

DISTINCTLY FAYETTEVILLE

OUR CORE VALUES



TRANSPARENCY

DistiNCtly Fayetteville, at all times, exists and operates in a transparent manner, with our core values being ones of clarity, our finances above reproach and our dealings with partners - both internal and external - being open and honest.

VISIBILITY

DistiNCtly Fayetteville will be visible, both in the market, where we will promote and sell Fayetteville and Cumberland County daily, and in our community. We will be a leading force in helping build community pride and positively affecting quality of life and understanding of the depth and expanse of the tourism product we have here in our community. Our goal is to consistently answer the often-asked question, "What is there to do in Cumberland County?"



RESPECTABILITY

There is, within the Team DistiNCtly Fayetteville, the understanding that respect is earned - not freely given. Therefore, it is the objective of the Team to actively seek to earn the internal and external respect of the community, our partners and those we ask to visit us - whether business or leisure travelers.

PARTNERSHIP

DistiNCtly Fayetteville will be an open and active partner, both within the Fayetteville and Cumberland County community and with external meeting and sporting event planners, along with all other visitor business partners. Through partnership comes strength and positive economic growth.



LEADERSHIP

DistiNCtly Fayetteville will strive to consistently be in a leadership role within the community, providing sound advice and support to the hospitality industry as well as community leaders - both business and government.