

*Metrics Associated with the
Cape Fear Wildlife Expo 2017
Held March 17-19, 2017*



March 20, 2017



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CUMBERLAND COUNTY, NC

Introduction

- All data was collected by the Cape Fear Wildlife Expo staff during the event from 17-19 March 2017.
- The Cape Fear Wildlife Expo management estimated **15,000** attendees prior to the event.
- There were **536** completed surveys.
- Using the **15,000** attendees, the Confidence Interval for this presentation with a **536** Sample Size is **+/- 4.16%**. Because of the size of the sample the Confidence Interval **surpassed** the “best practice” of +/- 5%.



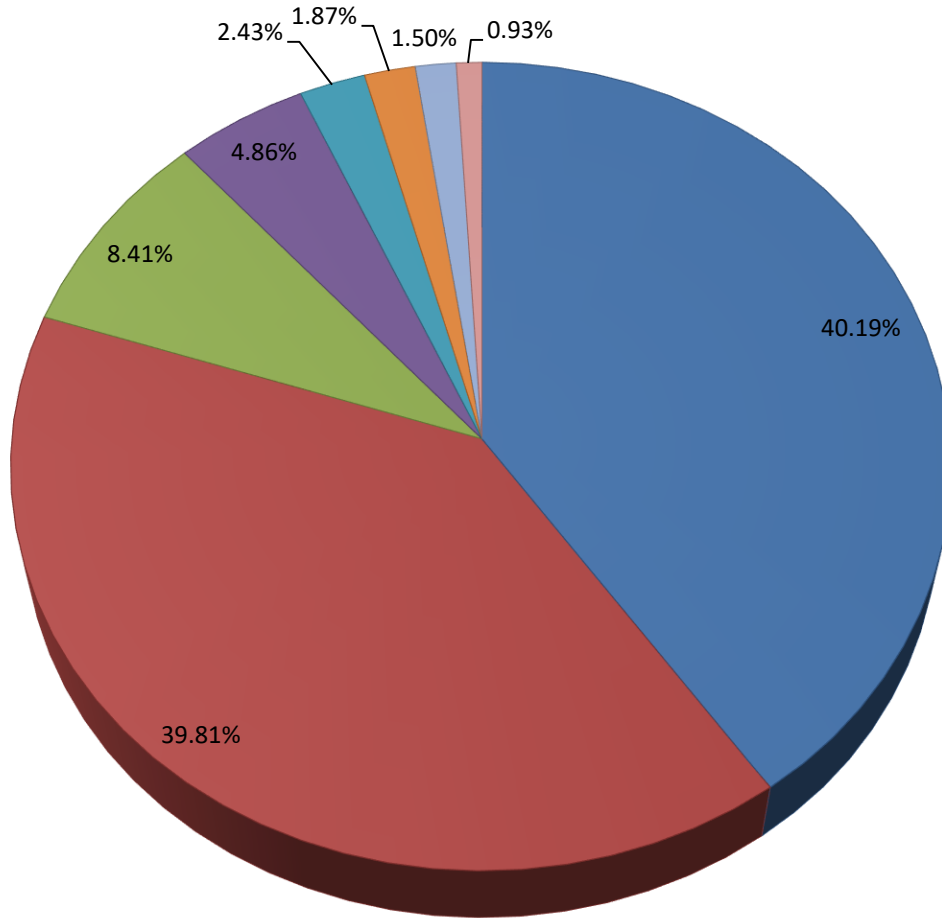
EST. 1754

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They Identified Themselves as...



- 40.19% ■ I am from a surrounding county and drove in for the day for this event.
- 39.81% ■ I am a resident of Fayetteville/Cumberland County.
- 8.41% ■ I am here for the Wildlife Expo specifically and am overnighting in a hotel.
- 4.86% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 2.43% ■ I am visiting the area for other purposes, but heard about the event and came.
- 1.87% ■ I am in the area visiting family or friends and they brought me to this event.
- 1.50% ■ I am staying at a hotel and the hotel referred me to this event.
- 0.93% ■ I am here for the Wildlife Expo and staying with family or friends.



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Where Were They From?

Overview

- Only **2** of the **536** completed surveys provided an invalid zip code.
- **513** were from North Carolina and **40** were from more than 100 miles from Fayetteville.
- **45** identified themselves as being here specifically for the event and overnighing in a hotel.

Top 5 by State

1. North Carolina	513
2. South Carolina	15
3. Virginia	2
4. Invalid Zip Code	2
5. 4 States Tied	1

Top 5 by County

1. Cumberland, NC	229
2. Robeson, NC	56
3. Sampson, NC	36
4. Hoke, NC	24
5. New Hanover	23

Top 5 by City

1. Fayetteville, NC	151
2. Hope Mills, NC	40
3. Raeford, NC	24
4. Wilmington, NC	22
5. Stedman, NC	17

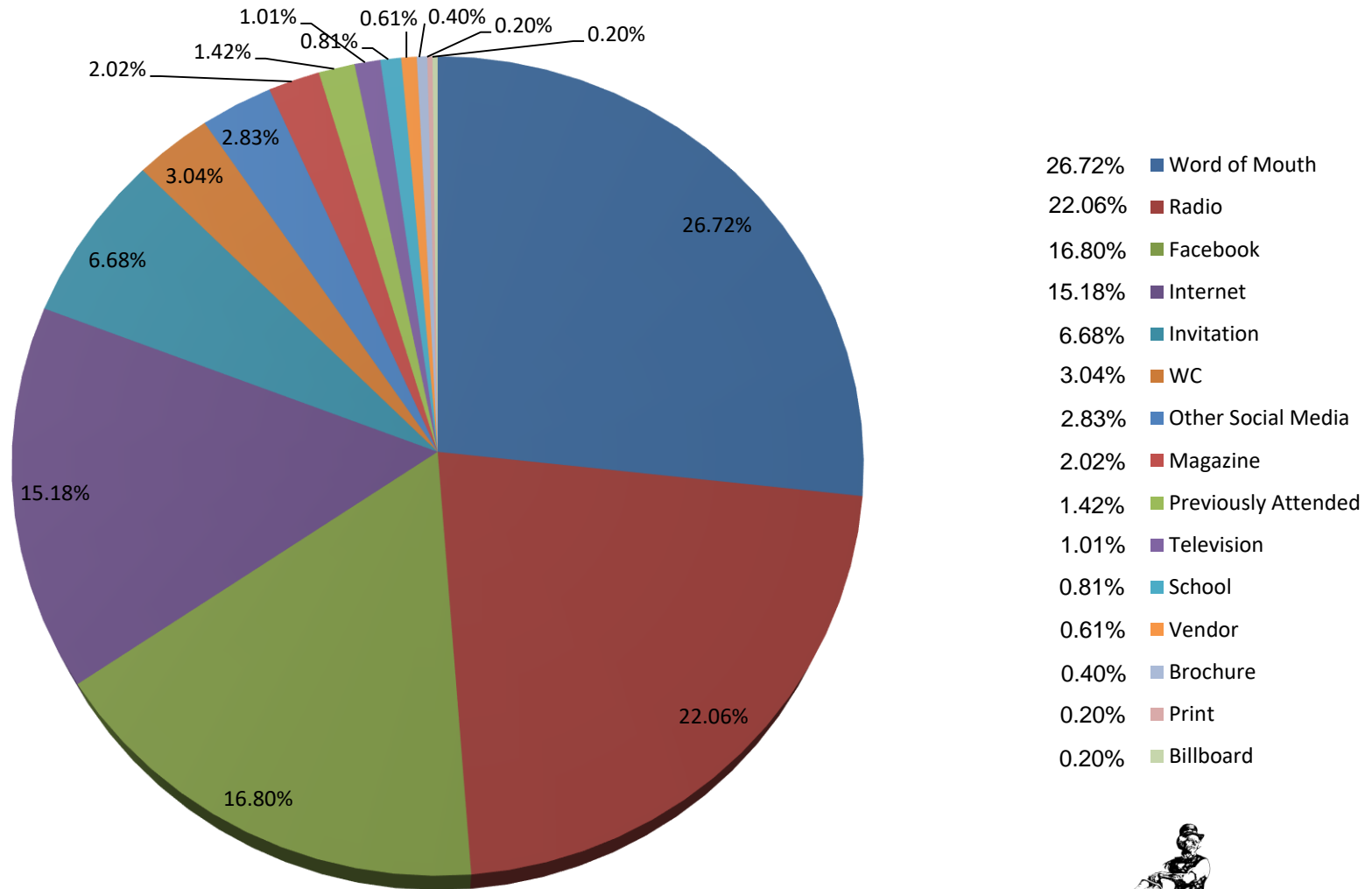


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How Did They Find Out About Event?



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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 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 Wildlife Expo As of: 3/20/2017 11:04:52 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	573	536	93.54%	00:02:07	View Results
1	572	536	93.71%	00:02:06	View Results



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Press Release

February 2nd – Press Release distributed to 381 media contacts. FACVB's personal media contacts plus outdoor and DC/Carolinas/Virginia wildlife and outdoor writers pulled from Media Database.

February 7th – Press Release distributed to 1,285 national outdoor writer contacts.



9th Annual Cape Fear Wildlife Expo Moves to Fayetteville Crown Arena to Host March 17-19

Fayetteville, NC - The 9th Annual Cape Fear Wildlife Expo promises to be better than ever with a move to the Crown Arena in Fayetteville. We needed additional space to offer more vendors and provide free parking for all attendees," says event organizer WC Lanier.

Outdoor enthusiasts will find lots to enjoy during the three day show: hunting and fishing exhibitions, wildlife art, decoys, boats and accessories, truck and ATV displays, fly fishing demos, camping, guides, outfitters, contests and archery demonstrations.

A few special features during the show:

- An interactive archery range
- Birds of prey demonstrations
- Appraisals of antique tackle rods and tackle boxes from Carolina Tackle Collectors
- Fly fishing and kayaking demonstrations
- Moon Shadow Rescue Wolves from Newell Farms (Warrenton, NC) in attendance.

Expo hours are Friday and Saturday, March 17/18 from 10 a.m. to 5 p.m. On Sunday March 19th, hours are 10 a.m. to 5 p.m. Admission is \$11 for adults, \$8 for seniors 60 and older and military. Children 10 years and under are free when accompanied by an adult.



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Bureau Generated Publicity

Blogging

February 7th – Go Fayetteville Blog Written <http://www.gofayetteville.com/wildlife-events/>

CUMBERLAND COUNTY'S WILD SIDE

February 7, 2017

Calling all adventure seekers, nature enthusiasts, and outdoor lovers! Cumberland County is known to be an adventure destination that is home to Carvers Creek State Park, Cape Fear Botanical Garden, ZipQuest Waterfall & Treetop Adventure, and Cape Fear River Trail, among many other attractions. This area also hosts events throughout the year that focus on nature/wildlife and outdoor sports. Just to give you a taste of what is on the calendar here this spring, we are sharing a preview of three events that are all about taking a walk on the wild side.

***Women in the Outdoors*, Camp Freedom, Town of Falcon – March 11**

Who says only men enjoy outdoor sports? The Sandhills Chapter of the National Wild Turkey Federation knows otherwise. Open to the public, their event aims to provide female adventurers with a beautiful setting and a host of outdoor activities for a half-day escape into the wild. Whether you are an amateur or a pro, you may participate in a range of sports—from archery to shooting to canoeing—and learn from some outdoor pros at pioneer demonstrations.

***Cape Fear Wildlife Expo*, Crown Expo Center, City of Fayetteville – March 17-19**

The Cape Fear Wildlife Foundation is bringing this three-day, family-friendly expo to Fayetteville for the first time this spring. The Moon Shadow Rescue Wolves attraction is expected to be one of the biggest draws, but there will be other wildlife onsite, too. Kids will enjoy testing their skills at the Archery Range and the Mallard Madness Laser Shoot, while adults will appreciate the wide selection offered by the exhibitors—everything from handcrafted knives to four-wheelers.



Cape Fear Wildlife Expo (Photo Credit: @capefearwildlifeexpo)



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Bureau Generated Publicity

E-Promotion

February 17th – Mailed to 70,000 email recipients.



Cumberland's Corners: Eastover

Tucked away in the corners of Cumberland County you find the towns and communities that define the heart of North Carolina. These are the places where residents will point you to local treasures. Eastover is just such a town. Here, we've highlighted some Eastover gems.

[Learn more →](#)



Fayetteville's Wild Side

Home to ZipQuest, Carvers Creek State Park and Cape Fear River Trail, Cumberland County offers opportunities to enjoy the great outdoors. This spring, one outdoor event, Cape Fear Wildlife Expo, will be held at the Crown Center from March 17-19.

[Learn more →](#)



Plan Your Girlfriend Getaway

Visitors to Cumberland County quickly discover botanical havens and arts attractions. Spring is the perfect time of year to plan a weekend getaway with girlfriends. Fayetteville is showing off its feminine side with a flower show, theatrical classic, art exhibit, and gardener's symposium.

[Learn more →](#)



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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Submitted to the following outlets: AAA Go Magazine, ABC 11 Website, Carolina Country, Carolina Festivals, Event Crazy, Fayetteville Observer , VisitFayettevilleNC.com, Our State Magazine, News 14, SC Living, Trip Advisor , VisitNC, WRAL.com

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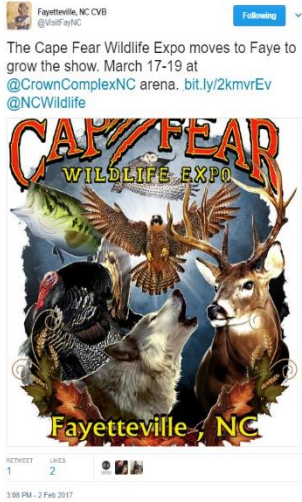
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Bureau Generated Publicity

Social Media Outlets

Twitter – 7 Tweets



Bureau Generated Publicity

Social Media Outlets

Facebook – 5 Posts



Fayetteville Area Convention and Visitors Bureau

1

The **Cape Fear Wildlife Expo** is bringing this three-day, family-friendly expo to Fayetteville for the first time March 17-19. The expo is a family event that features wildlife art, decoy displays, hunting and fishing projects, decoy carving demonstrations, hand-crafted duck and turkey calls, jewelry, RV's and much more.. Patrons can expect to meet a wide variety of fascinating and uniquely beautiful wildlife such as snakes, bobcats and wolves from the Newell Farms Moon Shadow Rescue Wolves.. Have you purchased tickets yet? You can get them here: <http://bit.ly/2iBjGuk>

[Cape Fear Wildlife Expo | Crown Complex](#)

(Post) February 26, 2017 8:58 am



Fayetteville Area Convention and Visitors Bureau

8

The **Cape Fear Wildlife Expo** is underway at the **Crown Complex** arena. You'll find fishing and hunting gear, wolves, wildlife, artists and much more. The show runs through Sunday, March 19th. If you are an outdoor enthusiast, it is not to be missed. **North Carolina Wildlife Resources Commission Visit North Carolina NC Wildlife Resources Commission Rex and Sons RVs 704 Outdoors Project Healing Waters Fly Fishing, Inc. Vonda Kay Fishing Deep Creek Lures Hook, Line & Paddle Kayaks and Paddleboards MX PLUGS State of North Carolina Marine Fisheries Division Riverside Bait & Tackle Shane's Baits The Fallen Outdoors Virtually Hooked Interactive Fishing Simulator**



Fayetteville Area Convention and Visitors Bureau

We have three pairs of tickets to the **Cape Fear Wildlife Expo** to give away this week! To enter, please publicly share this post, and comment with your favorite outdoor activity in Cumberland County. We will pick the winners randomly at lunch time on Thursday March 16th.

The expo is held March 17-19 at the **Crown Complex**



(Post) March 12, 2017 8:37 am



Fayetteville Area Convention and Visitors Bureau

Take a walk on the wild side with these Cumberland County events. Courtesy of [Go Fayetteville Blog](#).

Cape Fear Wildlife Expo 5th Annual Women In the Outdoors Event Crown Complex The National Wild Turkey Federation.

[Cumberland County's Wild Side - Go Fayetteville](#)

(Post) February 14, 2017 4:08 pm



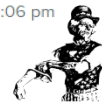
Fayetteville Area Convention and Visitors Bureau

The 9th annual **Cape Fear Wildlife Expo** moved from Wilmington to Fayetteville to allow the show to grow and offer a wider range of outdoor vendors. The **Crown Complex** arena hosts the show March 17-19. Follow the link for more details.

[9th Annual Cape Fear Wildlife Expo Moves to Fayetteville](#)

(Post) February 02, 2017 3:06 pm

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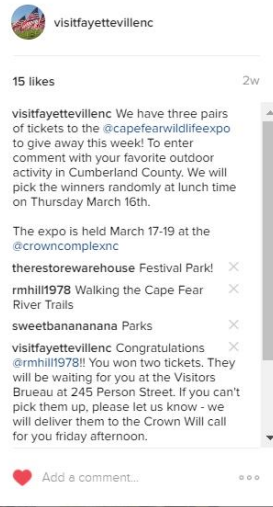
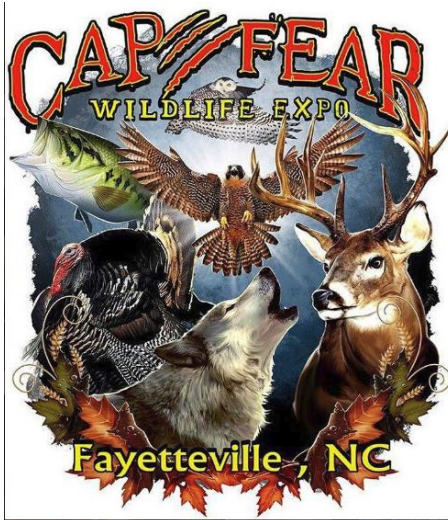
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CUMBERLAND COUNTY, NC

Bureau Generated Publicity

Social Media Outlets

Instagram – 3 Posts



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Bureau Generated Publicity

Earned Publicity

February 3rd – @travelmarilyn tweeted information on the show. 8,000 followers.



Marilyn Jones
@TravelMarilyn

Following

#Travel - 9th Annual Cape Fear Wildlife Expo Moves to #Fayetteville, NC
bit.ly/2I4oY10 #NorthCarolina
@VisitFayNC



February 10th – Dunn Daily Record - Story

The Daily Record



FRONT PAGE

SPORTS

OBITUARIES

SPECIAL SECTIONS

CLASSIFIEDS

slack

Where
work
happens.

Get started

Crown Arena To Host Expo March 17-19

February 10

The ninth annual Cape Fear Wildlife Expo promises to be better than ever with a move to the Crown Arena in Fayetteville.

"We needed additional space to offer more vendors and provide free parking for all attendees," says event organizer W.C. Lanier.

Outdoor enthusiasts will find lots to enjoy during the three-day show: hunting and fishing exhibitions, wildlife art, decoys, boats and accessories, truck and ATV displays, fly fishing demos, camping, guides, outfitters, contests and archery demonstrations.

A few special features during the show:

What's Trending



Eight Displaced In
Dunn Home Fire



Dunn's Guiding Voice In

EST.



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Bureau Generated Publicity

Earned Publicity

February 8th – The Fishing Wire Story



[TELL-A-FRIEND](#) : [SUBSCRIBE](#) : [SUBMIT RELEASES](#) : [ADVERTISE](#) : [CONTACT](#) : [ARCHIVES](#)

Cape Fear Wildlife Expo March 17-19

| February 8, 2017

After 8 years in Wilmington, NC, Fayetteville Area Convention and Visitors Bureau is excited to welcome the Cape Fear Wildlife Expo to Crown Arena on March 17-19th.

Outdoor enthusiasts will find lots to enjoy during this three day show! Exhibits include hunting and fishing, wildlife art, decoys, boats and boating accessories, truck and ATV displays, fly fishing demos, camping, guides, outfitters, contests and archery demonstrations.

A few special features during the show:

- An interactive archery range
- Birds of prey demonstrations
- Appraisals of antique tackle rods and tackle boxes from Carolina Tackle Collectors
- Fly fishing and kayaking demonstrations
- Moon Shadow Rescue Wolves from Newell Farms (Warrenton, NC)

Expo hours are Friday and Saturday, March 17-18 from 10 a.m. to 5 p.m. On Sunday March 19th, hours are 10 a.m. to 5 p.m. Admission is \$11 for adults, \$8 for seniors 60 and older and military. Children 10 years and under are free when accompanied by an adult.



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Public Relations Recap

- **1** press release distributed to **1,500+**
- **1** blog post
- Featured in E-promo sent to **70,000** email addresses
- **11** Calendar of Events Listings Secured
- **14** Social Media posts
- **3** pieces of earned publicity (PR)



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CUMBERLAND COUNTY, NC

Bottom Line

- All Tourism Development Authority (TDA) requirements were met.
- The sample size was **excellent** and **exceeded** the “best practices” for sample versus participants.
- Of those participants staying at a hotel, the overall average length of stay was **3** nights.
- **8.41%** of participants (**45**) were overnigheters and came specifically for the event – extrapolated out to 15,000 participants this means potentially **1,262** people X **3** nights = **3,786 room nights** (+/- 4.16%)
- **8** participants were referred by hotels.
- **44.67%** were from Cumberland County, including Fort Bragg.
- **40.19%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**27%**) and Radio (**22%**).
- **179** attendees signed up for the FACVB’s E-Promotion Program and provided a valid E-mail address.
- Those that came for the event and stayed at a hotel listed the following hotels; Holiday Inn, Econo Lodge, Motel 6, Days Inn, Red Lion Inn, Suburban Ext. Stay, Holiday Inn I-95, Marriott, Hampton Inn, Ramada Inn, Red Roof Inn, Holiday Inn Express and Sleep Inn.
- Official Hotel Pick Up: 100 room nights
Econo Lodge - 10, Holiday Inn – Fayetteville I-95 South - 75 and Red Lion Inn & Suites - 15.



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CAPE FEAR WILDLIFE EXPO
CROWN COMPLEX ARENA
Fayetteville, NC
March 17 - 19

Thank You

Proudly promoting the Communities of Cumberland County.



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