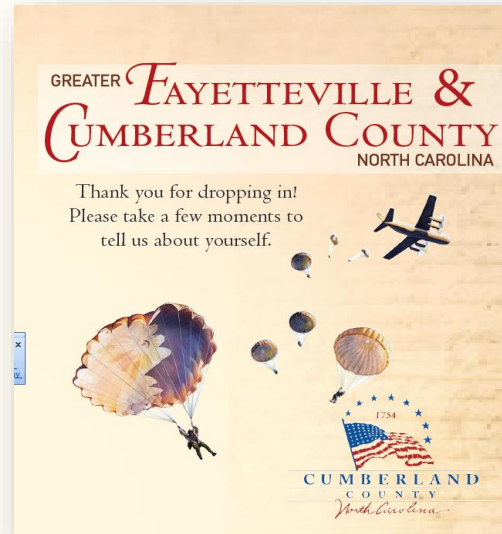


Attraction Survey Results

February 2018



March 13, 2018

David Nash
Research and Data Manager

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Cumberland County Attraction Data

Where are visitors from?

STATE/COUNTRY	PERCENTAGE
NC	75.23%
INVALID ZIP	5.48%
FL	3.50%
VA	1.52%
PA	1.14%
SC	1.05%
CA	0.93%
NY	0.93%
NJ	0.80%
MD	0.72%
OH	0.72%
TX	0.72%
GA	0.67%
WA	0.55%
UT	0.42%
MI	0.42%
AZ	0.38%
MN	0.38%
DC	0.38%

STATE/COUNTRY	PERCENTAGE
CO	0.29%
WV	0.29%
TN	0.25%
IL	0.25%
IN	0.25%
CT	0.21%
WI	0.17%
AK	0.17%
PUERTO RICO	0.17%
NM	0.13%
KY	0.13%
DE	0.13%
OR	0.13%
VT	0.13%
AL	0.13%
MA	0.08%
WY	0.08%
AR	0.08%
MO	0.08%

STATE/COUNTRY	PERCENTAGE
GERMANY	0.08%
ID	0.08%
BRAZIL	0.08%
CANADA	0.08%
ND	0.04%
FRANCE	0.04%
OK	0.04%
NETHERLANDS	0.04%
MT	0.04%
NV	0.04%
VIRGIN ISLANDS	0.04%
KS	0.04%
IA	0.04%
LA	0.04%
BOLIVIA	0.04%
NH	0.04%
NE	0.04%
ME	0.04%

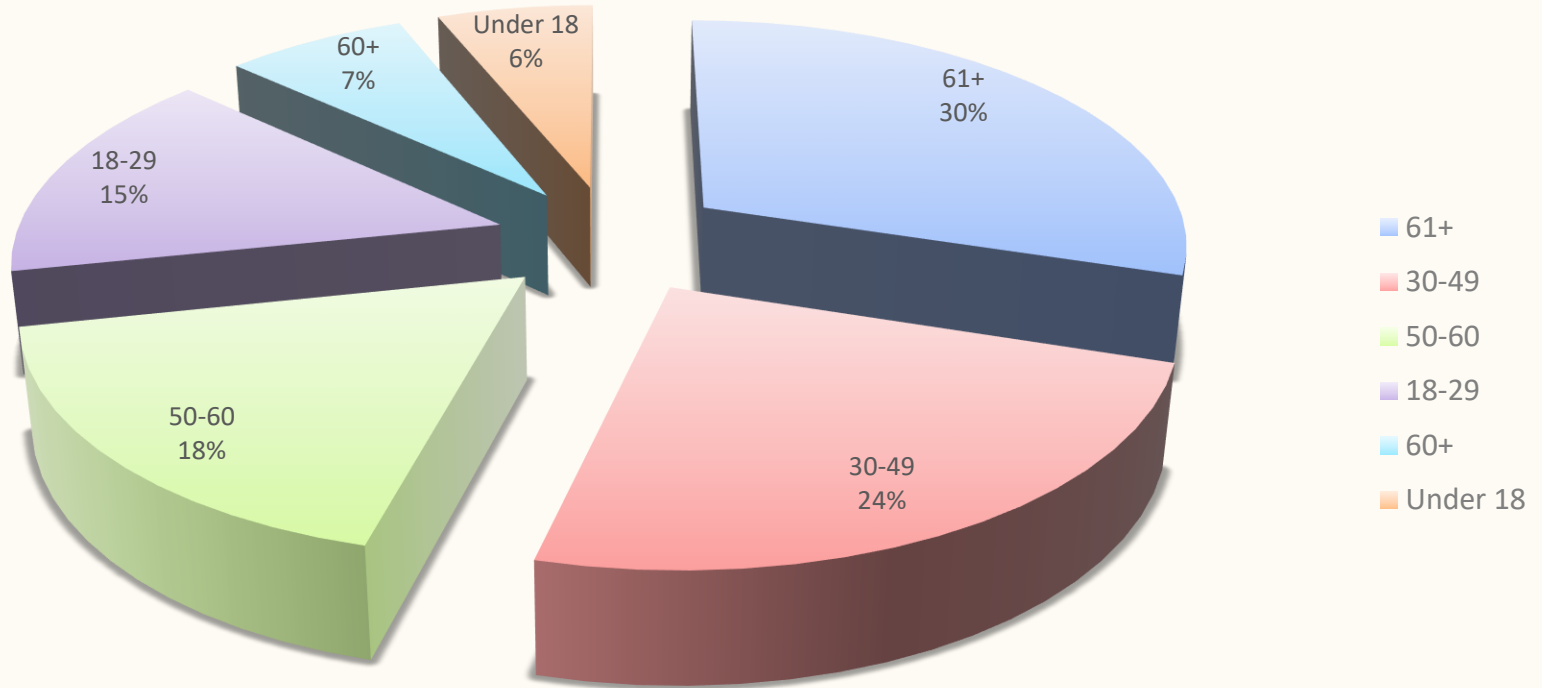
Cumberland County Attraction Data

Average Attraction Rating

1 st Quarter	4.67
2 nd Quarter	4.71
3 rd Quarter	4.71
4 th Quarter	
Year	4.71

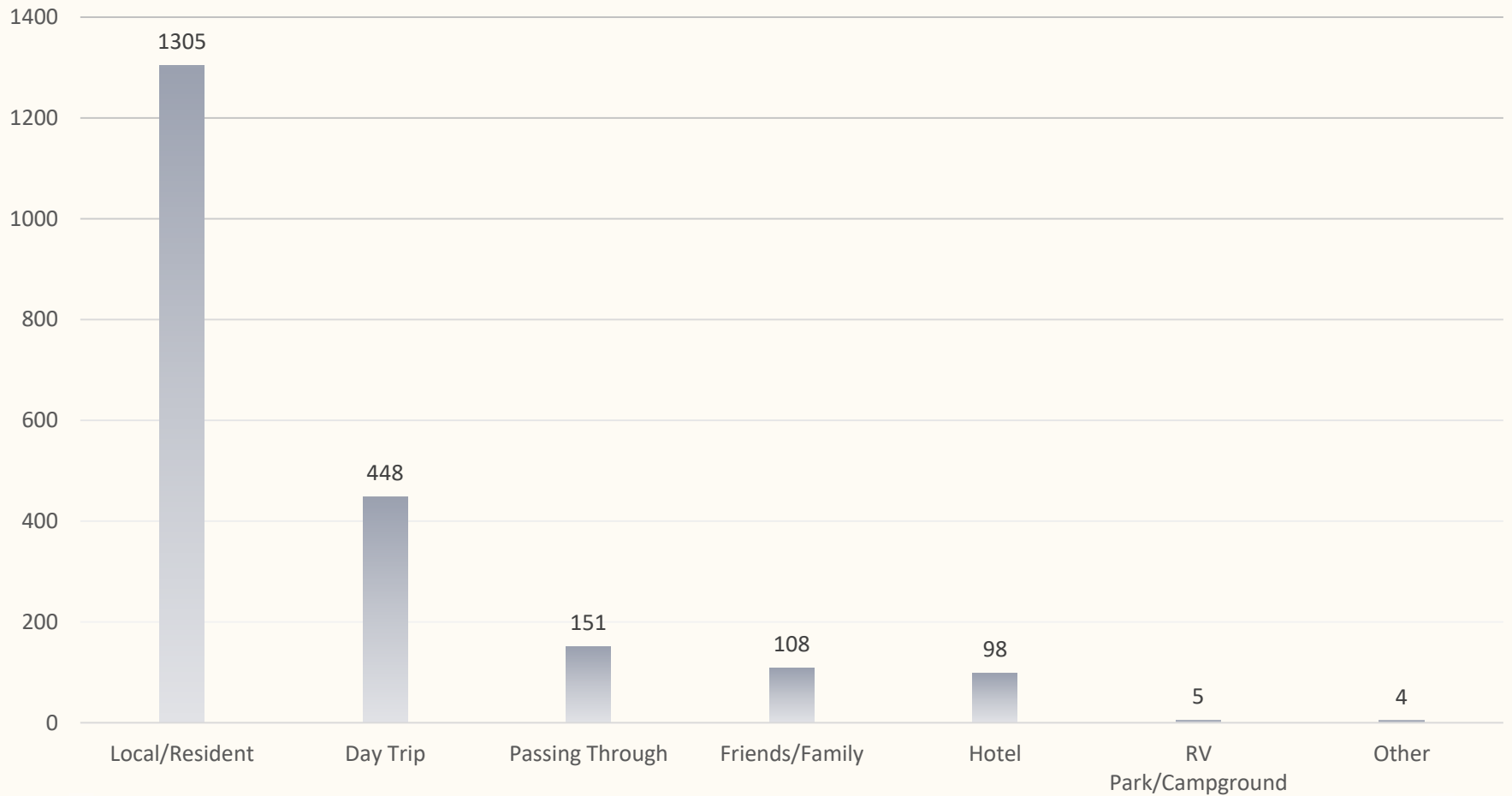
Cumberland County Attraction Data

What is the age of the visitors (All Attractions)?



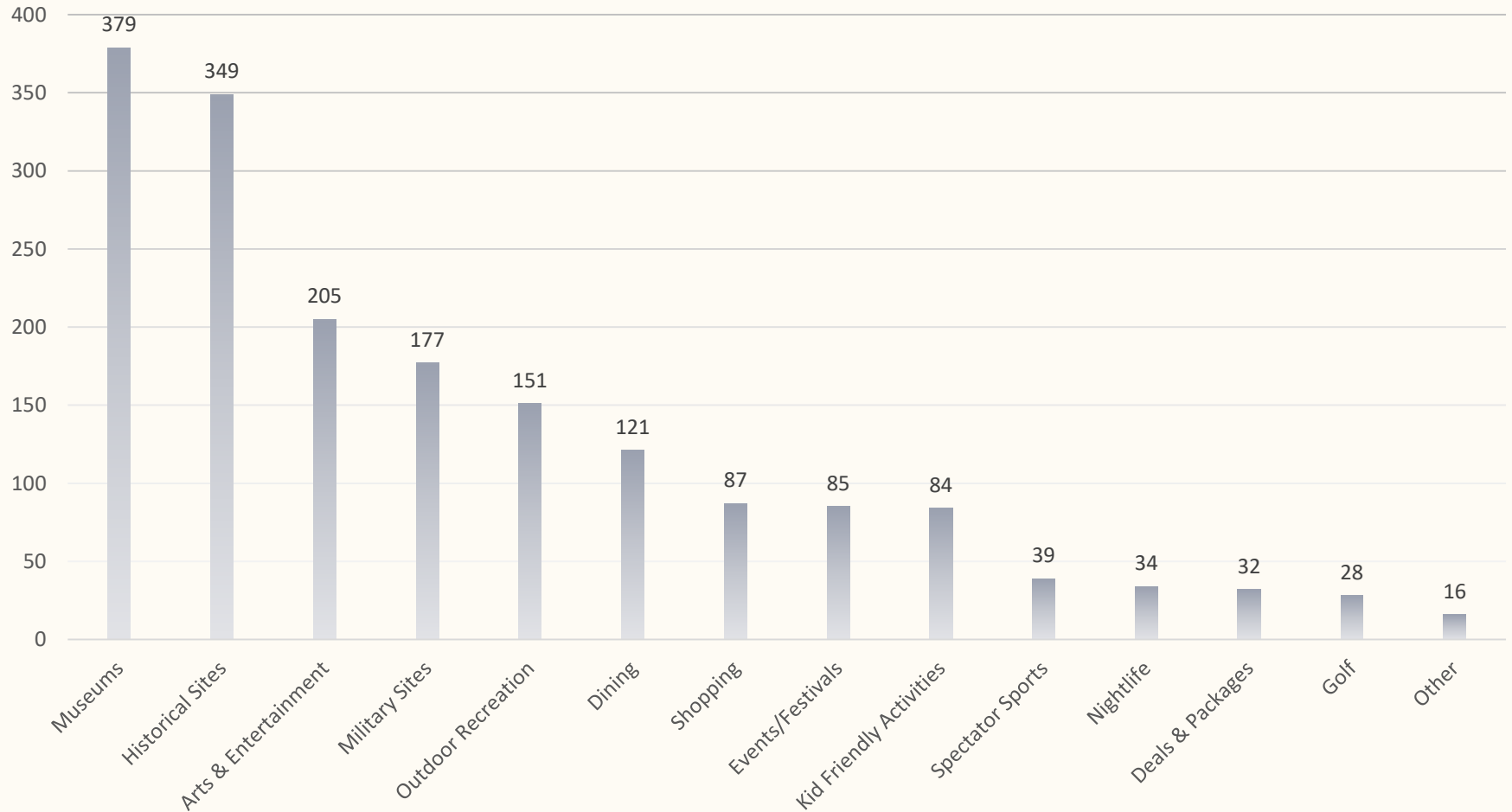
Cumberland County Attraction Data

Where are Visitors Staying?



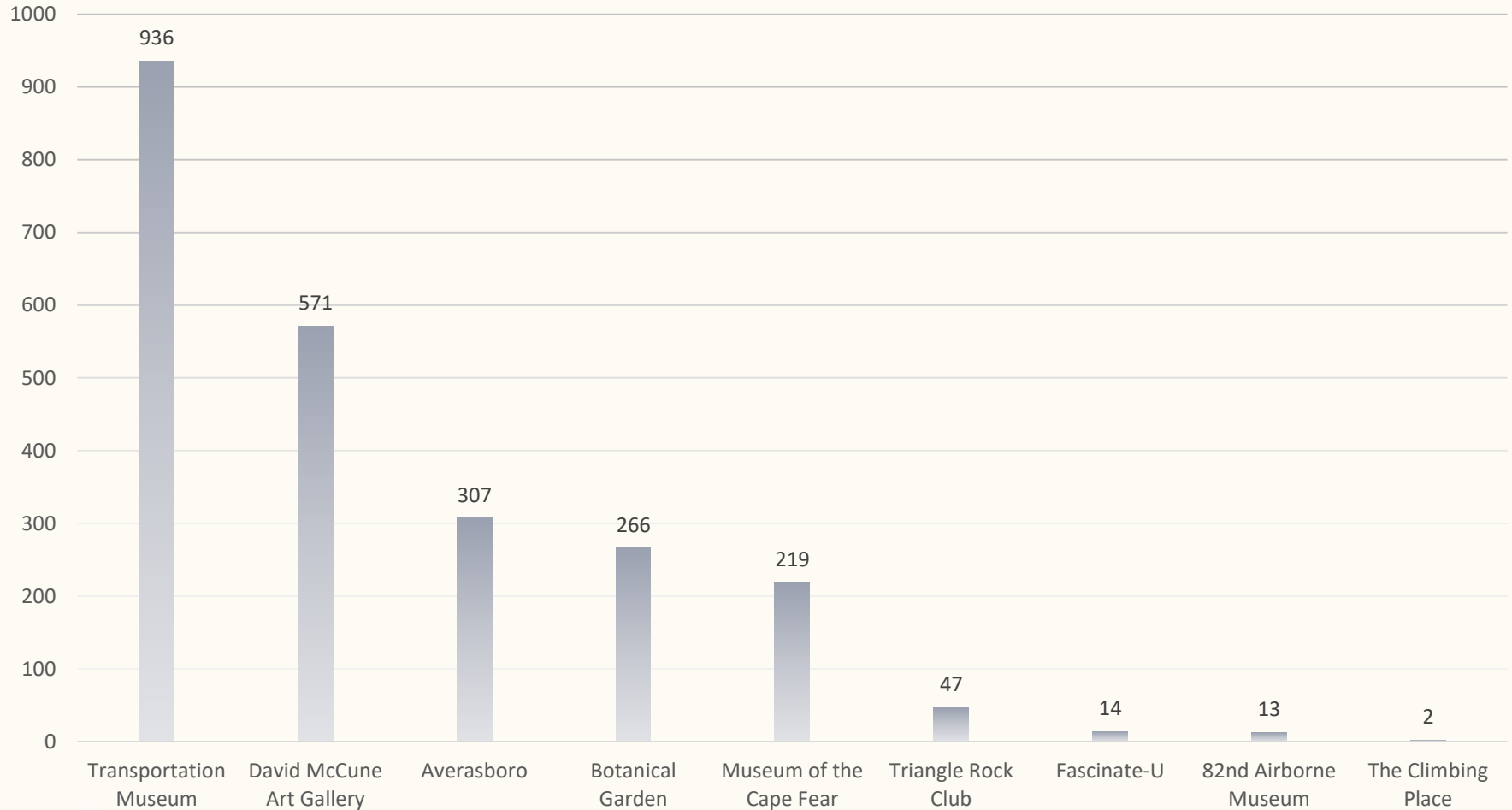
Cumberland County Attraction Data

What are the areas of interest?



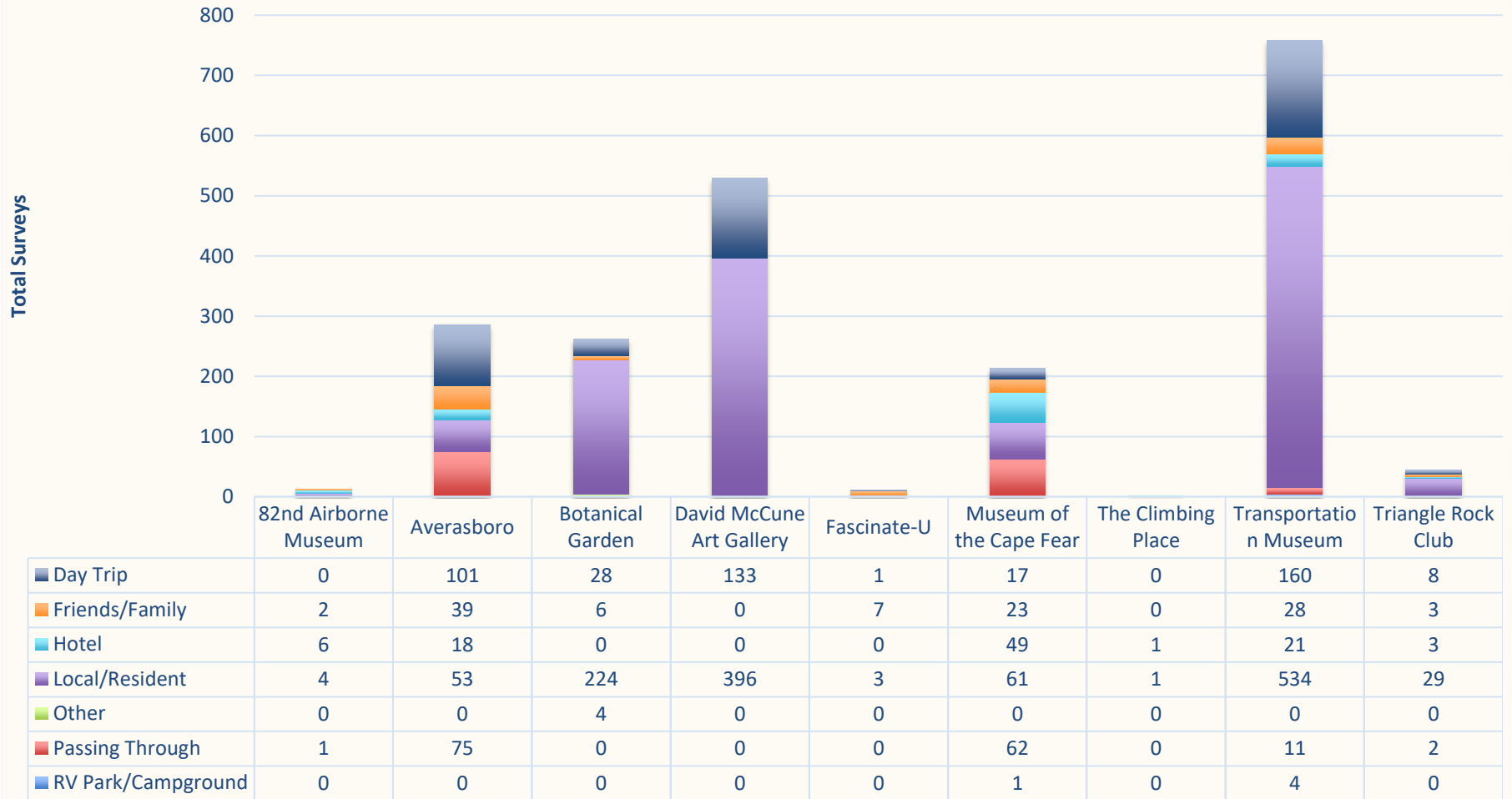
Cumberland County Attraction Data

Total Number of Filled Out Surveys (by Attraction)



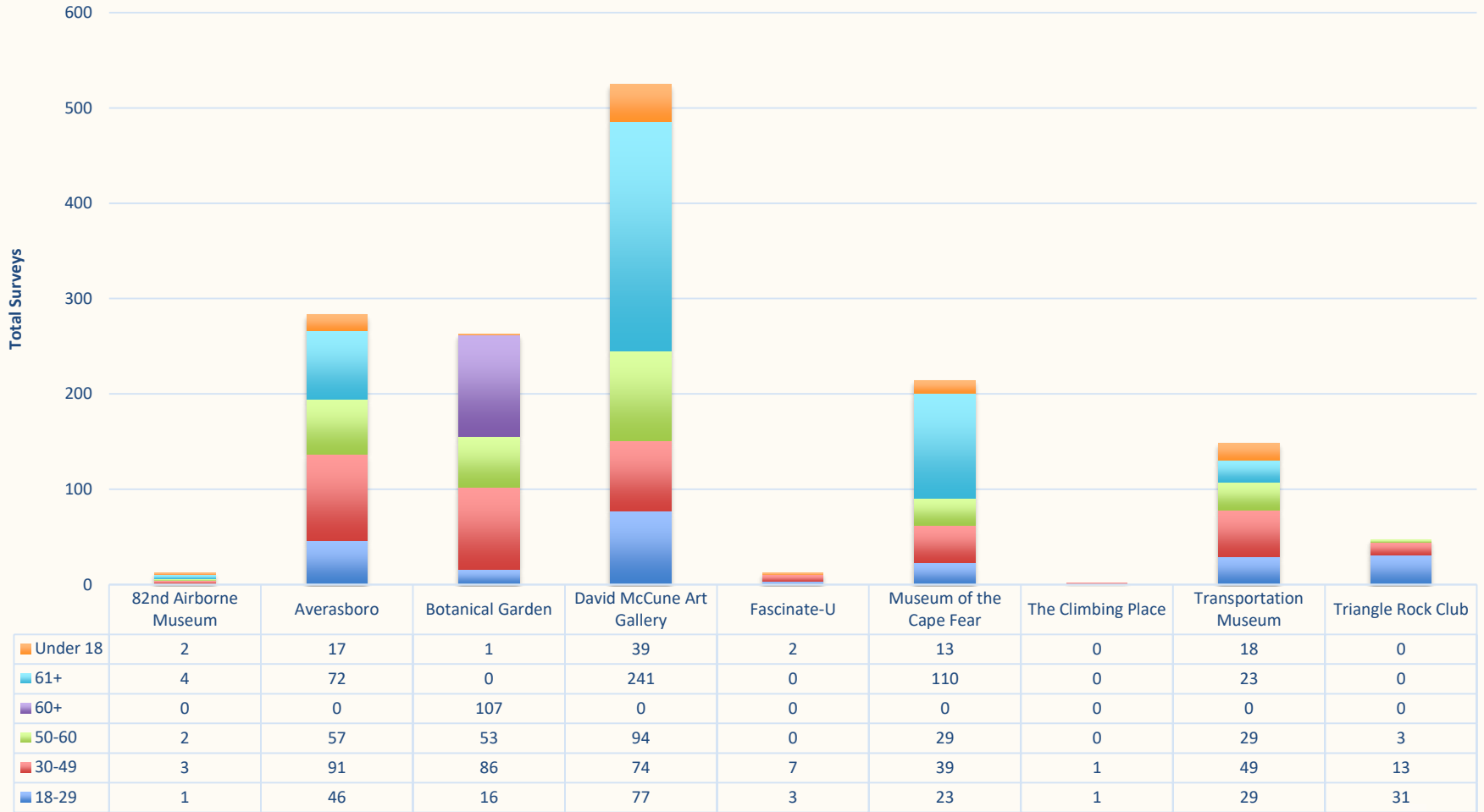
Cumberland County Attraction Data

Where are you staying (by Attraction)?



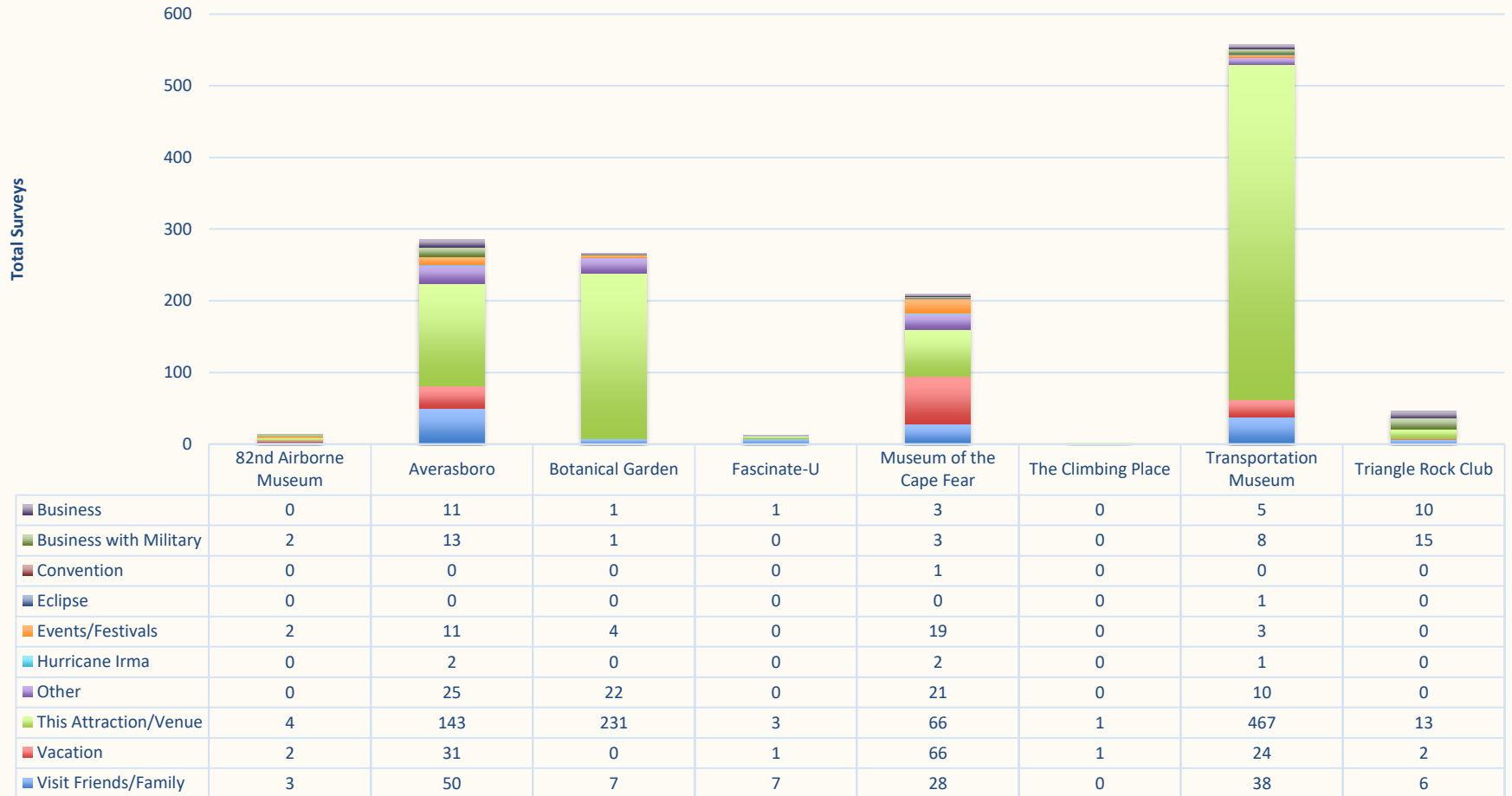
Cumberland County Attraction Data

Age Range (by Attraction)



Cumberland County Attraction Data

Why are you Visiting (by Attraction)?



Cumberland County Attraction Data

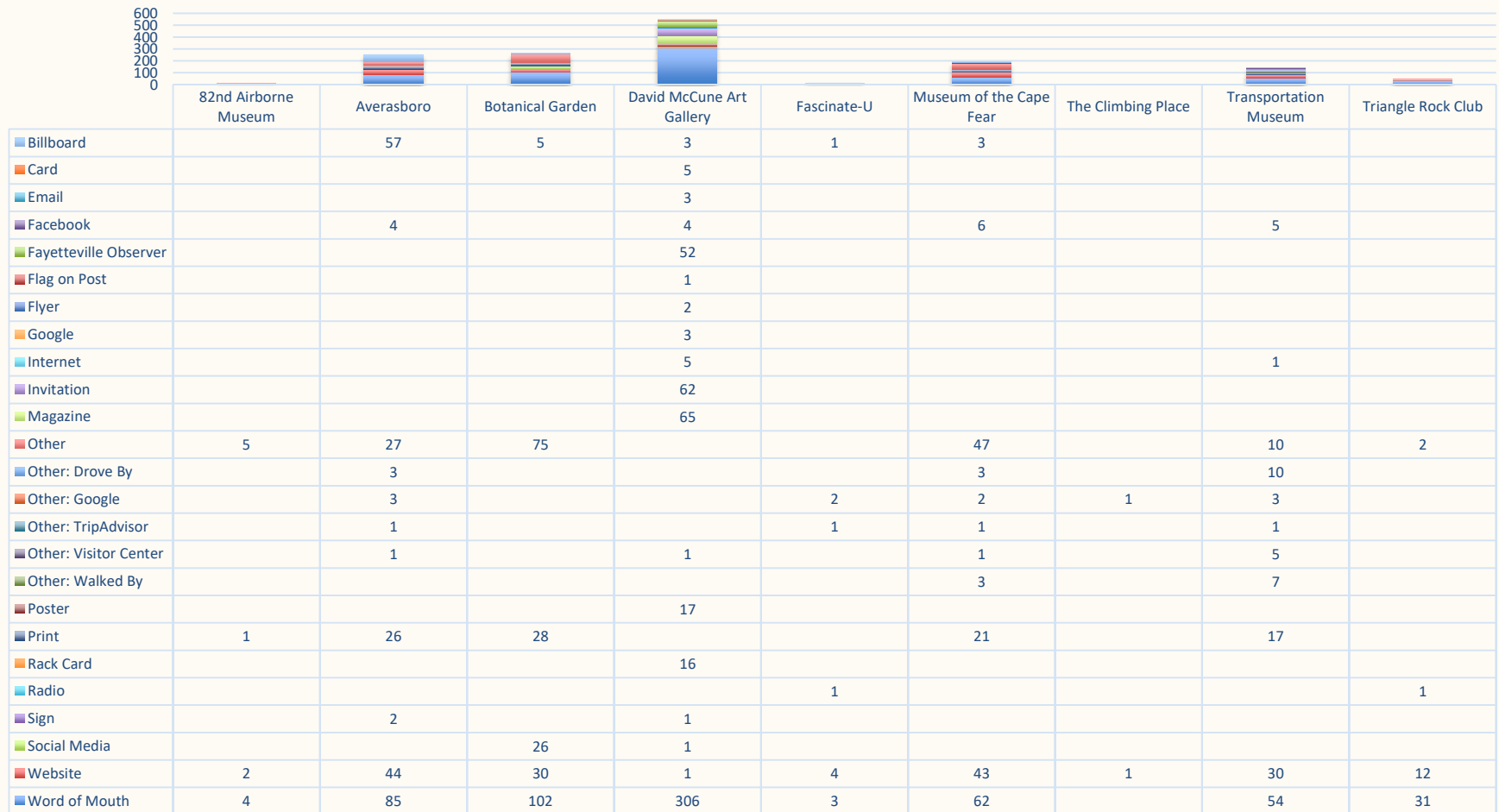
Breakdown of Visitor's Who Selected "This attraction/venue" as Why are you visiting?



	This Attraction/Venue							
Passing Through	0	31	0	0	8	0	3	0
Local/Resident	3	37	222	2	45	1	396	11
Hotel	1	1	0	0	5	0	1	0
Friends/Family	0	5	0	0	0	0	1	0
Day Trip	0	66	8	1	7	0	64	2

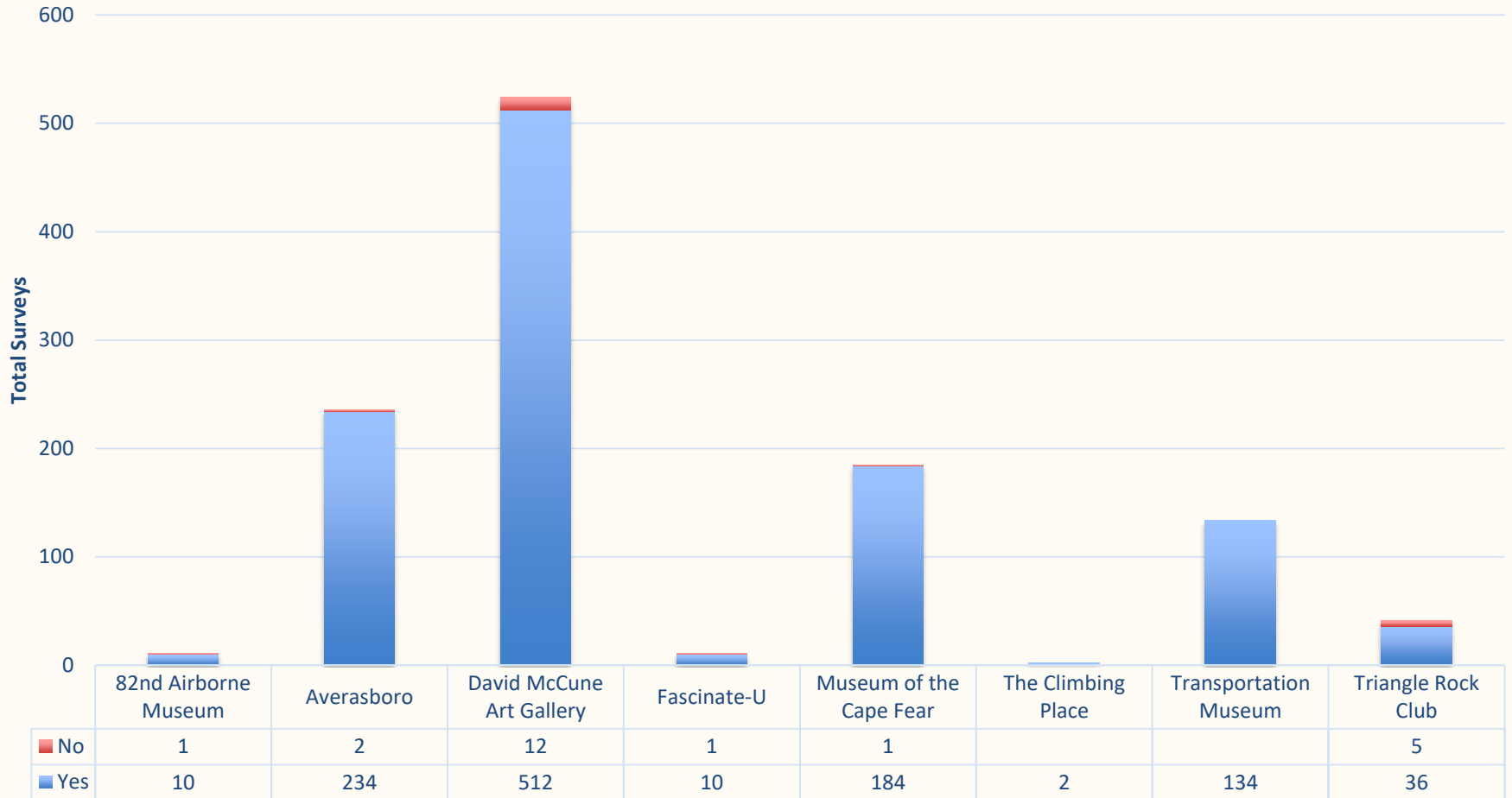
Cumberland County Attraction Data

Where did you hear about the Attraction?



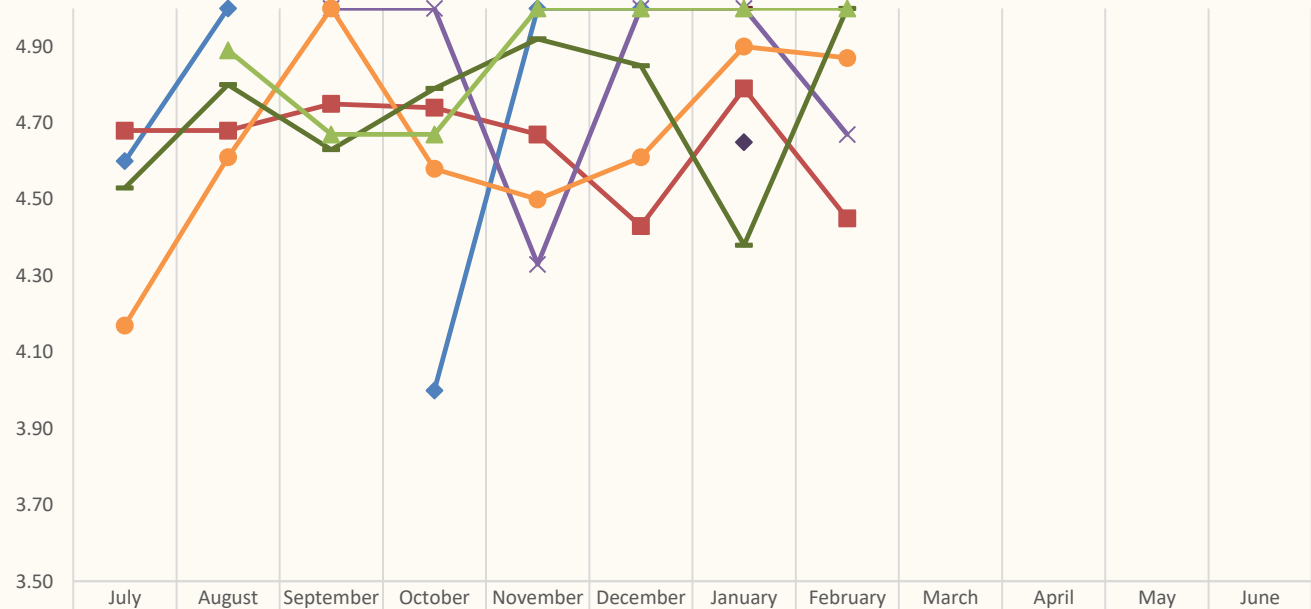
Cumberland County Attraction Data

Was the Venue Easy to Find (by Attraction)?



Cumberland County Attraction Data

Ratings (by Attraction)



	July	August	September	October	November	December	January	February	March	April	May	June
82nd Airborne Division War Memorial Museum	4.60	5.00		4.00	5.00	5.00						
Averasboro	4.68	4.68	4.75	4.74	4.67	4.43	4.79	4.45				
Botanical Garden							4.65					
Fascinate-U	2.00		5.00	5.00	4.33	5.00	5.00	4.67				
JFK Special Warfare Museum												
Museum of the Cape Fear	4.17	4.61	5.00	4.58	4.50	4.61	4.90	4.87				
The Climbing Place							5.00					
Transportation Museum	4.53	4.80	4.63	4.79	4.92	4.85	4.38	5.00				
Triangle Rock Club		4.89	4.67	4.67	5.00	5.00	5.00	5.00				

Cumberland County Attraction Data

Survey Comments

Averasboro	Good information & great exhibits
	A stellar site!
	Very welcoming & knowledgeable staff
	Outstanding website & maps
	Great Gift Shop
	It's great just the way it is
Fascinate-U	Just needs some repairs. Otherwise it was great.
	Very clean and well maintained! Thank you!
Museum of the Cape Fear	Angel, our tour guide, was awesome! :)
	Had a good time! Very interesting
	Suggestions: put chairs for the adults to sit throughout the building.
	Very informative
	AWESOME
	Carolyn - excellent guide - Poe House tour awesome
Transportation Museum	We were so glad we stopped on our way through
	Ms. Cardell was so informative and actually caused me to find more interest in the museums and had a nice time
	Ms. Cardell has been one of the highlights of our visit.
	Beautiful, clean and the stuffs (Ms. Cardell specifically) hospitality makes the visit all the better
	Ms. Cardell made this visit very enjoyable
	Ms. Cardell Hunt is the best I've seen- very professional
Triangle Rock Club	Such a great time with friendly staff

Averasboro	John was extremely helpful and a pleasure to talk to. I will come again.
	good gift shop
	Adding more museum [illegible word]
	Enlarge: wonderful site, would love 2 see more
Fascinate-U	Awesome!
Museum of the Cape Fear	None
	change the place up a bit :)
	The tour was amazing! Ms. Wilma was wonderful.
	Beautiful home, fully restored. Volunteers were wonderful.
	Really enjoyed.
	Great
	FASCINATING
	improve lighting
Transportation Museum	Information was great!
	Enjoyed everything from the receptionist to the artifacts
	Very friendly staff, interesting and good facility
	Very interesting
	Love this
	Very nice
	I love this place
	It was a great experience
Triangle Rock Club	The building is set off the main road, but the sign is huge and easy to see!

Cumberland County Attraction Data

Survey Suggestions

<input type="checkbox"/> Averasboro	It was wonderful. I loved it.
	It was fine - so interesting!
	Very friendly staff
	Longer film would help
	Not a thing
<input type="checkbox"/> Fascinate-U	Needs repairs
<input type="checkbox"/> Museum of the Cape Fear	Nothing, thought the museum and Poe House tour were great
	No, it was good!
	You all did awesome!!!
<input type="checkbox"/> Transportation Museum	Have more hostess such as Ms. Cardell. She is very Kind
	Nothing to do.
	Keep up the good work and have more people like Ms. Cardell
	Nothing, was the best
	Have Ms. Cardell work all shifts, she is the best!
	Have model trains on 2nd floor operating-kids would love it
	Have Ms. Cardell here every day. She is very informative
	Nothing, I had so much more fun than I had anticipated

Cumberland County Attraction Data

Extra Survey Questions

Museum of the Cape Fear

- Question 1

No	11
Yes	4

- Question 2

1,5,4,2	1
3,5,5,0	1
3,5,4,3	1
3,5,0,0	1
2,6,5,5	1
3,5,0,3	1
2,5,0,0	1