

*Metrics Associated with
Hop in the Park 2017
Held April 14, 2017 from 6-10 p.m.*



April 24, 2017

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Introduction

- All data was collected by the Epicenter Church staff/volunteers during the event.
- Epicenter management estimated **25,000** attendees prior to the event.
- There were **114** completed surveys.
- Using the **25,000** attendees, the Confidence Interval for this presentation with a **114** Sample Size is **+/- 9.16%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.



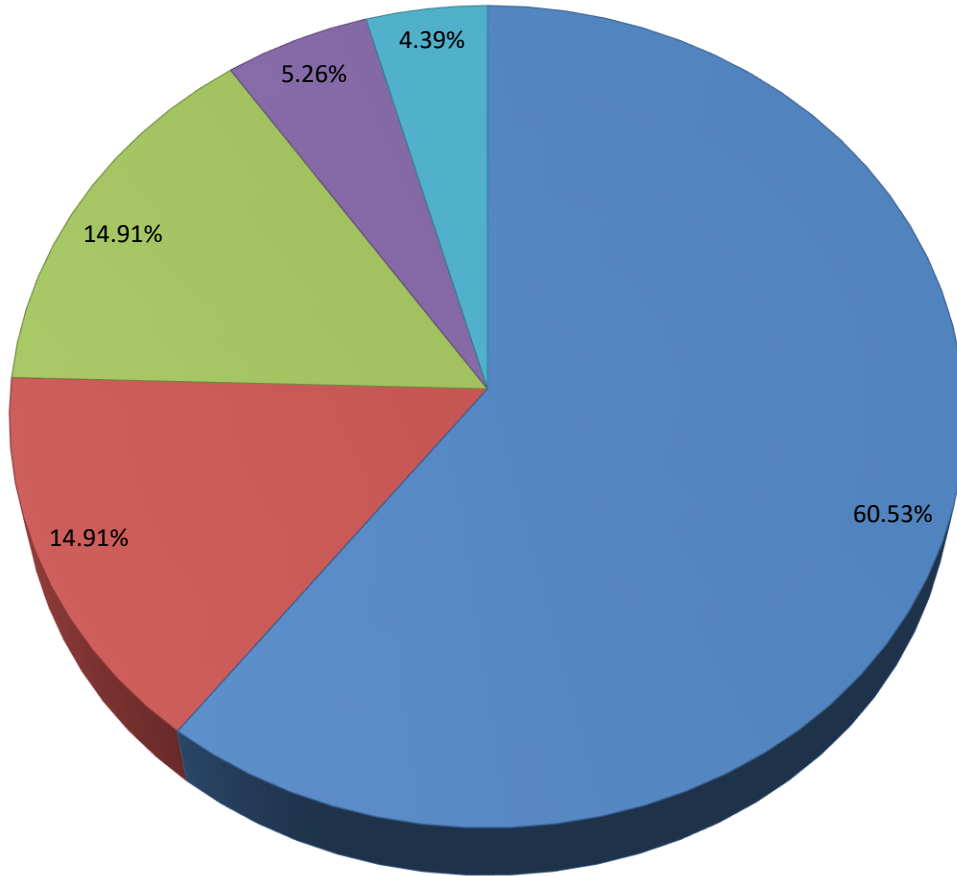
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They Identified Themselves as...



- 60.53% ■ I am a resident of Fayetteville/Cumberland County.
- 14.91% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 14.91% ■ I am from a surrounding county and drove in for the day for this event.
- 5.26% ■ I am here for Hop In The Park and staying with family or friends.
- 4.39% ■ I am in the area visiting family or friends and they brought me to this event.
- 0% ■ I am here for Hop in the Park and staying at a hotel.



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Where Were They From?

Overview

- All **114** completed surveys provided a valid zip code.
- **107** were from North Carolina and **8** were from more than 100 miles from Fayetteville.
- **0** identified themselves as being here specifically for the event and overnighting in a hotel.

Top 3 by State

1. North Carolina	107
2. South Carolina	2
3. 5 States Tied	1

Top 5 by County

1. Cumberland, NC	86
2. Moore & Lee, NC	4
3. Robeson & Hoke, NC	3
4. Bladen, NC	2
5. Many Counties Tied	1

Top 5 by City

1. Fayetteville, NC	72
2. Hope Mills, NC	11
3. Cameron, NC	4
4. Raeford & Sanford, NC	3
5. Fort Bragg, NC	2

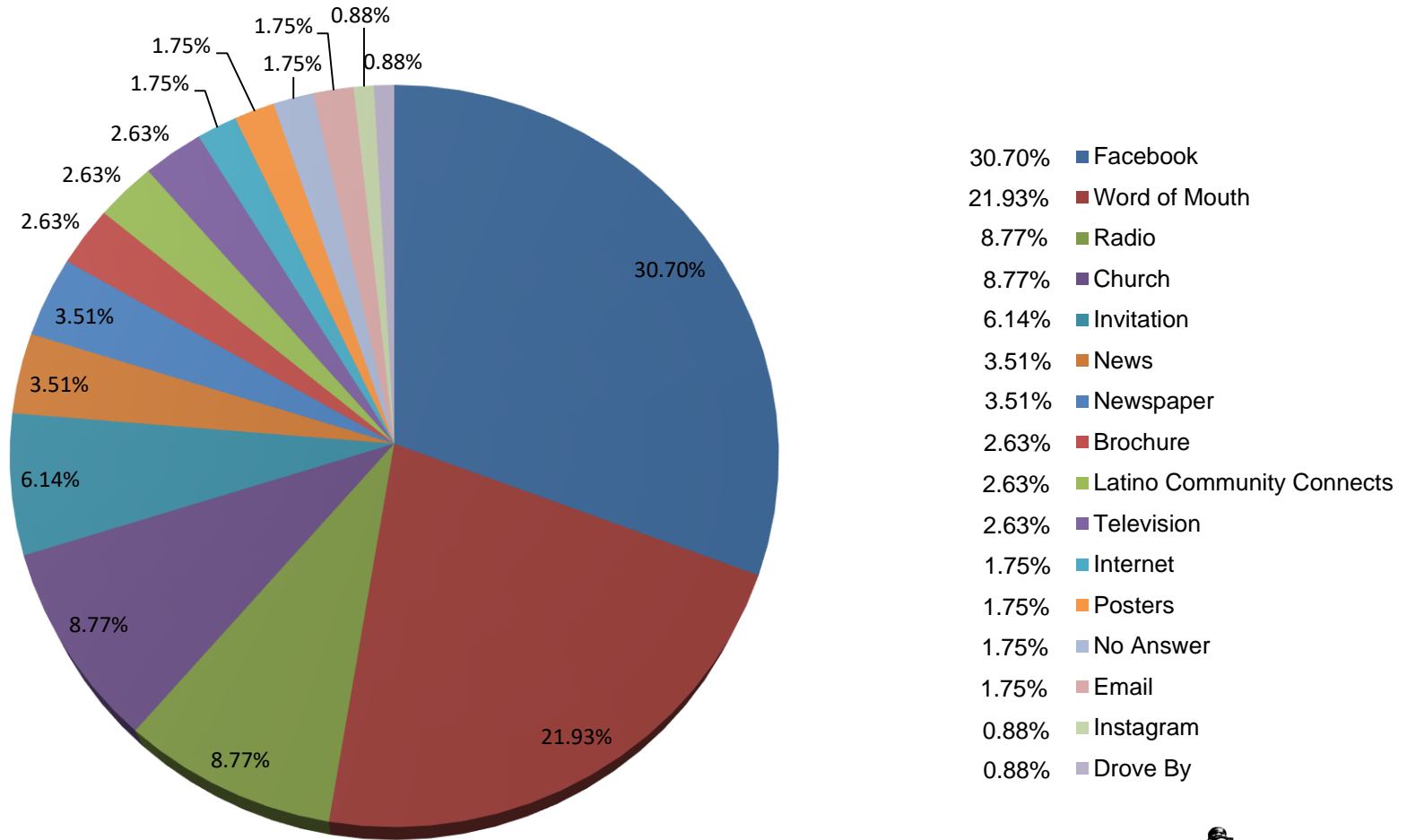


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How Did They Find Out About Event?



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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 Hop In The Park As of: 4/24/2017 10:51:04 AM	
Questions	
Page: 1	
What is the zip code where you currently reside?	
How did you hear about this event?	
Chose the statement that best applies:	
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?	
Do you wish to be on our email mailing list events and things to do in Cumberland County?	
If YES, please provide email address.	



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Bureau Generated Publicity

Blogging

April 13th – Go Fayetteville Blog Written - Inclusion in Easter Weekend Story

AMERICA'S HOMETOWN HAPPENINGS: APRIL 14 – 16

April 13, 2017

Good Friday is just the beginning of a festive weekend full of Easter happenings in the greater Fayetteville area. Our locals and visitors will be hopping on carriage rides, hunting eggs, eating a pancake breakfast, taking lots of pictures, and watching an Easter production. As you make your weekend plans with family, consider joining us in Cumberland County to celebrate Easter with these six unique events.

Easter Bunny Carriage Rides, Downtown Alliance – April 14

Celebrate Good Friday with a horse-and-carriage ride through the beautiful streets of downtown Fayetteville. At just \$5 per ticket, this 15-minute ride is an inexpensive, unique way to create some sweet memories with the family.

Tip: Rumor has it that Mr. Big Ears will be driving the decked-out carriage, so don't forget the camera!

Hop in the Park, Festival Park – April 14

Take the kids out to the biggest Easter egg hunt in the city Friday evening. Every year, hundreds of families descend on Festival Park to fill their baskets with 200,000 eggs. Epicenter Church makes the big event even more fun with a skydiving bunny, live music, free food, movie, inflatables, carnival rides, and more.

Tip: Pre-register all participants on the event [website](#).



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Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Submitted to the following outlets: VisitFayettevilleNC.com, AAA Go Magazine Web, ABC 11, Event Crazy, Fayetteville Observer and WRAL.com.

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Bureau Generated Publicity

Social Media Outlets

Twitter



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Facebook



Fayetteville Area Convention and Visitors Bureau shared

Go Fayetteville Blog's post.

Published by Melody Vealey Foote [?] · April 13 at 3:04pm ·

Tomorrow starts a festival weekend of Easter Happenings in Cumberland County.

The biggest event is certainly #HopInThePark, a 200K Easter Egg Hunt at Festival Park. The hunt starts tomorrow at 6:30 pm and runs every five minutes until 10:00 pm. This special event also includes a skydiving Easter Bunny, inflatables, carnival rides and a movie.

Follow the link below for full weekend details. ... [See More](#)



Go Fayetteville Blog

Published by Jenny Bell [?] · April 13 at 2:20pm ·

Good Friday is just the beginning of a festive weekend full of Easter happenings in the greater Fayetteville area. #HopinthePark



America's Hometown Happenings: April 14 – 16 - Go Fayetteville

As you make your weekend plans with family, consider joining us in Cumberland County to celebrate Easter with these six unique events.

GOFAYETTEVILLE.COM

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Social Media Outlets

Instagram



 visitfayettevillenc
Festival Park

visitfayettevillenc Tomorrow starts a festival weekend of Easter Happenings in Cumberland County.

The biggest event is certainly #HopInThePark, a 200K Easter Egg Hunt at Fayetteville's Festival Park. The hunt starts April 14 at 6:30 pm and runs every five minutes until 10:00 pm. This special event also includes a skydiving Easter Bunny, inflatables, carnival rides and a movie.

Full details:
<http://www.gofayetteville.com/easter-weekend/>

24 likes

6 DAYS AGO

Add a comment... 



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Bottom Line

- **Not** all Tourism Development Authority (TDA) requirements were met:
378 completed surveys was the agreed upon requirement (only **114** collected)

Surveys Completed Each Hour of the Event

April 14	5-6 pm	3
	6-7 pm	17
	7-8 pm	25
	8-9 pm	27
	9-10 pm	42

- Room Nights – Because the required sample size was below the TDA required amount, the FACVB was unable to accurately project room nights.
- **0%** of participants were overnights and came specifically for the event.
- **0** participants were referred by hotels.
- **75.44%** were from Cumberland County, including Fort Bragg.
- **14.91%** were day-trippers.
- Participants heard of the event mainly by Facebook (31%) and Word of Mouth (22%)
- **68** attendees signed up for the FACVB's E-Promotion Program and provided a valid E-mail address.
- Official Hotel Pick Up: **0** room nights



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Thank You

*Proudly promoting the Communities of Cumberland
County.*



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