

# Cumberland County Visitor Profile

**FY 2020**

(July 1, 2019 – June 30, 2020)



**November 18, 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	PERCENTAGE
NC	29.66%
FL	10.34%
NY	6.38%
VA	6.21%
GA	5.69%
PA	4.48%
TX	4.31%
SC	2.41%
NJ	2.41%
CA	2.07%
INVALID ZIP	2.07%
MS	1.72%
OH	1.55%
AZ	1.55%
AL	1.38%
IL	1.21%

STATE	PERCENTAGE
MD	1.21%
KY	1.21%
MO	1.21%
OK	1.03%
MI	1.03%
CT	1.03%
TN	0.86%
IA	0.86%
MN	0.86%
NH	0.69%
AR	0.69%
IN	0.52%
WI	0.52%
ME	0.52%
CO	0.52%
WA	0.34%

STATE	PERCENTAGE
CANADA	0.34%
NE	0.34%
OR	0.34%
ID	0.34%
PUERTO RICO	0.17%
SD	0.17%
WV	0.17%
SWEDEN	0.17%
VT	0.17%
AE	0.17%
NM	0.17%
HI	0.17%
WY	0.17%
UT	0.17%
KS	0.17%
DE	0.17%

# Cumberland County Visitor Profile

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

*Includes Cumberland County residents.*

NC COUNTY	PERCENTAGE
CUMBERLAND	42.44%
WAKE	8.14%
CARTERET	4.65%
FORSYTH	4.65%
NEW HANOVER	3.49%
MECKLENBURG	3.49%
EDGECOMBE	3.49%
HOKE	2.91%
HARNETT	2.33%
MOORE	2.33%
DAVIDSON	2.33%

NC COUNTY	PERCENTAGE
WATAUGA	1.74%
JONES	1.74%
ROBESON	1.74%
LEE	1.74%
GASTON	1.16%
GUILFORD	1.16%
GREENE	1.16%
CATAWBA	1.16%
UNION	1.16%
SAMPSON	0.58%
BEAUFORT	0.58%

NC COUNTY	PERCENTAGE
PERSON	0.58%
CHATHAM	0.58%
BLADEN	0.58%
JOHNSTON	0.58%
CLEVELAND	0.58%
ROCKINGHAM	0.58%
BURKE	0.58%
WAYNE	0.58%
DURHAM	0.58%
CRAVEN	0.58%

# Cumberland County Visitor Profile

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

*Includes Cumberland County residents.*

NC CITY	PERCENTAGE
FAYETTEVILLE	34.88%
WINSTON SALEM	4.65%
WILMINGTON	3.49%
MARSHALLBERG	3.49%
FORT BRAGG	3.49%
ROCKY MOUNT	3.49%
HOPE MILLS	2.91%
NEW HILL	2.91%
RAEFORD	2.91%
CHARLOTTE	2.33%
THOMASVILLE	2.33%
DUNN	1.74%
MAYSVILLE	1.74%
CARY	1.74%
SUGAR GROVE	1.74%
HOLLY SPRINGS	1.16%
HICKORY	1.16%

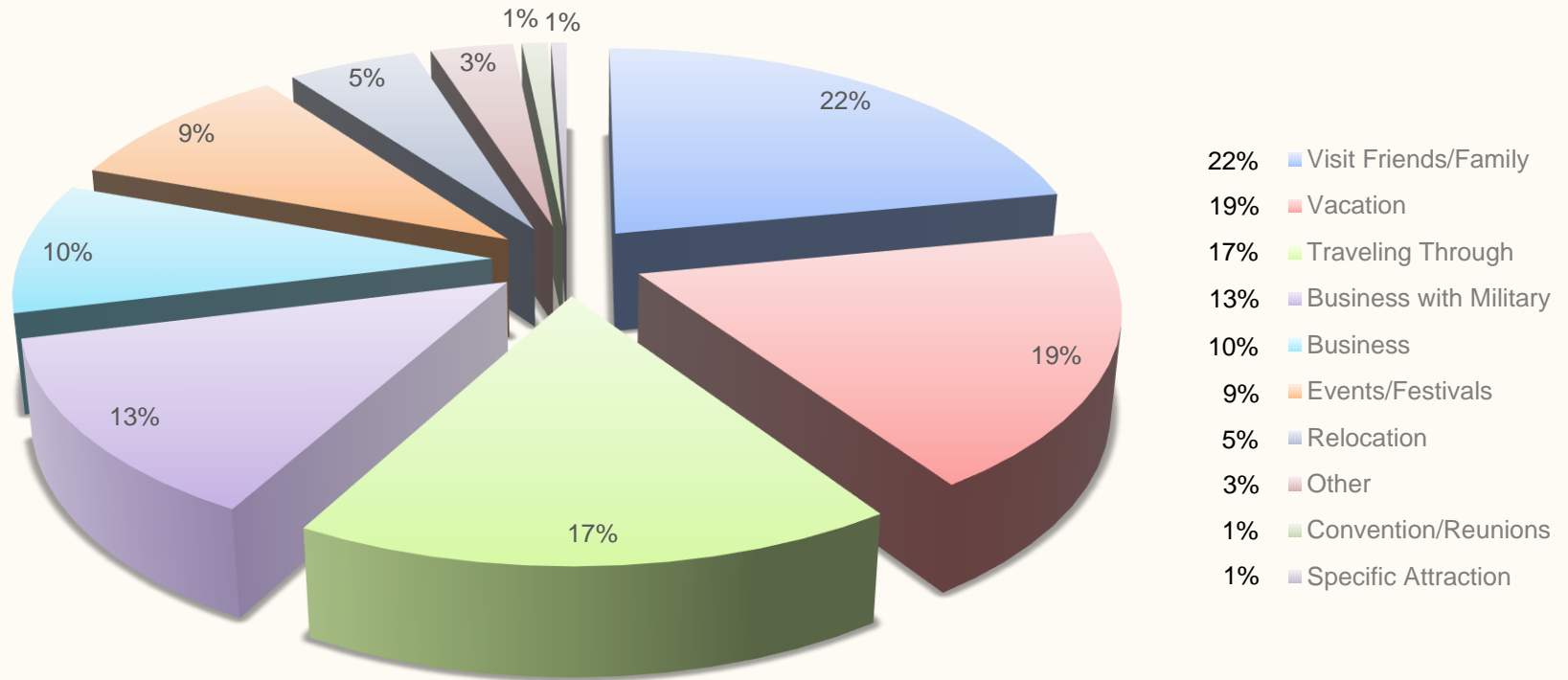
NC CITY	PERCENTAGE
RALEIGH	1.16%
MATTHEWS	1.16%
MAURY	1.16%
WAKE FOREST	1.16%
GASTONIA	1.16%
SANFORD	1.16%
GREENSBORO	1.16%
LUMBERTON	0.58%
CAMERON	0.58%
ROXBORO	0.58%
JONAS RIDGE	0.58%
FAIRMONT	0.58%
WEST END	0.58%
SOUTHERN PINES	0.58%
BEAUFORT	0.58%
EMERALD ISLE	0.58%
DURHAM	0.58%

NC CITY	PERCENTAGE
BROADWAY	0.58%
PITTSBORO	0.58%
WADE	0.58%
CLAYTON	0.58%
PINEHURST	0.58%
MAYODAN	0.58%
KINGS MOUNTAIN	0.58%
GOLDSBORO	0.58%
ERWIN	0.58%
GODWIN	0.58%
NEW BERN	0.58%
AURORA	0.58%
ELIZABETHTOWN	0.58%
INDIAN TRAIL	0.58%
ORRUM	0.58%
WAXHAW	0.58%
ROSEBORO	0.58%

# Cumberland County Visitor Profile

## What is their reason for visiting?

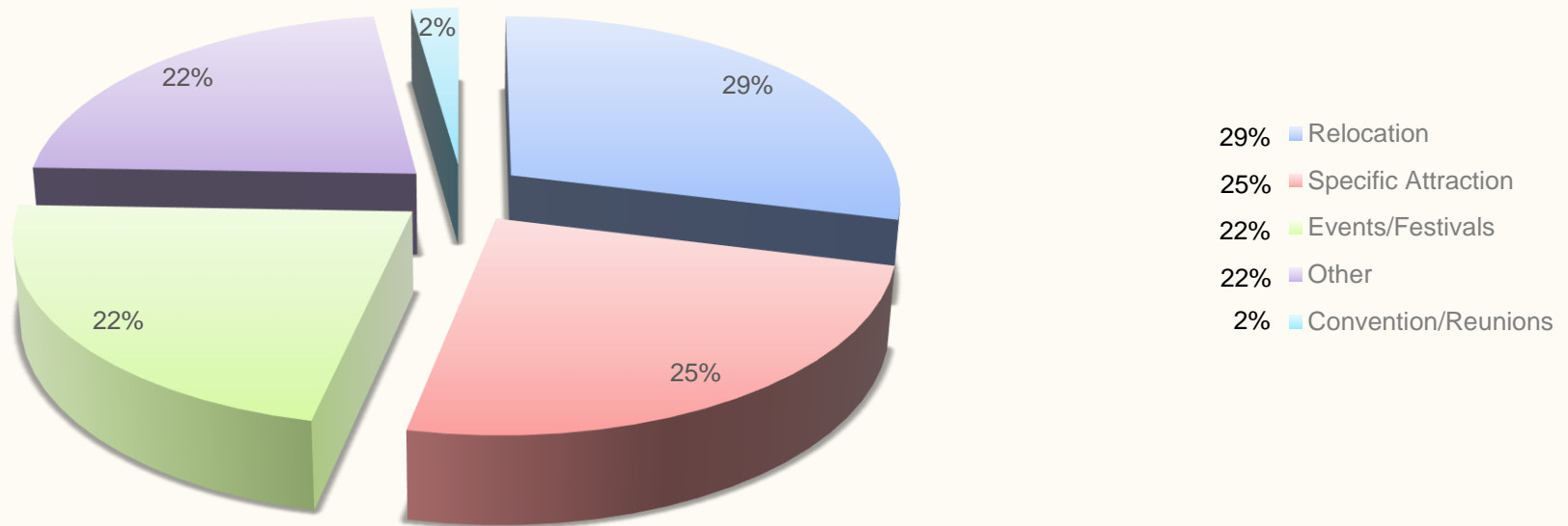
*Does not include Cumberland County residents.*



# Cumberland County Visitor Profile

## What is their reason for visiting?

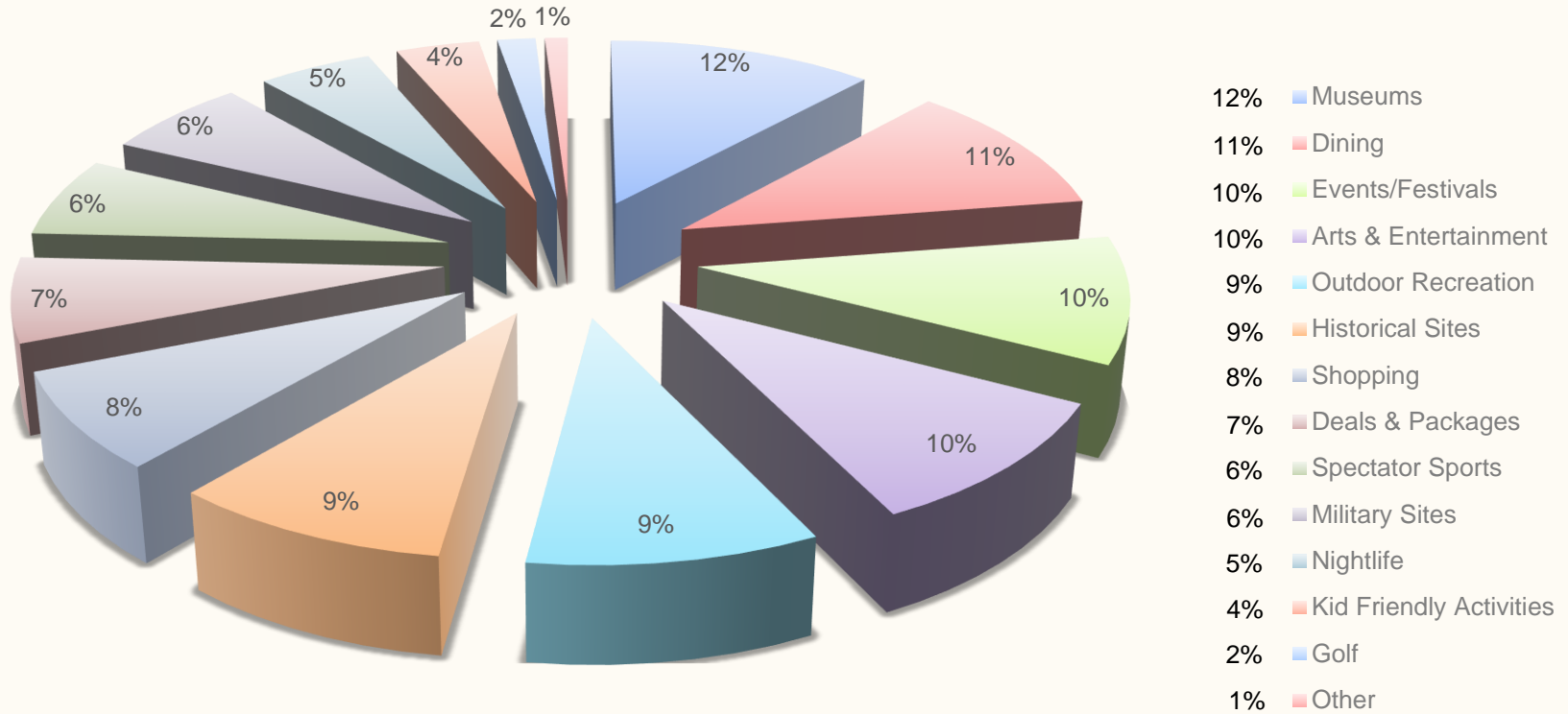
*Only includes Cumberland County residents,*



# Cumberland County Visitor Profile

## What are the visitors interested in?

*Does not include Cumberland County residents.*

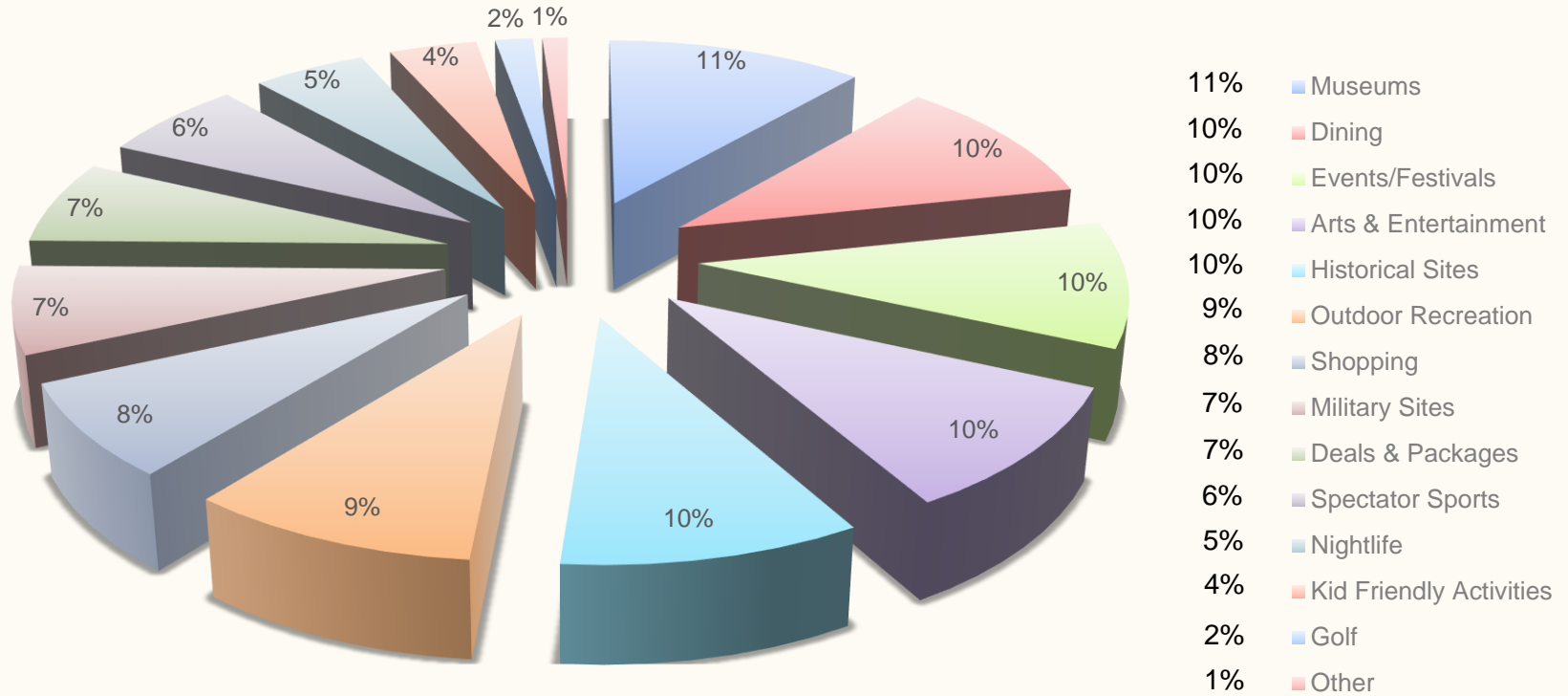




# Cumberland County Visitor Profile

## What are the visitors interested in?

*Only includes Cumberland County residents.*

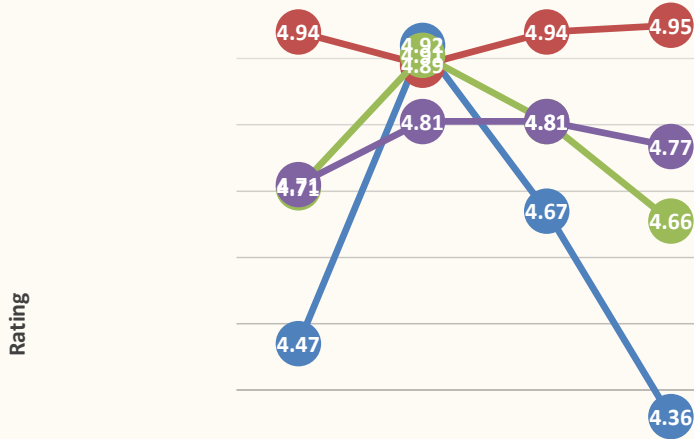




# Cumberland County Visitor Profile

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

# Cumberland County Visitor Profile

**THANK YOU.**

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