



Buncombe County Visitor Profile

2012-2014 Data

June 24, 2015



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Methodology

- DKSA's Travel Performance Monitor measures the travel behavior of US residents
- Online survey of 50,000 households per month
- Records overnight trips for past 3 months, and daytrips for 1 month
- "Travel" is defined as:
 - An overnight trip
 - Or, a day trip to a "place away from home"
- These results are for Overnight Leisure visitors in PERSON-STAYS

Results Include

- Demographics
- Origin Markets
- Transportation
- Trip Timing
- Trip Characteristics
- Activity Participation
- Accommodation Types
- Performance Ratings

Demographics

Overnight Leisure



Age Distribution: U.S. and Asheville

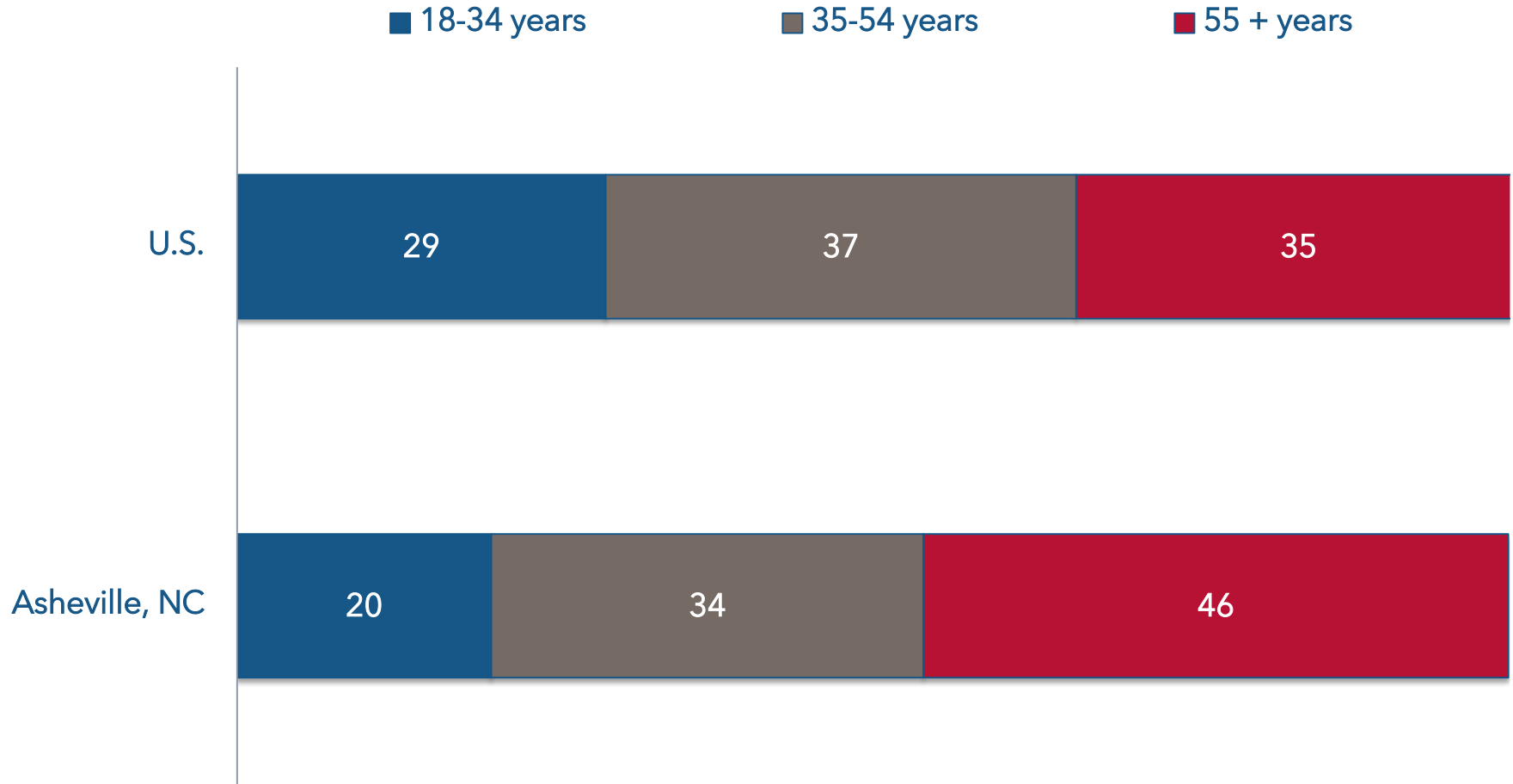


Chart 2 • Segment: 2012-2014 Overnight Leisure Person-Stays (%) • Asheville N = 587 household count

Traveler Generation Distribution: U.S. and Asheville

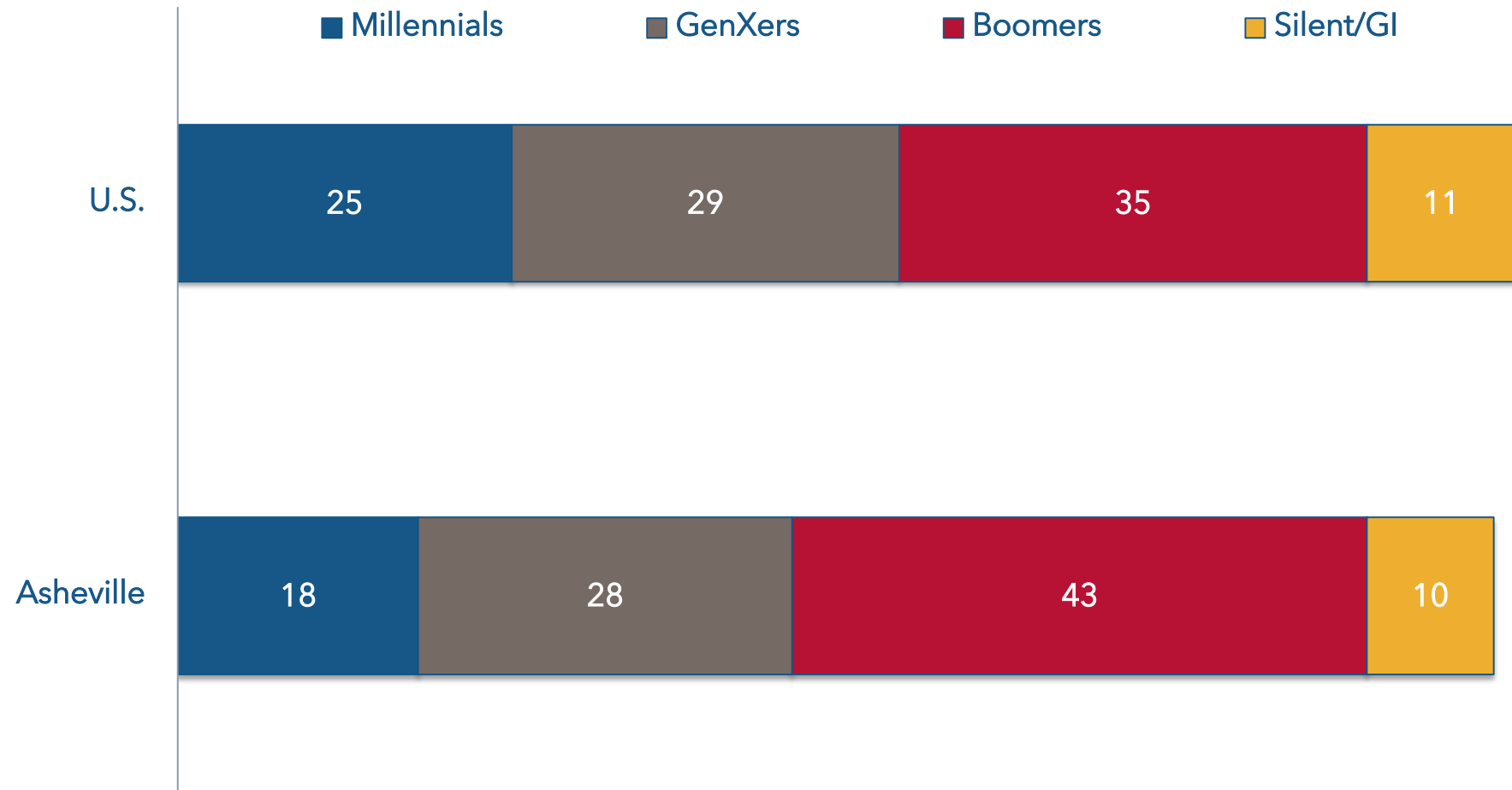


Chart 13 • Segment: 2012-2014 Overnight Leisure Person-Stays (%) • Asheville N = 587 household count

Distribution of Children in Household: U.S. and Asheville

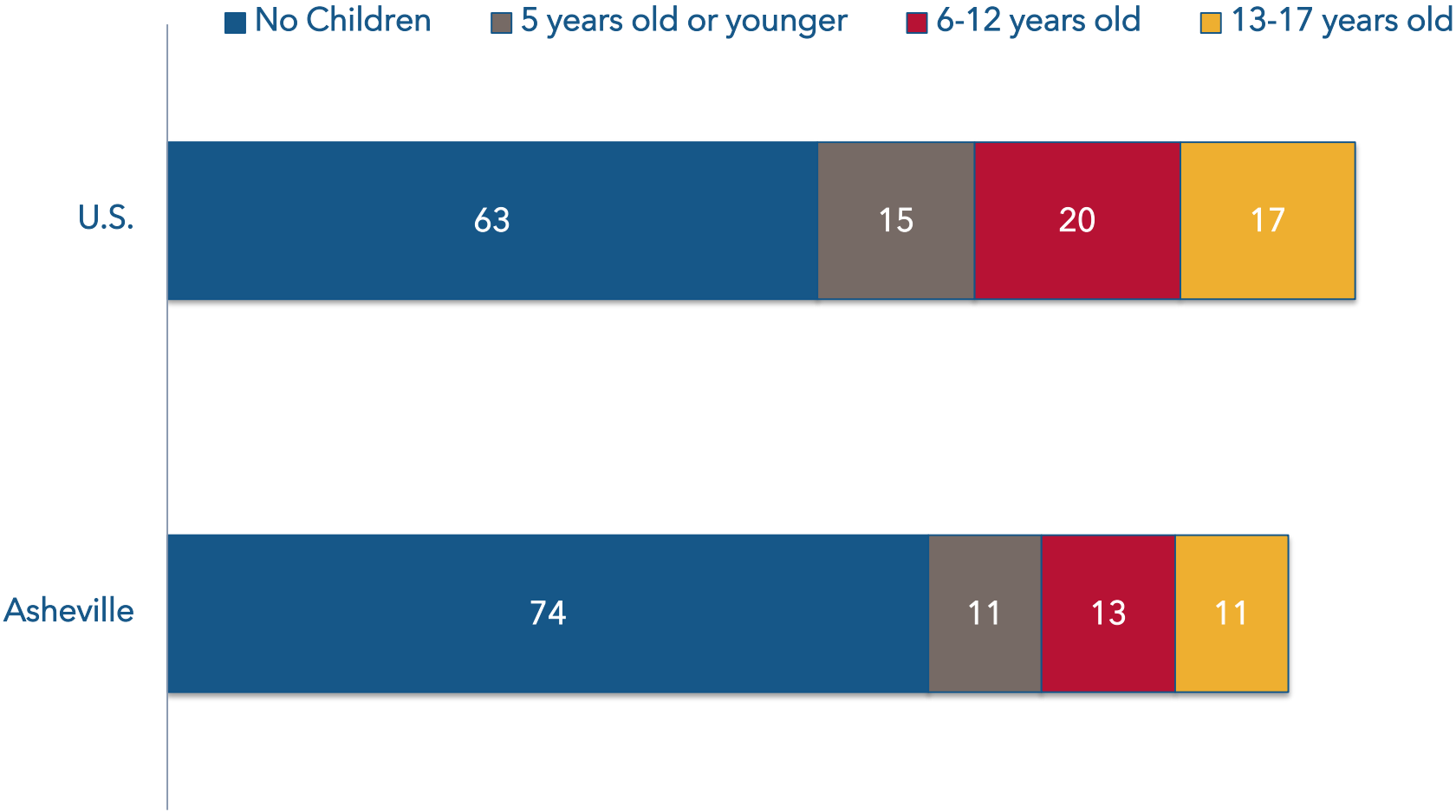


Chart 8 • Segment: 2012-2014 Overnight Leisure Person-Stay (%) • Asheville N = 587 household count

Travel Party Composition: U.S. and Asheville

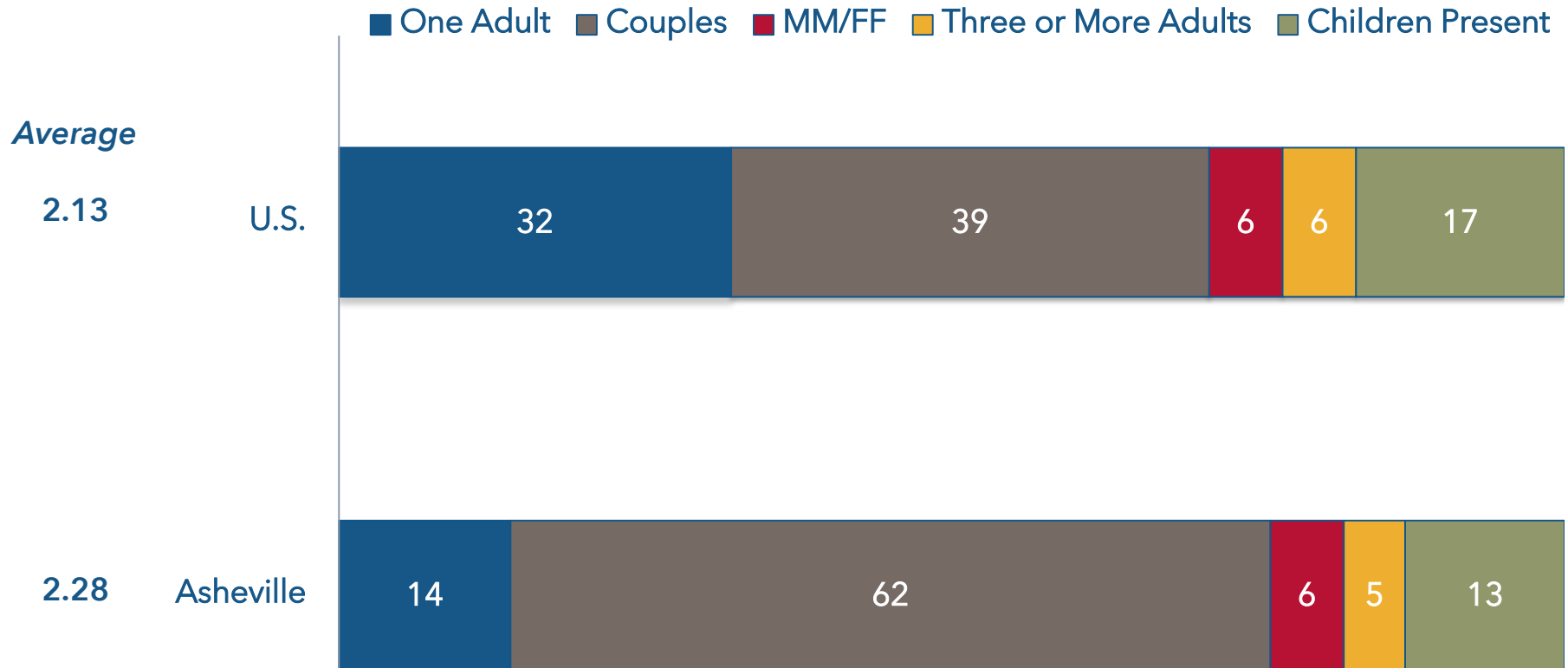


Chart 35 • Segment: 2012-2014 Overnight Leisure Stays (%) • Asheville N = 587 household count

Children Present

Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

MM/FF
Include either two females or two males from different households traveling together.

Life Stage Distribution: U.S. and Asheville

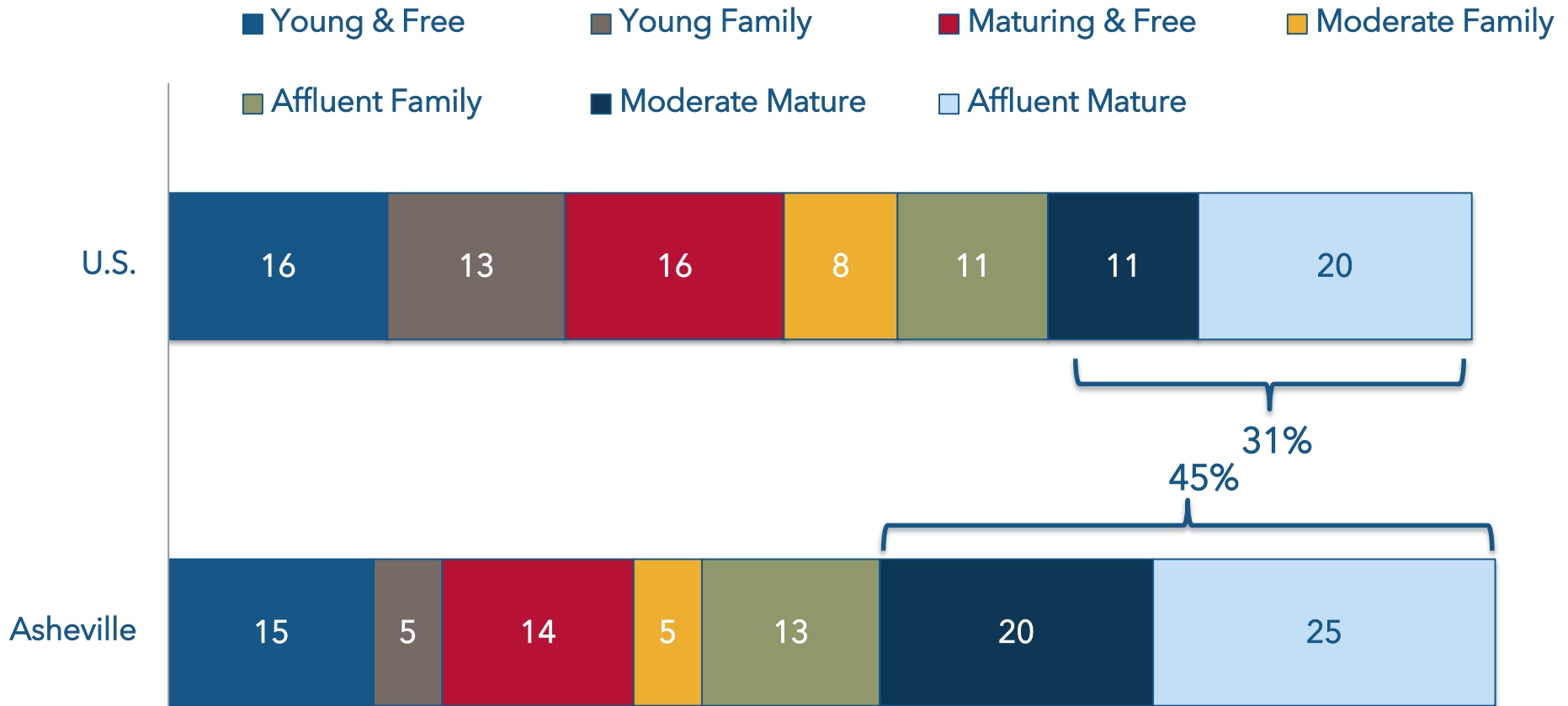


Chart 10 • Segment: 2012-2014 Overnight Leisure Person-Stays (%) • Asheville N = 587 household count

Asheville Traveler Generation Comparison

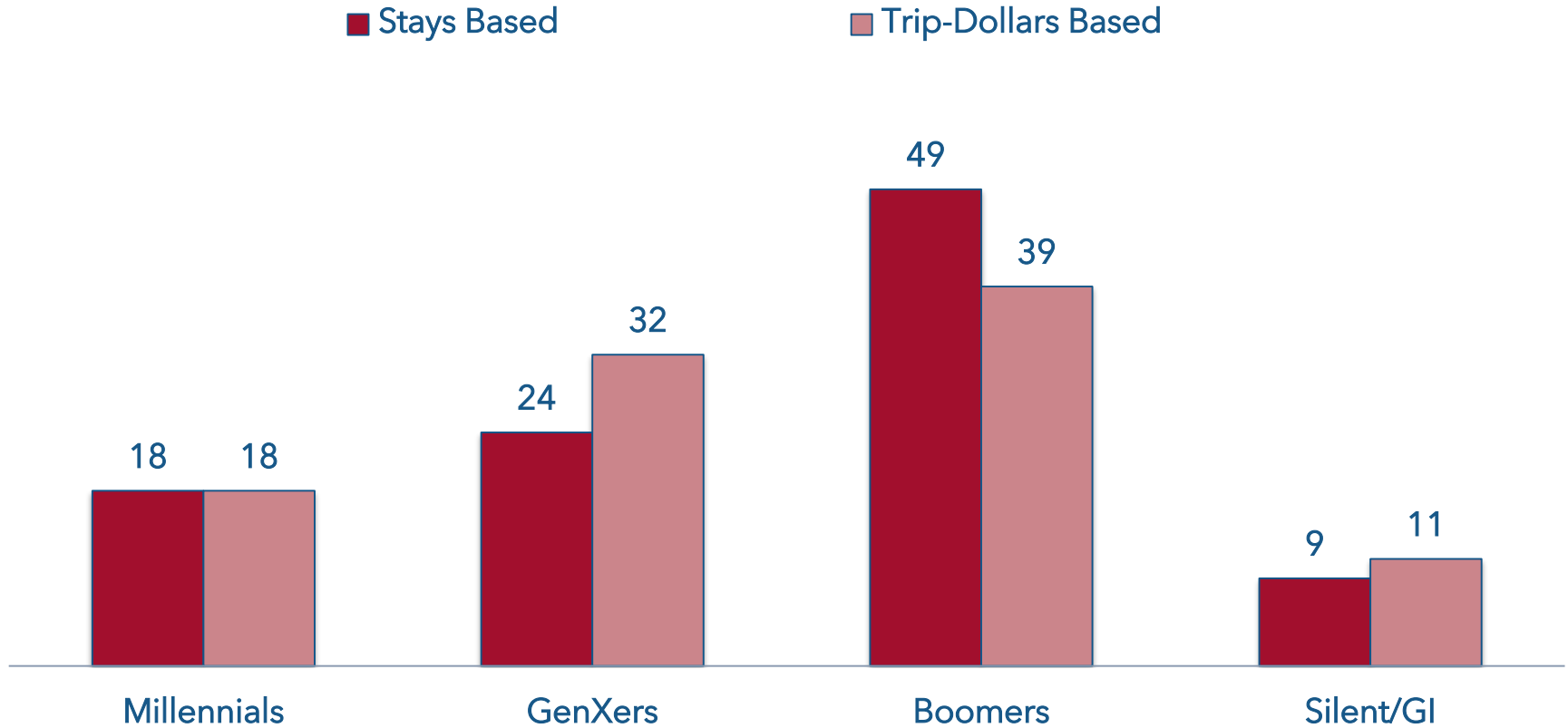


Chart 15 • Segment: 2012-2014 Overnight Leisure (%) • Asheville N = 570 household count

Household Income Distribution: U.S. and Asheville

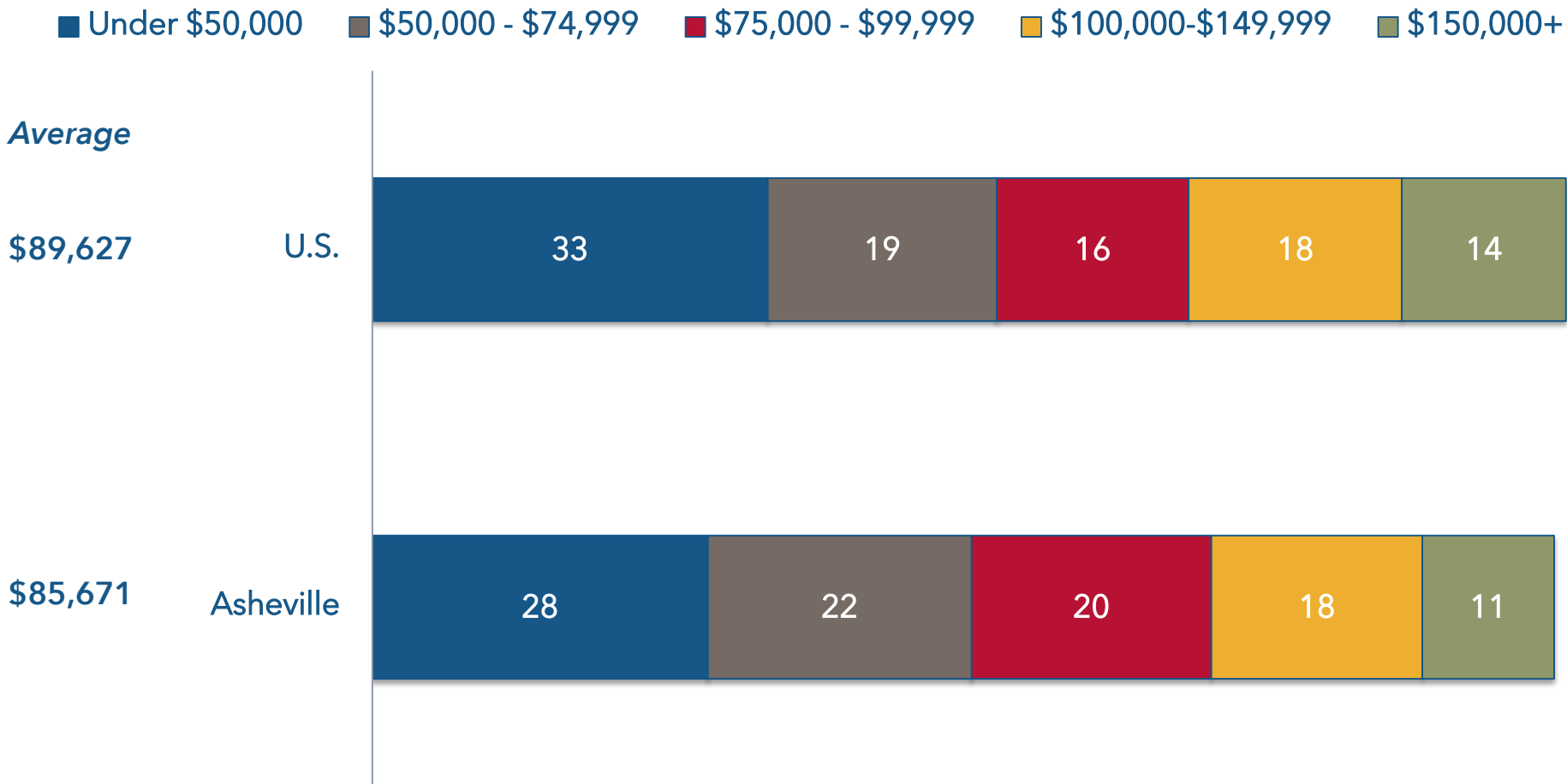


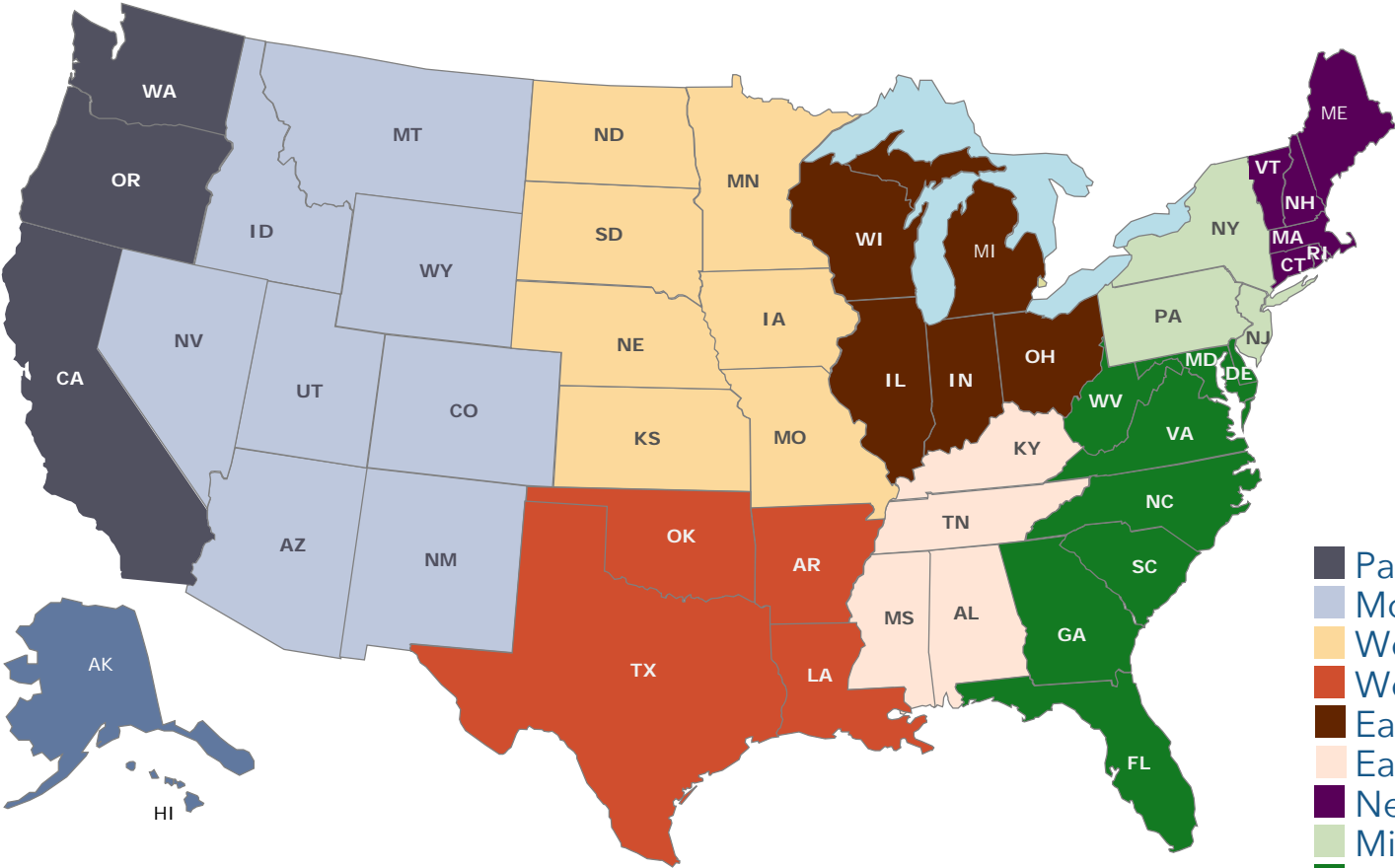
Chart 9 • Segment: 2012-2014 Overnight Leisure Person-Stays (%) • Asheville N = 587 household count

Origin Markets

Overnight Leisure



Origin Regions for Travel to Asheville

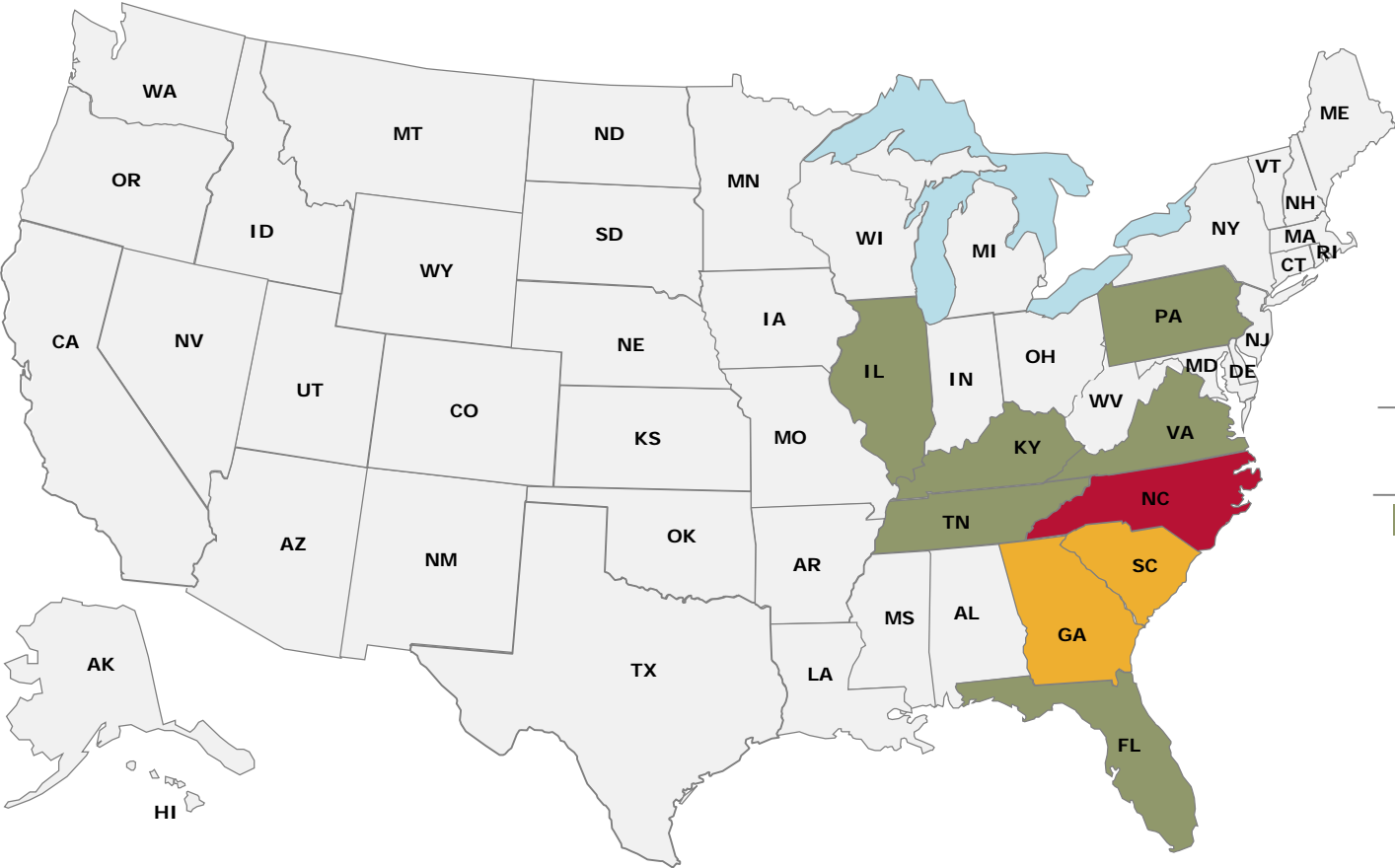


LEGEND

Pacific	1.7%
Mountain	0.4%
West North Central	1.4%
West South Central	1.6%
East North Central	7.7%
East South Central	12.6%
New England	1.5%
Middle Atlantic	5.2%
South Atlantic	67.8%

Chart 16 • Segment: 2012-2014 Overnight Leisure Person-Stays (%) • Asheville N = 585 household count

Top Origin States to Asheville



LEGEND

- 24.3% North Carolina
- 17.0% South Carolina
- 13.8% Georgia
- 8.0% Florida
- 7.3% Tennessee
- 3.1% Pennsylvania
- 3.1% Virginia
- 2.3% Kentucky
- 2.0% Illinois

Chart 17 • Segment: 2012-2014 Overnight Leisure Person-Stays (%) • Asheville N = 585 household count

Top Origin DMAs to Asheville

	U.S.	Asheville
Charlotte, NC	1.2%	12.6%
Greenville-Spartanburg, SC - Asheville, NC - Anderson, SC	0.8%	8.8%
Atlanta, GA	2.2%	8.2%
Raleigh-Durham, NC	1.4%	7.3%
Charleston, SC	0.3%	6.8%
Macon, GA	0.2%	5.0%
Greensboro-High Point- Winston Salem, NC	0.7%	2.9%
Philadelphia, PA	2.5%	2.2%
Nashville, TN	0.8%	2.2%
Gainesville, FL	0.1%	2.2%
Top 12 Sum	10.2%	58.2%

Trip Characteristic

Overnight Leisure



Main Mode of Transportation: U.S. and Asheville

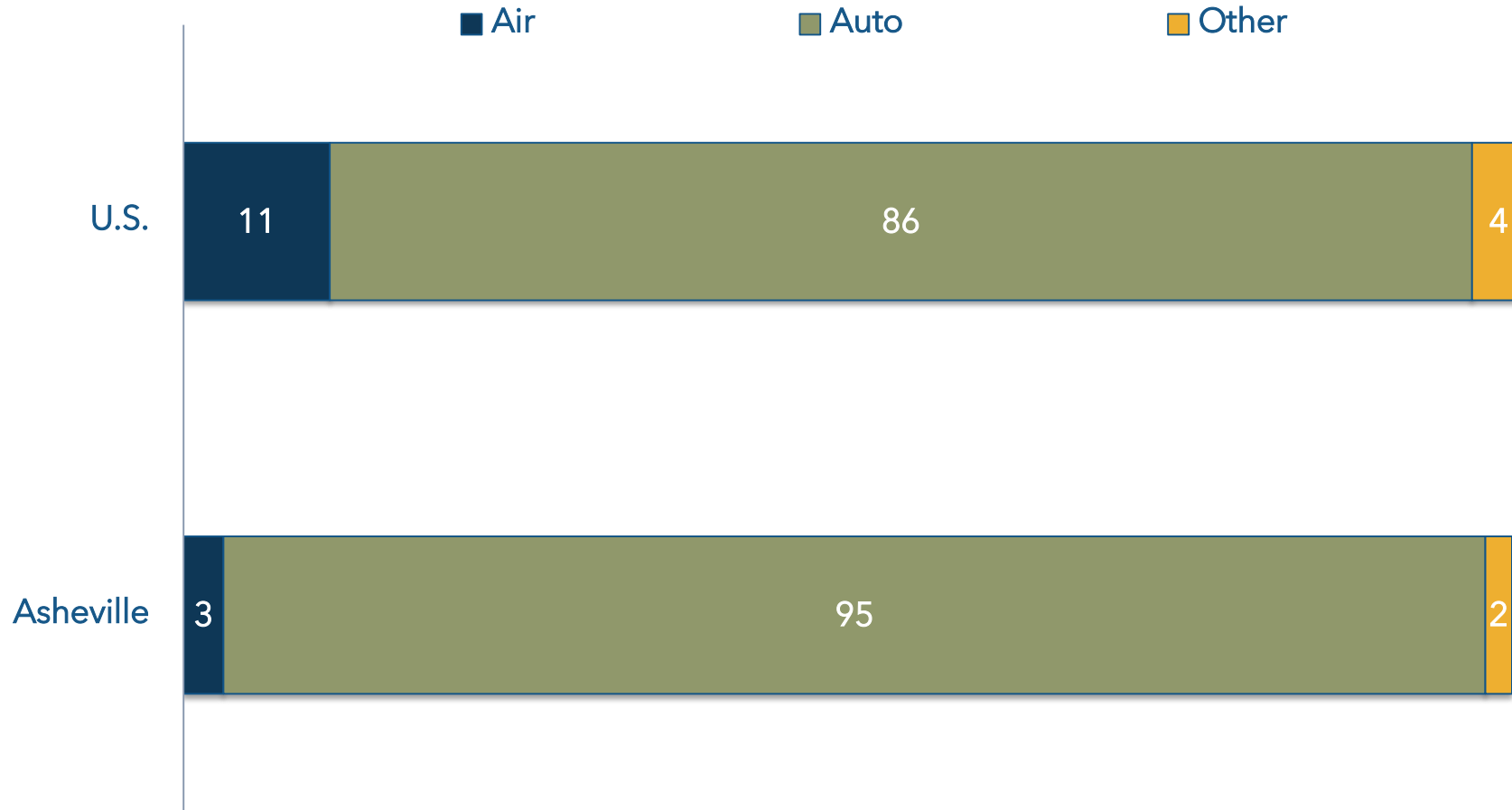


Chart 22 • Segment: 2012-2014 Overnight Leisure Person-Stays (%) • Asheville N = 587 household count

Travel Distance by Auto: U.S. and Asheville

■ 100 miles or less ■ 101-200 miles ■ 201-300 miles ■ 301-500 miles ■ 501+ miles

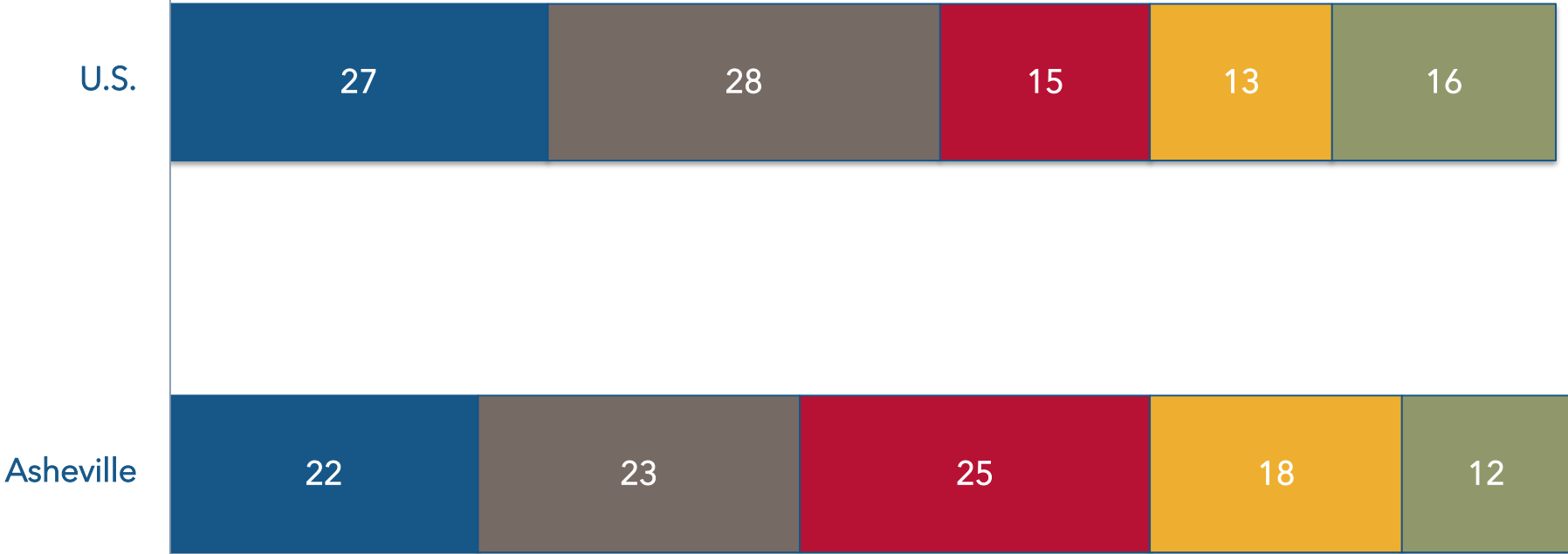


Chart 23 • Segment: 2012-2014 Overnight Leisure Person-Stays (%) • Asheville N = 519 household count

Purpose of Stay Distribution: U.S. and Asheville

- Getaway Weekend (overnight)
- General Vacation (overnight)
- Visit Friends/ Relatives
- Special Event
- Convention/ Show/ Conference
- Medical/ Health Care

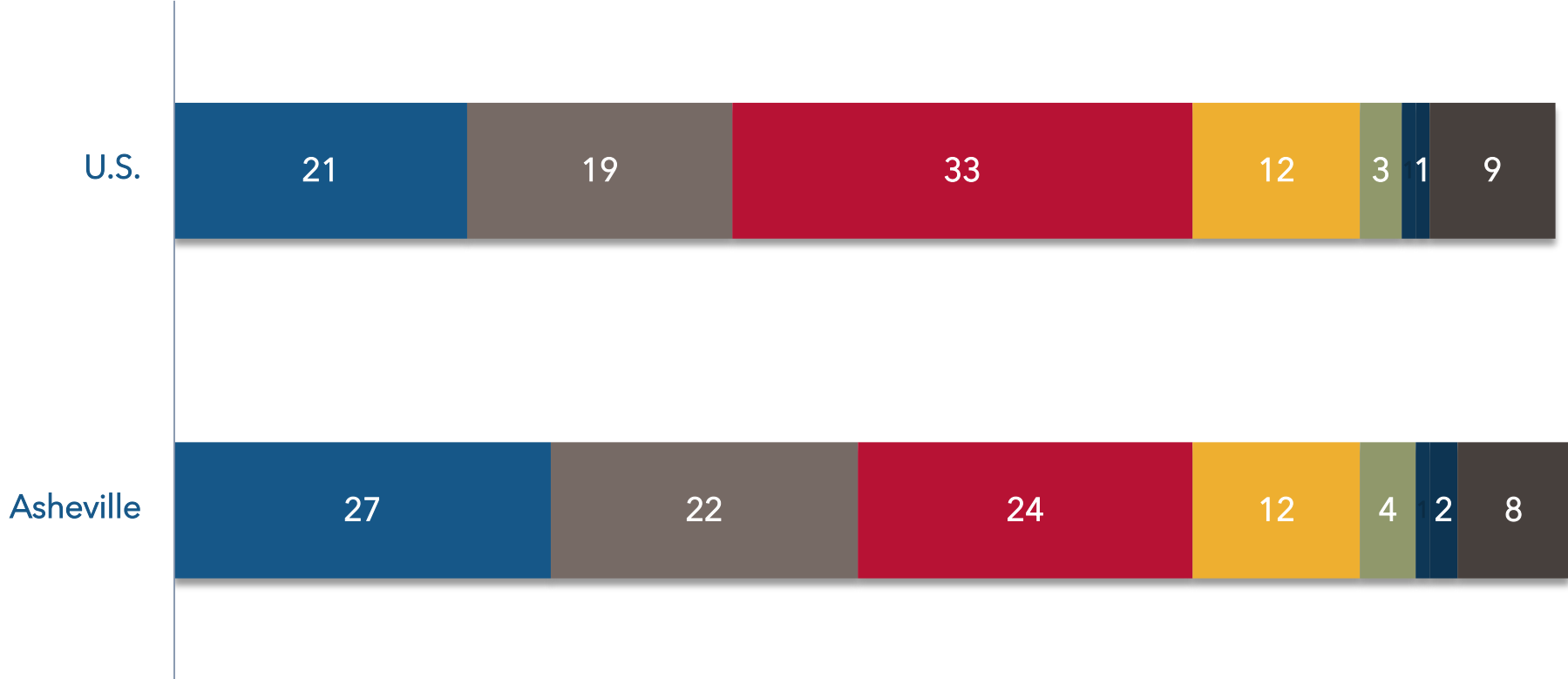


Chart 32 • Segment: 2012-2014 Overnight Leisure Person-Stays (%) • Asheville N = 587 household count

Asheville Trip Timing Comparison by Season

TRIP TIMING

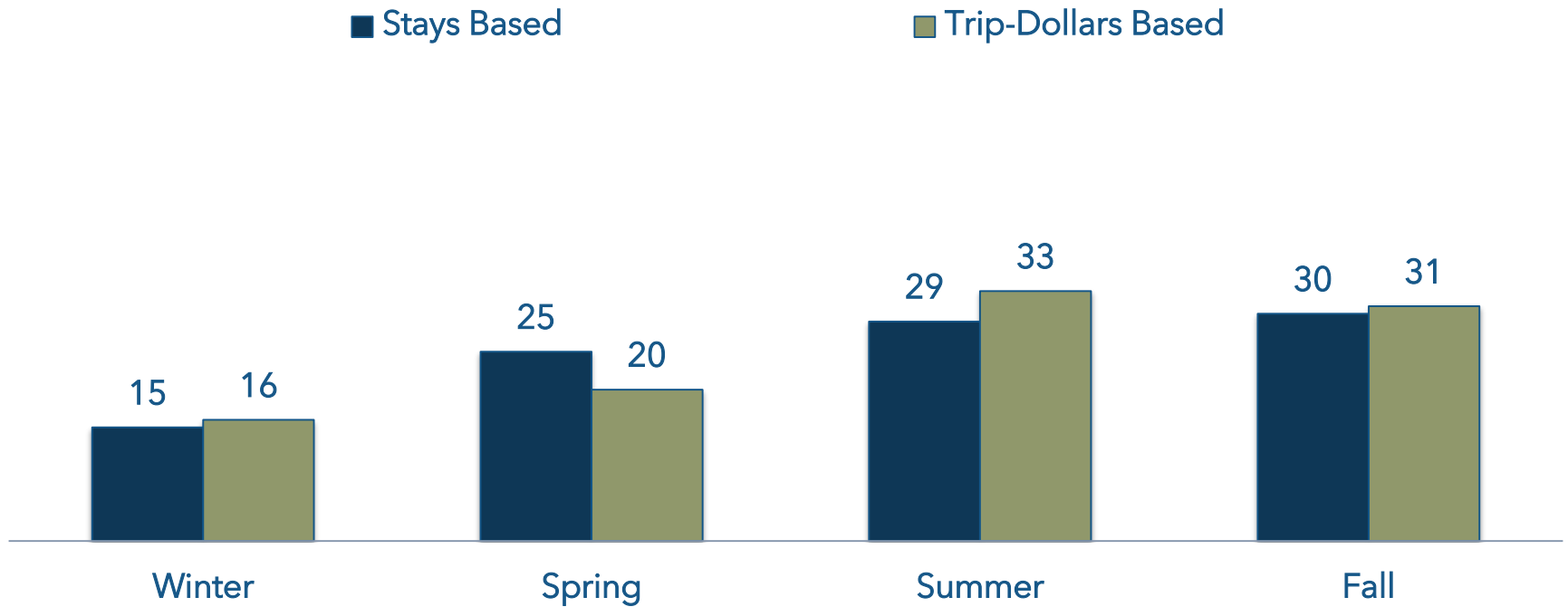


Chart 31 • Segment: 2012-2014 Overnight Leisure (%) • Asheville N = 587 household count

Stay Length Distribution: U.S. and Asheville

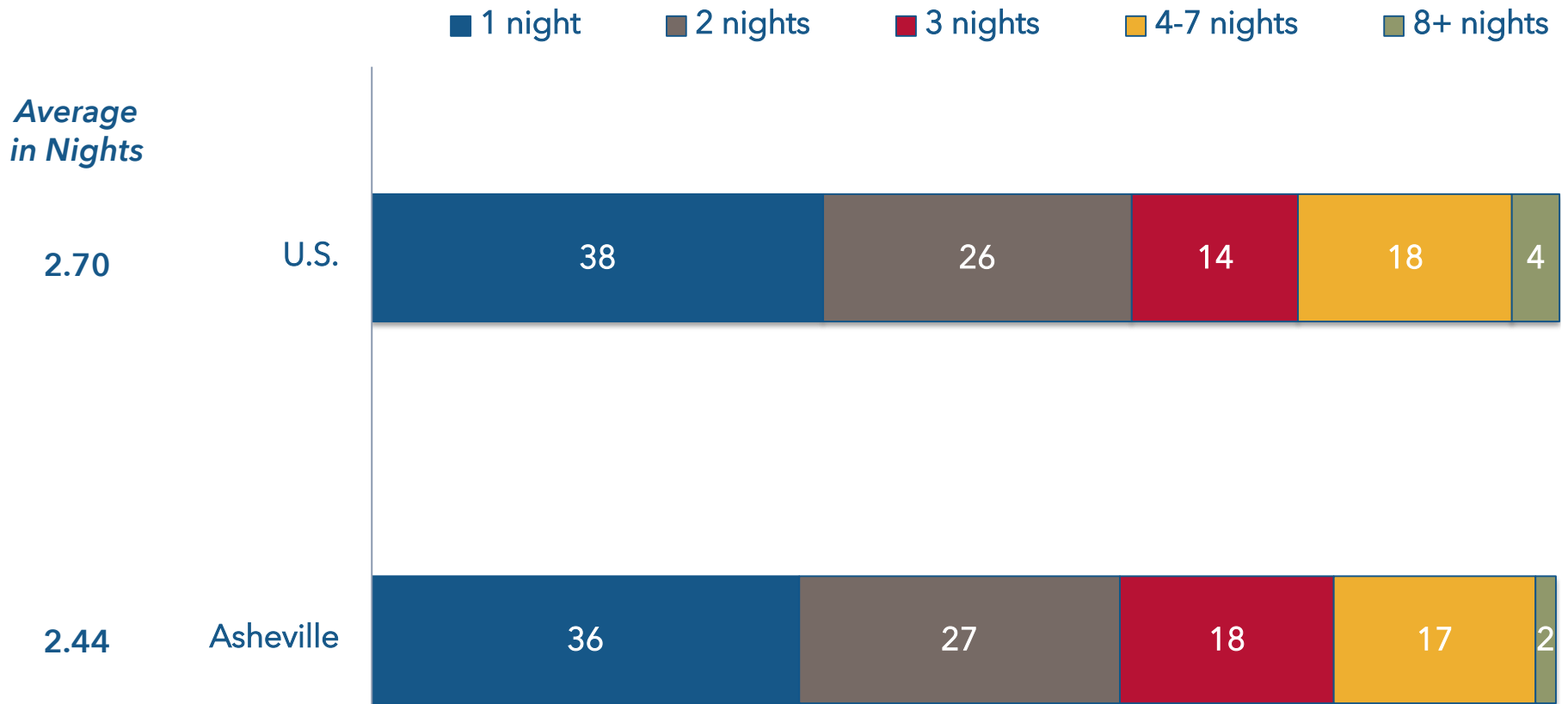


Chart 39 • Segment: 2012-2014 Overnight Leisure Stays (%) • Asheville N = 587 household count

Top Activities at the Destination

	U.S.	Asheville		U.S.	Asheville
		e			e
Historic Sites	26%	40%	Theme/Amusement/Water Parks	3%	2%
Culinary/Dining Experience	23%	38%	Show: Boat, Car, Home	3%	2%
Touring/Sightseeing	22%	36%	Professional Sports Event	3%	1%
Shopping	6%	34%	Religious/Faith Based Conference	3%	1%
Visit Friends/Relatives (general visit)	2%	25%	Extreme/Adventure Sports	2%	1%
Winery/Distillery/Brewery Tours	8%	22%	Eco/Sustainable Travel	2%	1%
Parks (national/state, etc.)	9%	21%	Zoo/Aquarium	5%	1%
Museums, Art Exhibits etc.	7%	20%	Spa	2%	1%
Hiking	7%	14%	Beach/Waterfront	3%	1%
Nightlife (bar, nightclub, etc.)	6%	11%	Fishing	2%	1%
Festivals/Fairs (state, craft, etc.)	7%	9%	Medical/Health/Doctor Visit	4%	1%
Concerts/Theatre/Dance etc.	11%	6%	Water Sports	4%	1%
Holiday Celebration (Thanksgiving, July 4 th , etc.)	4%	6%	Service/Volunteerism/Charity	1%	1%
Other Personal Celebrations (2012+)	5%	5%	Boating/Sailing	1%	1%
Wildlife Viewing (birds, whales, etc.)	4%	5%	Golfing	2%	1%
Movies	4%	4%	Funeral/Memorial	1%	0%
Reunion/Graduation	2%	3%	Real Estate (buy/sell)	1%	0%
Camping	6%	3%	Snow/Winter Sports	1%	0%
Amateur Sports (attend/participate)	2%	3%	Business/Work (2012+)	2%	0%
Wedding	2%	3%	Hunting	0%	0%
Biking	2%	2%	Tennis	1%	0%
Gambling (slots, cards, horses, etc.)	1%	2%	Other	1%	3%

Asheville Activity Index

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in Asheville are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average U.S. destinations.

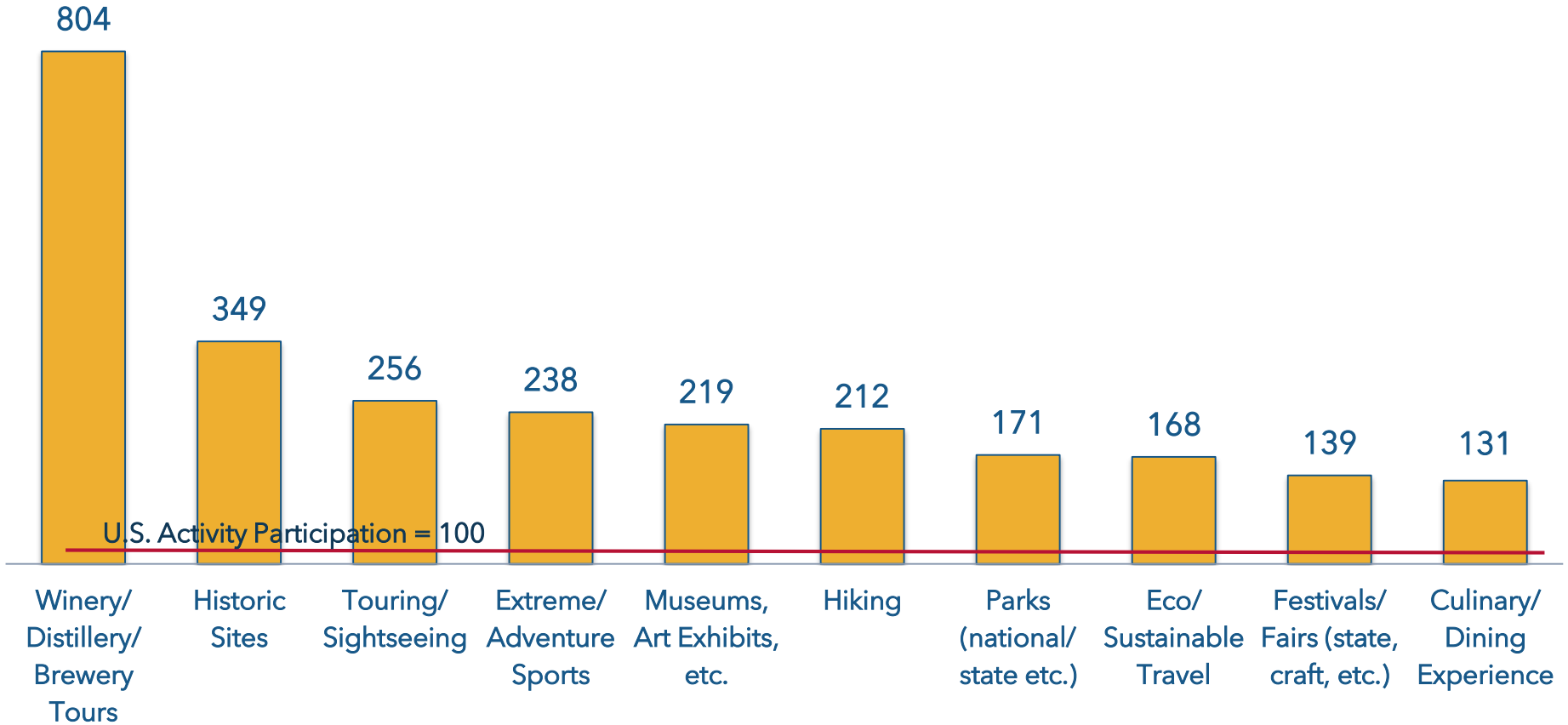


Chart 46 • Segment: 2012-2014 Overnight Leisure Stays • Asheville N = 587 household count

Accommodation Type: U.S. and Asheville

■ Hotel ■ Other Paid Non-Hotel ■ Friend/Relative's Home (NP) (2012+) ■ Other Overnight

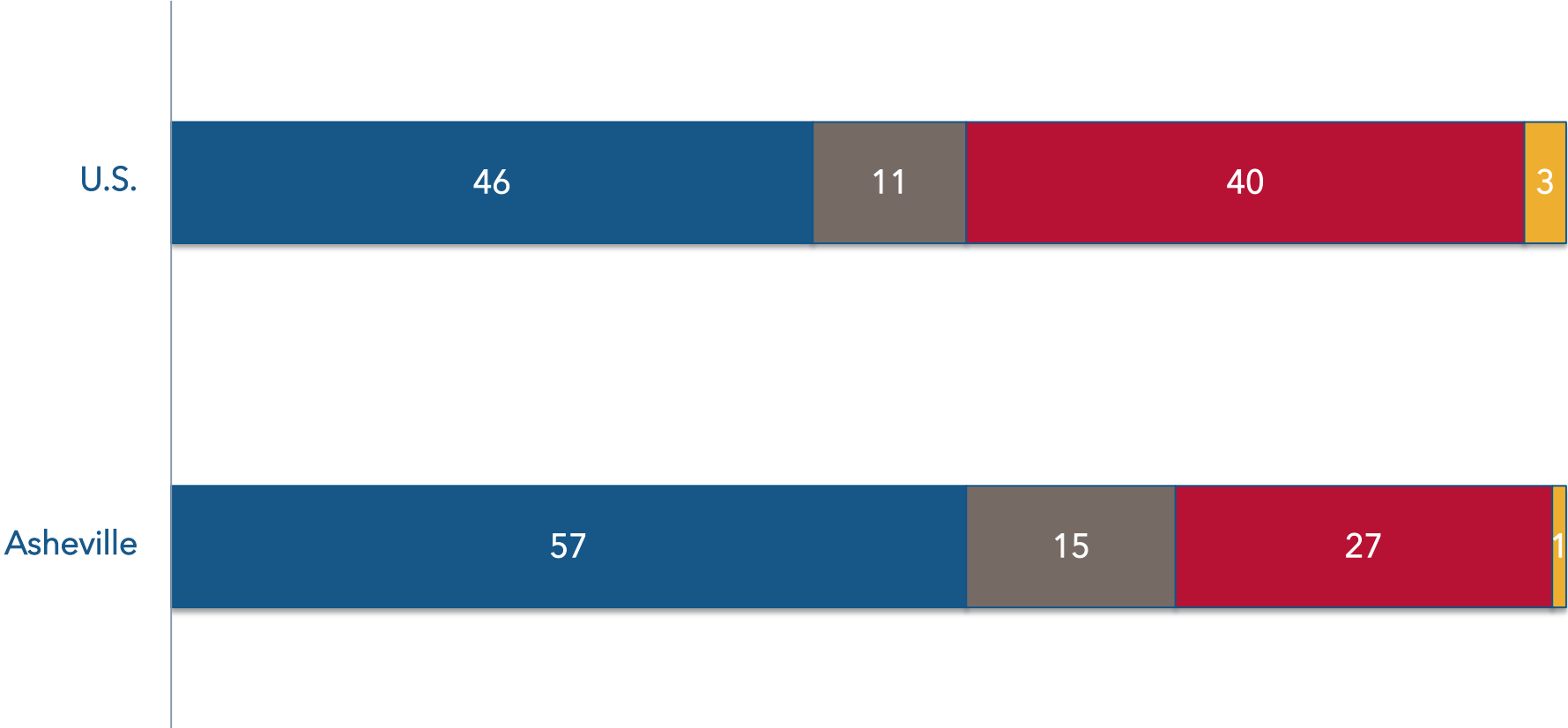


Chart 51 • Segment: 2012-2014 Overnight Leisure Stays (%) • Asheville N = 367 household count



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