

Cumberland County Visitor Profile

End of FY 2019
(July 1, 2018 – June 30, 2019)



July 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	30.08%
NY	7.75%
FL	7.48%
VA	5.19%
GA	5.02%
TX	4.09%
PA	3.82%
SC	2.89%
UNKNOWN	2.78%
CA	2.35%
OH	2.29%
NJ	2.07%
MD	1.86%
MI	1.80%
AL	1.47%
TN	1.31%
MS	1.20%
IL	1.15%
MO	1.15%
KY	0.93%
MA	0.87%
AZ	0.76%

STATE/COUNTRY	PERCENTAGE
CO	0.71%
CT	0.71%
CANADA	0.66%
OK	0.66%
KS	0.60%
IN	0.60%
MN	0.60%
IA	0.55%
WV	0.44%
DC	0.44%
DE	0.38%
ME	0.38%
WA	0.38%
WI	0.38%
GERMANY	0.38%
UT	0.33%
ENGLAND	0.33%
NE	0.33%
SD	0.33%
NH	0.27%
AR	0.27%
NV	0.27%

STATE/COUNTRY	PERCENTAGE
RI	0.22%
VT	0.16%
PUERTO RICO	0.16%
MEXICO	0.11%
OR	0.11%
MT	0.11%
BRAZIL	0.05%
AUSTRALIA	0.05%
ARGENTINA	0.05%
APO	0.05%
LA	0.05%
NM	0.05%
SPAIN	0.05%
IRAN	0.05%
APO	0.05%
GUAM	0.05%
SCOTLAND	0.05%
NEW ZEALAND	0.05%
CHINA	0.05%
AK	0.05%
ND	0.05%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

NC COUNTY	PERCENTAGE
CUMBERLAND	46.82%
WAKE	6.35%
ROBESON	4.17%
MOORE	3.27%
FORSYTH	2.90%
HARNETT	2.72%
JONES	2.36%
MECKLENBURG	2.36%
CARTERET	2.18%
SCOTLAND	2.00%
HOKE	2.00%
GUILFORD	1.81%
GREENE	1.45%
BRUNSWICK	1.09%
CATAWBA	1.09%
ONSLow	1.09%
JOHNSTON	1.09%
NEW HANOVER	0.91%
WATAUGA	0.73%
HAYWOOD	0.73%
DURHAM	0.73%
BLADEN	0.73%

NC COUNTY	PERCENTAGE
CRAVEN	0.73%
DAVIDSON	0.54%
SURRY	0.54%
DUPLIN	0.54%
WILSON	0.54%
LEE	0.54%
RICHMOND	0.54%
LENOIR	0.36%
CABARRUS	0.36%
EDGEcombe	0.36%
ALAMANCE	0.36%
CHATHAM	0.36%
NASH	0.36%
PAMLICO	0.36%
PITT	0.36%
JACKSON	0.36%
PERSON	0.18%
WAYNE	0.18%
MCDOWELL	0.18%
MONTGOMERY	0.18%
BUNCOMBE	0.18%
ROCKINGHAM	0.18%

NC COUNTY	PERCENTAGE
RANDOLPH	0.18%
ROWAN	0.18%
TRANSYLVANIA	0.18%
COLUMBUS	0.18%
BEAUFORT	0.18%
STOKES	0.18%
RUTHERFORD	0.18%
CLEVELAND	0.18%
PASQUOTANK	0.18%
UNION	0.18%
MARTIN	0.18%
VANCE	0.18%
HENDERSON	0.18%
BOND	0.18%
LINCOLN	0.18%
GASTON	0.18%
BURKE	0.18%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by City?

Includes Cumberland County residents.

NC CITY	PERCENTAGE
FAYETTEVILLE	34.48%
HOPE MILLS	5.44%
FORT BRAGG	3.27%
WINSTON SALEM	2.90%
MAYSVILLE	2.36%
SPRING LAKE	2.36%
NEW HILL	2.18%
RAEFORD	2.00%
CHARLOTTE	2.00%
MARSHALLBERG	2.00%
MAURY	1.45%
CAMERON	1.45%
FAIRMONT	1.45%
RALEIGH	1.27%
GREENSBORO	1.27%
BUNNLEVEL	1.09%
CARY	1.09%
LAURINBURG	1.09%
DUNN	1.09%
LUMBERTON	1.09%
WILMINGTON	0.91%
JACKSONVILLE	0.73%
SUGAR GROVE	0.73%
STEDMAN	0.73%
PARKTON	0.73%
NEW BERN	0.73%
WAYNESVILLE	0.73%
DURHAM	0.73%
ABERDEEN	0.73%
KNIGHTDALE	0.54%
SANFORD	0.54%
MAXTON	0.54%
HICKORY	0.54%
WILSON	0.54%
ELIZABETHTOWN	0.54%
THOMASVILLE	0.54%
ROCKINGHAM	0.54%
KINSTON	0.36%
WHITSETT	0.36%

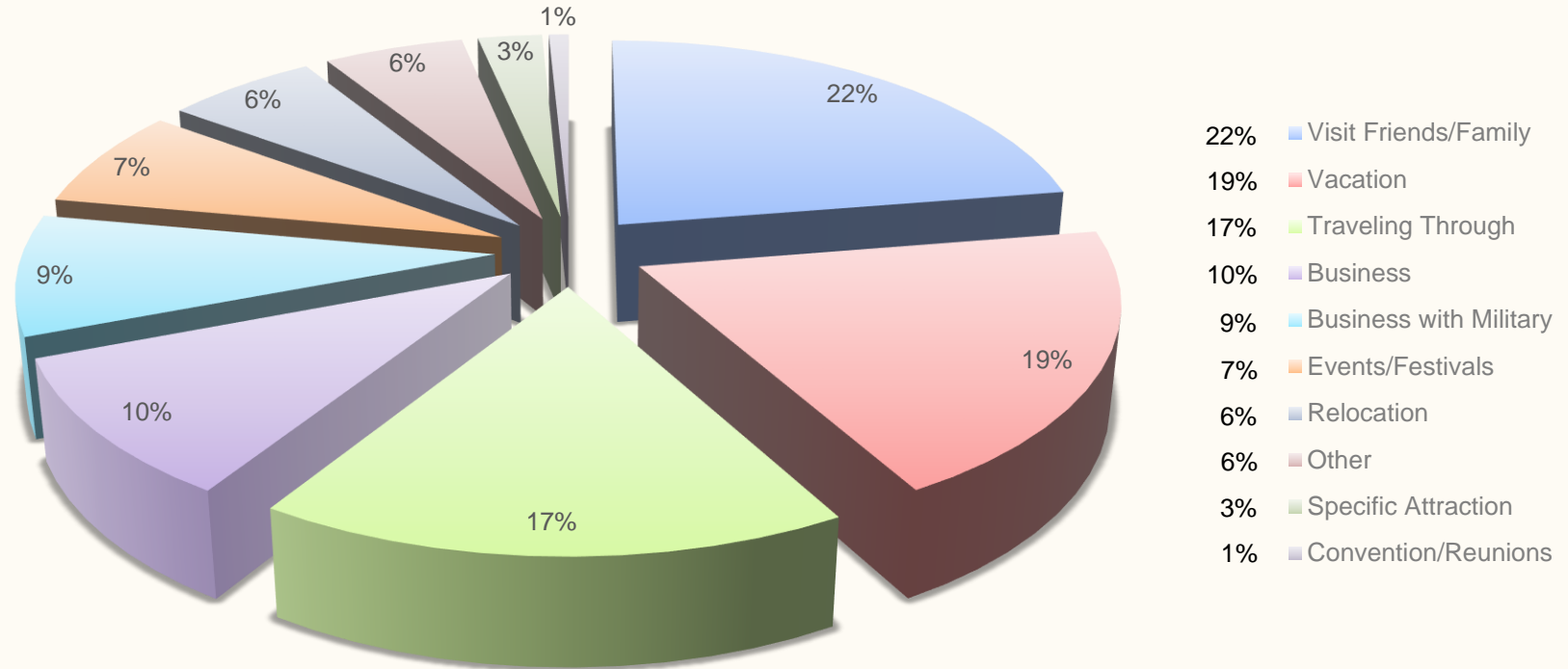
NC CITY	PERCENTAGE
LAUREL HILL	0.36%
MATTHEWS	0.36%
LINDEN	0.36%
CLAYTON	0.36%
WAGRAM	0.36%
GREENVILLE	0.36%
APEX	0.36%
PINEHURST	0.36%
WHITTIER	0.36%
HOLLY SPRINGS	0.36%
ELKIN	0.36%
CONOVER	0.36%
OCEAN ISLE BEACH	0.36%
ROCKY MOUNT	0.36%
VASS	0.36%
SOUTHERN PINES	0.36%
WALLACE	0.36%
WAXHAW	0.18%
BEAUFORT	0.18%
GIBSONVILLE	0.18%
MEBANE	0.18%
RED SPRINGS	0.18%
MIDDLEBURG	0.18%
DOBSON	0.18%
SAINT PAULS	0.18%
COATS	0.18%
SALISBURY	0.18%
FOUR OAKS	0.18%
BENSON	0.18%
BENNETT	0.18%
SHALLOTTE	0.18%
DUDLEY	0.18%
SNOW CAMP	0.18%
LILLINGTON	0.18%
MIDDLESEX	0.18%
ARAPAHOE	0.18%
SPRING HOPE	0.18%
SOUTHPORT	0.18%
KANNAPOLIS	0.18%

NC CITY	PERCENTAGE
CALABASH	0.18%
KINGS MOUNTAIN	0.18%
HENDERSONVILLE	0.18%
ANGIER	0.18%
ASHEVILLE	0.18%
TERRELL	0.18%
FOREST CITY	0.18%
MIDLAND	0.18%
HOLLY RIDGE	0.18%
WADE	0.18%
TIMBERLAKE	0.18%
WAKE FOREST	0.18%
KELLY	0.18%
GARNER	0.18%
GIBSON	0.18%
SMITHFIELD	0.18%
ELIZABETH CITY	0.18%
IRON STATION	0.18%
PITTSBORO	0.18%
WASHINGTON	0.18%
WILLIAMSTON	0.18%
MORGANTON	0.18%
MARION	0.18%
WHITEVILLE	0.18%
MERRITT	0.18%
NASHVILLE	0.18%
SWANSBORO	0.18%
GASTONIA	0.18%
OAK ISLAND	0.18%
WILLOW SPRING	0.18%
PISGAH FOREST	0.18%
LIBERTY	0.18%
CANDOR	0.18%
FALCON	0.18%
WALNUT COVE	0.18%
MADISON	0.18%
WARSAW	0.18%

Cumberland County Visitor Profile

What is their reason for visiting?

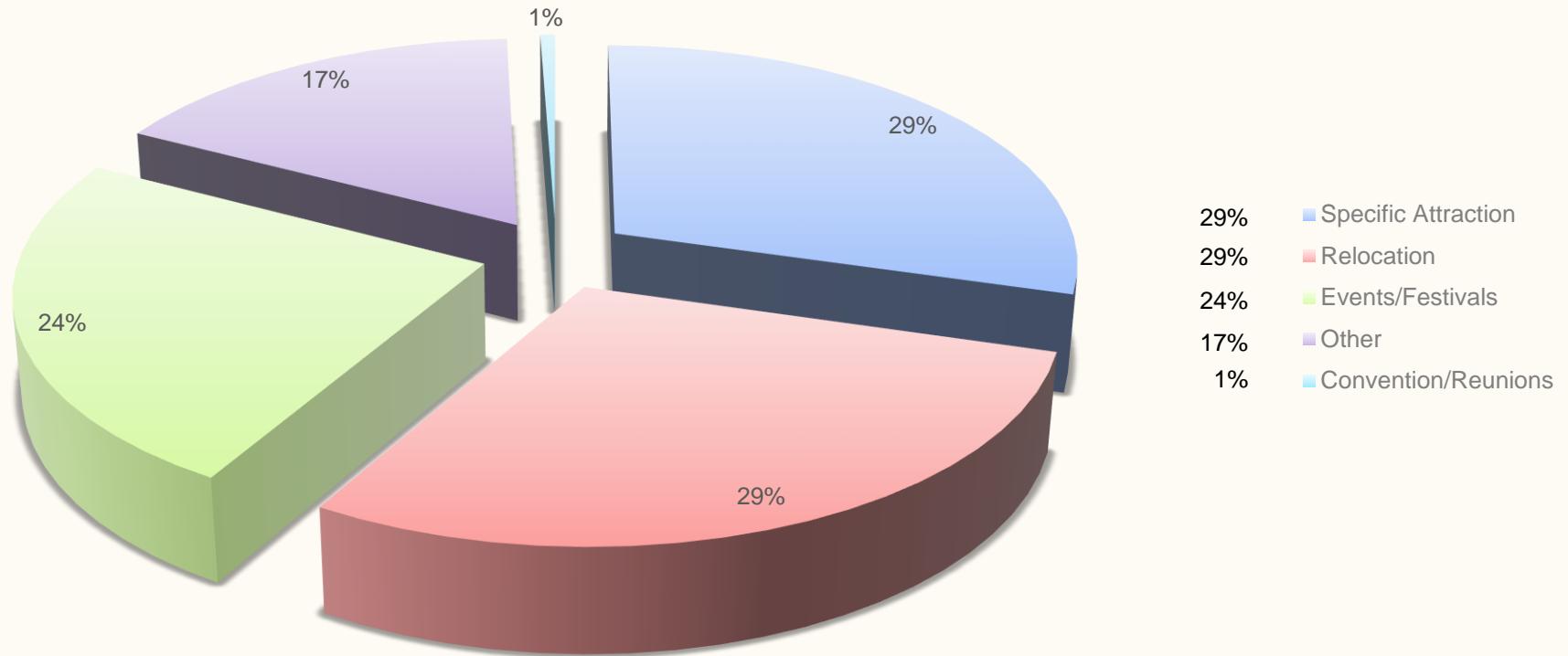
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What is their reason for visiting?

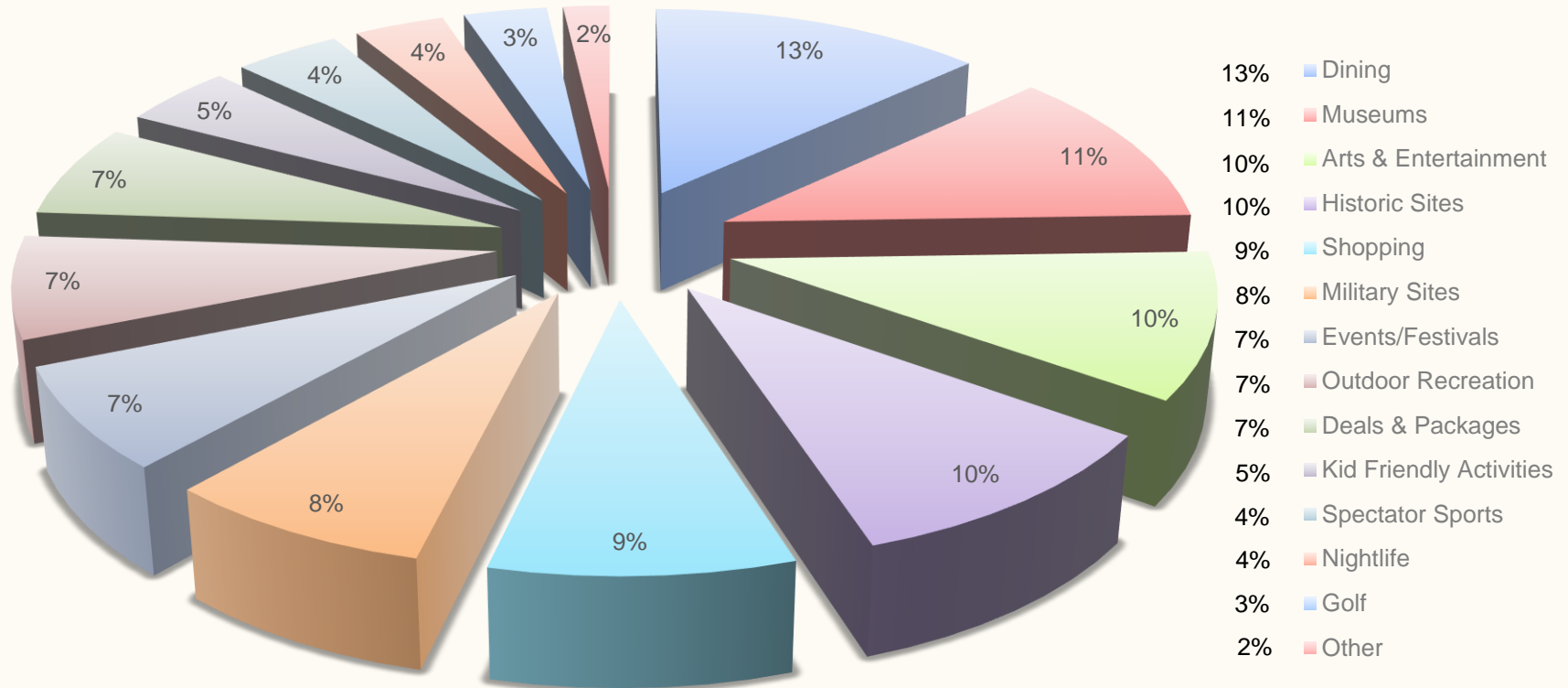
Only includes Cumberland County residents,



Cumberland County Visitor Profile

What are the visitors interested in?

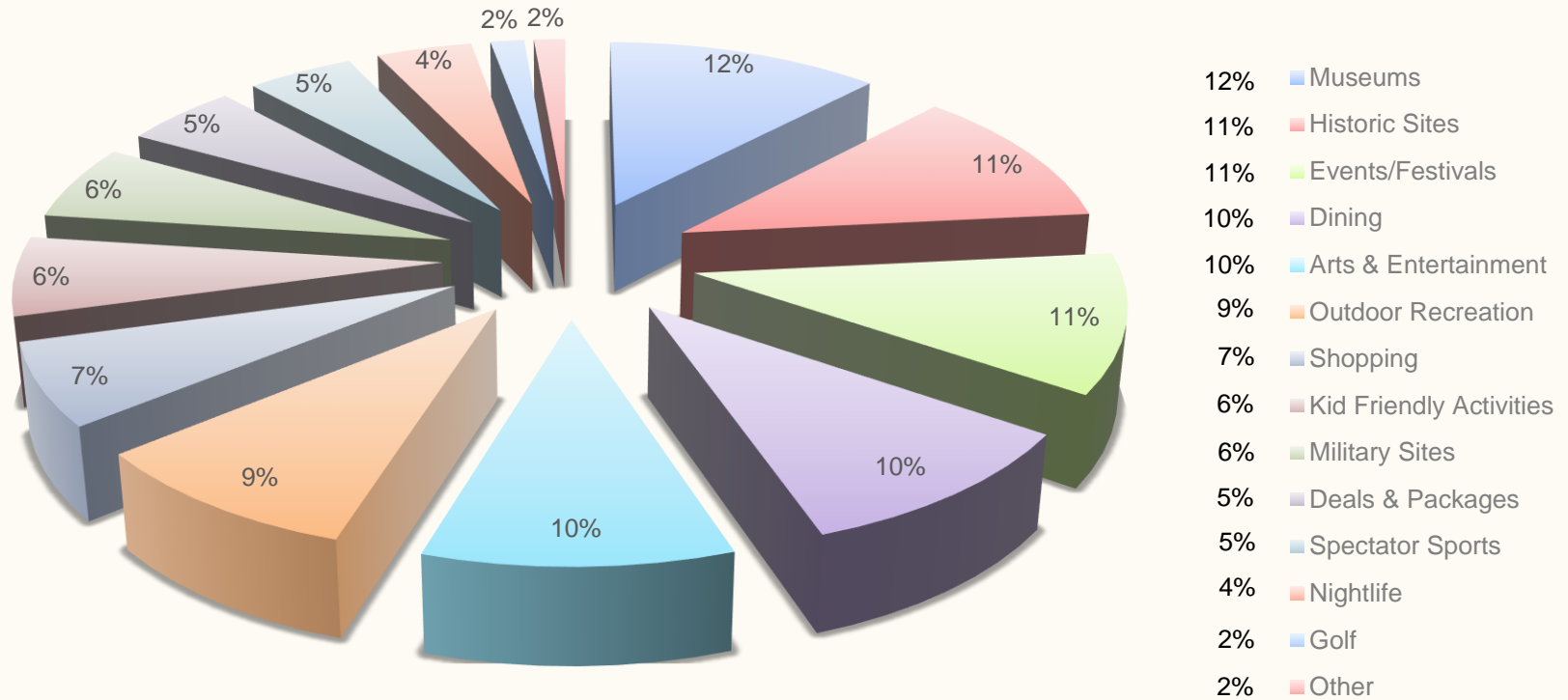
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Cumberland County Visitor Profile

What are the visitors interested in?

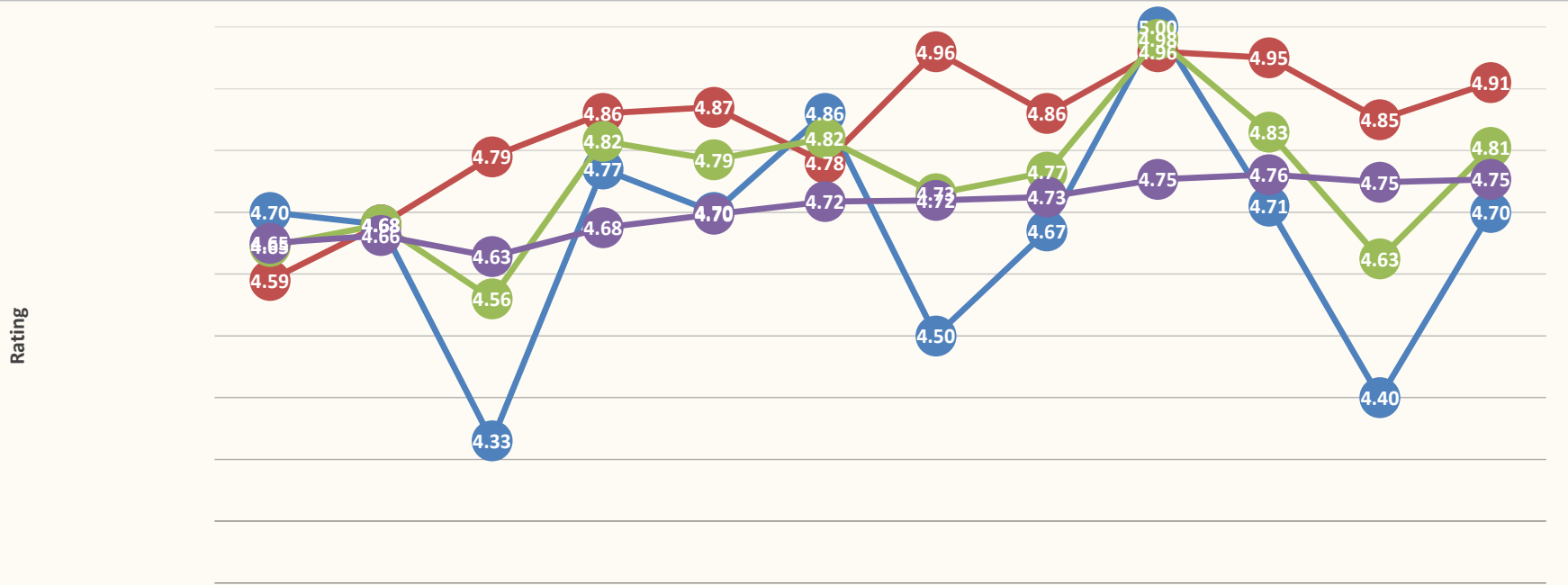
Only includes Cumberland County residents.



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	4.40	4.70
Visitors	4.59	4.68	4.79	4.86	4.87	4.78	4.96	4.86	4.96	4.95	4.85	4.91
Monthly Rating	4.65	4.68	4.56	4.82	4.79	4.82	4.73	4.77	4.98	4.83	4.63	4.81
Year to Date	4.65	4.66	4.63	4.68	4.70	4.72	4.72	4.73	4.75	4.76	4.75	4.75

Cumberland County Visitor Profile

THANK YOU.

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