

# Bureau Products

Products the  
Fayetteville Area Convention & Visitors Bureau  
uses to promote  
Cumberland County

December 2019

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

# Physical Locations

Main Office - 245 Person Street



Store Selling Cumberland County Products



Transportation Museum – Franklin Street



Tent for Outreach Opportunities



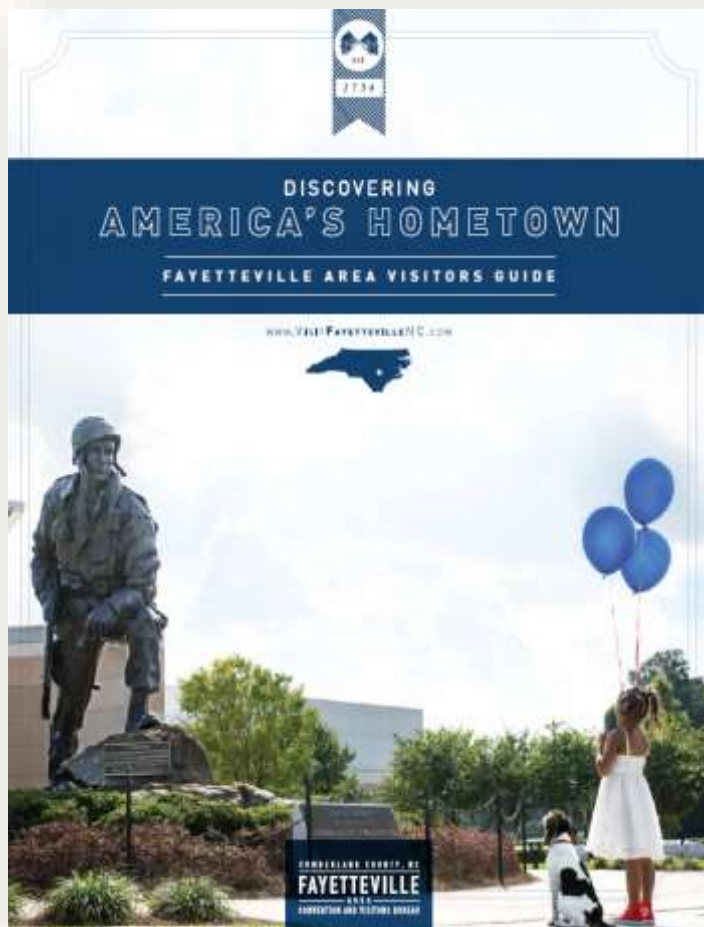
Trade Show Booth



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

# Printed Materials

## Cumberland County Visitors Guide



## Cultural Heritage Trails Guide

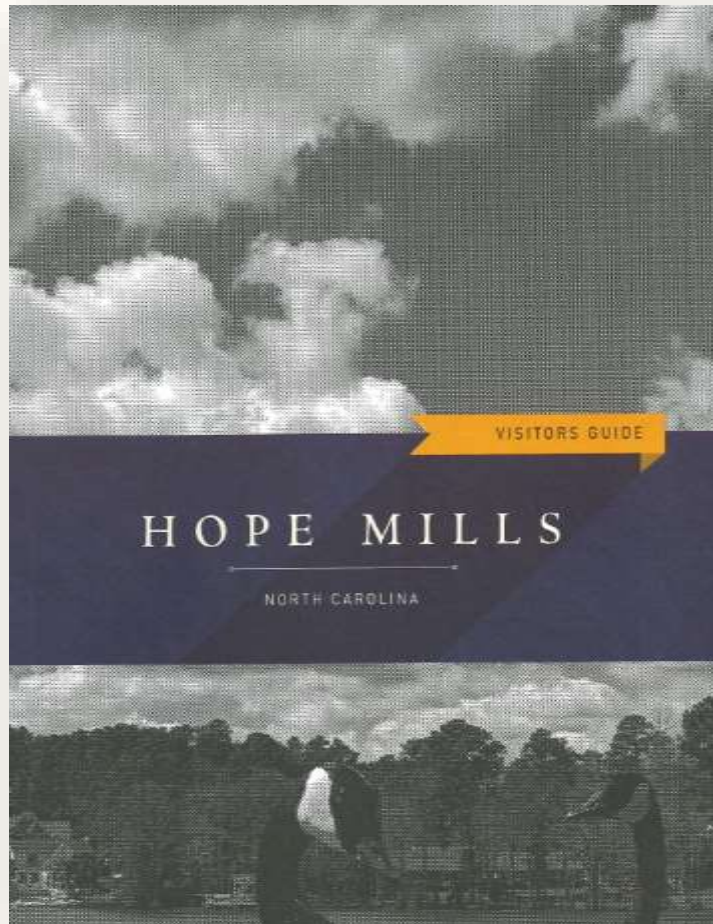


CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
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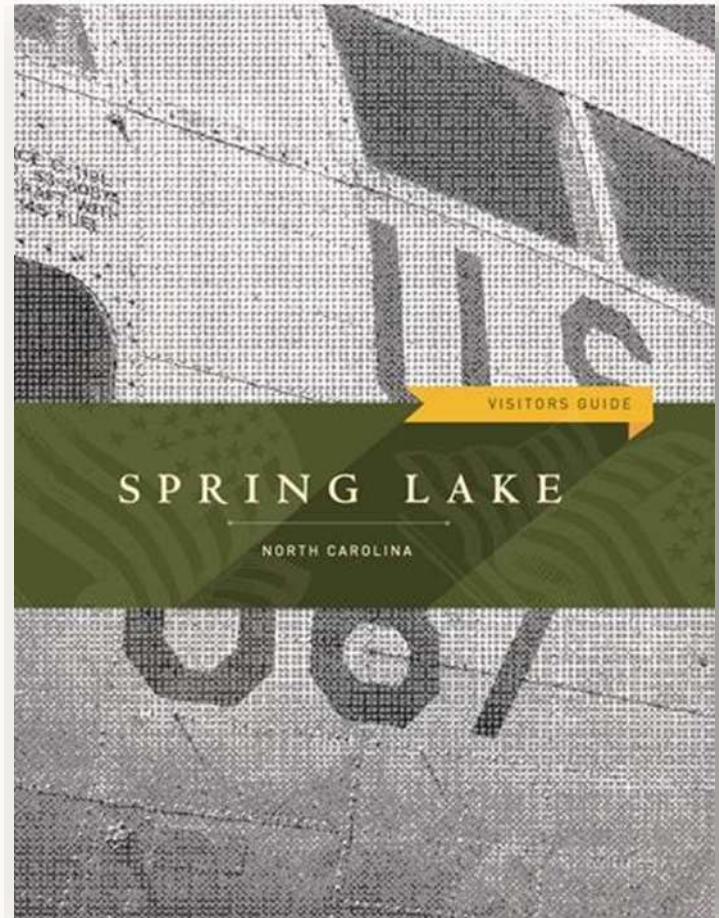


# Printed Materials

Hope Mills Visitors Guide



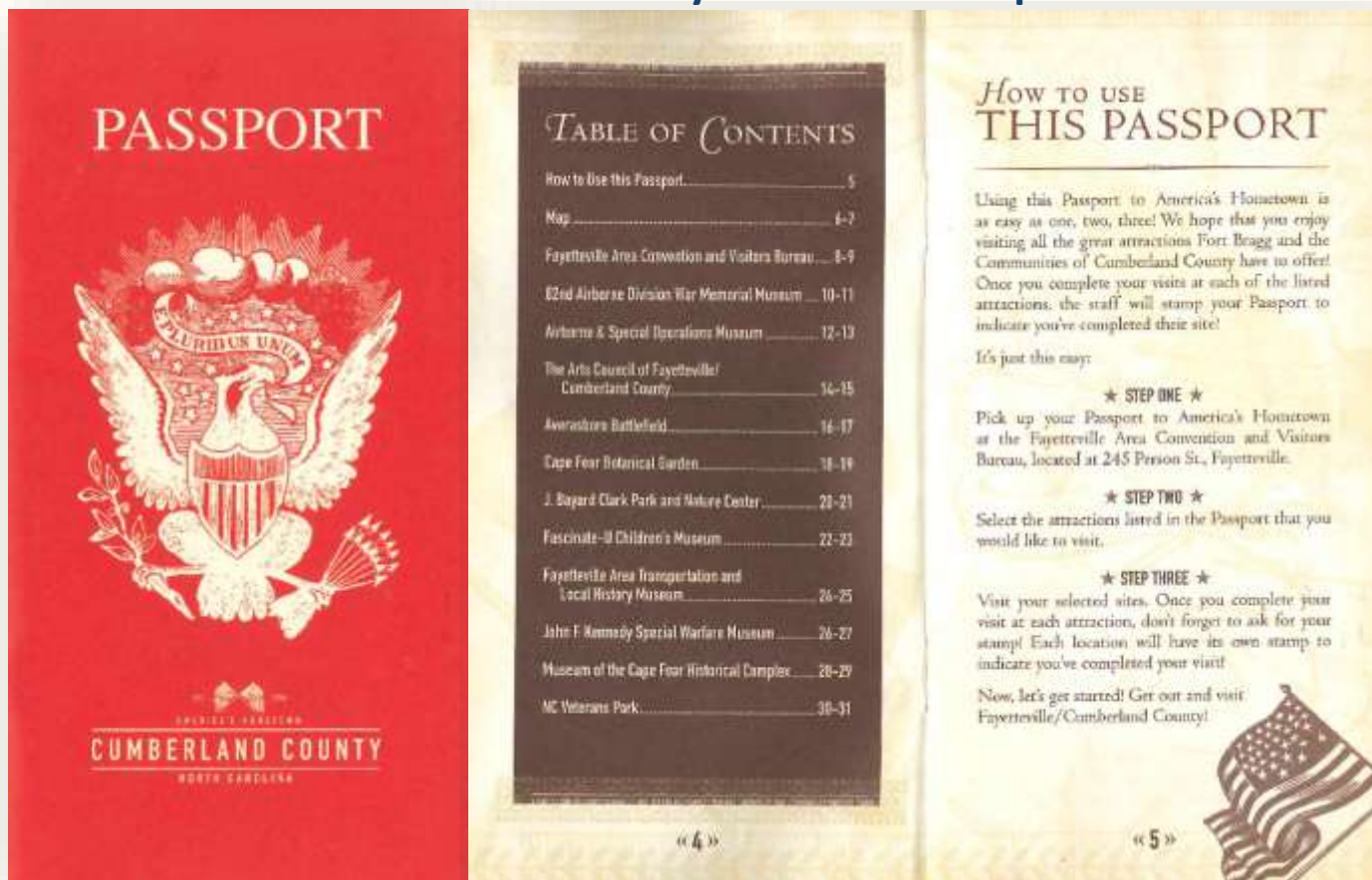
Spring Lake Visitors Guide



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# Printed Materials

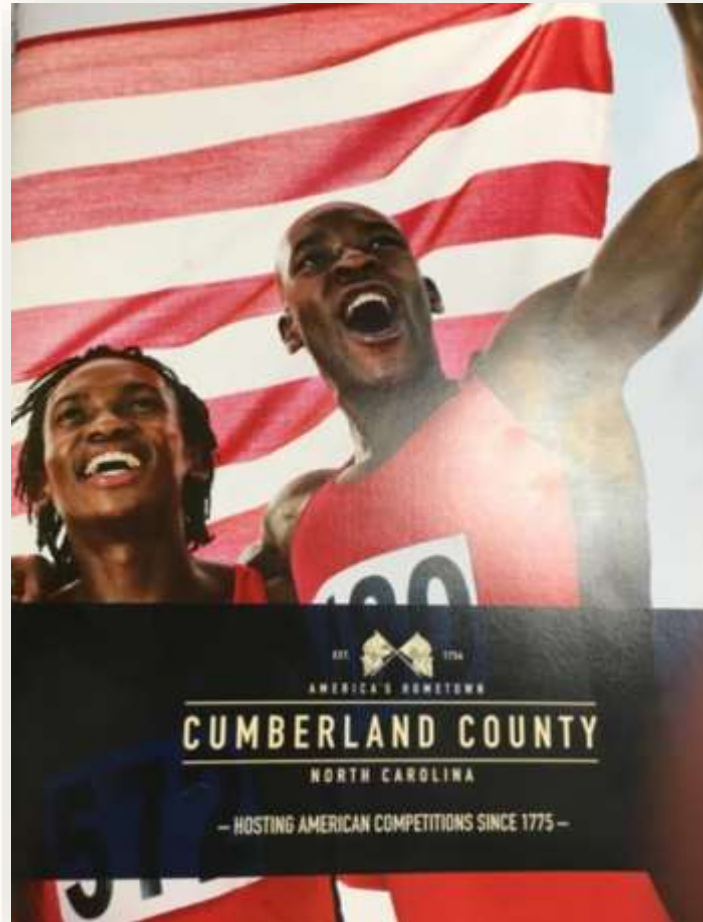
## Cumberland County Attraction Passport





# Printed Materials

## Sports Facilities Guide



CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
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# Printed Materials

## 1 Page Area Map

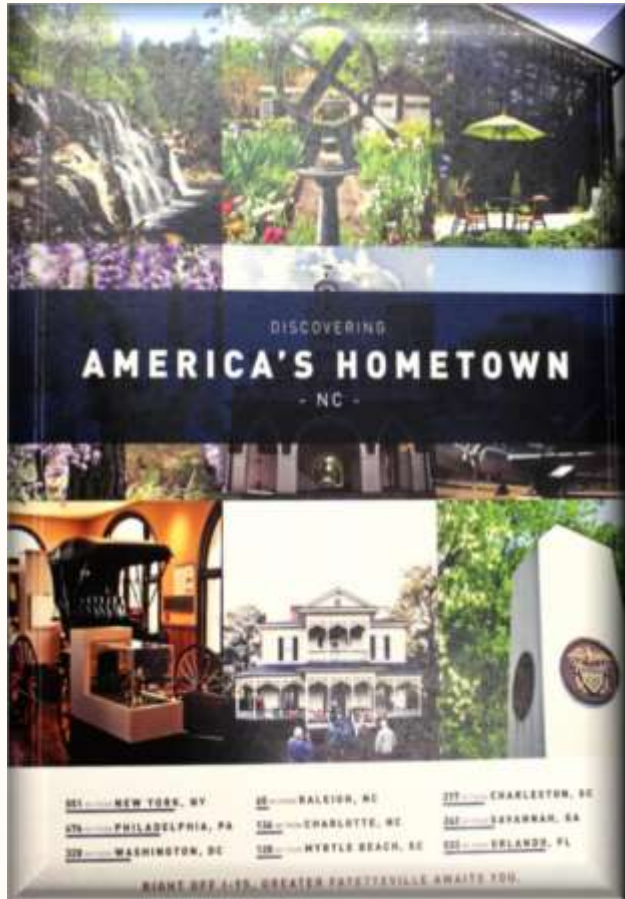


## Half and Full Day Adventures



# Printed Materials

## Group Tour Collateral

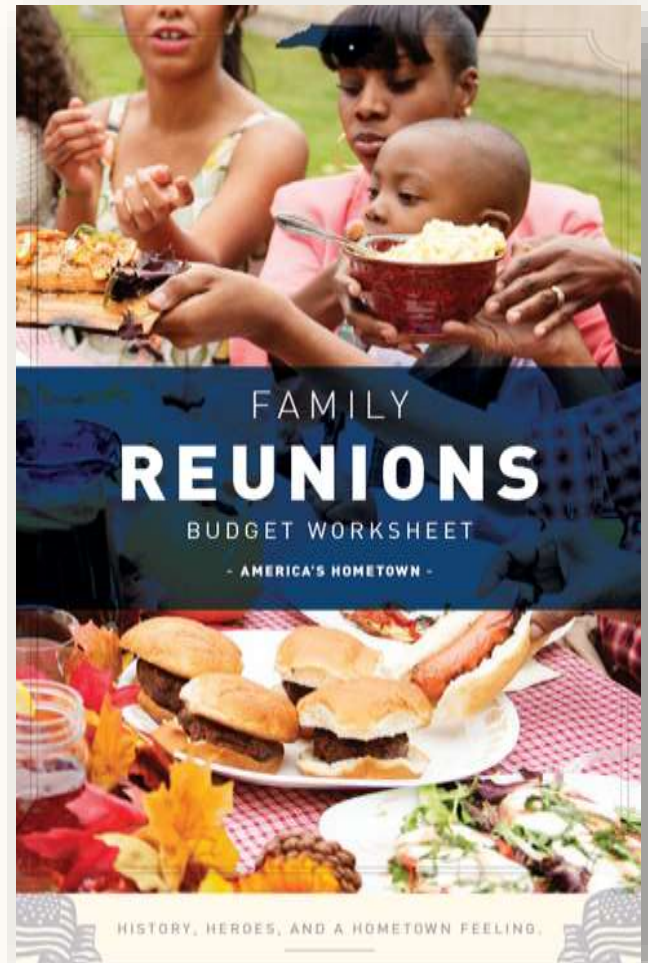
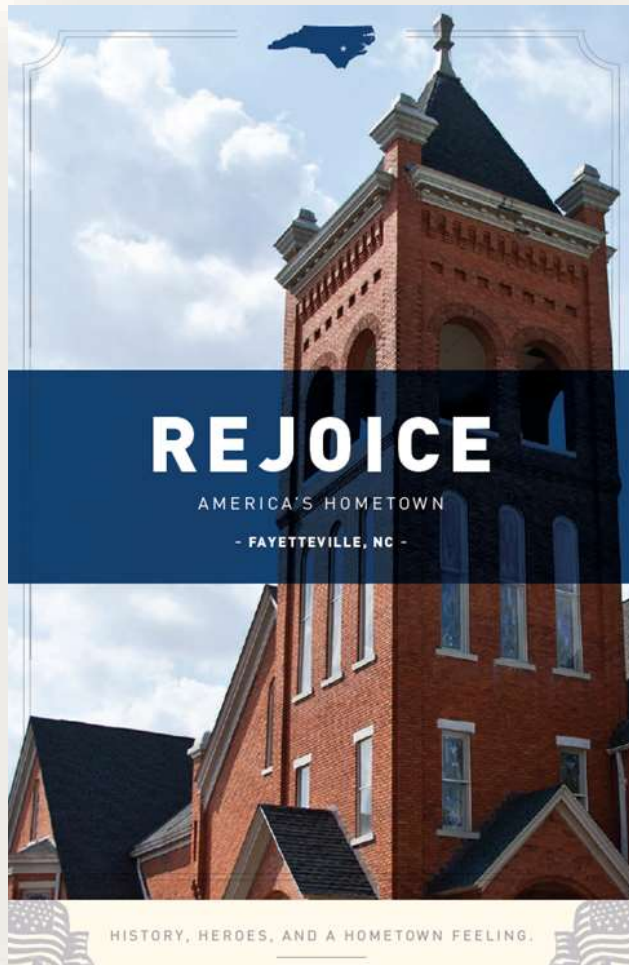


CUMBERLAND COUNTY, NC  
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# Printed Materials

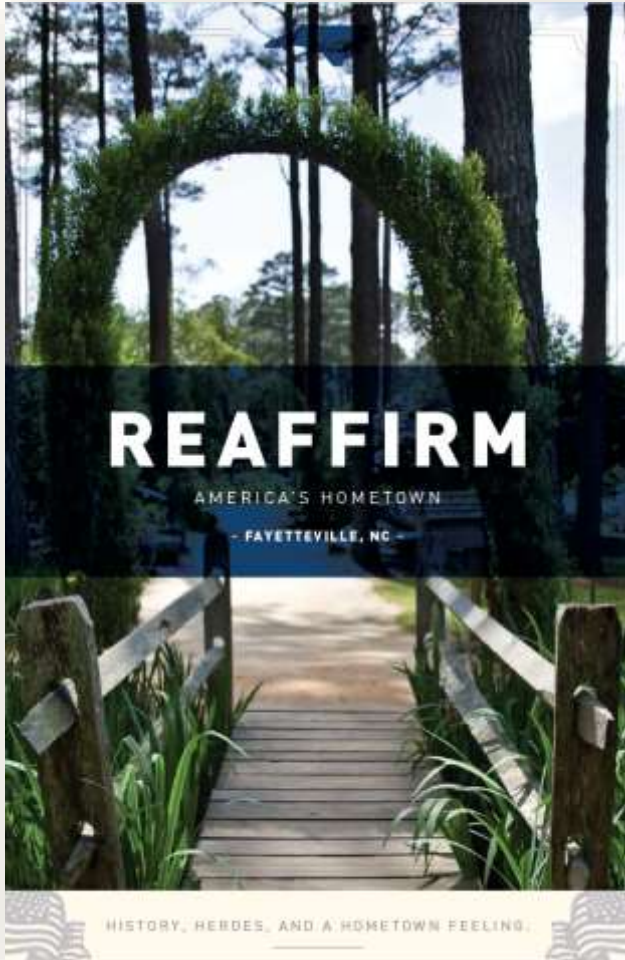
## Family Reunion



CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
— AREA —  
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# Printed Materials

## Family Reunion



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





# Printed Materials

## Heritage Trails



HERITAGE TRAILS

### African-American Heritage Trail

Trail Summary

18

The African American Heritage Trail consists of sites that provide a historical glimpse into the life of African Americans who resided in Cumberland County. The trail takes you to sites, the surrounding urban landscape, the downtown area, and the surrounding rural landscape, and the trail is open to all.



This Trail

- |  |                                   |                         |
|--|-----------------------------------|-------------------------|
| 1. Fayetteville Convention & Visitors Bureau | 10. Old Park                      | 19. National Museum     |
| 2. Old Church                                | 11. Southside Heritage Center     | 20. Fayetteville Museum |
| 3. Boone Presbyterian Church                 | 12. Southside Art & Design Center | 21. Fayetteville Museum |
| 4. Southside Art & Design Center             | 13. Southside Art & Design Center | 22. Fayetteville Museum |
| 5. Southside Art & Design Center             | 14. Southside Art & Design Center | 23. Fayetteville Museum |
| 6. Southside Art & Design Center             | 15. Southside Art & Design Center | 24. Fayetteville Museum |
| 7. Southside Art & Design Center             | 16. Southside Art & Design Center | 25. Fayetteville Museum |
| 8. Southside Art & Design Center             | 17. Southside Art & Design Center | 26. Fayetteville Museum |
| 9. Southside Art & Design Center             | 18. Southside Art & Design Center | 27. Fayetteville Museum |



HERITAGE TRAILS

### American Independence Trail

Trail Summary

08

As one of the original 13 colonies, North Carolina is integral to our Revolutionary history. The battle for independence began in 1776, and the Declaration of Independence was signed on September 17, 1776. The trail takes you to sites, the surrounding urban landscape, the downtown area, and the surrounding rural landscape, and the trail is open to all.



This Trail

- |  |  |  |
|--|--|--|
| 1. Fayetteville Convention & Visitors Bureau | 1. Fayetteville Convention & Visitors Bureau | 1. Fayetteville Convention & Visitors Bureau |
| 2. Old Church                                | 2. Old Church                                | 2. Old Church                                |
| 3. Boone Presbyterian Church                 | 3. Boone Presbyterian Church                 | 3. Boone Presbyterian Church                 |
| 4. Southside Art & Design Center             | 4. Southside Art & Design Center             | 4. Southside Art & Design Center             |
| 5. Southside Art & Design Center             | 5. Southside Art & Design Center             | 5. Southside Art & Design Center             |
| 6. Southside Art & Design Center             | 6. Southside Art & Design Center             | 6. Southside Art & Design Center             |
| 7. Southside Art & Design Center             | 7. Southside Art & Design Center             | 7. Southside Art & Design Center             |
| 8. Southside Art & Design Center             | 8. Southside Art & Design Center             | 8. Southside Art & Design Center             |
| 9. Southside Art & Design Center             | 9. Southside Art & Design Center             | 9. Southside Art & Design Center             |



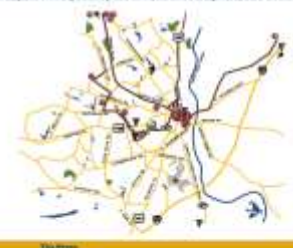
HERITAGE TRAILS

### Religious Freedom Trail

Trail Summary

20

The Religious Freedom Trail consists of sites that provide a historical glimpse into the life of African Americans who resided in Cumberland County. The trail takes you to sites, the surrounding urban landscape, the downtown area, and the surrounding rural landscape, and the trail is open to all.



This Trail

- |  |                                   |                         |
|--|-----------------------------------|-------------------------|
| 1. Fayetteville Convention & Visitors Bureau | 10. Old Park                      | 19. National Museum     |
| 2. Old Church                                | 11. Southside Heritage Center     | 20. Fayetteville Museum |
| 3. Boone Presbyterian Church                 | 12. Southside Art & Design Center | 21. Fayetteville Museum |
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| 7. Southside Art & Design Center             | 16. Southside Art & Design Center | 25. Fayetteville Museum |
| 8. Southside Art & Design Center             | 17. Southside Art & Design Center | 26. Fayetteville Museum |
| 9. Southside Art & Design Center             | 18. Southside Art & Design Center | 27. Fayetteville Museum |



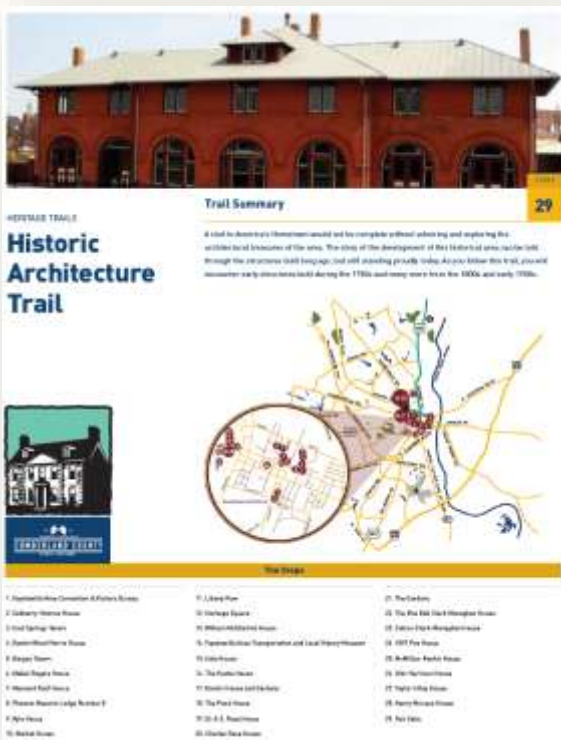
# Printed Materials

## Heritage Trails



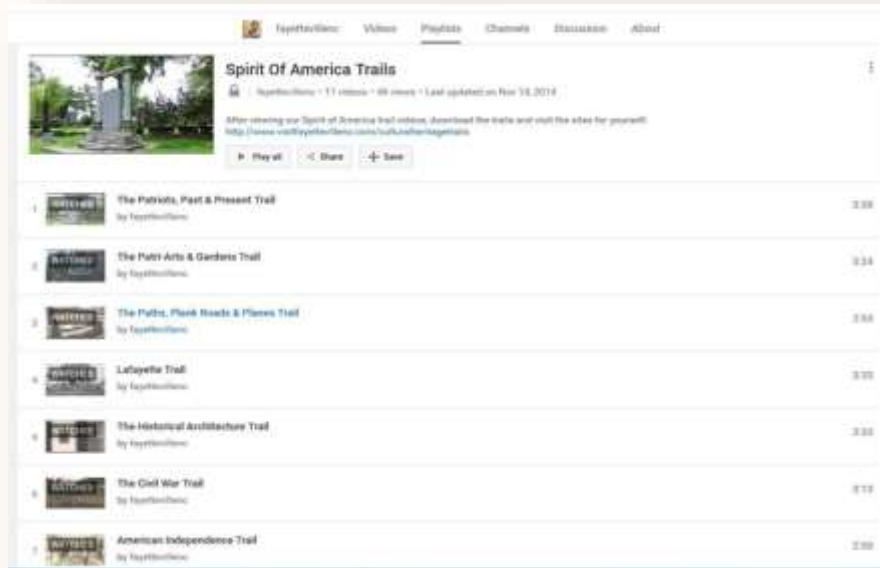
# Printed Materials

## Heritage Trails



# Videos

## Spirit of America Trails



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



# Videos

## America At Every Turn Series



### America at Every Turn

11 videos • 495 views • Updated today



A variety of local attractions in Cumberland County, NC, are featured in a dynamic new video series brought to life by the Fayetteville Area Convention and Visitors Bureau (FACVB). Starring an eclectic mix of adventurers, these fast-paced, short videos explore the diverse pursuits available for travelers in the Fayetteville, NC, area.



Visit Cumberland County  
NC



1



#### Pursuit of Discovery

Visit Cumberland County NC

2



#### Pursuit of Harmony

Visit Cumberland County NC

3



#### Pursuit of Brotherhood

Visit Cumberland County NC

4



#### Follow Your Pursuit

Visit Cumberland County NC

5



#### Pursuit of Adventure

Visit Cumberland County NC

6



#### Pursuit of Friendship

Visit Cumberland County NC

7



#### Pursuit of Freedom

Visit Cumberland County NC

8



#### Pursuit of Love

Visit Cumberland County NC

9



#### Pursuit of Family

Visit Cumberland County NC

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

# Videos

## Sports Facilities

15 Individual Facility Videos







### DRONE VIDEOS: Sports Venues & Facilities

fayettevillenc • 16 videos • 193 views • Last updated on Mar 6, 2015

▶ Play all

◀ Share

+ Save

- |   |   |   |      |
|---|---|---|------|
| 1 |    | <b>Arnette Park</b><br>by fayettevillenc                  | 1:22 |
| 2 |    | <b>Cape Fear River Trail</b><br>by fayettevillenc         | 1:18 |
| 3 |    | <b>Freedom Courts</b><br>by fayettevillenc                | 0:59 |
| 4 |    | <b>J P Riddle Stadium</b><br>by fayettevillenc            | 1:07 |
| 5 |   | <b>Hope Mills Municipal Park</b><br>by fayettevillenc     | 1:15 |
| 6 |  | <b>Fayetteville Motorsports Park</b><br>by fayettevillenc | 1:20 |

# Videos

## Business Interviews

Mr. E., Cherry Blossom Tattoo Studios



Greg Kalevas, Chris' Steakhouse



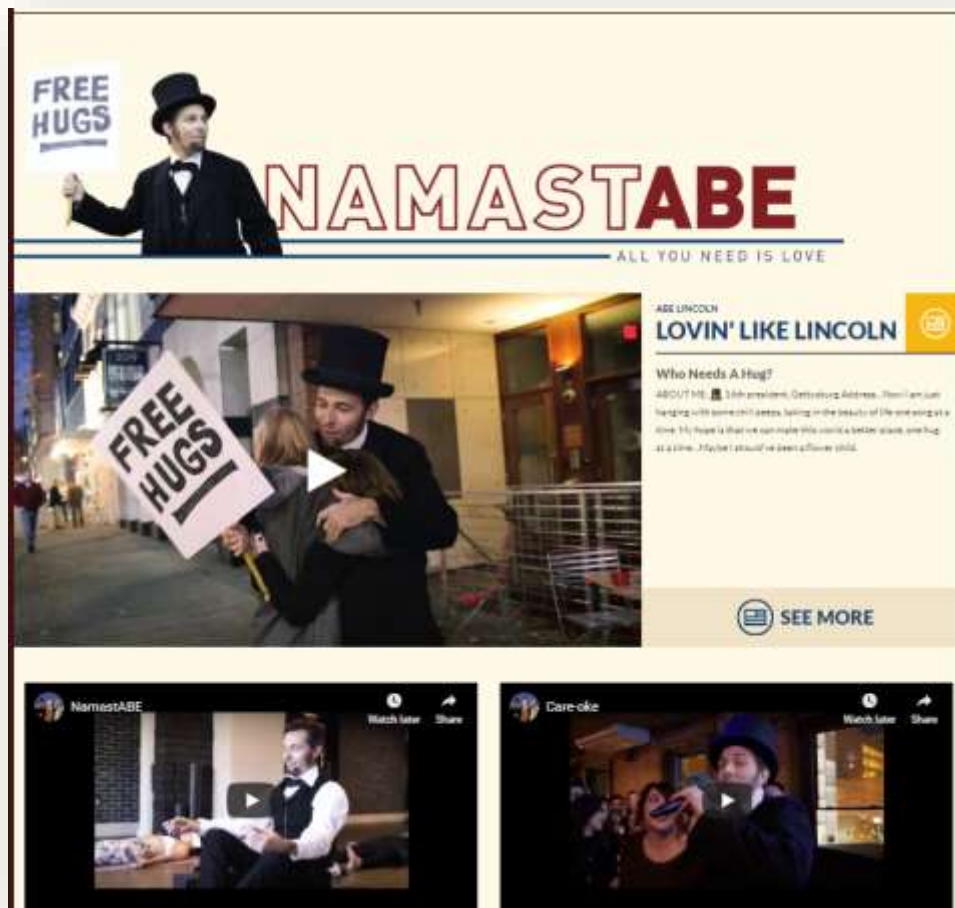
Angie Malave, The Wine Cafe





# Videos

## America Groupies



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

# Videos

## America Groupies



CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
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# Videos

## America Groupies

# COURAGEOUS GEORGE

EYE OF THE TIGER





▶

GEORGE WASHINGTON  
**DON'T LET ME DOWN**

**CONCRETE CONFIDENCE**  
ABOUT ME: I'VE BEEN NUMBER ONE MY WHOLE LIFE. I CAN'T TRY ON TOP FOREVER, SO I WANT TO MAKE SURE THAT YOU TAKE THE TOP SPOT! TIME TO LEARN THAT SONG AND PHONE BEHIND! LET'S GET GOING & GET READY TO CLAIM THE TITLE! DON'T MISS YOUR SHOT!!

 **SEE MORE**

Hit Me With Your Best Shot



▶

Go Ahead And Jump



▶



# Radio

Fayetteville Area Visitor Orientation Radio  
(FAVOR)

## AM 1680

Four Towers



Located at

Exit 61  
Exit 55  
Exit 49  
Exit 41

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

# Website

[VisitFayettevilleNC.com](http://VisitFayettevilleNC.com)

The screenshot shows the homepage of the VisitFayettevilleNC.com website. At the top, there is a navigation bar with links for 'THINGS TO DO', 'PLAN YOUR VISIT', 'EXPLORE', 'PLANNERS', 'MEDIA', and 'ABOUT US'. The main header features the 'FAYETTEVILLE' logo and the tagline 'CUMBERLAND COUNTY, NC'. Below the header, there is a large banner for 'Celebrate A Centennial Of Service Veterans Day' with a photo of a crowd holding signs. To the right of the banner, there is a 'TRIP IDEA' section titled 'Visit Beautiful Spring Lake' with a description and a 'Read More' link. Below the trip idea, there is a 'FOOD / RESTAURANTS' section. At the bottom, there is a quote about Babe Ruth: 'Babe Ruth hit his first home run as a pro in Fayetteville, earning his nickname "Babe."'

## UPCOMING EVENTS

An Unlikely Refugee: The Story of a Python Named George

NOV 9

Celebrations While Deployed

NOV 9

Fayetteville "Over There" - Centennial of World War I

NOV 9

[See All Events](#)

## THINGS TO DO



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

# Website

[GoFayetteville.com](http://GoFayetteville.com)

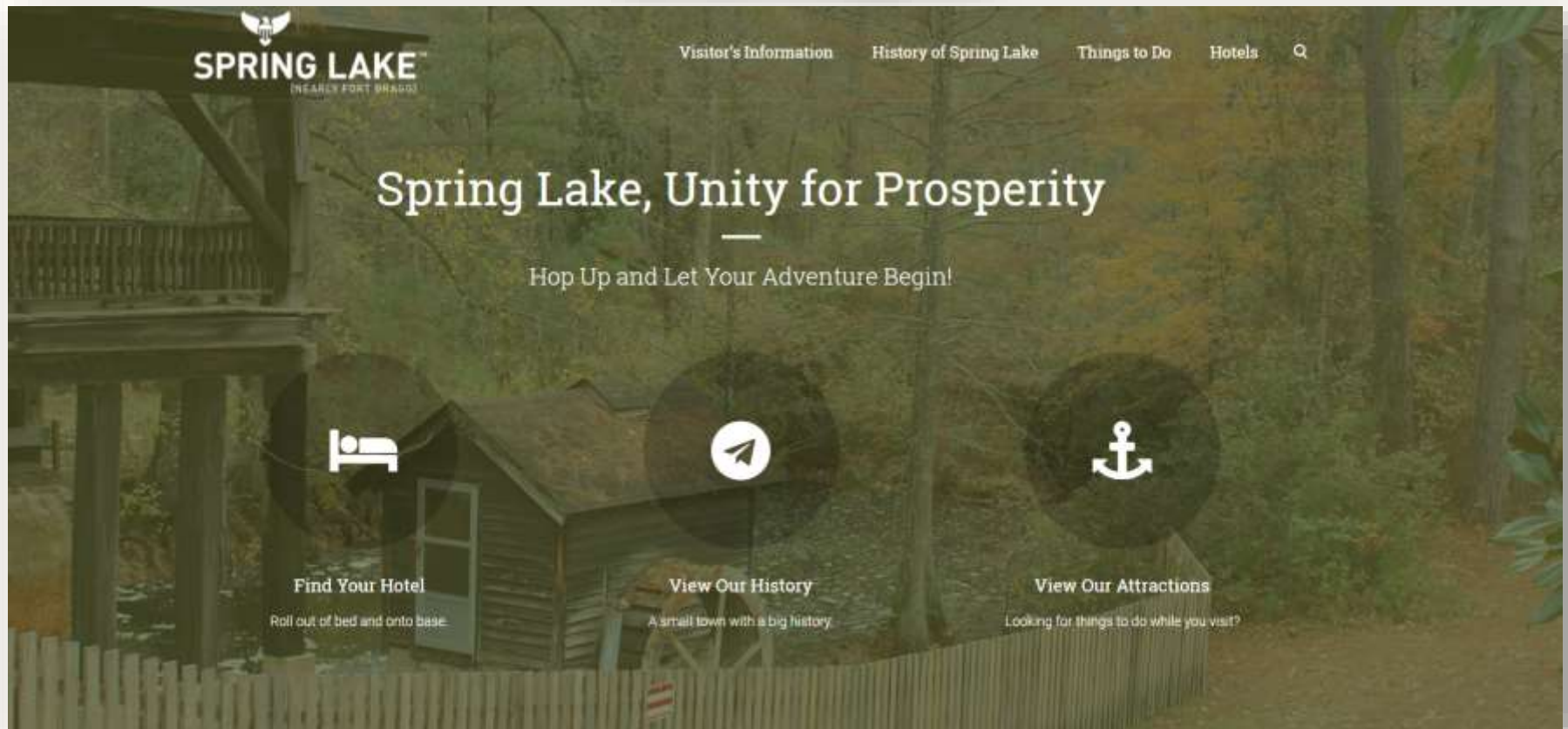


CUMBERLAND COUNTY, NC  
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# Website

[NearlyFortBragg.com](http://NearlyFortBragg.com)



CUMBERLAND COUNTY, NC  
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# Website

[FayettevilleNCTrails.com](http://FayettevilleNCTrails.com)

Now incorporated into [VisitFayettevilleNC.com](http://VisitFayettevilleNC.com) website.

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

CALL US 888-WE-HEROES

THINGS TO DO | PLAN YOUR VISIT | EXPLORE | SPORTS | PLANNERS | MEDIA | ABOUT US | Q

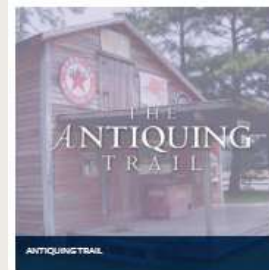
**DRIVING TRAILS**  
COMMUNITIES OF CUMBERLAND COUNTY

## CULTURAL HERITAGE TRAILS

With over 750 miles of themed driving trails, it's safe to say America's Hometown is steeped in history. Whether exploring the Cape Fear Botanical Gardens on the All-American Adventure trail, taking in a live theatre production at the Cape Fear Regional Theatre on the Patrio-Arts & Gardens trail or witnessing a parachute jump at Fort Bragg on the Patriotic Past & Present trail, Fayetteville/Cumberland County has the perfect route planned for whatever your interest might be.

Throughout this site, you'll find everything you need to make and take a tour through Cumberland County. From pre-planned routes with interactive maps and descriptions, to video highlights & photos, the toughest part will be deciding which trail to tackle first.

Cumberland County captures a little piece of everything that makes America special. So get out there and find out for yourself how patriotism is at the core of our community of History, Heroes and a Hometown Feeling.



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

# Website

[HeroesHomecoming.com](http://HeroesHomecoming.com)



The screenshot shows the homepage of the Heroes Homecoming website. At the top is a dark navigation bar with a logo on the left and links for HOME, SCHEDULE, MISSING MAN TABLE, GALLERY, ABOUT, and CONTACT on the right. The main content area has a white background. It features a date 'NOVEMBER 7-11, 2019' in a blue box. Below this is a paragraph about the event's purpose. Further down is another paragraph about the 7th annual event. A 'FEATURED EVENTS' section follows, containing three event cards: 'GOLD STAR FAMILY DINNER' with a photo of a person at a table, 'SPOUSES IN MILITARY (SIM) EXPO' with a photo of a military cap, and 'WORLD WAR II VETERANS OF CUMBERLAND COUNTY' with a photo of a brick building.

HEROES HOMECOMING

HOME SCHEDULE MISSING MAN TABLE GALLERY ABOUT CONTACT

**NOVEMBER 7-11, 2019**

Cumberland County created **Heroes Homecoming** as a way of showing all veterans that we remember and appreciate their courage, sacrifice and everything they did to defend our freedom – now and forever.

Heroes Homecoming VII will honor all of our brave service members and their families through a series of events, tributes and exhibits taking place across Cumberland County, NC.

**FEATURED EVENTS**

**GOLD STAR FAMILY DINNER**

**SPOUSES IN MILITARY (SIM) EXPO**

**WORLD WAR II VETERANS OF CUMBERLAND COUNTY**

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



# Mobile App

## Scoutlook 2.0

**WE PUT  
428,812  
THINGS TO DO AND SEE IN  
THE PALM OF YOUR HAND.**

 **SCOUTLOOK**

Introducing SCOUTLOOK, a free mobile app for exploring the communities of Cumberland County. We put it together as another resource to make sure you get the absolute most out of your visit here. Probably why we are known as the 'best place to get area information.' Right in the palm of your hand, no less.

  
**FAYETTEVILLE**  
WITH  
CONVENTION AND VISITORS BUREAU



 Get it on  
Google play

 Download on the  
App Store

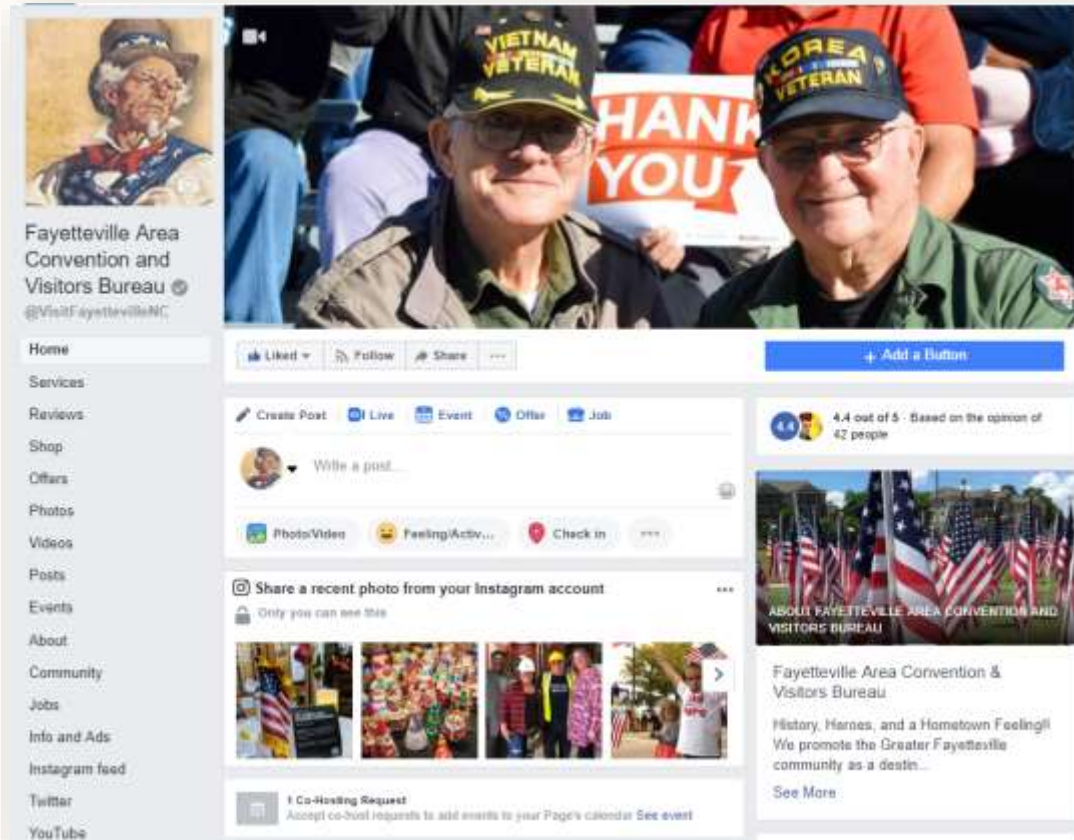


**VISITFAYETTEVILLENC.COM**  
**1-888-98-HEROES**

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

# Social Media Outlets

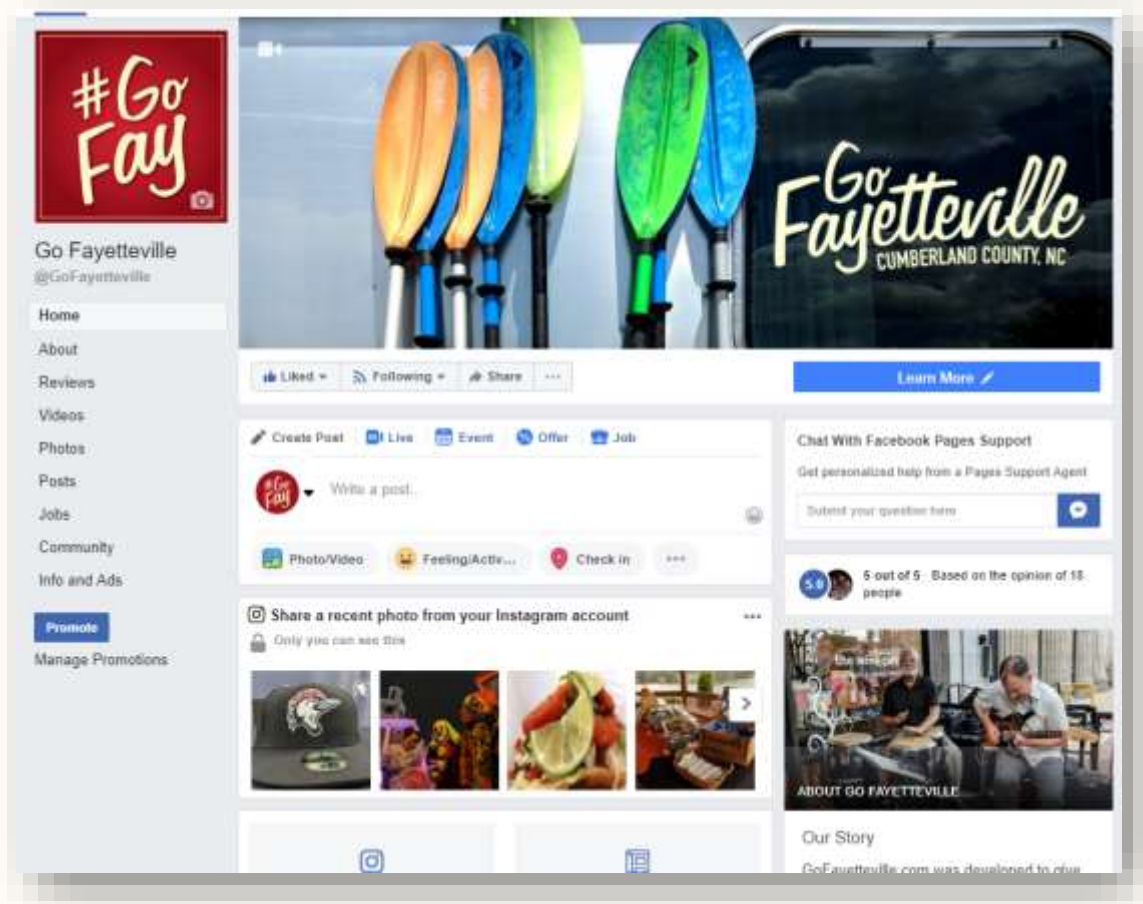
Facebook @VisitFayettevilleNC



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

# Social Media Outlets

## Facebook @GoFayetteville

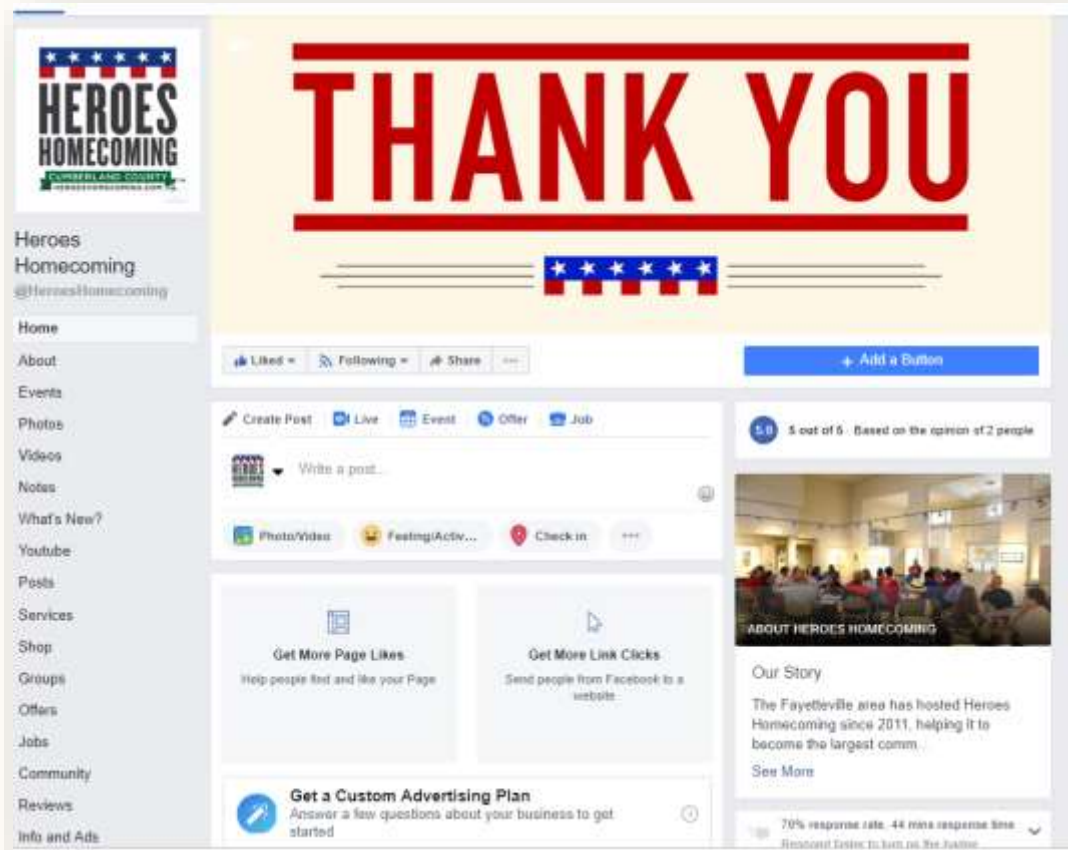


CUMBERLAND COUNTY, NC  
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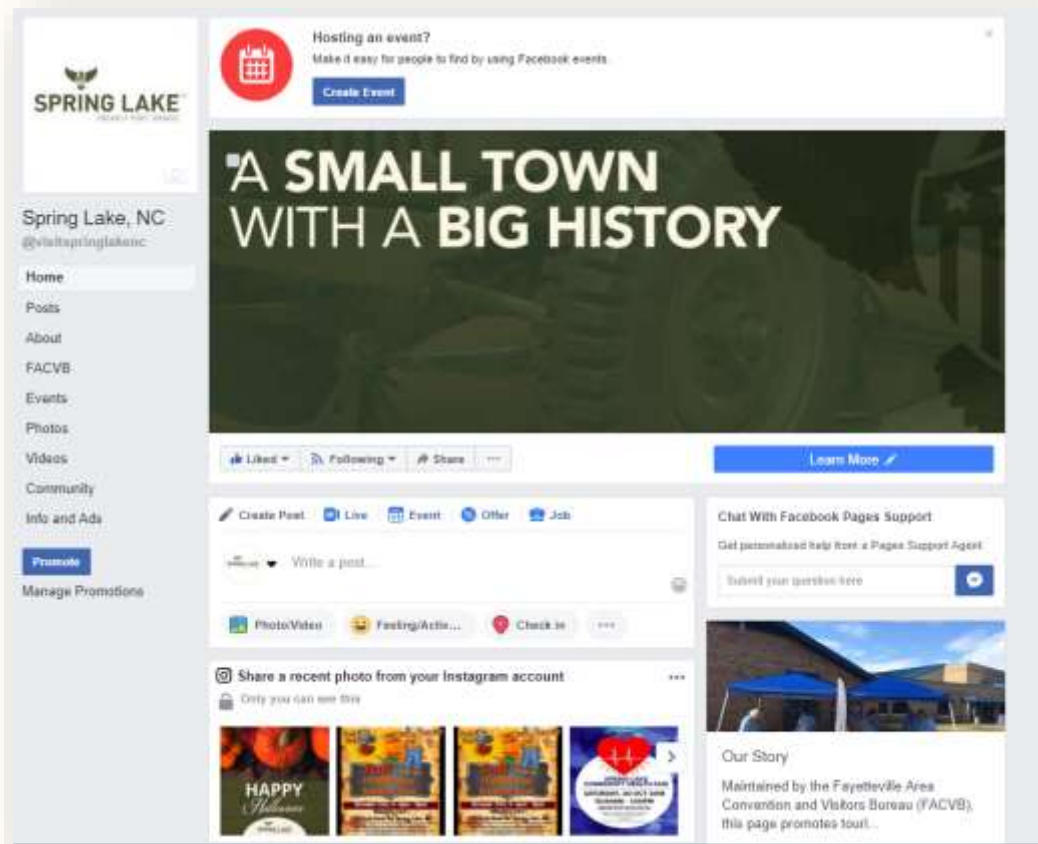
# Social Media Outlets

## Facebook @HeroesHomecoming



# Social Media Outlets

## Facebook @VisitSpringLakeNC

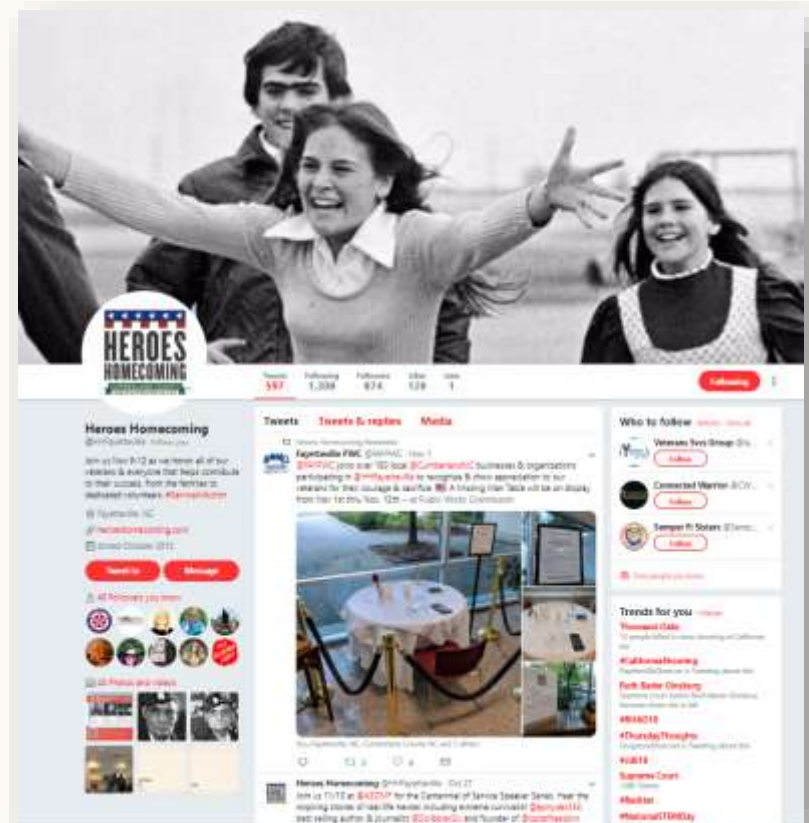


# Social Media Outlets

## Twitter @VisitFayNC



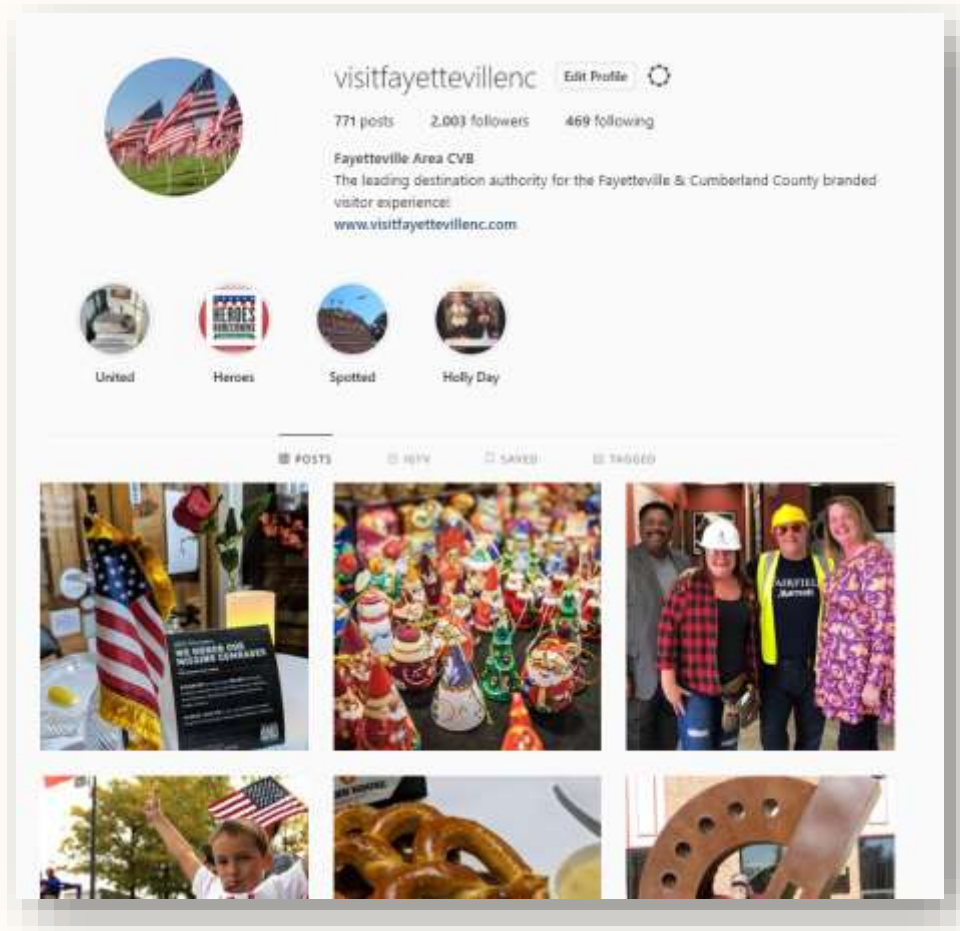
## Twitter @HHFayetteville





# Social Media Outlets

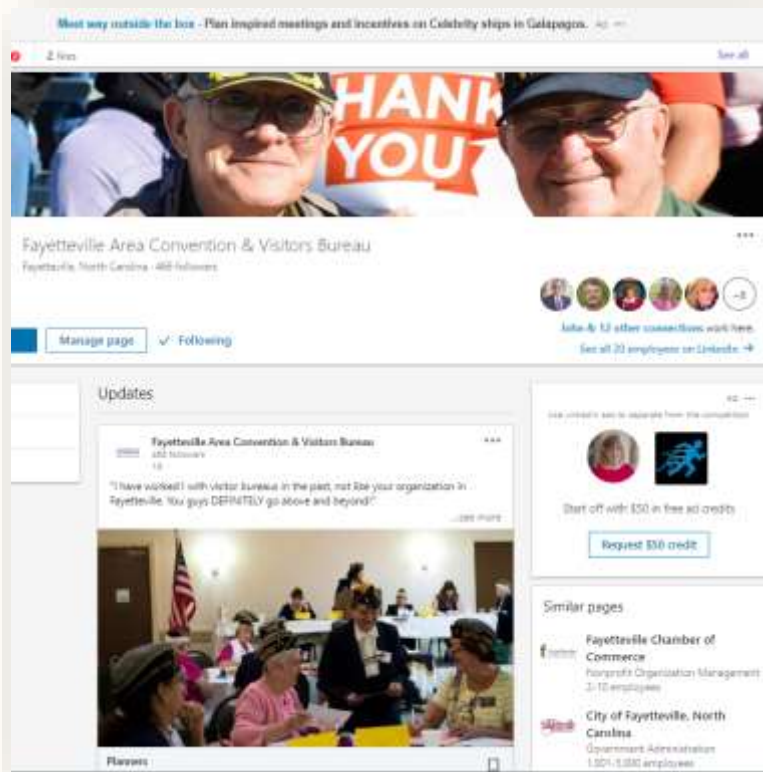
## Instagram @VisitFayettevilleNC



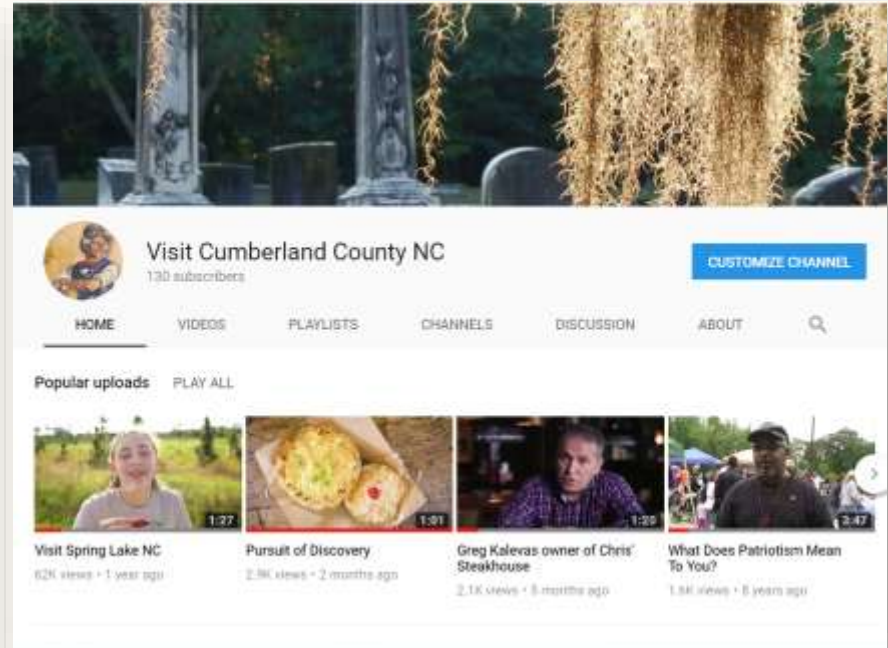
CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
— AREA —  
CONVENTION AND VISITORS BUREAU

# Social Media Outlets

## LinkedIn @VisitFayettevilleNC

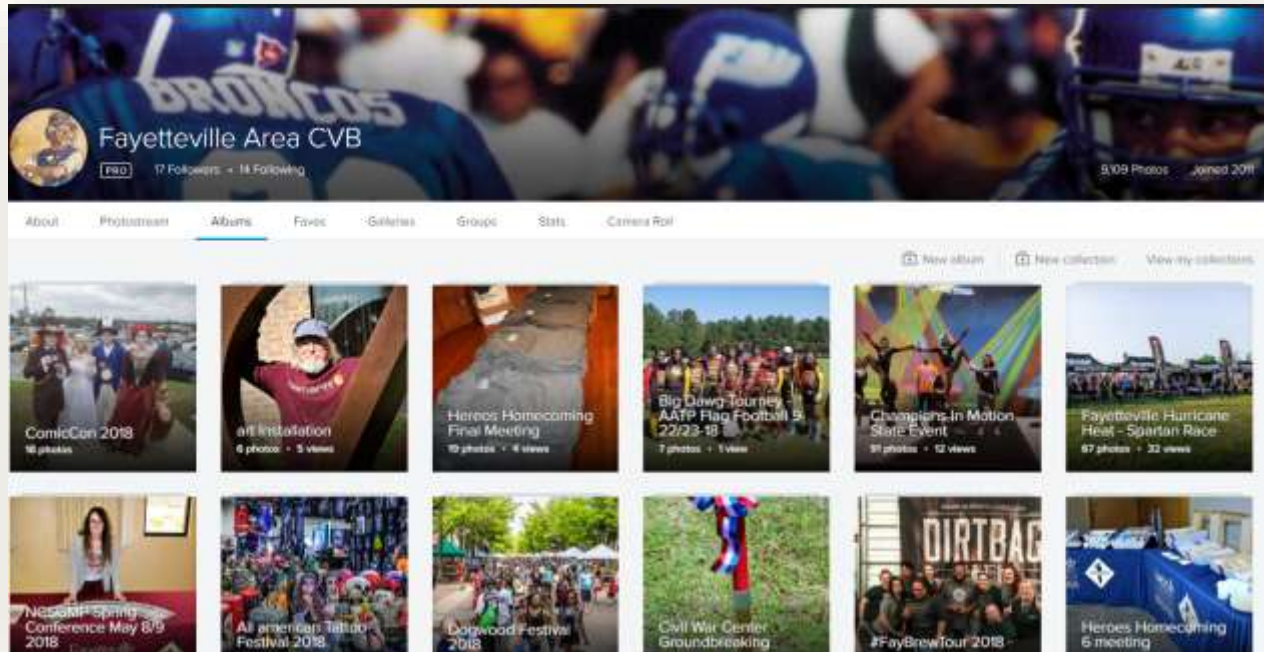


## Youtube @FayettevilleNC



# Social Media Outlets

[Flickr @VisitFayettevilleNC](#)





# Email - Sports



## *Welcome to the Hometown Huddle*

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!

CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
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# Email – Hometown Happenings



## It's Christmas Every Day in Cumberland County

With a holiday event every day until Christmas, it's fair to say Cumberland County enjoys celebrating the season. From light displays to artistic shows, historic endeavors to events with small-town charm, locals and visitors are bound to find something to delight. *Go Fayetteville* bog highlights December events. [Learn More.](#)

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



# Ads – Print

**OUR FOREFATHERS' AIM IN VISITING WHAT WOULD**  
become America was at first mere curiosity. But now it feels right to  
sacrifice for a cause as noble as the rolling hills here are beautiful.

*They stopped because of abundant water and fertile soil. They stayed to build  
upon the nation's great ideals. As you visit, make sure to explore the treasures  
of a community that embodies service and sacrifice at every turn. Contact us to  
start planning your visit at 1-888-98-HEROES or VisitFayettevilleNC.com.*



★ MANCHESTER RD

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

**OUR FOREFATHERS BRAVED THE ATLANTIC IN SEARCH OF A FREER LIFE.**  
Brother beside brother discovered a rich, lush terrain that bred in each of  
its citizens a warrior's heart and a thirst for victory that still lives on.

*As home to the bravest of the brave & their families, our sports facilities are always at the ready. Bring your  
competition here and you'll be enveloped by a community dedicated to service & sacrifice. And that's a win  
for everybody. Contact us to start planning your visit at 1-888-98-HEROES or FayettevilleNCSports.com.*



★ JORDAN SOCCER COMPLEX

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

*Those who came before us risked their lives crossing  
in a search for liberty. Their brave history echoes around ever.*

*Our centuries-old bond to the military is evident in the monuments we've erected over the  
years. Yet the greatest impression our community will leave is the ever-present sense of service  
and sacrifice. You're welcome to take that with you. Contact us to plan your group tour at  
1-888-98-HEROES or VisitFayettevilleNC.com.*



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

CUMBERLAND COUNTY, NC  
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# Ads – Print



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

# Ads – Print





**VICTORY MEANS A LITTLE  
MORE HERE.**

As fierce as the bluest of the blues, we know how important a 50+ friendly competition can be in life. Cumberland County is always at the ready with hundreds of restaurants, sports facilities, and thousands of hotel rooms. Bring your game here and you'll be enveloped by a community dedicated to action and action. And that's a win for everybody.

Contact us to learn during your next visit:  
in Cumberland County, NC

**1-800-98-HEROES**

**50+ FRIENDLY SPORTS IN  
FAYETTEVILLE**  
RESTAURANTS, HOTELS & ENTERTAINMENT  
COMING TOGETHER TO CELEBRATE SPORTS

sports@50plusinnc.com  
 Fayetteville50+Sports.com










# VICTORY MEANS A LITTLE MORE HERE

<p><b>CROWN COMPLEX</b></p> <p>A multi-use complex with two buildings, called for a variety of sporting events including NBA games, pro football and NFL exhibition games.</p> <p>Seating for 12,000, Crown Complex can host up to the Big Apple Football, basketball tournaments, boxing and volleyball.</p> <p>Crown Arena seats up to 12,000 making it a perfect facility for wrestling, boxing a wide variety of including swimming, basketball, cheer-leading and indoor football tournaments.</p>	<p><b>MILTON E. MAZARICK PARK</b></p> <p>Mazarick Park features 80 acres with a variety of activities for athletes and spectators of all ages and skill levels.</p> <p>Popular features include an 18-hole disc golf course, 8 tennis courts, a football field, track, water-skiing trails, tubing at Shallow Lake and more.</p> <p>The park also offers an amphitheater, both an pavilion, a concession stand, picnic pavilion, horse rental, trails and playgrounds.</p>	<p><b>FAYETTEVILLE STATE UNIVERSITY</b></p> <p>Fulton J. Dyer Complex is home to the Fayetteville State University Baseball team. There is also women's basketball courts.</p> <p>Completed in 1995 and known as one of the best facilities on the ACC's Division II.</p> <p>With more than 12,000 square feet, the complex houses an 18-hole disc golf course, a basketball arena seating 1,000, an indoor track, football field, soccer, water-skiing facility and the FDU athletic department's training facility.</p>	<p><b>MCCORMICK FARMS</b></p> <p>With more than 1,000 acres, McCormick Farms offers the ability to host a wide array of conventions and athletic events.</p> <p>Most notably this site is host to College Football's first ever Super Bowl at the site of thousands of participants every year.</p> <p>Complete with rock demo forest, riding trails, drive-in theater and parking, McCormick Farms accommodations can host your party on a private track level.</p>
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Contact us to start planning your tournament in Cumberland County, NC

**1-888-98-HEROES**

Phone: 866-311-6666

**CUMBERLAND COUNTY, NC**  
**FAYETTEVILLE**  
ESTD 1963  
 CONVENTION AND VISITOR BUREAU

education@visitfayetteville.com  
 FayettevilleMCSports.com






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

# Ads – Print



**HISTORICALLY KNOWN  
FOR BEING ON THE READY**

As home to the bravest of the brave & their families, our sports facilities are always prepared at a moment's notice for any event. Bring your competition here and you'll be enveloped by a community dedicated to service & sacrifice. And that's a win for everybody.

Contact us to start planning your tournament in Cumberland County, NC  
**910-835-5089**

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

Sports@nc11fayetteville.com  
FayettevilleNCsports.com



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



# Ads – Print



WE CAN HELP PLAN  
**YOUR NEXT  
HOMETOWN EVENT**



The Fayetteville area convention & visitors bureau (faycvb) would love to help plan your next event. From start to finish, our team will work with you to gather and present proposals according to your needs, arrange site visits and assist with promotional items and other resources, ensuring that your event goes off without a hitch.

To learn more about the Fayetteville Area Convention & Visitors Bureau  
**(910) 835-5083**

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

Contact Myron Jones to start planning your visit  
mjones@visitfayetteville.com



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CUMBERLAND COUNTY, NC  
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— AREA —  
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# Ads – Print



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

# Ads – Print



A print advertisement for the Fayetteville Area Convention and Visitors Bureau. The top section has a dark blue background with a white silhouette of North Carolina. Below this, the headline "WHILE YOU'RE HERE" is in large white letters, followed by the sub-headline "GET A HEAD START PLANNING YOUR NEXT EVENT" in smaller white letters. The main body of the ad features a photograph of several people sitting at a long table in a bright, modern meeting room, viewed from behind. Overlaid on this photo is the text: "Discover more facilities and meeting spaces for your upcoming events in 2018. Let us help you find the perfect places to meet, greet or eat in America's Hometown. Contact Myron Jones at the Fayetteville Area Convention & Visitors Bureau to start planning your next visit." followed by the email "mjones@visitfayettevillenc.com" and the phone number "910.483.5311". A dark red banner at the bottom of the photo contains the website "VISITFAYETTEVILLENC.COM". The footer of the ad features the text "CUMBERLAND COUNTY, NC" above "FAYETTEVILLE" in large letters, with "AREA" and "CONVENTION AND VISITORS BUREAU" in smaller letters below.

**WHILE YOU'RE HERE**  
GET A HEAD START PLANNING YOUR NEXT EVENT

Discover more facilities and meeting spaces for your upcoming events in 2018. Let us help you find the perfect places to meet, greet or eat in America's Hometown. Contact Myron Jones at the Fayetteville Area Convention & Visitors Bureau to start planning your next visit.

mjones@visitfayettevillenc.com  
910.483.5311

**VISITFAYETTEVILLENC.COM**

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

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



# Ads – Print



**HISTORY, HEROES,  
& A HOMETOWN FEELING**

READER'S CHOICE  
3<sup>rd</sup> WINNER


To learn more about the Fayetteville  
Area Convention & Visitors Bureau  
**(910) 835-5083**


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

Contact Myron Jones to start  
planning your next meeting at  
[mjones@visitfayettevillenc.com](mailto:mjones@visitfayettevillenc.com)

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

# Ads – Print



  
 DISCOVERING THE COMMUNITIES OF  
**CUMBERLAND COUNTY**  
 - NC -

Come explore Fayetteville, NC, and any of the other 9 communities that comprise America's Hometown. Just off I-95, you'll discover the rich role the area played in our country's history, warmly intermixed with more modern amenities and entertainment opportunities. Shop a little (or a lot!), tour some of our art galleries, museums and gardens. Or catch an event. And get steeped in great patriotism of *TIME* Magazine's "America's Most Pro-Military Town."





**RIGHT OFF I-95, GREATER FAYETTEVILLE AWAITS YOU.**

891 <small>exit 100A</small> NEW YORK, NY	68 <small>exit 100B</small> RALEIGH, NC	317 <small>exit 100C</small> CHARLESTON, SC
476 <small>exit 100D</small> PHILADELPHIA, PA	136 <small>exit 100E</small> CHARLOTTE, NC	366 <small>exit 100F</small> SAVANNAH, GA
328 <small>exit 100G</small> WASHINGTON, DC	128 <small>exit 100H</small> MYRTLE BEACH, SC	533 <small>exit 100I</small> ORLANDO, FL

To learn more about the Fayetteville Area Convention & Visitors Bureau  
**(910) 483-5311**

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

[info@visitfayettevillenc.com](mailto:info@visitfayettevillenc.com)  
[www.VisitFayettevilleNC.com](http://www.VisitFayettevilleNC.com)

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

# Ads – Print

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

— AMERICA —  
**AT EVERY TURN**

Explore Fayetteville, NC, and the 9 communities that comprise America's Hometown. You'll discover the role the area played in our country's rich history and be warmly introduced to modern comforts. Enjoy a hometown feeling with us, as the season changes, and fall in love with Fayetteville.

www.VisitFayettevilleNC.com  
info@visitfayetteville.com  
(910) 483-5311

f t i n

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



# Ads – Print



— AMERICA —  
**AT EVERY TURN**

Explore Fayetteville, NC, and the Y communities that comprise America's Hometown. Just off I-95, you'll discover the role the area played in our country's rich history, warmly intermixed with modern amenities and entertainment opportunities to make your visit one to remember. Shop a little for a little, wander an art gallery or military museum, take in the botanical gardens, catch an event and immerse yourself in Cumberland County's rich cultural heritage.

To learn more about the Fayetteville Area Convention & Visitors Bureau  
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CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
— AREA —  
CONVENTION AND VISITORS BUREAU

# Ads - Print

JOIN US FOR THE

## CENTENNIAL OF SERVICE SPEAKER SERIES

SAT. | NOV. 10 | 1PM  
AIRBORNE AND SPECIAL  
OPERATIONS MUSEUM  
100 BRAGG BLVD, FAYETTEVILLE, NC 28301  
(THIS EVENT IS FREE & OPEN TO THE PUBLIC)



**EXTREME  
SURVIVALIST**  
**EJ Snyder**  
EJ Snyder is an Extreme Survivalist, Adventurer, and a highly decorated Army Combat Veteran with 25 years of military service under his belt. He has also appeared on the Discovery Channel series *Naked and Afraid* and *Dual Survival*.



**AUTHOR  
& JOURNALIST**  
**Kevin Maurer**  
An award-winning journalist and three-time New York Times best-selling co-author of *No Easy Day: The Firsthand Account of the Mission that Killed Osama bin Laden*, *No Hero: The Evolution of a Navy SEAL* and *American Radical: Inside the World of an Undercover Muslim FBI Agent*.



**OPERATION  
TATTOOING FREEDOM**  
**Lewis Hunt**  
Navy veteran Lewis Hunt founded Operation Tattooing Freedom, a North Carolina based nonprofit organization dedicated to helping veterans cope with issues from PTSD, anxiety and depression by matching them with local tattoo artists in their area for Vet2Vet Tattoo Sessions.




### HEROES HOMECOMING VI : NOVEMBER 9TH - 12TH

In celebration of the 100th anniversary of Armistice Day, as well as Fort Bragg, Heroes Homecoming VI will honor all of our veterans and everyone that helps contribute to their success, from the families to the dedicated volunteers. Our goal is to learn about and honor all of those that make sacrifices for the greater good. We hope this will propel people to find ways that they can give back because we know that together we can accomplish anything.

For details and a full event schedule, visit [HEROSHOMECOMING.COM](http://HEROSHOMECOMING.COM).

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

# Ads - Print



**GENERAL**  
**JAMES J. LINDSAY**  
**U.S. ARMY RETIRED**


Receives the first-ever Hometown Hero Award for exemplary leadership, dedication, and service to the community in the development of the Airborne and Special Operations Museum, General (Retired) James J. Lindsay is recognized as Fayetteville's 2018 Hometown Hero.

This award is presented by The City of Fayetteville.

**SAT. | NOV. 10 | 1PM**  
**AIRBORNE AND SPECIAL  
 OPERATIONS MUSEUM (ASOM)**


100 BRAGG BLVD, FAYETTEVILLE, NC 28301  
 (THIS EVENT IS FREE & OPEN TO THE PUBLIC)

★ ★ ★ ★ ★ ★




**EXTREME  
 SURVIVALIST**  
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**CENTENNIAL  
 OF SERVICE**  
**A SPEAKER SERIES**

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 ARMISTICE DAY,**

as well as Fort Bragg, Heroes Homecoming VI will honor all of our veterans and everyone that helps contribute to their success, from the families to the dedicated volunteers.

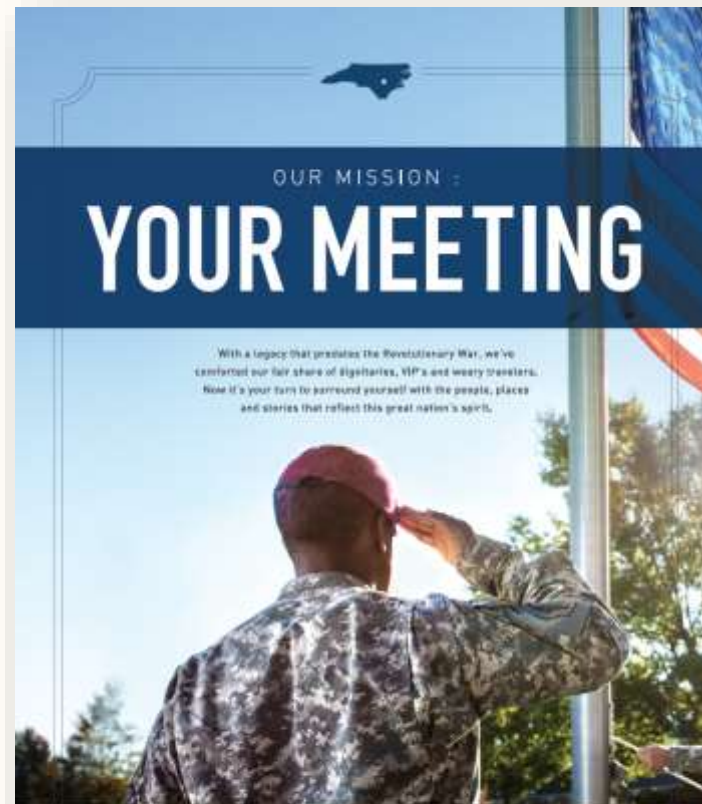


For details and a full event schedule, visit [HEROESHOMECOMING.COM](http://HEROESHOMECOMING.COM).   

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



# Ads - Print



OUR MISSION :


## YOUR MEETING

With a legacy that predates the Revolutionary War, we've comforted our fair share of dignitaries, VIPs and weary travelers. Now it's your turn to surround yourself with the people, places and stories that reflect this great nation's spirit.

To learn more about the Fayetteville Area Convention & Visitors Bureau, call (910) 483-5311.

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www.VisitFayettevilleNC.com



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# Ads - Print



- AMERICA'S HOMETOWN -

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tours@visitfayettevillenc.com  
www.VisitFayettevilleNC.com

f t y i p

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**FAYETTEVILLE**  
AREA  
CONVENTION AND VISITORS BUREAU

# Ads - Print



FIND YOUR  
**CRAVING  
QUENCHER**

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

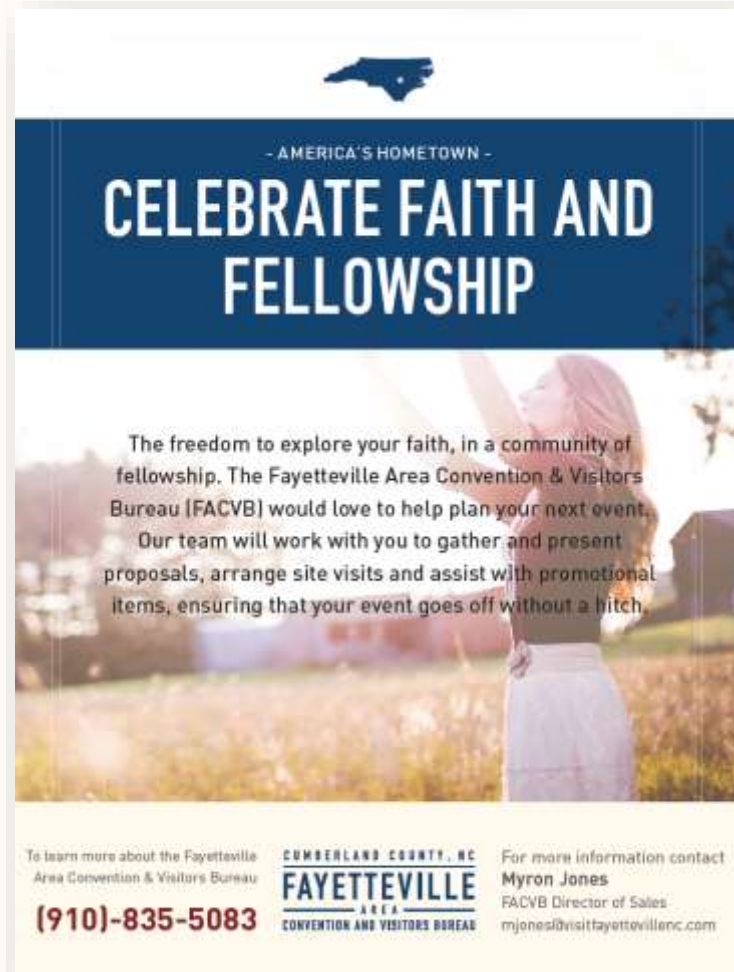
**FRESH FINDS IN REAL TIME**  
Get the latest local insights, eats and  
more in Cumberland County at:

**WWW.GOFAYETTEVILLE.COM**

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



# Ads - Print



- AMERICA'S HOMETOWN -

## CELEBRATE FAITH AND FELLOWSHIP

The freedom to explore your faith, in a community of fellowship. The Fayetteville Area Convention & Visitors Bureau (FACVB) would love to help plan your next event.

Our team will work with you to gather and present proposals, arrange site visits and assist with promotional items, ensuring that your event goes off without a hitch.

To learn more about the Fayetteville Area Convention & Visitors Bureau

**(910)-835-5083**

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

For more information contact  
**Myron Jones**  
FACVB Director of Sales  
[mjones@visitfayettevillenc.com](mailto:mjones@visitfayettevillenc.com)

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

# Ads - Print

**FAYETTEVILLE, NC**  
**A LOVE FOR COUNTRY**  
- AND CURIOSITY -

Our forefathers stopped here because of abundant water and fertile soil. They stayed to build upon the nation's great ideals. As you visit, make sure to explore the treasures of a community that embodies service and sacrifice at every turn.

To learn more about the Fayetteville Area Convention & Visitors Bureau  
**(910) 483-5311**

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

For more information:  
[www.VisitFayettevilleNC.com](http://www.VisitFayettevilleNC.com)

Facebook Twitter Instagram YouTube

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



# Ads - Print



The advertisement features a background image of three men sitting at an outdoor table. One man is in a police uniform, another in a military uniform, and the third in a leather vest. Above them is a blue banner with the text 'READERS' CHOICE AWARD' and a red seal that says '3x WINNER'. At the top, there is a map of North Carolina and the text 'FAYETTEVILLE, NC'.

FAYETTEVILLE, NC

**READERS' CHOICE AWARD**

**3x WINNER**

To learn more about the Fayetteville Area Convention & Visitors Bureau

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

# Ads - Print

**WE SAVE YOU**

**\$123.87**  
{ THE AVERAGE TAX SAVINGS FOR COUNTY HOUSEHOLDS }

↓

**IT'S JUST ONE OF THE THINGS WE DO FOR YOU -**

Like you, we know that Cumberland County has some unexpected and irresistible things to do and see. Some of our state's best golf, for example, and great museums and historic sites, all right here. So we're proud and promise to work on your behalf, bringing visitors from all walks of life to our community and the surrounding area. All at no cost to you, your family or your business - just great tax benefits for Cumberland County.

**\$542,000,000**  
TOTAL ECONOMIC IMPACT

**\$40,830,000**  
STATE & LOCAL TAXES GENERATED BY VISITORS TO OUR COMMUNITY

**\$104,880,000**  
IN PAYROLL AND 4,630 JOBS

To learn more about the Fayetteville Area Convention & Visitors Bureau  
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**CUMBERLAND COUNTY, NC**  
**FAYETTEVILLE**  
AREA  
CONVENTION AND VISITORS BUREAU

For more information  
[www.VisitFayettevilleNC.com](http://www.VisitFayettevilleNC.com)

\*These numbers are for 2013. The 2014 numbers will not be available until August 2015.

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

# Ads – Digital



**WE'VE GOT YOUR ROOM READY**

CHECK OUT THESE GREAT HOTEL DEALS.

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

**VIEW HOTELS**



**WE'VE GOT YOUR ROOM READY**  
VISIT [FAYETTEVILLENC.COM](http://FAYETTEVILLENC.COM)

[CLICK HERE TO SEE SOME GREAT DEALS](#) [VIEW HOTELS](#)



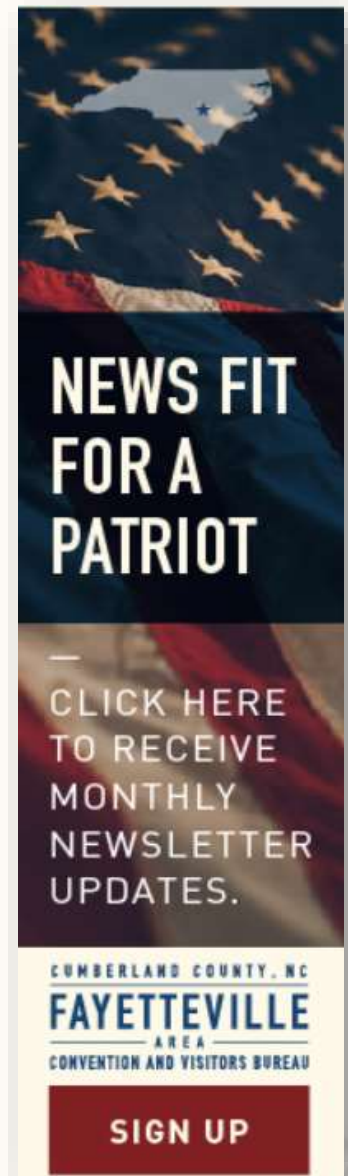
**SEE WHAT YOU'VE BEEN MISSING**  
VISIT [FAYETTEVILLENC.COM](http://FAYETTEVILLENC.COM)

[CLICK HERE TO EXPLORE UPCOMING EVENTS](#) [VIEW EVENTS](#)



**DISCOVER THE LATEST IN FREEDOM'S HOMETOWN**

[CLICK HERE TO EXPLORE UPCOMING EVENTS.](#)



**NEWS FIT FOR A PATRIOT**

[CLICK HERE TO RECEIVE MONTHLY NEWSLETTER UPDATES.](#)

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

**SIGN UP**

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



# Ads – Digital



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



# Ads - Digital



CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
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# Ads - Digital



CUMBERLAND COUNTY, NC  
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# Ads - Digital



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

# Ads - Digital



**AMERICA  
AT EVERY  
TURN.**

**CLICK HERE  
TO PLAN YOUR TRIP**

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



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

# Ads - Digital

**RECONNECT.**  
VISITFAYETTEVILLENC.COM

**PURSUE OLD FRIENDSHIPS IN FAYETTEVILLE**



**RECONNECT.**

PURSUE OLD  
FRIENDSHIPS  
IN FAYETTEVILLE

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

**WATCH VIDEO**



**RECONNECT.**  
VISITFAYETTEVILLENC.COM

**PURSUE OLD FRIENDSHIPS IN FAYETTEVILLE**



**RECONNECT.**



**RECONNECT.**  
VISITFAYETTEVILLENC.COM

**PURSUE OLD FRIENDSHIPS IN FAYETTEVILLE**

**WATCH VIDEO**



**RECONNECT.**

PURSUE OLD  
FRIENDSHIPS IN  
FAYETTEVILLE

CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
AREA  
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**WATCH VIDEO**

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



# Ads - Digital

**FIND BALANCE.**  
VISITFAYETTEVILLENC.COM

**PURSUE HARMONY IN FAYETTEVILLE**



**FIND  
BALANCE.**

PURSUE  
HARMONY IN  
FAYETTEVILLE

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

**WATCH VIDEO**



**FIND BALANCE.**  
VISITFAYETTEVILLENC.COM

**PURSUE HARMONY IN FAYETTEVILLE**

**WATCH VIDEO**



**FIND BALANCE.**



CENTER YOURSELF AND  
**FIND BALANCE.**  
VISITFAYETTEVILLENC.COM

**PURSUE HARMONY IN FAYETTEVILLE**

**WATCH VIDEO**

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



**FIND  
BALANCE.**

PURSUE  
HARMONY IN  
FAYETTEVILLE

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

**WATCH VIDEO**

# Ads - Digital



CUMBERLAND COUNTY, NC  
FAYETTEVILLE  
AREA  
CONVENTION AND VISITORS BUREAU



# Ads - Digital



**WE'VE  
GOT YOUR  
ROOM  
READY**

—

CHECK OUT  
THESE GREAT  
HOTEL DEALS.

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

**VIEW HOTELS**

**DISCOVER  
THE LATEST IN  
FREEDOM'S  
HOMETOWN**

—

CLICK HERE TO EXPLORE  
UPCOMING EVENTS.

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

**VIEW EVENTS**

**NEWS FIT FOR  
A PATRIOT**

—

CLICK HERE  
TO RECEIVE MONTHLY  
NEWSLETTER  
UPDATES.

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

**SIGN UP**

**NEWS FIT  
FOR A  
PATRIOT**

—

CLICK HERE  
TO RECEIVE  
MONTHLY  
NEWSLETTER  
UPDATES.

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

**SIGN UP**

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



# Ads - Digital



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

# Ads - Digital



**HOSTING IMPORTANT MEETINGS**

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



# Ads - Digital



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



# Ads - Digital



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

# Ads - Digital

A digital advertisement for Fayetteville, NC. The top half features a close-up of a golden-brown pie with a lattice crust, resting on a piece of crumpled brown paper. A small bowl of sliced fruit is also visible. The text "CUMBERLAND COUNTY, NC" is at the top, followed by "FAYETTEVILLE" in large, bold letters, and "AREA" and "CONVENTION AND VISITORS BUREAU" in smaller text. A dark blue banner across the middle contains the text "— AMERICA —" and "AT EVERY TURN" in white. The bottom half of the ad is a light beige box with a decorative border. It contains the text: "Explore Fayetteville, NC, and the 9 communities that comprise America's Hometown. You'll discover the role the area played in our country's rich history and be warmly introduced to modern comforts. Enjoy a hometown feeling with us, as the season changes, and fall in love with Fayetteville." Below this is the website "www.VisitFayettevilleNC.com", the email "info@visitfayettevillenc.com", the phone number "(910) 483-5311", and four social media icons (Facebook, Twitter, Instagram, and YouTube).

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

— AMERICA —  
**AT EVERY TURN**

Explore Fayetteville, NC, and the 9 communities that comprise America's Hometown. You'll discover the role the area played in our country's rich history and be warmly introduced to modern comforts. Enjoy a hometown feeling with us, as the season changes, and fall in love with Fayetteville.

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www.VisitFayettevilleNC.com  
info@visitfayettevillenc.com  
**(910) 483-5311**  
f t i y

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

# Ads - Digital



**EXIT HERE FOR  
80 ACRES OF SOLITUDE**

**CAPE FEAR  
BOTANICAL GARDEN**

4.5 MILES OFF I-95, Fayetteville is home to the **Cape Fear Botanical Garden** — where visitors can enjoy year-round blooms and quiet nature bliss after a steady leg of their trip.

**HOURS**  
Monday – Saturday: 10:00AM – 5:00PM  
Sunday: 12:00PM – 5:00PM  
Hours are seasonal at the garden and change.

**PERKS**

- Special group rates available
- Gift shop onsite
- Guided tours & workshops

Plus 27 other ways  
America's Hometown is  
right for your group tour



561 mi from **NEW YORK, NY**  
476 mi from **PHILADELPHIA, PA**  
328 mi from **WASHINGTON, DC**  
45 mi from **RALEIGH, NC**

136 mi from **CHARLOTTE, NC**  
217 mi from **CHARLESTON, SC**  
262 mi from **SAVANNAH, GA**  
533 mi from **ORLANDO, FL**

Contact us below to receive your  
**FREE** deck of ideal I-95 stopovers  
during your next tour.

Contact our Tourism Sales Manager to start  
planning your trip to Cumberland County, NC.  
**800-255-8217**

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

[tours@visitfayettevillenc.com](mailto:tours@visitfayettevillenc.com)  
[www.VisitFayettevilleNC.com](http://www.VisitFayettevilleNC.com)



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



# Ads - Digital



WE CAN HELP  
**PLAN YOUR NEXT  
HOMETOWN EVENT**

WELCOME TO THE  
**Omega Psi Phi Fraternity Mardi Gras Event!**

 The Fayetteville Area Convention & Visitors Bureau (FACVB) would love to help plan your next event. From start to finish, our team will work with you to gather and present proposals according to your needs, arrange site visits and assist with promotional items and other resources, ensuring that your event goes off without a hitch.

To learn more about the Fayetteville Area Convention & Visitors Bureau  
**(910) 835-5083**

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

Contact Myron Jones to  
start planning your visit  
MyFayetteville@visitfayetteville.com

CUMBERLAND COUNTY, NC  
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