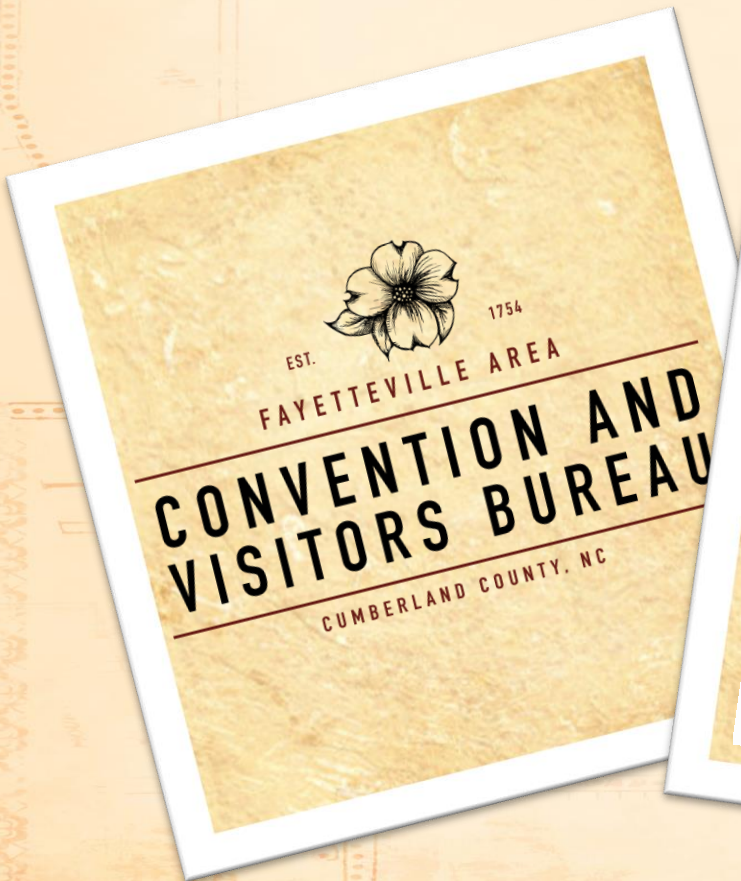


# ***Metrics Associated with the Fayetteville Comic Con 2016***

***Held October 15-16, 2016***



***October 18, 2016***



**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?
- v. Survey Requirements
  - Requirements
  - Information Provided
- vi. Bottom Line



EST. 1754

FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Introduction

- All data was collected by the Comic Con staff.
- Comic Con management estimated **8,000** attendees prior to the event.
- There were **106** completed surveys.
- Using the **8,000** attendees, the Confidence Interval for this presentation with an **106** Sample Size is **+/- 9.46%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.

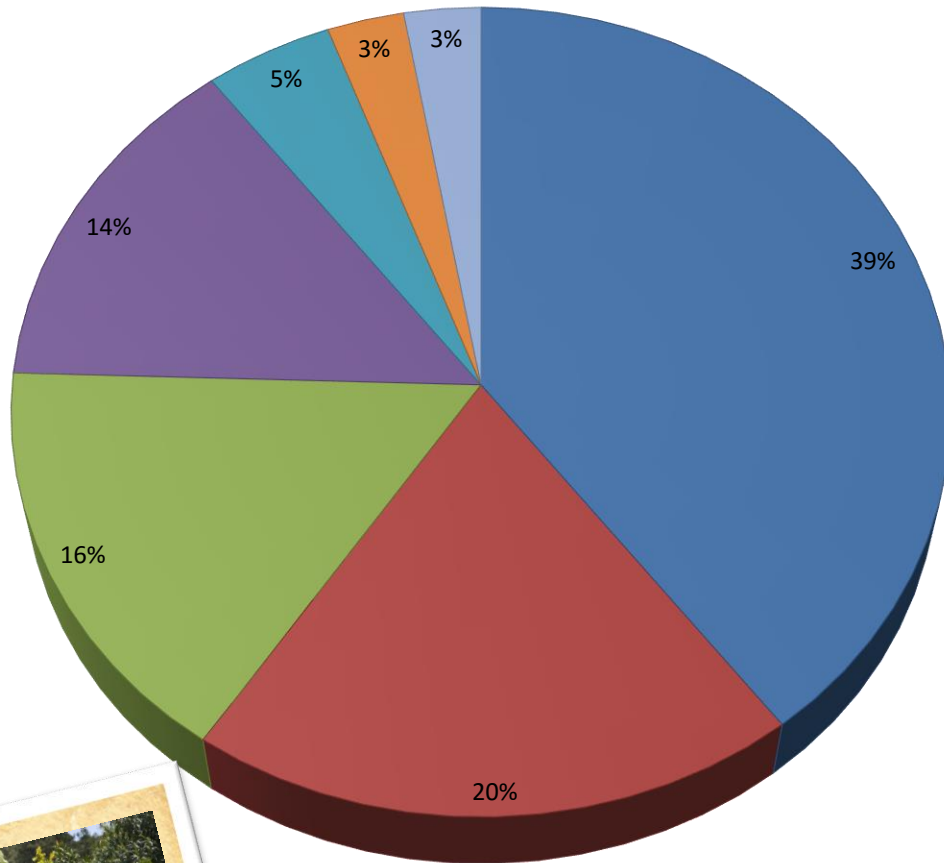


FAYETTEVILLE AREA

CONVENTION AND  
VISITORS BUREAU

CUMBERLAND COUNTY, NC

# They Identified Themselves as...



- 39% ■ I am a resident of Fayetteville/Cumberland County.
- 20% ■ I am from a surrounding county and drove in for the day for this event.
- 16% ■ I am here for Comic Con specifically and am overnighing in a hotel.
- 14% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 5% ■ I am in the area visiting family or friends and they brought me to this event.
- 3% ■ I am here for the event and staying with family or friends.
- 3% ■ I am visiting the area for other purposes, but heard about the event and came.



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# Where Were They From?

## Overview

- **1** of the **106** completed surveys provided an invalid zip code.
- **85** were from North Carolina and **23** were from more than 100 miles from Fayetteville.
- **17** identified themselves as being here specifically for the event and overnighing in a hotel.

### Top 5 by State

1. North Carolina	85
2. Florida	8
3. Tennessee	4
4. South Carolina	2
5. 5 States and Canada	1

### Top 5 by County

1. Cumberland, NC	55
2. Wake, NC	7
3. Moore, NC	6
4. Collier, FL	5
5. Lee, NC	3

### Top 5 by City

1. Fayetteville, NC	40
2. Naples, FL	5
3. Fort Bragg, NC	5
4. Hope Mills, NC	5
5. Cameron, NC	5

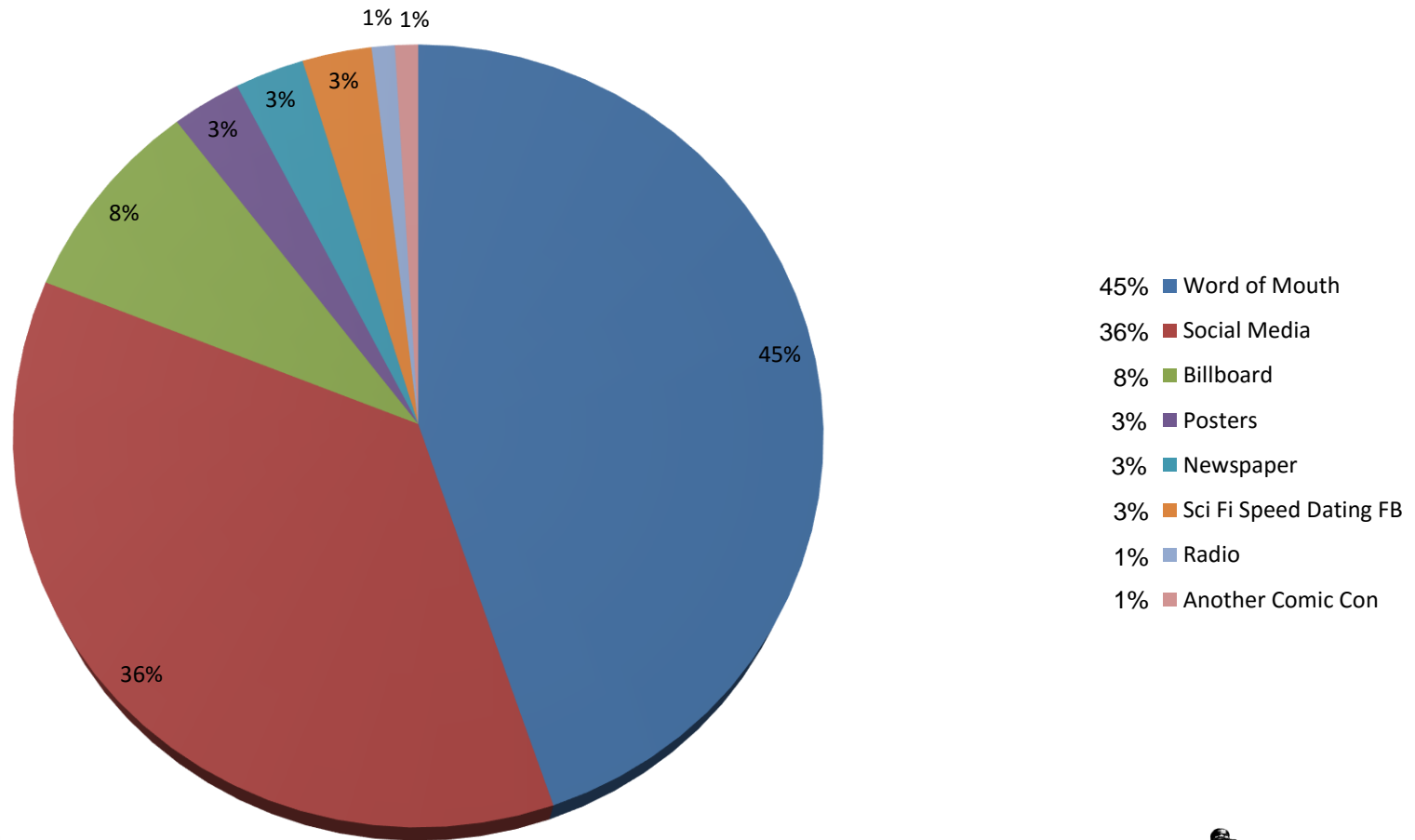


EST. 1754  
FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# How Did They Find Out About Event?



# 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 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

Results by Question Comic Con 2016 As of: 10/18/2016 10:38:56 AM		
Questions	Answers	Results
<b>Page: 1</b>		<a href="#">View</a>
What is the zip code where you currently reside?	106	<a href="#">View</a>
How did you hear about Comic Con 2016?	106	<a href="#">View</a>
Chose the statement that best applies:	106	<a href="#">View</a>
If you stayed at a hotel, which one?	19	<a href="#">View</a>
If you do NOT live in Cumberland County, what date did you arrive?	35	<a href="#">View</a>
What date will you depart?	36	<a href="#">View</a>
Do you wish to be on our mailing list for future invitations?	106	<a href="#">View</a>
If YES, please provide EMAIL address.	29	<a href="#">View</a>



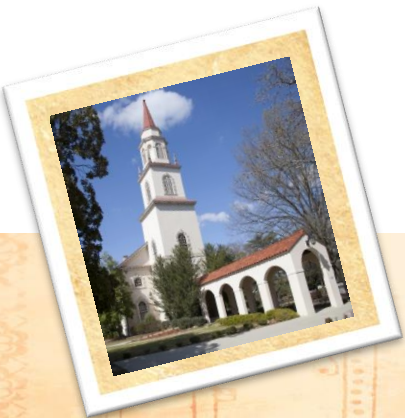
FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Bottom Line

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Comic Con management of **8,000**. The sample size of **106** was considerably less than the required and agreed upon **367** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at +/- **9.46%**.
- **85** surveys were submitted on October 15 and **21** surveys on October 16. Surveys were only collected for 1 hour on Sunday.
- Room Nights – Because the required sample size was significantly below the TDA required amount, the FACVB was unable to accurately project room nights.
- **29** attendees signed up for the FACVB’s E-Promotion Program and provided a valid E-mail address.
- **17** people stated they were here specifically for the event and were staying at a hotel. The list of hotels they stayed at are: **9** at Ramada Plaza, and **1 each** at Embassy Suites, Motel 6, Red Roof Inn Hilton and Airport Inn..
- Official Hotel Pick Up: Final hotel pick up reported from hotels was **66** rooms.
- List of TDA Requirements **Not Met**:
  - The required minimum of **367** completed surveys was not met.



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