



Metrics Associated with the

Southern Fried Poetry Slam 2019

Held June 4-8, 2019

Prepared by:
David Nash
Research and Data Manager

John Meroski
Chief Executive Officer

July 22, 2019



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Introduction

- All data was collected by the Southern Fried Poetry Slam staff.
- The Southern Fried Poetry Slam management estimated **500** attendees prior to the event.
- The agreed upon minimum number of completed surveys needed was **218**.
- The final number of submitted surveys was **248**.
- Using the **500** attendees, the Confidence Interval for this presentation with a **248** Sample Size is **+/- 4.42%**. Because of the size of the sample the Confidence Interval is **better** than the “best practice” of +/- 5.00%.*

**Because of the unique nature of this event, we are unable to extrapolate out to the total number of actual guests because all poets and attendees attended multiple shows at multiple locations and therefore the actual number of attendees is not a true value of “unique” guests.*

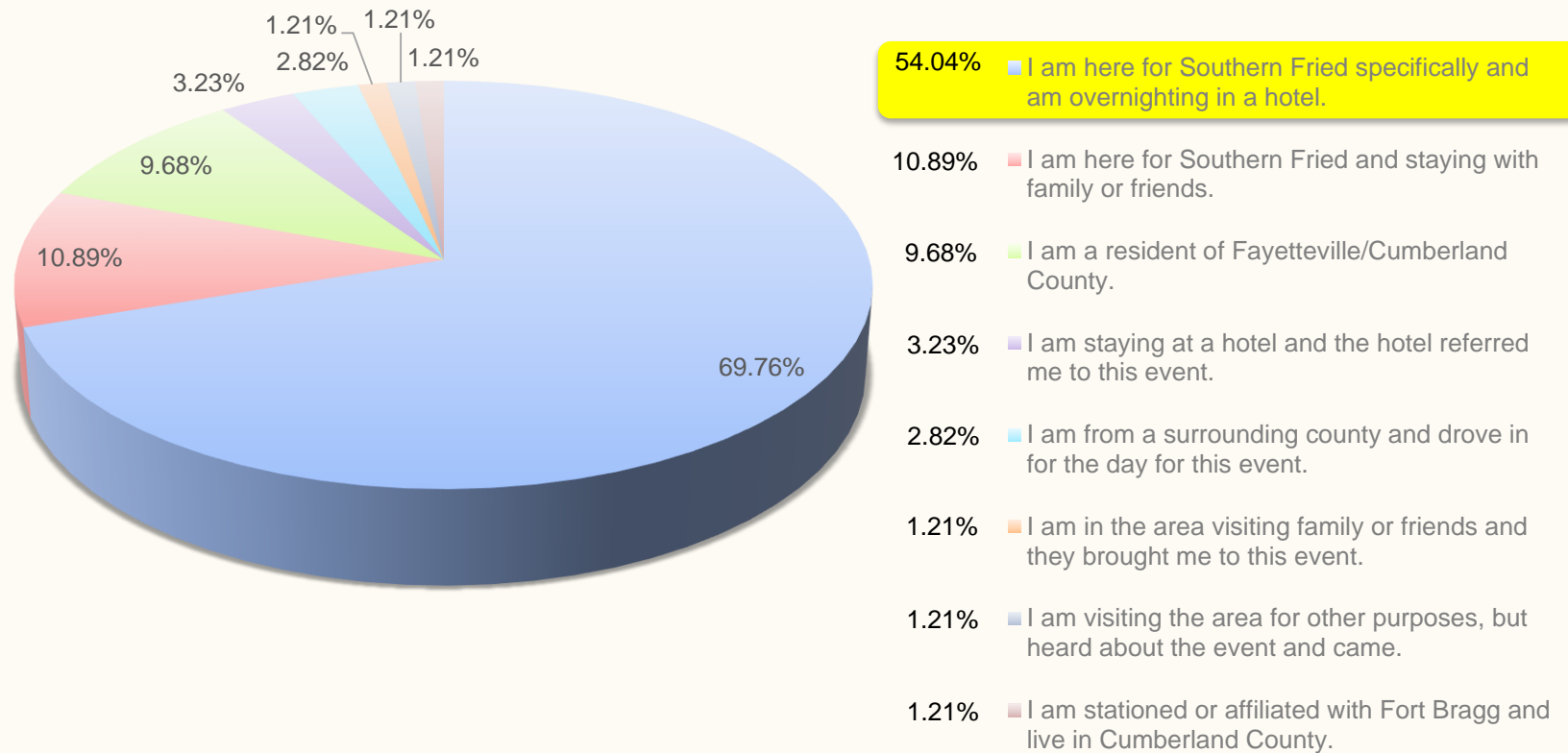
Introduction

Surveys were collected on the following dates and times:

Times highlighted in blue were times of actual events listed on the Schedule of Events covered during the period of the contract with TDA (June 5-8, 2019).

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
Tuesday, 4 June		Wednesday, 5 June		Thursday, 6 June		Friday, 7 June		Saturday, June 8		Sunday, June 9	
6-7 p.m.	3	11 a.m.-12 p.m.	10	8-9 a.m.	1	12-1 p.m.	12	2-3 p.m.	2	12-1 a.m.	19
7-8 p.m.	21	12-1 p.m.	18	9-10 a.m.	0	1-2 p.m.	10	3-4 p.m.	0	9-10 a.m.	1
8-9 p.m.	13	1-2 p.m.	14	10-11 a.m.	0	2-3 p.m.	6	4-5 p.m.	0	10-11 a.m.	19
9-10 p.m.	7	2-3 p.m.	7	11 a.m.-12 p.m.	1	3-4 p.m.	22	5-6 p.m.	0	11 a.m.-12 p.m.	18
10-11 p.m.	0	3-4 p.m.	0	12-1 p.m.	7	4-5 p.m.	3	6-7 p.m.	0	12-1 p.m.	3
11 p.m.-12 a.m.	0	4-5 p.m.	0	1-2 p.m.	5	5-6 p.m.	0	7-8 p.m.	0	1-2 p.m.	0
Total Collected Day 1	44	5-6 p.m.	0	2-3 p.m.	0	6-7 p.m.	0	8-9 p.m.	0	Total Collected Day 6	41
		6-7 p.m.	0	3-4 p.m.	8	7-8 p.m.	1	9-10 p.m.	0		
		7-8 p.m.	0	4-5 p.m.	0	8-9 p.m.	0	10-11 p.m.	0		
		8-9 p.m.	0	5-6 p.m.	0	9-10 p.m.	0	11 p.m.-12 a.m.	1		
		9-10 p.m.	0	6-7 p.m.	4	11 p.m.-12 a.m.	0	Total Collected Day 5	3		
		10-11 p.m.	0	7-8 p.m.	11	12-1 a.m.	0				
		11 p.m.-12 a.m.	0	8-9 p.m.	0	Total Collected Day 4	54				
		12-1 a.m.	0	9-10 p.m.	1						
		Total Collected Day 2	49	11 p.m.-12 a.m.	0						
				12-1 a.m.	0						
				Total Collected Day 3	38						

They Identified Themselves As



Where Were They From

- 10 of the 248 completed surveys provided an invalid zip code.
- 82 (33.06%) were from North Carolina.
- 182 (73.39%) were from more than 100 miles from Fayetteville.
- 173 (69.76%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	82
2. Texas & Florida	33
3. South Carolina	19
4. Georgia	15
5. Virginia	11

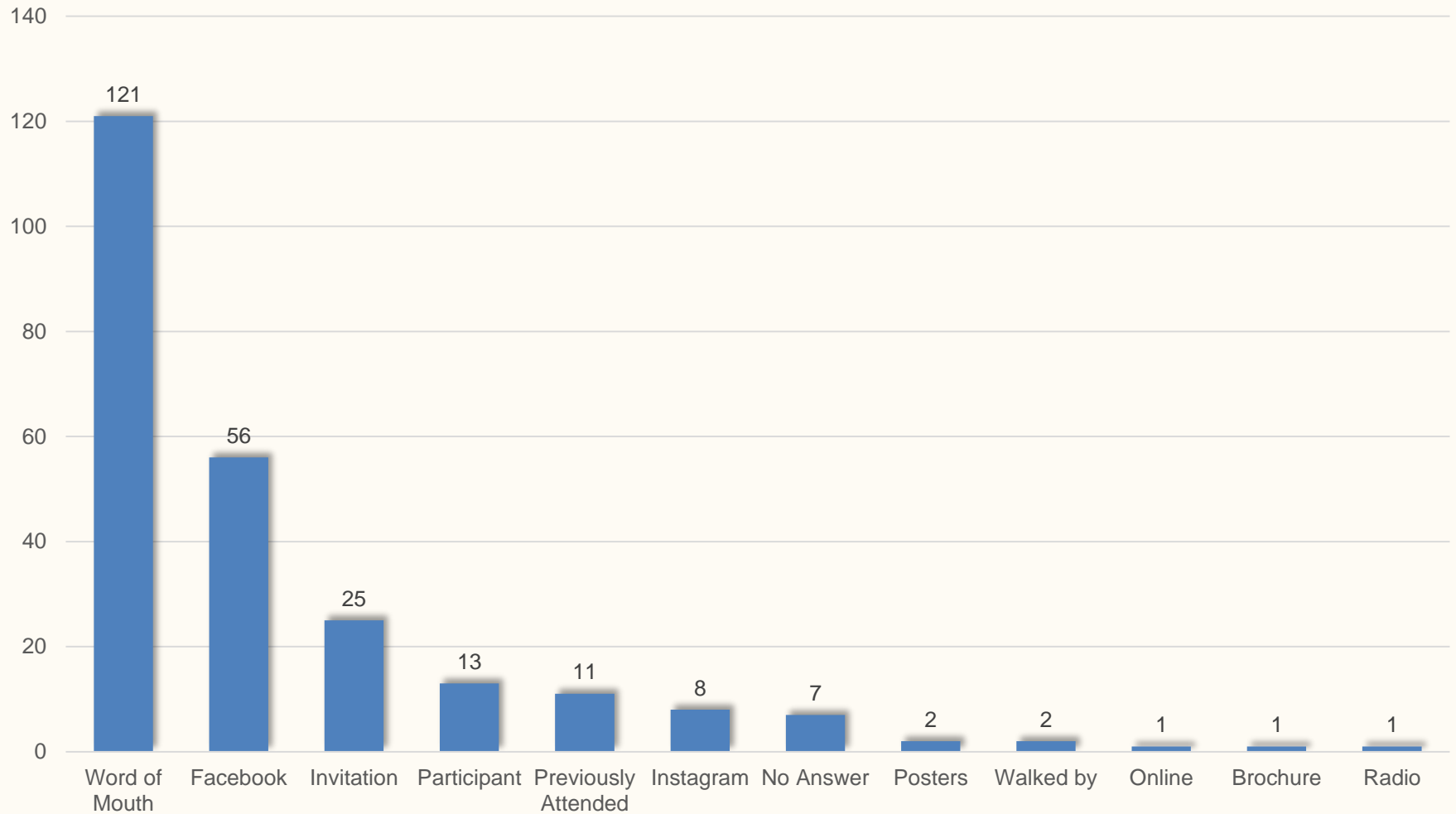
Top 5 by County

1. Cumberland, NC	27
2. Mecklenburg, NC	21
3. Bexar, TX	16
4. Duval, FL	10
5. Wake, NC & Durham, NC	9

Top 5 by City

1. Charlotte, NC	21
2. Fayetteville, NC	20
3. San Antonio, TX	16
4. Jacksonville, FL	10
5. Durham, NC	9

How Did They Find Out About Event



Survey Requirements

Requirement

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 Southern Fried 2019 As of: 6/11/2019 9:59:52 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	282	248	87.94%	00:03:17	View Results
1	280	248	88.57%	00:02:30	View Results

Bureau Generated Publicity

Calendar of Events

Event Calendar Listing Uploaded and Published to: AAA Go Magazine Web, ABC 11 Web, Carolina Country Print and Web, Event Crazy, News 14 Carolina, SC Living, TripAdvisor, VisitFayettevilleNC Web, VisitNC Web, WRAL Web.



Bureau Generated Publicity

Melody Vealey Foote & Jenny Bell

Fayetteville Area Convention & Visitors Bureau / *Go Fayetteville*

www.visitfayettevillenc.com / www.gofayetteville.com

FB: @VisitFayettevilleNC (7,387 followers) / @GoFayetteville (2,450 followers)

IG: @visitfayettevillenc (2,296 followers) / TW: @VisitFayNC (3,221 followers)

PRESS RELEASE (SENT TO 600+)

Largest Poetry Slam in the U.S. Chooses Fayetteville

Southern Fried Poetry Slam will be held June 4-8 in Fayetteville

[Poetry Slam Photos and Logos for Promotional Purposes](#)

Tweet This: The largest Slam Poetry Fest in the U.S. brings top southeastern artists to [@VisitFayNC](#) June 5-8. [The Southern Fried Poetry Fest](#), sponsored by [@OurPLACE_NPO](#) features 3 days of competition and a night of finals. Nearly 200 poets compete. [@SoFriedPoetry](#) <https://bit.ly/2IBbOHO>

Fayetteville, NC— Each June, a southeastern city hosts one of the largest spoken word and performance poetry tournaments in the world. This special event showcases some of the South's most extraordinary writers, orators and artists, who compete for cash, prizes and bragging rights. Fayetteville is proud to host the 2019 Southern Fried Poetry Slam from June 4-8, 2019.

Thirty-two teams of 5 people each and 24 individual poets from throughout the South will attend and compete.

"What an honor to host this prestigious competition in Fayetteville," says John Meroski, Fayetteville Area Convention & Visitors Bureau (FACVB) president and CEO. "We love that poets from across the south will showcase their talents in Fayetteville. Freedom of Expression in America's Hometown!"

In addition to the central competition, daily themed open mics, yoga, runs, a family picnic and various workshops are planned for attendees. Key happenings are below. For a full list of events, navigate to

www.southernfriedpoetryslam.com or follow [this link](#).

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FAYETTEVILLE
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CONVENTION AND VISITORS BUREAU

Bureau Generated Publicity

Melody Vealey Foote & Jenny Bell

Fayetteville Area Convention & Visitors Bureau / *Go Fayetteville*

HOMETOWN HAPPENINGS (SENT TO 65,000+ Email Addresses)



AMERICA'S
HOMETOWN HAPPENINGS
CUMBERLAND COUNTY, NC

f i t y w

Largest Poetry Slam in the U.S. Chooses Fayetteville

Each June, a southeastern city hosts one of the largest spoken word and performance poetry tournaments in the world. This special event showcases some of the South's most extraordinary writers, orators and artists, who compete for cash, prizes and bragging rights. Fayetteville is proud to host the 2019 Southern Fried Poetry Slam from June 4-8, 2019. [Learn More.](#)

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Fayetteville Area Convention & Visitors Bureau / *Go Fayetteville*

SOCIAL MEDIA

Go Fayetteville
Published by Shared via AddThis [?] · June 8 at 12:53 PM ·

The epic 27th Annual Southern Fried Poetry Slam is wrapping up tonight with the Final Stage event, where finalists who made it, out of 32 teams, will be competing in the Indie Finals, Head to Head Haiku Finals, and Team Finals.

Head downtown, to the Metropolitan Room, and purchase your \$25 ticket to watch all the Southern Fried Poetry, Inc. talent show up on Fayetteville's stage. This is our #910Arts scene at its best! #GoFay



[About this website](#)

VISITFAYETTEVILLENC.COM

Southern Fried Poetry Festival: Final Stage
Our PLACE presents the 27th Annual Southern Fried Poetry Festival, in

422	17	Boost Post
People Reached	Engagements	

[Facebook](#) [Reddit](#) Kiara Farina, Sherris Rissi Johnson and 9 others 1 Share

Fayetteville Area Convention and Visitors Bureau is at Volta Space.
Published by Jenny Bell [?] · June 5 at 9:36 PM · Fayetteville ·

The 27th Annual Southern Fried Poetry Slam is kicking off in Downtown Fayetteville on its first night of bouts. We're seeing just a small part of the talent, of 32 teams, on display at Volta Space right now. There are 3 more nights of Southern Fried Poetry, Inc. to catch here during this epic event. #VisitFayNC



620 56

People Reached	Engagements	Boost Post
----------------	-------------	----------------------------

[Facebook](#) [Reddit](#) Marcella Ricks, Stephanie Jones Decatur and 12 others 1 Share

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Bureau Generated Publicity

Melody Vealey Foote & Jenny Bell

Fayetteville Area Convention & Visitors Bureau / *Go Fayetteville*

SOCIAL MEDIA

 Go Fayetteville shared a post.
Published by Jenny Bell [?] · June 4 at 7:08 AM ·

Downtown Fayetteville is about to be invaded by a few hundred poets over the next few days, as our community welcomes 32 teams for the 27th Annual Southern Fried Poetry Slam.

I think this might be one of the coolest niche events Fayetteville has ever had the pleasure of hosting! Even better, all slams are open to the public to attend. #GoFay

PRELIMINARY ROUNDS
7pm & 9pm
FREE ADMISSION

June 5, 2019	RAINBOW ROOM 2/6 STUDIO	ARTS CENTER VOLTA SPACE
June 6, 2019	RAINBOW ROOM 2/6 STUDIO	ARTS CENTER VOLTA SPACE
June 7, 2019	RAINBOW ROOM 2/6 STUDIO	ARTS CENTER VOLTA SPACE

FINALS STAGE
June 8, 2019 5pm

METROPOLITAN ROOM
ADMISSION \$25
WWW.SOUTHERNFRIEDPOETRYSLAM.COM

Southern Fried Poetry, Inc.
May 6 ·

32 Poetry Slam Teams from all over the country will compete against each other until there is only one! They will compete in 3 preliminary bouts and the top 5 will make it to Final Stage on Saturday at The Metropolitan Room! All the preliminary bouts are free for everyone and Final Stage admission is \$25

596
People Reached

45
Engagements

Boost Unavailable

  Louisa Colombo, Evan Young and 10 others 3 Shares

 Fayetteville Area Convention and Visitors Bureau
Published by Will Davis [?] · June 4 at 11:48 AM ·

Let the 27th Annual Southern Fried Poetry Slam festivities begin! With events happening every night through the weekend, there's tons of opportunity to see the art, culture, talent, and experience the performers have to offer. Join us in wishing the best of luck to the 200 poetry slammers competing!
#VisitFayNC



2019
SOUTHERN FRIED
POETRY SLAM
FAYETTEVILLE, NC
June 5-June 8, 2019

OUR P.L.A.C.E.
Small City. Big Experience

CUMBERLAND COUNTY
TOURISM
DEVELOPMENT
AUTHORITY

ARTS COUNCIL

SUN, JUN 9
27th Annual Southern Fried Poetry Slam
Downtown Fayetteville, Fayetteville

   Ashanti, Alison and 8 friends were interested

374
People Reached

11
Engagements

Boost Unavailable

 Wendy Naftzger Hustwit, Kelly Hathaway and 2 others 1 Comment 1 Share

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Fayetteville Area Convention & Visitors Bureau / *Go Fayetteville*

SOCIAL MEDIA

 **Fayetteville Area Convention and Visitors Bureau**
Published by Jenny Bell [?] · April 23 · 🌐

National Poetry Month is the perfect time to announce that Fayetteville is hosting the largest Poetry Slam in the United States, the Southern Fried Poetry, Inc. Festival. It is sponsored by Our PLACE, the group behind the monthly The Marquis SLAM.



VISITFAYETTEVILLENC.COM

Largest Poetry Slam in the U.S. Chooses Fayetteville
Southern Fried Poetry Slam will be held June 4-8 in Fayetteville

5,135 People Reached 570 Engagements [Boost Post](#)

👍❤️👎 73 10 Comments 66 Shares

 **Fayetteville, NC CVB**
[@VisitFayNC](#) [Following](#) ▼

The largest Slam Poetry Fest in the U.S. brings top southeastern artists to [@VisitFayNC](#) June 5-8. The Southern Fried Poetry Fest, sponsored by [@OurPLACE_NPO](#) features 3 days of competition and a night of finals. Nearly 200 poets compete. [@SoFriedPoetry](#) bit.ly/2IBbOHO



1:22 PM · 23 Apr 2019

1 Retweet 2 Likes 

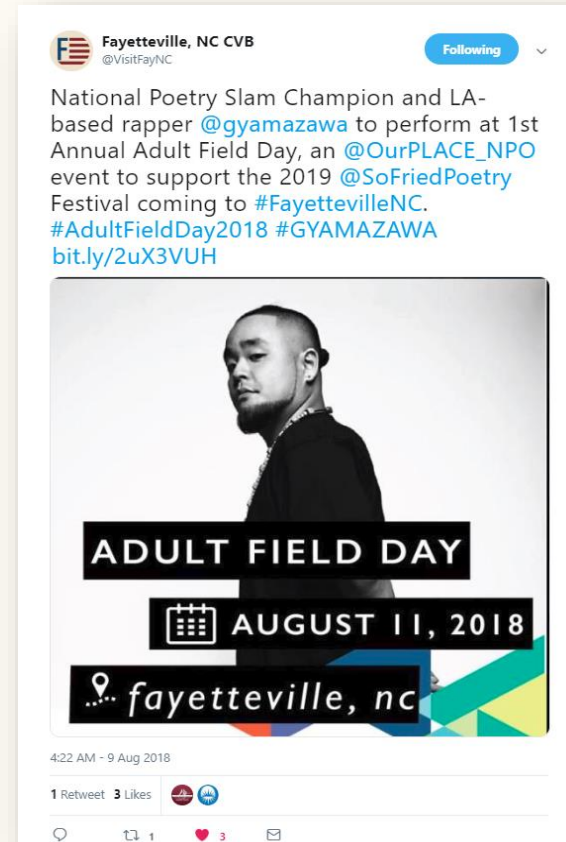
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SOCIAL MEDIA



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SOCIAL MEDIA



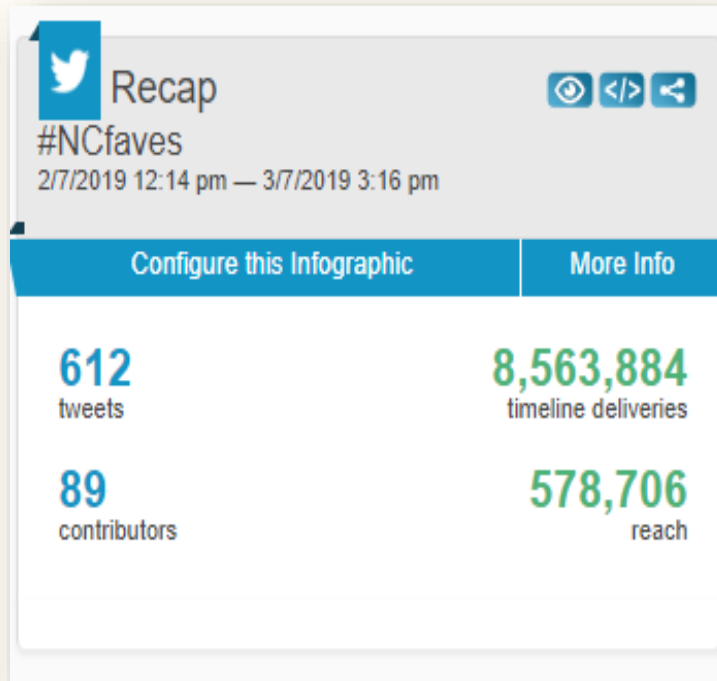
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Bureau Generated Publicity

Melody Vealey Foote & Jenny Bell

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SOCIAL MEDIA - #NCFAVES TWITTER TRAVEL CHAT



A9: We're super excited to see [@OurPLACE_NPO](#) bring the [@SoFriedPoetry](#) Slam Festival to [@VisitFayNC](#) this June. The biggest regional poetry slam in the U.S. started in [@VisitAsheville](#) 27 years ago, and we're so pleased to play host for the first time. [#NCFaves](#)

PC: [@OurPLACE_NPO](#)



10:49 AM - 13 Feb 2019

2 Retweets 5 Likes



Earned Media

@ChronicleChasSC – 2,500 Followers



Charleston Chronicle @ChronicleChasSC · May 7

The largest Slam Poetry Fest in the U.S. brings top southeastern artists to @VisitFayNC June 5-8. The Southern Fried Poetry Fest, sponsored by @OurPLACE_NPO features 3 days of competition and a night of finals. Nearly 200 poets compete. @SoFriedPoetry bit.ly/2IBbOHO



1 2 2



Fayetteville, NC CVB

@VisitFayNC

Following

Replying to @ChronicleChasSC @OurPLACE_NPO @SoFriedPoetry

We're so proud to be hosting @SoFriedPoetry this year for the first time. Thanks for sharing about this epic poetry slam fest! #VisitFayNC

3:03 PM - 7 May 2019 from Fayetteville, NC

1 1 1 1

CUMBERLAND COUNTY, NC
FAYETTEVILLE
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Earned Media

@MMGMOM3 – 5,100 Followers



Adventuresfrugalmom
@MMGMOM3

Following

The largest Slam Poetry Fest in the U.S. brings top southeastern artists to [@VisitFayNC](#) June 5-8. The Southern Fried Poetry Fest, sponsored by [@OurPLACE_NPO](#) features 3 days of competition and a night of finals. Nearly 200 poets compete. [@SoFriedPoetry](#)



Largest Poetry Slam in the U.S. Chooses Fayetteville

Southern Fried Poetry Slam will be held June 4-8 in Fayetteville Fayetteville, NC— Each June, a southeastern city hosts one of the largest spoken word and performa...
visitfayettevillenc.com

5:24 PM - 24 Apr 2019

2 Like

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Earned Media

@bjkbrady – 6,600 Followers



Janice Brady
@bjkbrady

Following

The largest Slam Poetry Fest in the U.S. brings top southeastern artists to [@VisitFayNC](#) June 5-8. The Southern Fried Poetry Fest, sponsored by [@OurPLACE_NPO](#) features 3 days of competition and a night of finals. Nearly 200 poets compete. [@SoFriedPoetry](#) bit.ly/2IBbOHO



8:37 AM - 24 Apr 2019

1 Retweet 2 Likes



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Earned Media

@ArmyWife101 – 7,800 Followers



Official ArmyWife101
@Armywife101

Following

The largest Slam Poetry Fest in the U.S. brings top southeastern artists to [@VisitFayNC](#) June 5-8. The Southern Fried Poetry Fest, sponsored by [@OurPLACE_NPO](#) features 3 days of competition and a night of finals. Home of [#FortBraggNC](#) [@SoFriedPoetry](#)



Largest Poetry Slam in the U.S. Chooses Fayetteville

Southern Fried Poetry Slam will be held June 4-8 in Fayetteville Fayetteville, NC— Each June, a southeastern city hosts one of the largest spoken word and perform...
visitfayettevillenc.com

8:35 AM - 24 Apr 2019

3 Retweets 4 Likes



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Earned Media

@TravelMarilyn – 19,200 Followers



Marilyn Jones

@TravelMarilyn

Following

Largest Poetry Slam in the U.S. Chooses Fayetteville

bit.ly/2UUbsm1 @VisitFayNC #Fayetteville
#NorthCarolina #travel #poetry



3:34 PM - 24 Apr 2019

2 Retweets 3 Likes



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Public Relations Recap

- **Bureau Generated Publicity**
 - 9 Calendar of Events listings sites
 - 1 Press Release
 - 1 Epromo
 - 9 Social Media Posts
 - 1 Twitter Travel Chat
- **Earned Media**
 - 5 Social Media Posts with a reach of over 41,000

Occupancy Comparison

"Fayetteville Area CVB Weekly Report"

Information is pulled directly from the STR Report

Occupancy %	June 4	June 5	June 6	June 7	June 8	June 9
2019	74.1%	74.0%	68.9%	64.4%	66.0%	58.4%
2018	69.6%	71.0%	69.5%	70.2%	75.5%	57.6%
Percent Change	6.5%	4.2%	-0.8%	-8.3%	-12.5%	1.4%

Summary

CALCULATIONS

For the calculations, the FACVB is unable to extrapolate to the total actual number of attendees. Through no fault of the Event, there were multiple venues, over multiple days of which 185 poets and the guests went to more than one location, the total number of people, estimated to be 2,132 are not “unique guests”. There were multiple duplicate survey entries based on email addresses.

TDA

Granted **\$25,000** to be used to 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 27th Annual Southern Fried Poetry Slam scheduled for June 5-8, 2019.

218 completed surveys was the agreed upon requirement, **248** were collected.

All Tourism Development Authority (TDA) requirements were met.

Can re-apply next year?

Yes

No

ATTENDANCE

Per the Southern Fried Poetry Slam management, the actual attendance for the events at all venues was 2,132 (not unique users).

8 visitor was referred by their hotel.

10.89% (27) were from Cumberland County, including Fort Bragg.

2.82% (7) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 173 who came for the event and stayed at the hotel, listed the following hotels:

AIR BNB	53
Courtyard	45
Wingate at Wyndham	20
No Answer	14
Marriott	13
Quality Inn	5
Red Roof Inn	4
The Red Room	2
Host Hotel	2
Spring Hill Suites	2
Tru by Hilton	2

Mount Rose	1
TownePlace Suites by Marriott	1
Spring Suites	1
Days Inn	1
Red Lion Inn	1
Motel 6	1
Extended Stay American	1
Holiday Inn Express	1
Econolodge	1
“Crack house”	1
Sleep Inn	1

Summary

ATTENDANCE (continued)

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

69.76% of the visitors (**173**) were overnights and came specifically for the event (unable to extrapolate).

Economic Impact: Unable to calculate with any certainty.

Official hotel pick up was **132 Room Nights**.

Participating hotels:

Courtyard by Marriott – 92 and Wingate by Wyndham - 40

Average Daily Rate (ADR) for June - **\$81.59**.

Potential Hotel Revenue (using June ADR) - **\$10,769.88**,

**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.*

MARKETING

The top 5 resources where they heard of the event were:

1. Word of Mouth
2. Facebook
3. Invitation
4. Participant
5. Previously Attended

56 attendees signed up for the FACVB's E-Promotion Program.

Thank You



Proudly Promoting the Communities of Cumberland County

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