



Metrics Associated with the
Marquis Slam 2017
Held Monthly

February 5, 2018

Prepared by:
David Nash
Research and Data Manager

John Meroski
Chief Executive Officer

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Event



CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

December 2017 Information Collected

- All data was collected by the Marquis Slam staff.
- **47** people attended the event on December 2, 2017.
- There were **22** completed surveys of which **0** people stated they were “here specifically for the Marquis Slam and are overnighting in a hotel.”
- **20** were from North Carolina and **1** guest from Florida and Texas.
- **3** guests were from more than 100 miles away.
- Top Home Counties: **3** from Cumberland County, NC, **2** from Wake, NC and many counties tied with **1**.
- Top Home Cities: **11** from Fayetteville, NC, **2** each from Hope Mills & Raleigh, NC and any cities tied with **1**.
- Where did they hear about event? **45%** from Facebook, **36%** from Word of Mouth and 4 others tied.



Judge Jenny Bell of the FACVB

January 2018 Information Collected

Event was cancelled due to inclement weather.

February 2018 Information Collected

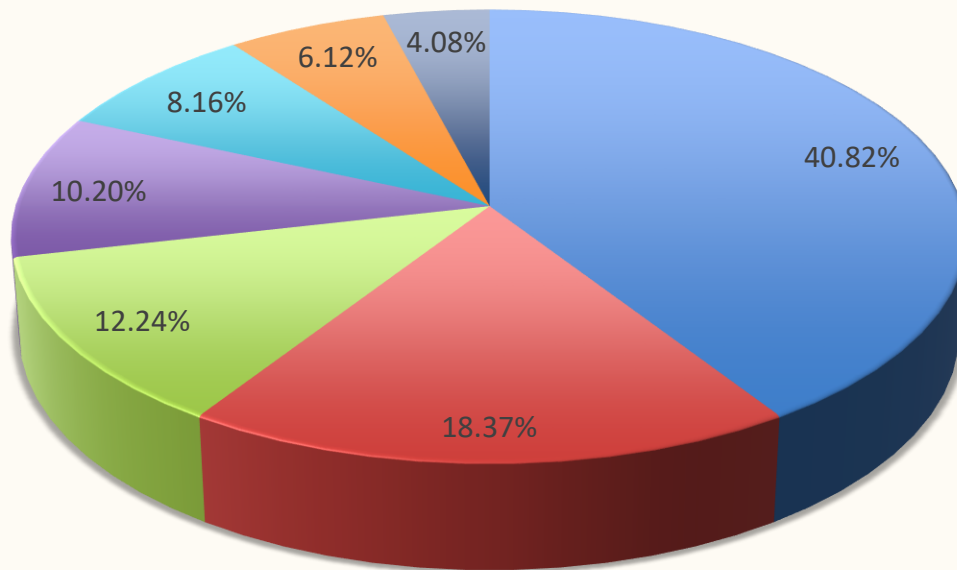
- All data was collected by the Marquis Slam staff.
- **50** people attended the event on February 3, 2017.
- There were **27** completed surveys of which **4** people stated they were “here specifically for the Marquis Slam and are overnighting in a hotel.”
- **23** guests were from North Carolina, **2** from South Carolina and **1** from Washington DC and Louisiana each.
- **3** guests were from more than 100 miles away.
- Top Home Counties: **13** from Cumberland County, NC, **3** from Wake, NC, **2** from Lexington, SC.
- Top Home Cities: **8** from Fayetteville, NC, **3** each from Raleigh & Fort Bragg, NC, **2** each from Hope Mills & Columbia, SC.
- Where did they hear about event? **35%** Word of Mouth and **12%** Facebook.

Combined Information

- All data was collected by the Marquis Slam staff.
- **97** people attended all of the monthly events.
- There were **49** completed surveys of which **4** people stated they were “here specifically for the Marquis Slam and are overnighing in a hotel.”
- **43** guests were from North Carolina, **2** from South Carolina and **1** from four other states.
- **63%** were from Cumberland County, including Fort Bragg.
- **18%** were day-trippers.
- Top Home Counties: **27** from Cumberland County, NC, **5** from Wake, NC, **2** from three other Counties Tied.
- Top Home Cities: **19** from Fayetteville, NC, **5** from Raleigh, NC, **4** from Hope Mills, NC.
- **6** guests were from more than 100 miles away.
- Where did they hear about event? 51% Word of Mouth and 33% Facebook
- **28** people signed up for FACVB E-newsletter

Combined Information

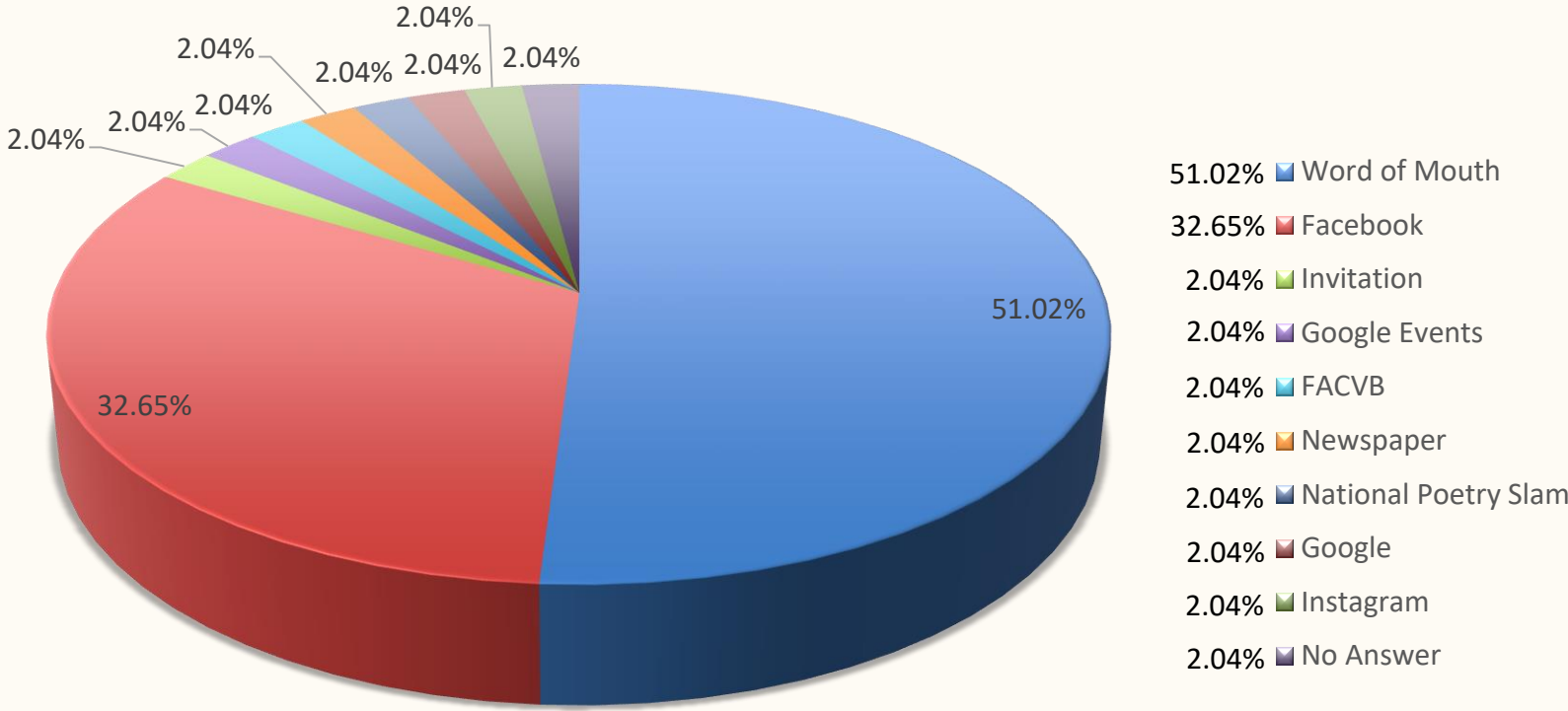
Type of Guest



- 40.82% ■ I am a resident of Fayetteville/Cumberland County.
- 18.37% ■ I am from a surrounding county and drove in for the day for this event.
- 12.24% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 10.20% ■ I am in the area visiting family or friends and they brought me to this event.
- 8.16% ■ I am here specifically for the Marquis Slam and am overnighing in a hotel.
- 6.12% ■ I am here for the Marquis Slam and staying with family or friends.
- 4.08% ■ I am visiting the area for other purposes, but heard about the event and came.

Combined Information

Heard About Event



Thank You



**Proudly Promoting the
Communities Cumberland County**

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Combined Information

Type of Guest

Combined Information

Type of Guest