

Metrics Associated with the

Rodin: Portraits of a Lifetime Exhibit

Held February 11 – May 7, 2016



May 11, 2016



John Meroski
Chief Executive Officer
FACVB

David Nash
Research and Data Manager
FACVB

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Introduction

- All data was collected and provided by the gallery staff.
- There were an estimated **2,500** attendees.
- There were **2,400** completed surveys.
- Using the estimated number of attendees (2,500), the Confidence Interval for this presentation with a 2,400 Sample Size is +/- **0.4%**. Because of the size of the sample the Confidence Interval **FAR EXCEEDS** the “best practice” of +/- 5%.

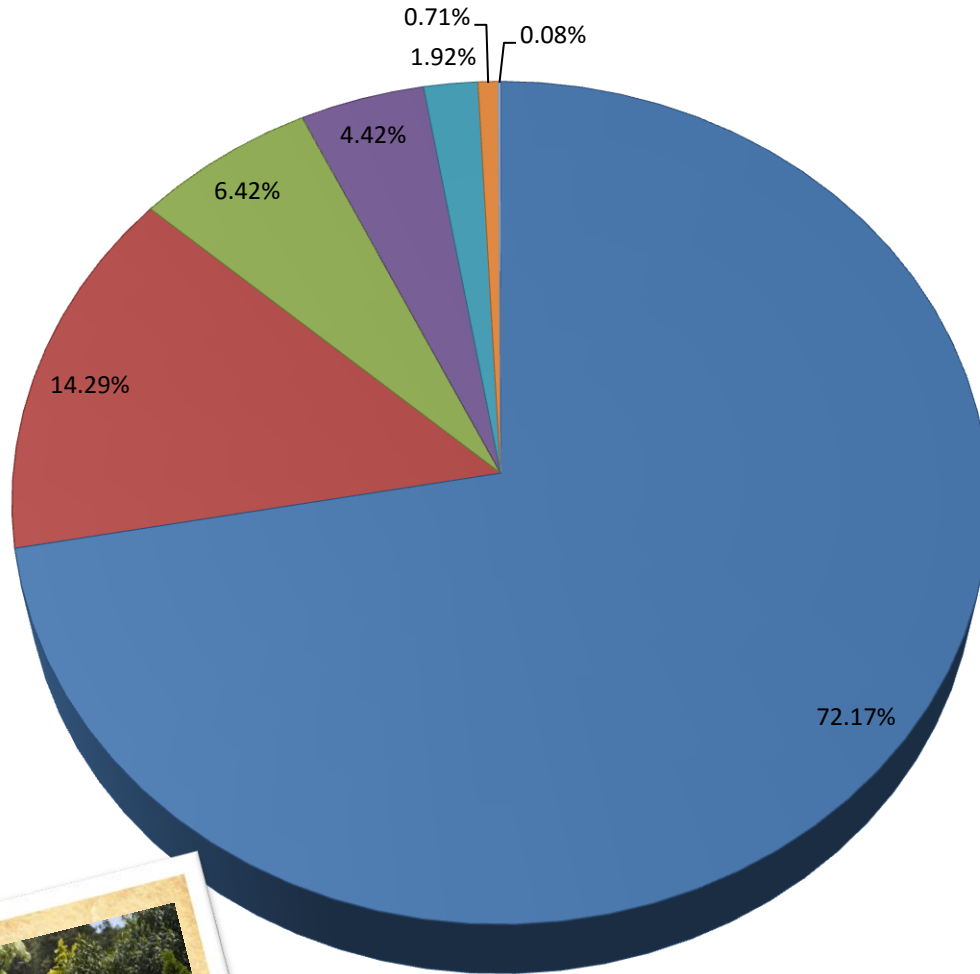


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They Identified Themselves as...



- 72.17%** ■ I am from Fayetteville, Cumberland County, or stationed at Fort Bragg.
- 14.29%** ■ I am from a nearby county and drove in for the day to attend.
- 6.42%** ■ I am visiting the area for other purposes, but heard of this event and came.
- 4.42%** ■ I am in the area visiting family or friends and they encouraged me to attend or brought me to this event.
- 1.92%** ■ I am here for this event and am staying with family or friends.
- 0.71%** ■ I am here for this event and I am overnighting.
- 0.08%** ■ I am staying at a hotel and the hotel referred me to this event.



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Where Were They From?

Overview

- 10 completed surveys had invalid zip code information.
- 93% were from North Carolina, and 89% were from within 100 miles of Fayetteville.
- 72% identified themselves as being from Fayetteville, Cumberland County, or stationed at Fort Bragg.

Top 5 by State

1. North Carolina	93%
2. Florida	1%
3. Virginia	0.83%
4. Maryland	0.46%
5. South Carolina	0.42%

Top 5 by County

1. Cumberland	72%
2. Moore	4%
3. Wake	3%
4. Robeson	2%
5. Lee	1.88%

Top 5 by City

1. Fayetteville	64%
2. Hope Mills	4%
3. Sanford and Raleigh	2%
4. Pinehurst	1.5%
5. Lumberton	1.17%



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How Did They Find Out About Event?

Word of Mouth	32.85%
Invitation	24.45%
Fayetteville Observer	9.61%
Billboard	8.17%
Poster	5.43%
Up and Coming Magazine	4.04%
City View Magazine	3.53%
Our State Magazine	2.13%
Rack Card	1.86%
Methodist University	1.35%
Art Guide Magazine	1.16%
Pine Straw Magazine	1.07%
Employee at MU	0.70%
Student at MU	0.56%
Internet	0.51%
NC Weekend PBS	0.46%

Television	0.42%
FACVB	0.32%
Email	0.23%
School	0.23%
Alumni	0.14%
Library	0.14%
Carolina Philharmonic Insert	0.14%
Fayetteville Symphony	0.09%
The Pilot Newspaper	0.09%
Mail	0.05%
Cameo Theater	0.05%
Sandhills	0.05%
Virginia Museum	0.05%
Walked By	0.05%
Work Publication	0.05%
News & Observer	0.05%



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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 TDA Event Rodin Exhibit As of: 5/11/2016 10:50:34 AM		
Questions	Answers	Results
Page: 1		View
What is the zip code where you currently reside?	2401	View
How did you hear about this event?	2401	View
Chose the statement that best applies:	2401	View
If you stayed at a hotel, which one?	67	View
If you do NOT live in Cumberland County, what day did you arrive?	257	View
What day will you depart?	244	View
Do you wish to be on our mailing list for future invitations?	2401	View
If YES, please provide address.	367	View



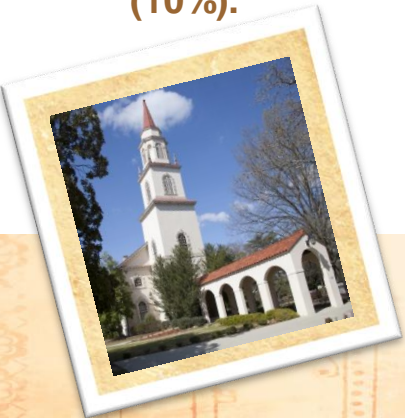
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Bottom Line

- The sample size was **phenomenal** and **far exceeded** the “best practices” for sample versus attendees.
- **2,500** attendees
- **0.71%** of attendees (**17** attendees) were overnigheters and came specifically for the event – extrapolated out to 2,500 attendees this means potentially 18 people X 1 overnight* = 18 room nights (+/- 0.4%)
** of those that were overnigheters, not enough answered the question on how long they stayed, therefore we were unable to determine if they averaged longer than a single night.*
- Of those that stayed in a hotel, one provided the name of the hotel: **Fairfield Inn, Marriott.**
- **2** attendees who were here for other reasons were referred by the hotel they were staying at.
- **72%** were from Cumberland County including Fort Bragg.
- **14%** were day trippers.
- Attendees heard of event from **Word of Mouth (33%), Invitation (24%)** and **Fayetteville Observer (10%).**



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Thank You

Proudly promoting the Communities of Cumberland County.



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