



Metrics Associated with the **WIDU Anniversary 2018**

Held October 6-13, 2018

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October 25, 2018



CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

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Introduction

- All data was collected by the WIDU staff or emailed out for participants to submit survey.
- The WIDU management estimated **25,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **379**.
- The final number of submitted surveys was **1,474***.
- Using the **25,000** attendees, the Confidence Interval for this presentation with a **1,474*** Sample Size is **+/- 2.48%**. Because of the size of the sample the Confidence Interval is **much better** than the “best practice” of +/- 5.00%.

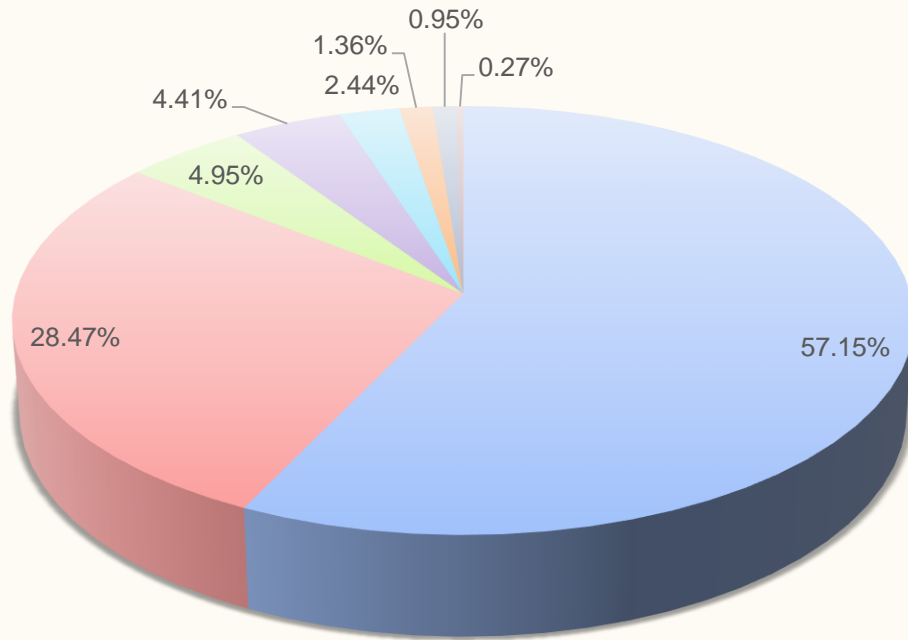
** Although 1,474 surveys were collected 67 individuals answered the survey more than once based on duplicate email addresses.
A few people input in the survey 3 and 4 times.*

Introduction

- Surveys were collected at the following times:

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Thursday, Oct 11, 2018		Friday, Oct 12, 2018		Saturday, Oct 13, 2018		Sunday, Oct 14, 2018	
3-4 p.m.	1	11 a.m.-12 Noon	1	5-6 a.m.	1	12-1 a.m.	1
Total Collected Day 1	1	1-2 p.m.	0	9-10 a.m.	1	8-9 a.m.	1
		2-3 p.m.	0	10-11 a.m.	2	9-10 a.m.	0
		3-4 p.m.	0	11 a.m.-12 Noon	2	10-11 a.m.	1
		4-5 p.m.	0	12-1 p.m.	2	Total Collected Day 4	3
		5-6 p.m.	0	1-2 p.m.	1		
		6-7 p.m.	0	2-3 p.m.	1		
		7-8 p.m.	647	3-4 p.m.	2		
		8-9 p.m.	14	4-5 p.m.	740		
		9-10 p.m.	3	5-6 p.m.	7		
		10-11 p.m.	31	6-7 p.m.	0		
		11-12 p.m.	4	7-8 p.m.	3		
				8-9 p.m.	2		
		Total Collected Day 2	700	9-10 p.m.	1		
				10-11 p.m.	1		
				11 p.m.-12 a.m.	2		
				12-1 a.m.	2		
				Total Collected Day 3	770		

They Identified Themselves As



- 57.15% I am a resident of Fayetteville/Cumberland County.
- 28.47% I am from a surrounding county and drove in for the day for this event.
- 4.95% I am here for the WIDU Anniversary specifically and am overnighing in a hotel.
- 4.41% I am here for the WIDU Anniversary and staying with family or friends.
- 2.44% I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 1.36% I am in the area visiting family or friends and they brought me to this event.
- <1% I am visiting the area for other purposes, but heard about the event and came.
- <1% I am staying at a hotel and the hotel referred me to this event.

Where Were They From

- 1 of the 1,474 completed surveys provided an invalid zip code.
- 1,357 (92.06%) were from North Carolina.
- 150 (10.18%) were from more than 100 miles from Fayetteville.
- 73 (4.95%) identified themselves as being here specifically for the event and overnighing in a hotel, however only 11 of the 73 identified hotel information.

Top 5 by State

1. North Carolina	1,358
2. Virginia	42
3. South Carolina	40
4. Georgia, Maryland Tennessee	5
5. Michigan and New York	3

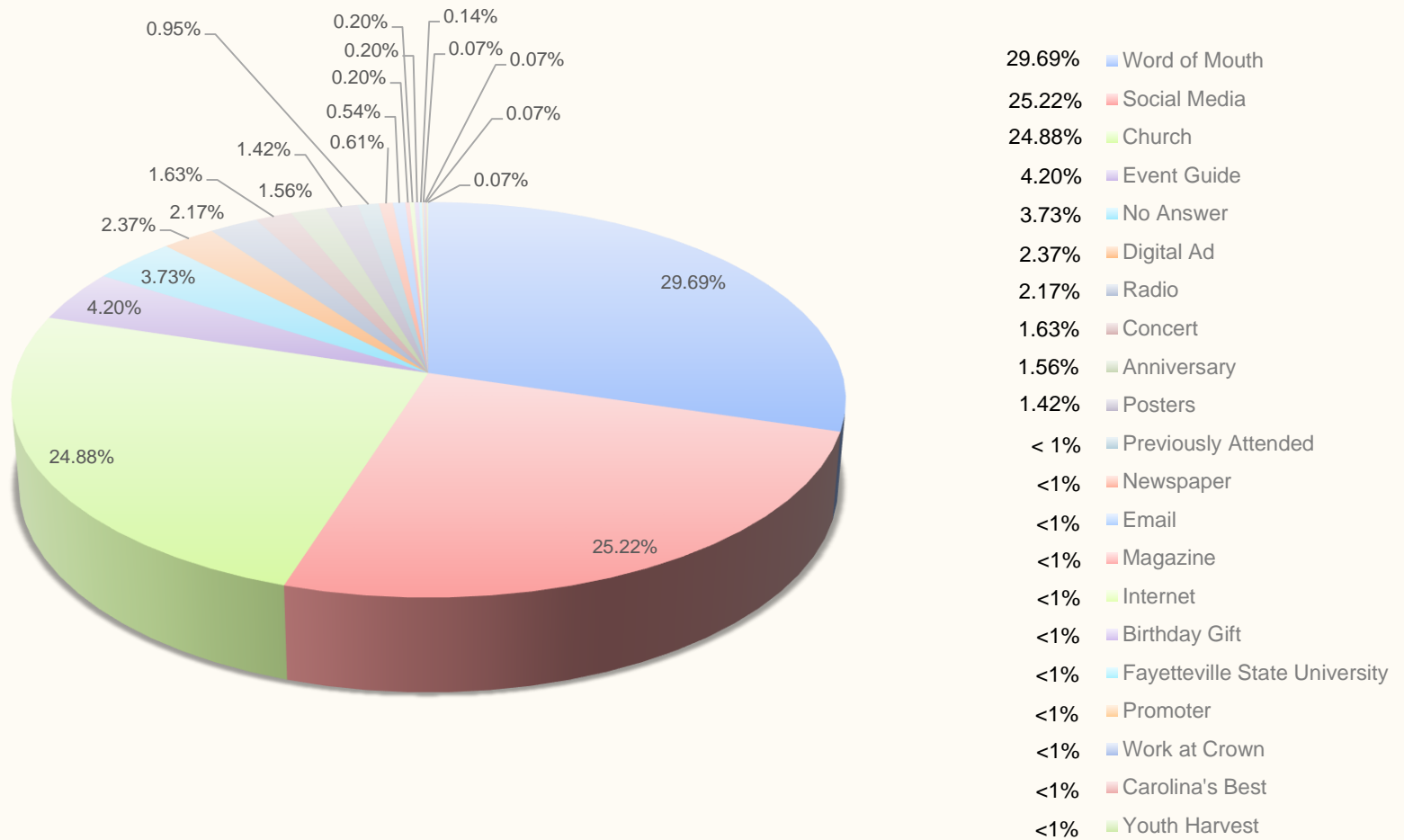
Top 5 by County

1. Cumberland, NC	880
2. Robeson, NC	80
3. Hoke, NC	43
4. Wake, NC	38
5. Harnett, NC	28

Top 5 by City

1. Fayetteville, NC	710
2. Hope Mills, NC	92
3. Spring Lake, NC	48
4. Raeford, NC	43
5. Lumberton, NC	31

How Did They Find Out About Event



Survey Requirements

Requirement

What is the current zip code that you currently reside in: _____

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
6. Here for this event specifically and am over-nighting in a 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

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? _____

How did you hear about the event?

Information Provided

Page Summary Report WIDU 2018 As of: 10/24/2018 1:16:17 PM					
<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	2562	1474	57.53%	00:01:55	View Results
1	2507	1474	58.80%	00:01:44	View Results

Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Uploaded and Published to: AAA Go Magazine Web, Carolina Country Print and Web, Our State, SC Living, TripAdvisor, VisitFayettevilleNC.com and VisitNC.com.



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Bureau Generated Publicity

Calendar of Events

These events were shared:

EVENTS							
Title	Type	Account	Start Date	End Date	Location	Description	
WIDU Anniversary: Celebration Night	One-Time Event	Crown Complex	10/13/2018	10/13/2018	Crown Coliseum	Concerts & Music Performing Arts Religious WIDU Anniversary	The WIDU Anniversary finale is the Celebration Night, and this year's event will feature Fred Hammond, Marvin Sapp, and Hezekiah Walker. For more details on the full WIDU Anniversary week schedule, re
WIDU Anniversary: Prayer Breakfast	One-Time Event	Crown Complex	10/12/2018	10/12/2018	Crown Expo Center	Food Religious WIDU Anniversary	The WIDU Anniversary week celebration continues with the Prayer Breakfast, a special service for the community of faith. This year's guest worship leader is Benita Jones, with an inspiring message fro
WIDU Anniversary: Traditional Gospel Night	One-Time Event	Crown Complex	10/12/2018	10/12/2018	Crown Coliseum	Concerts & Music Performing Arts Religious WIDU Anniversary	The WIDU Anniversary week celebration continues with Traditional Gospel Night, honoring its rich heritage of gospel music. This year's event promises to be inspiring and heart touching, as Lee William
WIDU Anniversary: Women's Empowerment Luncheon	One-Time Event	Crown Complex	10/11/2018	10/11/2018	Crown Expo Center	Food Religious WIDU Anniversary	The WIDU Anniversary celebration week continues with the Women's Empowerment Luncheon. The luncheon's featured guest speakers are Dr. Jasmin "Jazz" Scularck & Brian Courtney Wilson. For details on
WIDU Anniversary: Carolina's Best	One-Time Event	Crown Complex	10/11/2018	10/11/2018	Crown Coliseum	Concerts & Music Performing Arts Religious WIDU Anniversary	The WIDU Anniversary celebration week continues with Carolina's Best, a gospel music singing competition highlighting youth, soloist, choir/groups, and quartets from North Carolina and South Carolina.
WIDU Anniversary: Together As One Community Unity Services	One-Time Event		10/10/2018	10/10/2018	Multiple Churches in the Fayetteville Area and Beyond	Religious Free WIDU Anniversary	The WIDU Anniversary celebration week continues with the Together As One Community Unity Services, when anniversary artists go out to over 20 area churches and minister during their mid-week services.
WIDU Anniversary: Unity Service	One-Time Event	Kingdom Impact Global Ministries Inc	10/09/2018	10/09/2018	Simon Temple AME Zion Church	Religious Free WIDU Anniversary	The WIDU Anniversary celebration week continues with the Unity Service, an event where people come together from many different denominations to worship together as one body. This year's guest speaker
WIDU Anniversary: Daddy Boys 2 Stageplay	One-Time Event	Mount Olive Missionary Baptist Church	10/08/2018	10/08/2018	Mount Olive Missionary Baptist Church	Performing Arts Religious Free WIDU Anniversary	The WIDU Anniversary celebration week continues with the return of Daddy Boys 2 Stageplay, brought to you by G Davis Productions. Visit the event website for the complete celebration week schedule and
WIDU Anniversary: Clean Comedy Show	One-Time Event	Kingdom Impact Global Ministries Inc	10/07/2018	10/07/2018	Kingdom Impact Global Ministries	Performing Arts Religious WIDU Anniversary	The WIDU Anniversary celebration week continues with the Clean Comedy Show with Ms. Shirleen & More! Visit the event website for the complete celebration week schedule and ticket information.
WIDU Anniversary: Youth Concert	One-Time Event	John D. Fuller, Sr. Recreational/Athletic Complex	10/06/2018	10/06/2018	John D. Fuller, Sr. Recreational/Athletic Complex	Concerts & Music Religious Free WIDU Anniversary	The WIDU Anniversary celebration week kicks off with the Youth Concert, presenting Red Revolution 2 w/ Uncle Reece & More! Youth need to be registered to attend this free concert. Visit the event


Bureau Generated Publicity

FACVB Social Media Outlets: Facebook

Fayetteville Area Convention and Visitors Bureau · Published by Melody Vealey Foote [?] · October 7 at 7:58 AM ·

The WIDU Anniversary celebration started last night and continues throughout the week. The event series features well known national artists and speakers. Full list of WIDU events: <https://bit.ly/2C0pJNe>

WIDU 1600AM



423 People Reached 1 Engagement 23 Clicks [Boost Post](#)

Denise Comulada

Fayetteville Area Convention and Visitors Bureau · Published by Melody Vealey Foote [?] · October 13 at 4:15 PM ·

The WIDU Anniversary celebration is a week-long celebration held at the Crown Complex . The MrsTee attended the Prayer Breakfast earlier this week for the first time. She says" From start to finish you could feel a sense of fellowship and community with each person in the room"

The celebration concludes this evening with a Celebration Night concert featuring Fred Hammond, Marvin Sapp, and Hezekiah Walker.

WIDU 1600AM.



THEMRSTEE.COM

WIDU 60th Anniversary Weekend | TheMrsTee

Each year the WIDU Anniversary Celebration is one of the most attended...

278 People Reached 1 Engagement 11 Clicks [Boost Post](#)

Robin King

Bureau Generated Publicity

FACVB Social Media Outlets: Twitter



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Bureau Generated Publicity

FACVB Social Media Outlets: Linked-In

 Fayetteville Area Convention & Visitors Bureau ⋮
457 followers
1w

The WIDU Anniversary celebration started last night and continues throughout the week. The event series features well known national artists and speakers. Full list of WIDU events: <https://bit.ly/2C0pjNe>



 Like  Comment  Share

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Earned Publicity

MRS. TEE BLOG - <https://themrstee.com/widu-60th-anniversary-weekend/>

LOCAL EVENTS / MEDIA EVENTS / MYFAYETTEVILLE / RECAPS


WIDU 60th Anniversary Celebration

by TheMrsTee




Share the love!

4 Shares



Press/Media Coverage Disclosure

Each year the **WIDU Anniversary Celebration** is one of the most attended events at The Crown Complex and Expo Center. Drawing crowds from not only Fayetteville but communities as far out as Raleigh, Durham and Johnston County!



WEDO Radio Network

WIDU is a locally owned Radio Station that broadcasts from Fayetteville to Cumberland County and its surrounding communities. The WEDO Radio Network and WIDU Owners Wes & Sandy Cookman have a true heart for their community. Working to bring the love of God to as many as they can through inspirational music, talk shows and events. The WIDU Anniversary brings some of the most beloved and successful Christian Artist to a community who's religious foundation is one that can be felt throughout the audience.

Earned Publicity

MRS. TEE FACEBOOK (5,430 FOLLOWERS)

 **The Mrs Tee** October 13 at 8:24 PM · 🌐

WIDU 60th Anniversary Weekend
"From start to finish you could feel a sense of fellowship and community with each person in the room."
WIDU Anniversary | WIDU 1600AM <http://bit.ly/2yjdKxU>



 You and 1 other

 **The Mrs Tee** was live — 😊 feeling chatty at WIDU-AM (Fayetteville). October 13 at 8:48 AM · Fayetteville · 🌐

I'm LIVE On Air for this week's "What's Going On Fayetteville" chatting about Fall Faves & Not So Faves!
Upcoming Events:
WIDU Anniversary | Gallberry Corn Maze | Cotton River and Company | Freak Show - 3 Year Anniversary Celebration | CornerstonEucopia: Fall Launch Party | The Creative Frenzy | Fayetteville Comic Con | Fayetteville Dogwood Festival... See More



  19

19 Comments 3 Shares 295 Views

Earned Publicity

MRS. TEE FACEBOOK

The Mrs Tee is 😊 feeling blessed with Patrice J Carter and WIDU Anniversary at WIDU Anniversary.
October 12 at 11:55 AM · Fayetteville · 🌐

What an amazing morning!! I was so blessed to have the opportunity to attend the WIDU Anniversary Prayer Breakfast with my sister-friend Patrice J Carter. Bishop Paul S. Morton spoke a Word and Benita Jones ministered through song.



Angela Roy and 4 others

1 Comment 55 Views



The Mrs Tee was live — 📺 attending Prayer Breakfast - Bishop Paul S. Morton & Benita Jones at WIDU Anniversary.

October 12 at 10:49 AM · Fayetteville · 🌐

Bishop Paul S. Morton closed us out in song 🎶



Chancer F. McLaughlin and 5 others

45 Views

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Earned Publicity

MRS. TEE FACEBOOK



The Mrs Tee shared an event — 🙏 feeling blessed at Crown Complex.

October 12 at 7:45 AM · Fayetteville · 🌐

It's Friday and I'm heading to the WIDU Anniversary Prayer Breakfast at The Crown Complex ! Today's Breakfast will has Speaker Bishop Paul S. Morton and a Performance by Benita Jones!

Follow along here and on my Instagram
[<http://instagram.com/themrstee>] !... See More



FRI, OCT 12

Prayer Breakfast - Bishop Paul S. Morton & Benita Jones

★ Interested

 Tiffany, Toni and 3 friends

 3

Earned Publicity

MRS. TEE INSTAGRAM (10.2K FOLLOWERS)



themrstee • Following
Crown Complex

themrstee Hanging out with my girl @drpatricecarter at the @widuanniversary Prayer Breakfast!

Thanks to @hollywoodjavanc for sending me this amazing cup of Hazelnut Coffee to jump start my day!

#WIDU1600AM #WIDUAnniversary
#HollywoodJavaNC
#WIDUTheMrsTee #TheMrsTee

themrste #NC
#Media #MediaCoverage #NCBlogger
#NCBloggers #BlackBloggers
#FayettevilleNC #CrownComplex
#LifestyleBlogger #SouthernBlogger



47 likes

2 DAYS AGO

Add a comment...



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Earned Publicity

MRS. TEE INSTAGRAM



themrstee • Following
Crown Complex

themrstee @BishopPaulMorton "There's a Lazarus at Your Gate" Like 16:24

-

@benitajoneslive ministered in song ushering in God's presence.

-

Wes Cookman owner of @widuanniversary thanks all those who supported the 60th Anniversary!

-

Did you know there were 60 sounds saved during the Youth Concert? God. Is. Good!

-



20 likes

2 DAYS AGO

Add a comment...



CUMBERLAND COUNTY, NC
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CONVENTION AND VISITORS BUREAU

Earned Publicity

MRS. TEE INSTAGRAM

The image is a composite of two parts. On the left is a promotional poster for the 'WIDU ANNIVERSARY EXPO 2018'. The poster features a group of seven diverse people at the top. Below them, it says 'FREE ADMISSION' in a yellow banner. The main title is 'WIDU ANNIVERSARY EXPO 2018' with 'BUSINESS & EMPOWERMENT' underneath. To the right, it says 'OCTOBER 11&12 CROWN EXPO'. Below that, it says '2 DAY EXPO 30+ VENDORS!! LIVE STAGE & EMPOWERMENT SESSIONS'. The poster is divided into two columns for 'THURSDAY OCTOBER 11' and 'FRIDAY OCTOBER 12', each with a schedule of events. At the bottom, it says 'FREE ADMISSION' and 'FOR EXPO SCHEDULE UPDATES & INFORMATION WIDUANNIVERSARY.COM/EXPO'. On the right is an Instagram post from the user 'themrtee'. The post shows a profile picture, the name 'themrtee • Following Crown Complex', and the text: 'The @widuanniversary Prayer Breakfast was the perfect way to start my day. If you missed it don't worry! The day's not over yet...'. Below the text are several hashtags: #WIDU1600AM, #WIDUAnniversary, #WIDUTheMrsTee, #TheMrsTee, #NC, #Media, #MediaCoverage, #NCBlogger, #NCBloggers, #BlackBloggers, #FayettevilleNC, #CrownComplex, #LifestyleBlogger, and #SouthernBlogger. The post also shows 19 likes and was posted 2 days ago.

WIDU ANNIVERSARY EXPO 2018
BUSINESS & EMPOWERMENT
FREE ADMISSION
OCTOBER 11&12
CROWN EXPO

2 DAY EXPO 30+ VENDORS!!
LIVE STAGE & EMPOWERMENT SESSIONS

THURSDAY OCTOBER 11

- 11:00am Expo Opens
- 2:00pm Girl Talk Session
Angela Blue, Tameka Bright and Sharrean McCrimmon
- 3:00pm Choppin' It Up w/ Chef Judy
- 4:00pm Worship Masterclass with Maranda Curtis
- 6:00pm Expo Closes

FRIDAY OCTOBER 12

- 11:00am Expo Opens
- 12:00pm Meet & Greet
Dottie Peoples & Luther Barnes
- 12:00pm Pastors Session w/ Bishop Paul S. Morton, Sr.
- 1:30pm IndieFest
8+ Showcase Artist
- 6:00pm Expo Closes

FREE ADMISSION

FOR EXPO SCHEDULE UPDATES & INFORMATION
WIDUANNIVERSARY.COM/EXPO

themrtee • Following
Crown Complex

themrtee The @widuanniversary Prayer Breakfast was the perfect way to start my day. If you missed it don't worry! The day's not over yet... _

You can come by The @crowncomplexnc to check out all. The vendors at the Expo...Meet & Greet with Dottie Peoples and Luther Barnes and More!

#WIDU1600AM #WIDUAnniversary #WIDUTheMrsTee #TheMrsTee

themrtee #NC #Media #MediaCoverage #NCBlogger #NCBloggers #BlackBloggers #FayettevilleNC #CrownComplex #LifestyleBlogger #SouthernBlogger

19 likes
2 DAYS AGO

Add a comment...

Earned Publicity

MRS. TEE TWITTER (9,570 FOLLOWERS)



The Mrs Tee @themrstee · Oct 13

WIDU 60th Anniversary Weekend

"From start to finish you could feel a sense of fellowship and community with each person in the room."

WIDU Anniversary | WIDU 1600AM bit.ly/2PxRuaf



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Earned Publicity

MRS. TEE YOUTUBE (1,847 SUBSCRIBERS)



What's Going On Fayetteville | Fall Faves! | TheMrsTee

6 views

👍 1 👎 0 ➦ SHARE ⌵ SAVE ...

CUMBERLAND COUNTY, NC
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Public Relations Recap

- **10** Individual WIDU Events each posted in 7 Calendar of Events listings sites
- **2** FACVB Facebook Social Media posts
- **1** FACVB Twitter Social Media tweets
- **1** FACVB LinkedIn Social Media posts
- Earned Publicity
 - 1 Blog
 - 5 Facebook Posts
 - 3 Instagram Posts
 - 1 Twitter Tweet
 - 1 YouTube Video Post

Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
2018	84.1	69.6	78.7	83.4	79.4	76.4
2017	61.1	45.4	51.0	56.2	60.2	59.5
Percent Change	+37.7	+53.4	+54.3	+48.4	+31.8	+28.5

Summary

CALCULATIONS

The FACVB used the agreed upon estimated attendance number provided by WIDU management of **25,000** to come up with the 379 required surveys. Even if the actual attendance number of 12,279 was used, 373 surveys would have been required.

The sample size of **1,474** was more than the required and agreed upon 379 completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at +/- **2.48%**.

TDA

Granted **\$25,000** to be used for public relations, advertising, print, social and other mediums determined to reach the targeted visitor market. Said funding shall be exclusively to assist with the marketing of the 2018 WIDU Anniversary scheduled for October 6-13, 2018

379 completed surveys was the agreed upon requirement, **1,474** were collected with at least 67 duplicates.

All Tourism Development Authority (TDA) requirements were met.

Can re-apply next year?

Yes

No

ATTENDANCE

Per the Crown Complex, the actual attendance for the event was **12,279**.

4.96% (73) of the surveys stated they were overnights and came specifically for the event (only **11** of them Identified their hotel).

4 participants were referred by their hotel.

59.56% (878) were from Cumberland County, including Fort Bragg.

28.49% (420) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 73 who came for the event and stayed at the hotel, listed the following hotels:

No Answer	62	Embassy	1
Candlewood Suites	2	Holiday inn	1
TownSuite	1	DoubleTree by Hilton	1
Wingate	1	Country Inn	1
Hilton Garden Inn	1	Fairfield Inn Fayetteville	1
Red Roof Inn	1	Total	73

Summary

ATTENDANCE (continued)

Of those participants staying at a hotel, the overall average length of stay was 2 nights.

4.96% of the participants (73) were overnighters and came specifically for the event – extrapolated out to 12,279 actual attendees this means potentially 609 people X 2 nights = 1,218 room nights +/- 2.48%.

Potential Revenue = **\$103,858.86.**

Economic Impact = 609 x 2 days x \$114 = **\$138,852.00.**

Official Hotel Pick Up: **107** Room Nights as reported from hotels.

Average Daily Rate (ADR)* for the month of October was **\$85.27.**

Hotel Revenue - **\$9,123.89.**

**ADR is reported by Smith Travel Research (STR), which is used by the global hotel industry as a vital revenue management tool. The report benchmarks a hotel's performance against its competitive aggregate and local market. The STAR program tracks and delivers monthly, weekly and daily data.*

MARKETING

The top 5 resources where they heard of the event were:

1. Word of Mouth
2. Social Media
3. Church
4. Event Guide
5. Digital Ad

983 attendees signed up for the FACVB's E-Promotion Program.



Thank You



**Proudly Promoting the
Communities of Cumberland County**

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