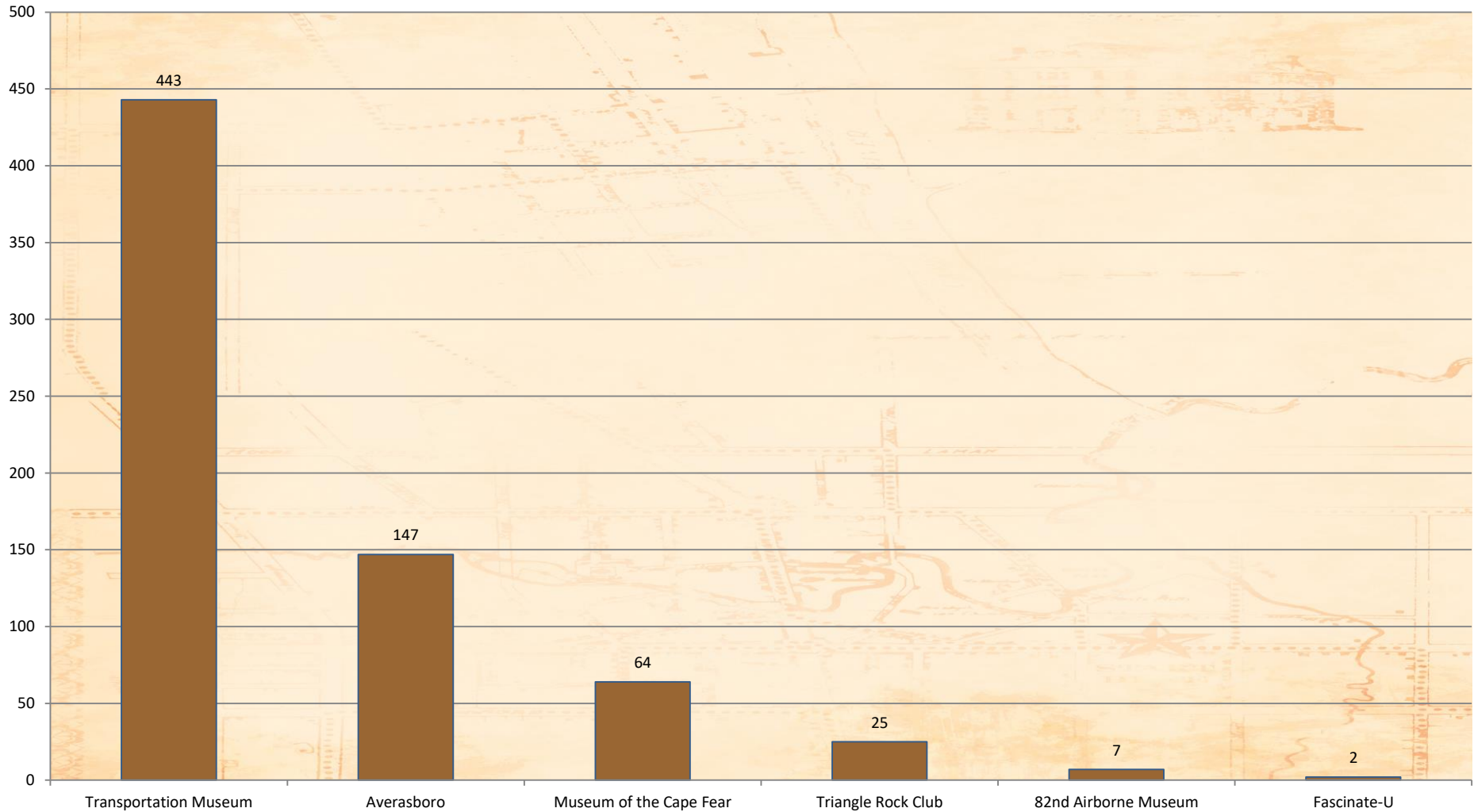
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# Cumberland County Attraction Data

Total Number of Filled Out Surveys by Attraction (Year)



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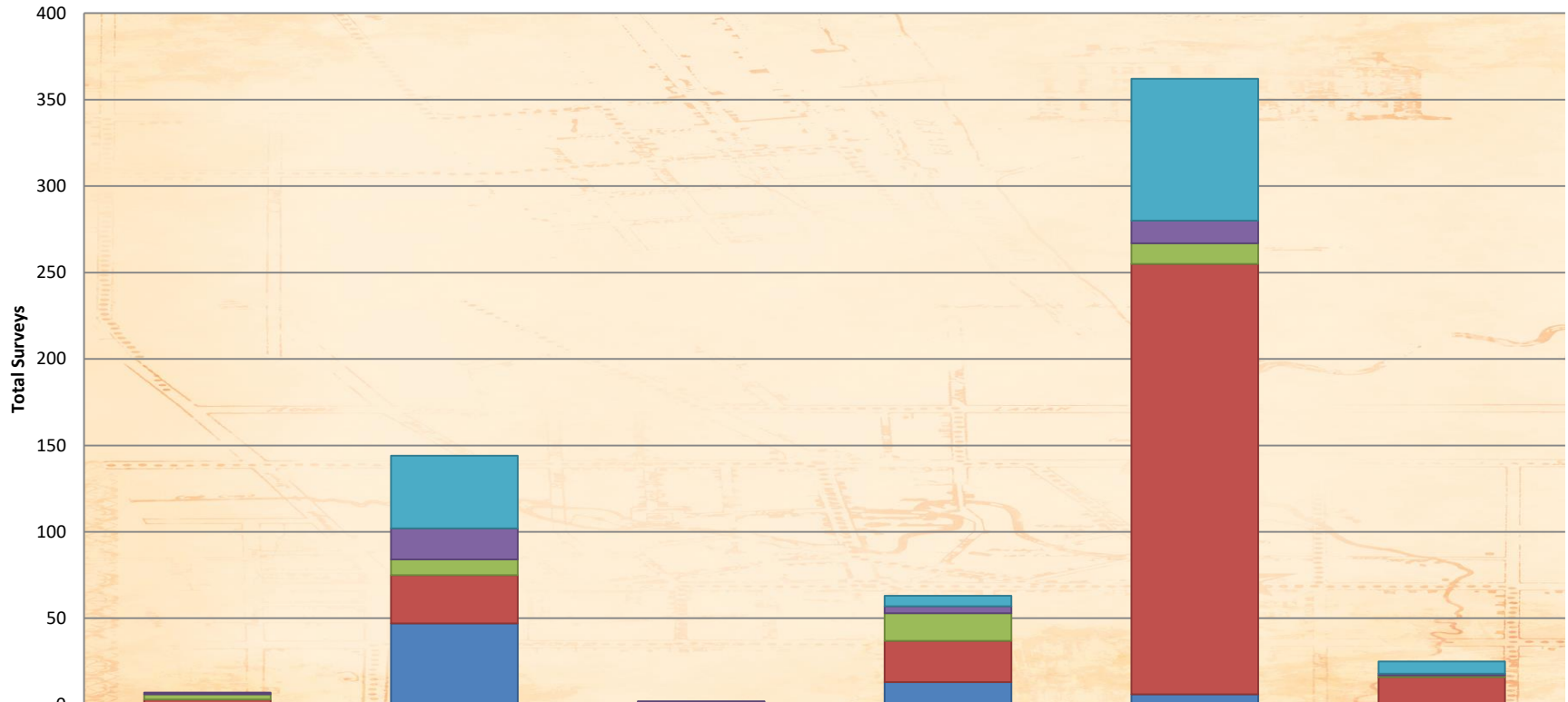
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# Cumberland County Attraction Data

Where are you staying? (Attraction/Year)



	82nd Airborne Museum	Averbosboro	Fascinate-U	Museum of the Cape Fear	Transportation Museum	Triangle Rock Club
Day Trip	0	42	0	6	82	7
Friends/Family	1	18	2	4	13	1
Hotel	3	9	0	16	12	1
Local/Resident	3	28	0	24	249	15
Passing Through	0	47	0	13	6	1



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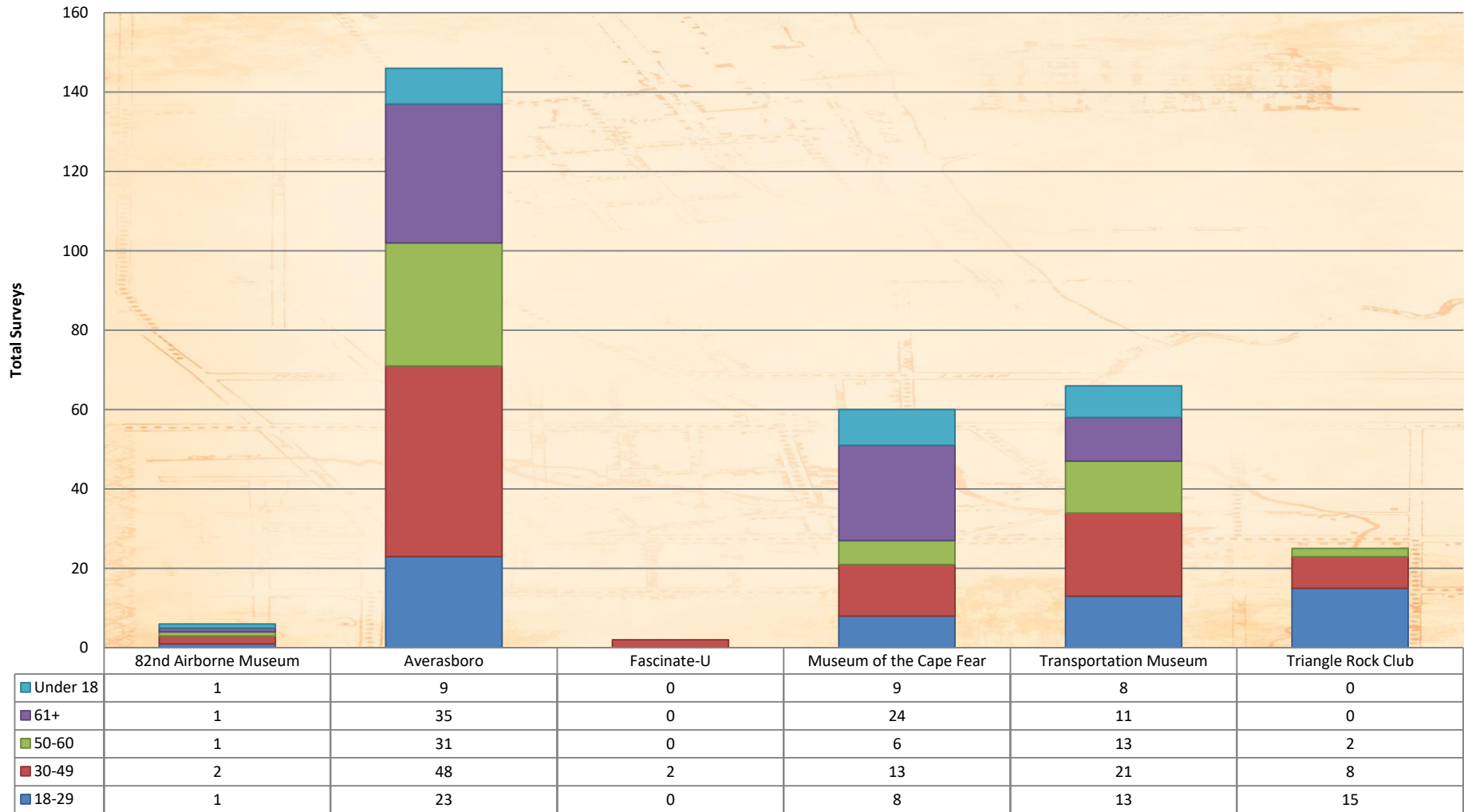
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# Cumberland County Attraction Data

Age Range? (Attraction/Year)



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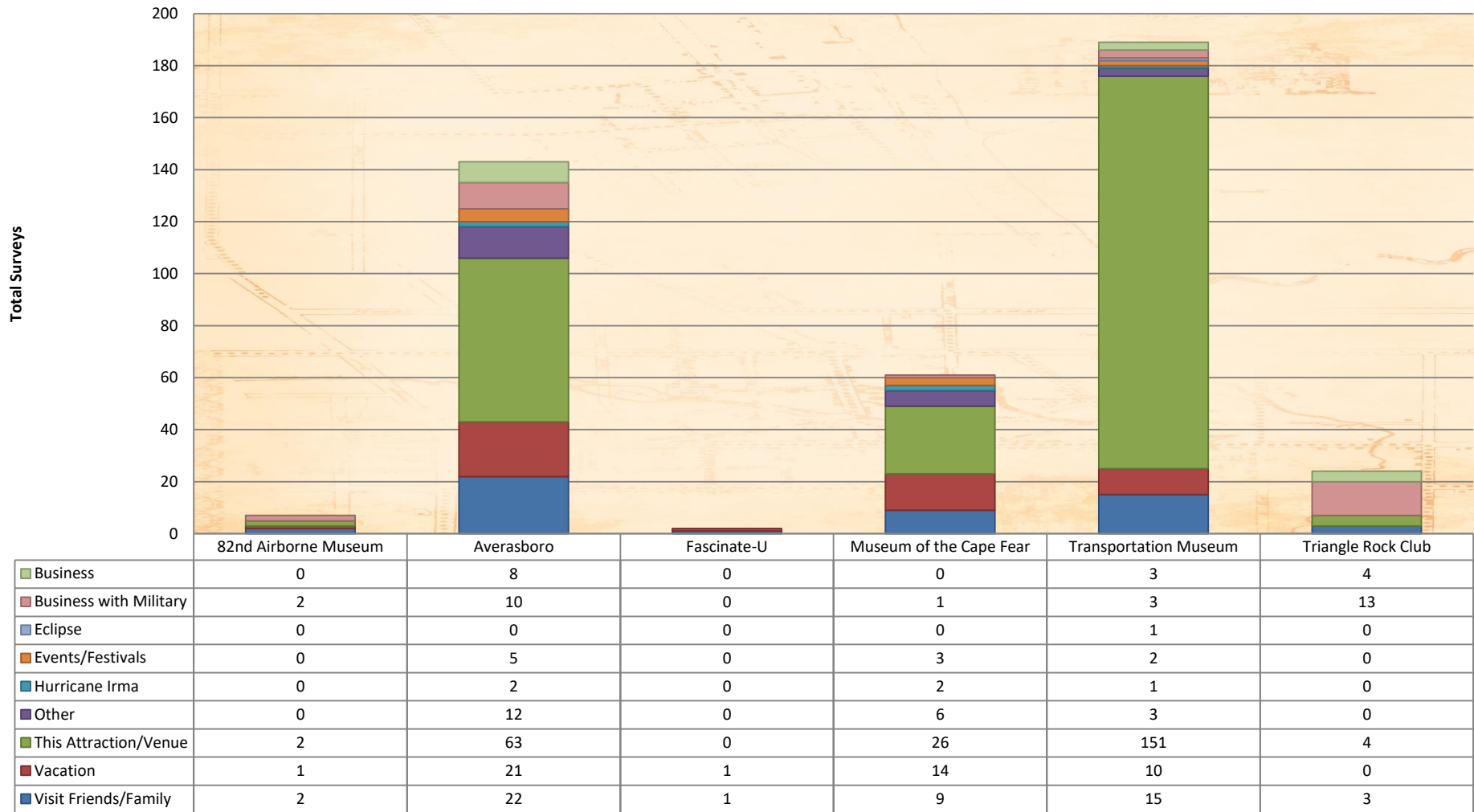
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# Cumberland County Attraction Data

Why are you visiting? (Attraction/Year)



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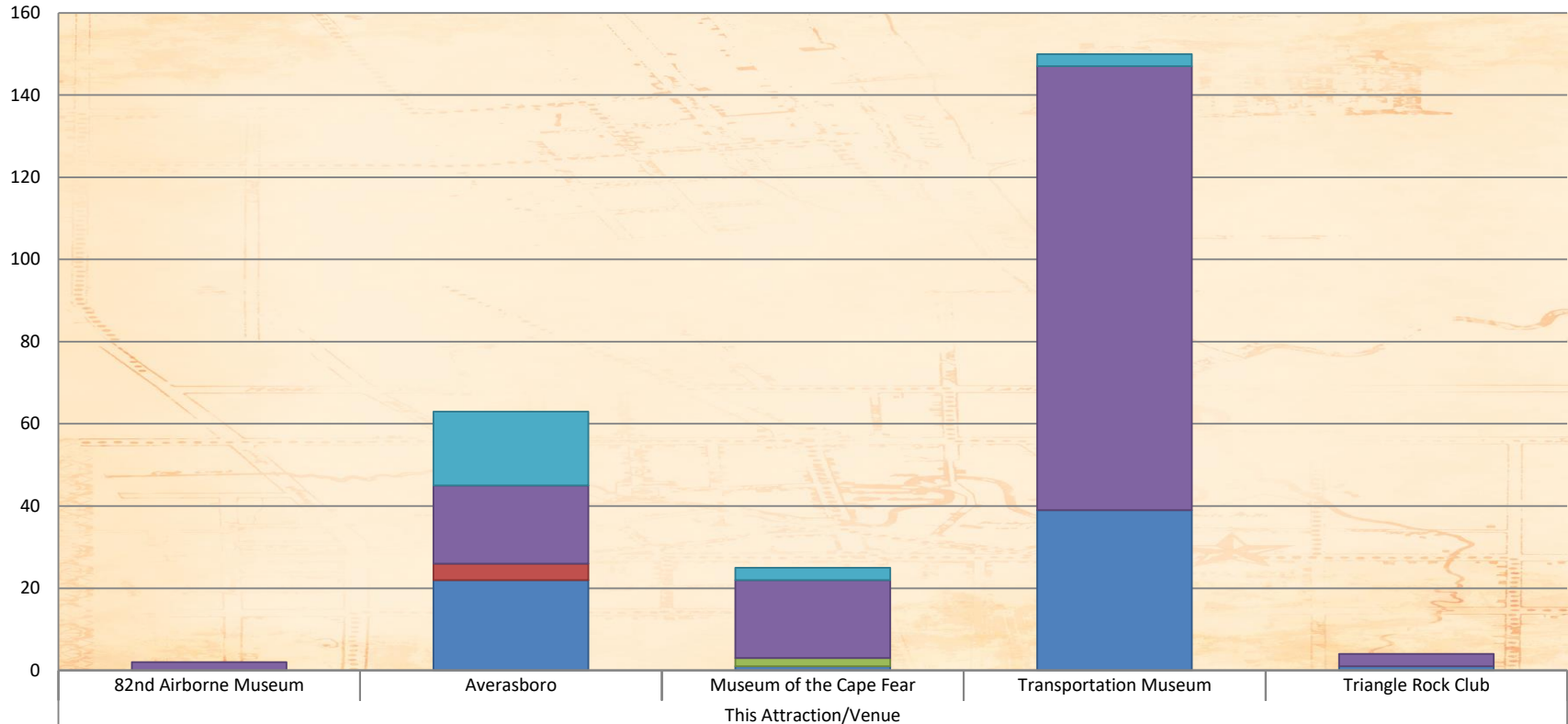
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# Cumberland County Attraction Data

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



	82nd Airborne Museum	Averagesboro	Museum of the Cape Fear This Attraction/Venue	Transportation Museum	Triangle Rock Club
Passing Through	0	18	3	3	0
Local/Resident	2	19	19	108	3
Hotel	0	0	2	0	0
Friends/Family	0	4	0	0	0
Day Trip	0	22	1	39	1



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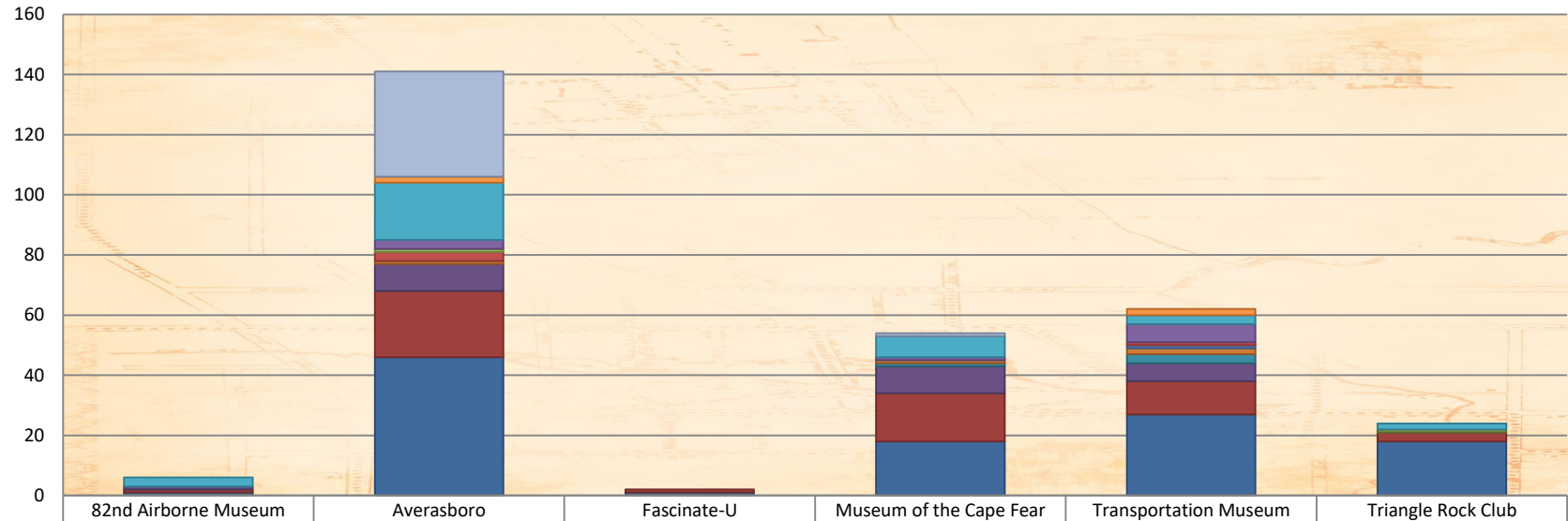
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# Cumberland County Attraction Data

Where did you hear about the Attraction?



	82nd Airborne Museum	Averagesboro	Fascinate-U	Museum of the Cape Fear	Transportation Museum	Triangle Rock Club
Billboard		35		1		
Facebook		2			2	
Other	3	19		7	3	2
Other: Drove By		3		1	6	
Other: Flyer in Hotel		1				
Other: Google		3			1	
Other: TripAdvisor					1	
Other: Visitor Center		1		1	2	
Other: Walked by				1	3	
Print	1	9		9	6	
Radio						1
Website	1	22	1	16	11	3
Word of Mouth	1	46	1	18	27	18



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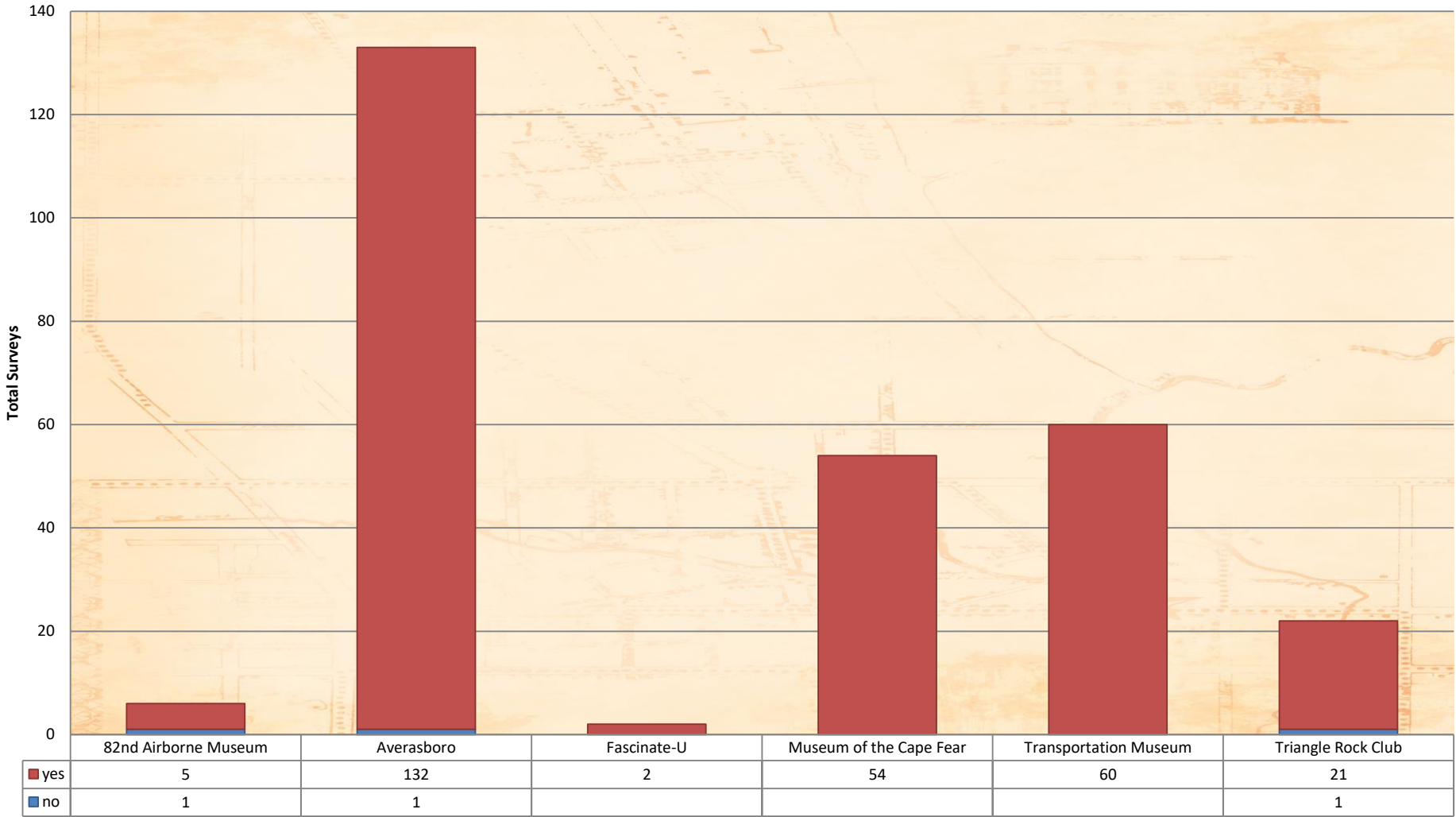
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# Cumberland County Attraction Data

Was the venue easy to find?



EST. 1754  
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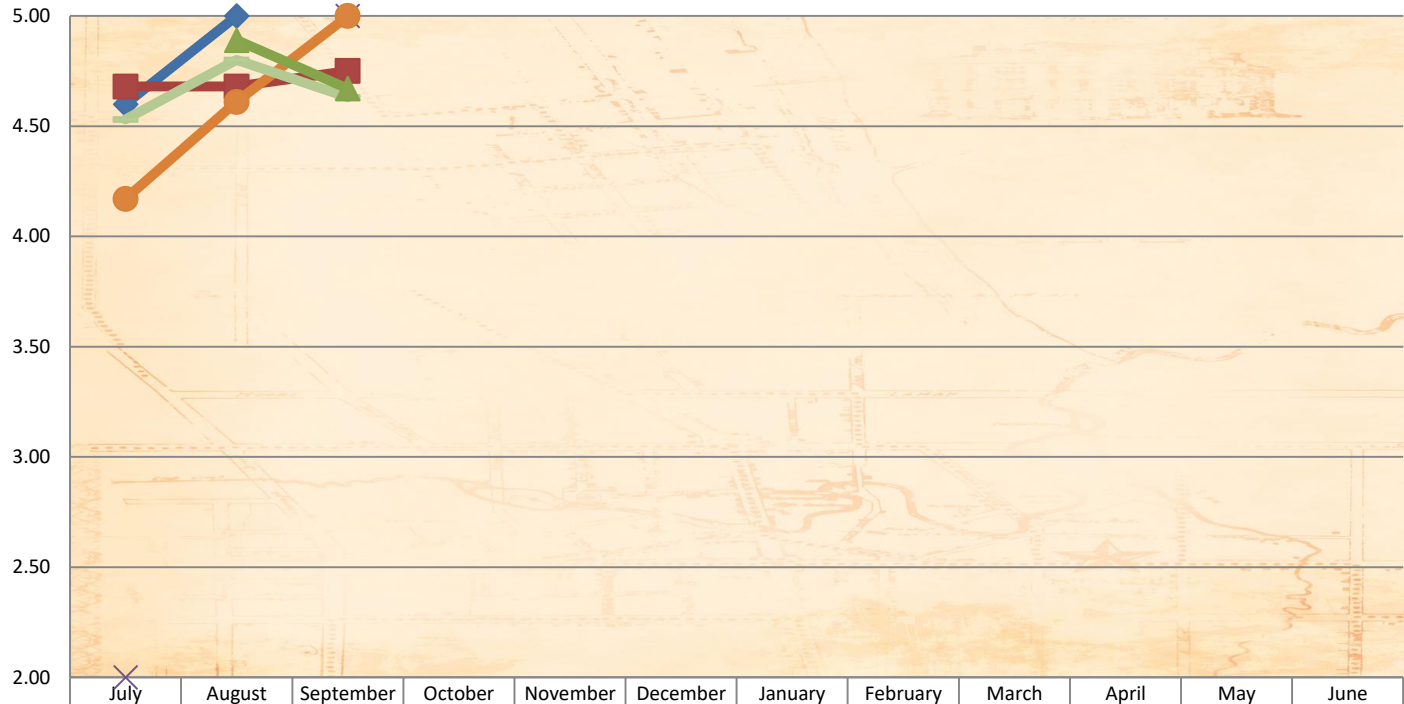
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# Cumberland County Attraction Data

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

EST. 1754

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EST. 1954  
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# Cumberland County Attraction Data

## Survey Comments

<b>Averasboro</b>	Great
	Gentleman here (Jim Hall) very informative - helpful - told us many great interesting "tales"
	Interested in the history - getting to this point and where it went next.
	Awesome.
	So glad we found museum and battlefield. Incredible artifacts and informative.
	nice site - nice museum
	Very good museum. Very friendly staff.
	I visited Petersburg, VA, Bentonville, Gettysburg as a child and growing up.
	Very interesting
	Enjoyed our visit today
	Very nice
	well kept, maintained
	Very interesting!
	Enjoyed the day.
	Very well done
	Like it very much
	volunteers very positive and passionate about job :)
	A great museum and guides
	Love the museum and people!
<b>Fascinate-U</b>	Great place to play w/ our children/grandchildren.

<b>Museum of the Cape Fear</b>	Great receptionist! Thank you
	Donations only are a great price!
	This was a great tour! Thank you for providing a fun experience.
	Excellent tour
	Like the 2nd floor steamboat
	Excellent displays. Staff was very friendly & helpful!
	Great tour & guide
	I loved to see the history in variety of sides in human life. Thank you.
<b>Transportation Museum</b>	It's Nice
	Wonderful History and exhibits
	Cardell was very friendly and informative
	Wonderful museum
	A lovely and informative museum. I will be back.
	Nice and clean
	Wonderful and informative staff
	Nice museum
	None
	Very nice artifacts



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# Cumberland County Attraction Data

## Survey Suggestions

<b>Averasboro</b>	It was great
	Great
	Was great.
	full sidewalk between
	I enjoyed the artifacts. I learned new things (C.S.A.). Saw authentic money (cash and coins). This is the first place that had authentic artifacts.
	Good tour leader
	it was wonderful!
	Nothing at this time
	Keep doing a good job.
	Full time historian if able
	Very nice!
	I am a writer - "out to find myself" and visiting all sorts of places may help
	Maybe more about how women's lives were back during the war
	More tours
	Short film of the history or pamphlet

<b>Fascinate-U</b>	Hand sanitizer dispensers.
<b>Museum of the Cape Fear</b>	The convenient location and display of artifacts are equally proportional.
	Perfect as is!
	Repair ladies' bathroom stalls & use spray
	Great place & one of the best in North Carolina
	Directional signs
<b>Transportation Museum</b>	Nothing
	Fine as is
	Nothing the museum experience was awesome
	Nothing, good layout
<b>Triangle Rock Club</b>	Great place!
	More lighting in parking lot.
	Easier to find.



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# Cumberland County Attraction Data

Extra Survey Questions (if applicable)

## Museum of the Cape Fear

Question 1

No	3
Yes	9

Question 2

2,4,3,3	1
2,5,4,4	1
0,0,0,7	1
4,8,0,6	1
2,3,2,2	1
5,5,5,5	1
7,8,7,7	1
0,7,5,0	1
4,6,0,0	1



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