

Cumberland County Visitor Profile

FY 2016



David Nash

Research and Data Manager
FACVB



July 7, 2016

Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

NC COUNTY	PERCENTAGE
CUMBERLAND	50.68%
HARNETT	5.66%
WAKE	5.08%
MOORE	4.31%
ROBESON	4.18%
HOKE	3.86%
SAMPSON	1.93%
NEW HANOVER	1.93%
GUILFORD	1.74%
MECKLENBURG	1.54%
LEE	1.54%
ONSLow	1.48%
FORSYTH	1.16%
SCOTLAND	1.03%
COLUMBUS	1.03%
RICHMOND	0.96%
JOHNSTON	0.90%
DURHAM	0.90%
BLADEN	0.71%
BRUNSWICK	0.58%
WAYNE	0.51%
ROWAN	0.51%
RANDOLPH	0.45%

NC COUNTY	PERCENTAGE
CARTERET	0.39%
JONES	0.39%
CRAVEN	0.39%
STANLY	0.32%
HALIFAX	0.32%
UNION	0.32%
ROCKINGHAM	0.32%
ORANGE	0.32%
PENDER	0.26%
WILSON	0.26%
IREDELL	0.26%
FRANKLIN	0.26%
TRANSYLVANIA	0.19%
PAMLICO	0.19%
PITT	0.19%
BUNCOMBE	0.19%
DAVIDSON	0.19%
SURRY	0.19%
GRANVILLE	0.13%
EDGECOMBE	0.13%
CHATHAM	0.13%
CABARRUS	0.13%
DUPLIN	0.13%

NC COUNTY	PERCENTAGE
ALAMANCE	0.13%
PASQUOTANK	0.13%
NASH	0.13%
ALEXANDER	0.13%
VANCE	0.13%
GREENE	0.13%
WASHINGTON	0.13%
JACKSON	0.06%
PERSON	0.06%
HERTFORD	0.06%
CATAWBA	0.06%
HAYWOOD	0.06%
LENOIR	0.06%
GASTON	0.06%
BURKE	0.06%
DARE	0.06%
PERQUIMANS	0.06%
BEAUFORT	0.06%
WILKES	0.06%
WARREN	0.06%



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

Where are visitors from in North Carolina by City?

Includes Cumberland County residents.

NC CITY	PERCENTAGE
FAYETTEVILLE	36.67%
FORT BRAGG	4.56%
HOPE MILLS	4.43%
RAEFORD	3.80%
SPRING LAKE	2.53%
RALEIGH	2.41%
DUNN	2.28%
WILMINGTON	1.96%
CAMERON	1.96%
LUMBERTON	1.71%
CHARLOTTE	1.39%
SANFORD	1.33%
GREENSBORO	1.33%
LILLINGTON	1.14%
WINSTON SALEM	0.95%
ANGIER	0.95%
DURHAM	0.82%
CLINTON	0.82%
JACKSONVILLE	0.82%
LAURINBURG	0.70%
FUQUAY VARINA	0.63%
WHITEVILLE	0.63%
ROCKINGHAM	0.63%
RED SPRINGS	0.51%
STEDMAN	0.51%
AUTRYVILLE	0.51%
ERWIN	0.51%
FAIRMONT	0.51%
SOUTHERN PINES	0.51%
LINDEN	0.51%
RICHLANDS	0.44%
CARY	0.44%
FALCON	0.44%
PARKTON	0.38%
CARTHAGE	0.38%
GARNER	0.38%
SALISBURY	0.38%
ABERDEEN	0.38%
KNIGHTDALE	0.38%
ASHEBORO	0.32%
NEW BERN	0.32%
HAMLET	0.32%
ALBEMARLE	0.32%
PINEHURST	0.32%
JACKSON SPRINGS	0.32%
NEW HILL	0.32%
LAKEVIEW	0.32%
MAYSVILLE	0.32%

NC CITY	PERCENTAGE
CLAYTON	0.25%
SHANNON	0.25%
CHAPEL HILL	0.25%
COATS	0.25%
LELAND	0.25%
GARLAND	0.25%
ROCKY MOUNT	0.25%
WAXHAW	0.25%
ELIZABETHTOWN	0.25%
GODWIN	0.25%
GOLDSBORO	0.25%
MADISON	0.25%
BUIES CREEK	0.25%
PEMBROKE	0.19%
ORRUM	0.19%
VASS	0.19%
SALEMBURG	0.19%
PRINCETON	0.19%
FOUR OAKS	0.19%
LEMON SPRINGS	0.19%
WHITSETT	0.19%
BREVARD	0.19%
WADE	0.19%
MATTHEWS	0.19%
BENSON	0.19%
MARSHALLBERG	0.19%
PITTSBORO	0.19%
MOORESVILLE	0.19%
NAKINA	0.19%
WHITE OAK	0.19%
MAURY	0.13%
WILSON	0.13%
SOUTHPORT	0.13%
CREEDMOOR	0.13%
BLADENBORO	0.13%
BAYBORO	0.13%
NEWPORT	0.13%
STONY POINT	0.13%
FAIR BLUFF	0.13%
LITTLETON	0.13%
ROANOKE RAPIDS	0.13%
GIBSON	0.13%
PLYMOUTH	0.13%
ELIZABETH CITY	0.13%
CLEMMONS	0.13%
MONROE	0.13%
MOUNT AIRY	0.13%
MORRISVILLE	0.13%

NC CITY	PERCENTAGE
SAINT PAULS	0.13%
MOREHEAD CITY	0.13%
BURGAW	0.13%
MOUNT OLIVE	0.13%
CHADBOURN	0.13%
Lawndale	0.13%
CAMP LEJEUNE	0.13%
WILLOW SPRING	0.13%
BELMONT	0.13%
ELM CITY	0.13%
CALABASH	0.13%
HAVELOCK	0.13%
GRAHAM	0.13%
WAGRAM	0.13%
HOLLY SPRINGS	0.13%
ROSE HILL	0.06%
MARSTON	0.06%
WAYNESVILLE	0.06%
LINWOOD	0.06%
APEX	0.06%
WASHINGTON	0.06%
MAXTON	0.06%
BROADWAY	0.06%
RANDLEMAN	0.06%
SOPHIA	0.06%
KANNAPOLIS	0.06%
PITTSBORO	0.06%
ELKIN	0.06%
WEAVERVILLE	0.06%
Kitty Hawk	0.06%
WAKE FOREST	0.06%
DUBLIN	0.06%
FREMONT	0.06%
TRENTON	0.06%
BUNN	0.06%
FRANKLINTON	0.06%
MARIETTA	0.06%
YOUNGSVILLE	0.06%
BEULAVILLE	0.06%
EFLAND	0.06%
HUBERT	0.06%
MANTEO	0.06%
HENDERSON	0.06%
HARRISBURG	0.06%
GREENVILLE	0.06%
SYLVA	0.06%
NEWTON GROVE	0.06%
HAMPSTEAD	0.06%

NC CITY	PERCENTAGE
CAROLINA BEACH	0.06%
SMITHFIELD	0.06%
HERTFORD	0.06%
LEXINGTON	0.06%
MIDDLESEX	0.06%
ROWLAND	0.06%
CATAWBA	0.06%
FARMVILLE	0.06%
OCEAN ISLE BEACH	0.06%
SEAGROVE	0.06%
WISE	0.06%
LANDIS	0.06%
SUMMERFIELD	0.06%
CLARKTON	0.06%
MURFREESBORO	0.06%
ROCKY POINT	0.06%
HURDLE MILLS	0.06%
SCOTLAND NECK	0.06%
ARAPAOE	0.06%
WINTERVILLE	0.06%
MORGANTON	0.06%
GOLDSTON	0.06%
HIGH POINT	0.06%
ROSEBORO	0.06%
STATESVILLE	0.06%
MOUNT ULLA	0.06%
REIDSVILLE	0.06%
DUDLEY	0.06%
LUMBER BRIDGE	0.06%
THOMASVILLE	0.06%
KERNERSVILLE	0.06%
ROBBINS	0.06%
BROWNS SUMMIT	0.06%
Fletcher	0.06%
LAUREL HILL	0.06%
LOUISBURG	0.06%
NORTH WILKESBORO	0.06%
MIDDLEBURG	0.06%
POPE A F B	0.06%
ROUGEMONT	0.06%
DEEPRUN	0.06%
FAIRVIEW	0.06%
ARDEN	0.06%



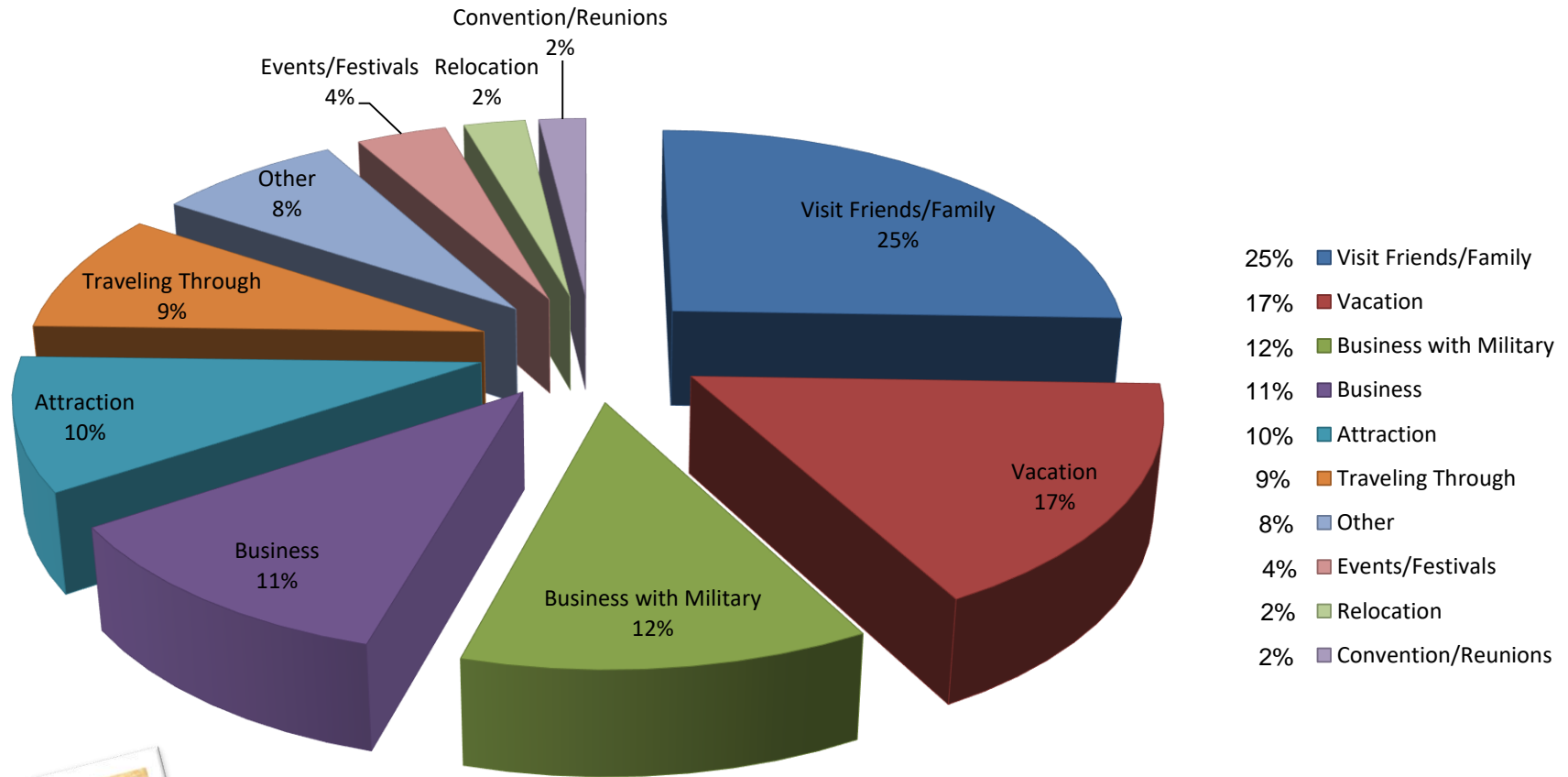
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

What is their reason for visiting?

Does not include Cumberland County residents.



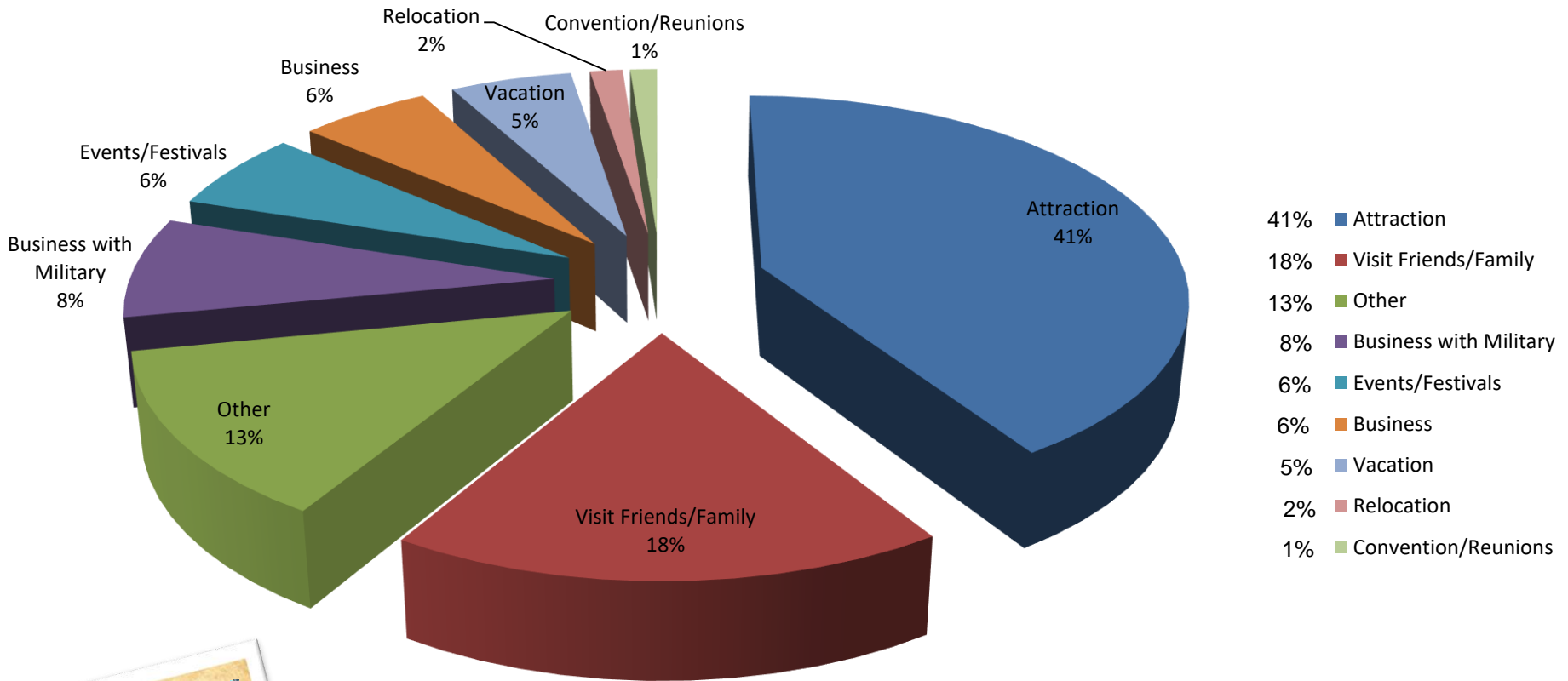
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

What is their reason for visiting?

Only Cumberland County residents.



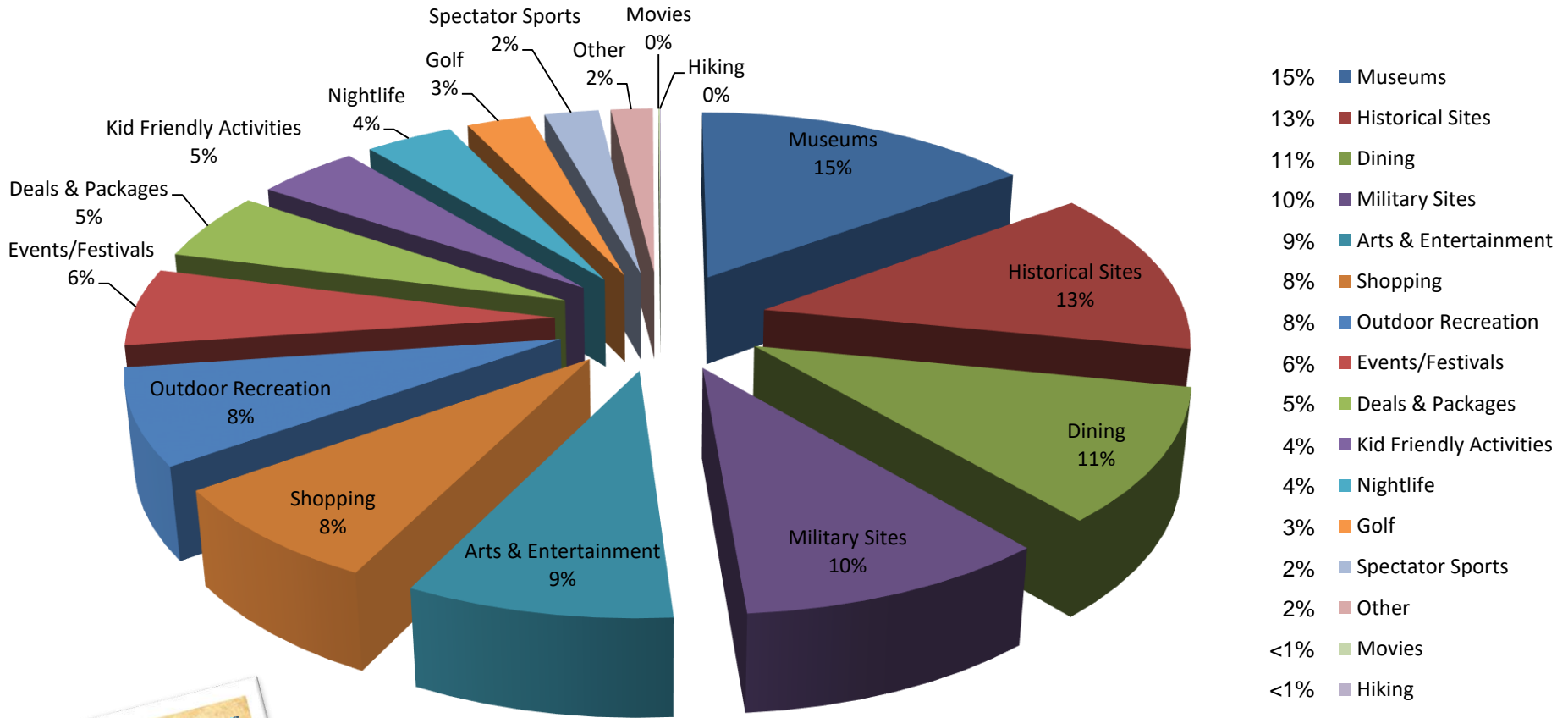
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CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

What are the visitors interested in?

Does not include Cumberland County residents.



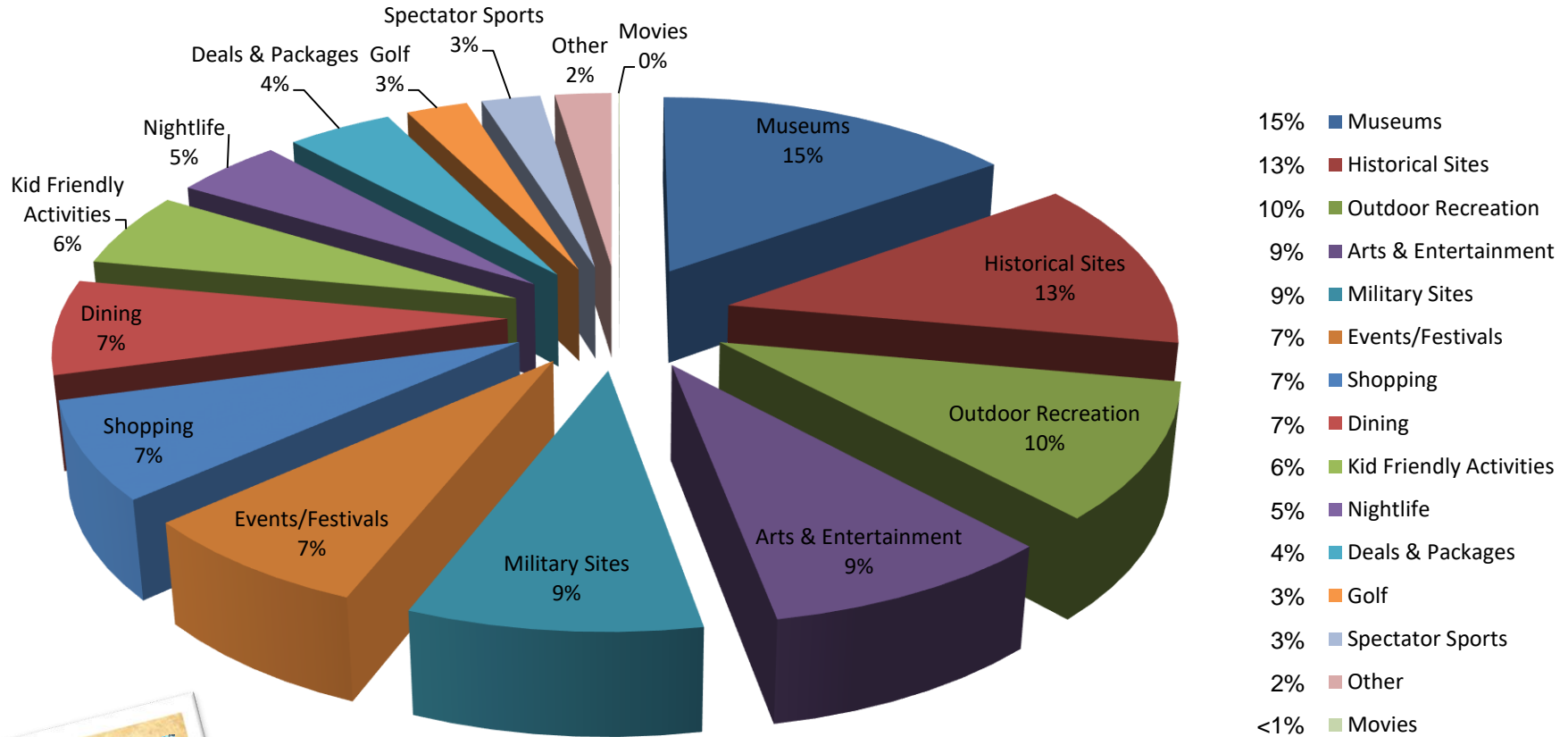
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

What are the visitors interested in?

Only includes Cumberland County residents.



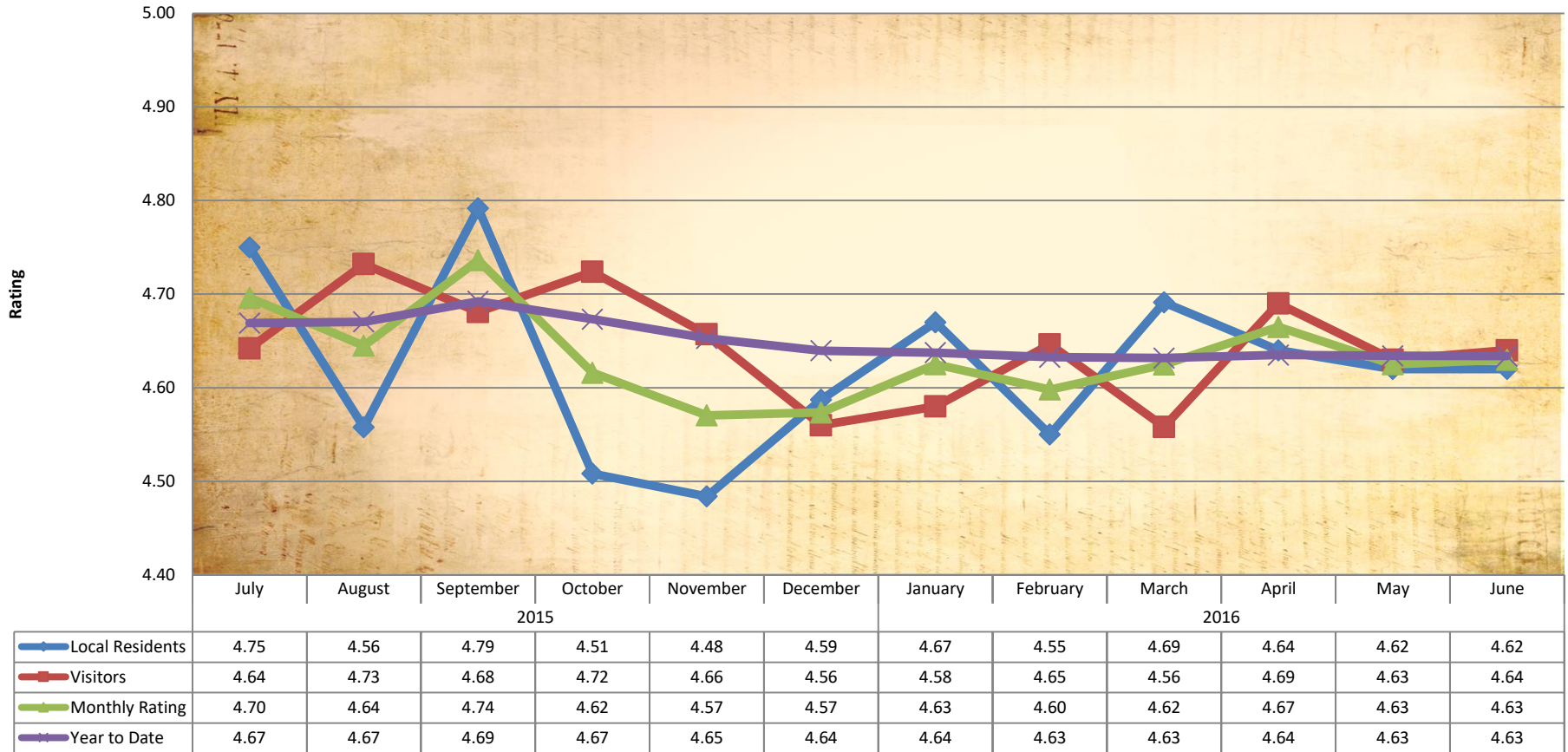
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CUMBERLAND COUNTY, NC

Visitor Experience?

Local versus Non Local Visitors.



FAYETTEVILLE AREA

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CUMBERLAND COUNTY, NC

Thank You

Proudly promoting the Communities of Cumberland County.



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VISITORS BUREAU**

CUMBERLAND COUNTY, NC