

Cumberland County Visitor Profile

FY 2020

(July 1, 2019 – June 30, 2020)



February 12, 2019

David Nash
Research and Data Manager

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Cumberland County Visitor Profile

Where are visitors from?

COUNTRY/STATE	PERCENTAGE
NC	47.21%
FL	7.05%
GA	6.82%
NY	4.53%
VA	4.12%
TX	2.88%
SC	2.82%
PA	2.59%
TN	1.82%
NJ	1.70%
AL	1.65%
MS	1.23%
CA	1.18%
KY	1.12%
OH	1.00%
MD	1.00%
INVALID ZIP	0.82%
IL	0.76%
CO	0.71%
CT	0.71%

COUNTRY/STATE	PERCENTAGE
MI	0.71%
AZ	0.59%
OK	0.59%
MO	0.47%
MN	0.47%
IA	0.47%
AR	0.35%
DE	0.35%
NH	0.35%
IN	0.29%
NM	0.29%
CANADA	0.24%
WI	0.24%
WA	0.24%
ME	0.24%
WV	0.24%
NE	0.24%
OR	0.18%
KS	0.18%
PUERTO RICO	0.12%

COUNTRY/STATE	PERCENTAGE
VT	0.12%
IRAN	0.12%
UT	0.12%
ID	0.12%
NV	0.12%
MT	0.12%
SD	0.06%
SWEDEN	0.06%
AE	0.06%
GERMANY	0.06%
ENGLAND	0.06%
LA	0.06%
WY	0.06%
MA	0.06%
BRAZIL	0.06%
HI	0.06%
CHINA	0.06%
DC	0.06%
SCOTLAND	0.06%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

NC COUNTY	PERCENTAGE
CUMBERLAND	58.28%
WAKE	4.73%
LEE	2.99%
GASTON	2.74%
SURRY	2.12%
FORSYTH	2.12%
HOKE	2.12%
EDGECOMBE	1.99%
WAYNE	1.99%
DARE	1.99%
CARTERET	1.87%
UNION	1.62%
MECKLENBURG	1.62%
ONSLow	1.12%
DAVIDSON	1.00%
ROBESON	1.00%

NC COUNTY	PERCENTAGE
ALLEGHANY	1.00%
HARNETT	1.00%
NEW HANOVER	1.00%
JONES	0.87%
MOORE	0.75%
WATAUGA	0.62%
GUILFORD	0.62%
GREENE	0.62%
FRANKLIN	0.50%
CATAWBA	0.50%
CLEVELAND	0.25%
SAMPSON	0.25%
RICHMOND	0.25%
BEAUFORT	0.25%
CRAVEN	0.12%
YANCEY	0.12%

NC COUNTY	PERCENTAGE
PENDER	0.12%
PERSON	0.12%
HENDERSON	0.12%
BURKE	0.12%
PITT	0.12%
ROCKINGHAM	0.12%
COLUMBUS	0.12%
BRUNSWICK	0.12%
ALAMANCE	0.12%
STOKES	0.12%
JOHNSTON	0.12%
SCOTLAND	0.12%
CURRITUCK	0.12%
DURHAM	0.12%
BLADEN	0.12%
CHATHAM	0.12%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by City?

Includes Cumberland County residents.

NC CITY	PERCENTAGE
FAYETTEVILLE	41.59%
FORT BRAGG	7.60%
POPE A F B	4.11%
HOPE MILLS	3.99%
SANFORD	2.86%
RALEIGH	2.24%
RAEFORD	2.12%
MOUNT AIRY	1.99%
ROCKY MOUNT	1.99%
KITTY HAWK	1.99%
GOLDSBORO	1.99%
GASTONIA	1.62%
WINSTON SALEM	1.62%
MARSHALLBERG	1.62%
CHARLOTTE	1.37%
MONROE	1.25%
MOUNT HOLLY	1.12%
NEW HILL	1.12%
JACKSONVILLE	1.00%
SPARTA	1.00%
WILMINGTON	1.00%
THOMASVILLE	0.87%
MAYSVILLE	0.75%
SUGAR GROVE	0.62%
DUNN	0.62%
FAIRMONT	0.62%
HICKORY	0.50%
GREENSBORO	0.50%
SPRING LAKE	0.50%
MAURY	0.50%
GARNER	0.37%

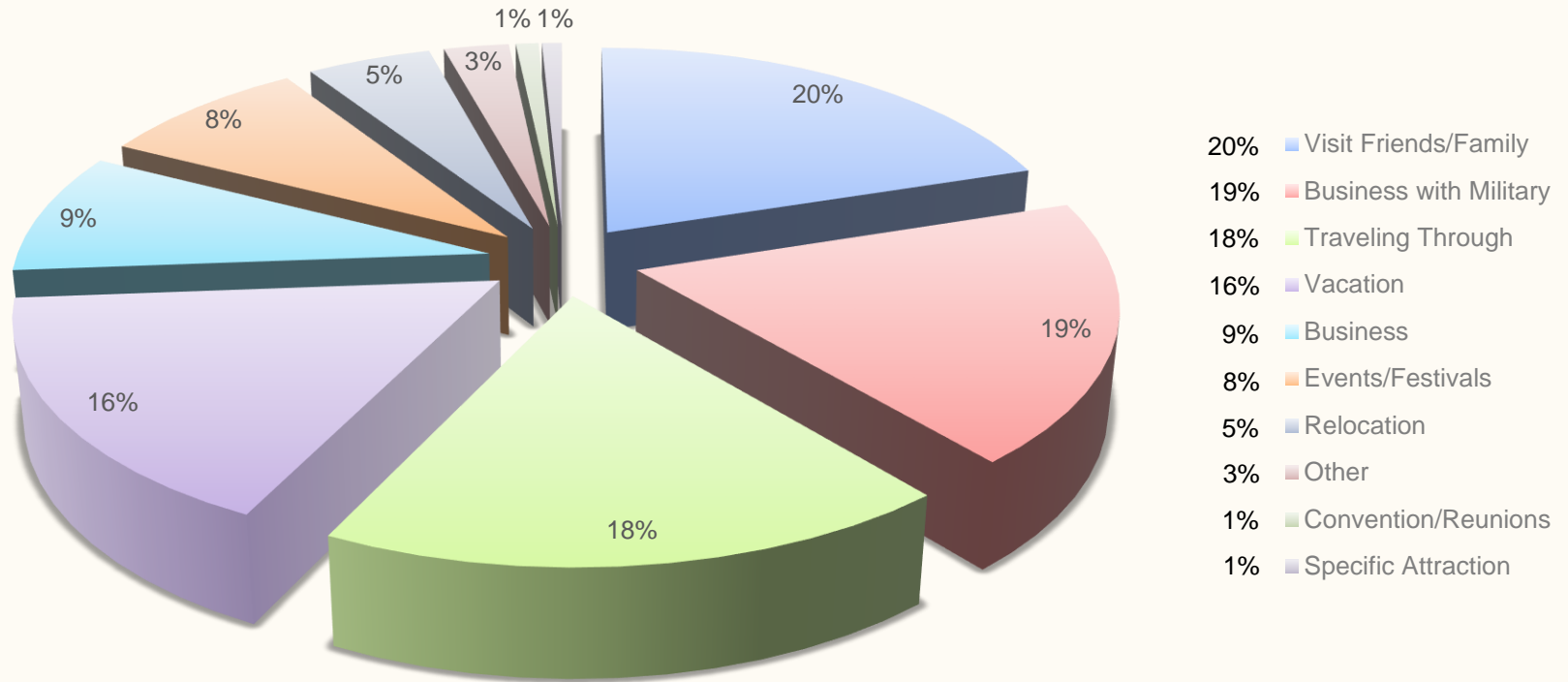
NC CITY	PERCENTAGE
LOUISBURG	0.37%
CARY	0.37%
PFAFFTOWN	0.25%
AURORA	0.25%
WAKE FOREST	0.25%
LUMBERTON	0.25%
SOUTHERN PINES	0.25%
MATTHEWS	0.25%
LEWISVILLE	0.25%
HOLLY SPRINGS	0.25%
WAXHAW	0.25%
CLAYTON	0.12%
BEAUFORT	0.12%
AUTRYVILLE	0.12%
ELIZABETHTOWN	0.12%
APEX	0.12%
CAMERON	0.12%
ROCKINGHAM	0.12%
KINGS MOUNTAIN	0.12%
WADE	0.12%
ROXBORO	0.12%
PITTSBORO	0.12%
ERWIN	0.12%
WINTERVILLE	0.12%
JONAS RIDGE	0.12%
PINEHURST	0.12%
BROADWAY	0.12%
ANGIER	0.12%
EMERALD ISLE	0.12%
LINDEN	0.12%
NEW BERN	0.12%

NC CITY	PERCENTAGE
SHALLOTTE	0.12%
INDIAN TRAIL	0.12%
DURHAM	0.12%
ORRUM	0.12%
FLAT ROCK	0.12%
HIGH POINT	0.12%
PINEBLUFF	0.12%
PINNACLE	0.12%
BURNSVILLE	0.12%
LAUREL HILL	0.12%
JARVISBURG	0.12%
LEXINGTON	0.12%
GODWIN	0.12%
HUBERT	0.12%
POLLOCKSVILLE	0.12%
HOOKERTON	0.12%
YOUNGSVILLE	0.12%
SHELBY	0.12%
STEDMAN	0.12%
MAYODAN	0.12%
HAMLET	0.12%
BUNNLEVEL	0.12%
WHITEVILLE	0.12%
DOBSON	0.12%
ROSEBORO	0.12%
BURLINGTON	0.12%
WEST END	0.12%
CURRIE	0.12%

Cumberland County Visitor Profile

What is their reason for visiting?

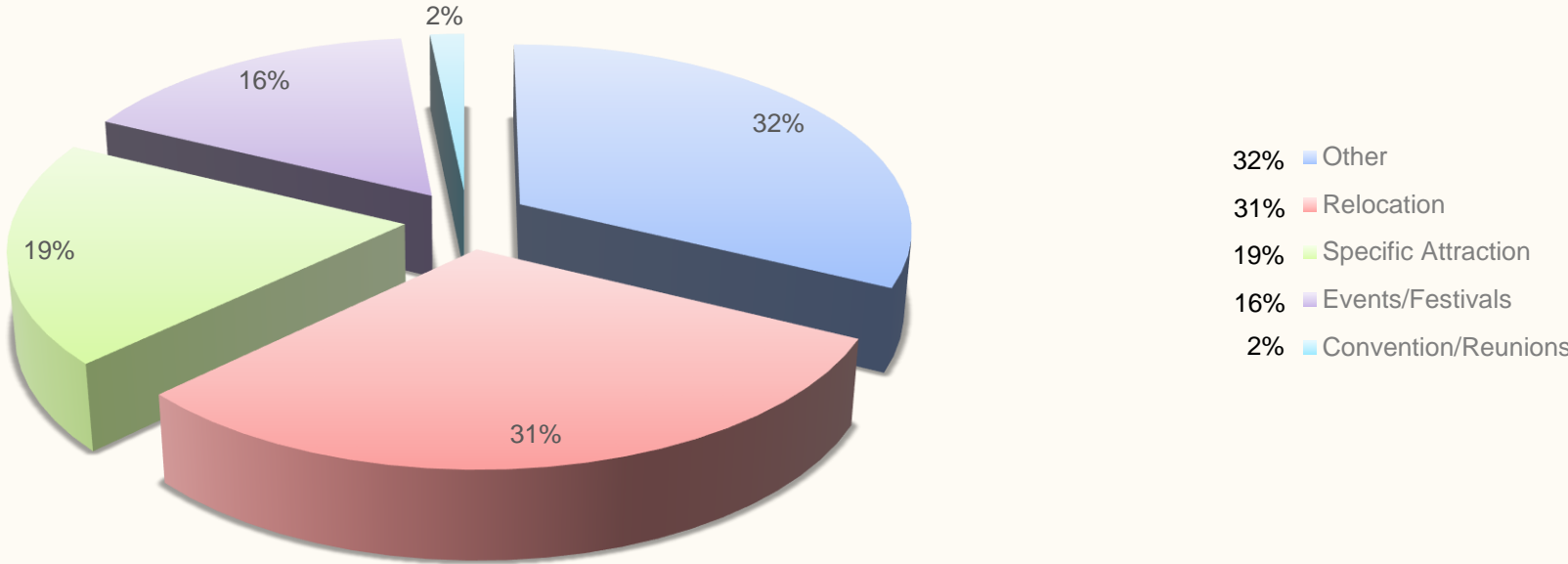
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What is their reason for visiting?

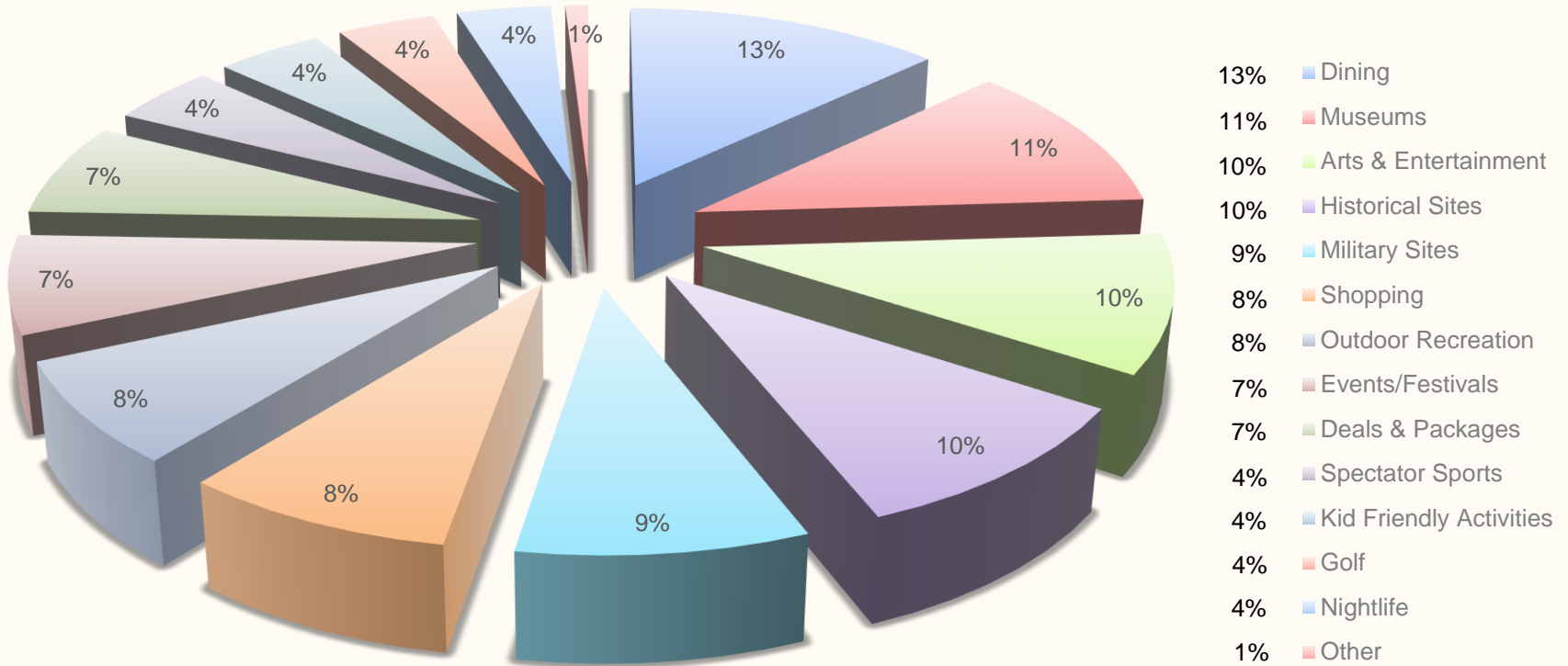
Only includes Cumberland County residents,



Cumberland County Visitor Profile

What are the visitors interested in?

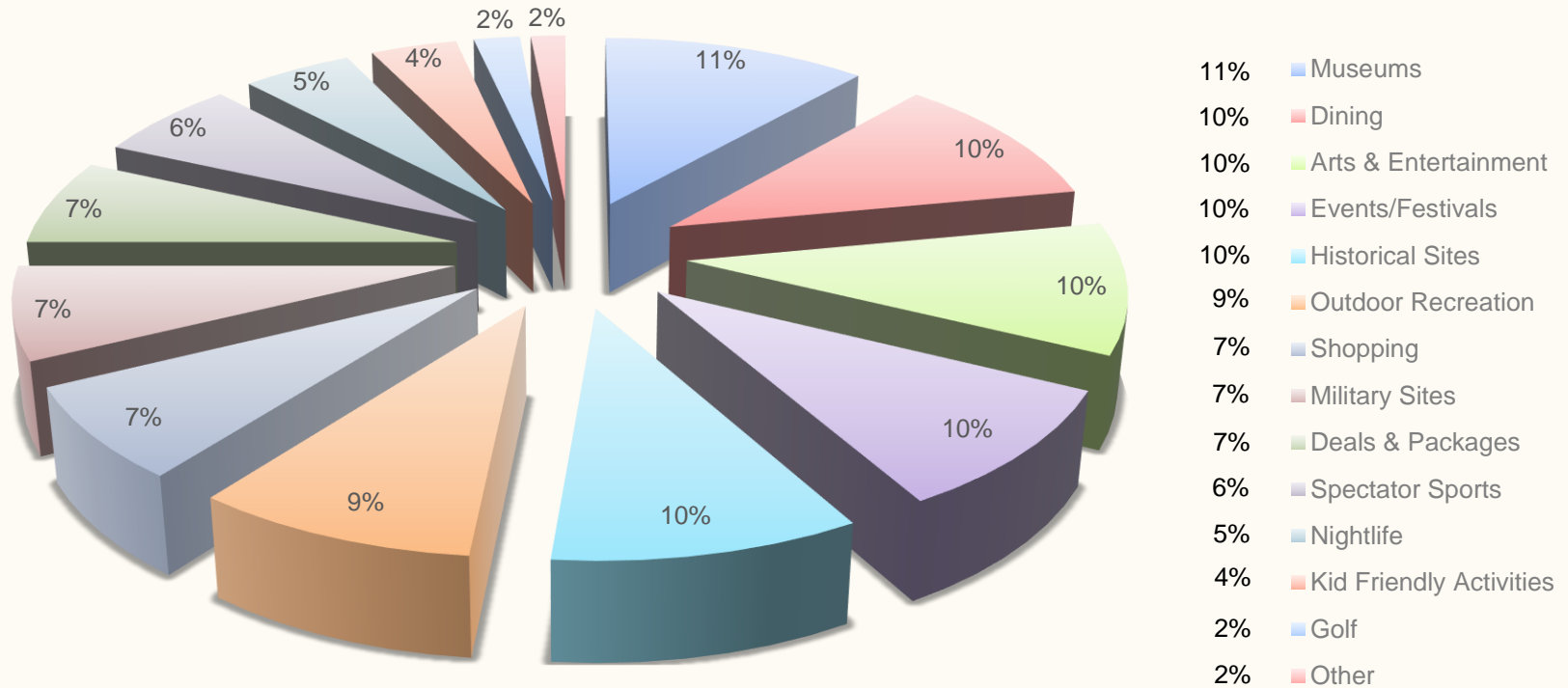
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What are the visitors interested in?

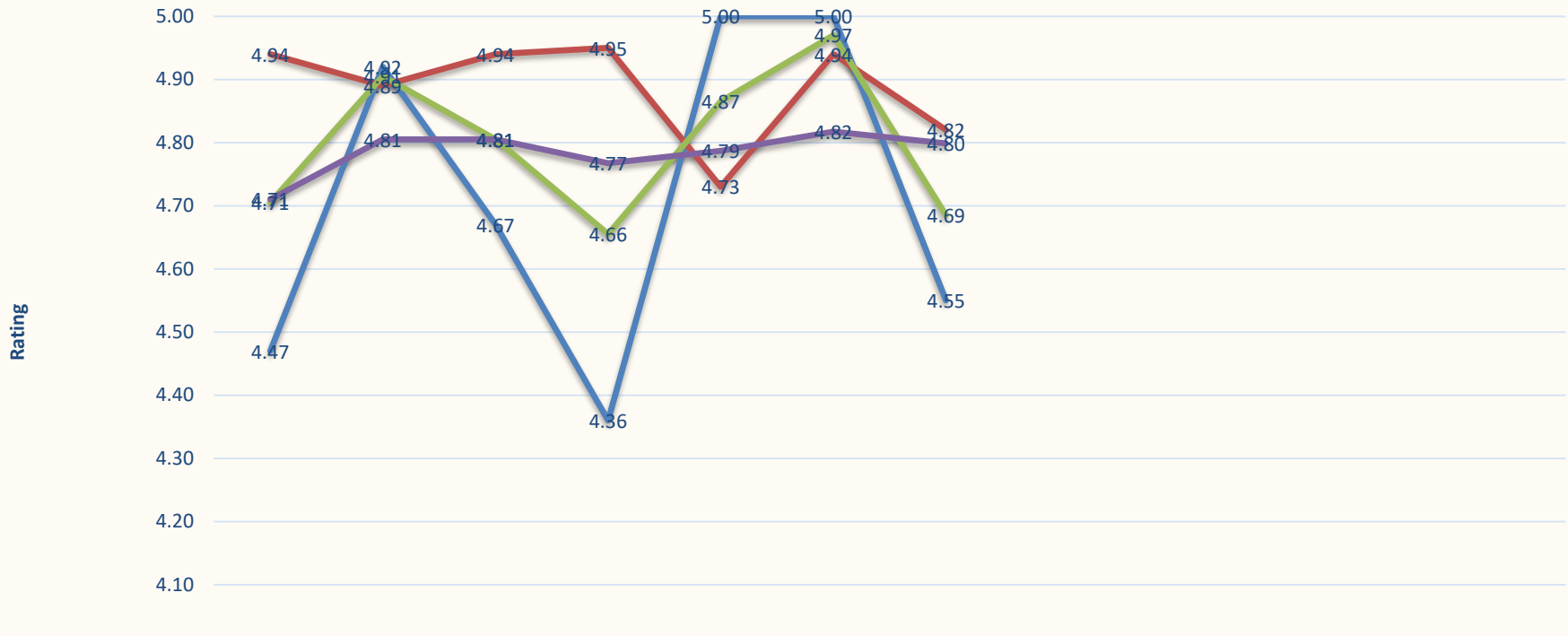
Only includes Cumberland County residents.



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					
Visitors	4.94	4.89	4.94	4.95	4.73	4.94	4.82					
Monthly Rating	4.71	4.91	4.81	4.66	4.87	4.97	4.69					
Year to Date	4.71	4.81	4.81	4.77	4.79	4.82	4.80					

Cumberland County Visitor Profile

THANK YOU.

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