



Metrics Associated with the

North Carolina African Film Festival

Theme: African Movie Industry and Tourism

Held February 26-March 1, 2020

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CUMBERLAND COUNTY, NC

FAYETTEVILLE

AREA

CONVENTION AND VISITORS BUREAU

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Grant Details

Granted **\$15,000** and agrees to “perform those services as agreed upon with the Fayetteville Area Convention and Visitors Bureau (FACVB) that support the mission of Tourism Development Authority (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 African Movie and Tourism Festival February 26-March 1, 2020”.

235 completed surveys was the agreed upon requirement, **156** were collected.*

All TDA requirements were **NOT** met.

Can re-apply next year?

Yes

No

- **Disclaimer:** *The Point of Contact confirmed with the CVB that iPads would be picked up on Wednesday morning (February 26th at 9 am) and they were not picked up until Thursday. They missed surveying at their event on Wednesday evening. The CVB was notified on Friday of an error in the survey, this typo was corrected within 15 minutes of being notified. The survey itself was always working. The issue was the CVB forgot to replace Holly Day Fair with African Festival in 1 question. However, please look at collection data on the Survey Collection Times page.*

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 African Movies and Tourism 2020 As of: 3/10/2020 10:07:15 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	186	156	83.87%	00:03:09	View Results
1	183	156	85.25%	00:03:13	View Results

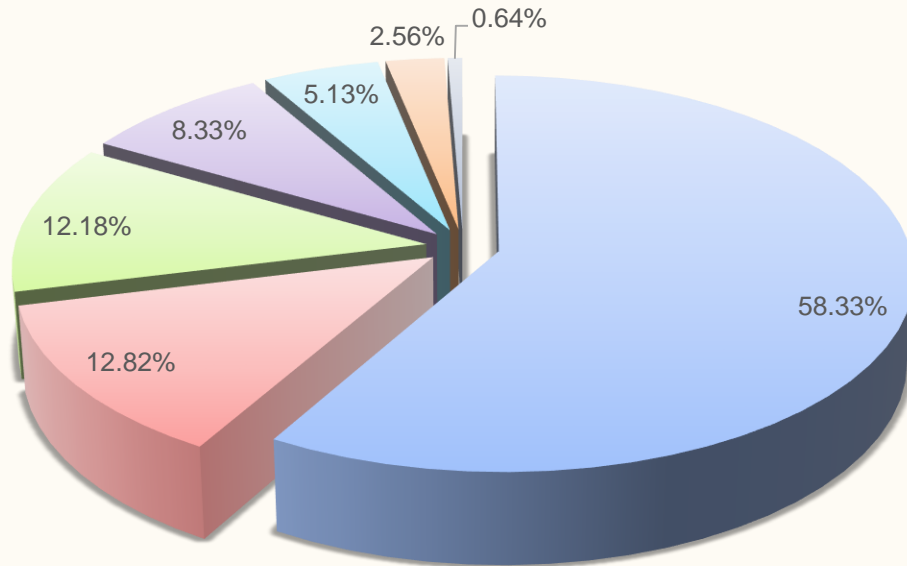
Survey Requirements

Survey Collection Times

Surveys were collected on the following dates and times. Highlighted grey are times event was taking place (this was determined by individual events on the official Facebook Page of the Festival). Highlighted red are single digit, or no surveys collected for that hour.

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Wednesday, Feb 26		Thursday, Feb 27		Friday, Feb 28		Saturday, Feb 29		Sunday, Mar 1	
7-8 p.m.	0	<i>Unable to find Event</i>		4-5 p.m.	0	10-11 a.m.	3	9 a.m.-10 a.m.	0
8-9 p.m.	0	<i>Hours for this date</i>		5-6 p.m.	0	4-5 p.m.	1	10 a.m.-11 a.m.	0
9-10 p.m.	0	2-3 p.m.	1	6-7 p.m.	9	5-6 p.m.	6	11 a.m.-Noon	5
Total Collected Day 1	0	3-4 p.m.	2	7-8 p.m.	2	6-7 p.m.	15	12-1 p.m.	0
		4-5 p.m.	1	Total Collected Day 3	11	7-8 p.m.	0	1-2 p.m.	22
		Total Collected Day 2	4			8-9 p.m.	5	2-3 p.m.	23
						9-10 p.m.	14	3-4 p.m.	41
						10-11 p.m.	4	4-5 p.m.	0
						11 p.m.-Midnight	0	5-6 p.m.	0
						Total Collected Day 4	48	6-7 p.m.	0
								7-8 p.m.	0
								8-9 p.m.	0
								9-10 p.m.	0
								10-11 p.m.	2
								Total Collected Day 4	93

They Identified Themselves As



- 58.33% ■ I am a resident of Fayetteville/Cumberland County.
- 12.82% ■ I am here for this event and staying with family or friends.
- 12.18% ■ I am from a surrounding county and drove in for the day for this event.
- 8.33% ■ I am stationed or affiliated with Fort Bragg and live in Cumberland County.
- 5.13% ■ I am in the area visiting family or friends and they brought me to this event.
- 2.56% ■ I am here for this event specifically and am overnighing in a hotel.
- 0.64% ■ I am visiting the area for other purposes, but heard about the event and came.

Where Were They From

- All of the completed surveys provided a valid zip code.
- **139 (89.10%)** were from North Carolina.
- **11 (7.05%)** were from more than 100 miles from Fayetteville.
- **4 (2.56%)** identified themselves as being here specifically for the event and overnighting in a hotel.

Top 4 by State

1. North Carolina	139
2. South Carolina	12
3. Georgia	2
4. Pennsylvania, Virginia & Maryland	1

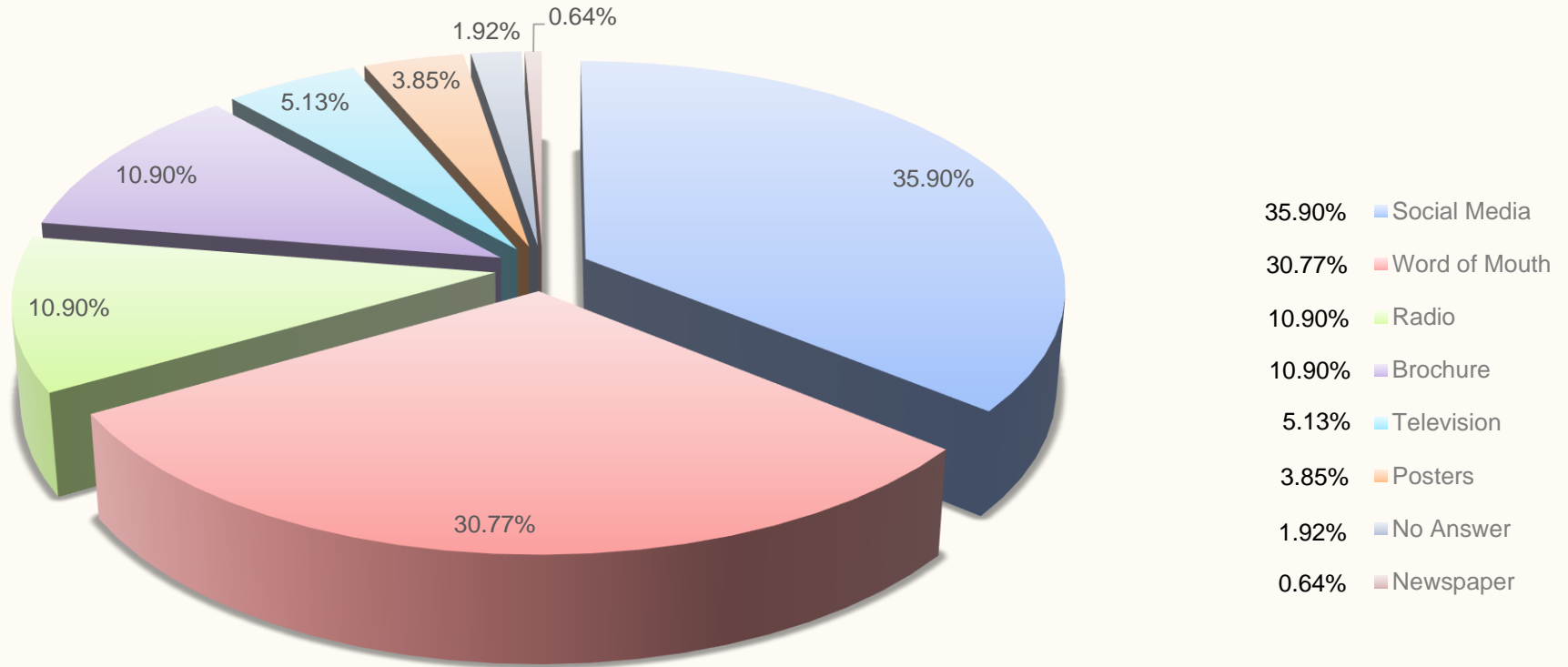
Top 5 by County

1. Cumberland, NC	104
2. Wake, NC & Florence, SC	9
3. Robeson, NC	8
4. Hoke, NC	5
5. Mecklenburg, NC	4

Top 5 by City

1. Fayetteville, NC	83
2. Florence, SC	9
3. Hope Mills, NC	8
4. Spring Lake, NC	7
5. Raeford, NC	5

How Did They Find Out About Event



Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	Feb 26	Feb 27	Feb 28	Feb 29	Mar 1
2020	70.6%	72.1%	77.5%	79.5%	57.6%
2019	72.4%	71.2%	74.6%	75.9%	57.8%
Percent Change	-2.6%	1.2%	3.9%	4.8%	-0.5%

Attendance

Per the festival management, the actual attendance for the event was **300** versus festival estimation prior to event of **600**.

There were no visitors staying for other reasons were referred by their hotel.

66.66% (104) were from Cumberland County, including Fort Bragg.

12.18% (19) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 4 who came for the event and stayed at the hotel, listed the following hotels:

Courtyard Marriott	3
Homewood Suites	1

Hotel Revenue from Surveys - **\$324.40**.

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

Hotel Pick Up Reported:

- **0 = Official Hotel Pick Up**

Total Hotel Pick Up: **0 Room Nights**

Potential Revenue (using Feb. ADR *) - **\$81.10**.

Hotel Revenue - **\$0**.

**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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