

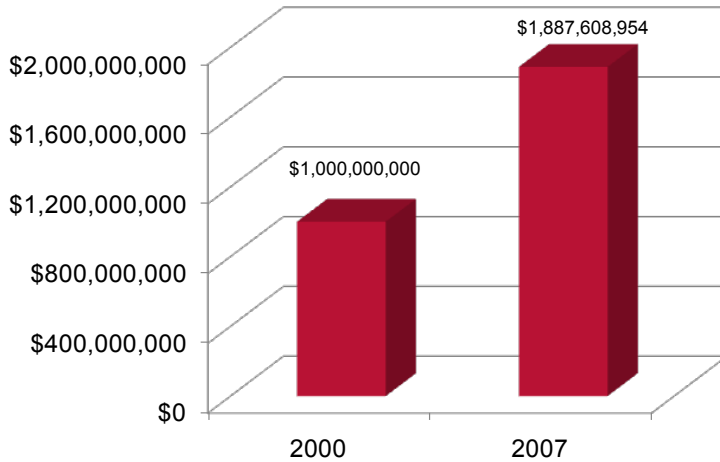
Asheville Area Tourism Research

Updated April 2011

Visitor Volume

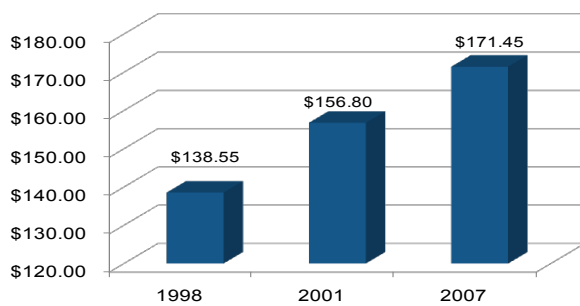
The Asheville Area receives over 2.9 million overnight leisure visitors per year.

Economic Impact of Tourism on Area (direct & indirect)



*Based on DK Shifflet 2007 visitor volume & daily spending numbers from 06-07 Intercept Study

Visitor Spending



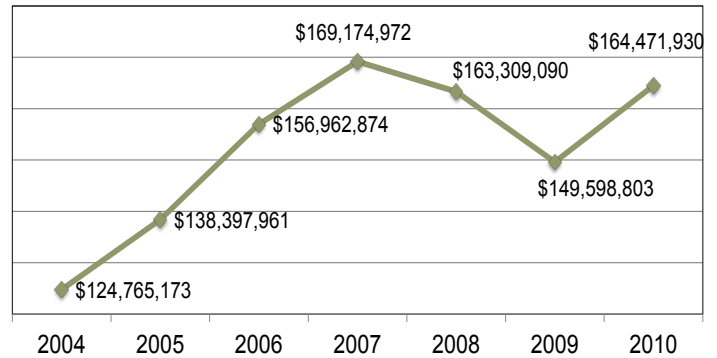
Typical Visitor:

- Age: 50s
- HH income: approximately \$100,000
- No children in the home (i.e. empty nesters)
- More than half employed full-time, more than 1/3 retired
- Married
- Traveling as a couple
- Has internet access

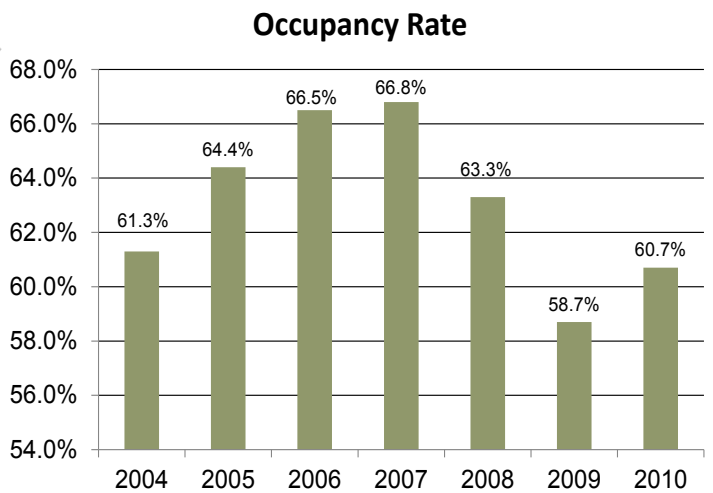
- Average Party Size: 2.6 people
- Average Length of Stay: 2.3 days

*Information from 06-07 intercept study & cluster study of Asheville inquiry database

Buncombe County Hotel Sales



Annual Occupancy Rate



Average Daily Rate & Revenue Per Available Room

