

# Cumberland County Visitor Profile

**FY 2020**

(July 1, 2019 – June 30, 2020)



**March 12, 2020**

**David Nash**  
Research and Data Manager

CUMBERLAND COUNTY, NC  
**FAYETTEVILLE**  
AREA  
CONVENTION AND VISITORS BUREAU

# Cumberland County Visitor Profile

## Where are visitors from?

STATE/COUNTRY	PERCENTAGE
NC	45.34%
FL	6.98%
GA	6.71%
NY	4.79%
VA	4.32%
TX	2.93%
PA	2.93%
SC	2.72%
NJ	1.65%
TN	1.65%
AL	1.55%
MS	1.28%
CA	1.17%
OH	1.12%
MD	1.12%
KY	1.07%
CT	0.85%
MI	0.80%
CO	0.75%
INVALID ZIP	0.75%
IL	0.69%

STATE/COUNTRY	PERCENTAGE
MO	0.69%
AZ	0.59%
MN	0.53%
OK	0.53%
IA	0.53%
WI	0.48%
IN	0.43%
AR	0.37%
DE	0.32%
NH	0.32%
CANADA	0.32%
KS	0.32%
WV	0.27%
ME	0.27%
NM	0.27%
NETHERLANDS	0.21%
WA	0.21%
NV	0.21%
NE	0.21%
OR	0.16%
PUERTO RICO	0.16%

STATE/COUNTRY	PERCENTAGE
MT	0.11%
GERMANY	0.11%
VT	0.11%
IRAN	0.11%
HI	0.11%
ID	0.11%
UT	0.11%
ENGLAND	0.11%
DC	0.05%
SD	0.05%
SCOTLAND	0.05%
SWEDEN	0.05%
AE	0.05%
ND	0.05%
BRAZIL	0.05%
LA	0.05%
CHINA	0.05%
MA	0.05%
WY	0.05%

# Cumberland County Visitor Profile

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

*Includes Cumberland County residents.*

NC COUNTY	PERCENTAGE
CUMBERLAND	57.11%
WAKE	4.82%
LEE	2.82%
GASTON	2.59%
FORSYTH	2.35%
HOKE	2.23%
CARTERET	2.12%
SURRY	2.00%
EDGECOMBE	1.88%
WAYNE	1.88%
DARE	1.88%
MECKLENBURG	1.65%
UNION	1.53%
DAVIDSON	1.18%
NEW HANOVER	1.18%
ROBESON	1.06%
ONSLOW	1.06%

NC COUNTY	PERCENTAGE
HARNETT	1.06%
JONES	1.06%
ALLEGHANY	0.94%
CATAWBA	0.71%
MOORE	0.71%
WATAUGA	0.59%
GREENE	0.59%
GUILFORD	0.59%
FRANKLIN	0.47%
DURHAM	0.47%
BEAUFORT	0.35%
SAMPSON	0.24%
CLEVELAND	0.24%
RICHMOND	0.24%
SCOTLAND	0.24%
CURRITUCK	0.12%
ROCKINGHAM	0.12%

NC COUNTY	PERCENTAGE
COLUMBUS	0.12%
BURKE	0.12%
PITT	0.12%
ORANGE	0.12%
PENDER	0.12%
BRUNSWICK	0.12%
BLADEN	0.12%
STOKES	0.12%
HENDERSON	0.12%
CRAVEN	0.12%
YANCEY	0.12%
ALAMANCE	0.12%
PERSON	0.12%
NASH	0.12%
YADKIN	0.12%
CHATHAM	0.12%
JOHNSTON	0.12%

# Cumberland County Visitor Profile

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

*Includes Cumberland County residents.*

NC CITY	PERCENTAGE
FAYETTEVILLE	40.89%
FORT BRAGG	7.29%
POPE A F B	4.00%
HOPE MILLS	3.76%
SANFORD	2.70%
RAEFORD	2.23%
RALEIGH	2.12%
ROCKY MOUNT	2.00%
KITTY HAWK	1.88%
MOUNT AIRY	1.88%
MARSHALLBERG	1.88%
GOLDSBORO	1.88%
WINSTON SALEM	1.88%
GASTONIA	1.53%
CHARLOTTE	1.41%
NEW HILL	1.29%
WILMINGTON	1.18%
MONROE	1.18%
MOUNT HOLLY	1.06%
THOMASVILLE	1.06%
JACKSONVILLE	0.94%
MAYSVILLE	0.94%
SPARTA	0.94%
HICKORY	0.71%
FAIRMONT	0.71%
DUNN	0.71%
SUGAR GROVE	0.59%
DURHAM	0.47%
MAURY	0.47%
GARNER	0.47%
SPRING LAKE	0.47%

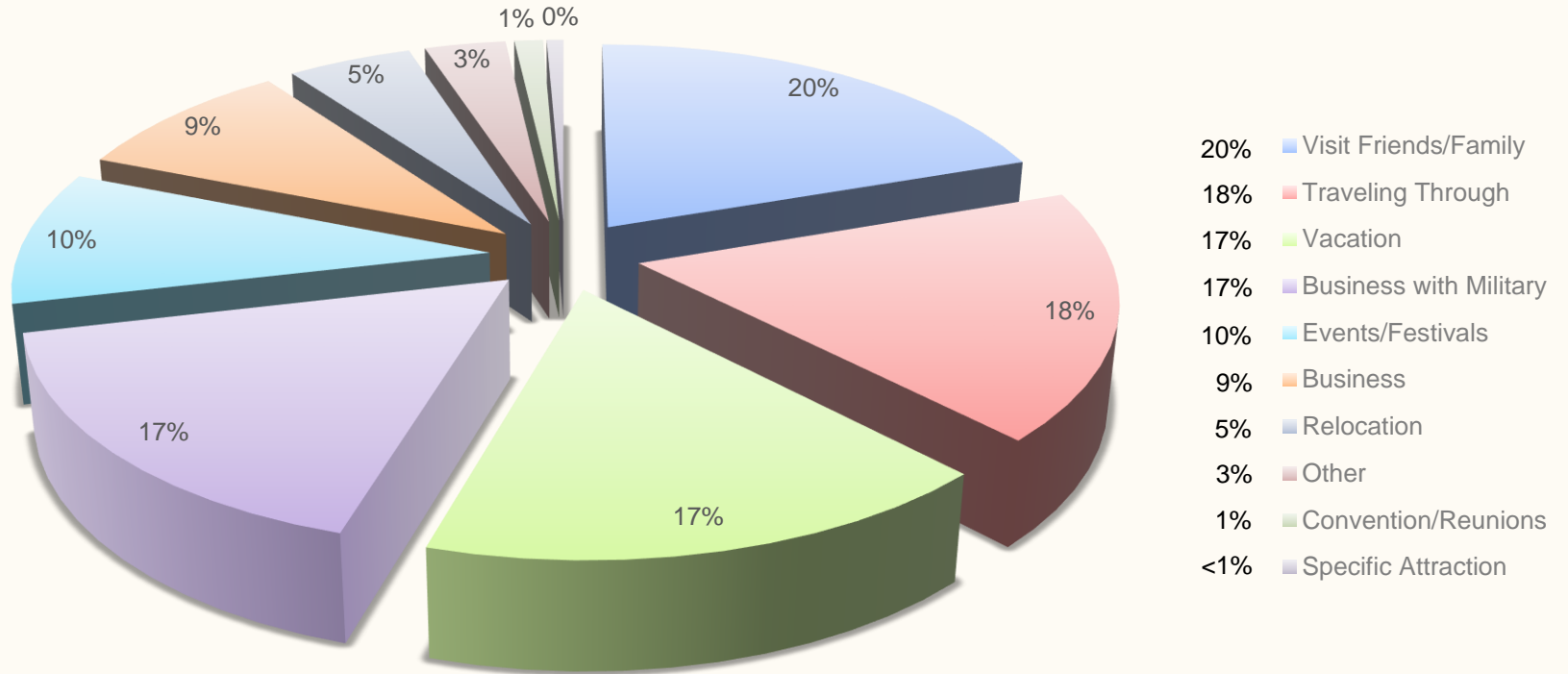
NC CITY	PERCENTAGE
GREENSBORO	0.47%
CARY	0.35%
LOUISBURG	0.35%
AURORA	0.35%
STEDMAN	0.24%
WAXHAW	0.24%
PFAFFTOWN	0.24%
MATTHEWS	0.24%
LAUREL HILL	0.24%
HOLLY SPRINGS	0.24%
LUMBERTON	0.24%
WAKE FOREST	0.24%
LEWISVILLE	0.24%
SOUTHERN PINES	0.24%
LINDEN	0.24%
ROCKINGHAM	0.12%
APEX	0.12%
PITTSBORO	0.12%
ERWIN	0.12%
NEW BERN	0.12%
JONAS RIDGE	0.12%
AUTRYVILLE	0.12%
BROADWAY	0.12%
MAYODAN	0.12%
EMERALD ISLE	0.12%
WINTERVILLE	0.12%
GODWIN	0.12%
LEXINGTON	0.12%
INDIAN TRAIL	0.12%
ANGIER	0.12%
ORRUM	0.12%

NC CITY	PERCENTAGE
SHALLOTTE	0.12%
HIGH POINT	0.12%
CLAYTON	0.12%
PINNACLE	0.12%
FLAT ROCK	0.12%
WADE	0.12%
PINEBLUFF	0.12%
ROSEBORO	0.12%
BURNSVILLE	0.12%
CAMERON	0.12%
JARVISBURG	0.12%
HAMLET	0.12%
CHAPEL HILL	0.12%
HOOKERTON	0.12%
POLLOCKSVILLE	0.12%
SHELBY	0.12%
YOUNGSVILLE	0.12%
YADKINVILLE	0.12%
ROXBORO	0.12%
WHITEVILLE	0.12%
WEST END	0.12%
HUBERT	0.12%
BEAUFORT	0.12%
DOBSON	0.12%
PINEHURST	0.12%
BURLINGTON	0.12%
CURRIE	0.12%
ELIZABETHTOWN	0.12%
BUNNLEVEL	0.12%
KINGS MOUNTAIN	0.12%

# Cumberland County Visitor Profile

## What is their reason for visiting?

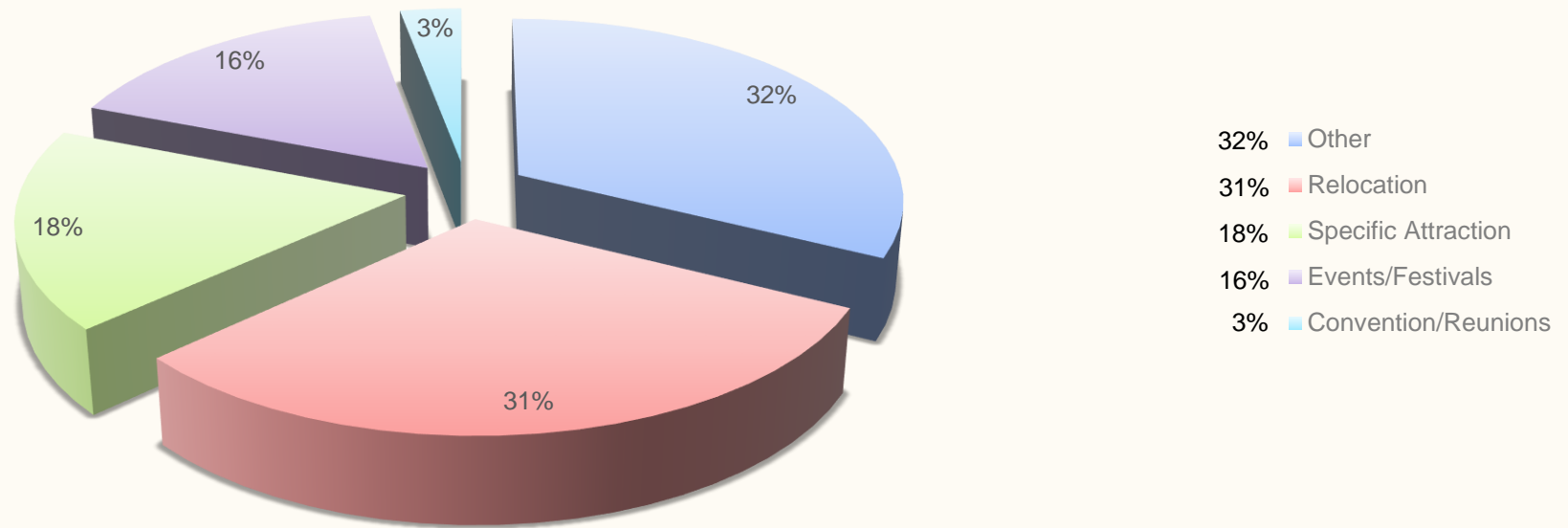
*Does not include Cumberland County residents.*



# Cumberland County Visitor Profile

## What is their reason for visiting?

*Only includes Cumberland County residents,*

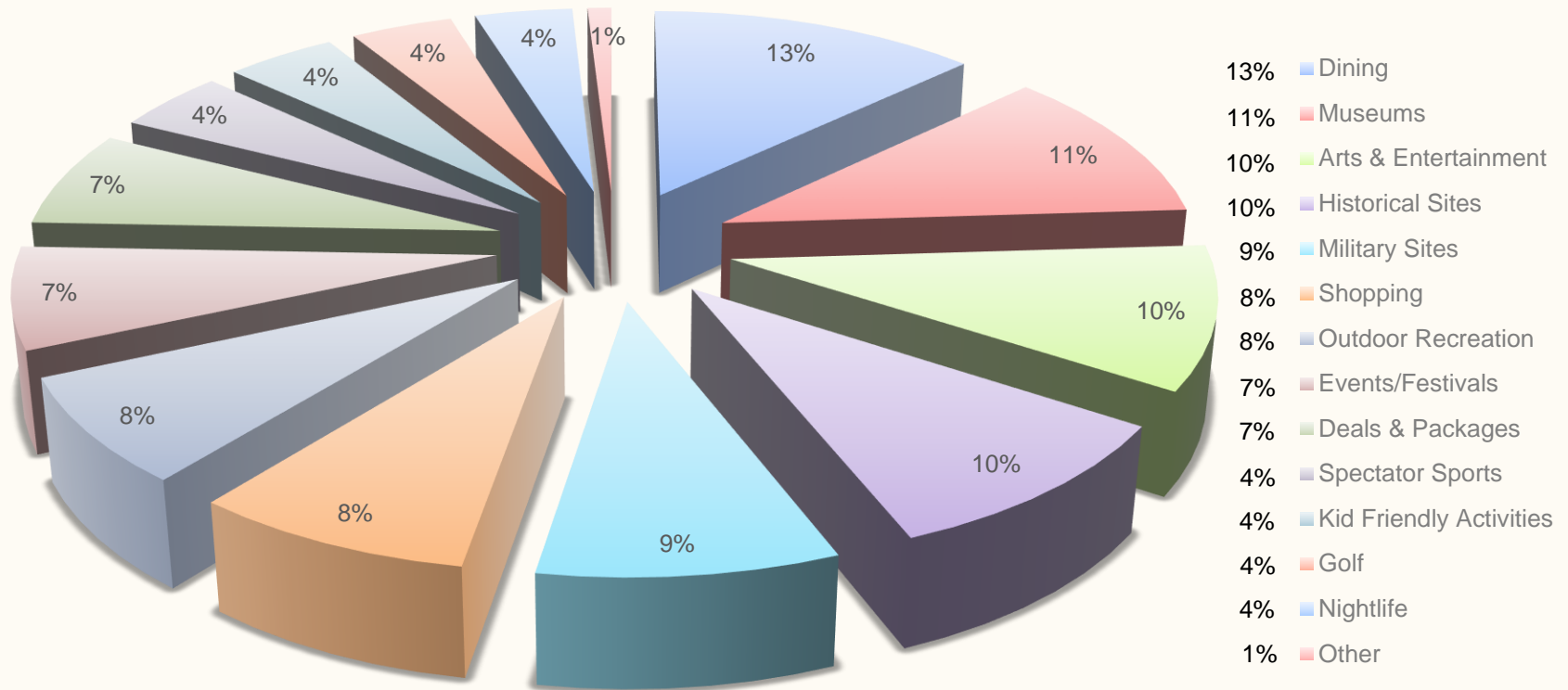




# Cumberland County Visitor Profile

## What are the visitors interested in?

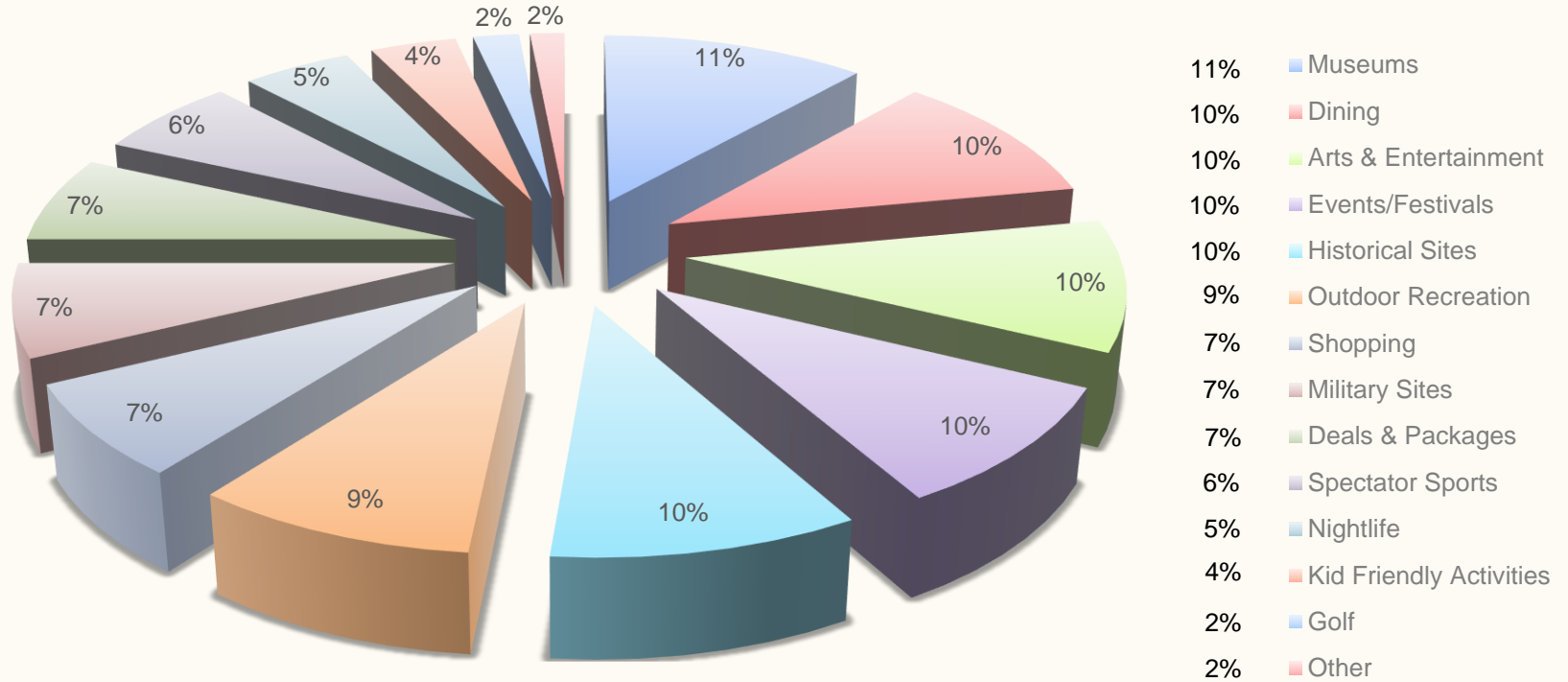
*Does not include Cumberland County residents.*



# Cumberland County Visitor Profile

## What are the visitors interested in?

*Only includes Cumberland County residents.*

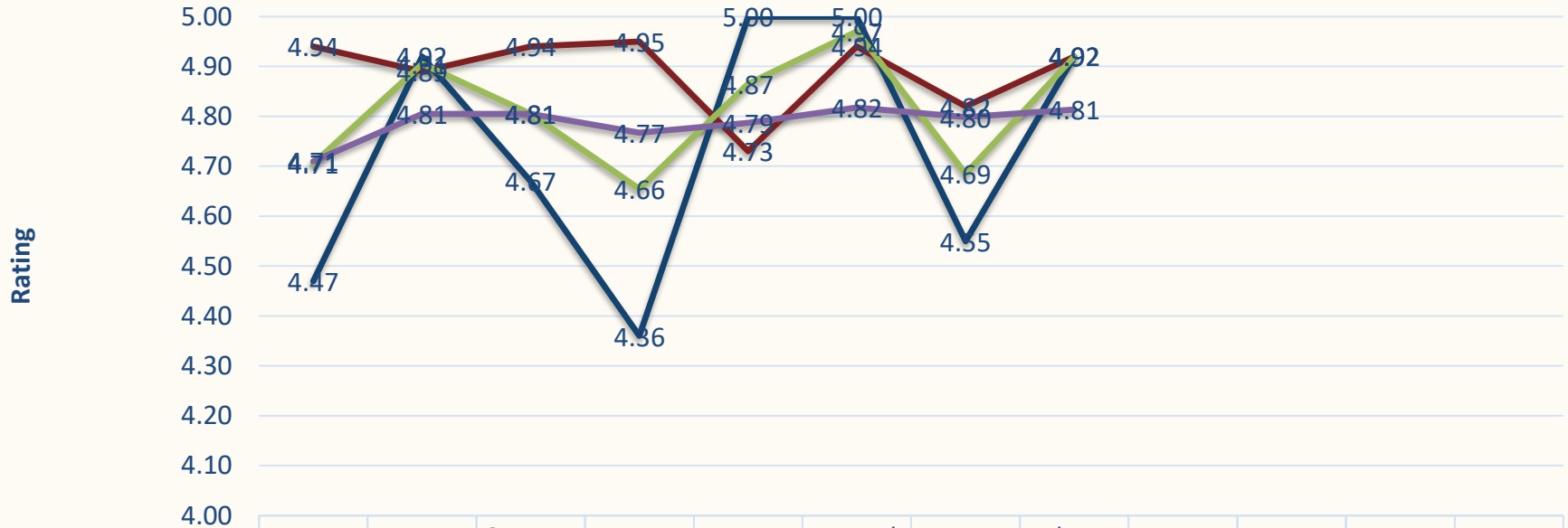




# Cumberland County Visitor Profile

## Visitor Experience?

Local versus non-local visitors.



	July	August	September	October	November	December	January	February	March	April	May	June
	2019						2020					
Local Residents	4.47	4.92	4.67	4.36	5.00	5.00	4.55	4.92				
Visitors	4.94	4.89	4.94	4.95	4.73	4.94	4.82	4.92				
Monthly Rating	4.71	4.91	4.81	4.66	4.87	4.97	4.69	4.92				
Year to Date	4.71	4.81	4.81	4.77	4.79	4.82	4.80	4.81				

# Cumberland County Visitor Profile

**THANK YOU.**

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