



Metrics Associated with the Big South Baseball Championship 2019

Held May 21-25, 2019

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July 19, 2019

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

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Introduction

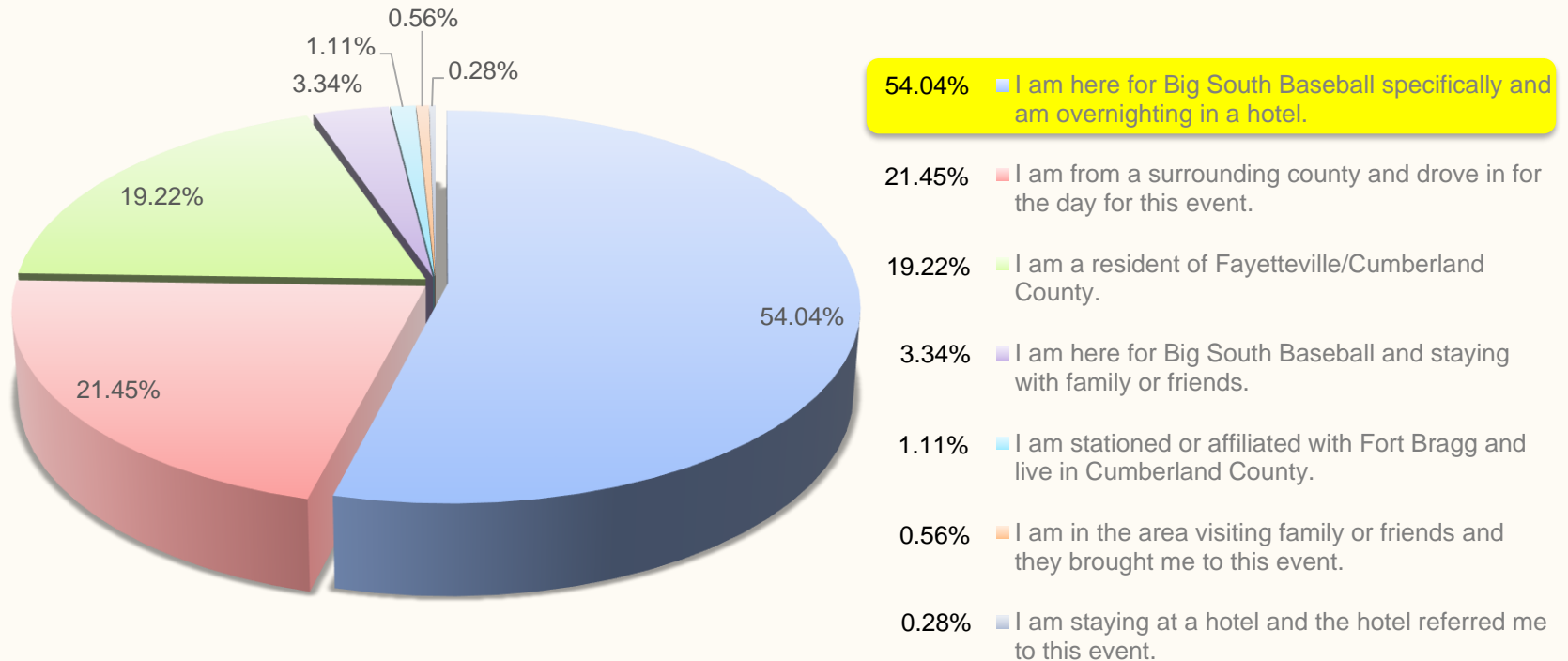
- All data was collected by the City of Fayetteville staff.
- The Big South management estimated **2,500** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **335**.
- The final number of submitted surveys was **359**.
- Using the **2,500** attendees, the Confidence Interval for this presentation with a **359** Sample Size is **+/- 4.79%**. Because of the size of the sample the Confidence Interval is **better** than the “best practice” of +/- 5.00%.

Introduction

Surveys were collected on the following dates and times (no surveys were collected on the 24th or 25th of May:

| Month | Surveys | Month | Surveys | Month | Surveys |
|---------------|------------|-----------------|------------|-----------------|------------|
| 21-May | | 22-May | | 23-May | |
| 3-4 p.m. | 21 | 8-9 a.m. | 7 | 9-10 a.m. | 6 |
| 4-5 p.m. | 30 | 9-10 a.m. | 14 | 10-11 a.m. | 16 |
| 5-6 p.m. | 25 | 10-11 a.m. | 32 | 11 a.m.-12 Noon | 31 |
| 6-7 p.m. | 22 | 11 a.m.-12 Noon | 32 | 12 Noon-1 p.m. | 42 |
| 7-8 p.m. | 14 | 12 Noon-1 p.m. | 27 | 1 p.m.-2 p.m. | 0 |
| Total | 112 | 5-6 p.m. | 14 | 2-3 p.m. | 10 |
| | | 6-7 p.m. | 2 | Total | 105 |
| | | 7-8 p.m. | 0 | | |
| | | 8-9 p.m. | 14 | | |
| | | Total | 142 | | |

They Identified Themselves As



Where Were They From

- 2 of the 359 completed surveys provided an invalid zip code.
- 170 (47.35%) were from North Carolina.
- 212 (59.05%) were from more than 100 miles from Fayetteville.
- 194 (54.04%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

| | |
|-------------------|-----|
| 1. North Carolina | 170 |
| 2. South Carolina | 83 |
| 3. Virginia | 29 |
| 4. Florida | 22 |
| 5. Georgia | 13 |

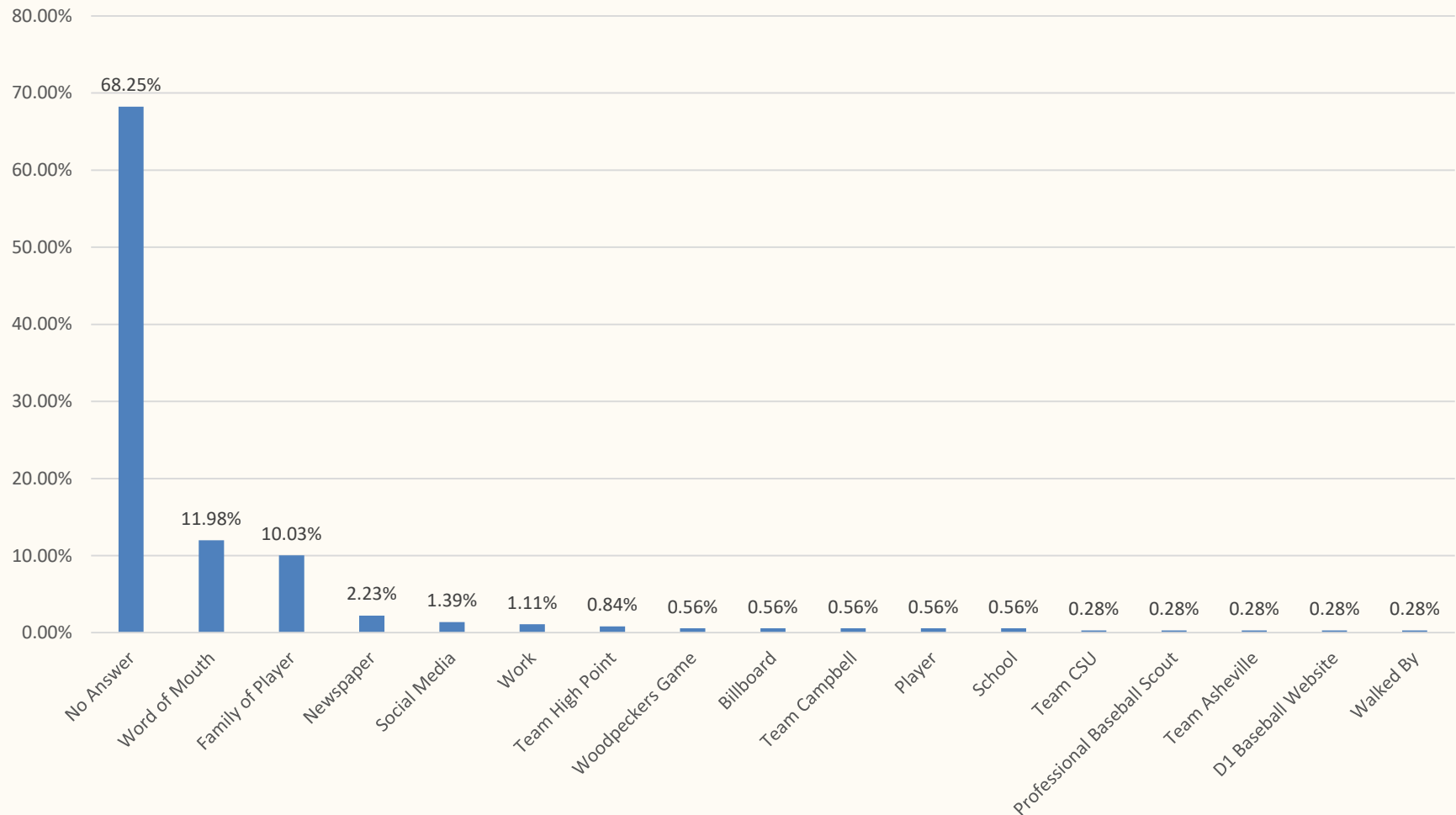
Top 5 by County

| | |
|----------------------------------------------------|----|
| 1. Cumberland, NC | 73 |
| 2. Wake, NC | 13 |
| 3. Mecklenburg, NC | 12 |
| 4. Harnett, NC, Berkeley, SC & Lexington, SC | 11 |
| 5. Lenoir, NC | 10 |

Top 5 by City

| | |
|----------------------------------------------------|----|
| 1. Fayetteville, NC | 49 |
| 2. Stedman, NC & Summerville, SC | 12 |
| 3. Charlotte, NC | 9 |
| 4. Clinton, SC, Kinston, NC & Chesapeake, VA | 8 |
| 5. Hope Mills, NC & Jacksonville, FL | 7 |

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 Big South Baseball As of: 6/4/2019 2:43:53 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 | 399 | 359 | 89.97% | 00:04:38 | View Results |
| 1 | 398 | 359 | 90.20% | 00:04:35 | 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, News 14 Carolina, TripAdvisor, VisitFayettevilleNC Web, VisitNC Web, WRAL Web.



Bureau Generated Publicity

Melody Vealey Foote & Jenny Bell

Fayetteville Area Convention & Visitors Bureau / *Go Fayetteville*

www.visitfayettevillenc.com / www.gofayetteville.com

FB: @VisitFayettevilleNC (7,387 followers) / @GoFayetteville (2,450 followers)

IG: @visitfayettevillenc (2,296 followers) / TW: @VisitFayNC (3,221 followers)

PRESS RELEASE (SENT TO 400+)

Fayetteville Home for Big South Baseball Championship

Segra Stadium in downtown Fayetteville will host the tournament through 2021

Tweet This: The [@BigSouthSports](#) chose Fayetteville & the new [@GoSegra](#) stadium as home to their Baseball Championship from 2019-2021. The 5,252-seat stadium is home to the [@WoodpeckersNC](#), an [@astros](#) minor league affiliate. The tournament will air on ESPN channels nationwide. [@VisitFayNC](#)

[Pictures for promotional purposes](#)

Fayetteville, NC— Just one month after opening for Fayetteville Woodpeckers home games, [Segra Stadium](#) will serve as the host venue for the Big South Baseball Championship. Fayetteville was selected as the championship's home through 2021. Tournament play starts on May 21 and ends with the Final on May 25.

The format features two single elimination games to open the tournament, plus a bye for the No. 1 seed into the final six. The first two days (6 games total) will be streamed live on ESPN3, while the third and fourth days (7 games) will be carried live on ESPN+. The event concludes with Saturday's "WINNER TAKE ALL" Championship contest to be broadcast nationally on ESPNU. The winner of the tournament will receive the Big South Conference's automatic bid to the NCAA Regionals.

"We were delighted to assist the City of Fayetteville and the Fayetteville Woodpeckers to present a bid to secure this conference," says John Meroski, Fayetteville Area Convention & Visitors Bureau (FACVB) President and CEO. "We're sure the attendees will love the stadium and the welcome they receive in our community."

Tickets for the tournament are currently on sale through [Segra Stadium's BB&T Box Office](#), online through www.FayettevilleWoodPeckers.com or by phone at 910-339-1989. Full week passes are \$45-\$55 per person, individual games are \$10-\$12 on Tuesday through Friday and \$12-\$25 for Saturday's finals.

"Between the level of competition demonstrated by our teams and the level of hospitality shown by our hosts, we know the Big South, the city of Fayetteville and the Houston Astros will put on a great show," said Big South Conference Commissioner Kyle [Kallander](#).

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Bureau Generated Publicity

TRADE MAGAZINE

<https://www.sportsdestinations.com/destinations/north-carolina/news/fayetteville-bringing-big-south-baseball-champions-16412>



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Related topics: [Baseball](#)

North Carolina

Fayetteville Bringing in the Big South Baseball Championship

10 May, 2019



Just one month after opening for Fayetteville Woodpeckers home games, Segra Stadium will serve as the host venue for the Big South Baseball Championship. Fayetteville was selected as the championship's home through 2021. Tournament play starts on May 21 and ends with the Final on May 25.

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"Between the level of competition demonstrated by our teams and the level of hospitality shown by our hosts, we know the Big South, the city of Fayetteville and the Houston Astros will put on a great show," said Big South Conference Commissioner Kyle Kallander.

ABOUT THE FACVB: The FACVB is a private, not-for-profit organization responsible for positioning Cumberland County as a destination for conventions, sporting events and individual travel. For additional information, visit www.VisitFayettevilleNC.com or call 1-888-98-HEROES.

ABOUT THE BIG SOUTH CONFERENCE: Founded in 1983, the Big South Conference has been an exemplary leader in college athletics, dedicated to developing student-athletes through the pursuit of excellence in the classroom, community and field of play. The league's growing presence as an NCAA Division I athletic conference is made evident by its multitude of athletic accomplishments, innovative marketing and media partnerships, increased television packages and most importantly, its commitment to fostering the academic, personal, social, athletic and leadership development of its student-athletes.

Related Links :

Fayetteville Area Convention & Visitors Bureau

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Bureau Generated Publicity

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Fayetteville Area Convention & Visitors Bureau / *Go Fayetteville*

HOMETOWN HUDDLE (SENT TO 462)



AMERICA'S
HOMETOWN HUDDLE
CUMBERLAND COUNTY, NC

f i t y

VOL 1 : ISSUE 2

Explore America's Hometown

From your partners at the Fayetteville Area Convention & Visitors Bureau, Hometown Huddle is a quarterly e-Newsletter featuring all things sports, community updates, local events and fun facts from your friends in Cumberland County. We will be bringing you all the latest happenings from around Fayetteville, NC - right to your inbox!

COMMUNITY_FEATURE

America's Pastime

The Fayetteville Woodpeckers, a class A affiliate of the Houston Astros, debuted this spring in downtown Fayetteville's Segra Stadium, North Carolina's newest minor league baseball stadium. Learn all about the Woodpeckers and the community's long baseball history [HERE](#).



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HOMETOWN HAPPENINGS (SENT TO 70,000+)



Victory Means a Little More Here

With 100 baseball games, two outstanding baseball exhibits, and one big baseball championship coming up, travelers can pick just about any week to plan a visit here, and they'll have every opportunity to soak up America's pastime in what we proudly call "America's Hometown."

These are examples of why we've been bragging for years, "Victory Means a Little More Here."

[Learn More](#)

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BLOG

<https://www.gofayetteville.com/baseball-fayetteville-nc/>

VICTORY MEANS A LITTLE MORE HERE



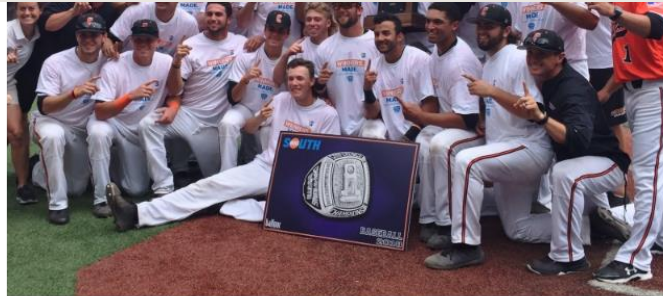
For five years the Fayetteville Area Convention & Visitors Bureau (FACVB) has been using a simple slogan to promote the communities of Cumberland County as a sports destination: "Victory means a little more here." Not only is that the FACVB's way of paying homage to our Fort Bragg veterans and their service to our country, but to all the sports history that has been made here, to all the teams and player... [...]

READ MORE

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Bureau Generated Publicity

BLOG



The Big South Baseball Tournament Champion in 2018 was North Carolina's own Campbell University (photo courtesy of Big South)

Big South Baseball Championship

Last July, the Big South Conference—an NCAA Division I athletic conference based out of Charlotte—announced they had chosen the City of Fayetteville to host their 2019 Baseball Championship. We couldn't be more honored to host the Southeast's "premiere non-FBS conference" in our brand-new stadium. For five days in May, nine conference members hailing from North Carolina and surrounding states will be going head to head in a total of 14 games here.

Best of all, the public may purchase tickets to these games, and we're expecting those tickets to go on sale in April. Meanwhile, a variety of Cumberland County hotels are offering game attendees special rates; check out all those [Accommodations](#) and use the group code "Big South Baseball" when booking your room to take advantage of the special rate.

Folks who can't make it to the games can still watch them being streamed live. Tune into ESPN3 for the first two days, or six games; ESPN+ for the third and fourth days, or seven games; and ESPNU for the last day, or "Winner Take All" Championship Game. As of today, March 25th, Winthrop University is the No. 1 seed, at 14-9, but who knows who'll end up taking home the big win!

All 14 Big South games will take place at Segra Stadium between May 21st and May 25th.

#DYK famed boxer Rocky Marciano tried out for the Fayetteville Cubs in 1947 (but didn't make the team)?



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Fayetteville Area Convention & Visitors Bureau /

Fayetteville Area Meeting and Tournament Locations / *Go Fayetteville*

FACEBOOK

**Fayetteville Area Meeting and Tournament Locations**
Published by Melody Vealey Foote [?] · May 29 at 8:27 AM · 🌐


We love bragging about our team!

Last week Big South Baseball held their Championship Tournament at Segra Stadium in Fayetteville. Below is a thank you the CVB received regarding the help Stephanie Jones Decatur provided to organizers.

"Stephanie Decatur with the Fayetteville CVB deserves any and all praise we can send her way. She got our teams situated with hotels, she solved problems I brought to her attention, and she even solved problems before I knew they existed. Outstanding work, and hugely appreciated."

--- Mark Bryant , Big South Conference, Director of Broadcast Services and Development.


Kudos Stephanie!




32
People Reached

2
Engagements

Boost Post

 Denise Comulada


CUMBERLAND COUNTY, NC
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**Fayetteville Area Convention and Visitors Bureau** shared a post.
Published by Jenny Bell [?] · May 26 at 10:26 AM · 🌐

We want to give a big CONGRATS to the 2019 Big South Conference Baseball Champion, Campbell Baseball!

These guys played their hearts out over the last week at our top-notch Segra Stadium, finally taking home the trophy yesterday.

We're already looking forward to playing host again to this conference championship next year! 🏆 #RollHumps #VisitFayNC



6,782 Views

Campbell Baseball
May 25 at 5:35 PM · 🌐


The 🏆 is coming back to Bules Creek, North Carolina!

#RollHumps 🙌🏆

926
People Reached

66
Engagements

Boost Unavailable

 Big South Conference, James Roycroft and 43 others

2 Shares

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FACEBOOK

 **Fayetteville Area Meeting and Tournament Locations**
Published by Melody Vealey Foote [?] · May 1 at 4:31 PM · 🌐

Fayetteville Home for Big South Conference Baseball Championship May 21-25 at Fayetteville Woodpeckers Segra Stadium in Downtown Fayetteville.




VISITFAYETTEVILLENC.COM

Fayetteville Home for Big South Baseball Championship
Segra Stadium in downtown Fayetteville will host the tournament through...


70 People Reached 3 Engagements [Boost Post](#)

👍 You, Regina Thompson-xadu and Jessica Carson Bennett

 **Fayetteville Area Convention and Visitors Bureau** 🌐
Published by Melody Vealey Foote [?] · March 26 · 🌐

Come and soak up America's pastime in America's Hometown. In the coming months, greater Fayetteville will host 100 baseball games, two world-class baseball exhibits and a massive baseball championship. Go Fayetteville has all the info you need.
#BigSouthBB #TeamFay

Arts Council of Fayetteville/Cumberland County Fayetteville Woodpeckers Fayetteville SwampDogs Baseball Big South Conference Fayetteville Area Transportation and Local History Museum National Baseball Hall of Fame and Museum Axes & X's Axe Throwing Range



GOFAYETTEVILLE.COM

Victory Means a Little More Here - Go Fayetteville
With 100 baseball games, two baseball exhibits, and one big baseball...

493 People Reached 22 Engagements [Boost Post](#)

👍👍 Kelly Laura, Denise Comulada and 7 others

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Fayetteville Area Meeting and Tournament Locations / *Go Fayetteville*
FACEBOOK

Go Fayetteville
Published by Jenny Bell [?] · March 25 at 3:12 PM · 🌐

With 100 baseball games, two outstanding baseball exhibits, and one big baseball championship coming up, travelers can pick just about any week to plan a visit here, and they'll have every opportunity to soak up America's pastime in what we proudly call "America's Hometown."
Just more examples of why we've been bragging for years, "Victory Means a Little More Here."

#BigSouthFayNC #TeamFay #GoFay



GOFAYETTEVILLE.COM
Victory Means a Little More Here - Go Fayetteville
With 100 baseball games, two baseball exhibits, and one big baseball

2,637 People Reached 254 Engagements **Boost Post**

👍❤️ 16 9 Comments 12 Shares

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Fayetteville Area Meeting and Tournament Locations
Published by Melody Vealey Foote [?] · March 7 · 🌐

WE look forward to hosting the Big South Conference Baseball Tournament May 21 - 25 at Segra stadium in Downtown Fayetteville. The tournament will be televised on ESPN channels.



267 People Reached 32 Engagements **Boost Post**

👍❤️ 5 1 Comment 1 Share

👍 Like 💬 Comment ➦ Share 🍷

Most Relevant ▾

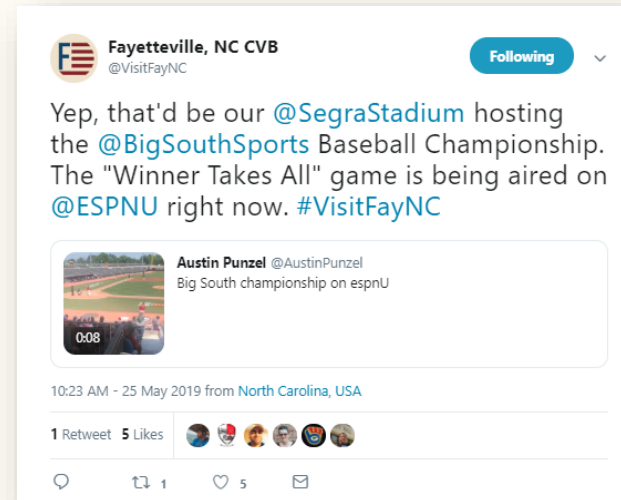
Write a comment...

Angie Brady City of Fayetteville, NC Government, Fayetteville Woodpeckers
Like · Reply · Message · 8w 1

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TWITTER



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Fayetteville Area Convention & Visitors Bureau
TWITTER



Public Relations Recap

BUREAU GENERATED PUBLICITY Fayetteville Area Convention & Visitors Bureau Efforts

- **9** Calendar of Events listings sites
- **1** Press Release
- **1** Trade Magazine
- **2** Newsletters
- **1** Blog
- **6** Facebook posts
- **6** Twitter tweets

Occupancy Comparison

"Fayetteville Area CVB Weekly Report"

Information is pulled directly from the STR Report

| Occupancy % | May 21 | May 22 | May 23 | May 24 | May 25 |
|----------------|--------|--------|--------|--------|--------|
| 2019 | 77.3% | 80.2% | 67.8% | 70.8% | 73.6% |
| 2018 | 65.3% | 68.6% | 56.8% | 63.7% | 69.1% |
| Percent Change | 18.2% | 16.9% | 19.4% | 11.0% | 6.5% |

Summary

CALCULATIONS

For the calculations, the FACVB used the agreed upon estimated attendance number provided by the event management of **2,500**.

The sample size of **359** completed surveys was considerably more than the required and agreed upon 335 completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/-4.79%**.

Of those visitors staying at a hotel, the overall average length of stay was **4** nights. *(Only 14 of the 194 who stayed at hotels provided the length of stay information, all others were unknown because it depended on their team when it was eliminated).*

54% of the visitors (**194**) were overnigheters and came specifically for the event – extrapolated out to 2,736 actual attendees this means potentially 1,477 people X 4 night = **5,908** room nights +/- 4.79%.

TDA

Granted **\$25,000** to be used to include public relations, advertising, print, social and other mediums determined to reach the targets visitor market. Said funding shall be used exclusively to assist with the marketing of the Big South Conference Baseball Tournament at the new baseball stadium.

335 completed surveys was the agreed upon requirement, **359** were collected.

All Tourism Development Authority (TDA) requirements were met.

Can re-apply next year?

Yes

No

ATTENDANCE

Per the Fayetteville Woodpecker’s management, the actual attendance for the event was **2,736** (including players, coaches, staff and Big South staff).

1 visitor was referred by their hotel.

20.33% (73) were from Cumberland County, including Fort Bragg.

21.45% (77) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 194 who came for the event and stayed at the hotel, listed the following hotels:

| Hotel | Total |
|--------------------|-------|
| Hampton Inn | 28 |
| Doubletree | 21 |
| Fairfield Inn | 17 |
| Holiday Inn | 16 |
| No Answer | 15 |
| Comfort Inn | 12 |
| Tru by Hilton | 9 |
| Red Roof Inn | 9 |
| Residence Inn | 8 |
| Arts RV | 7 |
| Spring Hill Suites | 6 |

| Hotel | Total |
|------------------------|-------|
| Days Inn | 5 |
| Ramada Plaza | 4 |
| Marriott | 3 |
| Courtyard | 3 |
| Sleep Inn | 3 |
| Hilton Garden Inn | 3 |
| Lazy Acres | 3 |
| Baymont Inn | 3 |
| Wingate | 2 |
| Fayetteville RV Resort | 2 |
| Comfort Inn Dunn | 2 |

| Hotel | Total |
|-------------------------|-------|
| Hilton | 2 |
| Air BnB | 2 |
| Home2 Suites | 2 |
| Presbyterian Team Hotel | 1 |
| Rented Loft | 1 |
| Residents Inn | 1 |
| Home 2 | 1 |
| Spring Hill Lumberton | 1 |
| Homewood Suites | 1 |
| Marriott Durham | 1 |

Summary

ATTENDANCE (continued)

Of those participants staying at a hotel, the overall average length of stay was **4** nights.

54% of the visitors (**194**) were overnighers and came specifically for the event – extrapolated out to 2,736 actual attendees this means potentially **1,477 people X 4 night = 5,908** room nights +/- 4.79%.

Economic Impact = 5,908 x \$114 = \$673,512.

Official Hotel Pick Up: 689 Room Nights as reported from hotels.

Participating hotels:

| | | | |
|-------------------------------------|-----|----------------------------|-----|
| Comfort Inn - Fort Bragg Fay | 2 | Hampton Inn Fay Fort Bragg | 128 |
| Courtyard by Marriott Fay | 102 | Ramada Plaza | 101 |
| Doubletree by Hilton | 104 | Red Lion Inn & Suites | 45 |
| Fairfield Inn & Suites - Fay North | 61 | Tru Hotel by Hilton | 80 |
| Fairfield Inn by Marriott - Fay I95 | 34 | Wingate by Wyndham - Fay | 32 |

Potential Revenue (using May ADR) - \$81.33.

Hotel Revenue - \$56,036.37.

**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. No Answer* (Most surveys did not capture this).
2. Word of Mouth
3. Family of Player
4. Newspaper
5. Social Media

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



Thank You



Proudly Promoting the Communities of Cumberland County

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