

Cumberland County Visitor Profile

FY 2018

(July 1, 2017 – June 30, 2018)



July 17, 2018

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	57.88%
FL	5.18%
INVALID ZIP CODE	4.67%
NY	3.15%
VA	2.86%
MD	2.11%
SC	2.01%
PA	1.99%
TX	1.96%
GA	1.75%
CA	1.50%
OH	1.18%
NJ	1.16%
MI	1.06%
AL	0.72%
WA	0.66%
IL	0.55%
MN	0.53%
CT	0.48%
UT	0.48%
KY	0.48%
MA	0.44%
CO	0.43%

STATE/COUNTRY	PERCENTAGE
TN	0.43%
IN	0.43%
AZ	0.39%
PUERTO RICO	0.32%
MO	0.31%
DC	0.31%
OR	0.29%
MS	0.29%
OK	0.27%
WI	0.26%
WV	0.26%
DE	0.24%
KS	0.22%
LA	0.20%
VT	0.20%
AR	0.20%
IA	0.20%
NM	0.19%
CANADA	0.14%
NV	0.14%
NE	0.14%
GERMANY	0.12%
ME	0.12%

STATE/COUNTRY	PERCENTAGE
AK	0.12%
NH	0.12%
SD	0.10%
ID	0.10%
ARMY POST OFFICE	0.10%
MT	0.07%
ENGLAND	0.07%
RI	0.05%
MEXICO	0.05%
NETHERLANDS	0.03%
WY	0.03%
BRAZIL	0.03%
ND	0.03%
FRANCE	0.03%
KOREA	0.03%
POLAND	0.02%
SWITZERLAND	0.02%
BOLIVIA	0.02%
GUATAMALA	0.02%
BELGIUM	0.02%
VIRGIN ISLANDS	0.02%
HI	0.02%
AUSTRALIA	0.02%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

NC COUNTY	PERCENTAGE
CUMBERLAND	63.62%
WAKE	5.66%
MOORE	4.74%
HARNETT	3.15%
HOKE	2.53%
ROBESON	2.00%
LEE	1.50%
MECKLENBURG	1.18%
NEW HANOVER	1.15%
SAMPSON	1.06%
JOHNSTON	1.06%
DURHAM	1.00%
FORSYTH	0.85%
BRUNSWICK	0.85%
CARTERET	0.80%
RICHMOND	0.71%
BLADEN	0.59%
GUILFORD	0.59%
ONslow	0.56%
ORANGE	0.47%
ALAMANCE	0.47%
DUPLIN	0.41%
CRAVEN	0.27%
CHATHAM	0.27%
JONES	0.24%

NC COUNTY	PERCENTAGE
ROWAN	0.24%
IREDELL	0.21%
EDGEcombe	0.18%
UNION	0.18%
WAYNE	0.18%
PAMLICO	0.15%
BEAUFORT	0.15%
WILSON	0.15%
COLUMBUS	0.15%
NASH	0.15%
ROCKINGHAM	0.12%
MONTGOMERY	0.12%
GASTON	0.12%
DAVIDSON	0.12%
SCOTLAND	0.12%
PENDER	0.12%
WATAUGA	0.12%
MARTIN	0.09%
SURRY	0.09%
GREENE	0.09%
RANDOLPH	0.09%
FRANKLIN	0.09%
CABARRUS	0.09%
CLEVELAND	0.09%
BUNCOMBE	0.09%

NC COUNTY	PERCENTAGE
CATAWBA	0.09%
STANLY	0.09%
PITT	0.09%
DAVIE	0.06%
PERQUIMANS	0.06%
WARREN	0.06%
GRANVILLE	0.06%
HAYWOOD	0.06%
ASHE	0.06%
CURRITUCK	0.03%
ANSON	0.03%
HENDERSON	0.03%
JACKSON	0.03%
YADKIN	0.03%
BERTIE	0.03%
LENOIR	0.03%
WILKES	0.03%
CALDWELL	0.03%
VANCE	0.03%
STOKES	0.03%
CHOWAN	0.03%
HYDE	0.03%
PASQUOTANK	0.03%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by City?

Includes Cumberland County residents.

NC CITY	PERCENTAGE
FAYETTEVILLE	52.37%
HOPE MILLS	4.09%
FORT BRAGG	3.21%
RALEIGH	2.86%
RAEFORD	2.53%
SPRING LAKE	1.59%
PINEHURST	1.47%
CAMERON	1.44%
DUNN	1.38%
SANFORD	1.35%
WILMINGTON	1.15%
CHARLOTTE	1.06%
LINDEN	1.03%
DURHAM	0.97%
SOUTHERN PINES	0.88%
CARY	0.85%
FUQUAY VARINA	0.68%
LILLINGTON	0.56%
PARKTON	0.50%
STEDMAN	0.47%
WINSTON SALEM	0.47%
LUMBERTON	0.44%
MOREHEAD CITY	0.41%
AUTRYVILLE	0.35%
ELIZABETHTOWN	0.35%
ANGIER	0.35%
CHAPEL HILL	0.35%
HAMLET	0.32%
JACKSONVILLE	0.32%
CARTHAGE	0.32%
CLAYTON	0.32%
GODWIN	0.29%
BURLINGTON	0.29%
GREENSBORO	0.29%
ERWIN	0.29%
FAIRMONT	0.29%
ROCKINGHAM	0.29%
COATS	0.29%
WADE	0.26%
ABERDEEN	0.26%
SMITHFIELD	0.24%
MAYSVILLE	0.24%
WAKE FOREST	0.24%
ROSEBORO	0.24%
MARSHALLBERG	0.24%
BENSON	0.24%

NC CITY	PERCENTAGE
CLINTON	0.24%
NEW BERN	0.24%
NEW HILL	0.24%
ROCKY MOUNT	0.21%
TOBACCOVILLE	0.21%
CALYPSO	0.21%
LUMBER BRIDGE	0.21%
SALISBURY	0.21%
STATESVILLE	0.18%
BLADENBORO	0.18%
POPE A F B	0.18%
BUNNLEVEL	0.18%
MORRISVILLE	0.15%
LELAND	0.15%
KNIGHTDALE	0.15%
FOUR OAKS	0.15%
SUNSET BEACH	0.15%
JAMESTOWN	0.15%
HOLLY SPRINGS	0.15%
NEWTON GROVE	0.15%
PITTSBORO	0.15%
SAINT PAULS	0.15%
WILSON	0.12%
RED SPRINGS	0.12%
MOUNT GILEAD	0.12%
SOUTHPORT	0.12%
THOMASVILLE	0.12%
FAISON	0.12%
SNEADS FERRY	0.12%
VASS	0.09%
APEX	0.09%
WEST END	0.09%
STATE ROAD	0.09%
HICKORY	0.09%
PINEBLUFF	0.09%
WILLOW SPRING	0.09%
BUIES CREEK	0.09%
DUDLEY	0.09%
MEBANE	0.09%
GARNER	0.09%
ASHEVILLE	0.09%
SHALLOTTE	0.09%
ALBEMARLE	0.09%
BOONE	0.09%
MAURY	0.09%
WALKERTOWN	0.09%

NC CITY	PERCENTAGE
WASHINGTON	0.09%
CUMNOCK	0.09%
MAXTON	0.09%
YOUNGSVILLE	0.09%
WENDELL	0.09%
KERNERSVILLE	0.06%
CALABASH	0.06%
WHITE OAK	0.06%
PINETOPS	0.06%
SMYRNA	0.06%
PINEVILLE	0.06%
HERTFORD	0.06%
ATLANTIC	0.06%
HARRISBURG	0.06%
PROCTORVILLE	0.06%
SELMA	0.06%
REIDSVILLE	0.06%
HILLSBOROUGH	0.06%
SILER CITY	0.06%
MONROE	0.06%
MADISON	0.06%
PEMBROKE	0.06%
MATTHEWS	0.06%
KINGS MOUNTAIN	0.06%
KENANSVILLE	0.06%
MOUNT HOLLY	0.06%
SUPPLY	0.06%
NORMAN	0.06%
MIDDLESEX	0.06%
CUMBERLAND	0.06%
WAXHAW	0.06%
RICHLANDS	0.06%
WAYNESVILLE	0.06%
ASH	0.06%
HARRELLS	0.06%
OAK ISLAND	0.06%
WILLIAMSTON	0.06%
LAKEVIEW	0.06%
GOLDSBORO	0.06%
GREENVILLE	0.06%
BROWNS SUMMIT	0.06%
PIKEVILLE	0.03%
ELIZABETH CITY	0.03%
MARSHVILLE	0.03%
LOWLAND	0.03%
KINSTON	0.03%

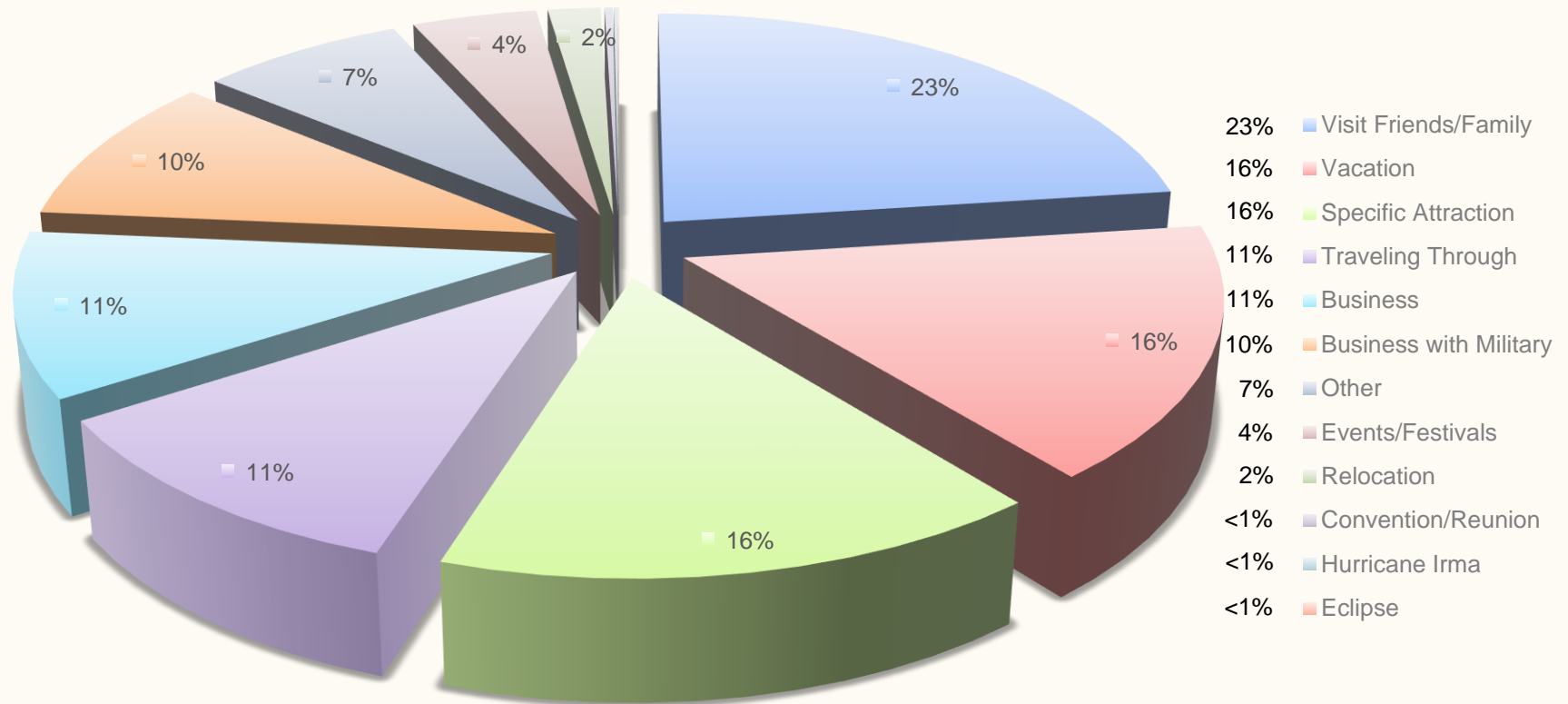
NC CITY	PERCENTAGE
BURGAW	0.03%
WILLARD	0.03%
MOCKSVILLE	0.03%
WHITEVILLE	0.03%
ELM CITY	0.03%
HAMILTON	0.03%
ROXBORO	0.03%
SYLVA	0.03%
AURORA	0.03%
ASHEBORO	0.03%
CLEMMONS	0.03%
MERRITT	0.03%
EVERGREEN	0.03%
EAST BEND	0.03%
MONCURE	0.03%
INDIAN TRAIL	0.03%
WINNABOW	0.03%
BAHAMA	0.03%
GRAHAM	0.03%
CAROLINA BEACH	0.03%
CONCORD	0.03%
GIBSONVILLE	0.03%
WALNUT COVE	0.03%
ELON COLLEGE	0.03%
CHOCOWINITY	0.03%
SOPHIA	0.03%
ADVANCE	0.03%
GLENDALE SPRINGS	0.03%
MACON	0.03%
HUBERT	0.03%
BLOWING ROCK	0.03%
OAK RIDGE	0.03%
SHANNON	0.03%
MERRY HILL	0.03%
ORIENTAL	0.03%
CORDOVA	0.03%
SHELBY	0.03%
CAMP LEJEUNE	0.03%
BARNESVILLE	0.03%
WISE	0.03%
OCRACOKE	0.03%
MOYOCK	0.03%
LAUREL HILL	0.03%
CLARENDON	0.03%
BEAUFORT	0.03%
ROCKWELL	0.03%

NC CITY	PERCENTAGE
ALAMANCE	0.03%
FALCON	0.03%
FLEETWOOD	0.03%
FLAT ROCK	0.03%
LICOLNTON	0.03%
HAVELOCK	0.03%
FARMVILLE	0.03%
TABOR CITY	0.03%
NASHVILLE	0.03%
HAMPSTEAD	0.03%
EFLAND	0.03%
WARSAW	0.03%
HENDERSON	0.03%
ARAPAOE	0.03%
CREEDMOOR	0.03%
GASTONIA	0.03%
BROADWAY	0.03%
TARBORO	0.03%
JACKSON SPRINGS	0.03%
LEMON SPRINGS	0.03%
LAKE WACCAMAW	0.03%
GRANITE FALLS	0.03%
EDENTON	0.03%
WAGRAM	0.03%
ROWLAND	0.03%
HOBUCKEN	0.03%
LAURINBURG	0.03%
WADESBORO	0.03%
HIGH POINT	0.03%
SALEMBURG	0.03%
BOLIVIA	0.03%
BENNETT	0.03%
OCEAN ISLE BEACH	0.03%
FRANKLINVILLE	0.03%
ROCKY POINT	0.03%
MILLERS CREEK	0.03%
OXFORD	0.03%
CARRBORO	0.03%
CRAMERTON	0.03%
UNION GROVE	0.03%
GIBSON	0.03%

Cumberland County Visitor Profile

What is their reason for visiting?

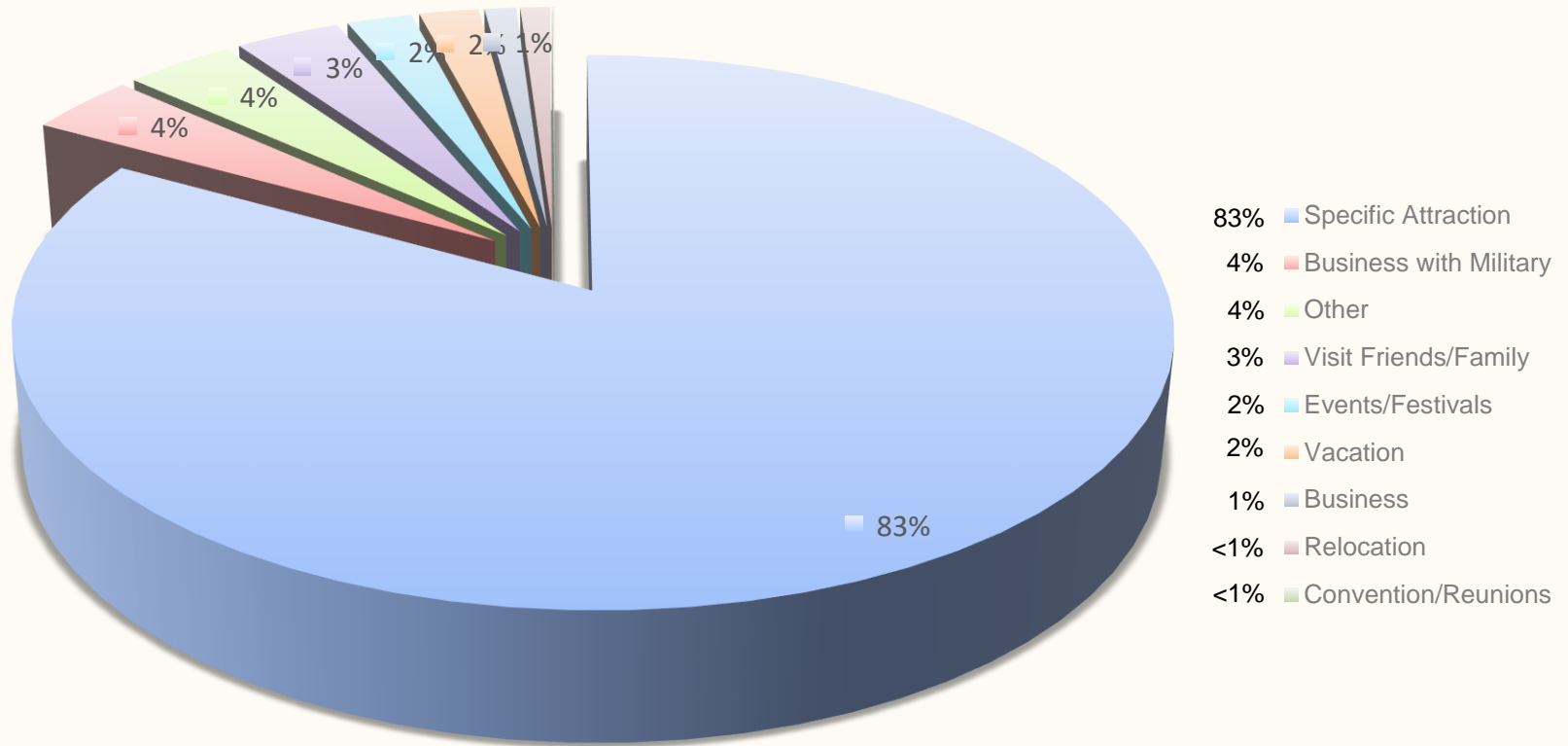
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What is their reason for visiting?

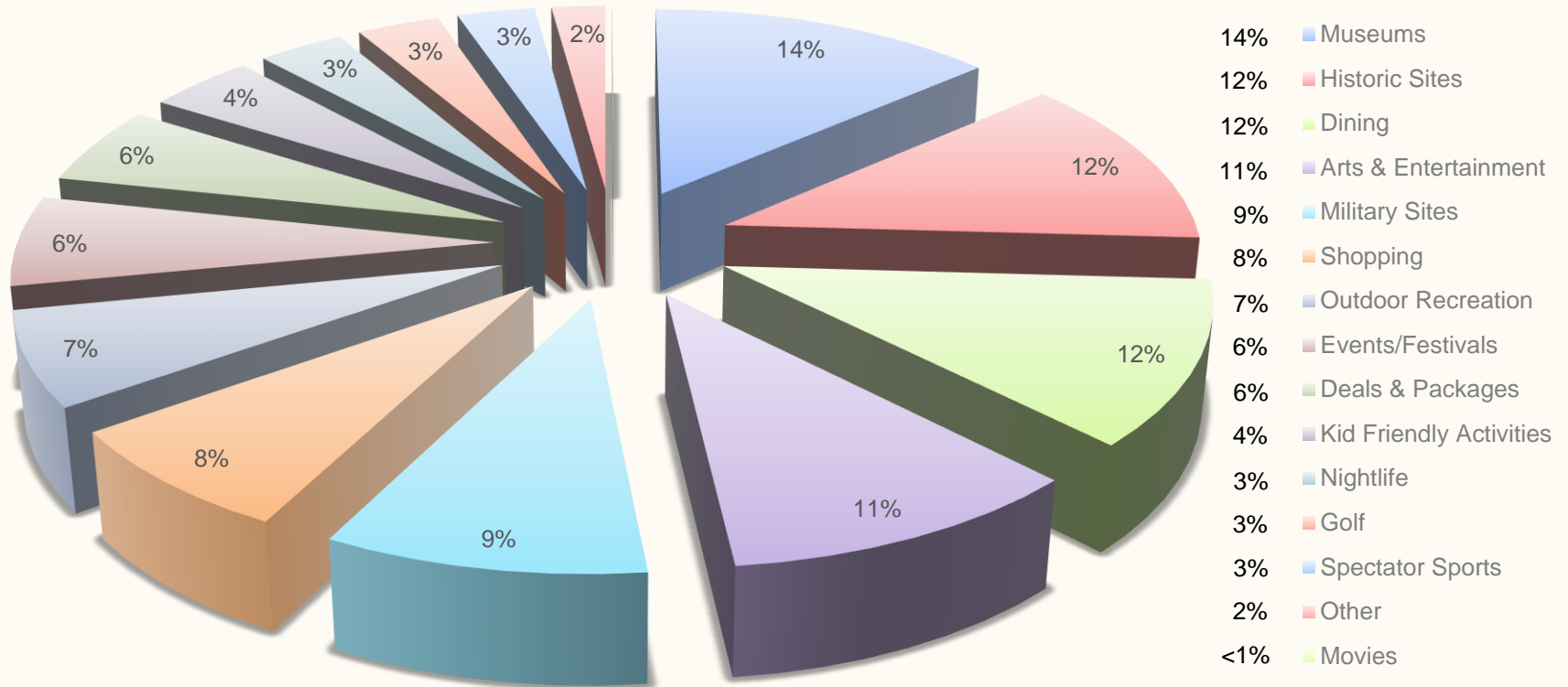
Only includes Cumberland County residents,



Cumberland County Visitor Profile

What are the visitors interested in?

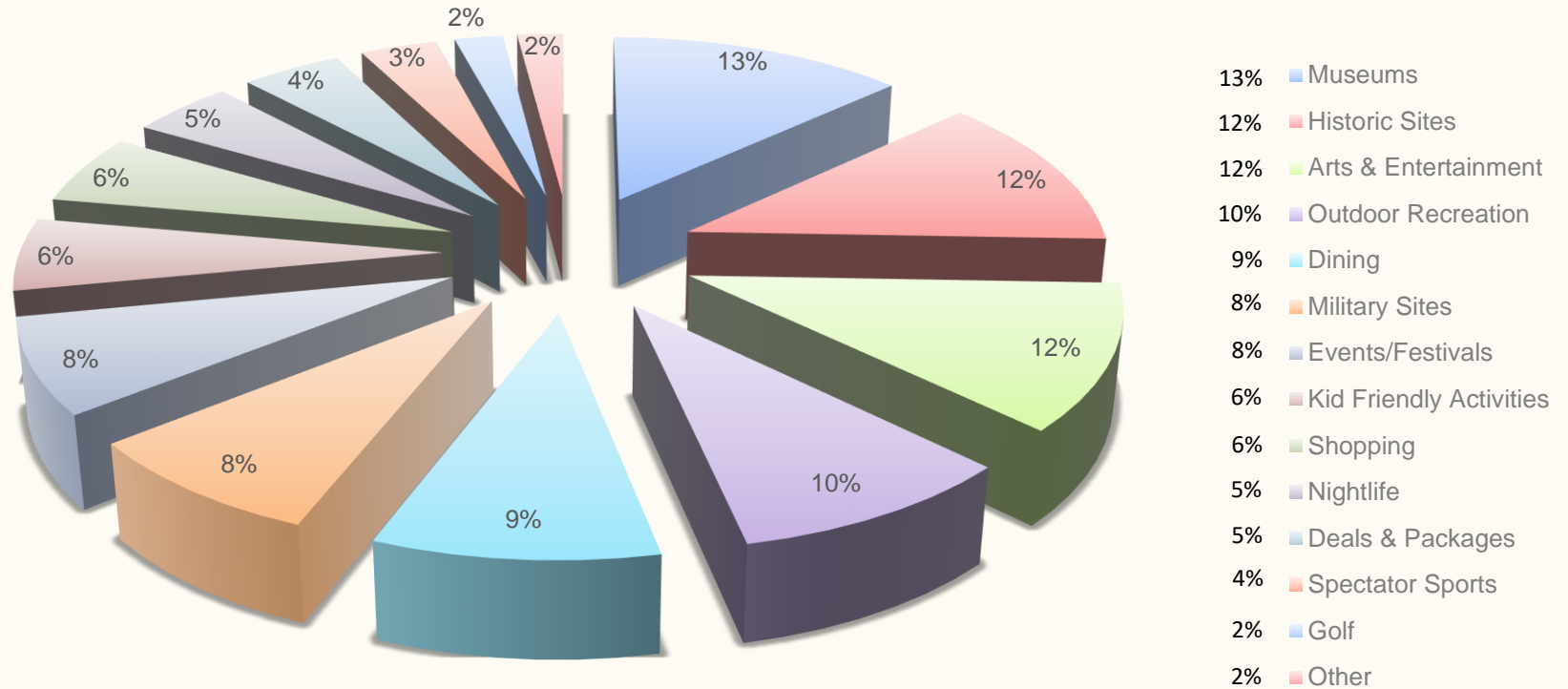
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What are the visitors interested in?

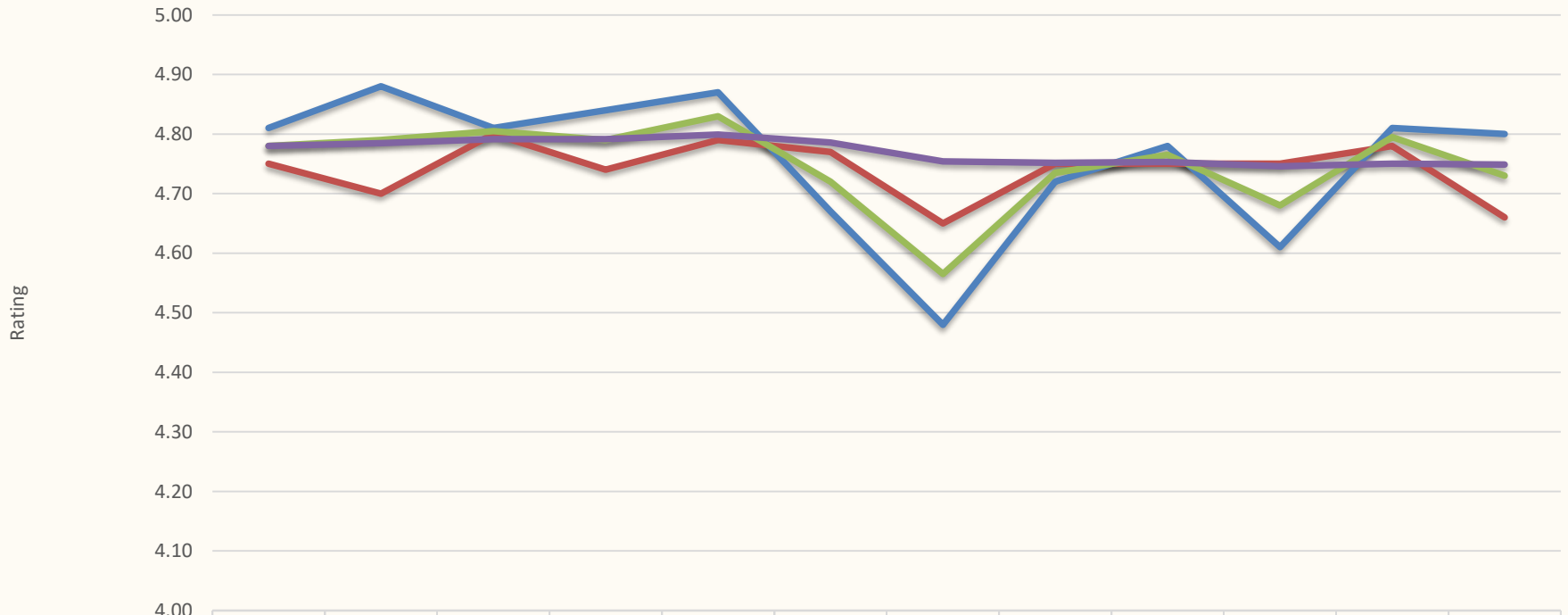
Only includes Cumberland County residents.



Cumberland County Visitor Profile

Visitor Experience?

Local versus non-local visitors.



	July	August	September	October	November	December	January	February	March	April	May	June
	2017						2018					
Local Residents	4.81	4.88	4.81	4.84	4.87	4.67	4.48	4.72	4.78	4.61	4.81	4.80
Visitors	4.75	4.70	4.80	4.74	4.79	4.77	4.65	4.75	4.75	4.75	4.78	4.66
Monthly Rating	4.78	4.79	4.81	4.79	4.83	4.72	4.57	4.74	4.77	4.68	4.80	4.73
Year to Date	4.78	4.79	4.79	4.79	4.80	4.79	4.75	4.75	4.75	4.75	4.75	4.75

Cumberland County Visitor Profile

THANK YOU.

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