

Cumberland County Visitor Profile

FY 2020

(July 1, 2019 – June 30, 2020)



August 19, 2019

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 | 30.59% |
| FL | 12.35% |
| GA | 7.65% |
| NY | 4.71% |
| VA | 4.71% |
| TX | 4.71% |
| PA | 4.12% |
| NJ | 3.53% |
| AZ | 2.35% |
| TN | 2.35% |
| AL | 2.35% |
| MO | 1.76% |

| STATE/COUNTRY | PERCENTAGE |
|---------------|------------|
| MI | 1.18% |
| IA | 1.18% |
| CA | 1.18% |
| CT | 1.18% |
| CO | 1.18% |
| IL | 1.18% |
| MD | 1.18% |
| MS | 1.18% |
| AE | 0.59% |
| KS | 0.59% |
| SD | 0.59% |
| NH | 0.59% |

| STATE/COUNTRY | PERCENTAGE |
|---------------|------------|
| DE | 0.59% |
| ME | 0.59% |
| NE | 0.59% |
| HI | 0.59% |
| SWEDEN | 0.59% |
| OH | 0.59% |
| KY | 0.59% |
| OK | 0.59% |
| WY | 0.59% |
| MN | 0.59% |
| PUERTO RICO | 0.59% |
| SC | 0.59% |

Cumberland County Visitor Profile

Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

| NC COUNTY | PERCENTAGE |
|-------------|------------|
| CUMBERLAND | 48.08% |
| MECKLENBURG | 7.69% |
| WAKE | 5.77% |
| NEW HANOVER | 3.85% |
| MOORE | 3.85% |
| FORSYTH | 3.85% |
| CARTERET | 3.85% |
| UNION | 1.92% |
| DAVIDSON | 1.92% |
| CRAVEN | 1.92% |
| ROBESON | 1.92% |
| GASTON | 1.92% |
| BLADEN | 1.92% |
| LEE | 1.92% |
| WATAUGA | 1.92% |
| GREENE | 1.92% |
| SAMPSON | 1.92% |
| GUILFORD | 1.92% |
| HOKE | 1.92% |

Cumberland County Visitor Profile

Where are visitors from in North Carolina by City?

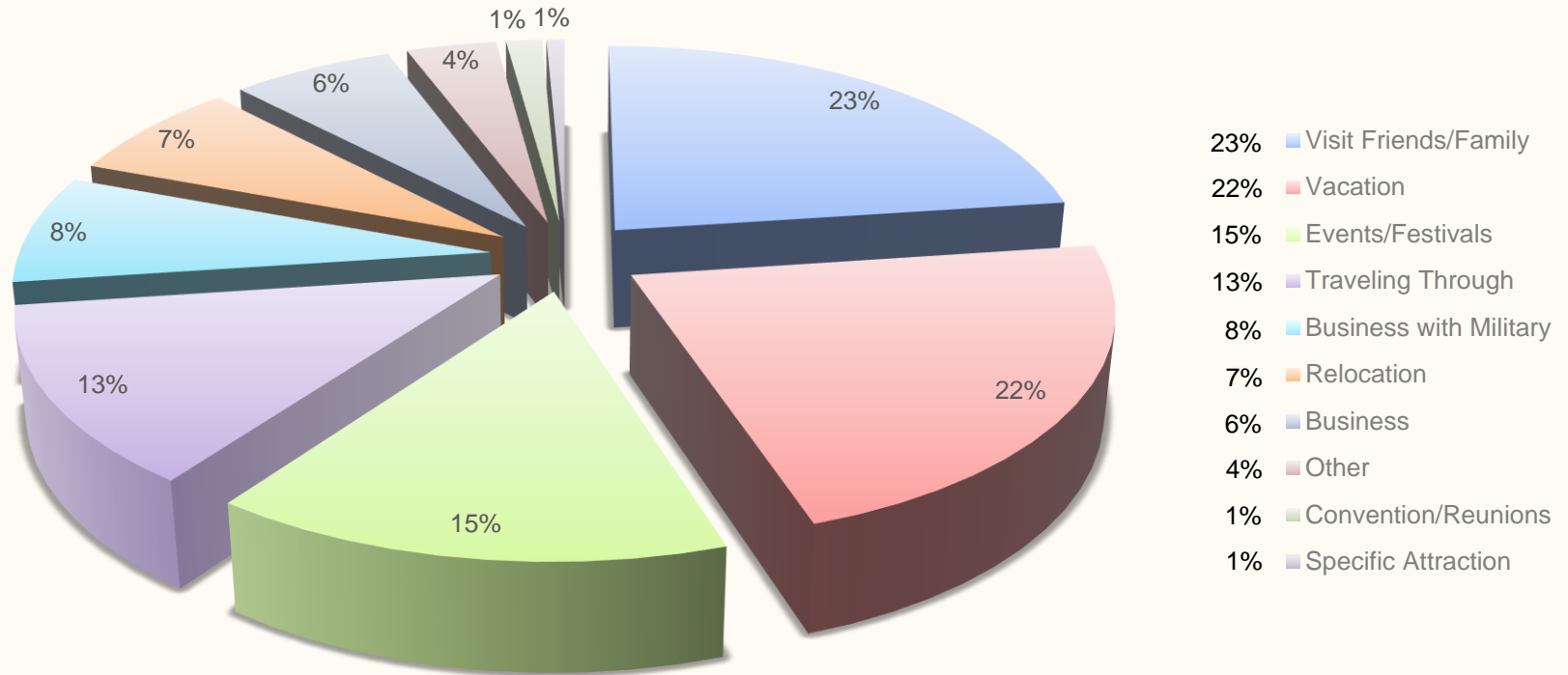
Includes Cumberland County residents.

| NC CITY | PERCENTAGE |
|---------------|------------|
| FAYETTEVILLE | 38.46% |
| HOPE MILLS | 5.77% |
| WILMINGTON | 3.85% |
| MATTHEWS | 3.85% |
| WINSTON SALEM | 3.85% |
| MARSHALLBERG | 3.85% |
| CHARLOTTE | 3.85% |
| HOLLY SPRINGS | 1.92% |
| THOMASVILLE | 1.92% |
| SANFORD | 1.92% |
| LUMBERTON | 1.92% |
| WAKE FOREST | 1.92% |
| FORT BRAGG | 1.92% |
| ROSEBORO | 1.92% |
| GASTONIA | 1.92% |
| SUGAR GROVE | 1.92% |
| MAURY | 1.92% |
| WADE | 1.92% |
| WEST END | 1.92% |
| GREENSBORO | 1.92% |
| NEW HILL | 1.92% |
| WAXHAW | 1.92% |
| PINEHURST | 1.92% |
| ELIZABETHTOWN | 1.92% |
| RAEFORD | 1.92% |
| NEW BERN | 1.92% |

Cumberland County Visitor Profile

What is their reason for visiting?

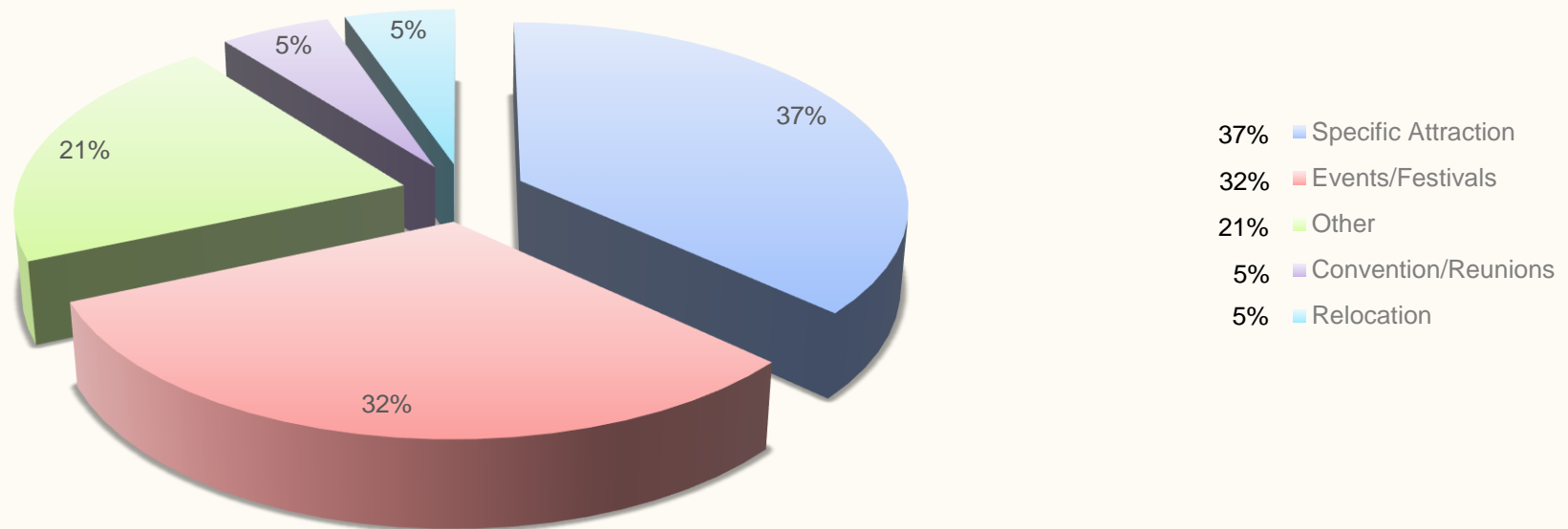
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What is their reason for visiting?

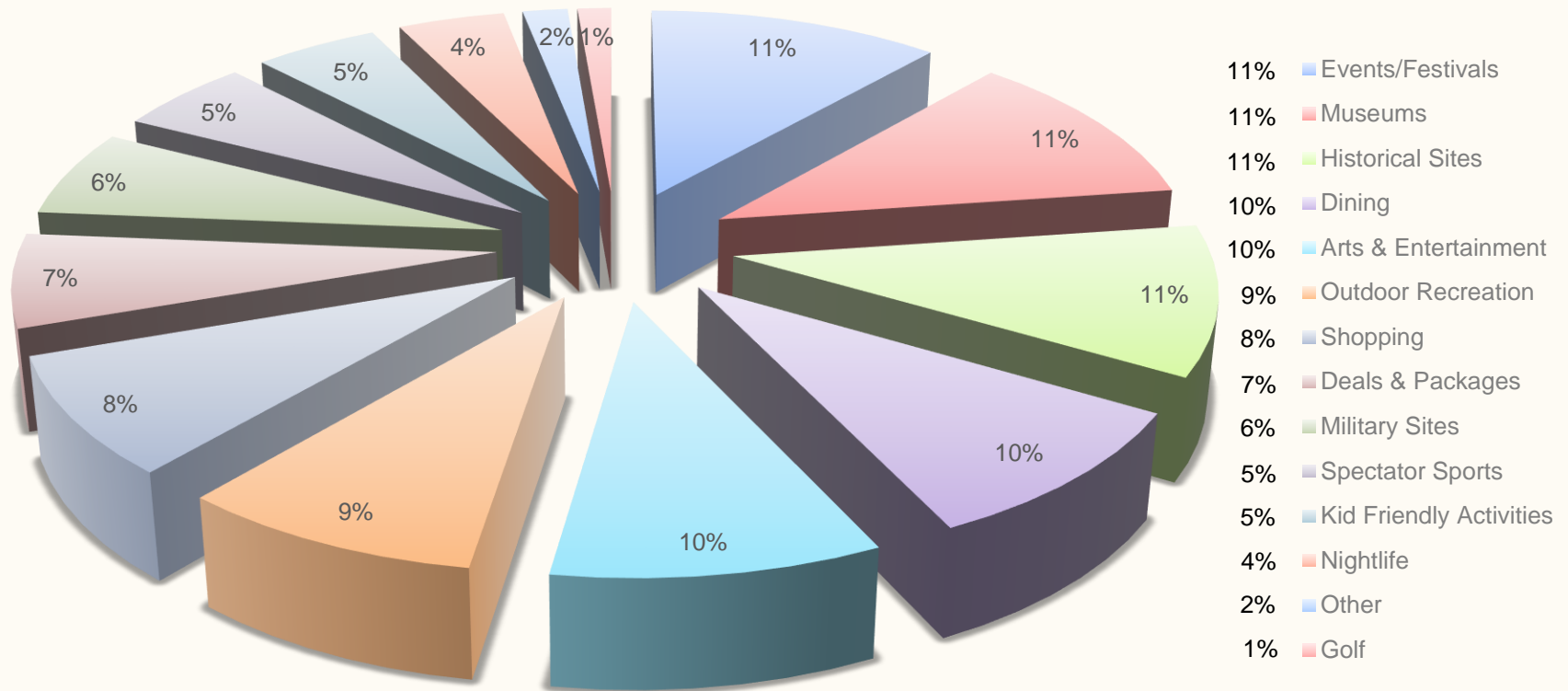
Only includes Cumberland County residents,



Cumberland County Visitor Profile

What are the visitors interested in?

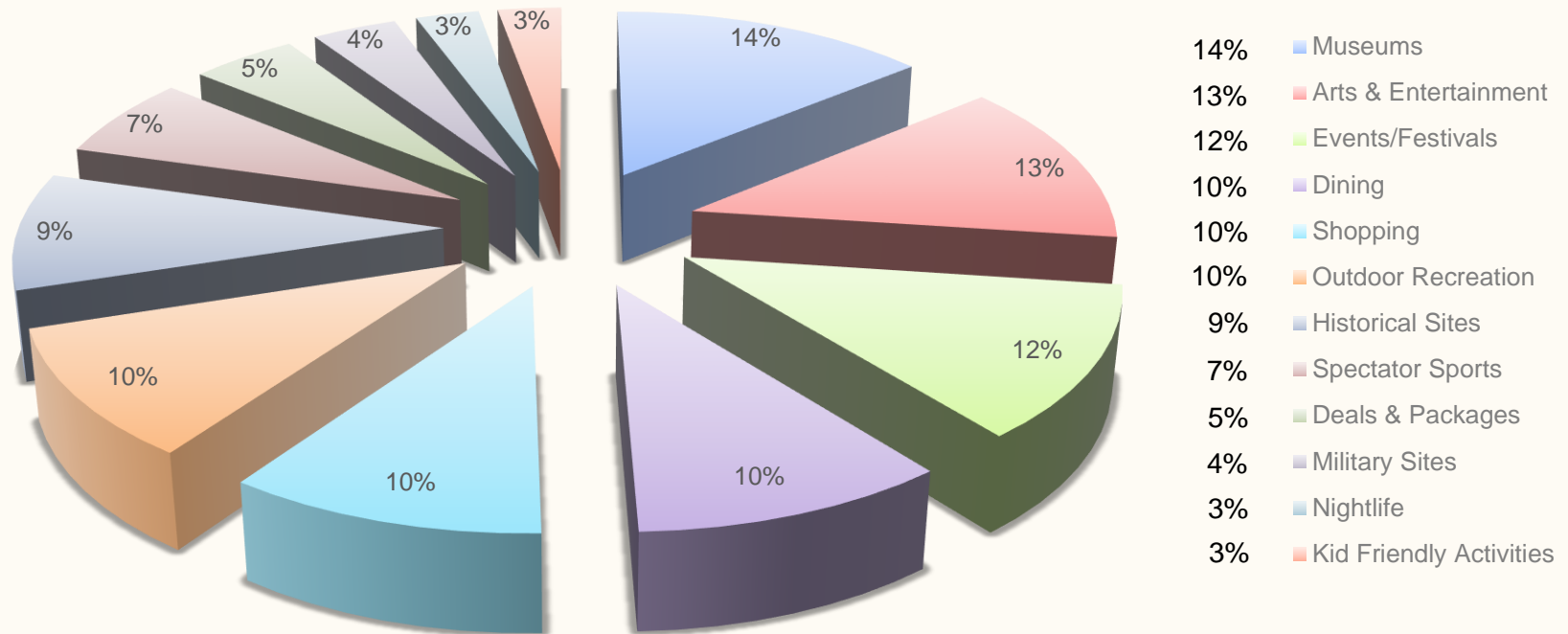
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What are the visitors interested in?

Only includes Cumberland County residents.

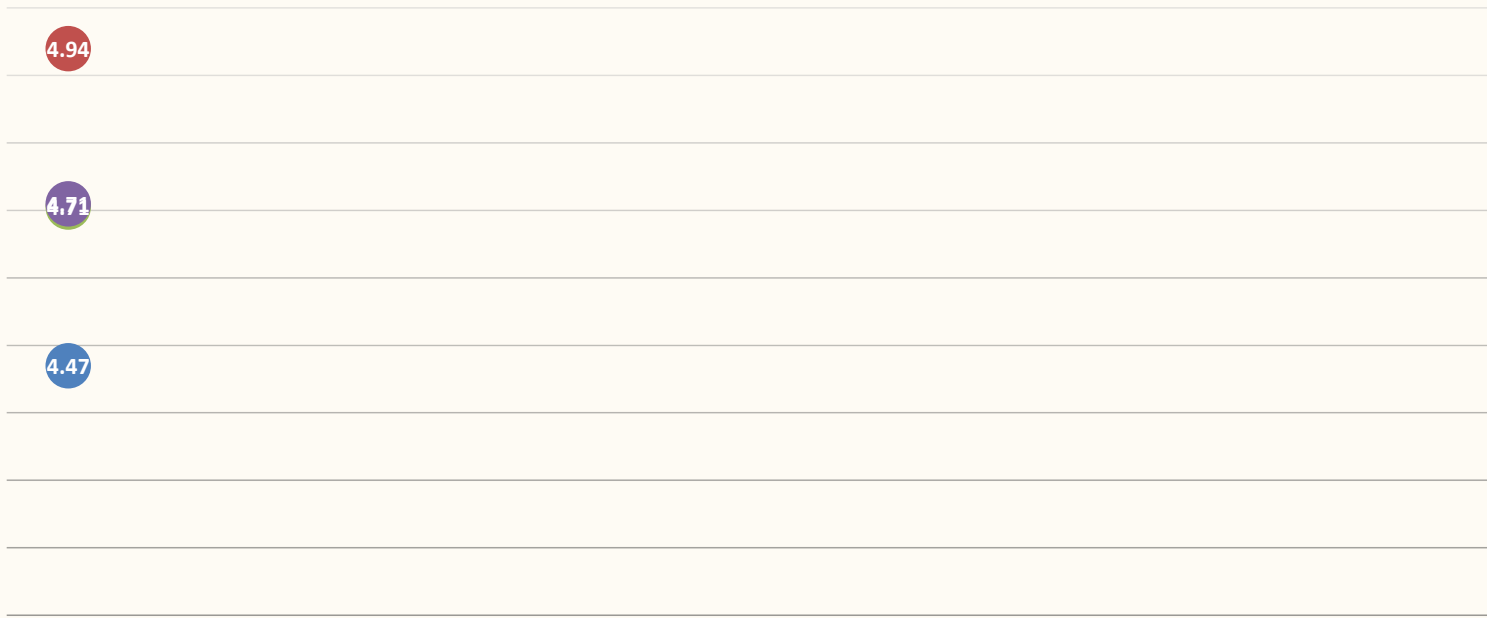


Cumberland County Visitor Profile

Visitor Experience?

Local versus non-local visitors.

Rating



| | July | August | September | October | November | December | January | February | March | April | May | June |
|-----------------|------|--------|-----------|---------|----------|----------|---------|----------|-------|-------|-----|------|
| | 2019 | | | | | | 2020 | | | | | |
| Local Residents | 4.47 | | | | | | | | | | | |
| Visitors | 4.94 | | | | | | | | | | | |
| Monthly Rating | 4.71 | | | | | | | | | | | |
| Year to Date | 4.71 | | | | | | | | | | | |

Cumberland County Visitor Profile

THANK YOU.

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