



Metrics Associated with the
Holly Day Fair 2019

Held November 7-10, 2019

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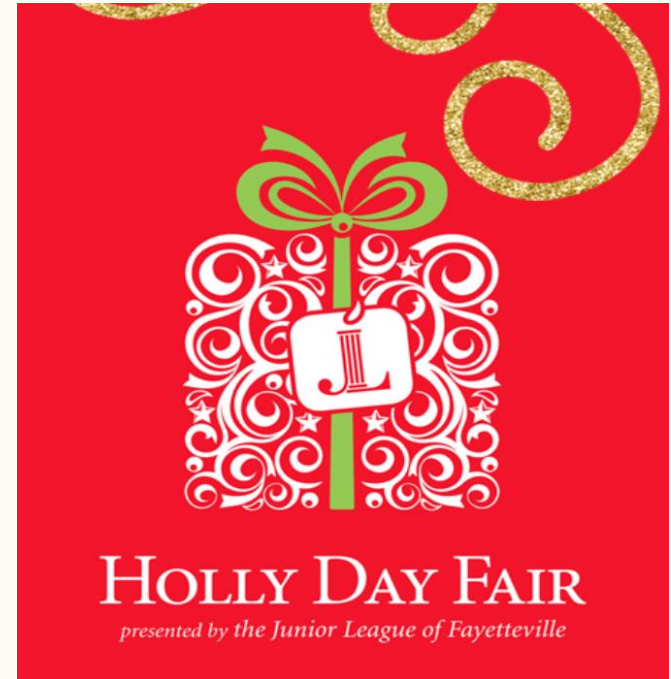
John Meroski
Chief Executive Officer

December 18, 2019

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

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Grant Details

Granted **\$5,000** and agrees to perform those services as agreed upon with the Fayetteville Area Convention and Visitors Bureau (FACVB) that support the mission of TDA funding. This can include public relations, advertising, print, social and other mediums determined to reach the targeted visitor market. Said funding shall be used exclusively for social media campaign to increase visitors of the 53rd Holly Day Fair scheduled for November 7-10, 2019.

377 completed surveys was the agreed upon requirement, **328** were collected.

All Tourism Development Authority (TDA) requirements were **NOT** met.

Can re-apply next year?

Yes

No

Survey Requirements

Requirements

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

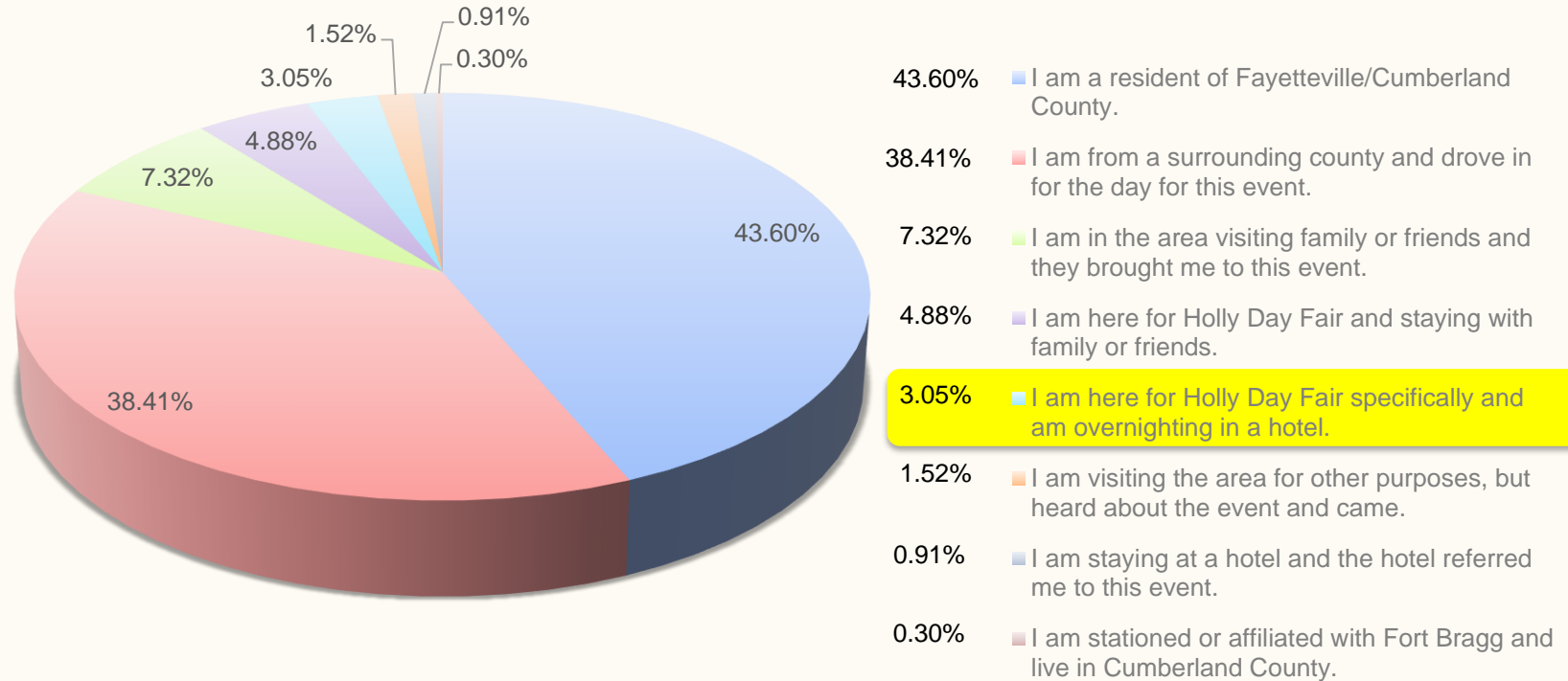
| Page Summary Report | | | | | |
|---|--------|-----------|-------------------|---------------------------------|------------------------------|
| Holly Day Fair 2019 | | | | | |
| As of: 11/25/2019 11:42:58 AM | | | | | |
| <i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i> | | | | | |
| Survey Pages | Viewed | Completed | Percent Completed | Avg. Completion Time (hh:mm:ss) | Results |
| Entire Survey | 366 | 328 | 89.62% | 00:03:34 | View Results |
| 1 | 365 | 328 | 89.86% | 00:03:30 | View Results |

Survey Collection Times

Surveys were collected on the following dates and times. Highlighted grey are times while event was taking place. Highlighted red are single digit, or no surveys collected for that hour.

| Time | Completed Surveys | Time | Completed Surveys | Time | Completed Surveys | Time | Completed Surveys |
|------------------------------|-------------------|------------------------------|-------------------|------------------------------|-------------------|------------------------------|-------------------|
| Thursday, Nov 7 | | Friday, Nov 8 | | Saturday, Nov 9 | | Sunday, Nov 10 | |
| 9-10 a.m. | 0 | 9-10 a.m. | 1 | 9-10 a.m. | 63 | 11 a.m.-12 p.m. | 34 |
| 10-11 a.m. | 4 | 10-11 a.m. | 0 | 10-11 a.m. | 53 | 12-1 p.m. | 34 |
| 11 a.m.-12 p.m. | 4 | 11 a.m.-12 p.m. | 0 | 11 a.m.-12 p.m. | 14 | 1-2 p.m. | 13 |
| 12-1 p.m. | 0 | 12-1 p.m. | 4 | 12-1 p.m. | 18 | 2-3 p.m. | 29 |
| 1-2 p.m. | 0 | 1-2 p.m. | 1 | 1-2 p.m. | 6 | 3-4 p.m. | 10 |
| 2-3 p.m. | 0 | 2-3 p.m. | 1 | 2-3 p.m. | 1 | 4-5 p.m. | 7 |
| 3-4 p.m. | 0 | 3-4 p.m. | 1 | 3-4 p.m. | 8 | 5-6 p.m. | 5 |
| 4-5 p.m. | 0 | 4-5 p.m. | 1 | 4-5 p.m. | 2 | Total Collected Day 4 | 132 |
| 5-6 p.m. | 0 | 5-6 p.m. | 8 | 5-6 p.m. | 4 | | |
| 6-7 p.m. | 0 | 6-7 p.m. | 0 | 6-7 p.m. | 2 | | |
| 7-8 p.m. | 0 | 7-8 p.m. | 0 | 7-8 p.m. | 0 | | |
| Total Collected Day 1 | 8 | Total Collected Day 2 | 17 | Total Collected Day 3 | 171 | | |

They Identified Themselves As



Where Were They From

- 1 of the 328 completed surveys provided an invalid zip code along with gibberish in each answer.
- 306 (93.29%) were from North Carolina.
- 31 (9.45%) were from more than 100 miles from Fayetteville.
- 10 (3.05%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

| | |
|---------------------|-----|
| 1. North Carolina | 306 |
| 2. Virginia | 3 |
| 3. Many States Tied | 2 |
| 4. Many States Tied | 1 |

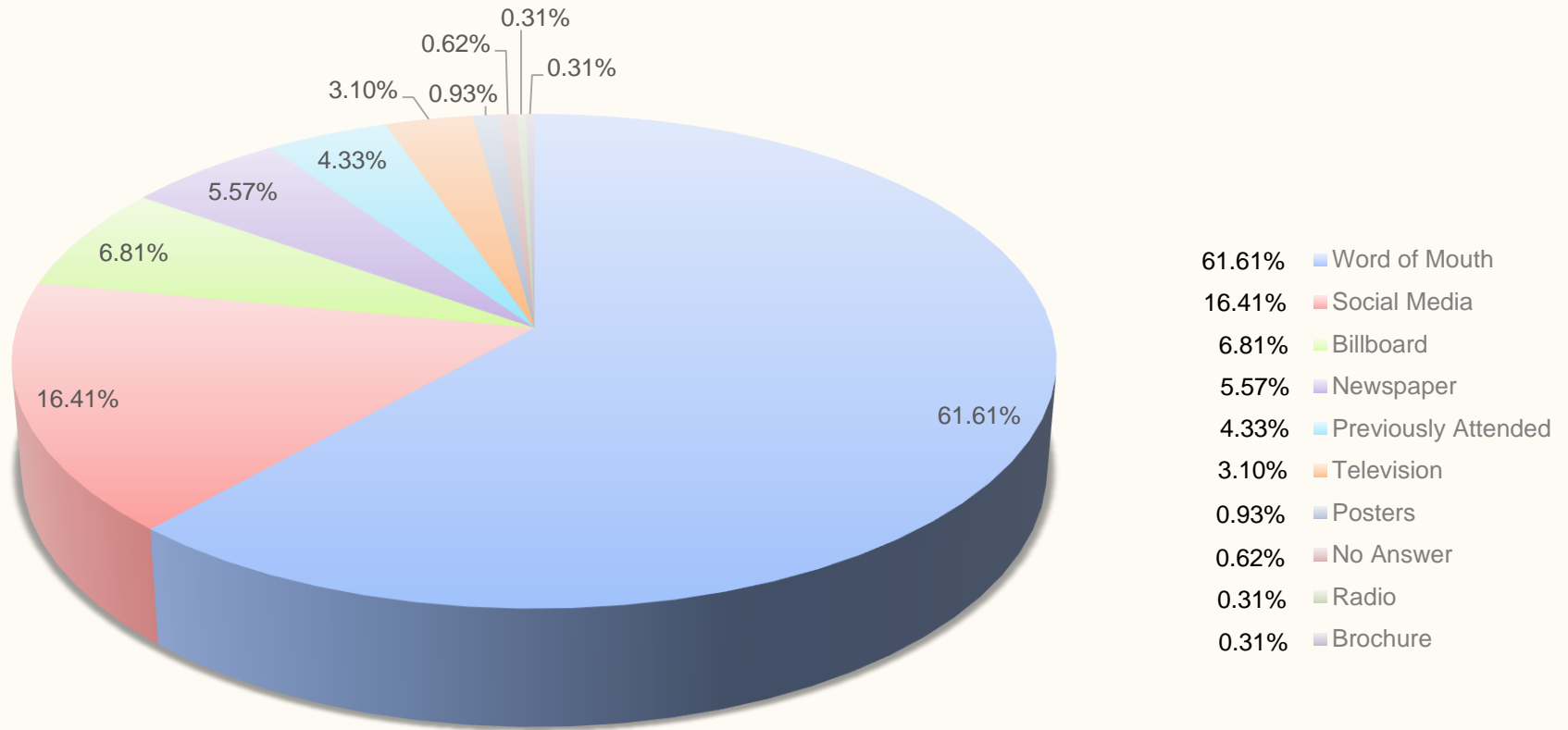
Top 5 by County

| | |
|-------------------|-----|
| 1. Cumberland, NC | 144 |
| 2. Robeson, NC | 39 |
| 3. Hoke, NC | 20 |
| 4. Harnett, NC | 14 |
| 5. Bladen, NC | 13 |

Top 5 by City

| | |
|---------------------|-----|
| 1. Fayetteville, NC | 109 |
| 2. Hope Mills, NC | 26 |
| 3. Raeford, NC | 20 |
| 4. Lumberton, NC | 18 |
| 5. Dunn, NC | 8 |

How Did They Find Out About Event



Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

| Occupancy % | Nov 7 | Nov 8 | Nov 9 | Nov 10 |
|----------------|--------|--------|--------|--------|
| 2019 | 56.2% | 69.3% | 70.6% | 41.5% |
| 2018 | 71.1% | 83.7% | 85.9% | 50.6% |
| Percent Change | -20.9% | -17.3% | -17.8% | -18.0% |

**Heroes Homecoming/Veterans Day events, Methodist Youth Pilgrimage took place the same weekend as Holy Day Fair.*

Attendance

Per the Crown Complex management, the actual attendance for the event was **21,035** versus fair estimation prior to event of **20,000**.

3 visitors staying for other reasons were referred by their hotel.

43.90% (144) were from Cumberland County, including Fort Bragg.

38.41% (126) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 10 who came for the event and stayed at the hotel, listed the following hotels:

| | |
|--------------------|---|
| Baymont | 1 |
| Courtyard | 1 |
| Doubletree | 2 |
| Econo lodge | 2 |
| Marriott | 1 |
| Mt. Rose | 1 |
| Spring Hill Suites | 1 |
| Tru | 1 |

Potential Revenue (using Nov. ADR) - **\$82.03**.

Hotel Revenue from Surveys - **\$820.30**.

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

Hotel Pick Up Reported:

- 341 = As reported by event point of contact who handled vendor stays.
- 26 = Official Hotel Pick Up

Total Hotel Pick Up: **367** Room Nights

Participating hotels: *See next page.*

Potential Revenue (using Nov. ADR) - **\$82.03**.

Hotel Revenue - **\$30,105.01**.

**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.*

Official Hotel Pickup

| | |
|---|----|
| Affordable Suites of America..... | 11 |
| Ambassador Inn..... | 4 |
| Baymont by Wyndham Fayetteville I-95 | 7 |
| Candlewood Suites – Fayetteville/Fort Bragg | 9 |
| Comfort Inn – Fayetteville/ Fort Bragg | 4 |
| Courtyard by Marriott Fayetteville | 6 |
| Crown Inn | 4 |
| Days Inn – Fayetteville – South/I-95 Exit49 | 4 |
| DoubleTree by Hilton..... | 23 |
| EconoLodge – Fayetteville | 31 |
| Embassy Suites Hotel | 19 |
| Extended Stay America – Fayetteville | 4 |
| Fairfield Inn & Suites – Fayetteville North | 8 |
| Fairfield Inn by Marriott – Fayetteville I-95 | 10 |
| Hampton Inn & Suites Fayetteville..... | 22 |
| Hampton inn Fayetteville Fort Bragg..... | 7 |
| Holiday Inn Express Hotel & Suites – Fayetteville/Fort Bragg..... | 8 |

| | |
|--|----|
| Home2 Suites by Hilton – Fayetteville | 7 |
| Lazy Acres Campground | 7 |
| Mt. Rose Hotel | 21 |
| Airbnbs | 16 |
| OYO Hotel Fayetteville..... | 4 |
| Quality Inn -Fayetteville | 18 |
| Ramada Plaza | 27 |
| Red Lion Inn & Suites..... | 6 |
| Red Roof inn – Fayetteville | 8 |
| Residence Inn – Fayetteville Cross Creek..... | 4 |
| Sleep Inn – Fayetteville | 13 |
| Springhill Suites – Fayetteville/Fort Bragg | 11 |
| TownePlace Suites – Fayetteville Cross Creek | 5 |
| TRU by Hilton Fayetteville I-95 | 32 |
| Woodspring Suites Fayetteville | 7 |

Thank You



Proudly Promoting the
Communities of Cumberland County

CUMBERLAND COUNTY, NC
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