

# Cumberland County Visitor Profile

**FY 2021**

(July 1, 2020 – June 30, 2021)



September 9, 2020

**David Nash**  
Research and Data Manager

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

# Cumberland County Visitor Profile

## Where are visitors from?

Due to Covid-19, there was limited data for July.

STATE/COUNTRY	PERCENTAGE	STATE/COUNTRY	PERCENTAGE
NC	48.28%	MO	2.30%
CA	5.75%	TN	1.15%
SC	4.60%	WA	1.15%
VA	4.60%	MA	1.15%
MD	3.45%	NJ	1.15%
TX	2.30%	SD	1.15%
PA	2.30%	NY	1.15%
OH	2.30%	IN	1.15%
FL	2.30%	GA	1.15%
ITALY	2.30%	NE	1.15%
AZ	2.30%	MI	1.15%
KS	2.30%	MS	1.15%
FRANCE	2.30%		

# Cumberland County Visitor Profile

## Where are visitors from in North Carolina by County?

*Includes Cumberland County residents.*

Due to Covid-19, there was limited data for July.

NC COUNTY	PERCENTAGE
CUMBERLAND	35.71%
MECKLENBURG	11.90%
BRUNSWICK	4.76%
MOORE	4.76%
CATAWBA	4.76%
GUILFORD	2.38%
BEAUFORT	2.38%
RANDOLPH	2.38%
ROBESON	2.38%
GASTON	2.38%
UNION	2.38%
ALAMANCE	2.38%
WAKE	2.38%
HALIFAX	2.38%
HOKE	2.38%
HERTFORD	2.38%
LEE	2.38%
ONslow	2.38%
DAVIDSON	2.38%
COLUMBUS	2.38%
EDGEcombe	2.38%

# Cumberland County Visitor Profile

## Where are visitors from in North Carolina by City?

*Includes Cumberland County residents.*

Due to Covid-19, there was limited data for July.

NC CITY	PERCENTAGE
FAYETTEVILLE	28.57%
CHARLOTTE	11.90%
GASTONIA	2.38%
FORT BRAGG	2.38%
ASHEBORO	2.38%
LEXINGTON	2.38%
LELAND	2.38%
LUMBERTON	2.38%
NEWTON	2.38%
SANFORD	2.38%
RAEFORD	2.38%
WADE	2.38%
CARTHAGE	2.38%
WAXHAW	2.38%

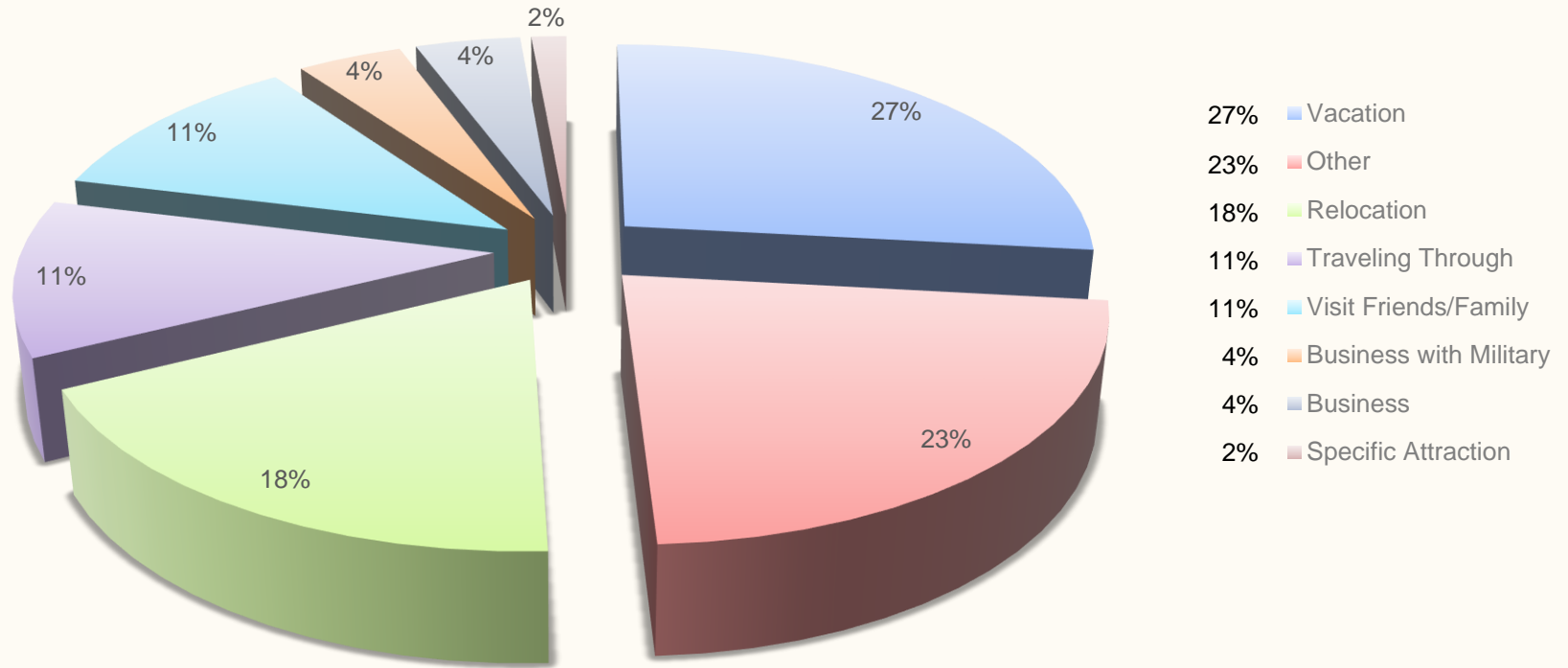
NC CITY	PERCENTAGE
SOUTHPORT	2.38%
HICKORY	2.38%
LITTLETON	2.38%
ROCKY MOUNT	2.38%
CHOCOWINITY	2.38%
HIGH POINT	2.38%
COMO	2.38%
WHITEVILLE	2.38%
JACKSONVILLE	2.38%
APEX	2.38%
WEST END	2.38%
SPRING LAKE	2.38%
BURLINGTON	2.38%

# Cumberland County Visitor Profile

## What is their reason for visiting?

*Does not include Cumberland County residents.*

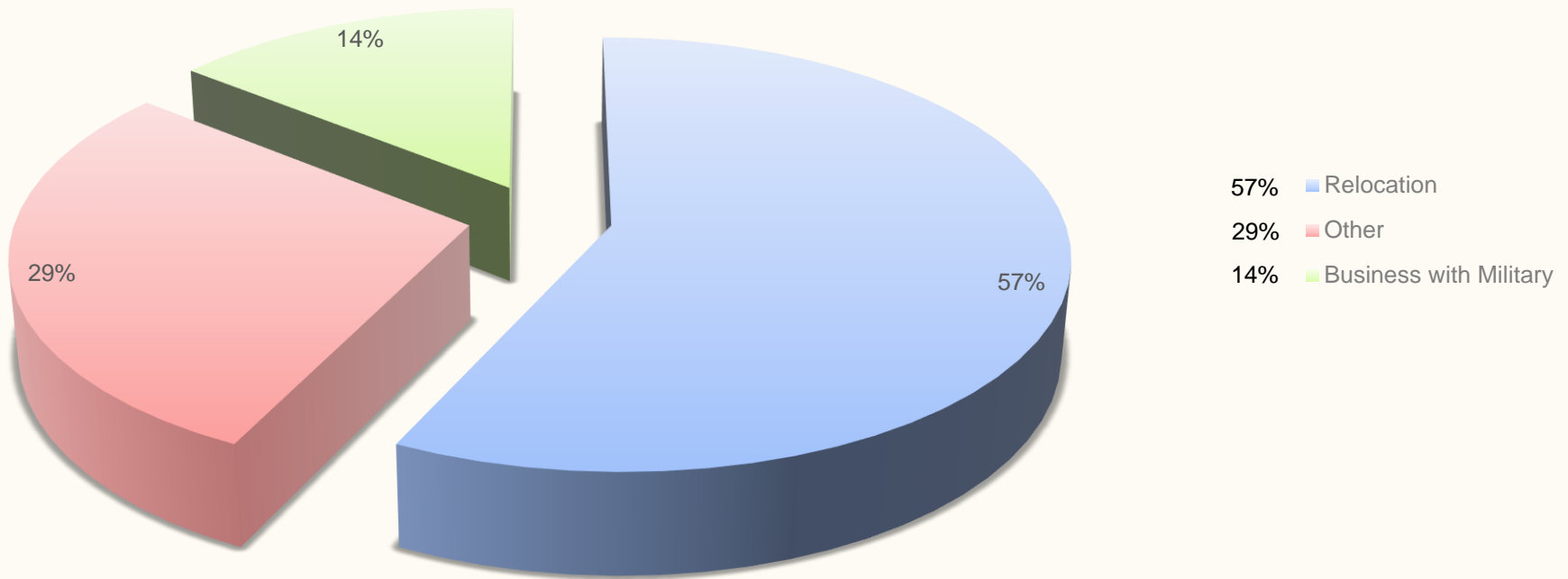
Due to Covid-19, there was limited data for July.



# Cumberland County Visitor Profile

## What is their reason for visiting?

*Only includes Cumberland County residents,*  
Due to Covid-19, there was limited data for July.

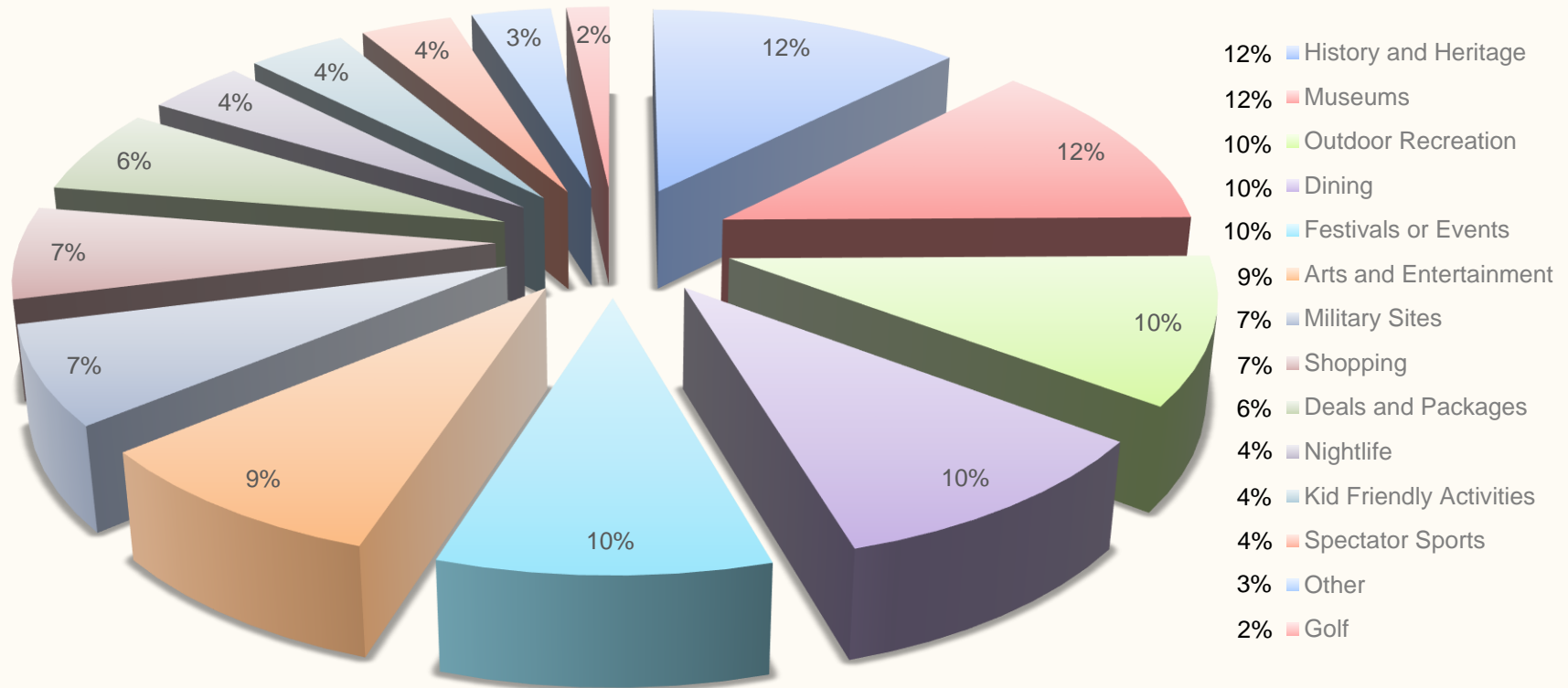


# Cumberland County Visitor Profile

## What are the visitors interested in?

*Does not include Cumberland County residents.*

Due to Covid-19, there was limited data for July.

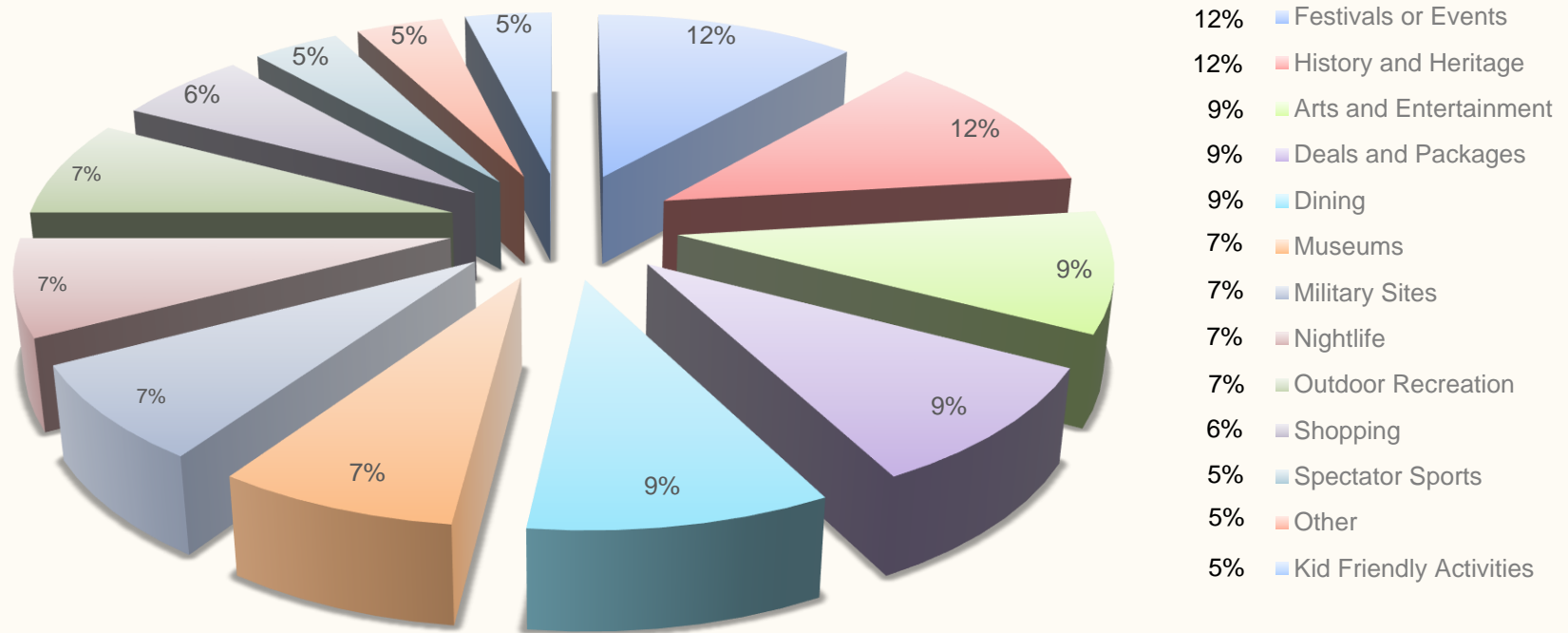


# Cumberland County Visitor Profile

## What are the visitors interested in?

*Only includes Cumberland County residents.*

Due to Covid-19, there was limited data for July.





# Cumberland County Visitor Profile

## Visitor Experience?

*Local versus non-local visitors.*

Due to Covid-19, there was no data for July - August.

# Cumberland County Visitor Profile

**THANK YOU.**

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