

*Metrics Associated with
Holly Day Fair
Held November 7-10, 2013*



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FACVB



January 7, 2014

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Where Were They From?

Overview

- **924 Visitors to the Holly Day Fair 2013 Provided Zip Code Information**
- **838 Visitors (91%) were from North Carolina**
- **4 Visitors provided an invalid zip code**
- **Visitors were from 30 different states including the District of Columbia**
- **Farthest State: Hawaii**
- **State with Most Visitors (not including North Carolina): South Carolina**



Where Were They From?

By State

State	Total
NC	838
SC	18
FL	10
VA	6
NY	5
GA	4
Invalid Zip Provided	4
TN	4
OH	3
NJ	3
ME	3
WV	2
ID	2
PA	2
AL	2
IL	2

State	Total
DC	2
KS	1
UT	1
MI	1
MS	1
CO	1
LA	1
HI	1
MD	1
TX	1
DE	1
MN	1
AZ	1
CT	1
NE	1

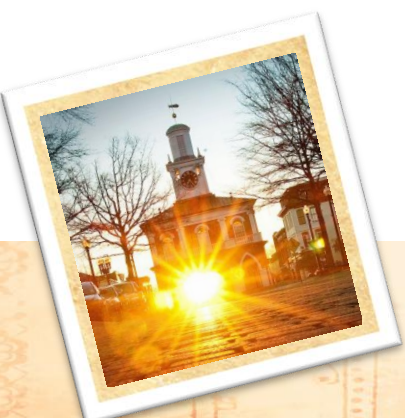


Where Were They From?

By County (NC Only)

County	Total
CUMBERLAND	459
ROBESON	74
MOORE	41
COLUMBUS	30
SAMPSON	25
WAKE	25
WAYNE	20
HARNETT	19
RICHMOND	18
LEE	16
MECKLENBURG	14
JOHNSTON	12
BLADEN	9
NEW HANOVER	8
HOKE	8
DUPLIN	7
MACON	7
PERSON	6
GUILFORD	5
BRUNSWICK	4

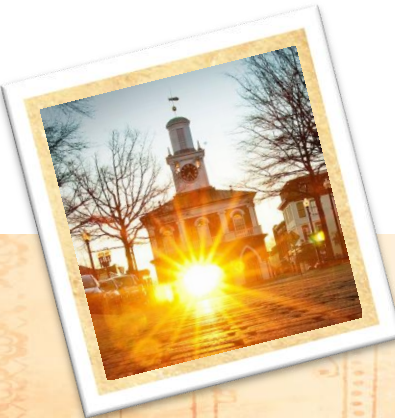
County	Total
ONSLOW	3
LENOIR	3
EDGECOMBE	3
MCDOWELL	3
NASH	2
CRAVEN	2
CHOWAN	2
CARTERET	1
BUNCOMBE	1
ALAMANCE	1
HERTFORD	1
FORSYTH	1
ORANGE	1
ROCKINGHAM	1
PASQUOTANK	1
SCOTLAND	1
PENDER	1
DURHAM	1
HALIFAX	1
BEAUFORT	1



Where Were They From?

By City

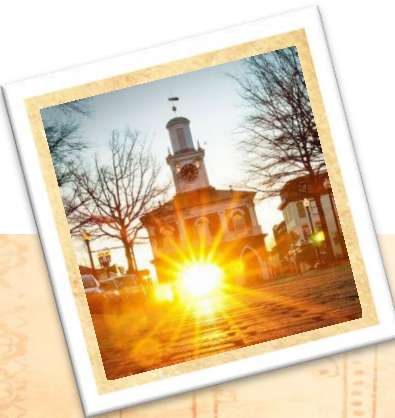
City	State	Total	City	State	Total	City	State	Total
FAYETTEVILLE	NC	373	VASS	NC	6	MONROE TOWNSHIP	NJ	2
HOPE MILLS	NC	64	FAISON	NC	6	REX	NC	2
PEMBROKE	NC	21	ROXBORO	NC	6	MOUNT OLIVE	NC	2
LUMBER BRIDGE	NC	20	PARKTON	NC	6	CERRO GORDO	NC	2
CARTHAGE	NC	20	STEDMAN	NC	5	WASHINGTON	DC	2
CLARENDON	NC	16	NORTH MYRTLE BEACH	SC	5	WATERVILLE	ME	2
CHARLOTTE	NC	12	SPRING LAKE	NC	5	HUNTERSVILLE	NC	2
ORRUM	NC	11	CAMERON	NC	5	ELIZABETHTOWN	NC	2
DUNN	NC	10	BUNNLEVEL	NC	5	DUBLIN	NC	2
AUTRYVILLE	NC	10	DARLINGTON	SC	4	QUINCY	FL	2
HOFFMAN	NC	9	BENSON	NC	4	WADE	NC	2
RALEIGH	NC	9	GREENSBORO	NC	4	CLAYTON	NC	2
ROSEBORO	NC	9	FORT BRAGG	NC	4	KINSTON	NC	2
GOLDSBORO	NC	9	LINDEN	NC	4	GODWIN	NC	2
RAEFORD	NC	8	CLINTON	NC	3	ORLANDO	FL	2
SOUTHERN PINES	NC	8	RED SPRINGS	NC	3	NASHVILLE	TN	1
SANFORD	NC	8	WAKE FOREST	NC	3		NC	1
WILMINGTON	NC	8	FUQUAY VARINA	NC	3	SENECA	SC	1
BROADWAY	NC	8	ROCKY MOUNT	NC	3		PA	1
DUDLEY	NC	8	JACKSONVILLE	NC	3	SPRING HILL	TN	1
ELLERBE	NC	7	DAYTONA BEACH	FL	3	EDENTON	NC	1
TABOR CITY	NC	7	LUMBERTON	NC	3	CHADBOURN	NC	1
FRANKLIN	NC	7	CHESAPEAKE	VA	3	JAMAICA	NY	1
GARNER	NC	6	NEBO	NC	3	GORHAM	ME	1
FAIRMONT	NC	6	COATS	NC	2	ANSONIA	CT	1
			FLORENCE	SC	2			
			DELCO	NC	2			
			LELAND	NC	2			
			CARY	NC	2			
			FOUR OAKS	NC	2			
			SMITHFIELD	NC	2			
			MARSTON	NC	2			
			TAR HEEL	NC	2			



Where Were They From?

By City (Continued)

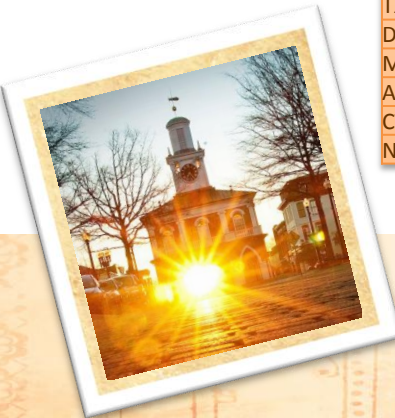
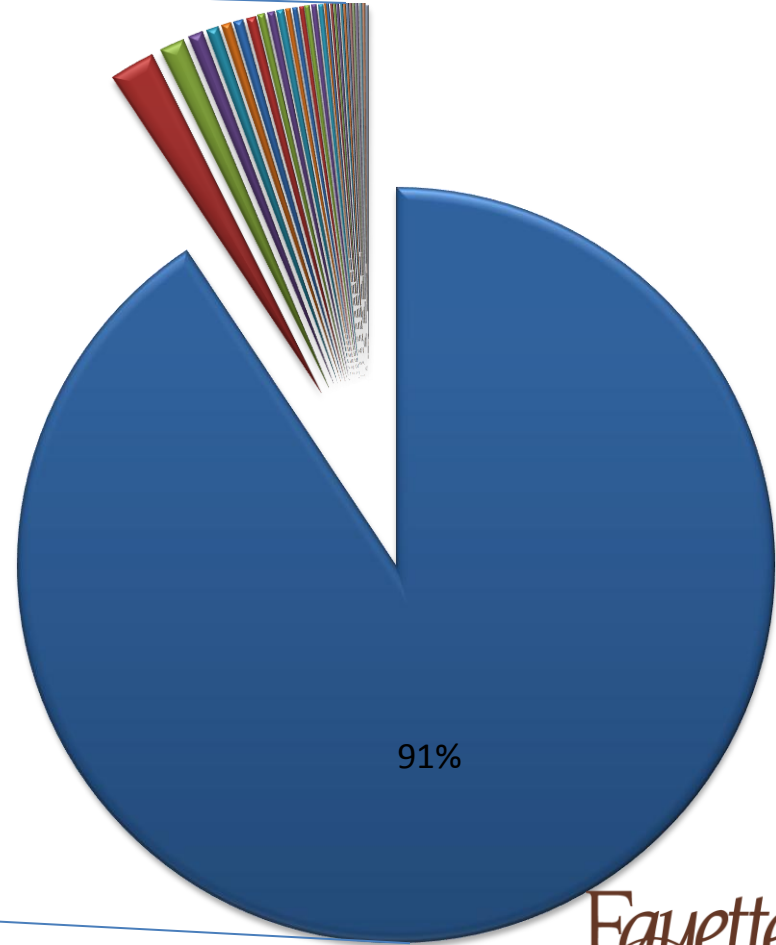
City	State	Total	MAXTON	NC	1	NEWTON GROVE	NC	1
ELKRIDGE	MD	1	SYRACUSE	UT	1	SUPPLY	NC	1
LA GRANGE	NC	1	MIDDLETOWN	DE	1	CHATTANOOGA	TN	1
WHITEVILLE	NC	1	THOMPSONVILLE	MI	1	HIGH POINT	NC	1
LAKE VIEW	SC	1	CALDWELL	ID	1	OIL CITY	PA	1
ROBBINS	NC	1	VIRGINIA	MN	1	TARBORO	NC	1
LAURINBURG	NC	1	MOREHEAD CITY	NC	1	OLATHE	KS	1
BLOUNTSVILLE	AL	1	ASHEVILLE	NC	1	TUCSON	AZ	1
BURLINGTON	NC	1	MOSCOW	ID	1	OLIVE BRANCH	MS	1
SUMTER	SC	1	WEST PALM BEACH	FL	1	BLADENBORO	NC	1
LILLINGTON	NC	1	MOUNT HOLLY	NJ	1	OMAHA	NE	1
TYNER	NC	1	WILLIAMSBURG	VA	1	HONOLULU	HI	1
ZEBULON	NC	1	MOUNT HOPE	WV	1	EASTPOINT	FL	1
WEST END	NC	1	WOODBINE	GA	1	WARREN	OH	1
ANGIER	NC	1	MOUNT JULIET	TN	1	CAMBRIA HEIGHTS	NY	1
DUMFRIES	VA	1	GARLAND	NC	1	CHAPEL HILL	NC	1
APPLING	GA	1	FORT MORGAN	CO	1	PALATINE	IL	1
BATON ROUGE	LA	1	RITTMAN	OH	1	WEST ISLIP	NY	1
BURLINGTON FLATS	NY	1	MULLINS	SC	1	CIRCLEVILLE	OH	1
ROSE HILL	NC	1	ELIZABETH CITY	NC	1	WHITE OAK	NC	1
MADISON	NC	1	MURFREESBORO	NC	1	PATRICK	SC	1
COLLIERS	WV	1	BELHAVEN	NC	1	WILLARD	NC	1
MANCHESTER	GA	1	MYRTLE BEACH	SC	1	BIRMINGHAM	AL	1
HARLINGEN	TX	1	SAINT PAULS	NC	1	WILLOW SPRING	NC	1
DURHAM	NC	1	NAKINA	NC	1	PRINCETON	NC	1
HAVELOCK	NC	1	SELMA	NC	1	WINSTON SALEM	NC	1
			DUNKIRK	NY	1	FREMONT	NC	1
			SHALLOTTE	NC	1	EVANS	GA	1
			FORT WALTON BEACH	FL	1	CLARKTON	NC	1
			BISHOPVILLE	SC	1	LITTLETON	NC	1
			NEW BERN	NC	1			
			HARRELLS	NC	1			
			NEWPORT NEWS	VA	1			
			STERLING	IL	1			



TDA Survey Results

Results by State (%)

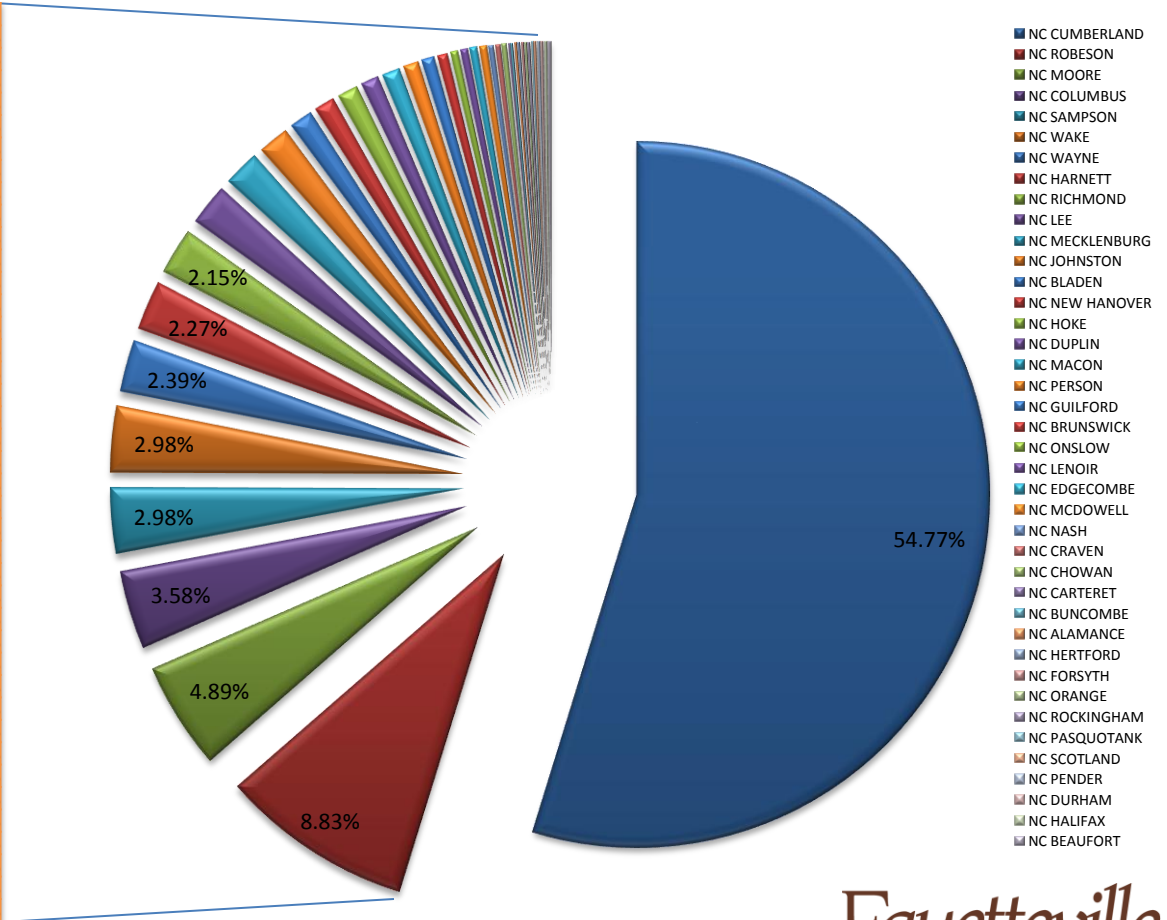
State	Total
NC	90.69%
SC	1.95%
FL	1.08%
VA	0.65%
NY	0.54%
GA	0.43%
Invalid Zip Provided	0.43%
TN	0.43%
OH	0.32%
NJ	0.32%
ME	0.32%
WV	0.22%
ID	0.22%
PA	0.22%
AL	0.22%
IL	0.22%
DC	0.22%
KS	0.11%
UT	0.11%
MI	0.11%
MS	0.11%
CO	0.11%
LA	0.11%
HI	0.11%
MD	0.11%
TX	0.11%
DE	0.11%
MN	0.11%
AZ	0.11%
CT	0.11%
NE	0.11%



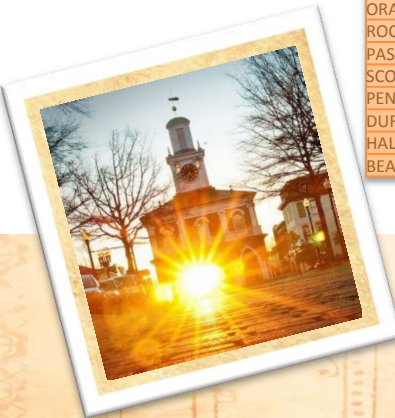
TDA Survey Results

Results by North Carolina Counties (%)

County	Total
CUMBERLAND	54.77%
ROBESON	8.83%
MOORE	4.89%
COLUMBUS	3.58%
SAMPSON	2.98%
WAKE	2.98%
WAYNE	2.39%
HARNETT	2.27%
RICHMOND	2.15%
LEE	1.91%
MECKLENBURG	1.67%
JOHNSTON	1.43%
BLADEN	1.07%
NEW HANOVER	0.95%
HOKE	0.95%
DUPLIN	0.84%
MACON	0.84%
PERSON	0.72%
GUILFORD	0.60%
BRUNSWICK	0.48%
ONSLOW	0.36%
LENOIR	0.36%
EDGECOMBE	0.36%
MCDOWELL	0.36%
NASH	0.24%
CRAVEN	0.24%
CHOWAN	0.24%
CARTERET	0.12%
BUNCOMBE	0.12%
ALAMANCE	0.12%
HERTFORD	0.12%
FORSYTH	0.12%
ORANGE	0.12%
ROCKINGHAM	0.12%
PASQUOTANK	0.12%
SCOTLAND	0.12%
PENDER	0.12%
DURHAM	0.12%
HALIFAX	0.12%
BEAUFORT	0.12%

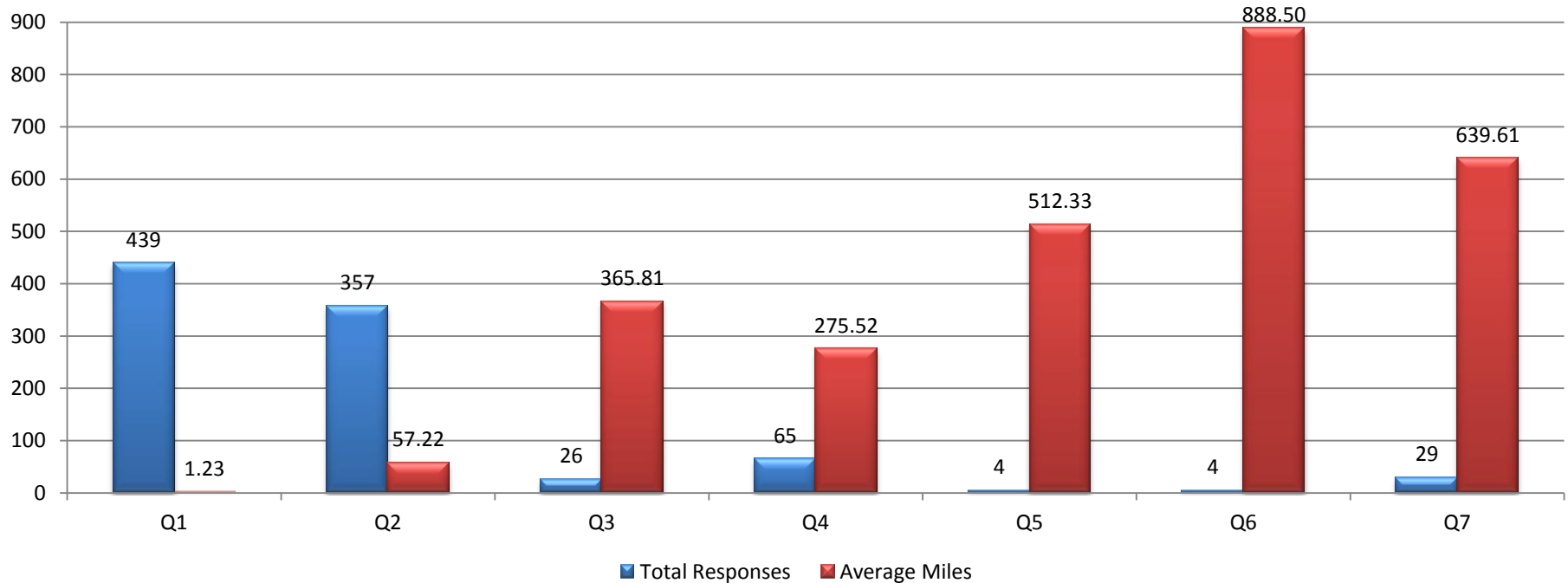


- NC CUMBERLAND
- NC ROBESON
- NC MOORE
- NC COLUMBUS
- NC SAMPSON
- NC WAKE
- NC WAYNE
- NC HARNETT
- NC RICHMOND
- NC LEE
- NC MECKLENBURG
- NC JOHNSTON
- NC BLADEN
- NC NEW HANOVER
- NC HOKE
- NC DUPLIN
- NC MACON
- NC PERSON
- NC GUILFORD
- NC BRUNSWICK
- NC ONSLOW
- NC LENOIR
- NC EDGECOMBE
- NC MCDOWELL
- NC NASH
- NC CRAVEN
- NC CHOWAN
- NC CARTERET
- NC BUNCOMBE
- NC ALAMANCE
- NC HERTFORD
- NC FORSYTH
- NC ORANGE
- NC ROCKINGHAM
- NC PASQUOTANK
- NC SCOTLAND
- NC DURHAM
- NC HALIFAX
- NC BEAUFORT



TDA Survey Results

By Statement for Total Respondents and Average Miles Traveled



Q1: From Fayetteville, Cumberland County or stationed at Fort Bragg.

Q2: From a surrounding County and drove in for the day to attend.

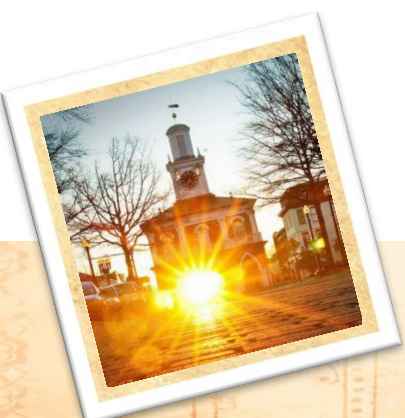
Q3: Visiting for other purposes, but heard of this event and came.

Q4: This event drew me to Fayetteville and I am staying overnight

Q5: Staying at a hotel and they referred me.

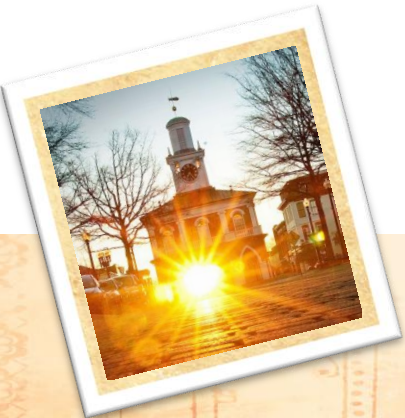
Q6: Came to Fayetteville for this event and am staying with family & friends.

Q7: Was in the area visiting family & friends and they encouraged me to attend or brought me to this event.



Thank You

Proudly promoting the Fort Bragg Communities of Cumberland County.



Fayetteville
North Carolina
AREA CONVENTION
& VISITORS BUREAU
HISTORY, HEROES,
A HOMETOWN FEELING!