

Cumberland County Visitor Profile

FY 2019

(July 1, 2018 – June 30, 2019)



May 15, 2019

David Nash
Research and Data Manager

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Cumberland County Visitor Profile

Where are visitors from?

Does not include Cumberland County residents.

STATE/COUNTRY	PERCENTAGE
NC	29.78%
FL	7.77%
NY	7.51%
GA	5.36%
VA	5.16%
PA	3.92%
TX	3.66%
SC	3.07%
UNKNOWN	2.55%
CA	2.22%
MD	2.02%
OH	1.96%
NJ	1.89%
MI	1.70%
AL	1.63%
IL	1.37%
MO	1.31%
MS	1.31%
TN	1.18%
MA	0.98%
KY	0.91%

STATE/COUNTRY	PERCENTAGE
AZ	0.91%
CT	0.85%
CO	0.65%
KS	0.65%
IN	0.65%
MN	0.59%
OK	0.59%
CANADA	0.59%
IA	0.52%
DC	0.52%
ENGLAND	0.39%
DE	0.39%
GERMANY	0.39%
WI	0.39%
UT	0.33%
NH	0.33%
NV	0.33%
WV	0.33%
NE	0.33%
WA	0.26%
AR	0.26%

STATE/COUNTRY	PERCENTAGE
ME	0.26%
SD	0.26%
RI	0.26%
PUERTO RICO	0.20%
VT	0.20%
MEXICO	0.13%
OR	0.13%
MT	0.13%
BRAZIL	0.07%
SPAIN	0.07%
NM	0.07%
APO	0.07%
ARGENTINA	0.07%
GU	0.07%
AP	0.07%
AK	0.07%
LA	0.07%
IRAN	0.07%
AUSTRALIA	0.07%
SCOTLAND	0.07%
NEW ZEALAND	0.07%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

NC COUNTY	PERCENTAGE
CUMBERLAND	45.39%
WAKE	6.80%
ROBESON	4.17%
HARNETT	3.07%
MOORE	2.85%
MECKLENBURG	2.85%
FORSYTH	2.63%
SCOTLAND	2.19%
CARTERET	2.19%
HOKE	1.97%
GUILFORD	1.97%
JONES	1.97%
GREENE	1.75%
CATAWBA	1.32%
ONslow	1.10%
JOHNSTON	1.10%
NEW HANOVER	1.10%
HAYWOOD	0.88%
WATAUGA	0.88%
BLADEN	0.88%

NC COUNTY	PERCENTAGE
RICHMOND	0.66%
SURRY	0.66%
DUPLIN	0.66%
BRUNSWICK	0.66%
CRAVEN	0.66%
DAVIDSON	0.66%
LEE	0.66%
NASH	0.44%
WILSON	0.44%
CHATHAM	0.44%
JACKSON	0.44%
CABARRUS	0.44%
EDGEcombe	0.44%
ALAMANCE	0.44%
DURHAM	0.44%
COLUMBUS	0.22%
VANCE	0.22%
PASQUOTANK	0.22%
MARTIN	0.22%
BUNCOMBE	0.22%

NC COUNTY	PERCENTAGE
RANDOLPH	0.22%
RUTHERFORD	0.22%
BURKE	0.22%
BOND	0.22%
GASTON	0.22%
CLEVELAND	0.22%
ROCKINGHAM	0.22%
WAYNE	0.22%
ROWAN	0.22%
LENOIR	0.22%
MONTGOMERY	0.22%
PERSON	0.22%
STOKES	0.22%
PAMLICO	0.22%
BEAUFORT	0.22%
UNION	0.22%
PITT	0.22%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by City?

Includes Cumberland County residents.

NC CITY	PERCENTAGE
FAYETTEVILLE	33.33%
HOPE MILLS	4.61%
FORT BRAGG	3.73%
WINSTON SALEM	2.63%
SPRING LAKE	2.63%
CHARLOTTE	2.41%
MARSHALLBERG	2.19%
NEW HILL	2.19%
MAYSVILLE	1.97%
RAEFORD	1.97%
FAIRMONT	1.75%
MAURY	1.75%
RALEIGH	1.54%
CAMERON	1.32%
LAURINBURG	1.32%
BUNNLEVEL	1.32%
GREENSBORO	1.32%
CARY	1.32%
DUNN	1.10%
WILMINGTON	1.10%
STEDMAN	0.88%
LUMBERTON	0.88%
SUGAR GROVE	0.88%
WAYNESVILLE	0.88%
JACKSONVILLE	0.88%
ABERDEEN	0.88%
PARKTON	0.88%
THOMASVILLE	0.66%
SANFORD	0.66%
ELIZABETHTOWN	0.66%
NEW BERN	0.66%
HICKORY	0.66%
KNIGHTDALE	0.66%
ROCKINGHAM	0.66%
SOUTHERN PINES	0.44%
WILSON	0.44%

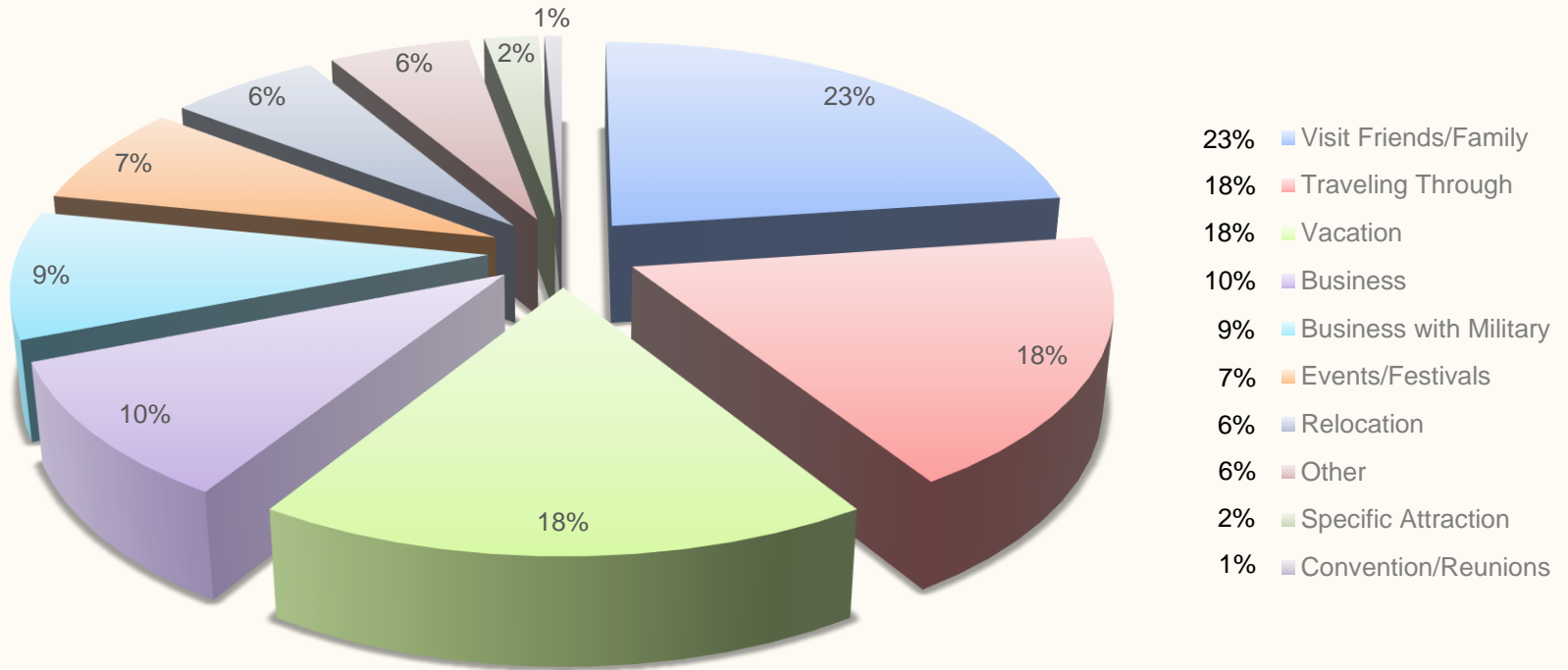
NC CITY	PERCENTAGE
WHITSETT	0.44%
MATTHEWS	0.44%
HOLLY SPRINGS	0.44%
DURHAM	0.44%
WALLACE	0.44%
ELKIN	0.44%
WHITTIER	0.44%
CONOVER	0.44%
WAGRAM	0.44%
ROCKY MOUNT	0.44%
CLAYTON	0.44%
WHITEVILLE	0.22%
GIBSON	0.22%
FOREST CITY	0.22%
NASHVILLE	0.22%
MORGANTON	0.22%
FOUR OAKS	0.22%
LAUREL HILL	0.22%
GREENVILLE	0.22%
TIMBERLAKE	0.22%
MADISON	0.22%
OCEAN ISLE BEACH	0.22%
PINEHURST	0.22%
WASHINGTON	0.22%
PITTSBORO	0.22%
MIDDLEBURG	0.22%
CANDOR	0.22%
ASHEVILLE	0.22%
ANGIER	0.22%
HOLLY RIDGE	0.22%
RED SPRINGS	0.22%
KELLY	0.22%
BENSON	0.22%
ELIZABETH CITY	0.22%
LINDEN	0.22%
WILLIAMSTON	0.22%

NC CITY	PERCENTAGE
SAINT PAULS	0.22%
WARSAW	0.22%
SALISBURY	0.22%
APEX	0.22%
COATS	0.22%
MEBANE	0.22%
SHALLOTTE	0.22%
WILLOW SPRING	0.22%
SNOW CAMP	0.22%
MIDDLESEX	0.22%
MAXTON	0.22%
KINSTON	0.22%
SPRING HOPE	0.22%
WAXHAW	0.22%
BENNETT	0.22%
DUDLEY	0.22%
LIBERTY	0.22%
DOBSON	0.22%
KANNAPOLIS	0.22%
LILLINGTON	0.22%
TERRELL	0.22%
GIBSONVILLE	0.22%
KINGS MOUNTAIN	0.22%
ARAPAHOE	0.22%
WADE	0.22%
MIDLAND	0.22%
WAKE FOREST	0.22%
SOUTHPORT	0.22%
GASTONIA	0.22%
WALNUT COVE	0.22%

Cumberland County Visitor Profile

What is their reason for visiting?

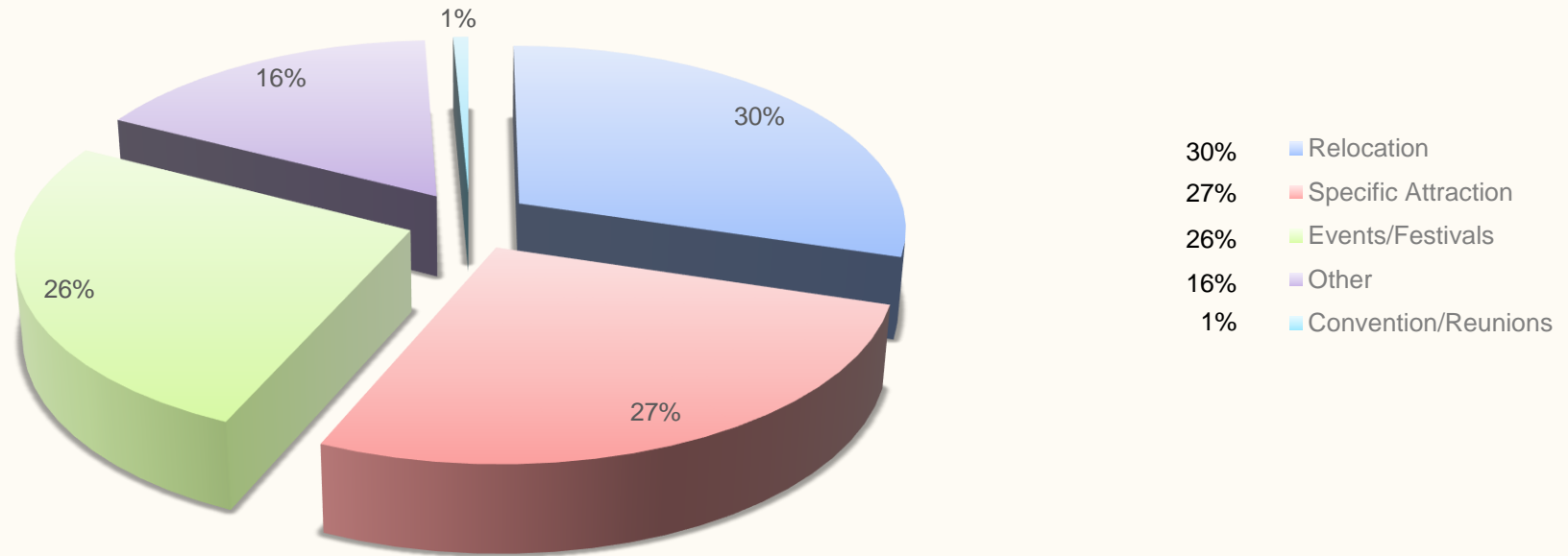
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What is their reason for visiting?

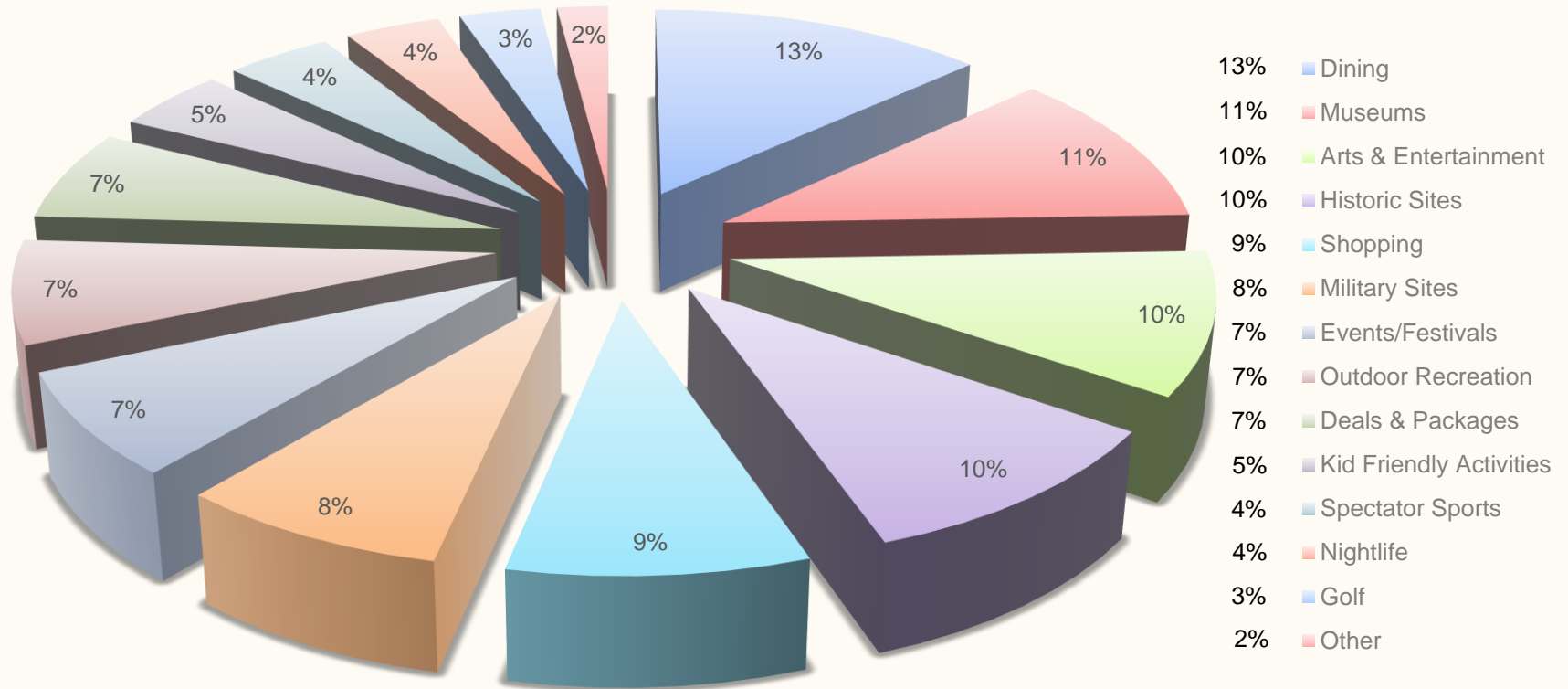
Only includes Cumberland County residents,



Cumberland County Visitor Profile

What are the visitors interested in?

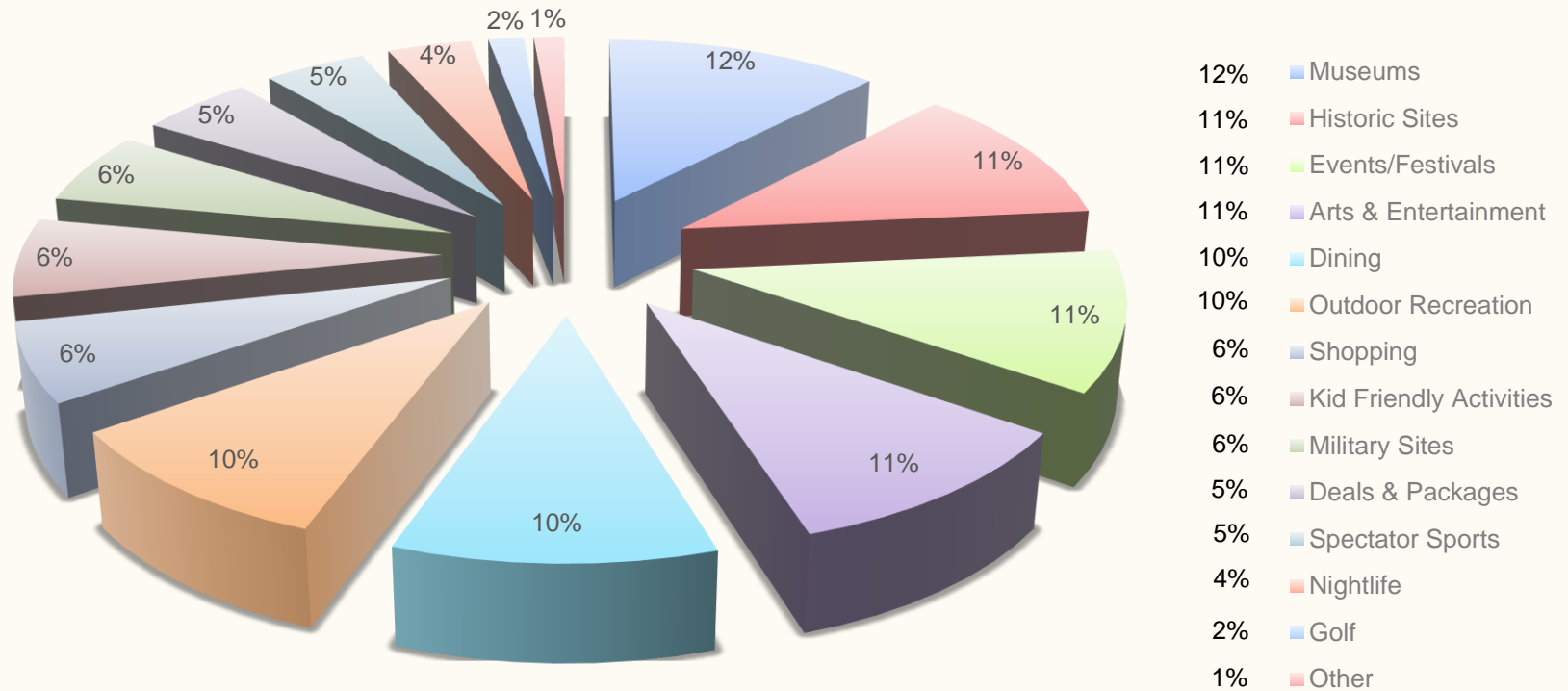
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Cumberland County Visitor Profile

What are the visitors interested in?

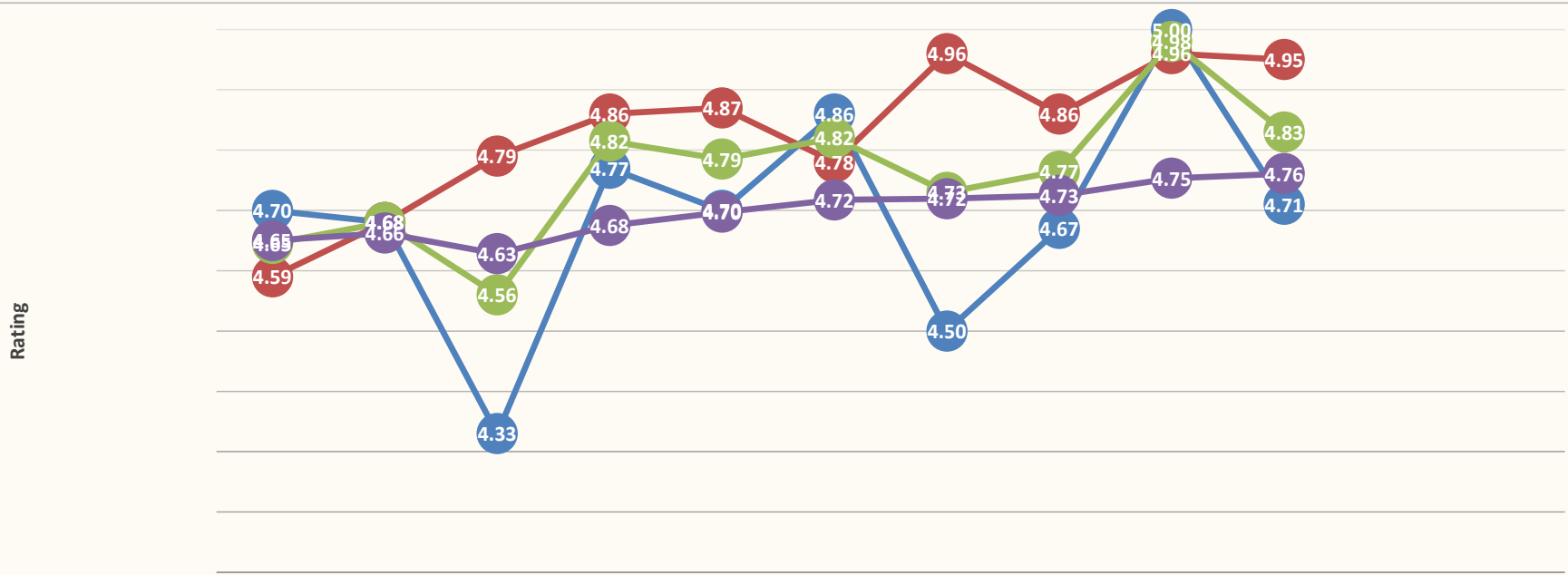
Only includes Cumberland County residents.



Cumberland County Visitor Profile

Visitor Experience?

Local versus non-local visitors.



	July	August	September	October	November	December	January	February	March	April	May	June
	2018						2019					
Local Residents	4.70	4.68	4.33	4.77	4.70	4.86	4.50	4.67	5.00	4.71		
Visitors	4.59	4.68	4.79	4.86	4.87	4.78	4.96	4.86	4.96	4.95		
Monthly Rating	4.65	4.68	4.56	4.82	4.79	4.82	4.73	4.77	4.98	4.83		
Year to Date	4.65	4.66	4.63	4.68	4.70	4.72	4.72	4.73	4.75	4.76		

Cumberland County Visitor Profile

THANK YOU.

**Proudly promoting the
Communities of Cumberland County.**