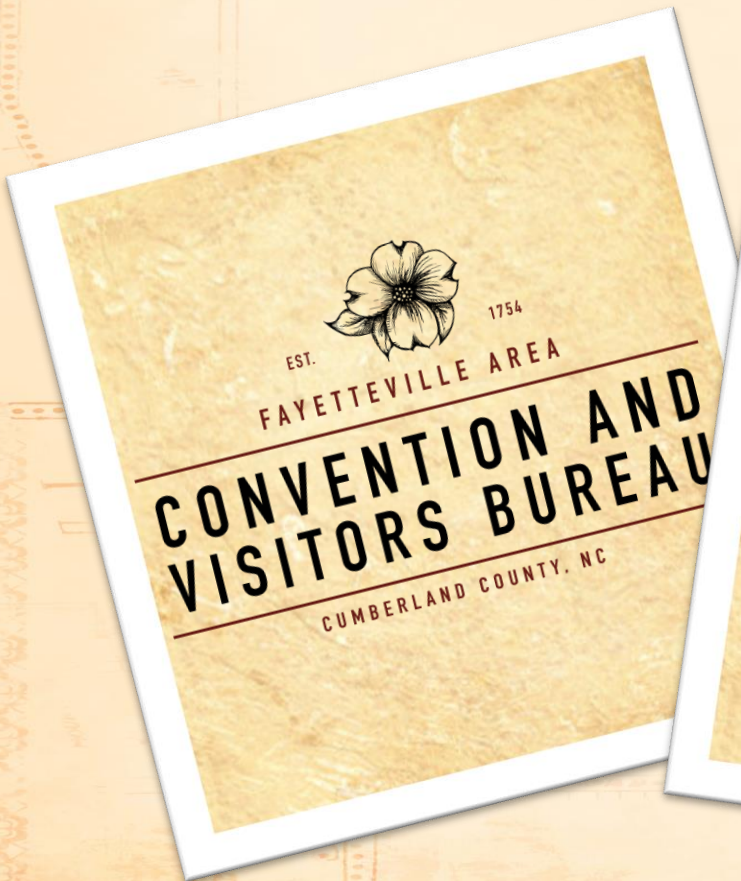


Metrics Associated with the *Holly Day Fair 2016*

Held November 3-6, 2016



November 7, 2016



John Meroski

Chief Executive Officer
FACVB

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Introduction

- All data was collected by the Holly Day Fair staff.
- Holly Day Fair management estimated **20,000** attendees prior to the event.
- There were **305** completed surveys.
- Using the **20,000** attendees, the Confidence Interval for this presentation with an **305** Sample Size is **+/- 5.57%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5% or better.

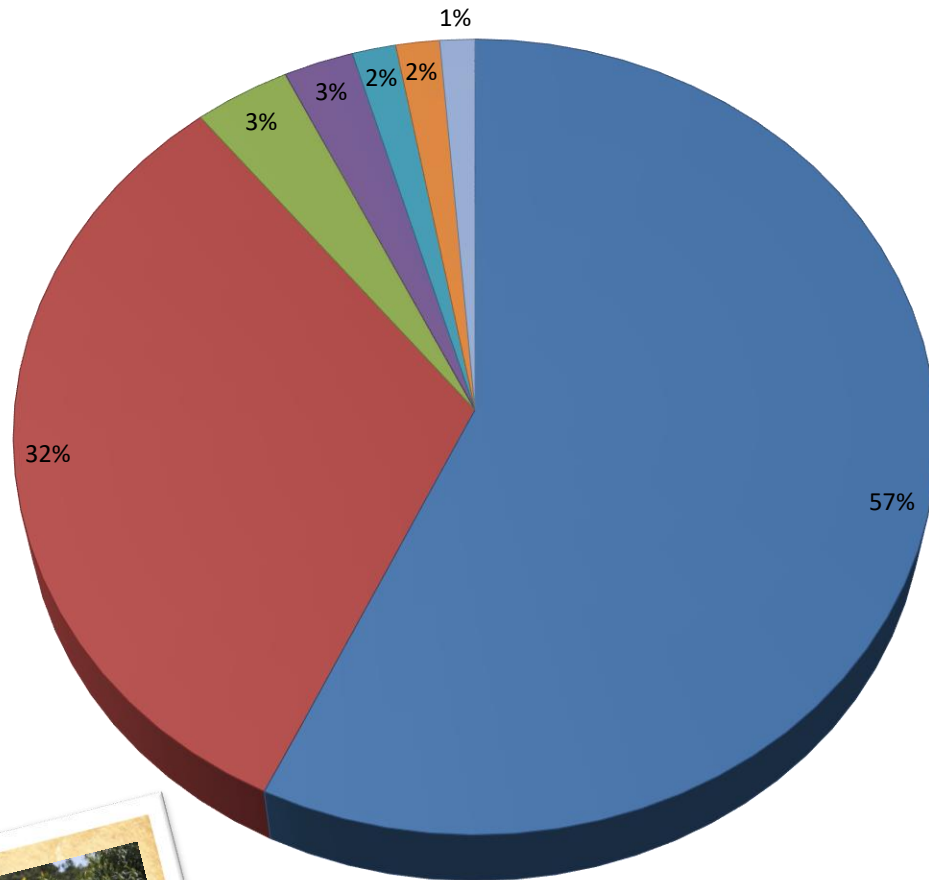


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They Identified Themselves as...



- 57% ■ I am a resident of Fayetteville/Cumberland County.
- 32% ■ I am from a surrounding county and drove in for the day for this event.
- 3% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 3% ■ I am here for the Holly Day Fair and staying with family or friends.
- 2% ■ I am here specifically for the Holly Day Fair and am overnighing in a hotel.
- 2% ■ I am visiting the area for other purposes, but heard about the event and came.
- 1% ■ I am in the area visiting family or friends and they brought me to this event.



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Where Were They From?

Overview

- All **305** completed surveys provided a valid zip code.
- **294** were from North Carolina and **14** were from more than 100 miles from Fayetteville.
- **5** identified themselves as being here specifically for the event and overnighting in a hotel.

Top 3 by State

1. North Carolina	294
2. South Carolina	4
3. Seven other States (KY, LA, VA, AL, NJ GA, & WV)	1

Top 5 by County

1. Cumberland, NC	175
2. Robeson, NC	27
3. Moore, NC	12
4. Harnette, NC	11
5. Bladen & Wake, NC	10 ea

Top 5 by City

1. Fayetteville, NC	130
2. Hope Mills, NC	24
3. Lumberton, NC	12
4. Spring Lake, NC	8
5. Four NC Cities Tied	6

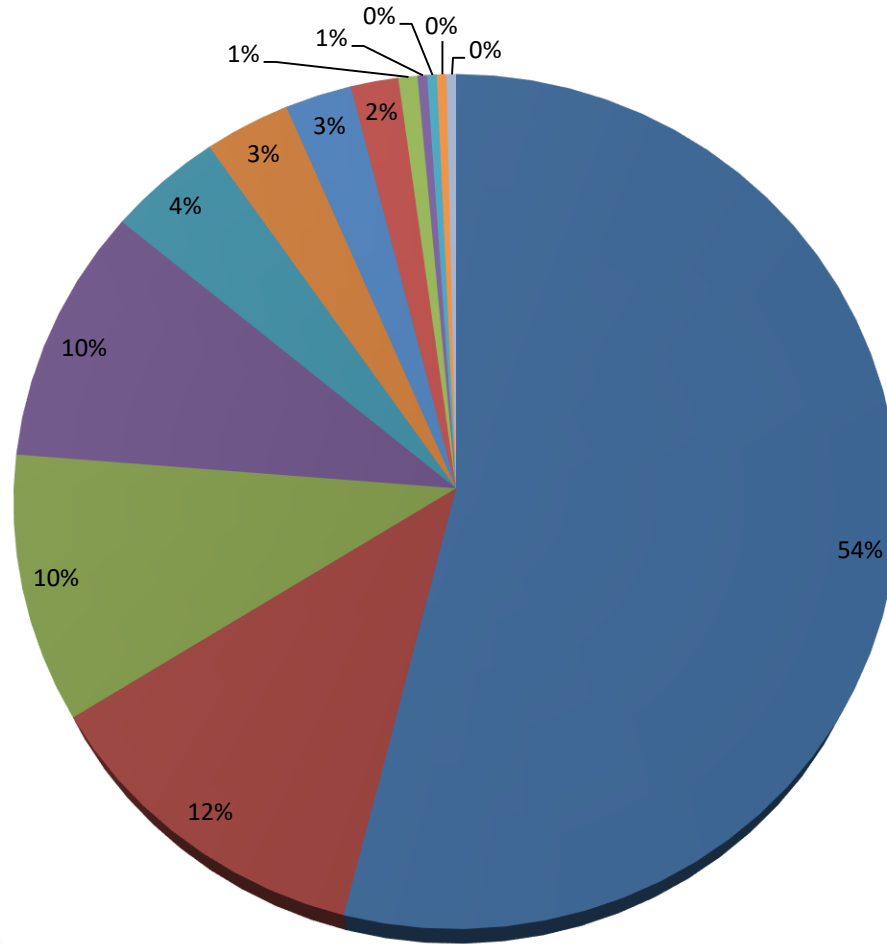


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How Did They Find Out About Event?



- 54% ■ Word of Mouth
- 12% ■ Previously Attended
- 10% ■ Social Media
- 10% ■ Newspaper
- 4% ■ Radio
- 3% ■ Billboard
- 3% ■ Online Advertising
- 2% ■ Television
- 1% ■ Posters
- 1% ■ Cross Creek Mall
- <1% ■ Work
- <1% ■ Vendor
- <1% ■ Santa Claus



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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 Holly Day Fair 2016 As of: 11/7/2016 2:14:51 PM		
Questions	Answers	Results
Page: 1		
What is the zip code where you currently reside?	305	View
How did you hear about this event?	305	View
Chose the statement that best applies:	305	View
If you stayed at a hotel, which one?	1	View
If you do NOT live in Cumberland County, what day did you arrive?	108	View
What day will you depart?	106	View
Do you wish to be on our emailing list for future mailings about events and things to do?	305	View
If YES, please provide EMAIL address.	80	View



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Vendor Information

- There were **165** vendors of which **88** stated they stayed in a hotel.
- The vendors averaged **5** nights in a hotel.
- Room Nights for vendors = 88 x 5 for a total of **440** room nights.
- Vendors stayed at the following locations:

Hotel	Count
Hampton Inn	12
Baymont Inn	7
Home 2 Suites	5
Quality Inn	5
Embassy Suites	5
Wingate Inn	5
Ramada Inn	4
Extended Stay America	4
Holiday Inn 195	3
Red Roof Inn	3
Ambassador Inn	3
Doubletree	3

Hotel	Count
Fairfield Inn North	3
Hilton Garden Inn	2
Value Place	2
Courtyard by Marriott	2
Candlewood Suites	1
Sleep Inn, Cedar Creek	1
Crown Inn	1
Econolodge	1
Super 8	1
Holiday Inn Express, I95 (ex. 49)	1
Fairfield Inn, at the mall	1
Holiday Inn Hope Mills	1

Hotel	Count
Hampton Inn, Cedar Creek	1
Comfort Inn	1
Suburban Extended Stay	1
TownePlace	1
The Hampton near Fort Bragg	1
Holiday Inn	1
Hampton Inn, Skibo	1
Wingate by Wyndham	1
Motel 6	1
Fairfield Inn and Suites	1
Holiday Inn	1
Holiday Inn Express	1



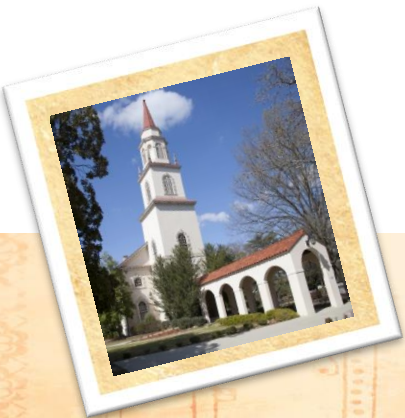
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Bottom Line

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Holly Day Fair management of **20,000**. The sample size of **305** was less than the required and agreed upon **377** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 5.57%**.
- Survey Breakdown by Date – **51** surveys were collected on the 3rd, **33** on the 4th, **112** on the 5th and **109** on the 6th.
- Room Nights Attendees – Because the required sample size was below the TDA required amount, the FACVB was unable to accurately project room nights.
- Room Nights Vendors – Vendors totaled **440** room nights.
- **78** attendees signed up for the FACVB’s E-Promotion Program and provided a valid E-mail address.
- **5 attendees** stated they were here specifically for the event and were staying at a hotel. Only one provided a name – “Marriott”
- Official Hotel Pick Up: Final hotel pick up reported from hotels was **66** rooms.
- List of TDA Requirements **Not Met**:
 - The required minimum of **377** completed surveys was not met.



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Thank You



*Proudly promoting the Communities
of Cumberland County*



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