

# Cumberland County Visitor Profile

**FY 2021**

(July 1, 2020 – June 30, 2021)



**May 11, 2021**

**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 has been limited data.

STATE/COUNTRY	PERCENTAGE
NC	61.70%
FL	3.50%
VA	3.27%
SC	2.51%
PA	2.45%
NJ	2.10%
NY	1.87%
MD	1.75%
OH	1.69%
TX	1.58%
CA	1.52%
IL	1.23%
GA	1.05%
WI	0.93%
INVALID	0.93%
MI	0.93%
TN	0.70%
AL	0.58%
MA	0.58%
AZ	0.53%

STATE/COUNTRY	PERCENTAGE
AUSTRALIA	0.53%
KS	0.47%
MO	0.47%
MN	0.47%
NE	0.41%
IN	0.41%
ID	0.35%
WA	0.35%
DE	0.35%
CO	0.35%
OR	0.35%
KY	0.29%
LA	0.29%
CT	0.29%
ME	0.23%
AUSTRIA	0.23%
PR	0.23%
FRANCE	0.23%
OK	0.23%
CANADA	0.23%

STATE/COUNTRY	PERCENTAGE
ITALY	0.18%
NV	0.18%
AR	0.18%
DC	0.12%
LUXEMBOURG	0.12%
KOREA	0.12%
UT	0.12%
NM	0.12%
WV	0.12%
MS	0.12%
ALGERIA	0.06%
DENMARK	0.06%
ND	0.06%
IA	0.06%
UNITED KINGDOM	0.06%
SD	0.06%
HI	0.06%
MT	0.06%

# Cumberland County Visitor Profile

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

*Includes Cumberland County residents.*

Due to Covid-19, there has been limited data.

NC COUNTY	PERCENTAGE
CUMBERLAND	63.95%
SAMPSON	6.33%
WAKE	4.87%
HOKE	3.05%
ROBESON	2.68%
LEE	2.44%
MOORE	1.95%
BRUNSWICK	1.10%
MECKLENBURG	0.97%
GUILFORD	0.85%
ALAMANCE	0.85%
GASTON	0.73%
ONSLow	0.61%
BUNCOMBE	0.61%
HARNETT	0.61%
IREDELL	0.61%
CATAWBA	0.61%
NEW HANOVER	0.61%

NC COUNTY	PERCENTAGE
JOHNSTON	0.49%
DURHAM	0.49%
SCOTLAND	0.37%
UNION	0.37%
CRAVEN	0.37%
GRANVILLE	0.37%
FORSYTH	0.37%
DAVIDSON	0.24%
WAYNE	0.24%
BLADEN	0.24%
CABARRUS	0.24%
RANDOLPH	0.24%
EDGEcombe	0.12%
WILKES	0.12%
DUPLIN	0.12%
COLUMBUS	0.12%
ANSON	0.12%
GREENE	0.12%

NC COUNTY	PERCENTAGE
ALLEGHANY	0.12%
ROWAN	0.12%
MCDOWELL	0.12%
CAMDEN	0.12%
NASH	0.12%
PITT	0.12%
SURRY	0.12%
ASHE	0.12%
PAMLICO	0.12%
BEAUFORT	0.12%
NORTHAMPTON	0.12%
HALIFAX	0.12%
HERTFORD	0.12%
LENOIR	0.12%
RICHMOND	0.12%

# Cumberland County Visitor Profile

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

*Includes Cumberland County residents.*

Due to Covid-19, there has been limited data.

NC CITY	PERCENTAGE
FAYETTEVILLE	49.09%
HOPE MILLS	6.94%
AUTRYVILLE	5.97%
FORT BRAGG	4.38%
RAEFORD	3.05%
SANFORD	1.83%
SPRING LAKE	1.83%
RALEIGH	1.83%
WILMINGTON	0.85%
CAMERON	0.85%
CHARLOTTE	0.73%
CARY	0.73%
WADE	0.61%
LELAND	0.61%
LUMBERTON	0.61%
BROADWAY	0.61%
LUMBER BRIDGE	0.49%
FUQUAY VARINA	0.49%
PARKTON	0.49%
DURHAM	0.49%
MEBANE	0.49%
RED SPRINGS	0.49%
JACKSONVILLE	0.49%
SOUTHERN PINES	0.49%
STEDMAN	0.49%
LAURINBURG	0.37%
MOORESVILLE	0.37%
ASHEVILLE	0.37%
HICKORY	0.37%
GREENSBORO	0.37%
WINSTON SALEM	0.37%
WEST END	0.37%
HIGH POINT	0.37%
CREEDMOOR	0.37%
APEX	0.37%
LINDEN	0.37%
POPE A F B	0.24%

NC CITY	PERCENTAGE
LILLINGTON	0.24%
WILLOW SPRING	0.24%
ELON COLLEGE	0.24%
ZEBULON	0.24%
ASHEBORO	0.24%
ROSEBORO	0.24%
NEW BERN	0.24%
ELIZABETHTOWN	0.24%
PEMBROKE	0.24%
WAKE FOREST	0.24%
STANLEY	0.24%
HOLLY SPRINGS	0.24%
STATESVILLE	0.24%
LEXINGTON	0.24%
CONCORD	0.24%
SPRING HOPE	0.12%
HAVELOCK	0.12%
KENLY	0.12%
GARLAND	0.12%
MONROE	0.12%
MOUNT HOLLY	0.12%
WHITEVILLE	0.12%
ANGIER	0.12%
SPARTA	0.12%
CRESTON	0.12%
MAGNOLIA	0.12%
CHOCOWINITY	0.12%
LEICESTER	0.12%
CORNELIUS	0.12%
WENDELL	0.12%
NEWTON	0.12%
KINSTON	0.12%
BOLIVIA	0.12%
PIKEVILLE	0.12%
SNOW HILL	0.12%
SEABOARD	0.12%
MIDDLESEX	0.12%

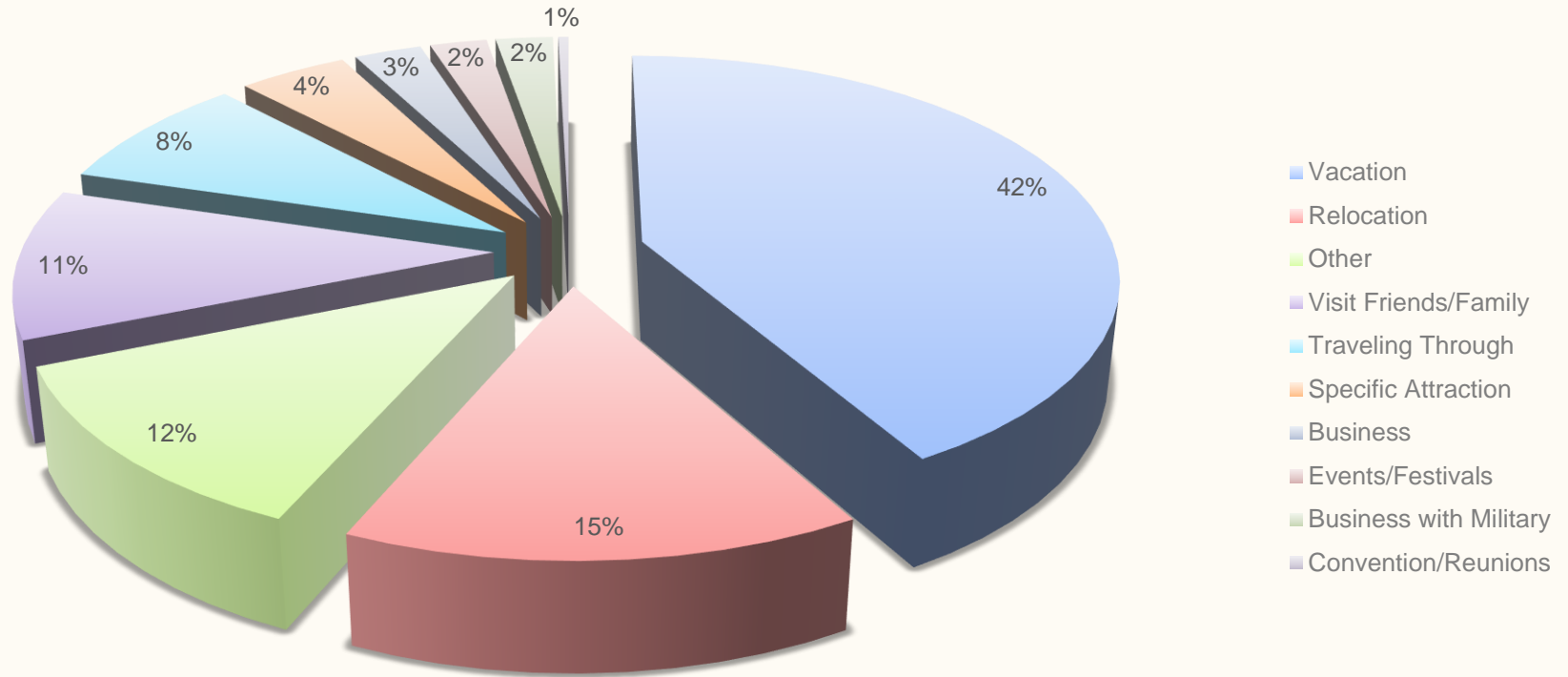
NC CITY	PERCENTAGE
SAINT PAULS	0.12%
ELKIN	0.12%
WILKESBORO	0.12%
INDIAN TRAIL	0.12%
PINEVILLE	0.12%
DALLAS	0.12%
MAMERS	0.12%
ROLESVILLE	0.12%
HAMLET	0.12%
COATS	0.12%
LILESVILLE	0.12%
FAIRMONT	0.12%
SOUTHPORT	0.12%
ARDEN	0.12%
ARAPAHOE	0.12%
HUBERT	0.12%
ROCKY MOUNT	0.12%
COMO	0.12%
MORRISVILLE	0.12%
GASTONIA	0.12%
LITTLETON	0.12%
BURLINGTON	0.12%
WAXHAW	0.12%
GREENVILLE	0.12%
KNIGHTDALE	0.12%
CARTHAGE	0.12%
SELMA	0.12%
GOLDSBORO	0.12%
PINEHURST	0.12%
MARION	0.12%
CHINA GROVE	0.12%
ROWLAND	0.12%
BELMONT	0.12%
BROWNS SUMMIT	0.12%
CLAYTON	0.12%
MAIDEN	0.12%
CAMDEN	0.12%

# Cumberland County Visitor Profile

## What is their reason for visiting?

*Does not include Cumberland County residents.*

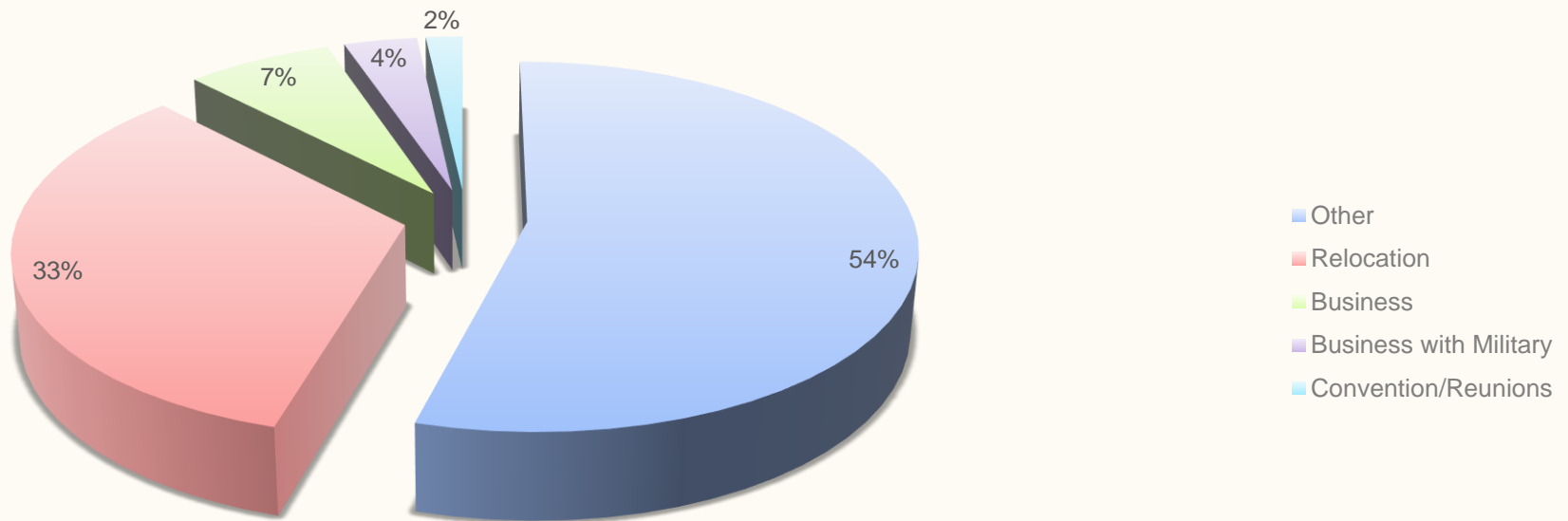
Due to Covid-19, there has been limited data.



# Cumberland County Visitor Profile

## What is their reason for visiting?

*Only includes Cumberland County residents,*  
Due to Covid-19, there has been limited data.



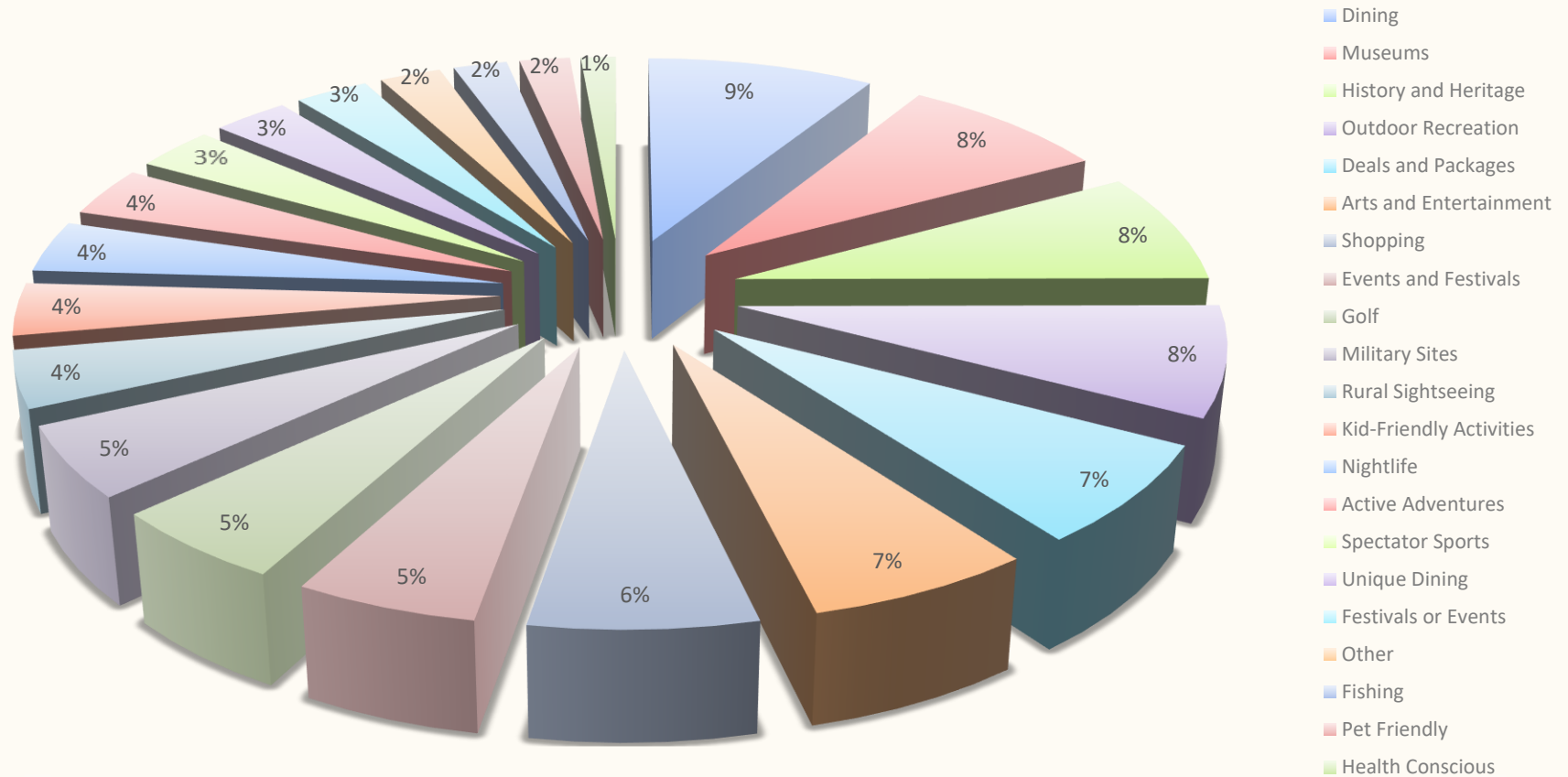


# Cumberland County Visitor Profile

## What are the visitors interested in?

*Does not include Cumberland County residents.*

Due to Covid-19, there has been limited data.

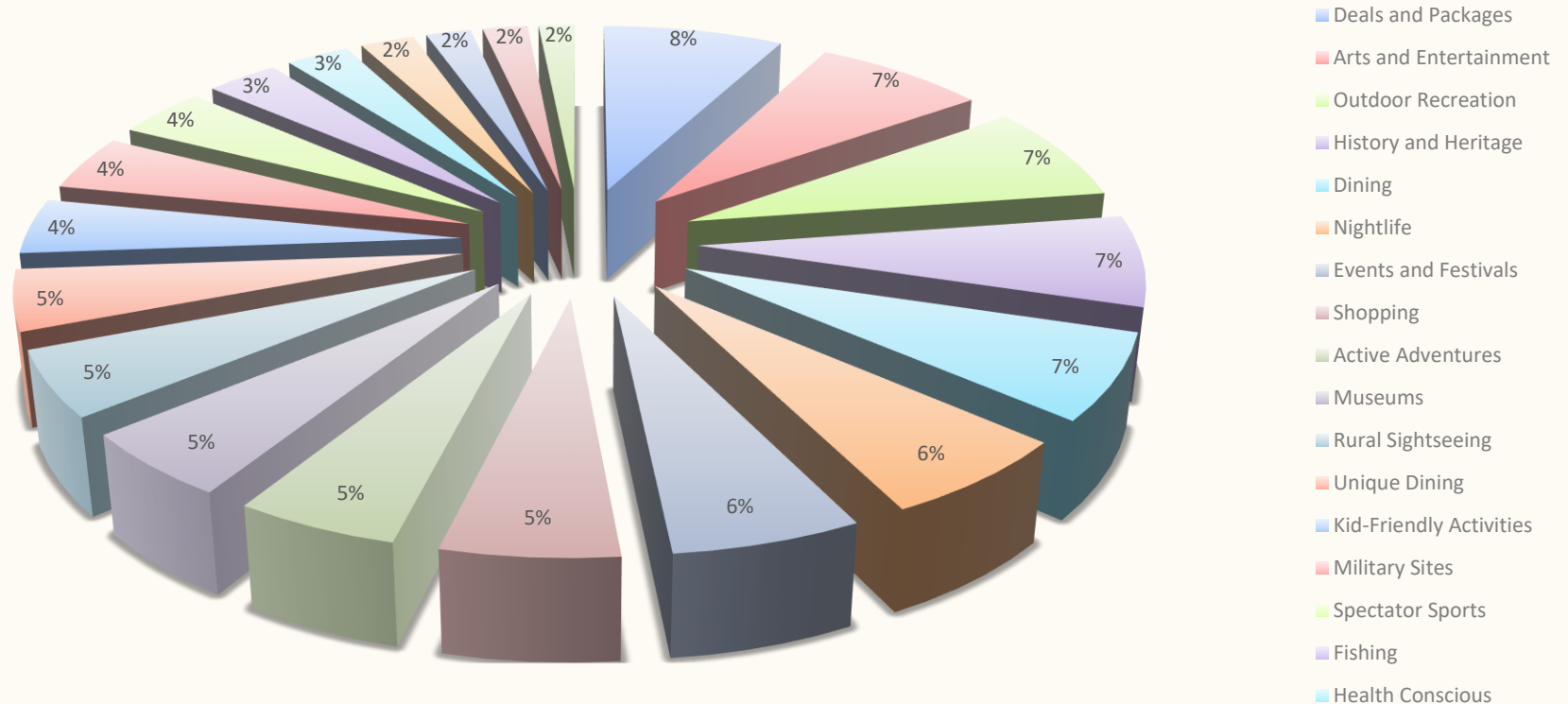


# Cumberland County Visitor Profile

## What are the visitors interested in?

*Only includes Cumberland County residents.*

Due to Covid-19, there has been limited data.

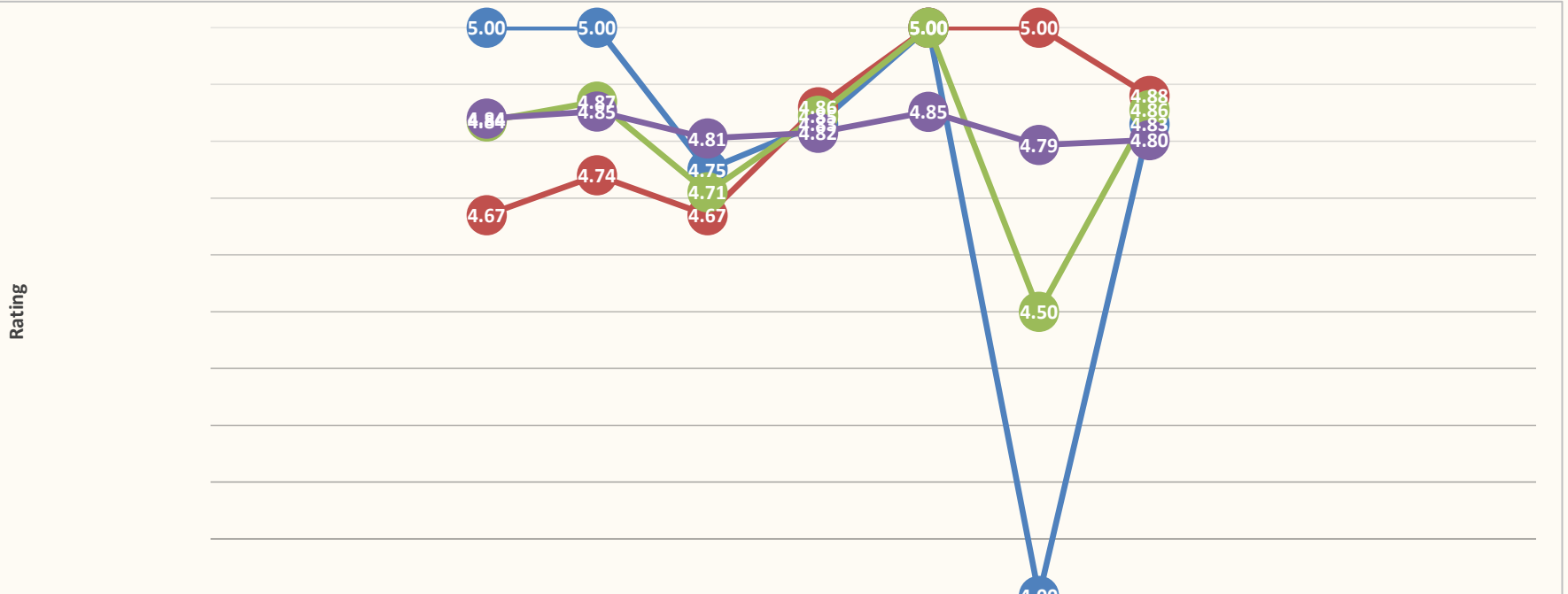




# Cumberland County Visitor Profile

## Visitor Experience?

Local versus non-local visitors.



	July No Data	August No Data	September 2019	October 2019	November 2019	December 2019	January 2020	February 2020	March 2020	April 2020	May 2020	June 2020
Local Residents			5.00	5.00	4.75	4.83	5.00	4.00	4.83			
Visitors			4.67	4.74	4.67	4.86	5.00	5.00	4.88			
Monthly Rating			4.84	4.87	4.71	4.85	5.00	4.50	4.86			
Year to Date			4.84	4.85	4.81	4.82	4.85	4.79	4.80			

# Cumberland County Visitor Profile

**THANK YOU.**

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