

*Metrics Associated with the
2016 Greek Festival of Fayetteville
Held September 9-11, 2016*



September 13, 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. What Did They Like**
 - What is Favorite Part of the Festival?
 - What is Favorite Food?
- vi. Survey Requirements**
 - Requirements
 - Information Provided
- vii. Bottom Line**



FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

Introduction

- All data was collected by the Greek Festival staff.
- Greek Festival management estimated **16,000** attendees prior to the event.
- There were **86** completed surveys.
- Using the **16,000** attendees, the Confidence Interval for this presentation with an **86** Sample Size is **+/- 10.54%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.

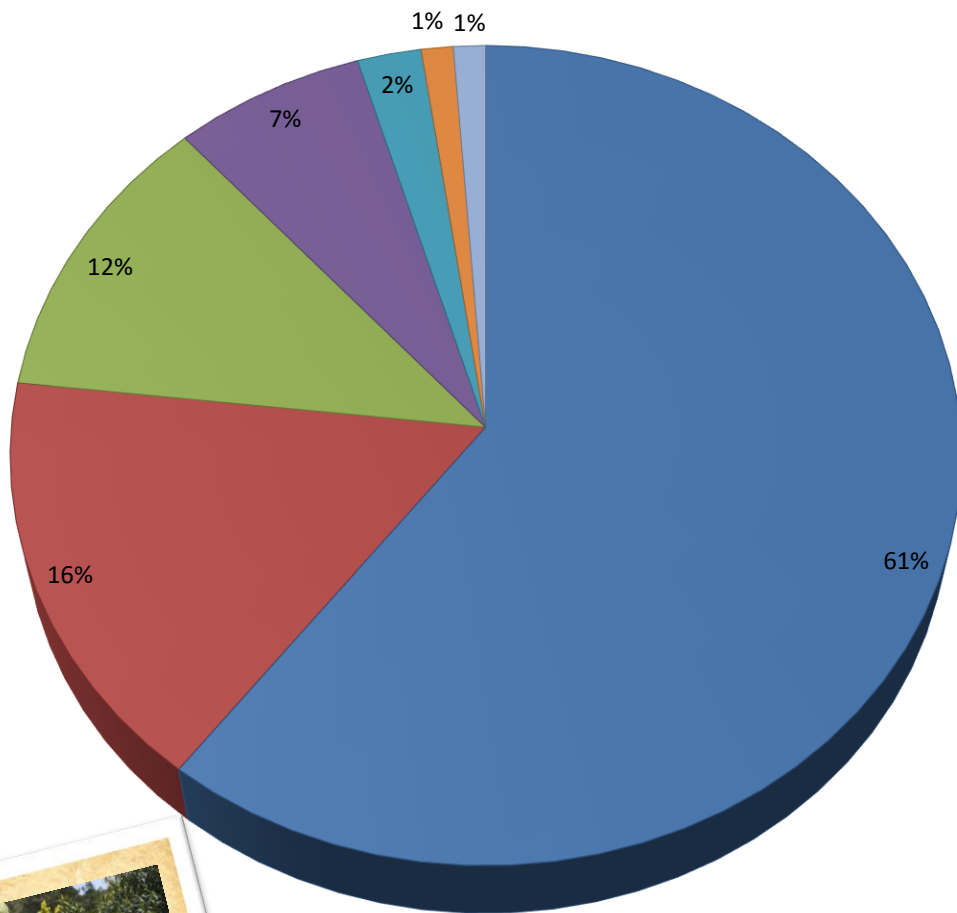


FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

They Identified Themselves as...



- 61% ■ I am a resident of Fayetteville/Cumberland County.
- 16% ■ I am from a surrounding county and drove in for the day for this event.
- 12% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 7% ■ I am in the area visiting family or friends and they brought me to this event.
- 2% ■ I am visiting the area for other purposes, but heard about the event and came.
- 1% ■ I am here for the event and staying with family or friends.
- 1% ■ I am staying at a hotel and the hotel referred me to this event.

Note: No guest identified as being here specifically for the Greek Festival and staying in a hotel.



FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

Where Were They From?

Overview

- All **86** completed surveys provided valid zip codes.
- **81** were from North Carolina and **6** were from more than 100 miles from Fayetteville.
- **0** identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	81
2. Kentucky,	1
Pennsylvania	1
Virginia	1
Utah	1
New York	1

Top 5 by County

1. Cumberland, NC	66
2. Lee, NC	3
3. Hoke, NC	3
4. New Hanover, NC	2
5. Many Tied	1

Top 5 by City

1. Fayetteville, NC	55
2. Hope Mills, NC	7
3. Sanford, NC	3
4. Raeford, NC	3
5. Fort Bragg, NC	2

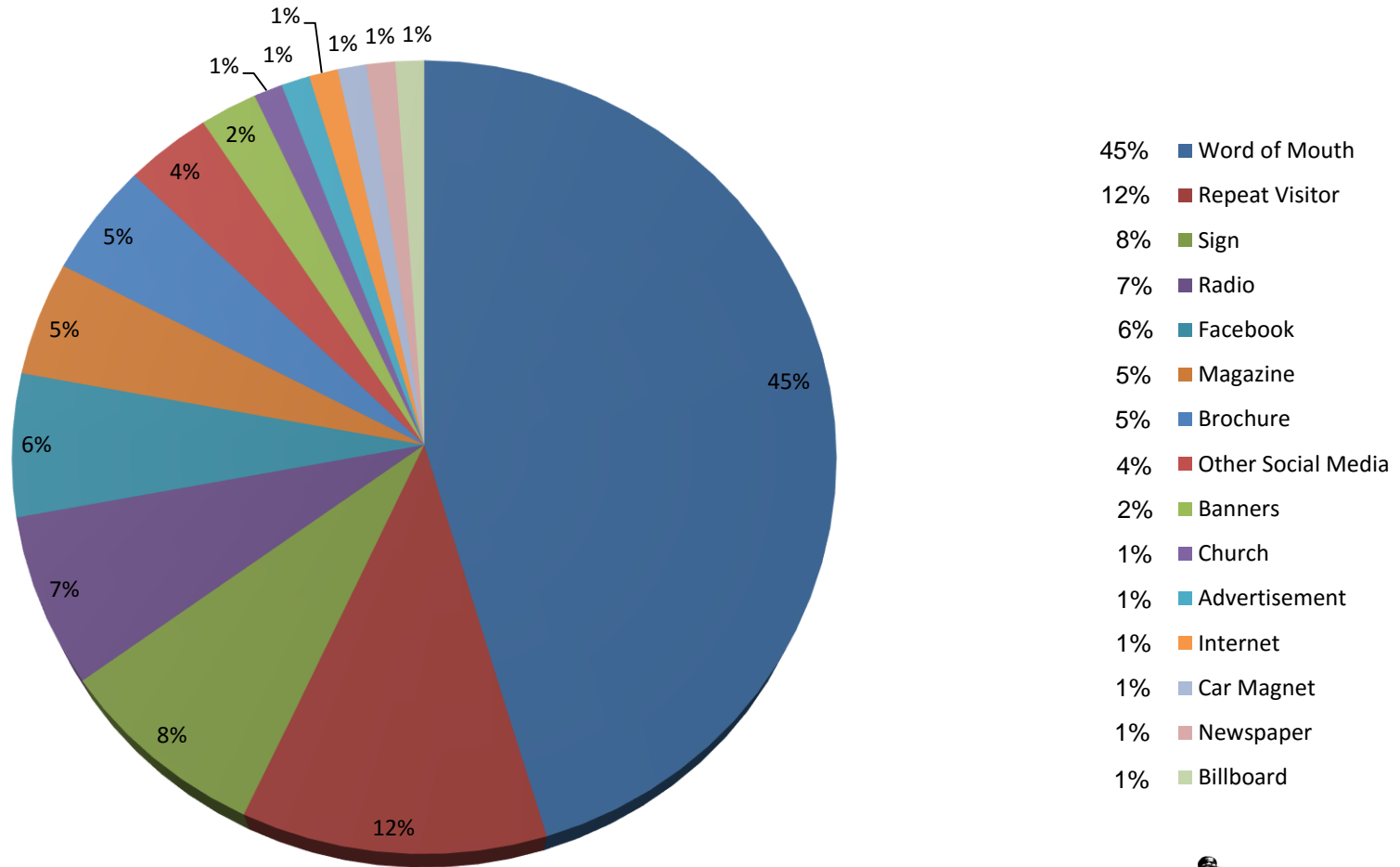


FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

How Did They Find Out About Event?

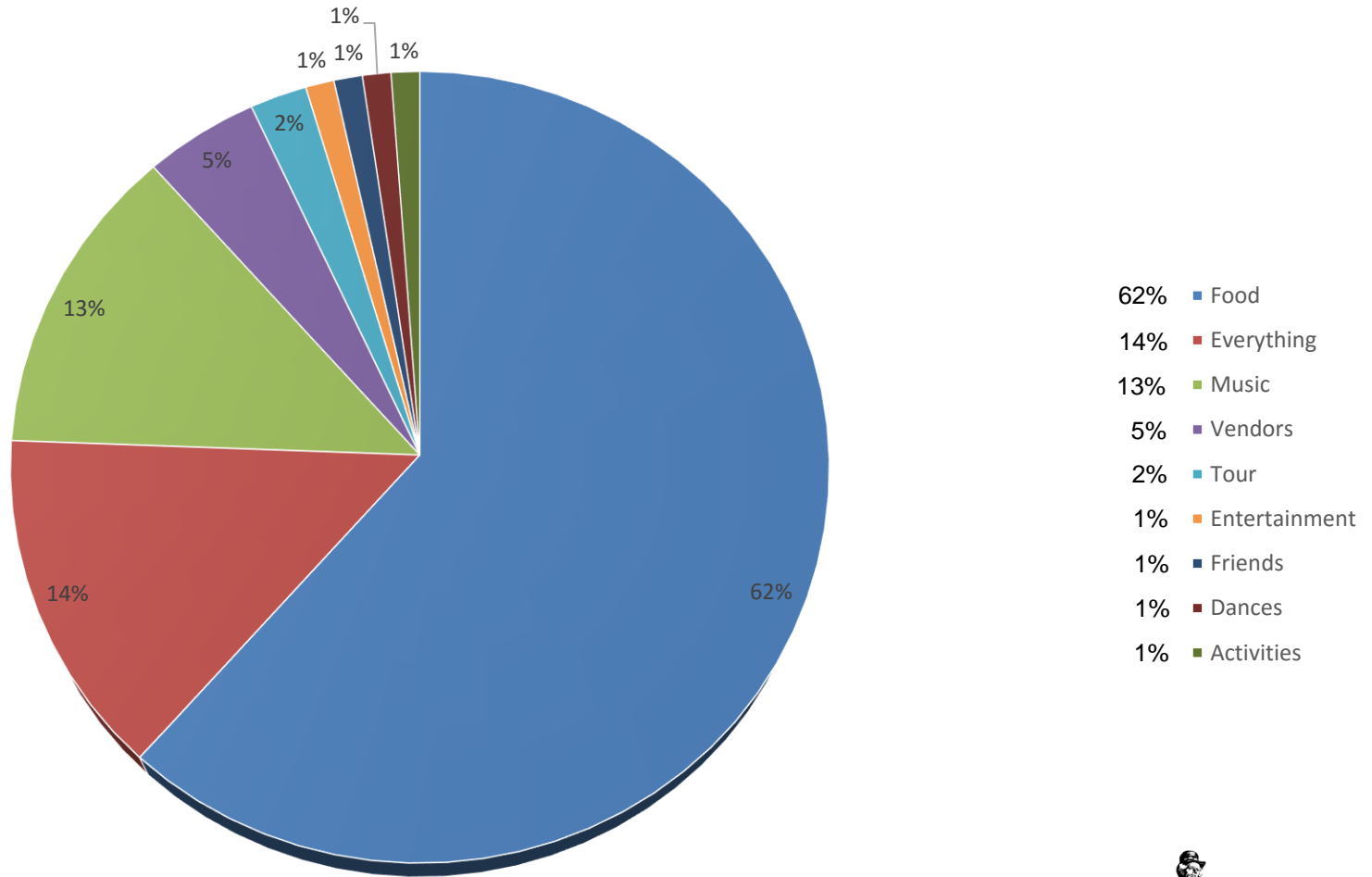


EST. 1754
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

What Is Your Favorite Part of the Festival?

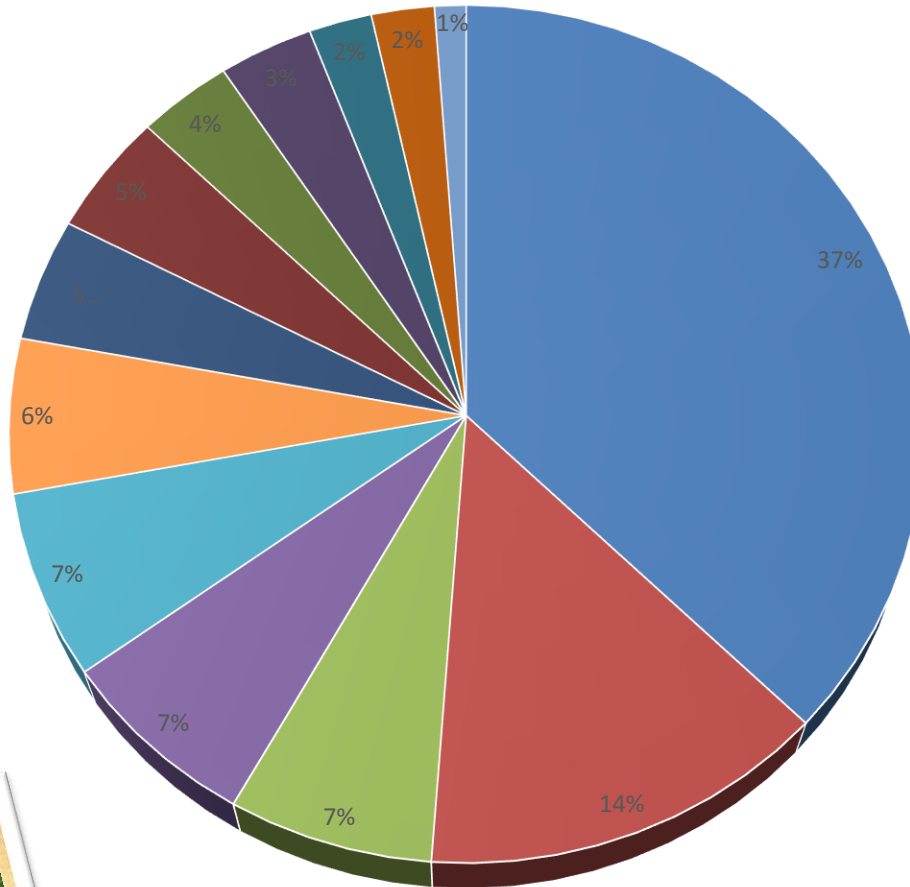


FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

What Is Your Favorite Food?



- 37% ■ Gyro
- 14% ■ Lamb Shank
- 7% ■ Pasticio (Greek Lasagna)
- 7% ■ Spanakopita
- 7% ■ Baklava
- 6% ■ Souvlaki
- 5% ■ Spinach Pastry
- 5% ■ Loukoumades
- 4% ■ Everything
- 3% ■ Chicken Lemonado
- 2% ■ Pizza
- 2% ■ Stuffed Grape Leaves
- 1% ■ Kataife



EST. 1754
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

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 Greek Festival 2016 As of: 9/13/2016 10:28:03 AM		
Questions	Answers	Results
Page: 1		View
What is the zip code where you currently reside?	86	View
How did you hear about the Greek Festival?	86	View
Chose the statement that best applies:	86	View
If you stayed at a hotel, which one?	6	View
If you do NOT live in Cumberland County, what date did you arrive?	13	View
What date will you depart?	15	View
Do you wish to be on our mailing list for future invitations?	86	View
If YES, please provide address.	12	View
What is your favorite part of the Greek Festival?	86	View
What is your favorite food at the Greek Festival?	86	View



EST. 1754

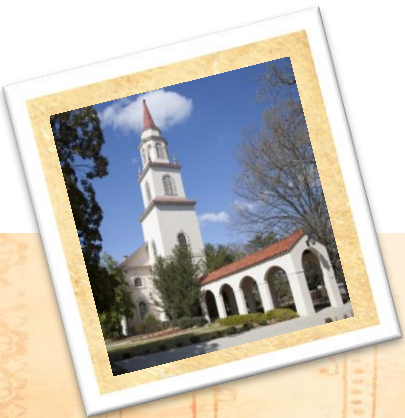
FAYETTEVILLE AREA

CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

Bottom Line

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Greek Festival of **16,000**. The sample size of **86** was less than the required and agreed upon **376** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 10.54%**.
- **16** surveys were submitted on the 1st day, **61** surveys on the 2nd day and **9** surveys on the 3rd day of the event.
- Room Nights – Because the required sample size was significantly below the TDA required amount, the FACVB was unable to accurately project room nights.
- **Nobody** was specifically here for the event that stayed in a hotel.
- **6** attendees signed up for the FACVB’s E-Promotion Program.
- List of TDA Requirements **Not Met**:
 - The required minimum of **376** completed surveys was not met.
 - The requirement to post the FACVB/TDA Logo was **not** placed on their website as agreed.
 - The requirement to post links to the microsite were **not** placed on their website as agreed.



FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC



Thank You

*Proudly promoting the Communities of Cumberland
County.*



FAYETTEVILLE AREA

**CONVENTION AND
VISITORS BUREAU**

CUMBERLAND COUNTY, NC