



**Metrics Associated with the**  
**All-American City Jazz Festival 2019**

*Held October 26-27, 2019*

**Prepared by:**  
David Nash  
Research and Data Manager

John Meroski  
Chief Executive Officer

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CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
AREA  
CONVENTION AND VISITORS BUREAU

# Contents

- i. **Grant Details**
- ii. **Survey Requirements**
  - Requirements
  - Information Provided
  - Survey Collection Times
- iii. **They Identified Themselves As**
- iv. **Where Were They From**
- v. **How Did They Find Out About Event**
- vi. **Occupancy Comparison**
- vii. **Attendance**



# Grant Details

Granted **\$25,000** and agrees to perform those services as agreed upon with the Fayetteville Area Convention and Visitors Bureau (FACVB) that support the mission of TDA funding. This can include public relations, advertising, print, social and other mediums determined to reach the targeted visitor market. Said Funding shall be used exclusively to assist with the marketing to include retargeting comparison, geofencing around other like events of the All-American City Jazz Festival scheduled for October 25-27, 2019.”

**357** completed surveys was the agreed upon requirement, **201** were collected.

All Tourism Development Authority (TDA) requirements were NOT met.

Can re-apply next year?

Yes

No

# Survey Requirements

## Requirements

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

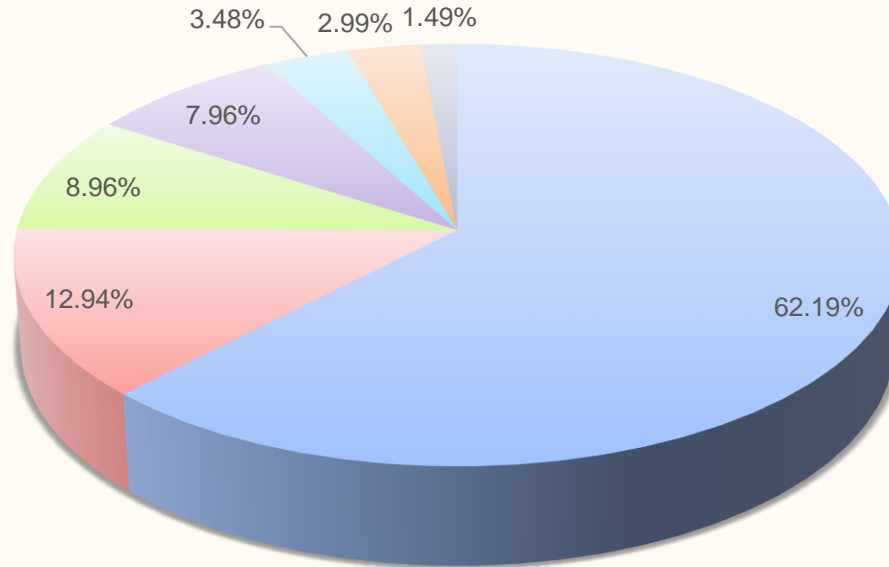
Page Summary Report					
Jazz Festival 2019					
As of: 11/5/2019 9:46:00 AM					
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	245	201	82.04%	00:02:55	<a href="#">View Results</a>
1	244	201	82.38%	00:02:53	<a href="#">View Results</a>

## Survey Collection Times

Surveys were collected on the following dates and times. Highlighted blue times were when scheduled events were taking place.

Time	Completed Surveys	Time	Completed Surveys
<b>SAT, OCT 26</b>		<b>SUN, OCT 27</b>	
1-2 p.m.	13	Gates Open - 2-3 p.m.	0
2-3 p.m.	9	3-4 p.m.	0
Gates Open - 3-4 p.m.	37	Show Starts - 4-5 p.m.	0
Show Starts - 4-5 p.m.	55	5-6 p.m.	0
5-6 p.m.	68	6-7 p.m.	0
6-7 p.m.	3	<b>Total Collected Day 3</b>	<b>0</b>
7-8 p.m.	11	<b>MON, OCT 28</b>	
<b>Total Collected Day 2</b>	<b>196</b>	6-7 a.m.	3
		7-8 a.m.	2
		<b>Total Collected After Event</b>	

# They Identified Themselves As



- 62.19% ■ I am a resident of Fayetteville/Cumberland County.
- 12.94% ■ I am from a surrounding county and drove in for the day for this event.
- 8.96% ■ I am here for the Jazz Festival and staying with family or friends.
- 7.96% ■ I am here for the Jazz Festival specifically and am overnighting in a hotel.
- 3.48% ■ I am visiting the area for other purposes, but heard about the event and came.
- 2.99% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 1.49% ■ I am in the area visiting family or friends and they brought me to this event.

# Where Were They From

- 1 of the 201 completed surveys provided an invalid zip code.
- 171 (82.07%) were from North Carolina.
- 28 (14.00%) were from more than 100 miles from Fayetteville.
- 16 (7.96%) identified themselves as being here specifically for the event and overnighing in a hotel.

## Top 5 by State

1. North Carolina	171
2. Georgia	7
3. Maryland	5
4. Missouri & South Carolina	4
5. Virginia & Alabama	2

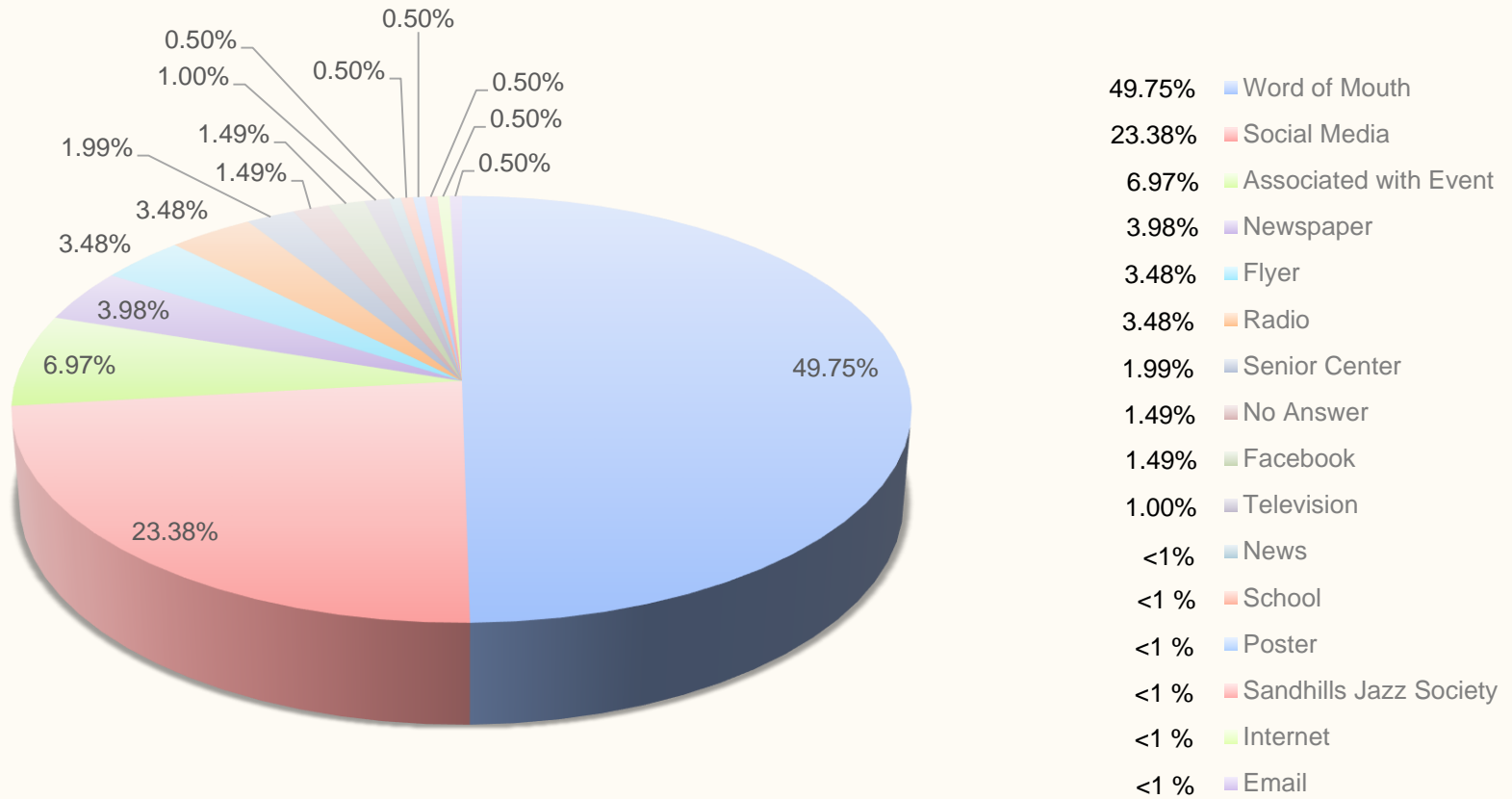
## Top 5 by County

1. Cumberland, NC	132
2. Hoke, NC	11
3. Harnett, NC	6
4. Wake & Robeson, NC	5
5. Jackson, MO	3

## Top 5 by City

1. Fayetteville, NC	112
2. Raeford, NC	11
3. Spring Lake, NC	9
4. Hope Mills, NC	8
5. Saint Paul & Dunn, NC	3

# How Did They Find Out About Event



# Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

*Information is pulled directly from the STR Report*

<b>Occupancy %</b>	<b>Oct 26</b>	<b>Oct 27</b>
2019	59.7%	48.8%
2018	84.9%	59.4%
Percent Change	<b>-29.7%</b>	<b>-17.9%</b>

*2018 – Hurricane Florence affected hotel occupancy for displayed residents.*



# Attendance

Per the Sandhills Jazz Society management, the actual attendance for the event was **1,025** (tickets sold) + **277** Comp Tickets for artists guests, sponsors, wounded warriors and Gold Star families for a total of **1,302** tickets sold versus festival estimation prior to event of **5,000**.

**0** visitors were referred by their hotel.

**65.18% (131)** were from Cumberland County, including Fort Bragg.

**12.94% (26)** stated they were from a surrounding county and were a day-tripper.

## Hotel Information from Surveys

The 16 who came for the event and stayed at the hotel, listed the following hotels:

Tru by Hilton Fayetteville I-95	8
No Answer	5
Embassy Suites Hotel	2
Springhill Suites - Fayetteville/Fort Bragg	1

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

**Official Hotel Pick Up: 64 Room Nights as reported from hotels.**

**Potential Revenue (using Oct ADR) - \$82.26.**

**Hotel Revenue - \$5,264.64.**

*\*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.*

# Thank You



Proudly Promoting the  
Communities of Cumberland County

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