

# *Cumberland County Visitor Profile*

## *FY 2017*

*July 13, 2017*



David Nash

Research and Data Manager  
FACVB

# Where are visitors from?

Does not include Cumberland County residents.

STATE/COUNTRY	PERCENTAGE
NC	26.45%
FL	7.73%
INVALID ZIP	7.21%
NY	6.40%
VA	5.14%
GA	4.68%
TX	4.11%
SC	3.42%
PA	2.76%
MD	2.50%
CA	2.47%
OH	2.35%
NJ	1.87%
MI	1.61%
AL	1.46%
TN	1.21%
IL	1.18%
MA	1.06%
CT	1.01%
CO	0.98%
MO	0.80%
KY	0.80%
IN	0.78%
MN	0.72%

STATE/COUNTRY	PERCENTAGE
MS	0.66%
WA	0.66%
KS	0.66%
AZ	0.66%
IA	0.63%
WI	0.60%
OK	0.57%
OR	0.49%
LA	0.43%
DC	0.40%
NH	0.40%
ENGLAND	0.37%
NV	0.34%
PUERTO RICO	0.34%
DE	0.32%
UT	0.29%
RI	0.29%
AR	0.26%
CANADA	0.26%
NE	0.26%
APO	0.26%
WV	0.23%
GERMANY	0.23%
MT	0.17%

STATE/COUNTRY	PERCENTAGE
ME	0.17%
VT	0.17%
HI	0.17%
SD	0.14%
NM	0.11%
AK	0.11%
ID	0.09%
AUSTRALIA	0.09%
VIRGIN ISLANDS	0.06%
SPAIN	0.06%
IRELAND	0.03%
SCOTLAND	0.03%
COLUMBIA	0.03%
ND	0.03%
RUSSIA	0.03%
WY	0.03%
SWEDEN	0.03%
JAMAICA	0.03%
SWITZERLAND	0.03%
AUSTRIA	0.03%
ITALY	0.03%
FRANCE	0.03%

# Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

NC COUNTY	PERCENTAGE
CUMBERLAND	66.98%
WAKE	3.58%
ROBESON	2.61%
HOKE	2.61%
HARNETT	2.57%
MOORE	2.50%
MECKLENBURG	1.63%
NEW HANOVER	1.27%
LEE	1.12%
SAMPSON	0.94%
FORSYTH	0.94%
DURHAM	0.80%
GUILFORD	0.80%
JOHNSTON	0.80%
BRUNSWICK	0.76%
BLADEN	0.58%
WAYNE	0.54%
CRAVEN	0.54%
CARTERET	0.51%

NC COUNTY	PERCENTAGE
ONslow	0.47%
DAVIDSON	0.40%
JONES	0.36%
RICHMOND	0.33%
GASTON	0.29%
COLUMBUS	0.29%
PITT	0.25%
SCOTLAND	0.25%
ORANGE	0.25%
LENOIR	0.25%
UNION	0.22%
CHATHAM	0.22%
WATAUGA	0.22%
GREENE	0.22%
CATAWBA	0.22%
SURRY	0.18%
DUPLIN	0.18%
CLEVELAND	0.18%
NASH	0.18%
LINCOLN	0.14%

NC COUNTY	PERCENTAGE
BEAUFORT	0.14%
PAMLICO	0.14%
FRANKLIN	0.14%
ROWAN	0.14%
WILSON	0.14%
GRANVILLE	0.11%
EDGEcombe	0.11%
BUNCOMBE	0.11%
CABARRUS	0.11%
STANLY	0.11%
PERSON	0.07%
PENDER	0.07%
BERTIE	0.07%
RANDOLPH	0.07%
CASWELL	0.07%
HAYWOOD	0.07%
WILKES	0.07%
TRANSYLVANIA	0.07%
MITCHELL	0.07%
CALDWELL	0.07%

NC COUNTY	PERCENTAGE
HYDE	0.07%
AVERY	0.07%
PERQUIMANS	0.07%
STOKES	0.07%
PASQUOTANK	0.07%
BURKE	0.04%
RUTHERFORD	0.04%
MONTGOMERY	0.04%
ALLEGHANY	0.04%
ALAMANCE	0.04%
MCDOWELL	0.04%
WARREN	0.04%
VANCE	0.04%
IREDELL	0.04%
ROCKINGHAM	0.04%
CHAUTAGUA	0.04%
DAVIE	0.04%
YADKIN	0.04%



AMERICA'S HOMETOWN

**CUMBERLAND COUNTY**

NORTH CAROLINA



FAYETTEVILLE AREA

**CONVENTION AND VISITORS BUREAU**

CUMBERLAND COUNTY, NC

# Where are visitors from in North Carolina by City?

Includes Cumberland County residents.

NC CITY	PERCENTAGE
FAYETTEVILLE	52.50%
HOPE MILLS	6.48%
FORT BRAGG	3.84%
RAEFORD	2.61%
SPRING LAKE	1.92%
CHARLOTTE	1.41%
RALEIGH	1.23%
WILMINGTON	1.23%
CAMERON	1.16%
DUNN	1.12%
LINDEN	0.98%
SANFORD	0.94%
WINSTON SALEM	0.94%
LUMBERTON	0.76%
STEDMAN	0.72%
LILLINGTON	0.69%
DURHAM	0.65%
PARKTON	0.62%
NEW HILL	0.47%
CARY	0.43%
SAINT PAULS	0.43%
GREENSBORO	0.43%
CLAYTON	0.43%
GOLDSBORO	0.40%
FUQUAY VARINA	0.40%
SOUTHERN PINES	0.36%
MARSHALLBERG	0.36%
LELAND	0.33%
MAYSVILLE	0.33%
PINEHURST	0.33%
JACKSONVILLE	0.33%
WADE	0.29%
THOMASVILLE	0.29%
CLINTON	0.29%
HOLLY SPRINGS	0.25%
ABERDEEN	0.25%
ROSEBORO	0.25%
HIGH POINT	0.22%
MAURY	0.22%
ANGIER	0.22%
BUIES CREEK	0.22%
BLADENBORO	0.22%
GASTONIA	0.22%
HAVELOCK	0.22%
ELIZABETHTOWN	0.22%
GARNER	0.22%
NEW BERN	0.22%
SHELBY	0.18%
FAIRMONT	0.18%
RED SPRINGS	0.18%
BENSON	0.18%
AUTRYVILLE	0.18%
GODWIN	0.18%
SOUTHPORT	0.18%

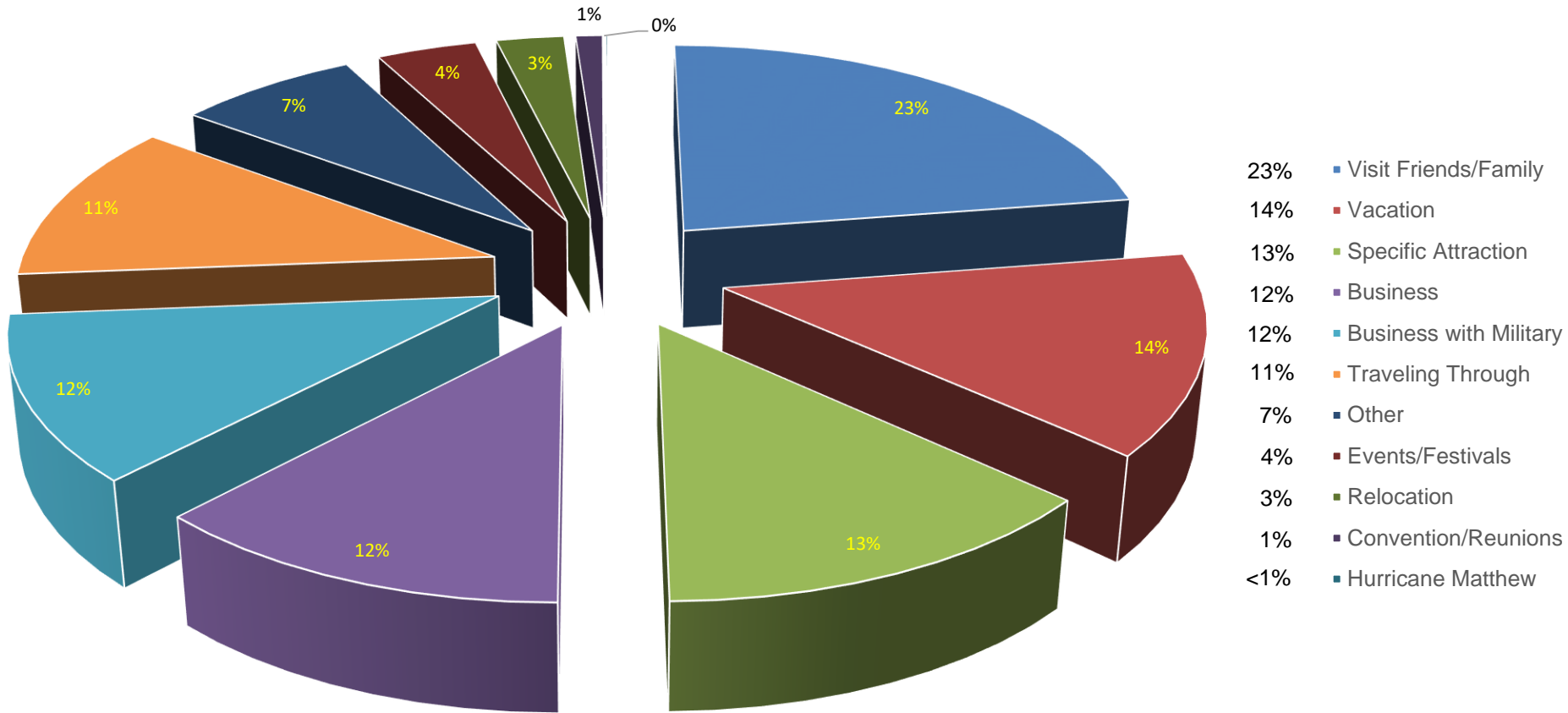
NC CITY	PERCENTAGE
CHAPEL HILL	0.18%
WILLOW SPRING	0.18%
CARTHAGE	0.14%
ROCKY MOUNT	0.14%
LAURINBURG	0.14%
BUNNLEVEL	0.14%
HAMLET	0.14%
MAXTON	0.14%
KINSTON	0.14%
PITTSBORO	0.14%
SUGAR GROVE	0.14%
GREENVILLE	0.14%
CASTLE HAYNE	0.14%
ROUGEMONT	0.14%
HICKORY	0.11%
WEST END	0.11%
ELKIN	0.11%
KNIGHTDALE	0.11%
WILSON	0.11%
LEXINGTON	0.11%
BROADWAY	0.11%
LOUISBURG	0.11%
WAKE FOREST	0.11%
NEWTON GROVE	0.11%
WHITEVILLE	0.11%
PEMBROKE	0.11%
ERWIN	0.11%
SHANNON	0.11%
ROCKINGHAM	0.11%
MORRISVILLE	0.07%
ASHEBORO	0.07%
HILLSBOROUGH	0.07%
NASHVILLE	0.07%
WHITE OAK	0.07%
NEWTON	0.07%
MOUNT OLIVE	0.07%
LA GRANGE	0.07%
VANCEBORO	0.07%
LAUREL HILL	0.07%
WAYNESVILLE	0.07%
DALLAS	0.07%
MONROE	0.07%
PINEVILLE	0.07%
VASS	0.07%
BREVARD	0.07%
INDIAN TRAIL	0.07%
RIEGELWOOD	0.07%
SWANSBORO	0.07%
VALE	0.07%
EMERALD ISLE	0.07%
MOUNT AIRY	0.07%
WAXHAW	0.07%
CHADBOURN	0.07%
ASHEVILLE	0.07%

NC CITY	PERCENTAGE
LUMBER BRIDGE	0.07%
MIDDLESEX	0.07%
COLFAX	0.07%
WINDSOR	0.07%
LENOIR	0.07%
FALCON	0.07%
JAMESTOWN	0.07%
HAMPSTEAD	0.07%
SILER CITY	0.07%
LINVILLE	0.07%
SWANQUARTER	0.07%
HERTFORD	0.07%
BOONE	0.07%
SALEMBURG	0.07%
STEM	0.07%
SALISBURY	0.07%
ELIZABETH CITY	0.07%
ALBEMARLE	0.07%
WRIGHTSVILLE BEACH	0.04%
LITTLE SWITZERLAND	0.04%
DUDLEY	0.04%
ROCKWELL	0.04%
LINCOLNTON	0.04%
HARRISBURG	0.04%
PINNACLE	0.04%
AURORA	0.04%
APEX	0.04%
BUTTERS	0.04%
PIKEVILLE	0.04%
BURLINGTON	0.04%
KELLY	0.04%
MADISON	0.04%
LOWLAND	0.04%
MANSON	0.04%
MOORESVILLE	0.04%
CHOCOWINITY	0.04%
HALLSBORO	0.04%
MARSTON	0.04%
WINTERVILLE	0.04%
HUNTERSVILLE	0.04%
SPRUCE PINE	0.04%
BLOUNTS CREEK	0.04%
TARAWA TERRACE	0.04%
LAKEVIEW	0.04%
ARAPAHOE	0.04%
BEAUFORT	0.04%
MORGANTON	0.04%
MATTHEWS	0.04%
DAVIDSON	0.04%
KENANSVILLE	0.04%
ORIENTAL	0.04%
MILTON	0.04%
HURDLE MILLS	0.04%
ELLERBE	0.04%

NC CITY	PERCENTAGE
SELMA	0.04%
FARMVILLE	0.04%
POLLOCKSVILLE	0.04%
SUPPLY	0.04%
SMITHFIELD	0.04%
SWANNANOVA	0.04%
COVE CITY	0.04%
LEASBURG	0.04%
YOUNGSVILLE	0.04%
TAR HEEL	0.04%
PENLAND	0.04%
ELM CITY	0.04%
ALBERTSON	0.04%
TROY	0.04%
BEULAVILLE	0.04%
TURKEY	0.04%
BAILEY	0.04%
ALLIANCE	0.04%
MOCKSVILLE	0.04%
MOUNT PLEASANT	0.04%
FAISON	0.04%
WAGRAM	0.04%
HAMPTONVILLE	0.04%
LEMON SPRINGS	0.04%
PINK HILL	0.04%
WARRENTON	0.04%
JACKSON SPRINGS	0.04%
WARSAW	0.04%
CLAREMONT	0.04%
WASHINGTON	0.04%
RICHFIELD	0.04%
COATS	0.04%
WENDELL	0.04%
CONCORD	0.04%
CUMNOCK	0.04%
NEWPORT	0.04%
GRIMESLAND	0.04%
KENLY	0.04%
TARBORO	0.04%
GERMANTON	0.04%
DENVER	0.04%
WILKESBORO	0.04%
ZEBULON	0.04%
CAMP LEJEUNE	0.04%
KIPLING	0.04%
ENNICE	0.04%
OXFORD	0.04%
NORTH WILKESBORO	0.04%
CORNELIUS	0.04%
OCEAN ISLE BEACH	0.04%
CHINA GROVE	0.04%
WINNABOW	0.04%
SPINDALE	0.04%
ROXBORO	0.04%

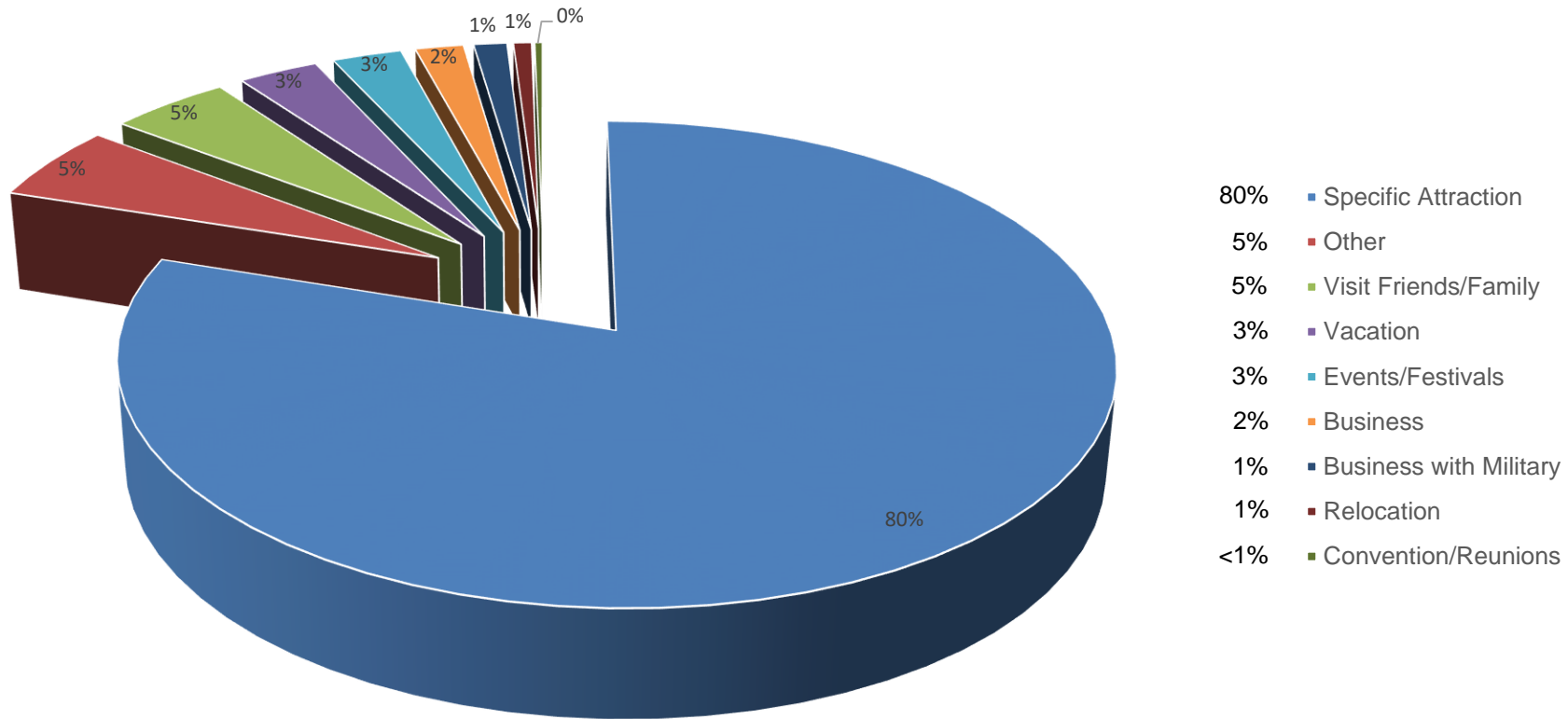
# What is their reason for visiting?

Does not include Cumberland County residents.



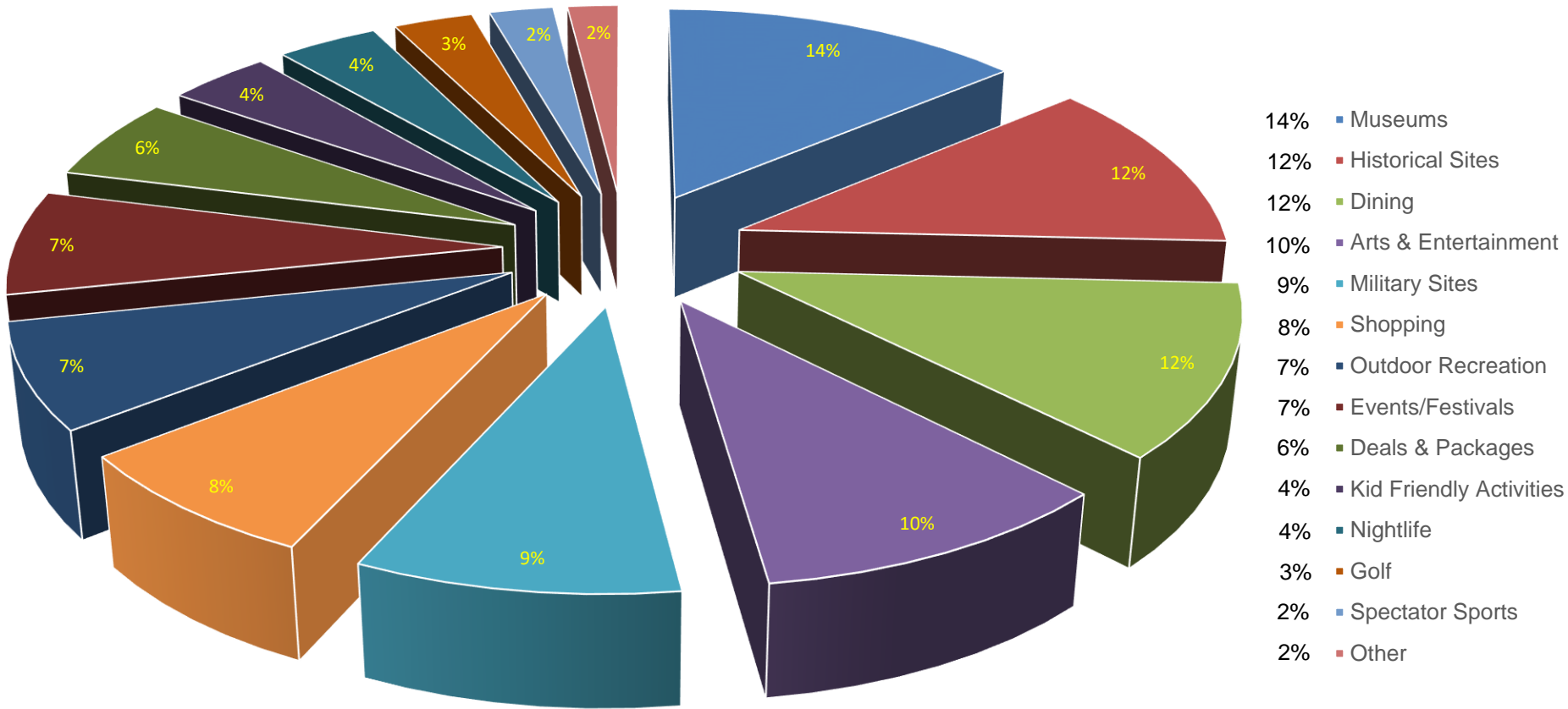
# What is their reason for visiting?

Only Cumberland County residents.



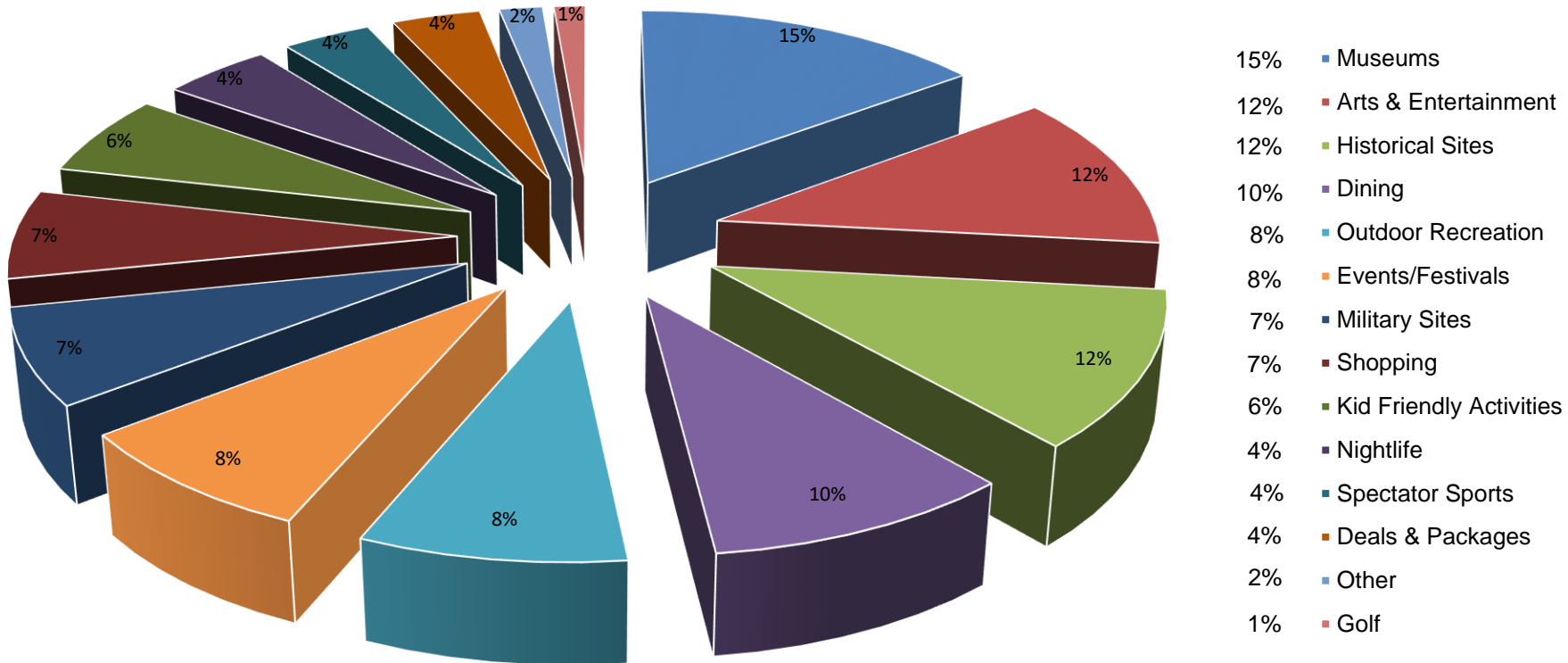
# What are the visitors interested in?

Does not include Cumberland County residents.



# What are the visitors interested in?

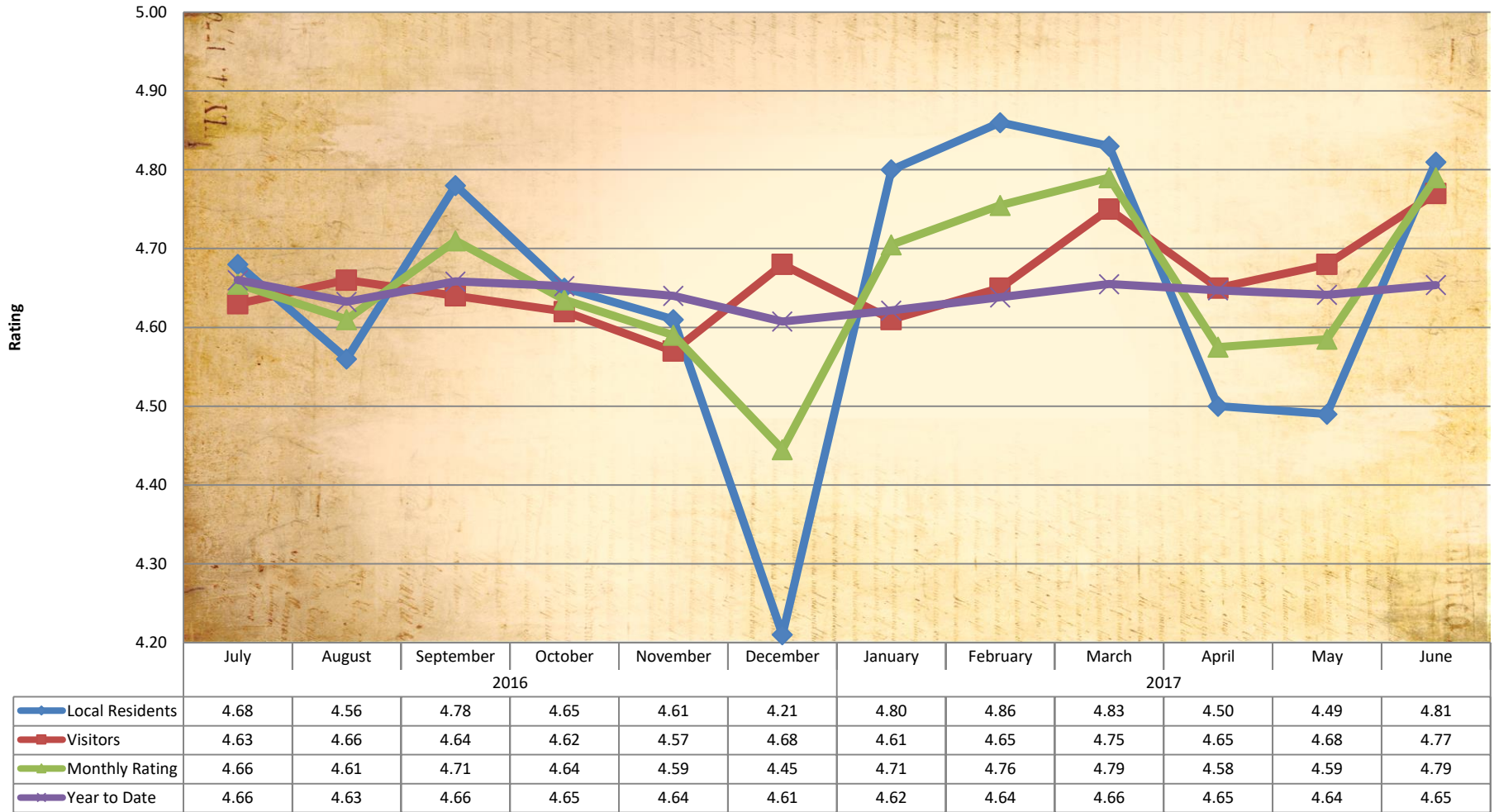
Only includes Cumberland County residents.





# Visitor Experience?

Local versus Non Local Visitors.



# *Thank You*

*Proudly promoting the Communities of Cumberland County.*

EST.



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FAYETTEVILLE AREA

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**CONVENTION AND  
VISITORS BUREAU**

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CUMBERLAND COUNTY, NC