



Metrics Associated with the
Champions in Motion 2020

Held January 31 – February 2, 2020

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February 3, 2020

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Contents

- i. **Grant Details**
- ii. **Survey Requirements**
 - Requirements
 - Information Provided
 - Survey Collection Times
- iii. **They Identified Themselves As**
- iv. **Where Were They From**
- v. **How Did They Find Out About Event**
- vi. **Occupancy Comparison**
- vii. **Attendance**



Champions In Motion

Grant Details

Granted **\$20,000** and agrees to “perform those services as agreed upon with the Fayetteville Area Convention and Visitors Bureau (FACVB) that support the mission of TDA funding. This can include 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 a Youth Sports Event scheduled on February 1-2, 2020.”

351 completed surveys was the agreed upon requirement, **389** were collected.

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

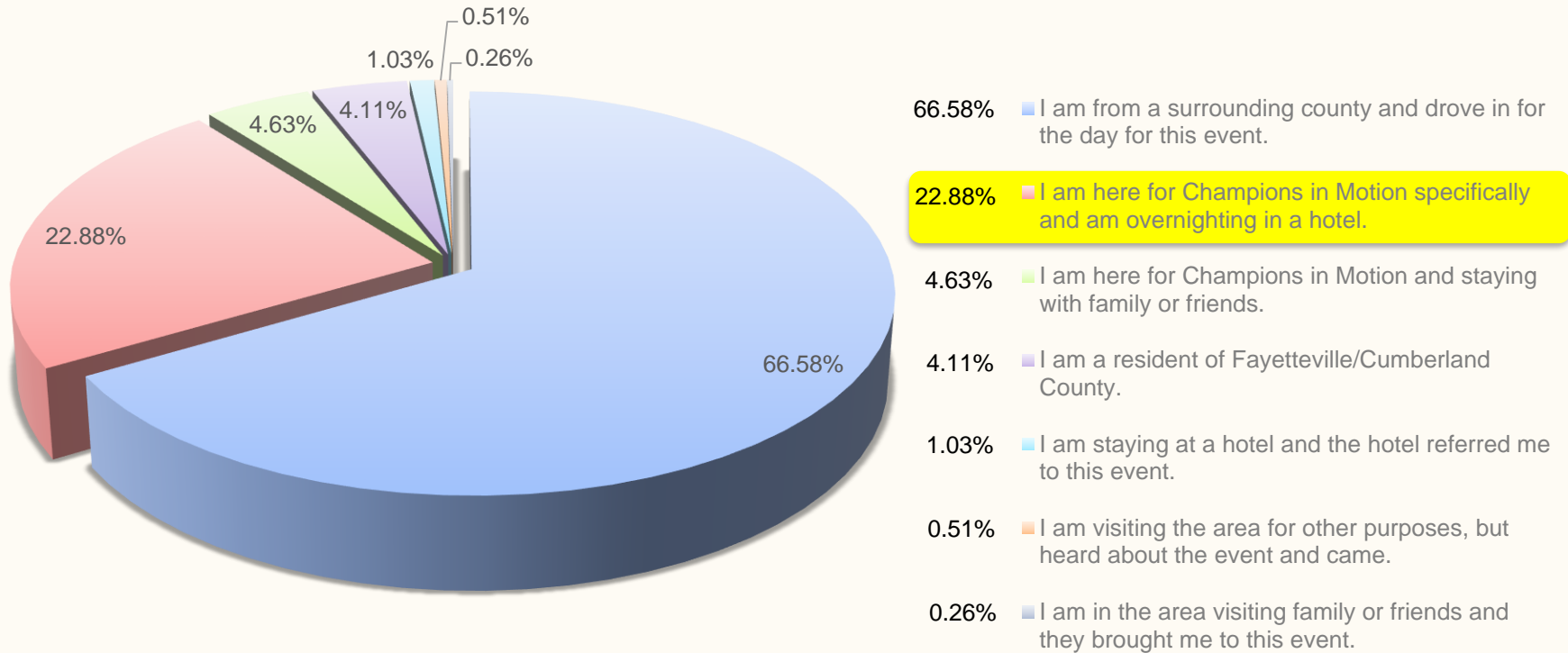
Page Summary Report Champions in Motion 2020 As of: 2/3/2020 2:55:52 PM					
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	399	389	97.49%	00:02:24	View Results
1	398	389	97.74%	00:02:23	View Results

Survey Collection Times

Surveys were collected on the following dates and times. Shaded gray times were when scheduled events were taking place.

Day	Surveys	Day	Surveys	Day	Surveys
31-Jan		1-Feb		2-Feb	
Entire Day	0	8-9 a.m.	1	9-10 a.m.	19
Day 1 Total	0	9-10 a.m.	11	10-11 a.m.	34
		10-11 a.m.	17	11 a.m.-12 Noon	21
		11 a.m.-12 Noon	1	12-1 p.m.	26
		12 Noon-1 p.m.	0	1-2 p.m.	15
		1-2 p.m.	6	2-3 p.m.	39
		2-3 p.m.	27	3-4 p.m.	41
		3-4 p.m.	22	4-5 p.m.	11
		4-5 p.m.	28	5-6 p.m.	0
		5-6 p.m.	22	Day 3 Total	187
		6-7 p.m.	20		
		7-8 p.m.	28		
		8-9 p.m.	0		
		Day 2 Total	183		

They Identified Themselves As



Where Were They From

- 11 of the 389 completed surveys provided an invalid zip code.
- 329 (84.58%) were from North Carolina.
- 164 (42.16%) were from more than 100 miles from Fayetteville.
- 89 (22.88%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	329
2. South Carolina	28
3. Virginia	17
4. Tennessee	2
5. Kentucky and Army Europe	1 each

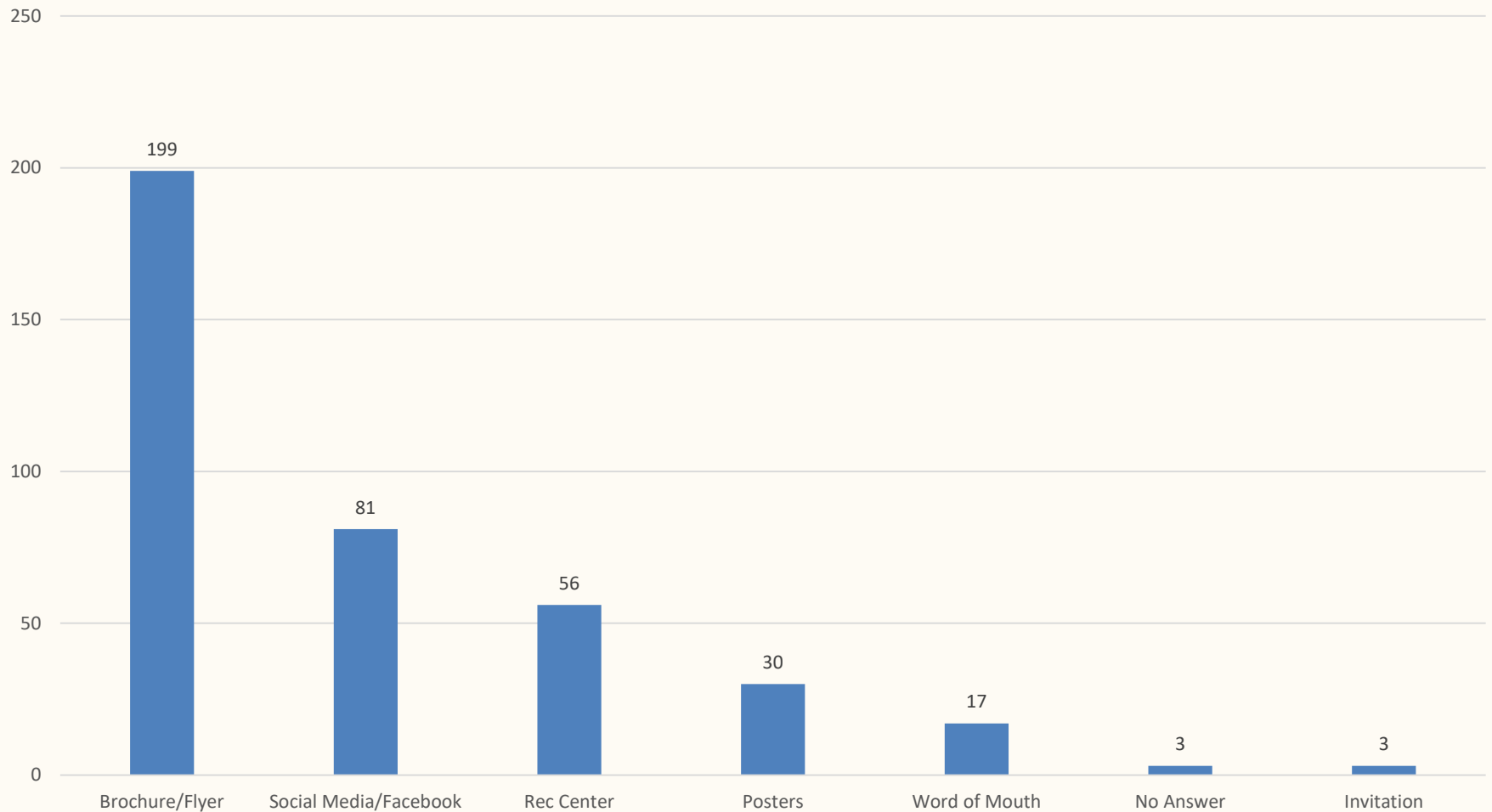
Top 5 by County

1. Wake, NC	49
2. Onslow, NC	23
3. Guilford, NC	22
4. Cumberland, Union, Mecklenburg, NC	16
5. Durham & Alamance, NC	15

Top 5 by City

1. Raleigh, NC	22
2. Jacksonville, NC	17
3. Durham, NC	15
4. Charlotte, NC	13
5. Kannapolis, NC	12

How Did They Find Out About Event



Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	Jan 31	Feb 1	Feb 2
2020	63.5%	61.4%	50.5%
2019	69.0%	64.9%	64.9%
Percent Change	-5.7%	-11.0%	-22.3%

Attendance

Per the Crown Complex, the actual attendance for the event was **7,401** versus festival estimation prior to event of **4,000**.

4 visitor was referred by their hotel.

4.11% (16) were from Cumberland County, including Fort Bragg; however not one person surveyed selected that they were stationed at Fort Bragg and living in Cumberland County.

66.58% (259) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 89 who came for the event and stayed at the hotel, listed the following hotels:

Tru by Hilton	15	Mt. Rose Hotel	3
Baymont Hotel	7	Quality Inn	2
Clarion by Windham	6	Courtyard Marriot	2
Days Inn	5	Ambassador	2
No Answer	5	TownePlace Suites	1
Hampton Inn	5	Fairfield Inn	1
Spring Hill Suites	4	Red Roof	1
Embassy Suites	4	Fairfield Inn	1
Holiday Inn Express	4	Home2Suites	1
Doubletree Hilton	3	Sleep Inn	1
Homewood Suites by Hilton	3	Hotel Wade	1
Hilton Garden Inn	3	Air BnB	1
Marriott	3	Ramada	1
Residence Inn	3	Best Western	1

Of those participants staying at a hotel, the overall average length of stay was 1 night.

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

Hotel Revenue - \$0.

As reported by the event Point of Contact, rooms reported for June 2019 event was 1,041.

Thank You



Proudly Promoting the
Communities of Cumberland County

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