

# **Bureau Business Brief: Results Report**

**2nd Quarter Fiscal Year 2020/2021**

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FACVB

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# Smith Travel Research (STR)

## Segmentation Trend for North Carolina

	Current Month - December 2020 vs December 2019												Year to Date - December 2020 vs December 2019											
	Occ %		ADR		RevPAR		Percent Change from December 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
North Carolina	37.8	51.3	83.92	100.25	31.75	51.41	-26.2	-16.3	-38.2	-36.9	2.1	-24.6	45.0	65.4	91.23	107.52	41.06	70.36	-31.2	-15.2	-41.6	-41.2	0.8	-30.7
Cumberland County, NC	46.5	50.3	74.64	77.47	34.67	38.98	-7.7	-3.6	-11.1	-11.1	-0.0	-7.7	54.8	64.6	77.48	81.99	42.43	52.93	-15.2	-5.5	-19.8	-18.5	1.7	-13.7
Johnston County, NC	36.4	47.8	68.99	76.50	25.10	36.60	-24.0	-9.8	-31.4	-28.1	4.8	-20.3	39.4	58.1	72.60	77.26	28.60	44.91	-32.2	-6.0	-36.3	-35.5	1.2	-31.4
Robeson County, NC	46.1	51.6	70.70	74.22	32.57	38.28	-10.7	-4.7	-14.9	-15.2	-0.4	-11.0	50.5	61.8	72.34	79.29	36.55	49.00	-18.2	-8.8	-25.4	-25.5	-0.1	-18.3
Wake County, NC	37.2	59.0	77.91	102.00	28.95	60.19	-37.0	-23.6	-51.9	-51.0	1.9	-35.8	44.2	73.7	86.68	109.11	38.31	80.45	-40.1	-20.6	-52.4	-52.5	-0.3	-40.2
Durham County, NC	36.9	54.4	70.33	96.86	25.95	52.66	-32.1	-27.4	-50.7	-51.6	-1.7	-33.3	44.6	71.0	82.79	107.79	36.96	76.51	-37.1	-23.2	-51.7	-53.5	-3.8	-39.5
Edgecombe County, NC																								
Guilford County, NC	32.0	43.1	66.42	85.84	21.23	37.01	-25.9	-22.6	-42.6	-43.0	-0.5	-26.3	39.9	59.7	77.60	100.68	30.96	60.09	-33.2	-22.9	-48.5	-48.4	0.1	-33.1
Harnett County, NC	45.1	48.7	70.53	73.54	31.80	35.84	-7.5	-4.1	-11.3	-11.3	0.0	-7.5	46.0	56.5	73.05	77.21	33.62	43.59	-18.5	-5.4	-22.9	-27.7	-6.3	-23.6
Moore County, NC	31.6	47.2	102.51	96.52	32.43	45.53	-32.9	6.2	-28.8	-26.6	3.0	-30.9	45.6	63.6	128.03	134.25	58.41	85.39	-28.3	-4.6	-31.6	-35.2	-5.2	-32.0

# Visitor Profile

## Statistics

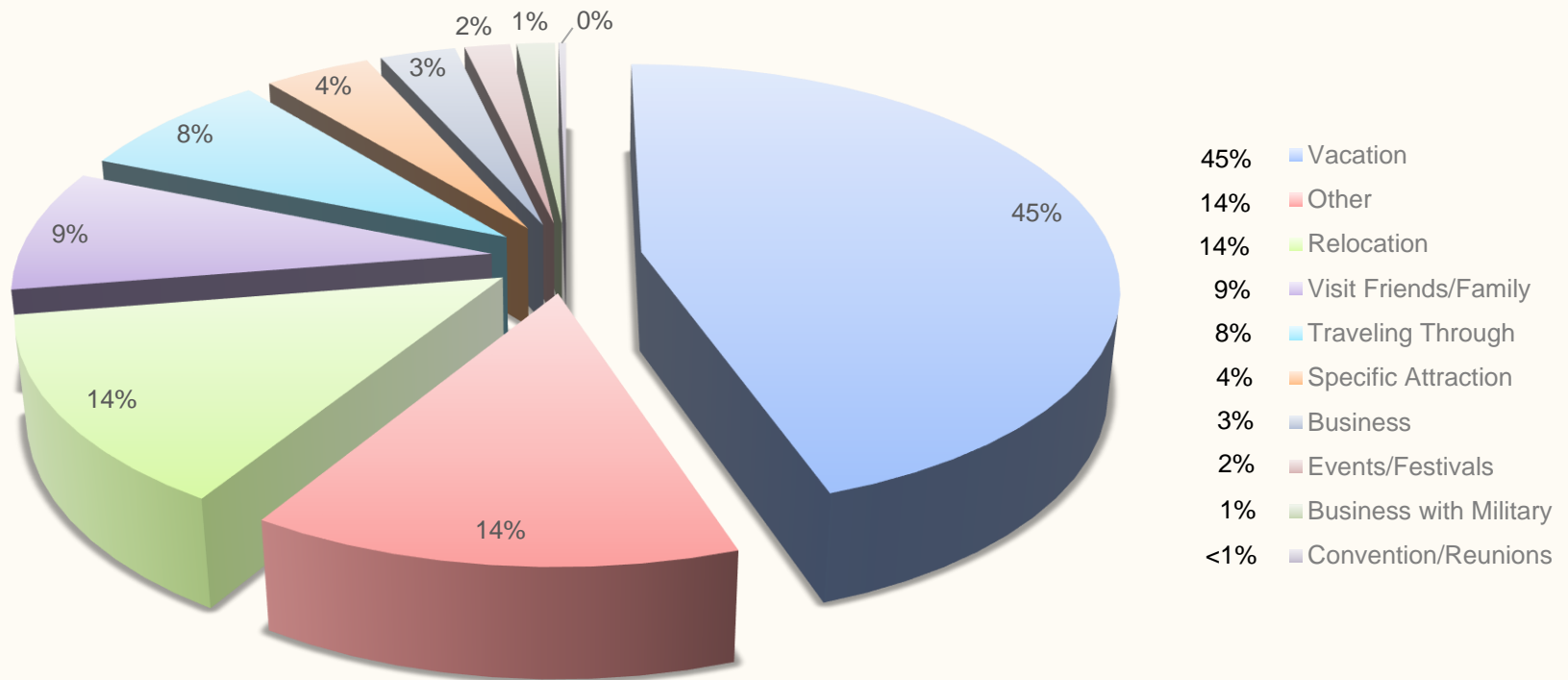
*Sources: Hotels, Online and Visitor Center Walk-Ins*

1. Visitors to Cumberland County were from the following states: North Carolina 60%, Florida 4.21%, and Virginia 4.09%.
2. The visitors' reason for visiting was Vacation 45%, Other & Relocation 14% each, and Visit Friends/Family 9%.
3. The top areas of interest were Dining 10%, Outdoor Recreation 9%, and Museums, Historical Sites & Deals and Packages 8% each.
4. On a scale of 1-5 for visitor experience with 5 being the best, the overall visitor average score was 4.82.

# Visitor Profile

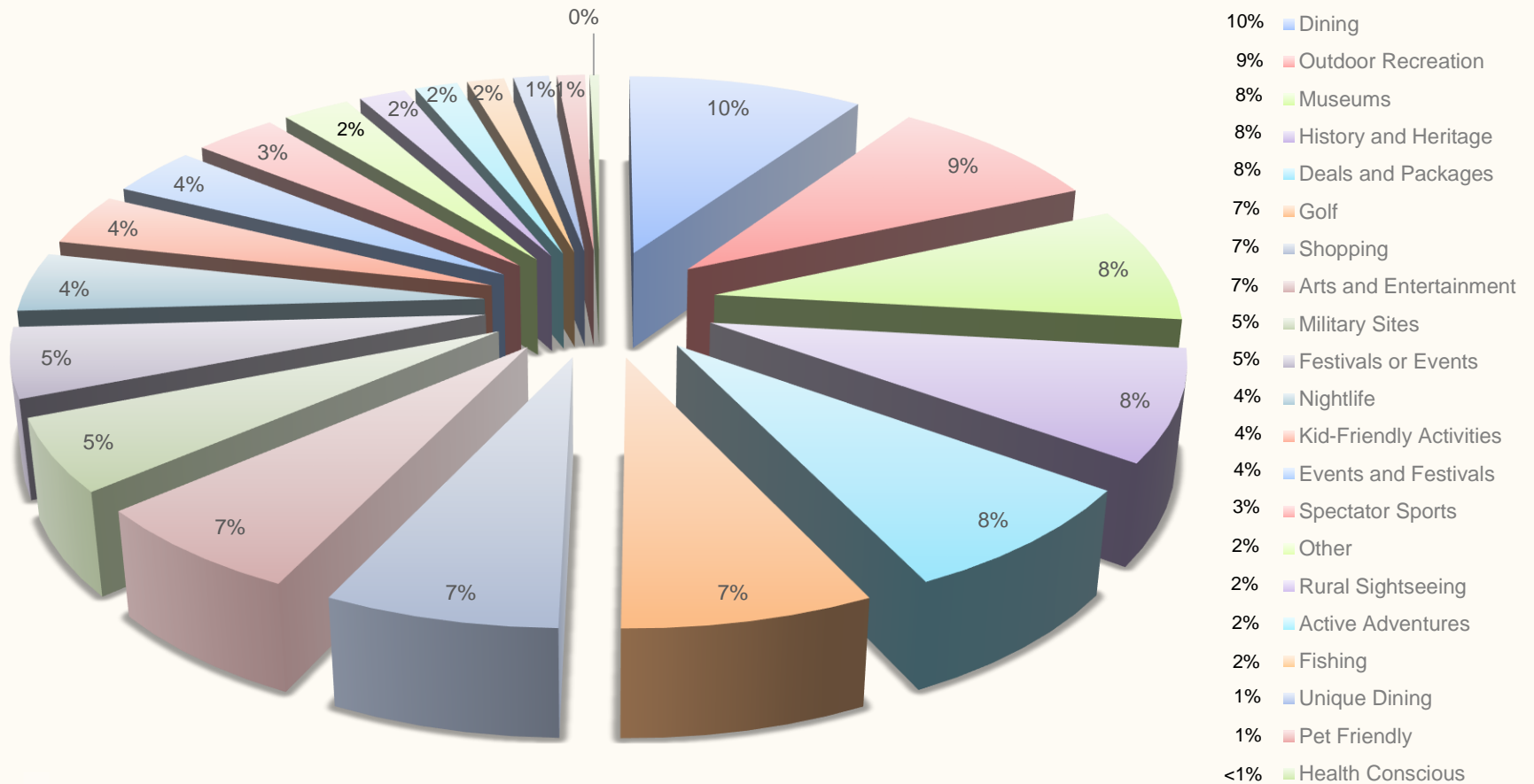
## Reason for Visiting

Due to Covid-19, there has been limited data.



# Visitor Profile

## Visitor's Interests



# Sales Department

## Meeting, Sports and Group Event Solicitation Activity

	# of Bookings	Attendance	Peak Nights	Room Nights	Economic Impact
<b>Grand Totals:</b>	67	58,065	12,773	56,184	\$518,795,874.00
Cancelled:	1	900	0	0	\$820,800.00
Closed:	0	0	0	0	\$0.00
Definite:	1	85	45	155	\$27,360.00
Assist:	0	0	0	0	\$0.00
Lost:	10	3,865	1,175	4,650	\$962,730.00
Pending:	3	375	70	155	\$46,170.00
Verbal Definite:	2	130	51	76	\$17,100.00

### Lead Source Summary

CMCA - Spring Conference:	3	American Legion - Magazine:	2
The Reunion Network:	2	Bureau Generated - Sales Blitz:	2
Crown Coliseum:	1	Pennsylvania Bus Association (PBA):	1
CVent:	1	RCMA - Trade Show:	5
AENC - Annual Meeting:	1	Client Contacted Us:	15
Referral:	4	Connect Medical:	1
Connect Faith:	6	Rejuvenate Marketplace:	4
Connect Marketplace:	9	Sports Express:	1
Connect Diversity:	2	Bureau Generated:	7

### Market Segment Summary

#### Meeting Sales Market Segments

Social:	4	Group Tour:	1
Hobby:	0	Civic:	0
Religious:	23	Educational:	2
Politics:	0	Medical:	1
Military:	6	Reunion:	3
Association:	7	Government:	1
Nonprofit Group:	1	Sports:	14
Fraternal:	4	Ethnic:	0
Corporate:	0		

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# Sales Department

## Booked Events

Throughout the Covid-19 pandemic, our sales team stayed in contact with planners and encouraged future events for Cumberland County. Below are five events the team booked in the past quarter:

1. **AAU Super Regionals Basketball Tournament**  
May 21-13; 28-30
2. **Harnett County Political Activity League**  
February 26-28
3. **2021 Butterfly Sandhills Open.**  
May 7-9
4. **American Junior Golf Association.**  
April 19-25
5. **Carolina Gloves Boxing Championship**  
May 14-16



# Sales Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>SALES RESULTS</b>								
<b>Advertisement Results</b>								
<b>Blitz</b>								
Inquiry	1	0	0	0	0	1		
<b>Dogwood Digest</b>								
Inquiry	4	2	0	1	3	7		
<b>Success</b>								
Inquiry	0	0	0	0	0	0		
<b>Sales</b>								
<b>Carryovers</b>								
Room Nights	4,999					4,999		
Bookings-Attendance	5,540					5,540		
Economic Impact	\$1,915,200					\$1,915,200		
<b>Leads</b>	15	3	3	1	7	22	100	22.00%
Leads Room Nights	5,490	2,336	3,975	20	6,331	11,821		
Leads Attendance	8,893	1,050	10,650	30	11,730	20,623		
Leads Impact	\$918,270	\$563,844	\$50,144,610	\$4,560	\$50,713,014	\$51,631,284		
Number of Leads to Definite	5	1	1	1	3	8		
<b>Verbals</b>	17	7	5	8	20	37		
Verbal Bookings Attendance	7,790	4,630	4,295	8,355	17,280	25,070		
Verbal Bookings Room Nights	3,602	1,577	1,555	2,471	5,603	9,205		
Verbal Bookings Impact	\$1,068,864	\$6,207	\$5,850	\$16,426	\$28,483	\$1,097,347		
<b>Bookings</b>	7	1	1	1	3	10		
Bookings Attendance	789	1,000	150	650	1,800	2,589		
Bookings Room Nights	496	400	180	300	880	1,376	22,500	6.12%
Bookings Economic Impact	\$229,824	\$17,000	\$62,244	\$34,200	\$113,444	\$343,268		
<b>Sales Functions</b>	9	7	2	6	15	24		
Site Inspections	14	9	2	1	12	26		
Sales Blitz	0	0	1	0	1	1		
Calls Converted to Accounts	10	0	0	0	0	10		
Bid/Packages Mailed	4	1	0	0	1	5		
Client Presentations	6	2	1	0	3	9		

# Sales Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Trade Shows</b>								
<b>Connect Sports</b>								
Contacts	33					33		
Leads	0					0		
Room Nights	0					0		
Attendees	0					0		
Hot Prospects	7					7		
Follow-ups	12					12		
<b>Connect Women in Sports</b>								
Contacts	35					35		
Leads	0					0		
Room Nights	0					0		
Attendees	0					0		
Hot Prospects	6					6		
Follow-ups	30					30		
<b>Connect Faith</b>								
Contacts		44			44	44		
Leads		2			2	2		
Room Nights		1,800			1,800	1,800		
Attendees		1,200			1,200	1,200		
Hot Prospects		2			2	2		
Follow-ups		31			31	31		

# Sales Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Previous Fiscal Year (2019-2020)</b>								
Leads						131	100	131.00%
Pending						0		
Completed Business						74		
Verbal Definite						2		
Lost						31		
Definite						7		
Cancelled						2		
Total						116		
<b>Top 3 Lost Reasons</b>								
1						Committee Decision		
2						Event Cancelled		
3						Will Not Meet in Fayetteville		
<b>Top 5 Locations Lost To</b>								
1						Albuquerque, NM		
2						Raleigh, NC		
3						Concord, NC		
4						Durham		
5						Charlotte		

# Communications Department

## Social Media Statistics

Outlet	Followers	Posts	Engagement
Twitter	3,901	119	1,720 Clicks, Retweets, Replies
Facebook	11,081	54	18,804 Likes, Comments, Shares
Instagram	3,827	21	586 Likes, Comments

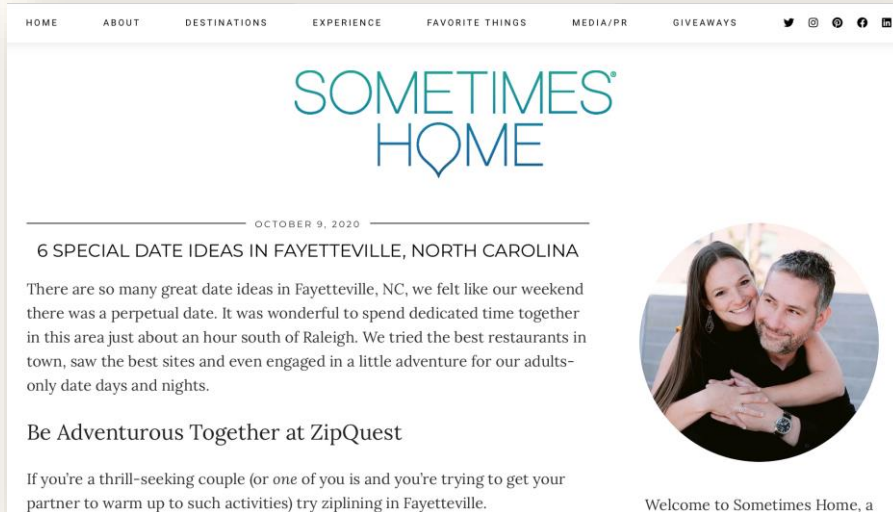


# Communications Department

## Earned Media Snapshot

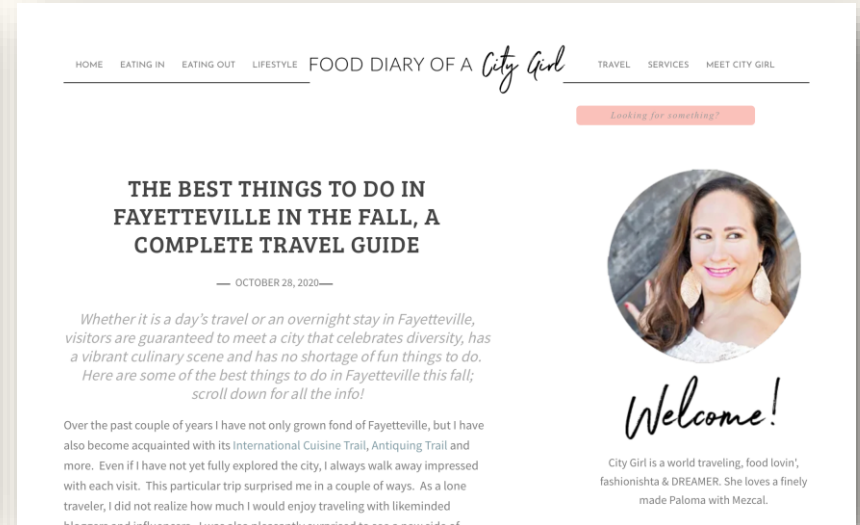
### Sometimes Home 6 Special Date Ideas in Fayetteville

[See the full story](#)



### Family Travels On a Budget Best Things to Do in Fayetteville in the Fall

[See the full story](#)





# Communications Department

## Earned Media Snapshot

### MeetingsMagazines.com

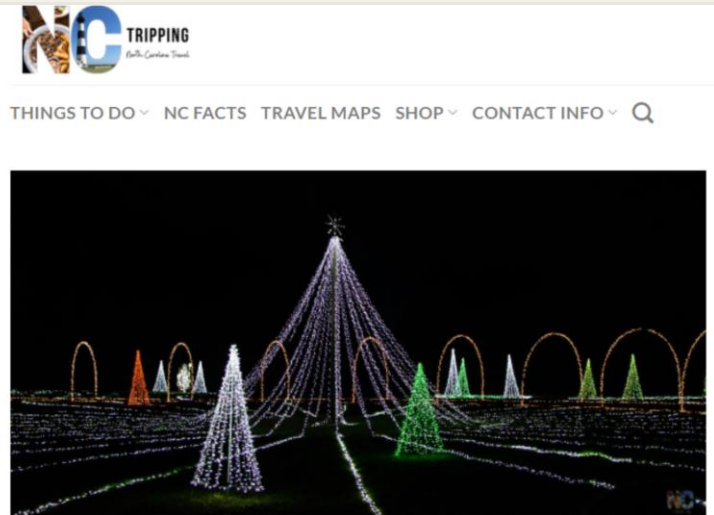
Top 10 Reasons to Choose Fayetteville for Meetings



[See the full story](#)

### NC Tripping

23 of the Most Festive Light Displays in NC



[See the full story](#)

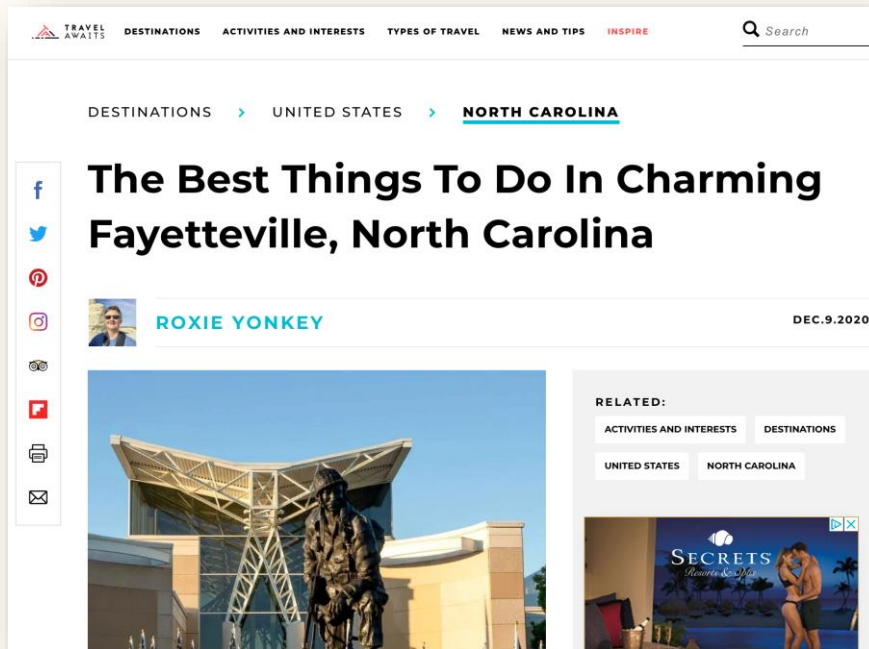
CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
— AREA —  
CONVENTION AND VISITORS BUREAU

# Communications Department

## Earned Media Snapshot

### Travel Awaits

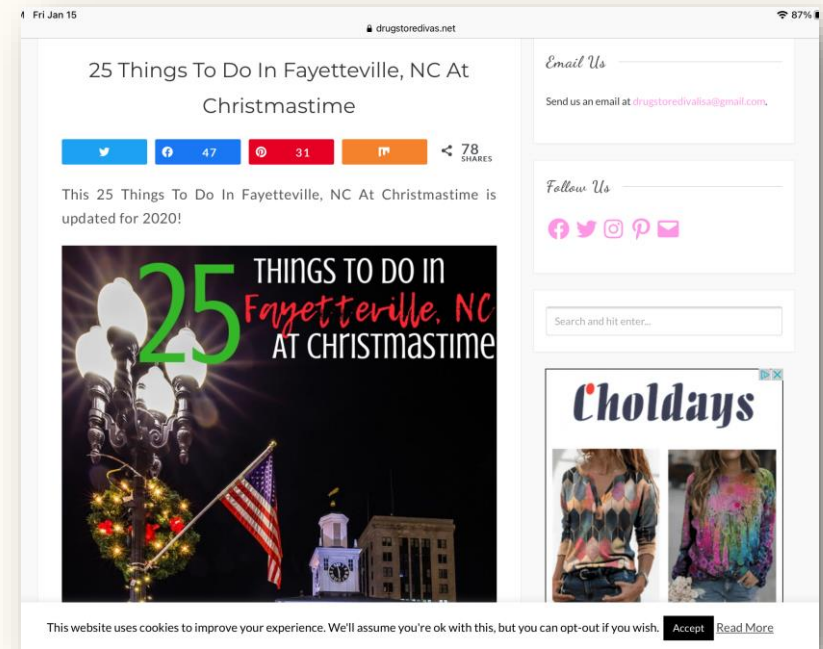
The Best Things to Do in Charming Fayetteville, North Carolina the



[See the full story](#)

### Drug Store Divas

25+ Things to Do in Fayetteville At Christmastime



[See the full story](#)

CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
AREA  
CONVENTION AND VISITORS BUREAU

# Communications Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>COMMUNICATIONS RESULTS</b>								
<b>Social Media</b>								
<b>Visit Fayetteville NC Facebook</b>								
Followers		10,869	10,960	11,081	11,081	N/A		
Posts	48	15	19	20	54	102		
Page Likes (Net)	241	150	101	121	372	613		
Engagements	20,835	7,496	5,531	5,377	18,404	39,239	115,844	33.87%
Engagement Rate (per Impression)	8.2%	7.2%	6.0%	7.2%	6.8%	7.5%		
<b>Go Fayetteville Facebook</b>								
Followers		3,468	3,459	3,455	3,455	N/A		
Posts	29	8	6	4	18	47		
Page Likes (Net)	122	40	-8	0	32	154		
Engagements	4,234	957	749	295	2,001	6,235		
Engagement Rate (per Impression)	8.9%	12.8%	18.0%	24.9%	18.6%	13.8%		
<b>Visit Spring Lake NC Facebook</b>								
Followers		4,707	4,743	4,731	4,731	N/A		
Posts	7	4	6	4	14	21		
Page Likes (Net)	-25	-2	38	-10	26	1		
Engagements	2,327	699	3,760	575	5,034	7,361		
Engagement Rate (per Impression)	6.0%	7.4%	8.8%	6.2%	7.5%	6.8%		
<b>Heroes Homecoming Facebook</b>								
Followers		2,253	2,461	2,459	7,173	N/A		
Posts	24	5	9	10	24	48		
Page Likes (Net)	51	39	212	-1	250	301		
Engagements	2,306	1,429	7,496	339	9,264	11,570		
Engagement Rate (per Impression)	10.1%	7.3%	11.1%	12.0%	10.1%	10.1%		



# Communications Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Visit Fayetteville NC Twitter</b>								
Followers		3,899	3,903	3,917	11,719	N/A		
Posts	93	39	36	44	119	212		
Page Likes (Net)	15	22	4	14	40	55		
Engagements	1,294	384	389	947	1,720	3,014	13,475	22.37%
Engagement Rate (per Impression)	1.3%	1.7%	1.8%	3.9%	2.5%	1.9%		
<b>Heroes Homecoming Twitter</b>								
Followers		885	883	885	2,653	N/A		
Posts	23	8	8	8	24	47		
Page Likes (Net)	-6	1	-2	2	1	-5		
Engagements	171	169	211	31	411	582		
Engagement Rate (per Impression)	1.7%	2.5%	5.6%	2.9%	3.7%	2.7%		
<b>Visit Fayetteville NC Instagram</b>								
Followers		3,875	3,898	3,927	11,700	N/A		
Posts	33	7	4	10	21	54		
Page Likes (Net)	187	73	20	28	121	308		
Engagements	2,807	382	308	895	1,585	4,392	6,730	65.26%
Engagement Rate (per Impression)	8.9%	6.8%	7.7%	9.6%	8.0%	8.5%		
<b>FACVB LinkedIn</b>								
Followers		1,031	1,039	1,043	3,113	N/A		
Posts	24	10	11	8	29	53		
Page Likes (Net)	33	6	9	4	19	52		
Engagements	600	125	244	172	541	1,141	2,405	47.44%
Engagement Rate (per Impression)	8.5%	9.1%	13.5%	8.5%	10.4%	9.4%		
<b>Total Posts</b>	<b>281</b>	<b>96</b>	<b>99</b>	<b>108</b>	<b>303</b>	<b>584</b>		
<b>Total Engagements</b>	<b>34,574</b>	<b>11,641</b>	<b>18,688</b>	<b>8,631</b>	<b>38,960</b>	<b>73,534</b>		
<b>E-Newsletter Subscribers</b>	<b>238</b>	<b>63</b>	<b>55</b>	<b>123</b>	<b>241</b>	<b>479</b>		
<b>Electronic Destination Guides Viewed</b>	<b>23</b>	<b>9</b>	<b>3</b>	<b>4</b>	<b>16</b>	<b>39</b>		
<b>Electronic Trail Guides Viewed</b>	<b>15</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>6</b>	<b>21</b>		
<b>FACVB Generated Blog Articles</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>4</b>		

# Communications Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Public Relations</b>								
<b>FACVB</b>								
Publicity Generated- Melody								
Out of Market	15	1	2	1	4	19		
Local	9	1	1	1	3	12	60	20.00%
Publicity Generated-Jenny	3	2	4	1	7	10	22	45.45%
Agency Publicity Generated	0	0	0	0	0	0		
Press Releases Issued	5	1	0	1	2	7		
Out of Market Media Visits	4	6	1		7	11		
<b>Digital Marketing</b>								
Media One - Web Hits Generated	26,838	15,366	19,377	8,510	43,253	70,091		
219 Group Web Hits (VisitFay)	1,846	555	570	626	1,751	3,597		
<b>Visitor Data</b>								
Reason for Visiting (Top 3)								
Hotel Guests								
1	No Data	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data	No Data			
Online Requests								
1	Vacation	Vacation	Vacation	Vacation	Vacation			
2	Relocation	Other	Relocation	Relocation	Relocation			
3	Other	Relocation	Other	Other	Other			
Guest Books at VC								
1	Vacation	Vacation	Vacation	Vacation	Vacation			
2	Other	Business	Other	Visit Friends/Family	Other			
3	Specific Attraction	Other	Business	Other	Business			
Top States of Origin								
Hotel Guests								
1	No Data	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data	No Data			

# Communications Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Online Requests</b>								
1	North Carolina	North Carolina	North Carolina	Pennsylvania	North Carolina			
2	Virginia	South Carolina	Virginia	New York	Virginia			
3	South Carolina	Virginia	Maryland	New Jersey, Florida, Ohio & North Carolina	Florida, Pennsylvania			
<b>Guest Books at VC</b>								
1	North Carolina	North Carolina	North Carolina	North Carolina	North Carolina			
2	South Carolina	South Carolina	Virginia	Florida	Florida, South Carolina			
3	Puerto Rico/Georgia	Maryland/California	Missouri	Idaho	Many States Tied			
<b>Top Areas of Interest (Top 3)</b>								
<b>Hotel Guests</b>								
1	No Data	No Data	No Data	No Data	No Data			
2	No Data	No Data	No Data	No Data	No Data			
3	No Data	No Data	No Data	No Data	No Data			
<b>Online Requests</b>								
1	Historical Sites	Outdoor Recreation	Outdoor Recreation	Golf	Golf			
2	Dining	Museums	Events/Festivals & Shopping	Dining/Deals & Packages	Dining			
3	Museums	Events/Festivals	Historical Sites	Events/Festivals	Deals & Packages			
<b>Visitor Experience (Avg for Month)</b>								
<b>Hotel Guests</b>								
by Month	No Data	No Data	No Data	No Data	No Data			
to Date		No Data	No Data	No Data				
<b>Guest Books</b>								
by Month	4.80	4.78	4.69	4.85	4.77			
to Date		4.78	4.69	4.85				
<b>Overall</b>								
by Month	4.80	4.78	4.69	4.85	4.77			
to Date		4.79	4.76	4.77				

# Tourism Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>TOURISM RESULTS</b>								
<b>Tradeshows</b>								
Travel and Adventure-DC (March 13-14 2021)								
Tradeshow Attendees						0		
Contacts						0		
Leads						0		
Room Nights						0		
Attendance						0		
Hot Prospects						0		
Follow-ups						0		
Travel and Adventure-Philly (April 17-18, 2021)								
Tradeshow Attendees						0		
Contacts						0		
Leads						0		
Room Nights						0		
Attendance						0		
Hot Prospects						0		
Follow-ups						0		
<b>Sales</b>								
Civic Presentations	0	0	0	0	0	0		
Leads	4	0	2	1	3	7	35	20.00%
Leads-Attendance	475	0	4,580	150	4730	5,205		
Leads-Room Nights	260	0	1,150	20	1170	1,430		
Leads-Economic Impact	\$64,830	\$0	\$1,607,400	\$6,400	\$1,613,800	\$1,678,630		
Number of Leads to Definite	1	0	0	0	0	1		
Verbal Bookings	1	0	1	1	2	3		
Verbal Bookings-Attendance	50	0	4,500	80	4580	4,630		
Verbal Bookings-Room Nights	50	0	1,100	50	1150	1,200		
Verbal Bookings-Economic Impact	\$11,400	\$0	\$1,596,000	\$11,400	\$1,607,400	\$1,618,800		
Bookings	1	0	0	0	0	1		
Bookings-Attendance	50	0	0	0	0	50		
Bookings-Room Nights	30	0	0	0	0	30	2,000	1.50%
Bookings-Economic Impact	\$13,680	\$0	\$0	\$0	\$0	\$13,680		

# Tourism Department

## Scorecard

Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>Annual Lead Conversion</b>								
<b>Current Fiscal Year (20-21)</b>								
Annual Lead Conversion								
Leads							35	0.00%
Pending								
Verbal Definite								
Lost								
Definite/Closed								
Cancelled								
Total								
<b>Top 3 Lost Reasons</b>								
1								
2								
3								
<b>Top 5 Locations Lost To</b>								
1								
2								
3								
4								
5								
<b>Previous Fiscal Year (2019-2020)</b>								
Leads						0	35	0.00%
Pending						0		
Verbal Definite						2		
Lost						2		
Definite						7		
Cancelled						8*	*All canceled Leads were due to COVID-19.	
Total						11		
<b>Top 3 Lost Reasons</b>								
1						Could not get client to call us back.		
2						Wedding Planners was scouting rates.		
3						N/A		



# Visitor Services Department

## Fulfilled 2 Group Service Requests

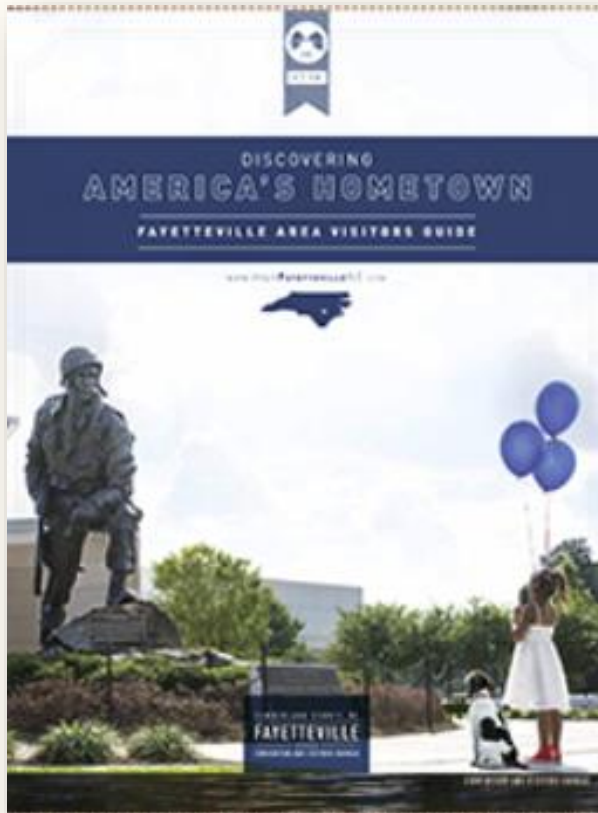
Includes internal FACVB requests, walk-ins, meetings etc.



# Visitor Services Department

## Distributed 3,203 Visitor Guides

to hotels, welcome centers, visitors, FACVB advertising and visitor generation, AAA offices and others



## Handled 1,300 Visitor Inquiries

via phone, walk-ins, web at two Visitor Centers for both local and out-of-town guests



CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
— AREA —  
CONVENTION AND VISITORS BUREAU

# Visitor Services Department

## Scorecard

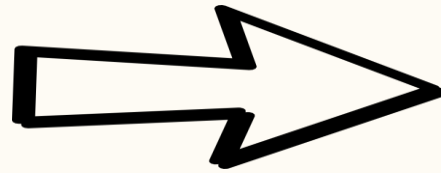
Description	1st Quarter	OCT	NOV	DEC	2nd Quarter	FY 2021 Totals	Annual Goal	Percentage of Goal
<b>VISITOR CENTER RESULTS</b>								
<b>Destination Guides Distributed</b>	1,490	388	969	1,846	3,203	4,693		
<b>Inquiries</b>								
<b>Main Office</b>								
<b>Calls</b>								
Tourism Information	95	19	21	18	58	153		
Local Information	96	42	18	15	75	171		
<b>Total Calls</b>	191	61	39	33	133	324		
<b>Walk-Ins</b>								
Out of Town Visitors								
Information/Maps/Directions	136	32	17	10	59	195		
Relocate/Retire	10	9	4	0	13	23		
Promotions	0	0	0	0	0	0		
Local Customers								
Information/Maps/Directions	43	25	25	5	55	98		
GSROs	0	0	1	1	2	2		
<b>Total Walk-ins Main Office</b>	189	66	47	16	129	318		
<b>Transportation Museum</b>								
<b>Walk-Ins</b>								
Out of Town Visitors								
Museum/Info/Maps/Directions	46	74	84	105	263	309		
Relocate/Retire	0	0	0	0	0	0		
Local Customers								
Museum/Info/Maps/Directions	91	296	28	71	395	486		
Museum Visit - Group or Individuals	10	38	417	193	648	658		
<b>Total Walk-ins TM</b>	147	408	529	369	1,306	1,453		



# Everything Begins with a Visit

Thank You!

CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
AREA  
CONVENTION AND VISITORS BUREAU



EST.  1754  
AMERICA'S HOMETOWN  
**CUMBERLAND COUNTY**  
NORTH CAROLINA

- ✓ Economic Impact of \$601 million
- ✓ 4,820 jobs with a \$110.54 million payroll
- ✓ State and Local Taxes of \$44.59 million

**a \$134.14 tax savings to each county resident.**

CUMBERLAND COUNTY, NC  
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