



**Metrics Associated with the
Cape Fear Botanical Garden 2019**

From November 2018-June 2019

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CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

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CAPE FEAR BOTANICAL GARDEN

Grant Details

Granted **\$20,000** for use with public relations, advertising, print, social and other mediums determined to reach the targeted visitor market. Said funding shall be used exclusively to assist with the on-going marketing expenses.

365 completed surveys (per month) was the agreed upon requirement, **823** were collected (average per month).

All Tourism Development Authority (TDA) requirements were met.

Can re-apply next year?

Yes

No

Survey Requirements

Requirements

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?

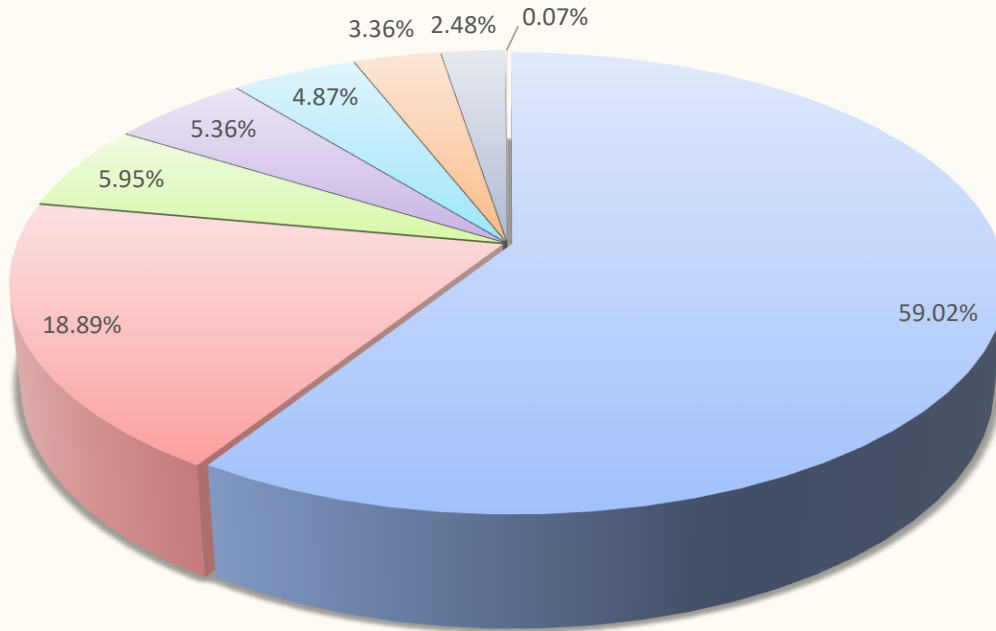
Information Provided

A total of 5,766 completed surveys were entered into our survey website and exported into spreadsheets and then combined.

Survey Collection Times

Surveys were collected between December 2018 and June 2019.

They Identified Themselves As



- 59.02% ■ I am a resident of Cumberland County.
- 18.89% ■ I am from a surrounding county and drove in for the day to visit the garden.
- 5.95% ■ I am in town to visit the garden specifically and am overnighting in a hotel. ☆
- 5.36% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 4.87% ■ I am in the area visiting family or friends and they brought me to the garden. ☆
- 3.36% ■ I am visiting the area for other purposes, but heard about the garden and came.
- 2.48% ■ I am in town to visit the garden and staying with family or friends. ☆
- 0.07% ■ I am staying at a hotel and the hotel referred me to this event.

☆ Many of the survey entries which had a common reason for attending the garden had different answers to the identification question. As an example, 1,400+ Attendees were at the garden for a “Wedding”, many of the attendees were local or from a surrounding county, however those attendees from out of town and stayed at a hotel inconsistently responded with various answers.

Where Were They From

- 46 of the 5,766 completed surveys provided an invalid zip code.
- 5,013 (86.94%) were from North Carolina.
- 800 (13.87%) were from more than 100 miles from Fayetteville.
- 343 (5.95%) identified themselves as being here specifically for the event and overnighting in a hotel, of those 8 were attending and not associated with a wedding, prom or event taking place at the garden.

Top 5 by State/Country

1. North Carolina	5,013
2. New York	131
3. Virginia	73
4. India	46
5. Ohio	45

Top 5 by County

1. Cumberland, NC	3,709
2. Harnett, NC	596
3. Hoke, NC	130
4. Robeson, NC	101
5. Moore, NC	96

Top 5 by City

1. Fayetteville, NC	2,733
2. Hope Mills, NC	376
3. Lillington, NC	294
4. Fort Bragg, NC	272
5. Coats, NC	206

How Did They Find Out About Event

This question was used to capture how the visitor heard about the event or what event they were attending.

For future surveys, the FACVB will separate this out as two separate questions.

Where did they hear about the garden?	Number of Responses
Wedding	1408
Social Media	1018
Prom	682
Word of Mouth	382
By Invitation	279
Member	221
NC State	195
Clinic	136
No Answer	116
Adoption Party	79
Company Party	76
Previously Attended	63
Band Concert	60
Google	54
Email	53
FSU Dept Party	52
CCF Open House	51
Meeting	50
Birthday Party	46
Billboard	45
40 Under 40	45
Celebration of Life	44
UNC Charlotte Admissions	43

Where did they hear about the garden?	Number of Responses
Fern Creek Cardiology Appre. Dinner	41
Chamber of Commerce	41
CSG Solutions Holiday Party	37
Rehearsal Dinner	36
Logistics Holiday Party	35
Grant Murray Party	35
Reciprocal Member	31
Fay. Bus. Partner Breakfast	27
Newspaper	25
Beasley Media Group	21
Military Date Night	20
Private Event	19
Online	18
USO Spouse Reset	17
Magazine	16
Service Source	14
St. Ann's 8th Grade Reflective website	12
Internet	12
Family Party	12
Cross Creek Early College	10
Baby Shower	10

Where did they hear about the garden?	Number of Responses
FAPS	10
Brochure	9
Posters	8
Radio	4
School	4
Drove by	4
Proposal	3
Church	3
Date	2
Won Tickets	2
Eventbrite	2
Botanical	2
Employee	2
16th Birthday	1
Homeschool Group	1
Previously Attended	1
Signs	1
TripAdvisor	1
Board Member	1
Event Page	1
Map	1
Transportation Museum	1
Calendar of Fayetteville	1

Public Relations

Bureau Generated

- **2** Press Releases
- **2** Newsletters
- **7** Blog Mentions
- **27** Facebook posts
- **13** Twitter Tweets
- **5** Instagram Posts
- **1** LinkedIn Post
- **1** YouTube Main Account Picture

Earned Publicity

- **4** Blogs
- **7** Facebook Social Media posts
- **2** Instagram Social Media posts
- **1** Instagram Stories and/or Highlights
- **1** Twitter tweet
- **1** Digit Magazine Featuring Origami

Attendance

Per the Cape Fear Botanical Garden management, the actual attendance for each month was:

December 2018.....	8,492	April 2019.....	7,262
January 2019.....	1,582	May 2019.....	6,333
February 2019.....	1,766	June 2019.....	4,534
March 2019.....	5,267		

4 visitor was referred by their hotel.

64.38% (3,712) were from Cumberland County, including Fort Bragg.

18.89% (1,089) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

Unable to get accurate metrics about hotels because many of the answers were technically not coming to the CFBG specifically.

Official Hotel Pick Up: **0 Room Nights** as reported from hotels.

Thank You



Proudly Promoting the
Communities of Cumberland County

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