

Bureau Business Brief: Monthly Results Report

February 2018

**John Meroski
Chief Executive Officer,
FACVB**

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

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Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - February 2018 vs February 2017												Year to Date - February 2018 vs February 2017									Participation						
	Occ %		ADR		RevPAR		Percent Change from February 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017					Properties		Rooms		
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	57.1	59.6	96.69	96.55	55.23	56.91	-4.1	1.2	-3.0	0.1	3.2	-1.1	53.3	55.3	96.62	93.46	50.99	51.68	-3.6	2.3	-1.4	1.8	3.2	-0.5	1714	1180	153929	124625
Cumberland County, NC	63.8	65.5	74.19	74.24	47.30	48.59	-2.6	-0.1	-2.7	-1.0	1.8	-0.9	59.5	64.5	72.94	74.32	43.37	47.95	-7.8	-1.9	-9.5	-8.0	1.8	-6.2	67	49	6100	5120
Johnston County, NC	47.7	48.7	70.61	70.35	33.68	34.25	-2.0	0.4	-1.7	-2.3	-0.6	-2.7	45.8	47.3	69.90	69.61	32.01	32.94	-3.2	0.4	-2.8	-3.4	-0.6	-3.8	32	25	2204	1769
Robeson County, NC	54.4	70.2	72.03	74.88	39.21	52.60	-22.5	-3.8	-25.5	-27.4	-2.7	-24.6	51.9	70.1	72.25	75.49	37.53	52.89	-25.9	-4.3	-29.0	-30.9	-2.7	-27.8	28	17	1833	1291
Wake County, NC	66.6	69.1	104.34	101.48	69.49	70.15	-3.6	2.8	-0.9	5.5	6.5	2.6	62.6	65.3	103.58	101.15	64.88	66.07	-4.1	2.4	-1.8	4.6	6.5	2.1	140	128	16793	15890
Durham County, NC	65.3	68.6	103.50	103.69	67.62	71.01	-4.6	-0.2	-4.8	-3.9	0.9	-3.8	61.1	62.9	101.81	100.11	62.25	62.96	-2.8	1.7	-1.1	-0.3	0.9	-1.9	65	60	8401	7991
Edgecombe County, NC																								4	2	216	126	
Gulford County, NC	56.5	57.9	91.55	87.23	51.76	50.48	-2.3	5.0	2.5	2.4	-0.1	-2.4	49.9	50.6	88.64	84.46	44.23	42.72	-1.3	4.9	3.6	3.5	-0.1	-1.4	84	67	10176	9054
Harnett County, NC	54.7	55.1	72.99	73.63	39.96	40.58	-0.7	-0.9	-1.5	-1.5	0.0	-0.7	49.9	52.7	72.52	73.10	36.19	38.49	-5.2	-0.8	-6.0	-6.0	0.0	-5.2	11	8	859	638
Moore County, NC	51.0	48.2	97.47	95.84	49.72	46.22	5.8	1.7	7.6	7.5	-0.1	5.7	45.9	43.9	93.39	93.53	42.82	41.06	4.5	-0.1	4.3	4.2	-0.1	4.3	22	14	1958	1554

Visitor Profile

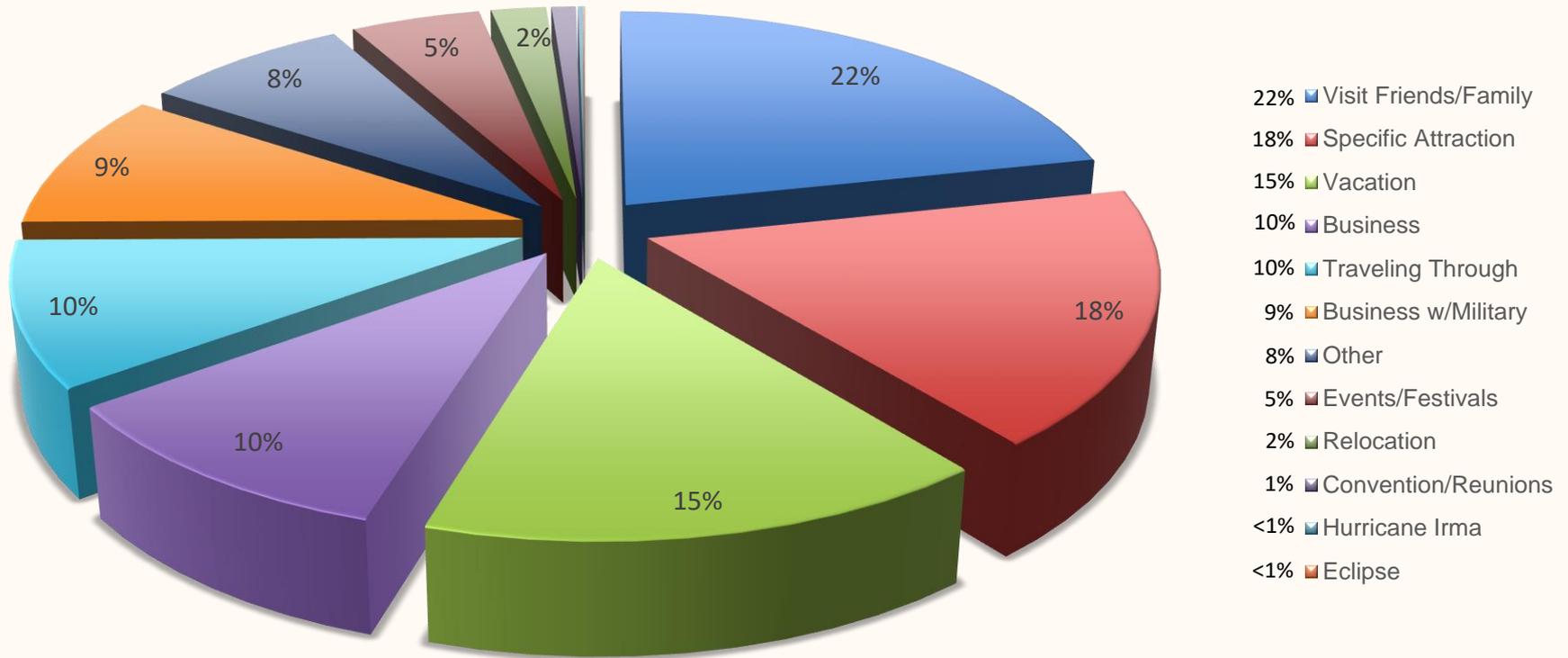
Statistics

Sources: Attractions, Electronic Kiosks, Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 56.57%, Florida 5.50% and Virginia 3.03%.
2. The visitors' reason for visiting was Visit Friends/Family 22%, Attraction 20% and Vacation 20%.
3. The top areas of interest were Museums 13%, Dining & Historical Sites 12% each and Arts & Entertainment 11%.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.75.

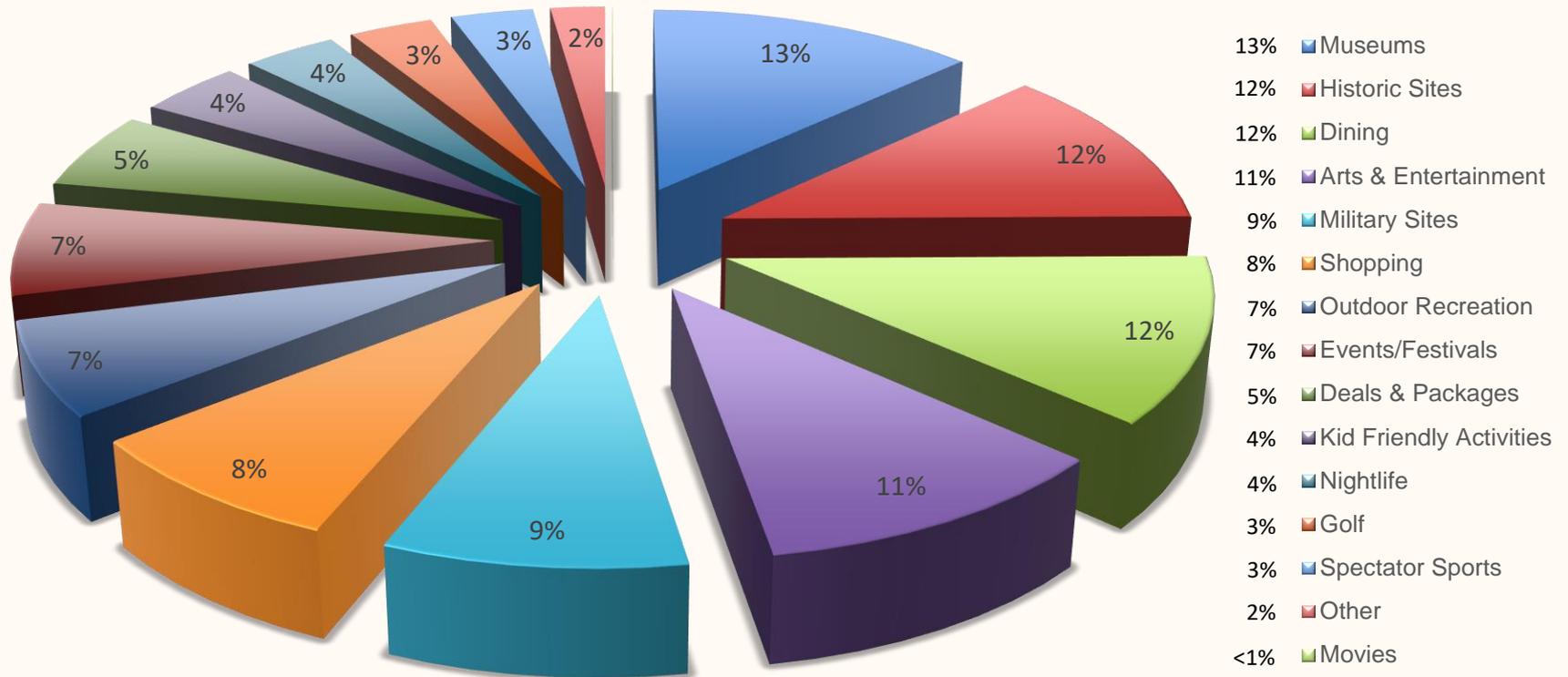
Visitor Profile

Reason for Visiting



Visitor Profile

Visitor's Interests



Sales Department

Meeting and Sporting Event Solicitation Activity



	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
Grand Totals:	152	427,766	25,214	77,796	\$36,823,710.00
Cancelled:	0	0	0	0	\$0.00
Closed:	7	2,400	180	215	\$145,920.00
Definite:	11	8,955	489	1,006	\$665,760.00
Assist:	0	0	0	0	\$0.00
Lost:	10	29,020	3,642	9,836	\$11,991,660.00
Pending:	7	6,925	1,200	3,760	\$3,112,200.00
Verbal Definite:	31	28,700	3,125	4,910	\$3,608,100.00
Cancelled from Pending:	0	0	0	0	\$0.00

Lead Source Summary

American Legion - Magazine:	1	Tourism Development Authority (TDA) Grant:	4
Calls (9-11 a.m.):	7	CVent:	5
RCMA No Longer Used:	4	Association Executives of North Carolina (AENC) - Annual Meeting:	3
Referred by Previous Client No Longer Used:	1	SGMP Annual Meeting:	2
Client Contacted Us:	18	Previous Client Referral:	9
Parks & Recreation:	22	Sales Blitz:	4
Internet/ CVB Website No Longer Used:	2	Strategic Database Research (SDR):	1
Networking:	2	Advertising Masonics:	1
Internet/CVB Website:	1	Telemarketing:	1
TEAMS:	1	Rejuvenate Marketplace:	9
National Association of Sports Comm:	3	Travel Alliance Partners (TAP):	1
Connect Marketplace:	3	RCMA:	5
Bureau Generated:	22		

Market Segment Summary

Meeting Sales Market Segments

Training:	0	Group Tour:	3
Performance Group:	0	Social:	7
Health & Medical:	1	Hobby & Vocational:	3
Religious:	24	Senior Group:	0
Politics:	0	Educational/Student Group:	3
Military/Government:	0	Affinity Group:	1
Sports:	27	Fraternal:	7
Ethnic:	0	Corporate:	0
Outdoor/Adventure Group:	0	Retail Tour:	0
Educational:	9	Corporate - Miscellaneous:	8
Church/Religious Group:	0	Family or Friend Reunion:	0
Military:	5	Reunion:	2
Government:	5	Association:	7
Nonprofit Group:	3	TDA:	4

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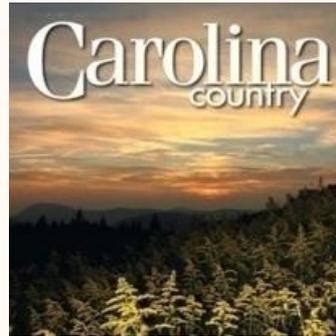
Sales Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	3rd Quarter	FY 2018 Totals
COMMUNICATIONS DEPARTMENT						
Facebook						
Users/Followers	N/A	N/A	6,927	6,945	N/A	N/A
Postings	149	172	45	48	93	414
GoFayetteville Facebook						
Users/Followers	N/A	1,179	1,258	1,302	N/A	1,179
Postings	N/A	15	18	7	25	40
Twitter						
Users/Followers	N/A	N/A	2,911	2,921	N/A	N/A
Postings	110	131	22	44	66	307
Instagram						
Users/Followers	N/A	N/A	1,627	1,677	N/A	N/A
Postings	21	67	20	21	41	129
Linked In						
Followers	N/A	N/A	348	411	N/A	N/A
Postings	N/A	N/A	30	33	63	63
Engagement	N/A	N/A	151	271	422	422
Event Calendar Postings (not including FACVB site)	478	610	62	103	165	1,253
Electronic Destination Guides Viewed	64	49	10	11	21	134
Electronic Trail Guides Viewed	11	9	5	3	8	28
FACVB Generated Blog Articles	14	13	4	2	6	33

Communications Department

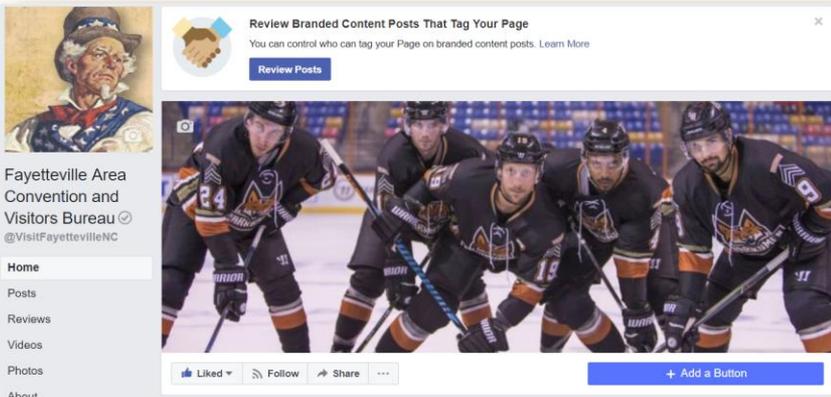
103 Events Listings Placed



Communications Department

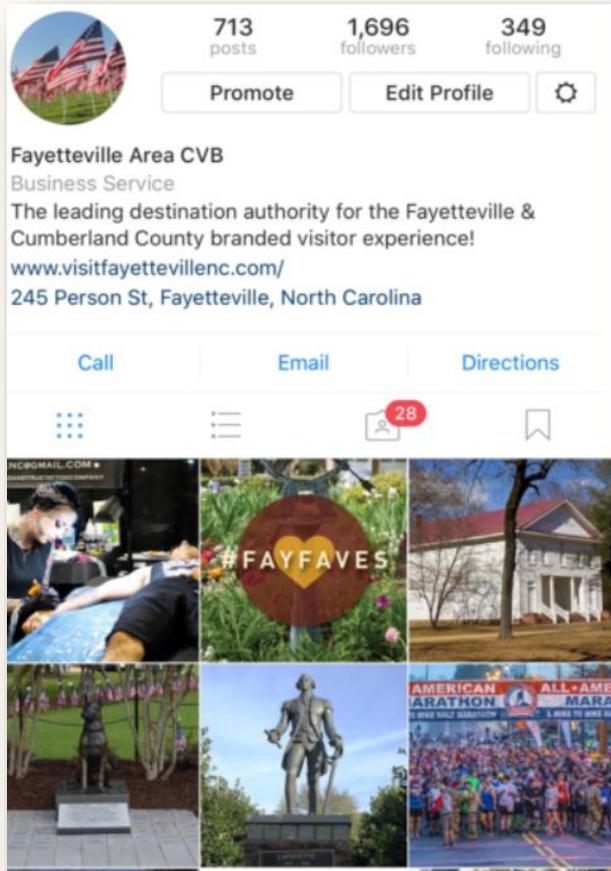
Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	2,291	44	520 Clicks, Retweets, Replies
Facebook	6,945	48	566 Likes, Comments, Shares
Instagram	1,677	31	757 Likes, Comments
Facebook - #GoFay	1,302	7	261 Likes, Comments, Shares



Communications Department

Social Media Statistics



713 posts 1,696 followers 349 following

Promote Edit Profile ⚙️

Fayetteville Area CVB
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Local & Travel Website



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Communications Department

Publicity Generated

Up & Coming Magazine –
Liberty Point Bulletin

February 8:
Cumberland County Celebrates
Black History month

February 21:
Be a Hometown Hero

Liberty Point Bulletin



Cumberland County Celebrates Black History Month

Black History Month is an annual commemoration that honors the contributions of African-Americans to the United States. Several noteworthy African-Americans called Cumberland County home. We've highlighted two below.

Born in Fayetteville in 1827, Hiram Rhodes Revels was elected as the first African-American to serve in the U.S. Senate and the first to serve in the U.S. Congress. He served from 1870-71 during the Reconstruction era following the Civil War.

America's first great African-American novelist, Charles Chesnut, settled in Fayetteville with his family at age 8. In 1877, he became assistant principal of the Normal School, which is known today as Fayetteville State University. After several years, he moved his family to Ohio and began his law and literary career.

His first book, "The Conjure Woman" was published in 1899, followed by "The House Behind the Cedars" in 1900. Many of his works dealt with racism and other social issues in the south during Reconstruction.

Learn more about the legacy of local African Americans on the Cultural Heritage Trail.

As you read this article, we are a week into Black History Month. Remaining events this month include museum exhibits, cultural presentations and musical performances. A few key events are below. For a complete list, head to www.VisitFayettevilleNC.com

Feb. 10 - 1867-2017: a 150-Year Celebration. In celebration of the sesquicentennial of Fayetteville State University, the Fayetteville Symphony Orchestra performs with guest artist Angela Brown. Together they explore the influence of African Americans on music composed during this 150-year time period.

Feb. 17 - True to Yourself: A Black History Month Film Talk. Presented by the Arts Council & Piedmont Natural Gas and held at Fayetteville State University, casting director Winsome Sinclair and actress Tichina Arnold guide the audience through their careers, lives and challenges.

Feb. 24 - 15th Annual Black History Quiz Bowl. Youth 10 to 18 from North and South Carolina compete in subjects ranging from Black History, business, economics and civics. Held at Ramada Plaza Hotel

Feb. 26- African-American Heritage Bus Tour. Fayetteville Area Transportation Museum guides visitors to a number of sites, including cemeteries to learn the distinct contributions of African-Americans to Cumberland County. Pre-registration required.

CULTURAL HERITAGE TRAILS

Cumberland County offers 18 themed Cultural Heritage Trails that package county history into themes for convenient exploration.

The African-American Heritage Trail consists of sites that provide a historical glimpse into the life of African-Americans who resided in Fayetteville and Cumberland County. The hard labor bourn by slaves, the entrepreneurship of free blacks, the devotion to religion and education, service to our country, and the desire to learn and preserve valuable history await to tell the visitor a grand story.

A few key sites on the trail:

- > Evans Metropolitan A.M.E. Zion Church
- > Fayetteville State University
- > Saint Ann Catholic Church
- > Cross Creek Cemetery
- > Fayetteville Independent Light Infantry Fifer's Grave

Explore all the trails at
FayettevilleNCtrails.com



Download the app
A mobile app for exploring Cumberland County.

ABOUT THE AUTHOR:

Melody Foote
Director of Communications
Fayetteville Area Convention & Visitors Bureau

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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Communications Department

Publicity Generated

Wife In the Wild Blue Yonder
Wine, Cupcakes and Massages



WINE, CUPCAKES + MESSAGES? FAYETTEVILLE HAS IT ALL!

February 13, 2018 / [About Wine](#) / [Personal Experiences, Travel](#)

TREATS AROUND OUTSIDE FORT BRAGG

Whether you're looking for a little evening groove with your friends, a treat to satisfy your sweet tooth or a luxurious spa experience without leaving the area... Fayetteville has you covered.

WINE

When it comes to finding small production wines from all over the world and sharing their secrets with others, Angie Moore knows her stuff. Owner of [The Wine Club](#) in downtown Fayetteville, Angie is passionate about bringing people together for good food and good wine.

Take any of Angie's classes and you're going to walk away feeling like a freshly certified sommelier (even though you're not). She helps all of her "students" bring a certain level of

Drive I-95 Guide
The FSO's French Connection

DROG – Our Driving Blog

Things we find and do along I-95

NC: The Fayette Symphony Orchestra's French Connection Concert

Posted on [January 4, 2018](#)

Fayetteville, NC Exit 49: Francophiles and Lafayette enthusiasts, this concert is for you. On Jan. 11, the Fayetteville Symphony will explore the area's heritage with the concert "The French Connection." The first chamber concert of the season at St. John's Episcopal Church will feature the Fayetteville Symphony String Quartet as they perform Ravel's **String Quartet, a piece that is a cornerstone composition of French Impressionism.**

Founded in 1956, the Fayetteville Symphony Orchestra holds the distinction of being the **oldest continuously-funded community orchestra in North Carolina.** Fifty-one years later, their mission remains: To Educate. To Entertain. To Inspire.



Location: St. John's Episcopal Church, 302 Green Street, Fayetteville, NC 28301

Date: Thurs, Jan 11, 2018

Time: 7:30 – 9:30 pm

Tel: 910-433-4690

www.fayettevillesymphony.org/2017-2018-concerts

For Regional Accommodations, Restaurants & Attractions: visitfayettevillenc.com

DROG – Our Driving Blog

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GoMillie.com

Tips to Fall in Love with Your Duty Station



Kellie Artis [Follow](#)
Wordsmith (among other things) for MILLIE www.gomillie.com. Lover of coffee, barbells, wine and words—usually in that order.
Feb 14 - 4 min read

Tips to Fall in Love With Your Duty Station

A case study from Fayetteville, NC ❤️



Relationships between military installations and their surrounding communities are often as varied as the families that cycle through them. Sometimes, towns spring up to accommodate a base that was plunked down

Kelly Seeks

A Great Place to Breathe in Fayetteville

KELLY SEEKS

— seeking life beyond the carpool with a glue gun in one hand and coffee in the other —

HOME ABOUT THE EVERYDAY DIV/CRAFTS STITCHIN FOR SANITY CONTACT ME ARCHIVES

February 14, 2018

A GREAT PLACE TO BREATHE IN FAYETTEVILLE- WINE CAFE



— LIL' OLE ME —



I am an outgoing introvert who loves spending time at home crafting for my sanity. Sometimes I curse like a sailor but I am the most loyal friend you can have. I've reached every goal I have set for myself, however, that's the problem...what now? Follow me from a full time mom of 9 years, to what I figure out what I want to be when I grow up.

— SOCIAL —



— EMAIL ME —

kellysiech@gmail.com

Communications Department

Publicity Generated

Travel Marilyn Tweet Chagall Exhibit, First US Show

Marilyn Jones
@TravelMarilyn

Methodist University hosts "The Story of Exodus" through April 6 in #Fayetteville, #NorthCarolina
bit.ly/2EuJsJp @VisitFayNC #exhibit #travel

11:11 AM - 15 Feb 2018

4 Retweets

The Mrs. Tee The Wine Café. Something to Wine About

LIFESTYLE / MEDIA EVENTS / MY NORTH CAROLINA / MYFAYETTEVILLE

The Wine Cafe - Something To Wine About!

By TheMrsTee

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Press/Media Coverage Disclosure

Ya'll know how much I love a great Blogger MeetUp but add in **wine** and well yeah, you've got my attention! Today I was gifted an early Valentine's Day treat with my fellow local Bloggers at **The Wine Cafe** and let me just say this day is truly **something to wine** (and vlog) about!

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The Wine Cafe • #FayNCBloggers MeetUp | TheMrsTee

#FayNCBloggers MeetUp
we go beyond the bottle
The Wine Cafe

Communications Department

Publicity Generated

My Hot Southern Mess Special Spots for Sweeties

HOME ABOUT THE HOT MESS HEALTHY LIVING RECIPES CONTACT

BLOOM WHERE YOU ARE PLANTED: SPECIAL SPOTS FOR SWEETIES IN FAYETTEVILLE, NC

FEBRUARY 8, 2018 BLOOM WHERE YOU ARE PLANTED COMMENT

I was invited to be part of an Fayetteville, NC blogger and influencer meetup hosted by the Fayetteville Area Convention and Visitor Bureau. This is not a sponsored post. All views and opinions are my own.

In just over a week it will be time to celebrate Valentine's Day! If you are in the Fayetteville, North Carolina area I have some special spots for sweeties and sweets just for you!

My name is Debbie and I am the Hot Mess behind, My Hot Southern Mess. My Hot Southern Mess has a little bit of everything from tasty recipes, crafty DIY's, trying to be a healthy mama cuzness, to just what is going on in my hot mess life as a spouse of a soldier and mom to a tween girl and teenage boys!

ArmyWife 101 A Wine Night

ARMY wife 101
THE OFFICIAL LIFESTYLE BLOG FOR MILITARY SPOUSES

A Wine Night: A Girls Night At The Wine Cafe in Downtown Fayetteville North Carolina

February 10, 2018 Fort Bragg

There's no shortage of things to do in here in the Fort Bragg/Fayetteville North Carolina area.

ABOUT ARMYWIFE101

Army Wife 101 is the official lifestyle community for military spouses. Join as we share about the latest in base living, deployment, military entertainment, military discounts and travel.

More About AW101.

Email Us

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Krystal@ArmyWife101.com
Marketing/Advertising:
JenniferM@PitchLifeMedia.com

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Search this website ..

EARN A BONUS

Plus 65 Social Media posts to
an audience of 200,000+

Communications Department

Go Fayetteville Blog

HOW TO EXPLORE CUMBERLAND COUNTY'S CIVIL WAR HISTORY



The Museum of the Cape Fear Historical Complex, one of Fayetteville's prized attractions, will soon be transformed into the North Carolina Civil War & Reconstruction History Center. You don't have to delve into history books much to discover that Cumberland County was a strategic target for the Union Army. On March 11, 1865, [...]

[READ MORE](#)

WELCOME SPRING TO CUMBERLAND COUNTY



Is anyone else experiencing spring fever as badly as I am? Sitting in my office on a cold, overcast day in February, I'm daydreaming about warmer days, budding dogwood trees and outdoor adventures. That's why I couldn't be more excited about what's showing up on our calendar of events in March. If you call yourself a green [...]

[READ MORE](#)

Communications Department

Scorecard

Description	1st Quarter	2nd Quarter	JAN	FEB	3rd Quarter	FY 2018 Totals
COMMUNICATIONS DEPARTMENT						
Facebook						
Users/Followers	N/A	N/A	6,927	6,945	N/A	N/A
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GoFayetteville Facebook						
Users/Followers	N/A	1,179	1,258	1,302	N/A	1,179
Postings	N/A	15	18	7	25	40
Twitter						
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Event Calendar Postings (not including FACVB site)	478	610	62	103	165	1,253
Electronic Destination Guides Viewed	64	49	10	11	21	134
Electronic Trail Guides Viewed	11	9	5	3	8	28
FACVB Generated Blog Articles	14	13	4	2	6	33

Communications Department

Scorecard

Public Relations						
FACVB (In-House)						
Publicity Generated						
Out of Market	18	18	5	3	8	44
Local	14	17	8	9	17	48
Press Releases Issued	5	7	4	4	8	20
Travel Writer Visits	7	0	0	3	3	10
Martin Armes						
Publicity Generated						
Out of Market	0	1	0	0	0	1
Local	0	0	0	0	0	0
Republik						
Publicity Generated						
Out of Market	7	13	0	0	0	20
Local	5	14	0	0	0	19
Totals						
Publicity Generated						
Out of Market	25	32	5	3	8	65
Local	19	31	8	9	17	67

Tourism Department

Shows & Presentations

Tourism Sales Manager, Jessica Bennett attended the Travel and Leisure Consumer Show in Philadelphia.

At the busy show, Jessica sold attendees on Cumberland County as a leisure travel destination.

Director of Tourism, Angie Brady made a tourism presentation to the chamber's Leadership Fayetteville Class.



Tourism Department

Tours & Product Updates

The staff from the VisitNC I-95 Welcome Center on the VA/NC border spent a half-day touring the community



An ad showing the value of tourism to Cumberland County and its residents was updated. The ad runs periodically on the back page of the weekender.

WE SAVE YOU
\$120.86
THE AVERAGE TAX SAVINGS FOR COUNTY HOUSEHOLDS

↓

- IT'S JUST ONE OF THE THINGS WE DO FOR YOU -

Like you, we know that Cumberland County has some unexpected and irresistible things to do and see. Some of our state's best golf, for example, and great museums and historic sites, all right here. So we're proud and promise to work on your behalf, bringing visitors from all walks of life to our community and the surrounding area.

All at no cost to you, your family or your business – just great tax benefits for Cumberland County.

 \$625,000,000 TOTAL ECONOMIC IMPACT	 \$39,620,000 STATE & LOCAL TAXES GENERATED BY VISITORS TO OUR COMMUNITY	 \$98,410,000 IN PAYROLL AND 4,540 JOBS
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To learn more about the Fayetteville Area Convention & Visitors Bureau (910) 483-5311

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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For more information: www.VisitFayettevilleNC.com

*These numbers are for 2014. The 2017 numbers will not be available until August 2018.

Tourism Department

Scorecard

TOURISM DEPARTMENT						
Civic Presentations	0	3	0	1	1	4
Bookings	3	4	0	1	1	8
Bookings-Attendance	275	47,500	0	22	22	47,797
Bookings-Room Nights (Annual Goal = 900)	67	218	0	13	13	298
Bookings-Economic Impact	\$5,543	\$22,466	\$0	\$1,222	\$1,222	\$29,231
Verbal Bookings	6	1	1	0	1	8
Verbal Bookings-Attendance	23,169	3000	150	0	150	26,319
Verbal Bookings-Room Nights	122	0	70	0	70	192
Verbal Bookings-Economic Impact	\$232,446	\$5,700	\$22,800	\$0	\$22,800	\$260,946
Leads (Annual Goal =40)	7	1	0	7	7	15
Leads-Attendance	3,335	265	0	268,225	268,225	271,825
Leads-Room Nights	217	157	0	130	130	504
Leads-Economic Impact	\$64,980	\$47,310	\$0	\$174,420	\$174,420	\$286,710
Welcome Center Coupon Card - Room Nights	1	0	0	0	0	1
Welcome Center Coupon Card - Estimated Value	\$128	\$0	\$0.00	\$0.00	\$0	\$128

Visitor Services Department

February was a Busy Month in Visitor Services!

Fulfilled 18 Group Service Requests

Includes internal FACVB requests, walk-ins, meetings etc.



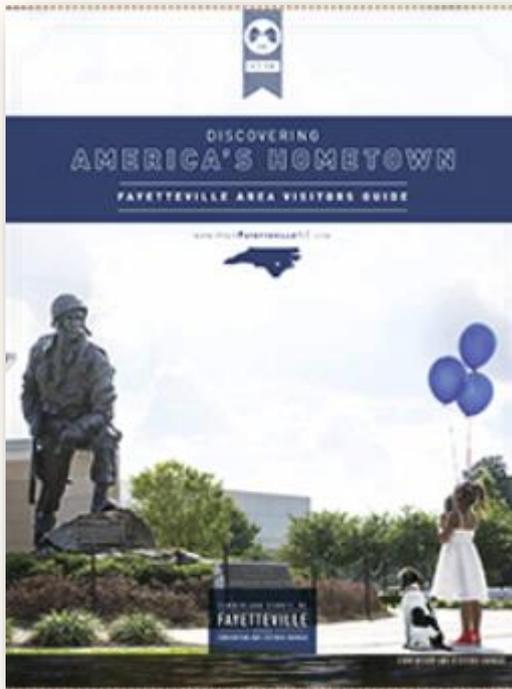
CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

Visitor Services Department

February was a Busy Month in Visitor Services!

Distributed 2,937 Visitor Guides

to hotels, welcome centers, visitors, FACVB advertising and visitor generation, AAA offices and others



Handled 769 Visitor Inquiries

via phone, walk-ins, web at two Visitor Centers for both local and out-of-town guests



CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Visitor Services Department

Scorecard

VISITOR INFORMATION DEPARTMENT						
Destination Guide						
Number Distributed	18,459	12,200	3,778	2,937	6,715	37,374
VisitFayettevilleNC.com	98	59	23	34	57	214
Inquiries						
FACVB Main Office						
Calls						
Tourism Information	108	82	26	24	50	240
Local Information	223	220	64	70	134	577
Total Calls	331	302	90	94	184	817
Walk-Ins						
Local Residents (Tourism)	673	488	125	140	265	1,426
Out-of-Town (Tourism)	606	351	99	116	215	1,172
Total Walk-Ins	1,279	839	224	256	480	2,598
Drive Thru	6	7	0	0	0	13
Relocation/Retiree Info	17	17	4	1	5	39
Transportation Resources	0	1	1	2	3	4
Same Day Group Service Request	13	4	1	2	3	20
Local Directions/Maps	57	49	12	13	25	131
Total	1,514	917	242	274	516	2,947

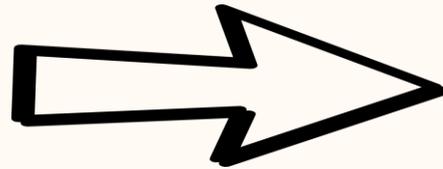
Visitor Services Department

Scorecard

Transportation Museum						
Walk-Ins						
Local Residents (Tourism)	774	453	115	164	279	1,506
Out-of-Town (Tourism)	294	262	83	131	214	770
Relocation/Retiree Info	0	0	0	9	9	9
Maps/Local Directions	7	5	2	7	9	21
Questions About Museum	146	89	54	36	90	325
Transportation Resources	3	3	0	3	3	9
Museum Special Events	50	72	0	10	10	132
Group Visits	747	290	69	61	130	1,167
Cross Creek Mall						
Walk-Ins						
Local Residents (Tourism)	855	642	165	0	165	1,662
Out-of-Town (Tourism)	24	17	2	0	2	43
Relocation/Retiree Info	27	2	0	0	0	29
Transportation Resources	15	15	0	0	0	30
CCM Store Information	249	277	52	0	52	578
Maps/Local Directions	7	7	0	0	0	14
Special Events/Partner Day	0	0	0	0	0	0
Miscellaneous						
Group Service Request	78	50	25	18	43	171
Meetings/Events Serviced	9	6	3	2	5	20

Everything Begins with a Visit

Thank You!



- ✓ Economic Impact of \$525.39 million
- ✓ 4,540 jobs with a \$98.41 million payroll
- ✓ State and Local Taxes of \$39.62 million:

a \$120.86 tax savings to each county resident.