

*Metrics Associated with the
Fayetteville Dogwood Festival*

Held April 22-24, 2016

April 25, 2016



**CUMBERLAND
COUNTY**

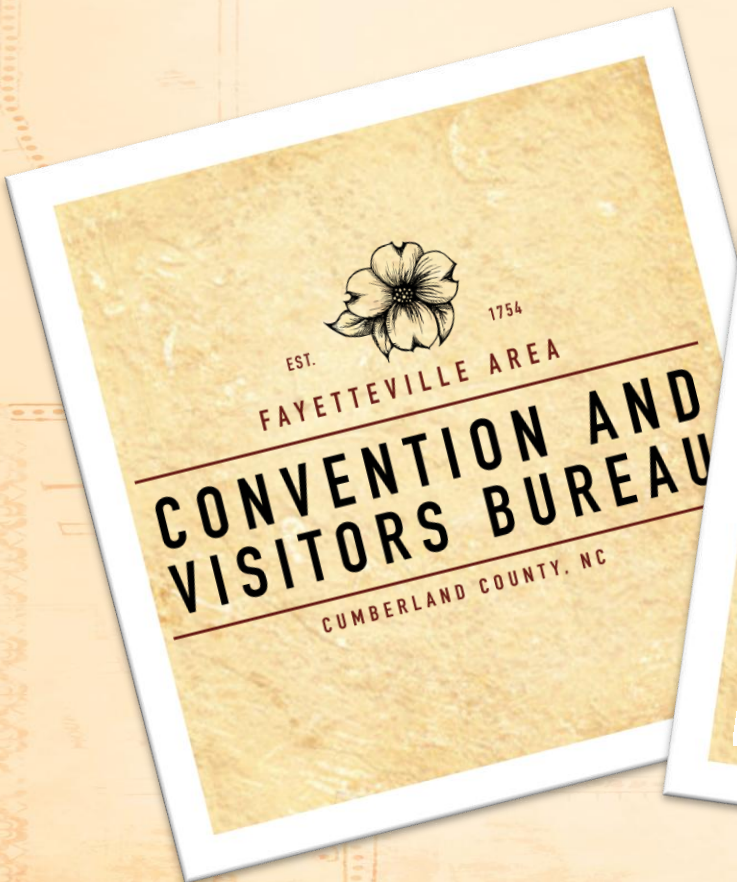
North Carolina

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VISITORS BUREAU**

CUMBERLAND COUNTY, NC

Introduction

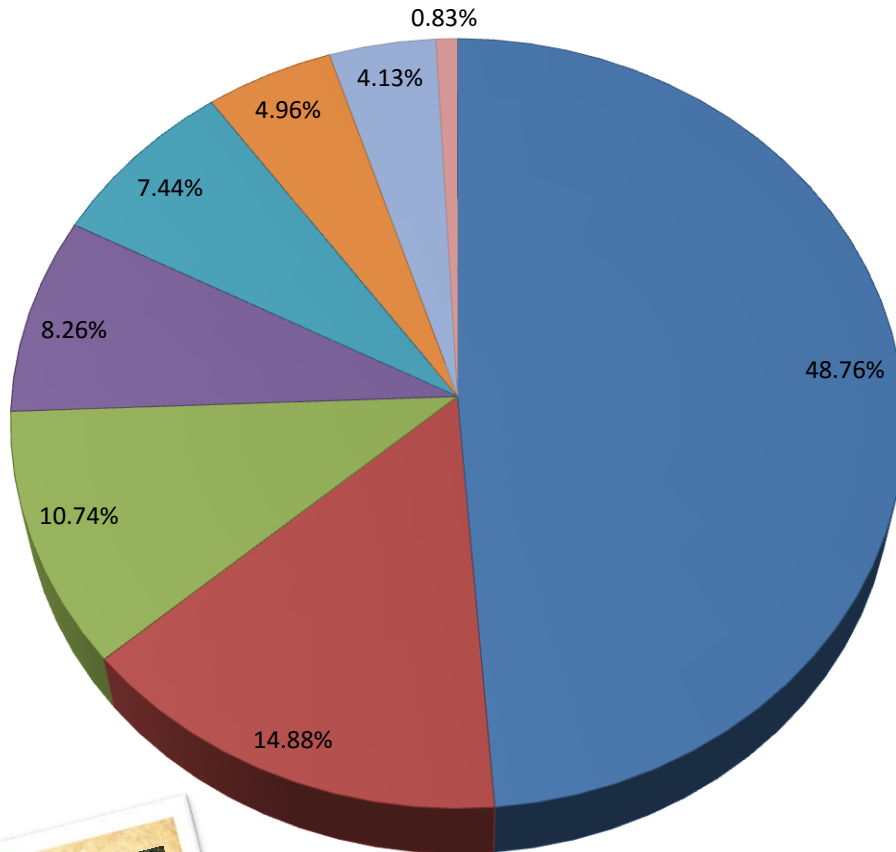
- All data was collected by the Fayetteville Dogwood Festival staff using 2 IPADs.
- There were an estimated **150,000** attendees reported for the 2015 Fayetteville Dogwood Festival.
- There were **121** completed surveys. *(The point of contact requested an extension to have the survey sent to those that purchased best of house seats for the concerts. The FACVB provided the link on May 2, 2016 with the expectation that the entries would be completed by May 9, 2016. As of May 10, there are zero new surveys completed.)*
- Using the 150,000 attendees, the Confidence Interval for this presentation with a 121 Sample Size is +/- **8.91%**. Because of the size of the sample the Confidence Interval **does not meet** the “best practice” of +/- 5%.



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They Identified Themselves as...



- 48.76% ■ I am a resident of Fayetteville/Cumberland County.
- 14.88% ■ I am from a surrounding county and drove in for the day for this event.
- 10.74% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 8.26% ■ I am in the area visiting family or friends and they brought me to this event.
- 7.44% ■ I am here for the event and staying with family or friends.
- 4.96% ■ I am visiting the area for other purposes, but heard about the event and came.
- 4.13% ■ I am here for this event specifically and am overnighting in a hotel.
- 0.83% ■ I am staying at a hotel and the hotel referred me to this event.



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Where Were They From?

Overview

- **5** of the **121** completed surveys had invalid zip codes.
- **83%** were from North Carolina and **79%** were from within 100 miles of Fayetteville.
- **49%** identified themselves as being a “Resident of Cumberland County”
- **15%** identified themselves as being from a surrounding county
- **11%** identified themselves as being “Stationed or Affiliated with Fort Bragg and Live in Cumberland County”

Top 5 by State

1. North Carolina	83%
2. Nevada	2%
3. Hawaii	2%
4. North Dakota	1.65%
5. Florida	1.65%

Top 5 by County

1. Cumberland, NC	60%
2. Wake, NC	5%
3. Honolulu, HI	*2.48%
4. Clark, NV	*2.48%
5. Lee, NC	*2.48%

Top 5 by City

1. Fayetteville, NC	52%
2. Hope Mills, NC	4%
3. Raleigh, NC	3%
4. Las Vegas, NV	*2.48%
5. Pope Airfield, NC	*2.48%

**Because the sample size is only 121, 2.48% is only 3 visitors.*

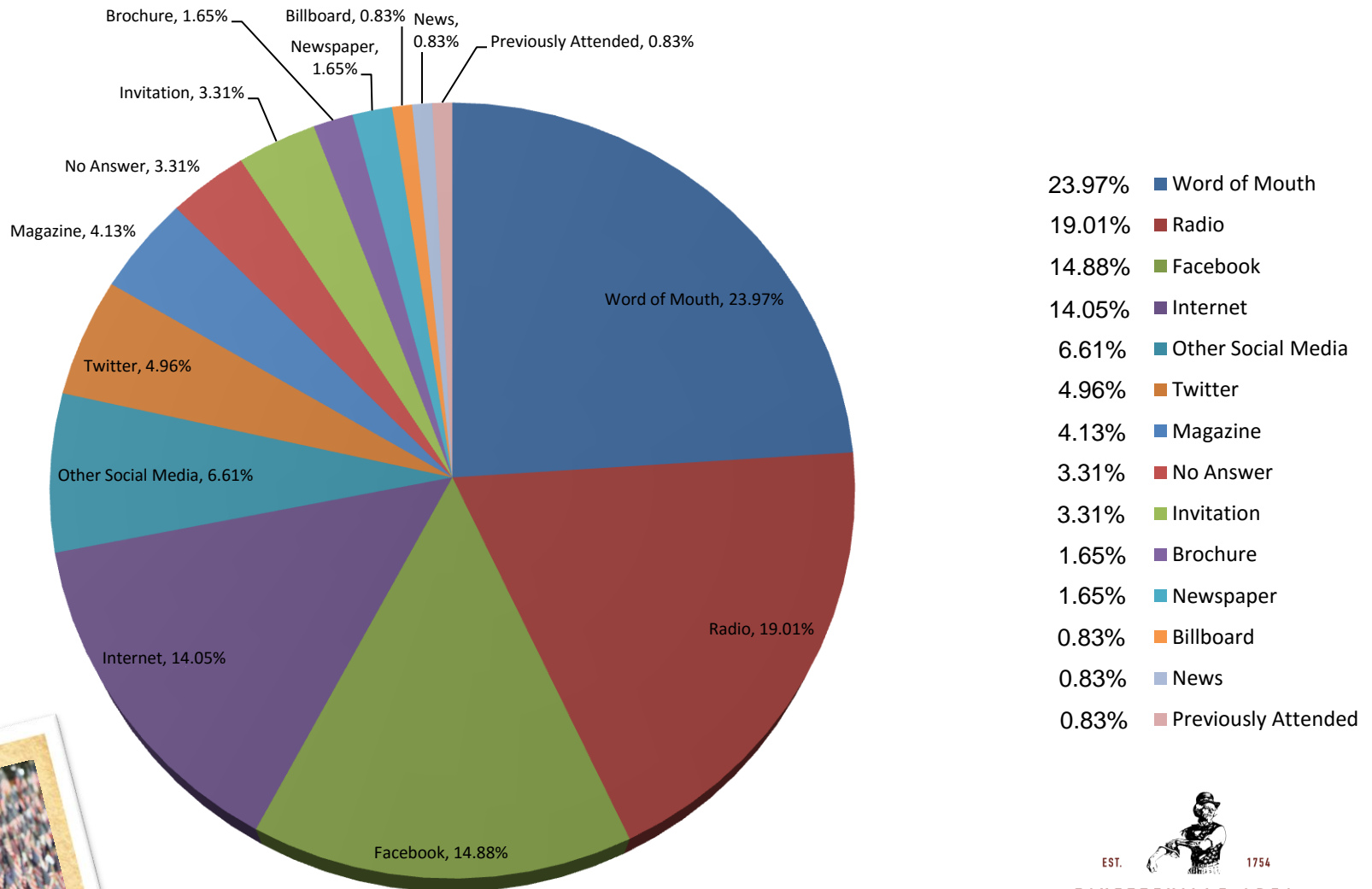


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How Did They Find Out About Event?



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 Dogwood Festival 2016 As of: 4/25/2016 11:13:53 AM		
Questions	Answers	Results
Page: 1		
What is the zip code where you currently reside?	121	View
How did you hear about this event?	121	View
Chose the statement that best applies:	121	View
If you stayed at a hotel, which one?	12	View
If you do NOT live in Cumberland County, what day did you arrive?	21	View
What day will you depart?	19	View
Do you wish to be on our mailing list for future invitations?	121	View
If YES, please provide address.	1	View



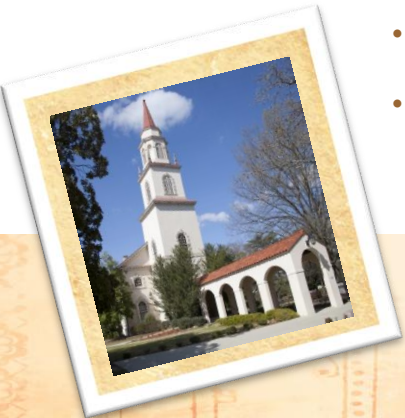
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Bottom Line

- The sample size was below the required amount (383) and **did not meet** the “best practices” for sample versus attendees.
- Estimated **150,000** attendees (estimate used from previous year)
- **4.13%** of attendees or **5** attendees were overnights and came specifically for the Dogwood Festival – because the required sample size was not reached by a significant amount the FACVB was unable to accurately project room nights.
- Of those that stayed in a hotel – **3 stated they stayed at the Holiday Inn I-95 and 2 stayed at the Embassy Suites**
- Hotel Pickups reported back to the FACVB:
 - ✓ **Holiday Inn I-95 – 3 Thursday, 24 Friday and 22 Saturday**
- **1** attendee was referred by their hotel.
- **60%** were from Cumberland County including Fort Bragg and Pope Army Airfield.
- **15%** were day trippers.
- **26%** of attendees heard of the event from Social Media and **24%** from Word of Mouth.
- Email Interest Cards were provided, however only **1** filled out card was returned to the FACVB.
- **Not all TDA Requirements were met.**



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Thank You

Proudly promoting the Communities of Cumberland County.



EST. 1754

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