

Metrics Associated with the
All★American Marathon & Mike to Mike Half Marathon
Full★Half★5K
Held March 26, 2017

April 5, 2017

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Introduction

- All data was collected by the All American Marathon staff.
- The All American Marathon management estimated **3,500** attendees prior to the event.
- There were **496** completed surveys.
- Using the **3,500** attendees, the Confidence Interval for this presentation with a **496** Sample Size is **+/- 4.08%**. Because of the size of the sample the Confidence Interval **surpassed** the “best practice” of +/- 5%.
- Actual number of registered runners was **3,717**.

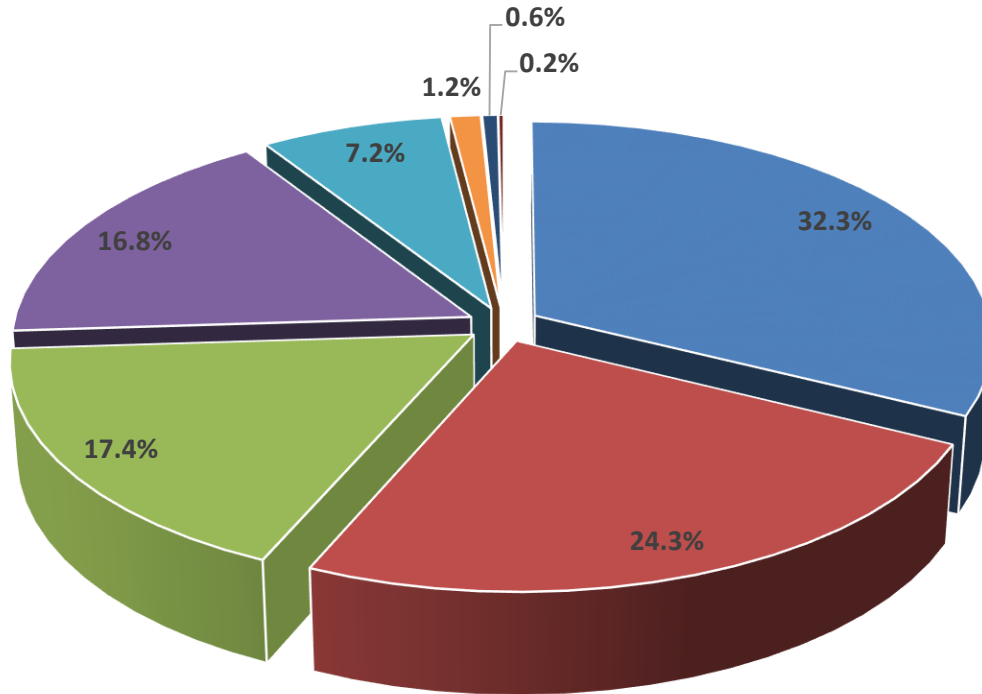


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They Identified Themselves as...



- 32.3% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 24.3% ■ I am a resident of Fayetteville/Cumberland County.
- 17.4% ■ I am from a surrounding county and drove in for the day for this event.
- 16.8% ■ I am here for this event specifically and am overnighting in a hotel.
- 7.2% ■ I am here for the event and staying with family or friends.
- 1.2% ■ I am visiting the area for other purposes, but heard about the event and came.
- 0.6% ■ I am in the area visiting family or friends and they brought me to this event.
- 0.2% ■ I am staying at a hotel and the hotel referred me to this event.



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Where Were They From?

Overview

- Only **1** of the **489** completed surveys provided an invalid zip code.
- **387** were from North Carolina and **113** were from more than 100 miles from Fayetteville.
- **82** identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	387
2. Virginia	23
3. South Carolina	13
4. Florida	9
5. Georgia	8

Top 5 by County

1. Cumberland, NC	242
2. Moore, NC	38
3. Wake, NC	23
4. Hoke, NC	21
5. Robeson, NC	12

Top 5 by City

1. Fayetteville, NC	167
2. Fort Bragg, NC	36
3. Raeford, NC	21
4. Cameron, NC	19
5. Hope Mills, NC	15

Other Countries

1. Germany	2
2. England	2
3. Canada	1

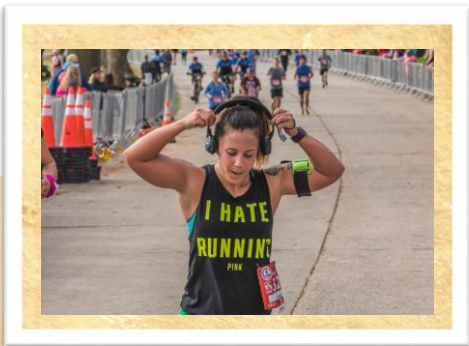
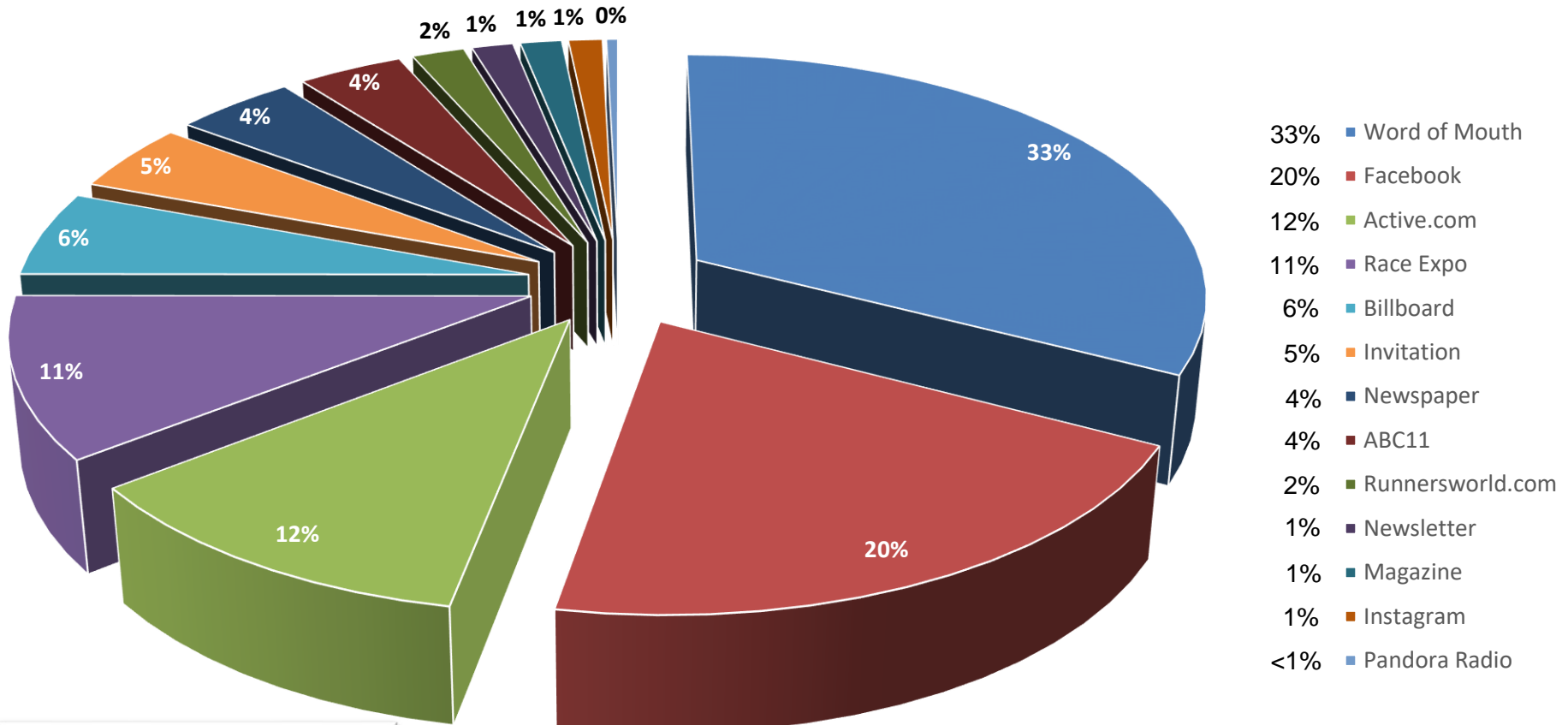


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How Did They Find Out About Event?



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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 overnighiting 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

All American Marathon management provided all information in a Microsoft Excel Spreadsheet.



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Bureau Generated Publicity

Press Release

February 9 and 10 – Distributed to 1,076 Running, Fitness and Travel Media and 954 media outlets that write about fitness, running, etc.

Run With the Nation's Finest

4th Annual All-American Marathon March 26 in Fayetteville/Fort Bragg



Fayetteville, NC - On March 26, [Fort Bragg](#) and Fayetteville will host the fourth annual [All-American Marathon](#) and "[Mike-to-Mike](#)" Half Marathon. An [All-American Family 5K](#) is also offered. All courses have been certified by the USA Track and Field Association. The marathon is a qualifier for the Boston Marathon.

On race day, members of the military, wounded warriors and runners from around the United States will start near the Airborne Trooper Statue "Iron Mike" at the Airborne & Special Operations Museum and pass through many scenic areas in the community before heading to Fort Bragg, where they run by the Iron Mike statue at the entrance to Fort Bragg. [Video of runners passing Iron Mike on Fort Bragg.](#)

The run is lined with flag-bearing spectators cheering the runners. The Wear Blue Mile, which honors fallen service members, is noted as one of the most moving components of the race. The Wear Blue tributes include "Faces of the Fallen" posters lining the course and volunteers holding American Flags adorned with a streamer bearing the name of a fallen service member. [Video of](#)

[2015 Wear Blue Mile](#)

[All-American Marathon Photos](#)

Register for the marathon, half-marathon and 5K at www.AllAmericanMarathon.com



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Bureau Generated Publicity

Blogging

January 17th – Go Fayetteville Blog Written

LET THE RACES BEGIN!

January 17, 2017

Home to the fighting forces of Fort Bragg, the communities of Cumberland County naturally attract a wide range of athletic competitions and outdoor events throughout the year. In 2016, this area played host to a Color Run, Spartan Race, and Zombie Walk (among many other events), and the 2017 calendar is already filling up. Whether you are working on a New Year's fitness resolution or just seeking outdoor adventure, we have a couple of suggestions for how to start achieving those goals right here.

Duck Derby 5K, Camping World of Fayetteville, Town of Hope Mills – Saturday, February 25

Returning to Hope Mills for the second year, this family-friendly 5K is a lead-up event to the Fayetteville Urban Ministry's annual Duck Derby. At the 5K, runners, walkers, pets and strollers are all welcome. After completing the 3.1-mile course, which begins and ends in Hope Mills, participants are invited to attend a post-race awards ceremony.



All American Marathon, Festival Park, City of Fayetteville – Sunday, March 26

This popular event is taking place in Fayetteville for the fourth year. Participants may sign up for one of three runs: All American Marathon, Mike-to-Mike Half Marathon, or All American 5K. The full marathon and half marathon both boast a unique route that treats runners to some special sights—to include the Market House, Airborne and Special Operations Museum, Veterans Park, Historic Haymount District, and Fort Bragg. The 5K, which takes place exclusively on Fort Bragg, is walker and stroller friendly, making it the perfect choice for families.



Photo Credit: Fort Bragg Family &

Interested in discovering other races and competitions in this area? Check out all the options on Active.com. The Fayetteville Area Convention & Visitors Bureau (FACVB) also offers a great resource to our visitors in the form of the [All-American Adventure Trail](#). This tourist tool highlights 26 indoor and outdoor sites where folks enjoy everything from zip-lining to rock-climbing to golfing. Finally, FayettevilleNCSports.com provides visitors one more way to discover our sports and recreational venues, as well as all the events that take place there year-round.

Featured Image Courtesy of Fort Bragg Family & MWR



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Bureau Generated Publicity

E-Promotion

December 2016 – Mailed to 70,000 email recipients.

January 2017 – Mailed to 70,000 email recipients.



AMERICA'S HOMETOWN
Happenings



See Nature Connects With
LEGO Bricks – Through Jan. 8



Your Passport to Family Adventure

Planning family adventures is easy with a tourism passport - a free pocket guide that highlights 12 Cumberland County attractions. The passport is stamped at each site you visit.

[Learn more —](#)



Active Fun This Spring

On March 26th, runners take the streets from the All-American Marathon, Mike-to-Mike Half-Marathon and 5K. Book your spot in this fantastic event and run with the nation's finest.

[Learn more —](#)



Religious Freedom Trail

The region's history is intertwined with the history of immigrant settlers. Over 40 churches claim 100+ year heritage. Tour the Religious Freedom Trail.

[Learn more —](#)



AMERICA'S HOMETOWN
Happenings



Run With the Nation's Finest
All-American Marathon - 3/26/17



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Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Submitted to the following outlets: AAA Go Magazine, ABC 11, Carolina Country, Event Crazy, Fayetteville Observer, News 14 Carolina, SC living, Trip Advisor, VisitFayettevilleNC, VisitNC, and WRAL.

Event Calendar Listing Published at the following outlets: AAA Go Web, ABC 11 Web, Carolina Country Print & Web, Event Crazy, Fayetteville Observer, News 14 Carolina, SC Living, Trip Advisor, VisitFayettevilleNC, VisitNC, and WRAL Web.



Bureau Generated Publicity

Social Media Outlets

Twitter – 15 Tweets

10x Re-shared content from Marathon attendees.

Engaged with runners before, during and after the marathon

Fayetteville, NC CVB
@VisitFayNC

Following

Run with the nation's finest during the @AAMarathon March 27 in @CityOfFay & @FtBraggNC . bit.ly/2kLYgKE #Marathon #Run #patriotic



RETWEETS 15 LIKES 20

10:35 AM - 9 Feb 2017

Fayetteville, NC CVB
@VisitFayNC

Following

The @AAMarathon is one of 11 fantastic runs in @CumberlandNC this spring. Learn why we are great run destination:



Let us host your next running event!
Fayetteville and Cumberland County is the perfect location for your next running event. We've got the resources available to make your event a spectacular su...
youtube.com

RETWEET 1

8:08 AM - 9 Mar 2017

Fayetteville, NC CVB @VisitFayNC · Feb 9

Thanks to @RunningUSA for sharing information about March 26th @AAMarathon , half-marathon and 5K.



Run With the Nation's Finest | Running USA
4th Annual All-American Marathon March 26 in Fayetteville/Fort Bragg
runningusa.org

Fayetteville, NC CVB
@VisitFayNC

Following

The @AAMarathon kicks off at 7 am this morning. If you aren't running, find your spot to cheer the nation's finest! bit.ly/1nGwsYS

RETWEET 1 LIKE 1

5:32 AM - 26 Mar 2017

Fayetteville, NC CVB
@VisitFayNC

Following

There's still time to sign up and run with Americas heroes. 5 weeks to @AAMarathon , Half marathon and 5K. #RunAllAmerican #RunToRemember.



RETWEETS 6 LIKES 2

9:21 AM - 18 Feb 2017



Bureau Generated Publicity

Social Media Outlets

Facebook – 6 Posts

Fayetteville Area Convention and Visitors Bureau
Published by Melody Veasley Foote [?] · February 9 ·

Thanks to Running USA for featuring the All American Marathon in their blog! <https://t.co/WWFZNKcw6> In addition to the Marathon, we've got a spring full of active events in the Fayetteville/Fort Bragg region. More info: www.VisitFayettevilleNC.com



Run With the Nation's Finest | Running USA
4th Annual All-American Marathon March 26 in Fayetteville/Fort Bragg
RUNNINGUSA.ORG

Run with the nation's finest! The All American Marathon happens March 26th. But that's the only way to be active this spring. The Duck Derby 5K is slated for February 25th and Joselyn's Jog for a reason happens March 11th.



Let the Races Begin! - Go Fayetteville
Whether you're working on a New Year's fitness resolution or just seeking outdoor adventure, we're suggesting a couple of races to accomplish those goals.
GOFAYETTEVILLE.COM

156 people reached Boost Post

Like Comment Share



Go Fayetteville Blog
Published by Jenny Bell [?] · March 24 at 10:53am ·

Come home to our "All-American" city this weekend as we roll out the red carpet for our runners and visitors with these entertaining events:



America's Hometown Happenings: March 24 – 26 - Go Fayetteville
Fayetteville is rolling out the red carpet for hundreds of All American Marathon runners and visitors this weekend with a number of entertaining events.
GOFAYETTEVILLE.COM

Fayetteville Area Convention and Visitors Bureau
Published by Melody Veasley Foote [?] · March 28 at 7:53am ·

Here's a great story!

Our team member David Nash's niece (Marliese) stopped at the #BlueMile while running the Mike-to-Mike half marathon to honor her Great Uncle, who was killed in Vietnam.

We've heard from lots of folks that the Blue Mile is the most touching and extremely motivating part of their run. ... [See More](#)



Woman honors fallen great uncle during marathon
A moving photo shared with ABC11 shows a woman honoring her great uncle during this weekend's Mike to Mike Half Marathon in Fayetteville.
ABC11.COM

Get More Likes, Comments and Shares

Fayetteville Area Convention and Visitors Bureau
Published by Melody Veasley Foote [?] · February 18 ·

There's still time! Just 5 weeks until the All American Marathon, Mike-to-Mike half marathon and 5K. Sign up to run with America's heroes. www.AllAmericanMarathon.com #RunAllAmerican




Run With the Nation's Finest
All-American Marathon - 3/26/17

585 people reached Boost Post

Fayetteville Area Convention and Visitors Bureau
Published by Melody Veasley Foote [?] · March 9 at 9:00am ·

It's just a few weeks to the March 26 All American Marathon, half-marathon and 5K. If you can't make it to the marathon but are looking for active fun in greater Fayetteville, we count 10 other runs this spring. Cumberland County knows how to put on a great run!



Let us host your next running event!
Fayetteville and Cumberland County is the perfect location for your next running event. We've got the resources available to make your event a spectacular su...
YOUTUBE.COM

50 people reached Boost Post

Like Comment Share

Tiffany Todd Marquis

Write a comment...

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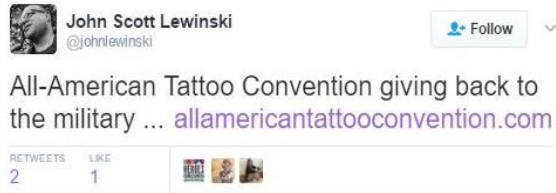
Earned Publicity

All coverage shared through social media

Twitter: Freelancer John Lewinski AA Marathon

Twitter: Fit Bottomed Girls AA Marathon

Facebook: Burt Yasso AA Marathon



6:12 PM - 22 Feb 2017

Reply to @johnlewinski

<http://www.allamericanmarathon.com/>

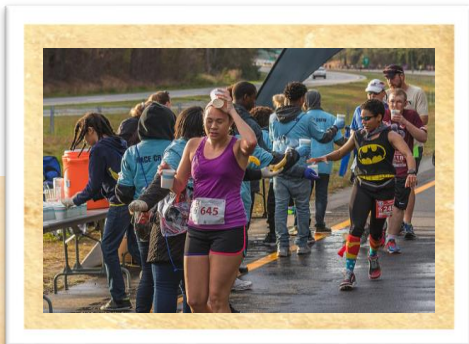


All American Marathon & Mike to Mike Half Marathon

All American Marathon & Mike to Mike Half Marathon

Like Comment Share

1



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Earned Publicity

Running USA – Run with the Nation's Finest

Run With the Nation's Finest

Source: No Source

Date: February 9, 2017

4th Annual All-American Marathon March 26 in Fayetteville/Fort Bragg

FAYETTEVILLE, NC - February 9, 2017 - **Fort Bragg** and Fayetteville, NC will host the fourth annual **All-American Marathon** and **"Mike-to-Mike" Half Marathon**, on March 26th, 2017. Alongside these two popular races, the **All-American Family 5K** will also be offered. Each course has been certified by the USA Track and Field Association and the marathon portion is a qualifier for the Boston Marathon.

On race day, members of the military, wounded warriors, and runners from around the United States will begin their race near the Airborne Trooper Statue "Iron Mike" at the Airborne & Special Operations Museum. They will then pass through many scenic areas in the community before heading to Fort Bragg, where they run by the **Iron Mike statue** at the entrance to Fort Bragg.

Each run will be lined with flag-bearing spectators cheering on the runners. The **Wear Blue Mile**, which honors fallen service members, is noted as one of the most moving components of the race. The Wear Blue tributes will include "Faces of the Fallen" posters which will line the course as well as volunteers holding American Flags adorned with a streamer bearing the name of a fallen service member.

To register for the marathon, half-marathon, and 5K visit: www.AllAmericanMarathon.com. Additional photos of the All-American Marathon can be found [here](#).

ABOUT THE FACVB

The FACVB is a private, not-for-profit organization responsible for positioning Cumberland County as a destination for conventions, sporting events and individual travel. For additional information, visit www.VisitFayettevilleNC.com or call 1-888-98-HEROES.



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Bureau Generated Publicity

Earned Publicity

Running.Net – All American Marathon

Running Journal

Friday March 03 2017

Home Featured Events Results Event Calendar News Features Grand Prix Shopping Advertise Resources Subscribe Contact Newsletter

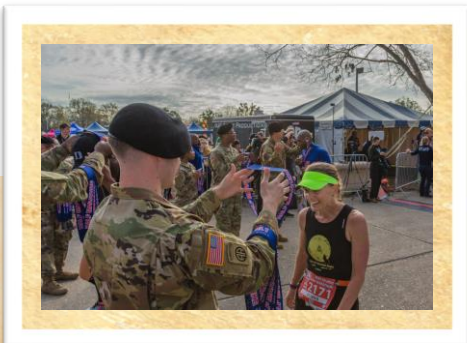
All-American Marathon March 26 At Fayetteville/Fort Bragg

FAYETTEVILLE, NC -- Fort Bragg and Fayetteville, NC will host the fourth annual All-American Marathon and "Mike to Mike Half Marathon on March 26. Alongside these two races, the All-American Family 5K will also be offered. Each course has been certified by the USA Track and Field Association and the marathon portion is a qualifier for the Boston Marathon.

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www.AllAmericanMarathon.com



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Public Relations Recap

- **1** Press Release distributed to 2,024 people/organizations.
- **1** Blog Post
- **11** Event Calendar Listing
- **15** Tweets
- **6** Facebook Posts
- **2** E-promotions – sent to approximately 70,000 email addresses each.
- **5** Pieces of Earned Media/Public Relations Coverage



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Bottom Line

- All Tourism Development Authority (TDA) requirements were met.
- The sample size was **excellent** and **exceeded** the “best practices” for sample versus participants.
- Of those participants staying at a hotel, the overall average length of stay was **2** nights.
- **16.8%** of participants (**82**) were overnights and came specifically for the event – extrapolated out to 3,500 participants this means potentially **588** people X **2** nights = **1,176 room nights** (+/- 4.08%)
- **1** participant was referred by hotels.
- **42.72%** were from Cumberland County, including Fort Bragg.
- **40.19%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**48.7%**) and Facebook (**30.3%**).



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Bottom Line

- Those that came for the event and stayed at a hotel listed the following hotels:

Holiday Inn	18
Holiday Inn I-95	16
Fairfield Inn	7
Embassy Suites	5
Holiday Inn Express	3
IHG	3
Super 8	3
Quality Inn and Suites	3
Motel 6	2
Fairfield Inn - North	2

Courtyard Marriott	2
Fort Bragg Lodging	2
Courtyard Fayetteville Fort Bragg/Spring Lake	1
Days Inn	1
Knightsville Inn	1
Delmont House	1
Holiday Inn Express, Skibo Road	1
Hilton	1
Candlewood Suites	1
Hilton Garden Inn	1

Landmark Inn	1
Doubletree	1
Red Lion	1
Country Inn & Suites	1
Suburban Extended Stay	1
Hampton Inn	1
Baymont Inn & Suites	1
Hampton Inn	1
Grand Total	82

- Official Hotel Pickup: 216

Fairfield Inn by Marriott - Fayetteville	36
Hampton Inn Fayetteville Fort Bragg	35
Holiday Inn - Fayetteville-I-95 South	128
Holiday Inn Express Hotel and Suites - Fayetteville/Fort Bragg	6
TownePlace Suites - Fayetteville Cross Creek	8
Wingate by Wyndham - Fayetteville	3



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FINISH

FULL
HALF
5K

*Thank You
Proudly promoting the
Communities of Cumberland County.*



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