



Metrics Associated with the ComicCon 2018

Held October 20-21, 2018

Prepared by:
David Nash
Research and Data Manager

John Meroski
Chief Executive Officer

October 26, 2018

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Introduction

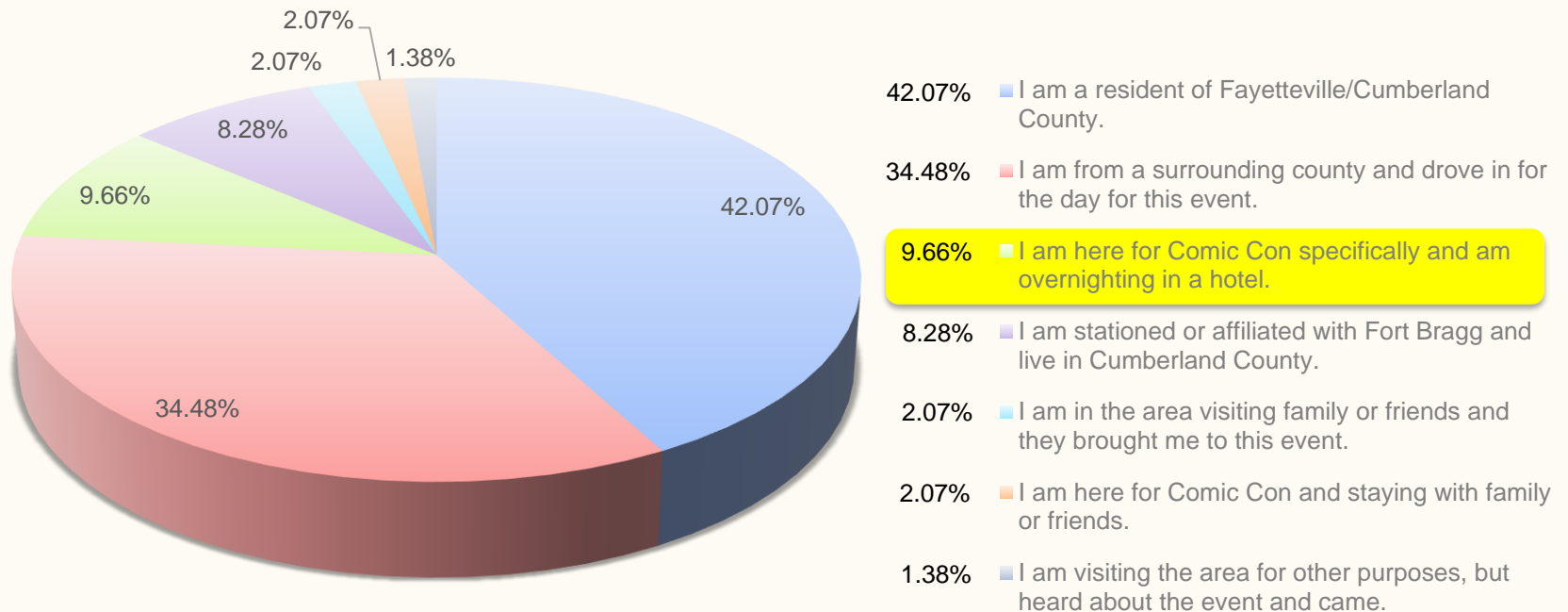
- All data was collected by the ComicCon staff.
- The ComicCon management estimated **10,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **370**.
- The final number of submitted surveys was **145**.
- Using the **10,000** attendees, the Confidence Interval for this presentation with a **145** Sample Size is **+/- 8.08%**. Because of the size of the sample the Confidence Interval is **below** the “best practice” of +/- 5.00%.

Introduction

- Surveys were collected at the following times (blue shaded area indicates event is in progress):

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Thursday, Oct 18, 2018		Saturday, Oct 20, 2018		Sunday, Oct 21, 2018	
3-4 p.m.	2	8-9 a.m.	1	10-11 a.m.	0
Total Collected Day 1	2	9-10 a.m.	1	11 a.m.-12 Noon	0
		10-11 a.m.	0	12-1 p.m.	0
		11 a.m.-12 Noon	1	1-2 p.m.	11
		12-1 p.m.	8	2-3 p.m.	0
		1-2 p.m.	19	3-4 p.m.	1
		2-3 p.m.	35	4-5 p.m.	6
		3-4 p.m.	27	Total Collected Day 3	18
		4-5 p.m.	15		
		5-6 p.m.	15		
		6-7 p.m.	3		
		Total Collected Day 2	125		

They Identified Themselves As



Where Were They From

- All completed surveys provided a valid zip code.
- 133 (91.72%) were from North Carolina.
- 19 (13.10%) were from more than 100 miles from Fayetteville.
- 14 (9.66%) identified themselves as being here specifically for the event and overnighting in a hotel, however only 7 of the 14 identified hotel information.

Top 5 by State

1. North Carolina	133
2. Virginia & South Carolina	3
3. Georgia	2
4. New York, Florida, California & Wisconsin	1

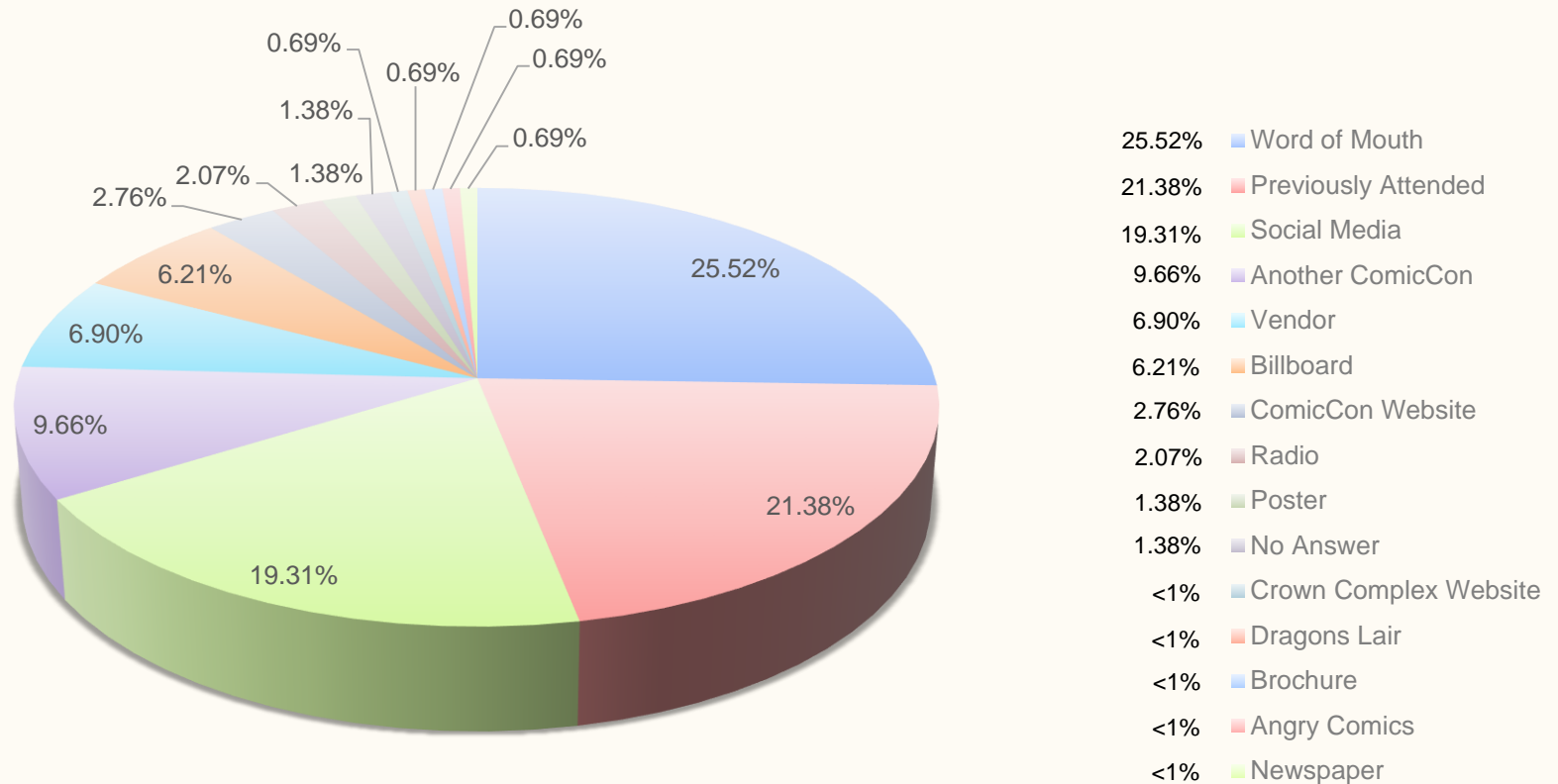
Top 5 by County

1. Cumberland, NC	76
2. Wake, NC	10
3. Robeson & Hoke, NC	7
4. Many NC Counties	3
5. Many NC Counties	2

Top 5 by City

1. Fayetteville, NC	48
2. Fort Bragg, NC	13
3. Hope Mills, NC	8
4. Raeford & Raleigh, NC	7
5. Many NC Cities	4

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 ComicCon 2018 As of: 10/26/2018 9:12:54 AM					
Drill down to the answers by clicking on View Results for the entire survey or a given page.					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	165	145	87.88%	00:02:55	View Results
1	164	145	88.41%	00:02:23	View Results

Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Uploaded and Published to: AAA Go Magazine Print, AAA Go Magazine Web, ABC 11 Web, Event Crazy, Fayetteville Observer, Go Fayetteville, News 14 Carolina, Our State Print, Our State Web, SC Living, TripAdvisor, VisitFayettevilleNC.com, VisitNC.com and WRAL.com.



Bureau Generated Publicity

FACVB Press Release

Sent September 6, 2018 to 518 contacts

[The Munsters! Butch Patrick at Fayetteville ComicCon](#)

Patrick played Eddie Munster from 1964-1966 on the iconic CBS television show

Fayetteville, NC – Butch Patrick is synonymous with pop culture and the lovable *Eddie Munster* from the iconic television show *The Munsters!* Patrick will appear at Fayetteville ComicCon(FCC), which runs from October 20th through the 21st at the Crown Complex Expo Center.

Patrick will bring *The Munsters!* show cars, Drag-U-LA and the Munster Coach and lots of props from the show to the con. Patrick is available for interviews on Friday, October 20th.

[Butch Patrick Photos for Promotional Use](#)

Other special guests:

- **Tony Todd**, of *Candyman* fame. He's also been in *The Rock*, *Platoon* and *Star Trek*.
- Actor, director and stuntman **Tom Savini**. He worked on *Dawn of the Dead* and directed *Night of the Living Dead*.
- **Veronica Taylor**, voice of Ash Ketchum from *Pokemon*;
- Legendary comic book artist **Bob Wiacek**;
- **Jason Douglas**, voice actor from *Dragonball Z* and Tobin from *The Walking Dead*;
- **Andy Field**, voice of Handunit from the popular video game *Five Nights At Freddy's*;
- And, making his last East Coast appearance -- **TUGG the Super Hero Dog**. who's been to every Fayetteville Comic Con. Tugg is a real crowd pleaser and the FCC is honored to have him back.

This year's con will feature an expanded Gaming Alley, Tattoo Alley, Speed Dating, contests and door prizes and the biggest selection of geek related collectibles -- including comic books and toys -- ever seen in Southeastern NC.

Tickets are on sale now at the Crown Center Box Office, Fort Bragg Leisure Center and at CapeFearTix.com. For more information and a current schedule of guests and events, go to www.FayettevilleComicCon.com

Bureau Generated Publicity

FACVB Press Release

Sent May 11, 2018

FAYETTEVILLE COMIC CON TICKETS GO ON SALE FRIDAY, MAY 18

The Fourth Annual Fayetteville Comic Con is happening October 20-21, 2018, and tickets go on sale Friday, May 18.

Tickets will be available at the Crown Center Box Office, the Fort Bragg Leisure Center and online at capefeartix.com.

Best of all, for the month of May, ALL tickets, including VIP packages, will be discounted by \$2!

This year's con will continue to expand from past successes. Guests include:

- **Butch Patrick**, Eddie Munster from the *Munsters*. He'll be bringing the show cars Drag-U-La and the Munster Koach from the TV show with him;
- **Veronica Taylor**, voice of Ash Ketchum from *Pokemon*;
- Legendary Comic Book artist **Bob Wiacek**;
- **Jason Douglas**, voice actor from *Dragonball Z* AND Tobin from *The Walking Dead*;
- **Andy Field**, voice of Handunit from the popular video game *Five Nights At Freddy's*;
- And, Making his LAST east coast appearance -- **TUGG the Super Hero Dog**. who's been to every Fayetteville Comic Con. Tugg is a real crown pleaser and the FCC is honored to have him back.

This year's con will feature an expanded Gaming Alley, Tattoo Alley, Speed Dating, contests and door prizes and the biggest selection of geek related collectibles - including comic books and toys -- ever seen in Southeastern NC.

The Fayetteville Comic Con is held at the Crown Expo Center, 1860 Coliseum Drive in Fayetteville, NC. It features more than 70,000 square feet of geekdom -- "if It's Geek, We Got It!"

For more info, go to the fayettevillecomiccon.com.

Bureau Generated Publicity

FACVB Media Alert

Sent October 12, 2018 to 176 contacts

Fayetteville ComicCon Welcomes Jason from Friday the 13th

Jason from Friday the 13th, Warrington Gillette, will be joining Butch Patrick, Tony Todd, Tom Savini and Mark Dodson to bring horror to Fayetteville ComicCon (FCC).

FCC runs from October 20st through the 21st at the Crown Complex Expo Center in Fayetteville.

Other recent additions to the lineup of guests and events:

- Wrestling Legend "Hacksaw" Jim Duggan
- - Power Ranger Christopher Khalman Lee
- - Cosplay Lip Sync contest on Saturday
- - For the first time on the East Coast, a life-size Saiyah Pod will provide great photo ops.

Previously announced guests and Special Events (9/7 release)

Purchase Tickets

Photos for Promotional Use

Follow Fayetteville ComicCon on Facebook for daily updates.

<http://www.fayettevillecomiccon.com/>

Bureau Generated Publicity

FACVB Media Alert

Freaks, Geeks and Zombies, Oh My!

Sent to 395 contacts on October 16

The countdown to Halloween has officially begun in Cumberland County. We've hunted for adult-friendly celebrations and came up this list of freakishly fun times, geeky go-to's and zombified happenings. Find your brand of Halloween good times on this bucket-list of 11 events.

1. [**Zombie Hayride**](#) @ **Black Ops Paintball – October 12 - November 3**

Take a ride through the deep, dark woods while defending yourself against ravenous hordes of zombies with a mounted cannon! Just don't forget to hit the Undead Shooting Gallery and Zombie Selfie Station. This ain't the hayride from your childhood, that's for sure.

2. [**Stoney Point Trail of Terror**](#) @ **Stoney Point Fire Department – October 12 - 31**

Trek through a haunted mansion and spooky wooded trail, where all the monsters, clowns and creatures will be lying in wait. I suggest paying a little extra for a Zombie Rampage ticket to get the fully thrilling experience at this popular trail of terror.

3 [**Comic-cal Trivia**](#) @ **Bright Light Brewing Company – October 18**

Brush up on your comic trivia before entering this Marvel vs. DC battle. At Bright Light, you'll have a chance to chow down on Kat-n-Around Authentic German Food and sip on beer while getting in the spirit for the ComicCon!

4. [**Fayetteville Dogwood Fall Festival**](#) @ **Festival Park - October 20**

Take a "Historic Hauntings" tour of a local cemetery while enjoying this popular annual festival. You'll be hearing all the fascinating legends and creepy lore behind some of our more famous cemetery residents on the guided tour, led by staff from the Fayetteville Area Transportation & Local History Museum.

5. [**Fayetteville ComicCon**](#) @ **Crown Expo Center – October 20-21**

Go all-out geek for ComicCon and celebrate all forms and fans of American and world popular culture! In its 4th year, ComicCon is bringing to Fayetteville even more comic-book artists and writers, popular voice actors, panels, and so much more. If you attend nothing else this month, you don't want to miss this!

Bureau Generated Publicity

FACVB Media Alert

6. [Beardtoberfest – Episode VI: The Force Unshaven](#) @ The TapHouse – October 20

Enjoy a spin on Oktoberfest as Cape Beard: Follicles of Freedom hosts their 6th annual fundraiser at one of downtown's most popular watering holes. You'll want to watch (or join) all the bearded and mustached contestants compete in 13 different categories for a good cause. Of course, costumes are encouraged!

7. [Hogwarts & All: Adult Night](#) @ Cape Fear Botanical Garden – October 25

Celebrate 20 years of our favorite wizarding world at the Garden! This adults-only event will include a range of contests, live entertainment, frivolity, and even Butterbeer! Potter geeks, get ready!

8. [9th Annual Zombie Walk](#) @ Downtown Fayetteville – October 26

Join all the ghoulish fun downtown! There is nowhere else in Fayetteville you'll find more zombies gathered in one place than at this annual event. Head to the Headquarters Library to kick off the pre-party and get ready to join our town's infamous walk of the undead.

9. [The Rocky Horror Picture Show](#) @ Cape Fear Regional Theatre – October 26-27 & 31

Grab tickets now to this interactive film screening of a Hollywood classic. Costumes are almost a must for this event, and you'll also be treated to a swag bag full of props. This is an adult Halloween party at its best!

10. [Monster Mash Bash](#) @ Dirtbag Ales Brewery & Taproom – October 27

Plan on hitting Dirtbag's big Halloween bash this year! Monster karaoke will be going down, and a special Dirtbag IPA will be tapped. Compete for best costume and best karaoke performance for a chance to win prizes!

11. [A Nightmare on Russell Street](#) @ Bright Light Brewing Company – October 27

Prepare yourself for the nightmare to begin on Russell Street! Cash prizes will be given out for best costume, so start prepping them now. Rome 'N Around Pizza, Bright Light's brews, and live music will make this party hard to miss.

For even more Halloween festivities, to include kid-friendly ones, be sure to check out the Fayetteville Area Convention & Visitors Bureau's [Calendar of Events](#).

Bureau Generated Publicity

FACVB Social Media Outlets: Facebook

Fayetteville Area Convention and Visitors Bureau •
Published by Melody Vealey Foote [?] · September 7 · 🌐

Butch Patrick, who played Eddie Munster from 1964-66 in The Munsters! will appear at the Fayetteville Comic Con.

The 70,000 sq. ft. Crown Complex Expo Center will host the October 20-21 Con. Tickets are on sale now.

Fayettevillecomiccon



VISITFAYETTEVILLENC.COM

The Munsters! Butch Patrick at Fayetteville ComicCon

Patrick played Eddie Munster from 1964-1966 on the iconic CBS televisio...

1,905 People Reached 95 Engagements **Boost Post**

👍 Susan Pinato, Kevin Aucoin and 8 others 8 Shares

👍 Like 💬 Comment ➦ Share 🌐

Fayetteville Area Convention and Visitors Bureau • shared a post.
Published by Melody Vealey Foote [?] · September 12 · 🌐

Are you an #EddieMunster fan? Lucky for you! He'll be at Fayetteville Comicon next month. Lisa with with Drugstore Divas shares the details. Fayettevillecomiccon Drugstore Divas



Drugstore Divas with Fayetteville Area Convention and Visitors Bureau.
September 12 · Paid · ⚙️

#ad Were you #TeamMunsters or #TeamAddamsFamily?

If you preferred The Munsters!, you HAVE to go to #ComicConFAY on Oct. 20 & 21!

Eddie Munster (aka Butch Patrick) will be there with DRAG-U-LA, show props, and more.

Get your tickets at www.fayettevillecomiccon.com

Will you be in Fayetteville for the con? Let us know! We will be there!

66 People Reached 10 Engagements **Boost Unavailable**

👍 Candace Wood, Sarah Martinez and 2 others

CUMBERLAND COUNTY, NC
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Bureau Generated Publicity

FACVB Social Media Outlets: Facebook

Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · September 23 ·

Its just under a month until Fayettevillecomiccon. Some of the special guests on tap to appear:

- Butch Patrick who played "Eddie Munster"
- Tony Todd "Candyman"
- Tom Savini - actor and director of Night of the Living Dead
- Veronica Taylor - original voice of Pokemon's Ash Ketchum

Tickets are on sale now: <http://www.fayettevillecomiccon.com/tickets/>



1,221 People Reached **89** Engagements [Boost Post](#)

Tammy Jones, Blake Ovard and 12 others 2 Comments 7 Shares

Like Comment Share

Most Relevant ▾

Write a comment...

Sarah Martinez Carlos Alejandro Martinez 1
Like · Reply · Message · 4w

Misha Sanchez Christian Anthony
Like · Reply · Message · 4w

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Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · October 14 at 7:57 AM ·

It's Spiderman Day! Its also less than one week until Fayetteville ComicCon (FCC.) Expect to see lots of superheroes and villains at this year's con. Last year, we snapped pics of few superheroes, including this super cute Spiderman duo.

The FCC runs October 20-21 and **Crown Complex Expo Center**.

This year's special guests include Eddie Munster (Butch Patrick), and Jason from Friday the 13th (Warren Gillette).

Purchase your tickets at a see full lineup of events and special guests at <http://www.fayettevillecomiccon.com/>

[Fayettevillecomiccon](http://www.fayettevillecomiccon.com/)



560 People Reached **36** Engagements [Boost Post](#)

Prestige Trash Bin Cleaning, Sedilia Sims and 11 others 2 Shares

Like Comment Share

Write a comment...

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FACVB Social Media Outlets: Twitter



Bureau Generated Publicity

FACVB Social Media Outlets: Twitter



Fayetteville, NC CVB

@VisitFayNC

Festival followers, pop-culture fans, & outdoor adventurers have plenty to choose from this weekend. Calendar: bit.ly/2yxKkfJ

Here's [#ThreeToTry](#).

- Fayetteville Dogwood Fall Festival. [@faydogwood](#)
- Fayetteville Comic Con [@crowncomplexnc](#)
- Gallberry Corn Maze



10:32 AM - 19 Oct 2018



VisitFayNC

It's Spiderman Day! Its also less than one week until Fayetteville ComicCon (FCC.) Expect to see lots of superheroes & villains at this year's con. Last year, we snapped pics superheroes, including this super cute Spiderman duo. More info and tickets: bit.ly/1WWCcw6
pic.twitter.com/20itthFAkN

43.1k

1

81



(Tweet) by Melody F. October 14, 2018 5:01 am

Potential Reach:	43,102
Organic Impressions:	966
Likes:	2
Responses:	1
Retweets:	1
Replies:	-
All Clicks:	81

Retweeted by:
[@wanderwwonder](#)

[Send Message Again](#) | [Remove from Twitter](#)

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Bureau Generated Publicity

FACVB Social Media Outlets: Linked-In



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Bureau Generated Publicity

FACVB Social Media Outlets: Instagram



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Earned Publicity

Drug Store Divas Blog Post



www.drugstoredivas.net

We've been working our way through the Marvel movies. We've been watching them in the order we want to see

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Earned Publicity

Army Wife 101 Blog Post



52 Fun Fall & Halloween Activities In The Fayetteville Fort Bragg Area

October 19, 2018 Featured, Fort Bragg

It's hard to believe that Fall is here already and Halloween is just about two weeks away. If you know anything about Army Wife 101, we love sharing the local happenings here at our home base of Fort Bragg located in Fayetteville, North Carolina. There's definitely no shortage of things to do in Fayetteville (despite what you might hear) and thanks to the [Fayetteville Area Convention and Visitors Bureau](#) we've got proof with over 50+ fun family and couples activities to add to your calendar for the remainder of October and throughout November.



52 Fun Fall & Halloween Activities

In The Fayetteville Fort Bragg Area



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Earned Publicity


Go Fayetteville by Jenny Bell Blog Post

Go Fayetteville
CUMBERLAND COUNTY, NC

SEARCH...

FREAKS AND GEEKS AND ZOMBIES, OH MY!

October 12, 2018



The countdown to Halloween has officially begun in Cumberland County! Once again, I've been on the hunt for adult-friendly celebrations. This year, there are even more freakishly fun times, geeky go-to's, and zombified happenings on the calendar. Find your brand of Halloween good times on this bucket-list of 13 events. Then get your costume ready to celebrate with all the freaks, geeks, and zombies!

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Earned Publicity

Story Teller Blog Post

Fayetteville Comic Con & The Super Uncool Mom

October 23, 2018 | Alyssa Hennessy

Full Disclosure: My husband and I are not geeks.

A bit nerdy? Yes.

A little awkward sometimes? Yes.

Fashionably challenged? Most days.

But geeky?... not so much.

We don't own any comic books or have any originally packaged action figures. While both of us have our share of geek-inspired t-shirts, neither of us engage in larping or cosplay. We don't discuss the difference between Marvel and DC Comics. We don't even go to Star Wars movies on opening day - gasp!

Yet, somehow, we made Eoin.



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Earned Publicity

Drug Store Divas Social Media - Facebook

Drugstore Divas with Fayettevillecomiccon.
September 25 · Paid · 

#ad Happy #NationalComicBookDay!

Do you love all things comic, SciFi, and pop culture? Then you'll LOVE Fayetteville Comic Con happening October 20 & 21 at the Crown Complex in Fayetteville, NC!

We are going! You should come too! Get your tickets at <http://www.fayettevillecomiccon.com/> #ComicConFay

cc: Fayetteville Area Convention and Visitors Bureau



www.DrugStoreDivas.net

Facebook - 33,333 followers.

Instagram – 2,841 followers

Twitter - 34,200 followers

Pinterest - the post had 18 retweets

Drugstore Divas with Fayetteville Area Convention and Visitors Bureau.
October 1 at 5:32 PM · Paid · 

#ad Fayettevillecomiccon is for the dogs!

Well, for Tugg the Bull Terrier puppy! Tugg the Super Hero Dog is a bull terrier AND the star of comic books! That's amazing -- especially since the only dogs I saw today were ones barking at traffic. Not. As. Impressive.

#ComicConFAY is Tugg's last East Coast appearance, so don't miss it on October 20 and 21!

Get your tickets here: <http://fayettevillecomiccon.com>.

We are going and at the TOP of my list is getting a photo with Tugg!



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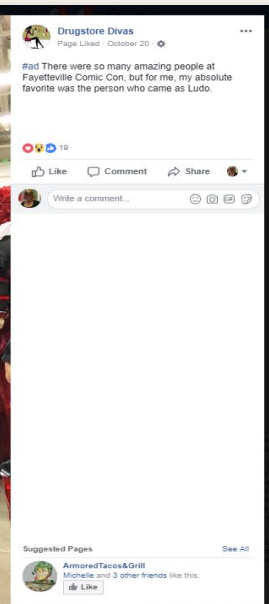
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Drug Store Divas Social Media - Facebook



Earned Publicity

Drug Store Divas Social Media - Facebook



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Drug Store Divas Social Media - Facebook



Earned Publicity

Drug Store Divas Social Media - Instagram



drugstoredivas • Follow
Crown Complex

drugstoredivas #ad There were so many amazing people at Fayetteville Comic Con, but for me, my absolute favorite was the person who came as Ludo.

drugstoredivas #ludo #labyrinth
#labyrinthmovie #muppets #cosplay
#comiccon #comicconfay
#faycomiccon #fayettevillecomiccon
#gainpost #gainparty #gaintrick
#gaintrain #recent4recent
#recentforrecent #fayettevillenc
#fayetteville #northcarolina
#americaveveryturn #visitfaync
#visitfaync #faync #fayncb
#fayettevillenorthcarolina
#travelblogger #ontheblo
#popculture #comicon

dokraine Me

drugstoredivas @dokrain



251 likes

4 DAYS AGO

Add a comment...



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drugstoredivas #ad I got to play Rampage at Comic Con today, and that smile on my face is genuine. It was so much fun. I probably could have sat there all day.

drugstoredivas #stopbuttonbar
#comicon #fayetteville
#fayettevillecomiccon #comicconfay
#fayettevillenc
#fayettevillenorthcarolina
#americaveveryturn #visitfaync
#faync #fayncbloggers #gainpost
#gainparty #gaintrick #gaintrain
#recent4recent #recentforrecent
#instafamous #rampage #videogame
#videogames #arcadetup #oldschool
#comicon #northcarolina #travelblog
#travelblogger #blogtrip
#worththedrive

www.700.com/fayetteville



243 likes

3 DAYS AGO

Add a comment...

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Earned Publicity

Drug Store Divas Social Media - Twitter



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Earned Publicity

Drug Store Divas Social Media - Twitter



Following

#ad Fayetteville Comic Con is for the dogs!

Well, for @TuggBullTerrier! Tugg the Super Hero Dog is a bull terrier AND the star of comic books! #ComicConFAY is his last East Coast appearance, so don't miss it 10/20 & 21!

Get your tickets: fayettevillecomiccon.com. cc: @VisitFayNC



5:30 PM - 1 Oct 2018

75 Retweets 11 Likes



Following

#ad Luke, I am your ... #ComicConFAY cosplay inspiration.

There will actually be a cosplay competition at Fayetteville Comic Con (October 20 and 21) in @VisitFayNC.

Get your tickets HERE -- fayettevillecomiccon.com -- then start working on your costume.

I'm starting ours soon!



5:41 PM - 8 Oct 2018

63 Retweets 3 Likes



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Earned Publicity

Drug Store Divas Social Media - Twitter



Earned Publicity

Drug Store Divas Social Media - Pinterest



...

Send

Save

What To Expect At Fayetteville Comic Con



Saved from
Lisa Sokolowski @ Drugstore Di...

If you love all things comic, SciFi, and anime, come celebrate at Fayetteville Comic Con on October 21 and 22, 2018. Details at www.drugstoredivas.net. **Less**

Read it

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Earned Publicity

The MrsTee Social Media – Facebook

Facebook - 5,431 followers

Instagram – 10,200 followers

Twitter - 9,570 followers

YouTube 1,847 subscribers



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The MrsTee Social Media – Facebook



Earned Publicity

The MrsTee Social Media – Facebook



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The MrsTee Social Media – Instagram



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Earned Publicity

The MrsTee Social Media – Instagram



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Earned Publicity

The MrsTee Social Media – Twitter



Earned Publicity

The MrsTee Social Media – You Tube



Earned Publicity

Mommy PR Social Media – Facebook

Facebook - 7,764 followers
Instagram - 3,235 followers
Twitter 33,800 followers



Earned Publicity

Mommy PR Social Media – Facebook



Earned Publicity

Mommy PR Social Media – Facebook



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Earned Publicity

Mommy PR Social Media – Instagram



Earned Publicity

Mommy PR Social Media – Twitter



Earned Publicity

Mommy PR Social Media – Twitter



Earned Publicity

Storyteller Social Media – Facebook

Facebook - 62 followers
Instagram - 2,465 followers



Earned Publicity

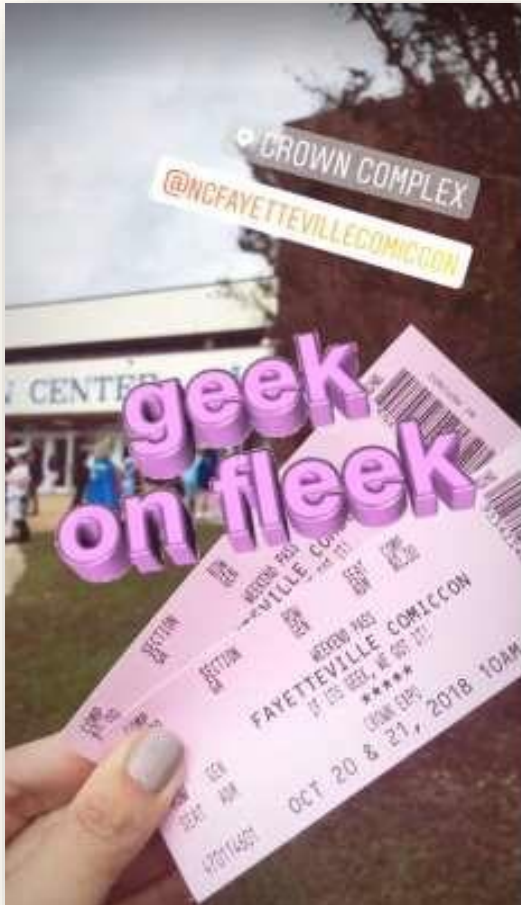
Storyteller Social Media – Instagram

INSTAGRAM



Earned Publicity

Storyteller Social Media – Instagram



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Earned Publicity

Storyteller Social Media – Instagram



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Earned Publicity

Guac & Soul Social Media – Facebook

Facebook - 151 followers
Instagram 16,100 followers



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Earned Publicity

Guac & Soul Social Media – Instagram



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Earned Publicity

Guac & Soul Social Media – Instagram



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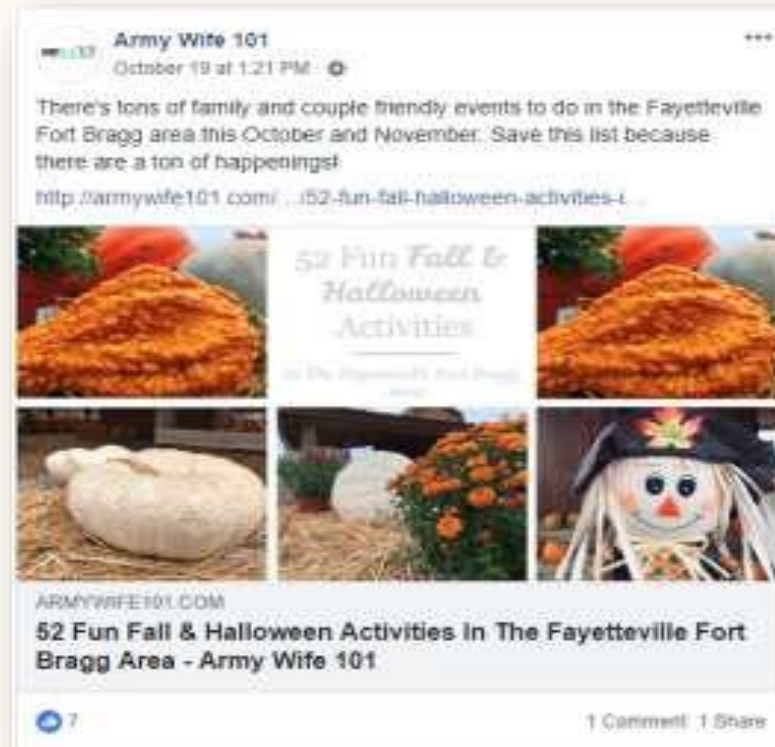
Earned Publicity

Army Wife 101 Social Media – Facebook

Facebook - 72,107 followers

Instagram 4,054 followers

Twitter 7,971 followers



Earned Publicity

Army Wife 101 Social Media – Instagram



Earned Publicity

Army Wife 101 Social Media – Twitter



Earned Publicity

Go Fayetteville Social Media – Facebook

Facebook - 2,135 followers



Public Relations Recap

- Posted in **14** Calendar of Events sites
- **2** FACVB Press Releases
- **2** FACVB Media Alerts
- **4** FACVB Facebook Social Media posts
- **4** FACVB Twitter Social Media tweets
- **1** FACVB LinkedIn Social Media posts
- Earned Publicity
 - 4 Blogs
 - 22 Facebook Posts
 - 42 Instagram Posts
 - 13 Twitter Tweet
 - 1 YouTube Video Post

Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	Saturday	Sunday
2018	82.1	65.2
2017	82.4	51.4
Percent Change	-0.5	26.8

Summary

CALCULATIONS

The FACVB was unable to accurately determine because of insufficient sample size.

The ComicCon management estimated **10,000** attendees prior to the event.

TDA

Granted **\$10,000** to be used for public relations, advertising, print, social and other mediums determined to reach the targeted visitor market. Said funding shall be exclusively to assist with the marketing of the 4th Annual Fayetteville ComicCon scheduled for October 20-21, 2018.

370 completed surveys was the agreed upon requirement, **145** were collected.

All Tourism Development Authority (TDA) requirements were not met.

Can re-apply next year?

Yes

No

ATTENDANCE

Per the Crown Complex, the actual attendance for the event was **10,687**.

9.66% (14) of the surveys stated they were overnights and came specifically for the event (only **7** of them Identified their hotel).

0 participants were referred by their hotel.

50.35% (73) were from Cumberland County, including Fort Bragg.

34.48% (50) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 14 who came for the event and stayed at the hotel, listed the following hotels:

No Answer	7
Holiday inn	1
Extended Stay America	1
Home 2 by Hilton	1
My Groves	1
Ramada	1
Hampton Inn	1
Ramada Plaza	1

Summary

ATTENDANCE (continued)

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

The FACVB was unable to accurately determine because of insufficient sample size.

Potential Revenue = **Unknown.**

Economic Impact = **Unknown.**

Official Hotel Pick Up: **89** Room Nights as reported from hotels.

Average Daily Rate (ADR)* for the month of October was \$85.27.

Hotel Revenue - **\$7,589.03.**

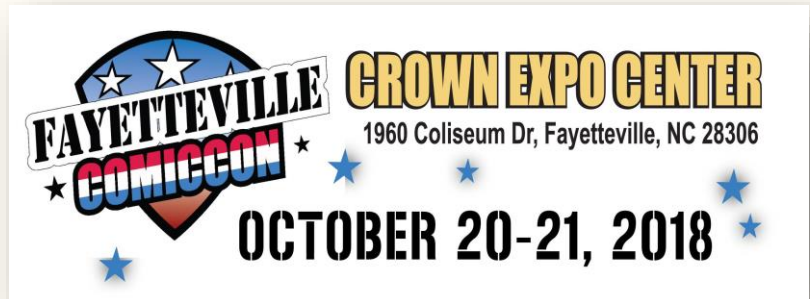
**ADR is reported by Smith Travel Research (STR), which is used by the global hotel industry as a vital revenue management tool. The report benchmarks a hotel's performance against its competitive aggregate and local market. The STAR program tracks and delivers monthly, weekly and daily data.*

MARKETING

The top 5 resources where they heard of the event were:

1. Word of Mouth
2. Previously Attended
3. Social Media
4. Another ComicCon
5. Vendor

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



Thank You



Proudly Promoting the Communities of Cumberland County

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