FAYETTEVILLE AREA
CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC

# Visitor Profile for Fiscal Year 2015

## Where are our Visitors from?

*(Out of Town Visitors)*

| State/Country | % |
|---|---|
| INVALID ZIP | 32.39% |
| NC | 10.28% |
| FL | 5.70% |
| NY | 5.08% |
| VA | 3.31% |
| TX | 3.02% |
| PA | 2.93% |
| CA | 2.66% |
| GA | 2.45% |
| SC | 2.11% |
| OH | 2.02% |
| NJ | 1.93% |
| MD | 1.77% |
| IL | 1.61% |
| MI | 1.41% |
| MN | 1.32% |
| IN | 1.13% |
| MA | 1.09% |
| KY | 1.07% |
| WI | 1.04% |
| AL | 1.02% |
| TN | 0.93% |
| MO | 0.84% |
| IA | 0.82% |
| CO | 0.75% |
| CANADA | 0.66% |
| WA | 0.64% |
| CT | 0.61% |

| State/Country | % |
|---|---|
| MS | 0.61% |
| WV | 0.59% |
| KS | 0.57% |
| OK | 0.52% |
| AZ | 0.50% |
| LA | 0.50% |
| OR | 0.48% |
| ON | 0.39% |
| DE | 0.36% |
| ENGLAND | 0.36% |
| ME | 0.27% |
| AR | 0.27% |
| NV | 0.25% |
| SD | 0.23% |
| NE | 0.23% |
| RI | 0.20% |
| UT | 0.20% |
| DC | 0.20% |
| NH | 0.20% |
| RUSSIA | 0.18% |
| FRANCE | 0.18% |
| NM | 0.16% |
| GERMANY | 0.16% |
| HI | 0.14% |
| VT | 0.14% |
| AK | 0.14% |
| PUERTO RICO | 0.14% |
| SPAIN | 0.11% |

| State/Country | % |
|---|---|
| TURKEY | 0.09% |
| WY | 0.09% |
| ND | 0.07% |
| PR | 0.07% |
| SWEDEN | 0.07% |
| MT | 0.07% |
| NS | 0.07% |
| BELGIUM | 0.07% |
| BRAZIL | 0.07% |
| AE | 0.05% |
| UKRAINE | 0.05% |
| APO | 0.05% |
| CZECK REPUBLIC | 0.02% |
| GRAND BAHAMA ISLAND | 0.02% |
| GU | 0.02% |
| ISRAEL | 0.02% |
| SINGAPORE | 0.02% |
| VENESZUELA | 0.02% |
| CZECH REP | 0.02% |
| AP | 0.02% |
| MB | 0.02% |
| MEXICO | 0.02% |
| AUSTRALIA | 0.02% |
| ID | 0.02% |
| NETHERLANDS | 0.02% |
| INDIA | 0.02% |
| SRI LANKA | 0.02% |

FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC

# Visitor Profile for Fiscal Year 2015

## Where are our local Visitor from?

*(Those that identified themselves as Local/Resident)*

| City | % |
|---|---|
| FAYETTEVILLE | 52.64% |
| FORT BRAGG | 7.79% |
| HOPE MILLS | 6.80% |
| SPRING LAKE | 5.37% |
| RAEFORD | 5.01% |
| CAMERON | 3.40% |
| SANFORD | 3.31% |
| DUNN | 1.97% |
| LUMBERTON | 1.43% |
| SOUTHERN PINES | 0.98% |
| LINDEN | 0.98% |
| STEDMAN | 0.90% |
| SAINT PAULS | 0.90% |

| City | % |
|---|---|
| LILLINGTON | 0.90% |
| BROADWAY | 0.72% |
| WADE | 0.72% |
| RED SPRINGS | 0.54% |
| CLINTON | 0.54% |
| PARKTON | 0.54% |
| CARTHAGE | 0.45% |
| BUNNLEVEL | 0.45% |
| ERWIN | 0.45% |
| ANGIER | 0.45% |
| PEMBROKE | 0.36% |
| LUMBER BRIDGE | 0.36% |
| BENSON | 0.27% |

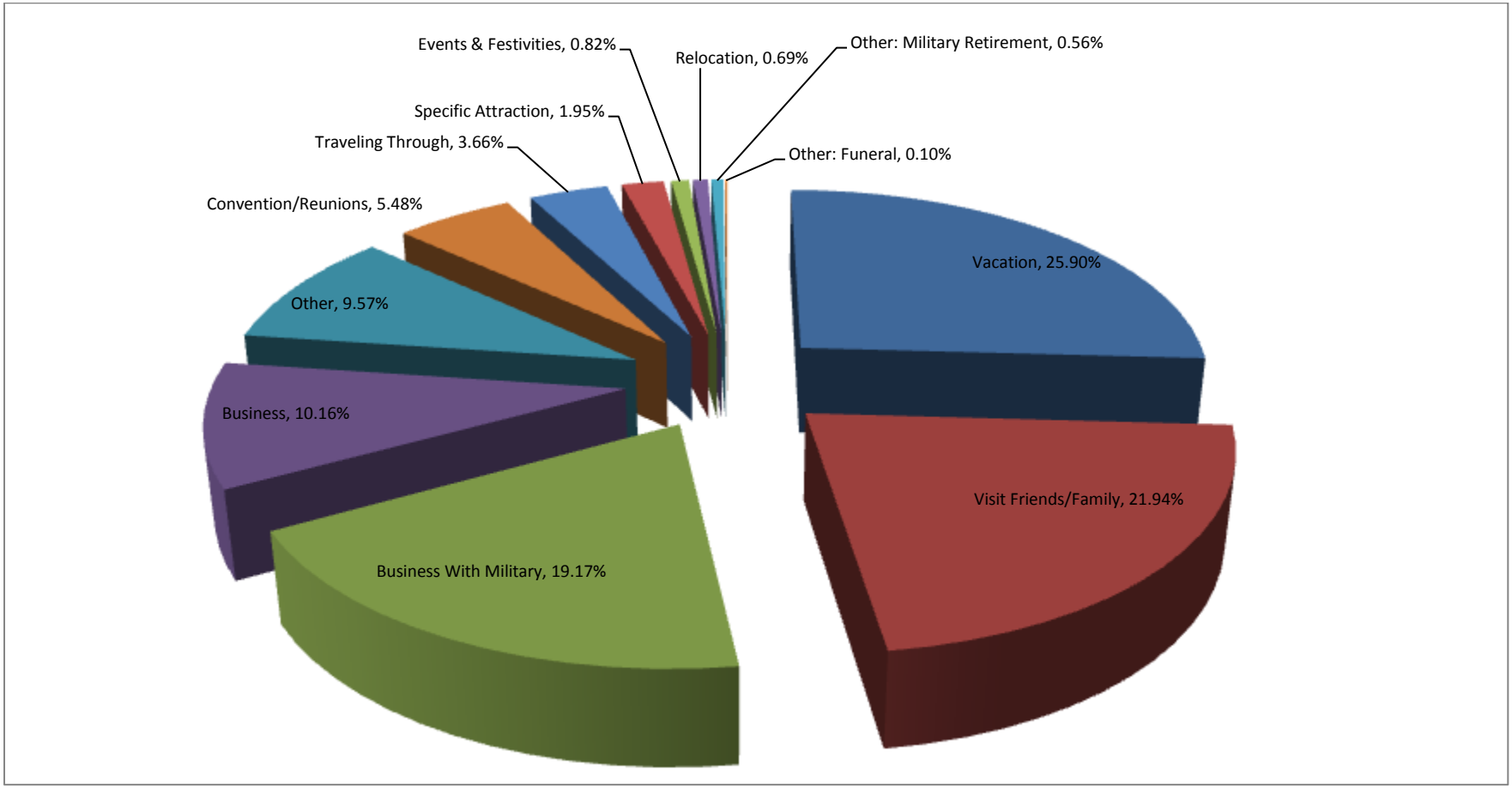
| City | % |
|---|---|
| CLAYTON | 0.27% |
| GODWIN | 0.18% |
| VASS | 0.18% |
| REX | 0.18% |
| NEWTON GROVE | 0.18% |
| PINEHURST | 0.18% |
| LA GRANGE | 0.18% |
| AYDEN | 0.09% |
| EASTOVER | 0.09% |
| KIPLING | 0.09% |
| LAKEVIEW | 0.09% |
| DUBLIN | 0.09% |

FAYETTEVILLE AREA
CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC

# Visitor Profile for Fiscal Year 2015

## What is their reason for visiting?

*(Out of Town Visitors)*

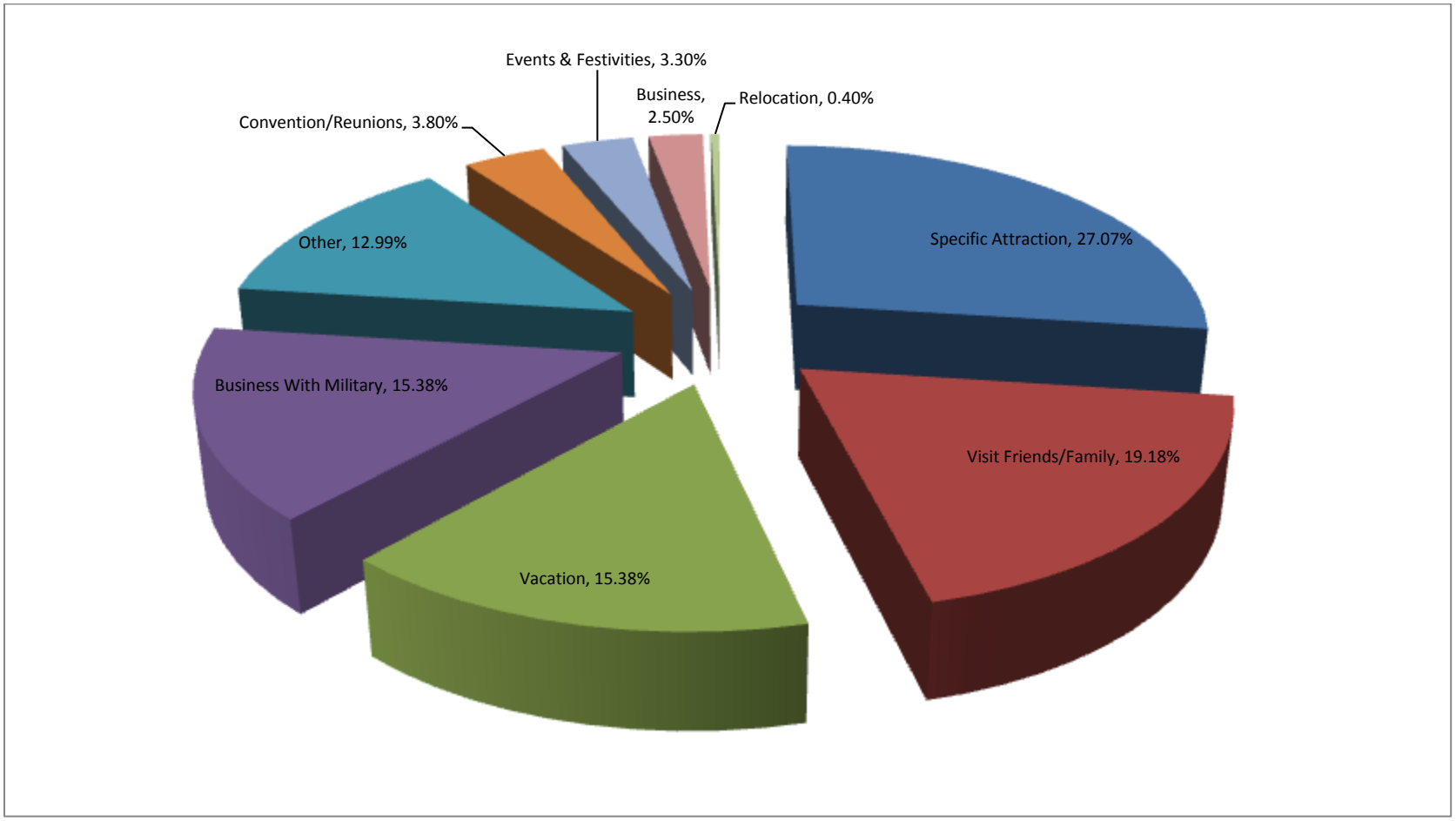


FAYETTEVILLE AREA
CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC

# Visitor Profile for Fiscal Year 2015

## What is their reason for visiting?

*(Those that identified themselves as Local/Resident)*

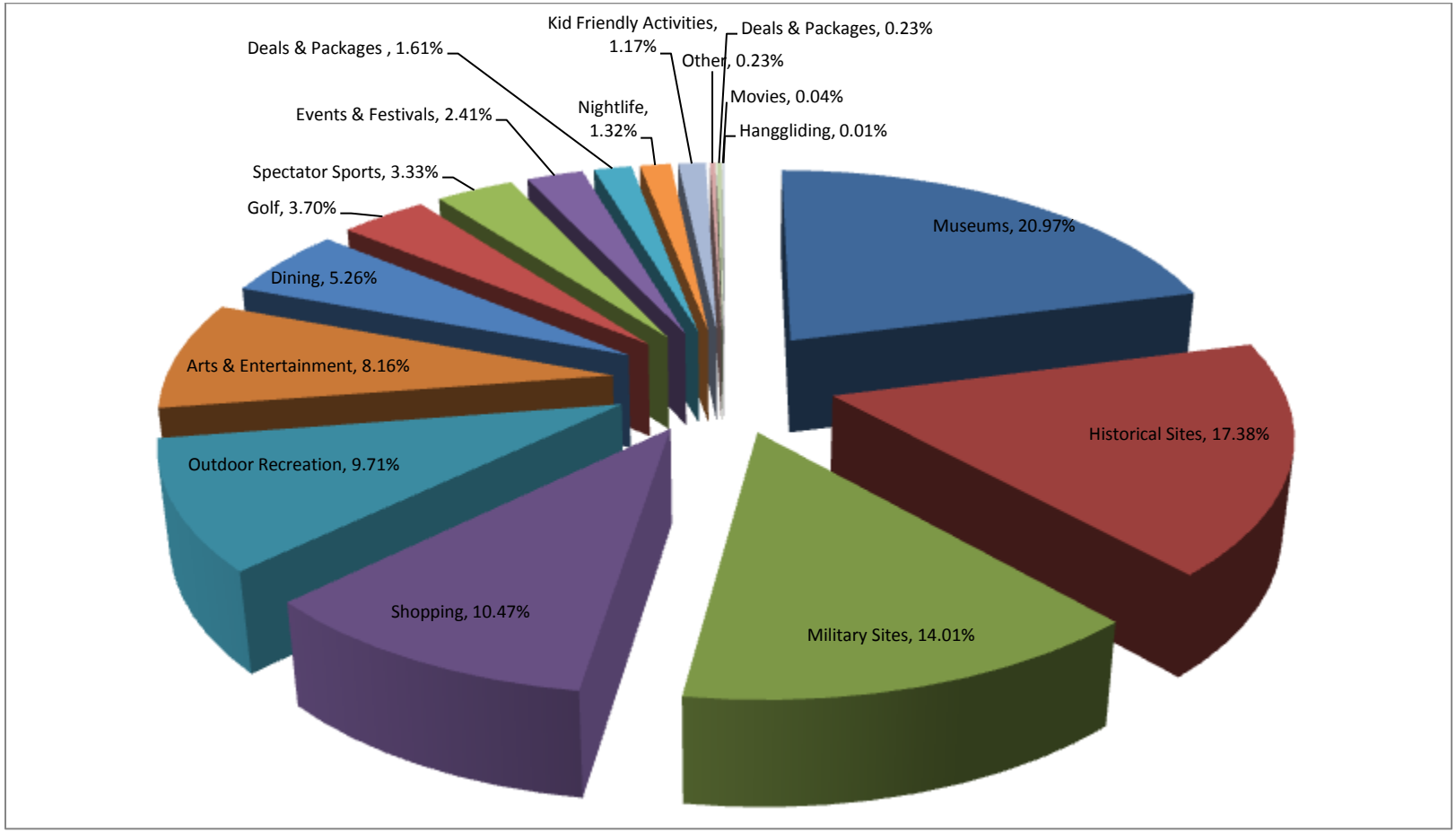


FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC

# Visitor Profile for Fiscal Year 2015

## What are the visitors interested in?

*(Out of Town Visitors)*

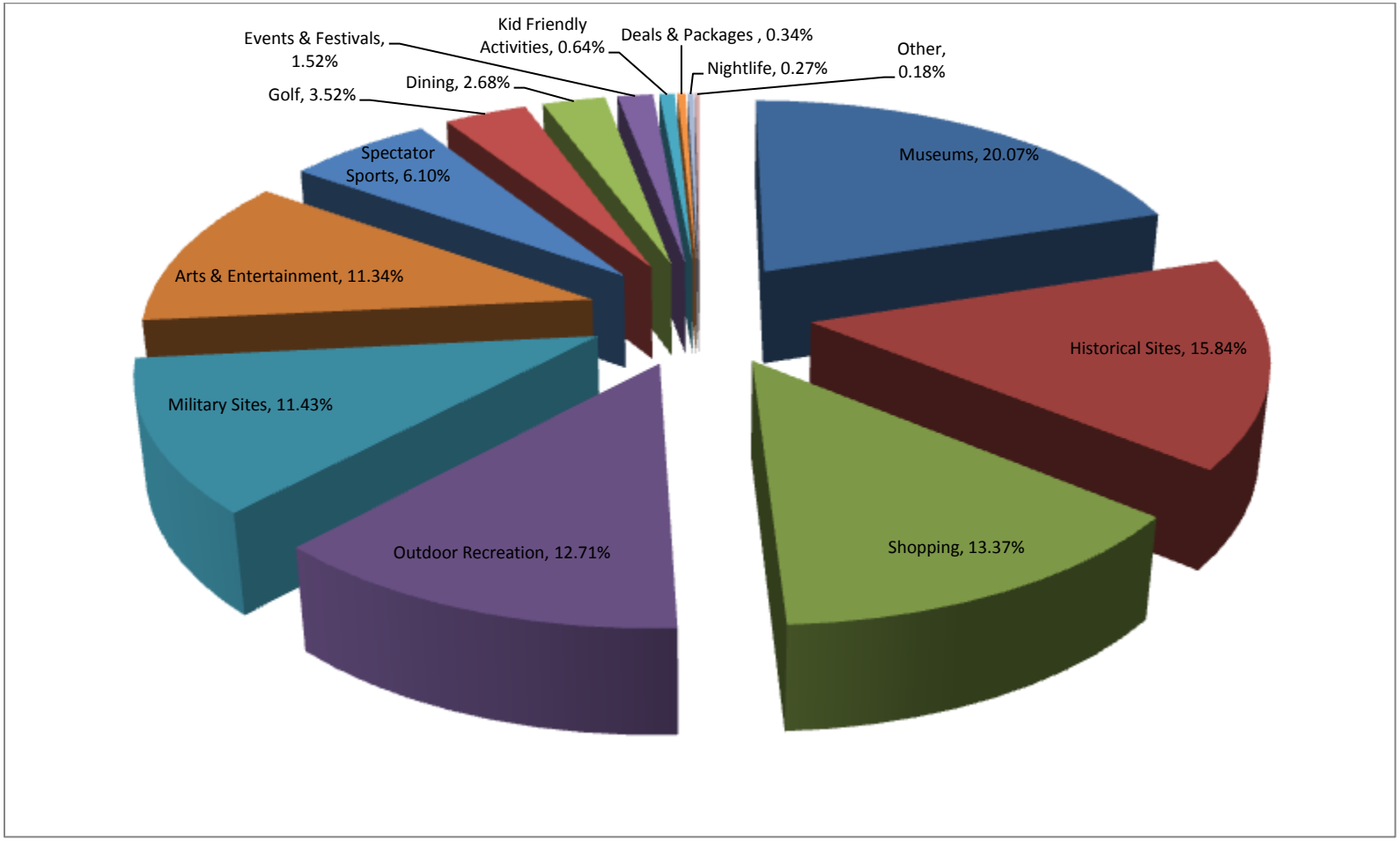


FAYETTEVILLE AREA
CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC

# Visitor Profile for Fiscal Year 2015

## What are the visitors interested in?

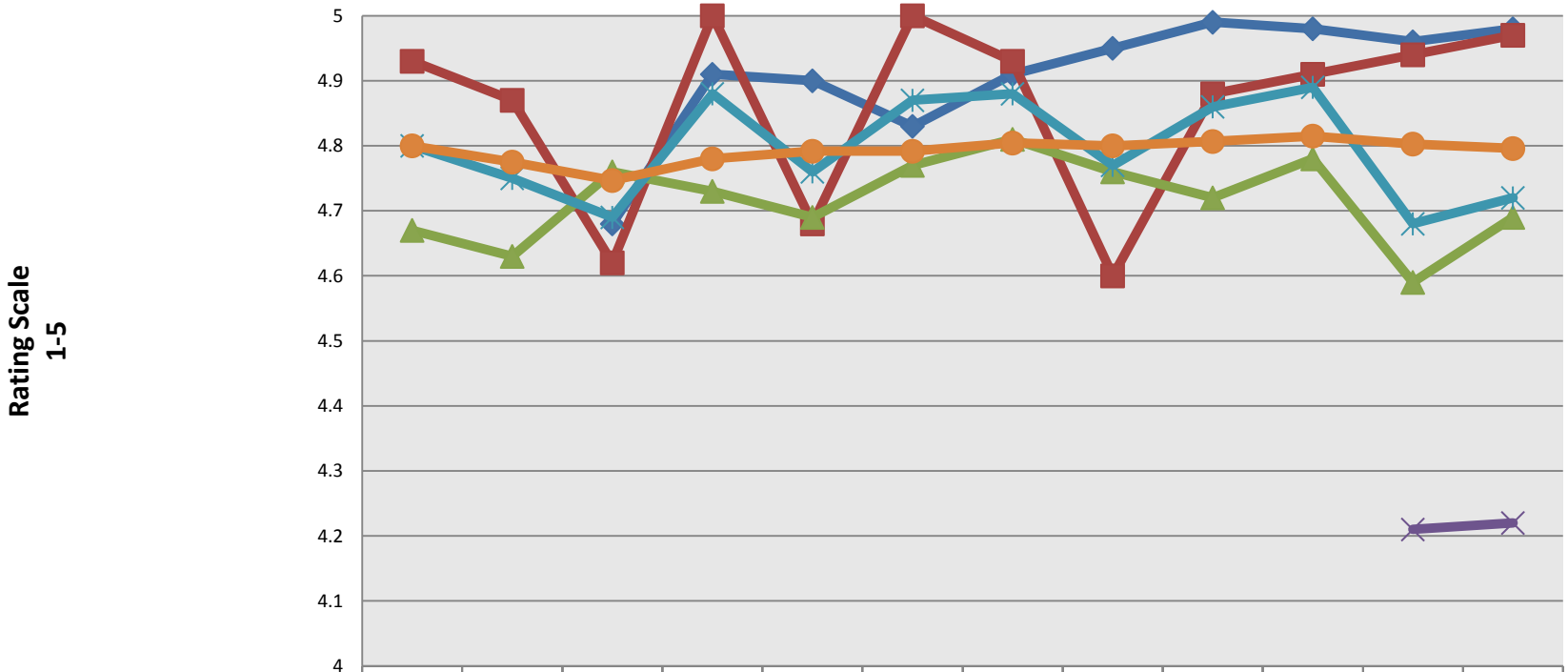
*(Those that identified themselves as Local/Resident)*



FAYETTEVILLE AREA
CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC

# Visitor Profile for Fiscal Year 2015

## Visitor Experience by Month




| | July | August | September | October | November | December | January | February | March | April | May | June |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2014 | | | | | | 2015 | | | | | |
| Hotel Guests | | | 4.68 | 4.91 | 4.9 | 4.83 | 4.91 | 4.95 | 4.99 | 4.98 | 4.96 | 4.98 |
| Visitor Center Guests | 4.93 | 4.87 | 4.62 | 5 | 4.68 | 5 | 4.93 | 4.6 | 4.88 | 4.91 | 4.94 | 4.97 |
| Attraction Guests | 4.67 | 4.63 | 4.76 | 4.73 | 4.69 | 4.77 | 4.81 | 4.76 | 4.72 | 4.78 | 4.59 | 4.69 |
| Kiosks Users | | | | | | | | | | | 4.21 | 4.22 |
| Combined Guests | 4.8 | 4.75 | 4.69 | 4.88 | 4.76 | 4.87 | 4.88 | 4.77 | 4.86 | 4.89 | 4.68 | 4.72 |
| Combined Average Throughout FY | 4.8 | 4.78 | 4.75 | 4.78 | 4.79 | 4.79 | 4.80 | 4.80 | 4.81 | 4.82 | 4.80 | 4.80 |