

*Metrics Associated with the
National Women's Golf Association Classic 2016
Held June 18-22, 2016*

June 22, 2016



CUMBERLAND
COUNTY
North Carolina

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Introduction

- All data was collected by the National Women's Golf Association (NWGA) staff.
- There were an estimated **400** attendees as reported by the NWGA staff.
- There were **26** completed surveys.
- Using the **400** attendees, the Confidence Interval for this presentation with a **26** Sample Size is **+/- 18.61%**. Because of the size of the sample the Confidence Interval **did not meet** the "best practice" of +/- 5%.

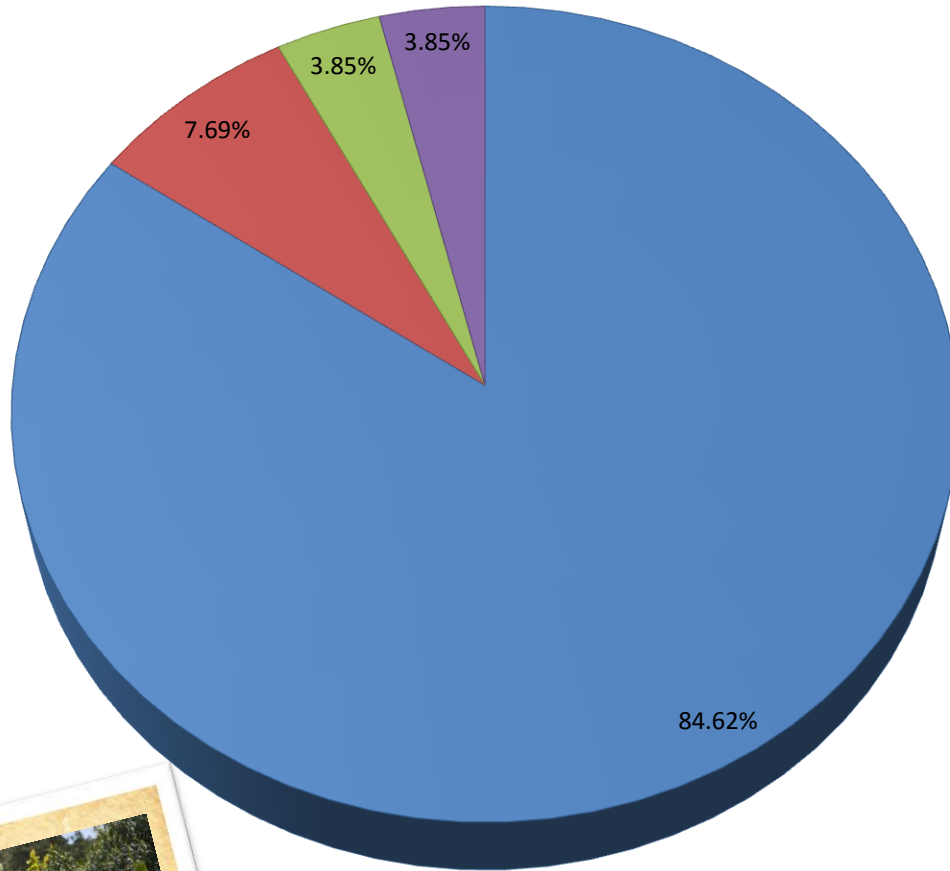


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They Identified Themselves as...



- 84.62% ■ I am here for National Women's Golf Association Classic specifically and am overnighing in a hotel.
- 7.69% ■ I am here for the event and staying with family or friends.
- 3.85% ■ I am visiting the area for other purposes, but heard about the event and came.
- 3.85% ■ I am staying at a hotel and the hotel referred me to this event.



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Where Were They From?

Overview

- Of the 26 completed surveys 2 provided an invalid zip code.
- 2 were from North Carolina, and 22 were from more than 100 miles of Fayetteville.
- 22 identified themselves as being “here for National Women’s Golf Association Classic specifically and overnighting in a hotel.”

Top 5 by State

1. Florida	14
2. Georgia	3
3. North Carolina	2
4. Invalid Zip	2
5. Many Tied	1

Top 5 by County

1. Orange, FL	12
2. Gwinnette, GA	2
3. Many Tied	1

Top 5 by City

1. Windemere, FL	7
2. Orlando, FL	3
3. Buford, GA	2
4. Many Tied	1

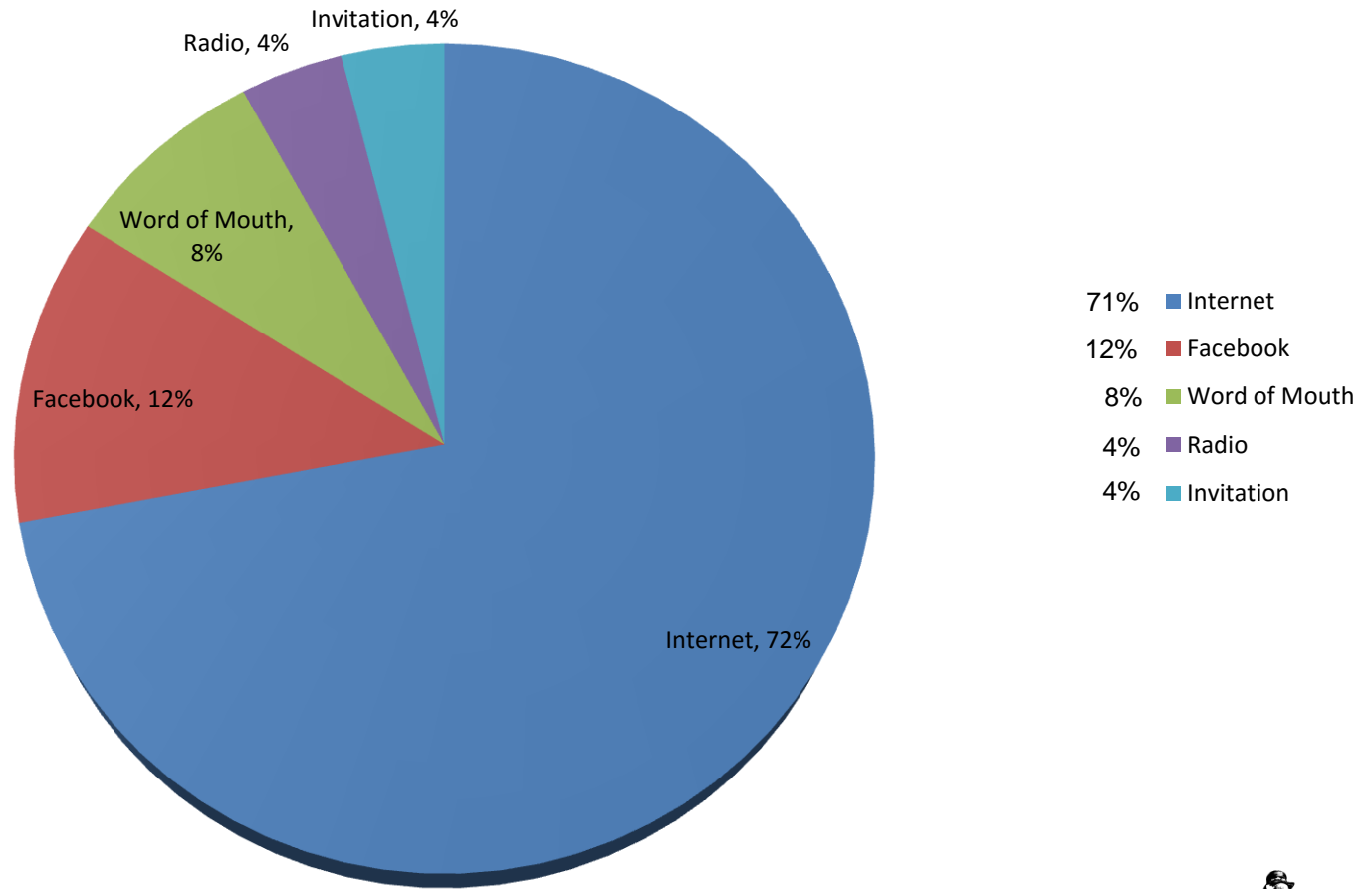


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How Did They Find Out About Event?



Survey Requirements

Requirement

What is the zipcode where you currently live: _____
(must be a valid 5 digit zipcode)

I AM: (Select One)

- (1) A resident of Fayetteville/Cumberland County
- (2) Stationed or affiliated with Fort Bragg and live in Cumberland County
- (3) From a surrounding county and drove in for the day for this event
- (4) Visiting the area for other purposes, but heard about this event and came
- (5) Staying at a hotel and the hotel referred me to this event
 - A. Which Hotel?
- (6) Here for this event specifically and am overnighing in a hotel
 - A. Which Hotel?
- (7) Here for this event and staying with family/friends
- (8) In the area visiting family and friends and they brought me to this event

How did you hear about the event:

- Billboard
- Brochure
- Invitation
- Magazine
- Newspaper
- Posters
- Word of Mouth
- Other: _____

*Specific mediums listed based on presentation made on advertising to be used.

Information Provided

Results by Question Children of the Fallen Golf Classic As of: 6/22/2016 1:16:40 PM		
Questions	Answers	Results
Page: 1		View
What is the zip code where you currently reside?	26	View
How did you hear about this event?	26	View
Chose the statement that best applies:	26	View
If you stayed at a hotel, which one?	23	View
If you do NOT live in Cumberland County, what day did you arrive?	25	View
What day will you depart?	26	View
Do you wish to be on our mailing list for future invitations?	26	View
If YES, please provide address.	0	View



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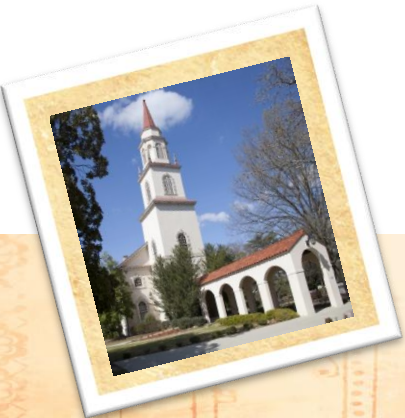
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Bottom Line

- The sample size of **26** was far less than the required **196** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at +/- 18.61%.
- **400** attendees
- Room Nights – Because the required sample size was significantly below the TDA required amount, the FACVB was unable to accurately project room nights.
- Of those that stayed in a hotel, the following hotels were mentioned:

Candlewood Suites	16
Fairfield Inn	2
Residence Inn	1
Red Roof Inn	1
Baymont	1
Holiday Inn	1

- Hotel Pickups reported back to the FACVB: 34 Rooms
- Of Note, **1** person said they were staying at a hotel, however entered “None” in the “Which Hotel” field.
- **0** attendees signed up for the FACVB’s E-Promotion Program.
- **Not all TDA Requirements were met.**
- **Children of the fallen received \$0 dollars.**



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NWGA
NATIONAL WOMEN'S
GOLF ASSOCIATION



Thank You

Proudly promoting the Communities of Cumberland County.



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