

Cumberland County Visitor Profile

FY 2019

(July 1, 2018 – June 30, 2019)



August 20, 2019

David Nash
Research and Data Manager

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Cumberland County Visitor Profile

Where are visitors from?

Does not include Cumberland County residents.

STATE/COUNTRY	PERCENTAGE
NC	29.38%
VA	7.91%
FL	7.34%
NY	5.65%
SC	5.08%
TX	5.08%
NJ	5.08%
AL	3.95%
GA	3.39%
PA	3.39%
OH	2.26%

STATE/COUNTRY	PERCENTAGE
MI	2.26%
IL	1.69%
AZ	1.69%
CA	1.69%
MD	1.13%
CO	1.13%
IN	1.13%
MS	1.13%
DC	1.13%
KY	1.13%
MO	1.13%

STATE/COUNTRY	PERCENTAGE
UNKNOWN	1.13%
NE	1.13%
AK	0.56%
ARGENTINA	0.56%
CT	0.56%
ENGLAND	0.56%
ND	0.56%
APO	0.56%
NH	0.56%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

NC COUNTY	PERCENTAGE
CUMBERLAND	43.14%
HARNETT	11.76%
WAKE	5.88%
SCOTLAND	5.88%
HOKE	1.96%
ROCKINGHAM	1.96%
MONTGOMERY	1.96%
DAVIDSON	1.96%
BUNCOMBE	1.96%
DUPLIN	1.96%
MECKLENBURG	1.96%
GREENE	1.96%
MOORE	1.96%
GUILFORD	1.96%
SURRY	1.96%
CHATHAM	1.96%
BURKE	1.96%
BOND	1.96%
CABARRUS	1.96%
ALAMANCE	1.96%
HAYWOOD	1.96%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by City?

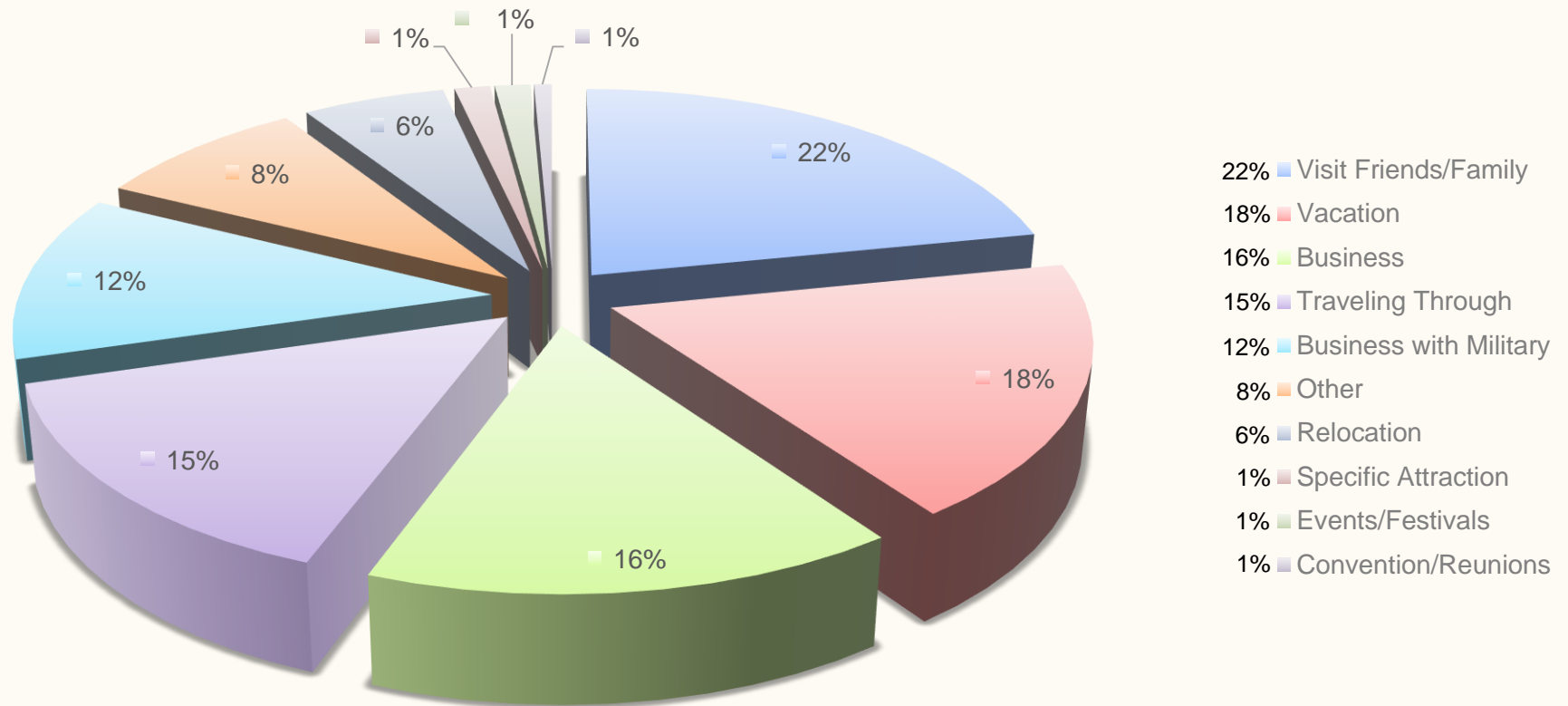
Includes Cumberland County residents.

NC CITY	PERCENTAGE
FAYETTEVILLE	35.29%
BUNNLEVEL	7.84%
SPRING LAKE	5.88%
LAURINBURG	5.88%
DUNN	3.92%
HOPE MILLS	3.92%
THOMASVILLE	1.96%
KANNAPOLIS	1.96%
CAMERON	1.96%
ASHEVILLE	1.96%
GREENSBORO	1.96%
RALEIGH	1.96%
CHARLOTTE	1.96%
WAYNESVILLE	1.96%
WAKE FOREST	1.96%
ELKIN	1.96%
MORGANTON	1.96%
KNIGHTDALE	1.96%
CANDOR	1.96%
MADISON	1.96%
SNOW CAMP	1.96%
MAURY	1.96%
WALLACE	1.96%
PITTSBORO	1.96%
RAEFORD	1.96%

Cumberland County Visitor Profile

What is their reason for visiting?

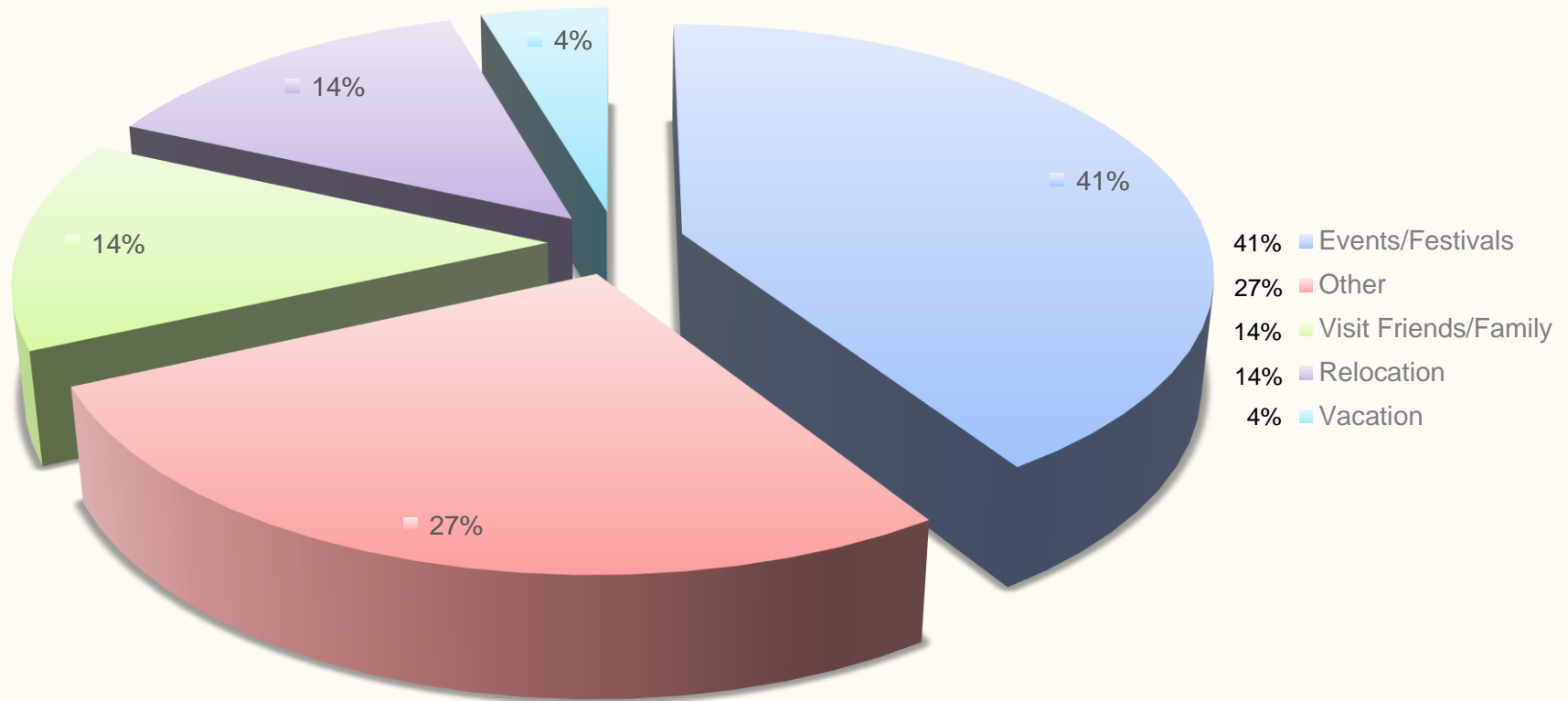
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What is their reason for visiting?

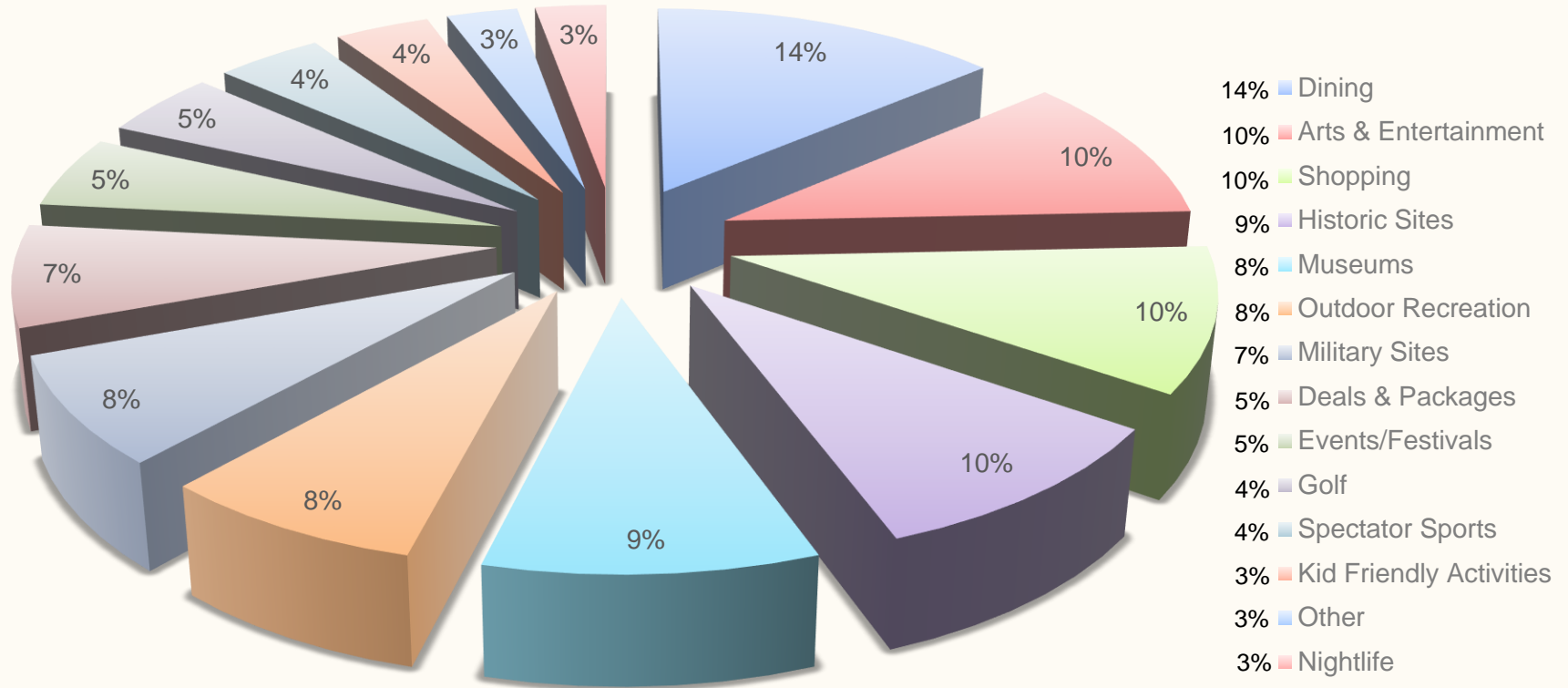
Only includes Cumberland County residents,



Cumberland County Visitor Profile

What are the visitors interested in?

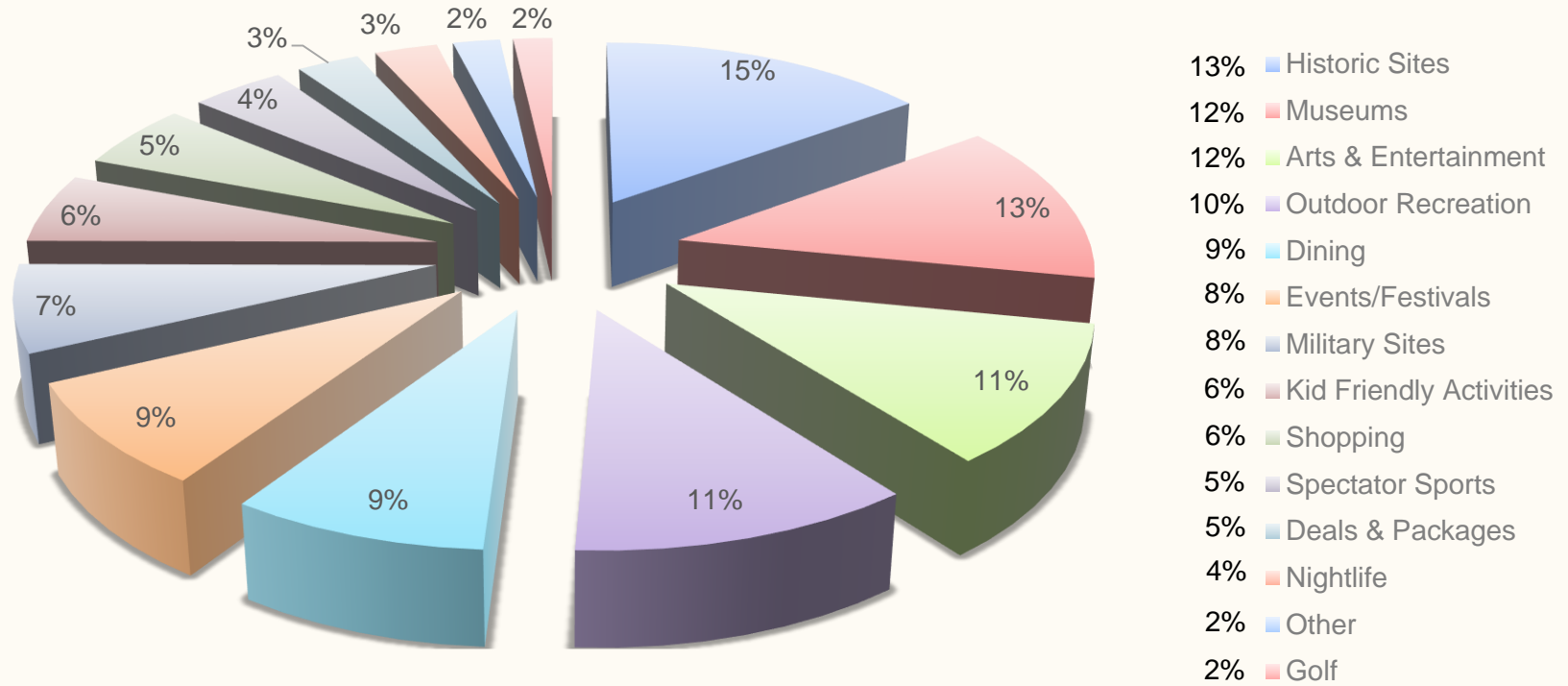
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Cumberland County Visitor Profile

What are the visitors interested in?

Only includes Cumberland County residents.



Cumberland County Visitor Profile

Visitor Experience?

Local versus non-local visitors.

Rating



	July	August	September	October	November	December	January	February	March	April	May	June
	2018						2019					
Local Residents	4.70											
Visitors	4.59											
Monthly Rating	4.65											
Year to Date	4.65											

Cumberland County Visitor Profile

THANK YOU.

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