



**Metrics Associated with the**  
**Marquis Slam 2017-2018**  
*Held Monthly*

July 11, 2018

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

# Event



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

# December 2017 Information Collected

- All data was collected by the Marquis Slam staff.
- **47** people attended the event on December 2, 2017.
- There were **22** completed surveys of which **0** people stated they were “here specifically for the Marquis Slam and are overnighting in a hotel.”
- **20** were from North Carolina and **1** guest from Florida and Texas.
- **3** guests were from more than 100 miles away.
- Top Home Counties: **3** from Cumberland County, NC, **2** from Wake, NC and many counties tied with **1**.
- Top Home Cities: **11** from Fayetteville, NC, **2** each from Hope Mills & Raleigh, NC and any cities tied with **1**.
- Where did they hear about event? **45%** from Facebook, **36%** from Word of Mouth and 4 others tied.



Judge Jenny Bell of the FACVB

# January 2018 Information Collected

Event was cancelled due to inclement weather.

# February 2018 Information Collected

- All data was collected by the Marquis Slam staff.
- **50** people attended the event on February 3, 2017.
- There were **27** completed surveys of which **4** people stated they were “here specifically for the Marquis Slam and are overnighting in a hotel.”
- **23** guests were from North Carolina, **2** from South Carolina and **1** from Washington DC and Louisiana each.
- **3** guests were from more than 100 miles away.
- Top Home Counties: **13** from Cumberland County, NC, **3** from Wake, NC, **2** from Lexington, SC.
- Top Home Cities: **8** from Fayetteville, NC, **3** each from Raleigh & Fort Bragg, NC, **2** each from Hope Mills & Columbia, SC.
- Where did they hear about event? **35%** Word of Mouth and **12%** Facebook.

# March 2018 Information Collected

- All data was collected by the Marquis Slam staff.
- **98** people attended the event on March 3, 2017.
- There were **32** completed surveys of which **0** people stated they were “here specifically for the Marquis Slam and are overnighting in a hotel.”
- **31** guests were from North Carolina and **1** from Virginia.
- **1** guest was from more than 100 miles away.
- Top Home Counties: **24** from Cumberland County, NC, **2** each from New Hanover, Harnett and Moore, NC.
- Top Home Cities: **22** from Fayetteville, NC, **2** each from Cameron & Willmington, NC.
- Where did they hear about event? **50%** Facebook and **41%** Word of Mouth.

# April 2018 Information Collected

- All data was collected by the Marquis Slam staff.
- **62** people attended the event on March 3, 2017.
- There were **22** completed surveys of which **2** people stated they were “here specifically for the Marquis Slam and are overnighing in a hotel.”
- **20** guests were from North Carolina and **2** from Florida.
- **2** guests were from more than 100 miles away.
- Top Home Counties: **7** from Cumberland County, NC, **4** from Wake and **3** from Lee and Hoke Counties each.
- Top Home Cities: **5** from Fayetteville, NC, **3** each from Raeford and Holly Springs, NC.
- Where did they hear about event? **54%** Facebook and **18%** Word of Mouth.

# May 2018 Information Collected

- All data was collected by the Marquis Slam staff.
- **47** people attended the event on May 5, 2017.
- There were **17** completed surveys of which **1** person stated they were “here specifically for the Marquis Slam and are overnighting in a hotel.”
- All **17** guests were from North Carolina.
- **1** guest was from more than 100 miles away.
- Top Home Counties: **11** from Cumberland County, NC, **2** from Harnett and **1** from 4 other counties.
- Top Home Cities: **9** from Fayetteville, NC and **2** from Lillington, NC.
- Where did they hear about event? **41% each** Facebook and Word of Mouth.



# June 2018 Information Collected

- All data was collected by the Marquis Slam staff.
- **104** people attended the event on June 2, 2017.
- There were **26** completed surveys of which **2** people stated they were “here specifically for the Marquis Slam and are overnighting in a hotel.”
- All **26** guests were from North Carolina.
- **1** guest was from more than 100 miles away.
- Top Home Counties: **18** from Cumberland County, NC, **2** from Harnett and **1** from 4 other counties.
- Top Home Cities: **11** from Fayetteville, NC, **5** from Hope Mills, NC and **2** each from Raleigh and Fort Bragg, NC.
- Where did they hear about event? **46% each** Facebook and Word of Mouth.

# July 2018 Information Collected

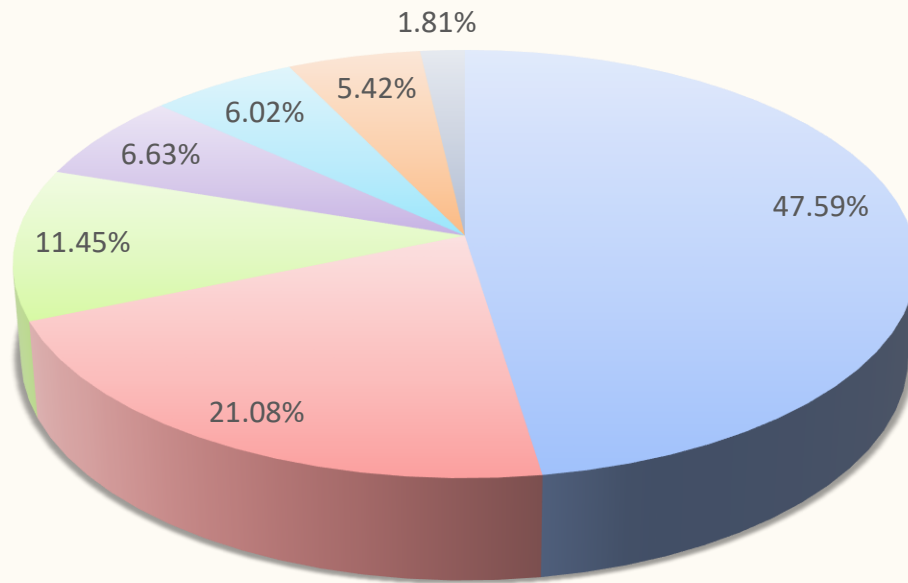
- All data was collected by the Marquis Slam staff.
- **80** people attended the event on July 7, 2017.
- There were **20** completed surveys of which **1** person stated they were “here specifically for the Marquis Slam and are overnighting in a hotel.”
- All **19** guests were from North Carolina.
- **1** guest was from more than 100 miles away.
- Top Home Counties: **13** from Cumberland County, NC, **2** from Wake and Robeson and **1** from 3 other counties.
- Top Home Cities: **12** from Fayetteville, NC, **2** from Raleigh, NC and **1** each from 6 other cities.
- Where did they hear about event? **45%** Word of Mouth and **35%** Facebook.

# Combined Information

- All data was collected by the Marquis Slam staff.
- **483** people attended all of the monthly events (attendance numbers provided by Marquis Slam).
- There were **166** completed surveys of which **10** people stated they were “here specifically for the Marquis Slam and are overnighting in a hotel.”
- **156** guests were from North Carolina, **3** from Florida and **2** from South Carolina and 5 other states had **1**.
- **59%** were from Cumberland County, including Fort Bragg.
- **21%** were day-trippers.
- Top Home Counties: **100** from Cumberland County, NC, **16** from Wake, NC, **6** from Hoke.
- Top Home Cities: **78** from Fayetteville, NC, **12** from Raleigh, NC and **11** from Hope Mills, NC.
- **12** guests were from more than 100 miles away.
- Where did they hear about event? 47% Word of Mouth and 42% Facebook.
- **96** people signed up for FACVB E-newsletter.

# Combined Information

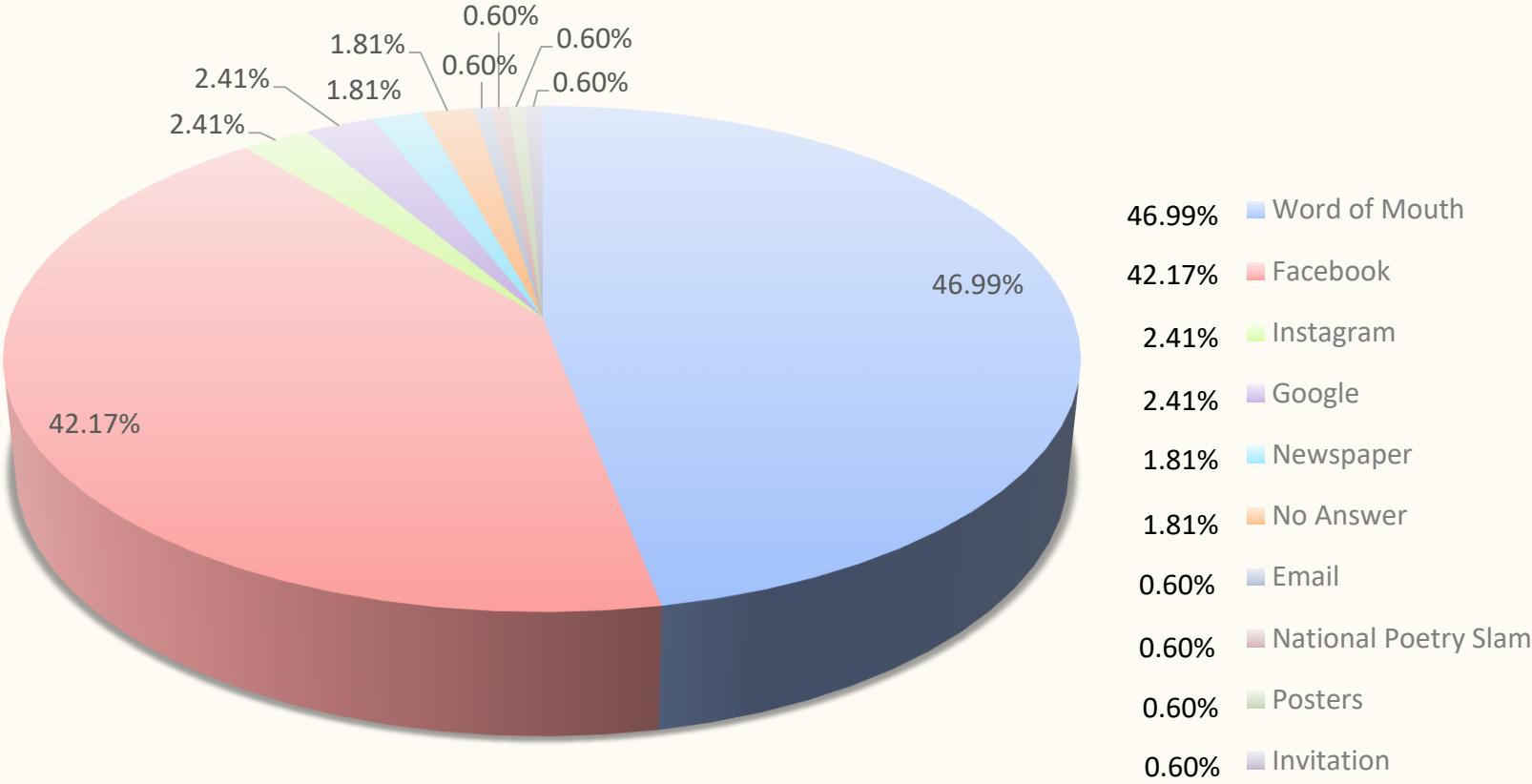
## *Type of Guest*



- 47.59% I am a resident of Fayetteville/Cumberland County.
- 21.08% I am from a surrounding county and drove in for the day for this event.
- 11.45% I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 6.63% I am in the area visiting family or friends and they brought me to this event.
- 6.02% I am here specifically for the Marquis Slam and am overnighing in a hotel.
- 5.42% I am here for the Marquis Slam and staying with family or friends.
- 1.81% I am visiting the area for other purposes, but heard about the event and came.

# Combined Information

## *Heard About Event*



# Thank You



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Communities Cumberland County**

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**FAYETTEVILLE**  
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