



Metrics Associated with the All American Tattoo Convention 2018

Held April 13-15, 2018

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April 18, 2018



CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Contents

- i. Introduction
- ii. They Identified Themselves as...
- iii. Where Were They From?
 - Overview
 - By State, County and City
- iv. How Did They Find Out About Event?
- v. Survey Requirements
 - Requirements
 - Information Provided
- vi. Bureau Generated Publicity
- vii. Earned Media
- viii. Public Relations Recap
- ix. Occupancy Comparison
- x. Bottom Line



Introduction

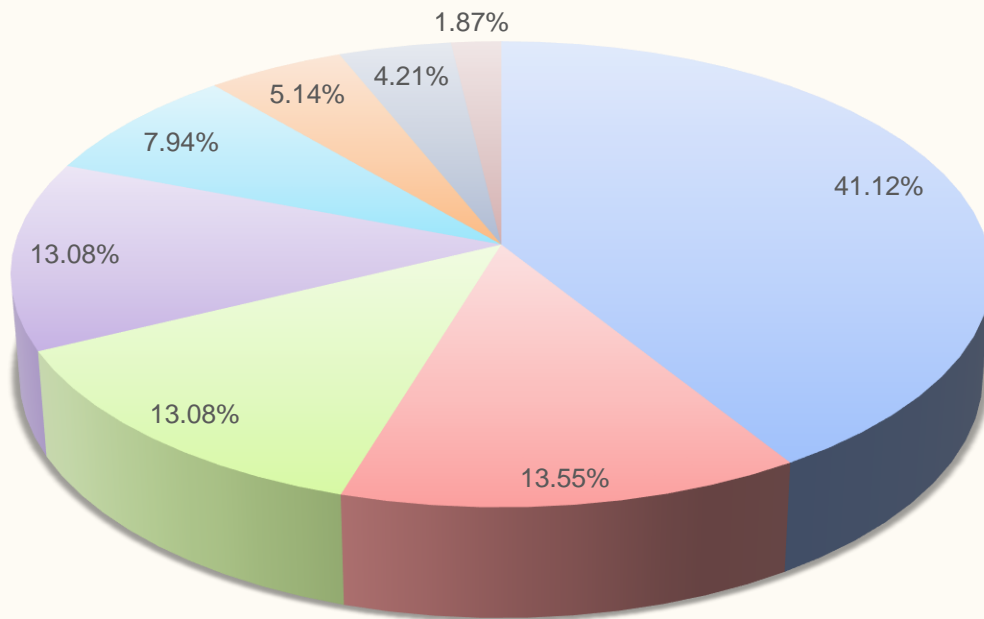
- All data was collected by the All American Tattoo Convention staff during the event.
- The All American Tattoo Convention management estimated **5,000** attendees prior to the event.
- The actual number of attendees was **3,100** as reported by Jim Grafstrom, General Manager of the Crown Complex.
- The minimum number of completed surveys needed for a population of 3,100 is **342**.
- The final number of completed surveys completed during the event was **214**.
- Using the **3,100** attendees, the Confidence Interval for this presentation with a **214** Sample Size is **+/- 6.46%**. Because of the size of the sample the Confidence Interval does not meet the “best practice” of +/- 5.00%.

Introduction

- Surveys used were collected at the following times during the 3 day event:

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Friday, April 13, 2018		Saturday, April 14, 2018		Sunday, April 15, 2018	
1-2 p.m.	5	10-11 a.m.	25	12-1 p.m.	0
2-3 p.m.	13	11 a.m.-12 p.m.	11	1-2 p.m.	0
3-4 p.m.	0	12-1 p.m.	27	2-3 p.m.	26
4-5 p.m.	0	1-2 p.m.	29	3-4 p.m.	38
5-6 p.m.	11	2-3 p.m.	2	4-5 p.m.	20
6-7 p.m.	3	3-4 p.m.	3	5-6 p.m.	0
8-9 p.m.	0	4-5 p.m.	0	6-7 p.m.	0
9-10 p.m.	0	5-6 p.m.	0	7-8 p.m.	0
10-11 p.m.	0	6-7 p.m.	0	Total Collected Day 3	84
Total Collected Day 1	32	7-8 p.m.	0		
		8-9 p.m.	0		
		9-10 p.m.	1		
		10-11 p.m.	0		
		Total Collected Day 2	98		

They Identified Themselves As



- 41.12% I am here for the Tattoo Convention specifically and am overnighing in a hotel.
- 13.55% I am a resident of Fayetteville/Cumberland County.
- 13.08% I am here for the Tattoo Convention and staying with family or friends.
- 13.08% I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 7.94% I am in the area visiting family or friends and they brought me to this event.
- 5.14% I am from a surrounding county and drove in for the day for this event.
- 4.21% I am staying at a hotel and the hotel referred me to this event.
- 1.87% I am visiting the area for other purposes, but heard about the event and came.

Where Were They From

- 6 of the 214 completed surveys provided an invalid zip code.
- 96 (45%) were from North Carolina.
- 117 (55%) were from more than 100 miles from Fayetteville.
- 88 (41%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	96
2. Florida	20
3. California	17
4. Ohio	12
5. New Jersey & Texas	8 ea.

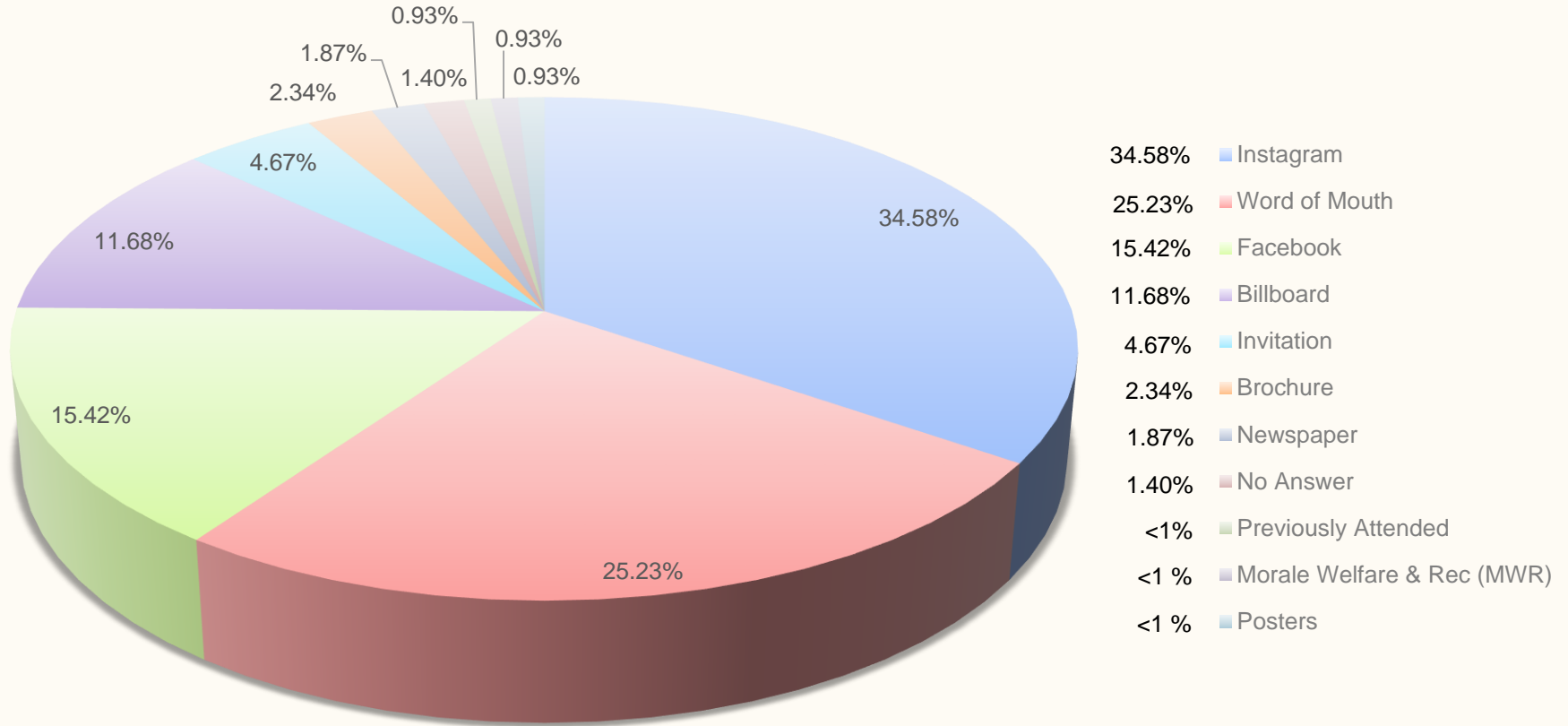
Top 5 by County

1. Cumberland, NC	54
2. Wake, NC	23
3. Orange, FL	11
4. Harrison, OH	8
5. Monterey, CA	7

Top 5 by City

1. Fayetteville, NC	41
2. Raleigh, NC	20
3. Orlando, FL	11
4. Fort Bragg, NC	10
5. Salinas, CA & Denver, CO	5 ea.

How Did They Find Out About Event



Survey Requirements

Requirement

Information Provided

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?

Page Summary Report					
All American Tattoo 2018					
As of: 4/19/2018 7:23:34 AM					
Drill down to the answers by clicking on View Results for the entire survey or a given page.					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (h:mm:ss)	Results
Entire Survey	222	214	96.40%	00:02:15	View Results
1	221	214	96.83%	00:01:58	View Results

Bureau Generated Publicity

Calendar of Events

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



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— AREA —
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Bureau Generated Publicity

Press Release



The All-American Tattoo Convention Gives Back to Military

3-Day event to bring national talent to Cumberland County, NC

FAYETTEVILLE, NC – The Fayetteville Area Convention and Visitors Bureau (FACVB) welcomes The All American Tattoo Convention to the Crown Complex Friday, April 13 - Sunday, April 15, 2018. The goal of the convention is to give the brave servicemen and women of the armed forces the opportunity to be tattooed by some of the industry's brightest stars as well as providing support to the military through donations to organizations. Home of Fort Bragg, the largest military base in the country, Cumberland County is the ideal location to host one of the South's most popular tattoo conventions.

Members of the armed forces and tattoos have a long history, which dates back to the beginning of the 20th century. For many service members, tattoos can serve as artistic reminders of friends they've made and lost along the way, or a symbol of pride for their service to our country. These tattoos often tell the story that words fail to express for these veterans and servicemen.

It is estimated that over 75% of all active duty soldiers have at least one tattoo and the region around Fort Bragg has one of the largest tattoo shop per square mile ratios in the country. "This convention is another example of how Cumberland County celebrates its strong ties to the military," explains John Meroski, FACVB President. "Tattoos offer these brave men and woman a unique form of expression that is American at its core."

In addition to some of the region's brightest tattoo stars, other notable artists are traveling across the country to participate in the convention. Talent includes Jasmine Rodriguez from Spike TV's Tattoo Nightmares; Joey Tattoo from Spike TV's Tattoo Rescue, Jason Spainhour, world-renowned traditional artist, Make Chambers, the World Famous ProTeam members, & over 40 of Spike TV's Inkmaster's including Madison Loftis, Jayvo Scott, Dave Clark, Fame, Roly T-Rex and Daniel Silva. Robert Makes from House of 1000 Corpses will make a special appearance all weekend and the CEO of Sullen will also be making an appearance. Additional events and personalities include HS GameShows, The Ms. All American Pin Up Contest, and EMCee Johnny Awesome. The All Veteran Parachute Team will be jumping out to the Crown for the event on Friday at 2 pm and Saturday at 12 pm.

The All American Tattoo Convention wants to recognize the sacrifices of the military by giving back to this courageous community. The All American Tattoo Convention has chosen the Fort Bragg Fisher House as the recipient this year to receive a portion of ticket sales.

Bureau Generated Publicity

Social Media Outlets: Facebook

 Fayetteville Area Convention and Visitors Bureau added 5 new photos.
Published by Melody Vealey Foote [?] - April 7 at 7:10pm

Join us in welcoming the The All American Tattoo Convention to the Crown Complex next weekend. The convention runs Friday, April 13 - Sunday, April 15, 2018. #AATC2018

Home of Fort Bragg, Cumberland County is the ideal location to host one of the South's most popular tattoo conventions.

The goal of the convention is to give the brave servicemen and women of the armed forces the opportunity to be tattooed by some of the industry's brightest stars as well as providing support to the military through donations to organizations.




556 people reached

[Boost Post](#)

Like Comment Share

 Fayetteville Area Convention and Visitors Bureau added 4 new photos.
Published by Melody Vealey Foote [?] - March 20 at 2:19pm

World Tattoo Events named the The All American Tattoo Convention one of the top tattoo conventions on its site, worldtattooevents.com. The All American tattoo Convention expanded this year to include almost 400 tattoo artists and a variety of vendors. #AATC2018 is scheduled for April 13-15 at the Crown Complex.



1,117 people reached

[Boost Post](#)

Like Comment Share

The All American Tattoo Convention, Robin King and 5 others

5 Shares

Bureau Generated Publicity

Social Media Outlets: Twitter

 **Fayetteville, NC CVB**
@VisitFayNC Follow

World Tattoo Events named the The [@AllAmerTattConv](#) one of the top tattoo conventions on its website: bit.ly/2Gc85if. The [#AATC2018](#), scheduled for 4/13-15 at [@crowncomplexnc](#), expanded to include almost 400 tattoo artists and a variety of vendors.



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11:27 AM - 20 Mar 2018

2 Retweets 3 Likes   

 2  3

 **Fayetteville, NC CVB**
@VisitFayNC Follow

Join us in welcoming the The [@AllAmerTattConv](#) to the [@CrownComplexNC](#) 4/13-4/15. Planners aim to give the service members chance opportunity to be tattooed by some of the industry's brightest stars while support to the military through donations to organizations.



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7:15 AM - 7 Apr 2018

1 Retweet 2 Likes  

 1  2


Bureau Generated Publicity

Social Media Outlets: Instagram




Bureau Generated Publicity




Social Media Outlets: LinkedIn


 Fayetteville Area Convention & Visitors Bureau
1w

Join us in welcoming the The All American Tattoo Convention to the Crown Complex next weekend. The convention runs Friday, April 13 - Sunday, April 15, 2018.
[#AATC2018](#) ...see more




2 Likes




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4w

World Tattoo Events named the The All American Tattoo Convention one of the top tattoo conventions on its site, worldtattooevents.com. The All American tattoo Convention expanded this year to include almost 400 tattoo artists and i ...see more



4 Likes

 Like  Comment  Share

Bureau Generated Publicity

Social Media Outlets: Google Plus

Fayetteville Area Convention and Visitors Bureau › Public 1w

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Shared publicly

Fayetteville Area Convention and Visitors Bureau › Public

World Tattoo Events named the The All American Tattoo Convention one of the top tattoo conventions on its site, worldtattooevents.com. The All American tattoo Convention expanded this year to include almost 400 tattoo artists and a variety of vendors. #AATC2018 is scheduled for April 13-15 at the Crown Expo Center.




M Add a comment... +1

Bureau Generated Publicity

GoFayetteville.com (Facebook)

 **Go Fayetteville** Published by Jenny Bell [?] · April 12 at 6:11pm · 🌐

Tomorrow I'm headed to NC's largest tattoo convention to get my first tattoo (on Friday the 13th). Let me give you a teaser of what you'll find at this 3-day event, plus a tattoo artist exhibit and after-parties you need to hit this weekend. It's all happening in Fayetteville, our "All American City"! #GoFay #AATC



An All American Weekend at NC's Largest Tattoo Convention - Go Fayetteville

Last year's All American Tattoo Convention was such a success that they're packing even more into this year's three-day event at the Crown Complex. This, plus an...
GOFAYETTEVILLE.COM

👤 330 people reached Boost Post

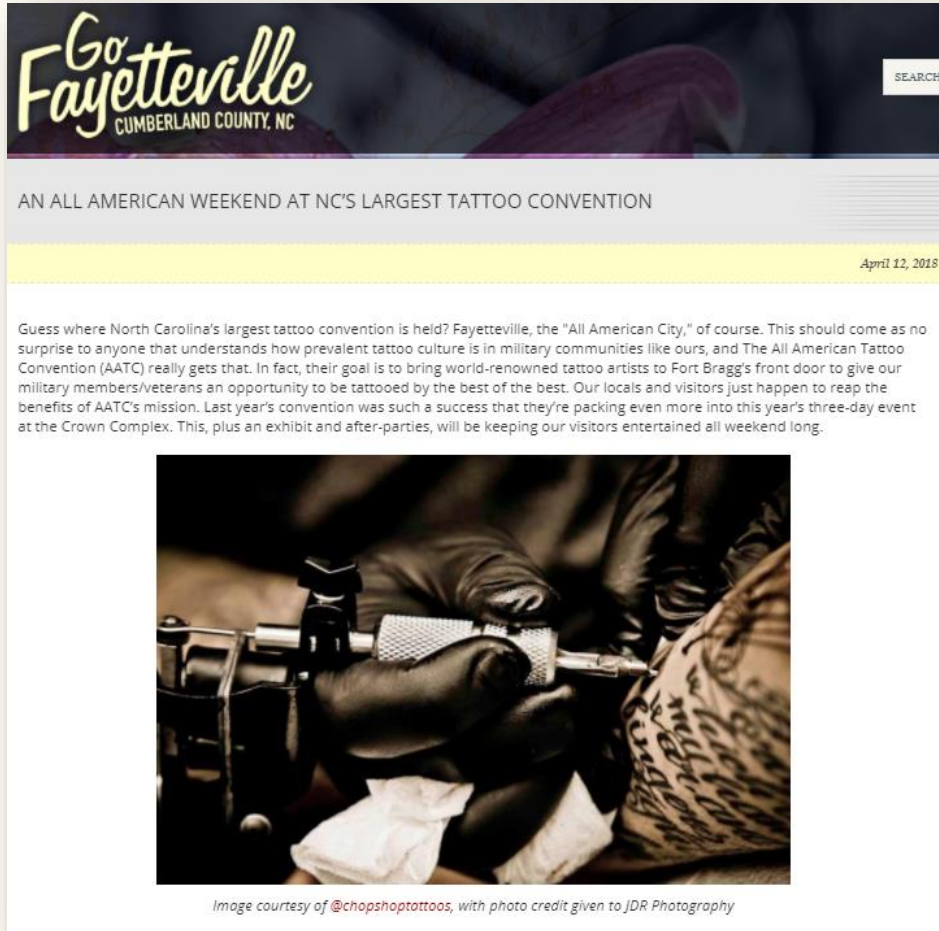
👍 Like 💬 Comment ➦ Share 🌐

👤 Polly Fowler, Kat Lin and 12 others Chronological ▾

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Bureau Generated Publicity

GoFayetteville.com (Blog)



Go Fayetteville
CUMBERLAND COUNTY, NC

SEARCH...

AN ALL AMERICAN WEEKEND AT NC'S LARGEST TATTOO CONVENTION

April 12, 2018

Guess where North Carolina's largest tattoo convention is held? Fayetteville, the "All American City," of course. This should come as no surprise to anyone that understands how prevalent tattoo culture is in military communities like ours, and The All American Tattoo Convention (AATC) really gets that. In fact, their goal is to bring world-renowned tattoo artists to Fort Bragg's front door to give our military members/veterans an opportunity to be tattooed by the best of the best. Our locals and visitors just happen to reap the benefits of AATC's mission. Last year's convention was such a success that they're packing even more into this year's three-day event at the Crown Complex. This, plus an exhibit and after-parties, will be keeping our visitors entertained all weekend long.




Image courtesy of @chopshoptattoos, with photo credit given to JDR Photography

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Bureau Generated Publicity

Professional Photography



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Public Relations Recap

- 15 Calendar of Events listings secured
- 1 Press Release
- 2 Facebook Social Media Posts
- 2 Twitter Social Media Tweets
- 2 Instagram Social Media post
- 2 LinkedIn Social Media Posts
- 2 Google Plus Social Media Posts
- 1 GoFayetteville Facebook Posts
- 1 GoFayetteville Blog Story
- Professional photography for future marketing.



Earned Media

Raleigh Magazine

AS SEEN IN
APRIL 2018
RALEIGH

Top 5 to check out

...just outside Raleigh

OUTER LIMITS

Rodeo on Rosemary
East Rosemary Street, Chapel Hill
Featuring the Triangle's favorite food trucks, Rodeo on Rosemary will be held April 22 from noon to 4 p.m. on East Rosemary Street, between Henderson and North Columbia streets. 15 food trucks will provide tasting menus for the first time in the event's history. The family-friendly entertainment includes free parking and mini golf. downtownchapelhill.com

25th Annual Spring Arts & Crafts Festival Daze
Fred G. Bond Metro Park, Cary
Celebrate Cary's annual Earth Day celebration from 9 a.m.—5 p.m. in the enormous Fred G. Bond Metro Park on April 28. More than 170 North Carolina artists, including this year's featured artist Bevin Nell, are gathering for a plethora of fun festival activities, including live music, dancing, storytelling and family-friendly roving entertainers—not to mention several nonprofit or commercial food vendors. townofcary.org

Truck by the Tracks
Koi Pond Brewing, Rocky Mount
Head east on April 19 for a fun-filled evening of beer and live music and well-trodden popular Tattoo restaurant On the Square's food truck—all for a great cause. Truck by the Tracks will raise money for Rocky Mount's Brewwell Memorial Library. From 6:30-8:30 p.m., kick back and relax on the lawn at Koi Pond Brewing Company with special guests, "educated debutante" and Rocky Mount native, Adrian Harrold Wood. rockymountmills.com

Third Annual Big Biscuit Showdown
Rickhouse, Durham
Biscuits and beer is the name of the game as Rise Biscuits & Donuts chefs and local brewing companies combine into teams for the third time in downtown Durham's one-of-a-kind food competition. Chefs will prepare creative biscuits and donuts, topped and filled with appetizing selections and paired with their beverages of choice. The public is welcome to taste and vote for their favorite beverage-biscuit-donut combination. On April 26 from 6-9 p.m. bigbiscuitshowdown.com

— Nick Sinopoli

All American Tattoo Convention
Fort Bragg, Fayetteville
The U.S. armed forces and tattoos often go hand in hand, and the All American Tattoo Convention's goal is to celebrate that long-standing tradition. The convention seeks to honor active military members and veterans by offering opportunities for service members and vets to be tattooed by the best artists in the industry, including several artists who have appeared on Spike TV's Tattoo Rescue and Ink Master. Show times are noon-11:30 p.m. April 13-15. Single day and 3-day passes can be purchased in advance or at the door. The convention is open to the public and armed forces veterans receive a \$5 discount. allamericantattooconvention.com

14 | RALEIGH MAGAZINE | raleighmag.com

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Earned Media

Drive I-95 Blog

DRIVE I-95 Blog
Things we find and do along I-95

NC: Ink Art Convention to Honor the Troops

Posted on April 2, 2018

Fayetteville, NC I95 Southbound Exit 46B, Northbound Exit 40: It is no coincidence that this unique event is being held in Fayetteville, close to **Fort Bragg**, one of the largest military bases in the free world.

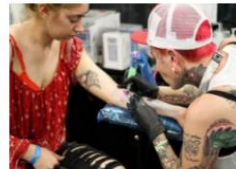
The goal of the **All American Tattoo Convention** is to give some of the best tattoo artists in the world the opportunity to showcase their talents to some of the bravest heroes in the world, all while raising money to assist soldiers with PTSD, and other combat related injuries, veterans and families of soldiers.



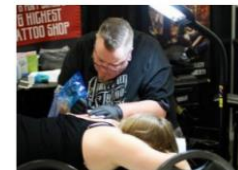
Tattoos and the US armed forces have a history dating back as far as the early 1900's.

There are countless inked active duty and war veterans. Tattoos and body art can tell a story that words fail to provide, giving these veterans an outlet to express themselves and show the pride in being a part of something bigger than themselves.

Just a few of the many special events being planned include: Tattoo Contest, **All Veteran Parachute Team**, Air Born Aerial Performers and Fitness, Emcee Johnny "Awesome" Ivey, Ms. All American Pin-Up Contest and **Fayetteville Roller Derby Rogue Rollergirls**.



Refer to the website for all artist, vendor and event information.



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Earned Media

Rural Moms – 118,000 Followers

Rural Mom @ruralmoms Follow

The [@AllAmerTattConv](#), the largest tattoo convention in NC, returns for its 2nd year April 13-15 with focus on honoring military. Notable artists include [@1221Jasmine](#) from [@TattooNightmares](#), [@joey_tattoo](#) from [@TattooRescue](#) & 40+ [@ParamountTV Inkmasters](#). [@VisitFayNC](#) [@VisitNC](#)

1:24 PM - 1 Mar 2018

5 Retweets


1 Reply

Fayetteville, NC CVB @VisitFayNC · Mar 1
Replying to [@ruralmoms](#) [@AllAmerTattConv](#) and 6 others
Thank you for the tweet [@ruralmoms](#)!


Rural Mom @ruralmoms · Mar 1
Happy to share!

Earned Media


Travel Marilyn – 8,000 Followers




 **Marilyn Jones**
@TravelMarilyn Follow

The [@AllAmerTattConv](#) , the largest tattoo convention in NC, returns for its 2nd year April 13-15 with focus on honoring military. Notable artists include [@1221Jasmine](#) from [@TattooNightmares](#), [@joey_tattoo](#) from [@TattooRescue](#) & 40+ [@ParamountTV](#) Inkmasters. [@VisitFayNC](#) [@VisitNC](#)



4:01 AM - 2 Mar 2018

5 Retweets 5 Likes 

  5  5

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Occupancy Comparison

Fayetteville Area CVB Weekly Report

Information is pulled directly from the STR Report

Occupancy %	Friday	Saturday	Sunday
2018	68.7%	72.4%	55.8%
2017	78.8%	73.2%	51.5%
Percent Change	-12.7%	-1.0%	8.2%

Bottom Line

- Not All Tourism Development Authority (TDA) requirements were met.
- **342** completed surveys would be needed for the attendance of 3,100 (**214** were collected)
- **41% (88)** of the completed surveys were overnights and came specifically for the event.
- **9** participants were referred by their hotel.
- **26.63%** were from Cumberland County, including Fort Bragg.
- **5.14%** were day-trippers.
- Participants heard of the event mainly by Instagram(**34.58%**) and Word of Mouth (**25.23%**).
- **44** attendees signed up for the FACVB's E-Promotion Program.

Bottom Line Continued

- Room Nights - Because the required sample size was below the TDA required amount, the FACVB was unable to accurately extrapolate room nights out to 3,100.
- The **88** who came for the event and stayed at a hotel, listed the following hotels:

Ramada	54
Baymont	14
Red Lion	8
No Answer	3
Mount Rose	2
Days Inn	2
Family	2
Ambassador	1
AirBnB	1
Marriott	1

- Official Hotel Pick Up: **385** Room Nights as reported from hotels, which equates to an Economic Impact of **\$43,890**.

Thank You



**Proudly Promoting the
Communities of Cumberland County**

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