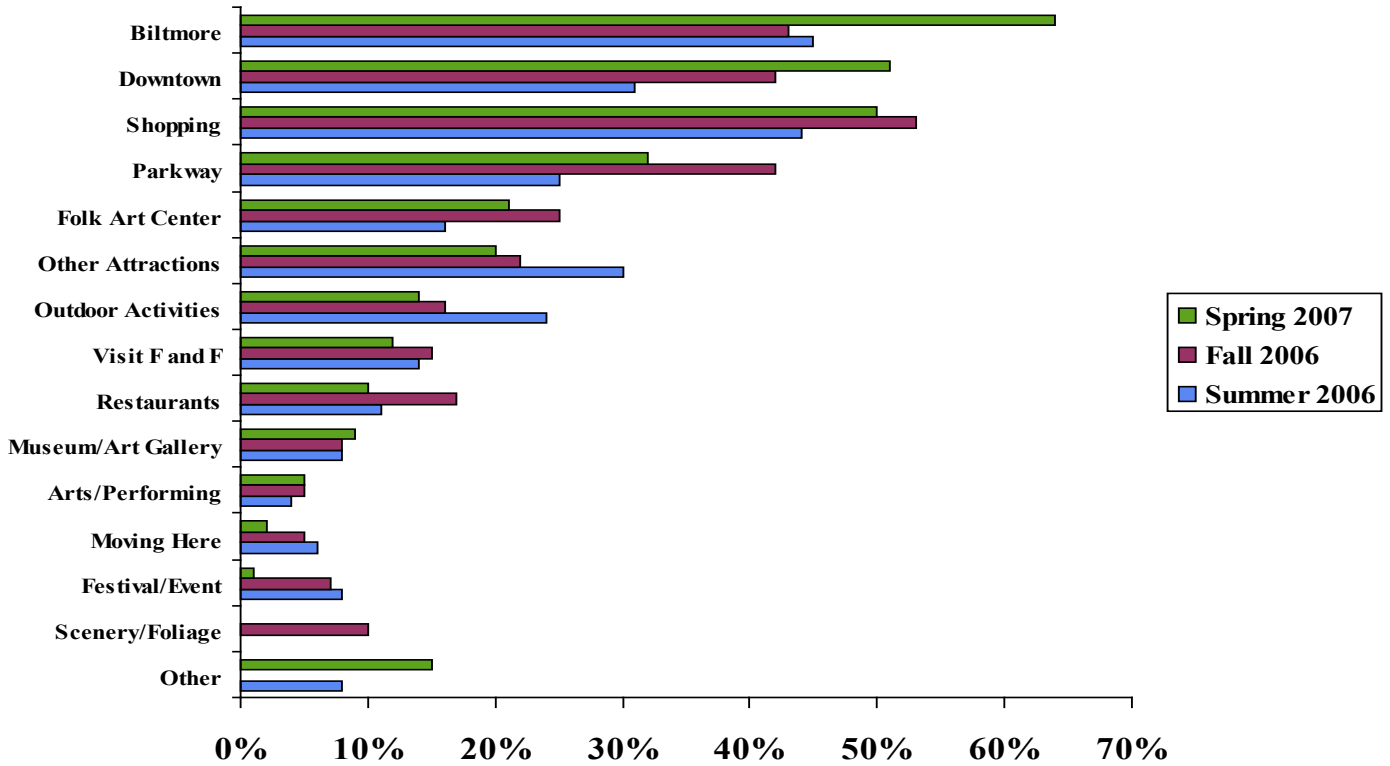


Asheville Area Visitor Survey Data Spring 2007

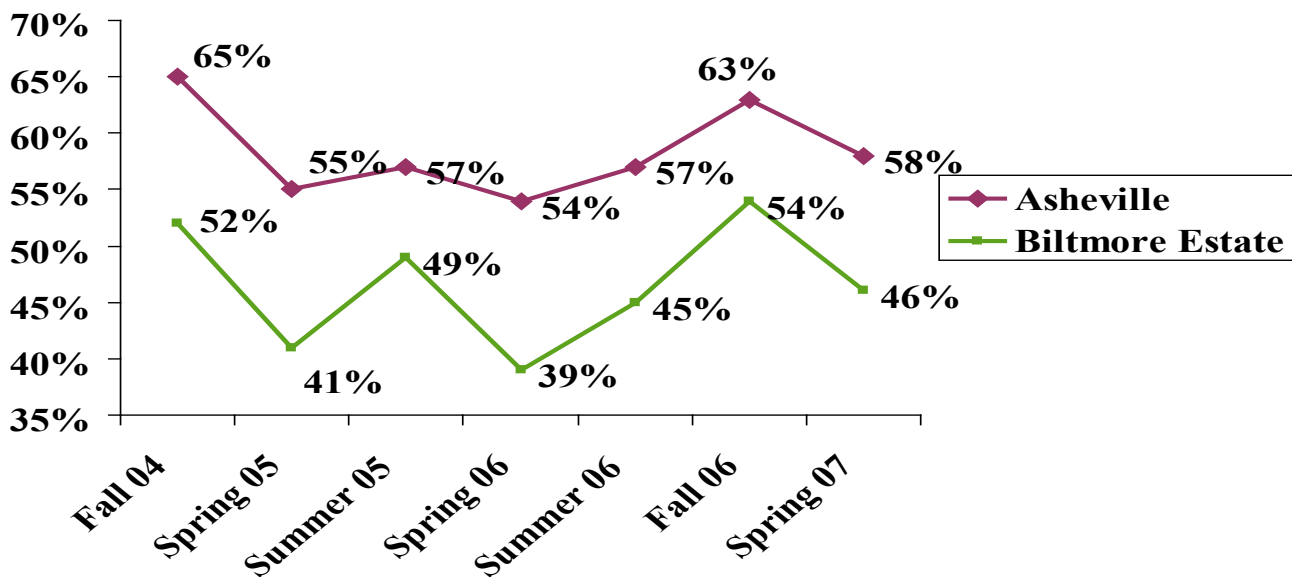
Visiting Biltmore Estate was the most mentioned activity by leisure visitors



Visitor Response to single open-ended question:

What activities are included in your plans while visiting Asheville this time?

Fall has the highest % of Asheville repeat and Biltmore repeat visitors



Visitor Response to two separate questions:

Have you ever visited Asheville before?

Have you ever visited Biltmore Estate prior to this trip?