

# *Metrics Associated with the Fayetteville Duck Derby 2015*

*Held April 126, 2015*



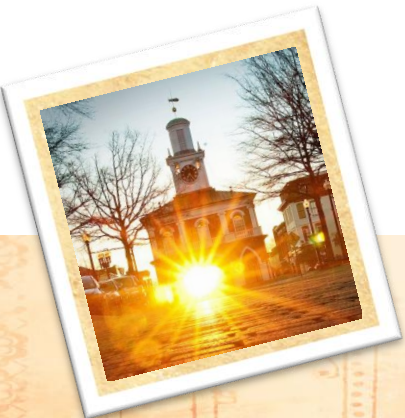
*May 11, 2015*



David Nash  
Research and Data Manager  
FACVB

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# Where Were They From?

## Overview

- 131 visitors to the event provided information.
- 118 visitors (90%) were from North Carolina.
- Visitors were from 6 different states and Canada.
- Issue: One respondent stated they were from Fayetteville, yet they indicated they stayed overnight 14 nights.



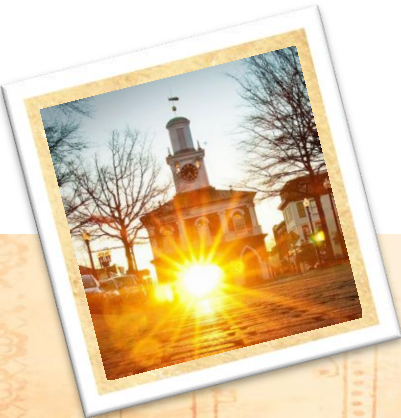
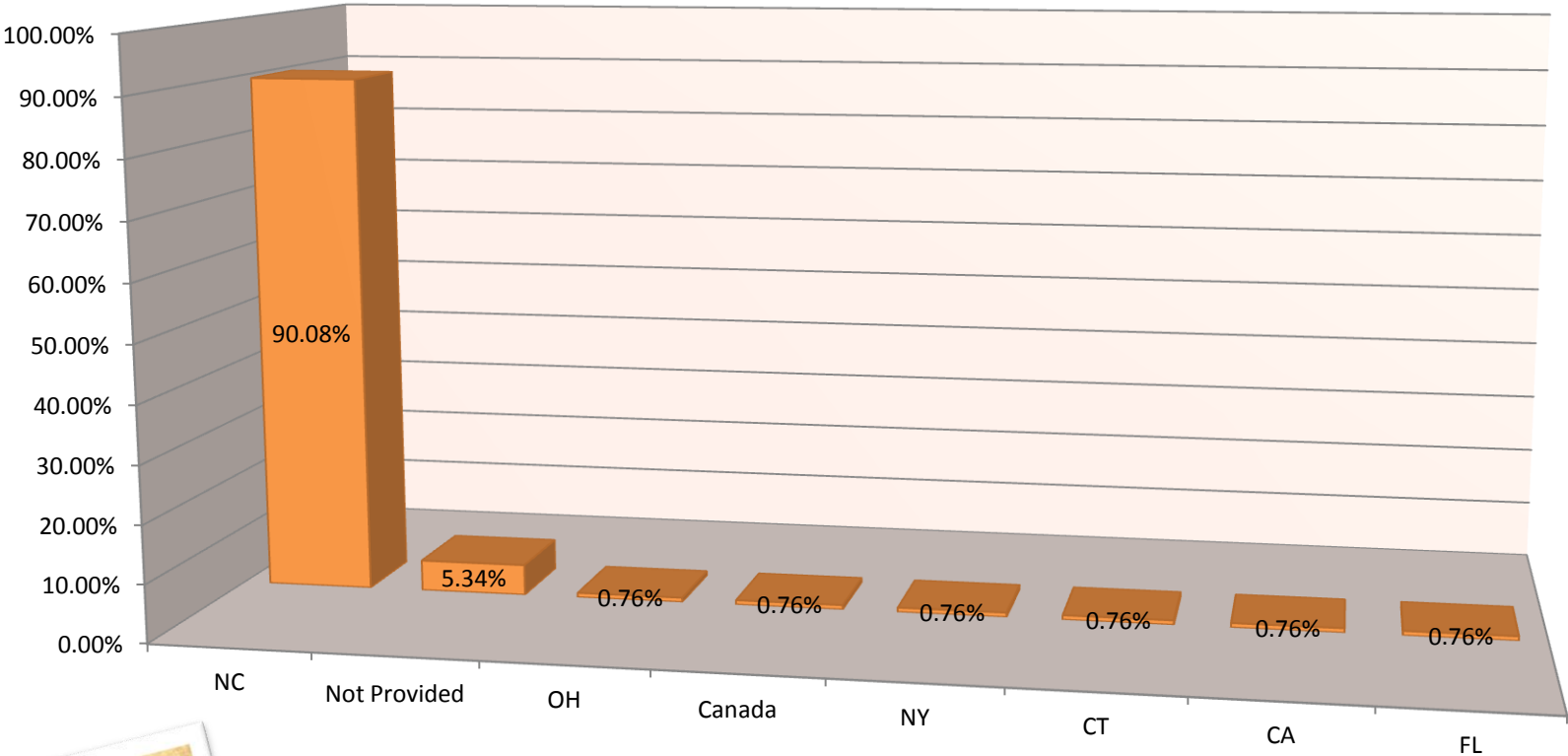
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# Where Were They From?

## By State



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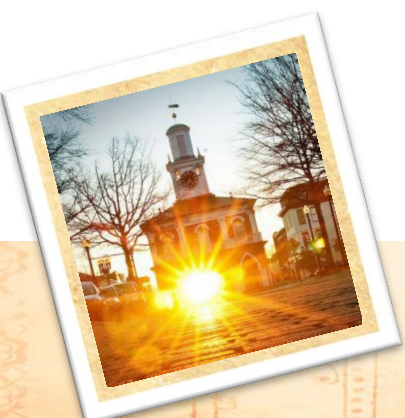
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# Where Were They From?

## By City

FAYETTEVILLE	NC	48.09%
HOPE MILLS	NC	19.08%
Not Provided	Not Provided	5.34%
Not Provided	NC	5.34%
RAEFORD	NC	4.58%
ST PAULS	NC	2.29%
SPRING LAKE	NC	1.53%
RALEIGH	NC	1.53%
FT BRAGG	NC	1.53%
Not Provided	CA	0.76%
Not Provided	CT	0.76%
CAMERON	NC	0.76%
EASTOVER	NC	0.76%
LILLINGTON	NC	0.76%
TORONTO	Canada	0.76%
BROOKSVILLE	FL	0.76%
DURHAM	NC	0.76%
CANTON	OH	0.76%
LEWISTON	NC	0.76%
STEDMAN	NC	0.76%
GODWIN	NC	0.76%
AUTRYVILLE	NC	0.76%
GOTHAM	NY	0.76%



EST. 1754

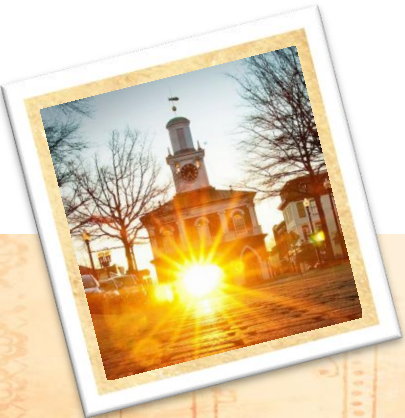
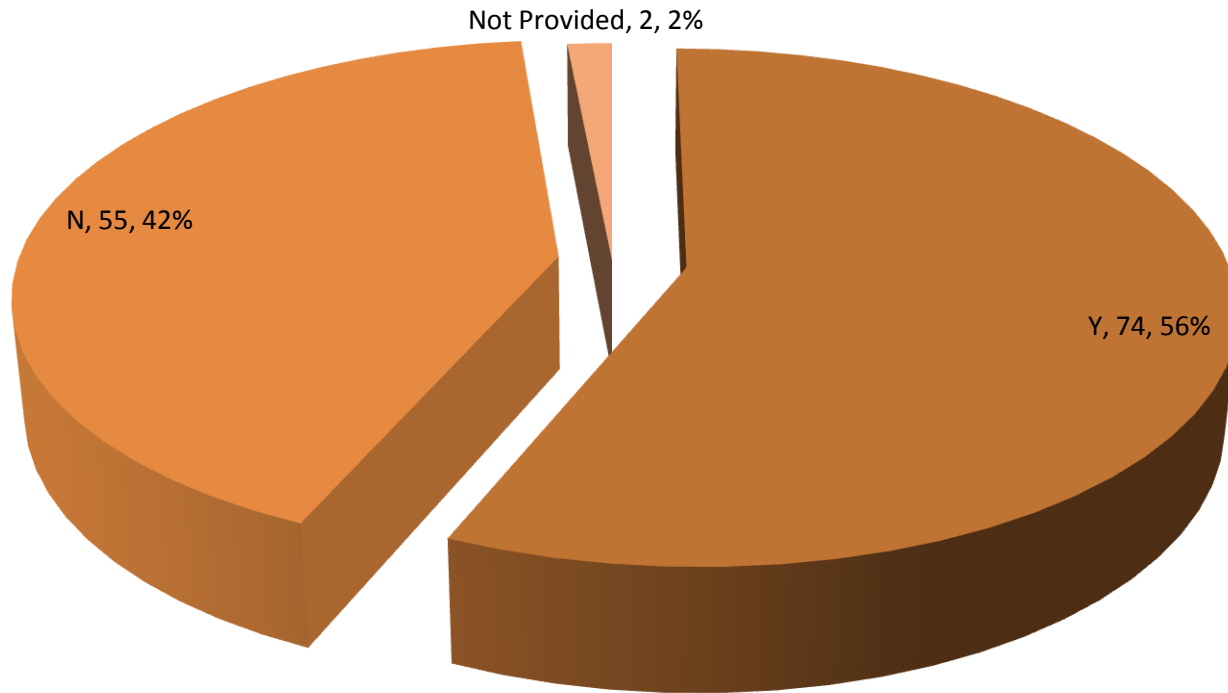
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# Did They Visit Local Restaurants?

Yes or No

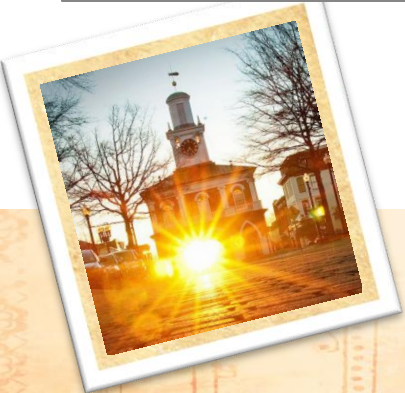
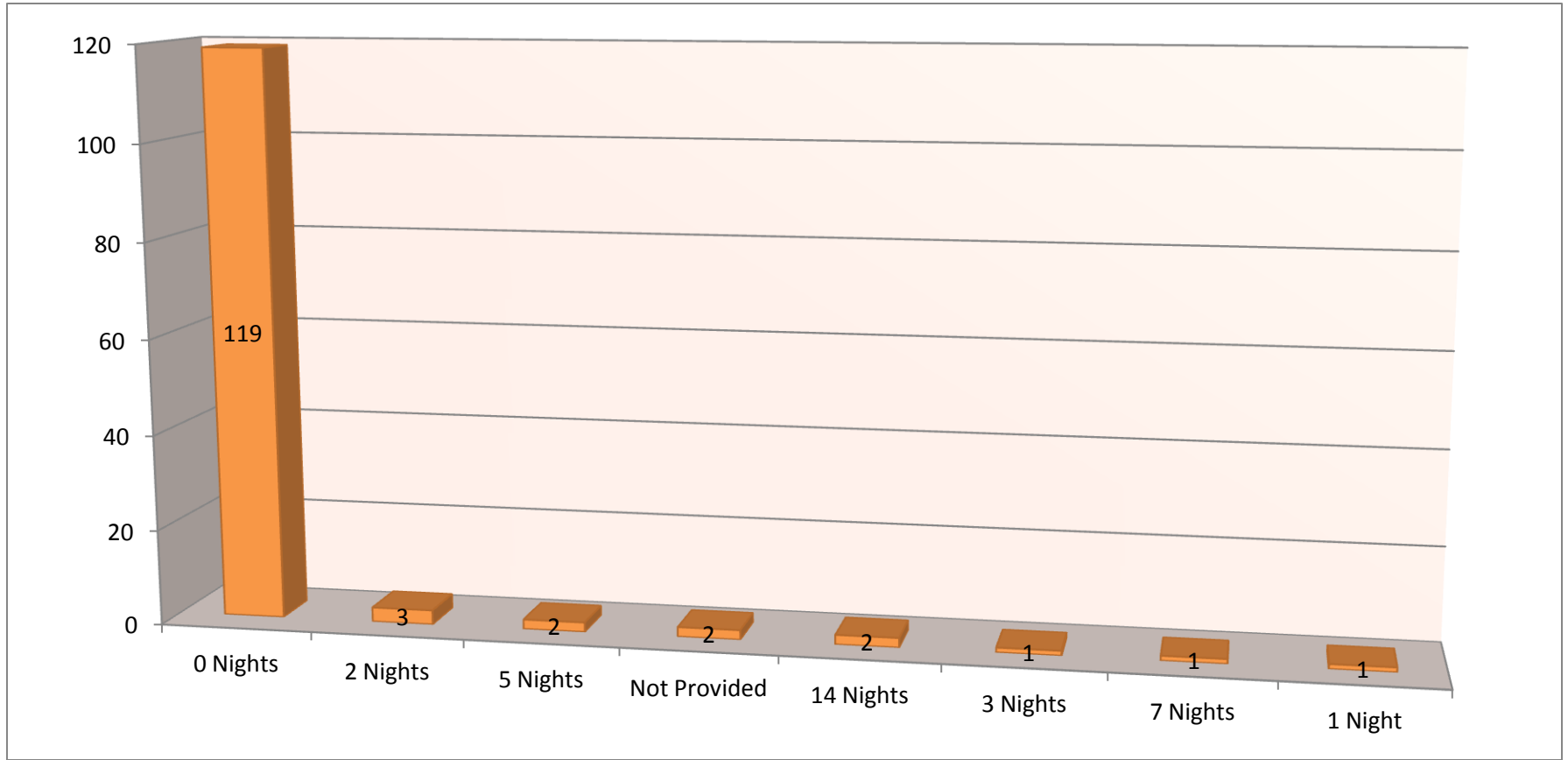


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# Number of Nights They Stayed?

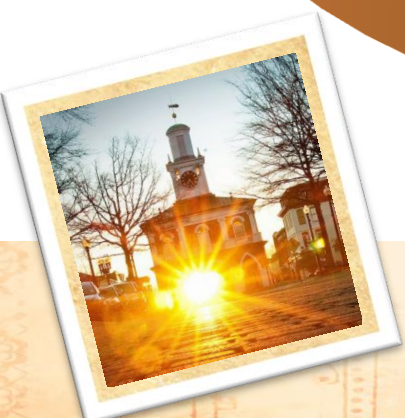
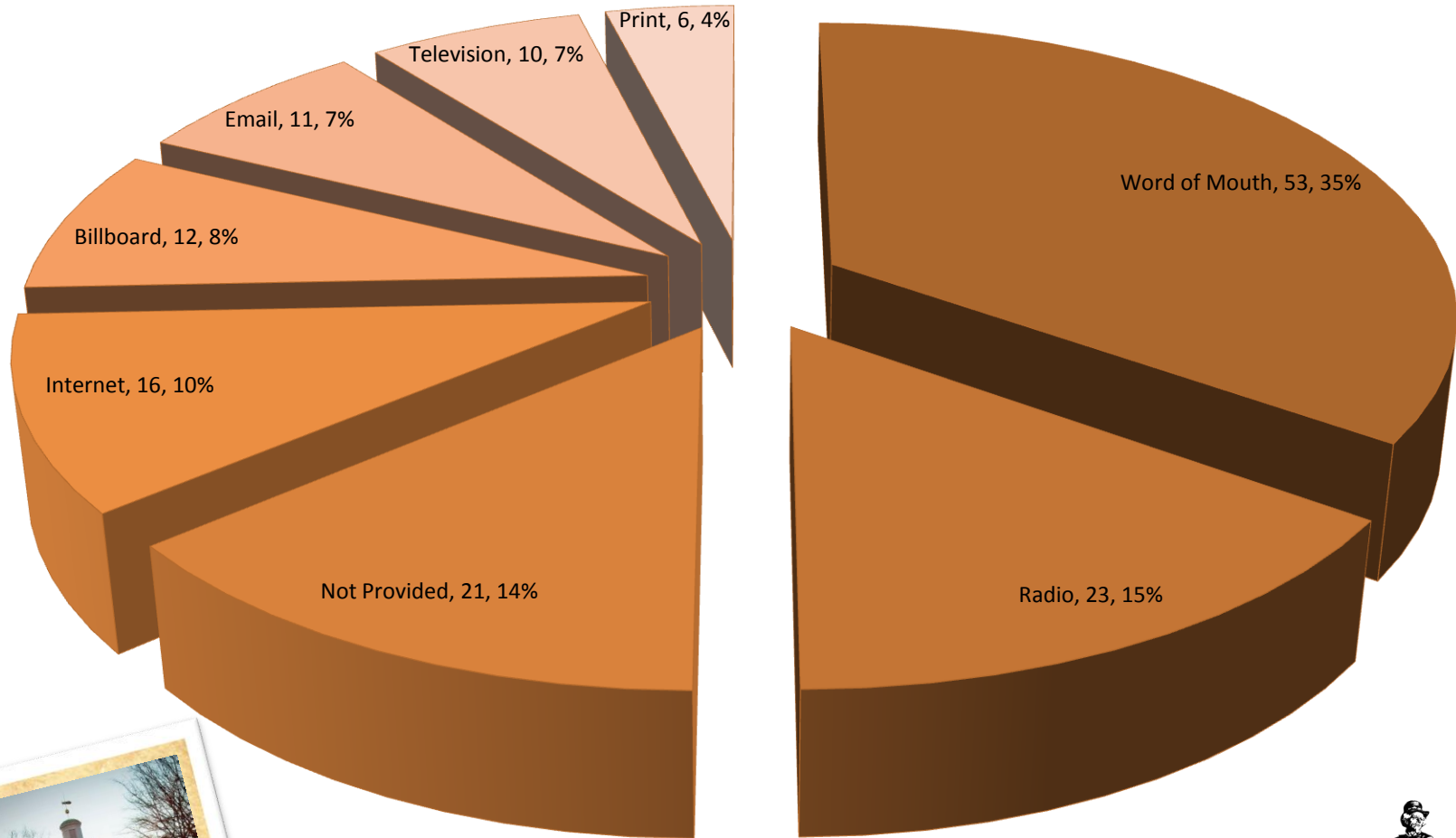


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# Where did you hear about the event?



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# *Thank You*

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



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