



Metrics Associated with the As ONE Prayer Walk 2019

Held April 13, 2019

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Contents

- i. Introduction
- ii. They Identified Themselves as...
- iii. Where Were They From?
 - Overview
 - By State, County and City
- iv. How Did They Find Out About Event?
- v. Survey Requirements
 - Requirements
 - Information Provided
- vi. Bureau Generated Publicity
- vii. Public Relations Recap
- viii. Occupancy Comparison
- ix. Summary



Introduction

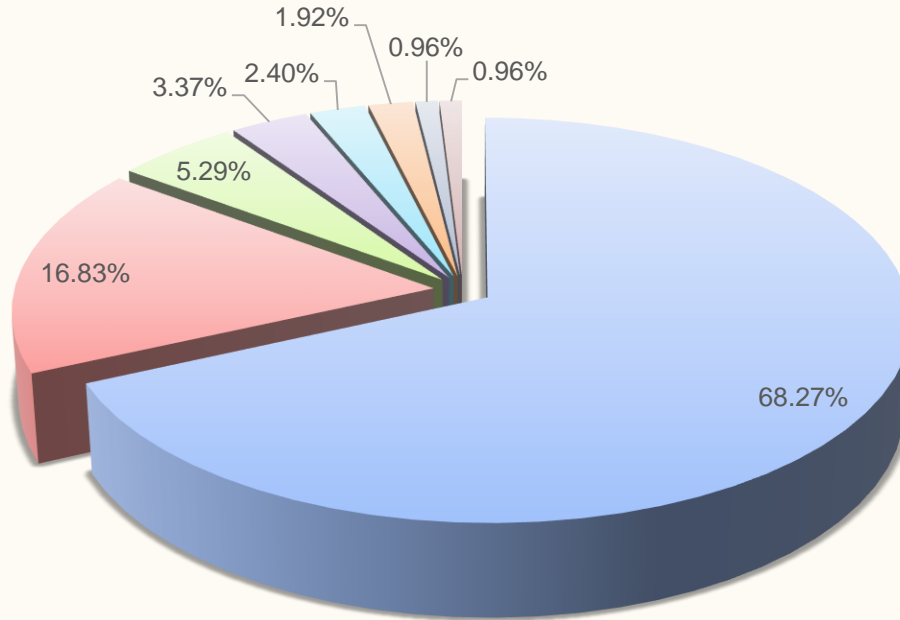
- All data was collected by the AsONE Prayer Walk staff.
- The AsONE Prayer Walk management estimated **5,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **357**.
- The final number of submitted surveys was **208**.
- Using the **5,000** attendees, the Confidence Interval for this presentation with only **208** Sample Size is **+/- 6.64%**. Because of the size of the sample the Confidence Interval is **lower** than the “best practice” of +/- 5.00%.

Introduction

- Surveys were collected at the following times:

Time	Completed Surveys
Saturday, April 13, 2019	
9-10 a.m.	85
10-11 a.m.	23
11 a.m.-12 p.m.	18
12-1 p.m.	14
1-2 p.m.	0
2-3 p.m.	0
3-4 p.m.	0
4-5 p.m.	38
5-6 p.m.	30
Total Collected	208

They Identified Themselves As



- 68.27% ■ I am a resident of Fayetteville/Cumberland County.
- 16.83% ■ I am from a surrounding county and drove in for the day for this event.
- 5.29% ■ I am here for the Prayer Walk specifically and am overnighing in a hotel.
- 3.37% ■ I am here for the Prayer Walk and staying with family or friends.
- 2.40% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 1.92% ■ I am in the area visiting family or friends and they brought me to this event.
- 0.96% ■ I am staying at a hotel and the hotel referred me to this event.
- 0.96% ■ I am visiting the area for other purposes, but heard about the event and came.

Where Were They From

- All **208** completed surveys provided a valid zip code.
- **192 (92.31%)** were from North Carolina.
- **17 (8.17%)** were from more than 100 miles from Fayetteville.
- **11 (5.29%)** identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	192
2. South Carolina	13
3. Alabama	1
4. Michigan	1
5. Virginia	1

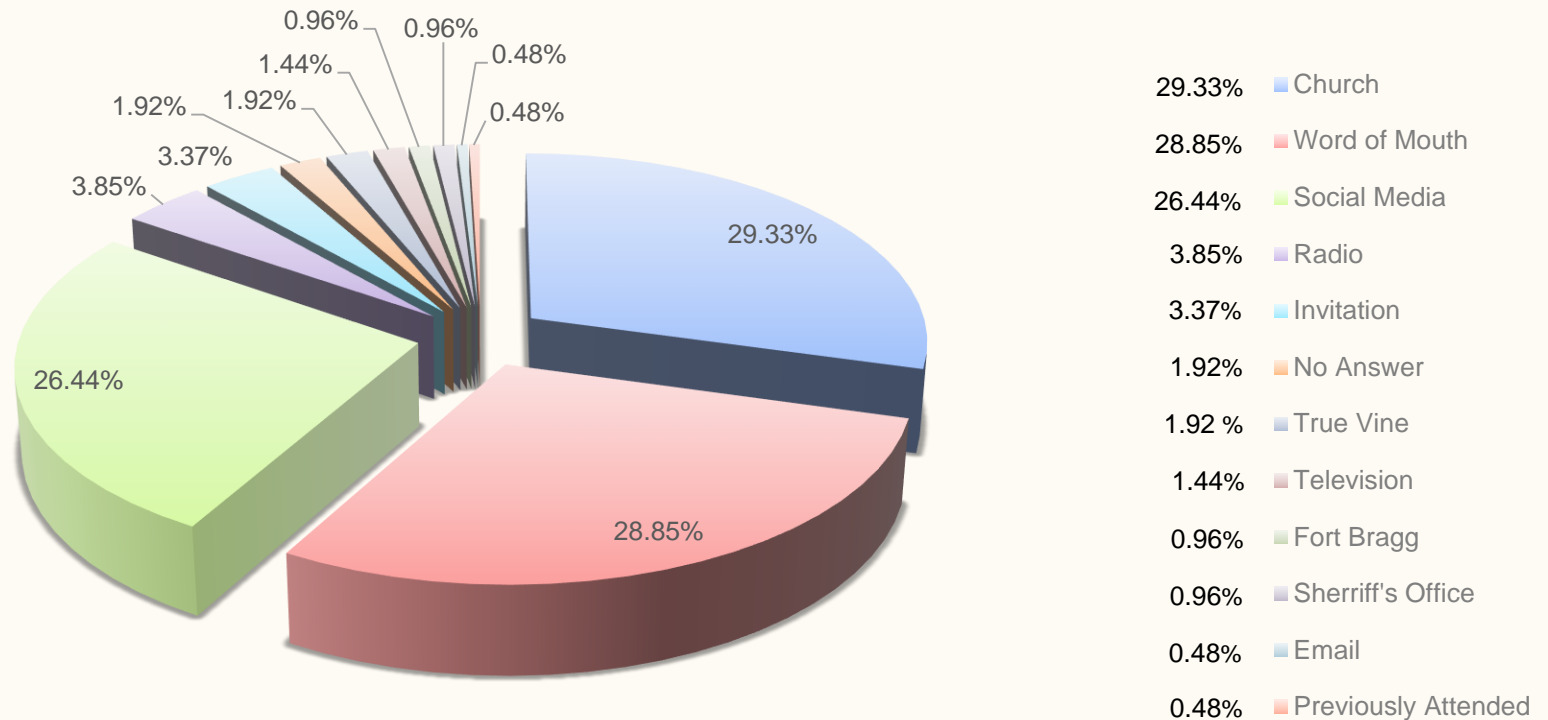
Top 5 by County

1. Cumberland, NC	147
2. Hoke, NC	17
3. Robeson, NC	11
4. Greenville, SC & Wake, NC	7
5. Moore, NC	4

Top 5 by City

1. Fayetteville, NC	118
2. Hope Mills, NC	21
3. Raeford, NC	17
4. Greenville, SC	7
5. Parkton, Cameron & Lumberton, NC	4

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 AsOne Prayer Walk 2019 As of: 4/15/2019 2:03:14 PM					
Drill down to the answers by clicking on View Results for the entire survey or a given page.					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	235	208	88.51%	00:04:16	View Results
1	234	208	88.89%	00:04:00	View Results

Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Uploaded and Published to: AAA Go Magazine Web, ABC 11 Web, Carolina Country Web, Event Crazy, Go Fayetteville Blog, News 14 Carolina Web, TripAdvisor, VisitFayettevilleNC, VisitNC, and WRAL.com.



Bureau Generated Publicity

FACVB Press Release

Massive Prayer Walk April 13 in Fayetteville, NC

Thousands expected to participate in a rolling prayer chain through downtown Fayetteville

[Photos for Promotional Use](#)

Fayetteville, NC - Thousands will come together on Saturday, April 13 for a silent prayer walk throughout the city of Fayetteville. This ecumenical gathering, [AsONE Prayer Walk](#), will be comprised of people of varied ages, ethnicities, religious denominations and backgrounds gathering to unite in prayer as one body.

The walk, which begins at 10 a.m. in Festival Park, includes five prayer stations in downtown Fayetteville. It concludes with a final prayer at Festival Park.

This year, AsOne Fellowship scheduled a week of activities focused on unity and service, establishing the first annual **AsOne Unity Week & Prayer Walk**.

In addition to the April 13 prayer walk, the week of events include:

Tuesday, April 9 – **Salvation Tuesday**. Organizers are partnering with the Salvation Army to feed 2,000 people.

Wednesday April 10 – **Build Wednesday**. Organizers are partnering with Habitat for Humanity to frame two houses.

Friday, April 12 – **AsOne Unity Service** featuring [Rev. Dr. Samuel Rodriguez](#). Dr. Rodriguez has been among many lists of influencers in America, including *40 People who Radically Changed the World*, *Top 100 Christian Leaders in America* and *10 White & Brown MLKs of Our Time*.


Saturday April 13 – The **UnityFest** features Grammy award winning singer Tasha Cobbs Leonard.

For more information, visit www.asoneprayerwalk.org or call 910-703-7504.

Bureau Generated Publicity

Go Fayetteville Blog


<https://www.gofayetteville.com/5k-fayetteville/>

SEARCH...

25+ RUNS/WALKS TO TACKLE THIS SPRING

March 8, 2019

The greater Fayetteville area has rightfully earned the reputation of being a runner's destination. As it's home to thousands of military members, veterans and retirees from Fort Bragg, our locals naturally take fitness to a whole new level. Spring marks the season when you'll find a different run/walk nearly every weekend in the communities of Cumberland County. Visitors come from all over to tackle some of our bigger races, like the All American Marathon and Spartan Race, while others just take advantage of our many fun runs and walks for good causes. If you're looking for ways to get active this spring, look no further than these 25+ upcoming events and start planning your trip now. On your marks, get set, go!



MARCH

American Warrior 5K Walk/Run
Festival Park, Fayetteville - Saturday, March 9th

Lake Gaston Brewing Run Club
Lake Gaston Brewing Company, Fayetteville - Wednesday, March 13th (recurring weekly)

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

Bureau Generated Publicity

Go Fayetteville Blog

<http://www.gofayetteville.com/churches-fayetteville-nc/>

APRIL

Walk to End Lupus Now

Paradise Acres, Hope Mills - Saturday, April 6th

Westover Spirit Spring II 5K Run/Walk

Westover High School, Fayetteville - Saturday, April 6th

Shine Your Light 5K

Hope Mills Town Hall, Hope Mills - Saturday, April 6th

FSU ROTC 5K

Fayetteville State University, Fayetteville - Saturday, April 6th

AsONE Prayer Walk

Festival Park, Fayetteville - Saturday, April 13th




AsONE Prayer Walk

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


Bureau Generated Publicity

FACVB: Facebook

 **Fayetteville Area Convention and Visitors Bureau**
Published by Melody Vealey Foote [?] · March 8 · 🌐

This year, Fayetteville's [As One Prayer Walk](#) extends to a week of events events prior to the April 13 walk through [Downtown Fayetteville](#).

Other special events during UnityWeek include a concert from [Tasha Cobbs Leonard](#) and a Unity Service featuring [Rev. Dr. Samuel Rodriguez](#).



[VISITFAYETTEVILLENC.COM](#)
Massive Prayer Walk April 13 in Fayetteville
Thousands expected to participate in a rolling prayer chain through...

499
People Reached

35
Engagements

Boost Post

Red Tuttle, Pamela Woodell Carter and 11 others

2 Shares

 **Fayetteville Area Convention and Visitors Bureau**
Published by Jenny Bell [?] · April 13 at 6:57 AM · 🌐

This morning, the [As One Prayer Walk](#) returns to [Downtown Fayetteville](#). One of the largest stand-alone prayer walks in the U.S., the event brings together people of all ages, ethnicity, religious denominations, and backgrounds to pray together.

After the walk, consider exploring the community's religious heritage on the [Religious Freedom Trail](#). Visit one location or many. Download the full trail at [www.FayettevilleNCtrails.com](#)
[#VisitFayNC](#)



Watch this video with your friends

Start Watch Party

Reach More People With Your Video
Try boosting your post so more of the people you care about watch your video.

95
People Reached

12
Engagements

Boost Post

April Ann Burkes, Shane Whitaker and 6 others

3 Shares

Bureau Generated Publicity

FACVB: Facebook

**Fayetteville Area Convention and Visitors Bureau**
Published by David Nash [?] · February 27 · 🌐

On March 24th, the All American Marathon, the "Mike-to-Mike" Half-Marathon and the All American 5K will give runners the opportunity to run with the nation's finest. Active and retired service members, wounded warriors, family members and supporters from around the nation are expected to run.

Can't make it on March 24th? The Communities of Cumberland County offer nearly 20 runs/walks throughout the spring. Plenty of opportunities to get active. You'll find them all here: <https://bit.ly/2HaBf1v>.

#TeamFay #FayFaves #ActiveFun



VISITFAYETTEVILLENC.COM

Run with the Nation's Finest
6th Annual All-American Marathon March 24 in Fayetteville/Fort Bragg...

588
People Reached

24
Engagements

Boost Post

  All American Marathon, Sedilia Sims and 7 others 2 Comments 2 Shares

**Fayetteville Area Convention and Visitors Bureau** shared a post.
Published by Melody Vealey Foote [?] · January 16 · 🌐

Today, Go Fayetteville is giving a peek into several of Cumberland County's 40 churches that are more than 100 years old. #ReligiousFreedomDay

**Go Fayetteville**
Published by Jenny Bell [?] · January 16 · 🌐

In honor of Religious Freedom Day, I'm giving our visitors a peek into Cumberland County's diverse religious heritage, which dates all the way back to the 1700'...

See More



GOFAYETTEVILLE.COM

Take a Tour of Cumberland County's Religious Heritage - Go Fayetteville

441
People Reached

22
Engagements

Boost Unavailable

 Robin King, Denise Comulada and 3 others 2 Shares

Bureau Generated Publicity

#GoFay: Facebook

#GoFay Go Fayetteville
Published by Jenny Bell [?] · April 5 at 8:45 AM · 🌐

Spring temps are finally here, and there are over 15 runs/walks still coming up this season. While it may be raining today, tomorrow's forecast is clear and warm. Take your pick between 4 different runs/walks tomorrow alone and get moving! #GoFay



GOFAYETTEVILLE.COM

25+ Runs/Walks to Tackle This Spring - Go Fayetteville
Run season is here! If you're looking for ways to get active this spring, loo...


1,068 People Reached 76 Engagements [Boost Post](#)

👍❤️ 9 2 Comments 6 Shares

#GoFay Go Fayetteville
Published by Jenny Bell [?] · March 8 · 🌐

🏃 Run to remember. Run for fun.
🚶 Walk for lupus. Walk for MS. Walk for cancer.
🕊 Do it for peace. Do it for health. Do it for her.

Whatever your motivation is, there's a run or walk to sign up for nearly every week this spring. Just get moving.
#910Runs #GoFay



GOFAYETTEVILLE.COM

25+ Runs/Walks to Tackle This Spring - Go Fayetteville
Run season is here! If you're looking for ways to get active this spring, loo...

1,105 People Reached 138 Engagements [Boost Post](#)

👍❤️ 14 5 Comments 9 Shares

Bureau Generated Publicity

#GoFay: Facebook

 **Go Fayetteville** Published by Jenny Bell [?] · January 16 ·

In honor of Religious Freedom Day, I'm giving our visitors a peek into Cumberland County's diverse religious heritage, which dates all the way back to the 1700's.

I'm also sharing the four events where you'll find our locals exercising their right to peaceably assemble and celebrate the life of the Reverend Dr. Martin Luther King, Jr., over the holiday weekend. Join us!

#ReligiousFreedomDay #910History #GoFay



GOFAYETTEVILLE.COM

Take a Tour of Cumberland County's Religious Heritage - Go Fayetteville

867
People Reached

34
Engagements

Boost Post

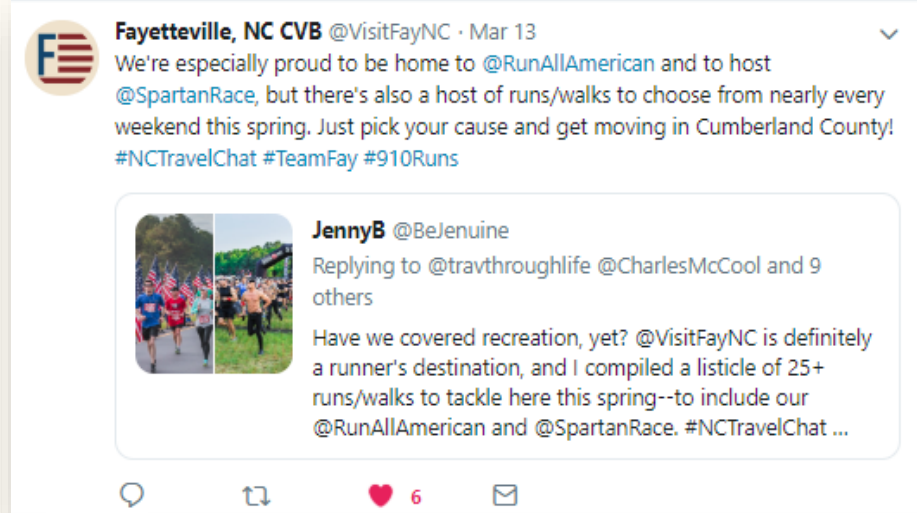
 Candace Wood

5 Shares

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

Bureau Generated Publicity

FACVB: Twitter



Public Relations Recap

- 1 Press Release
- 2 Go Fayetteville Blogs
- 4 FACVB Facebook Posts
- 3 Go Fayetteville Facebook Posts
- 4 FACVB Twitter Tweets

Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	Saturday
2018	85.2%
2017	72.6%
Percent Change	17.4%

Summary

CALCULATIONS

The FACVB was unable to accurately determine because of insufficient sample size.

The AsONE Prayer Walk management estimated **5,000** attendees prior to the event.

TDA

Granted **\$10,000** to be used for exclusively to assist with social media and marketing of the AsOne Prayer Walk events for April 7-13, 2019.

357 completed surveys was the agreed upon requirement, **208** were collected.

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

Can re-apply next year?

Yes

No

ATTENDANCE

Per the AsOne Prayer Walk Staff, the actual attendance for the event was **1,200** (5,000 was estimated).

5.29% (11) of the surveys stated they were overnights and came specifically for the event (**10** of them Identified their hotel).

2 participants were referred by their hotel.

70.67% (147) were from Cumberland County, including Fort Bragg.

16.83% (35) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 11 who came for the event and stayed at the hotel, listed the following hotels:

Embassy Suites	10	No Answer	1
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Summary

ATTENDANCE (continued)

Of those participants staying at a hotel, the overall average length of stay was 1 night.

The FACVB was unable to accurately determine because of insufficient sample size.

Potential Revenue = **Unknown.**

Economic Impact = **Unknown.**

Official Hotel Pick Up: 3 Room Nights as reported from hotels.

Average Daily Rate (ADR)* for the month of April was \$80.51.

Hotel Revenue - **\$241.53.**

**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. Church
2. Word of Mouth
3. Social Media
4. Radio
5. Invitation

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



Thank You



Proudly Promoting the Communities of Cumberland County

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