

Attraction Survey Results for July 2017

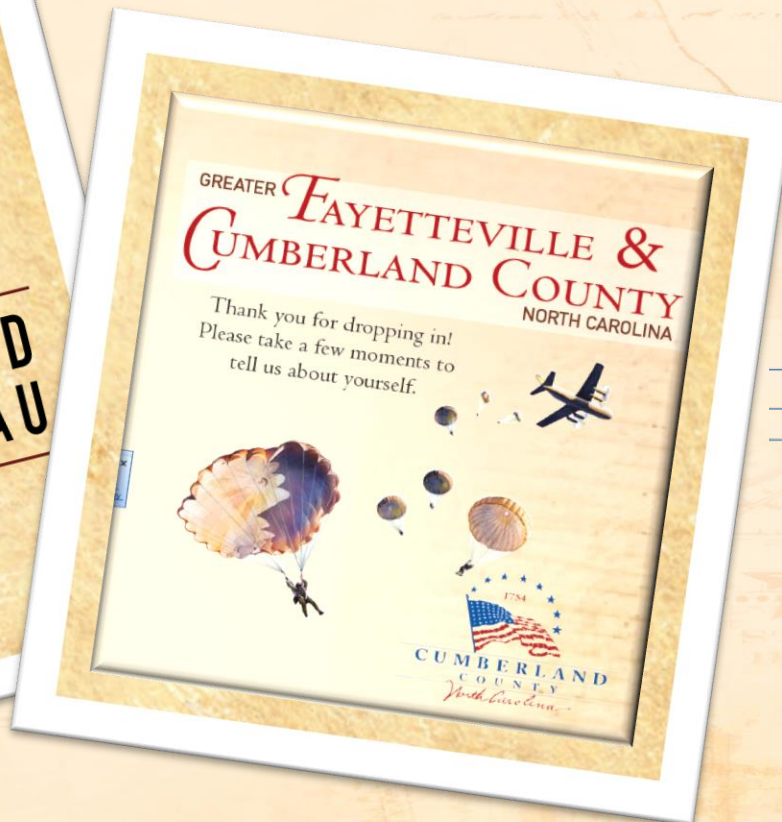
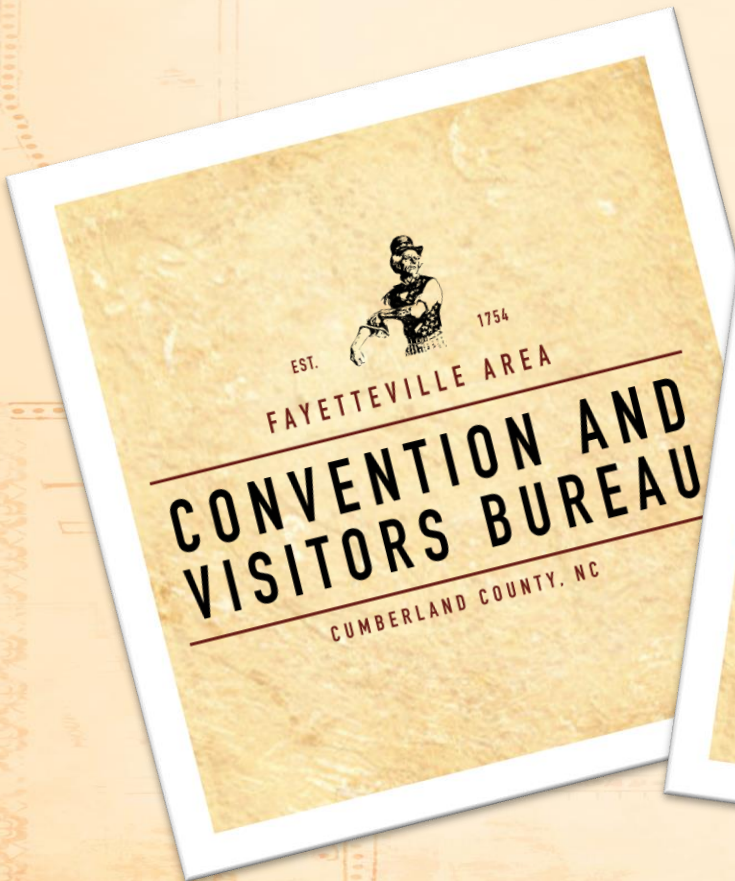
David Nash

Research and Data Manager
FACVB



CUMBERLAND
COUNTY
North Carolina

August 8, 2017



Cumberland County Attraction Data

Year to Date

Where were visitors from (State and Country)?

STATE/COUNTRY	PERCENT
NC	72.90%
INVALID ZIP	9.35%
FL	1.87%
VA	1.40%
IN	1.40%
UT	1.40%
GA	0.93%
PA	0.93%
CT	0.93%
AZ	0.93%
SC	0.93%
CA	0.93%

STATE/COUNTRY	PERCENT
WV	0.93%
MI	0.47%
WA	0.47%
GERMANY	0.47%
TX	0.47%
MD	0.47%
MN	0.47%
DC	0.47%
NM	0.47%
PUERTO RICO	0.47%
NY	0.47%
OH	0.47%



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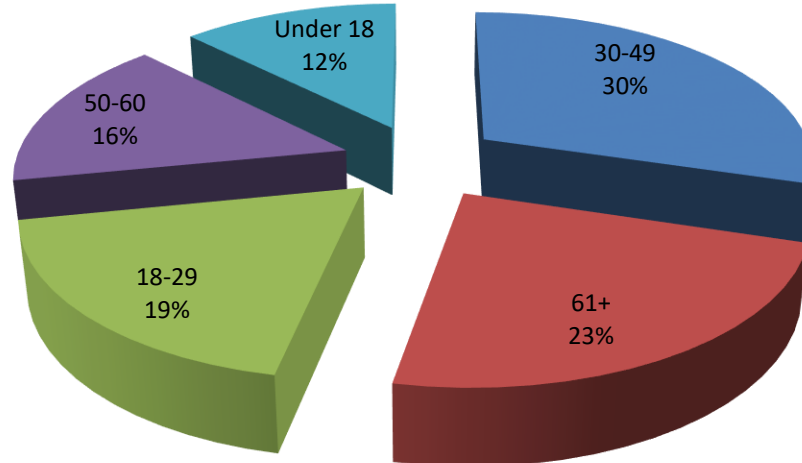
CUMBERLAND COUNTY, NC

Cumberland County Attraction Data

Average Attraction Rating (ALL)

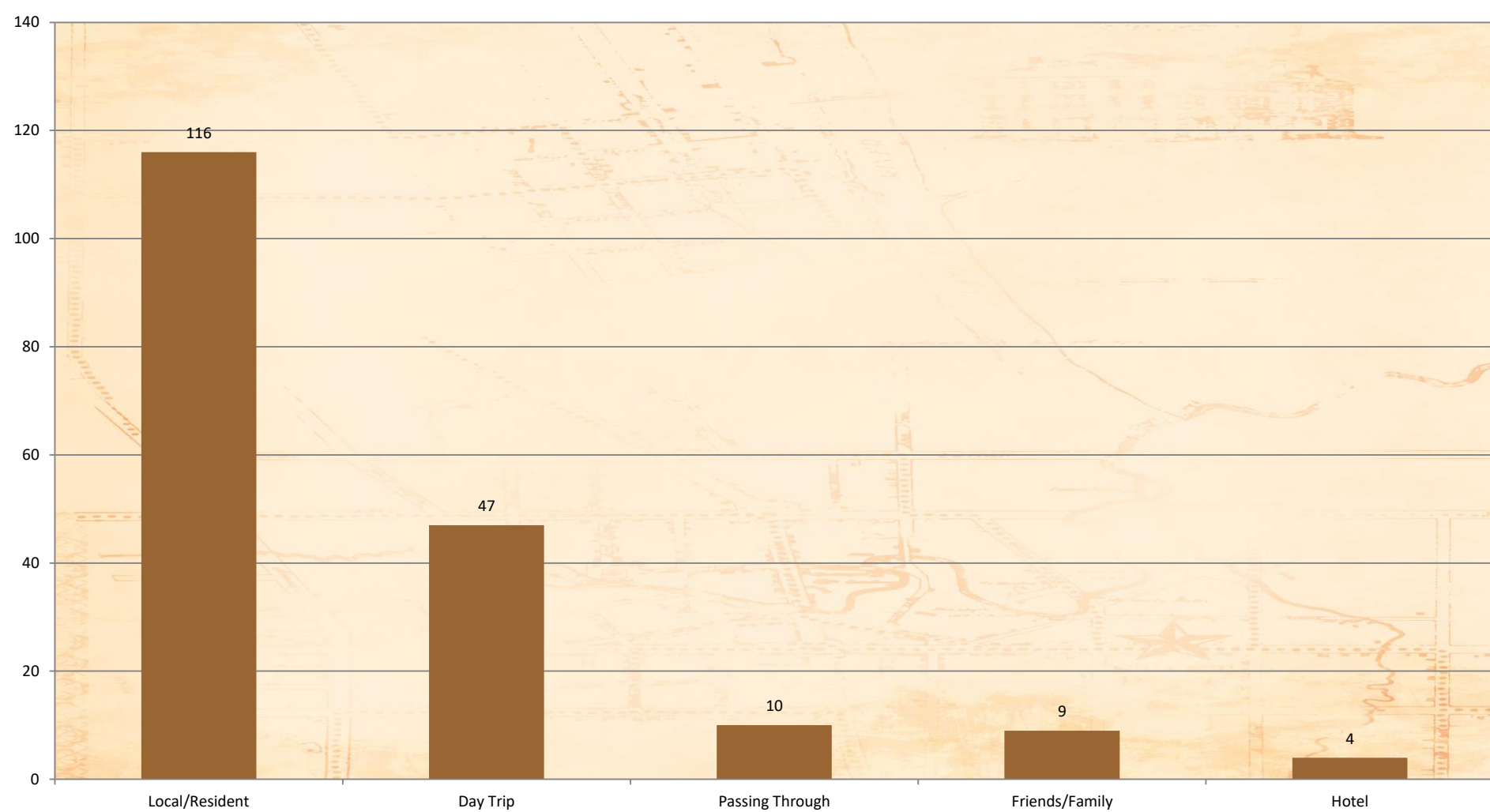
1 ST Quarter	4.53
2 nd Quarter	
3 rd Quarter	
4 th Quarter	
Year	4.53

What is the age of the visitors (All Attractions/Year)?



Cumberland County Attraction Data

Where are Visitors Staying (Year)?



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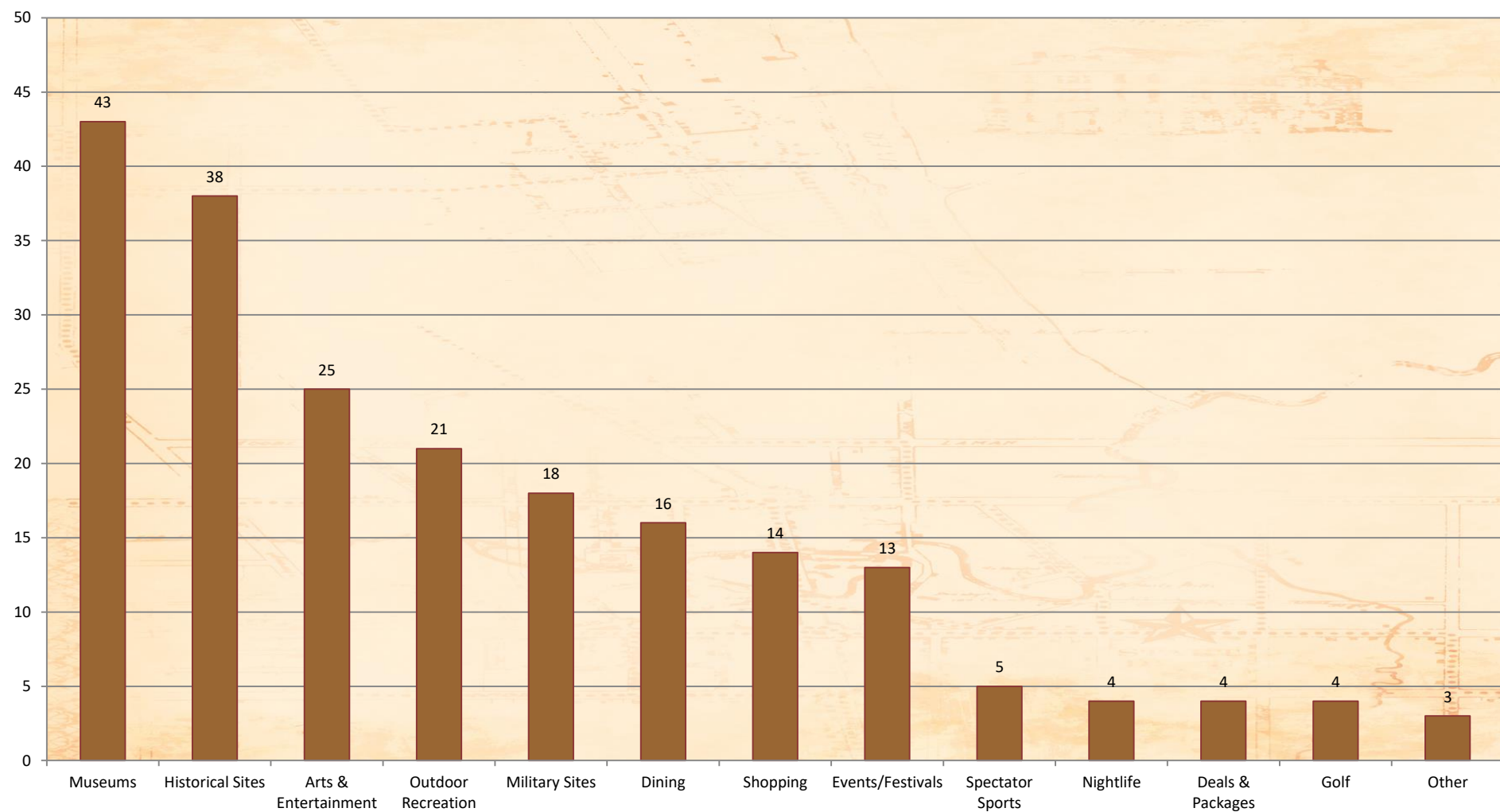
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What are the areas of interest (Year)?



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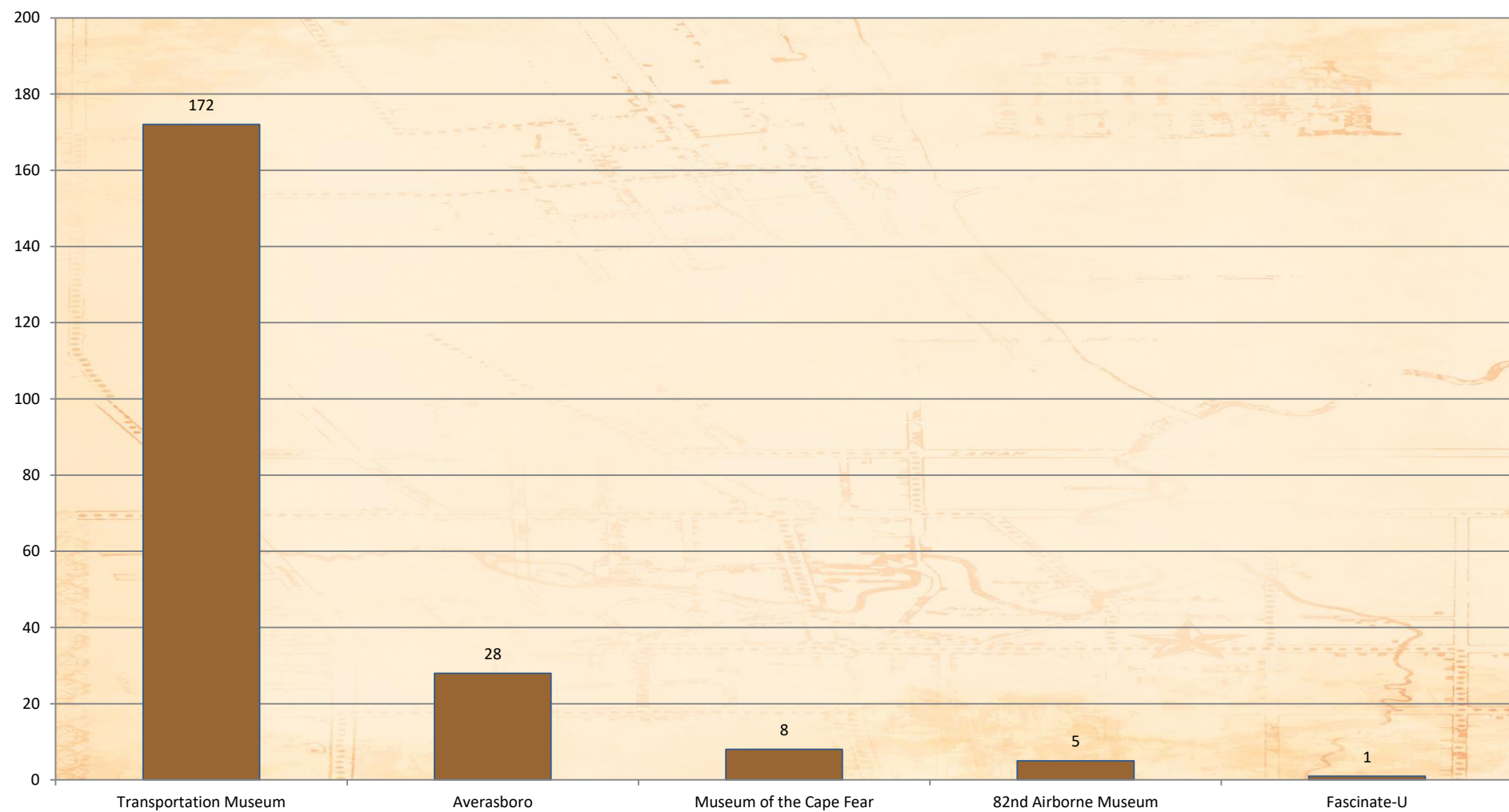
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Cumberland County Attraction Data

Total Number of Filled Out Surveys by Attraction (Year)



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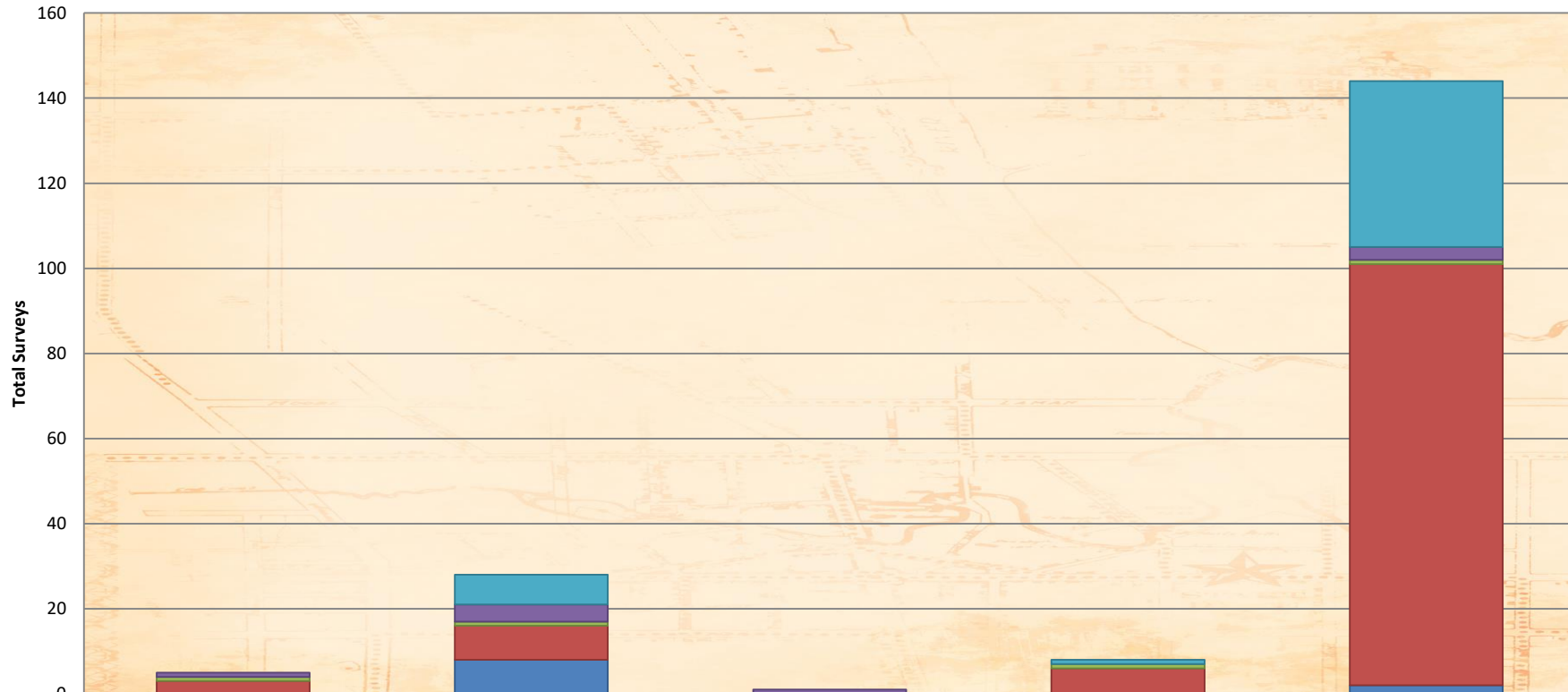
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Where are you staying? (Attraction/Year)



	82nd Airborne Museum	Averasboro	Fascinate-U	Museum of the Cape Fear	Transportation Museum
Day Trip	0	7	0	1	39
Friends/Family	1	4	1	0	3
Hotel	1	1	0	1	1
Local/Resident	3	8	0	6	99
Passing Through	0	8	0	0	2



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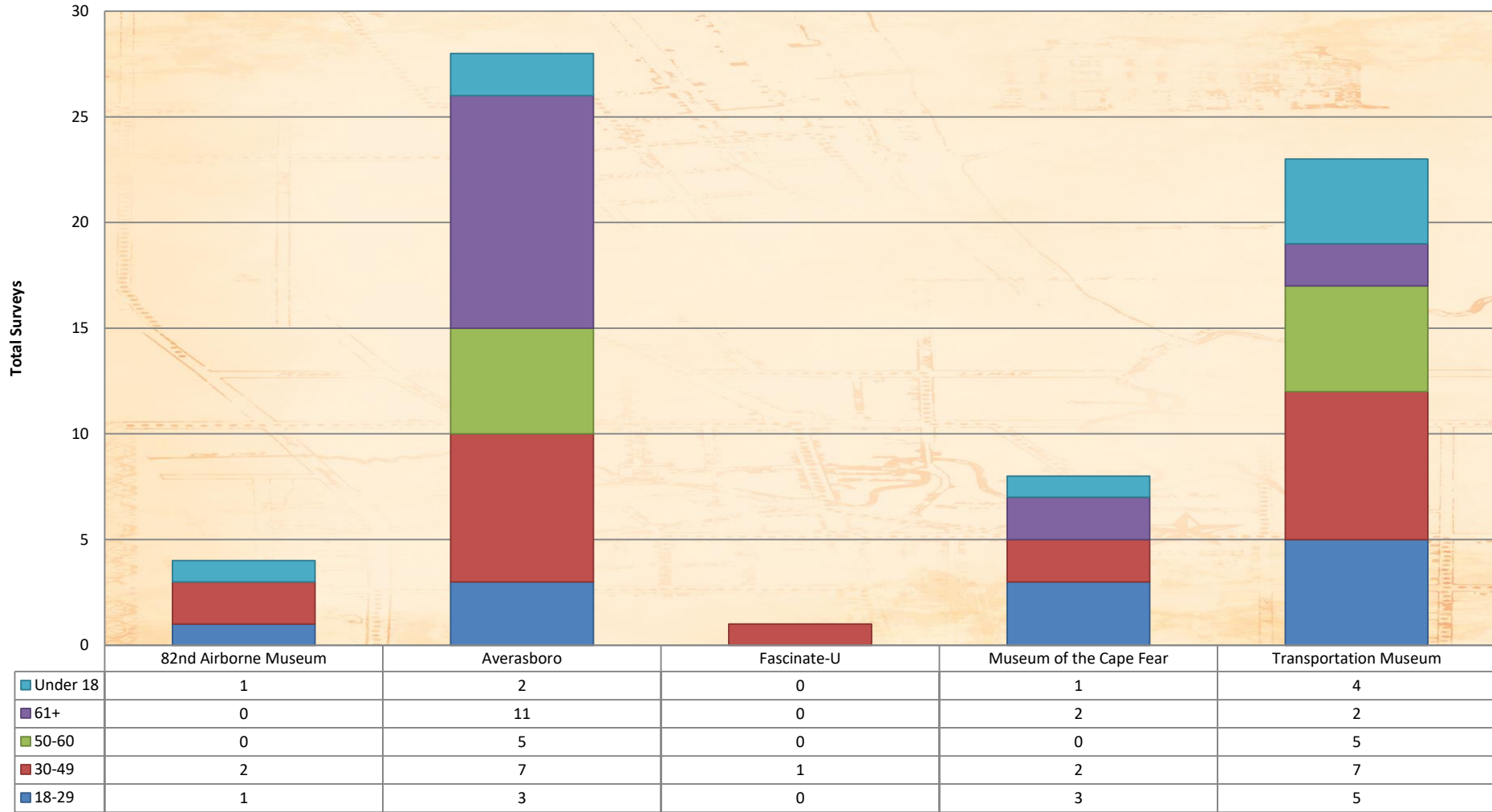
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Age Range? (Attraction/Year)



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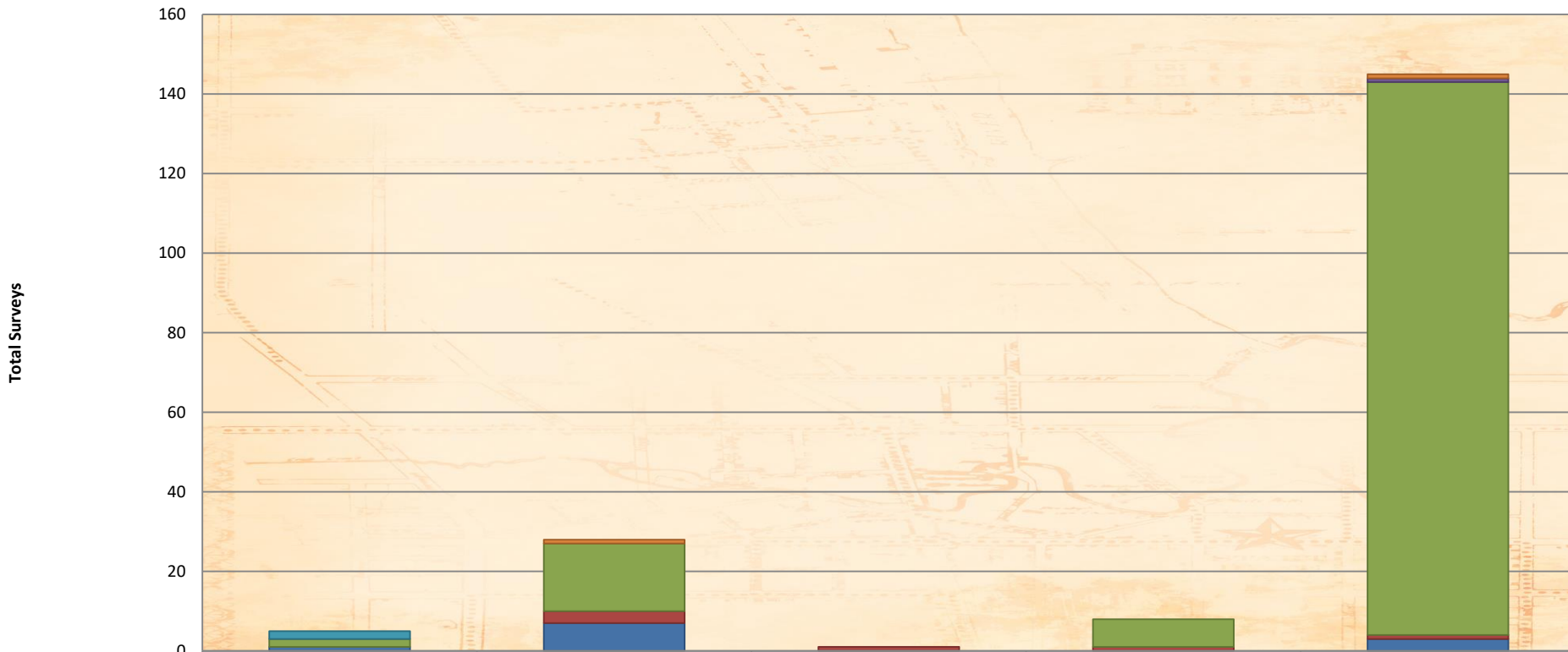
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Why are you visiting? (Attraction/Year)



	82nd Airborne Museum	Averbosoro	Fascinate-U	Museum of the Cape Fear	Transportation Museum
Business	0	1	0	0	1
Business w/Military	2	0	0	0	0
Events/Festivals	0	0	0	0	1
This Attraction/Venue	2	17	0	7	139
Vacation	0	3	1	1	1
Visit Friends/Family	1	7	0	0	3



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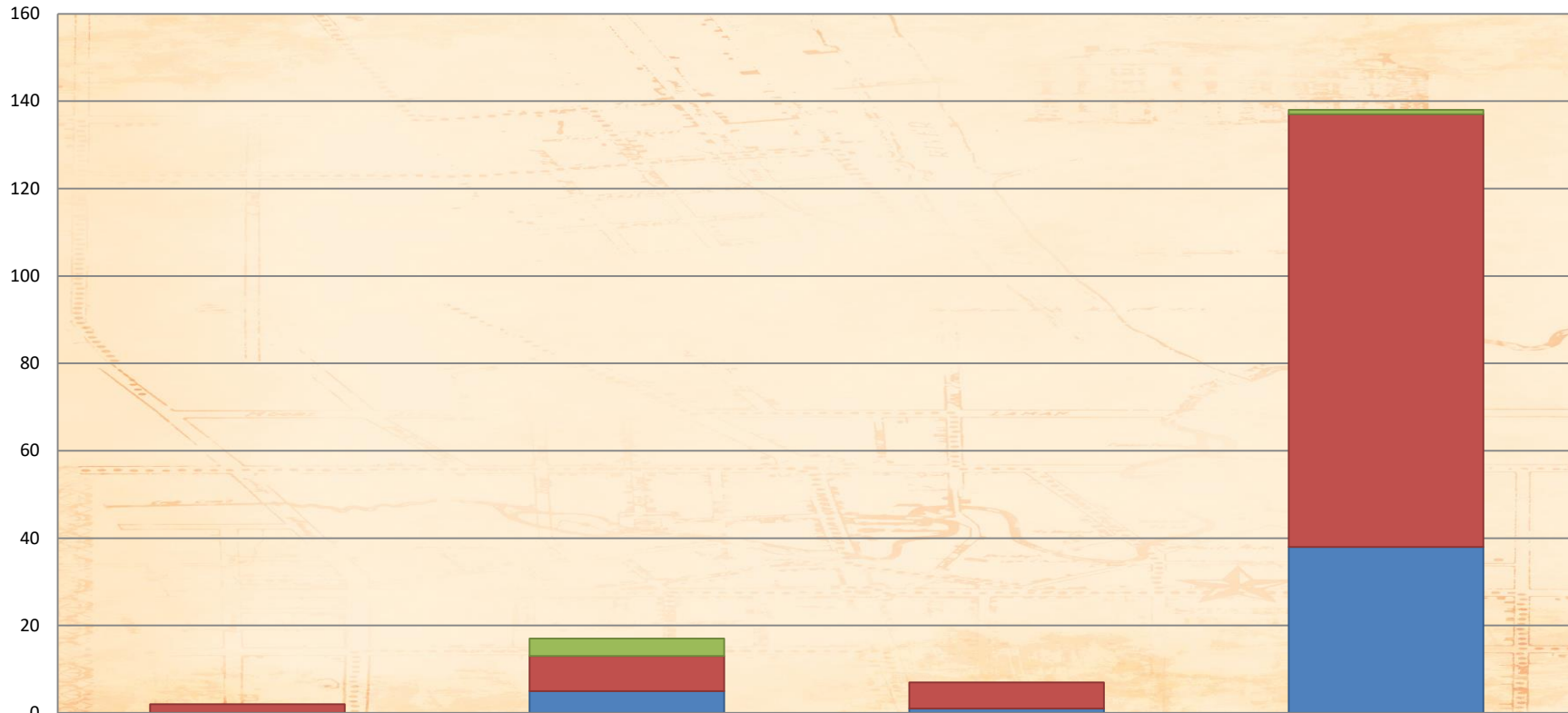
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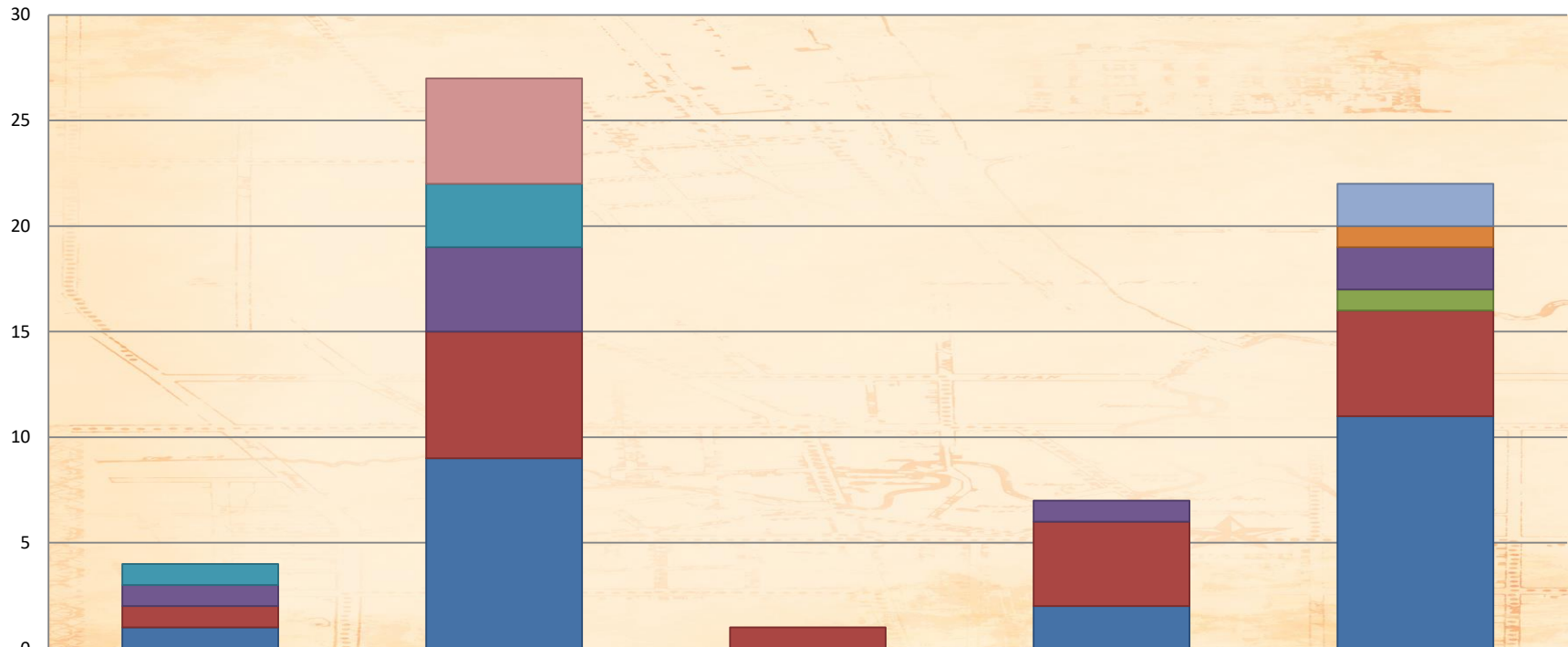
Breakdown of Visitor's Who Selected
 "This attraction/venue" as Why are you visiting?



	This Attraction/Venue			
	82nd Airborne Museum	Averagesboro	Museum of the Cape Fear	Transportation Museum
Passing Through	0	4	0	1
Local/Resident	2	8	6	99
Day Trip	0	5	1	38

Cumberland County Attraction Data

Where did you hear about the Attraction?



	82nd Airborne Museum	Averagesboro	Fascinate-U	Museum of the Cape Fear	Transportation Museum
Billboard		5			
Drove by					2
Facebook					1
Other	1	3			
Print	1	4		1	2
Walked by					1
Website	1	6	1	4	5
Word of Mouth	1	9		2	11



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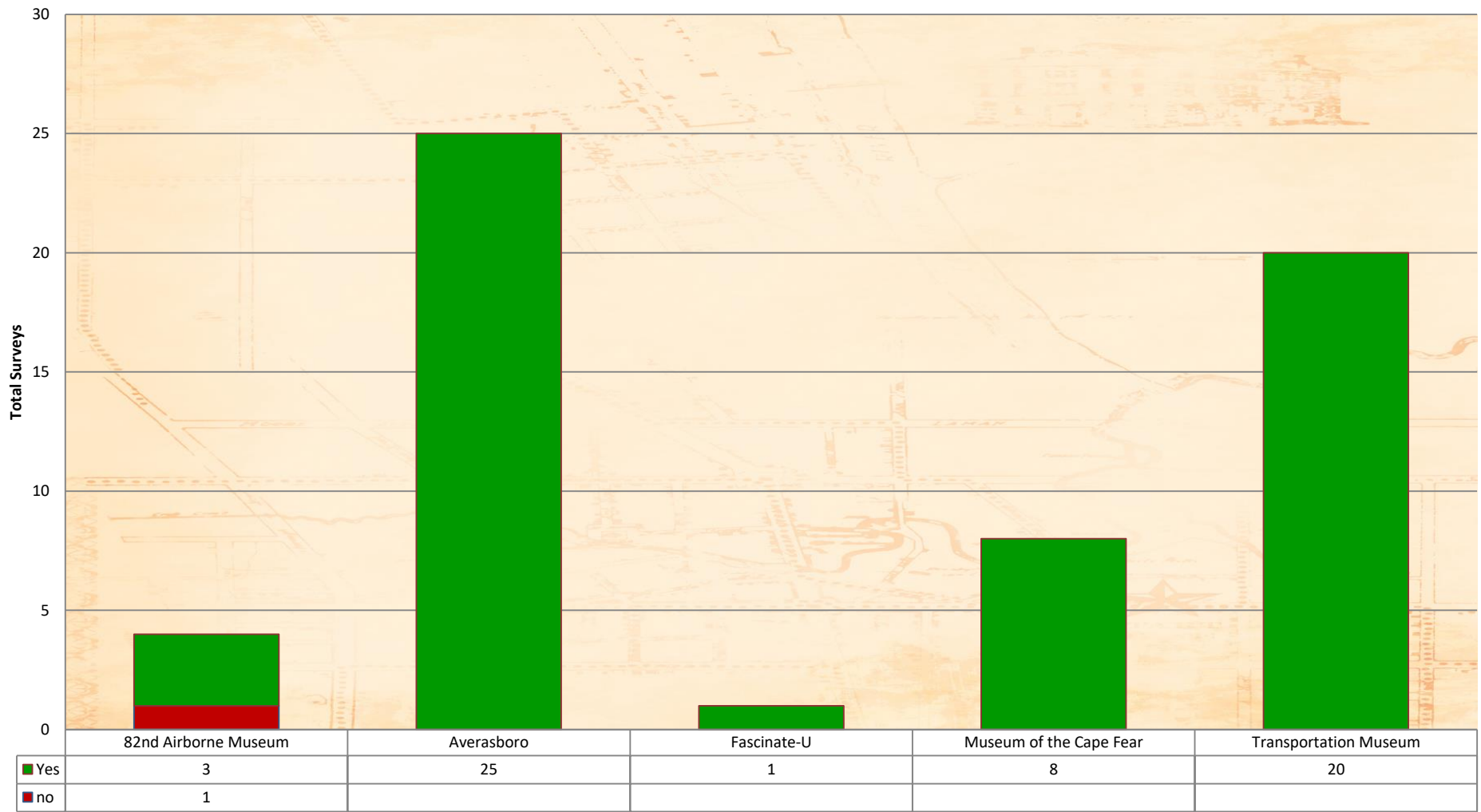
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Was the venue easy to find?



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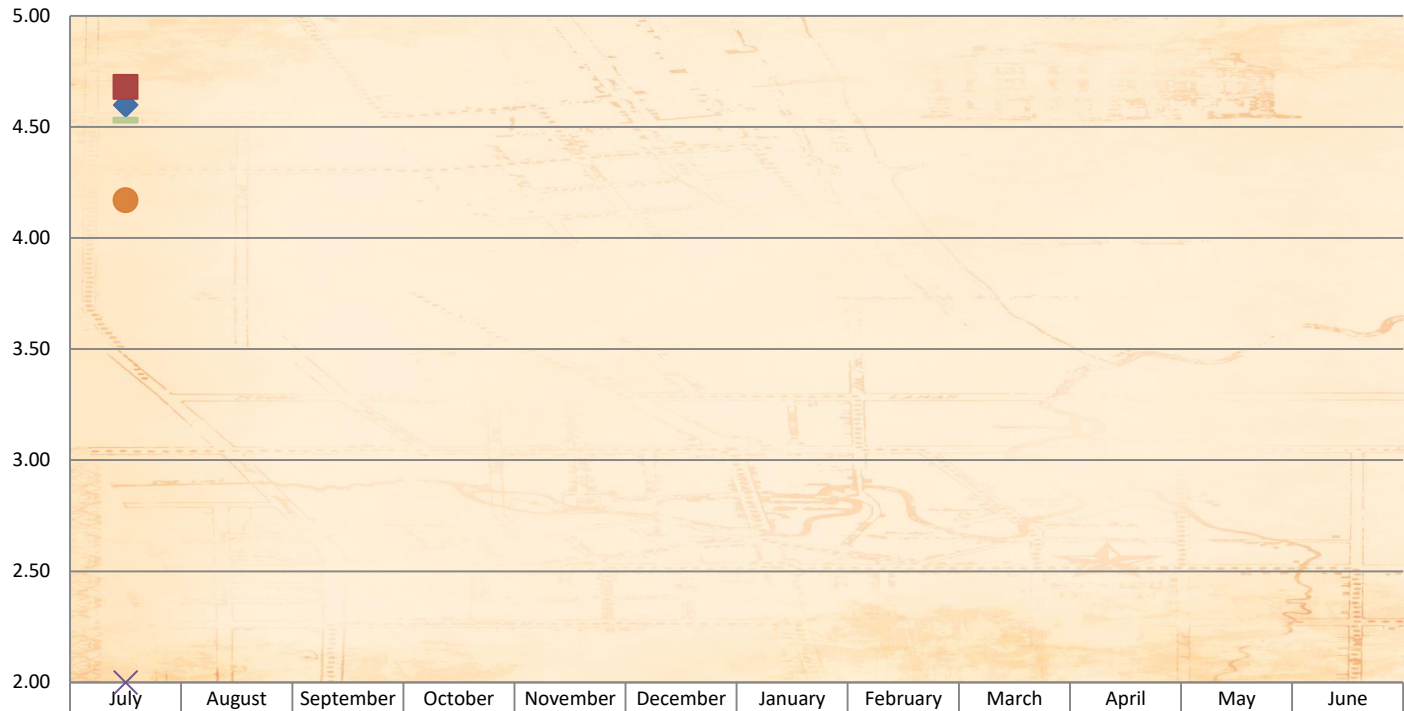
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Ratings by Attraction



	July	August	September	October	November	December	January	February	March	April	May	June
82nd Airborne Division War Memorial Museum	4.60											
Averagesboro	4.68											
Botanical Garden												
Fascinate-U	2.00											
JFK Special Warfare Museum												
Museum of the Cape Fear	4.17											
The Climbing Place												
Transportation Museum	4.53											
Triangle Rock Club												



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Survey Comments

Averasboro	it was great
	wonderfully maintained museum. Very well organized
	Very interesting! I had not heard of this battle
	Great place
	correct staff/exhibits
	beautiful place, keep fighting to protect it
	we need to come back when we bring our grandson, too
	nothing lists slavery
	very well-done displays are easy to read and see. Good job
Fascinate-U	for what is offered it should be free
Museum of the Cape Fear	Great museum, been here a few times. Love its history
	Peyton- was our tour guide for the Poe House- she was awesome!

Transportation Museum	Very Friendly
	Besides the above, a very nice and interesting museum
	Very well set up
	It's great
	Expand
	I like the location, adequate parking, good location
	I had a great experience
	None. It was great and very informative
	Great info/ realistic exhibits
	The employee Cardell was extremely friendly, knowledgeable and helpful
	Everything well done



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Survey Suggestions

82nd Airborne Museum	Everything is perfect
	Put a sign that says "museum"
	Awesome
Averasboro	very interesting
	publish things for events
	slavery
	all good
	better pull over areas to read signs
	Nothing it's great
	nothing at the moment
	more local events!
Fascinate-U	Don't call it a museum. This place is more for young kids who should play by exploration. Age should be up to 7
Museum of the Cape Fear	maintenance of some of the exhibits (Indian exhibit)
Transportation Museum	Nothing
	It would be good to see more models of transportation: cars, buses, horses
	Put an entrance sign on door
	Fix the open/close sign on the annex to accurately reflect when it's open
	Nothing, the experience was fantastic exhibits were very informative
	Keep Cardell Hunt and people like her
	Maybe an update memo?
	Host was excellent
	Add a search and find for kids or something more interactive



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Extra Survey Questions (if applicable)

Museum of the Cape Fear

Question 1

no	2
yes	2

Question 2

5,10,6,7	1
2,5,3,3	1



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