

Bureau Business Brief: Results Report

1st Quarter Fiscal Year 20/21

**John Meroski
Chief Executive Officer
FACVB**

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Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - September 2020 vs September 2019												Year to Date - September 2020 vs September 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	48.5	66.4	91.68	109.29	44.50	72.52	-26.9	-16.1	-38.6	-37.0	2.6	-24.9	45.2	67.0	91.48	107.29	41.31	71.91	-32.6	-14.7	-42.5	-42.3	0.4	-32.3	1838	1253	161782	131130
Cumberland County, NC	63.8	62.4	80.45	84.38	51.33	52.66	2.2	-4.7	-2.5	-1.1	1.5	3.7	54.4	67.7	76.87	82.36	41.83	55.77	-19.6	-6.7	-25.0	-23.2	2.3	-17.8	72	55	6508	5638
Johnston County, NC	39.8	57.4	71.66	79.38	28.54	45.53	-30.6	-9.7	-37.3	-37.3	-0.0	-30.6	39.2	59.9	73.41	77.24	28.78	46.28	-34.6	-5.0	-37.8	-37.8	0.0	-34.6	33	25	2294	1824
Robeson County, NC	52.0	56.1	72.36	80.05	37.61	44.93	-7.4	-9.6	-16.3	-16.3	0.0	-7.4	50.4	64.9	72.59	80.23	36.57	52.04	-22.3	-9.5	-29.7	-29.7	0.0	-22.3	28	17	1831	1269
Wake County, NC	41.7	77.4	79.13	112.64	33.02	87.19	-46.1	-29.7	-62.1	-61.4	1.8	-45.1	45.0	74.5	88.71	108.83	39.89	81.07	-39.6	-18.5	-50.8	-51.2	-0.8	-40.1	149	140	17713	17078
Durham County, NC	40.5	74.4	76.19	110.85	30.89	82.49	-45.5	-31.3	-62.6	-63.2	-1.7	-46.4	46.1	72.3	85.60	107.82	39.44	77.92	-36.2	-20.6	-49.4	-51.4	-3.9	-38.7	64	58	8298	7636
Edgecombe County, NC																								4	2	216	126	
Guilford County, NC	43.2	60.2	73.15	97.15	31.59	58.44	-28.2	-24.7	-45.9	-45.9	0.1	-28.1	40.2	61.6	78.18	99.11	31.42	61.01	-34.7	-21.1	-48.5	-48.3	0.4	-34.4	91	75	10578	9489
Harnett County, NC	49.0	55.5	73.98	80.89	36.23	44.85	-11.7	-8.5	-19.2	-19.2	0.0	-11.7	45.2	58.1	73.24	77.38	33.14	44.95	-22.1	-5.3	-26.3	-32.4	-8.2	-28.5	10	8	739	638
Moore County, NC	53.5	65.8	160.15	148.31	85.64	97.54	-18.7	8.0	-12.2	-14.2	-2.3	-20.5	45.3	65.4	120.77	133.62	54.66	87.42	-30.8	-9.6	-37.5	-41.8	-6.9	-35.6	20	14	1896	1551

Visitor Profile

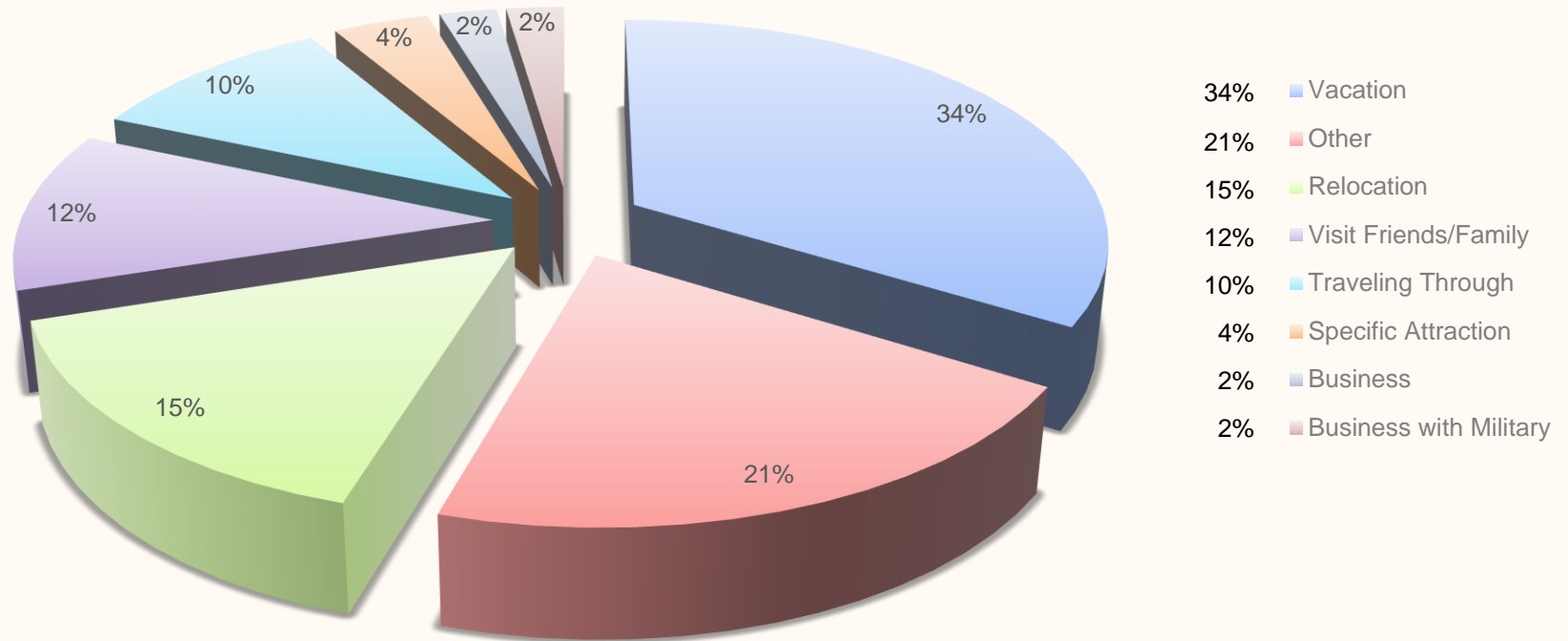
Statistics

Sources: Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 58%, Virginia 5%, and South Carolina 4.0%.
2. The visitors' reason for visiting was Vacation 34%, Other 21%, and Relocation 15%.
3. The top areas of interest were Historical Sites/Museums 12% each, Outdoor Recreation, Dining and Festivals/Events 10% each, and Arts & Entertainment 9% each.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.75.

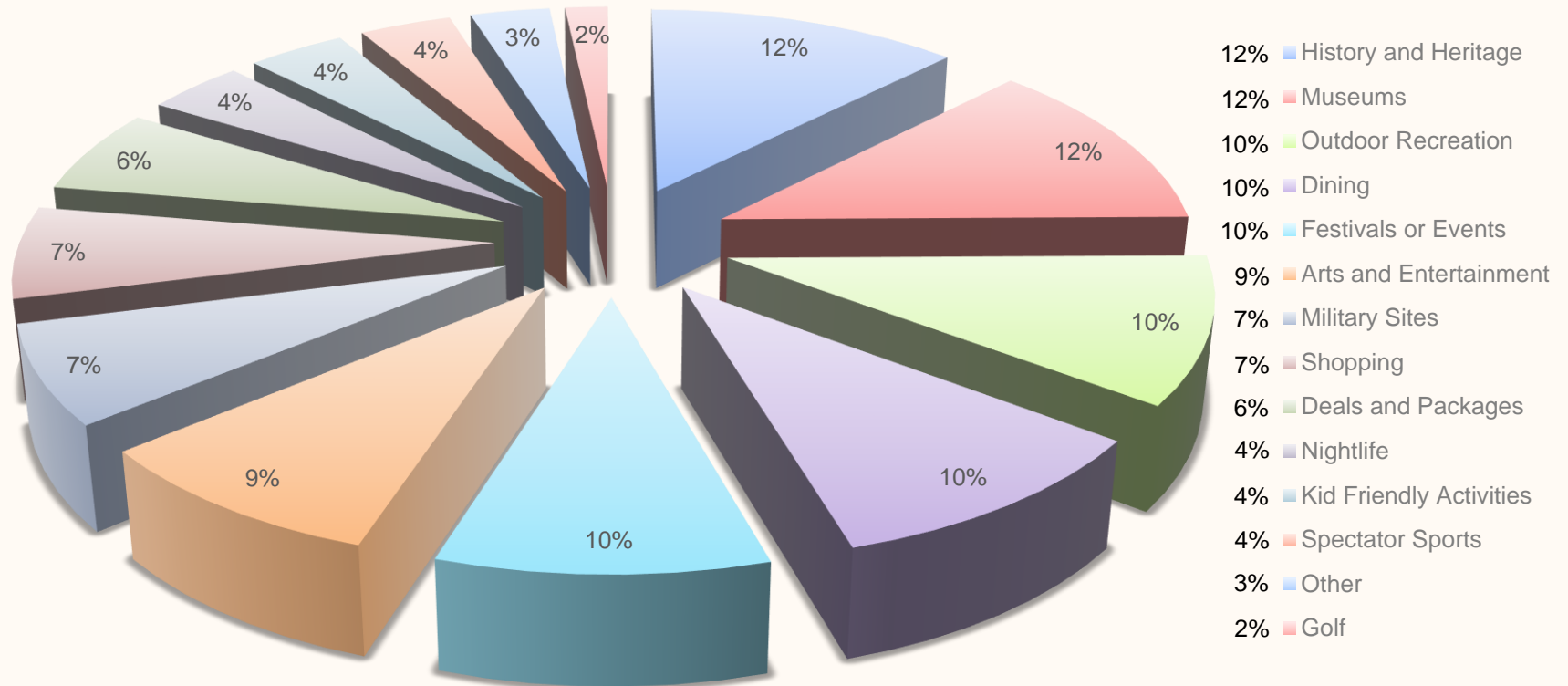
Visitor Profile

Reason for Visiting



Visitor Profile

Visitor's Interests



Sales Department

Meeting, Sports and Group Event Solicitation Activity

	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
Grand Totals:	72	77,612	12,142	54,152	\$22,821,660.00
Cancelled:	5	33,000	28	78	\$6,934,620.00
Closed:	0	0	0	0	\$0.00
Definite:	0	0	0	0	\$0.00
Assist:	0	0	0	0	\$0.00
Lost:	1	60	15	30	\$13,680.00
Pending:	2	225	60	135	\$39,330.00
Verbal Definite:	1	50	25	25	\$5,700.00
Lead Source Summary					
CMCA - Spring Conference:	3			American Legion - Magazine:	1
The Reunion Network:	2			Bureau Generated - Sales Blitz:	2
CVent:	2			RCMA - Trade Show:	4
AENC - Annual Meeting:	1			Client Contacted Us:	19
Referral:	2			Previous Client Referral:	3
Connect Medical:	2			Connect Faith:	7
Rejuvenate Marketplace:	2			Connect Marketplace:	11
Sports Express:	1			MPI:	1
Connect Diversity:	3			Bureau Generated:	6
Market Segment Summary					
Meeting Sales Market Segments					
Social:	3			Group Tour:	1
Hobby:	1			Civic:	0
Religious:	27			Educational:	2
Politics:	0			Medical:	1
Military:	6			Reunion:	3
Association:	8			Government:	1
Nonprofit Group:	2			Sports:	14
Fraternal:	2			Ethnic:	0
Corporate:	1				

Sales Department

Hosted Events



2020 Butterfly Primerica Sandhills Open

Held at Freedom Courts Sportsplex
August 14-16



American Junior Golf Association Jr. Open

Held at Anderson Creek Golf Course
September 18-20

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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Sales Department

Staff News

Amy Karpinski joined our team on July 1st as our Sports Sales Manager. She brings with her a proven record of achieving results and meeting goals over the course of her diversified career, and she claims, "a passion for all sports and a deep-rooted desire to help communities, businesses, and individuals thrive."

Amy currently volunteers as president of the Cape Fear Table Tennis Club (CFTTC), which has grown from a regular membership of 4 to 36 paying members in two years under her leadership. She is also a seasoned tournament director and certified club umpire who has directed tournaments not only in Fayetteville, but also in Newport News, VA, and Wilmington, NC, for their respective clubs in a ground-roots effort to popularize table tennis as a sport. She has personally competed across the country in dozens of table tennis tournaments, including two U.S. Nationals, a U.S. Open, and a World Veteran's Championship.

For these many reasons, we are proud to welcome Amy to our team and look forward to seeing her contribute to and expand our sales efforts in the sports industry.



Sales Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
SALES RESULTS							
Advertisement Results							
Blitz							
Inquiry	0	0	1	1	1		
Dogwood Digest							
Inquiry	2	0	2	4	4		
Success							
Inquiry	0	0	0	0	0		
Sales							
Carryovers							
Room Nights	4,999			4,999	4,999		
Bookings-Attendance	5,540			5,540	5,540		
Economic Impact	\$1,915,200			\$1,915,200	\$1,915,200		
Leads	6	2	7	15	15	100	15.00%
Leads Room Nights	3,365	100	2,025	5,490	5,490		
Leads Attendance	1,760	178	6,955	8,893	8,893		
Leads Impact	\$420,660	\$14,820	\$482,790	\$918,270	\$918,270		
Number of Leads to Definite	3	0	2	5	5		
Verbals	6	7	4	17	17		
Verbal Bookings Attendance	990	1,320	5,480	7,790	7,790		
Verbal Bookings Room Nights	955	1,182	1,465	3,602	3,602		
Verbal Bookings Impact	\$249,660	\$347,244	\$471,960	\$1,068,864	\$1,068,864		
Bookings	3	2	2	7	7		
Bookings Attendance	330	190	269	789	789		
Bookings Room Nights	132	152	212	496	496	22,500	2.20%
Bookings Economic Impact	\$112,860	\$66,804	\$50,160	\$229,824	\$229,824		
Sales Functions	0	4	5	9	9		
Site Inspections	0	7	7	14	14		
Sales Blitz	0	0	0	0	0		
Calls Converted to Accounts	6	2	2	10	10		
Bid/Packages Mailed	0	1	3	4	4		
Client Presentations	1	2	3	6	6		
Trade Shows							
Connect Sports							
Contacts			33	33	33		
Leads			0	0	0		
Room Nights			0	0	0		
Attendees			0	0	0		
Hot Prospects			7	7	7		
Follow-ups			12	12	12		

Sales Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Previous Fiscal Year (2019-2020)							
Leads					131	100	131.00%
Pending					0		
Completed Business					74		
Verbal Definite					2		
Lost					31		
Definite					7		
Cancelled					2		
Total					116		
Top 3 Lost Reasons							
1					Committee Decision		
2					Event Cancelled		
3					Will Not Meet In Fayetteville		
Top 5 Locations Lost To							
1					Albuquerque, NM		
2					Raleigh, NC		
3					Concord, NC		
4					Durham		
5					Charlotte		

Communications Department

Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	3,877	10	764 Clicks, Retweets, Replies
Facebook	10,721	17	9,178 Likes, Comments, Shares
Instagram	3,802	5	586 Likes, Comments



Communications Department

Earned Media Snapshot

The Brewer Magazine

Dirtbag Ales named as Nicest Place in NC

Dirtbag Ales Named Reader's Digest's Nicest Place in North Carolina

By Fayetteville Area Convention & Visitors Bureau on July 15, 2020



In late March, the [Fayetteville Area Convention & Visitors Bureau](#) (FACVB) nominated Cumberland County to Reader's Digest for their annual "Nicest Places in the America" recognition. Reader's Digest was looking for places that were showing resilience and support during the COVID-19 crisis.

In nominating Cumberland County, three examples of community support-in-action were shared, including Dirtbag Ales' donation of Homecoming Pilsner to soldiers quarantined at Fort Bragg. The brewery donated 40 cases and allowed members of the public to donate even more. Thanks to this initiative, Reader's Digest named [Dirtbag Ales](#) as the Nicest Place in North Carolina for 2020.

Homecoming Pilsner was developed as a partnership between the FACVB and Dirtbag Ales during

[See the full story](#)

Family Travels On a Budget

Historic North Carolina Attractions:
Carvers Creek State Park

Historic North Carolina attractions: Carvers Creek State Park

JULY 31, 2020 BY KAREN DAWKINS — [LEAVE A COMMENT](#)

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When I travel, I love visiting historic destinations. I also love hiking and outdoor activities. When history and outdoor destinations come together, it's pretty much perfect! That's where one of the newest North Carolina attractions, Carvers Creek State Park, comes in.

Carvers Creek State Park is just outside of Fayetteville, in Spring Lake, North Carolina. It is one of the newcomers to the long list of great North Carolina attractions. When looking for things to do in North Carolina, this should definitely be added to your list.



[See the full story](#)

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Communications Department

Earned Media Snapshot

Sports Destinations

Top Table Tennis Pros Ready to Play in Faye



The screenshot shows the Sports Destinations website. The header includes the 'sports DESTINATION MANAGEMENT' logo and a navigation bar with links like Home, Sports, Destinations, Event Management, Venues & Services, SDM Magazine, SDM Blitz e-Newsletter, and About Us. The article is titled 'Top Table Tennis Pros Ready to Play in Fayetteville' and is dated 7 Aug. 2020. The content discusses the 2020 Butterfly Primerica Sandhills Open, mentioning top players like Sharon Alguetti and Yinka Olosoji. It also notes that the tournament is sanctioned by the USATT and that the event will be held at the Freedom Courts Sportsplex in Fayetteville. The article concludes with a quote from Amy Karpinski, President of the Cape Fear Table Tennis Club (CFTTC), and provides a link for more details.

[See the full story](#)

Earth Island Journal

Operation Red Cockaded Woodpecker



The screenshot shows the Earth Island Journal website. The header includes the 'EARTH ISLAND JOURNAL' logo and a navigation bar with links like THE LATEST, MAGAZINE, and ARCHIVE. The article is titled 'Operation Red-Cockaded Woodpecker' and is dated August 20, 2020. The author is DAVID LEE DROTAR. The article describes the operation to protect the Red-Cockaded Woodpecker in North Carolina, mentioning the use of helicopters and the importance of the land for the species. The article concludes with a quote from the author about the experience of being in the field.

[See the full story](#)

Communications Department

Earned Media Snapshot

The Meeting Magazines

FACVB Dir. Of Operations Receives National Accreditation



The screenshot shows a news article on the website 'The Meeting Magazines.com'. The header includes the site's logo and a navigation bar with links like MAIN, FEATURES, DESTINATIONS, PERSPECTIVE, AWARDS, and ARCHIVES. The article title is 'Fayetteville Area Convention & Bureau Operations Manager Receives National Human Resources Accreditation', dated August 31, 2020. It features social media sharing buttons and a logo for the Cumberland County, NC Fayetteville Area Convention and Visitors Bureau. The text describes how Kelly Brill, Operations Manager at the FACVB, recently received SHRM-CP accreditation after studying for six months.

Association
CONVENTIONS & FACILITIES
THE SOURCE FOR ASSOCIATION MEETING PLANNING MANAGEMENT

MEET THE FUTURE
CAESARS FORUM

MAIN FEATURES DESTINATIONS PERSPECTIVE AWARDS ARCHIVES

News / Fayetteville Area Convention & Bureau Operations Manager Receives National Human Resources Accreditation

Fayetteville Area Convention & Bureau Operations Manager Receives National Human Resources Accreditation

AUGUST 31, 2020

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Kelly Brill, Operations Manager at the Fayetteville Area Convention & Bureau (FACVB) recently received The Society of Human Resources Management Senior Certified Professional (SHRM-CP) accreditation. Kelly took several preparation classes last winter and studied for six months in preparation for the final examination.

The SHRM-CP accreditation is offered by the SHRM, the largest HR membership organization in the world. SHRM has supported more than 100,000 employers representing 115 million employees worldwide.

[See the full story](#)

Spectacular Magazine

Internationally Celebrated Public Art Exhibit Staged In Downtown Fayetteville



The screenshot shows a news article on the website 'Spectacular Magazine'. The header includes a navigation bar with links like HOME, EVENTS, FEATURED, NEWS, MEDIA, and SUBMIT YOUR EVENT. The article title is 'Internationally Celebrated Public Art Exhibit Staged In Downtown Fayetteville', dated September 30, 2020. It features a large image of two people interacting with a colorful, abstract public art exhibit in a city street.

HOME EVENTS FEATURED NEWS MEDIA SUBMIT YOUR EVENT



Internationally Celebrated Public Art Exhibit Staged In Downtown Fayetteville

Phyllis Coley September 30, 2020

[See the full story](#)

CUMBERLAND COUNTY, NC
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Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
Visit Fayetteville NC Facebook							
Followers	10,545	10,603	10,721		N/A		
Posts	17	14	17	48	48		
Page Likes (Net)	59	60	122.00	241	241		
Engagements	5,344	6,313	9,178	20,835	20,835	115,844	17.99%
Go Fayetteville Facebook							
Followers	3,366	3,392	3,429		N/A		
Posts	6	5	18	29	29		
Page Likes (Net)	56	27	39	122	122		
Engagements	2,413	698	1,123	4,234	4,234		
Visit Spring Lake NC Facebook							
Followers	4,733	4,717	4,714		N/A		
Posts	2	2	3	7	7		
Page Likes (Net)	-7	-16	-2	-25	-25		
Engagements	661	747	919	2,327	2,327		
Heroes Homecoming Facebook							
Followers	2,165	2,205	2,217		N/A		
Posts	6	8	10	24	24		
Page Likes (Net)	-2	40	13	51	51		
Engagements	93	1,449	764	2,306	2,306		
Visit Fayetteville NC Twitter							
Followers	3,862	3,867	3,877		N/A		
Posts	39	31	23	93	93		
Page Likes (Net)	0	5	10	15	15		
Engagements	399	428	467	1,294	1,294	13,475	9.60%
Heroes Homecoming Twitter							
Followers	890	887	884		N/A		
Posts	7	11	5	23	23		
Page Likes (Net)	0	-3	-3	-6	-6		
Engagements	29	113	29	171	171		

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram							
Followers	3,678	3743	3,802		N/A		
Posts	10	14	9	33	33		
Page Likes (Net)	63	65	59	187	187		
Engagements	1019	1202	586	2,807	2,807	6,730	41.71%
FACVB LinkedIn							
Followers	1,014	1,021	1,025		N/A		
Posts	7	5	12	24	24		
Page Likes (Net)	19	9	5	33	33		
Engagements	233	150	217	600	600	2,405	24.95%
Total Posts	94	90	97	281	281		
Total Engagements	10,191	11,100	13,283	34,574	34,574		
E-Newsletter Subscribers	87	71	80	238	238		
Electronic Destination Guides Viewed	7	8	8	23	23		
Electronic Trail Guides Viewed	9	1	5	15	15		
FACVB Generated Blog Articles	0	0	0	0	0		
Public Relations							
FACVB							
Publicity Generated- Melody							
Out of Market	1	2	12	15	15		
Local	4	1	4	9	9	60	15.00%
Publicity Generated-Jenny	1	0	2	3	3	22	13.64%
Agency Publicity Generated	0	0	0	0	0		
Press Releases Issued	1	2	2	5	5		
Out of Market Media Visits	2	0	2	4	4		
Digital Marketing							
Media One - Web Hits Generated	11690	9,330	5,818	26,838	26,838		
219 Group Web Hits (visitfay)	566	627	653	1,846	1,846		
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Online Requests							
1	Other, Visit Friends/Family and Vacation	Vacation	Vacation	Vacation			
2	Relocation	Relocation	Relocation	Relocation			
3	Traveling Through	Other	Visit Friends/Family	Other			

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
Guest Books at VC							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Top States of Origin							
Hotel Guests							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Online Requests							
1	North Carolina	North Carolina	North Carolina	North Carolina			
2	Six States Tied	South Carolina	Virginia	Virginia			
3	Seven States Tied	4 States and 2 Countries Tied	Wisconsin, New York, Texas	South Carolina			
Guest Books at VC							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Top Areas of Interest (Top 3)							
Hotel Guests							
1	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data			
Online Requests							
1	Museums	Historical Sites	Dining	Historical Sites			
2	Historical Sites	Museums/Arts & Entertainment	Shopping/Arts & Entertainment/Historical Sites	Dining			
3	Dining	Outdoor Recreation/Dining	Outdoor Recreation/Museums	Museums			
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	No Data	No Data	No Data	No Data			
to Date	No Data	No Data	No Data	No Data			
Guest Books							
by Month	No Data	No Data	No Data	No Data			
to Date	No Data	No Data	No Data	No Data			
Overall							
by Month	No Data	No Data	No Data	No Data			
to Date	No Data	No Data	No Data	No Data			

Tourism Department

Staff News

At the beginning of June, we welcomed a new team member who is now serving as our Tourism & Events Coordinator. Natalie Stepniewski grew up in Connecticut and has a Bachelor's of Science degree from Eastern Connecticut State University, where she competed on a swim team. She then worked as a Passenger Crew Service Member in Whittier, AK, before joining Visit Anchorage as their Membership & Destination Services Administrative Assistant.

After Natalie's fiancé, who serves in the U.S. Army, received orders to Fort Bragg, they moved to Fayetteville in March 2020. When she is not working, she enjoys hiking, working out, riding horses, and hanging out with her dogs. We know Natalie brings much value to our team, to include her prior Visitors Bureau experience, and are looking forward to working with her and getting to know her better!



Tourism Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS							
Sales							
Civic Presentations	0	0	0	0	0		
Leads (Goal: 35)	2	0	2	4	4	35	11.43%
Leads-Attendance	250	0	225	475	475		
Leads-Room Nights	125	0	135	260	260		
Leads-Economic Impact	\$25,500	\$0	\$39,330	\$64,830	\$64,830		
Number of Leads to Definite	0	0	1	1	1		
Verbal Bookings	0	1	0	1	1		
Verbal Bookings-Attendance	0	50	0	50	50		
Verbal Bookings-Room Nights	0	50	0	50	50		
Verbal Bookings-Economic Impact	\$0	\$11,400	\$0	\$11,400	\$11,400		
Bookings (Goal: 2,000 RN)	0	0	1	1	1		
Bookings-Attendance	0	0	50	50	50		
Bookings-Room Nights	0	0	30	30	30	2,000	1.50%
Bookings-Economic Impact	\$0	\$0	\$13,680	\$13,680	\$13,680		
Annual Lead Conversion							
Current Fiscal Year (20-21)							
Previous Fiscal Year (2019-2020)							
Leads					0	35	0.00%
Pending					0		
Verbal Definite					2		
Lost					2		
Definite					7		
Cancelled					8*	*All canceled Leads were due to COVID-19.	
Total					11		
Top 3 Lost Reasons							
1					Could not get client to call us back.		
2					Wedding Planners was scouting rates.		
3					N/A		

Visitor Services Department

Fulfilled 11 Group Service Requests

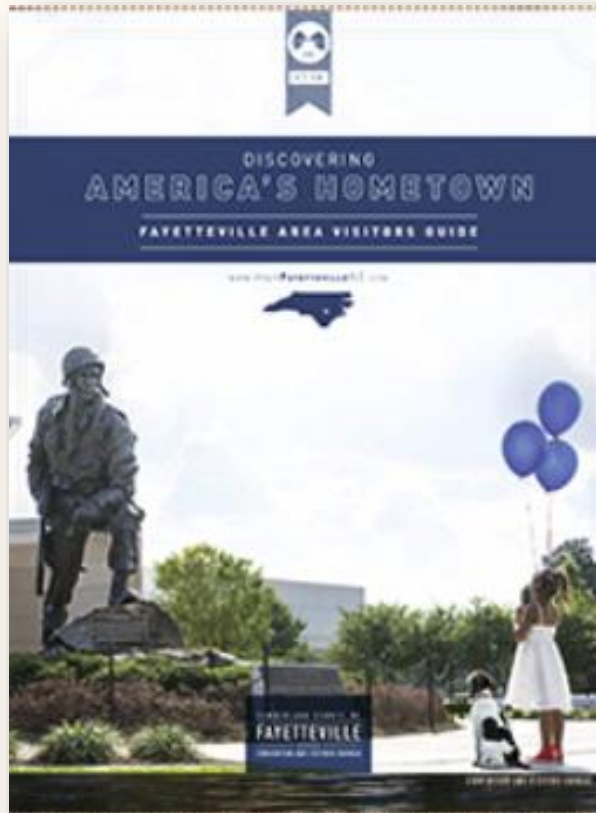
Includes internal FACVB requests, walk-ins, meetings etc.



Visitor Services Department

Distributed 1,490 Visitor Guides

to hotels, welcome centers, visitors, FACVB advertising and visitor generation, AAA offices and others



Handled 277 Visitor Inquiries

via phone, walk-ins, web at two Visitor Centers for both local and out-of-town guests



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CONVENTION AND VISITORS BUREAU

Visitor Services Department

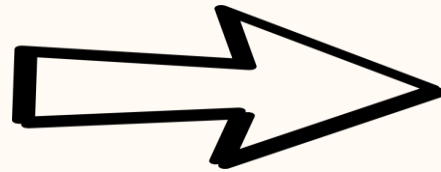
Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guides Distributed	103	483	904	1,490	1,490		
Inquiries							
Main Office							
Calls							
Tourism Information	23	36	36	95	95		
Local Information	31	35	30	96	96		
Total Calls	54	71	66	191	191		
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	35	50	51	136	136		
Relocate/Retire	5	3	2	10	10		
Promotions	0	0	0	0	0		
Local Customers							
Information/Maps/Directions	22	9	12	43	43		
GSROs	0	0	0	0	0		
Total Walk-ins Main Office	62	62	65	189	189		
Transportation Museum							
Walk-Ins							
Out of Town Visitors							
Information/Maps/Directions	0	0	46	46	46		
Relocate/Retire	0	0	0	0	0		
Local Customers							
Information/Maps/Directions	0	0	10	10	10		
Museum Visit - Group or Individuals	0	0	91	91	91		
Total Walk-ins TM	0	0	147	147	147		

Everything Begins with a Visit

Thank You!

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU



EST.  1754
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA



Economic Impact of \$601 million

4,820 jobs with a \$110.54 million payroll

State and Local Taxes of \$44.59 million

a \$134.14 tax savings to each county resident.

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