

*Metrics Associated with the  
Holly Day Fair 2017  
Held November 2-5, 2017*

**November 8, 2017**

**John Meroski**  
Chief Executive Officer  
FACVB

**David Nash**  
Research and Data Manager  
FACVB



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CUMBERLAND COUNTY, NC

# *Introduction*

- All data was collected by the Holly Day Fair staff during the event.
- Holly Day Fair management estimated **22,000** attendees prior to the event.
- There were **396** completed surveys.
- Using the **22,000** attendees, the Confidence Interval for this presentation with a **396** Sample Size is **+/- 4.48%**. Because of the size of the sample the Confidence Interval **exceeded** the “best practice” of +/- 5%.

*See Note  
In Bottom  
Line.*



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# Introduction

- Survey's were collected at the following dates/times:

\* See Note In Bottom Line Section at end of presentation.

| Time                              | Completed Surveys |
|-----------------------------------|-------------------|
| <b>Tuesday, October 31, 2017</b>  |                   |
| 8-9 A.M.                          | 1                 |
| <b>Thursday, November 2, 2017</b> |                   |
| 9-10 a.m.                         | 0                 |
| 10-11 a.m.                        | 0                 |
| 11-Noon                           | 0                 |
| 12-1 p.m.                         | 0                 |
| 1-2 p.m.                          | 0                 |
| 2-3 p.m.                          | 0                 |
| 3-4 p.m.                          | 0                 |
| 4-5 p.m.                          | 0                 |
| 5-6 p.m.                          | 0                 |
| 6-7 p.m.                          | 0                 |
| 7-8 p.m.                          | 1                 |
| <b>Total Collected Day 1</b>      | <b>1</b>          |

| Time                            | Completed Surveys |
|---------------------------------|-------------------|
| <b>Friday, November 3, 2017</b> |                   |
| 9-10 a.m.                       | 0                 |
| 10-11 a.m.                      | 0                 |
| 11-Noon                         | 10                |
| 12-1 p.m.                       | 7                 |
| 1-2 p.m.                        | 2                 |
| 2-3 p.m.                        | 0                 |
| 3-4 p.m.                        | 6                 |
| 4-5 p.m.                        | 20                |
| 5-6 p.m.                        | 13                |
| 6-7 p.m.                        | 20                |
| 7-8 p.m.                        | 10                |
| 8-9 p.m.                        | 1                 |
| <b>Total Collected Day 2</b>    | <b>89</b>         |

| Time                              | Completed Surveys |
|-----------------------------------|-------------------|
| <b>Saturday, November 4, 2017</b> |                   |
| 10-11 a.m.                        | 24                |
| 11-Noon                           | 6                 |
| 12-1 p.m.                         | 9                 |
| 1-2 p.m.                          | 6                 |
| 2-3 p.m.                          | 4                 |
| 3-4 p.m.                          | 6                 |
| 4-5 p.m.                          | 5                 |
| 5-6 p.m.                          | 1                 |
| 6-7 p.m.                          | 23                |
| 7-8 p.m.                          | 48                |
| 8-9 a.m.                          | 2                 |
| 9-10 a.m.                         | 28                |
| <b>Total Collected Day 3</b>      | <b>162</b>        |

| Time                            | Completed Surveys  |
|---------------------------------|--------------------|
| <b>Sunday, November 5, 2017</b> |                    |
| 11-Noon                         | 10                 |
| 12-1 p.m.                       | 3                  |
| 1-2 p.m.                        | 0                  |
| 2-3 p.m.                        | 0                  |
| 3-4 p.m.                        | 0                  |
| 4-5 p.m.                        | 0                  |
| <i>HDF Closed at 5</i>          | 5-6 p.m. <b>77</b> |
|                                 | 6-7 p.m. <b>53</b> |
| <b>Total Collected Day 4</b>    | <b>143</b>         |
| <b>Grand Total Collected</b>    | <b>396</b>         |

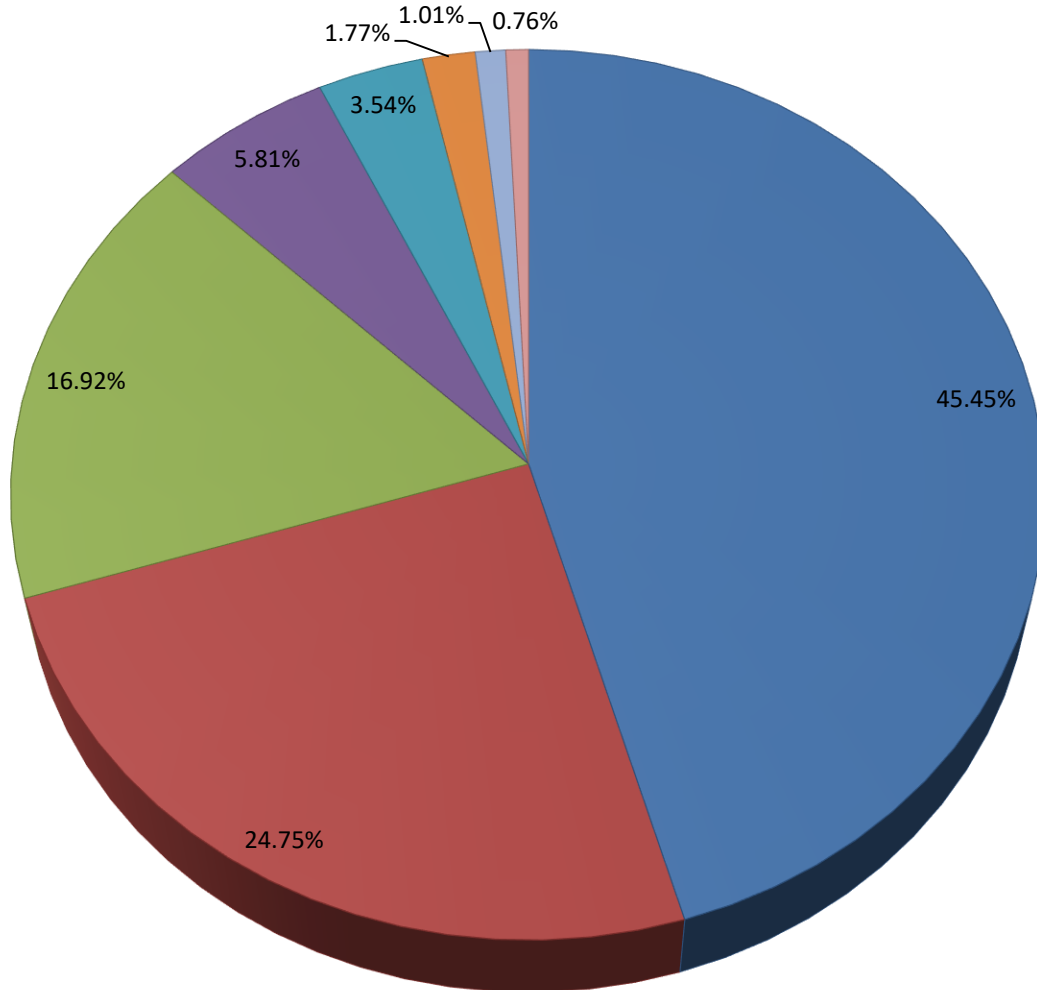


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# *They Identified Themselves as...*



- 45.45% ■ I am a resident of Fayetteville/Cumberland County.
- 24.75% ■ I am from a surrounding county and drove in for the day for this event.
- 16.92% ■ I am here specifically for the Holly Day Fair and am overnighting in a hotel.
- 5.81% ■ I am here for the Holly Day Fair and staying with family or friends.
- 3.54% ■ I am in the area visiting family or friends and they brought me to this event.
- 1.77% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 1.01% ■ I am staying at a hotel and the hotel referred me to this event.
- 0.76% ■ I am visiting the area for other purposes, but heard about the event and came.



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# *Where Were They From?*

## Overview

- **2** of the **396** completed surveys provided an invalid zip code.
- **366 (92.42%)** were from North Carolina.
- **40 (10.10%)** were from more than 100 miles from Fayetteville.
- **67 (16.92%)** identified themselves as being here specifically for the event and overnighing in a hotel.

### Top 5 by State

|                    |     |
|--------------------|-----|
| 1. North Carolina  | 366 |
| 2. Virginia        | 10  |
| 3. South Carolina  | 8   |
| 4. Florida, Kansas | 2   |
| 5. Many Tied       | 1   |

### Top 5 by County

|                   |     |
|-------------------|-----|
| 1. Cumberland, NC | 192 |
| 2. Robeson, NC    | 35  |
| 3. Hoke, NC       | 18  |
| 4. Harnett, NC    | 16  |
| 5. Wake, NC       | 14  |

### Top 5 by City

|                     |     |
|---------------------|-----|
| 1. Fayetteville, NC | 131 |
| 2. Hope Mills, NC   | 33  |
| 3. Lumberton, NC    | 20  |
| 4. Raeford, NC      | 18  |
| 5. Stedman, NC      | 11  |



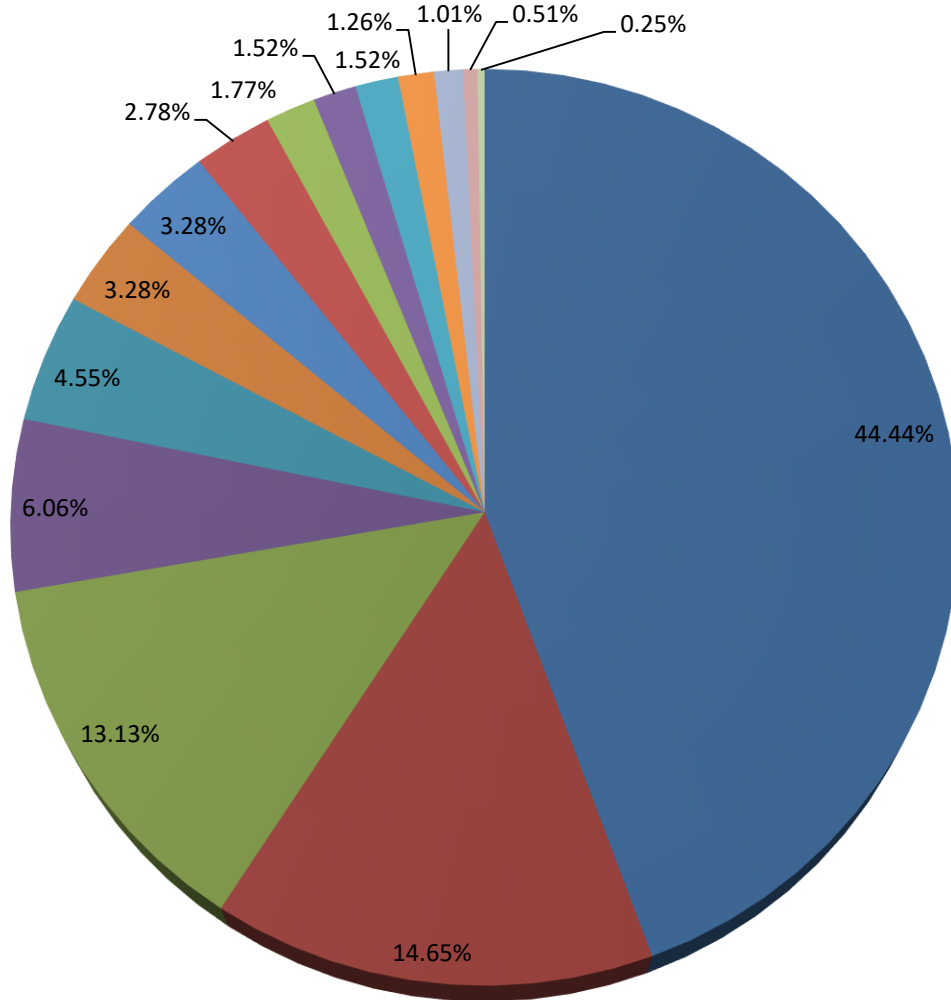
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# How Did They Find Out About Event?



- 44.44% Word of Mouth
- 14.65% Billboard
- 13.13% Facebook
- 6.06% Previously Attended
- 4.55% No Answer
- 3.28% Vendor
- 3.28% Newspaper
- 2.78% Television
- 1.77% Instagram
- 1.52% Posters
- 1.52% Website
- 1.26% Twitter
- 1.01% Brochure
- 0.51% Radio
- 0.25% Flyer



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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 overnighiting 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

| Page Summary Report<br>Holly Day Fair 2017<br>As of: 11/8/2017 10:19:14 AM                          |        |           |                   |                                 |                              |
|---|--------|-----------|-------------------|---------------------------------|------------------------------|
| <i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i> |        |           |                   |                                 |                              |
| Survey Pages  | Viewed | Completed | Percent Completed | Avg. Completion Time (hh:mm:ss) | Results                      |
| Entire Survey   | 421    | 396       | 94.06%            | 00:03:02                        | <a href="#">View Results</a> |
| 1   | 420    | 396       | 94.29%            | 00:02:53                        | <a href="#">View Results</a> |



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# *Bureau Generated Publicity*

## Press Release

### Beat The Rush with 51<sup>st</sup> Annual Holly Day Fair

Shopping Extravaganza November 2-5 in Fayetteville



Tweet this: Faye NC hosts largest gift & craft show in eastern NC. @HollyDayFair runs 11/2-5 at @CrownComplexNC. It is their 51st show! @visitfaync

[Pictures For Promotional Purposes](#)

Fayetteville, NC – The largest gift and craft show in Eastern North Carolina continues its tradition of offering a variety of handmade gifts, crafts, clothes and more to shoppers hoping to get ahead of the Christmas rush. The Holly Day Fair typically draws 22,000 attendees and over 200 vendors throughout the weekend.

Show-goers choose from an extensive collection of unique handcrafted and manufactured products that include the best in holiday decorations, handmade crafts, stylish jewelry and clothes, children’s toys, specialty food items and much more.

Tickets are \$15 during “Super Shopper” hours and \$10 the remainder of the show. Strollers and rolling carts are prohibited during “Super Shopper” hours, and a limited number of tickets are sold.

- Thursday, November 2: Super Shopper: 9:00 a.m. – 12:00 p.m. General Admission: 12:00 p.m. – 8:00 p.m.
- Friday, November 3: General Admission: 9:00 a.m. to 8:00 p.m.
- Saturday, November 4: General Admission: 9:00 a.m. to 8:00 p.m.
- Sunday, November 5: General Admission: 11:00 a.m. - 5:00 p.m.

The Holly Day Fair serves as the Junior League of Fayetteville’s sole fundraiser with all funds going directly back into the local community.

#### **About the Junior League of Fayetteville**

The Junior League of Fayetteville, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The Junior League of Fayetteville, Inc. reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism.



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# Bureau Generated Publicity

## Blogging

<http://www.gofayetteville.com/holiday-shopping/>

### CUMBERLAND COUNTY'S SHOPPING TREASURES



My mother-in-law is that person who starts her Christmas shopping in July and has her entire house decorated no later than Thanksgiving. And then there's me, the procrastinator type who starts panicking a week out from Christmas. This year, I'm determined to take my cues from my MIL and scout out shoppertunities to get a [...]

### 51st Annual Holly Day Fair

Claiming to be "the largest holiday gift and craft show in Eastern North Carolina," the four-day **Holly Day Fair** draws an average of 22,000 attendees and 200+ vendors each year to the Crown Expo Center. From November 2nd thru 5th, visitors will be shopping their hearts out here. You'll find me "testing" North Carolina wines and gourmet goodies for the foodies on my list. I might go a little crazy on holiday décor for dressing up my house this season, and I know I'll spend a couple of hours trying to find that perfect gift for the MIL (jewelry or a new purse?). There's a good reason this wildly popular fair is considered a "one-stop holiday shopping event."



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# Bureau Generated Publicity

## Go Fayetteville Blog Facebook

**Go Fayetteville** added 2 new photos — attending 51st Annual Holly Day Fair at Crown Complex.  
Published by Jenny Bell [?] · November 5 at 6:05pm · Fayetteville ·

In addition to meeting some real-life heroes at the Veterans Day Parade, Baby D also got to meet Santa and knock out his shopping list at Holly Day Fair today. What a weekend it's been in Cumberland County!  
#GoFay #ShopFay



299 people reached **Boost Post**

Like Comment Share

Sarah Bracewell, Kelly Smith Brill and 8 others

**Go Fayetteville**  
Published by Jenny Bell [?] · November 1 at 11:22am ·

Get your holiday shopping on at the largest holiday gift and craft show in Eastern North Carolina! The 51st Annual Holly Day Fair, a 4-day shopping extravaganza, kicks off tomorrow at the Crown Expo Center.



**Cumberland County's Shopping Treasures - Go Fayetteville**  
Cumberland County offers an abundance of antique stores, fairs and markets, and mom-and-pop treasures—perfect for getting a jump-start on holiday shopping!  
[GOFAYETTEVILLE.COM](http://GOFAYETTEVILLE.COM)

179 people reached **Boost Post**

Like Comment Share

Chronological

3 Shares

**Go Fayetteville** This blog proudly features the following:  
The Pickin Coop Antique Mall  
City Market at the Museum... See More  
Like · Reply 4 · Commented on by Jenny Bell [?] · November 1 at 11:28am

**Chloe's Corner Boutique-Formerly Rosee Exquisite** Thanks for including us!  
Like · Reply · Message 1 · November 2 at 3:49pm

**Heather Provencio** This is awesome 😊  
Like · Reply · Message 1 · November 1 at 9:44pm

Write a comment...



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# Bureau Generated Publicity

## Go Fayetteville Blog Facebook

**Go Fayetteville**  
Published by Jenny Bell · October 18 at 11:50am

Is it too early to talk holiday shopping? Christmas is fewer than 10 weeks away, and I'm getting a jump-start on it at some shopping treasures around Cumberland County. Check out my finds and start makin' that list!  
#HollyDayFair

**Cumberland County's Shopping Treasures - Go Fayetteville**

Cumberland County offers an abundance of antique stores, fairs and markets, and mom-and-pop treasures—perfect for getting a jump-start on holiday shopping!  
GOFAYETTEVILLE.COM

2,332 people reached [Boost Post](#)

Like Comment Share

Holly Day Fair, Tammy Hopkins Hyde and 14 others Chronological

3 Shares

**Go Fayetteville** This blog proudly features the following:  
The Pickin Coop Antique Mall  
City Market at the Museum... See More  
Like · Reply · 3 · Commented on by Jenny Bell · October 18 at 11:59am

**Debra Mitchell** Looks like this ML will be putting Holly Day Fair on her bucket list for 2018. Thanks for sharing ALL the fab places to "Shop til You Drop"  
Like · Reply · Message · 2 · October 19 at 8:27pm

Write a comment...



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# *Bureau Generated Publicity*

## Calendar of Events

Event Calendar Listing Uploaded and Published to: VisitFayettevilleNC.com, AAA Go Magazine Web, Carolina Country Print & Web, News 14 Carolina, SC Living – Web, Trip Advisor, VisitNC.com, ABC 11, Event Crazy, Fayetteville Observer, Our State Magazine, Go Fayetteville Blog and WRAL.com.



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# Bureau Generated Publicity

## Social Media Outlets

### Facebook

 **Fayetteville Area Convention and Visitors Bureau** shared  
Army Wife 101's post  
October 30 at 4:13pm

Thanks to Army Wife 101 for sharing a recap of events happening in Cumberland County.

There certainly is a lot happening in the next few weeks, including Halloween Fun, Holly Day Fair, 5th Annual When Pigs Fly BBQ Festival and Heroes Homecoming. For the latest on all upcoming events, visit our event calendar: <http://bit.ly/2lty1gh>

 **Army Wife 101**  
October 30 at 12:08pm

Live in Fort Bragg? Looking for something to do?  
<http://armywife101.com/.../30-fall-activities-around-fayettev...>



30+ More Fall Activities To Do In & Around  
**Fort Bragg/Fayetteville NC**

30+ More Fall Activities To Do In And Around  
Fayetteville & Fort Bragg North Carolina - Army  
Wife 101

ARMYWIFE101.COM

494 people reached

Boost Post

 **Fayetteville Area Convention and Visitors Bureau**  
Published by Melody Vealey Foote [?] · October 31 at 5:32pm

We know that while the ghosts and goblins are out tonight, its hard to think of Christmas shopping. In just two days the 51st Annual Holly Day Fair opens at the Crown Complex Expo Center. For more holiday shopping options, visit this Go Fayetteville story: <http://www.gofayetteville.com/holiday-shopping/>



### Cumberland County's Shopping Treasures - Go Fayetteville

Cumberland County offers an abundance of antique stores, fairs and markets, and mom-and-pop treasures—perfect for getting a jump-start on holiday shopping!

[GOFAYETTEVILLE.COM](http://GOFAYETTEVILLE.COM)

367 people reached

Boost Post

Like Comment Share

Denise Comulada

EST.



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# Bureau Generated Publicity

## Social Media Outlets

### Facebook

**Fayetteville Area Convention and Visitors Bureau**  
Published by Melody Vealey Foote [?] · October 31 at 5:32pm · 🌐

We know that while the ghosts and goblins are out tonight, its hard to think of Christmas shopping. In just two days the 51st Annual Holly Day Fair opens at the Crown Complex Expo Center. For more holiday shopping options, visit this Go Fayetteville story: <http://www.gofayetteville.com/holiday-shopping/>



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Cumberland County offers an abundance of antique stores, fairs and markets, and mom-and-pop treasures—perfect for getting a jump-start on holiday shopping!

[GOFAYETTEVILLE.COM](http://GOFAYETTEVILLE.COM)

👤 367 people reached [Boost Post](#)


👍 Like    💬 Comment    ➦ Share

👤 Denise Comulada

**Fayetteville Area Convention and Visitors Bureau** added 4 new photos.  
Published by Melody Vealey Foote [?] · October 18 at 8:10am · 🌐

The largest holiday gift and craft fair in Eastern North Carolina opens at the Crown Complex in 15 days. The Holly Day Fair welcomes more than 200 vendors to help start the Christmas shopping season.

More information : <http://bit.ly/2yPZv5u>  
#HollyDayFair



👤 290 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Jami McLaughlin, Tara Green Logan and Denise Comulada



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# Bureau Generated Publicity

## Social Media Outlets

Facebook



**Fayetteville Area Convention and Visitors Bureau**  
Published by Melody Vealey Foote [?] · October 6 · 🌐

Thanks to Cheap Is The \*New\* Classy for a great piece on our upcoming Holly Day Fair.



**51st Annual Holly Day Fair Shopping Extravaganza  
November 2-5**

Get ahead of the Christmas rush with the Holly Day Fair in Fayetteville, the largest gift and craft show in Eastern North Carolina.

CHEAPISTHENEWCLASSY.COM

👤 423 people reached **Boost Post**

👍 Like    💬 Comment    ➦ Share

👤 Laura Leal, Denise Comulada and Kelly Smith Brill

Write a comment...



**Go Fayetteville**  
Published by Jenny Bell [?] · October 18 at 11:50am · 🌐

Is it too early to talk holiday shopping? Christmas is fewer than 10 weeks away, and I'm getting a jump-start on it at some shopping treasures around Cumberland County. Check out my finds and start makin' that list! #HollyDayFair



**Cumberland County's Shopping Treasures - Go Fayetteville**

Cumberland County offers an abundance of antique stores, fairs and markets, and mom-and-pop treasures—perfect for getting a jump-start on holiday shopping!

GOFAYETTEVILLE.COM

👤 2,332 people reached **Boost Post**

👍 Like    💬 Comment    ➦ Share

👤 Holly Day Fair, Tammy Hopkins Hyde and 14 others    Chronological

3 Shares

**Go Fayetteville** This blog proudly features the following:  
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City Market at the Museum... See More  
Like · Reply · 3 · Commented on by Jenny Bell [?] · October 18 at 11:59am

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Like · Reply · Message · 2 · October 19 at 8:27pm

Write a comment...



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## Social Media Outlets

Instagram



visitfayettevillenc

visitfayettevillenc The largest holiday gift and craft fair in Eastern North Carolina opens at the Crown Complex in 15 days. The Holly Day Fair welcomes more than 200 vendors to help start the Christmas shopping season. More information : <http://bit.ly/2yPZv5u> #HollyDayFair

mel8346 @rmdrexler 15 days!! 🎁🎁🎁 ✕



19 likes

OCTOBER 18



Add a comment...



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## Social Media Outlets

Google Plus



Fayetteville Area Convention and Visitors Bureau › Public



The largest holiday gift and craft fair in Eastern North Carolina opens at the Crown Complex in 15 days. The Holly Day Fair welcomes more than 200 vendors to help start the Christmas shopping season.

More information : <http://bit.ly/2yPZv5u>

#HollyDayFair



Add a comment...



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## Social Media Outlets

LinkedIn

 Fayetteville Area Convention & Visitors Bureau  
3w

The largest holiday gift and craft fair in Eastern North Carolina opens at the Crown Complex in 15 days. The Holly Day Fair welcomes more than 200 vendors to help start the Christmas shopping season. ...see more



1 Like

 Like  Comment  Share



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# Bureau Generated Publicity

## Earned Publicity

43,000 followers

 **Dawn McAlexander**  
@TheNewClassy

Following

Faye NC hosts largest gift & craft show in eastern NC. @HollyDayFair runs 11/2-5 at @CrownComplexNC. It is their 51st show! @visitfaync

6:58 AM - 6 Oct 2017 from North Carolina, USA

54 Retweets 3 Likes

  54  3 



Tweet your reply

11,000 followers

 **Marilyn Jones**  
@TravelMarilyn

Following

Largest Craft Fair in Eastern NC November 2-5 in #Fayetteville #NorthCarolina @HollyDayFair bit.ly/2gfAjuh @VisitFayNC



8:29 PM - 5 Oct 2017

1 Retweet

  1  



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# Bureau Generated Publicity

## Earned Publicity

23,700 followers



**Janice Brady**  
@bjkbrady

Following

Faye NC hosts largest gift & craft show in eastern NC. @HollyDayFair runs 11/2-5 at @CrownComplexNC. It is their 51st show! @visitfaync #travel #familytravel

6:03 PM - 5 Oct 2017

4 Retweets 2 Likes



Reply Retweet 4 Like 2 Message

78,000 followers



**dana vento**  
@danavento

Following

Faye NC hosts largest gift & craft show in eastern NC. @HollyDayFair runs 11/2-5 at @CrownComplexNC. It is their 51st show! @visitfaync

5:44 PM - 5 Oct 2017

2 Retweets 1 Like



35,900 followers



**Chrissy Taylor**  
@taylorhouseblog

Following

Faye NC hosts largest gift & craft show in eastern NC. @HollyDayFair runs 11/2-5 at @CrownComplexNC. It is their 51st show! @visitfaync

5:35 PM - 5 Oct 2017

2 Retweets 1 Like



Reply Retweet 2 Like 1 Message



Tweet your reply

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# Bureau Generated Publicity

## Earned Publicity

<http://cheapisthenewclassy.com/2017/10/holly-day-fair-shopping-extravaganza.html>

The screenshot shows the homepage of the website 'Cheap is the New Classy'. The header features the site's logo, a social media subscription form, and navigation links for HOME, FOOD, DIY, TRAVEL, PETS, LIFESTYLE, TECH, BEAUTY & FASHION, and BLOGGERS. The main content area displays a blog post titled '51st Annual Holly Day Fair Shopping Extravaganza November 2-5 in Fayetteville' by Dawn McAlexander, dated October 6, 2017. The post includes a large image of a decorated Christmas tree and gingerbread house. To the right of the main image are three recipe cards: 'Lemon Cheesecake', 'Lemon Garlic Shrimp Kabobs', and 'strawberry melon smoothie'. A small text block at the bottom of the screenshot reads: 'A few months ago, I got to spend a few fun days in Fayetteville, NC. I really had no idea that there is so much to do there. And being that I am from North Carolina, that is pretty shameful. There is just so much fun to be had in this state, people! So, I am trying to focus a bit more on sharing awesome things to



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# CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

# *Public Relations Recap*

- **1** Press Release distributed
- **1** Go Fayetteville blog post with **2** blog mentions and **2** blog Facebook posts
- **13** Calendar of Events Listings Secured
- **3** Go Fayetteville Social Media posts
- **9** Bureau Social Media posts
- **6** pieces of earned publicity (PR)



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# Occupancy Comparison

Information is pulled directly from the STR Report  
“Fayetteville Area CVB Weekly Report – Week of November 5, 2017”

This year’s Holly Day Fair was from November 2-5, 2017

It is important to note that during this time-frame in 2016 Cumberland County hotels were still housing displaced Hurricane Matthew victims.

| Occupancy %    | Thursday<br>2 <sup>nd</sup> | Friday<br>3 <sup>rd</sup> | Saturday<br>4 <sup>th</sup> | Sunday<br>5 <sup>th</sup> |
|----------------|-----------------------------|---------------------------|-----------------------------|---------------------------|
| 2017           | 64.4%                       | 65.6%                     | 66.3%                       | 51.2%                     |
| 2016           | 88.2%                       | 85.9%                     | 86.3%                       | 67.5%                     |
| Percent Change | -27.0%                      | -23.7%                    | -23.1%                      | -24.1%                    |



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FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC



# *Bottom Line*

- The Fayetteville Area Convention and Visitors Bureau (FACVB) offered the Holly Day Fair representative an opportunity to speak at the monthly Hotel Sales & Marketing meeting. The FACVB was informed no one from Holly Day Fair was available to take advantage of the opportunity.
- **All** Tourism Development Authority (TDA) requirements were met.
- **378** completed surveys was the agreed upon requirement (**396** collected)
- **16.92% (67)** of the completed surveys were overnights and came specifically for the event.
- **4** participants were referred by their hotel.
- **47.22%** were from Cumberland County, including Fort Bragg.
- **24.75%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**44.44%**) and a Billboard (**14.65%**).
- **68** attendees signed up for the FACVB's E-Promotion Program and **66** provided a valid E-mail address.
- \* *Note Regarding Data Collecting:* The Holly Day Fair ended at 5 p.m. on Sunday, but there were 130 surveys collected in the two hours after it closed (32% of total surveys collected).



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# Bottom Line Continue

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the Holly Day Fair management of **22,000**. The sample size of **396** was slightly more than the required and agreed upon **378** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 4.48%**.
- Of those participants staying at a hotel, the overall average length of stay was **2.27** nights.
- 16.92%** of the participants (**67**) were overnights and came specifically for the event – extrapolated out to 20,000 participants this means potentially **3,384** people X **2.27** nights = **7,682 room nights** (+/- 4.48%)
- The **67** who came for the event and stayed at a hotel, listed the following hotels:

|               |    |
|---------------|----|
| No Answer     | 20 |
| Holiday Inn   | 10 |
| DoubleTree    | 5  |
| Comfort Inn   | 5  |
| Ramada Plaza  | 4  |
| Fairfield Inn | 3  |
| Wingate       | 3  |

|                   |   |
|-------------------|---|
| Baymont           | 3 |
| Hilton Garden Inn | 2 |
| Red Lion          | 2 |
| Home2 Suites      | 1 |
| Hampton Inn Skibo | 1 |
| Residence Inn     | 1 |
| Embassy Suite     | 1 |

|                    |   |
|--------------------|---|
| Candlewood         | 1 |
| Econolodge         | 1 |
| Marriott           | 1 |
| Spring Hill Suites | 1 |
| Motorhome          | 1 |
| Courtyard          | 1 |

- Official Hotel Pick Up: 30 Room Nights as reported from hotels.



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JUNIOR LEAGUE OF  
FAYETTEVILLE  
*Women Building Better Communities*

# *Holly Day Fair*

## *Thank You*

*Proudly promoting the  
Communities of Cumberland County.*



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