

Fayetteville Area Golf Association Golf Profile

The Fayetteville Golf Association in conjunction with the Fayetteville Area Convention and Visitors Bureau wanted to gain a better understanding of the overnight group golf market in Fayetteville and determine ways to increase room nights from this travel segment. Market Verge conducted a Golf Inquiry Conversion Study, a Golf Visitor Profile Study, and a Fayetteville Golf Association Member Survey during a one-year period, analyzing group golf activity by season. We gathered demographic profiles, visitor satisfaction levels, inquiry conversion percentages, and golf vacation-decision factors. Information was obtained using both qualitative (one-on-one interviews and group discussions) and quantitative (online) research methods. Expected results from the combined studies include a merging of the golf association into the CVB for better marketing effectiveness, the creation of a Fayetteville-area golf brand positioning, and an integration of the brand into internal and external communications.