

Metrics Associated with Holly Day Fair

Held November 6-9, 2014



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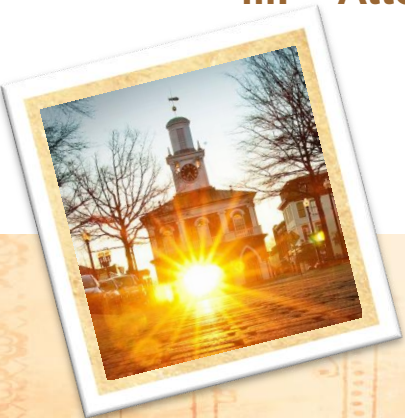
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Where Were They From?

Overview

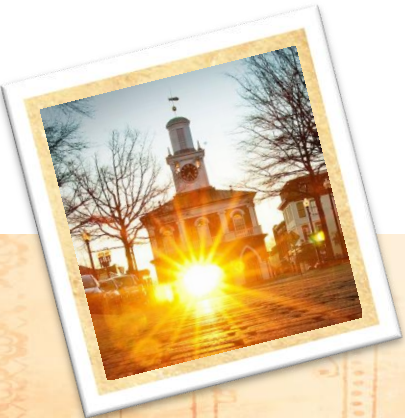
- **197 Visitors to the Holly Day Fair 2014 Provided Zip Code Information**
- **172 Visitors (93%) were from North Carolina**
- **13 Visitors did not provide a valid zip code**
- **Visitors were from 5 different states**
- **Farthest State: Illinois**
- **State with Most Visitors (not including North Carolina): South Carolina**



Where Were They From?

By State

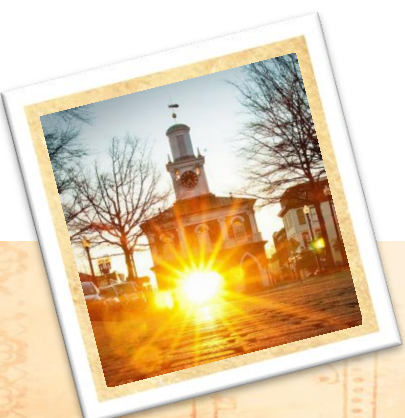
| State | Total |
|-------------|-------|
| NC | 172 |
| No Answer | 13 |
| SC | 9 |
| IL | 1 |
| CT | 1 |
| MD | 1 |
| Grand Total | 197 |



Where Were They From?

By County (NC Only)

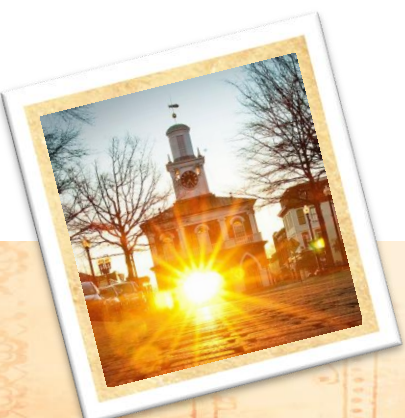
| County | Total |
|-----------------|------------|
| CUMBERLAND | 105 |
| ROBESON | 14 |
| BLADEN | 9 |
| SAMPSON | 6 |
| HOKE | 6 |
| LEE | 5 |
| HARNETT | 4 |
| JOHNSTON | 4 |
| SCOTLAND | 3 |
| MOORE | 3 |
| WAKE | 3 |
| NEW HANOVER | 3 |
| COLUMBUS | 3 |
| CRAVEN | 2 |
| WILSON | 1 |
| ORANGE | 1 |
| NC Total | 172 |



Where Were They From?

By City

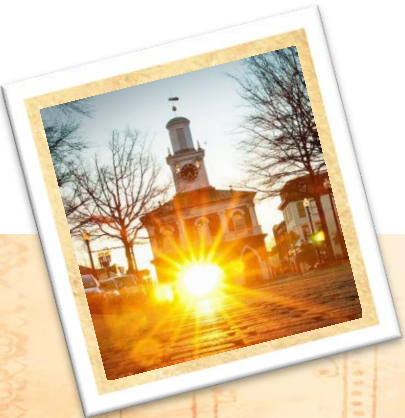
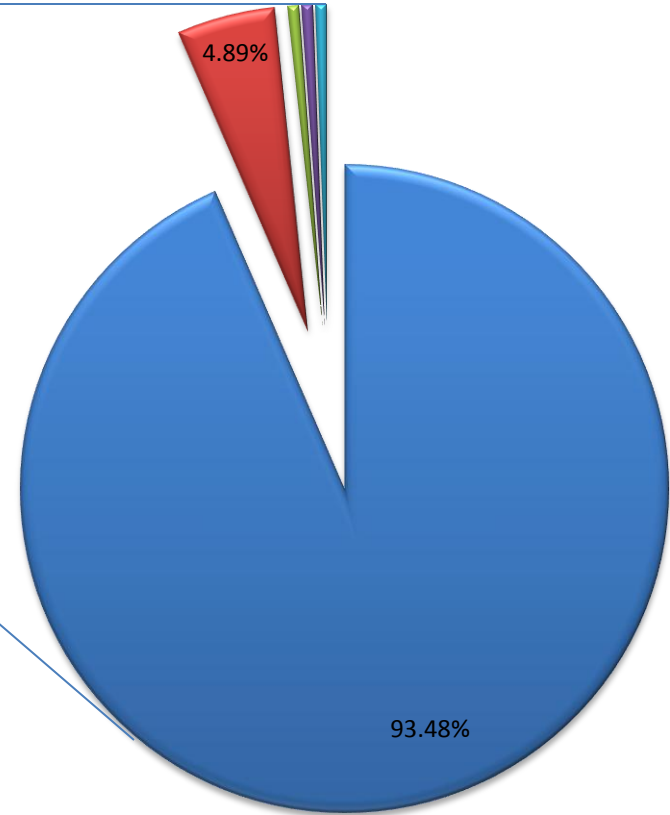
| City | State | Total | City | State | Total | City | State | Total |
|---------------|-----------|-------|--------------------|-------|-------|--------------|--------------|--------------|
| FAYETTEVILLE | NC | 77 | HAVELOCK | NC | 2 | O FALLON | IL | 1 |
| HOPE MILLS | NC | 19 | DUNN | NC | 2 | GARNER | NC | 1 |
| No Answer | No Answer | 13 | CLAYTON | NC | 2 | GREENWOOD | SC | 1 |
| LUMBERTON | NC | 7 | STEDMAN | NC | 2 | LUCAMA | NC | 1 |
| RAEFORD | NC | 6 | LINDEN | NC | 2 | PRINCETON | NC | 1 |
| SANFORD | NC | 5 | AUTRYVILLE | NC | 2 | WENDELL | NC | 1 |
| WHITEVILLE | NC | 3 | DILLON | SC | 2 | CHAPEL HILL | NC | 1 |
| CLARKTON | NC | 3 | NORTH MYRTLE BEACH | SC | 2 | FLORENCE | SC | 1 |
| SPRING LAKE | NC | 3 | SUMTER | SC | 1 | RED SPRINGS | NC | 1 |
| CLINTON | NC | 3 | DANIELSON | CT | 1 | ANGIER | NC | 1 |
| WILMINGTON | NC | 3 | FAIRMONT | NC | 1 | SUMMERSVILLE | SC | 1 |
| LAURINBURG | NC | 3 | ROWLAND | NC | 1 | MAXTON | NC | 1 |
| CAMERON | NC | 3 | APEX | NC | 1 | NEWTON GROVE | NC | 1 |
| SAINT PAULS | NC | 2 | LILLINGTON | NC | 1 | | State | Total |
| TAR HEEL | NC | 2 | CHARLESTON | SC | 1 | | | |
| ELIZABETHTOWN | NC | 2 | BENSON | NC | 1 | | | |
| FORT BRAGG | NC | 2 | FREDERICK | MD | 1 | | | |
| BLADENBORO | NC | 2 | LUMBER BRIDGE | NC | 1 | | | |



TDA Survey Results

Results by State (%)

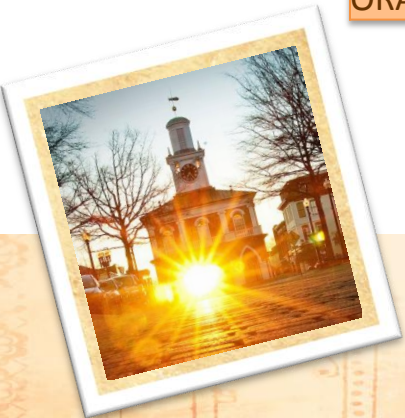
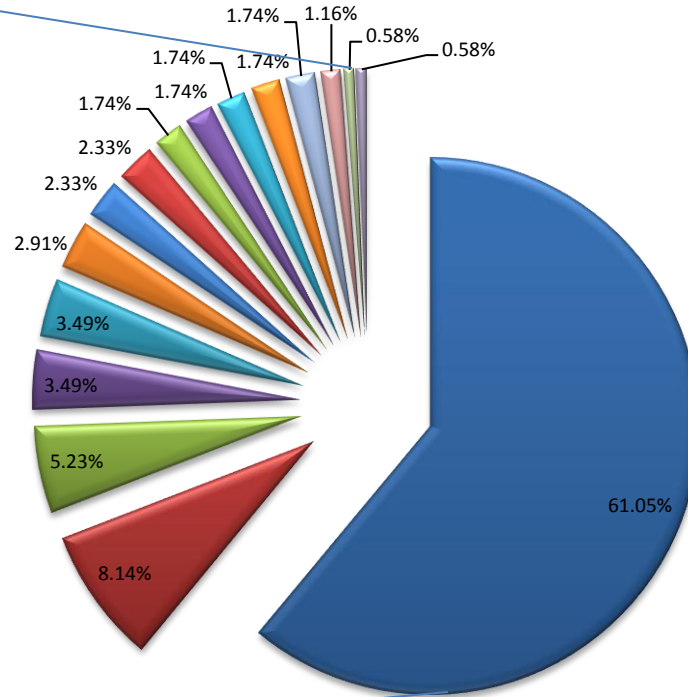
| State | Total |
|-------|--------|
| NC | 93.48% |
| SC | 4.89% |
| CT | 0.54% |
| IL | 0.54% |
| MD | 0.54% |



TDA Survey Results

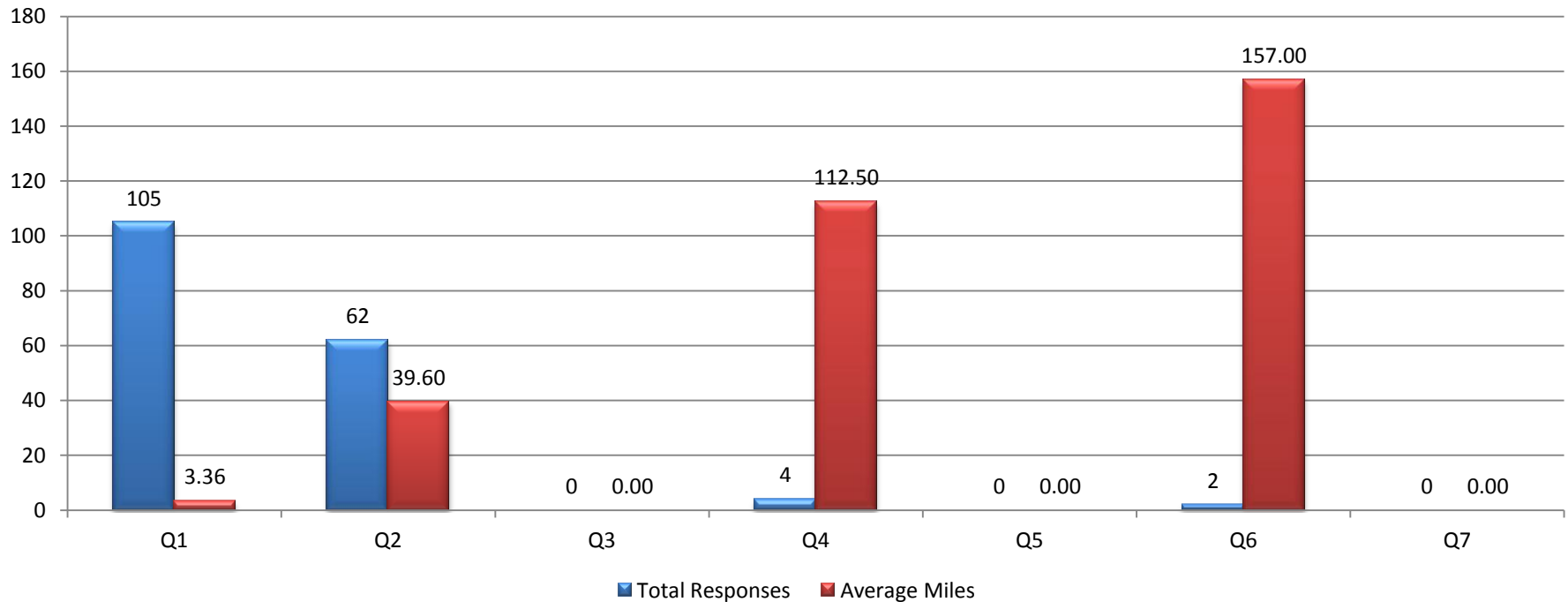
Results by North Carolina Counties (%)

| County | Total |
|-------------|--------|
| CUMBERLAND | 61.05% |
| ROBESON | 8.14% |
| BLADEN | 5.23% |
| SAMPSON | 3.49% |
| HOKE | 3.49% |
| LEE | 2.91% |
| HARNETT | 2.33% |
| JOHNSTON | 2.33% |
| SCOTLAND | 1.74% |
| MOORE | 1.74% |
| WAKE | 1.74% |
| NEW HANOVER | 1.74% |
| COLUMBUS | 1.74% |
| CRAVEN | 1.16% |
| WILSON | 0.58% |
| ORANGE | 0.58% |



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.

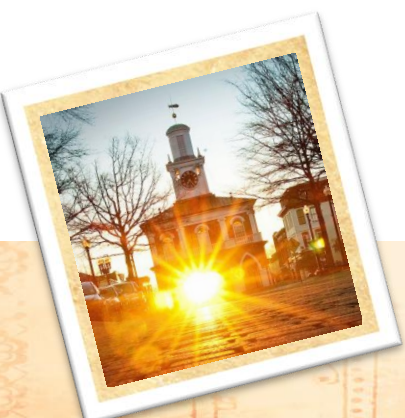
Q3: Visiting for other purposes, but heard of this event and came.

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

Q5: Staying at a hotel and they referred me.

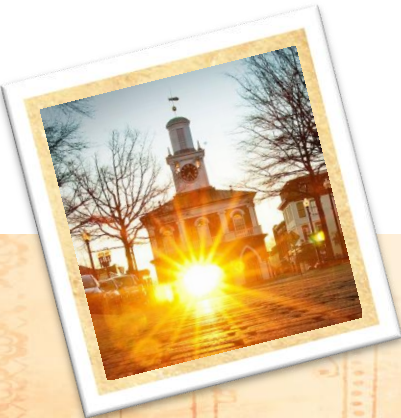
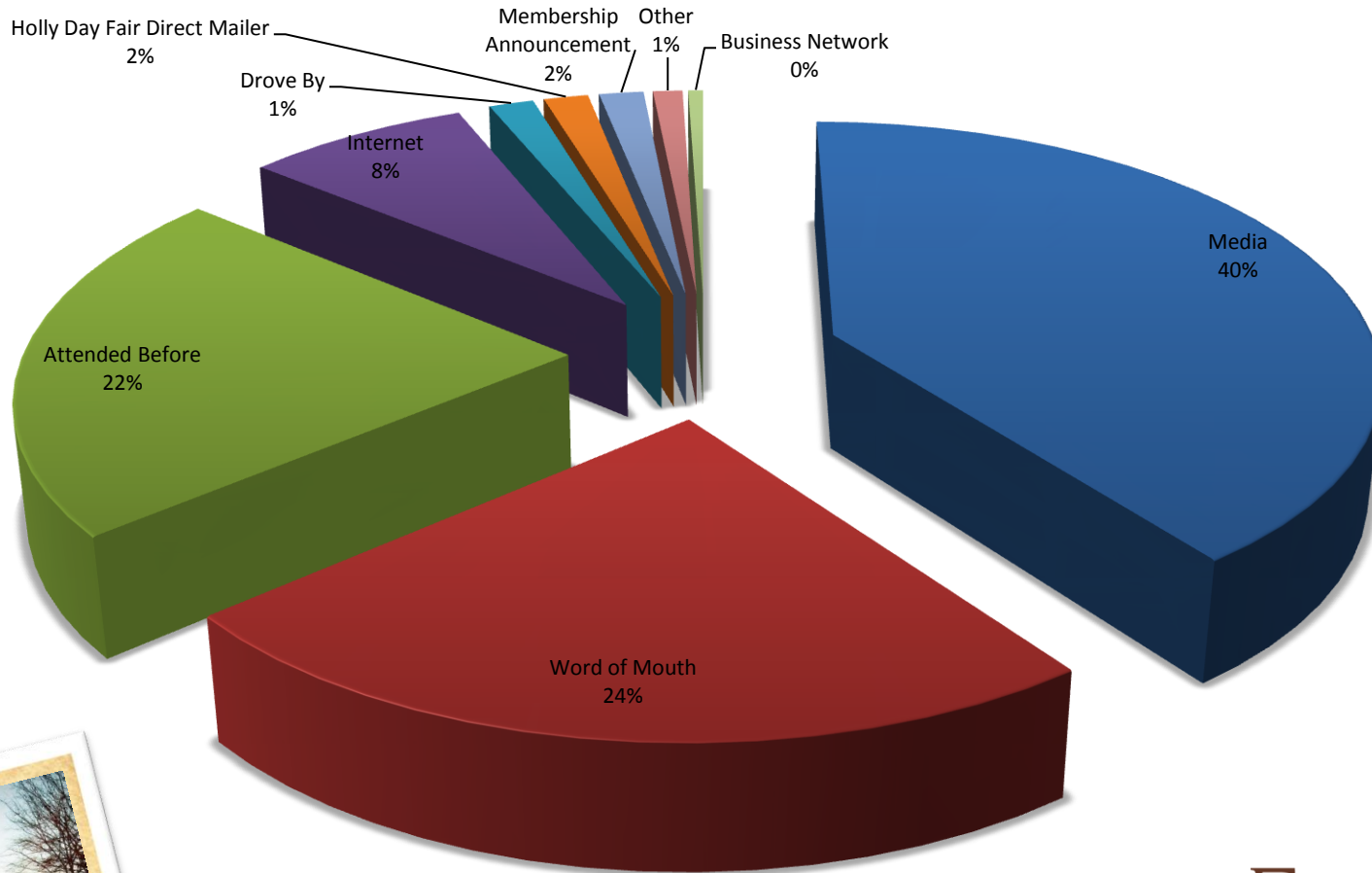
Q6: Came to Fayetteville for this event and am staying with family & friends.

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



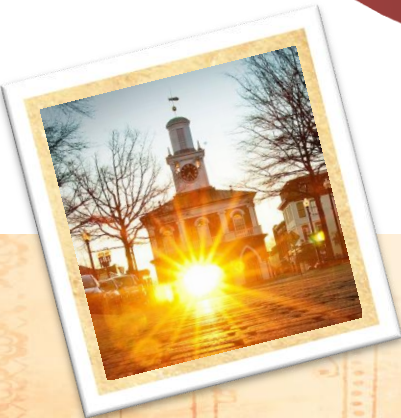
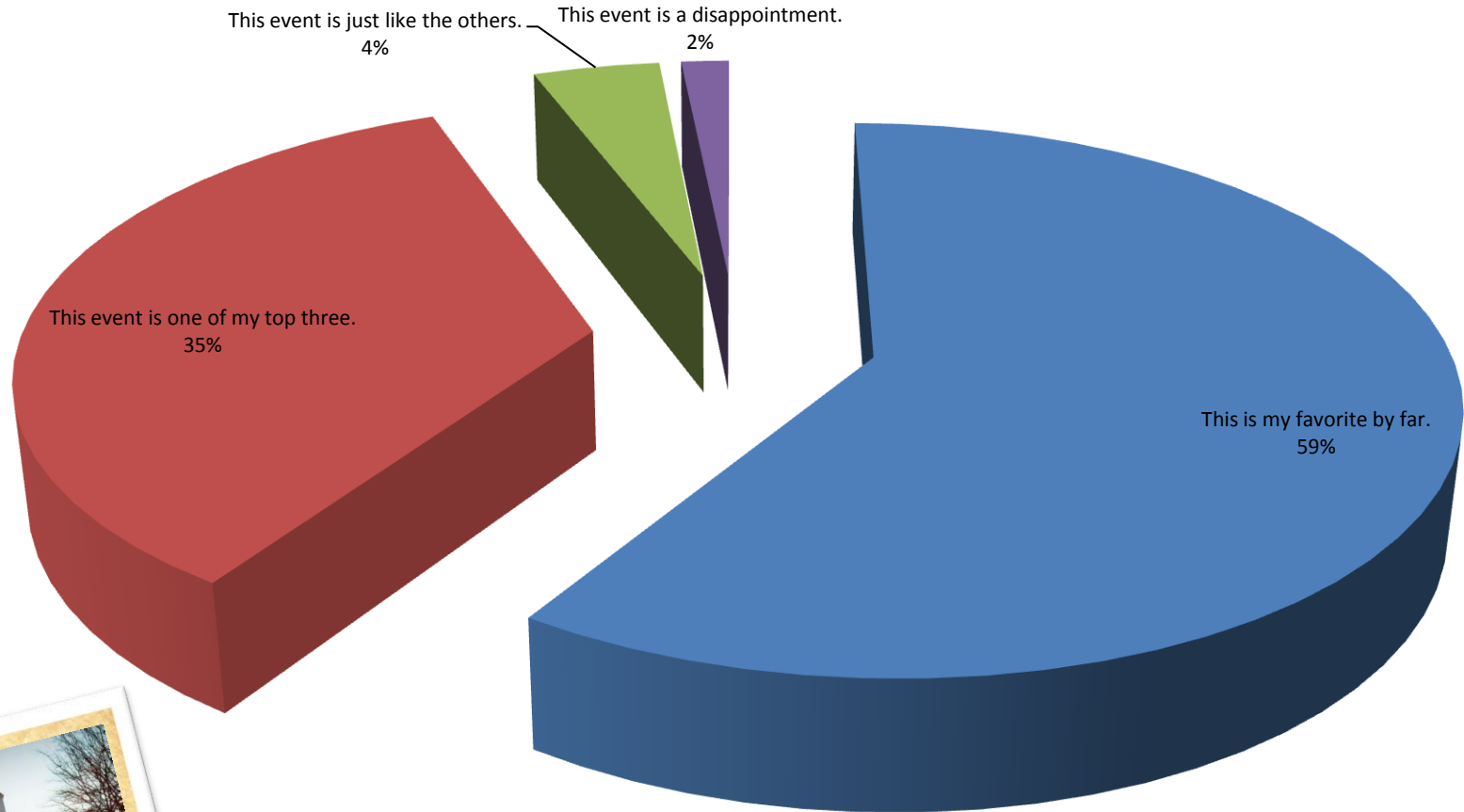
Bonus Information

Where did you hear about the event?



Bonus Information

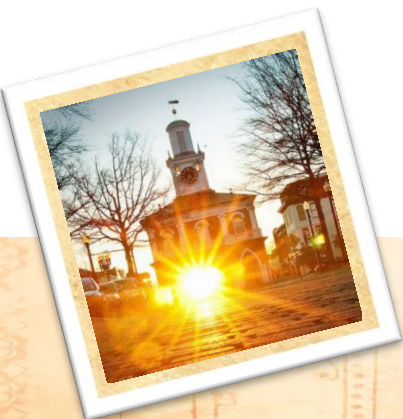
How does this event compare with other events you have attended?



Bonus Information

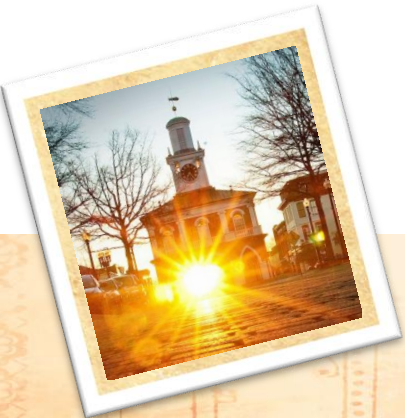
Comments

- 14 dollars to entry is a lot
- As exciting and wonderful as always!
- Been coming for 2001
- Come every year
- Coming back Saturday, bringing 3 friends Who have never been.
- Crowded!
- Crowded. No dewy cakes on sat
- Different, more "cozy" and southern
- Everyone was very friendly. I even overheard the president of the league introducing herself to a vendor and thanking him for coming to the show. I thought that was a very nice touch.
- Family Tradition!
- Great
- Great fun love all the clothes this year
- Great selection of vendor
- Great show! Traveled miles to be here! I loved eating in Downtown Fayetteville; Blue Moon was the best!
- Greg's Iron was my favorite vendor this year...unique items, great prices.
- I always love the Holly Day Fair. But I keep waiting for that vendor that's going to knock my socks off! haha.... I would like to see more children's clothing....not so much baby. Bigger sizes, like 6-8. Looking forward to next year already!
- I have liked most of them and this one is great also.
- I look forward to it every year
- I really enjoyed the selection of vendors at this year's Holly Day Fair. I was able to purchase a couple of Christmas gifts as well as things for myself.
- I usually go to the Shopping Spree in Raleigh and also the Holly Day Fair every year. This year at the HDF, it didn't seem like there were as many vendors. I was very sad that they CD man wasn't there. I always buy a new Christmas CD every year.
- I wish there was a bigger venue for this. The aisles are just too small and crowded.
- I would love to have a weekend pass option. I generally go on opening super shopper and maybe Sunday afternoon, and have to purchase another ticket to get in. I would maybe go a third time if I didn't have to buy yet another ticket!
- Love it!!
- Love it!,
- N/A
- NEVER IS THE HOLLY DAY FAIR A DISAPPOINTMENT,,EACH YEAR THE VENDORS ARE A LITTLE DIFFERENT,,THAT IS WHAT MAKES IT GREAT,,
- New to area and vend. Would have been nice to know about this ahead of time.
- price to get in too high
- The HDF Chair rocks!!!
- The Holly Day Fair is a "must go to" every year for me! I love it and enjoy going! I always go at least once or twice every year!
- This was my first time attending as a super shopper and the fact that the power went out multiple times, the vendors did not have the wifi password, and if I would like to go back to the Holly Day Fair I'd have to purchase another ticket.
- We come here every year. It's awesome!
- We don't know yet! We will be coming in tomorrow, but I have heard wonderful things about your event.
- We drove up to shop at the show having read about it in one of our local magazines in Charleston. We were not disappointed! Thank you for putting this show on. The wine and the booths were great. Everything was so nice!
- We enjoy it every year
- Wonderful vendors!
- Would not miss it!



Thank You

Proudly promoting the Fort Bragg Communities of Cumberland County.



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