



Metrics Associated with the
Cape Fear Wildlife Expo 2018

Held March 16-18, 2018

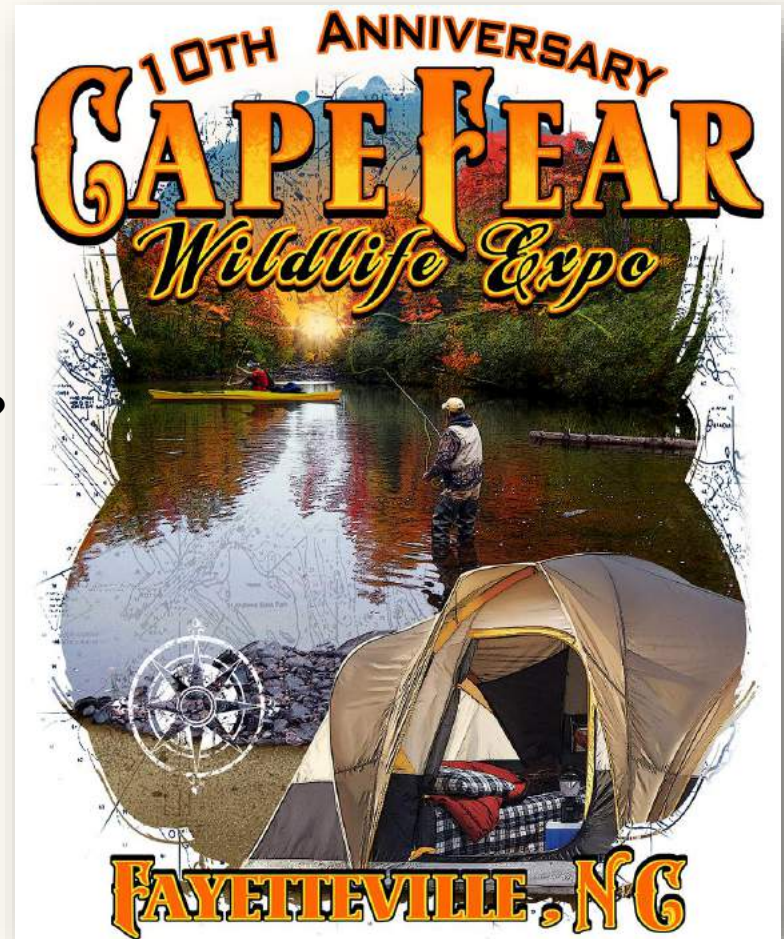
March 19, 2018

Prepared by:
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Research and Data Manager

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Chief Executive Officer

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Introduction

- All data was collected by the Cape Fear Wildlife Expo staff during the event.
- The Cape Fear Wildlife Expo management estimated **15,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **375**.
- The final number of completed surveys ended up being **319**.
- Using the **15,000** attendees, the Confidence Interval for this presentation with a **319** Sample Size is **+/- 5.43%**. Because of the size of the sample the Confidence Interval **does not meet** the “best practice” of +/- 5%.

Introduction

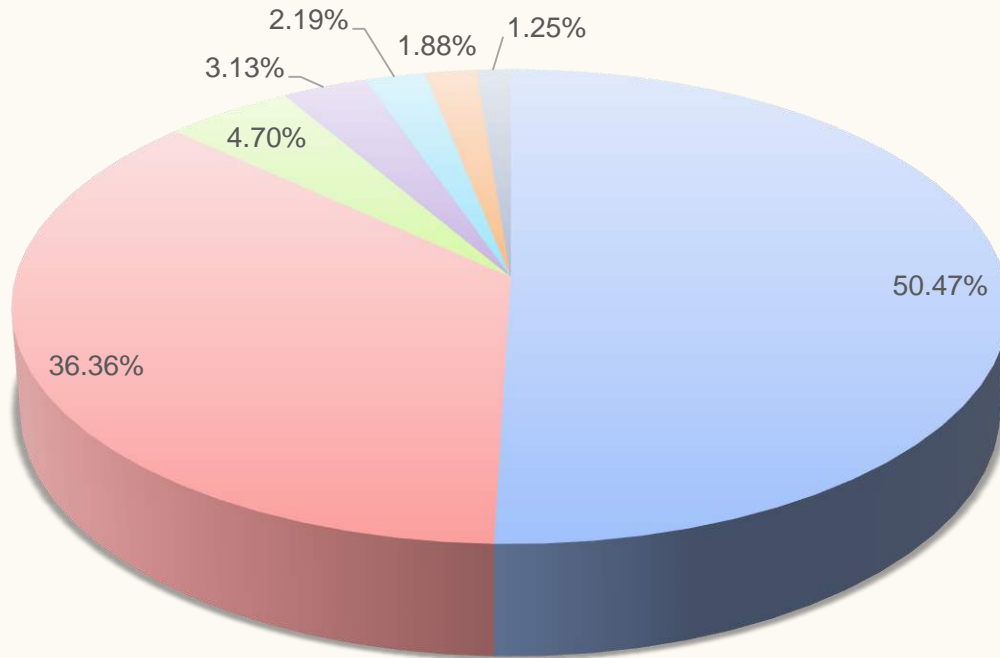
- Surveys were collected at the following dates and times during the exhibit:

Time	Completed Surveys
Friday, March 16	
9-10 a.m.	5
10-11 a.m.	6
11-Noon	15
12-1 p.m.	8
1-2 p.m.	7
2-3 p.m.	4
3-4 p.m.	4
4-5 p.m.	6
5-6 p.m.	0
6-7 p.m.	0
Total Collected Day 1	55

Time	Completed Surveys
Saturday, March 17	
9-10 a.m.	0
10-11 a.m.	48
11-Noon	76
12-1 p.m.	81
1-2 p.m.	18
2-3 p.m.	0
3-4 p.m.	0
4-5 p.m.	0
5-6 p.m.	0
6-7 p.m.	0
Total Collected Day 2	223

Time	Completed Surveys
Sunday, March 18	
10-11 a.m.	14
11-Noon	5
12-1 p.m.	7
1-2 p.m.	7
2-3 p.m.	8
3-4 p.m.	0
4-5 p.m.	0
Total Collected Day 3	41
Grand Total Collected	319

They Identified Themselves As



- 50.47% I am from a surrounding county and drove in for the day for this event.
- 36.36% I am a resident of Fayetteville/Cumberland County.
- 4.70% I am here for the Wildlife Expo specifically and am overnighting in a hotel.
- 3.13% I am in the area visiting family or friends and they brought me to this event.
- 2.19% I am visiting the area for other purposes, but heard about the event and came.
- 1.88% I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 1.25% I am here for the Wildlife Expo and staying with family or friends.

Where Were They From

- 3 of the 319 completed surveys provided an invalid zip code.
- 297 (93.10%) were from North Carolina.
- 47 (14.73%) were from more than 100 miles from Fayetteville.
- 15 (4.70%) identified themselves as being here specifically for the event and overnighing in a hotel.

Top 5 by State

1. North Carolina	297
2. South Carolina	11
3. Connecticut	3
4. Florida	2
5. Virginia, Alabama Louisiana	1

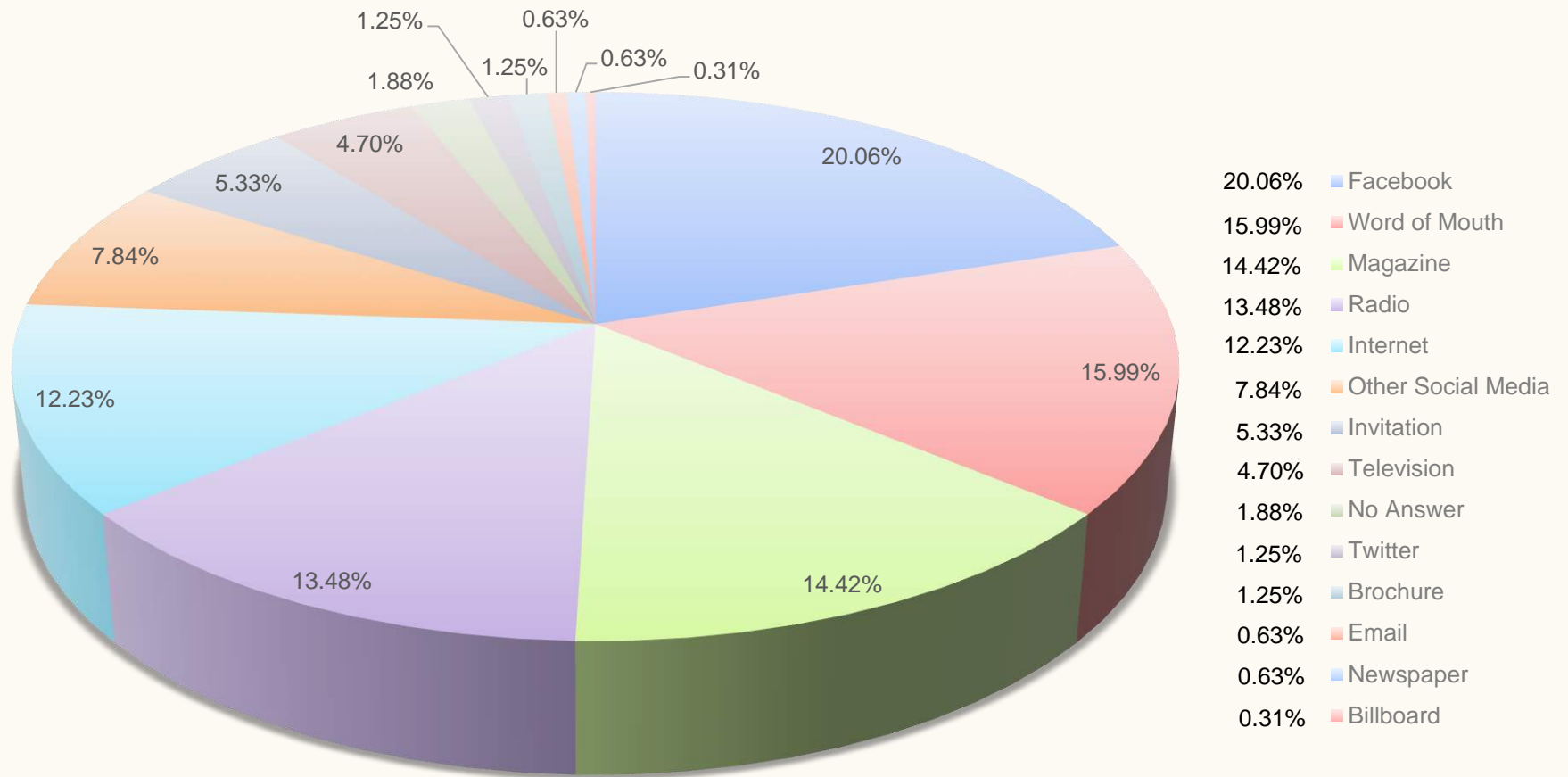
Top 5 by County

1. Cumberland, NC	120
2. New Hanover, NC	34
3. Robeson, NC	23
4. Brunswick, NC	19
5. Wake, NC	11

Top 5 by City

1. Fayetteville, NC	78
2. Wilmington, NC	34
3. Hope Mills, NC	32
4. Pembroke, NC	9
5. Raleigh, NC & Sanford, NC	7 each

How Did They Find Out About Event



Survey Requirements

Requirement

Information Provided

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?

Page Summary Report
TDA Wildlife Expo 2018
As of: 3/19/2018 1:22:40 PM

Drill down to the answers by clicking on View Results for the entire survey or a given page.

Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	349	319	91.40%	00:03:11	View Results
1	348	319	91.67%	00:03:09	View Results

Bureau Generated Publicity

Press Release

10th Annual Cape Fear Wildlife Expo March 16-18 ***Crown Arena Host for the three-day Outdoor Adventure Show***

Fayetteville, NC - The 10th Annual Cape Fear Wildlife Expo returns to the Crown Arena March 16 -18. "We were extremely successful during our first year in Fayetteville and are pleased the show will be even bigger this year," says event organizer WC Lanier.

Outdoor enthusiasts will find lots to enjoy during the three-day show: hunting and fishing exhibitions, wildlife art, decoys, boats and accessories, truck and ATV displays, fly fishing demos, camping, guides, outfitters, contests and archery demonstrations.

"For our 10th anniversary show, we are offering Youth Day programming on Friday, March 16," says Lanier. The program is a hands-on Wildlife Program to encourage youth interest in North Carolina's natural resources. Activities planned for elementary, middle and high-school students include:

- An age-appropriate scavenger hunt, titled "Nature in a Nutshell."
- Exploration of career interests with wildlife professionals
- Watching raptors in flight. Visitors will see hawks, vultures, and more.
- Examining the physics behind a successful fly cast
- Participation in archery

Youth Day programming is \$5 per student.

Expo hours are Friday and Saturday, March 16th and 17th from 9 a.m. to 7 p.m. On Sunday March 19th, hours are 10 a.m. to 5 p.m. Admission is \$11 for adults, \$8 for seniors 60 and older and military. Children 10 years and under are free when accompanied by an adult. In celebration of the Expo's 10th anniversary, a special price of two for \$10 will be honored on Friday only.

Bureau Generated Publicity

Blogging

WELCOME SPRING TO CUMBERLAND COUNTY

February 13, 2018

Is anyone else experiencing spring fever as badly as I am? Sitting in my office on a cold, overcast day in February, I'm daydreaming about warmer days, budding dogwood trees and outdoor adventures. That's why I couldn't be more excited about what's showing up on our calendar of events in March. If you call yourself a green thumb, are passionate about outdoor sports, or just relish spending time in nature, March holds the promise of 10 events where visitors can help us welcome spring to Cumberland County.

Coming Up Camellias

Marvel at all the gorgeous Camellia blooms on exhibit at the **72nd Annual Fayetteville Camellia Show** on March 3rd and 4th. Exhibitors from all over the Southeastern United States bring their prized work to be judged by the American Camellia Society at the Ramada Plaza. The public is also invited to participate in the day's events—to include a wine tasting by Cape Fear Vineyard & Winery, an *Ikabana* exhibit, a Japanese tea station, a "History of Tea" exhibit and much more.



Photo Credit: @CamelliaFayetteville

A Walk on the Wild Side

Gather your girlfriends together and head out to Camp Freedom, located in the Town of Falcon, for an adventurous ladies' day out on March 10th. The Sandhills Chapter of the National Wild Turkey Federation, along with the Gun Powder Gals, hosts the annual **Women in the Outdoors** to educate the public on a variety of outdoor activities—from archery to fishing to shooting. (Note: This event was cancelled by the organizers after this blog was published.)

Get yourself outfitted for the season at the **Cape Fear Wildlife Expo**, celebrating its 10th anniversary this year. Scheduled for March 16th thru 18th at the Crown Arena, this expo offers outdoor enthusiasts and nature lovers a chance to shop for boats, ATV's, hunting/fishing gear and much more. Additionally, a range of educational demo's, such as fly-fishing and archery, is great fun for the whole family. Take your younger crew to the expo's "Youth Day," on March 16th, for a hands-on, STEM-inspired wildlife program.

CUMBERLAND COUNTY, NC
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Bureau Generated Publicity

Go Fayetteville Blog Facebook



#GoFay **Go Fayetteville**
Published by Jenny Bell [?] · February 13 · 🌐

Ready for warmer days and outdoor adventures? March brings with it the promise of a wildlife expo, doggy fun, kayaking festival, wildflower walks and much more. Pick your flavor of springtime fun and join us! #GoFay #CapeFearWildlifeExpo



Welcome Spring to Cumberland County - Go Fayetteville

If you call yourself a green thumb, are passionate about outdoor sports, or just relish spending time in nature, March holds the promise of 10 events where visitors can help us welcome spring to Cumberland County.

GOFAYETTEVILLE.COM

👤 628 people reached Boost Post

👍 Like 💬 Comment ➦ Share 🍷

👤 Marilyn Marino-Roark, Cape Fear Wildlife Expo and 13 others Chronological ▾

Bureau Generated Publicity

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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Bureau Generated Publicity

Social Media Outlets: Facebook



Fayetteville Area Convention and Visitors Bureau

February 17 · 🌐

Go Fayetteville looks forward to warmer days and outdoor adventures in March. Click below to learn about 10 special events including the 10th Annual Cape Fear Wildlife Expo.

#CapeFearWildlifeExpo #GoFayetteville #GoFay

Fayetteville Camellia Club American Camellia Society Ramada Plaza Fayetteville Fort Bragg Area Cape Fear Vineyard & Winery The National Wild Turkey Federation Gun Powder Gals Cape Fear Wildlife Expo Crown Complex Fayetteville Parks and Recreation Fayetteville-Cumberland Parks and Recreation Nature and Outdoor Programming Spring Lake Outpost Town of Spring Lake Spring Lake, NC Cape Fear Botanical Garden Fayetteville Animal Protection Society Cumberland County NC - Cooperative Extension



Welcome Spring to Cumberland County - Go Fayetteville

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GOFAYETTEVILLE.COM



Fayetteville Area Convention and Visitors Bureau

March 1 at 7:04am · 🌐

Outdoor enthusiasts take note! The Cape Fear Wildlife Expo returns to the Crown Complex from March 16-18. This massive show includes hunting and fishing exhibitors, wildlife art, decoys, boats and accessories, truck and ATV displays, fly fishing demos, camping, guides, outfitters, a sportfishing simulator and more.

While in town, check out the Cumberland County Fish & Game trail to scout out a location for your next outing.

<http://fayettevilentrails.com/trail/fishandgametrail/>

North Carolina Wildlife Resources Commission

#CapeFearWildlifeExpo



CAPE FEAR WILDLIFE EXPO 2018 v3

YOUTUBE.COM

5 Likes 1 Comment 1 Share

Bureau Generated Publicity

Social Media Outlets: Facebook



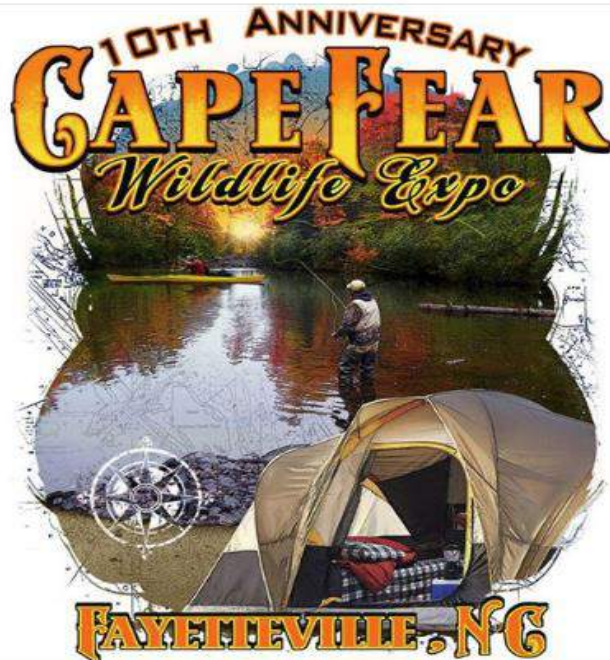
Fayetteville Area Convention and Visitors Bureau

March 12 at 5:32am · 🌐

CONTEST! TICKET GIVE-AWAY

We have a family four-pack of tickets to give away for the Cape Fear Wildlife Expo, which happens this Friday through Sunday at the Crown Complex Arena. To enter, please tell us your favorite place for outdoor fun in Cumberland County. For a second entry, share a picture of your favorite Cumberland County spot.

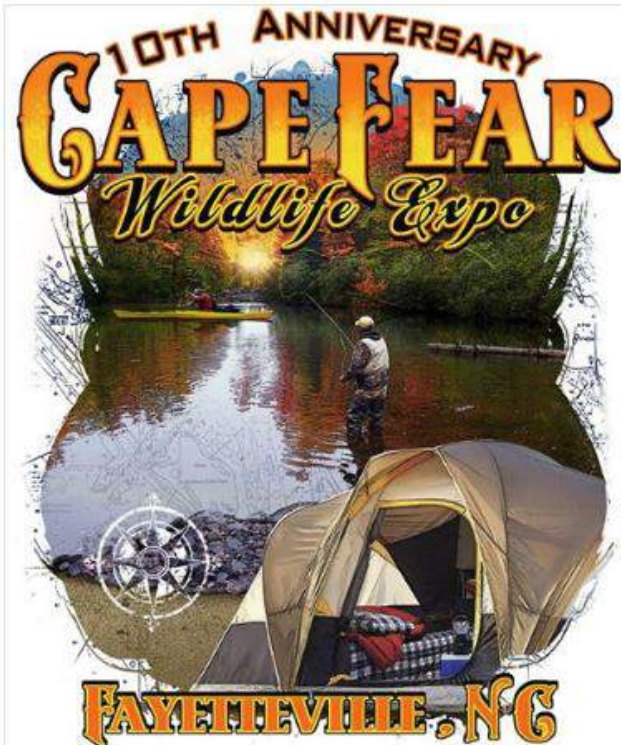
We'll draw the winner at random on Thursday, March 15 at 12 noon. The passes will be available at our offices that afternoon.



Fayetteville Area Convention and Visitors Bureau

March 14 at 6:59am · 🌐

The Cape Fear Wildlife Expo starts at the Crown Complex Arena in just two days. We are giving away a family four-pack. See the pinned post on our page to enter. <http://bit.ly/2FL5ADn> North Carolina Wildlife Resources Commission



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Bureau Generated Publicity

Social Media Outlets: Facebook



Fayetteville Area Convention and Visitors Bureau

March 15 at 10:10am · 🌐

Thank you to everyone for entering our contest to give away a family-four pack of tickets to the Cape Fear Wildlife Expo. We appreciate you sharing your favorite place to get outdoors in Cumberland County - and for many of you for sharing pictures at that site. Random.org picked Mika Ann Munger as the winner. Congratulations, Mika!



MAR
18

Cape Fear Wildlife Expo

Mar 16 - Mar 18 · 1960 Coliseum Dr, Fayetteville, NC 28306-3059, ...
Causes · 120 people

4 Likes · 2 Shares



Fayetteville Area Convention and Visitors Bureau added 6 new photos — at 📍 Cape Fear Wildlife Expo...

March 17 at 9:19am · Fayetteville · 🌐

The Cape Fear Wildlife Expo continues today and tomorrow. Don't miss it!



12 Likes · 1 Comment · 2 Shares

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Bureau Generated Publicity

Social Media Outlets: Facebook

 Fayetteville Area Convention and Visitors Bureau shared a post.
Yesterday at 6:22am · 🌐

Looks like the winner of our Cape Fear Wildlife Expo tickets had a great time! The scavenger hunt at the expo was fantastic.



Mika Ann Munger ▸ Fayetteville Area Convention and Visitors Bureau
March 17 at 1:50pm · Cumberland · 🌐

Thank you so much again for the tickets to the Cape Fear Wildlife Expo! We had a great time, and the kiddos had so much fun doing the scavenger hunt.

 Share

Bureau Generated Publicity

Social Media Outlets: Twitter

 **Fayetteville, NC CVB**
@VisitFayNC Follow

#GoFayetteville looks forward to warmer days and outdoor adventures in March. Click below to learn about 10 special events including the 10th Annual #CapeFearWildlifeExpo. bit.ly/2EM91JC @NCWildlife

#CapeFearWildlifeExpo #GoFayetteville #GoFay

 **Welcome Spring to Cumberland County - Go Fayetteville**
If you call yourself a green thumb, are passionate about outdoor sports, or just relish spending time in nature, March holds the promise of 10 events where visitors can help us welcome spring...
gofayetteville.com

8:01 AM - 17 Feb 2018

1 Like 

 **Fayetteville, NC CVB**
@VisitFayNC Follow

#CapeFearWildlifeExpo returns to the @CrownComplexNC March 16-18. The show includes hunting & fishing exhibitors, wildlife art, decoys, fly fishing demos, camping, guides, outfitters, a sportfishing simulator and more. bit.ly/2F2L3dW @NCWildlife @VisitNC

 **CAPE FEAR WILDLIFE EXPO 2018 v3**
youtube.com

7:19 AM - 1 Mar 2018

1 Retweet 

  1 

Bureau Generated Publicity

Social Media Outlets: Twitter

 **Fayetteville, NC CVB**
@VisitFayNC Follow

The Cape Fear Wildlife Expo starts at the @CrownComplexNC Arena in just two days. We are giving away a family four-pack of tickets. To enter, respond to this tweet with your favorite outdoor activity in @CumberlandNC. bit.ly/2FL5ADn @NCWildlife

6:55 AM - 14 Mar 2018

3 Likes 

1 Reply  3 Likes

 **Jessica** @xojessicakeox · Mar 14
Replying to @VisitFayNC @CrownComplexNC and 2 others
Hiking!

  1 Like

 **Fayetteville, NC CVB**
@VisitFayNC Follow

Here's a few shots from the Cape Fear Wildlife Expo - which runs through tomorrow at the @CrownComplexNC . Don't miss it!



9:22 AM - 17 Mar 2018

1 Retweet 6 Likes 

  1 Like 6 Likes

Bureau Generated Publicity

Social Media Outlets: Instagram



visitfayettevillenc • Follow

visitfayettevillenc #CapeFearWildlifeExpo returns to the Crown Complex March 16-18. The show includes hunting & fishing exhibitors, wildlife art, decoys, fly fishing demos, camping, guides, outfitters, a sportfishing simulator and more. <http://bit.ly/2F2L3dW>

kellyseeks My son loves animals and learning about them! This would be great

visitfayettevillenc @kellyseeks check out the Youth Day on Friday. Its on their website: www.CapeFearWildlifeExpo.com

glcoffeezone This is great @visitfayettevillenc!



30 likes

MARCH 1

Log in to like or comment.



CUMBERLAND COUNTY, NC
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Bureau Generated Publicity

E Promotion



Any click on the image took the user to the Spring In Cumberland County Blog which included the information below.



A Walk on the Wild Side

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Spring Adventures in Greater Fayetteville, NC



On the Hunt for Soul Food



Civil War History



Fish and Game Trail

CUMBERLAND COUNTY, NC
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Bureau Generated Publicity

Public Relations Recap

- 1 Press Release distributed
- 1 Go Fayetteville blog post with 1 blog mentions
- 18 Calendar of Events listings secured
- 7 Facebook Social Media posts
- 4 Twitter Social Media tweets
- 1 Instagram Social Media post
- 1 E-promotion link
- Took numerous images from the expo for use in marketing/social media.



Occupancy Comparison

“Fayetteville Area CVB Weekly Report – Week of March 12, 2017”

Information is pulled directly from the STR Report

This year’s Cape Fear Wildlife Expo was from March 16-18, 2018.

Occupancy %	Friday	Saturday	Sunday
2018			
2017			
Percent Change			

Bottom Line

- **Not all** Tourism Development Authority (TDA) requirements were met.
- **375** completed surveys was the agreed upon requirement (**319** collected)
- **4.70% (15)** of the completed surveys were overnights and came specifically for the event.
- **0** participants were referred by their hotel.
- **38.24%** were from Cumberland County, including Fort Bragg.
- **50.47%** were day-trippers.
- Participants heard of the event mainly by Facebook (**20.06%**) and a Word of Mouth (**15.99%**).
- **8** attendees signed up for the FACVB's E-Promotion Program of which **6** provided a valid E-mail address.

Bottom Line Continued

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Cape Fear Wildlife Exo management of **15,000**. The sample size of **319** was less than the required and agreed upon **375** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 5.43%**.
- Of those participants staying at a hotel, the overall average length of stay was **3** nights.
- **4.70%** of the participants (**15**) were overnigheters and came specifically for the event – extrapolated out to 15,000 participants this means potentially **705** people X **3** nights = **2,115 room nights (+/- 5.43%)**.
- The **15** who came for the event and stayed at a hotel, listed the following hotels:

Holiday Inn	7
Hampton Inn	4
Hilton Double Tree	3
No Answer	1

- Official Hotel Pick Up: ___Room Nights as reported from hotels.

Thank You



**Proudly Promoting the
Communities Cumberland County**

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