



Metrics Associated with the Fayetteville Dogwood Festival 2018

Held April 25-29, 2018

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May 15, 2018



CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

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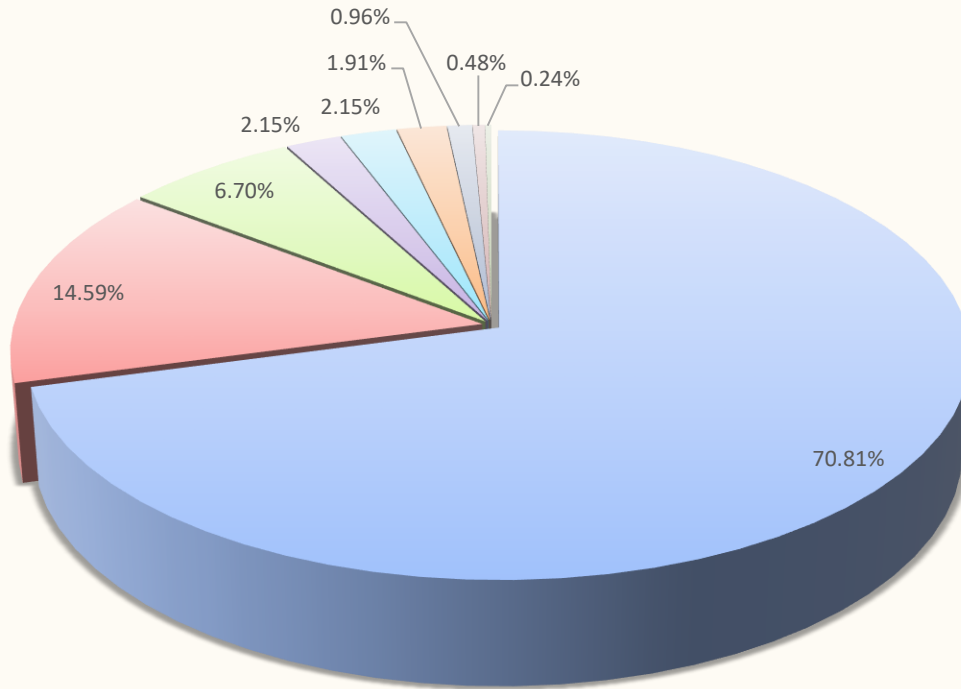
Introduction

- All data was collected by Chandler Thinks, a third party hired by the Dogwood Festival.
- The Dogwood Festival management estimated **250,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **384**.
- The final number of submitted surveys was **418***.
- Using the **250,000** attendees, the Confidence Interval for this presentation with a **418** Sample Size is **+/- 4.79%**. Because of the size of the sample the Confidence Interval **slightly exceeds** the “best practice” of +/- 5.00%. ******
- Surveys used were collected by a third party and timestamps were not available to breakdown when surveys were collected.

**Although 418 surveys were submitted to the FACVB, 41 did not provide their home zip code.*

****** The mathematics of probability prove that the size of the population is irrelevant unless the size of the sample exceeds a few percent of the total population you are examining. This means that a sample of 500 people is equally useful in examining the opinions of a state of 15,000,000 as it would a city of 100,000. For this reason, The Survey System ignores the population size when it is "large" or unknown. Population size is only likely to be a factor when you work with a relatively small..

They Identified Themselves As



- 70.81% I am a resident of Fayetteville/Cumberland County
- 14.59% I am from a surrounding county and drove in for the day for this event
- 6.70% I am stationed at or affiliated with Fort Bragg and live in Cumberland County
- 2.15% I am in the area visiting family or friends and they brought me to the event
- 2.15% I am visiting the area for other purposes, but heard about the event and came
- 1.91% I am here for the Dogwood Festival and staying with family or friends
- 0.96% I am here for the Dogwood Festival specifically and am overnighing in a hotel
- 0.48% I am staying at a hotel and the hotel referred me to this event
- 0.24% No Answer

Where Were They From

- 2 of the 418 completed surveys provided an invalid zip code.
- 41 of the 418 completed surveys did not provide a zip code.
- 365 (87.32%) were from North Carolina.
- 15 (3.61%) were from more than 100 miles from Fayetteville.
- 4 (0.96%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

| | |
|---------------------|-----|
| 1. North Carolina | 365 |
| 2. No Answer | 41 |
| 3. California | 2 |
| 4. Six other states | |
| tied with | 1 |

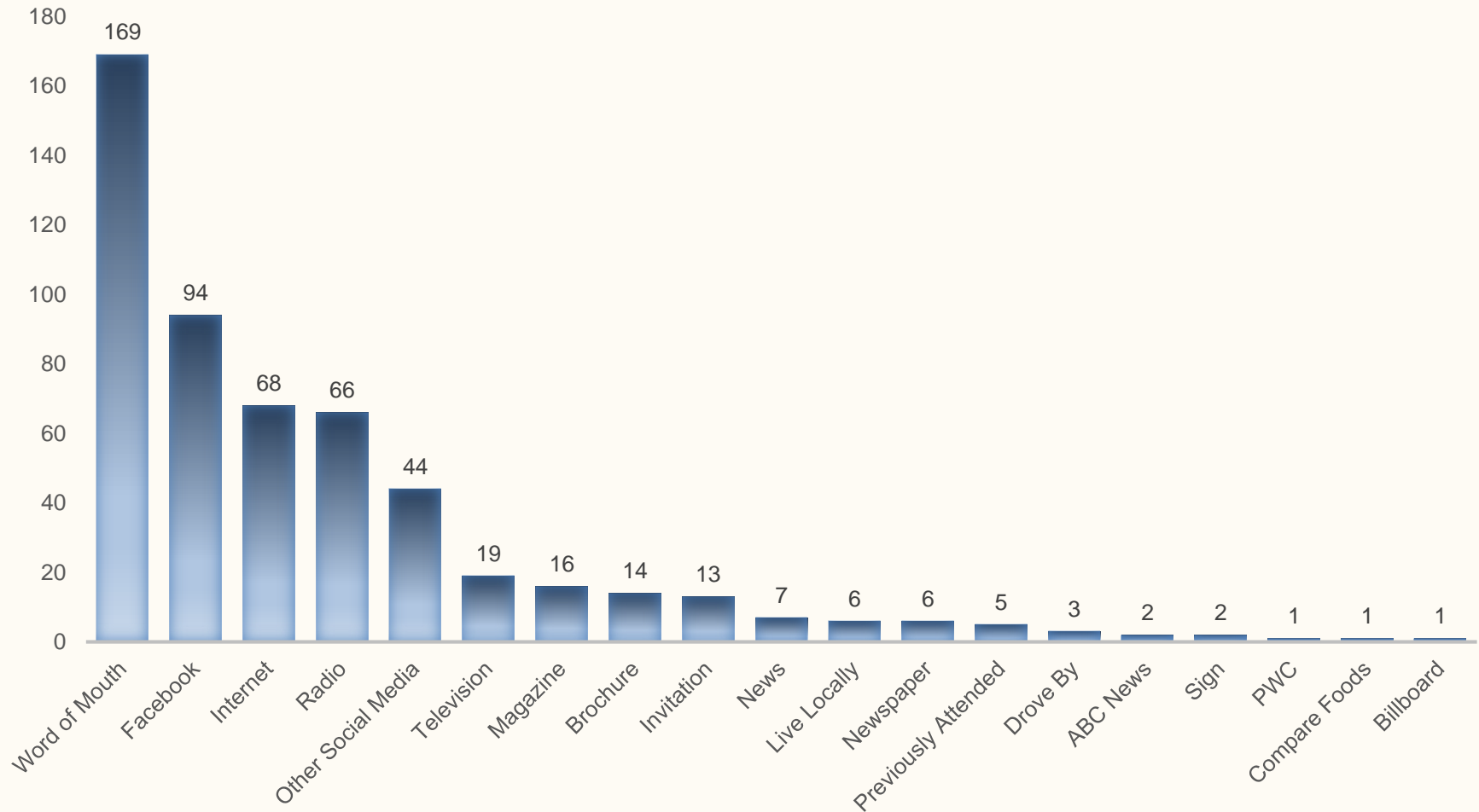
Top 5 by County

| | |
|--------------------------|-----|
| 1. Cumberland, NC | 288 |
| 2. No Answer | 41 |
| 3. Hoke, NC | 21 |
| 4. Robeson, NC | 17 |
| 5. Harnett & Wake, NC | 5 |

Top 5 by City

| | |
|---------------------|-----|
| 1. Fayetteville, NC | 225 |
| 2. No Answer | 41 |
| 3. Hope Mills, NC | 38 |
| 4. Raeford, NC | 21 |
| 5. Fort Bragg, NC | 10 |

How Did They Find Out About Event



Survey Requirements

Requirement

What is the current zip code that you currently reside in: _____

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
6. Here for this event specifically and am over-nighting in a 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

If you stayed at a hotel, which one: _____

If you do NOT live in Cumberland County, what day did you arrive?

What day will you depart? _____

How did you hear about the event?

Information Provided



Information was provided to the FACVB in a Microsoft Excel Spreadsheet.

Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Uploaded and Published to: AAA Go Magazine Web, ABC 11 Web, Carolina Country Print and Web, Carolina Festival Print and Web, Event Crazy, Fayetteville Observer, Go Fayetteville Blog, News 14 Carolina, Our State, SC Living, TripAdvisor, VisitFayettevilleNC.com, VisitNC.com and WRAL.com.



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Bureau Generated Publicity

FACVB Social Media Outlets: Facebook

Fayetteville Area Convention and Visitors Bureau shared a post.
Published by Melody Vealey Foote [?] · March 28 ·

The Fayetteville Dogwood Festival, recently recognized by [Southeast Festivals and Events Association](#) as the "Event of the Year," happens in Downtown Fayetteville in ONE MONTH. Free concerts, a food & wine event, and extended hours mark the 2018 event.

Make your plans to visit now. Book your hotel here: <http://www.visitfayettevillenc.com/accommodations>
#FayDogwoodFest



Fayetteville Dogwood Festival
February 6 ·

It's official! The 2018 Dogwood Festival will be bigger and better than ever before - we're kicking off with a Wednesday Cork & Fork premier food & wine event, adding a Thursday night concert, and extending our Sunday hours!

Our Compare Foods stage will have Rodney Atkins, Jackyl, Coolio, Young MC, Rob Base, Zoso, and many more!

For more detailed information: <https://www.faydogwoodfestival.com/p/events/307>

455 people reached Boost Post

Like Comment Share

Laura Patz, Robin King and 3 others

4 Shares

Fayetteville Area Convention and Visitors Bureau
Published by 219 Group [?] · April 16 at 4:30pm ·

Fayetteville in April is beautiful, and it's the perfect time to get out and explore all of the great things our city has to offer. Our annual Dogwood Festival is coming up soon, featuring live music, fantastic vendors, family friendly activities, food trucks, and so much more!

While you gear up for the festival, don't miss out on all of the other exciting things we have going on. View our events calendar and learn more by visiting <http://www.visitfayettevillenc.com/events>.



Fayetteville Area Convention and Visitors Bureau
Business Service

21,882 people reached Boost Post

Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · April 27 at 8:53am ·

We've got some fantastic events this weekend. Here are our top 5 picks. Follow this link for the full weekend calendar: <http://bit.ly/2r0CHcP>

Fayetteville Dogwood Festival, one of the community's hallmark events.

2018 Southeastern Regional NC Poetry Festival , with events throughout the community

Sweet Tea Shakespeare's Jayne Eyre at the EA Poe House, which is part of the Museum of the Cape Fear Historical Complex

Trail Sisters Hike at Carvers Creek State Park in Town of Spring Lake



292 people reached Boost Post

Like Comment Share

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Bureau Generated Publicity

FACVB Social Media Outlets: Instagram



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Bureau Generated Publicity

FACVB Social Media Outlets: LinkedIn



Fayetteville Area Convention & Visitors Bureau 428 followers 2w

We've got some fantastic events this weekend. Here are our top 5 picks. Follow this link for the full weekend calendar: <http://bit.ly/2r0CHcP>

- > Fayetteville Dogwood Festival, one of the community's hallmark events.
- > 2018 Southeastern Regional NC Poetry Festival , with events throughout the community
- > Sweet Tea Shakespeare's Jayne Eyre at the EA Poe House, which is part of the Museum of the Cape Fear Historical Complex
- > Trail Sisters Hike at Carvers Creek State Park in Town of Spring Lake
- > Dirtbag Ales Farmers Market in Hope Mills.



Bureau Generated Publicity

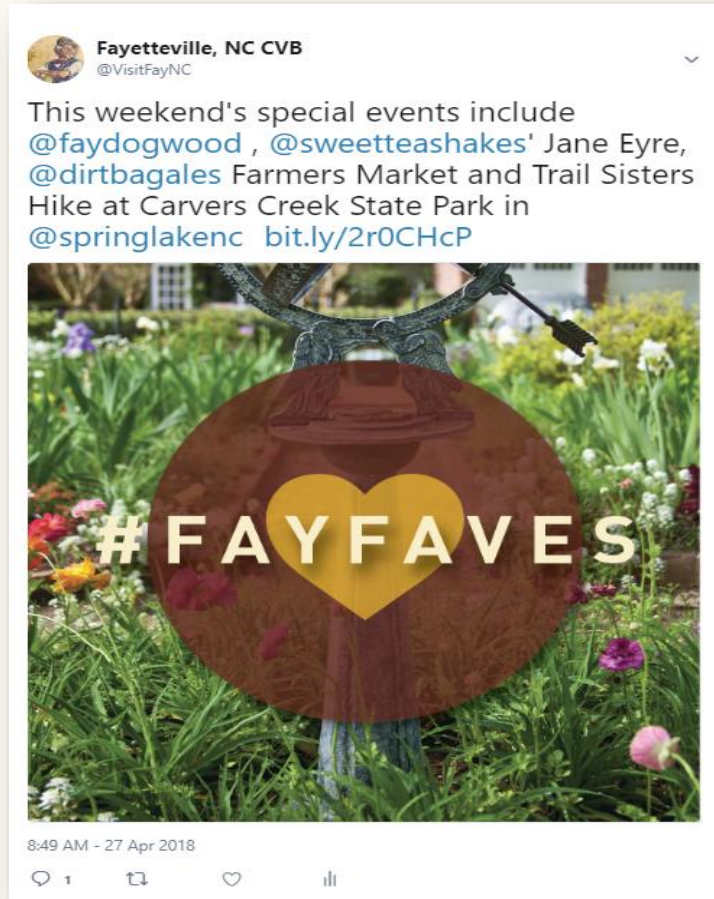
FACVB Social Media Outlets: Google Plus



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Bureau Generated Publicity

FACVB Social Media Outlets: Twitter



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Go Fayetteville Blog

TAKE THE HOMETOWN HOPS CHALLENGE!



Remember how I told you April is the best month to visit the Fayetteville area? I'm giving you yet another big reason why: NC Beer Month. Now that Cumberland County can boast five breweries, we have even more reasons to celebrate big this month. To help our visitors discover all five destinations, the Fayetteville Area Convention [...]

[READ MORE](#)

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Go Fayetteville Blog

Kick off Dogwood Festival week on April 25th with **Cork & Fork**—a brand-new event that will be taking place at Dogwood's VIP tent in Festival Park. Folks will be given a sample card and will then rotate around to the different chef stations, sampling their gourmet creations. In addition to the complementary wines being served, you can count on beer being available for our brews lovers. This elegant evening will also include a raffle, door prizes and entertainment. Tickets are limited for this VIP event, so I'd advise purchasing them now.

Don't look further than the last week in April for festivals. I simply can't talk about NC Beer Month festivities without discussing our city's marquee event, **Fayetteville Dogwood Festival**, one of the largest fests in the Southeast. At this four-day event (April 26-29), you'll find thousands of folks in Downtown Fayetteville, enjoying multiple concerts, street performances, midway rides, carnival-style food and much more.

Thanks to Bud Light, Dogwood can offer their festival-goers 10+ types of alcoholic beverages for just \$5 a pop. New to the festival this year is the retro-looking Pacifico Beer trailer, offering folks one of my favorite cervezas on draft. You'll find other beer stations strategically placed around Festival Park and the promenade. Grab a cold one before you pick your spot in the concert crowd, because you will not want to miss this year's nightly concert headliners: Rodney Atkins, Coolio, Rob Base, Young MC, Jackyl and Zoso.

Tip: Both Lake Gaston Brewing Company and Huske will have some of the best views of the Dogwood Festival in all of downtown. Pop into either brewery during the fest to try one of their signature craft beers and grab a seat on their patio for a bird's eye view of the festivities.



Pacifico Beer trailer coming to Dogwood



Concert goers enjoying the show at Fayetteville Dogwood Festival

Bureau Generated Publicity

Go Fayetteville Social Media Outlets: Facebook

#GoFay Go Fayetteville
Published by Jenny Bell [?] · April 6 at 5:48pm · 🌐

With tomorrow being #NationalBeerDay, I think it's time to talk about our growing brewery scene and all the ways we're celebrating #NCBeerMonth in the Fayetteville area. Join us for the #HometownHops challenge and enjoy hitting some of our brew-soaked events! #GoFay #910Brewed



Take the Hometown Hops Challenge! - Go Fayetteville
Are you up to taking on the Hometown Hops challenge for #NCBeerMonth? Because I'm sharing a ton of great reasons for you to think of our "hometown" as a brew-lover's dream destination.
GOFAYETTEVILLE.COM

👤 2,971 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share 🗨️

👤 Jessica Carson Bennett, TapHouse at Huske and 23 others Oldest ▾

11 Shares

View 3 more comments

#GoFay Go Fayetteville is 📍 attending Fayetteville Dogwood Festival at Fayetteville Dogwood Festival.
Published by Jenny Bell [?] · April 28 at 1:18pm · Fayetteville · 🌐

While enjoying the Fayetteville Dogwood Festival last night, I stopped to snap pics of a few of my favorite shops. If you're out at the fest today or tomorrow, take some time to get acquainted with everything Downtown Fayetteville has to offer. #GoFay #LoveLocal



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👤 Dalimar Vega, Angela Malave and 9 others Oldest ▾

Bureau Generated Publicity

Go Fayetteville Social Media Outlets: Facebook

#GoFay Go Fayetteville is at **Fayetteville Dogwood Festival**.
Published by Jenny Bell [?] · 16 hrs · Fayetteville · 🌐

I finally caught the Air Born Aerial Fitness gals in action at the Fayetteville Dogwood Festival. I'll let the pics speak for themselves.
#GoFay

👤 403 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share 🌐

👤👤 Debra Mitchell, Angela Ellis Wilkes and 10 others Oldest ▾

Air Born Aerial Fitness We're so happy you enjoyed our performances. We love getting out and sharing what we love with our All American city!
Like · Reply · Message · 12h 🗨️ 1

Debra Mitchell Amazing
Like · Reply · Message · 2h

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Go Fayetteville Social Media Outlets: Instagram



 gofayetteville
The Wine Café

gofayetteville When I'm in @downtownfay for fests like the @faydogwood, I'm also popping by my favorite shops. @thewinecafe patio is where I enjoy sip 'n chill time. Ask the friendly staff to point you to a wine that suits your palate. When in doubt, go for the Rosé. 🍷
#winelover #downtownfaync #roséallday #winecafe #shoplocal #lovelocal #gofay #fayettevillenc #livejazz

courtleighann That's my 9th grade English teacher on the right! ✕

gofayetteville @courtleighann no way! I think he plays at The Wine Cafe quite often. ✕

norabiteguitar :) ✕



25 likes

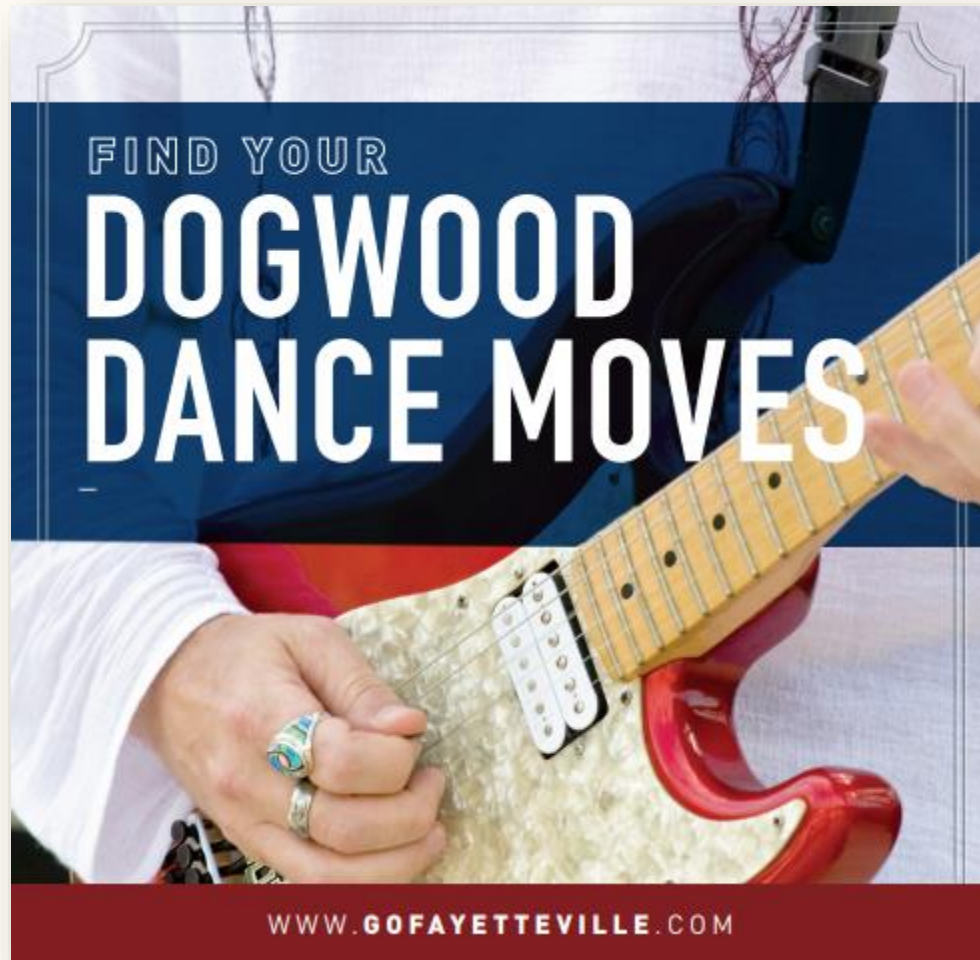
1 DAY AGO

Add a comment...

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Paid Advertising: Weekender



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IN FAYETTEVILLE**

CUMBERLAND
COUNTY'S
Hometown
HOPS

CHEERS! FROM OUR BLOG : *Don't Forget!*
Enjoy pints, peers and patriotism at the upcoming **Dogwood Festival**. :
Fort Bragg Fair or by participating in our **Hometown Hops** program. :
Visit gofayetteville.com for the latest local insight on events, :
eats and more in Cumberland County. :
Check out Cumberland County's **Hometown Hops** program— :
going on this April for North Carolina's Beer Month! Visit participating :
breweries, grab a passport, collect each stamp and win some prizes. :

WWW.GOFAYETTEVILLE.COM

- BROUGHT TO YOU BY -

To learn more about the Fayetteville
Area Convention & Visitors Bureau
(910) 483-5311

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To get the latest insight
www.GoFayetteville.com -or-
facebook.com/GoFayetteville

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Bureau Generated Publicity

Free Publicity Supporting this Event

The Mrs. Tee Blog article themrstee.com/15-nc-beer-month-events-cumberland/ promotes the Cork & Fork pictured below:



The Mrs. Tee promoted the story to her

5,800 Facebook Followers

10,300 Instagram Followers

9,500 Twitters Followers

7,455 Unique Blog Visitors per Month

Public Relations Recap

- 16 Calendar of Events listings secured
- 3 Facebook Social Media posts
- 3 Instagram Social Media posts
- 1 LinkedIn Social Media post
- 1 Google Plus Social Media post
- 1 Twitter Social Media tweet
- 3 GoFayetteville Mentions in Blog
- 3 GoFayetteville Facebook Social Media posts
- 1 GoFayetteville Instagram Social Media post
- 3 Weekender Paid Advertisements
- 4 Free Publicity posts



Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

| Occupancy % | 26 | 27 | 28 | 29 |
|----------------|-------|-------|-------|-------|
| 2018 | 61.1% | 62.4% | 66.8% | 48.7% |
| 2017 | 70.8% | 72.7% | 74.6% | 56.0% |
| Percent Change | -13.7 | -14.2 | -10.5 | -13.0 |

Bottom Line

- Granted **\$9,000** to exclusively assist with the marketing of 2018 Dogwood Festival; this can include public relations, advertisement print, social and other mediums determined to reach the targeted visitor market.
- **All** Tourism Development Authority (TDA) requirements were met.
- **384** completed surveys was the agreed upon requirement (**419** were collected of which 41 were missing home zip code).
- **0.96% (4)** of the surveys were overnights and came specifically for the event.
- **2** participants were referred by their hotel.
- **77.51%** were from Cumberland County, including Fort Bragg.
- **14.59%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth and Facebook.
- **201** attendees signed up for the FACVB's E-Promotion Program.

Bottom Line Continued

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Dogwood Festival management of **250,000**. The sample size of **418** was more than the required and agreed upon **384** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 4.79%**.
- Of those participants staying at a hotel, the overall average length of stay was **1.5** nights.
- **0.96%** of the participants (**4**) were overnights and came specifically for the event – extrapolated out to 250,000 participants this means potentially **2,400** people X **1.5** nights = **3,600** room nights **+/- 4.79%**

Bottom Line Continued

- The 4 who came for the event and stayed at a hotel, listed the following hotels:

| Hotel | Rooms |
|------------------------|-------|
| Residence Inn | 1 |
| Suburban Extended Stay | 1 |
| Mt. Rose | 1 |
| Best Western | 1 |

- Official Hotel Pick Up: **30** Room Nights as reported from hotels.

| Hotel | Rooms |
|---------------------------------|-------|
| Host Hotel: Fairfield Inn North | 19 |
| Econolodge Fay I-95 | 8 |
| Ramada Plaza | 1 |
| SureStay Plus Best Western | 1 |

- Official Room Revenue as reported by hotels is **\$2,569.80**
- Potential economic impact for 2,400 people X 2 days X \$114 = **\$547,200.**

Thank You



**Proudly Promoting the
Communities of Cumberland County**

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