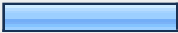

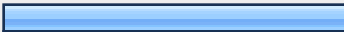



Buncombe County TDA Input Survey 2010

1. Do you anticipate in the July 2010- June 2011 that your business will:			
		Response Percent	Response Count
increase 1-3 percent over 09-10 fiscal year		29.0%	36
increase 4-6 percent over 09-10 fiscal year		16.1%	20
increase 7-10 percent over 09-10 fiscal year		16.1%	20
increase 11 percent or more over 09-10 fiscal year		8.9%	11
remain flat or about the same		22.6%	28
decrease 1-3 percent over 09-10 fiscal year		0.8%	1
decrease 4-6 percent over 09-10 fiscal year		1.6%	2
decrease 7-10 percent over 09-10 fiscal year		1.6%	2
decrease 11 percent or more over 09-10 fiscal year		3.2%	4
	answered question		124
	skipped question		0




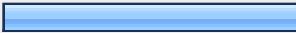
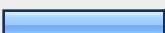
2. Media Spending Looking ahead, how much does YOUR organization plan to spend on advertising in the July 2010- June 2011 fiscal year.

		Response Percent	Response Count
I anticipate that we will allocate more dollars to advertising.		26.6%	33
I anticipate that we will spend fewer dollars on advertising.		8.9%	11
I anticipate that our ad spending will remain about the same.		52.4%	65
We don't have an advertising budget.		12.1%	15
Additional Comments			19
answered question			124
skipped question			0

3. If advertising opportunities were available on ExploreAsheville.com and/or FoodtopianSociety.com how likely is it that your business would participate?

	Likely	Maybe	Unlikely	Prefer no advertising option on the site.	Response Count
Display banners	16.7% (19)	39.5% (45)	30.7% (35)	13.2% (15)	114
Enhanced listing	20.4% (23)	46.0% (52)	20.4% (23)	13.3% (15)	113
Downloadable brochure	14.8% (17)	42.6% (49)	32.2% (37)	10.4% (12)	115
Video Sponsorship	3.8% (4)	27.9% (29)	53.8% (56)	14.4% (15)	104
Comments:					21
answered question					124
skipped question					0





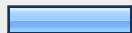



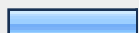

4. Cooperative Advertising Given the economy, it was not surprising to see limited interest in the Asheville CVB advertising co-op program the past year. As we plan for July 2010- June 2011, we would like to gauge your interest in participating in a co-op program. How much, if any, do you think you would allocate toward inclusion in the co-operative advertising campaign through the Asheville CVB (Do NOT include participation in the Visitor Guide or programs in the Chamber Visitor Center).






		Response Percent	Response Count
Approximately \$1,000 or less		21.8%	27
Between \$1,000-\$5,000		8.1%	10
More than \$5,000		0.8%	1
Unsure whether we will be able to participate		45.2%	56
Will not participate		24.2%	30
<i>answered question</i>			124
<i>skipped question</i>			0

5. Looking to the July 2010/June 2011 fiscal year, do you expect the sectors of your business (as a percentage of your total business) will:

	Increase significantly	Increase somewhat	Stay about the same	Decrease somewhat	Decrease significantly	Response Count
Meetings and Conventions	5.0% (5)	26.7% (27)	55.4% (56)	8.9% (9)	4.0% (4)	101
Weddings	9.2% (9)	27.6% (27)	60.2% (59)	1.0% (1)	2.0% (2)	98
AAA	4.2% (4)	20.8% (20)	66.7% (64)	7.3% (7)	1.0% (1)	96
Motorcoach	0.0% (0)	25.3% (24)	58.9% (56)	9.5% (9)	6.3% (6)	95
Sports	2.2% (2)	13.5% (12)	75.3% (67)	5.6% (5)	3.4% (3)	89
<i>answered question</i>						106
<i>skipped question</i>						18

6. Please note the type of business you represent.

		Response Percent	Response Count
Hotel/Motel -- More than 200 rooms		4.8%	6
Hotel/Motel -- Between 101 and 200 rooms		9.7%	12
Hotel/Motel -- Fewer than 100 rooms		5.6%	7
Bed & Breakfast		10.5%	13
Tourism Attraction		18.5%	23
Restaurant		11.3%	14
Shop or Gallery		7.3%	9
Festival or Event Organizer		6.5%	8
Other Tourism-related business		19.4%	24
Non-tourism related organization		6.5%	8
		Other (please specify)	26
		<i>answered question</i>	124
		<i>skipped question</i>	0

7. Please indicate the position which most closely describes your job.			
		Response Percent	Response Count
General Manager/President/CEO/Owner/Innkeeper		67.7%	84
Sales Director or Manager		12.1%	15
Marketing Director or Manager		11.3%	14
Public Relations or Media Relations Director or Manager		2.4%	3
Other (please specify)		6.5%	8
		<i>answered question</i>	124
		<i>skipped question</i>	0

8. Each year, the Asheville CVB stays in touch with its partners through a variety of meetings. As we grapple with the realities of time-impoverty, we welcome your feedback on how valuable some of these activities are and your interest in engaging in new ways. Please let us know how valuable you think each gathering is to you and your business.

	Very valuable	Somewhat valuable	Nice, but not necessary	Not very valuable	Don't usually attend	Response Count
Annual Presentation of Marketing/Communications Plan (August)	32.8% (38)	35.3% (41)	11.2% (13)	2.6% (3)	18.1% (21)	116
Holiday Christmas Gathering at the Chamber (December)	11.4% (13)	21.9% (25)	38.6% (44)	3.5% (4)	24.6% (28)	114
Committee Meetings (such as Travel & Tour, Group Business Development, and Marketing/PR) held every other month	27.0% (31)	39.1% (45)	7.0% (8)	4.3% (5)	22.6% (26)	115
CVB Updates as needed (such as rock slide, Destination Wedding efforts etc.)	58.3% (70)	24.2% (29)	5.8% (7)	2.5% (3)	9.2% (11)	120
					Any Other Comments?	15
					answered question	124
					skipped question	0

9. Are there any other thoughts, comments, suggestions or wild ideas that you would like to share with the CVB staff and the Buncombe County TDA board?

	Response Count
	24
	answered question
	24
	skipped question
	100