



Metrics Associated with the African World Peace Festival 2018

Held July 13-15, 2018

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July 17, 2018

Two stylized, light-colored American flags are positioned at the bottom left and bottom right corners of the page, partially overlapping the footer text.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

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Introduction

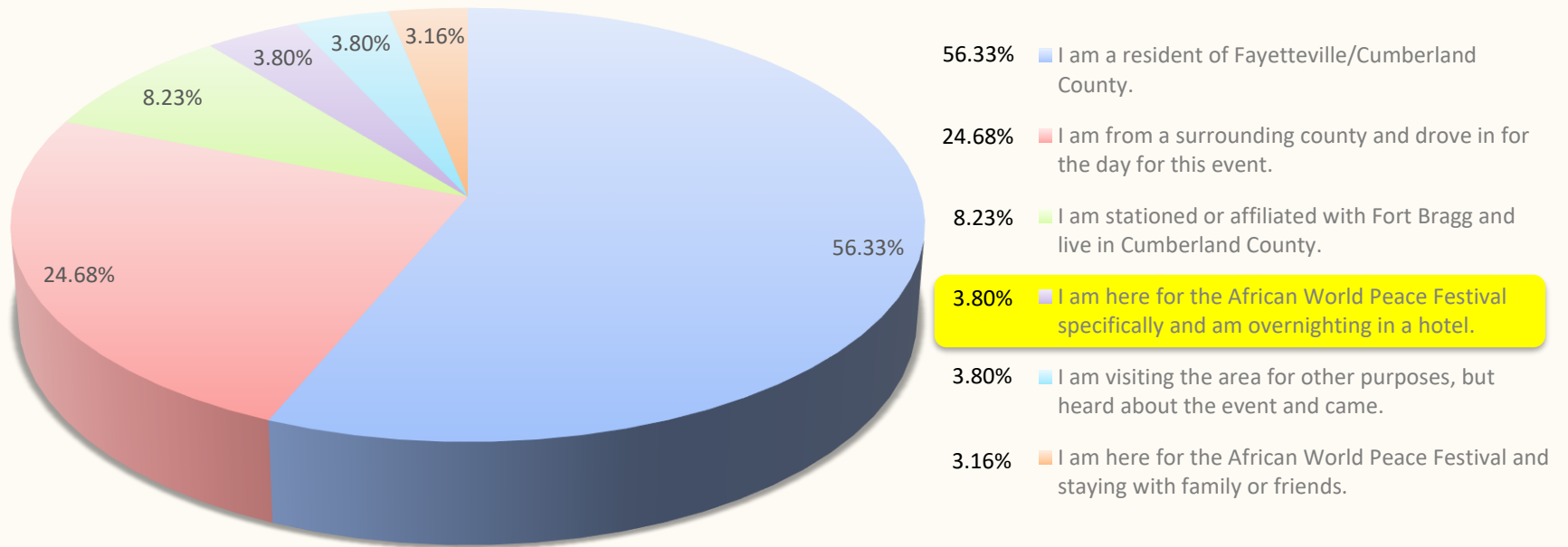
- All data was collected by the African World Peace Festival staff.
- The African World Peace Festival management estimated **5,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **357**.
- The final number of submitted surveys was **158**.
- Using the **5,000** attendees, the Confidence Interval for this presentation with a **158** Sample Size is **+/- 7.67%**. Because of the size of the sample the Confidence Interval is **below** the “best practice” of +/- 5.00%.

Introduction

- Surveys were collected at the following times:

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Friday, June 13, 2018		Saturday, June 14, 2018		Saturday June 15, 2018	
6-7 p.m.	2	6-7 a.m.	1	10-11 a.m.	0
7-8 p.m.	8	7-8 a.m.	1	11 a.m.-12 p.m.	0
8-9 p.m.	4	8-9 a.m.	1	12-1 p.m.	0
9-10 p.m.	1	9-10 a.m.	0	1-2 p.m.	0
Total Collected Day 1	15	10-11 a.m.	0	2-3 p.m.	0
		11 a.m.-12 p.m.	0	3-4 p.m.	0
		12-1 p.m.	8	4-5 p.m.	8
		1-2 p.m.	6	5-6 p.m.	27
		2-3 p.m.	0	6-7 p.m.	25
		3-4 p.m.	0	7-8 p.m.	0
		4-5 p.m.	9	8-9 p.m.	0
		5-6 p.m.	2	9-10 p.m.	0
		6-7 p.m.	1	Total Collected Day 2	60
		7-8 p.m.	17		
		8-9 p.m.	23		
		9-10 p.m.	16		
		Total Collected Day 2	83		

They Identified Themselves As



Where Were They From

- 6 of the 158 completed surveys provided an invalid zip code.
- 142 (89.87%) were from North Carolina.
- 12 (7.89%) were from more than 100 miles from Fayetteville.
- 6 (3.80%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	142
2. Wisconsin	3
3. Alabama & South Carolina	2
4. New York, Arizona & Georgia	1

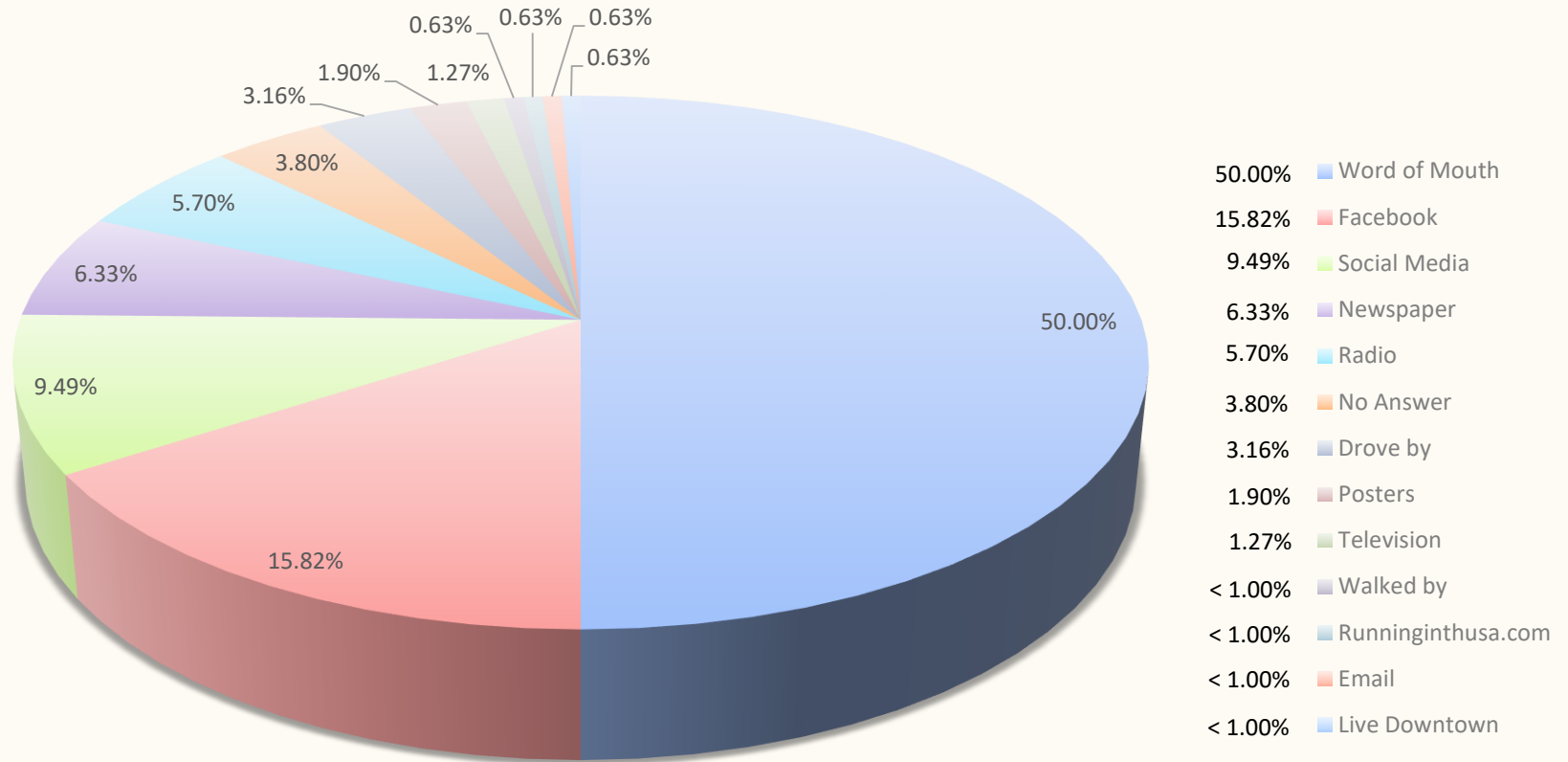
Top 5 by County

1. Cumberland, NC	100
2. Hoke, NC	17
3. Harnett, NC	13
4. Dane, WI, Moore, NC & Mecklenburg, NC	3
5. Horry, SC	2

Top 5 by City

1. Fayetteville, NC	73
2. Hope Mills, NC	20
3. Raeford, NC	17
4. Lillington, NC	13
5. Many Tied	3

How Did They Find Out About Event



Survey Requirements

Requirement

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?

Information Provided

Page Summary Report African World Peace 2018 As of: 7/16/2018 1:05:02 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	209	158	75.60%	00:03:12	View Results
1	208	158	75.96%	00:03:20	View Results

Bureau Generated Publicity

Calendar of Events

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



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Bureau Generated Publicity

FACVB Social Media Outlets: Facebook

 Fayetteville Area Convention and Visitors Bureau shared a post.
Published by Jenny Bell [?] · July 13 at 4:49 PM · 🌐

Just one of the multicultural events our intern, Evan, highlighted on Go Fayetteville is the annual African World Peace Festival. The fest is taking over Downtown Fayetteville for 3 days this weekend. Will we see you out there?

 **Go Fayetteville**
Published by Jenny Bell [?] · July 12 at 4:06 PM · 🌐

"You can experience the world right here in Cumberland County. To find out how, check out today's blog as I bust another myth about Fayetteville." - Evan Y., Communications Intern



GOFAYETTEVILLE.COM
5 Myths About Fayetteville - Myth #4 - Go Fayetteville
Having grown up in Cumberland County, I bought into common myths

 90 people reached 

 Like  Comment  Share 

 Andre' De Barnes, Edith Cecilia Moreno and April Long

 Fayetteville Area Convention and Visitors Bureau ⋮

Published by Melody Vealey Foote [?] · July 12 at 9:52 AM · 🌐

The 4th annual African World Peace Festival returns to Downtown Fayetteville this weekend. The public is invited to experience a cultural parade, 5K run, local and regional bands, cultural dancers, DJ's, arts and crafts displays, and African cuisine, as well as family-oriented activities and education.

VISITFAYETTEVILLENC.COM
4th Annual African World Peace Festival
The African World Peace Festival is returning to Downtown Fayetteville for the fourth year to bring together the community for peace and nonviolent social change, using music and social events. The public is invited to come experience a cultural parade, 5K run, local and regional bands, cultural

 288 people reached 

 Like  Comment  Share 

 Andre' De Barnes, Denise Comulada and Tiffany Haywood

1 Share

Bureau Generated Publicity

FACVB Social Media Outlets: Facebook

Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · July 13 at 2:34 PM · 🌐

Lots of fun events this weekend, including Sandhills Farmers & Heritage Market in Town of Spring Lake, races at Fayetteville Motor Speedway, Fayetteville SwampDogs Baseball, 4th Annual African World Peace 5 K Race and much more. Details: <http://bit.ly/2zgKD12>



315 people reached

Boost Post

Like Comment Share

Deb Brady, Tiffany Haywood and Denise Comulada

1 Share

Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · May 31 · 🌐

A great addition for your summer fun calendar. The 4th annual African World Peace Festival, returns to Downtown Fayetteville July 14-15 to bring the community together for peace and nonviolent social change. The two-day event includes a cultural parade, 5K run, local and regional bands, cultural dancers, arts and crafts displays, African cuisine and much more.

Learn more: <http://www.africanpeacefestival.org/>



296 people reached

Boost Post

Like Comment Share

Prestige Trash Bin Cleaning, Denise Comulada and Malik Meadows

1 Share

Bureau Generated Publicity

FACVB Social Media Outlets: Twitter



Bureau Generated Publicity

FACVB Social Media Outlets: LinkedIn

 Fayetteville Area Convention & Visitors Bureau 438 followers 3d

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2 Likes

 Fayetteville Area Convention & Visitors Bureau 438 followers 4d

The 4th annual African World Peace Festival returns to Downtown Fayetteville this weekend. This fest includes a cultural parade, 5K run, local and regional bands, cultural dancers, DJ's, arts and crafts displays, and African cuisine, and m ...see more



4th Annual African World Peace Festival
visitfayettevillenc.com

1 Like

Bureau Generated Publicity

FACVB GoFayetteville: Blog

Featured on *Go Fayetteville* July 2018:

Introduction on home page of the blog:

Link to Blog: <http://www.gofayetteville.com/myth-fayetteville-4/>

Blog post content (showing where it is mentioned):

5 MYTHS ABOUT FAYETTEVILLE – MYTH #4



In yesterday's blog, we took a look at all that the Fayetteville area has to offer in terms of arts and entertainment, busting the myth that Cumberland County has no arts scene. Today, I'm tackling the false idea that there's no way to have multicultural experiences here in Cumberland County. Myth #4: Cumberland County Has No [...]

READ MORE

July 12, 2018

In **yesterday's blog**, we took a look at all that the Fayetteville area has to offer in terms of arts and entertainment, busting the myth that Cumberland County has no arts scene. Today, I'm tackling the false idea that there's no way to have multicultural experiences here in Cumberland County.

MYTH #4: CUMBERLAND COUNTY HAS NO MULTICULTURAL EXPERIENCES



When I was growing up, I was completely unaware of everything the Fayetteville area had to offer when it comes to international culture. You can experience the whole world right here in Cumberland County. One of the best ways to do this is to attend one of our many heritage festivals. The Fayetteville area is home to a yearly Greek Festival, Caribbean-American Heritage Festival, and much more. The upcoming **4th Annual African World Peace Festival**, happening this coming weekend (July 13-15), is just another example of the multicultural festivals that Cumberland County hosts. At this and other festivals, you can enjoy international music and dance, unique cuisine, craft vendors, and educational exhibits.

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Bureau Generated Publicity

FACVB GoFayetteville: Facebook

#GoFay **Go Fayetteville**
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GOFAYETTEVILLE.COM
5 Myths About Fayetteville - Myth #4 - Go Fayetteville
Having grown up in Cumberland County, I bought into common myths abo...

👤 766 people reached Boost Post

👍 Like 💬 Comment ➦ Share 🌐

👤 Lynnette Armstrong Young Oldest ▾

3 Shares

#GoFay **Go Fayetteville** This blog features the following:
Greek Festival
Caribbean American Connection Of Fayetteville NC
African World Peace Festival
Arts Council of Fayetteville/Cumberland County
Fayetteville Area Convention and Visitors Bureau

Public Relations Recap

- 12 Calendar of Events listings secured
- 4 FACVB Facebook Social Media posts
- 3 FACVB Twitter Social Media tweets
- 2 FACVB LinkedIn Social Media posts
- Featured on GoFayetteville Blog
- 1 FACVB GoFayetteville Facebook Social Media post

Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	Friday	Saturday	Sunday
2018	72.1%	75.2%	61.4%
2017	76.6%	77.0%	59.9%
Percent Change	-5.8	-2.3	+2.5

Bottom Line

- Granted **\$5,000** to be used exclusively to assist with the social media of the 4th annual African World Peace Festival.
- **All** Tourism Development Authority (TDA) requirements were **NOT** met.
- Per the organizers of the event, the actual attendance for the event was between 4,000 to 4,250.
- **357** completed surveys was the agreed upon requirement, only **158** were collected.
- **3.80% (6)** of the surveys were overnights and came specifically for the event.
- **0** participants were referred by their hotel.
- **64.56% (102)** were from Cumberland County, including Fort Bragg.
- **24.68% (39)** stated they were from a surrounding county and were a day-tripper.
- **50%** of the completed surveys heard about the event by “Word of Mouth.”
- **52** attendees signed up for the FACVB’s E-Promotion Program.

Summary for African World Peace Festival 2018

Attendance

Projected: 5,000
Actual: 4,000 to 4,250

Surveys

Required Number: 357
Actual Number: 158

Can re-apply next year?

Yes

No

Hotel Information

The 6 who came for the event and stayed at a hotel, listed the following hotels:

Hotel	Rooms
Red Lion	3
No Answer	2
Marriott	1

Official Hotel Pick Up: 0 Room Nights as reported from hotels.

Revenue & Economic Impact

The FACVB was unable to accurately determine because of insufficient sample size.

Thank You



**Proudly Promoting the
Communities of Cumberland County**

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