



**Metrics Associated with the**

# **All American Tattoo Convention**

*Held February 28-March 1, 2020*

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March 18, 2020

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

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# Grant Details

Granted **\$20,000** 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 4th Annual All American Tattoo Convention scheduled for February 28-March1, 2020.“

**377** completed surveys was the agreed upon requirement, **328** 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

<b>Page Summary Report</b> <b>All American Tattoo 2019</b> As of: 3/10/2020 12:16:45 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	356	309	86.80%	00:02:24	<a href="#">View Results</a>
1	348	309	88.79%	00:02:08	<a href="#">View Results</a>

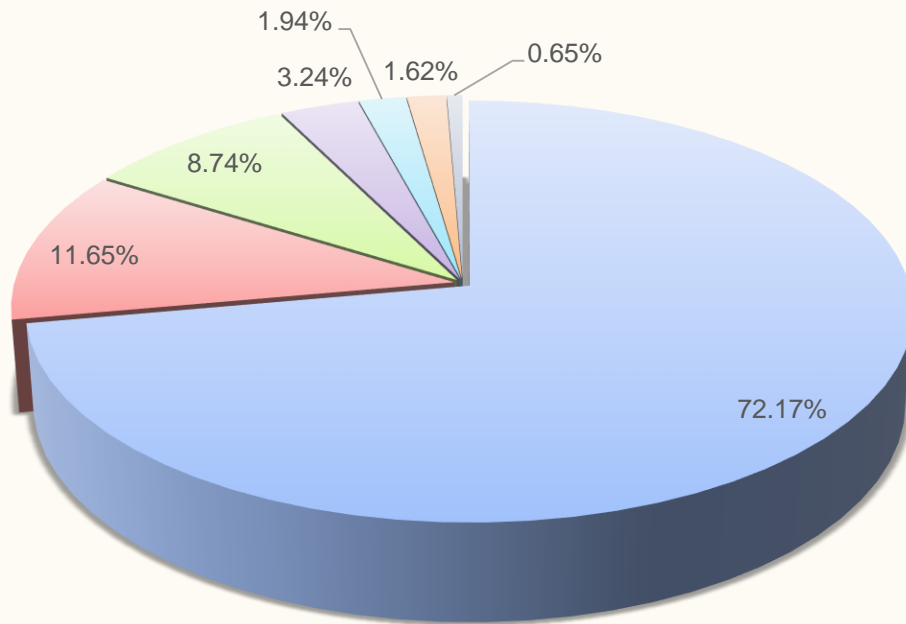
# Survey Requirements

## Survey Collection Times

Surveys were collected on the following dates and times. Highlighted grey are times while event was taking place. Highlighted red are single digit, or no surveys collected for that hour.

Time	Completed Surveys	Time	Completed Surveys	Time	Completed Surveys
<b>Friday, Feb 28</b>		<b>Saturday, Feb 29</b>		<b>Sunday, Mar 1</b>	
1-2 p.m.	3	10-11 a.m.	8	12-1 p.m.	0
2-3 p.m.	7	11 a.m.-12 Noon	0	1-2 p.m.	0
3-4 p.m.	15	12-1 p.m.	14	2-3 p.m.	0
4-5 p.m.	17	1-2 p.m.	0	3-4 p.m.	0
5-6 p.m.	29	2-3 p.m.	0	4-5 p.m.	0
6-7 p.m.	17	3-4 p.m.	16	5-6 p.m.	0
7-8 p.m.	29	4-5 p.m.	0	6-7 p.m.	0
8-9 p.m.	37	5-6 p.m.	0	7-8 p.m.	0
9-10 p.m.	25	6-7 p.m.	0	<b>Total Collected Day 3</b>	<b>0</b>
10-11 p.m.	0	7-8 p.m.	1		
<b>Total Collected Day 1</b>	<b>179</b>	8-9 p.m.	9		
		9-10 p.m.	28		
		10-11 p.m.	52		
		<b>11 p.m.-Midnight</b>	<b>2</b>		
		<b>Total Collected Day 2</b>	<b>130</b>		

# They Identified Themselves As



- 72.17% ■ I am here for the Tattoo Convention specifically and am overnighing in a hotel.
- 11.65% ■ I am staying at a hotel and the hotel referred me to this event.
- 8.74% ■ I am here for the Tattoo Convention and staying with family or friends.
- 3.24% ■ I am a resident of Fayetteville/Cumberland County.
- 1.94% ■ I am from a surrounding county and drove in for the day for this event.
- 1.62% ■ No Answer
- 0.65% ■ I am in the area visiting family or friends and they brought me to this event.

# Where Were They From

- 9 of the 309 completed surveys provided an invalid zip code.
- 154 (49.84%) were from North Carolina.
- 216 (69.90%) were from more than 100 miles from Fayetteville.
- 6 (1.94%) identified themselves as being here specifically for the event and overnighting in a hotel.

## Top 5 by State

1. North Carolina	154
2. Florida	49
3. California	14
4. New York	13
5. South Carolina	12

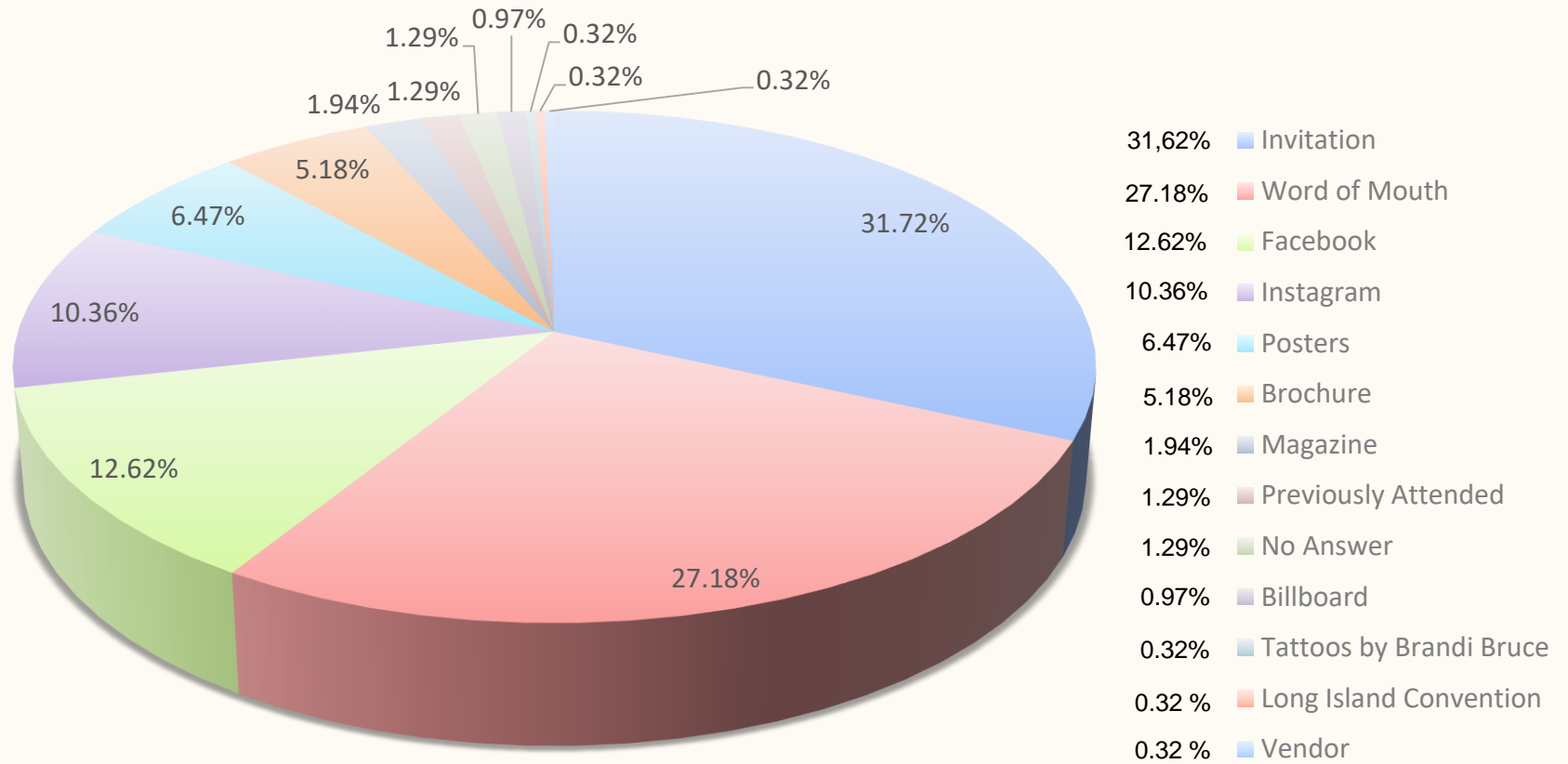
## Top 5 by County

1. Forsythe, NC	20
2. Mecklenburg, Guilford, NC & Orange, FL	15
3. Los Angeles, CA	13
4. Bronx, NY, Surry, NC & St. Johns, FL	12
5. Randolph, NC	11

## Top 5 by City

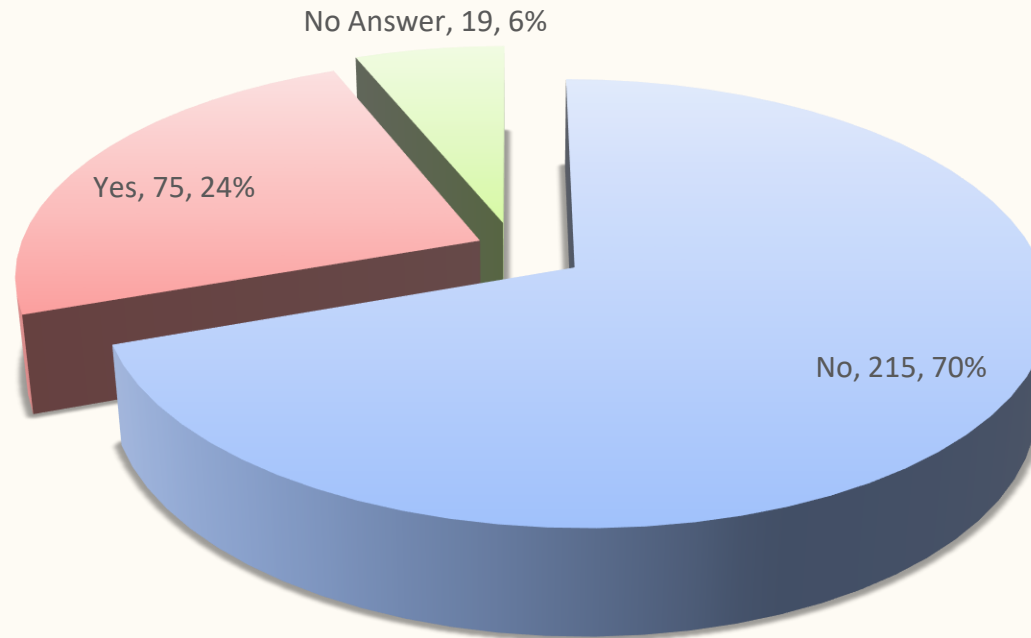
1. Winston-Salem, NC	20
2. Greensboro, NC	13
3. Bronx, NY & Charlotte, NC	12
4. Wilmington, NC, Asheboro, NC & Orlando, FL	11
5. Raleigh, NC	9

# How Did They Find Out About Event

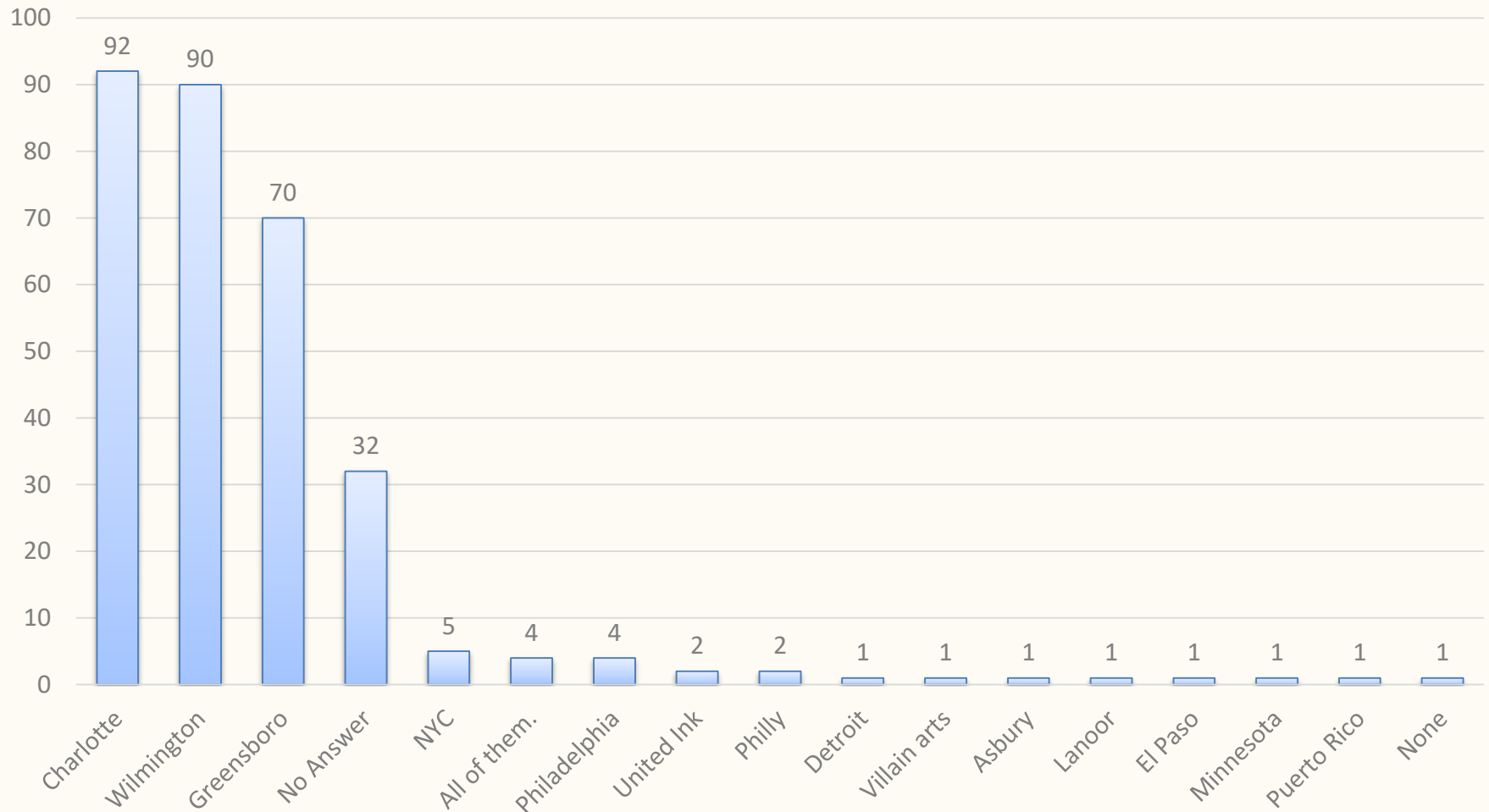




# Are you a First Time Attendee to the Show?



# What other shows do you attend?



# Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

*Information is pulled directly from the STR Report*

Occupancy %	Feb 28	Feb 29	Mar 1
2020	77.5%	79.5%	57.6%
2019	74.6%	75.9%	57.8%
Percent Change	3.9%	4.8%	-0.5%

# Attendance

Per the Crown Complex management, the actual attendance for the event was **2,550** and per the Tattoo Convention Management **383** vendors/artists and special guests for a total of **2,933** versus fair estimation prior to event of **8,000**.

**36** visitors staying for other reasons were referred by their hotel.

**13.59% (16)** were from Cumberland County, including Fort Bragg.

**1.94% (6)** stated they were from a surrounding county and were a day-tripper.

## Hotel Information from Surveys

The 223 who came for the event and stayed at the hotel, listed the following hotels:

Doubletree	127	AirBnB	4
Ramada Plaza	28	Quality Inn	3
Days Inn	15	No Answer	3
Comfort Inn	15	Spring Hill Suites	1
Holiday Inn Express	13	Holiday inn	1
Embassy Suites	7	Baymont	1
Mount Rose	4	Red Roof Inn	1

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

Hotel Revenue from Surveys - **\$18,085.30.**

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

## Hotel Pick Up Reported:

**81 = Official Hotel Pick Up**

**Total Hotel Pick Up: 81 Room Nights from the DoubleTree at a rate of \$107.00**

**Hotel Revenue - \$8,667.00.**

*\*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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