

*Metrics Associated with the
When Pigs Fly 2017
Held 12-6 p.m., November 18, 2017*



November 27, 2017

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CUMBERLAND COUNTY
TOURISM
DEVELOPMENT
AUTHORITY

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Introduction

- All data was collected by the Communities in Schools staff during the event using electronic survey on IPAD or on paper and manually entered after the event.

***Note:** At the end of the day on the 19th (day after event) there were 105 completed surveys electronically submitted. The FACVB was notified on Monday, November 20th that there were over 300 completed paper surveys still to be entered. The final number of completed surveys should be over 400, there are approximately 60 missing completed surveys.*

- Communities in Schools management estimated **3,000** attendees prior to the event.
- There were **344** completed surveys.
- Using the **3,000** attendees, the Confidence Interval for this presentation with a **344** Sample Size is **+/- 4.97%**. Because of the size of the sample the Confidence Interval was **slightly better** than the “best practice” of +/- 5%.



EST. 1754

FAYETTEVILLE AREA

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VISITORS BUREAU**

CUMBERLAND COUNTY, NC

Introduction

- Survey's were collected at the following dates/times:

Time	Completed Surveys
Saturday, November 18, 2017	
9-10 a.m.	5
10-11 a.m.	34
11 a.m.-Noon	38
Event in Progress 12-1 p.m.	21
Event in Progress 1-2 p.m.	0
Event in Progress 2-3 p.m.	0
Event in Progress 3-4 p.m.	0
Event in Progress 4-5 p.m.	0
Event in Progress 5-6 p.m.	0
Total Collected Day of Event	98
Sunday, November 19, 2017	
7-8 p.m.	7
Total Collected	7

Time	Completed Surveys
Monday, November 20, 2017	
1-2 p.m.	50
2-3 p.m.	23
3-4 p.m.	45
4-5 p.m.	55
5-6 p.m.	1
Total Collected	174
Tuesday, November 21, 2017	
10-11 a.m.	51
11 a.m.-Noon	14
Total Collected	65
Grand Total Collected	344

- Communities in Schools staff wanted to know of those that lived in Cumberland County, how many had school aged children:
249 respondents live in Cumberland County – **85** stated they have school aged children.

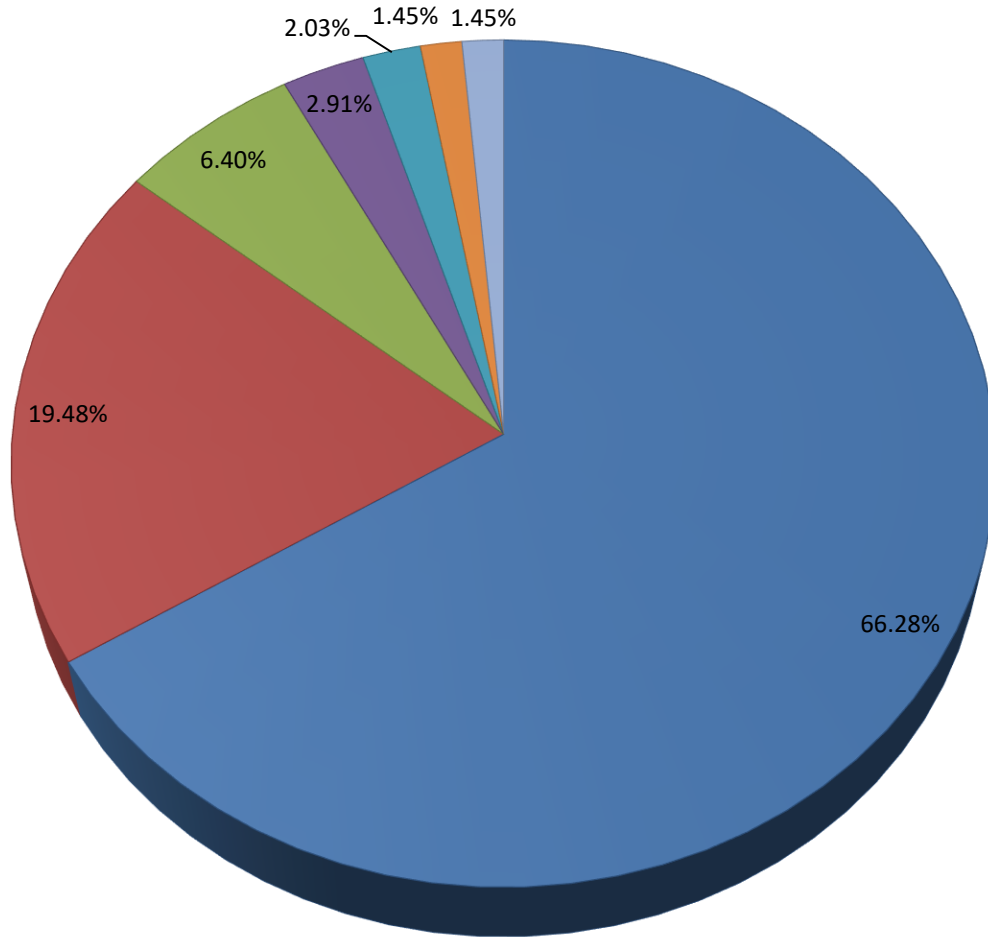


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They Identified Themselves as...



- 66.28% ■ I am a resident of Fayetteville/Cumberland County.
- 19.48% ■ I am from a surrounding county and drove in for the day for this event.
- 6.40% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 2.91% ■ I am in the area visiting family or friends and they brought me to this event.
- 2.03% ■ I am here for When Pigs Fly specifically and am overnighting in a hotel.
- 1.45% ■ I am here for When Pigs Fly and staying with family or friends.
- 1.45% ■ I am visiting the area for other purposes, but heard about the event and came.



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Where Were They From?

Overview

- 2 of the 344 completed surveys provided an invalid zip code.
- 331 (96.22%) were from North Carolina.
- 26 (7.67%) were from more than 100 miles from Fayetteville.
- 7 (2.03%) identified themselves as being here specifically for the event and overnighing in a hotel. 5 of the 7 then entered "None" for which hotel they stayed in.

Top 5 by State

1. North Carolina	331
2. Virginia	3
3. Texas and Georgia	2
4. No Answer	2
5. 4 States Tied	1

Top 5 by County

1. Cumberland, NC	249
2. Moore, NC	15
3. Hoke, NC	13
4. Wake, NC	7
5. Robeson, NC	6

Top 5 by City

1. Fayetteville, NC	192
2. Hope Mills, NC	29
3. Raeford and Fort Bragg	13
4. Cameron, NC	8
5. Spring Lake, NC	7



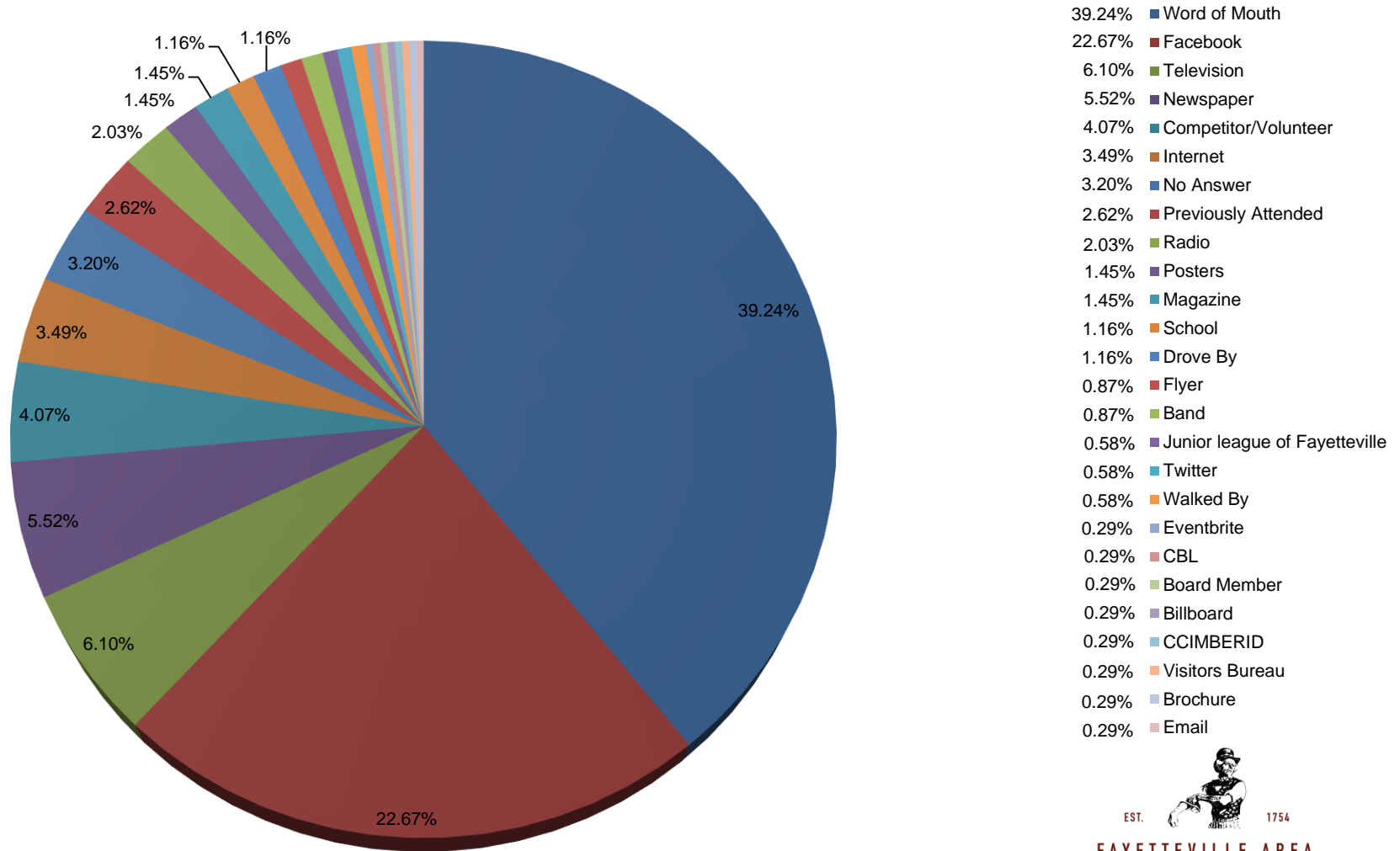
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How Did They Find Out About Event?



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Survey Requirements

Requirement

What is the zipcode where you currently live: _____
 (must be a valid 5 digit zipcode)

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
 - A. Which Hotel?
- (6) Here for this event specifically and am overnighiting in a hotel
 - A. Which 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

How did you hear about the event:

- Billboard
- Brochure
- Invitation
- Magazine
- Newspaper
- Posters
- Word of Mouth
- Other: _____

*Specific mediums listed based on presentation made on advertising to be used.

Information Provided

Page Summary Report					
When Pigs Fly 2017					
As of: 11/27/2017 1:14:48 PM					
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	379	344	90.77%	00:01:15	View Results
1	376	344	91.49%	00:01:14	View Results



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Press Release

When Pigs Fly: All-American BBQ Festival Nov 18

Teams from the Carolinas compete in 5th Annual BBQ in Festival Park in Fayetteville (NC)



Tweet This: Carolina Pittmasters compete in #WhenPigsFly BBQ contest 11/18 @VisitFayNC. @CarolinaBBQL sanctioned. @cisnational <http://bit.ly/2htVOqT>

Fayetteville, NC – When Pigs Fly (WPF): An All-American BBQ Festival welcomes BBQ Pitmasters from across the Carolinas to try for a top prize in this Carolina BBQ League-sanctioned event. Teams are judged and awards are given in Whole Hog Division (charcoal or wood only); and Pitmaster Division (any heat source): Overall, Pork Butt, Pork Ribs and Chicken.

Teams arrive and start cooking on Friday, the 17th. The event is open to the public from 12 pm to 6 pm on Saturday, November 18th. No great BBQ competition is complete without great music, and this festival will be no exception. Local and regional favorites will play throughout the day. A vendor area and Kids Zone will keep the entire family entertained.

For a \$5 general admission ticket (kids under 12 free) which includes musical entertainment, food/BBQ for purchase, Kids Zone and BBQ camp touring. A \$35 VIP ticket includes all of the above plus access to the VIP tent with private restrooms, seating, snacks and close proximity to the stage.

WPF is a fundraiser for the Cumberland County affiliate of Communities in Schools (CIS), which works in schools to help at-risk children show up on time, stay in school, develop self-esteem and succeed in life. Nationwide, CIS is active in more than 3,400 schools in 24 states and Washington D.C. CIS is the nation's leading dropout prevention organization, and the only one proven to both increase on-time graduation rates and reduced drop out rates.



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E-Promotion

<https://fayettevillecvb.informz.net/informzdataservice/onlineversion/pub/bWFpbGluZ0luc3RhbmNISWQ9NzA3OTc0OA==>

Sent to **71,259** email addresses.



Heroes Homecoming V

Each year, the communities of Cumberland County come together to plan a series of events to honor veterans. From November 4th through the 12th, distinctive events held throughout Cumberland County recognize and honor the sacrifices of Vietnam Veterans. The Traveling Vietnam Wall is dedicated November 11th at the Airborne & Spec. Ops. Museum.

[Learn more --](#)



Bikes and BBQ

Ask any Southerner for their thoughts on barbecue, and you're guaranteed to get an earful of strong opinions. Motorcycles make for another passionate subject in the South, and military communities like ours, in Cumberland County, host more than our fair share of rides and rallies year-round. We have several events on tap this fall. Click below to learn more.

[Learn more --](#)



Spring Lake for Autumn Adventure

Several staff members recently spent a day exploring Spring Lake and found a town that offers wonderful outdoor adventure, down-home country cooking and coffee and sweets served by the friendliest crew anywhere. They visited Fort Bragg Clay Target Center, Spring Lake Outpost, Crown Fried Chicken and Village Coffee. Plan your visit today.

[Learn more --](#)

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Bureau Generated Publicity

Blogging

<http://www.gofayetteville.com/love-bikes-bbq/>

FOR THE LOVE OF BIKES & BBQ



Ask any Southerner for their thoughts on barbecue, and you're guaranteed to get an earful of strong opinions. Motorcycles make for another passionate subject in the South, and military communities like ours, in Cumberland County, host more than our fair share of rides and rallies year-round. When the weather cools down, bikers are [...]

READ MORE



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Bureau Generated Publicity

Blogging

When Pigs Fly: An All-American BBQ Festival @ Festival Park – November 18

This marks the fifth year that this Carolina Barbecue League-sanctioned event will draw pit-masters from all over the Carolinas to Fayetteville. The competitors are all vying for a prize in two divisions: Whole Hog or Pitmaster. The night before the festival, the barbecuing kicks off. Then, Saturday afternoon, the crowds will gather to listen to live music, sample local brews, take tours of the BBQ camp and, of course, chow down on tasty barbecue (see Blind Pig again). For this family-friendly event, kids are free (12 and under) and will enjoy all the activities in the Kids Zone.

#GoFayTip - Purchase a VIP ticket for just \$35 to have access to the VIP tent, close to the stage, with private seating, restrooms and snacks.



In Cumberland County, we make no bones about the fact that we're proud of our military members and veterans, and the annual Heroes Homecoming events (like the Motorcycle Rally) are our communities' way of giving back to those who have served our country. For details on all the other great events surrounding Veterans Day, check out HeroesHomecoming.com and follow [@HeroesHomecoming](https://twitter.com/HeroesHomecoming). The Fayetteville Area Convention & Visitors Bureau's (FACVB) [Calendar of Events](#) is another great resource for tracking the many fall festivities and holiday happenings coming up this year.

Featured Image & Top Image Courtesy of The Blind Pig NC



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Go Fayetteville Blog Facebook

Go Fayetteville
Published by Jenny Bell (7) · November 17 at 1:53pm · 🌐

One of our When Pigs Fly - All American BBQ Festival contest winners stopped by with her husband and 8-day-old son. You know I can't resist snapping a pic if a baby's involved!

If you haven't gotten your tix to the 5th Annual When Pigs Fly BBQ Festival, yet, you can still purchase them at the gate tomorrow! #WhenPigsFly #GoFay



289 people reached

Like Comment Share

Jessica Carson Bennett, Sarah Bracewell and 3 others

Go Fayetteville shared When Pigs Fly - All American BBQ Festival's post.
Published by Jenny Bell (7) · November 12 at 4:37pm · 🌐

You know how we just gave away 4 tix to When Pigs Fly - All American BBQ Festival? Here's how you can get dirt cheap tickets before the day of the fest (Nov. 18th)!



When Pigs Fly - All American BBQ Festival
November 11 at 5:50pm · 🌐

Ladies & gentlemen!! We are within 7 DAYS of the 5th Annual When Pigs Fly BBQ Festival!! If you have not already make sure to purchase your tickets NOW or Even...
See More

224 people reached

Like Comment Share

Katie Raley-Crenshaw, Brittany Estadt Kessler and Debra Mitchell

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Go Fayetteville Blog Facebook

Go Fayetteville
Published by Jenny Bell (7) · November 10 at 6:48pm · Fayetteville · 🌐

👍👍👍 CONTEST WINNER ANNOUNCEMENT 👍👍👍

Thank you to everyone who shared with us their go-to spots for BBQ, beer and music! We entered all valid contest entry numbers into Random.org, and here are the 2 winners of tix to When Pigs Fly - All American BBQ Festival on Nov. 18th:

1) Winner of 2 VIP tickets is Jane Harvey.... See More



👤 229 people reached

👍 Like 💬 Comment ➦ Share

🗨️ Melanie Woodford, Debra Mitchell and 3 others

👤 Jane Harvey I am SO STOKED!!! 🎉🎉🎉 DMing you now 😊
👍👍 Reply · Message · 1 · November 10 at 7:02pm

👤 Brittany Estadt Kessler Thank you so much!
👍 Reply · Message · 1 · November 10 at 7:45pm

[Boost Post](#)

Go Fayetteville
Published by Jenny Bell (7) · November 8 at 2:16pm · 🌐

👍👍👍 WIN TICKETS TO BBQ FESTIVAL (2ND CONTEST) 👍👍👍

Let's talk BBQ, music and beer! This week, Go Fayetteville is giving you TWO chances to win 2 tickets to attend When Pigs Fly - All American BBQ Festival in Festival Park on 11/18/17.

MY GO-TO SPOT FOR LIVE MUSIC & BEER IN CUMBERLAND COUNTY IS _____... See More



👤 870 people reached

👍 Like 💬 Comment ➦ Share

🗨️ Stephanie Jones Decatur, Darla Picuzzi and 5 others

5 Shares

View 10 more comments

👤 Austin Bradley Rachele Jr. My house!
👍 Reply · Message · November 9 at 10:04pm

👤 Go Fayetteville Contest winner announcement has been posted on this page. EST.
👍 Reply · 1 · Commented on by Jenny Bell (7) · November 10 at 6:50pm

[Boost Post](#)



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Go Fayetteville Blog Facebook

Go Fayetteville
Published by Jenny Bell (F) · November 7 at 10:51am · 🌐

💖💖 WIN TICKETS TO BBQ FESTIVAL 💖💖

Let's talk BBQ, music and beer! This week, Go Fayetteville is giving you TWO chances to win 2 tickets to attend When Pigs Fly - All American BBQ Festival in Festival Park on 11/18/17.

MY GO-TO BBQ SPOT IN CUMBERLAND COUNTY IS _____
See More



👤 1610 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 Darla Picazzi, David Agnew and 13 others Chronological

20 Shares

View 16 more comments

Go Fayetteville You guys have named some really classic and newish BBQ go-to spots here. Keep it going! And don't forget to share on your page in a PUBLIC post for your entry to court. Contest ends tomorrow night.
Like · Reply · 🗨️ 1 · Commented on by Jenny Bell (F) · November 8 at 7:32pm


Deadra Matthews Oh I hope I win!!!!
Like · Reply · Message · November 8 at 7:37pm

Write a reply...

Go Fayetteville Contest winner announcement has been posted on this page.
Like · Reply · 🗨️ 2 · Commented on by Jenny Bell (F) · November 10 at 6:50pm

Go Fayetteville
Published by Jenny Bell (F) · September 29 · 🌐

If you visit the Fayetteville area this fall, chances are you'll find us indulging in two passions—bikes and barbecue—just about every weekend.
#WhenPigsFly #HeroesHomecoming



For the Love of Bikes & BBQ - Go Fayetteville
If you visit the Fayetteville area this fall, chances are you'll find us indulging in two passions—bikes and barbecue—just about every weekend.
GOFAYETTEVILLE.COM

👤 4946 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 Kellie Tew, Heroes Homecoming and 11 others Chronological

3 Shares

Angle Brady Jack and Anna Brady check out this blog and the picture for When Pigs Fly... it's what they sent us and I said that's my brother and niece 😊
Like · Reply · Message · 🗨️ 2 · September 29 at 5:22pm

🗨️ 1 Reply

Go Fayetteville This blog proudly features the following:
Fort Bragg Harley-Davidson
Greater Fayetteville Chamber... See More
Like · Reply · 🗨️ 4 · Commented on by Jenny Bell (F) · September 29 at 5:29pm



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CUMBERLAND COUNTY, NC

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Calendar of Events

Event Calendar Listing Uploaded and Published to: VisitFayettevilleNC.com, AAA Go Magazine Web, Carolina Country Print & Web, News 14 Carolina, SC Living – Web, Trip Advisor, VisitNC.com, ABC 11, Event Crazy, Fayetteville Observer, Our State Magazine, Go Fayetteville Blog and WRAL.com.



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Social Media Outlets

Facebook

 Fayetteville Area Convention and Visitors Bureau added 6 new photos.
Published by Melody Vealey Foote [?] · November 18 at 12:55pm · 🌐

We wish we could share the delicious aroma from each participant in When Pigs Fly - All American BBQ Festival. Since we can't, here are a few pics from the festival. Come to Festival Park to enjoy fantastic eats and amazing southern rock. The festival runs till 6 pm.



 504 people reached [Boost Post](#)

 Like  Comment  Share

 Carlene Knuth, Stephanie Jones Decatur and 5 others

 Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · September 25 · 🌐




Mark your calendars! Enjoy some fantastic food and entertainment at 5th Annual When Pigs Fly BBQ Festival November 18th, at Festival Park in Fayetteville, NC.




[Press Releases > FACVB](#)

Tweet This: Carolina Pitmasters compete in #WhenPigsFly BBQ contest 11/18
[@VisitFayNC](#), [@CarolinaBBQLsanctioned](#), [@cisonational](#)<http://bit.ly/2htVOqT>
VISITFAYETTEVILLENC.COM

 269 people reached [Boost Post](#)

 Like  Comment  Share

 Denise Comulada, Kevin Taylor and Angie Brady

2 Shares EST.  1754

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Facebook



Fayetteville Area Convention and Visitors Bureau

Published by Melody Vealey Foote [?] · November 17 at 10:21am ·

Three ideas for weekend fun

5th Annual When Pigs Fly BBQ Festival in Festival Park

Spring Lake Outpost River Race in Spring Lake

A brewery tour at Dirtbag Ales Brewery and Taproom in Hope Mills.

More information and a full Cumberland County weekend calendar:

<http://bit.ly/2myE8QT>



359 people reached

Boost Post

Like Comment Share

Angie Brady, Ronnie Ledford and Denise Comulada



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Twitter



VisitFayNC

Thank you to Lindsey and Caroline from [@cisofcumberland](#), who spoke at the sales & marketing meeting about When Pigs Fly BBQ Fest - Nov 18!
[pic.twitter.com/FNg3jV3jBc](https://t.co/FNg3jV3jBc)
<https://t.co/FNg3jV3jBc>



(Tweet) by [Melody F.](#) October 26, 2017 2:35 pm



VisitFayNC

Carolina Pittmasters compete in [#WhenPigsFly](#) BBQ contest 11/18
[@VisitFayNC](#). [@CarolinaBBQLsanctioned](#).
[@cisonational](#)<http://bit.ly/2htVOqT>
[pic.twitter.com/CfkRGbY8cL](https://t.co/CfkRGbY8cL)



(Tweet) by [Melody F.](#) September 25, 2017 3:49 pm



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Twitter



Fayetteville, NC CVB @VisitFayNC · Nov 17

Brewery tours, river races and even the "When Pigs Fly" BBQ Festival are on the agenda for this weekend. More information these and other @cumberlandnc special events: bit.ly/2myE8QT



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 Fayetteville Area Convention & Visitors Bureau
2mo



Carolina Pittmasters compete in #WhenPigsFly BBQ contest 11/18 @VisitFayNC.
@CarolinaBBQsanctioned. @cisonational<http://bit.ly/2htVOqT>



 Like  Comment  Share



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Bureau Generated Publicity

Earned Publicity

Tweet: ARRAY Magazine - **550** followers



Carolina Pittmasters compete in [#WhenPigsFly](#) BBQ contest 11/18 [@VisitFayNC](#). [@CarolinaBBQL](#) sanctioned. [@cisnational](#)

9:32 PM - 25 Sep 2017



Tweet: Laugh with Us Blog – **110,000** followers



Carolina Pittmasters compete in [#WhenPigsFly](#) BBQ contest 11/18 [@VisitFayNC](#). [@CarolinaBBQL](#) sanctioned. [@cisnational](#) bit.ly/2htVOqT

6:35 PM - 25 Sep 2017



Tweet your reply



Fayetteville, NC CVB [@VisitFayNC](#) · 2h

Replying to [@LaughWithUsBlog](#) [@CarolinaBBQL](#) [@cisnational](#)

Thank you for sharing our news [@LaughWithUsBlog](#)



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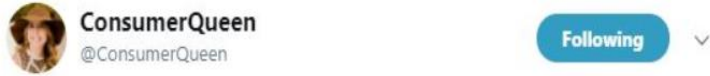
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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Earned Publicity

Tweet: Consumer Queen - **29,500** followers



ConsumerQueen
@ConsumerQueen

Following

Carolina Pittmasters compete in
#WhenPigsFly BBQ contest 11/18
@VisitFayNC. @CarolinaBBQL sanctioned.
@cisnational bit.ly/2htVOqT

3:10 PM - 25 Sep 2017

2 Likes



Tweet your reply



Fayetteville, NC CVB @VisitFayNC · 1h

Replying to @ConsumerQueen @CarolinaBBQL @cisnational
Thank yo for sharing our news @ConsumerQueen



Tweet: TammileeTips – **103,000** followers



Tammileetips
@Tammileetips

Following

Carolina Pittmasters compete in
#WhenPigsFly BBQ contest 11/18
@VisitFayNC. @CarolinaBBQL sanctioned.
@cisnational bit.ly/2htVOqT

3:05 PM - 25 Sep 2017

2 Retweets

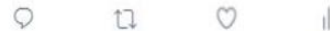


Tweet your reply



Fayetteville, NC CVB @VisitFayNC · 1h

Replying to @Tammileetips @CarolinaBBQL @cisnational
thanks for sharing our news @Tammileetips



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Earned Publicity

Tweet: An Open Suitcase – **24,700** followers



Janice Brady
@bjkbrady

Following

Carolina Pittmasters compete in #WhenPigsFly BBQ contest 11/18 @VisitFayNC. @CarolinaBBQL sanctioned. @cisnational bit.ly/2htVOqT

3:03 PM - 25 Sep 2017

2 Retweets 1 Like



Tweet your reply

Tweet: Travel Marilyn **11,400** followers



Marilyn Jones
@TravelMarilyn

Following

When Pigs Fly: All-American #BBQ Festival Nov 18 in #Fayetteville, #NorthCarolina bit.ly/2htRHxY @VisitFayNC #TravelTuesday



7:36 PM - 26 Sep 2017

1 Retweet 2 Likes



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CUMBERLAND COUNTY, NC

Public Relations Recap

- **1** Press Release distributed
- **1** E-Promotion sent to **71,259** email addresses
- **1** Go Fayetteville blog post
- **6** Go Fayetteville blog Facebook posts
- **13** Calendar of Events Listings Secured
- **8** Bureau Social Media posts
- **6** pieces of earned publicity (PR) to 279,150 followers



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CUMBERLAND COUNTY, NC

Occupancy Comparison

Information is pulled directly from the STR Report
“Fayetteville Area CVB Weekly Report – Week of November 12, 2017”

This year’s When Pigs Fly was November 18, 2017

Occupancy %	Saturday 18 th
2017	59.1%
2016	78.2%
Percent Change	-24.4%



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**CONVENTION AND
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CUMBERLAND COUNTY, NC

Bottom Line

- **All** Tourism Development Authority (TDA) requirements were met, however the number of surveys collected just met the minimum and there may be more surveys that were not entered.
- **341** completed surveys was the agreed upon requirement (**344** collected)
- **2.03% (7)** of the completed surveys were overnigheters and came specifically for the event. However 5 of the 7 then stated they did not stay at a hotel.
- **0** participants were referred by their hotel.
- **72.67%** were from Cumberland County, including Fort Bragg.
- **19.48%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**39.24%**) and a Facebook (**22.67%**).
- **96** attendees signed up for the FACVB's E-Promotion Program and **93** provided a valid E-mail address.



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CUMBERLAND COUNTY, NC

Bottom Line Continue

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Communities in Schools management of **3,000**. The sample size of **344** was slightly more than the required and agreed upon **341** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 4.97%**.
- Of those participants staying at a hotel, the overall average length of stay was **1** night.
- **2.03%** of the participants (**7**) were overnights and came specifically for the event – extrapolated out to 3,000 participants this means potentially **61** people X **1** nights = **61 room nights** (+/- 4.97%)
Once again this may not be accurate as 5 of the 7 stated after selecting they were here for the event that they did NOT stay in a hotel.
- The **7** who came for the event and stayed at a hotel, listed the following hotels:
 - 5 = “None”, 1 = No Answer, 1 = Ambassador Inn
- Official Hotel Pick Up: **0 Room Nights as reported from hotels.**



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Thank You
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