



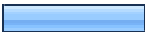










1. Do you anticipate in the July 2011-June 2012 that YOUR business will:

		Response Percent	Response Count
increase 1-3 percent over 10-11 fiscal year		29.4%	35
increase 4-6 percent over 10-11 fiscal year		23.5%	28
increase 7-10 percent over 10-11 fiscal year		12.6%	15
increase 11 percent or more over 10-11 fiscal year		9.2%	11
remain flat or about the same		21.0%	25
decrease 1-3 percent over 10-11 fiscal year		0.8%	1
decrease 4-6 percent over 10-11 fiscal year		0.8%	1
decrease 7-10 percent over 10-11 fiscal year		1.7%	2
decrease 11 percent or more over 10-11 fiscal year		0.8%	1
		answered question	119
		skipped question	0




2. Media Spending Looking ahead, how much does YOUR organization plan to spend on advertising in the July 2011- June 2012 fiscal year.

		Response Percent	Response Count
I anticipate that we will allocate more dollars to advertising.		23.5%	28
I anticipate that we will spend fewer dollars on advertising.		15.1%	18
I anticipate that our ad spending will remain about the same.		53.8%	64
We don't have an advertising budget.		7.6%	9
	Additional Comments		8
	answered question		119
	skipped question		0

3. If new PAID opportunities were available on ExploreAsheville.com that would enhance your listing, how likely is it that your business would participate?

	Likely	Maybe	Unlikely	Prefer no advertising option on the site.	Response Count
Premium Sponsored Listing	12.5% (14)	41.1% (46)	36.6% (41)	9.8% (11)	112
Embedded Video on Details Page	14.8% (16)	38.9% (42)	36.1% (39)	10.2% (11)	108
Additional Images on Details Page	18.9% (21)	44.1% (49)	27.9% (31)	9.0% (10)	111
				Comments:	15
				answered question	119
				skipped question	0

4. Coop Advertising How important to your marketing plan is the ability to participate in CVB cooperative advertising (do not include participation in the Visitor Guide or programs in the Chamber Visitor Center).

		Response Percent	Response Count
Very Important -- I always participate.		12.6%	15
Somewhat Important -- I sometimes participate if the right opportunity is available.		48.7%	58
Not Very Important -- I usually don't participate.		38.7%	46
	Additional Comments		5
	answered question		119
	skipped question		0






5. Looking to the July 2011-June 2012 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	8.9% (9)	34.7% (35)	51.5% (52)	3.0% (3)	2.0% (2)	101
Weddings	10.0% (10)	38.0% (38)	51.0% (51)	1.0% (1)	0.0% (0)	100
AAA	10.9% (10)	37.0% (34)	50.0% (46)	2.2% (2)	0.0% (0)	92
Motorcoach	4.2% (4)	34.4% (33)	56.3% (54)	4.2% (4)	1.0% (1)	96
Sports	6.5% (6)	28.0% (26)	63.4% (59)	2.2% (2)	0.0% (0)	93
						answered question
						108
						skipped question
						11

6. Please note the type of business you represent.

		Response Percent	Response Count
Hotel/Motel -- More than 200 rooms		9.2%	11
Hotel/Motel -- Between 101 and 200 rooms		11.8%	14
Hotel/Motel -- Fewer than 100 rooms		12.6%	15
Bed & Breakfast		10.9%	13
Tourism Attraction		17.6%	21
Restaurant		5.0%	6
Shop or Gallery		10.1%	12
Festival or Event Organizer		2.5%	3
Other Tourism-related business		15.1%	18
Non-tourism related organization		5.0%	6
	Other (please specify)		18
answered question			119
skipped question			0

7. Please indicate the position which most closely describes your job.

		Response Percent	Response Count
General Manager/President/CEO/Owner/Innkeeper		61.3%	73
Sales Director or Manager		20.2%	24
Marketing Director or Manager		8.4%	10
Public Relations or Media Relations Director or Manager		3.4%	4
Other (please specify)		6.7%	8
		answered question	119
		skipped question	0

8. Are there any other trends that you are noticing that the TDA and CVB should consider in the upcoming budget year?

	Response Count
	24
answered question	24
skipped question	95

9. Thank you so much for your time. If you have further comment, please let us know.

	Response Count
	5
answered question	5
skipped question	114