

# *Metrics Associated with Christmas in the Park*

*December 7-22, 2014*

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Research and Data Manager  
FACVB



**CUMBERLAND  
COUNTY**  
*North Carolina*

*March 3, 2015*

Fayetteville  Cumberland  
PARKS & RECREATION

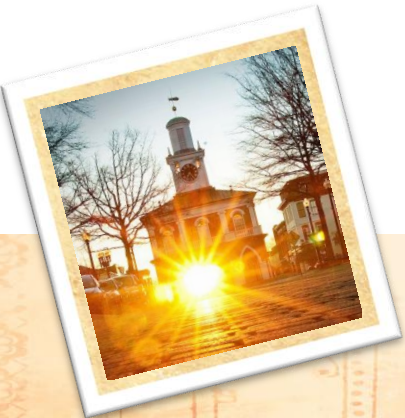
*Christmas  
in the  
Park*

Enjoy a leisurely stroll on our 1/2-mile paved walking trail while taking in the sights and sounds of the Christmas season. And don't forget to stop by and visit with Santa!



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FAYETTEVILLE AREA

**CONVENTION AND  
VISITORS BUREAU**

CUMBERLAND COUNTY, NC

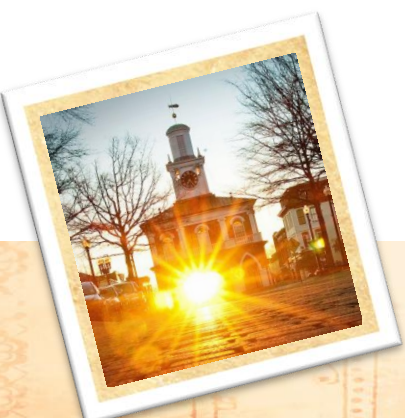
# Estimated Economic Impact

Hotel	Room Nights
Fairfield Inn and Suites®	4
TownePlace Suites® by Marriott®	10
Wingate® by Wyndham	11
DoubleTree by Hilton	12

Total Room Revenue

\$3,769

**Estimated Economic Impact \$10,944**



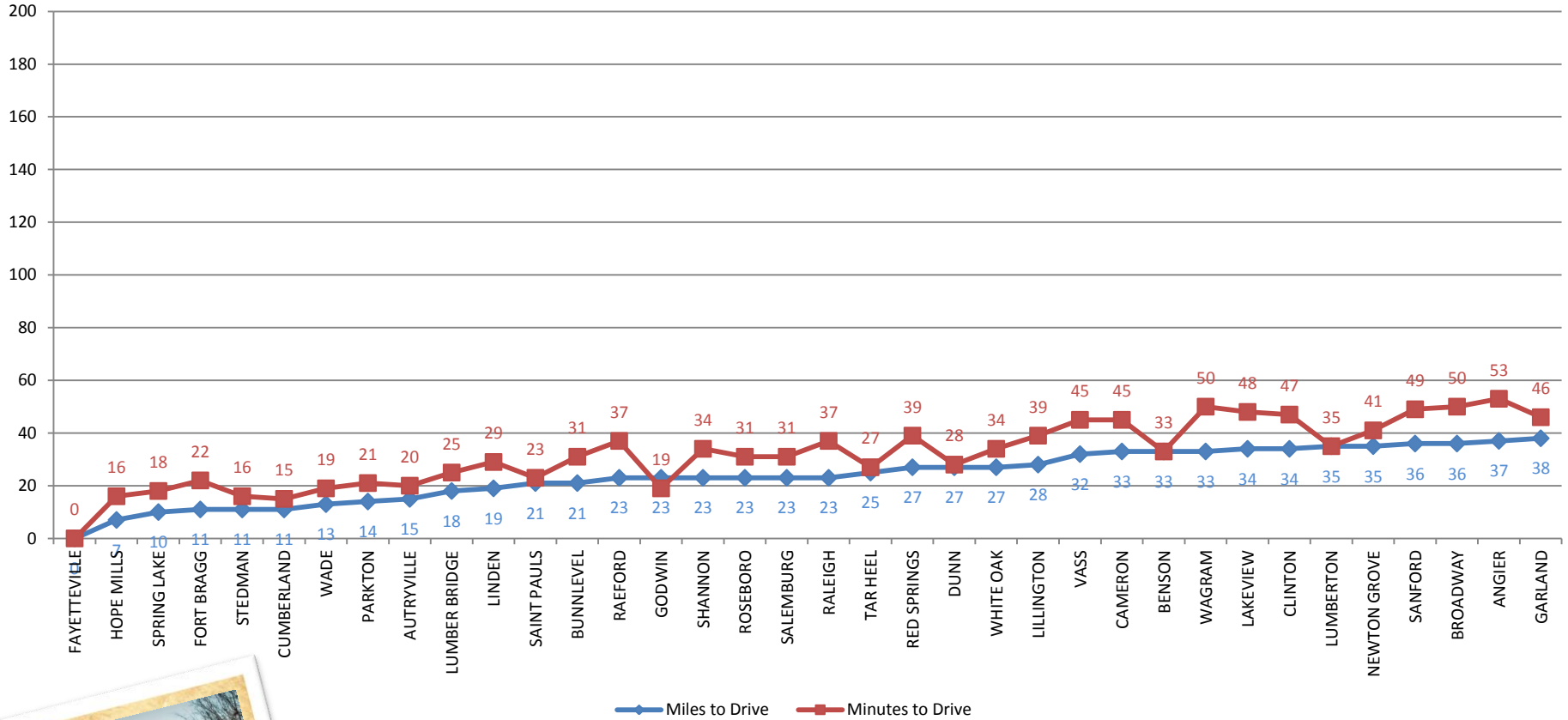
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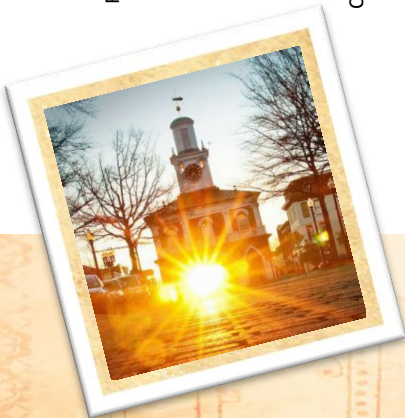
CUMBERLAND COUNTY, NC

# How Far Did Guests Travel

## Within North Carolina



Miles and Minutes are taken from Google Maps.



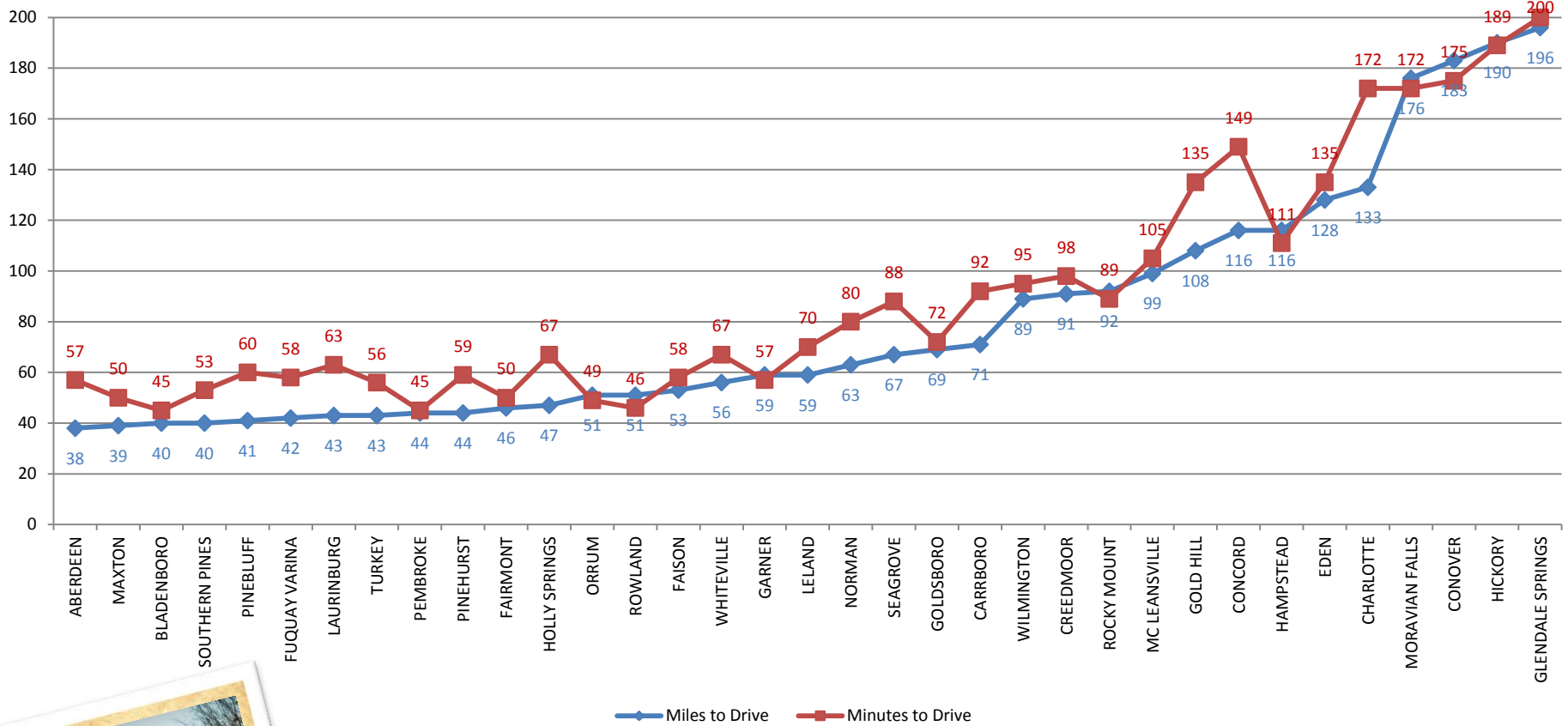
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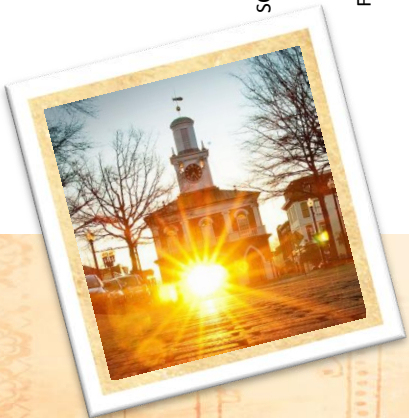
CUMBERLAND COUNTY, NC

# How Far Did Guests Travel

## Within North Carolina (Continue)



Miles and Minutes are taken from Google Maps.



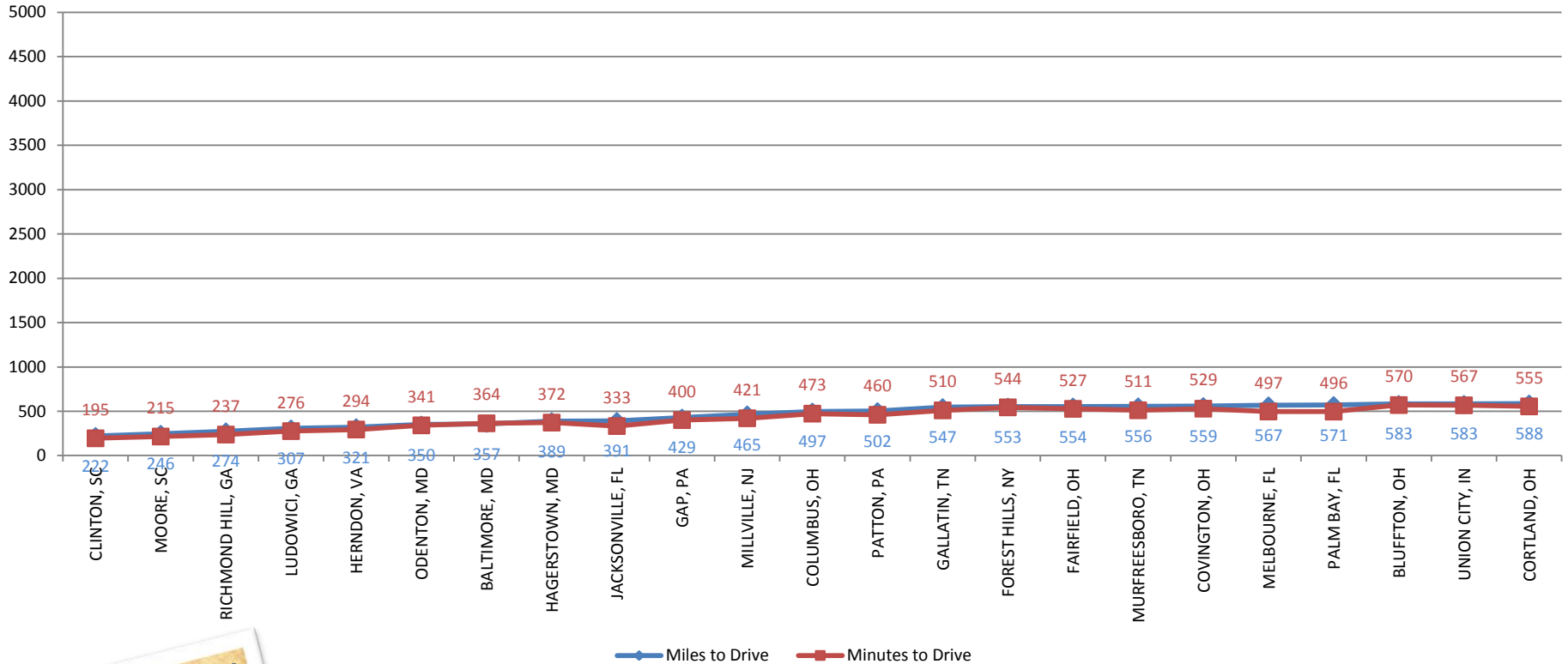
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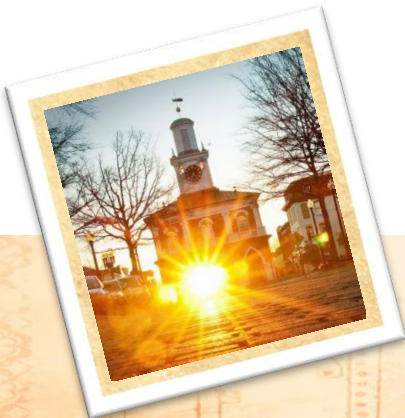
CUMBERLAND COUNTY, NC

# How Far Did Guests Travel

## All Other States



Miles and Minutes are taken from Google Maps.



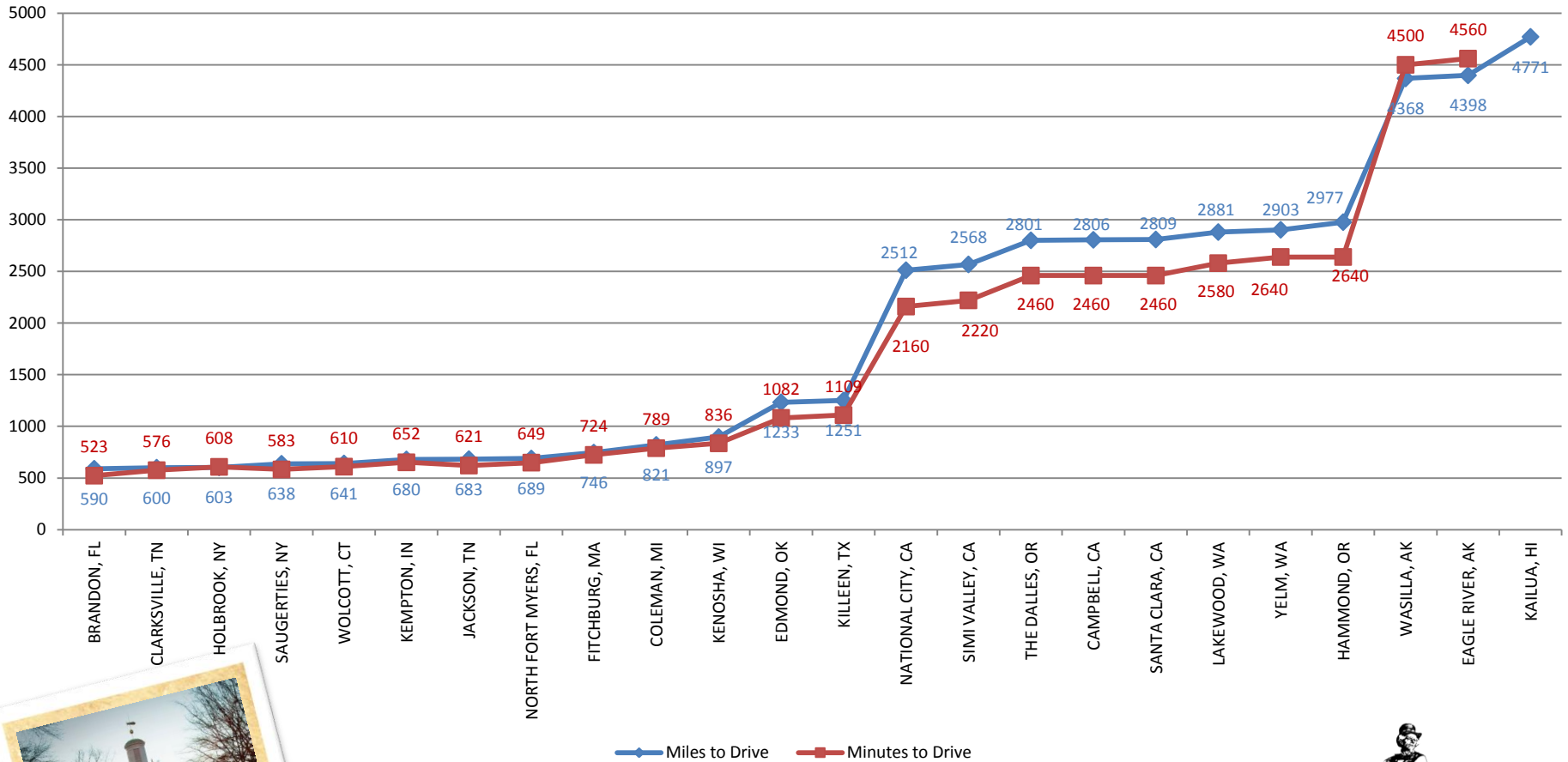
EST. 1754  
FAYETTEVILLE AREA

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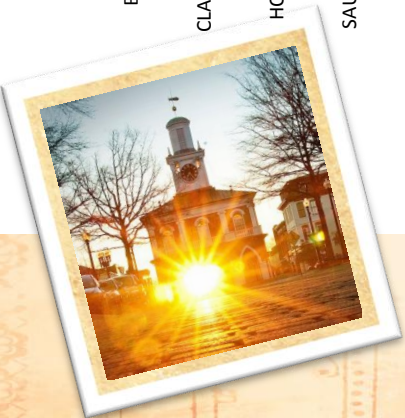
CUMBERLAND COUNTY, NC

# How Far Did Guests Travel

## All Other States (Continued)



Miles and Minutes are taken from Google Maps.



FAYETTEVILLE AREA

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CUMBERLAND COUNTY, NC

# Results by City

FAYETTEVILLE	NC	821
HOPE MILLS	NC	268
RAEFORD	NC	117
FORT BRAGG	NC	65
PARKTON	NC	56
SPRING LAKE	NC	31
STEDMAN	NC	28
CAMERON	NC	24
SAINT PAULS	NC	20
LUMBERTON	NC	18
LINDEN	NC	14
RED SPRINGS	NC	12
SANFORD	NC	12
PEMBROKE	NC	9
AUTRYVILLE	NC	8
WADE	NC	8
GODWIN	NC	7
LUMBER BRIDGE	NC	7
LAURINBURG	NC	6
LILLINGTON	NC	6
BROADWAY	NC	5
BUNNLEVEL	NC	5
DUNN	NC	5
TAR HEEL	NC	5
MAXTON	NC	4
SHANNON	NC	4
BLADENBORO	NC	2
CHARLOTTE	NC	2
CONCORD	NC	2
FAIRMONT	NC	2

LAKEVIEW	NC	2
PINEHURST	NC	2
ROCKY MOUNT	NC	2
ROSEBORO	NC	2
SOUTHERN PINES	NC	2
VASS	NC	2
WHITE OAK	NC	2
KILLEEN	TX	2
EAGLE RIVER	AK	1
WASILLA	AK	1
CAMPBELL	CA	1
NATIONAL CITY	CA	1
SANTA CLARA	CA	1
SIMI VALLEY	CA	1
WOLCOTT	CT	1
BRANDON	FL	1
JACKSONVILLE	FL	1
MELBOURNE	FL	1
NORTH FORT MYERS	FL	1
PALM BAY	FL	1
LUDOWICI	GA	1
RICHMOND HILL	GA	1
KAILUA	HI	1
KEMPTON	IN	1
UNION CITY	IN	1
FITCHBURG	MA	1
BALTIMORE	MD	1
HAGERSTOWN	MD	1
ODENTON	MD	1
COLEMAN	MI	1

ABERDEEN	NC	1
ANGIER	NC	1
BENSON	NC	1
CARRBORO	NC	1
CLINTON	NC	1
CONOVER	NC	1
CREEDMOOR	NC	1
CUMBERLAND	NC	1
EDEN	NC	1
FAISON	NC	1
FUQUAY VARINA	NC	1
GARLAND	NC	1
GARNER	NC	1
GLENDALE SPRINGS	NC	1
GOLD HILL	NC	1
GOLDSBORO	NC	1
HAMPSTEAD	NC	1
HICKORY	NC	1
HOLLY SPRINGS	NC	1
LELAND	NC	1
MC LEANSVILLE	NC	1
MORAVIAN FALLS	NC	1
NEWTON GROVE	NC	1
NORMAN	NC	1
ORRUM	NC	1
PINEBLUFF	NC	1
RALEIGH	NC	1
ROWLAND	NC	1
SALEMBURG	NC	1
SEAGROVE	NC	1

TURKEY	NC	1
WAGRAM	NC	1
WHITEVILLE	NC	1
WILMINGTON	NC	1
MILLVILLE	NJ	1
FOREST HILLS	NY	1
HOLBROOK	NY	1
SAUGERTIES	NY	1
BLUFFTON	OH	1
COLUMBUS	OH	1
CORTLAND	OH	1
COVINGTON	OH	1
FAIRFIELD	OH	1
EDMOND	OK	1
HAMMOND	OR	1
THE DALLES	OR	1
GAP	PA	1
PATTON	PA	1
CLINTON	SC	1
MOORE	SC	1
CLARKSVILLE	TN	1
GALLATIN	TN	1
JACKSON	TN	1
MURFREESBORO	TN	1
HERNDON	VA	1
LAKEWOOD	WA	1
YELM	WA	1
KENOSHA	WI	1

Average Miles Driven (Not including Hawaii)

41 Miles

Average Travel Time (Not including Hawaii)

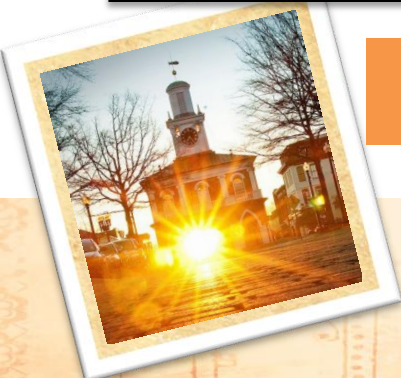
43 Minutes



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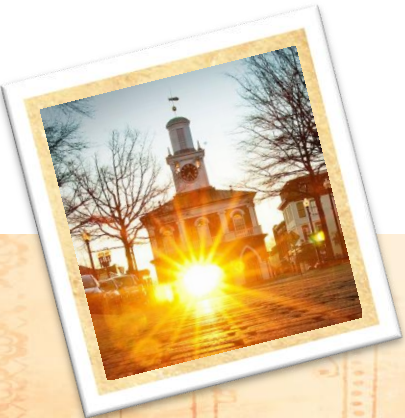
CUMBERLAND COUNTY, NC





# Results by State

North Carolina	96.66%
Invalid Zip	0.48%
Florida	0.30%
Ohio	0.30%
California	0.24%
Tennessee	0.24%
Maryland	0.18%
New York	0.18%
Alaska	0.12%
Georgia	0.12%
Indiana	0.12%
Oregon	0.12%
Pennsylvania	0.12%
South Carolina	0.12%
Texas	0.12%
Washington	0.12%
Connecticut	0.06%
Hawaii	0.06%
Massachusetts	0.06%
Michigan	0.06%
New Jersey	0.06%
Oklahoma	0.06%
Virginia	0.06%
Wisconsin	0.06%



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CUMBERLAND COUNTY, NC

# Results by North Carolina Counties

CUMBERLAND	76.68%
ROBESON	8.27%
HOKE	7.22%
MOORE	2.10%
HARNETT	1.05%
LEE	1.05%
SAMPSON	0.93%
BLADEN	0.56%
SCOTLAND	0.43%
WAKE	0.25%
CABARRUS	0.12%
CATAWBA	0.12%
MECKLENBURG	0.12%
NASH	0.12%
ASHE	0.06%

BRUNSWICK	0.06%
COLUMBUS	0.06%
DUPLIN	0.06%
GRANVILLE	0.06%
GUILFORD	0.06%
JOHNSTON	0.06%
NEW HANOVER	0.06%
ORANGE	0.06%
PENDER	0.06%
RANDOLPH	0.06%
RICHMOND	0.06%
ROCKINGHAM	0.06%
ROWAN	0.06%
WAYNE	0.06%
WILKES	0.06%



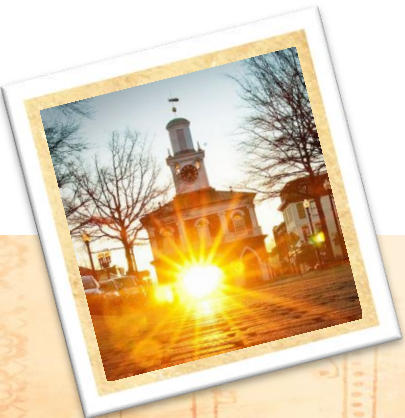
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# *Thank You*

*Proudly promoting Fort Bragg  
and the Communities of Cumberland County.*



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