

# *Metrics Associated with the Indigo Moon Film Fest 2017*

*Held October 13-15, 2017*



**October 16, 2017**

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

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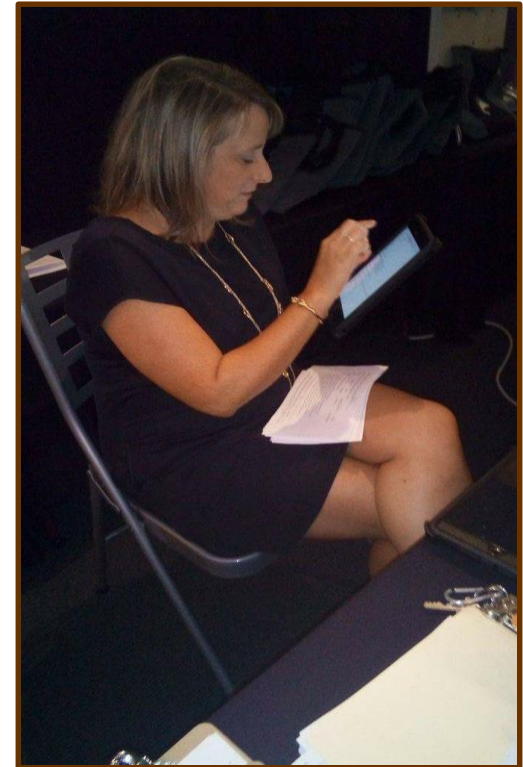


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# Introduction

- All data was collected by the Indigo Moon Film Festival (IMFF) staff during the event.
- IMFF management estimated **500** attendees prior to the event.
- There were **309** completed surveys.
- Using the **500** attendees, the Confidence Interval for this presentation with a **309** Sample Size is **+/- 3.45%**. Because of the size of the sample the Confidence Interval **exceeded** the “best practice” of +/- 5%.



*IMFF Volunteer Carrie King  
inputs paper surveys into  
the FACVB's survey IPAD.*

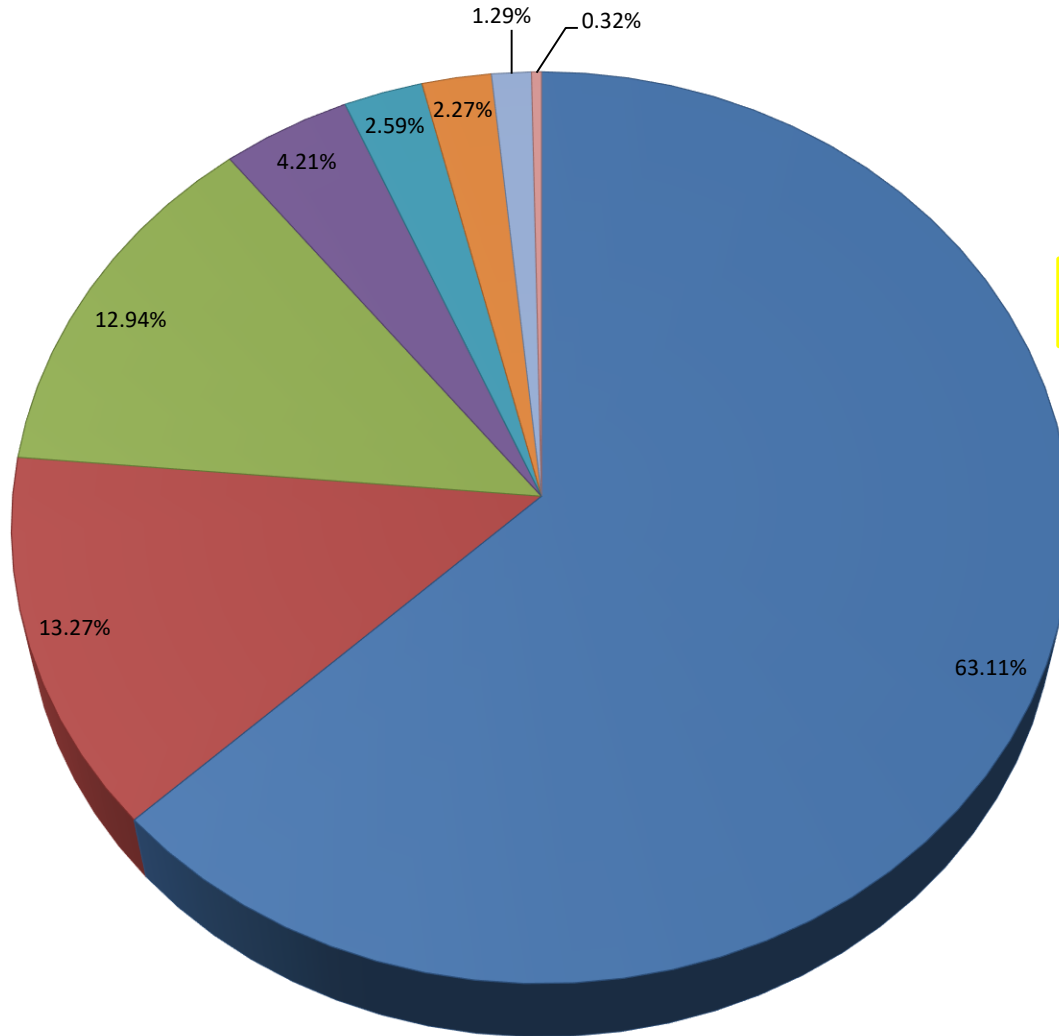


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# *They Identified Themselves as...*



- 63.11% ■ I am a resident of Fayetteville/Cumberland County.
- 13.27% ■ I am here for the Film Festival specifically and am overnighing in a hotel.
- 12.94% ■ I am from a surrounding county and drove in for the day for this event.
- 4.21% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 2.59% ■ I am in the area visiting family or friends and they brought me to this event.
- 2.27% ■ I am here for the Film Festival and staying with family or friends.
- 1.29% ■ I am visiting the area for other purposes, but heard about the event and came.
- 0.32% ■ I am staying at a hotel and the hotel referred me to this event.



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# *Where Were They From?*

## Overview

- All **309** completed surveys provided a valid zip code.
- **273 (88.35%)** were from North Carolina.
- **45 (14.56%)** were from more than 100 miles from Fayetteville.
- **41 (13.27%)** identified themselves as being here specifically for the event and overnighing in a hotel.

### Top 5 by State

1. North Carolina	273
2. Georgia	11
3. Ohio, Florida, Virginia California & South Carolina	3
4. Pennsylvania & New Jersey	2
5. 6 States Tied	1

### Top 5 by County

1. Cumberland, NC	207
2. Wake, NC	21
3. Durham, NC	9
4. Robeson & Nash, NC	5
5. Chatham, NC & Fulton, GA	4

### Top 5 by City

1. Fayetteville, NC	182
2. Hope Mills, NC	16
3. Raleigh, NC	10
4. Durham, NC	9
5. Apex, NC	5

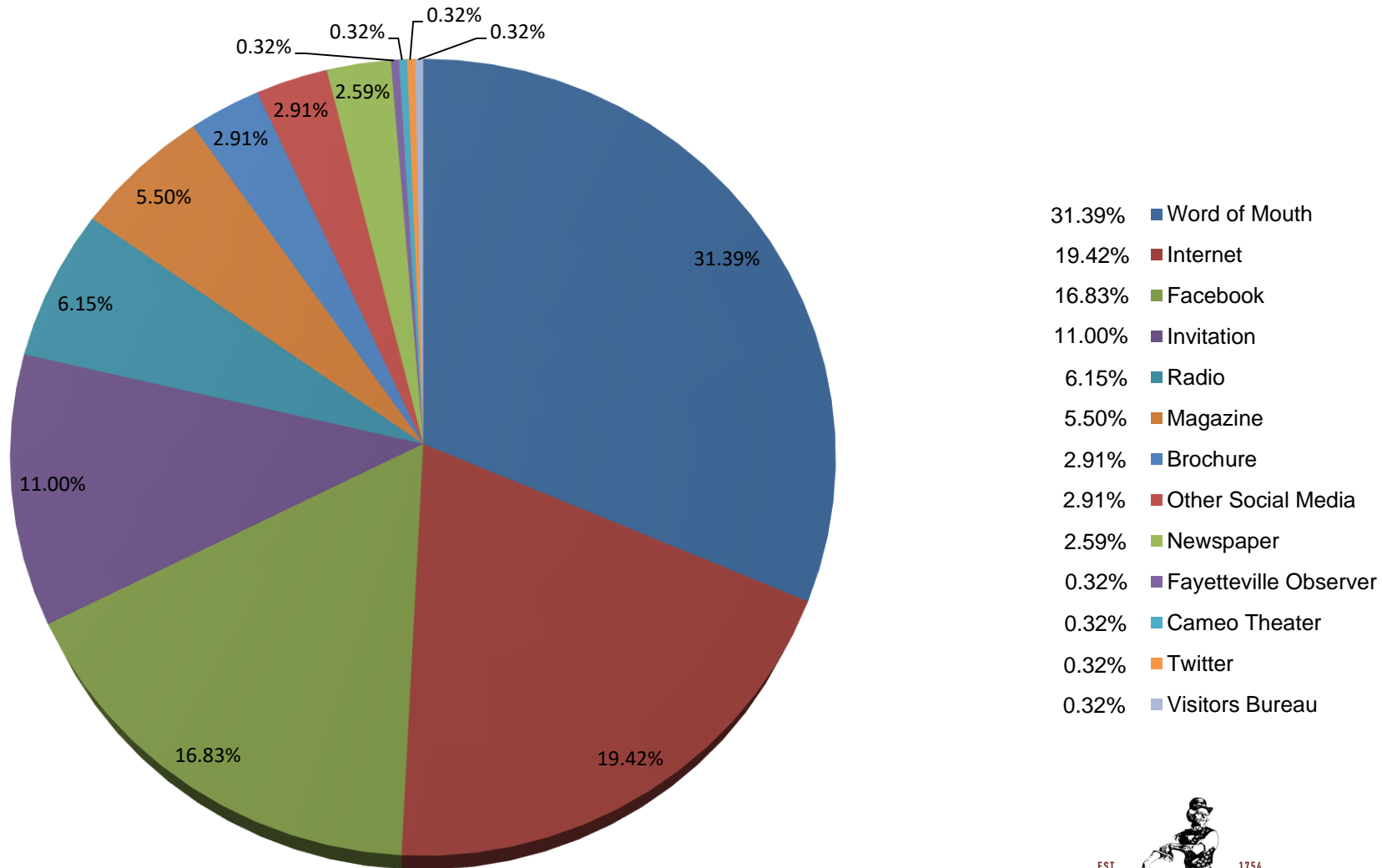


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# *How Did They Find Out About Event?*



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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 overnighiting 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

Page Summary Report Indigo Film Festival 2017 As of: 10/16/2017 10:22:07 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	354	309	87.29%	00:01:27	<a href="#">View Results</a>
1	351	309	88.03%	00:01:25	<a href="#">View Results</a>



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# *Bureau Generated Publicity*

## Press Release

July 6, 2017 – distributed to 509 relevant publications/contacts.

### Downtown Fayetteville Hosts 2<sup>nd</sup> Annual Indigo Moon Film Festival October 13-15



Fayetteville, NC – The 2<sup>nd</sup> Annual Indigo Moon Film Festival (IMFF) will feature the best in filmmaking from around the world.

Presented by GroundSwell pictures, the walkable festival screens films in four downtown Fayetteville locations throughout the weekend. Activities include an Opening Night film and reception, awards BBQ, master classes and many great films.

"Flooding from Hurricane Matthew interrupted the inaugural IMFF and we still had some fantastic showings," says organizer Jan Johnson. "The lineup for the second festival is even better than the first."

The full line-up will be announced late summer. Tickets go on sale September 1<sup>st</sup>.

Connect with organizers for festival announcements:

[www.IndigoMoonFilmFestival.com](http://www.IndigoMoonFilmFestival.com)

[www.Facebook.com/IndigoMoonFF](https://www.facebook.com/IndigoMoonFF)

[www.Twitter.com/IndigoMoonFF](https://www.twitter.com/IndigoMoonFF)

#### About GroundSwell Pictures

GroundSwell Pictures, formed in 2014 by award-winning Producers/Directors/Writers Jan Johnson & Pat Wright, was created to engage and inspire diverse communities by producing films, teaching filmmaking, showing films and supporting filmmakers who can make a positive difference.



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# *Bureau Generated Publicity*

## Blogging

September 22, 2017 – Go Fayetteville Blog Written - <http://www.gofayetteville.com/film-festival/>

CALLING ALL FILM FANATICS & ARTS LOVERS!

September 22, 2017

October holds the promise of not just autumnal festivities and cooler weather, but also a number of enriching cultural arts events in the greater Fayetteville area. One of the more recent festivals to debut here was the **Indigo Moon Film Festival** (IMFF), in 2016. This year, we're anticipating the three-day fest will once again draw film fanatics and arts lovers to downtown for a beautiful celebration of the art of film-making. For festival first-timers, we're sharing our "Top 7 Reasons" to add IMFF to your fall plans (October 13-15). Consider this to be your personal invitation to delve into Fayetteville's thriving arts scene, one movie at a time.



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## Blogging

August 14, 2017 – Also mentioned in the Go Fayetteville College Friendly Blog - <http://www.gofayetteville.com/college-friendly/>

### *For the Arts Lover...*

Did you know Fayetteville has an international art gallery, featuring exhibits of nationally and internationally recognized artists? A recent exhibit featured 40 of Pablo Picasso's ceramic works. The **David McCune International Art Gallery** at Methodist University is the perfect place for those who appreciate the fine arts (or if you just want to impress your friends with some art history knowledge!). Visit this fall for the *Kindred Materials: Glass and Clay* exhibit, featuring local glass and clay artists, or in the spring for *Chagall: The Story of Exodus*, an exhibit featuring works from renowned painter Marc Chagall.

Any indie film lovers out there? Did you know Fayetteville is hosting a film festival *again* this year? The **Indigo Moon Film Festival** is being hosted downtown for the second time. Spend the weekend this October immersed in stories from filmmakers all over the world. Who knew you could see such a diverse, distinct collection of films here in Fayetteville?

September 26, 2017 – Also mentioned in the Go Fayetteville ComicCon Blog - <http://www.gofayetteville.com/comiccon/>

For out-of-town visitors, FCC's **Partner Hotel** is offering a discounted nightly rate. Check out the Fayetteville Area Convention & Visitors Bureau (FACVB) list of **Accommodations** for other hotel options. The FACVB also provides a handy **Calendar of Events** and a list of area **Restaurants** and **Shopping**. As we shared on the blog last week, another highly anticipated event that takes place here in October is the Indigo Moon Film Festival; learn our "Top 7 Reasons" to attend this festival on "**Calling All Film Fanatics & Arts Lovers!**".

*(Top photo courtesy of @Fayettevillecomiccon)*



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# Bureau Generated Publicity

## Go Fayetteville Blog Facebook



Go Fayetteville

Published by Jenny Bell [?] · October 11 at 10:05am · 🌐

Yes, Fayetteville is home to a film fest - [Indigo Moon Film Festival](#).  
No, it's not too late to get tix to Sat./Sun.'s screenings and events.  
Yes, it's a full w/e of movie-goer bliss all over [Downtown Fayetteville](#).  
Nope, you have no excuses left.  
Yep, see you at [#IndigoMoonFF](#)!



### Calling All Film Fanatics & Arts Lovers! - Go Fayetteville

Consider this to be your personal invitation to add Indigo Moon Film Festival to your fall plans and delve into our thriving arts scene one movie at a time.

[GOFAYETTEVILLE.COM](#)

1,023 people reached

Boost Post

Like Comment Share

Indigo Moon Film Festival, Brandon Plotnick and 6 others

Chronological

2 Shares



Go Fayetteville This blog proudly features the following:

[Indigo Moon Film Festival](#)  
[Moonlight Communications, Inc...](#) See More

Like · Reply · Commented on by Jenny Bell [?] · October 11 at 10:09am



Go Fayetteville

Published by Jenny Bell [?] · September 22 at 2:05pm · 🌐

Consider this your personal invitation to delve into Fayetteville's thriving arts scene, one movie at a time, at Indigo Moon Film Festival. [#IndigoMoonFF](#)



### Calling All Film Fanatics & Arts Lovers! - Go Fayetteville

Consider this to be your personal invitation to add Indigo Moon Film Festival to your fall plans and delve into our thriving arts scene one movie at a time.

[GOFAYETTEVILLE.COM](#)

1,127 people reached

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Cameo Art House Theatre, Elaine Kelley and 8 others

Chronological

15 Shares

View 1 more comment



Heather Jackson Edwards Alexis Halen Kirby, Robert Kinlaw, y'all may be interested in this.

Like · Reply · Message · 2 · September 22 at 8:52pm



Diane McChesney Parfitt Can't wait. Tell all your friends.

Like · Reply · Message · 1 · September 28 at 7:19pm

EST.



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## Calendar of Events

Event Calendar Listing Uploaded and Published to: VisitFayettevilleNC.com, AAA Go Magazine Web, Carolina Country Print & Web, News 14 Carolina, SC Living – Web, Trip Advisor, VisitNC.com, ABC 11, Event Crazy, Fayetteville Observer, Our State Magazine, Go Fayetteville Blog and WRAL.com.



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## Social Media Outlets

Twitter



**Fayetteville, NC CVB** @VisitFayNC · Jul 23

Hurricane Matthew washed out much of the @IndigoMoonFF last fall. Its back bigger and better for 2017. [bit.ly/2gQuBli](http://bit.ly/2gQuBli)



**Fayetteville, NC CVB**

@VisitFayNC

Join film lovers in @downtownfay this weekend 4 @IndigoMoonFF . Regions only film fest. Opens with @hondrosfilm. [bit.ly/2xwJT1P](http://bit.ly/2xwJT1P)



8:03 AM - 12 Oct 2017



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Twitter



Fayetteville, NC CVB

@VisitFayNC

Follow

The film [@hondrosfilm](#) about former [@fayobserver](#) photog Chris Hondros, will open [@IndigoMoonFF](#) this Oct. .



'Hondros' will open Indigo Moon Film Festival

"Hondros," a documentary about late war photographer and former Fayetteville Observer employee Chris Hondros, will open the Indigo Moon Film Festival in [fayobserver.com](#)

5:34 AM - 27 Aug 2017

2 Retweets 1 Like



2



1



Fayetteville, NC CVB @VisitFayNC · Sep 22

. [@bejenuine](#) from [#GoFayetteville](#) shares 7 Reasons to attend Indigo Moon Film Festival in [@DowntownFay](#)



Calling All Film Fanatics & Arts Lovers! - Go Fayette...

Consider this to be your personal invitation to add Indigo Moon Film Festival to your fall plans and delve into our thriving arts scene one movie at a time.

[gofayetteville.com](#)



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## Social Media Outlets

### Facebook

 **Fayetteville Area Convention and Visitors Bureau**  
shared Indigo Moon Film Festival's event.  
Published by Melody Vealey Foote [?] · July 23 · 🌐

Hurricane Matthew washed out much of the inaugural Indigo Moon Film Festival in October 2016. The good news, its back bigger and better for 2017. Mark your calendars an array of films will be shown in four Downtown Fayetteville locations October 13-16. The film lineup will be announced early September. Like the event page to get all the updates. #IndigoMoonFF



**OCT 13** **Indigo Moon Film Festival 2017**  
Oct 13 - Oct 15 · Indigo Moon Film Festival · Fayetteville, NC  
You like Indigo Moon Film Festival

★ Interested

338 people reached

Boost Event

👍 Like    💬 Comment    ➦ Share

👍 4

 **Fayetteville Area Convention and Visitors Bureau**  
Published by Melody Vealey Foote [?] · August 27 at 8:38am · 🌐

Hondros: A Documentary Film about former Fayetteville Observer photographer Chris Hondros is slated the Indigo Moon Film Festival 2017. The festival will announce the full lineup of films September 1. #IMFF17



**'Hondros' will open Indigo Moon Film Festival**

"Hondros," a documentary about late war photographer and former Fayetteville Observer employee Chris Hondros, will open the Indigo Moon Film Festival.

FAYOBSERVER.COM

465 people reached

Boost Post

👍 Like    💬 Comment    ➦ Share

👍 Susan Pinato, Denise Comulada and 5 others

1 share



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### Facebook

**Fayetteville Area Convention and Visitors Bureau** ✓  
Published by Melody Vealey Foote [?] · September 3 at 8:52am · 🌐

On Friday, Fayetteville's Indigo Moon Film Festival announced the full schedule for the October 13-15 production. The festival opens October 13 with *Hondros: A Documentary Film* about Chris Hondros, an American war photographer who died in Libya in 2011. Chris Grew up in Fayetteville and had worked at the The Fayetteville Observer. #IndigoMoonFF



**Film List - Indigo Moon Film Festival**  
IMFF 2017 OPENING NIGHT FILM ANNOUNCED: HONDROS will show as the Opening Night Film for indigo Moon Film Festival on October 13, 2017. Chris Hondros was one of the best conflict photographer of his generation, having...  
INDIGOMOONFILMFESTIVAL.COM

330 people reached

Like Comment Share

Indigo Moon Film Festival, Angela Lenard and 2 others

1 share

**Fayetteville Area Convention and Visitors Bureau** ✓  
Published by Melody Vealey Foote [?] · October 12 at 8:03am · 🌐

Roll out the red carpet, the Indigo Moon Film Festival starts tomorrow! Join film lovers this weekend in [Downtown Fayetteville](#) for a weekend of film, friends, and fun. Tickets are going fast! Get yours today!  
[IndigoMoonFilmFestival.com](#)  
| #IndigoMoonFF



303 people reached

Like Comment Share

Kelly Smith Brill and Denise Comulada

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## Social Media Outlets

### Facebook



**Fayetteville Area Convention and Visitors Bureau**  
shared Go Fayetteville's post.  
Published by Melody Vealey Foote [?] · September 22 at 4:18pm · 🌐

Top seven reasons to attend Indigo Moon Film Festival, courtesy of Go Fayetteville. #IndigoMoonFF

Moonlight Communications, Inc.  
Downtown Fayetteville  
SkyView on Hay Rainbow Room Fayetteville NC... See More



**Go Fayetteville**  
Published by Jenny Bell [?] · September 22 at 2:05pm · 🌐

Consider this your personal invitation to delve into Fayetteville's thriving arts scene, one movie at a time, at Indigo Moon Film Festival. #IndigoMoonFF



Calling All Film Fanatics & Arts Lovers! - Go Fayetteville

Consider this to be your personal invitation to add Indigo Moon Film Festival to your fall plans and delve into our thriving arts scene one movie at a time.  
GOFAYETTEVILLE.COM

180 people reached

Boost Post

Like Comment Share

Cameo Art House Theatre, Go Fayetteville and 9 others



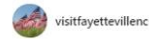
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### Instagram



visitfayettevillenc

visitfayettevillenc Hurricane Matthew washed out much of the Indigo Moon Film Festival in October 2016. The festival is back for 2017 and promises to be bigger and better. Full film schedule to be announced September 1. Follow for updates. <http://bit.ly/2gQuBli>



26 likes

JULY 23

Add a comment...

...



visitfayettevillenc

visitfayettevillenc On Friday, Fayetteville's Indigo Moon Film Festival announced the full schedule for the October 13-15 special event. The festival opens October 13 with Hondros: A Documentary Film about Chris Hondros, an American war photographer who died in Libya in 2011. Chris, a Pulitzer prize nominated photojournalist, grew up in Fayetteville and had worked started his career at the The Fayetteville Observer. #IndigoMoonFF. <http://www.indigomoonfilmfestival.com/film-list/>



36 likes

SEPTEMBER 3

Add a comment...



...



visitfayettevillenc

visitfayettevillenc Roll out the red carpet, the Indigo Moon Film Festival is just days away! October 13-15 film lovers will gather in Downtown Fayetteville for a weekend of film, friends, and fun. This is an event you don't want to miss, so purchase tickets online before it's too late! <http://bit.ly/2yVU3tQ> | #IndigoMoonFF

mspaulapeel ususus  
mspaulapeel 🍕🍕🍕🍕🍕🍕🍕🍕  
themrtee How did I not know about this?  
visitfayettevillenc @themrtee We are glad you know now!  
rainbowroomnc You can purchase tickets in person at the box office inside @rainbowroomnc starting today 12pm-



17 likes

4 DAYS AGO

Add a comment...



...



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7w

Hurricane Matthew washed out much of the Indigo Moon Film Festival in October 2016. The festival is back for 2017 and promises to be bigger and better. Full film schedule to be announced September 1. Follow for updates.  
<http://bit.ly/2gQuBli>



Fayetteville Area Convention and Visitors Bureau › Public

4d

Roll out the red carpet, the Indigo Moon Film Festival is just days away! October 13-15 film lovers will gather in Downtown Fayetteville for a weekend of film, friends, and fun. This is an event you don't want to miss, so purchase tickets online before it's too late! <http://bit.ly/2yVU3tQ>  
| #IndigoMoonFF



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Seven Reasons to attend Fayetteville's Indigo Moon Film Festival #IMFF2017  
<http://bit.ly/2xAAMR9>

Calling All Film Fanatics & Arts Lovers! - Go Fayetteville



Fayetteville Area Convention and Visitors Bureau ▸ Public

6w

On Friday, Fayetteville's Indigo Moon Film Festival announced the full schedule for the October 13-15 production. The festival opens October 13 with Hondros: A Documentary Film about Chris Hondros, an American war photographer who died in Libya in 2011. Chris Grew up in Fayetteville and had worked at the The Fayetteville Observer. #IndigoMoonFF



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2mo

Hurricane Matthew washed out much of the Indigo Moon Film Festival in October 2016. The festival is back for 2017 and promises to be bigger and better. Full film schedule to be announced September 1. Follow for updates. <http://bit.ly/2gQuBli>



2 Likes



Fayetteville Area Convention & Visitors Bureau

4d

Roll out the red carpet, the Indigo Moon Film Festival is just days away! October 13-15 film lovers will gather in Downtown Fayetteville for a weekend of film, friends, and fun. This is an event you don't want to miss, so purchase tickets online before it's too late! <http://bit.ly/2yVU3tQ>  
#IndigoMoonFF



1 Like



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3w

Seven Reasons to attend Fayetteville's Indigo Moon Film Festival [#IMFF2017](https://bit.ly/2xAAMR9)  
[http://bit.ly/2xAAMR9](https://bit.ly/2xAAMR9)



Calling All Film Fanatics & Arts Lovers!

[gofayetteville.com](http://gofayetteville.com)



Fayetteville Area Convention & Visitors Bureau

1mo

On Friday, Fayetteville's Indigo Moon Film Festival announced the full schedule for the October 13-15 production. The festival opens October 13 with Hondros: A Documentary Film about Chris Hondros, an American war photographer who died in Libya in 2011. Chris Grew up in Fayetteville and had worked at the The Fayetteville Observer. [#IndigoMoonFF](https://twitter.com/IndigoMoonFF)



1 Like



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# Bureau Generated Publicity

## Earned Publicity

October 11, 2017 – Fayetteville Observer Article - <http://www.fayobserver.com/news/20171010/more-than-40-films-at-fayettevilles-indigo-moon-film-festival-this-weekend>



Win Your Share of \$20,000  
in Hiring Packages and  
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SUBSCRIBERS: New login for Observer's E-Edition & website



'Human Flow' looks straight at global refugee crisis without



Ask more of your phone.

Google Pixel 2

Learn more

### More than 40 films at Fayetteville's Indigo Moon Film Festival this weekend



#### MOST POPULAR

- 1 2 employees killed in foiled NC prison break  
Oct 13 at 2:59 PM
- 2 Camera found in Sanford school bathroom, custodian charged  
Oct 13 at 9:57 AM
- 3 100 miles from home, dead in the Cape Fear River



HIDE CAPTION



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# *Public Relations Recap*

- **1** Press Release distributed
- **1** Go Fayetteville blog post with **2** blog mentions and **2** blog Facebook posts
- **13** Calendar of Events Listings Secured
- **20** Bureau Social Media posts
- **1** piece of earned publicity (PR)



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# *Bottom Line*

- **All** Tourism Development Authority (TDA) requirements were met.
- **218** completed surveys was the agreed upon requirement (**309** collected)
- **13.27%** of the completed surveys were overnigheters and came specifically for the event.
- **1** participant was referred by their hotel.
- **67.32%** were from Cumberland County, including Fort Bragg.
- **12.94%** were day-trippers.
- Participants heard of the event mainly by Word of Mouth (**31.39%**) and the Internet (**19.42%**).
- **199** attendees signed up for the FACVB's E-Promotion Program and provided a valid E-mail address.



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## *Bottom Line Continue*

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the IMFF management of **500**. The sample size of **309** was considerably more than the required and agreed upon **218** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 3.45%**.
- Of those participants staying at a hotel, the overall average length of stay was **1.87** nights.
- 13.27%** of the participants (**41**) were overnigheters and came specifically for the event – extrapolated out to 500 participants this means potentially **66** people X **2** nights = **132 room nights** (+/- 3.45%)
- The **41** who came for the event and stayed at a hotel, listed the following hotels:

Hotel	Total
Air BNB	7
Fairfield Inn	6
Hampton Inn	5
No Answer	4
Wyndham	3
Holiday Inn I-95	3
Fairfield Marriott	3

Hotel	Total
Ramada	2
Courtyard by Marriott	2
Hilton	2
Econolodge	2
Baymont Hotel	1
Embassy Suites	1
Grand Total	41

- Official Hotel Pick Up: Final hotel pickup reported by hotels was **14** room nights.



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# *Thank You*

*Proudly promoting the Communities of Cumberland  
County.*



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