

# Cumberland County Visitor Profile

**FY 2020**

(July 1, 2019 – June 30, 2020)



**December 23, 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.*

ST/COUNTRY	PERCENTAGE
NC	42.35%
FL	7.18%
GA	6.53%
VA	5.13%
NY	4.76%
TX	3.08%
SC	2.99%
PA	2.80%
TN	2.52%
NJ	2.05%
CA	1.49%
KY	1.31%
INVALID ZIP	1.31%
MS	1.31%
MD	1.12%
AL	1.12%
MI	1.03%
OH	0.84%

ST/COUNTRY	PERCENTAGE
CT	0.84%
AZ	0.84%
CO	0.84%
MO	0.75%
IL	0.65%
AR	0.56%
OK	0.56%
IA	0.56%
MN	0.47%
IN	0.47%
WI	0.37%
NH	0.37%
NM	0.37%
CANADA	0.28%
OR	0.28%
ME	0.28%
NE	0.28%
VT	0.19%

ST/COUNTRY	PERCENTAGE
KS	0.19%
WA	0.19%
WV	0.19%
PUERTO RICO	0.19%
ID	0.19%
NV	0.19%
SWEDEN	0.09%
ENGLAND	0.09%
AE	0.09%
HI	0.09%
SD	0.09%
UT	0.09%
WY	0.09%
BRAZIL	0.09%
GERMANY	0.09%
DE	0.09%
MT	0.09%

# Cumberland County Visitor Profile

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

*Includes Cumberland County residents.*

NC COUNTY	PERCENTAGE
CUMBERLAND	55.07%
WAKE	7.05%
WAYNE	3.52%
SURRY	3.52%
DARE	3.52%
LEE	3.30%
CARTERET	2.20%
FORSYTH	1.76%
GASTON	1.76%
NEW HANOVER	1.76%
MECKLENBURG	1.54%
HARNETT	1.32%
EDGECOMBE	1.32%
MOORE	1.10%

NC COUNTY	PERCENTAGE
HOKE	1.10%
DAVIDSON	1.10%
GUILFORD	0.88%
ROBESON	0.88%
WATAUGA	0.88%
CATAWBA	0.66%
FRANKLIN	0.66%
JONES	0.66%
GREENE	0.44%
UNION	0.44%
BEAUFORT	0.44%
JOHNSTON	0.22%
PERSON	0.22%
PENDER	0.22%

NC COUNTY	PERCENTAGE
ROCKINGHAM	0.22%
BURKE	0.22%
STOKES	0.22%
Craven	0.22%
SCOTLAND	0.22%
DURHAM	0.22%
COLUMBUS	0.22%
BLADEN	0.22%
CHATHAM	0.22%
CLEVELAND	0.22%
SAMPSON	0.22%

# Cumberland County Visitor Profile

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

*Includes Cumberland County residents.*

NC CITY	PERCENTAGE
FAYETTEVILLE	42.73%
FORT BRAGG	8.15%
RALEIGH	3.96%
HOPE MILLS	3.74%
GOLDSBORO	3.52%
MOUNT AIRY	3.52%
KITTY HAWK	3.52%
SANFORD	3.08%
WINSTON SALEM	1.76%
GASTONIA	1.76%
MARSHALLBERG	1.76%
WILMINGTON	1.76%
NEW HILL	1.32%
ROCKY MOUNT	1.32%
THOMASVILLE	1.10%
CHARLOTTE	1.10%
RAEFORD	1.10%
DUNN	0.88%
SUGAR GROVE	0.88%
HICKORY	0.66%
MAYSVILLE	0.66%

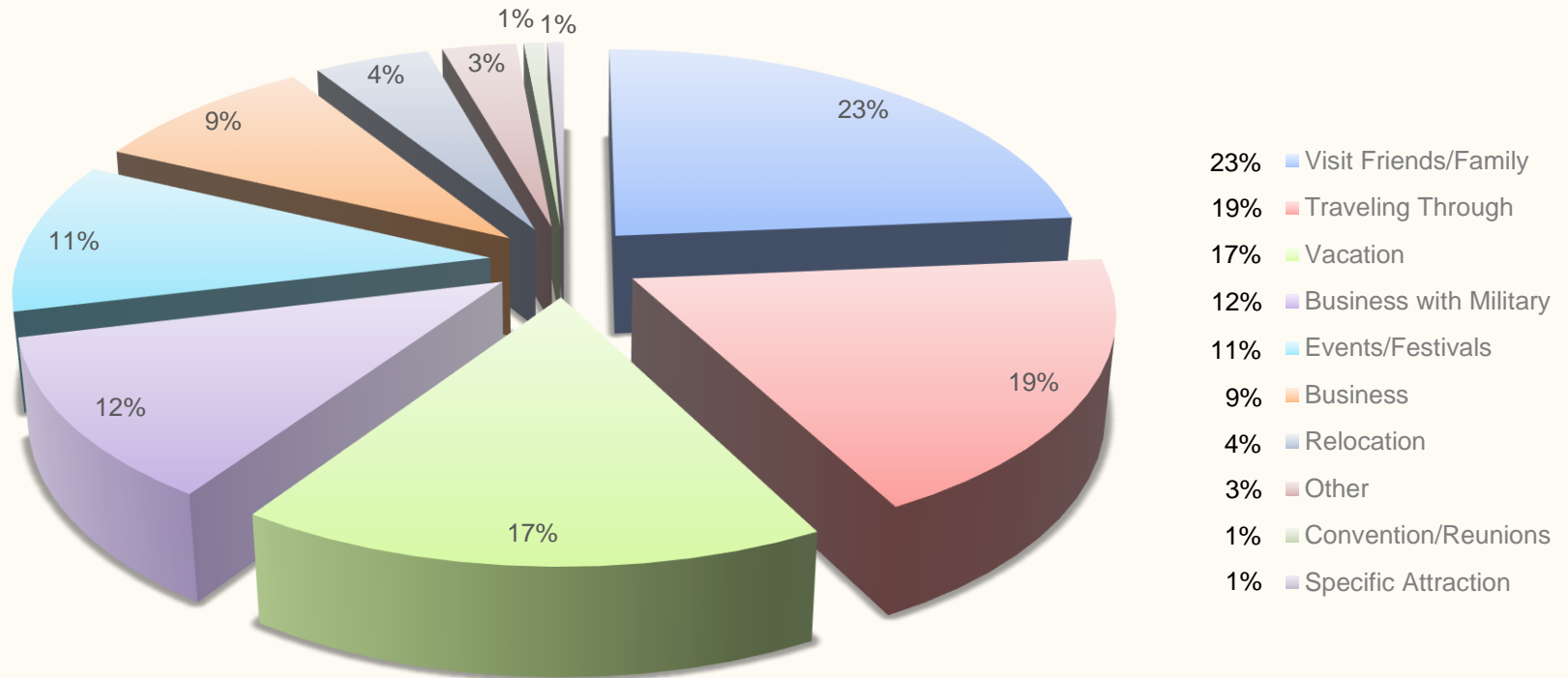
NC CITY	PERCENTAGE
CARY	0.66%
GREENSBORO	0.66%
LOUISBURG	0.66%
MAURY	0.44%
SOUTHERN PINES	0.44%
MATTHEWS	0.44%
WAKE FOREST	0.44%
FAIRMONT	0.44%
HOLLY SPRINGS	0.44%
AURORA	0.44%
BUNNLEVEL	0.22%
GARNER	0.22%
ORRUM	0.22%
PINEHURST	0.22%
ERWIN	0.22%
GODWIN	0.22%
LUMBERTON	0.22%
NEW BERN	0.22%
PINNACLE	0.22%
CAMERON	0.22%
ROXBORO	0.22%

NC CITY	PERCENTAGE
BROADWAY	0.22%
JONAS RIDGE	0.22%
WAXHAW	0.22%
EMERALD ISLE	0.22%
ROSEBORO	0.22%
INDIAN TRAIL	0.22%
WEST END	0.22%
HIGH POINT	0.22%
ELIZABETHTOWN	0.22%
LAUREL HILL	0.22%
WADE	0.22%
MAYODAN	0.22%
KINGS MOUNTAIN	0.22%
BEAUFORT	0.22%
CURRIE	0.22%
DURHAM	0.22%
WHITEVILLE	0.22%
PITTSBORO	0.22%
CLAYTON	0.22%

# Cumberland County Visitor Profile

## What is their reason for visiting?

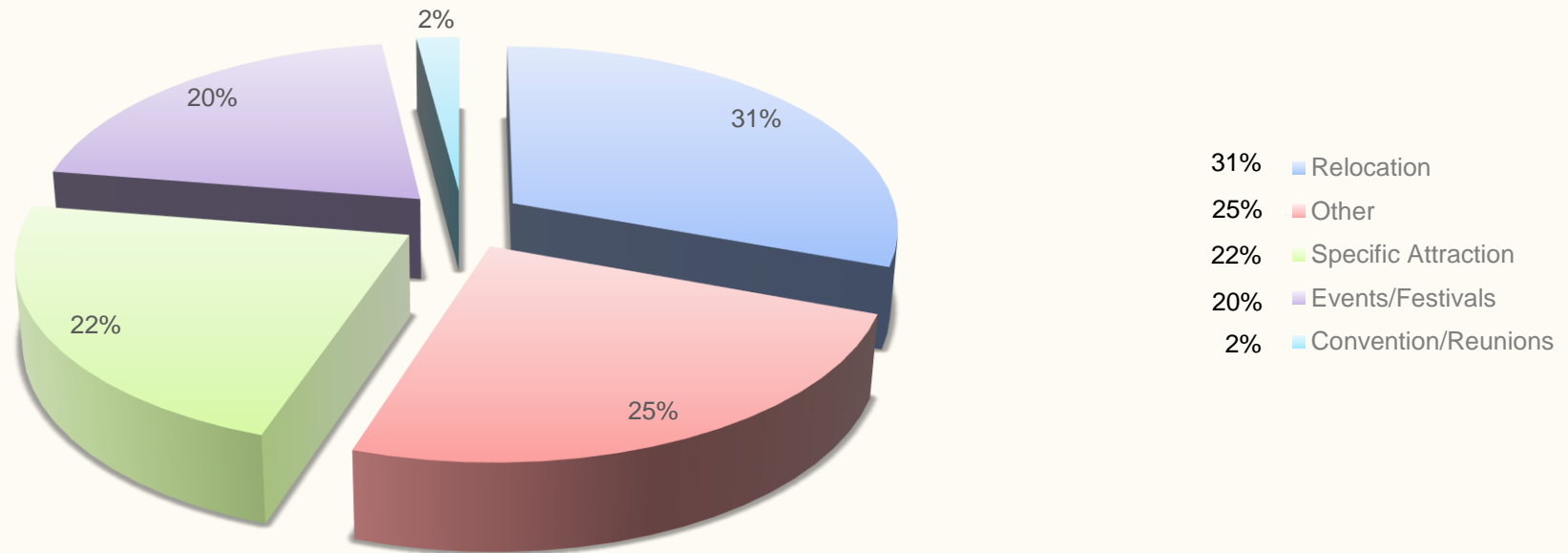
*Does not include Cumberland County residents.*



# Cumberland County Visitor Profile

## What is their reason for visiting?

*Only includes Cumberland County residents,*

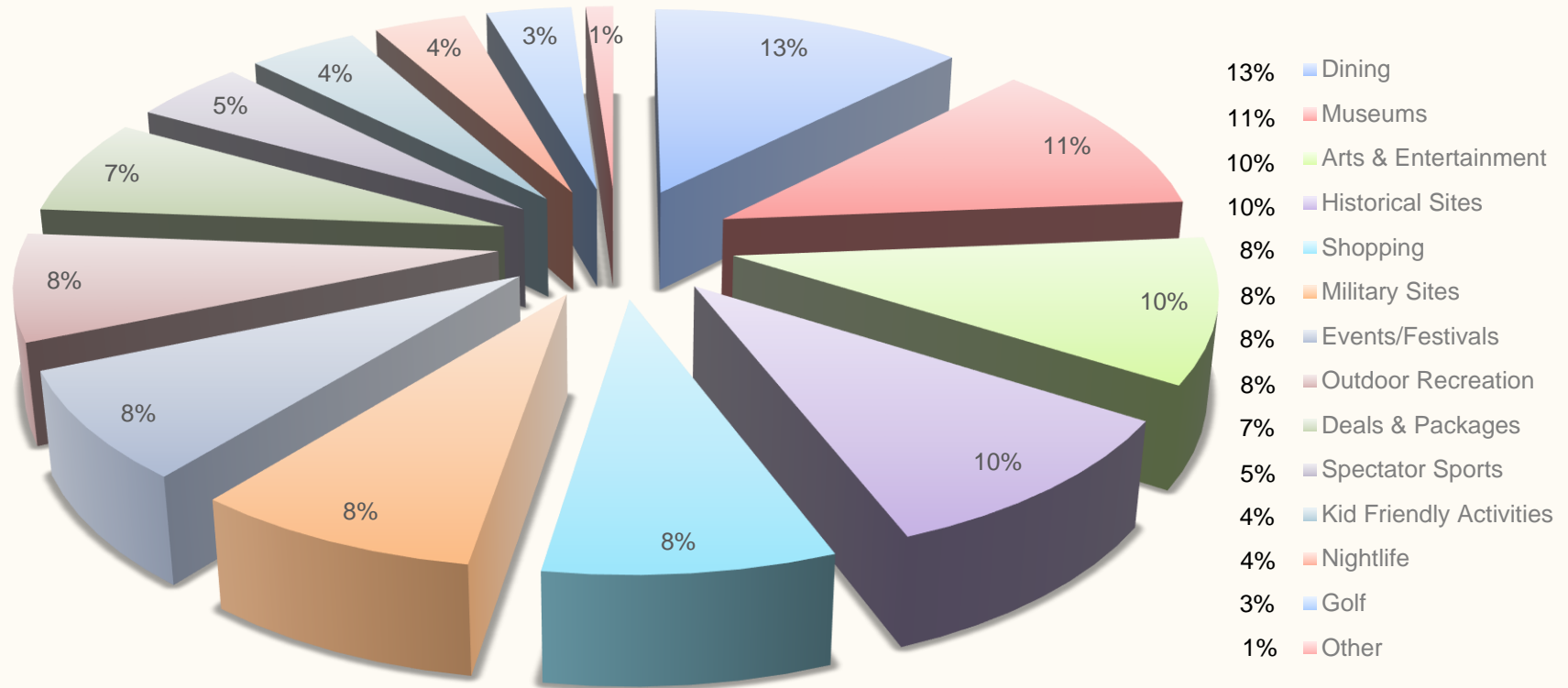




# Cumberland County Visitor Profile

## What are the visitors interested in?

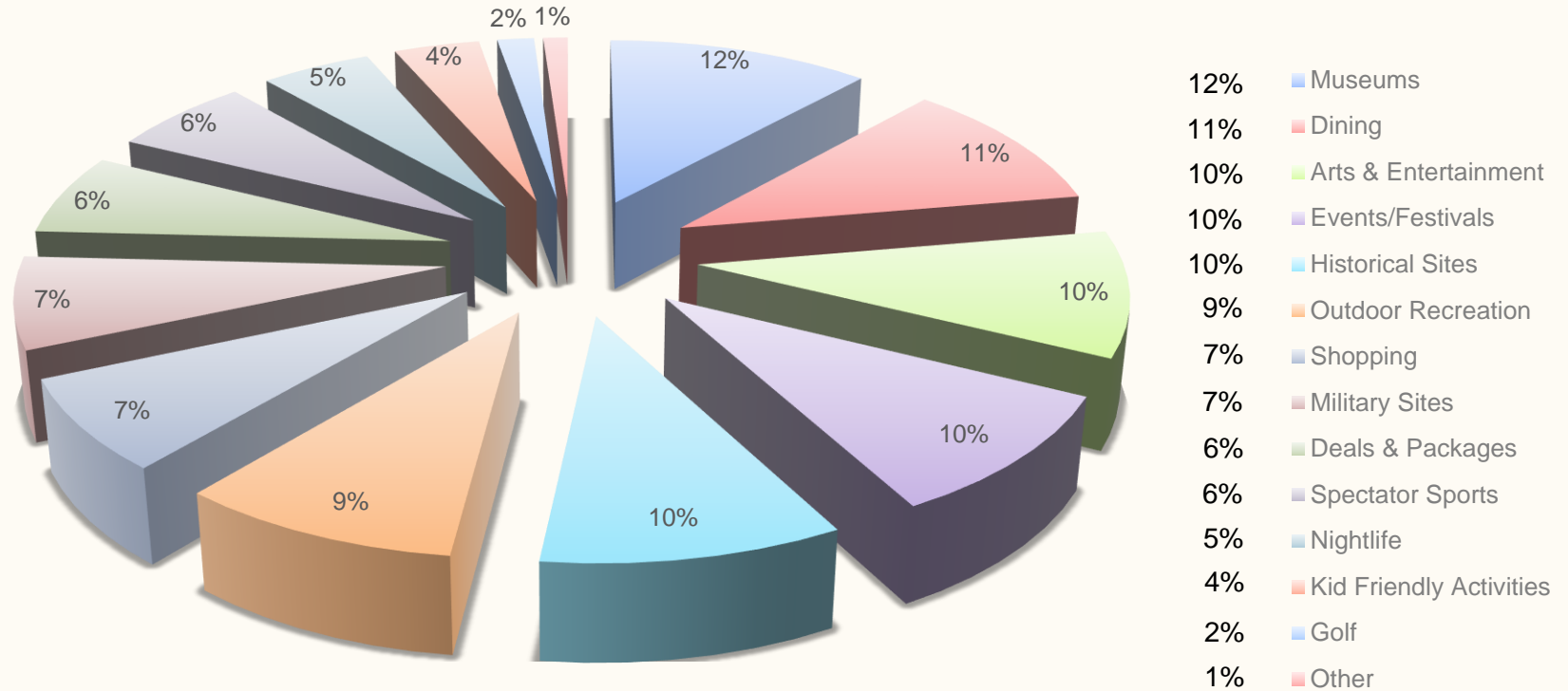
*Does not include Cumberland County residents.*



# Cumberland County Visitor Profile

## What are the visitors interested in?

*Only includes Cumberland County residents.*

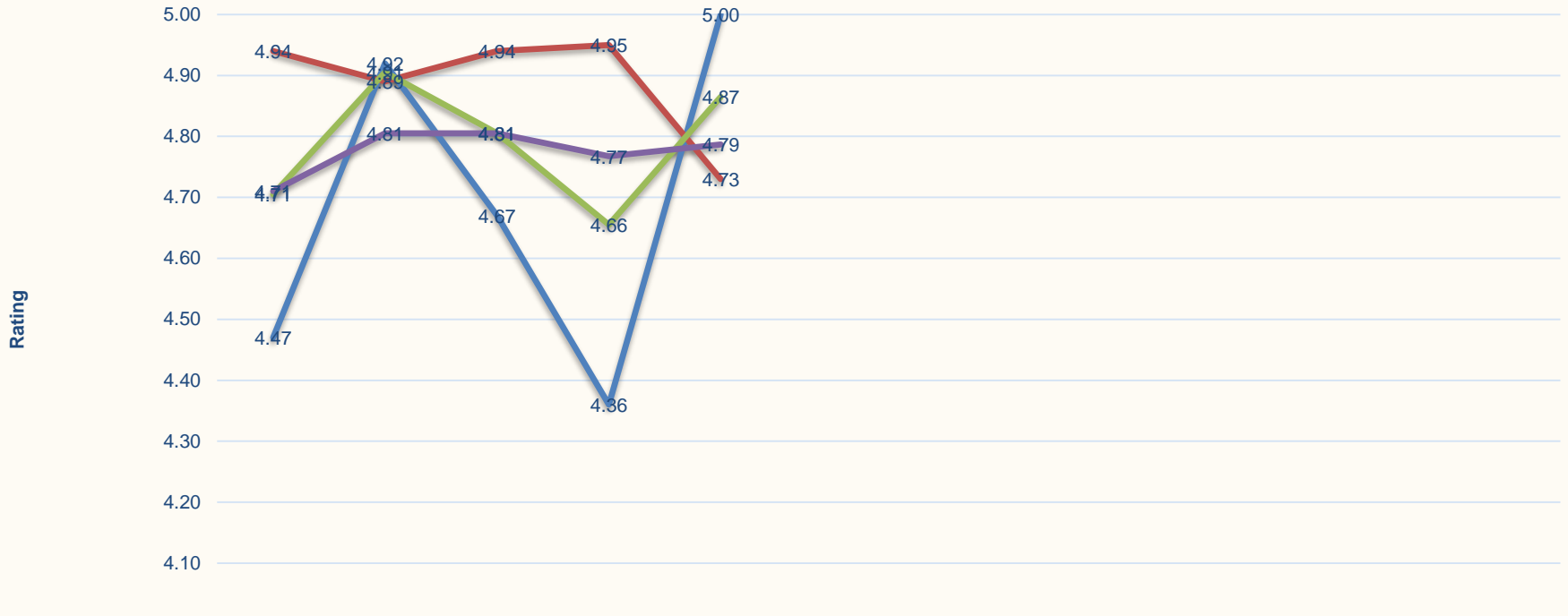




# Cumberland County Visitor Profile

## 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							
Visitors	4.94	4.89	4.94	4.95	4.73							
Monthly Rating	4.71	4.91	4.81	4.66	4.87							
Year to Date	4.71	4.81	4.81	4.77	4.79							

# Cumberland County Visitor Profile

**THANK YOU.**

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