

Cumberland County Visitor Profile

FY 2021

(July 1, 2020 – June 30, 2021)



October 13, 2020

David Nash
Research and Data Manager

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Cumberland County Visitor Profile

Where are visitors from?

Due to Covid-19, there was limited data for July.

State/Country	Percentage
NC	58.41%
VA	5.31%
SC	3.98%
CA	3.10%
FL	2.21%
TX	2.21%
MD	1.77%
GA	1.77%
NY	1.77%
PA	1.33%
WI	1.33%
NJ	1.33%
MN	1.33%
IL	0.88%
AZ	0.88%
KS	0.88%
CANADA	0.88%

State/Country	Percentage
FRANCE	0.88%
AL	0.88%
ITALY	0.88%
MO	0.88%
PR	0.88%
NE	0.88%
OH	0.88%
DE	0.44%
MS	0.44%
MA	0.44%
MI	0.44%
WA	0.44%
SD	0.44%
WV	0.44%
TN	0.44%
AUSTRALIA	0.44%
IN	0.44%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

Due to Covid-19, there was limited data for July.

NC County	Percentage
CUMBERLAND	53.03%
MOORE	3.79%
MECKLENBURG	3.79%
WAKE	3.79%
LEE	3.79%
ROBESON	3.03%
CATAWBA	3.03%
GUILFORD	2.27%
ONslow	2.27%
BRUNSWICK	2.27%
SAMPSON	1.52%
UNION	1.52%
GASTON	1.52%
NEW HANOVER	1.52%
HOKE	1.52%

NC County	Percentage
IREDELL	0.76%
SURRY	0.76%
HALIFAX	0.76%
JOHNSTON	0.76%
ALAMANCE	0.76%
DAVIDSON	0.76%
RANDOLPH	0.76%
LENOIR	0.76%
HARNETT	0.76%
DURHAM	0.76%
HERTFORD	0.76%
EDGECOMBE	0.76%
WAYNE	0.76%
COLUMBUS	0.76%
BEAUFORT	0.76%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by City?

Includes Cumberland County residents.

Due to Covid-19, there was limited data for July.

NC Cities	Percentage
FAYETTEVILLE	37.12%
HOPE MILLS	6.82%
SPRING LAKE	4.55%
CHARLOTTE	3.79%
SANFORD	3.03%
FORT BRAGG	3.03%
HICKORY	2.27%
CAMERON	2.27%
WILMINGTON	2.27%
HIGH POINT	1.52%
AUTRYVILLE	1.52%
RAEFORD	1.52%
RED SPRINGS	1.52%
RALEIGH	1.52%
JACKSONVILLE	1.52%
KINSTON	0.76%
ROLESVILLE	0.76%

NC Cities	Percentage
MOORESVILLE	0.76%
SOUTHPORT	0.76%
BURLINGTON	0.76%
LELAND	0.76%
ANGIER	0.76%
LITTLETON	0.76%
ELKIN	0.76%
WAXHAW	0.76%
GREENSBORO	0.76%
CHOCOWINITY	0.76%
CARY	0.76%
NEWTON	0.76%
PEMBROKE	0.76%
COMO	0.76%
DURHAM	0.76%
GASTONIA	0.76%
MIDDLESEX	0.76%

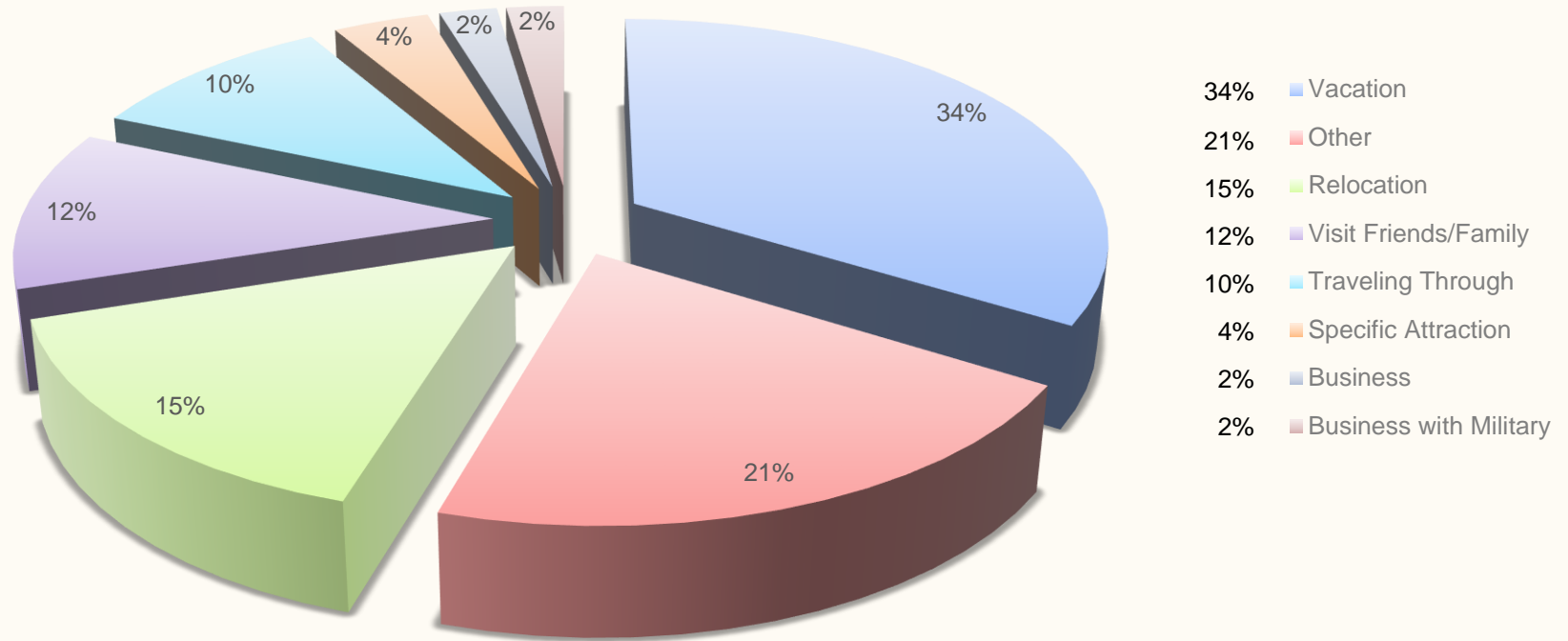
NC Cities	Percentage
LUMBERTON	0.76%
INDIAN TRAIL	0.76%
ROCKY MOUNT	0.76%
HUBERT	0.76%
WEST END	0.76%
WADE	0.76%
LEXINGTON	0.76%
STEDMAN	0.76%
STANLEY	0.76%
BROADWAY	0.76%
PIKEVILLE	0.76%
CARTHAGE	0.76%
WHITEVILLE	0.76%
ASHEBORO	0.76%
APEX	0.76%

Cumberland County Visitor Profile

What is their reason for visiting?

Does not include Cumberland County residents.

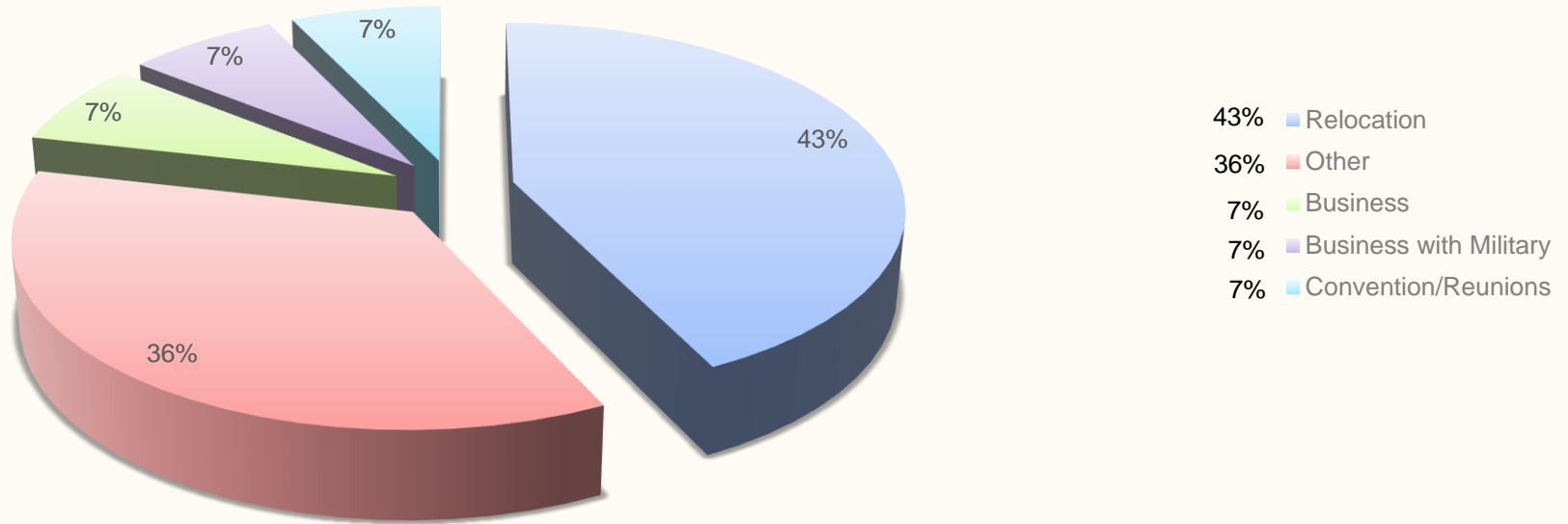
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Cumberland County Visitor Profile

What is their reason for visiting?

Only includes Cumberland County residents,
Due to Covid-19, there was limited data for July.

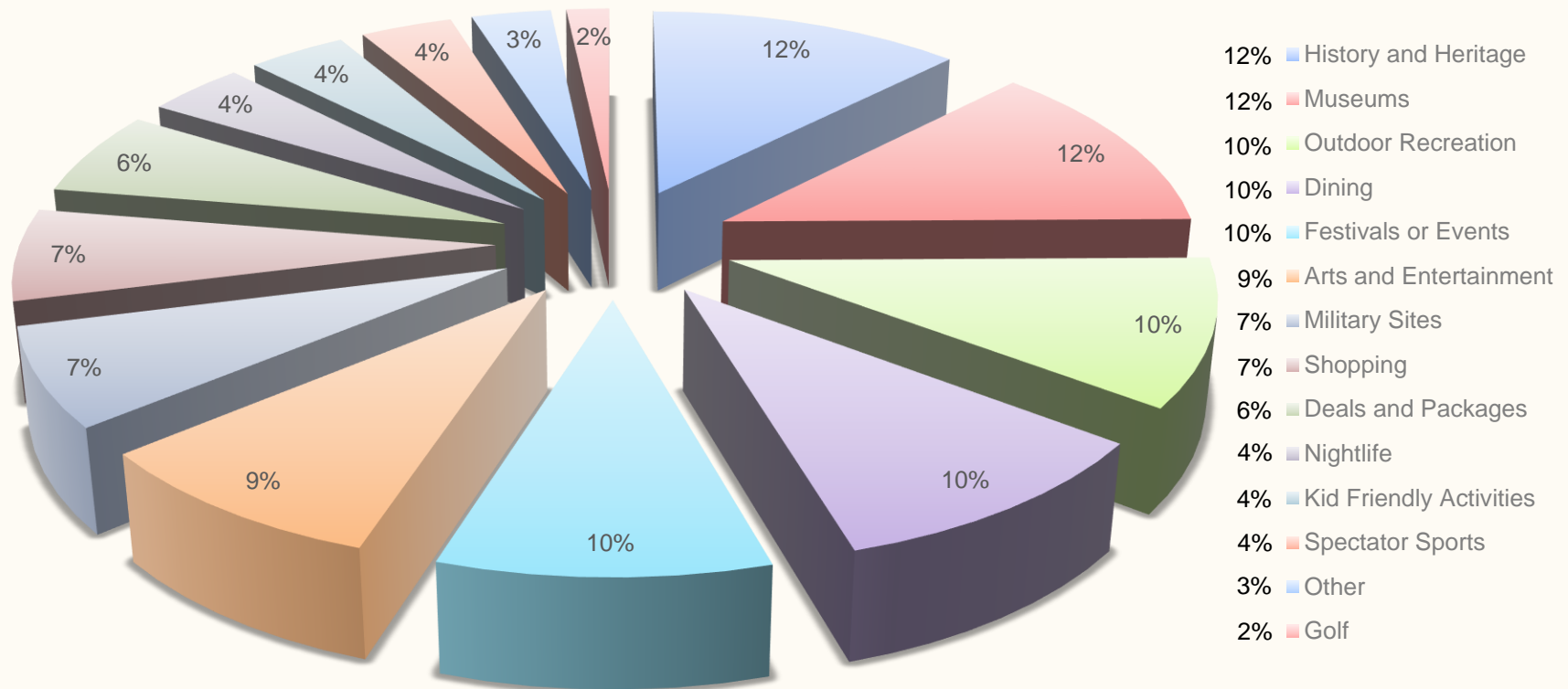


Cumberland County Visitor Profile

What are the visitors interested in?

Does not include Cumberland County residents.

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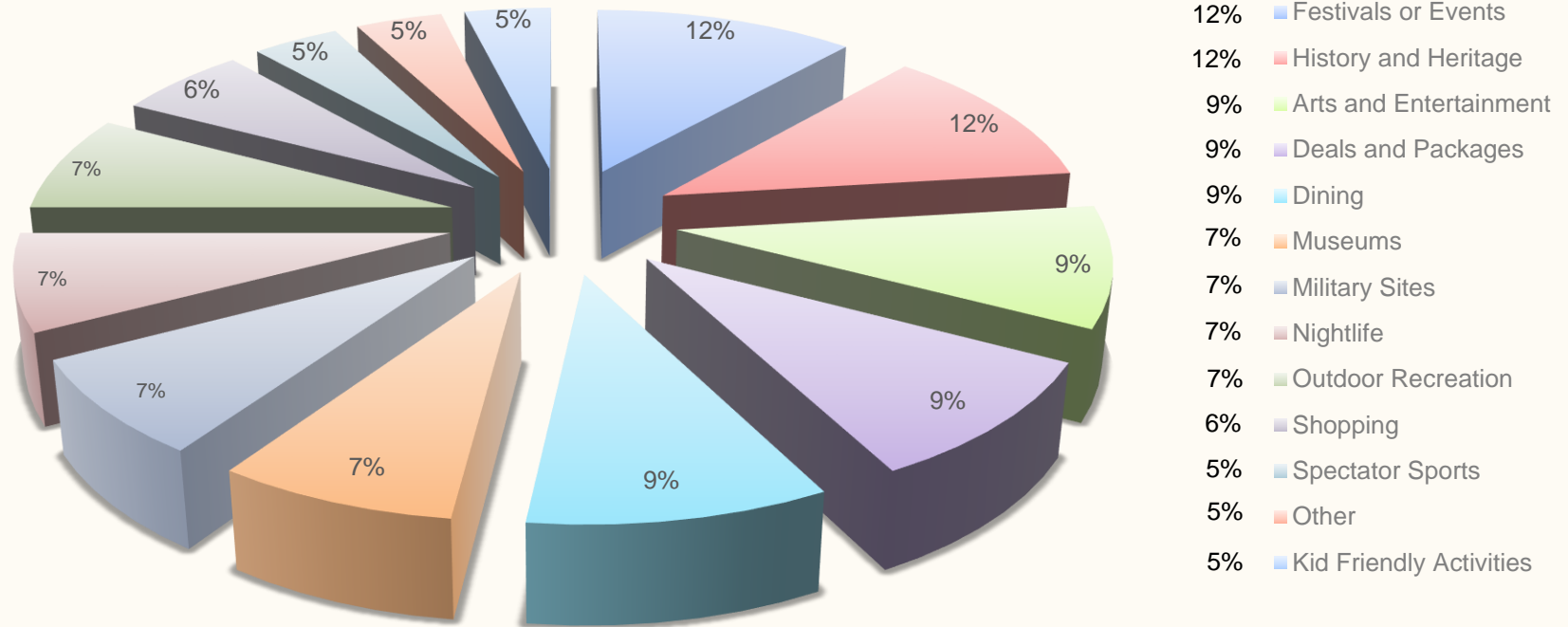


Cumberland County Visitor Profile

What are the visitors interested in?

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Cumberland County Visitor Profile

Visitor Experience?

Local versus non-local visitors.

Rating

5.00

4.84

4.75

4.67

	July	August	September	October	November	December	January	February	March	April	May	June
	No Data	No Data	2019			2020						
Local Residents			5.00									
Visitors			4.67									
Monthly Rating			4.84									
Year to Date			4.75									

Cumberland County Visitor Profile

THANK YOU.

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