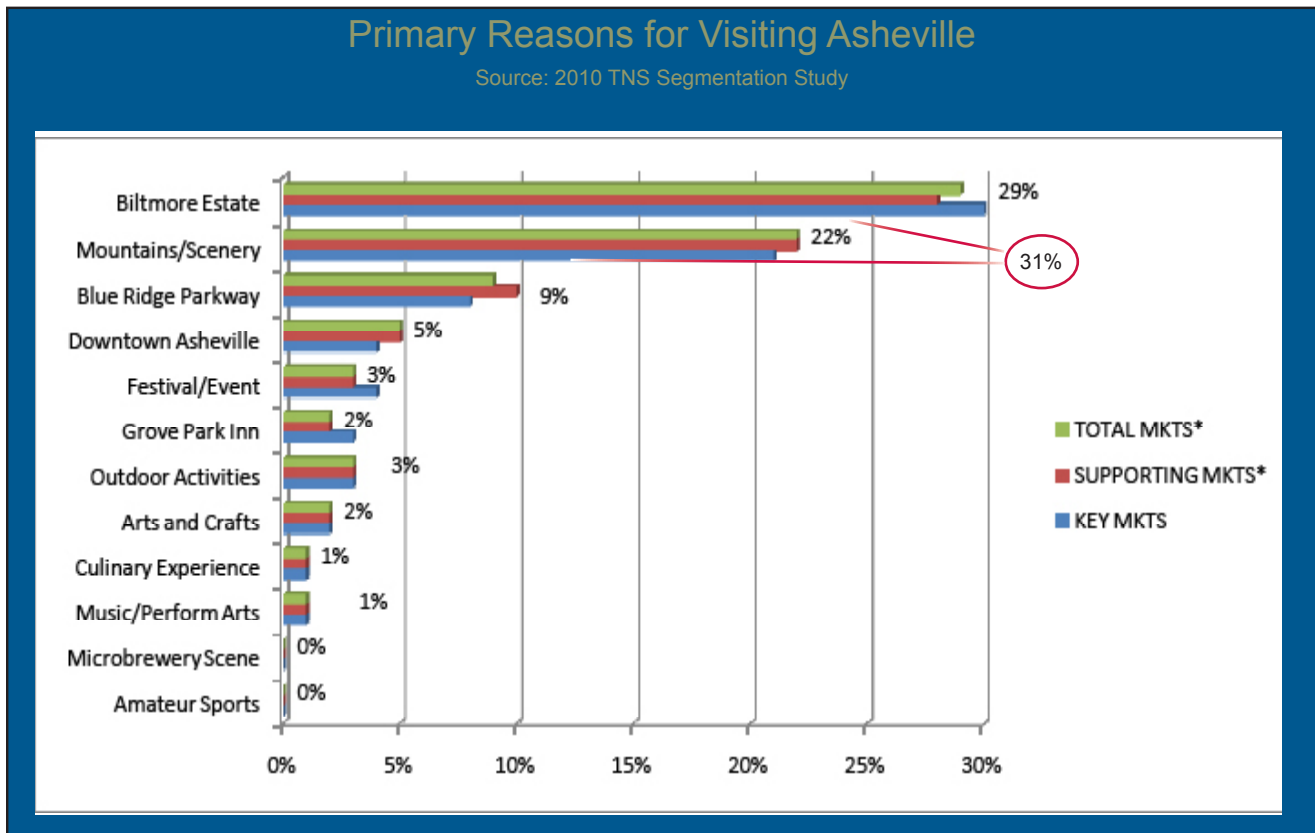
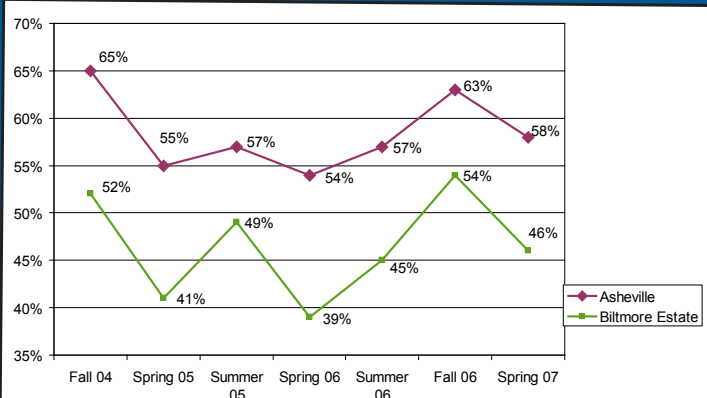


Asheville Area Visitor Survey 2007 & 2010 Data



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

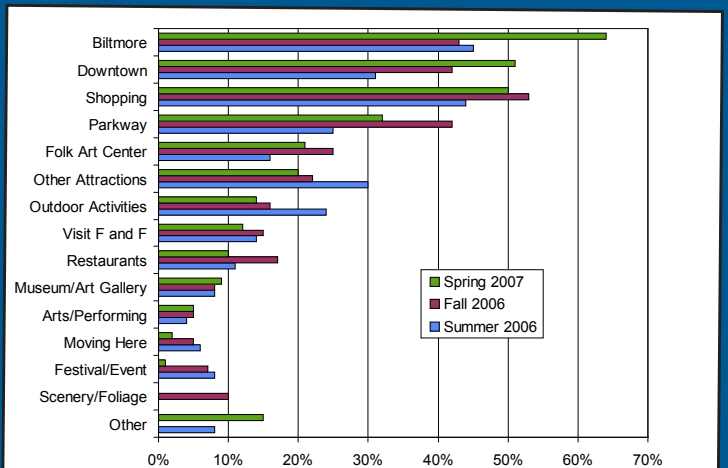
Source: Asheville Area Visitor Survey 2007



Visitor response to two separate questions:
 Have you ever visited Asheville before?
 Have you ever visited Biltmore Estate prior to this trip?

Asheville leisure visitors most often cite Biltmore and mountains/scenery as primary motivators

Source: Asheville Area Visitor Survey 2007



Visitor response to open ended question (check all):
 What activities are included in your plans while visiting Asheville this time?