



Metrics Associated with the Holly Day Fair 2018

Held November 1-4, 2018

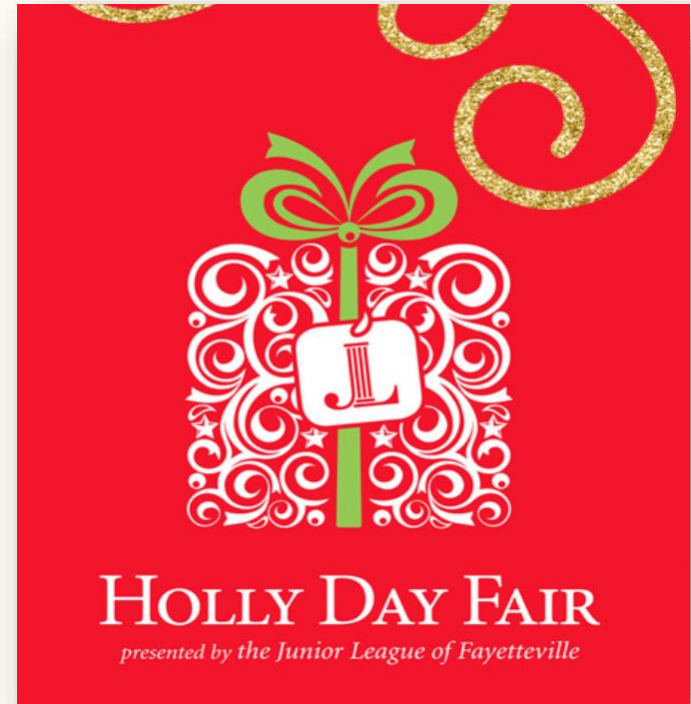
Prepared by:
David Nash
Research and Data Manager

John Meroski
Chief Executive Officer

January 7, 2019

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Introduction

- All data was collected by the Holly Day Fair staff.
- The Holly Day Fair management estimated **22,000** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **378**.
- The final number of submitted surveys was **401**.
- Using the **22,000** attendees, the Confidence Interval for this presentation with a **401** Sample Size is **+/- 4.85%**. Because of the size of the sample the Confidence Interval is **slightly better** than the “best practice” of +/- 5.00%.

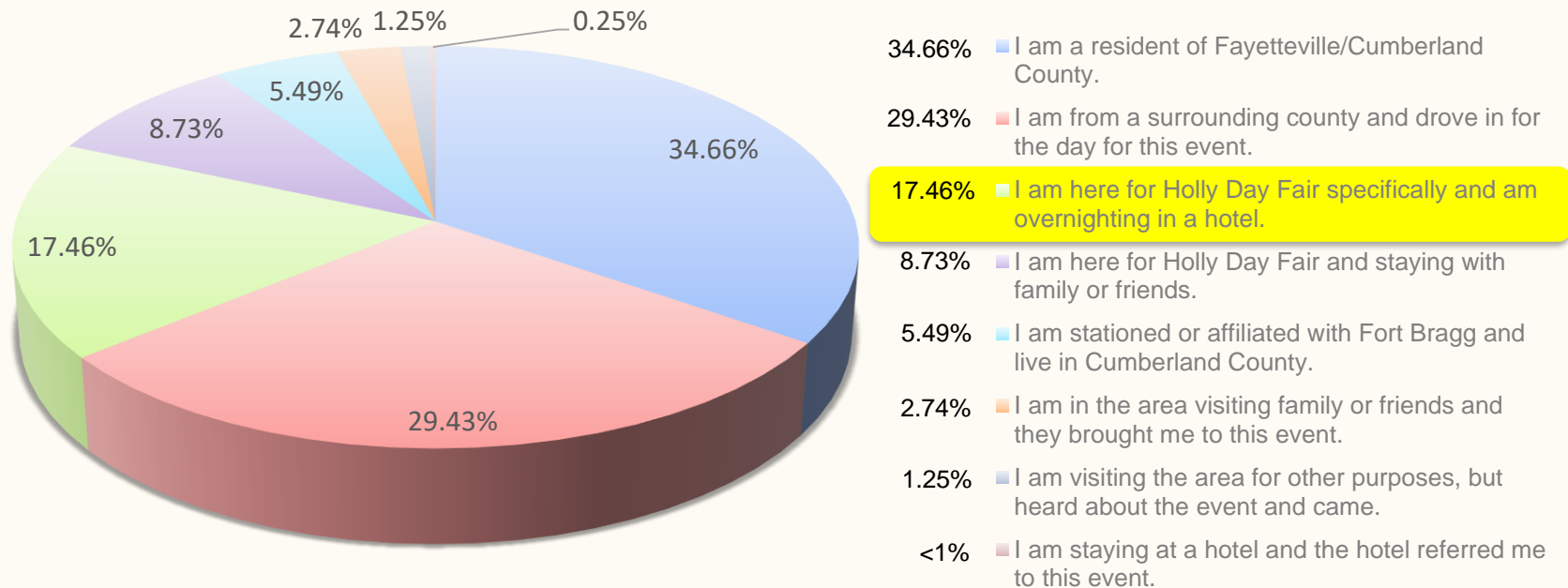
Introduction

Surveys were collected at the following times:

Shaded blue area is when Holly Day Fair was open for General Admission

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Thursday, Nov 1, 2018		Friday, Nov 2, 2018		Saturday, Nov 3, 2018		Sunday, Nov 4, 2018	
9-10 a.m.	7	9-10 a.m.	4	9-10 a.m.	0	10-11 a.m.	2
10-11 a.m.	2	10-11 a.m.	2	10-11 a.m.	0	11 a.m.-12 p.m.	68
11 a.m.-12 p.m.	0	11 a.m.-12 p.m.	1	11 a.m.-12 p.m.	0	12-1 p.m.	41
12-1 p.m.	0	12-1 p.m.	0	12-1 p.m.	0	1-2 p.m.	72
1-2 p.m.	0	1-2 p.m.	0	1-2 p.m.	0	2-3 p.m.	48
2-3 p.m.	0	2-3 p.m.	0	2-3 p.m.	1	3-4 p.m.	42
3-4 p.m.	0	3-4 p.m.	0	3-4 p.m.	2	4-5 p.m.	3
4-5 p.m.	0	4-5 p.m.	0	4-5 p.m.	32	Total Collected Day 4	276
5-6 p.m.	0	5-6 p.m.	1	5-6 p.m.	19		
6-7 p.m.	0	6-7 p.m.	0	6-7 p.m.	25		
7-8 p.m.	0	7-8 p.m.	3	7-8 p.m.	19		
Total Collected Day 1	9	Total Collected Day 2	11	8-9 p.m.	7		
				Total Collected Day 3	105		

They Identified Themselves As



Where Were They From

- 3 of the 401 completed surveys provided an invalid zip code.
- 341 (85.04%) were from North Carolina.
- 92 (22.94%) were from more than 100 miles from Fayetteville.
- 70 (17.46%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	341
2. South Carolina	12
3. Virginia	10
4. Tennessee	7
5. Indiana/Maryland	4

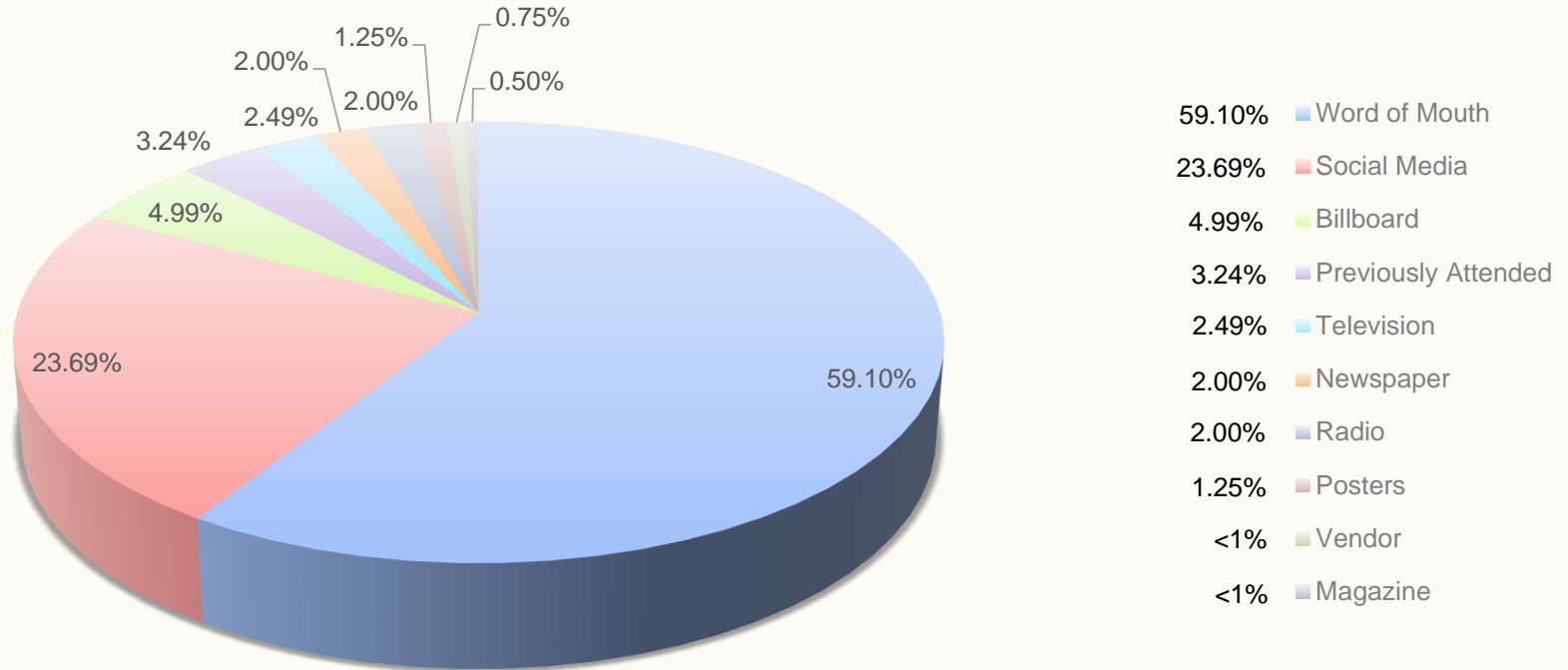
Top 5 by County

1. Cumberland, NC	161
2. Robeson, NC	50
3. Wake, NC	16
4. Hoke, NC	14
5. Bladen, NC	12

Top 5 by City

1. Fayetteville, NC	119
2. Hope Mills, NC	27
3. Raeford/Lumberton, NC	14
4. Raleigh, NC	12
5. Parkton, NC	9

How Did They Find Out About Event



Survey Requirements

Requirement

What is the current zip code that you currently reside in: _____

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
6. Here for this event specifically and am over-nighting in a 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

If you stayed at a hotel, which one: _____

If you do NOT live in Cumberland County, what day did you arrive?

What day will you depart? _____

How did you hear about the event?

Information Provided

Page Summary Report Holly Day Fair 2018 As of: 1/7/2019 11:49:10 AM					
Drill down to the answers by clicking on View Results for the entire survey or a given page.					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	436	401	91.97%	00:02:41	View Results
1	435	401	92.18%	00:02:10	View Results

Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Uploaded and Published to: AAA Go Magazine Web, Carolina Country Print and Web, Carolina Festival Print and Web, Fayetteville Observer, Our State, SC Living, TripAdvisor, VisitFayettevilleNC.com and VisitNC.com.



Bureau Generated Publicity


FACVB Social Media Outlets: Facebook – 7,275 Followers

Fayetteville Area Convention and Visitors Bureau
Published by Melody Vealey Foote [?] · November 2 at 3:51 PM · 🌐

So many great events this weekend. Here's our pick for #ThreeToTry

- ▶ Two Fayetteville Marksmen hockey games at the Crown Complex
- ▶ The 52nd Annual Holly Day Fair continues through the weekend.
- ▶ Fayetteville Astros launch party in Festival Park in Downtown Fayetteville

... See More



857 People Reached 113 Engagements [Boost Post](#)

👍👍 You, Tiffany Haywood, Denise Comulada and 9 others 2 Comments · 5 Shares

Fayetteville Area Convention and Visitors Bureau shared a photo.
Published by Melody Vealey Foote [?] · November 4 at 6:00 AM · 🌐

Today is the last chance to visit the Holly Day Fair. Check out this great recap from [The MrsTee](#) to get a taste of what you will find there.



The MrsTee
November 3 at 9:49 AM · 🌐

I've heard the rumors of this amazing event called the Holly Day Fair. This year I had the chance to experience it for myself and all I can say is . . . Gifts, Crafts & Food - Oh My! <http://bit.ly/2QcmuFk>
#HOSTED Holly Day Fair | Fayetteville Area Convention and Visitors Bureau

85 People Reached 11 Engagements [Boost Unavailable](#)

👍👍 You and 2 others

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

Bureau Generated Publicity

FACVB Social Media Outlets: Facebook

 **Fayetteville Area Convention and Visitors Bureau**
Published by Melody Vealey Foote [?] · November 1 at 9:40 AM · 🌐

Get Ready. Go!

Holiday shopping season is officially underway in the Fayetteville region. The 52nd Annual Holly Day Fair opens today at the Crown Complex Expo Center.

Here A Fork's Tale shares all the info you to plan out your Holly Day Fair experience.



AFORKSTALE.COM
Annual Holly Day Fair- Fayetteville, NC
The Annual Holly Day Fair is the largest holiday gift & craft show in the...

380	20	Boost Unavailable
People Reached	Engagements	

👍 You and 5 others 3 Shares

 **Fayetteville Area Convention and Visitors Bureau**
Published by Melody Vealey Foote [?] · October 21 at 11:03 AM · 🌐

The region's unofficial start of the Christmas season (and holiday shopping,) the 52nd Annual Holly Day Fair, starts in less than two weeks at the Crown Complex Expo Center.

The four-day event, the largest holiday gift and craft show in Eastern North Carolina, offers an extensive selection of unique, handcrafted and manufactured products, including the best in holiday decorations, handmade crafts, stylish jewelry and clothes, children's toys and specialty food items.

Click ... [See More](#)



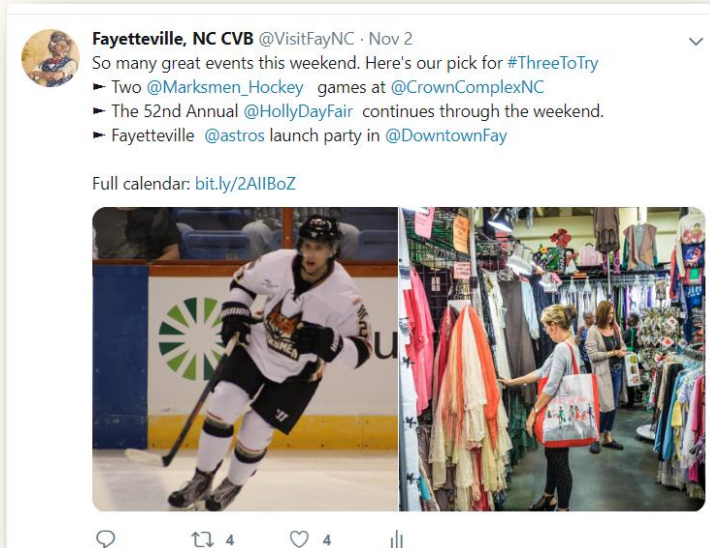
VISITFAYETTEVILLENC.COM
52nd Annual Holly Day Fair
The 52nd Annual Holly Day Fair is the largest holiday gift and craft show i...

675	51	Boost Post
People Reached	Engagements	

👍 You, Tiffany Haywood and 7 others 4 Shares

Bureau Generated Publicity

FACVB Social Media Outlets: Twitter – 3,168 Followers



Bureau Generated Publicity

FACVB Social Media Outlets: Instagram – 2,010 Followers



visitfayettevillenc
Crown Expo Center

visitfayettevillenc Every year the @hollydayfair kicks off the holiday season with "the largest gift and craft show in Eastern North Carolina" at the @crowncomplexnc.

Crafters, artisans, wood-workers, artists, wine-makers and more make up the almost 200 vendors at this year's fair. HDF is your one-stop shop for that Christmas list!

The fair continues today and runs thru Sun., Nov. 4th, at Fayetteville's Crown Expo Center. #hollydayfair

visitfayettevillenc #hollydayfair2018 #nctourism #crowncomplex #juniorleagueoffayetteville #tda #shopping #shoplocal #crafts #crafters #artisan #artisans



39 likes

7 DAYS AGO

Add a comment...

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Bureau Generated Publicity

Go Fayetteville Social Media Outlets: Facebook – 2,162 Followers

#GoFay Go Fayetteville
Published by Jenny Bell [?] · November 3 at 10:30 AM · 🌐

Holly Day Fair sets up the most picture-perfect scene with Santa every year at the Crown Complex Expo Center, and last year, my coworker made sure she captured this precious pic of her infant. You still have today and tomorrow to take advantage of all the fair's "shopopportunities" and Santa photo-ops! #HollyDayFair



512 People Reached 42 Engagements [Boost Post](#)

👍❤️ You, Tiffany Haywood, Melody Vealey Foote and 9 others 5 Comments

#GoFay Go Fayetteville shared a post.
Published by Jenny Bell [?] · October 30 at 9:44 AM · 🌐

A Fork's Tale is dishing on what you can expect to find at "the largest gift and craft show in Eastern North Carolina." You have 4 days to hit almost 200 vendors at the Holly Day Fair, and this shopping frenzy kicks off on Thur., Nov. 1st, at the Crown Complex!

#GoFay #ShopFay #HollyDayFair



A Fork's Tale
October 26 at 1:56 PM · 🌐

Are you ready to shop?
The Annual Holly Day Fair is the largest holiday gift and craft show in Eastern North Carolina filled with almost 200 vendors for a fun d...

[See More](#)

63 People Reached 24 Engagements [Boost Unavailable](#)

👍❤️ You, Tiffany Haywood, Noelene Willett and 4 others 1 Comment

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Earned Publicity

Tiffany Haywood

The MrsTee

www.TheMrsTee.com

Facebook – 5,431 followers, Instagram – 10,200 followers, Twitter – 9,570 followers, YouTube – 1,847 subscribers

BLOG

<https://themrstee.com/gifts-crafts-food-oh-my-52nd-annual-holly-day-fair/>

CHRISTMAS / HOLIDAYS / MY NORTH CAROLINA / MYFAYETTEVILLE / RECAPS

Gifts, Crafts & Food – Oh My! | 52nd Annual Holly Day Fair

by TheMrsTee



Share the love!

1 Shares



Press/Media Coverage Disclosure

I've lived in Fayetteville for nearly 12 years now and every single year I've heard the rumors of this amazing event called the **Holly Day Fair**. This year I had the chance to experience it for myself and all I can say is WOW! Okay well that's not all I can say but it pretty much sums it up.



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Earned Publicity

Tiffany Haywood

The MrsTee

VLOG

www.youtube.com/watch?v=uBLU56-GQgA



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Earned Publicity

Tiffany Haywood

The MrsTee

Facebook




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Earned Publicity

Tiffany Haywood

The MrsTee


Facebook


 **The MrsTee** is 🎉 feeling festive with Fayetteville Area Convention and Visitors Bureau and Holly Day Fair at Holly Day Fair.




November 2 at 6:28 PM · Fayetteville · 🌐

Have you ever been to the Holly Day Fair? This was my first time and let's just say I was a bit excited and for good reason!

#HOSTED | #HollyDayFair



 Watch this video with your friends Start Watch Party

   9

1 Comment 5 Shares 847 Views

 **The MrsTee** is 🎉 feeling festive at Holly Day Fair.

November 2 at 11:00 AM · Fayetteville · 🌐

I'm headed over to The Holly Day Fair for the very First Time!! I'm just a teeny bit (okay a lot bit) excited! 🎄

Katie of A Fork's Tale shares just a few of the many reasons why this is the place I need to be!

Follow along as I share my first time experience here and over on my instagram-> <http://instagram.com/themrstee...> See More

AFORKSTALE.COM

Annual Holly Day Fair- Fayetteville, NC

The Annual Holly Day Fair is the largest holiday gift & craft show in the...

 You, Jessica Carson Bennett, Alyssa Hennessy and 4 others

Earned Publicity

Tiffany Haywood

The MrsTee

Twitter



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Tiffany Haywood

The MrsTee

Twitter

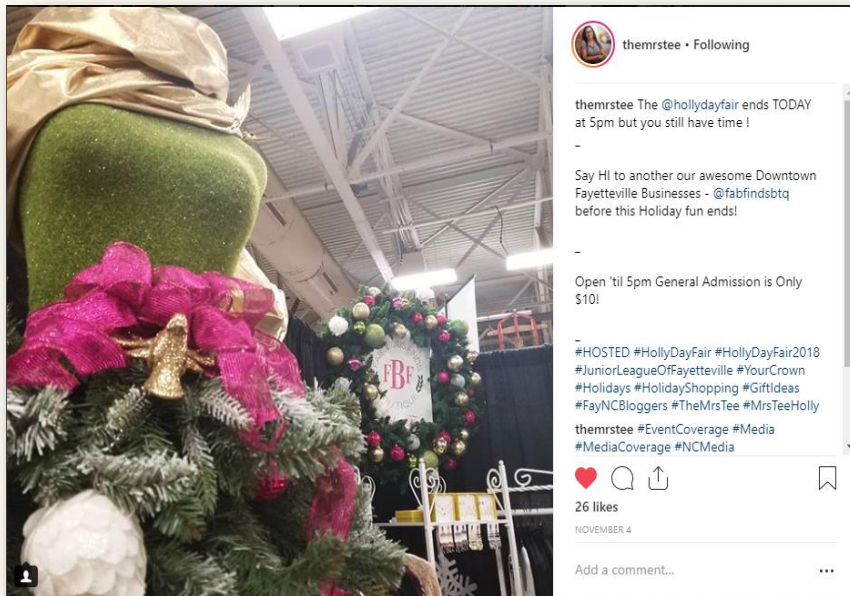


Earned Publicity

Tiffany Haywood

The MrsTee

Instagram



Earned Publicity

Tiffany Haywood

The MrsTee

Instagram



Earned Publicity

Tiffany Haywood

The MrsTee

Instagram



Earned Publicity

Tiffany Haywood

The MrsTee

Instagram



Earned Publicity

Tiffany Haywood

The MrsTee

Instagram



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Tiffany Haywood

The MrsTee

Instagram



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Earned Publicity

Tiffany Haywood

The MrsTee

Instagram



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Earned Publicity

Tiffany Haywood

The MrsTee

Instagram



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Earned Publicity

Tiffany Haywood

The MrsTee

YouTube

WIDU Radio Show (broadcast via WIDU radio stations, WIDU's website, and The Mrs. Tee's Facebook Live)

www.youtube.com/watch?v=zGEuQEPdqWQ



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Earned Publicity

Katie Roley-Crenshaw

A Fork's Tale

www.AForksTale.com

Facebook – 87,225 followers, Instagram – 5,170 followers

BLOG

<https://www.aforkstale.com/annual-holly-day-fair-fayetteville-nc>

You are here: [Home](#) / [Travel](#) / Annual Holly Day Fair- Fayetteville, NC

ANNUAL HOLLY DAY FAIR- FAYETTEVILLE, NC

October 26, 2018 By Katie — [Leave a Comment](#)



The Annual Holly Day Fair is the largest holiday gift and craft show in Eastern North Carolina filled with almost 200 vendors for a fun day of one-stop shopping! Come for handmade gifts, specialty clothing, unique jewelry, and gourmet foods. All proceeds from the event go directly to the Junior League of Fayetteville who "assist in prevention of homelessness and food insecurity and related concerns affecting children and families in our communities."



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Earned Publicity

Katie Roley-Crenshaw

A Fork's Tale

Facebook



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Earned Publicity

Katie Roley-Crenshaw

A Fork's Tale

Instagram



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Earned Publicity

Katlin McFadden

Guac & Soul

www.guacnsoul.com

Facebook – 151 followers, Instagram – 16,100 followers

BLOG

guacnsoul.com/2018/11/06/holly-day-fair-its-a-thing/

EVENTS

Holly Day Fair-It's a thing



This was my very first year attending the 52nd Holly Day Fair at the Crown.

I was like **WHOA**.

In the parking lot.

Cause dude, it was **madness**! I didn't know this was such a thing. But it really was.

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Earned Publicity

Katlin McFadden

Guac & Soul

Facebook



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Katlin McFadden

Guac & Soul

Instagram



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Katlin McFadden

Guac & Soul

Instagram



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Guac & Soul

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Katlin McFadden

Guac & Soul

Instagram



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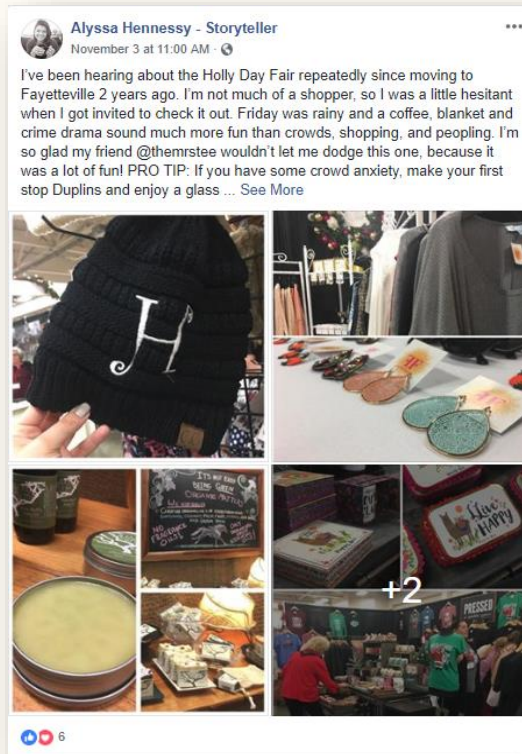
Alyssa Hennessy

Alyssa Hennessy/STORYTELLER

www.AlyssaHennessy.com

Facebook – 62 followers, Instagram – 2,465 followers

Facebook



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Earned Publicity

Alyssa Hennessy

Alyssa Hennessy/STORYTELLER

Instagram



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Alyssa Hennessy
Alyssa Hennessy/STORYTELLER

Instagram



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Earned Publicity

Alyssa Hennessy

Alyssa Hennessy/*STORYTELLER*

Instagram



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Earned Publicity

Kelly Siech

Kelly Seeks

www.KellySeeks.com

Facebook – 1,084 followers, Instagram – 2,900 followers

Facebook



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Earned Publicity

Kelly Siech
Kelly Seeks
Facebook



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Kelly Siech
Kelly Seeks
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Earned Publicity

Kelly Siech

Kelly Seeks

Instagram



Earned Publicity

Kelly Siech

Kelly Seeks

Instagram



Earned Publicity

Kelly Siech
Kelly Seeks
Instagram



Earned Publicity

Kelly Siech

Kelly Seeks

Instagram



Earned Publicity

Jami McLaughlin

Fayetteville Area Mom on the Go

www.Fayareamom.com - www.fayobserver.com/blogs/mom_on_the_go

Facebook – 2,1014 followers, Instagram – 890 followers, Twitter – 50 followers

Facebook



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Earned Publicity

Jami McLaughlin

Fayetteville Area Mom on the Go
Facebook



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Earned Publicity

Jami McLaughlin

Fayetteville Area Mom on the Go
Twitter



Mom on the Go @fayareamom · Nov 1

See you at Holly Day Fair! Today through Sunday! Bring your old HDF bags - this year's bag got caught in customs and will hopefully be here soon! #hdf2018 #hollydayfair2018



1



Mom on the Go @fayareamom · Oct 30

The Crown Complex brings fantastic events to Fayetteville! We are at Double Dare Live with Marc Summers tonight!

Oh, and starting Thursday through Sunday is Holly Day Fair! I have a free ticket who I'll pick... [facebook.com/13275105806805...](https://www.facebook.com/13275105806805...)



1



Earned Publicity

Jami McLaughlin

Fayetteville Area Mom on the Go

Instagram



Public Relations Recap

- **Fayetteville Area Convention & Visitors Bureau Efforts**

- **11** Calendar of Events listings sites
- **4** Visit Fayetteville Facebook Social Media posts
- **2** Visit Fayetteville Twitter Social Media tweets
- **1** Visit Fayetteville Instagram Social Media post
- **2** Go Fayetteville Facebook Social Media post

- **Earned Publicity**

- **3** Blogs
- **1** Vlog
- **21** Facebook Social Media posts
- **53** Instagram Social Media posts
- **6** Twitter tweets
- **1** YouTube Video Post

Occupancy Comparison

"Fayetteville Area CVB Weekly Report"

Information is pulled directly from the STR Report

Occupancy %	Thursday	Friday	Saturday	Sunday
2018	71.9%	75.4%	75.4%	60.1%
2017	64.3%	65.4%	66.2%	50.9%
Percent Change	+11.8%	+14.3%	+13.9%	+18.1%

Summary

CALCULATIONS

For the calculations, the FACVB used the agreed upon estimated attendance number provided by the HDF management of **22,000**.

The sample size of **401** was more than the required and agreed upon 378 completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/-4.85%**.

Of those participants staying at a hotel, the overall average length of stay was **4** nights.

17.46% of the participants (**70**) were overnights and came specifically for the event – extrapolated out to 22,000 actual attendees this means potentially 3,841 people X 4 nights = **15,364** room nights +/- 4.85%

TDA

Granted **\$10,000** to be used to include public relations, advertising, print, social and other mediums determined to reach the targeted visitor markets. Said funding shall be used exclusively to assist with the marketing of the 52nd Holly Day Fair scheduled for November 1-4, 2018.

378 completed surveys was the agreed upon requirement, **401** were collected.

All Tourism Development Authority (TDA) requirements were met.

Can re-apply next year?

Yes

No

ATTENDANCE

Per the Crown Complex, the actual attendance for the event was **20,860**.

1 participants was referred by their hotel.

40.15% (161) were from Cumberland County, including Fort Bragg.

29.43% (118) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 70 who came for the event and stayed at the hotel, listed the following hotels:

Affordable Suites	1
Air B&B	3
Ambassador Inn	1
Baymont	3
Candlewood Suites	2
Comfort Inn	2
Courtyard	1
Days Inn	1
Econolodge	1
Embassy Suites	2

Extended Stay	4
Fairfield Inn	3
Hampton Inn	12
Holiday Inn	6
Holiday Inn Express	1
Holiday Inn Fort Bragg	1
Holiday Inn I-95	1
Homestead	1
Homewood Suites	3
Marriott	1

Mt. Rose	5
No Answer	2
Quality Inn	1
Ramada Plaza	2
Red Roof Inn	5
Spring Hill Suites	1
Wingate	3
Woodland Springs	1

Summary

ATTENDANCE (continued)

Of those participants staying at a hotel, the overall average length of stay was **4 nights**.

17.46% of the participants (**70**) were overnigheters and came specifically for the event – extrapolated out to **20,860** actual attendees this means potentially **3,642** people X 4 nights = **14,568** room nights +/- 3.90% (813).

Potential Revenue - \$1,169,373.30.

Economic Impact = 3,642 x 4 days x \$114 = \$1,660,752.00.

Official Hotel Pick Up: 82 Room Nights as reported from hotels.

Mt. Rose - 66 / Wingate - 16

Average Daily Rate (ADR)* for the month of November was \$80.27.

Hotel Revenue - \$6,582.14.

**ADR is reported by Smith Travel Research (STR), which is used by the global hotel industry as a vital revenue management tool. The report benchmarks a hotel's performance against its competitive aggregate and local market. The STAR program tracks and delivers monthly, weekly and daily data.*

MARKETING

The top 5 resources where they heard of the event were:

1. Word of Mouth
2. Social Media
3. Billboard
4. Previously Attended
5. Television

33 attendees signed up for the FACVB's E-Promotion Program.



Thank You



Proudly Promoting the Communities of Cumberland County

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