



Metrics Associated with the
Indigo Moon Film Festival 2019

Held October 11-13, 2019

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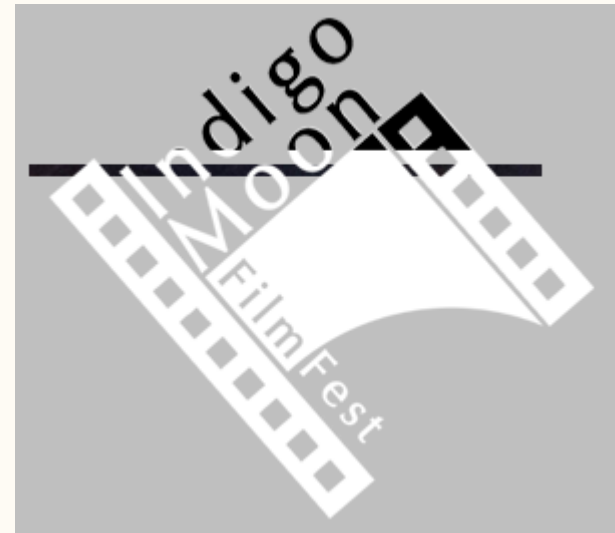
John Meroski
Chief Executive Officer

November 22, 2019

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

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Grant Details

Granted **\$25,000** 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 to assist with the marketing of the 2019 Indigo Moon Film Festival scheduled for October 11-13, 2019.

323 completed surveys was the agreed upon requirement, **289** 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

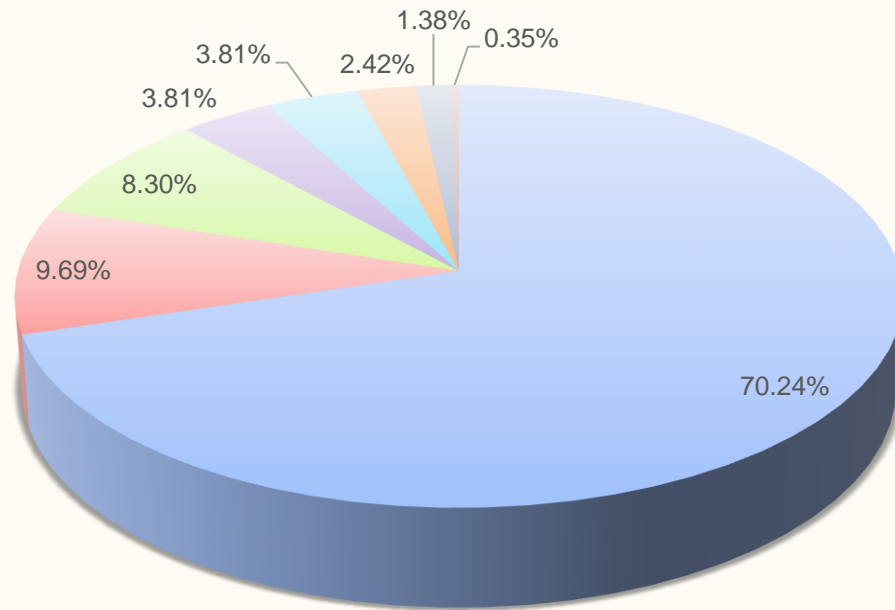
Page Summary Report Indigo Moon Film Festival 2019 As of: 10/21/2019 12:27:11 PM					
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	324	289	89.20%	00:01:12	View Results
1	323	289	89.47%	00:01:09	View Results

Survey Collection Times

Surveys were collected on the following dates and times. Highlighted blue times were when scheduled events were taking place.

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Oct 11, 2019		Oct 12, 2019		Oct 13, 2019	
5-6 p.m.	24	8-9 a.m.	1	11 a.m.-12 noon	0
6-7 p.m.	48	9-10 a.m.	0	12-1 p.m.	0
7-8 p.m.	1	10-11 a.m.	20	1 p.m.-2 p.m.	0
8-9 p.m.	0	11 a.m.-12 noon	0	2-3 p.m.	0
9-10 p.m.	0	12-1 p.m.	25	3-4 p.m.	27
10-11 p.m.	0	1-2 p.m.	20	4-5 p.m.	20
11 p.m.-12 a.m.	0	2-3 p.m.	10	5-6 p.m.	11
Total Day 1	73	3-4 p.m.	13	6-7 p.m.	6
		4-5 p.m.	0	Total Day 3	64
		5-6 p.m.	39		
		6-7 p.m.	1		
		7-8 p.m.	0		
		8-9 p.m.	23		
		9-10 p.m.	0		
		Total Day 2	152		

They Identified Themselves As



- 70.24% ■ I am a resident of Fayetteville/Cumberland County.
- 9.69% ■ I am here for the Film Festival specifically and am overnighting in a hotel.
- 8.30% ■ I am from a surrounding county and drove in for the day for this event.
- 3.81% ■ I am here for the Film Festival and staying with family or friends.
- 3.81% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 2.42% ■ I am visiting the area for other purposes, but heard about the event and came.
- 1.38% ■ I am in the area visiting family or friends and they brought me to this event.
- 0.35% ■ I am staying at a hotel and the hotel referred me to this event.

Where Were They From

- 3 of the 289 completed surveys provided an invalid zip code.
- 260 (89.97%) were from North Carolina.
- 34 (11.97%) were from more than 100 miles from Fayetteville.
- 28 (9.69%) identified themselves as being here specifically for the event and overnighing in a hotel.

Top 5 by State

1. North Carolina	260
2. California & Georgia	6
3. Virginia	4
4. Connecticut & Missouri	3
5. Florida	2

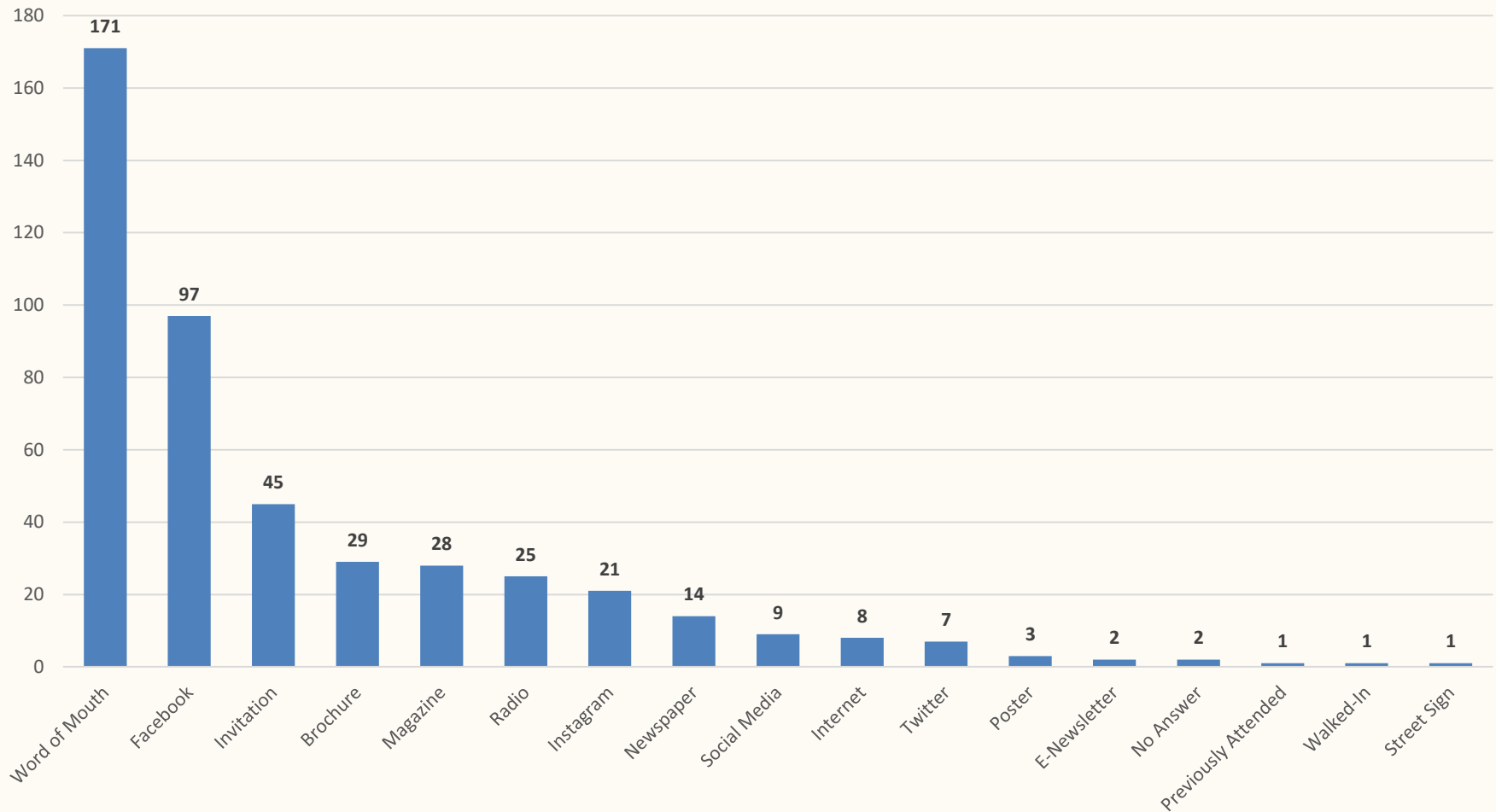
Top 5 by County

1. Cumberland, NC	213
2. Los Angeles, CA	6
3. Wake, NC	5
4. 4 NC Counties & 1 Georgia County	4
5. Durham, Franklin, & Lee, NC	3

Top 5 by City

1. Fayetteville, NC	179
2. Hope Mills, NC	21
3. Fort Bragg & Raleigh, NC	5
4. Sneads Ferry, NC & Monroe, NC & Jefferson, GA	4
5. Many Cities	3

How Did They Find Out About Event



Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	Oct 11	Oct 12	Oct 13
2019	62.7%	65.0%	45.8%
2018	84.2%*	83.2%*	70.8%*
Percent Change	-25.5	-22.0	-35.4

*2018 – Hurricane Florence affected hotel occupancy for displayed residents.

Attendance

Per the Indigo Moon Film Festival management, the actual attendance for the event was **700** (based on film guides handed out) versus festival estimation prior to event of **1,000**.

1 visitor was referred by their hotel.

74.05% (214) were from Cumberland County, including Fort Bragg.

8.30% (11) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 28 who came for the event and stayed at the hotel, listed the following hotels:

Fairfield Inn North	10
No Answer	18

Of those participants staying at a hotel, the overall average length of stay was **2** nights.

Official Hotel Pick Up: 16 Room Nights as reported from hotels.

Participating hotels: Fairfield Inn & Suites Fayetteville North - 16

Potential Revenue (using Oct ADR) - \$82.26.

Hotel Revenue - \$1,316.16.

**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.*

Thank You



Proudly Promoting the
Communities of Cumberland County

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