



Metrics Associated with the
Champions in Motion 2019

Held June 1-2, 2019

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June 10, 2019

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

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Champions In Motion

Introduction

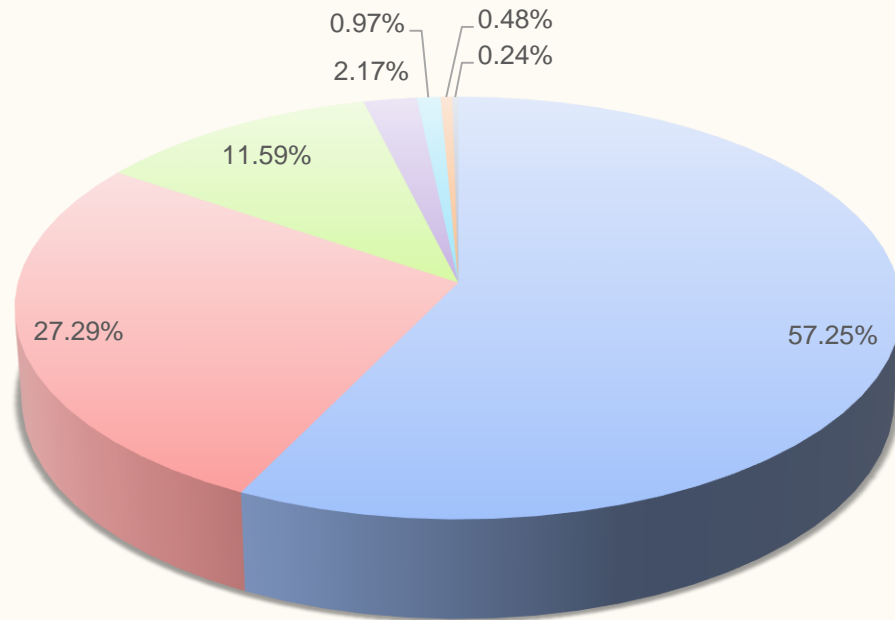
- All data was collected by the Champions in Motion staff.
- The Champions in Motion management estimated **10,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **370**.
- The final number of submitted surveys was **414**.
- Using the **10,000** attendees, the Confidence Interval for this presentation with a **414** Sample Size is **+/- 4.72%**. 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 (shaded times were scheduled times of the event):

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Thursday, May 30, 2019		Friday, May 31, 2019		Saturday, June 1, 2019		Sunday, June 2, 2019	
8-9 a.m.	1	3-4 p.m.	1	7-8 a.m.	4	10-11 a.m.	7
Total Collected Day 1	1	Total Collected Day 2	1	8-9 a.m.	11	11 a.m.-12 p.m.	43
				9-10 a.m.	8	12-1 p.m.	0
				10-11 a.m.	17	1-2 p.m.	3
				11 a.m.-12 p.m.	3	2-3 p.m.	45
				12-1 p.m.	79	3-4 p.m.	15
				1-2 p.m.	8	4-5 p.m.	0
				2-3 p.m.	52	5-6 p.m.	0
				3-4 p.m.	8	Total Collected Day 4	63
				4-5 p.m.	0		
				5-6 p.m.	44		
				6-7 p.m.	46		
				7-8 p.m.	19		
				8-9 p.m.	0		
				Total Collected Day 3	295		

They Identified Themselves As



57.25% I am from a surrounding county and drove in for the day for this event.

27.29% I am here for Champions in Motion specifically and am overnighting in a hotel.

11.59% I am in the area visiting family or friends and they brought me to this event.

2.17% I am here for Champions in Motion and staying with family or friends.

0.97% I am a resident of Fayetteville/Cumberland County.

0.48% I am staying at a hotel and the hotel referred me to this event.

0.24% I am visiting the area for other purposes, but heard about the event and came.

Where Were They From

- 3 of the 414 completed surveys provided an invalid zip code.
- 355 (85.75%) were from North Carolina.
- 193 (46.62%) were from more than 100 miles from Fayetteville.
- 113 (27.29%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	355
2. South Carolina	38
3. Tennessee	8
4. Virginia	7
5. West Virginia	1

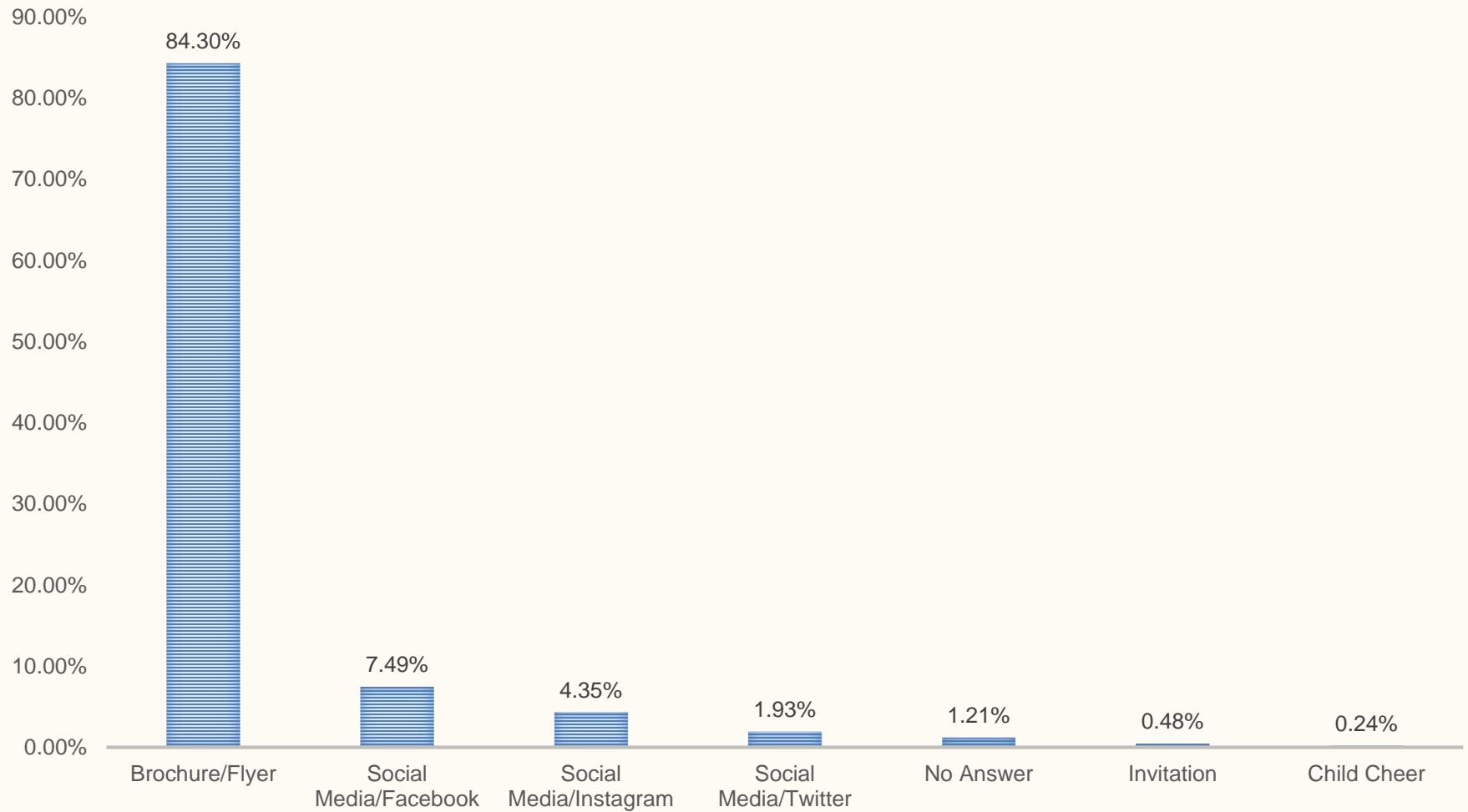
Top 5 by County

1. Wake, NC	45
2. Guilford, NC	43
3. Stanly, NC	27
4. Mecklenburg, NC	23
5. Roan, NC	20

Top 5 by City

1. Greensboro, NC	30
2. Stanfield & Charlotte, NC	20
3. Raleigh, NC	19
4. Kannapolis, NC	16
5. Salisbury, NC, Clinton, NC & Conway, SC	10

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 Champions in Motion 2019 As of: 6/10/2019 12:04:52 PM					
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	442	414	93.67%	00:02:33	View Results
1	441	414	93.88%	00:02:38	View Results

Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	June 1	June 2
2019	82.4%	60.1%
2018	71.2%	59.1%
Percent Change	15.6%	1.7%

Summary

CALCULATIONS

For the calculations, the FACVB used the agreed upon estimated attendance number provided by the event management of **10,000**.

The sample size of **414** completed surveys was more than the required and agreed upon 370 completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/-4.72%**.

Of those visitors staying at a hotel, the overall average length of stay was **2** nights.

27.29% of the visitors (**113**) were overnights and came specifically for the event – extrapolated out to 8,645 actual attendees this means potentially 2,359 people X 2 night = **4,718** room nights +/- 4.72%.

TDA

Granted **\$25,000** 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 marketing of the Tri-State Cheerleading Competition scheduled for June 1-2, 2019.

Based on Angie’s conversation with the contact at Cumberland County, a signed contract has not been submitted as of June 10, 2019.

370 completed surveys was the agreed upon requirement, **414** were collected.

All Tourism Development Authority (TDA) requirements were met.

Can re-apply next year?

Yes

No

ATTENDANCE

Per the Crown Complex management, the actual attendance for the event was **8,645**.

2 visitor were referred by their hotel.

0.97% (4) were from Cumberland County, including Fort Bragg.

57.25% (237) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 113 who came for the event and stayed at the hotel, listed the following hotels:

Hotel	Total	Hotel	Total	Hotel	Total
No Answer	15	Sleep Inn	3	Hilton Garden Inn	2
Comfort Inn	11	Baymont	2	Dap Inn Wyndham	1
Holiday Inn	11	Ramada Plaza	2	RV Resort	1
Sure Stay	10	Embassy Suites	2	Rodeway	1
Tru by Hilton	9	Homewood Suites	2	Air B&B	1
Hampton Inn	7	Days Inn and Suites	2	Mt. Rose Hotel	1
Econolodge	6	Home2suits	2	Stay America	1
Doubletree	5	Spring Hill	2	Extended Stay America	1
Red Roof Inn	4	Courtyard Marriott	2	Mariner	1
Ambassador	4	Quality Inn	2		

Summary

ATTENDANCE (continued)

Of those participants staying at a hotel, the overall average length of stay was 2 nights.

27.29% of the visitors (113) were overnights and came specifically for the event – extrapolated out to 8,645 actual attendees this means potentially 2,359 people X 2 night = 4,718 room nights +/- 4.72%.

Economic Impact: 4,718 x \$114 = **\$537,852.00.**

Champions in Motion showed **925 Room Nights** picked up.

Official hotel pick up was **116 Room Nights.**

Total Pick Up: **1,041**

Participating hotels:

Comfort Inn - Fort Bragg - Fayetteville	25
Holiday Inn- Fayetteville-I95 South	4
Rodeway Inn	20
Tru by Hilton Fayetteville I-95	67

Average Daily Rate (ADR) for June - **\$81.59.**

Potential Hotel Revenue (using June ADR) - **\$84,935.19.**

**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. Brochure/Flyers
2. Facebook
3. Instagram
4. Twitter
5. No Answer

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



Thank You



**Proudly Promoting the
Communities of Cumberland County**

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU