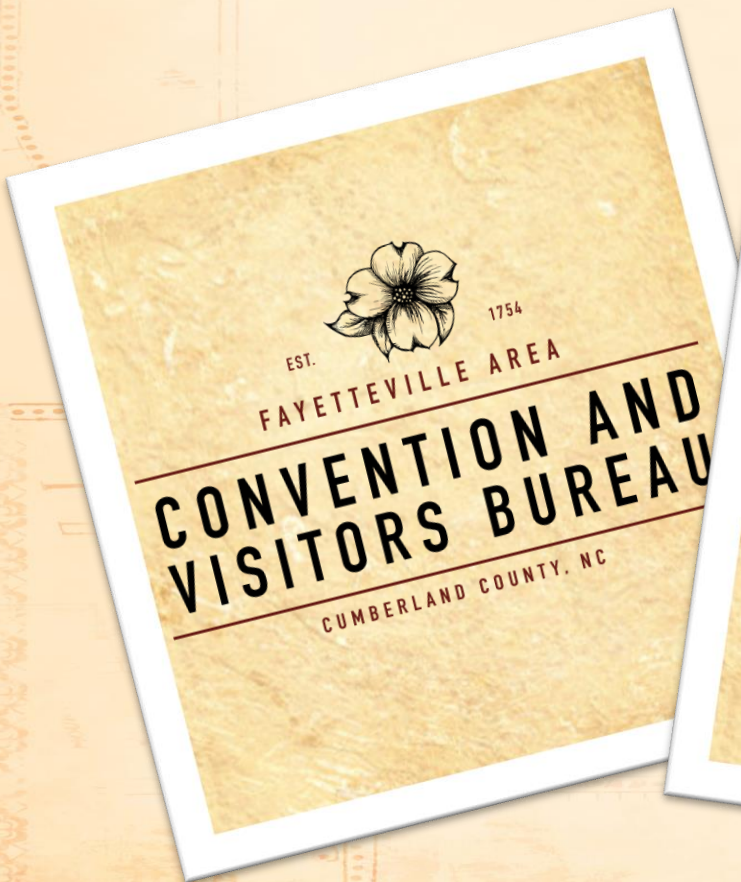


*Metrics Associated with the  
WIDU Anniversary 2016  
Held October 1-9, 2016 and November 17, 2016*



*November 18, 2016*



**John Meroski**

Chief Executive Officer  
FACVB

**David Nash**

Research and Data Manager  
FACVB

# *Contents*

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# *Introduction*

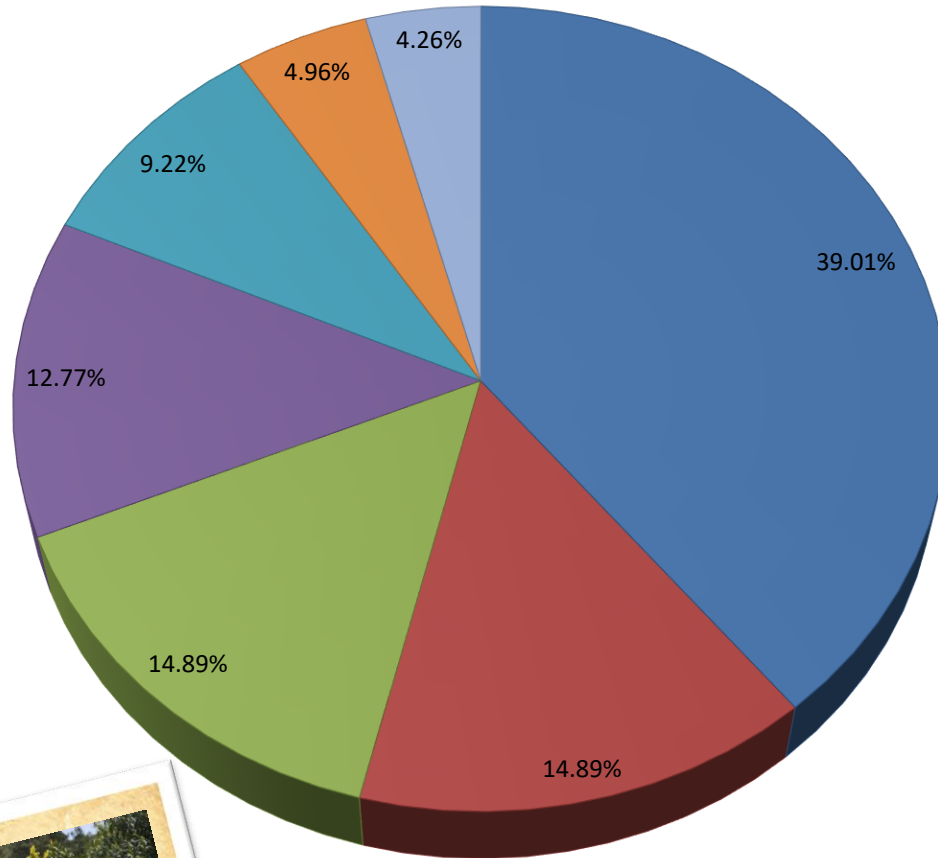
- All data was collected by the WIDU staff in 1-9 October and then again on 17 November due to rescheduling because of Hurricane Matthew.
- WIDU management estimated **30,000** attendees prior to the event.
- There were **141** completed surveys.
- Using the **30,000** attendees, the Confidence Interval for this presentation with an **141** Sample Size is **+/- 8.23%**. Because of the size of the sample the Confidence Interval **did not meet** the “best practice” of +/- 5%.



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# *They Identified Themselves as...*



- 39.01% ■ I am from a surrounding county and drove in for the day for this event.
- 14.89% ■ I am staying at a hotel and the hotel referred me to this event.
- 14.89% ■ I am here for this event specifically and am overnighing in a hotel.
- 12.77% ■ I am in the area visiting family or friends and they brought me to this event.
- 9.22% ■ I am here for the event and staying with family or friends.
- 4.96% ■ I am visiting the area for other purposes, but heard about the event and came.
- 4.26% ■ I am a resident of Fayetteville/Cumberland County.



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# *Where Were They From?*

## Overview

- **4** of the **141** completed surveys provided an invalid zip code.
- **91** were from North Carolina and **60** were from more than 100 miles from Fayetteville.
- **21** identified themselves as being here specifically for the event and overnighing in a hotel.

### Top 5 by State

1. North Carolina	91
2. Virginia	14
3. Alabama	5
4. Georgia	5
5. South Carolina	4

### Top 5 by County

1. New Hanover, NC	11
2. Wake, NC	9
3. Cumberland, NC	9
4. Sampson, NC	8
5. Chesapeake City, VA	6

### Top 5 by City

1. Wilmington, NC	11
2. Fayetteville, NC	8
3. Raliegh, NC	7
4. Chesapeake, VA	6
5. Charlotte, NC	5



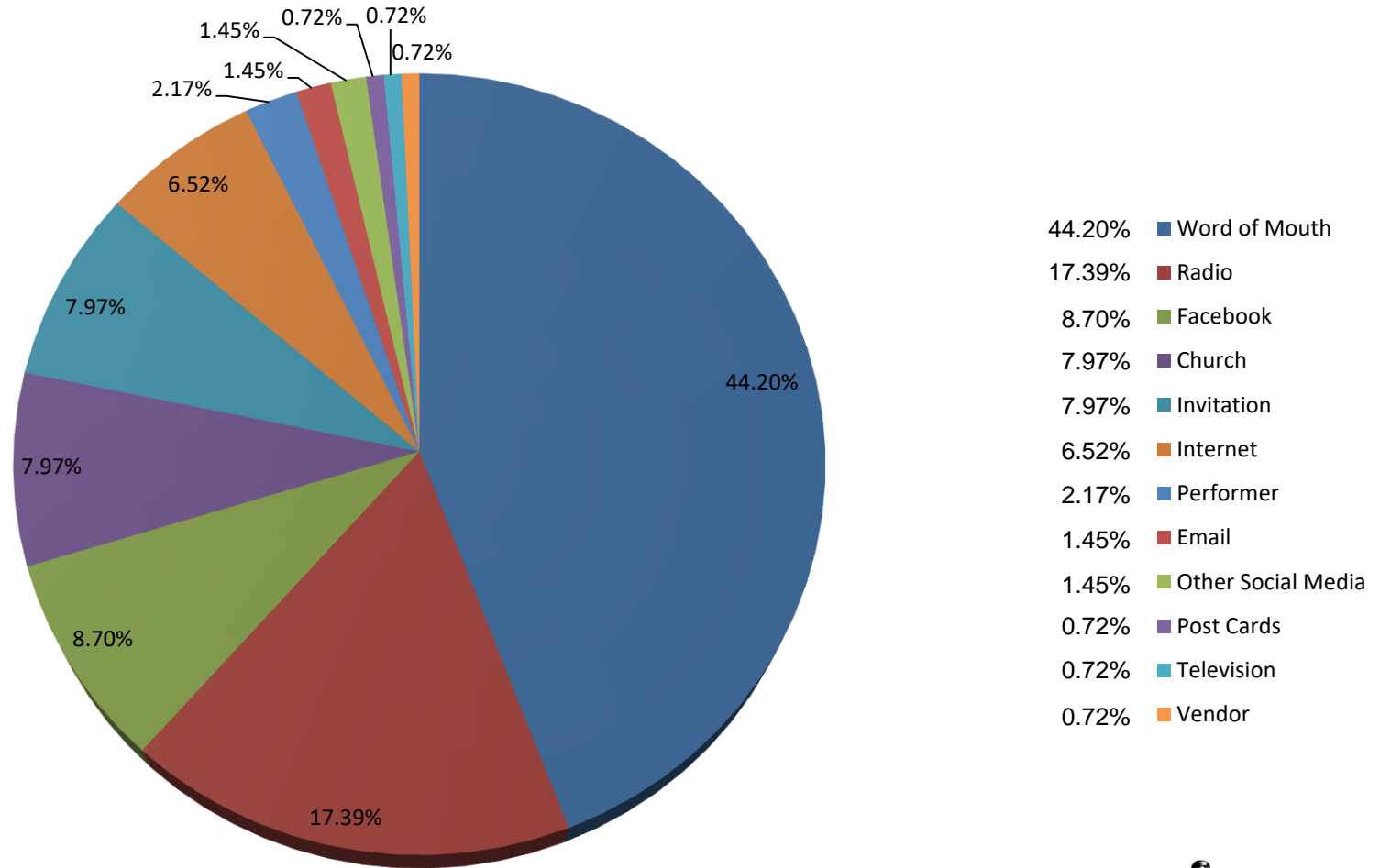
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# *How Did They Find Out About Event?*



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# Survey Requirements

## Requirement

What is the zipcode where you currently live: \_\_\_\_\_  
(must be a valid 5 digit zipcode)

I AM: (Select One)

- (1) A resident of Fayetteville/Cumberland County
- (2) Stationed or affiliated with Fort Bragg and live in Cumberland County
- (3) From a surrounding county and drove in for the day for this event
- (4) Visiting the area for other purposes, but heard about this event and came
- (5) Staying at a hotel and the hotel referred me to this event
  - A. Which Hotel?
- (6) Here for this event specifically and am overnighing in a hotel
  - A. Which Hotel?
- (7) Here for this event and staying with family/friends
- (8) In the area visiting family and friends and they brought me to this event

How did you hear about the event:

- ☐ Billboard
- ☐ Brochure
- ☐ Invitation
- ☐ Magazine
- ☐ Newspaper
- ☐ Posters
- ☐ Word of Mouth
- ☐ Other: \_\_\_\_\_

\*Specific mediums listed based on presentation made on advertising to be used.

## Information Provided

Results by Question WIDU 2016 As of: 11/18/2016 9:55:59 AM		
Questions	Answers	Results
<b>Page: 1</b>		<a href="#">View</a>
What is the zip code where you currently reside?	141	<a href="#">View</a>
How did you hear about this event?	141	<a href="#">View</a>
Chose the statement that best applies:	141	<a href="#">View</a>
If you stayed at a hotel, which one?	57	<a href="#">View</a>
If you do NOT live in Cumberland County, what day did you arrive?	103	<a href="#">View</a>
What day will you depart?	110	<a href="#">View</a>
Do you wish to be on our mailing list for future invitations?	141	<a href="#">View</a>
If YES, please provide address.	64	<a href="#">View</a>



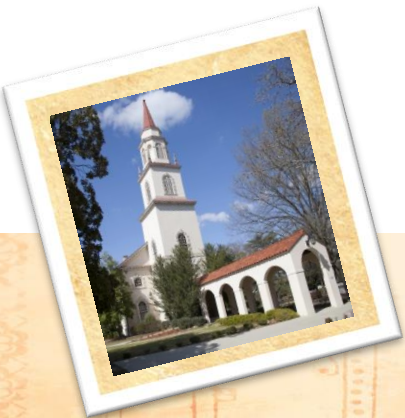
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# *Bottom Line*

- For the calculations, the FACVB used the agreed upon estimated attendance number provided by the WIDU management of **30,000**. The sample size of **141** was considerably less than the required and agreed upon **380** completed surveys necessary to ensure the presentation met “best practices” of +/- 5%, as a result this presentation is at **+/- 8.23%**.
- **42** surveys were submitted on October 6, **39** surveys on October 7 and 60 November 16, 2016. Of the surveys there were some surveys with duplicate email addresses indicating the same person filled out multiple surveys.
- Room Nights – Because the required sample size was significantly below the TDA required amount, the FACVB was unable to accurately project room nights.
- **30** attendees signed up for the FACVB’s E-Promotion Program and provided a valid E-mail address.
- **21** people stated they were here specifically for the event and were staying at a hotel. The list of hotels they stayed at are: **16** at Fairfield Inn, **1** at Days Inn, Embassy Suites and “Marriott”.
- Official Hotel Pick Up: Final hotel pickup reported by hotels was **210** room nights.
- List of TDA Requirements **Not Met**:
  - The required minimum of **380** completed surveys was not met.



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# *Thank You*

*Proudly promoting the Communities of Cumberland  
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