

# Cumberland County Visitor Profile

**FY 2021**

(July 1, 2020 – June 30, 2021)



**April 16, 2020**

**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	60.06%
FL	4.10%
VA	3.58%
SC	2.93%
PA	2.63%
NY	1.90%
OH	1.83%
MD	1.83%
CA	1.76%
NJ	1.61%
IL	1.39%
TX	1.24%
GA	1.17%
WI	1.17%
INVALID	1.17%
TN	0.80%
AL	0.73%
AUSTRALIA	0.66%
AZ	0.66%

STATE/COUNTRY	PERCENTAGE
MI	0.66%
MO	0.59%
MN	0.51%
MA	0.51%
KS	0.51%
DE	0.37%
CO	0.37%
OR	0.37%
ID	0.37%
LA	0.37%
WA	0.37%
IN	0.37%
NE	0.29%
FRANCE	0.29%
CANADA	0.22%
CT	0.22%
AR	0.22%
ITALY	0.22%
OK	0.22%

STATE/COUNTRY	PERCENTAGE
KY	0.15%
KOREA	0.15%
PR	0.15%
NM	0.15%
DC	0.15%
LUXEMBOURG	0.15%
ME	0.15%
MS	0.15%
UNITED KINGDOM	0.07%
SD	0.07%
NV	0.07%
WV	0.07%
DENMARK	0.07%
IA	0.07%
ND	0.07%
UT	0.07%

# 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%

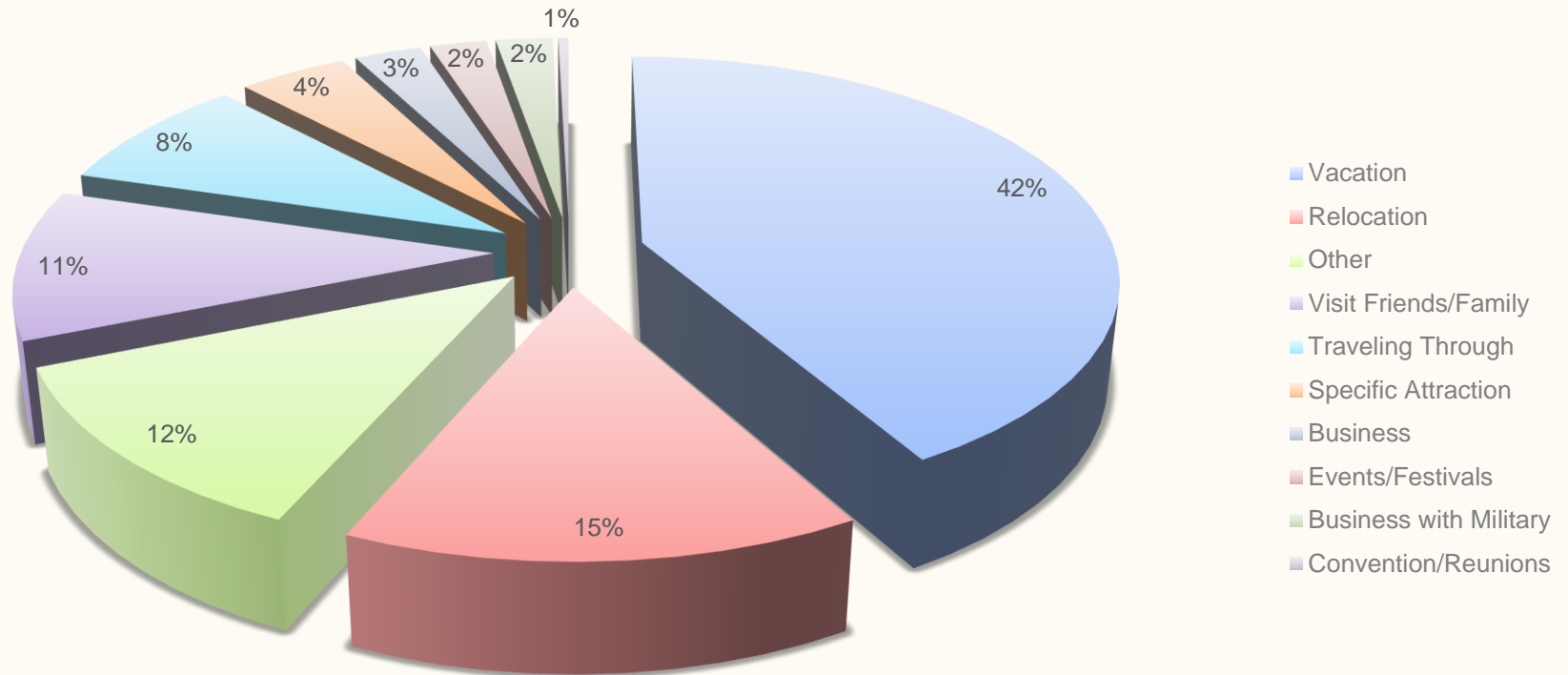
NC CITY	PERCENTAGE
SAINT PAULS	0.12%
ELKIN	0.12%
WILKESBORO	0.12%
INDIAN TRAIL	0.12%
PINEVILLE	0.12%
DALLAS	0.12%
MAMERS	0.12%
ROLESVILLE	0.12%
HAMLET	0.12%
COATS	0.12%
LILESVILLE	0.12%
FAIRMONT	0.12%
SOUTHPORT	0.12%
ARDEN	0.12%
ARAPAHOE	0.12%
HUBERT	0.12%
ROCKY MOUNT	0.12%
COMO	0.12%
MORRISVILLE	0.12%
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.

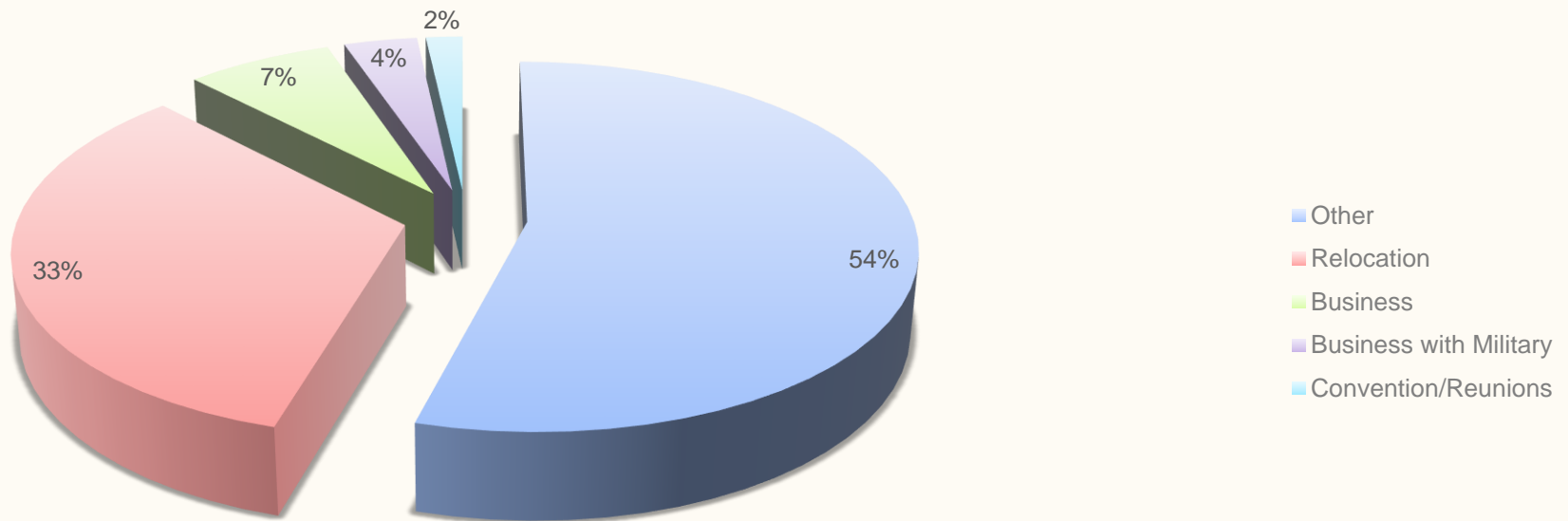


# Cumberland County Visitor Profile

## What is their reason for visiting?

*Only includes Cumberland County residents,*

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



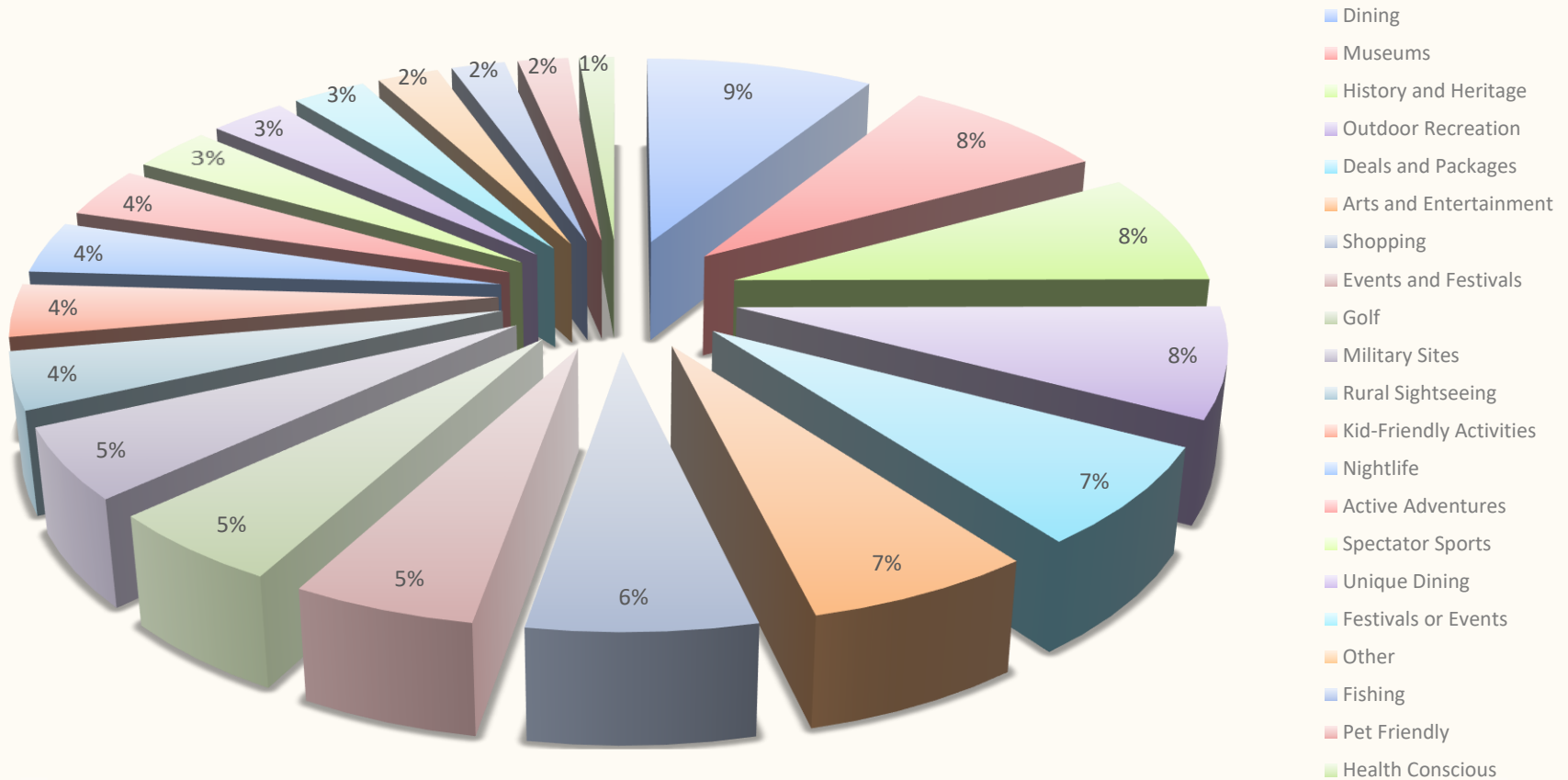


# Cumberland County Visitor Profile

## What are the visitors interested in?

*Does not include Cumberland County residents.*

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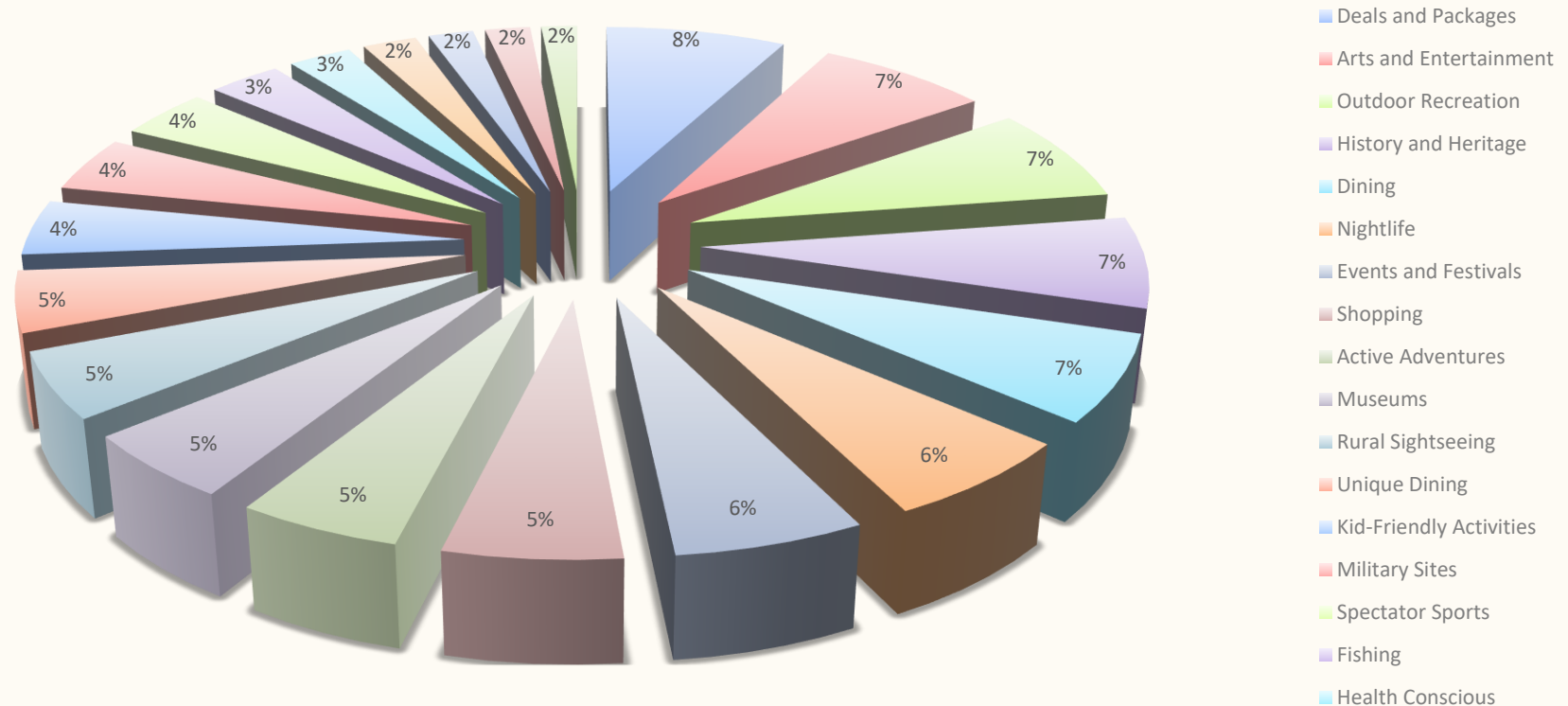


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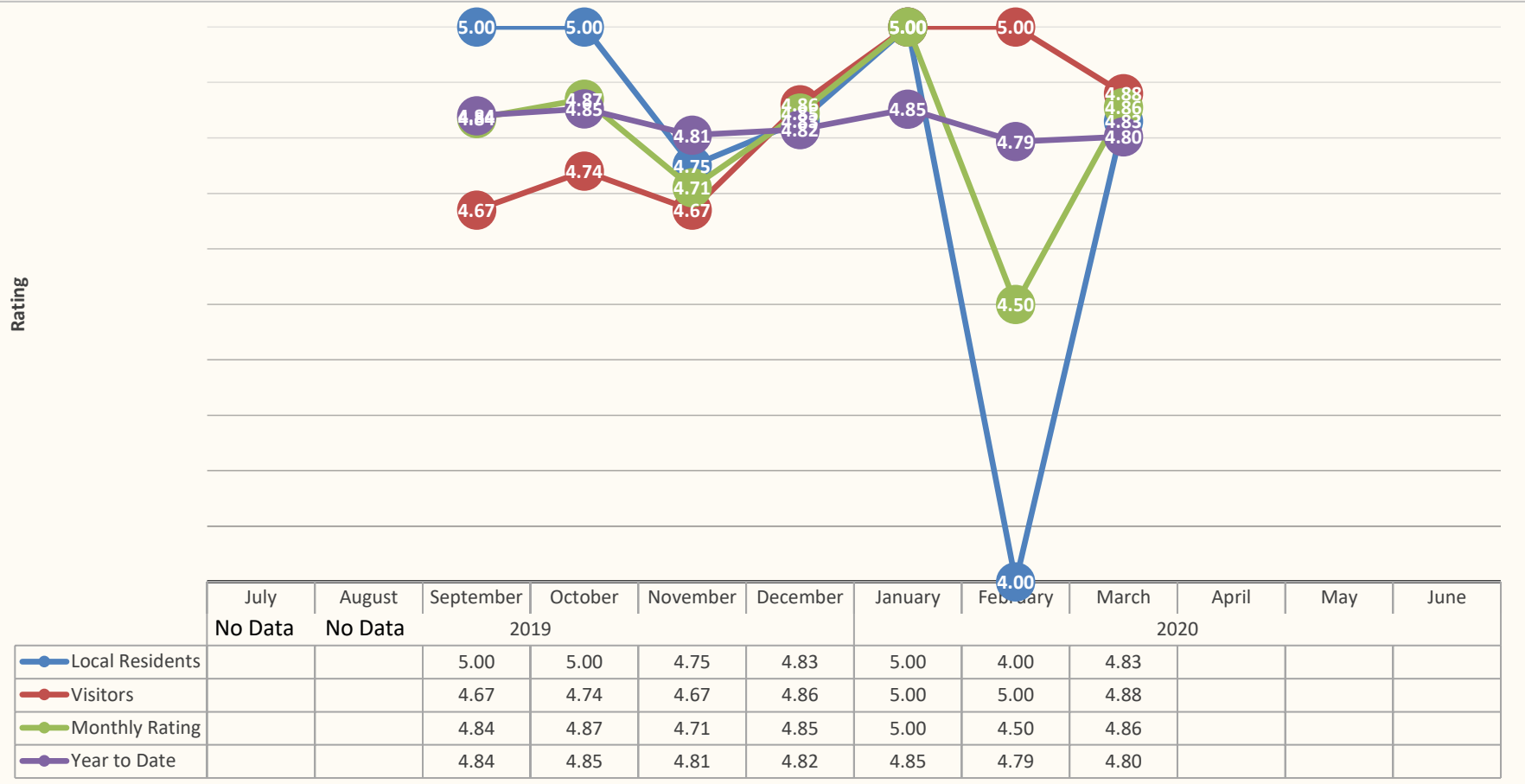




# Cumberland County Visitor Profile

## Visitor Experience?

*Local versus non-local visitors.*



# Cumberland County Visitor Profile

**THANK YOU.**

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