

Bureau Business Brief: Results Report

August 2019

**John Meroski
Chief Executive Officer
FACVB**

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

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Everything Begins with a Visit 30

Smith Travel Research (STR)

Segmentation Trend for North Carolina

	Current Month - August 2019 vs August 2018												Year to Date - August 2019 vs August 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	69.0	67.9	109.47	106.49	75.54	72.33	1.6	2.8	4.4	5.0	0.5	2.2	67.2	64.4	106.83	103.80	71.82	66.82	4.4	2.9	7.5	8.0	0.5	5.0	1803	1199	158143	126702
Cumberland County, NC	65.2	67.5	82.82	79.46	54.04	53.66	-3.4	4.2	0.7	3.6	2.9	-0.6	68.6	65.1	81.99	78.43	56.22	51.04	5.4	4.5	10.1	14.1	3.6	9.1	71	53	6418	5498
Johnston County, NC	59.6	56.3	78.67	75.37	46.90	42.46	5.8	4.4	10.5	10.5	0.0	5.9	60.9	56.0	76.80	73.26	46.79	41.01	8.8	4.8	14.1	17.0	2.5	11.6	33	25	2295	1825
Robeson County, NC	62.7	66.7	78.50	77.19	49.23	51.46	-5.9	1.7	-4.3	-4.3	0.0	-5.9	66.0	62.2	80.15	75.08	52.92	46.69	6.2	6.7	13.3	13.3	0.0	6.2	28	16	1833	1246
Wake County, NC	76.0	70.3	106.86	103.47	81.22	72.77	8.1	3.3	11.6	13.1	1.4	9.5	74.3	69.5	108.35	105.30	80.46	73.15	6.9	2.9	10.0	12.8	2.6	9.6	145	134	17385	16584
Durham County, NC	73.0	69.7	102.79	101.18	75.02	70.56	4.6	1.6	6.3	6.3	0.0	4.7	72.1	68.6	107.66	105.00	77.61	72.01	5.1	2.5	7.8	7.8	0.0	5.1	65	60	8402	7992
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	63.6	60.2	97.19	91.75	61.78	55.23	5.6	5.9	11.9	15.1	2.9	8.6	61.7	59.6	99.48	96.78	61.40	57.72	3.5	2.8	6.4	8.9	2.4	5.9	88	72	10468	9404
Harnett County, NC	56.8	58.5	77.69	74.42	44.13	43.57	-3.0	4.4	1.3	1.3	0.0	-3.0	58.4	58.0	76.76	75.07	44.82	43.55	0.6	2.3	2.9	2.9	0.0	0.6	11	8	859	638
Moore County, NC	71.1	64.3	129.88	120.54	92.30	77.50	10.5	7.8	19.1	19.1	0.0	10.5	65.8	59.7	131.44	123.15	86.42	73.50	10.2	6.7	17.6	17.6	0.0	10.2	21	14	1940	1554

Visitor Profile

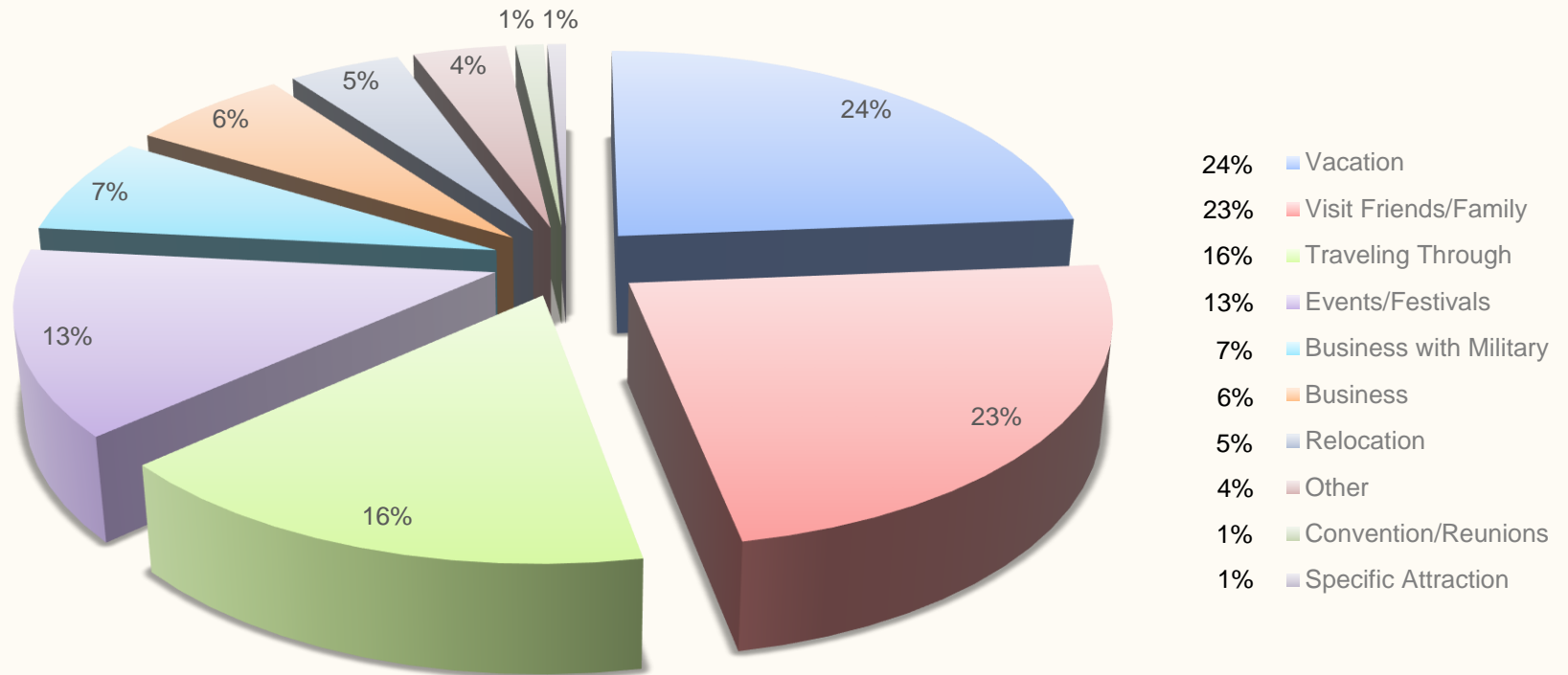
Statistics

Sources: Hotels, Online and Visitor Center Walk-Ins

1. Visitors to Cumberland County were from the following states: North Carolina 28%, Florida 9%, and Georgia 7%.
2. The visitors' reason for visiting was Vacation 24%, Visit Friends/Family 23%, and Traveling Through 16%.
3. The top areas of interest were Museums 12%, Dining & Historical Sites 11% each, and Arts & Entertainment 10%.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.81.

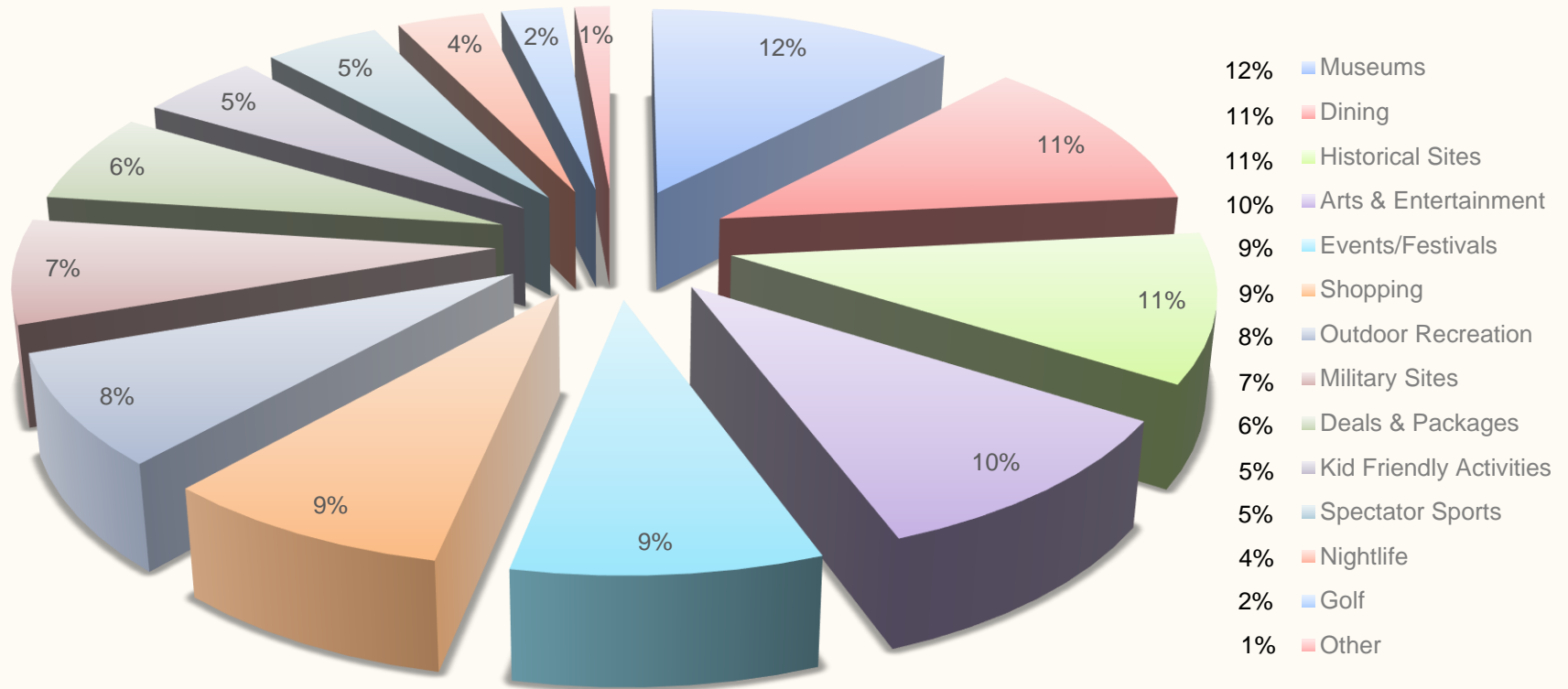
Visitor Profile

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:	113	135,296	14,630	46,727	\$28,866,624.00
Cancelled:	0	0	0	0	\$0.00
Closed:	2	230	65	260	\$29,754.00
Definite:	5	1,300	801	1,093	\$250,800.00
Assist:	0	0	0	0	\$0.00
Lost:	5	25,975	3,067	7,583	\$11,058,000.00
Pending:	3	7,400	648	2,422	\$821,940.00
Verbal Definite:	8	19,925	1,660	3,780	\$3,733,500.00
Canceled from Pending:	0	0	0	0	\$0.00

Lead Source Summary

CMCA - Spring Conference:	5	American Legion - Magazine:	1
The Reunion Network:	1	Sports ETA:	2
Tourism Development Authority (TDA) Grant:	5	Group Tour Magazine - Group Tour Media:	1
Bureau Generated - Sales Blitz:	3	Cape Fear Botanical Garden:	2
Crown Coliseum:	1	CVent:	4
RCMA - Trade Show:	7	Travel, Events, and Management in Sports (TEAMS):	1
AENC - Annual Meeting:	3	Bureau Generated - Calls (9-11 a.m.):	2
Client Contacted Us:	33	Referral:	2
Previous Client Referral:	11	Parks & Recreation:	1
Virginia Motorcoach Association (VMA):	2	Rejuvenate Marketplace:	7
Connect Marketplace:	14	Sports Express:	1
Bureau Generated:	4		

Market Segment Summary

Meeting Sales Market Segments

Social:	12	Group Tour:	4
Hobby:	2	Civic:	0
Religious:	32	Educational:	5
Old Code - Change to New Code:	0	Politics:	0
Medical:	0	Military:	3
Reunion:	9	Association:	9
Government:	4	Nonprofit Group:	6
Sports:	16	Fraternal:	8
Ethnic:	0	Corporate:	3

Sales Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
SALES RESULTS							
Advertisement Results							
Blitz							
Inquiry	1	2		3	3		
Dogwood Digest							
Inquiry	1	1		2	2		
Success							
Inquiry	1	0		1	1		
Sales							
Carryovers							
Room Nights	12,609			12,609	12,609		
Bookings-Attendance	20,250			20,250	20,250		
Economic Impact	\$4,113,400			\$4,113,400	\$4,113,400		
Leads	7	6		13	13	100	13.00%
Leads Room Nights	2,661	2,076		4,737	4,737		
Leads Attendance	7,901	1,362		9,263	9,263		
Leads Impact	\$2,351,706	\$420,546		\$2,772,252	\$2,772,252		
Verbals	9	9		18	18		
Verbal Bookings Attendance	20,190	8,650		28,840	28,840		
Verbal Bookings Room Nights	1,442	2,245		3,687	3,687		
Verbal Bookings Impact	\$767,790	\$2,288,550		\$3,056,340	\$3,056,340		
Bookings	7	2		9	9		
Bookings Attendance	7,881	140		8,021	8,021		
Bookings Room Nights	2,661	50		2,711	2,711	22,500	12.05%
Bookings Economic Impact	\$2,351,706	\$17,100		\$2,368,806	\$2,368,806		
Sales Functions	17	7		24	24		
Site Inspections	0	3		3	3		
Sales Blitz	1	4		5	5		
Calls Converted to Accounts	0	0		0	0		
Bid/Packages Mailed	0	0		0	0		
Client Presentations	0	2		2	2		

Sales Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Trade Shows							
Connect Sports							
Contacts		52		52	52		
Leads		11		11	11		
Room Nights		9,000		9,000	9,000		
Attendees		15,000		15,000	15,000		
Hot Prospects		6		6	6		
Followups		14		14	14		
Connect Association							
Contacts		33		33	33		
Leads		1		1	1		
Room Nights		340		340	340		
Attendees		170		170	170		
Hot Prospects		6		6	6		
Followups		9		9	9		
AENC Annual Meeting							
Contacts	16			16	16		
Leads	0			0	0		
Room Nights	0			0	0		
Attendees	0			0	0		
Hot Prospects	0			0	0		
Followups	2			2	2		

Sales Department

Scorecard

Previous Fiscal Year (2018-2019)								
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	3,427	107	1,249 Clicks, Retweets, Replies
Facebook	9,121	31	39,938 Likes, Comments, Shares
Instagram	2,714	46	639 Likes, Comments



Communications Department

Press Release

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08-16-19

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For Immediate Release

Stay in Fayetteville to Make Every Mile Count

Choose Fayetteville and get a gas card to help with travel expenses

Fayetteville, NC – As the halfway point between New York and Florida, Fayetteville, NC is the perfect place to relax, recharge and refuel on the way to and from a magical vacation. The community offers a variety of great hotels, all conveniently located just off I-95 at Exit 49.

And we offer even more. Stay a night in Fayetteville and visitors can receive a \$25 Gas Card to get them back on the road. Follow [This Link](#) for full details.

Visitors looking to make even more memories along the way can grab a bite to eat at one of our [58 restaurants](#) near I-95 or have a little fun along the way at any of our [attractions](#). We've even

Communications Department

Press Release

For more information:
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08-02-19

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For Immediate Release

Bureau Efforts Mean \$20.5 Million Direct Spending in Cumberland County

Cumberland County, NC - In FY 2018/2019 the Fayetteville Area Convention and Visitors Bureau (FACVB) secured 59 meetings, sports tournaments, reunions and group visits for future business in Cumberland County. These bookings represent more than 28,590 room nights at area hotels and a direct economic impact of more than \$20.5 million. The indirect, rollover impact on our economy is \$51 million.

Other FY 2018/19 results:

- Generated 167 leads for future business, conducted 42 site inspections, completed 14 sales blitzes to key regions and attended 20 trade shows.
- Processed 7,273 visitor inquiries at two local visitor centers and completed 224 group service

Communications Department

Press Release

For more information:
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08-19-19

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For Immediate Release

Travel to Cumberland County Generated over \$574 million in 2018

Cumberland County, NC - According to figures released by Visit North Carolina last week, domestic travel to Cumberland County generated over \$574 million in expenditures in 2018 – a 5.85% increase from 2017.

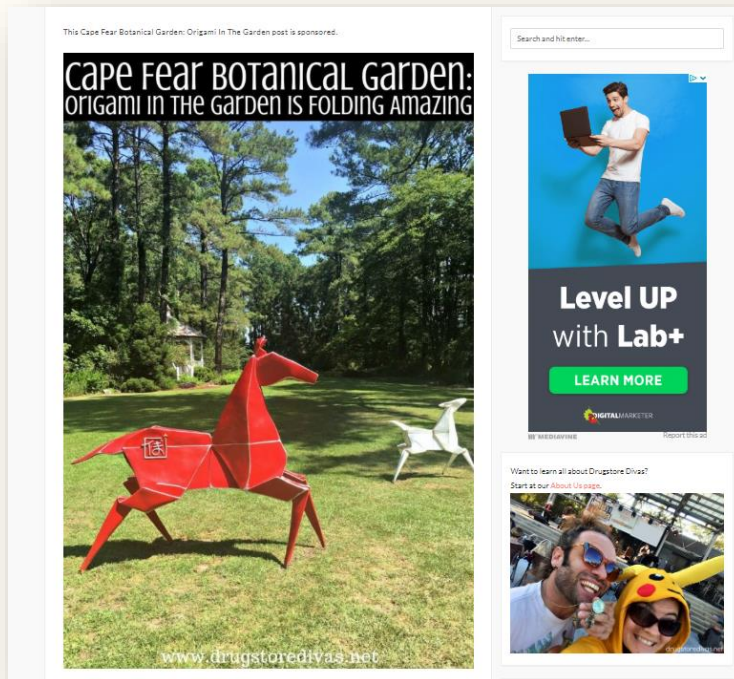
Tourism expenditures in Cumberland County generated state and local tax revenues of \$42.87 million, which represents a \$130.25 tax savings to each county resident. Additionally, Cumberland County’s tourism industry employs 4,730 people with a payroll of \$110.54 million.

Travel spending in Cumberland County has grown steadily for the last two decades. “Eighteen years of branding, marketing and tourism strategies have helped tourism be an economic engine for Cumberland County,” says John Meroski, Fayetteville Area Convention & Visitors Bureau (FACVB) president and CEO. “In 2001, visitors spent \$245.99 million in Cumberland County. Today they spend 133.4% more than they did in ‘01. Clearly, tourism means business.”

Communications Department

Earned Media

Drug Store Divas



[Full Article](#)

VisitNC

9 MINOR LEAGUE BASEBALL

11 locations statewide

Everyone loves a day in the ballpark, and in North Carolina, there are [Minor League Baseball teams galore](#). When the schedules align, you can put together a baseball-filled road trip, or you can drop in for a game or two as a little something extra on your summer trip. The [Durham Bulls](#) (Triple-A affiliate of the Tampa Bay Rays) play in a downtown stadium surrounded by restaurants and shops, and they even have an in-stadium brewery, but the highlight is watching the giant bull billboard in the outfield light up and blow smoke when someone hits a home run. Or see the [Fayetteville Woodpeckers](#) (Class A advanced affiliate of the Houston Astros) play in a brand-new stadium that opened in spring 2019. In Charlotte's Uptown, the Triple-A Chicago White Sox affiliate [Charlotte Knights](#) play in the most-visited ballpark in Minor League Baseball; the Friday Night Fireworks over the ballpark are a highlight of the week.

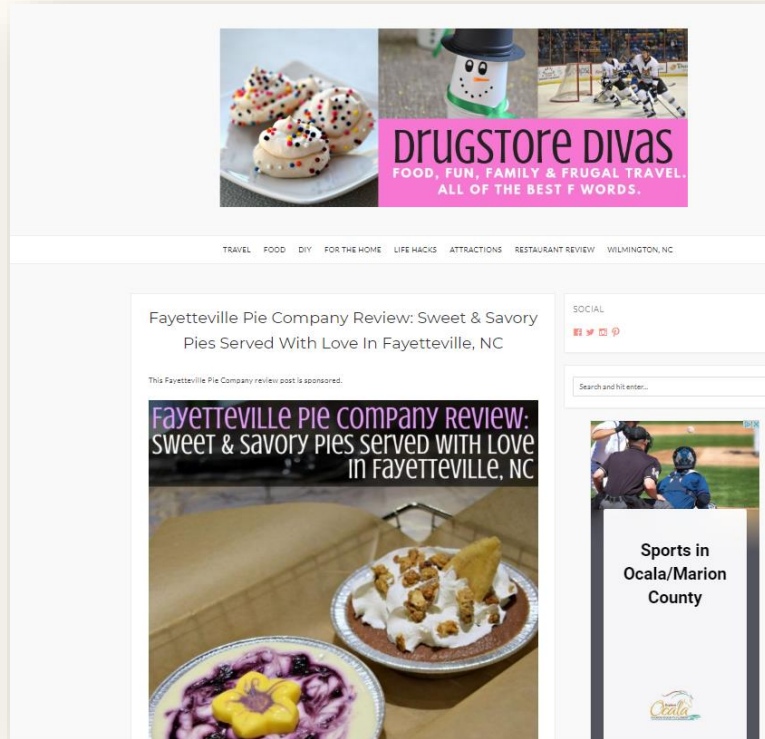
[Full Article](#)

Communications Department

Earned Media

Drug Store Divas

I-95 Exit Guide



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Communications Department

Earned Media

Life of 2 Snowbirds

Up & Coming Magazine

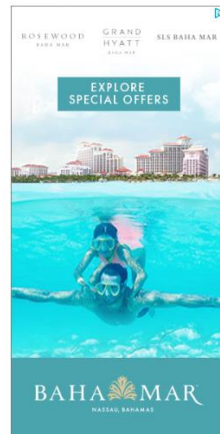
Life of 2 Snowbirds



Living the good life on a retirement budget.

Monday, August 26, 2019

Fayetteville, NC - A Budget Friendly Getaway



[Full Article](#)

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Go Fayetteville BULLETIN



VICTORY MEANS A LITTLE MORE HERE

As home of Fort Bragg, our sports facilities have been tested by the world's toughest. From soccer to baseball, skeet shooting to wrestling, our excellent venues and highly trained staff are ready to serve.

The Fayetteville Area Convention & Visitors Bureau recruits sports tournaments and other sports events to Cumberland County. Below are a few of our victories.

From July 25-28, the **Cross Creek Skeet Association** is hosting the 2019 Junior World Skeet Championships at **Fort Bragg Clay Target Center**. Players from around the U.S. are expected to participate. The economic impact from this four-day event is \$136,800. Indirect rollover impact is estimated at \$342,000.



Fayetteville and Fort Bragg work together to bring the **All-American Marathon**, **Mike-to-Mike Half Marathon** and the **All-American 5K** to the community each spring. Runners from almost every state and many countries have competed in these runs since the first 2014 event.

The **Christian Cheerleaders of America (CCA)** held their last three Christian Cheer Nationals and CCA College Championships at the Crown Complex and have agreed to return in 2020. Over the course of the weekend event, 4,000 people watch teams from 18 states vie for National or College Champion titles.

Communications Department

Earned Media

VisitNC

5 FAYETTEVILLE WOODPECKERS

Fayetteville

See on map 

As the newest addition to North Carolina's Minor League Baseball tradition, the Fayetteville Woodpeckers have brought major league fun back to Fayetteville after a 17-year absence. The Class A Advanced affiliate of the Houston Astros brings the excitement of America's pastime with fun promotions, giveaways, and original food and beverage options with local branding in the intimate new venue at Segra Stadium. Featuring premium club level seats, an outdoor party deck, six luxury suites, four field boxes, a kids' zone and a grassy family area, Segra Stadium and the Woodpeckers are where the affordable action is this summer.

Cost: \$8-\$20, with season ticket and game packages available.

WEBSITE

(910) 339-1989

DIRECTIONS

[Full Story](#)

AnOpenSuitcase

An Open Suitcase 

HOME Travel Disney Movies/Entertainment Lifestyle Recipes Print

Driving Along The East Coast To Florida?
Plan A Stop In Fayetteville NC

© August 15, 2019 Janice Brady Leave A Comment

Sharing is caring.


Stay in Fayetteville (NC) to Make Every Mile Count

Choose Fayetteville and get a gas card

to help with travel expenses

It's no secret that I love the Fayetteville area! I absolutely LOVE staying at the TownePlace Suites (Marriott) for it's location and you can't beat the amenities. Free breakfast too!



[Full Story](#)

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Communications Department

Earned Media

Fayetteville Observer

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an Epic Travel Experience of a Lifetime!

Here's how to download the Fayetteville Observer's app

PHOTOS: Fayetteville area shelter dogs for adoption

Woodpeckers to play 11 of f... games at Segra in 2020

The
ference

Details emerge in FSU shooting, as...

Free Guide: Prepare for AI

AD Dale Carnegie

You spreads good vibes with \$25 tank top-off

[Full Article](#)

Free gas cards being given to people who stay in Cumberland hotels, motels

Here's how to download the Fayetteville Observer's app

Most Popular

- 1 Here's how to download the Fayetteville Observer's app
- 2 Travel chaos, jobs lost as UK firm Thomas Cook collapses
- 3 Cumberland Matters: Career opportunities with Cumberland County government

[Full Article](#)

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
COMMUNICATIONS RESULTS							
Social Media							
Visit Fayetteville NC Facebook							
Followers	8,349	9,121		N/A	9,121		
Posts	30	31		61	61		
Page Likes (Net)	135	767.00		902	902		
Engagements	5,158	39,938		45,096	45,096	92,474	48.77%
Go Fayetteville Facebook							
Followers	2,914	2,987		N/A	2,987		
Posts	10	15		25	25		
Page Likes (Net)	45	72		117	117		
Engagements	2,068	2365		4,433	4,433		
Visit Spring Lake NC Facebook							
Followers	4,541	4,603		N/A	4,603		
Posts	6	10		16	16		
Page Likes (Net)	107	64		171	171		
Engagements	2,400	3170		5,570	5,570		
Fayetteville Area Meeting Facebook							
Followers	222	246		N/A	246		
Posts	9	11		20	20		
Page Likes (Net)	7	24		31	31		
Engagements	588	132		720	720		
Visit Fayetteville NC Twitter							
Followers	3,372	3,427		N/A	3,427		
Posts	54	107		161	161		
Page Likes (Net)	34	55		89	89		
Engagements	337	1,249		1,586	1,586	6,817	23.27%

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visit Fayetteville NC Instagram							
Followers	2,619	2,714		N/A	2,714		
Posts	7	46		53	53		
Page Likes (Net)	64	95		159	159		
Engagements	355	639		994	994	6,773	14.68%
FACVB LinkedIn							
Followers	601	607		N/A	607		
Posts	4	8		12	12		
Page Likes (Net)	4	5		9	9		
Engagements	61	134		195	195		
E-Newsletter Subscribers	101	106		207	207		
Electronic Destination Guides Viewed	13	11		24	24		
Electronic Trail Guides Viewed	4	5		9	9		
FACVB Generated Blog Articles	2	1		3	3		
Public Relations							
FACVB (In-House)							
Publicity Generated							
Out of Market	3	7		10	10	60	16.67%
Local	1	4		5	5		
Press Releases Issued	1	3		4	4		
Out of Market Media Visits	1	0		1	1		
Martin Armes							
Publicity Generated							
Out of Market	0	0		0	0		
Local	0	0		0	0		
Republik							
Publicity Generated							
Out of Market	0	0		0	0		
Advertising Trade Pubs	0	0		0	0		
Local	0	0		0	0		
Totals							
Publicity Generated							
Out of Market	3	7		10	10		
Local	1	4		5	5		
Digital Marketing							
Media One - Web Hits Generated	5,804	3,063		8,867	8,867		
219 Group Web Hits (visitfay)	348	234		582	582		

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Visitor Data							
Reason for Visiting (Top 3)							
Hotel Guests							
1	Visit Friends/Family	Visit Friends/Family					
2	Traveling Through	Traveling Through					
3	Events/Festivals	Events/Festivals					
Online Requests							
1	Vacation	Vacation					
2	Visit Friends/Family	Other					
3	Relocation	Visit Friends/Family					
Guest Books at VC							
1	Vacation	Vacation					
2	Specific Attraction	Traveling Through					
3	Visit Friends/Family	Visit Friends/Family					
Top States of Origin							
Hotel Guests							
1	Florida	Virginia					
2	North Carolina	Texas					
3	Georgia	North Carolina/Pennsylvania					
Online Requests							
1	North Carolina	North Carolina					
2	Florida	Pennsylvania					
3	Georgia	Georgia					
Guest Books at VC							
1	North Carolina	North Carolina					
2	Arizona	Texas					
3	New Jersey	New York					
Top Areas of Interest (Top 3)							
Hotel Guests							
1	Dining	Dining					
2	Arts & Entertainment	Arts & Entertainment					
3	Museums	Museums					

Communications Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
Online Requests							
1	Museums	Outdoor Recreation					
2	Historical Sites	Museums					
3	Outdoor Recreation	Events/Festivals					
Guest Books							
1	Museums	Museums					
2	Arts & Entertainment	Historical Sites					
3	Historical Sites	Dining					
Visitor Experience (Avg for Month)							
Hotel Guests							
by Month	5.00	4.96		4.98	#DIV/0!		
to Date	5.00	4.98					
Guest Books							
by Month	4.58	4.76		4.67	#DIV/0!		
to Date	4.58	4.67					
Overall							
by Month	4.79	4.86		4.83	#DIV/0!		
to Date	4.79	4.83					

Tourism Department

Programs/Partnerships



Finalized details on Heroes Homecoming VII, which will take place November 7-11 with 21 events, 3 exhibits and 31 partners.

Visited I-95 South Welcome Center to keep them up-to-date on programs and services in Cumberland County.

Tourism Department

Scorecard

Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
TOURISM RESULTS							
Advertisement Results							
Group Tour Magazine							
OnTarget Digital Program							
Impressions	0	103,828		103,828	103,828		
Clicks	0	132		132	132		
Leisure Group Travel Magazine							
Reader Service Leads	0	0		0	0		
Sales							
Civic Presentations	0	0		0	0		
Site Inspections	1	0		1	1	18	5.56%
Leads	4	4		8	8	35	22.86%
Leads-Attendance	20,374	6,640		27,014	27,014		
Leads-Room Nights	187	820		1,007	1,007		
Leads-Economic Impact	\$124,716	\$567,720		\$692,436	\$692,436		
Verbal Bookings							
Verbal Bookings-Attendance	20,074	5,000		25,074	25,074		
Verbal Bookings-Room Nights	37	100		137	137		
Verbal Bookings-Economic Impact	\$8,436	\$22,800		\$31,236	\$31,236		
Bookings							
Bookings-Attendance	340	66		406	406		
Bookings-Room Nights	170	33		203	203	500	40.60%
Bookings-Economic Impact	\$140,676	\$7,524		\$148,200	\$148,200		
Annual Lead Conversion							
Current Fiscal Year (19-20)							
Annual Lead Conversion							
Leads					8	35	22.86%

Tourism Department

Scorecard

Previous Fiscal Year (2018-2019)							
Leads					22	40	55.00%
Pending					2		
Verbal Definite					5		
Lost					5		
Definite					10		
Cancelled					0		
Total					22		
Top 3 Lost Reasons							
1					Cut Trip/Mileage		
2					No commitment/ response from FR Planner		
3					FR Planner thought rates were too high		
Top 5 Locations Lost To							
1					Laurinburg		
2					Dunn		
3					N/A		
4					N/A		
5					N/A		

Visitor Services Department

August was Busy in Visitor Services!

Fulfilled 19 Group Service Requests

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

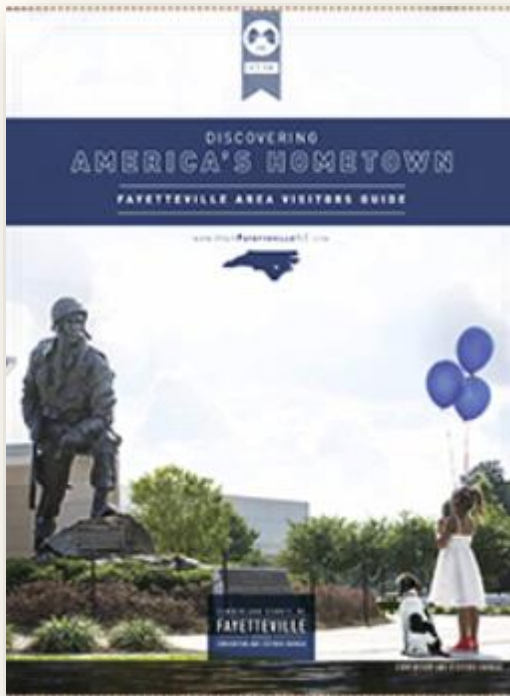


Visitor Services Department

August was a busy month in Visitor Services!

Distributed 2,672 Visitor Guides

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



Handled 663 Visitor Inquiries

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



CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Visitor Services Department

Scorecard

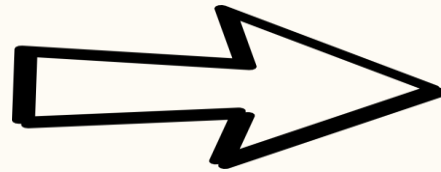
Description	JUL	AUG	SEP	1st Quarter	FY 2020 Totals	Annual Goal	Percentage of Goal
VISITOR CENTER RESULTS							
Destination Guide							
Number Distributed	2,773	2,672		5,445	5,445		
VisitFayettevilleNC.com	58	41		99	99		
Inquiries							
FACVB Main Office							
Calls							
Tourism Information	36	67		103	103		
Local Information	101	79		180	180		
Total Calls	137	146		283	283		
Walk-Ins							
Local Residents (Tourism)	182	190		372	372		
Out-of-Town (Tourism)	147	152		299	299		
Total Walk-Ins	329	242		571	571		
Drive Thru	0	0		0	0		
Relocation/Retiree Info	20	2		20	20		
Transportation Resources	5	0		5	5		
Same Day Group Service Request	9	8		17	17		
Magazine Reader Card Requests	918	536		1,454	1,454		
Local Directions/Maps	28	12		40	40		
Midway To Mickey-Gas Card Inquiry	N/A	8		8	8		
Total	1,309	808		2,117	2,117		
Transportation Museum							
Walk-Ins							
Local Residents (Tourism)	271	285		556	556		
Out-of-Town (Tourism)	256	161		417	417		
Relocation/Retiree Info	0	0		0	0		
Maps/Local Directions	21	9		30	30		
Questions About Museum	80	70		150	150		
Transportation Resources	0	0		0	0		
Museum Special Events	116	0		116	116		
Group Visits	318	160		478	478		
Miscellaneous							
Group Service Request	21	19		40	40		
Meetings/Events Serviced	2	1		3	3		

Everything Begins with a Visit

Thank You!



CONVENTION AND VISITORS BUREAU
CUMBERLAND COUNTY, NC



CUMBERLAND COUNTY
NORTH CAROLINA

- ✓ Economic Impact of \$574 million
- ✓ 4,730 jobs with a \$110.54 million payroll
- ✓ State and Local Taxes of \$42.87 million

a \$130.25 tax savings to each county resident.