



Metrics Associated with the
WIDU Anniversary 2019

Held October 10-12, 2019

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November 22, 2019

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

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Grant Details

Granted **\$25,000** and agrees to perform those services as agreed upon with the Fayetteville Area Convention and Visitors Bureau (FACVB) that support the mission of TDA funding. This can include public relations, advertising, print, social and other mediums determined to reach the targeted visitor market. Said Funding shall be used exclusively to assist with the marketing of the 2019 WIDU Anniversary scheduled for October 10-12, 2019.”

377 completed surveys was the agreed upon requirement, **370** were collected.

All Tourism Development Authority (TDA) requirements were NOT met.

Can re-apply next year?

Yes

No

Survey Requirements

Requirements

What is the current zip code that you currently reside in:

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
6. Here for this event specifically and am over-nighting in a 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

If you stayed at a hotel, which one:

If you do NOT live in Cumberland County, what day did you arrive? _____

What day will you depart? _____

How did you hear about the event?

Information Provided

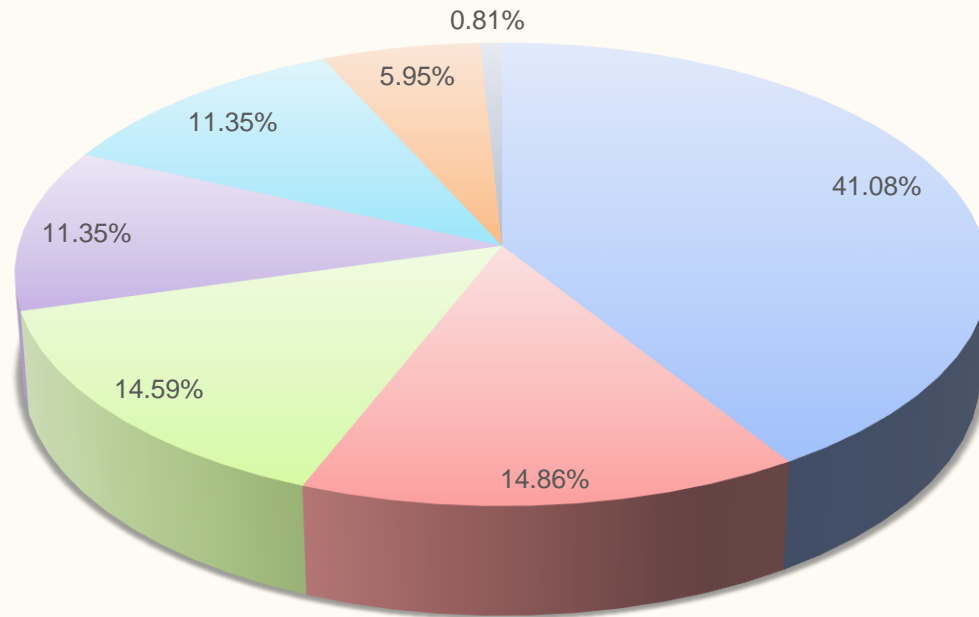
Page Summary Report WIDU 2019 As of: 10/23/2019 12:32:35 PM					
<i>Drill down to the answers by clicking on View Results for the entire survey or a given page.</i>					
Survey Pages	Viewed	Completed	Percent Completed	Avg. Completion Time (hh:mm:ss)	Results
Entire Survey	715	370	51.75%	00:02:45	View Results
1	714	370	51.82%	00:02:22	View Results

Survey Collection Times

Surveys were collected on the following dates and times. Shaded gray times were when scheduled events were taking place.

Date	Surveys	Date	Surveys	Date	Surveys
Thursday, 10 Oct		Friday, 11 Oct		Saturday 12 Oct	
11 a.m.-12 Noon	0	8-9 a.m.	0	8-9 a.m.	0
12-1 p.m.	0	9-10 a.m.	0	9-10 a.m.	0
1-2 p.m.	0	4-5 p.m.	0	4-5 p.m.	1
2-3 p.m.	0	5-6 p.m.	1	5-6 p.m.	360
6-7 p.m.	0	6-7 p.m.	0	6-7 p.m.	5
7-8 p.m.	0	7-8 p.m.	0	7-8 p.m.	2
9-10 p.m.	0	Day 2 Total	1	8-9 p.m.	0
Day 1 Total	0			9-10 p.m.	0
				10-11 p.m.	1
				Day 3 Total	369

They Identified Themselves As



- 41.08% I am from a surrounding county and drove in for the day for this event.
- 14.86% I am here for the WIDU Anniversary and staying with family or friends.
- 14.59% I am a resident of Fayetteville/Cumberland County.
- 11.35% I am here for the WIDU Anniversary specifically and am overnighing in a hotel.
- 11.35% I am in the area visiting family or friends and they brought me to this event.
- 5.95% I am visiting the area for other purposes, but heard about the event and came.
- 0.81% I am staying at a hotel and the hotel referred me to this event.

Where Were They From

- 4 of the 370 completed surveys provided an invalid zip code.
- 277 (74.86%) were from North Carolina.
- 107 (28.92%) were from more than 100 miles from Fayetteville.
- 42 (11.35%) identified themselves as being here specifically for the event and overnighting in a hotel.

Top 5 by State

1. North Carolina	277
2. South Carolina	35
3. Virginia	27
4. Maryland	10
5. Tennessee	4

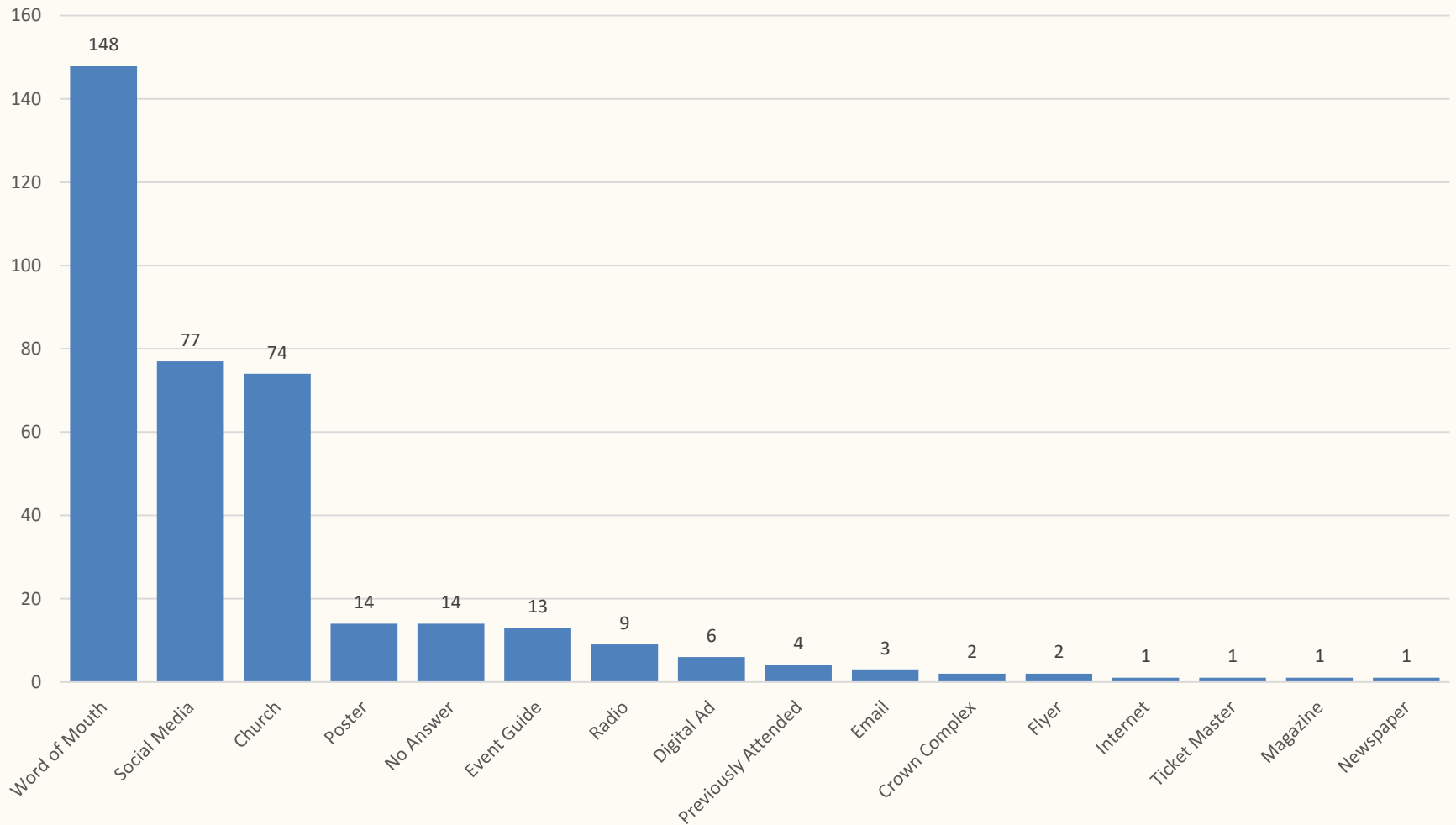
Top 5 by County

1. Cumberland, NC	54
2. Wake, NC	21
3. Robeson & Scotland, NC	11
4. Onslow, Wayne, Harnett, NC & Marion, SC	10
5. Richmond, Pasquotank, Durham, NC	9

Top 5 by City

1. Fayetteville, NC	43
2. Raleigh & Laurinburg, NC	10
3. Durham & Elizabeth City, NC	9
4. Jacksonville & Raiford, NC	8
5. Many Cities Tied	7

How Did They Find Out About Event



Occupancy Comparison

“Fayetteville Area CVB Weekly Report”

Information is pulled directly from the STR Report

Occupancy %	Oct 10	Oct 11	Oct 12
2019	56.0%	62.7%	65.0%
2018	76.3%	84.2%	83.2%
Percent Change	-26.6%	-25.5%	-22.0%

2018 – Hurricane Florence affected hotel occupancy for displaced residents.

Attendance

Per the Crown Complex, the actual attendance for the event was **10,237** versus festival estimation prior to event of **20,000**.

3 visitor was referred by their hotel.

14.59% (54) were from Cumberland County, including Fort Bragg; however not one person surveyed selected that they were stationed at Fort Bragg and living in Cumberland County.

41.08% (152) stated they were from a surrounding county and were a day-tripper.

Hotel Information from Surveys

The 42 who came for the event and stayed at the hotel, listed the following hotels:

Mt. Rose Hotel	5	TRU by Hilton	2
No Answer	5	Holiday Inn	2
Days Inn & Suites	3	Holiday Inn express	2
Comfort Inn Suites	3	Comfort inn	1
Doubletree Hilton	3	Springfield Hotel	1
Ramada	2	Residence Inn	1
Homewood Suite	2	Econolodge	1
Holiday Inn Express, Hope Mills	2	Hampton Inn	1
Quality Inn	2	Candlewood Suite	1
Hampton Inn & Suites	2	Getting one tonight	1

Of those participants staying at a hotel, the overall average length of stay was **2** nights.

Official Hotel Pick Up: 93 Room Nights as reported from hotels.

Participating hotels:

Fairfield Inn & Suites Fayetteville North - 4
 Hampton Inn & Suites Fayetteville - 68
 Homewood Suites by Hilton - 6
 Red Lion Inn & Suites Cross Creek - 9
 TRU by Hilton Fayetteville I-95 - 6

Potential Revenue (using Oct ADR) - \$82.26.

Hotel Revenue - \$9,650.18.

**ADR is reported by Smith Travel Research (STR), which is used by the global hotel industry as a vital revenue management tool. The report benchmarks a hotel's performance against its competitive aggregate and local market. The STAR program tracks and delivers monthly, weekly and daily data.*

Thank You



Proudly Promoting the
Communities of Cumberland County

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