

*Metrics Associated with the
All American Tattoo Convention 2017
Held April 14-16, 2017*



April 24, 2017

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Chief Executive Officer
FACVB

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FACVB

Contents

- i. Introduction**
- ii. They Identified Themselves as...**
- iii. Where Were They From?**
 - Overview
 - By State, County and City
- iv. How Did They Find Out About Event?**
- v. Survey Requirements**
 - Requirements
 - Information Provided
- vi. Bureau Generated Publicity**
- vii. Public Relations Recap**
- viii. Bottom Line**



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CUMBERLAND COUNTY, NC

Introduction

- All data was collected by the Tattoo Convention staff during the event.
- Tattoo Convention management estimated **15,000** attendees prior to the event.
- There were **115** completed surveys.
- Using the **15,000** attendees, the Confidence Interval for this presentation with a **115** Sample Size is **+/- 9.1%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.



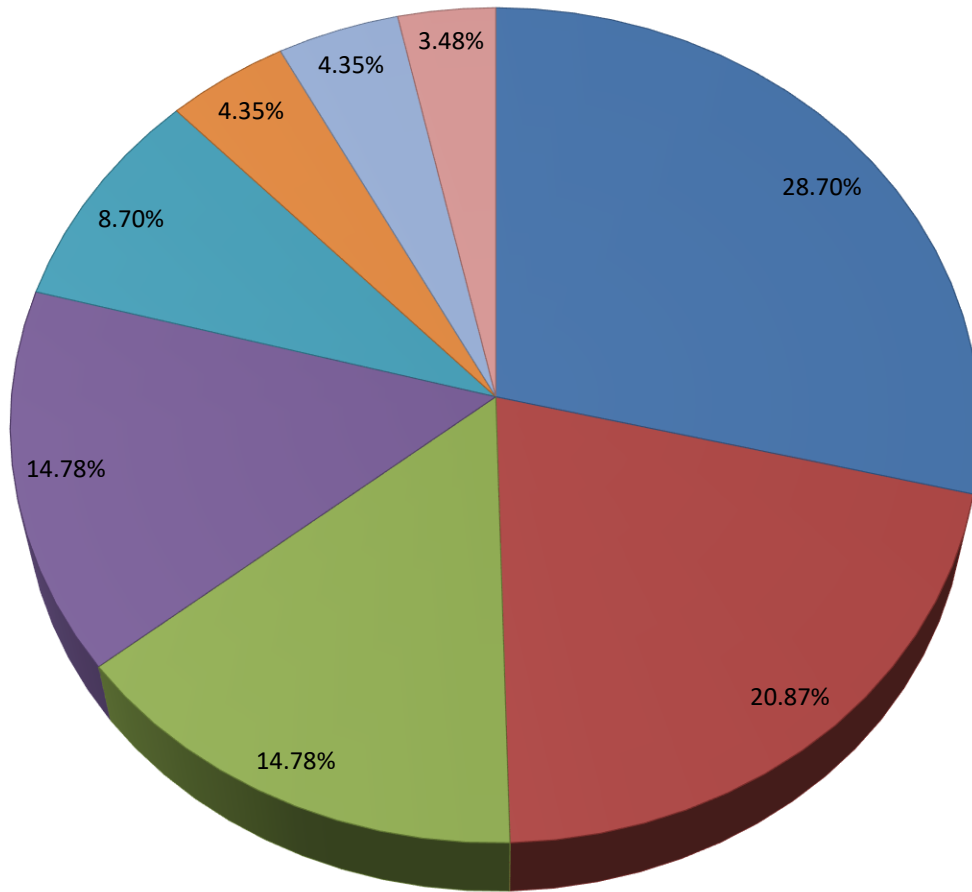
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They Identified Themselves as...



- 28.70% ■ I am here for this event specifically and am overnighing in a hotel.
- 20.87% ■ I am a resident of Fayetteville/Cumberland County.
- 14.78% ■ I am from a surrounding county and drove in for the day for this event.
- 14.78% ■ I am staying at a hotel and the hotel referred me to this event.
- 8.70% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 4.35% ■ I am here for the event and staying with family or friends.
- 4.35% ■ I am in the area visiting family or friends and they brought me to this event.
- 3.48% ■ I am visiting the area for other purposes, but heard about the event and came.



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Where Were They From?

Overview

- All **115** completed surveys provided a valid zip code.
- **59** were from North Carolina and **60** were from more than 100 miles from Fayetteville.
- **33** identified themselves as being here specifically for the event and overnighing in a hotel.

Top 5 by State

1. North Carolina	59
2. Florida & South Carolina	8
3. New Jersey, New York & Maryland	4
4. 4 States Tied	3
5. 6 States Tied	2

Top 5 by County

1. Cumberland, NC	32
2. Harnett, Hoke, Wake, NC & Orange, FL	3
3. Many Counties Tied	2
4. Many Counties Tied	1

Top 4 by City

1. Fayetteville, NC	25
2. Raeford & Fort Bragg, NC	3
3. Many Cities Tied	2
4. Many Cities Tied	1

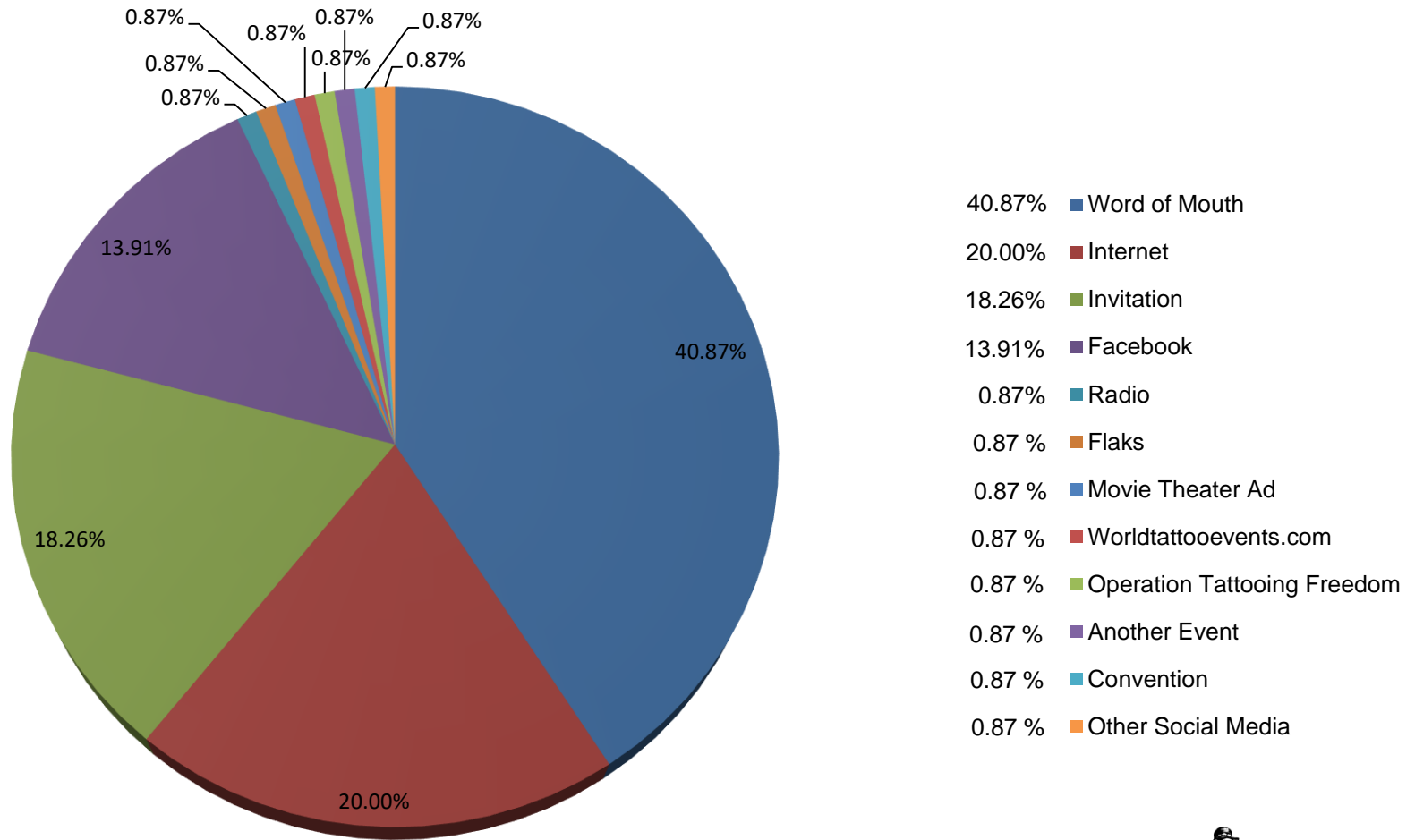


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How Did They Find Out About Event?



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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 All American Tattoo

As of: 4/24/2017 12:24:53 PM

Questions
Page: 1
What is the zip code where you currently reside?
How did you hear about this event?
Chose the statement that best applies:
If you stayed at a hotel, which one?
If you do NOT live in Cumberland County, what day did you arrive?
What day will you depart?
Do you wish to be on our email mailing list events and things to do
If YES, please provide email address.



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Press Release

Written June 2016 and distributed to relevant publications at the time.

February 7th – Distributed to 578 East Coast publications - Travel and Event based publications, those interested in veterans events and tattoos.

February 22nd & 23rd – Distributed to 16 tattoo related media outlets and 198 motorcycle media outlets.



The All-American Tattoo Convention Gives Back to Military 3-Day event to bring national talent to Cumberland County, NC

FAYETTEVILLE, NC – The Fayetteville Area Convention and Visitors Bureau (FACVB) welcomes The All American Tattoo Convention to the Crown Complex Friday, April 14 - Sunday, April 16, 2017. The goal of the convention is to give the brave servicemen and women of the armed forces the opportunity to be tattooed by some of the industry's brightest stars as well as providing support to the military through donations to several organizations. Home of Fort Bragg, the largest military base in the country, Cumberland County is the ideal location to host one of the South's most popular tattoo conventions.

Members of the armed forces and tattoos have a long history, which dates back to the beginning of the 20th century. For many service members tattoos can serve as artistic reminders of friends they've made and lost along the way, or a symbol of pride for their service to our country. These tattoos often tell the story that words fail to express for these veterans and servicemen.

It is estimated that over 75% of all active duty soldiers have at least one tattoo and the region around Fort Bragg has one of the largest tattoo shop per square mile ratios in the country. "This convention is another example of how Cumberland County celebrates its strong ties to the military," explains John Meroski, FACVB President. "Tattoos offer these brave men and woman a unique form of expression that is American at its core."

In addition to some of Cumberland County's brightest tattoo stars, other notable artists are traveling across the country to participate in the convention. Talent includes veteran tattoo artists Peter Justice, Chris Saint Clark, Dave Clarke & Chris Blinston as well as some of the world's most sought after tattoo artists, Kristel Oreto, Carl Grace, Pete Terranova & Marshall Bennett. Big Gus & Jasmine Rodriguez from Spike TV's Tattoo Nightmares; Joey Tattoo from Spike TV's Tattoo Rescue and James Vaughn, Madison Loftis and TJ Hal from Ink Master are just a few of the other tattoo artists coming to the area. Additional events and personalities include the Half Pint Brawlers, The New Olde City SideShow, Burlesque & Pin-Up show, Fayetteville Rouge Rollergirls and EmCee Dr. Carl Blasphemy.

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Bureau Generated Publicity

Blogging

February 21st – Go Fayetteville Blog Written

GOT INK?

February 21, 2017

Fayetteville is preparing to welcome the first **All American Tattoo Convention (AATC)** to the Crown Expo Center this spring (April 14 – 16). Home to the fighting forces of Fort Bragg, Cumberland County could not be a more perfect host for an event that aims to bring together our military heroes and the industry's best artists. This three-day convention promises something for tattoo addicts, artists, and admirers, and we are sharing just a small taste of what is in store for the event's visitors.

The Artists

Get to know the tattoo artists who are making names for themselves. These experts have worked on shows like *Tattoo Rescue* and *Ink Master* and are traveling from places as far away as Las Vegas, Austin, and Nashville to show off their skills. In addition, some local rock stars will be representing Cumberland County well. We are excited to see a line-up of artists representing **Chop Shop Tattoos** from Hope Mills, **Monkey House Studio** from Spring Lake, **American Tattoo Society** from Fayetteville, and many more shops.

The Entertainers

Attend the convention for the ink, but stay for the entertainment. For starters, the event is being emceed by "The Voice of the Tattoo World," Dr. Blasphemy. The convention could not call itself an "All American" event without **Air Born Aerial Fitness** artists putting on their cirque-style show, the **All Veteran Parachute Team** dropping in, or the **Fayetteville Roller Derby** teams showing off their fierce skills. The weekend's entertainment lineup includes all three of these groups, plus more unique shows.

The Merchants



Plan on checking out all the onsite vendors who will be hawking everything related to the tattoo lifestyle. You may want to hit up Sullen Art Collective for their clothing and accessory lines. Have an old tattoo that needs to go? Then visit **Fayetteville Plastic Surgery**. If you are an artist, you will want to stock up on ink at World Famous Tattoo Ink.

Are you attending the AATC or visiting the Fayetteville area soon? Check out the Fayetteville Area Convention & Visitors Bureau's (FACVB) **Calendar of Events** for help with planning more things to do during your "All American" visit. The FACVB also offers many resources and helpful information on **Accommodations**, **Restaurants**, and more.

(Featured image courtesy of @chopshoptattoos, with credit given to JDR Photography.)



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Go Fayetteville Blog Facebook

Go Fayetteville Blog
Published by Jenny Bell [?] · April 12 at 11:28am · 🌐

In just 2 days, the first All American Tattoo Convention kicks off in Fayetteville! Here's a small taste of what's in store. #GoFayetteville #GetInked



Got Ink? - Go Fayetteville
Fayetteville is preparing to welcome the first All American Tattoo Convention this spring, promising something for tattoo addicts, artists, and admirers.
GOFAYETTEVILLE.COM

194 people reached [Boost Post](#)

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2 Chronological

1 share


Go Fayetteville Blog This blog features Crown Complex, American Tattoo Society, Chop Shop Tattoos, Monkey House Studio, Air Born Aerial Fitness, All Veteran Parachute Team, Fayetteville Roller Derby, Fayetteville Plastic Surgery & Cape Fear Aesthetics MedSpa
Like · Reply · Commented on by Jenny Bell [?] · April 12 at 11:31am

Write a comment... 📷 🗨

Go Fayetteville Blog
Published by Jenny Bell [?] · February 21 · 🌐


Just a taste of what's in store for all the Tattoo Addicts, Artists, and Admirers who attend The All American Tattoo Convention . . .

(Crown Complex, American Tattoo Society, Chop Shop Tattoos, Monkey House Studio, Air Born Aerial Fitness, All Veteran Parachute Team, Fayetteville Roller Derby, Fayetteville Plastic Surgery & Cape Fear Aesthetics MedSpa)



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CUMBERLAND COUNTY, NC

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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 and WRAL.com.



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Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · February 11 · 🌐

The All American Tattoo Convention will will welcome internationally known artists such as Carl Grace Tattoos, Joey Tattoo, Kristel Oreto, BIG GUS INK, Jasmine Rodriguez and Dave Clarke Tattoo. The show, March 14-16 at Crown Complex focuses on giving back to the military.



Press Releases > FACVB
FAYETTEVILLE, NC – The Fayetteville Area Convention and Visitors Bureau (FACVB) welcomes The All American Tattoo Convention to the Crown Complex Friday, April 14 - Sunday, April 16, 2017. The goal of the visitation is to give the brave servicemen and women
VISITFAYETTEVILLENC.COM

93 people reached **Boost Post**

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Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · April 17 at 8:46am · 🌐

Our friend The MrsTee met some of the best local artists and nationally known Ink Master artists at the All American Tattoo Convention this weekend.



The All American Tattoo Convention Day | VIP Meet & Greet PLUS Artist Interviews! | TheMrsTee
Day 2 of The All American Tattoo Convention was the day of the VIP Meet & Greet and my chance to grab...
YOUTUBE.COM

151 people reached **Boost Post**

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All American Tattoo Convention and Deb Brady

Write a comment...

Fayetteville Area Convention and Visitors Bureau
shared Go Fayetteville Blog's post.
Published by Melody Vealey Foote [?] · February 22 · 🌐

Go Fayetteville Blog provides sample of what attendees at The All American Tattoo Convention will experience. Read on:
Crown Complex American Tattoo Chop Shop Tattoos Monkey House Studio Air Born Aerial Fitness All Veteran Parachute Team Fayetteville Roller Derby Fayetteville Plastic Surgery & Cape Fear Aesthetics MedSpa

Go Fayetteville Blog
Published by Jenny Bell [?] · February 21 · 🌐

Just a taste of what's in store for all the Tattoo Addicts, Artists, and Admirers who attend The All American Tattoo Convention ...
(Crown Complex, American T...

See More



Got Ink? - Go Fayetteville
Fayetteville is preparing to welcome the first All American Tattoo Convention this spring, promising something for tattoo addicts, artists, and admirers.
GOFAYETTEVILLE.COM

277 people reached **Boost Post**

Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · March 21 at 9:19am · 🌐

The All American Tattoo Convention will bring some of the nation's best tattoo artists to Fayetteville Crown Complex from April 14-16. The goal of the show is to give military's heroes a chance to be tattooed by some of these artists. Mr.James Vaughn, All Baker Carl Grace Tattoos and Marisa LaRen are just a few of the artists attending. Find the full line up of artists and links to plan your stay in Fayetteville at AllAmericanTattooConvention.com

All American Tattoo Convention – Worlds Largest Tattoo Convention for the tattooed Military

We love being in Fayetteville, close to the largest military base in the free world. 80% of the tattoo clientele in the area are active duty or veterans. We want to give back more than just with our art.

ALLAMERICANTATTOOCONVENTION.COM

207 people reached **Boost Post**

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All American Tattoo Convention and Denise Comulada

Write a comment...



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Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · April 6 at 9:20am · 🌐

The #AllAmericanTattooConvention is next weekend. Go Fayetteville Blog recently recapped convention happenings. Will you be there. What artist are you most excited to see? #FayFaves

Crown Complex American Tattoo Society Monkey House Studio Air Born Aerial Fitness All Veteran Parachute Team Fayetteville Roller Derby



Got Ink? - Go Fayetteville

Fayetteville is preparing to welcome the first All American Tattoo Convention this spring, promising something for tattoo addicts, artists, and admirers.

GOFAYETTEVILLE.COM

156 people reached [Boost Post](#)

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Crown Complex, William Ryan Harrell and 3 others

Write a comment...

Fayetteville Area Convention and Visitors Bureau shared **All American Tattoo Convention's** photo.
Published by Melody Vealey Foote [?] · March 27 at 8:09am · 🌐

We are all excited about the All American Tattoo Convention. David Nash's son Matthew attended the All American Marathon Expo, where he gave the convention and the [American Tattoo Society](#) two thumbs up!



All American Tattoo Convention
March 26 at 11:43am · 🌐 [Like Page](#)

Congratulations to all the runners in the All American Marathon! We loved being out there this weekend supporting our local events!

This is Matthew, he came ou...

[See More](#)


192 people reached [Boost Post](#)

Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · April 15 at 7:07am · 🌐

Vlogger The MrsTee is covering the All American Tattoo Convention this weekend. Here's a sneak peek of Day 1 of the show. Today she's interviewing some local and world-famous Ink Master artists.

The convention is at the Crown Complex through Sunday. Sunday they are offering lots of activities for the kids.

<https://youtu.be/fSvrVz2aKb4>



The All American Tattoo Convention 2017 | VIP Access & Coverage | Day 1 | TheMrsTee

**Disclosure: All #AllAmericanTattooConvention content from themrsTee is #Sponsored by @abc11_wtvd... YOUTU.BE

160 people reached [Boost Post](#)

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visitfayettevillenc



The #AllAmericanTattooConvention is next weekend. Go Fayetteville Blog recently recapped convention happenings. Will you be there. What artist are you most excited to see? #FayFaves #AllAmerican #visitfaync #fayfaves #Heroes <http://www.gofayetteville.com/tattoo-convention/>

(Image) April 06, 2017 9:45 am

20 2 1.58% ▾



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Spotted: Artist Al Fliktion is in town this week at Needle Joose Tattoo & Piercing on Reilly Road then he'll be at the All American Tattoo Convention this weekend at Crown Complex. #InkMaster #AATC#AllAmericanTattooConvention

(Image) April 11, 2017 1:31 pm

21 1 1.58% ▾



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#CapeBeard at @allamericantattooconvention. @capebeardfof

(Image) April 15, 2017 4:19 pm

23 - 1.65% ▾



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visitfayettevillenc 69 4 5.23%



One of our favorite bloggers @themrsteel visited the @allamericantattooconvention today. #repost with @repostapp

The @allamericantattooconvention is everything Tattoo and that includes Best Tattoo Competitions - @thechopshoptattoo took the award home 2xs!!!! 🏆

All awards were provided by @metalworxinc US **Disclosure: All #AllAmericanTattooConvention content from @themrsteel is #Sponsored by @abc11_wtvd #Sponsored #AllAmericanTattooConvention #YourCrown #abc11 #tattooconvention #tattooconventions #tattooconvention2017 #tattooartist #tattooart #tattooartists #thebesttattooartists #tattooartwork #toptattooartist #besttattooartist #toptattooartists #LiveEvents #MyFayetteville #MyNC #FayettevilleNC #NC #Blog #Blogger #BlogLife #NCBlogger #NCBloggers #LifestyleBlogger #SouthernBlogger #TheMrsTee

(Image) April 14, 2017 7:20 pm



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We love these! #Repost @samanthacastrovinci with @repostapp

63 1 4.58%

Hot off the press! Ready to tattoo designs #samanthacastrovinci #allamericantattooconvention #thestudio #oldeastdurham #northcarolina #tattooflash #custom #art #artist #tattooartist #inked #inked #theartoftattooing #creative #surrealism #illustration #femaletattooartist #tattooart #create #usarmy #airborne #freetheoppressed #deopressoliber

(Image) April 15, 2017 7:32 am



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February 22nd – Up & Coming Bureau Assists TDA-Funded Events

Liberty Point Bulletin



Bureau Assists TDA-Funded Events

Overnight visitors in Cumberland County pay a 6% occupancy tax. The majority of that tax is distributed between the Crown Complex, The Arts Council of Fayetteville/Cumberland County and the Fayetteville Area Convention & Visitors Bureau (FACVB). A small portion of the tax (.25%) is allocated for the Tourism Development Authority (TDA) to distribute to events that bring overnight visitors to Cumberland County.

The FACVB works closely with the TDA-granted events. Some of the tasks we assist with include:

> Publish event information the web calendars the FACVB manages, local media calendars and tourism focused calendars.

> Write at least one blog post featuring the event and sharing event information several times a month on social media.

> Create a "micro-site" for visitors interested in the event to easily gather information on things to see and do, and places to stay while in town for the event.

> Solicit special hotel room rates for visitors. This information is provided on the micro-site.

> Complete a report from event-day data showing where visitors are from and other information about the event.

We are working with numerous events this spring. We hope you come out to enjoy one or more!

> Cape Fear Wildlife Festival - March 17-19 at the Crown Complex Arena. Includes hunting and fishing exhibitors, wildlife art, decoys, boats and accessories, fly fishing demos, outfitters, contests, demos and more. Recently relocated from Wilmington. CapeFearWildlifeExpo.com

> All-American Marathon - March 26. The 4th annual Marathon, Mike-to-Mike half-marathon and 5K takes runners from downtown Fayetteville to a completion festival on Fort Bragg. AllAmericanMarathon.com

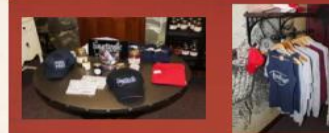
> AsOne Prayer Walk - April 8 at Festival Park in Fayetteville. The walk is an ecumenical gathering where people of various ages, ethnicity and religious denomination are gathered "to proclaim the greatness of God." AsOnePrayerWalk.org

> All American Tattoo Convention - April 14-16 at the Crown Expo Center. The goal of the convention is to give brave heroes the opportunity to be tattooed by some of the best tattoo artists in the industry. Nationally known artists will be in attendance. AllAmericanTattooConvention.com

Blues-n-Brews - June 3 at Festival Park in Fayetteville. At this summer festival, visitors can taste over 100 of the finest beers in the region while enjoying fantastic blues bands. www.Cfrrt.org

For a complete calendar: VisitFayettevilleNC.com

GIFT SHOP



Stop by the bureau's gift shop at 245 Person Street to find hoodies and sweatshirts that show off your community pride. In addition to clothing items, the shop is stocked with lots of locally made and produced items and trinkets. In the shop you can find locally made food products (such as BBQ sauce, jams, salsa, pickles), pens, keychains, postcards and more.

Stop by our main office during business hours to shop the full selection. A limited selection is also available at the Transportation Museum visitor center and the Cross Creek Mall.

*** Bring this article for 10% Off**



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ABOUT THE AUTHOR:

Melody Foote
Director of Communications
Fayetteville Area Convention &
Visitors Bureau



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Home | Business News | Travel News | The All-American Tattoo Convention Gives Back to Military

THE ALL-AMERICAN TATTOO CONVENTION GIVES BACK TO MILITARY



FAYETTEVILLE, NC—(Marketwired – February 13, 2017) – The Fayetteville Area Convention and Visitors Bureau (FACVB) welcomes The All American Tattoo Convention to the Crown Complex Friday, April 14 – Sunday, April 16, 2017. The goal of the convention is to give the brave servicemen and women of the armed forces the opportunity to be tattooed by some of the industry's brightest stars as well as providing support to the



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Yahoo Finance – US Politics and CEO:CA : All American Tattoo Convention



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S&P 500

159.34

1.17 (+0.91%)



Dow 30

20,606.92

+202.43 (+0.99%)



Nasdaq

5,923.76

+60.73 (+1.04%)



Crude Oil

50.26

-0.18 (-0.36%)



Gold

1,282.60

-0.80 (-0.06%)



Silver

17.99

-0.17 (-0.95%)

The All-American Tattoo Convention Gives Back to Military



Marketwired February 13, 2017



FAYETTEVILLE, NC--(Marketwired - February 13, 2017) - The Fayetteville Area Convention and Visitors Bureau (FACVB) welcomes The All American Tattoo Convention to the Crown Complex Friday, April 14 - Sunday, April 16, 2017. The goal of the convention is to give the brave servicemen and women of the armed forces the opportunity to be tattooed by some of the industry's brightest stars as well as providing support to the military through donations to several organizations. Home of Fort Bragg, the largest military base in the country, Cumberland County is the ideal location to host one of the South's most popular tattoo conventions.

Members of the armed forces and tattoos have a long history, which dates back to the beginning of the 20th century. For many service members tattoos can serve as artistic reminders of friends they've made and lost along the way, or a symbol of pride for their service to our country. These tattoos often tell the story that words fail to express for these veterans and servicemen.

It is estimated that over 75% of all active duty soldiers have at least one tattoo and the region around Fort Bragg has one of the largest tattoo shop per square mile ratios in the country. "This convention is another example of how Cumberland County celebrates its strong ties to the military," explains John Meroski, FACVB President. "Tattoos offer these brave men and woman a unique form of expression that is American at its core." EST.



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http://uspolitics.einnews.com/pr_news/366358909/the-all-american-tattoo-convention-gives-back-to-military

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The All-American Tattoo Convention Gives Back to Military

3-Day event to bring national talent to Cumberland County, NC

[/EINPresswire.com/](#) -- FAYETTEVILLE, NC--(Marketwired - February 13, 2017) - The Fayetteville Area Convention and Visitors Bureau (FACVB) welcomes The All American Tattoo Convention to the Crown Complex Friday, April 14 - Sunday, April 16, 2017. The goal of the convention is to give the brave servicemen and women of the armed forces the opportunity to be tattooed by some of the industry's brightest stars as well as providing support to the military through donations to several organizations. Home of Fort Bragg, the largest military base in the country, Cumberland County is the ideal location to host one of the South's most popular tattoo conventions.

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by @marketwired on February 13, 2017

The All-American Tattoo Convention Gives Back to Military



3-Day event to bring national talent to Cumberland County, NC

FAYETTEVILLE, NC--(Marketwired - February 13, 2017) - The Fayetteville Area Convention and Visitors Bureau (FACVB) welcomes The All American Tattoo Convention to the Crown Complex Friday, April 14 - Sunday, April 16, 2017. The goal of the convention is to give the brave servicemen and women of the armed forces the opportunity to be tattooed by some of the industry's brightest stars as well as providing support to the military through donations to several organizations. Home of Fort Bragg, the largest military base in the country, Cumberland County is the ideal location to host one of the South's most popular tattoo conventions.

Members of the armed forces and tattoos have a long history, which dates back to the beginning of the 20th century. For many service members tattoos can serve as artistic reminders of friends they've made and lost along the way, or a symbol of pride for their service to our country. These tattoos often tell the story that words fail to express for these veterans and servicemen.

It is estimated that over 75% of all active duty soldiers have at least one tattoo and the region around Fort Bragg has one of the largest tattoo shop per square mile ratios in the country. "This convention is another example of how Cumberland County celebrates its strong ties to the military," explains John Meroski, FACVB President. "Tattoos offer these brave men and woman a unique form of expression that is American at its core."



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CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Earned Publicity

The bureau released the story on the Marketwired Wire with the following results.

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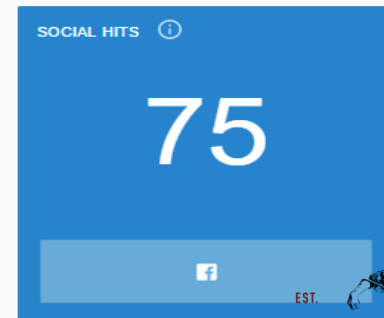
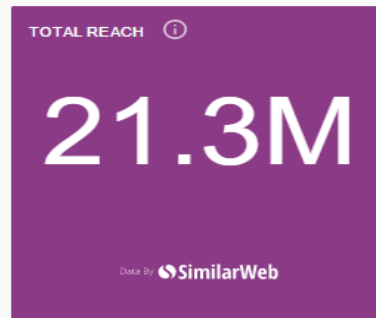
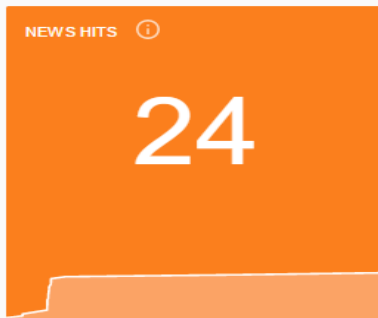
FEB 13, 2017

This press release has been picked up by 24 news outlets located in 7 countries and shared 75 times in social media within the first five days of the release.



Summary

See the results of your impact at-a-glance.



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Public Relations Recap

- **1** press release distributed
- **1** Go Fayetteville blog post and **2** blog Facebook posts
- **12** Calendar of Events Listings Secured
- **21** Bureau Social Media posts
- **6** pieces of earned publicity (PR)



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Bottom Line

- **Not** all Tourism Development Authority (TDA) requirements were met:
375 completed surveys was the agreed upon requirement (only **115** collected)

Surveys Completed Each Day of the Event

Date	# of Completed Surveys
April 14	4
April 15	103
April 16	8

- **28.70%** of participants were overnights and came specifically for the event.
- **17** participants were referred by hotels.
- **29.57%** were from Cumberland County, including Fort Bragg.
- **14.78%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (41%) and the Internet (20%).
- **34** attendees signed up for the FACVB's E-Promotion Program and provided a valid E-mail address.
- Room Nights – Because the required sample size was below the TDA required amount, the FACVB was unable to accurately extrapolate room nights out to 15,000.
- Official Hotel Pick Up: **354** room nights



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THE · ALL
AMERICAN
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Thank You

*Proudly promoting the Communities of Cumberland
County.*



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