

*Metrics Associated with the
All★American Marathon and Mike to Mike Half Marathon
Held April 3, 2016*

April 12, 2016



**CUMBERLAND
COUNTY**

North Carolina

John Meroski

Chief Executive Officer
FACVB

David Nash

Research and Data Manager
FACVB



Contents

- i. Introduction**
- ii. They Identified Themselves As...**
- iii. Where Were They From?**
 - Overview
 - By State, County and City
- iv. How Did They Find Out About Event?**
 - Selections
 - Breakdown of “Other”
- v. Which Hotels Did They Stay At?**
- vi. Survey Requirements**
 - Requirements
 - Information Provided
- vii. Bottom Line**



FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

Introduction

- All data was collected and provided by the All★American Marathon staff.
- Data includes only participants and does not include family members or other individuals who may have traveled with them.
- There were an estimated **3,000** participants.
- There were **463** completed surveys.
- Using the estimated number of 3,000 participants, the Confidence Interval for this presentation with a 463 Sample Size is **+/- 4.19%**. Because of the size of the sample the Confidence Interval exceeds the “best practice” of +/- 5%.

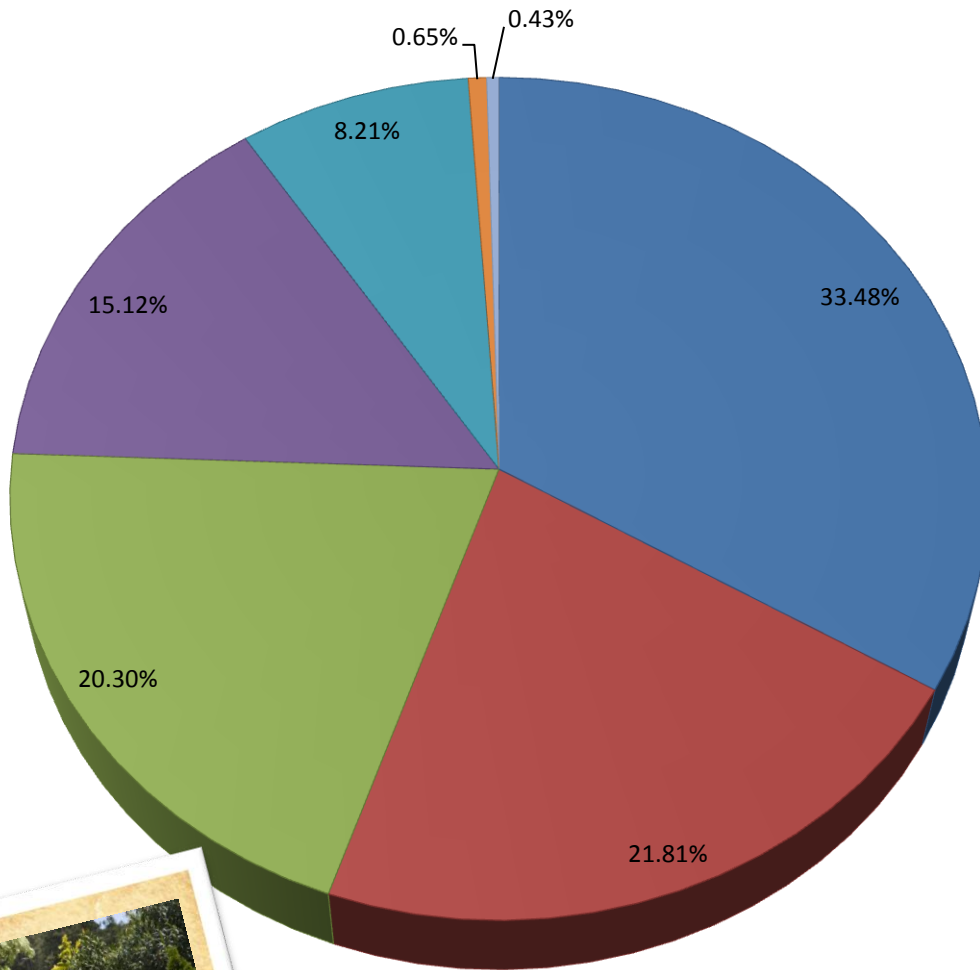


FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

They Identified Themselves As...



- 33.48% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 21.81% ■ I am a resident of Fayetteville/Cumberland County.
- 20.30% ■ I am here for this event specifically and am overnighing in a hotel.
- 15.12% ■ I am from a surrounding county and drove in for the day for this event.
- 8.21% ■ I am here for the event and staying with family or friends.
- 0.65% ■ I am visiting the area for other purposes, but heard about the event and came.
- 0.43% ■ I am in the area visiting family or friends and they brought me to this event.



EST. 1754

FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

Where Were They From?

Overview

- **76%** were from North Carolina, and **74%** were from within 100 miles of Fayetteville.
- **33.48%** identified themselves as being “Stationed or Affiliated with Fort Bragg and Live in Cumberland County.”
- **21.81%** identified themselves as being “Residents of Cumberland County.”

Top 5 by State

1. North Carolina	76%
2. Virginia	5.6%
3. Georgia	2.6%
4. South Carolina	2.2%
5. Florida	1.7%

Top 5 by NC Counties

1. Cumberland	56%
2. Moore	10%
3. Hoke	6.8%
4. Wake	6.2%
5. Lee	5.4%

Top 5 by City

1. Fayetteville	29%
2. Fort Bragg	6.9%
3. Raeford	5.1%
4. Hope Mills	5.1%
5. Cameron	4.5%



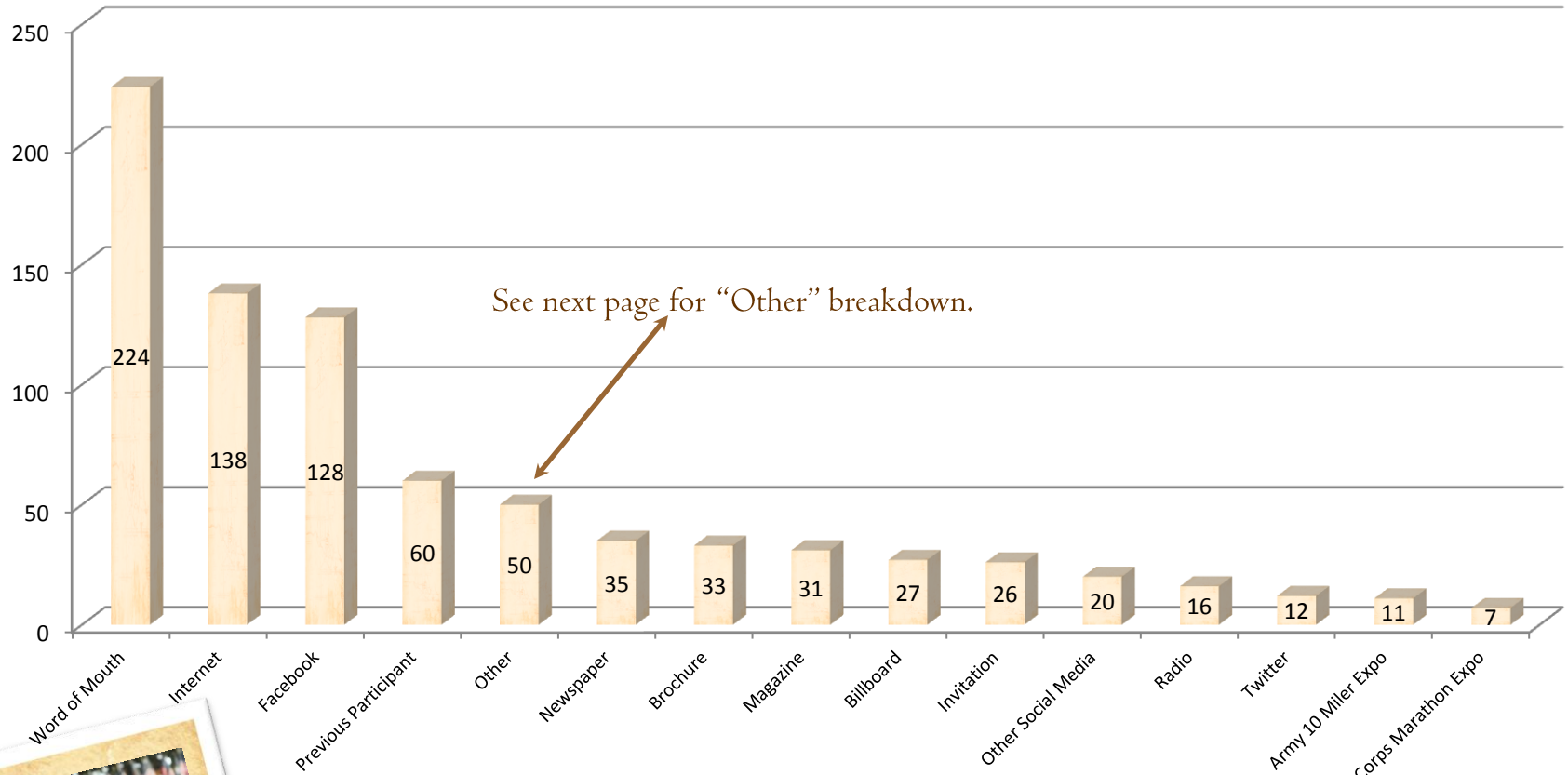
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

How Did They Find Out About Event?

Participants Picked All That Applied



EST. 1754
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

How Did They Find Out About Event?

Breakdown of "Other"

Email	4
Team RWB	3
Expo	3
Posters	3
MWR	3
Ambassador - Todd Griffin	2
ABC 11	2
Running Group	2
Marathonguide.com	2
Bodyblast Group	2
Saw the Event Last Year	1
Closure Sign at Fort Bragg Gate	1
The Runners Spot	1
Charlotte Marathon Expo	1
Running Journal	1
Closure Sign on All American Freeway	1
Family Fun Run	1
DC 2015	1

WAMC	1
Army Advertising	1
Running in the ISA	1
CIE / XVIII ABC	1
RWB & FRC	1
Race Ambassador	1
School	1
Race Expo	1
Television	1
Fort Bragg Webpage	1
Fort Bragg Newspaper	1
Workout Group	1
Wear Blue Run To Remember	1
Frederick Fitness Center	1
Active.com	1
WRAL	1
Richmond Virginia Marathon Expo	1
Ritz-Epps Gym	1



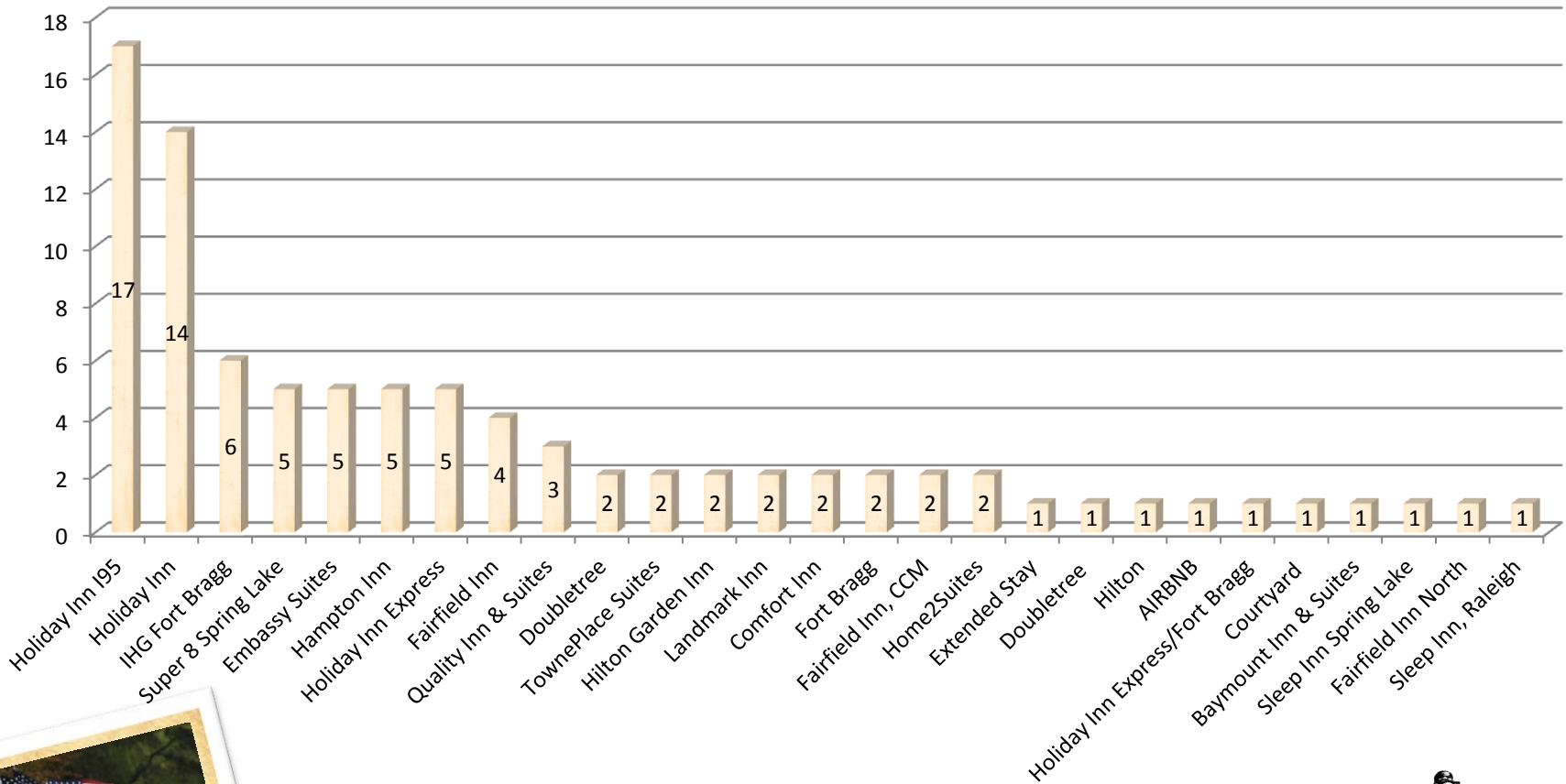
FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

Which Hotels Did They Stay At?

Participants who stayed in a hotel provided the following hotel information:



Survey Requirements

Requirements

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 overnighing 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

Which race did you run?	Sex	Age	Zip Code
Response	Response	Response	Open-Ended Response
All American Marathon	Male	50 - 59	28306
Mike to Mike Half Marathon	Male	50 - 59	30905
Mike to Mike Half Marathon	Male	30 - 39	31324
All American 5K	Female	30 - 39	28348
Mike to Mike Half Marathon	Male	40 - 49	27332
All American 5K	Female	40 - 49	40515
Mike to Mike Half Marathon	Female	30 - 39	28314
All American Marathon	Female	30 - 39	23805
All American Marathon	Female	40 - 49	28376
Mike to Mike Half Marathon	Male	30 - 39	28314
All American Marathon	Female	60	32963
Mike to Mike Half Marathon	Female	20 - 29	28373
All American Marathon	Male	40 - 49	27614
Mike to Mike Half Marathon	Female	40 - 49	28376
All American Marathon	Female	30 - 39	98431
Mike to Mike Half Marathon	Female	50 - 59	28348
All American Marathon	Male	30 - 39	28326
All American Marathon	Male	30 - 39	29572
All American Marathon	Female	30 - 39	28326
All American 5K	Male	30 - 39	28307
All American Marathon	Male	30 - 39	27332
Mike to Mike Half Marathon	Female	50 - 59	27614
Mike to Mike Half Marathon	Male	40 - 49	28323
Mike to Mike Half Marathon	Male	20 - 29	28376
All American Marathon	Female	50 - 59	22556
All American Marathon	Male	30 - 39	28394
Mike to Mike Half Marathon	Male	40 - 49	17516



EST. 1754

FAYETTEVILLE AREA

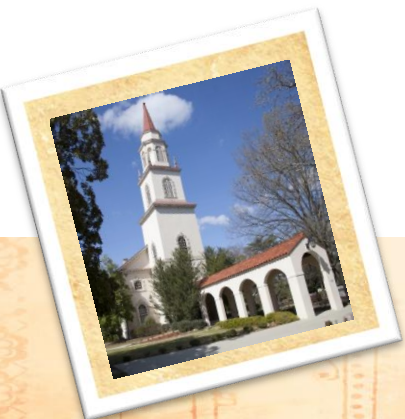
CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC



Bottom Line

- All Tourism Development Authority (TDA) requirements were met.
- The sample size was **excellent** and **exceeded** the “best practices” for sample versus participants.
- **3,000+** participants
- Of those participants staying at a hotel, the overall average length of stay was **1.67** nights.
- **20.30%** of participants (**94**) were overnights and came specifically for the event – extrapolated out to 3,000 participants this means potentially 609 people X 2 nights = **1,218 room nights** (+/- 4%)
- **0** participants were referred by hotels.
- **55.29%** were from Cumberland County, including Fort Bragg.
- **15.12%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**48%**) and Social Media (**32%**).



FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

Thank You

Proudly promoting the Communities of Cumberland County.



EST. 1754

FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC