

# *Attraction Survey Results for FY 2016/2017*

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Research and Data Manager  
FACVB



CUMBERLAND  
COUNTY  
*North Carolina*

July 18, 2017



# Cumberland County Attraction Data

Year to Date

Where were visitors from (State and Country)?

STATE/COUNTRY	PERCENTAGE
NC	69.04%
INVALID ZIP	9.81%
FL	2.68%
VA	1.44%
TX	1.31%
NY	1.18%
CA	1.18%
SC	1.12%
PA	0.96%
OH	0.89%
GA	0.77%
NJ	0.67%
MD	0.64%
MA	0.58%
MI	0.54%
IN	0.48%
CO	0.38%
MO	0.38%
IL	0.38%
OR	0.35%

STATE/COUNTRY	PERCENTAGE
WA	0.35%
AZ	0.32%
AL	0.32%
TN	0.29%
CT	0.29%
WI	0.26%
NH	0.26%
OK	0.26%
PUERTO RICO	0.22%
LA	0.22%
KY	0.19%
ENGLAND	0.16%
KS	0.16%
UT	0.16%
ME	0.16%
IA	0.13%
RI	0.13%
MIN	0.13%
WV	0.10%
AR	0.10%

STATE/COUNTRY	PERCENTAGE
SD	0.10%
HI	0.10%
DE	0.10%
NV	0.10%
MT	0.10%
DC	0.06%
GERMANY	0.06%
ID	0.06%
IRELAND	0.03%
SPAIN	0.03%
VIRGIN ISLANDS	0.03%
AUSTRALIA	0.03%
JAMAICA	0.03%
SWEDEN	0.03%
SCOTLAND	0.03%
VT	0.03%
ND	0.03%
NE	0.03%
ARMY PO	0.03%



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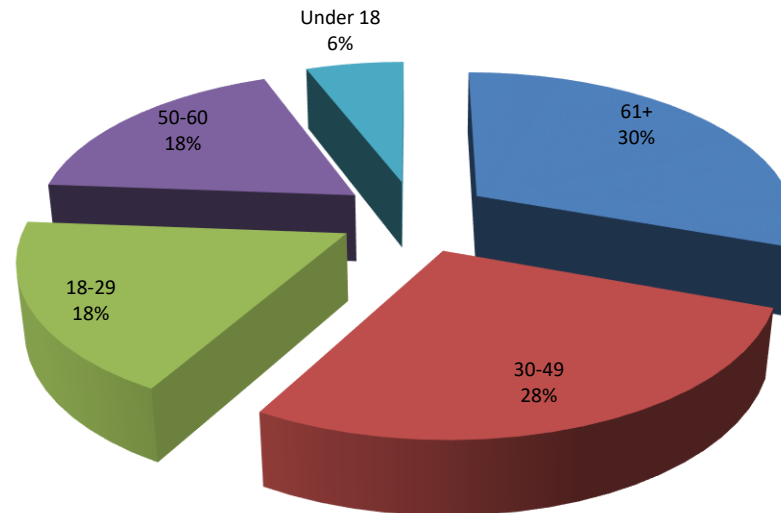
CUMBERLAND COUNTY, NC

# Cumberland County Attraction Data

## Average Attraction Rating (ALL)

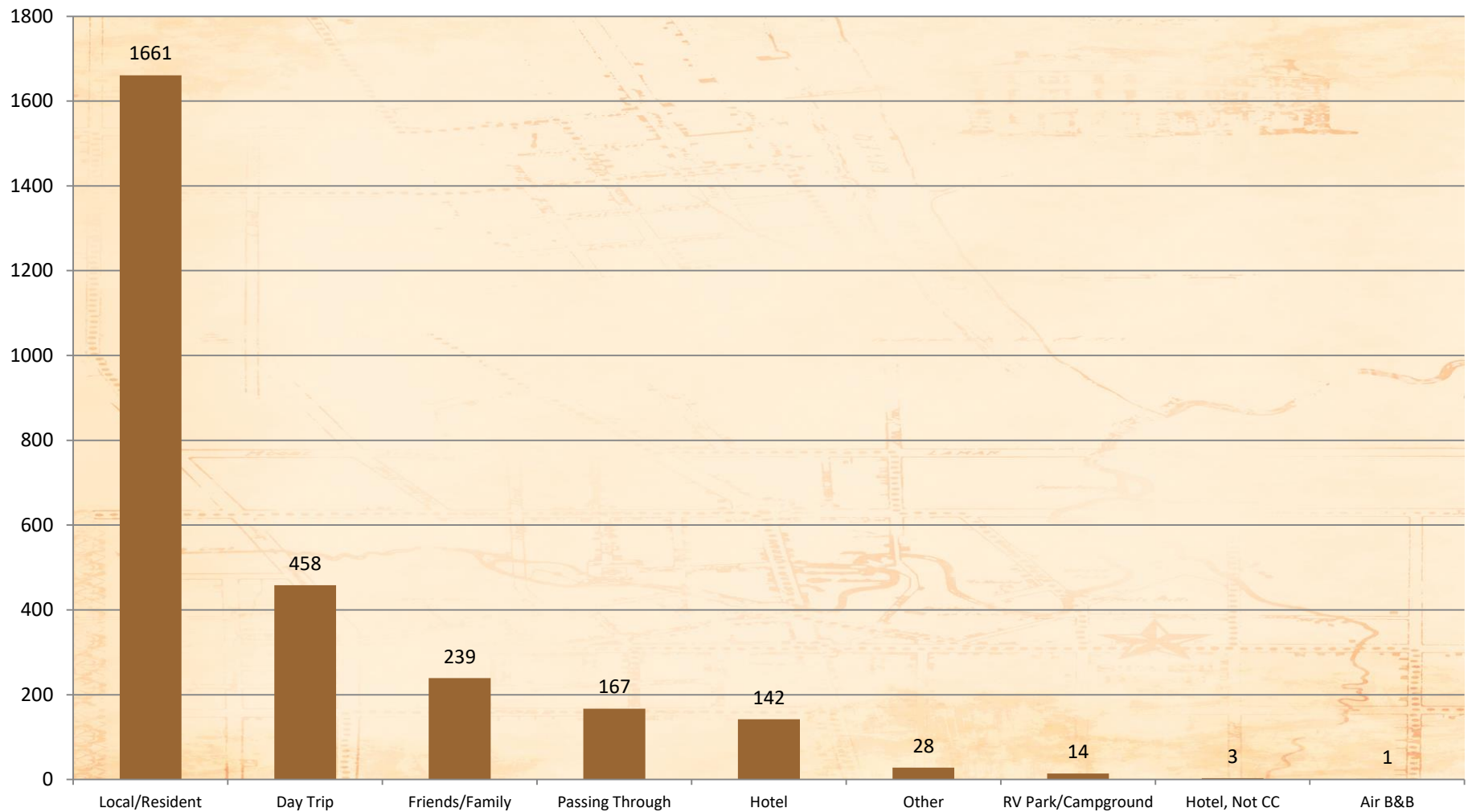
1 <sup>ST</sup> Quarter	4.63
2 <sup>nd</sup> Quarter	4.71
3 <sup>rd</sup> Quarter	4.74
4 <sup>th</sup> Quarter	4.73
Year	<b>4.70</b>

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



# Cumberland County Attraction Data

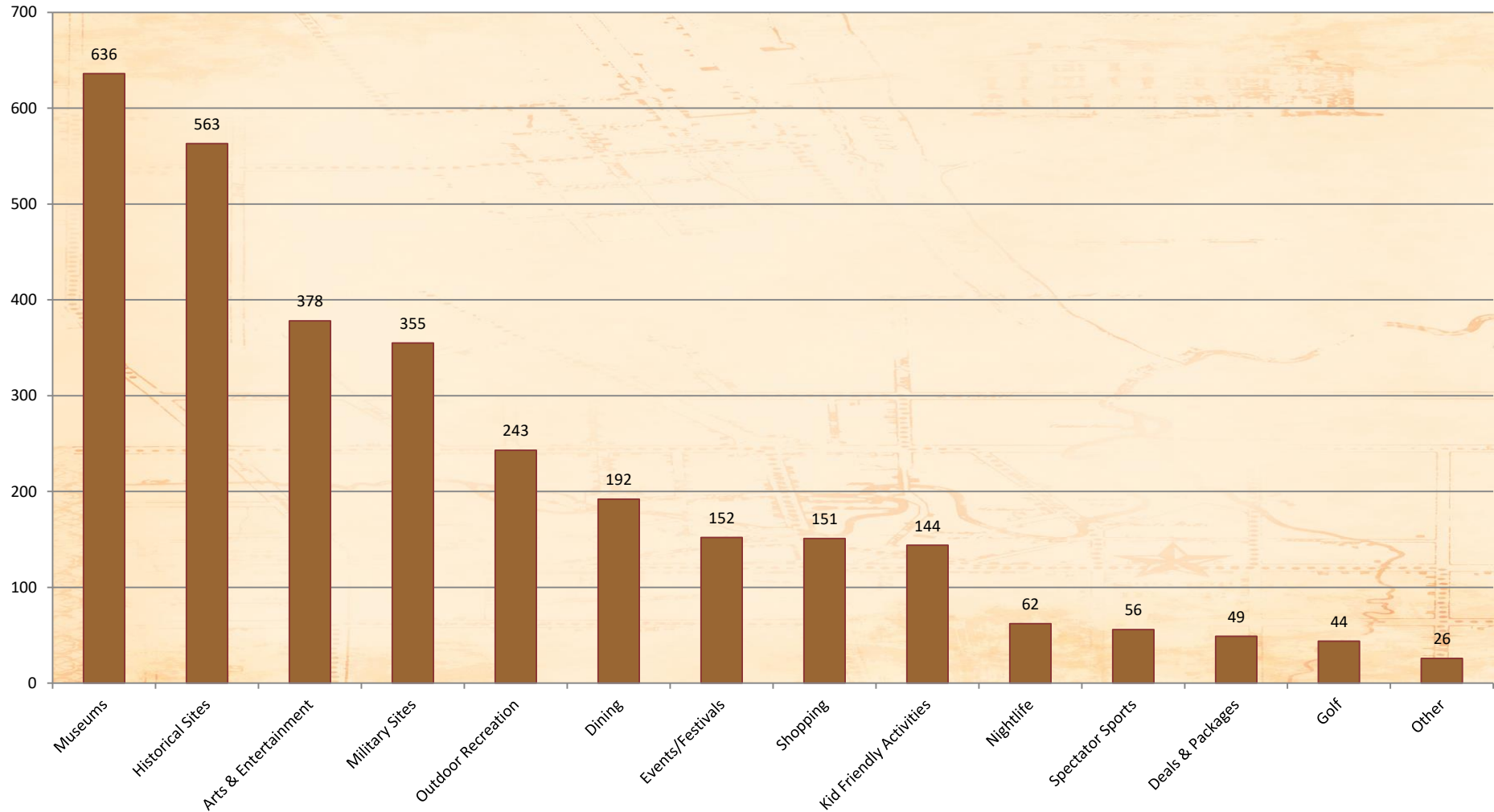
Where are Visitors Staying (Year)?





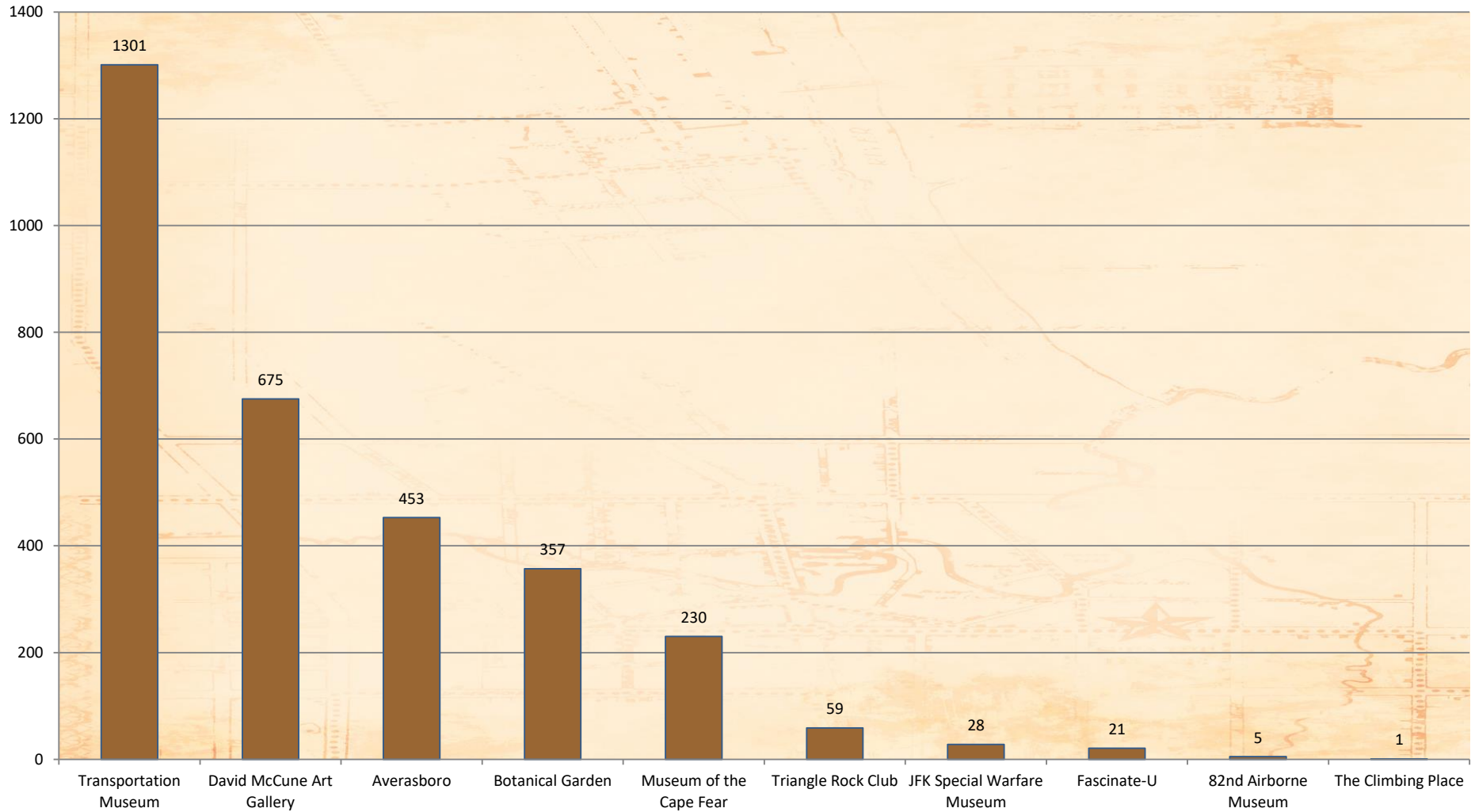
# Cumberland County Attraction Data

What are the areas of interest (Year)?



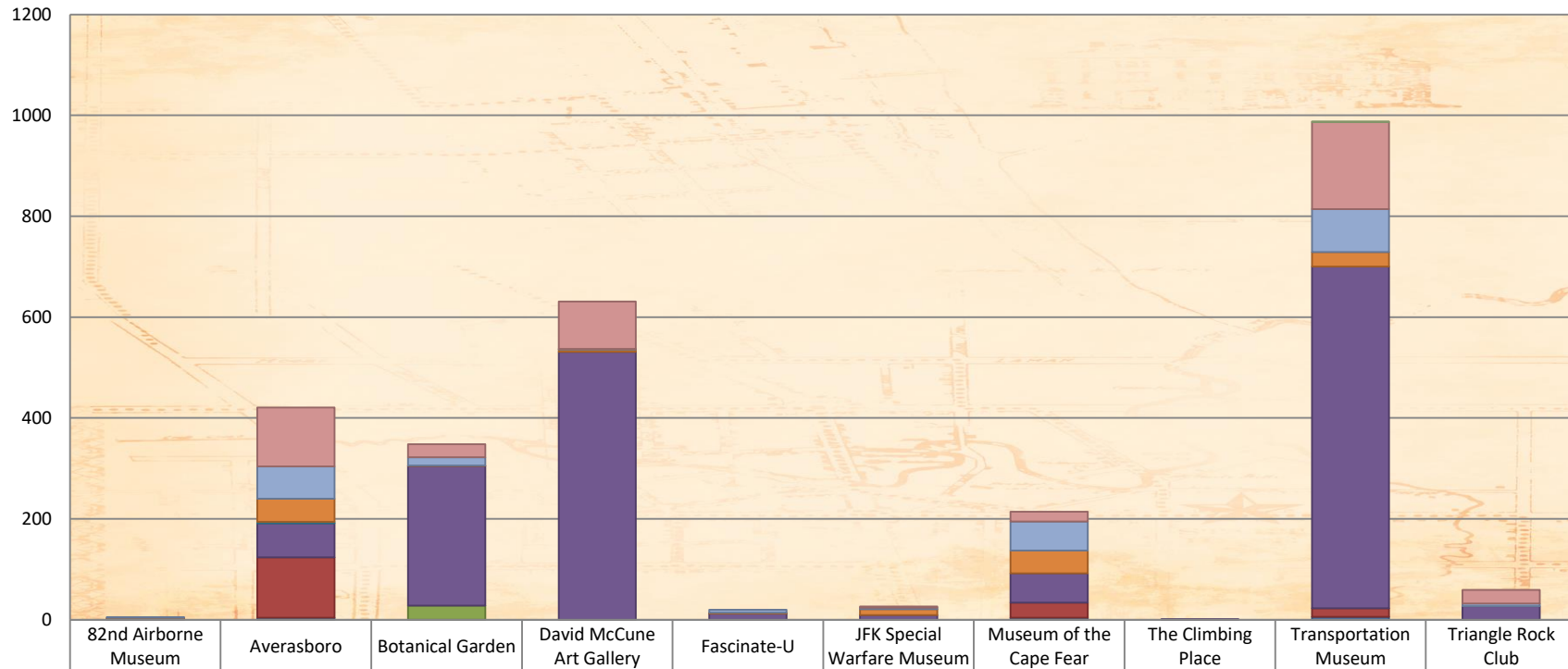
# Cumberland County Attraction Data

Total Number of Filled Out Surveys by Attraction (Year)



# Cumberland County Attraction Data

Where are you staying? (Attraction/Year)



	82nd Airborne Museum	Averasboro	Botanical Garden	David McCune Art Gallery	Fascinate-U	JFK Special Warfare Museum	Museum of the Cape Fear	The Climbing Place	Transportation Museum	Triangle Rock Club
Air B&B	0	0	0	0	0	0	0	0	1	0
Day Trip	0	117	26	94	0	2	19	0	173	27
Friends/Family	1	64	16	1	6	3	58	0	85	5
Hotel	2	46	1	5	2	12	45	0	29	0
Hotel, Not CC	0	3	0	0	0	0	0	0	0	0
Local/Resident	2	67	277	531	12	9	58	1	677	27
Other	0	0	28	0	0	0	0	0	0	0
Passing Through	0	120	0	0	0	0	30	0	17	0
RV Park/Campground	0	4	0	0	0	0	4	0	6	0



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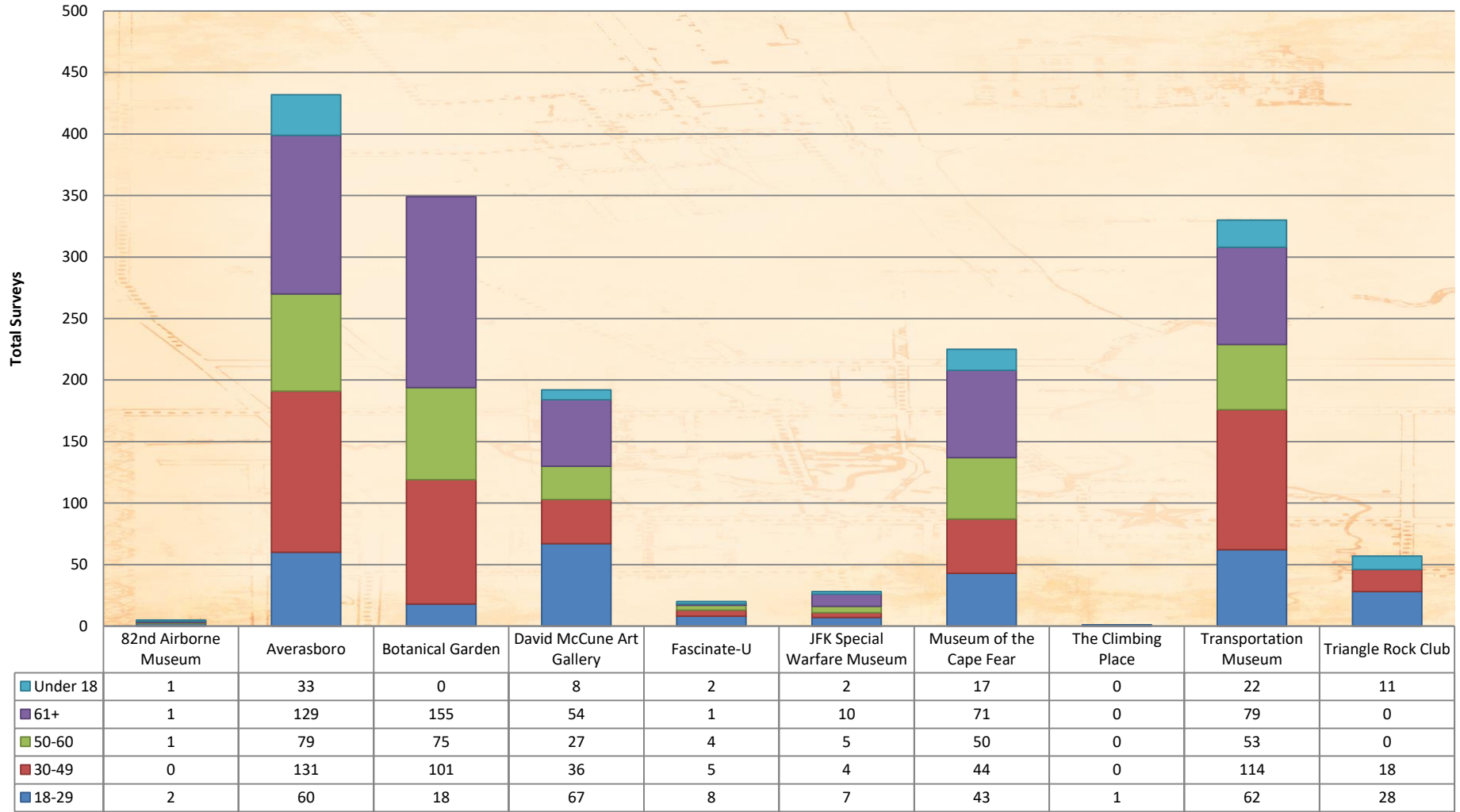
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# Cumberland County Attraction Data

Age Range? (Attraction/Year)



EST. 1754

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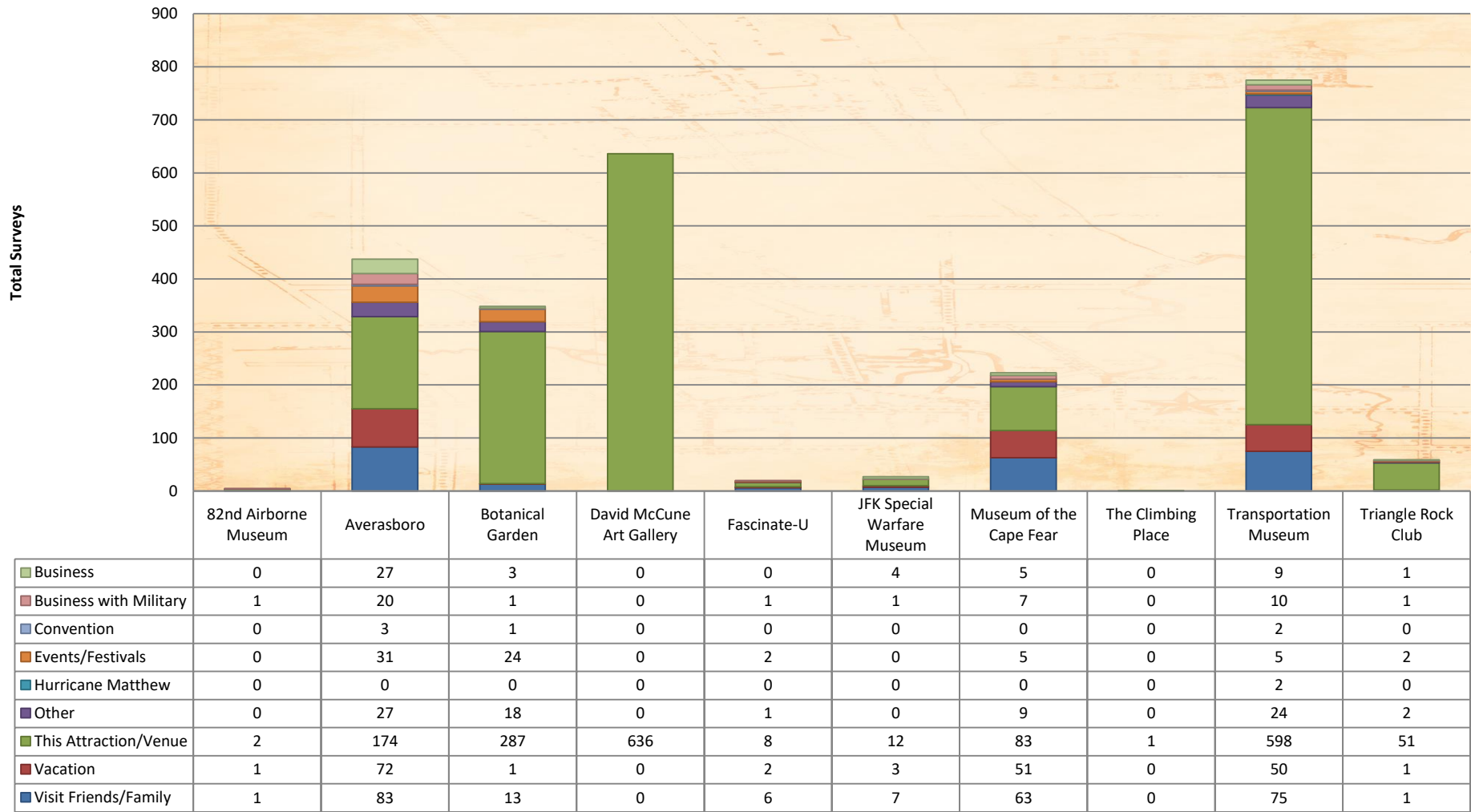
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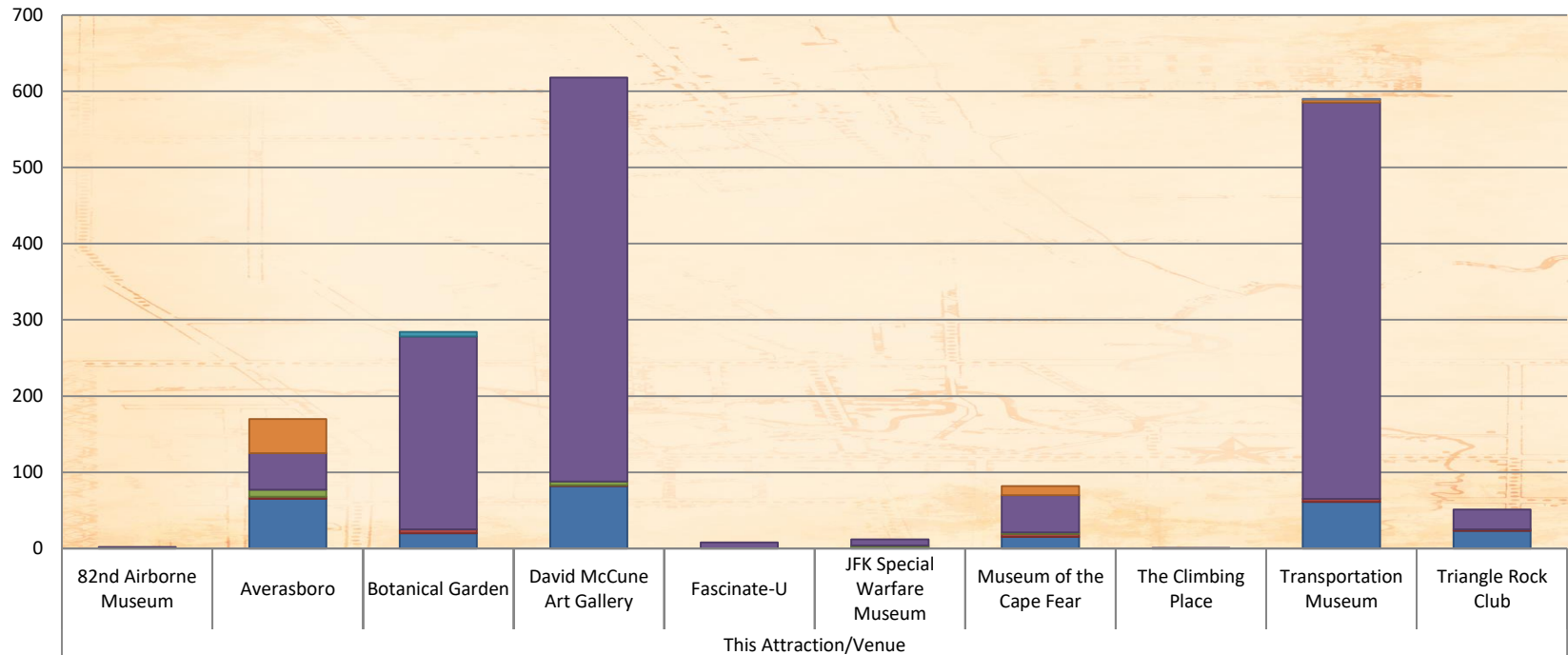
# Cumberland County Attraction Data

Why are you visiting? (Attraction/Year)



# Cumberland County Attraction Data

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



	This Attraction/Venue									
RV Park/Campground	0	0	0	0	0	0	0	0	1	0
Passing Through	0	45	0	0	0	0	12	0	4	0
Other	0	0	6	0	0	0	0	0	0	0
Local/Resident	2	48	253	530	8	8	49	1	520	26
Hotel	0	9	0	5	0	2	2	0	0	0
Friends/Family	0	3	5	1	0	0	4	0	4	2
Day Trip	0	65	20	82	0	2	15	0	61	23



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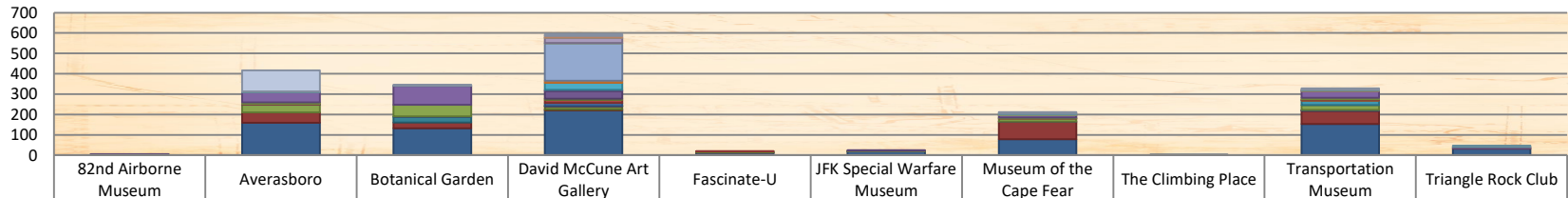
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# Cumberland County Attraction Data

Where did you hear about the Attraction?



	82nd Airborne Museum	AveraSoro	Botanical Garden	David McCune Art Gallery	Fascinate-U	JFK Special Warfare Museum	Museum of the Cape Fear	The Climbing Place	Transportation Museum	Triangle Rock Club
Billboard		102	4	10			4		5	
City View Magazine				8						
Facebook		5	1	2			6		3	8
Fayetteville Observer				24						
Google				1			4		4	
GPS									1	
Invitation				184						
Magazine				11						
Newspaper				34						
Other	1	49	94	6		4	13		33	5
Other: Drove By	1	8				1	2		8	
Other: FACVB		3			1		2		4	2
Other: I95 Visitor Center		1								
Other: Passport									2	
Other: Walked By									22	
Poster				38						
Print	1	38	57	6	4	1	15		24	
Rack Card				15						
Radio			2	14					2	
Sign				1						
Social Media			28							
Trip Advisor				1			1		2	
Up and Coming Magazine				16						
Website		51	28	3	2	1	85		65	
Word of Mouth	2	159	132	221	12	18	79	1	153	32

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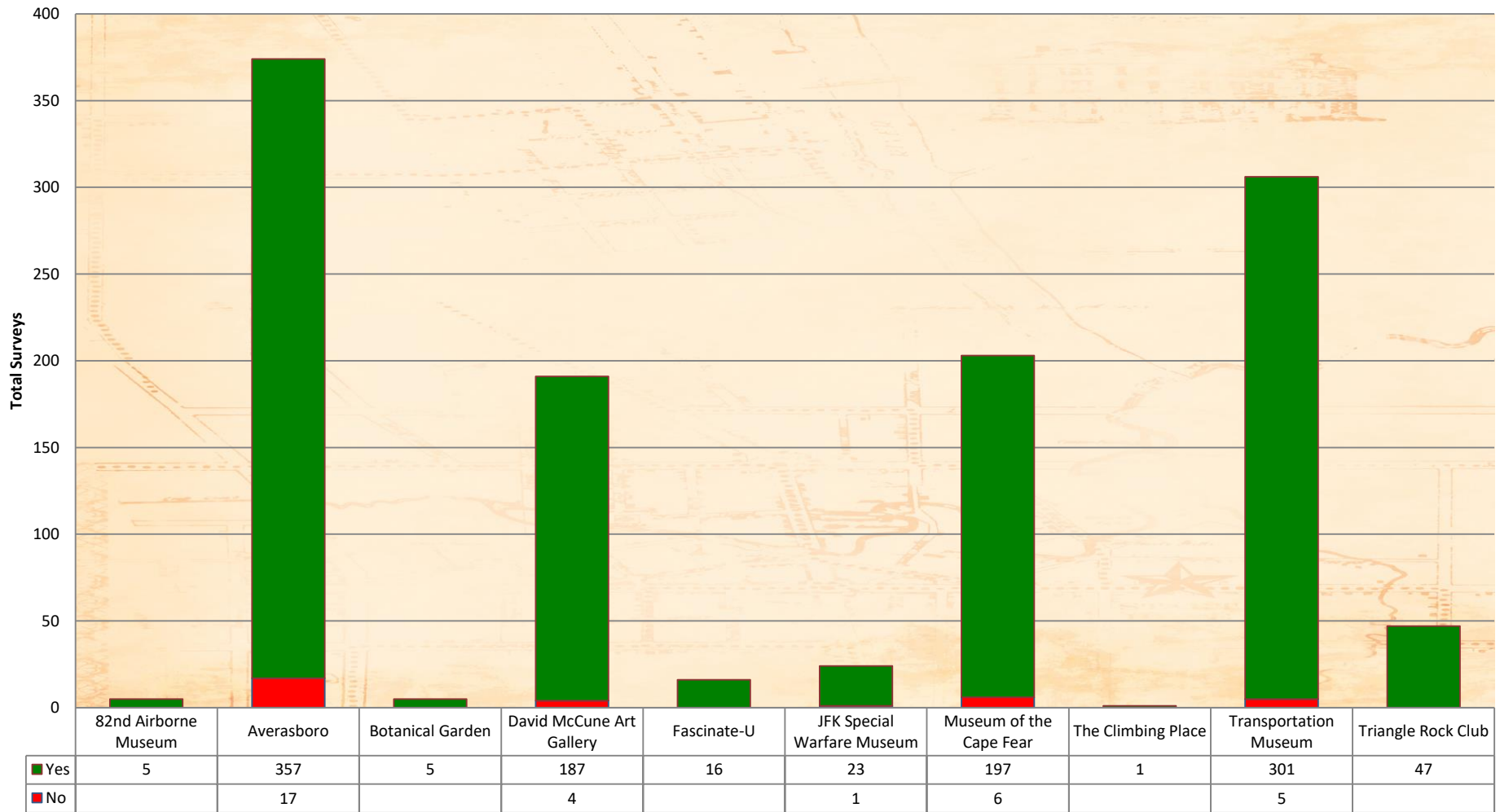
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# Cumberland County Attraction Data

Was the venue easy to find?



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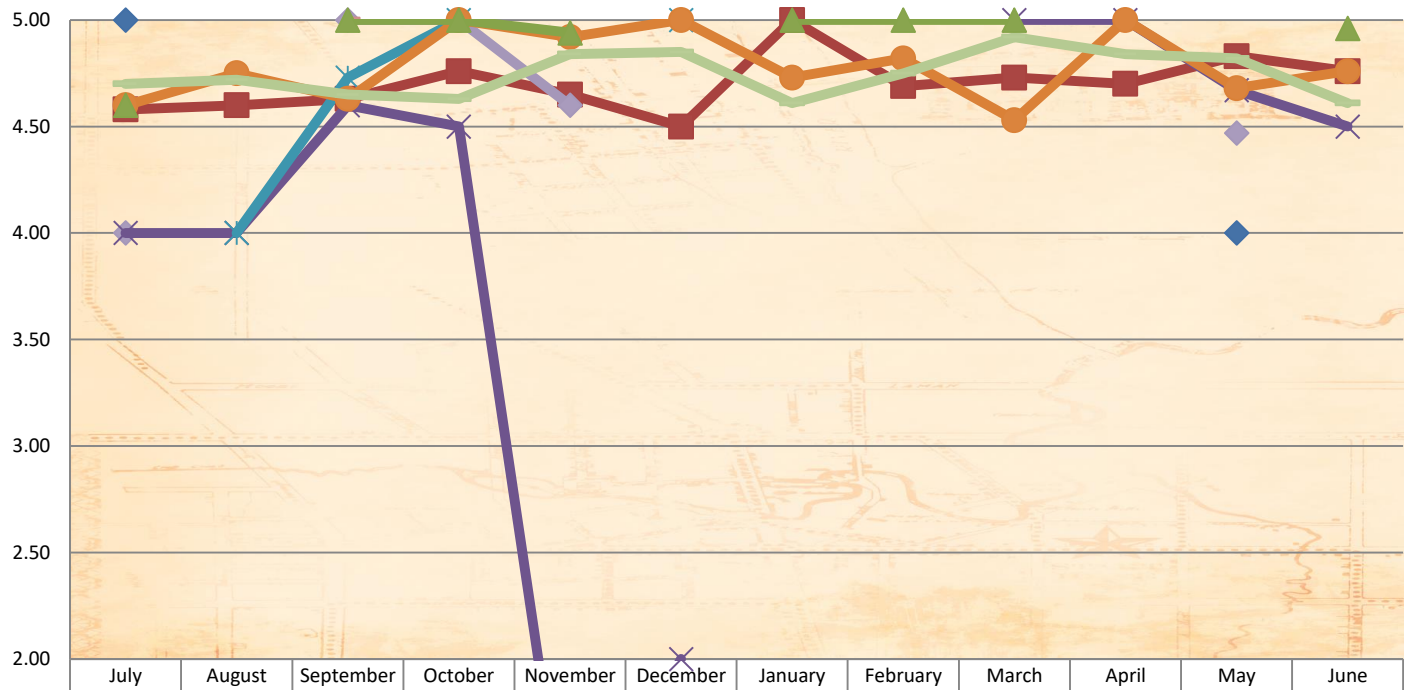
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# Cumberland County Attraction Data

## Ratings by Attraction



	July	August	September	October	November	December	January	February	March	April	May	June
82nd Airborne Division War Memorial Museum	5.00										4.00	
Averbosboro	4.58	4.60	4.63	4.76	4.65	4.50	5.00	4.69	4.73	4.70	4.83	4.76
Botanical Garden	4.00		5.00	5.00	4.60						4.47	
Fascinate-U	4.00	4.00	4.60	4.50	1.00	2.00			5.00	5.00	4.67	4.50
JFK Special Warfare Museum		4.00	4.73	5.00		5.00						
Museum of the Cape Fear	4.60	4.75	4.63	5.00	4.92	5.00	4.73	4.82	4.53	5.00	4.68	4.76
The Climbing Place			5.00									
Transportation Museum	4.70	4.72	4.65	4.63	4.84	4.85	4.61	4.75	4.92	4.84	4.82	4.61
Triangle Rock Club	4.60		5.00	5.00	4.94		5.00	5.00	5.00			4.96

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# Cumberland County Attraction Data

## Survey Comments

<b>Averasboro</b>	Wonderful experience
	very interesting- enjoyed both inside and out
	Open on Sunday
	Had a great time.
	Play area/kids
	It is a very nice museum.
	Very clean.
	This site is well marked and was easy to find.
	Great information
	Love the Museum and Battlefield diorama's and signage.
	It was very informative and nice location
	Very friendly staff and easy to navigate.
	Great museum, very informative
	We enjoyed our visit, we learned a lot.
	Arthur is knowledgeable and friendly.
<b>Fascinate-U</b>	Our kids had a wonderful time.
<b>Museum of the Cape Fear</b>	Very interesting, Poe tour was very informative.
	Beautiful! The staff was welcoming.
	Angel gave us a tour of the Poe House and he was very knowledgeable, pleasant and a great guide.
	The Poe House was very interesting and amazing history to remember.
	Guide Carol was excellent
	Ya'll have all the facts about the history.

<b>Transportation Museum</b>	We love this place
	The parking space is scarce
	Great friendly staff
	A fascinating museum with good interpretation displays
	Very Interesting, amazing, fun- kid friendly
	I really liked the questions on some of the exhibits
	Lovely, Great, wonderful, <u>Very</u> historic, very nice, beautiful, neat, explore
	Everything is excellent
	More parking spaces
<b>Triangle Rock Club</b>	Awesome
	My visit was amazing, love the TRC
	Visit often.
	Perfect
	You guys rock, keep up the good work.
	Awesome Place!
	Good gym

# Cumberland County Attraction Data

## Survey Suggestions

<b>Averasboro</b>	Nothing
	Nothing, great experience.
	It's good
	Can't think of anything. Wonderful museum.
	Nothing it is so beautiful
	Don't see no need for improvement.
	Nothing very nice.
	Was great.
	It's fine.
	"It was very learning".
	For a small site, it's great. Awesome museum inside.
	Signs. Open on Sundays
	Have more signs
	Great gift shop
<b>Fascinate-U</b>	Provide more items within each section. Some areas had tons and others less. Have working displays as some were down.
<b>Museum of the Cape Fear</b>	Nothing, everything was great.
	Everything is on key and complete.
	Not a thing! Everyone was friendly and everything was wonderfully labelled. I loved how interactive it was.
	Nothing everything is awesome.
	Nothing to improve.
	This was awesome and because there was no <u>tuor</u> you could really take your time and enjoy. Don't change.
	Everything was perfect. I will come back again. We will bring family back.

<b>Transportation Museum</b>	More about slavery of Fayetteville
	Offer guided tours, although not necessary
	The woman at the front desk was incredible
	Maybe a train to see
	My son didn't care for the "Death Room"
	Better website
	Make exhibits more interactive
	I was shown cars and trains on the website and I could not locate either
<b>Triangle Rock Club</b>	Wouldn't change it, my experience was great.
	Nothing, doing an amazing job.
	Awesome as is
	Play Country Music
	Nothing, Good instructions and fun equipment.



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Extra Survey Questions (if applicable)

## Museum of the Cape Fear

### Question 1

No	9
Yes	10

### Question 2

0,3,0,0	2
0,10,0,0	2
0,12,10,0	1
2,5,0,1	1
1,1,1,1	1
4,8,4,5	1
4,9,7,5	1
5,0,0,0	1
5,10,5,5	1
11,13,4,12	1



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