

# *Metrics Associated with the Fayetteville Duck Derby 2016*

*Held April 24, 2016*

*April 27, 2016*



**CUMBERLAND  
COUNTY**

*North Carolina*

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EST. 1754  
FAYETTEVILLE AREA  
**CONVENTION AND  
VISITORS BUREAU**  
CUMBERLAND COUNTY, NC



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# *Introduction*

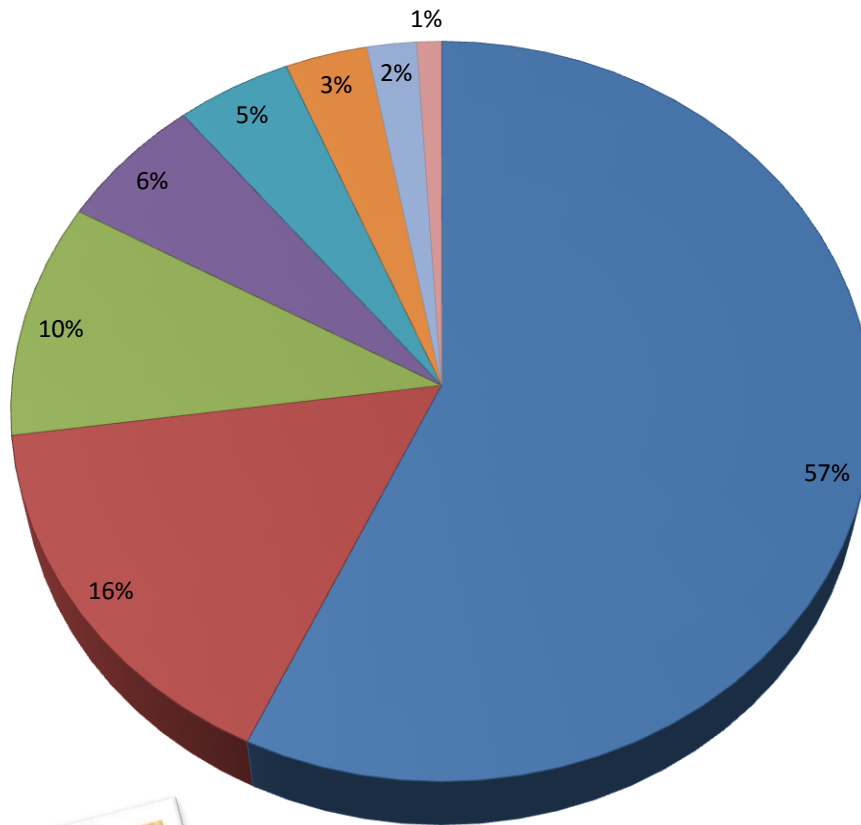
- All data was collected and provided by the Duck Derby staff.
- There would be an estimated **5,000** attendees as reported by the Duck Derby staff.
- There were **302** completed surveys.
- Using the **5,000** attendees, the Confidence Interval for this presentation with a 302 Sample Size is **+/- 5.47%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.



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# They Identified Themselves as...



- 57% ■ I am a resident of Fayetteville/Cumberland County.
- 16% ■ I am from a surrounding county and drove in for the day for this event.
- 10% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 6% ■ I am here for the event and staying with family or friends.
- 5% ■ I am visiting the area for other purposes, but heard about the event and came.
- 3% ■ I am in the area visiting family or friends and they brought me to this event.
- 2% ■ I am here for this event specifically and am overnighing in a hotel.
- <1% ■ I am staying at a hotel and the hotel referred me to this event.



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# Where Were They From?

## Overview

- Of the 302 completed surveys 5 provided an invalid zip code.
- 88% were from North Carolina, and 88% were from within 100 miles of Fayetteville.
- 57% identified themselves as being a “Resident of Cumberland County” with 10% identifying as being “Stationed or Affiliated with Fort Bragg and Live in Cumberland County”.

### Top 5 by State

1. North Carolina	88%
2. South Carolina	3%
3. Virginia	2%
4. Invalid Zip	1.66%
5. Many Tied	>1%

### Top 5 by County

1. Cumberland	68%
2. Robeson	3%
3. Hoke	3%
4. Lee, Wake, Sampson	2%
5. Many Tied	<1%

### Top 5 by City

1. Fayetteville	45%
2. Hope Mills	11%
3. Fort Bragg and Spring Lake	4%
4. Raeford	3%
5. Sanford	2%

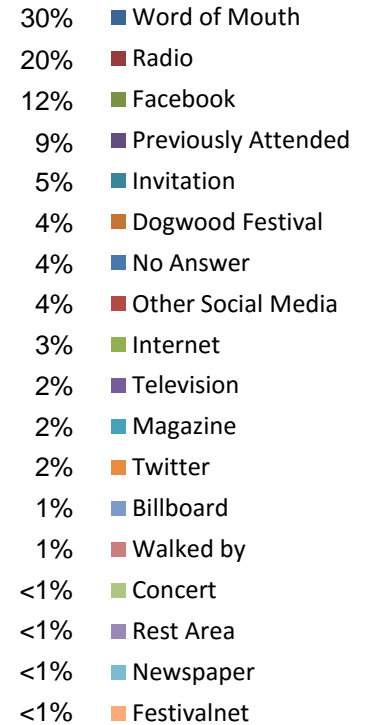
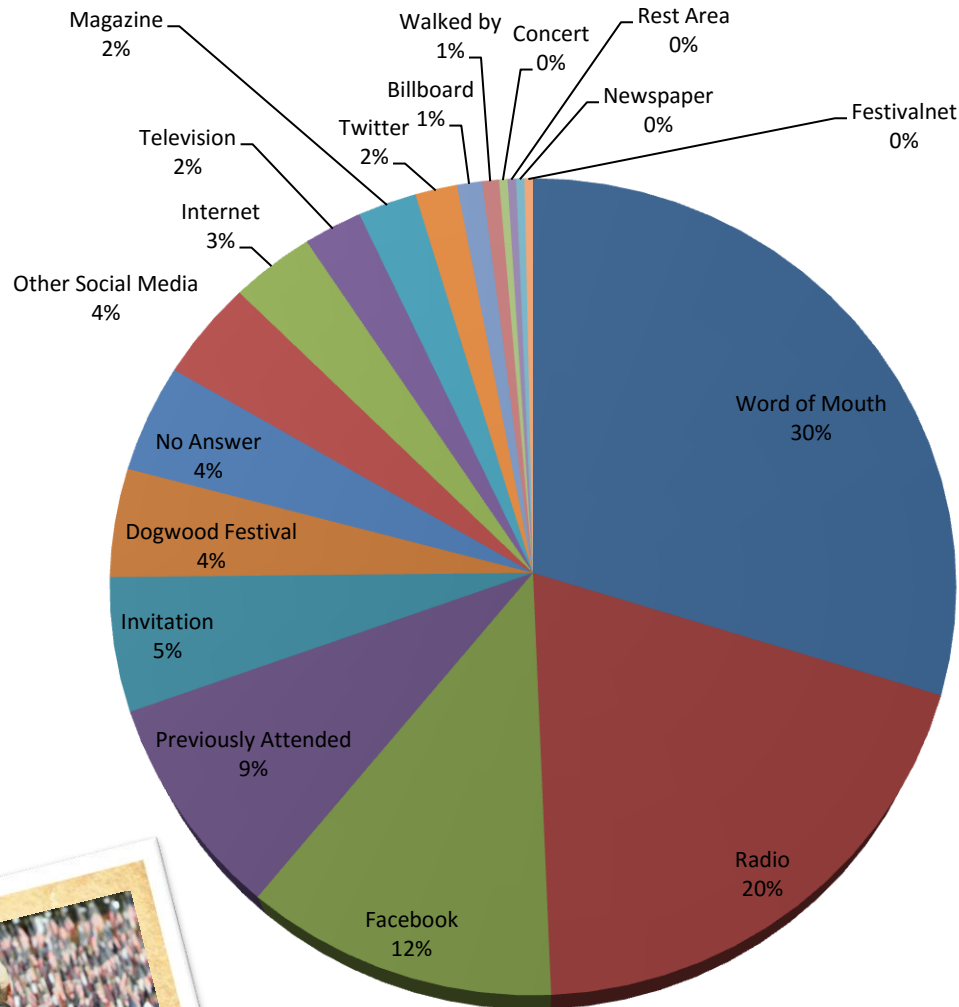


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# How Did They Find Out About Event?



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# Survey Requirements

## Requirement

What is the zipcode where you currently live: \_\_\_\_\_  
(must be a valid 5 digit zipcode)

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
  - A. Which Hotel?
- (6) Here for this event specifically and am overnighing in a hotel
  - A. Which 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

How did you hear about the event:

- ☐ Billboard
- ☐ Brochure
- ☐ Invitation
- ☐ Magazine
- ☐ Newspaper
- ☐ Posters
- ☐ Word of Mouth
- ☐ Other: \_\_\_\_\_

\*Specific mediums listed based on presentation made on advertising to be used.

## Information Provided

Results by Question Duck Derby 2016 As of: 4/27/2016 9:43:30 AM		
Questions	Answers	Results
<b>Page: 1</b>		
What is the zip code where you currently reside?	302	<a href="#">View</a>
How did you hear about this event?	302	<a href="#">View</a>
Chose the statement that best applies:	302	<a href="#">View</a>
If you stayed at a hotel, which one?	33	<a href="#">View</a>
If you do NOT live in Cumberland County, what day did you arrive?	39	<a href="#">View</a>
What day will you depart?	41	<a href="#">View</a>
Do you wish to be on our mailing list for future invitations?	302	<a href="#">View</a>
If YES, please provide address.	55	<a href="#">View</a>



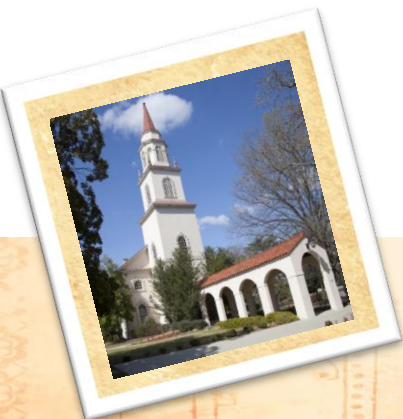
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# Bottom Line

- The sample size of **302** was less than the required **357** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at +/- 5.47%.
- **5,000** attendees
- Room Nights
  - **1.99%** of attendees (**6** attendees) were overnights and came specifically for the event
  - They averaged **1** overnight
  - Extrapolated out to 5,000 attendees this means potentially **100** people stayed overnight in a hotel
  - 100 people X 1 overnight in hotel = **100 room nights (+/- 5.47%)**
- Of those that stayed in a hotel, the following hotels were mentioned: **Holiday Inn I-95, Hampton Inn and DoubleTree.**
- **3** attendees were referred by hotels.
- **67%** were from Cumberland County including Fort Bragg.
- **16%** were day trippers.
- **30%** of attendees heard of event by Word of Mouth and **17%** from some form of Social Media.
- **31** attendees signed up for the FACVB's E-Promotion Program.



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# *Thank You*

*Proudly promoting the Communities of Cumberland County.*



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