

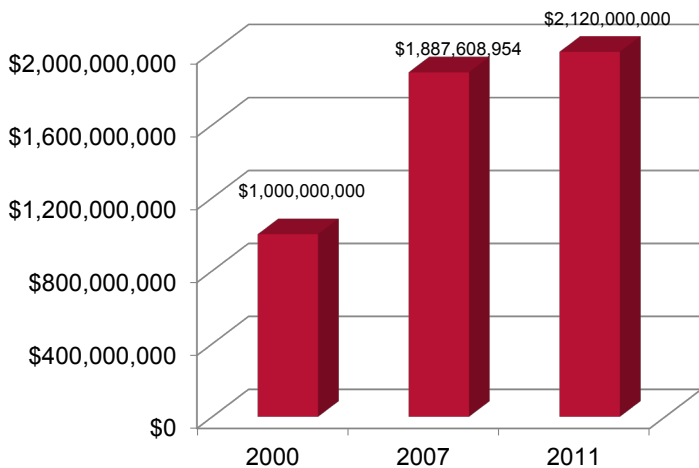
# Asheville Area Tourism Research

Updated March 2012

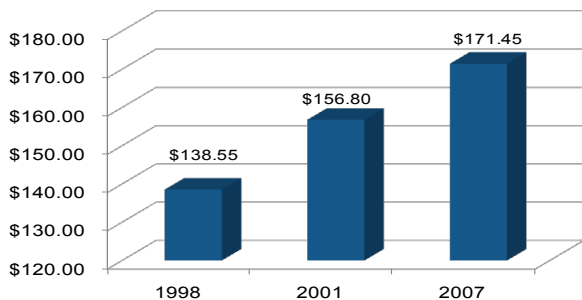
## Visitor Volume

The Asheville Area receives over 3 million overnight leisure visitors per year.

## Economic Impact of Tourism on Area (direct, indirect and induced)



## Visitor Spending



The Asheville Visitor Center received 120,000 visitors in 2011

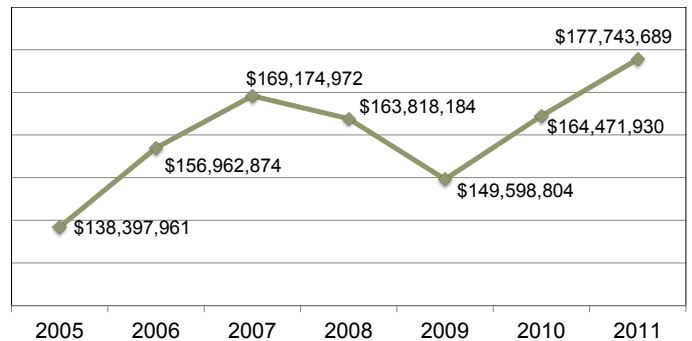
## Typical Visitor:

- 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 and traveling as a couple
- Has internet access
- Average Party Size: 2.6 people
- Average Length of Stay: 2.8 days

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

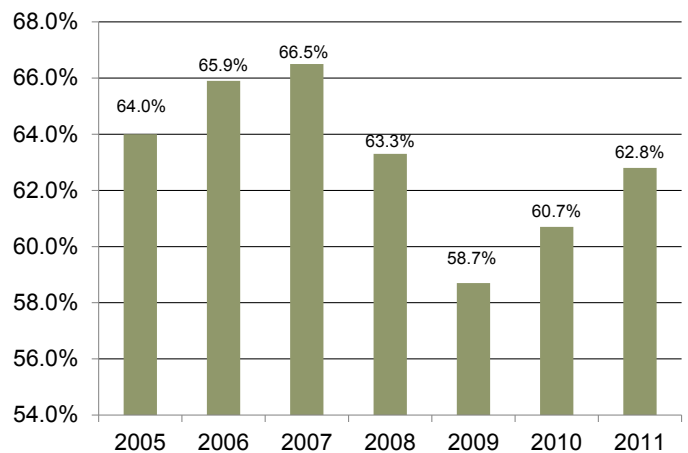
## Buncombe County Hotel Sales

Calendar Year | Source: Buncombe County Finance



## Annual Occupancy Rate

Calendar Year | Source: Smith Travel Research



## Average Daily Rate & Revenue Per Available Room

Calendar Year | Source: Smith Travel Research

