












1. Do you anticipate in the July 2012-June 2013 that YOUR business will:

| | | Response Percent | Response Count |
|---|---|--------------------------|----------------|
| increase 1-3 percent compared to 11-12 fiscal year |  | 29.5% | 31 |
| increase 4-6 percent compared to 11-12 fiscal year |  | 32.4% | 34 |
| increase 7-10 percent compared to 1-12 fiscal year |  | 17.1% | 18 |
| increase 11 percent or compared to 11-12 fiscal year |  | 8.6% | 9 |
| remain flat or about the same |  | 8.6% | 9 |
| decrease 1-3 percent compared to 11-12 fiscal year |  | 2.9% | 3 |
| decrease 4-6 percent compared to 11-12 fiscal year | | 0.0% | 0 |
| decrease 7-10 percent compared to 11-12 fiscal year | | 0.0% | 0 |
| decrease 11 percent or more compared to 11-12 fiscal year |  | 1.0% | 1 |
| | | answered question | 105 |
| | | skipped question | 0 |


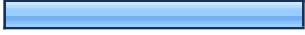

2. Looking to the July 2012-June 2013 fiscal year, do you expect the sectors of your business (as a percentage of your total business) will:

| | Increase significantly | Increase somewhat | Stay about the same | Decrease somewhat | Decrease significantly | Response Count |
|--------------------------|------------------------|-------------------|---------------------|-------------------|------------------------|----------------|
| Meetings and Conventions | 10.6% (10) | 40.4% (38) | 47.9% (45) | 0.0% (0) | 1.1% (1) | 94 |
| Weddings | 6.7% (6) | 33.3% (30) | 56.7% (51) | 1.1% (1) | 2.2% (2) | 90 |
| AAA | 5.9% (5) | 28.2% (24) | 61.2% (52) | 4.7% (4) | 0.0% (0) | 85 |
| Motorcoach | 3.6% (3) | 28.6% (24) | 54.8% (46) | 9.5% (8) | 3.6% (3) | 84 |
| Sports | 7.3% (6) | 35.4% (29) | 52.4% (43) | 0.0% (0) | 4.9% (4) | 82 |
| answered question | | | | | | 103 |
| skipped question | | | | | | 2 |

3. 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. |  | 29.5% | 31 |
| I anticipate that we will spend fewer dollars on advertising. |  | 7.6% | 8 |
| I anticipate that our ad spending will remain about the same. |  | 55.2% | 58 |
| We don't have an advertising budget. |  | 7.6% | 8 |
| Additional Comments | | | 8 |
| answered question | | | 105 |
| skipped question | | | 0 |

4. Which statement below most describes your average current customer?

| | | Response Percent | Response Count |
|---|---|------------------|----------------|
| Conscious about price and is looking for a discount or deal |  | 29.1% | 30 |
| Wants value, but isn't necessarily looking for a deep discount |  | 44.7% | 46 |
| More concerned about the experience or product than the price |  | 26.2% | 27 |
| | Other (please specify) | | 6 |
| | answered question | | 103 |
| | skipped question | | 2 |






5. What are you hearing about Asheville as a destination from visitors? What are they coming to see? Anything new? What disappoints them? What surprises them?

| | Response Count |
|--------------------------|----------------|
| | 61 |
| answered question | 61 |
| skipped question | 44 |

6. Please note the type of business you represent.

| | | Response Percent | Response Count |
|--|------------------------|---------------------|-------------------|
| Hotel/Motel -- More than 200 rooms | | 6.7% | 7 |
| Hotel/Motel -- Between 101 and 200 rooms | | 14.3% | 15 |
| Hotel/Motel -- Fewer than 100 rooms | | 10.5% | 11 |
| Bed & Breakfast | | 8.6% | 9 |
| Vacation Rental | | 4.8% | 5 |
| Tourism Attraction | | 18.1% | 19 |
| Restaurant | | 4.8% | 5 |
| Shop or Gallery | | 1.9% | 2 |
| Festival or Event Organizer | | 7.6% | 8 |
| Other Tourism-related business | | 17.1% | 18 |
| Non-tourism related organization | | 5.7% | 6 |
| | Other (please specify) | | 18 |
| answered question | | | 105 |
| skipped question | | | 0 |

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

| | | Response Percent | Response Count |
|---|---|--------------------------|----------------|
| General Manager/President/CEO/Owner/Innkeeper |  | 61.9% | 65 |
| Sales Director or Manager |  | 14.3% | 15 |
| Marketing Director or Manager |  | 8.6% | 9 |
| Public Relations or Media Relations Director or Manager |  | 2.9% | 3 |
| Other (please specify) |  | 12.4% | 13 |
| | | answered question | 105 |
| | | skipped question | 0 |

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

| | Response Count |
|--------------------------|----------------|
| | 38 |
| answered question | 38 |
| skipped question | 67 |

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

| | Response Count |
|--------------------------|----------------|
| | 13 |
| answered question | 13 |
| skipped question | 92 |