

# Fiscal Year 2014

## Visitor Profile - Fort Bragg Communities

Fayetteville Area Convention and Visitors Bureau

### *Overall Visitor Profile for the Entire Fiscal Year*

#### Data Sources

Information Kiosks .....	6,251 (73%)
Attraction Surveys .....	1,063 (12%)
Online Visitor Inquiries .....	671 (8%)
Visitors at Visitor Centers .....	501 (6%)
Hotel Surveys .....	56 (1%)

#### Visitors Overall Rating of Cumberland County:

## 4.69

out of 5.00

#### Visitors to Cumberland County were from the following states/countries:

Invalid Zip	41.09%
NC	29.50%
No Answer	3.09%
FL	2.42%
NY	2.01%
VA	1.76%
PA	1.66%
TX	1.57%
SC	1.33%
GA	1.21%
CA	1.21%
OH	1.16%
MD	1.01%
NJ	0.84%
MA	0.66%
AL	0.61%
MI	0.60%
IL	0.59%
MN	0.53%
TN	0.47%
CT	0.41%
KY	0.37%
AZ	0.34%
MO	0.32%
WI	0.31%
IN	0.29%

CO	0.29%
WA	0.28%
CANADA	0.28%
KS	0.27%
LA	0.27%
WV	0.24%
RI	0.24%
DE	0.21%
NH	0.20%
IA	0.20%
PUERTO RICO	0.17%
OK	0.15%
MS	0.15%
OR	0.13%
UT	0.12%
VT	0.11%
NE	0.11%
ENGLAND	0.09%
MT	0.09%
AK	0.08%
AR	0.08%
HI	0.07%
ON	0.07%
ME	0.07%
SD	0.06%
NV	0.06%

ND	0.05%
Army Europe	0.05%
ITALY	0.05%
NM	0.05%
FRANCE	0.04%
WY	0.04%
SWEDEN	0.02%
DC	0.02%
GERMANY	0.02%
BELGIUM	0.02%
BRAZIL	0.01%
NETHERLANDS	0.01%
ID	0.01%
SCOTTLAND	0.01%
AUSTRALIA	0.01%
ISRAEL	0.01%
ECUADOR	0.01%
TURKEY	0.01%
BAHAMAS	0.01%
VENESUELA	0.01%
RUSSIA	0.01%
CROATIA	0.01%
MEXICO	0.01%
SRI LANKA	0.01%

**Fiscal Year 2014**  
**Visitor Profile - Fort Bragg Communities**  
 Fayetteville Area Convention and Visitors Bureau

**Reason Visitors came to Cumberland County were:**

Vacation	26.10%
Visit Friends/Family	22.77%
Business w/Military	16.82%
Other	12.02%
Business	8.08%
Convention	5.93%
This Attraction/Venue	3.77%
Relocation	1.68%
Events/Festivals	1.40%
No Answer	0.82%
Local/Resident	0.55%
Passing Through	0.05%

**Areas of Interest for Visitors to Cumberland County were:**

Museums	17.93%
Historical Sites	15.17%
Military Sites	11.91%
Outdoor Recreation	9.03%
Shopping	8.93%
The Arts	8.57%
Dining	6.50%
Events/Festivals	6.03%
Spectator Sports	3.64%
Deals and Packages	3.57%
Kid Friendly	2.58%
Nightlife	2.36%
Golf	2.10%
Other	1.63%
Driving Trails	0.05%

**Overall Visitor Profile for Attraction Visitors**

**Attraction Visitors Overall Rating:**

**4.69**

out of 5.00

**Attraction Visitors were from the following states/countries:**

NC	43.09%
No Answer	27.85%
FL	2.73%
OH	2.07%
CA	1.98%
#N/A	1.88%
TX	1.79%
NY	1.51%
MD	1.41%
SC	1.13%
PA	0.94%
VA	0.94%
NJ	0.94%
GA	0.94%
MA	0.85%
AZ	0.75%

CT	0.66%
WA	0.56%
KY	0.56%
MI	0.56%
IA	0.56%
IL	0.56%
CANADA	0.38%
MS	0.38%
MT	0.38%
LA	0.38%
WI	0.38%
UT	0.28%
MO	0.28%
MN	0.28%
CO	0.28%
TN	0.28%

OK	0.28%
AK	0.28%
NV	0.19%
ME	0.19%
NH	0.19%
RI	0.19%
OR	0.19%
AL	0.19%
ND	0.09%
AR	0.09%
NE	0.09%
WV	0.09%
WY	0.09%
NM	0.09%
IN	0.09%
KS	0.09%

**Attraction Visitors' Reasons for Visiting Cumberland County are:**

This Attraction/Venue	29.07%
Visit Friends/Family	20.98%
Vacation	19.29%
Business w/Military	8.56%
No Answer	6.49%
Other	6.21%
Events/Festivals	4.61%
Business	3.67%
Other: Boy Scouts	0.66%
Convention	0.47%

**Fiscal Year 2014**  
**Visitor Profile - Fort Bragg Communities**  
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**Of those that said This Attraction/Venue, they stayed at the following locations:**

<b>This Attraction/Venue</b>	Local/Resident	75.08%
	No Answer	12.30%
	Friends/Family	8.09%
	Hotel	3.88%
	Driving Through	0.65%

**All Attraction Visitors Stayed at the Following Locations:**

Local/Resident	46.57%
Friends/Family	23.42%
Hotel	18.16%
No Answer	10.07%
RV Park/Campground	1.32%
Driving Through	0.47%

**Attraction Visitors' Areas of Interest are:**

MUSEUMS	29.07%
HISTORY	21.56%
MIL SITES	18.50%
OUTDOORS	10.92%
SHOPPING	8.49%
ARTS	6.84%
SPECTATOR	3.24%
GOLF	1.37%

**Attraction Visitors' Average Ages are:**

30-49	27.19%
61+	21.73%
18-29	20.23%
50-60	18.44%
Under 18	9.50%
No Answer	2.92%

**Attraction Visitors Stayed for an Average of **1** Day in Cumberland County.**

***Overall Visitor Profile for Electronic Kiosk Visitors***

**Kiosk Visitors were from the following states/countries:**

#N/A	54.95%
NC	26.30%
NY	1.86%
FL	1.71%
VA	1.65%
PA	1.30%
SC	1.14%
TX	1.07%
GA	0.96%
MD	0.72%
CA	0.67%
NJ	0.66%
AL	0.59%
MA	0.54%
OH	0.53%
TN	0.42%
MN	0.42%
IL	0.40%
MI	0.29%
CT	0.27%

RI	0.26%
WV	0.24%
MO	0.21%
KS	0.21%
CO	0.19%
PR	0.19%
AZ	0.16%
NH	0.16%
KY	0.16%
LA	0.16%
IN	0.13%
WA	0.11%
OK	0.11%
VT	0.11%
DE	0.10%
IA	0.10%
WI	0.10%
UT	0.08%
HI	0.08%
AR	0.06%

OR	0.06%
ITALY	0.06%
MS	0.06%
ME	0.06%
NE	0.05%
AE	0.05%
SD	0.05%
AK	0.05%
NV	0.03%
ND	0.03%
WY	0.03%
DC	0.02%
CROATIA	0.02%
MT	0.02%
MEXICO	0.02%
ID	0.02%
NM	0.02%
SRI LANKA	0.02%

**Kiosk Visitors' Reasons for Visiting Cumberland County are:**

Vacation	27.31%
Visiting Friends and Relatives	23.15%
Business with Military	19.79%
Other	13.29%
Business	9.18%
Convention or Event	7.28%

**Fiscal Year 2014**  
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**Overall Visitor Profile for Hotel Visitors**

**Hotel Visitors Overall Rating:**

**4.34**

out of 5.00

**Hotel Visitors were from the following states/countries:**

NC	28.57%
FL	8.93%
VA	8.93%
MI	5.36%
AL	3.57%
CT	3.57%
SC	3.57%
GA	3.57%

MN	3.57%
MA	3.57%
OR	3.57%
MD	3.57%
NY	3.57%
NH	1.79%
#N/A	1.79%
PA	1.79%

DE	1.79%
CO	1.79%
TN	1.79%
OH	1.79%
TX	1.79%
No answer	1.79%

**Hotel Visitors' Reasons for Visiting Cumberland County are:**

Vacation	30.36%
Business	23.21%
Visit Friends/Family	21.43%
Other	7.14%
Passing Through	7.14%
Business w/Military	7.14%
Relocation	3.57%

**Hotel Visitors' Areas of Interest are:**

Historical Sites	21.43%
Museums	21.43%
Outdoor Recreation	16.67%
Kid Friendly Places	14.29%
Nightlife	9.52%
Golf	4.76%
Restaurants	4.76%
Shopping	2.38%
Other	2.38%
Driving Trails	2.38%

**Fiscal Year 2014**  
**Visitor Profile - Fort Bragg Communities**  
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**Overall Visitor Profile for Online Visitors**

Online Visitors were from the following states/countries:

NC	17.93%
FL	5.92%
NY	5.26%
OH	5.10%
PA	4.77%
TX	4.77%
CA	3.62%
CANADA	3.29%
VA	3.13%
MI	3.13%
MD	2.80%
IL	2.80%
GA	2.47%
SC	2.30%
WI	2.30%
KY	2.14%
IN	1.97%
NJ	1.97%
AL	1.64%
N/A	1.32%
MO	1.32%
DE	1.15%
WA	1.15%

TN	1.15%
CO	1.15%
MN	1.15%
LA	0.99%
KS	0.99%
CT	0.99%
IA	0.82%
ENGLAND	0.82%
MA	0.82%
AZ	0.66%
WV	0.66%
MS	0.66%
OK	0.49%
NH	0.49%
RI	0.49%
FRANCE	0.49%
SWEDEN	0.33%
GERMANY	0.33%
OR	0.33%
MT	0.33%
NM	0.33%
BAHAMAS	0.16%
PUERTO RICO	0.16%

TURKEY	0.16%
VT	0.16%
AUSTRALIA	0.16%
ND	0.16%
APO	0.16%
UT	0.16%
NV	0.16%
AK	0.16%
BELGIUM	0.16%
SD	0.16%
SCOTLAND	0.16%
NETHERLANDS	0.16%
ISRAEL	0.16%
AR	0.16%
RUSSIA	0.16%
BRAZIL	0.16%
NS	0.16%
NE	0.16%

Online Visitors' Reasons for Visiting Cumberland County are:

Vacation	35%
Visit Friends/Family	22%
Relocation	16%
Other	8%
Business with Military	6%
Events and Festivals	4%
Convention	2%
Resident	2%
Business	2%
Attraction	1%

**Fiscal Year 2014**  
**Visitor Profile - Fort Bragg Communities**  
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**Online Visitors' Areas of Interest are:**

Historical Sites	11.05%
Dining	10.83%
Museums	10.81%
Festivals/Events	9.24%
Shopping	9.04%
Arts	8.97%
Military Sites	8.51%
Outdoor Recreation	8.39%
Deals and Packages	6.27%
Kid Friendly	4.05%
Nightlife	4.03%
Spectator Sports	3.47%
Other	2.75%
Golf	2.51%
Driving Trails	0.07%

**Online Visitors' Average Planned Length of Stay:**

**9** days



**Overall Visitor Profile for Visitor Center Visitors**

**Visitor Center Visitors Overall Rating:**

**4.80**

out of 5.00

**Visitor Center Visitors were from the following states/countries:**

NC	54%
FL	5%
PA	4%
CA	3%
GA	3%
TX	3%
SC	3%
OH	2%
VA	2%
NJ	2%
MD	1%
MN	1%
AZ	1%
MI	1%
CANADA	1%

DE	1%
IN	1%
NE	1%
MA	1%
NY	1%
WA	1%
TN	1%
ENGLAND	1%
MO	1%
CT	1%
AL	0%
LA	0%
WI	0%
KY	0%
KS	0%

IL	0%
MS	0%
PUERTO RICO	0%
NH	0%
ECUADOR	0%
CO	0%
SD	0%
BELGIUM	0%
VT	0%
OR	0%
UT	0%
HI	0%
AR	0%
BC	0%

**Visitor Center Visitors' Reasons for Visiting Cumberland County are:**

Visit Friends/Family	22.40%
Vacation	14.60%
Other	12.00%
Business with Military	10.40%
Events/Festivals	9.80%
Relocation	9.60%
Business	9.20%
Local/Resident	7.00%
Convention	4.60%
Attractions	0.40%

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**Visitor Center Visitors' Areas of Interest are:**

Museums	16.77%
Historical Sites	14.36%
Arts	10.83%
Shopping	9.77%
Events/Festivals	9.10%
Military Sites	7.59%
Dining	7.44%
Outdoor Recreation	6.99%
Spectator Sports	4.89%
Kid Friendly	3.68%
Deals and Packages	3.01%
Golf	2.18%
Nightlife	2.11%
Other	1.28%

**Visitor Center Visitors Average Length of Stay:**

**4.78** days