

# Visitor Profile - Fort Bragg Communities

## Fayetteville Area Convention and Visitors Bureau

### 1st Quarter, FY 2013

#### *Top 3 Answers*

#### **Attraction Visitors**

Attraction Visitors to Cumberland County were from the following states North Carolina (51%), California (2%) and Florida (2%). They stayed for an average of 4.19 days. The age of visitors were ages 30-49 (33%), 18-29 (21%) and 61+ (18%). The visitors were Local Residents (58%), stayed with Family/Friends (26%) and stayed in Hotels (11%). Of the ones staying at Hotels, their reason for visiting were Vacation (46%), Visit Friends/Family (22%) and Business with Military (16%). The top areas of interest were Museums (27%), History (19%) and Military Sites (15%).

#### **Electronic Kiosk Visitors**

Kiosk Visitors to Cumberland County were from the following states North Carolina (54%), New York (4%), and Virginia (3%). The reasons they are visiting were Vacation (31%), Visiting Family/Friends (23%) and Military Sites (20%).

#### **Hotel Visitors**

Hotel Visitors to Cumberland County were from the following states North Carolina (14%), Florida (14%) and Virginia (11%). They stayed for an average of 2.62 days. Their reason for visiting were Visit Family/Friends (33%), Vacation (33%) and Business with Military (12%). The top areas of interest were Military Sites (35%), Other (16%) and Museums (10%).

#### **Online Visitors**

Online Visitors to Cumberland County were from the following states Florida (13%), North Carolina (11%) and New York, Georgia and Virginia tied (7% each). They planned to stay for an average of 6.70 days. The reasons they are visiting were Vacation (48%), Visit Family/Friends (27%) and Relocation (9%). The top areas of interest were History (16%), Restaurants (15%) and Arts/Entertainment (14%).

#### **Visitor Center Visitors**

Visitor Center Visitors to Cumberland County were from the following states North Carolina (92%), Florida (4%), Georgia (4%). The reasons they are visiting were Visit Family/Friends (37%), Military (32%) and Business (16%). The areas of interest were Museums (28%), History (19%) and Military (16%).

# **Visitor Profile - Fort Bragg Communities**

## **Fayetteville Area Convention and Visitors Bureau**

### **2nd Quarter, FY 2013**

#### ***Top 3 Answers***

#### **Attraction Visitors**

Attraction Visitors to Cumberland County were from the following states North Carolina (54%), Florida and New York (3% each) and Pennsylvania (2%). They stayed for an average of 4.00 days. The age of visitors were ages 30-49 (33%), 61+ (24%) and 18-29 (20%). The visitors were Local Residents (55%), stayed with Family/Friends (25%) and stayed in Hotels (15%). Of the ones staying at Hotels, their reason for visiting were Vacation (49%), Visit Friends/Family (26%) and This Attraction/Venue (11%). The top areas of interest were Museums (26%), History (19%) and Military Sites (16%).

#### **Electronic Kiosk Visitors**

Kiosk Visitors to Cumberland County were from the following states North Carolina (56%), Virginia and Florida (3% each) and Texas (2%). The reasons they are visiting were Vacation (28%), Military Sites (23%) and Visiting Family/Friends (20%).

#### **Hotel Visitors**

Hotel Visitors to Cumberland County were from the following states North Carolina (21%), Florida (12%) and Virginia (11%). They stayed for an average of 1.17 days. Their reason for visiting were Business (26%), Visit Family/Friends (25%) and Vacation (14%). The top areas of interest were Military Sites (25%), Museums (13%) and History (11%).

#### **Online Visitors**

Online Visitors to Cumberland County were from the following states Ontario Canada, Oklahoma, South Carolina, Illinois and North Carolina (8% each). They planned to stay for an average of 12 days. The reasons they are visiting were Vacation (41%), Relocation (26%) and Visit Family/Friends (23%). The top areas of interest were Military Sites, Restaurants and Shopping (16% each).

#### **Visitor Center Visitors**

Visitor Center Visitors to Cumberland County were from the following states North Carolina (84%), Florida, Kansas, California, Indiana and Washington (2% each). The reasons they are visiting were Events/Festivals (49%), Business with Military (16%) and Other (9%). The areas of interest were Museums (26%), Outdoor Sports and Shopping (23% each) and Military (15%).

# **Visitor Profile - Fort Bragg Communities**

## **Fayetteville Area Convention and Visitors Bureau**

### **3rd Quarter, FY 2013**

#### ***Top 3 Answers***

#### **Attraction Visitors**

Attraction Visitors to Cumberland County were from the following states North Carolina (54%), Pennsylvania (2.5%) and South Carolina (2%). They stayed for an average of 3.6 days. The age of visitors were ages 30-49 (33%), 61+ (21%) and 18-29 (20%). The visitors were Local Residents (61.5%), stayed with Family/Friends (20%) and stayed in Hotels (12%). Of the ones staying at Hotels, their reason for visiting were Vacation (35%), Visit Friends/Family (21%) and This Attraction/Venue and Business (12% each). The top areas of interest were Museums (28%), History (21%) and Outdoor Sports and Military Sites (14% each).

#### **Electronic Kiosk Visitors**

Kiosk Visitors to Cumberland County were from the following states North Carolina (60%), Virginia (5%) and Georgia (3%). The reasons they are visiting were Vacation (25%), Visiting Family/Friends (21%) and Military Affiliation (19%).

#### **Hotel Visitors**

Hotel Visitors to Cumberland County were from the following states New York (16%), North Carolina (10%), and Virginia (7%). Of note, Canada was (8%). They stayed for an average of 1 day. Their reason for visiting were Other: Passing Through (34%), Vacation (26%) and Business (15%). The top areas of interest were History (16%), Arts/Entertainment, Museums & Military Sites (11% each) and Other (9%).

#### **Online Visitors**

Online Visitors to Cumberland County were from the following states North Carolina (12%), Pennsylvania (8%), Virginia (6%). Of note, Canada was (7%). They planned to stay for an average of 5.5 days. The reasons they are visiting were Vacation (42%), Visit Family/Friends (25%) and Relocation (15%). The top areas of interest were History (17%), Museums/Restaurants (15% each) and Arts/Entertainment (14% each).

#### **Visitor Center Visitors**

Visitor Center Visitors to Cumberland County were from the following states North Carolina (66%), Michigan, Ohio, Wisconsin (4% each) and Maine (3%). The reasons they are visiting were Other (26%), Military Affiliation (23%) and Business w/Military (17%). The areas of interest were Museums (24%), History (17%) and Shopping (14%).

# **Visitor Profile - Fort Bragg Communities**

## **Fayetteville Area Convention and Visitors Bureau**

### **4th Quarter, FY 2013**

#### ***Top 3 Answers***

#### **Attraction Visitors**

Attraction Visitors to Cumberland County were from the following states North Carolina (43%), Florida (4%) and Texas (3%). They stayed for an average of 3 days. The age of visitors were ages 30-49 (30%), 61+ (24%) and 50-60 (18%). The visitors were Local Residents (48%), stayed at Hotels (24%) and stayed with Family/Friends (17%). Of the ones staying at Hotels, their reason for visiting were Vacation (60%), Visit Friends/Family (19%) and Business (7%). The top areas of interest were Museums (30%), History (21%) and Military Sites (17%).

#### **Electronic Kiosk Visitors**

Kiosk Visitors to Cumberland County were from the following states North Carolina (53%), Virginia (4%) and Florida (2%). The reasons they are visiting were Vacation (29%), Visiting Family/Friends (23%) and Military Affiliation (18%).

#### **Hotel Visitors**

Hotel Visitors to Cumberland County were from the following states North Carolina (15%), New York/Florida (11%) and Pennsylvania (9%). They stayed for an average of 1.71 day. Their reason for visiting were Other: Passing Through/Visit Family/Friends and Business (20% each), Vacation (15%) and Business with Military (7%). The top areas of interest were History (19%), Museums & Military Sites (15% each) and Arts/Entertainment and Kid Friendly (8% each).

#### **Online Visitors**

Online Visitors to Cumberland County were from the following states North Carolina (13%), New York (7%), Ohio/Texas (5% each). They planned to stay for an average of 3 days. The reasons they are visiting were Vacation (32%), Visit Family/Friends (24%) and Relocation (19%). The top areas of interest were History (16%), Museums (16%) and Restaurants (15%).

#### **Visitor Center Visitors**

Visitor Center Visitors to Cumberland County were from the following states North Carolina (59%), Florida (6%) and Pennsylvania (5%). The reasons they are visiting were Visit Family/Friends (28%), Vacation (20%) and Resident (12%). The areas of interest were History/Museums (21% each), Arts/Entertainment (13%) and Fort Bragg (11%).

# Visitor Profile - Fort Bragg Communities

## Fayetteville Area Convention and Visitors Bureau

### **FY 2013 Totals**

#### ***Top 3 Answers***

#### **Attraction Visitors**

Attraction Visitors to Cumberland County were from the following states North Carolina (49%), Florida (3%) and Texas (2%). They stayed for an average of 3.70 days. The age of visitors were ages 30-49 (31%), 61+ (23%) and 18-29 (19%). The visitors were Local Residents (55%), stayed with Family/Friends (21%) and stayed in Hotels (16%). Of the ones staying at Hotels, their reason for visiting were Vacation (39%), Visit Friends/Family (18%) and Business with Military (10%). The top areas of interest were Museums (29%), History (20%) and Military Sites (16%).

#### **Electronic Kiosk Visitors**

Kiosk Visitors to Cumberland County were from the following states North Carolina (56%), Virginia (4%) and New York (3%). The reasons they are visiting were Vacation (29%), Visiting Family/Friends (22%) and Military (20%).

#### **Hotel Visitors**

Hotel Visitors to Cumberland County were from the following states North Carolina (15%), New York and Florida (10% each) and Virginia (9%). They stayed for an average of 1.63 days. Their reason for visiting were Vacation (23%), Visit Family/Friends (22%) and Other: Passing Through and Business (17% each). The top areas of interest were Military Sites (23%), History (13%) and Museums (40%).

#### **Online Visitors**

Online Visitors to Cumberland County were from the following states North Carolina (23%), New York (6%), and Pennsylvania/Florida (5% each). They planned to stay for an average of 6.80 days. The reasons they are visiting were Vacation (37%), Visit Family/Friends (26%) and Relocation (17%). The top areas of interest were History (15%), Museums and Restaurants (14% each) and Arts & Entertainment and Shopping (12% each).

#### **Visitor Center Visitors**

Visitor Center Visitors to Cumberland County were from the following states North Carolina (71%), Florida (3%) and Pennsylvania (2%). The reasons they are visiting were Military (22%), Visit Family/Friends (20%) and Events/Festivals (16%). The areas of interest were Museums (20%), History (17%) and Shopping (13%).

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## Fayetteville Area Convention and Visitors Bureau

### **FY 2013 Totals**

#### **Where are our Visitors from in the US?**

*(Includes all visitors)*

Count of State	
State	Total
NC	50.26%
No Answer	7.14%
VA	3.53%
FL	3.40%
NY	3.19%
GA	2.26%
PA	2.09%
SC	2.09%
TX	2.08%
MD	1.72%
CA	1.44%
NJ	1.44%
Not Valid Zip	1.42%
OH	1.31%
MI	1.14%
IL	0.97%
AL	0.94%
MA	0.81%
MN	0.80%
WI	0.66%
TN	0.62%
MO	0.58%
CT	0.55%
IN	0.53%
CANADA	0.52%
CO	0.50%
AZ	0.48%
WA	0.48%
KY	0.47%
IA	0.45%
OK	0.42%
WV	0.37%
KS	0.37%
SPAIN	0.30%
OR	0.28%
MS	0.27%
LA	0.25%
NE	0.22%
DE	0.22%

NH	0.22%
ME	0.22%
UT	0.20%
NM	0.19%
GERMANY	0.19%
NV	0.19%
SD	0.17%
PR	0.17%
AR	0.16%
DC	0.16%
VT	0.16%
MEXICO	0.14%
HI	0.14%
ITALY	0.14%
AK	0.14%
RI	0.11%
FRANCE	0.09%
ND	0.08%
SWEDEN	0.08%
ID	0.06%
APO	0.06%
WY	0.06%
PQ	0.05%
MT	0.05%
ON	0.03%
AUSTRALIA	0.03%
BELARUS	0.03%
AP	0.03%
NETHERLANDS	0.03%
TURKEY	0.02%
DENMARK	0.02%
BRITISH COLUMBIA	0.02%
LITHUANIA	0.02%
CROATIA	0.02%
<b>Grand Total</b>	<b>100.00%</b>

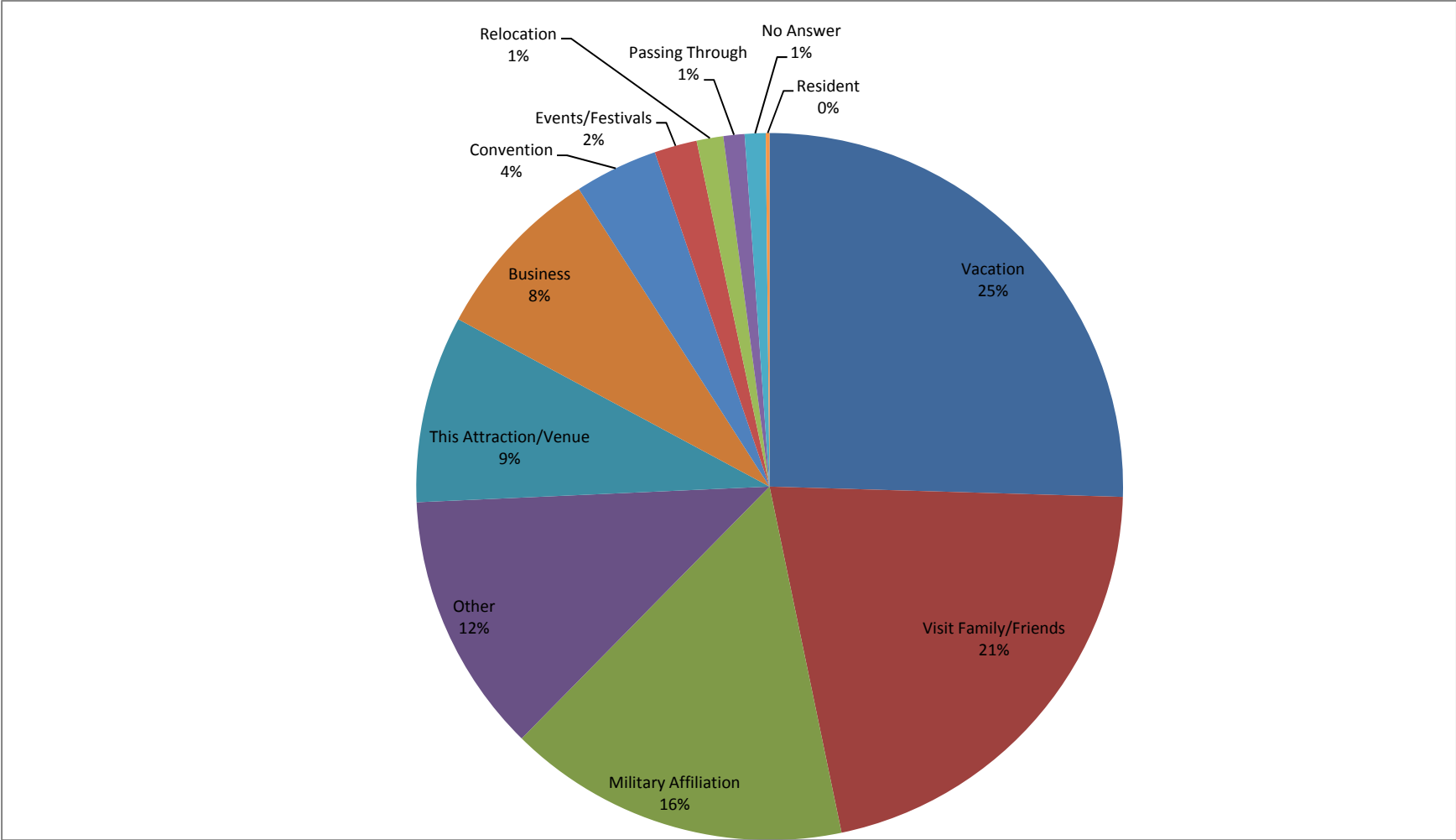
# Visitor Profile - Fort Bragg Communities

## Fayetteville Area Convention and Visitors Bureau

### **FY 2013 Totals**

#### **What is their reason for visiting?**

*(Includes all visitors)*



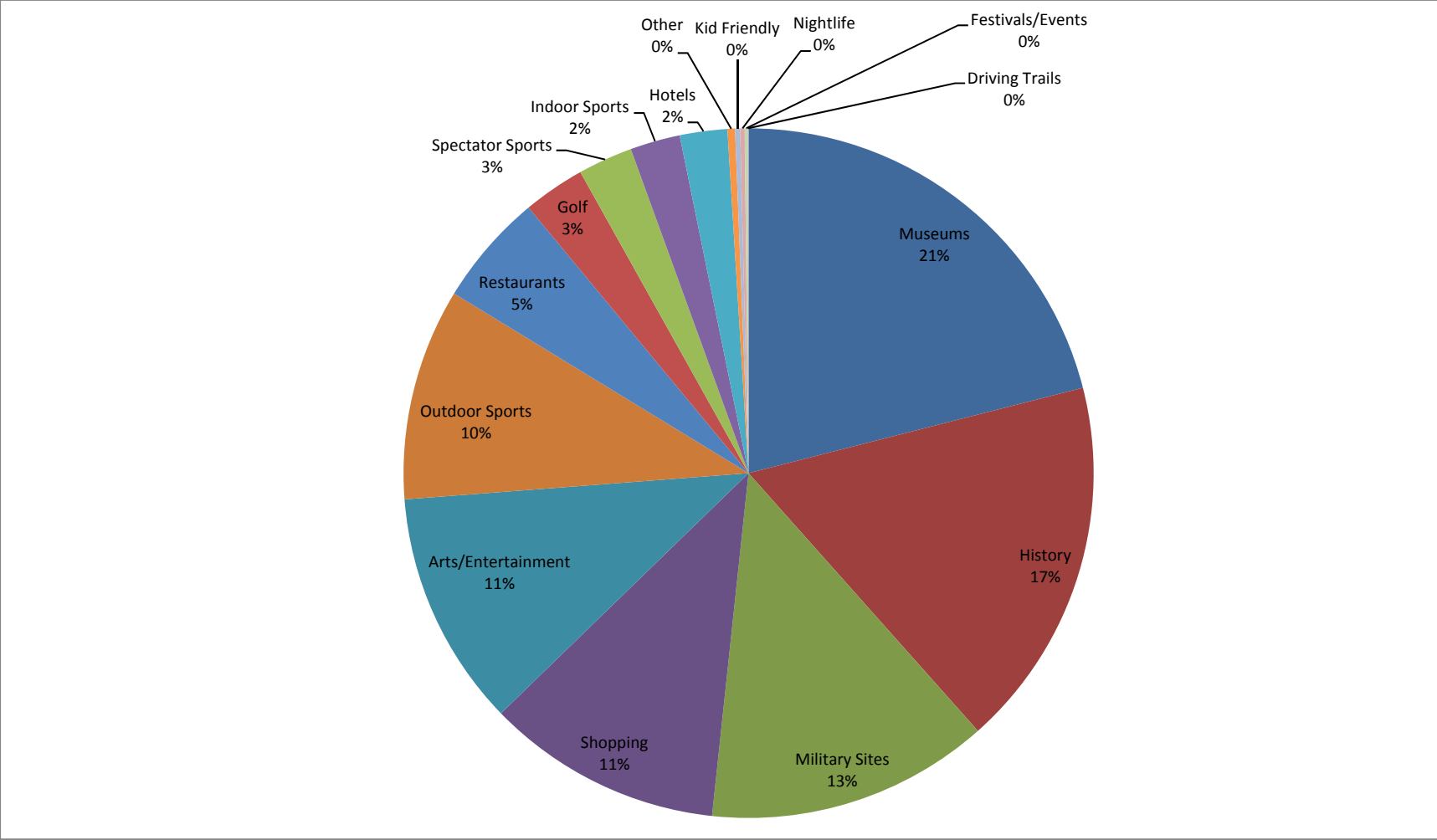
# Visitor Profile - Fort Bragg Communities

## Fayetteville Area Convention and Visitors Bureau

### FY 2013 Totals (after 3 Quarters)

What are the visitors interested in?

(Includes all visitors except Kiosk visitors)

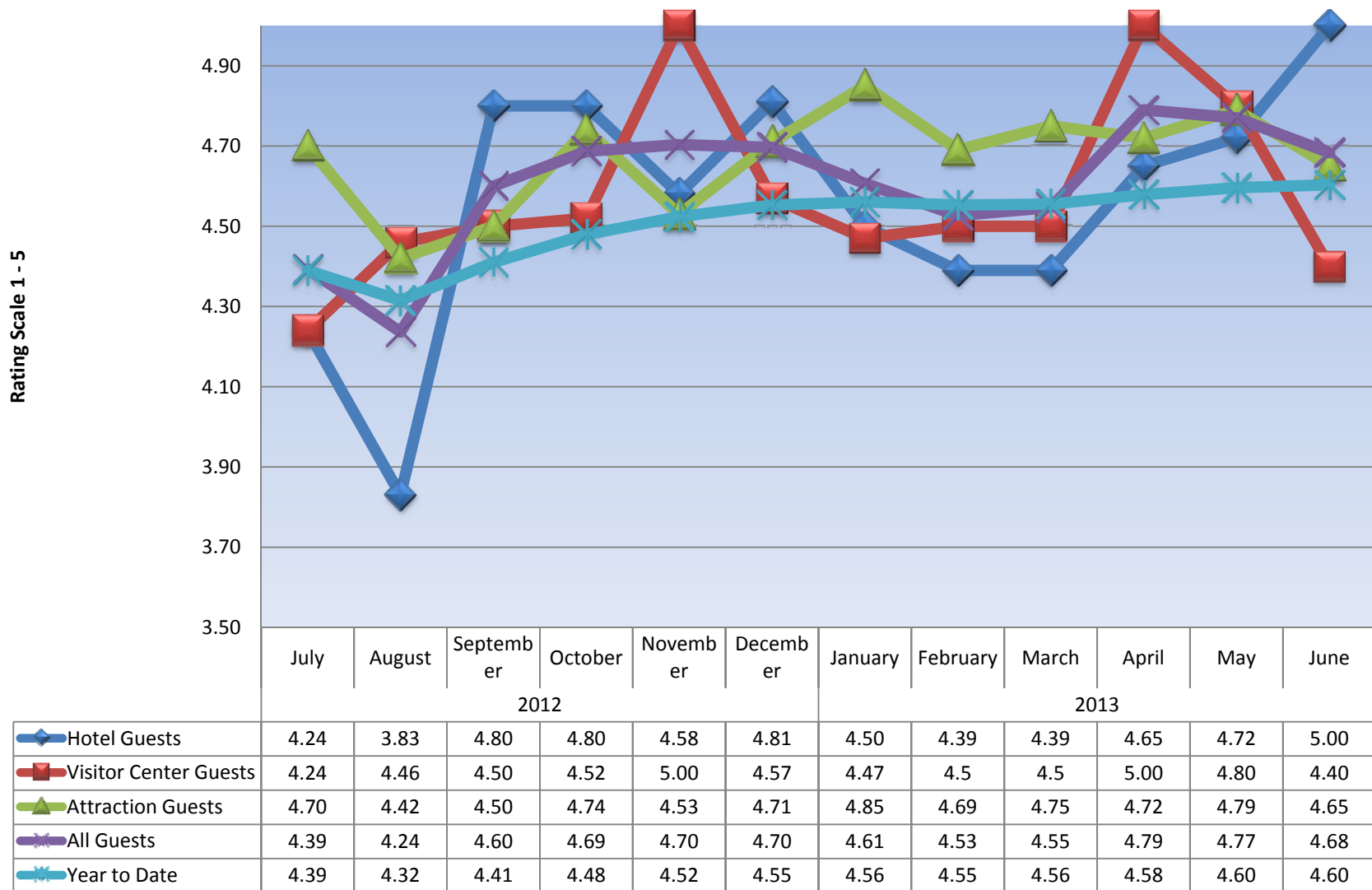




# Visitor Profile - Fort Bragg Communities

## Fayetteville Area Convention and Visitors Bureau

### Visitor Experience by Month



# Visitor Profile - Fort Bragg Communities

## Fayetteville Area Convention and Visitors Bureau

