



OUR CORE VALUES

The Bureau will, at all times, exist, and operate, 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.

Transparency

Visibility

The Bureau will be visible, both in the markets, where, daily, we promote and sell Fayetteville and Cumberland County, and, in our community. The Bureau will be a leading force in helping build community pride and affecting positively our community's 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 Fayetteville and Cumberland County?"

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

Respectability

Partnership

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

The Bureau 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.

Leadership