



Metrics Associated with the Indigo Moon Film Festival 2018

Held October 12-14, 2018

Prepared by:
David Nash
Research and Data Manager

John Meroski
Chief Executive Officer

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CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

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Introduction

- All data was collected by the Indigo Moon Film Festival staff.
- The Indigo Moon Film Festival management estimated **600** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **235**.
- The final number of submitted surveys was **308***.
- Using the **600** attendees, the Confidence Interval for this presentation with a **308*** Sample Size is **+/- 3.90%**. Because of the size of the sample the Confidence Interval is **better** than the “best practice” of +/- 5.00%.

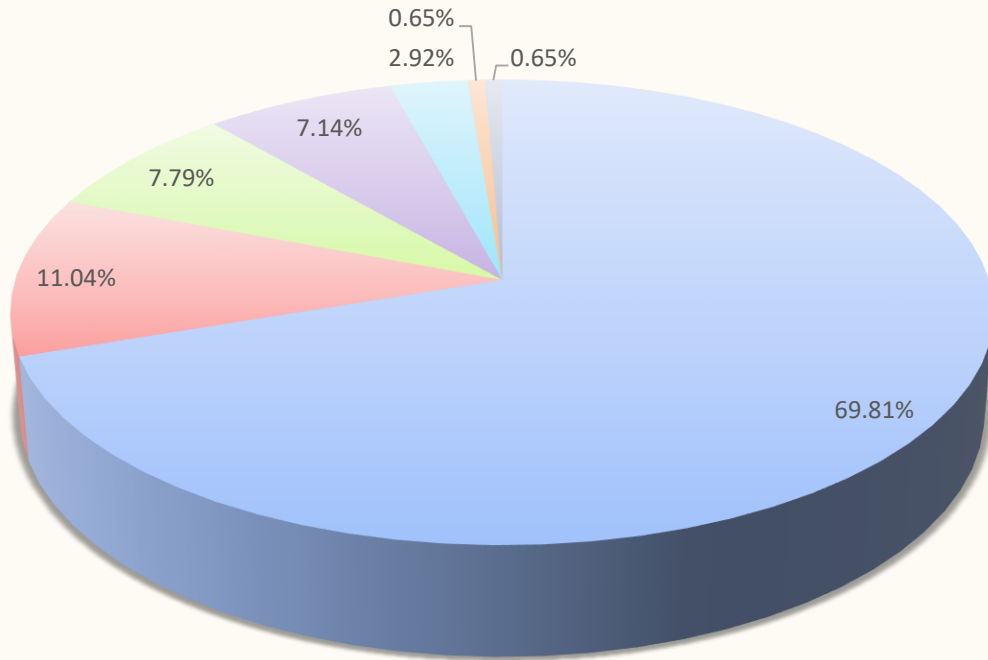
** Although 308 surveys were collected 45 individuals answered the survey more than once based on duplicate email addresses. 1 person was in the survey 4 times.*

Introduction

- Surveys were collected at the following times
(blue shaded times are when festival was going on):

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Friday, Oct 12, 2018		Saturday, Oct 13, 2018		Sunday, Oct 14, 2018		Monday, Oct 15, 2018	
2-3 p.m.	13	8-9 a.m.	1	11:30 a.m. - 12 Noon	0	8-9 a.m.	22
3-4 p.m.	19	10-11 a.m.	0	12-1 p.m.	0	9-10 a.m.	56
4-5 p.m.	8	11 a.m. - 12 Noon	0	1-2 p.m.	18	10-11 a.m.	69
5-6 p.m.	7	12-1 p.m.	0	2-3 p.m.	8	11 a.m.-12 Noon	65
6-7 p.m.	22	1-2 p.m.	0	3-4 p.m.	0	Total Collected Day 4	212
7-8 p.m.	0	2-3 p.m.	0	4-5 p.m.	0		
8-9 p.m.	0	3-4 p.m.	0	5-6 p.m.	0		
Total Collected Day 1	69	4-5 p.m.	0	6-6:45 p.m.	0		
		5-6 p.m.	0	Total Collected Day 3	26		
		6-7 p.m.	0				
		7-8 p.m.	0				
		8-9 p.m.	0				
		9-10 p.m.	0				
		10-11 p.m.	0				
		Total Collected Day 2	1				

They Identified Themselves As



- 69.81% I am a resident of Fayetteville/Cumberland County.
- 11.04% I am from a surrounding county and drove in for the day for this event.
- 7.79% I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 7.14% I am here for the Film Festival specifically and am overnighting in a hotel.
- 2.92% I am here for the Film Festival and staying with family or friends.
- <1% I am in the area visiting family or friends and they brought me to this event.
- <1% I am visiting the area for other purposes, but heard about the event and came.

Where Were They From

- 2 of the 308 completed surveys provided an invalid zip code.
- 297 (96.43%) were from North Carolina.
- 28 (9.09%) were from more than 100 miles from Fayetteville.
- 22 (7.14%) identified themselves as being here specifically for the event and overnighing in a hotel.

Top 5 by State

1. North Carolina	297
2. Pennsylvania	3
3. California & Florida	2
4. Kentucky & Washington DC	2

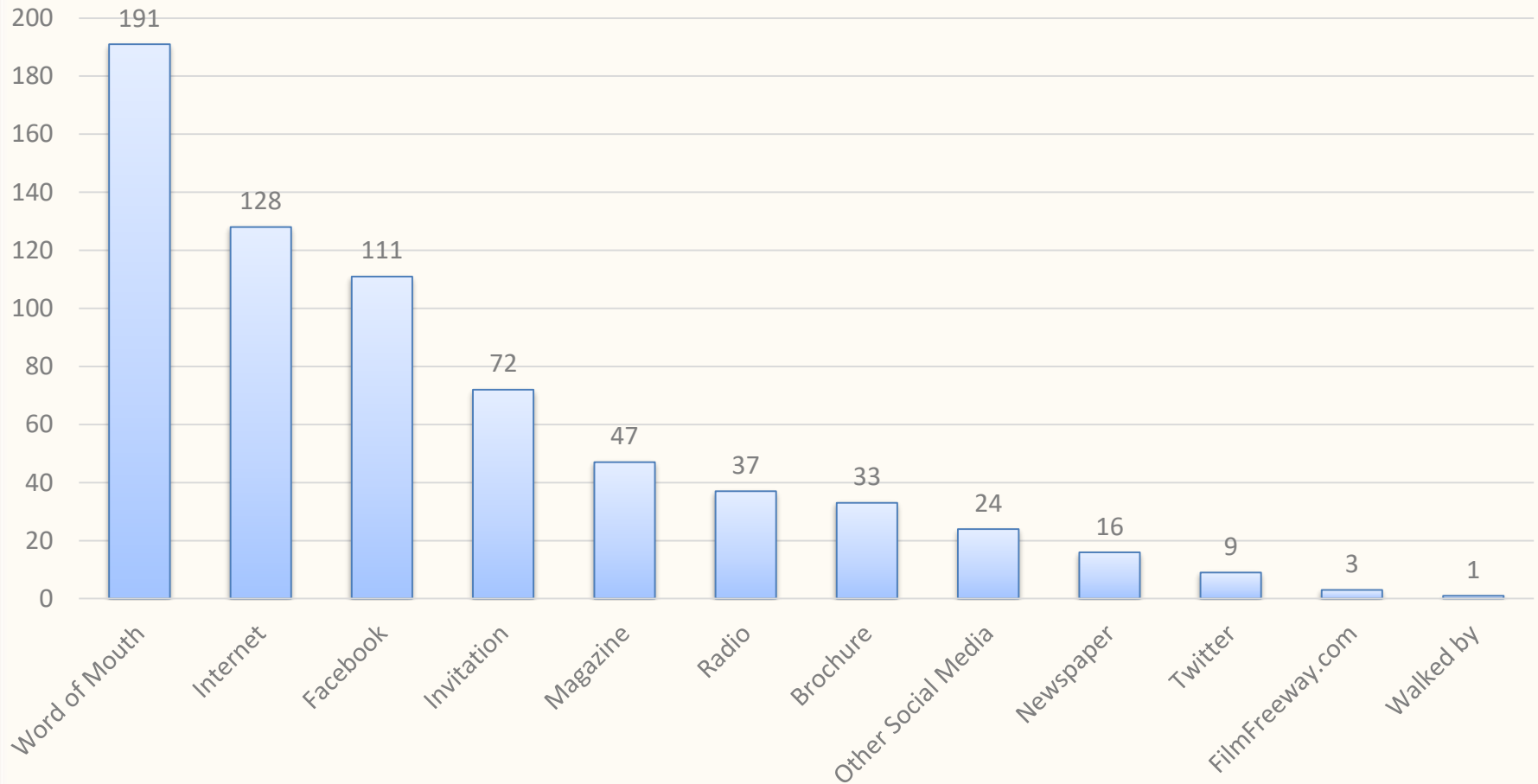
Top 5 by County

1. Cumberland, NC	242
2. Iredell, NC	10
3. Hoke & Moore, NC	6
4. Buncombe & Robeson, NC	5
5. Many NC Counties	3

Top 5 by City

1. Fayetteville, NC	198
2. Hope Mills, NC	22
3. Mooresville, NC	10
4. Stedman, NC	8
5. Wade, NC	7

How Did They Find Out About Event



Survey Requirements

Requirement

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?

Information Provided

Page Summary Report
Indigo Film Festival 2018
As of: 10/16/2018 12:50:10 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	321	308	95.95%	00:01:32	View Results
1	320	308	96.25%	00:01:28	View Results

Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Uploaded and Published to: AAA Go Magazine Web, Carolina Country Print and Web, Carolina Festival, Our State, SC Living, SC Living Web, TripAdvisor, VisitFayettevilleNC.com and VisitNC.com.



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Bureau Generated Publicity

FACVB Newsletter

Sent to 3,000 emails.

Captured portion in the newsletter.



Indigo Moon Film Festival

Indigo Moon Film Festival is "Making a Scene" October 12-14, 2018 in Downtown Fayetteville, NC, with screenings of more than 70 films by national and international filmmakers. Enjoy Q&A sessions, workshops refreshments and swag, an awards ceremony, and encore screenings of winning films.

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Bureau Generated Publicity

FACVB Social Media Outlets: Facebook



Fayetteville Area Convention and Visitors Bureau shared an event.
Published by Melody Wesley Foote (F) · August 28

Friday August 31st at 1 pm, Downtown Fayetteville's Indigo Moon Film Festival will reveal the opening for the October 12-14 film fest. Planners will also announce all 70 films for screening throughout the venue festival. In addition to films, the festival features director Q&A sessions, workshops on filmmaking, refreshments, swag, an awards ceremony, and encore screenings of winning films.
#IndigoMoonFF18



FILM REVEAL

FRI, AUG 31
IMFF 2018 Film Reveal
Rainbow Room Fayetteville NC - Fayetteville

Interested

Jenny, Jessica and 2 friends

285 People Reached 4 Engagements 5 Clicks Boost Unavailable



Fayetteville Area Convention and Visitors Bureau · October 12 at 3:20 PM

Fayetteville's Indigo Moon Film Festival opens tonight at the Cameo Art House Theatre with a screening of *Living in the Future's Past*, narrated by Jeff Bridges. Films are screened throughout the weekend at five Downtown Fayetteville venues.

Photo courtesy of Indigo Moon Film Festival.

And to think, that's just one of the events happening in Cumberland County this weekend. Full calendar of events <https://bit.ly/2EjhxAG>



INDIGO MOON FILM FESTIVAL
Living in the Future's Past
THUR, OCTOBER 12, 8PM
Opening Night Film
Cameo Art House Theatre - Fayetteville
Opening Night Reception
Support us by purchasing your ticket!

375 People Reached 6 Engagements 9 Clicks Boost Post

Carolyn Rolfs, Bobbie Culbreth and 4 others

Bureau Generated Publicity

FACVB Social Media Outlets: Twitter



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FACVB Social Media Outlets: LinkedIn



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Bureau Generated Publicity

FACVB GoFayetteville: Facebook

Go Fayetteville
Published by Jenny Bell (7) · August 31 · 🌐

Indigo Moon Film Festival just announced this year's Opening Night Film as *Living in the Future's Past*, a documentary produced and presented by Jeff Bridges.

I have to admit, they had me at Bridges! So join me for this brilliant kickoff to Indigo Moon Film Festival 2018 at Cameo Art House Theatre on Oct. 12th.
#IMFF2018 #LivingInTheFuturesPast

386 People Reached 7 Engagements 9 Clicks [Boost Post](#)

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Public Relations Recap

- 9 Calendar of Events listings secured
- 2 FACVB Facebook Social Media posts
- 1 FACVB Twitter Social Media tweets
- 1 FACVB LinkedIn Social Media posts
- 1 FACVB GoFayetteville Facebook Social Media post
- 3 Earned Publicity Blog mentions

Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	Friday	Saturday	Sunday
2018	84.0	83.1	70.8
2017	66.2	66.2	54.2
Percent Change	26.9	25.7	30.6

Summary

CALCULATIONS

The FACVB used the agreed upon estimated attendance number provided by the Indigo Moon Film Festival management of **600** to come up with the 235 required surveys. Even if the actual attendance number of 400 was used, 196 surveys would have been required.

The sample size of **308** was more than the required and agreed upon 235 completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 3.90%**.

TDA

Granted **\$25,000** to be used exclusively to assist with social media, this can include public relations, advertising, print, social and other mediums determined to reach the targeted visitor market.

235 completed surveys was the agreed upon requirement, **308** were collected with at least 45 duplicates.

All Tourism Development Authority (TDA) requirements were met. *Although most of the surveys were collected when the event was not taking place. See page 4.*

Can re-apply next year?

Yes

No

ATTENDANCE

Per the organizers of the event, the actual attendance for the event was **350-400**.

7.14% (22) of the surveys stated they were overnights and came specifically for the event (**3** of them stated they were from Cumberland County)

0 participants were referred by their hotel.

77.60% (239) were from Cumberland County, including Fort Bragg.

11.04% (34) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 22 who came for the event and stayed at the hotel, listed the following hotels:

Ramada Plaza	5	Courtyard	2
Fairfield Inn	5	Embassy Suites	1
Residence Inn	3	Extended stay	1
Hampton Inn	2	No Answer	1
Holiday inn	2		

Summary

ATTENDANCE (continued)

Of those participants staying at a hotel, the overall average length of stay was 2 nights.

7.14% of the participants (22) were overnigheters and came specifically for the event – extrapolated out to 400 actual attendees this means potentially 28 people X 2 nights = 56 room nights +/- 3.90%.

Potential Revenue - **\$4,760.**

Economic Impact = 400 x 2 days x \$114 = **\$91,200.**

Official Hotel Pick Up: **12 Room Nights** as reported from hotels.

Average Daily Rate (ADR)* for the month of October was **\$85.27.**

Hotel Revenue - **\$1,023.24.**

**ADR is reported by Smith Travel Research (STR), which is used by the global hotel industry as a vital revenue management tool. The report benchmarks a hotel's performance against its competitive aggregate and local market. The STAR program tracks and delivers monthly, weekly and daily data.*

MARKETING

The top 5 resources where they heard of the event were:

1. Word of Mouth
2. Internet
3. Facebook
4. Invitation
5. Magazine

137 attendees signed up for the FACVB's E-Promotion Program.



Thank You



**Proudly Promoting the
Communities of Cumberland County**

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