

Cumberland County Visitor Profile

FY 2020

(July 1, 2019 – June 30, 2020)



June 9, 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	44.13%
FL	6.96%
GA	6.60%
NY	5.03%
VA	4.22%
TX	3.00%
PA	2.95%
SC	2.59%
NJ	1.78%
INVALID ZIP	1.57%
TN	1.57%
AL	1.47%
CA	1.27%
MS	1.22%
MD	1.17%
OH	1.12%
KY	1.02%
MI	0.86%
IL	0.81%
CT	0.81%

STATE/COUNTRY	PERCENTAGE
CO	0.71%
MO	0.66%
MN	0.66%
WI	0.61%
AZ	0.61%
IA	0.61%
OK	0.56%
IN	0.41%
AR	0.36%
KS	0.30%
NH	0.30%
WV	0.30%
CANADA	0.30%
DE	0.30%
NM	0.25%
ME	0.25%
OR	0.20%
NETHERLANDS	0.20%
NE	0.20%
WA	0.20%

STATE/COUNTRY	PERCENTAGE
NV	0.20%
PUERTO RICO	0.15%
ID	0.10%
VT	0.10%
MT	0.10%
UT	0.10%
HI	0.10%
MA	0.10%
SD	0.10%
IRAN	0.10%
ENGLAND	0.10%
GERMANY	0.10%
SWEDEN	0.05%
DC	0.05%
LA	0.05%
ND	0.05%
BRAZIL	0.05%
SCOTLAND	0.05%
CHINA	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	56.96%
WAKE	4.83%
LEE	2.76%
FORSYTH	2.65%
GASTON	2.53%
HOKE	2.19%
CARTERET	2.07%
SURRY	1.96%
EDGECOMBE	1.84%
WAYNE	1.84%
DARE	1.84%
MECKLENBURG	1.61%
UNION	1.50%
DAVIDSON	1.15%
JONES	1.15%
ROBESON	1.15%
NEW HANOVER	1.15%
HARNETT	1.04%

NC COUNTY	PERCENTAGE
ONSLOW	1.04%
ALLEGHANY	0.92%
CATAWBA	0.69%
WATAUGA	0.69%
MOORE	0.69%
GUILFORD	0.58%
GREENE	0.58%
FRANKLIN	0.58%
DURHAM	0.46%
BEAUFORT	0.35%
SAMPSON	0.23%
CLEVELAND	0.23%
RICHMOND	0.23%
SCOTLAND	0.23%
CURRITUCK	0.12%
ROCKINGHAM	0.12%
COLUMBUS	0.12%
BURKE	0.12%

NC COUNTY	PERCENTAGE
PITT	0.12%
ORANGE	0.12%
PENDER	0.12%
BRUNSWICK	0.12%
DUPLIN	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%
BLADEN	0.12%
JOHNSTON	0.12%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by City?

Includes Cumberland County residents.

NC STATE	PERCENTAGE
FAYETTEVILLE	40.97%
FORT BRAGG	7.13%
POPE A F B	3.91%
HOPE MILLS	3.68%
SANFORD	2.65%
WINSTON SALEM	2.19%
RAEFORD	2.19%
RALEIGH	2.07%
ROCKY MOUNT	1.96%
MOUNT AIRY	1.84%
MARSHALLBERG	1.84%
KITTY HAWK	1.84%
GOLDSBORO	1.84%
GASTONIA	1.50%
CHARLOTTE	1.38%
NEW HILL	1.38%
MONROE	1.15%
WILMINGTON	1.15%
MAYSVILLE	1.04%
MOUNT HOLLY	1.04%
THOMASVILLE	1.04%
SPARTA	0.92%
JACKSONVILLE	0.92%
FAIRMONT	0.69%
DUNN	0.69%
SUGAR GROVE	0.69%
HICKORY	0.69%
MAURY	0.46%
SPRING LAKE	0.46%
GREENSBORO	0.46%
GARNER	0.46%
DURHAM	0.46%

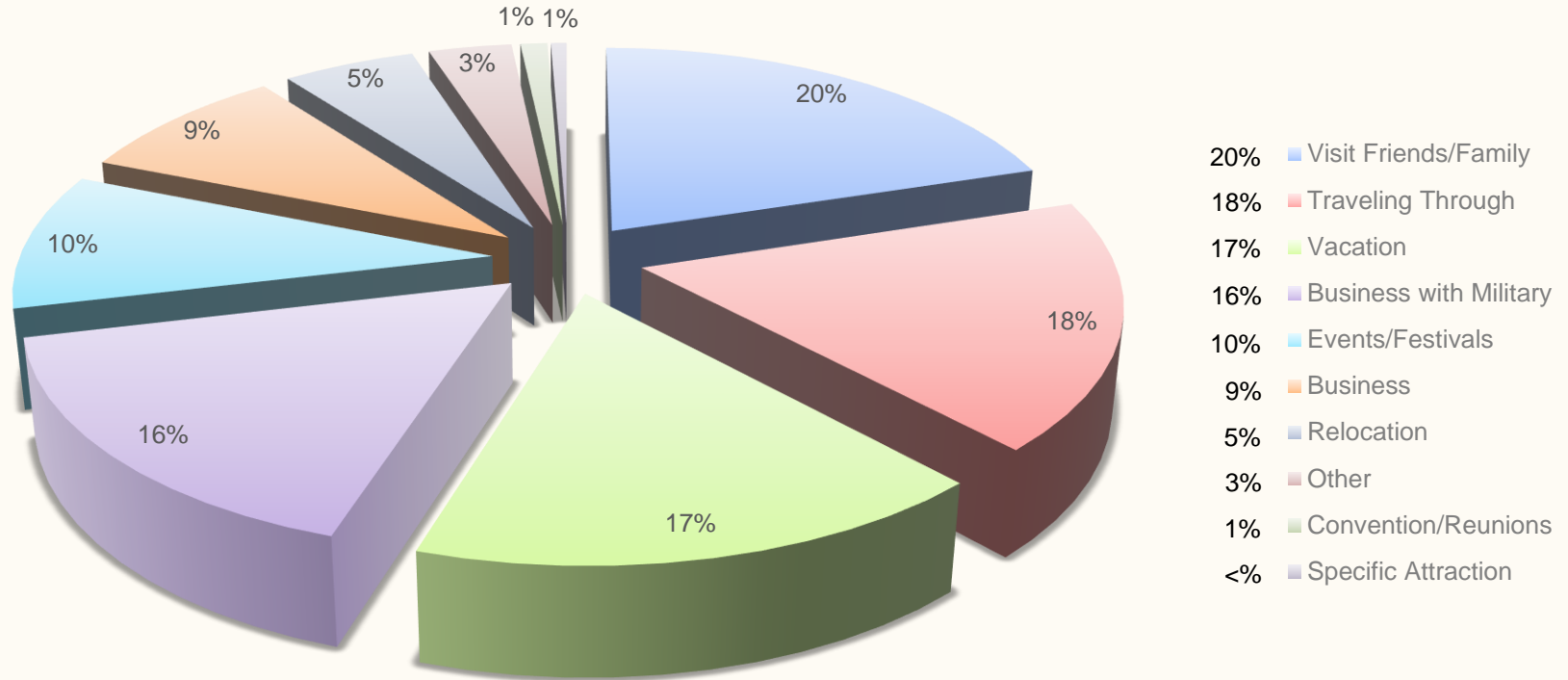
NC STATE	PERCENTAGE
CARY	0.35%
STEDMAN	0.35%
LOUISBURG	0.35%
AURORA	0.35%
LINDEN	0.23%
WAXHAW	0.23%
PFAFFTOWN	0.23%
MATTHEWS	0.23%
LAUREL HILL	0.23%
HOLLY SPRINGS	0.23%
LUMBERTON	0.23%
WAKE FOREST	0.23%
LEWISVILLE	0.23%
SOUTHERN PINES	0.23%
YOUNGSVILLE	0.23%
POLLOCKSVILLE	0.12%
PINEBLUFF	0.12%
CLAYTON	0.12%
JONAS RIDGE	0.12%
JARVISBURG	0.12%
CAMERON	0.12%
GODWIN	0.12%
EMERALD ISLE	0.12%
FLAT ROCK	0.12%
WADE	0.12%
BURNSVILLE	0.12%
INDIAN TRAIL	0.12%
MAXTON	0.12%
ORRUM	0.12%
CHAPEL HILL	0.12%
HIGH POINT	0.12%
PITTSBORO	0.12%

NC STATE	PERCENTAGE
PINNACLE	0.12%
MAYODAN	0.12%
BROADWAY	0.12%
APEX	0.12%
ANGIER	0.12%
WINTERVILLE	0.12%
AUTRYVILLE	0.12%
LEXINGTON	0.12%
NEW BERN	0.12%
KINGS MOUNTAIN	0.12%
HUBERT	0.12%
ROCKINGHAM	0.12%
DOBSON	0.12%
ERWIN	0.12%
BURLINGTON	0.12%
ROSEBORO	0.12%
ELIZABETHTOWN	0.12%
WEST END	0.12%
HAMLET	0.12%
BEAUFORT	0.12%
HOOKERTON	0.12%
PINEHURST	0.12%
SHELBY	0.12%
CURRIE	0.12%
YADKINVILLE	0.12%
BUNNLEVEL	0.12%
ROSE HILL	0.12%
WHITEVILLE	0.12%
SHALLOTTE	0.12%
ROXBORO	0.12%

Cumberland County Visitor Profile

What is their reason for visiting?

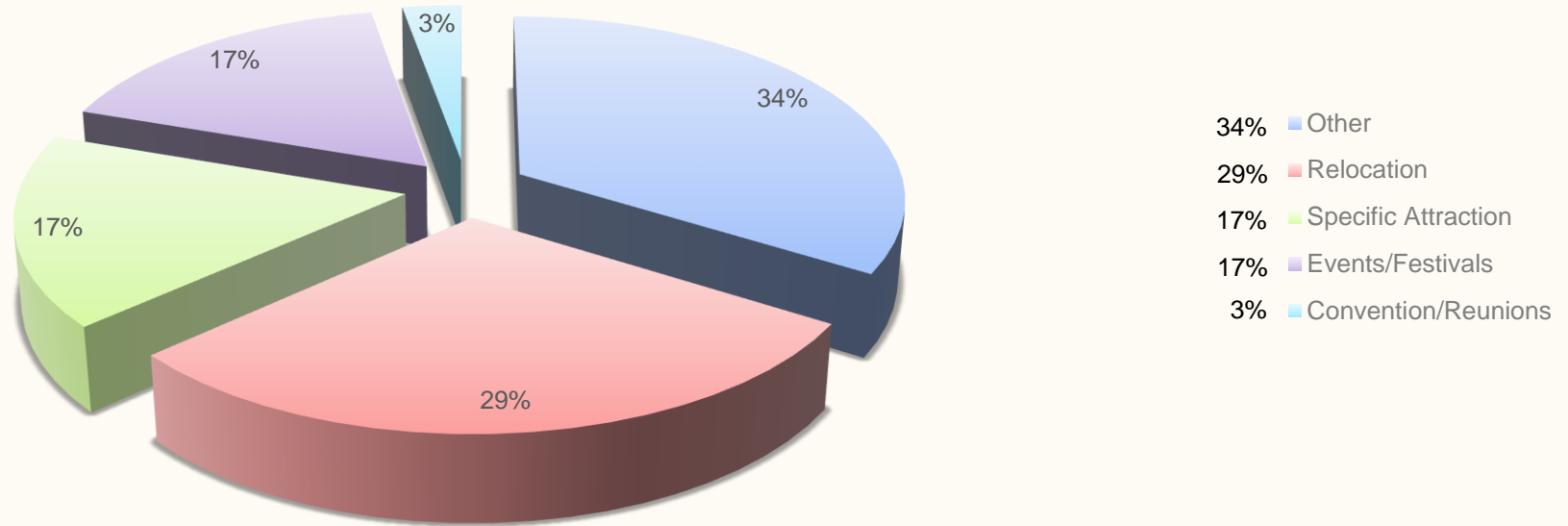
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What is their reason for visiting?

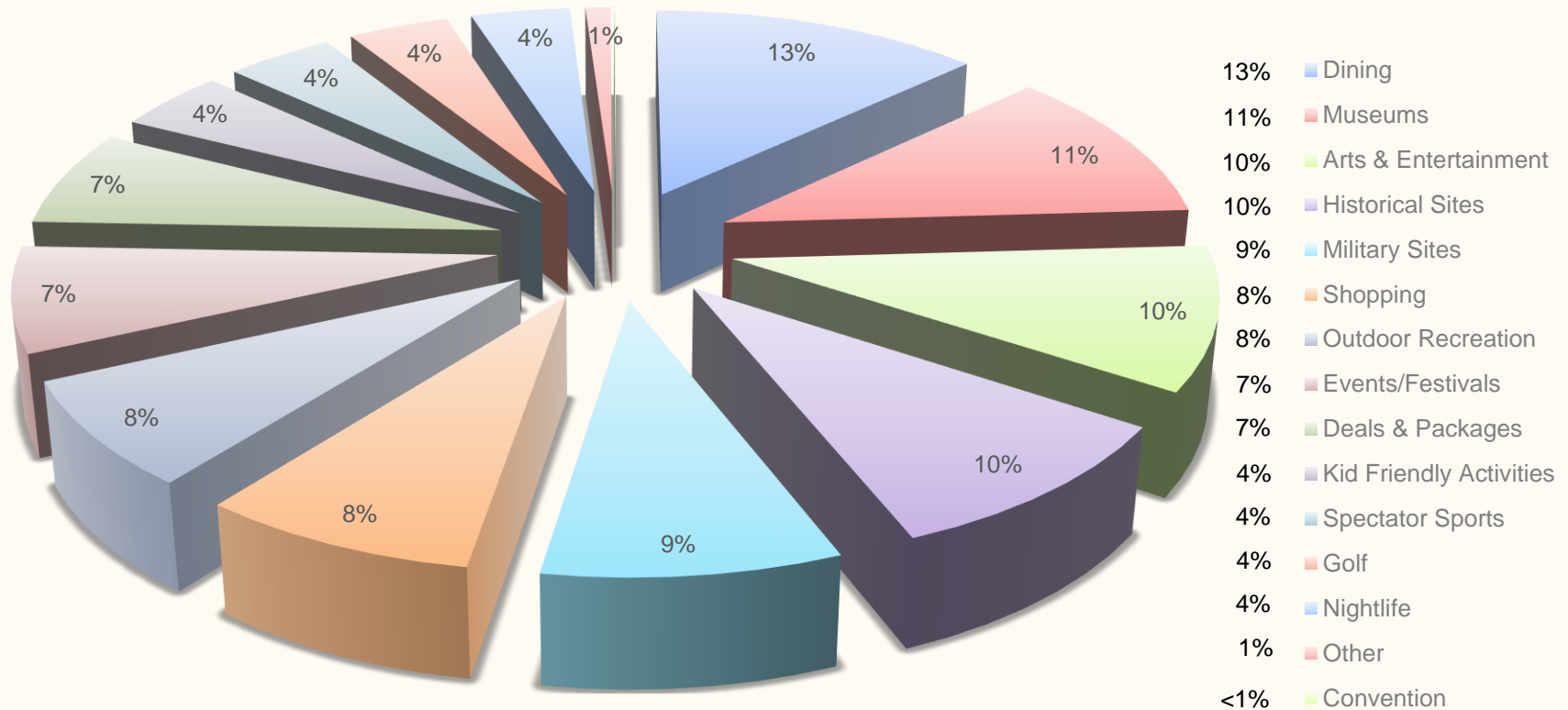
Only includes Cumberland County residents,



Cumberland County Visitor Profile

What are the visitors interested in?

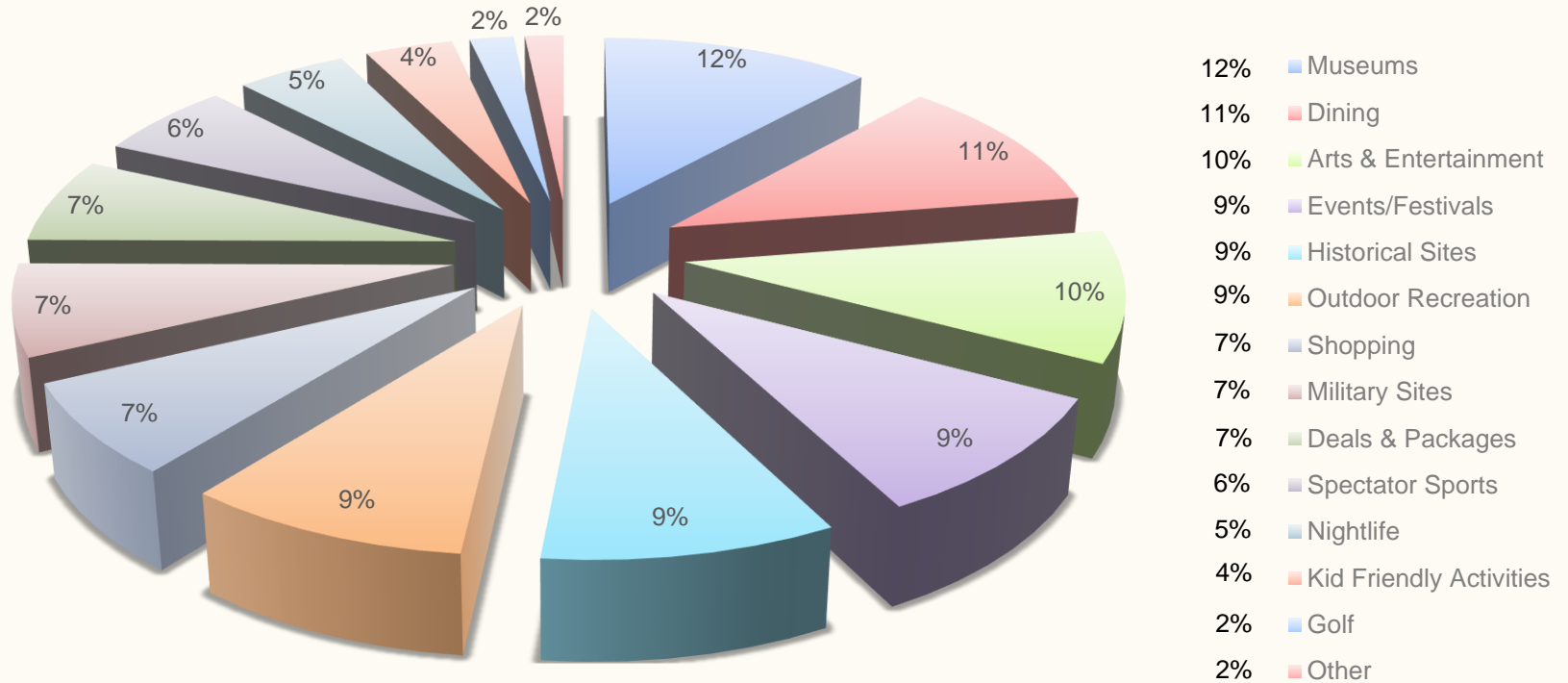
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Cumberland County Visitor Profile

What are the visitors interested in?

Only includes Cumberland County residents.

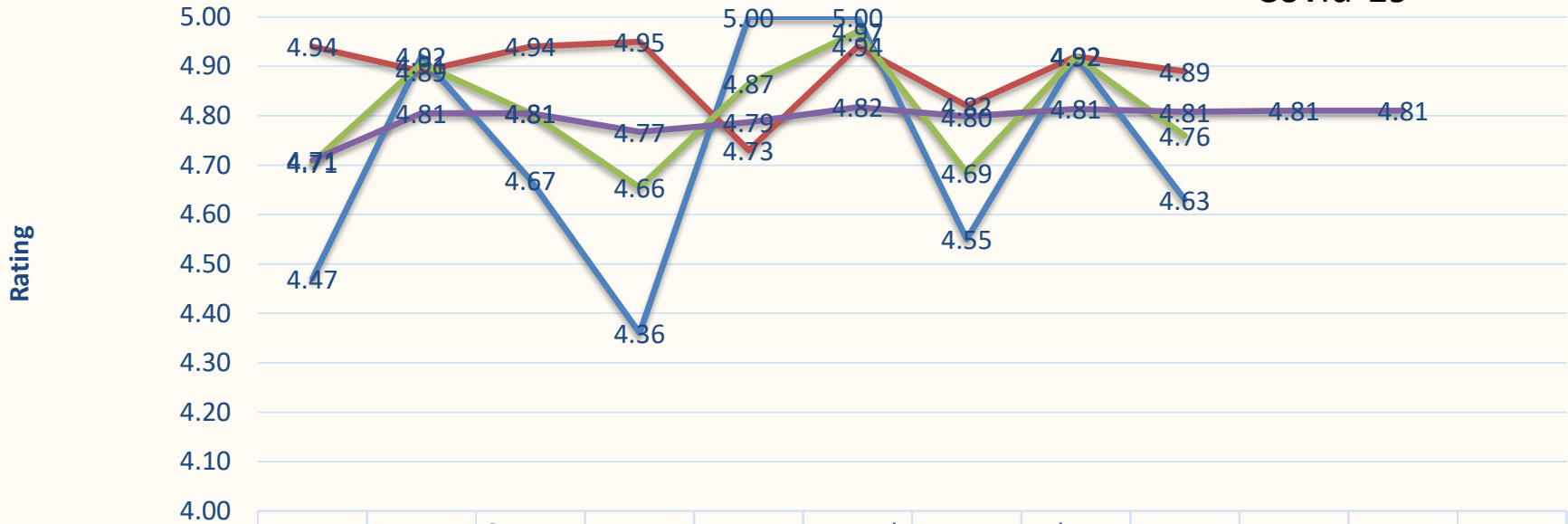


Cumberland County Visitor Profile

Visitor Experience?

Local versus non-local visitors.

Covid-19



	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	4.63			
Visitors	4.94	4.89	4.94	4.95	4.73	4.94	4.82	4.92	4.89			
Monthly Rating	4.71	4.91	4.81	4.66	4.87	4.97	4.69	4.92	4.76			
Year to Date	4.71	4.81	4.81	4.77	4.79	4.82	4.80	4.81	4.81	4.81	4.81	

Cumberland County Visitor Profile

THANK YOU.

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