



Travel USA Visitor Profile

ASHEVILLE

2019

Key Findings

In 2019 both overnight and day trips to Asheville increased from the prior year, driven by a growth in overnight trips.

- Overnight travel to Asheville increased by 6.4% in 2019 compared to the prior year, while day trips increased by 5.9%.
- Looking back to 2015 overnight travel to Asheville has increased at a rate greater than day. This is a positive growth trend, as overnight visitors tend to stay longer and spend more in-destinations as they have more time to engage with local attractions and dining.

Top overnight markets for both day and overnight travel are dominated by North and South Carolina, Florida and Georgia.

- For day travel we see Tennessee move into the 3rd largest market position.
- North Carolina comprises 31% of overnight travel, while 58% of day trips to Asheville.

While visiting friends and relatives is the top trip purposed, this is well below the US norm for 2019 (35% for overnight and 24% for day), while trip purposes like touring (18% for overnight and 25% for day) and the outdoors (10% for overnight and 11% for day) are well above US norms. Overall visitors to Asheville have a higher rate of vacation trip purposes and are more active than the average US visitor.

The average length of stay for domestic overnight trips to Asheville is 2.7 nights, which is 71% of the overall trip for domestic travelers that include an overnight stay in Asheville. A share of trip above 60% is considered favorable, with Asheville being well above this.

- Overnight visitors to Asheville stay primarily in paid accommodations, with homes of friends and relatives declining by 4 percentage points since 2017, while visitors may come to visit friends and relatives, they do not always stay with them (35% main purpose of trip but only 20% of accommodation use).

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Travel USA Visitor Profile

Overnight Visitation

ASHEVILLE

2019

Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- This report provides an overview for Asheville Area’s domestic tourism business in 2019.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey:
Selected to be representative of the U.S. adult population

For Asheville Area, the following sample was achieved in 2019:



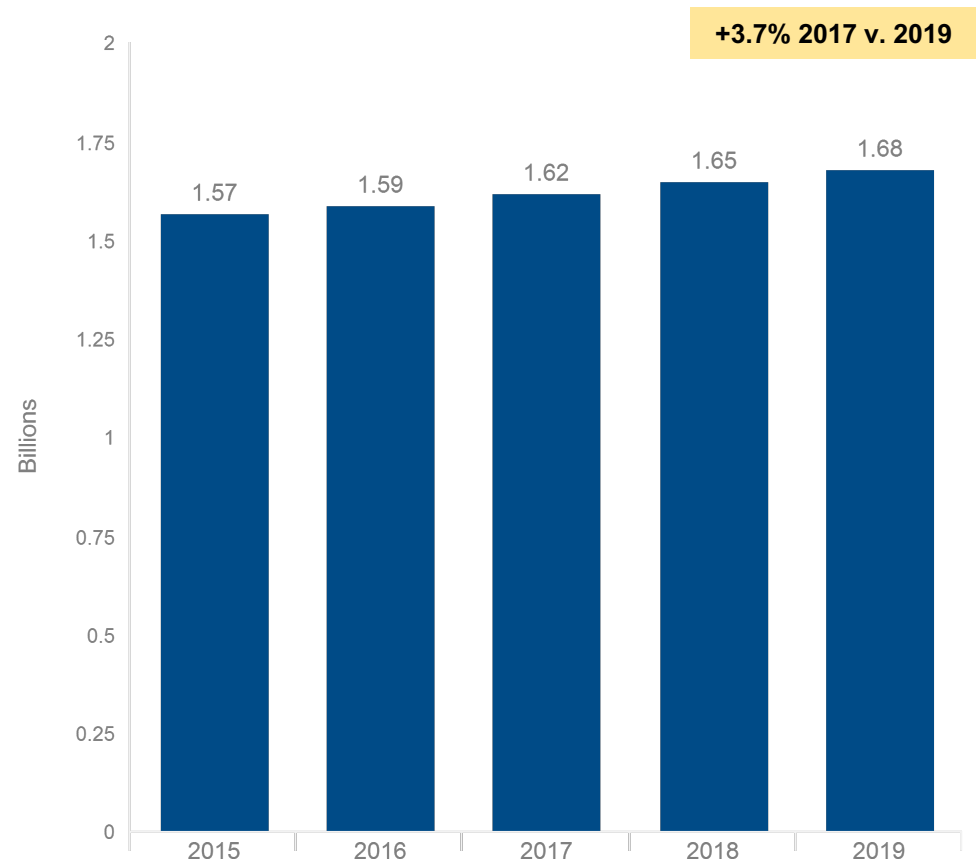
Overnight Base Size

747

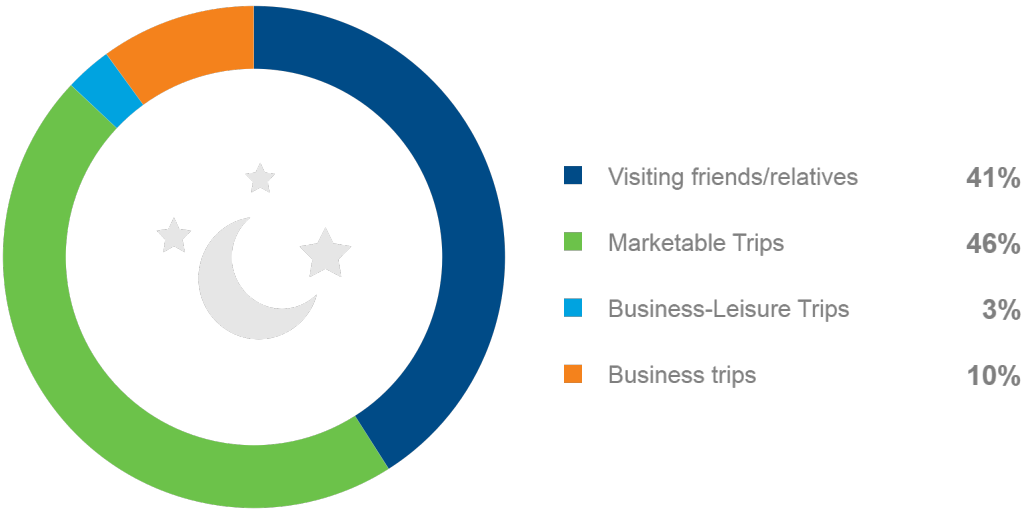
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Please note that any significant differences of 4 points or more between 2019 and 2017 are marked.

Total Size of U.S. Overnight Travel Market



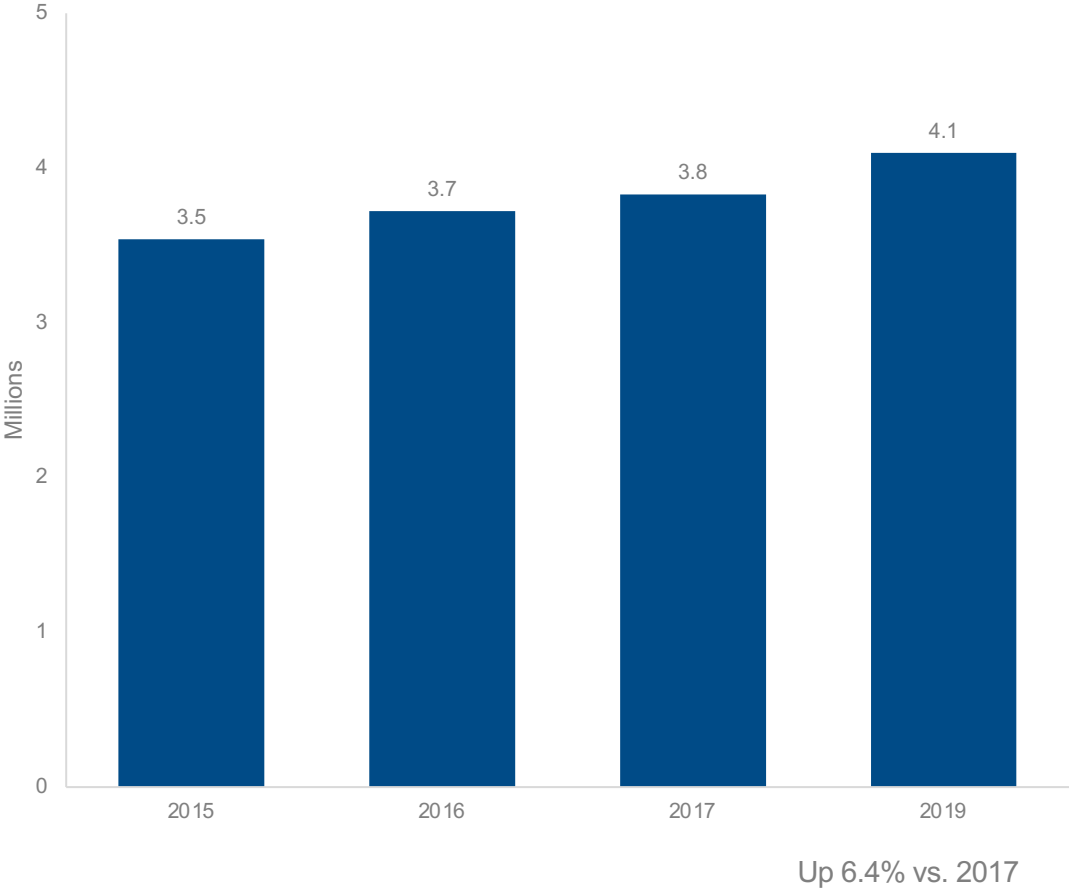
2019 Overnight Trips



Size and Structure of Asheville Area's Domestic Travel Market

Base: 2019 Overnight Person-Trips

Overnight Trips to Asheville Area



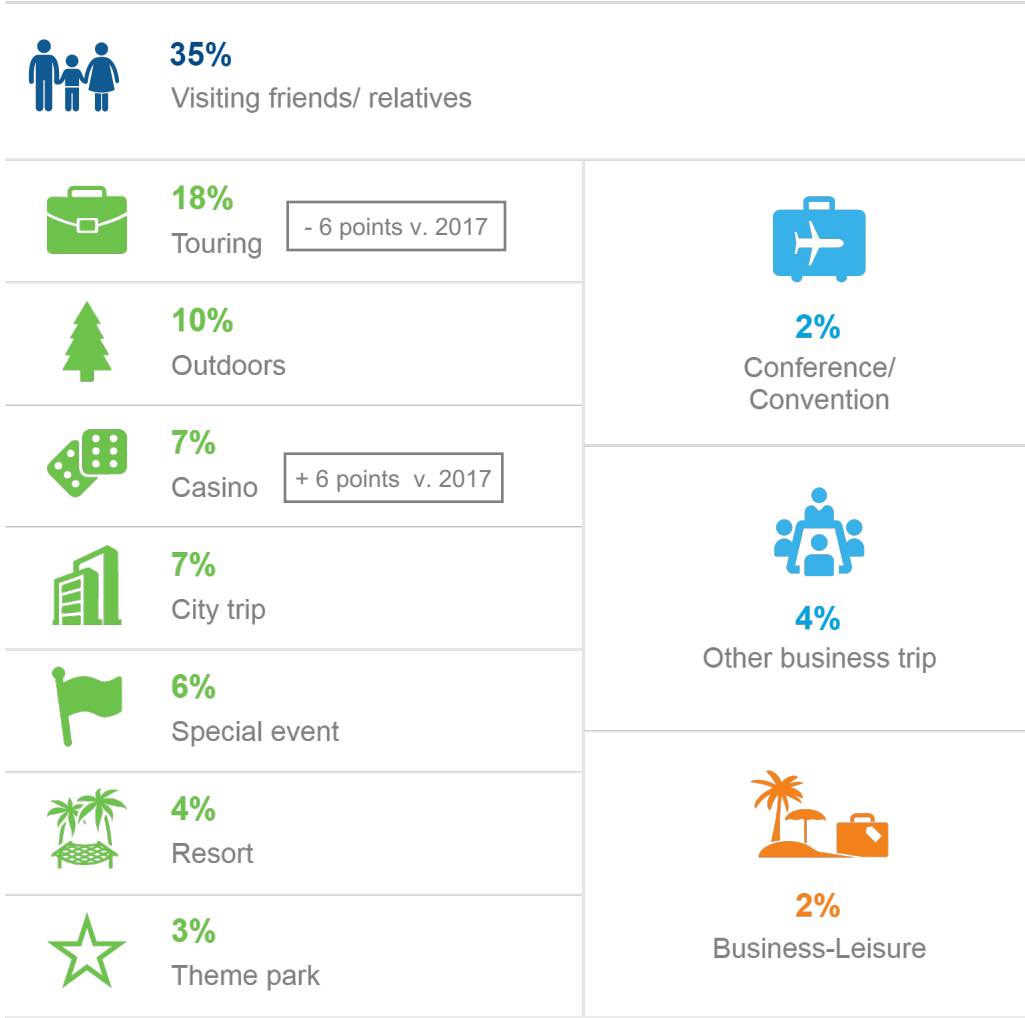
Total Size of Asheville Area 2019 Domestic Travel Market

Total Person-Trips
11.7 Million
Up 6.1% vs. 2017

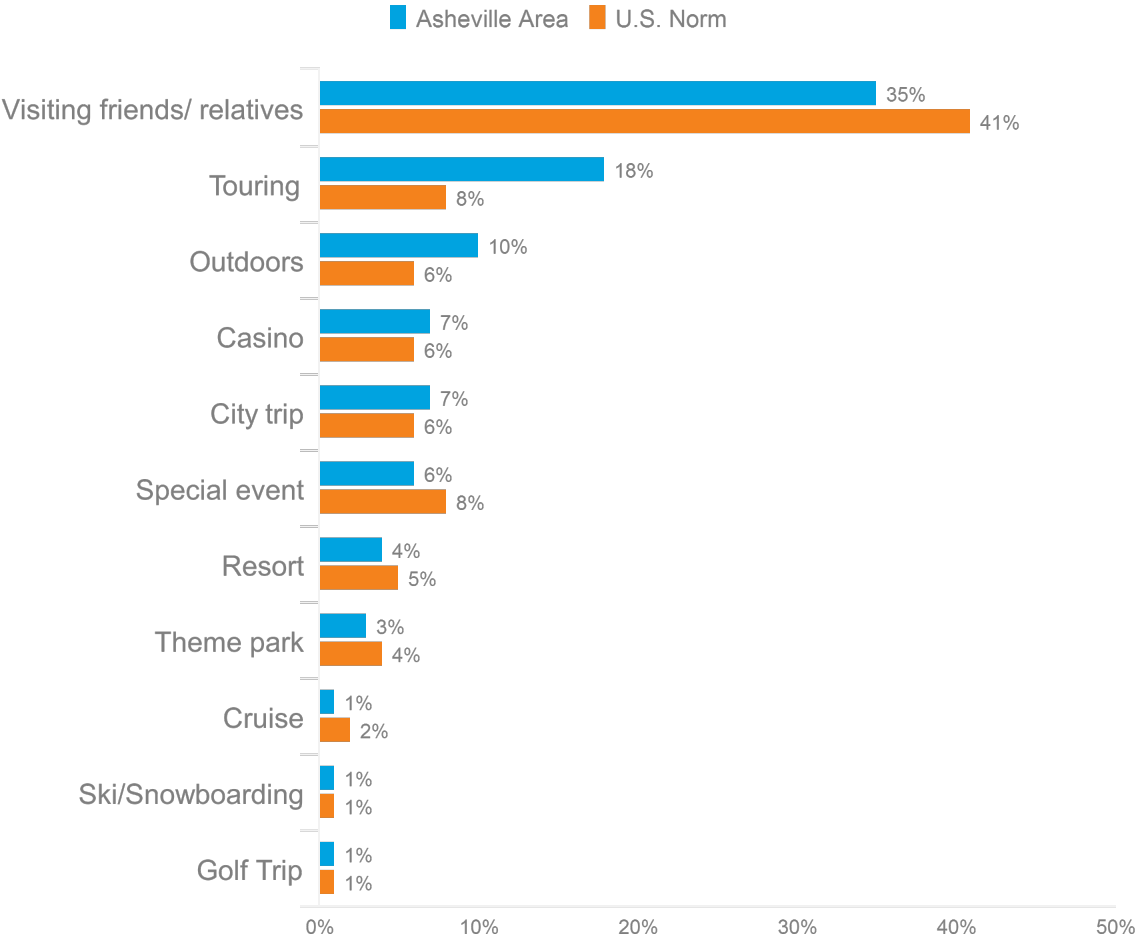


- Day
65% | 7.7 Million
- Overnight
35% | 4.1 Million

Main Purpose of Trip



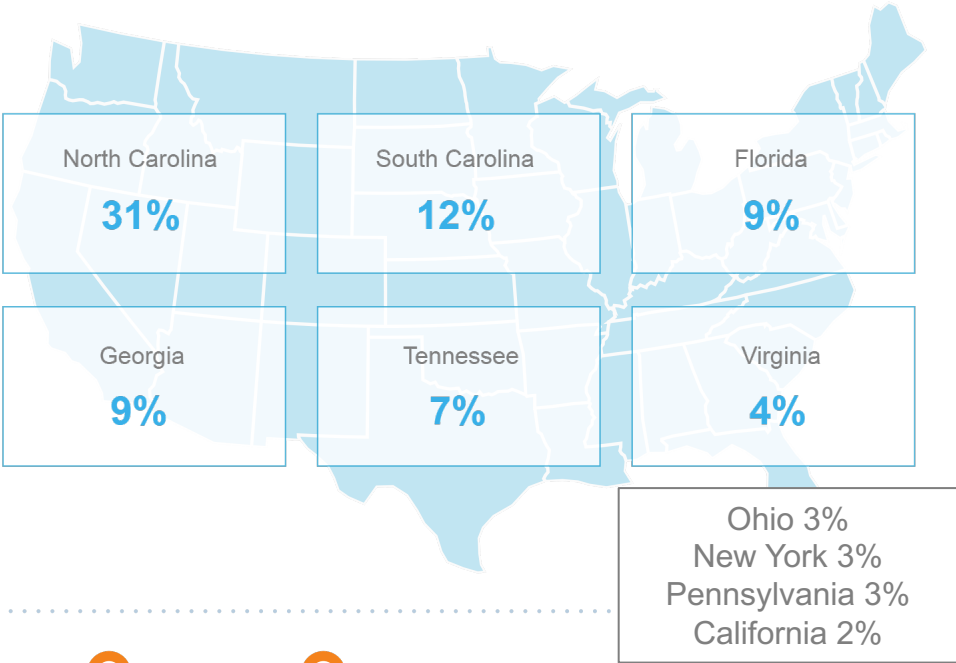
Main Purpose of Leisure Trip



Asheville Area's Overnight Trip Characteristics

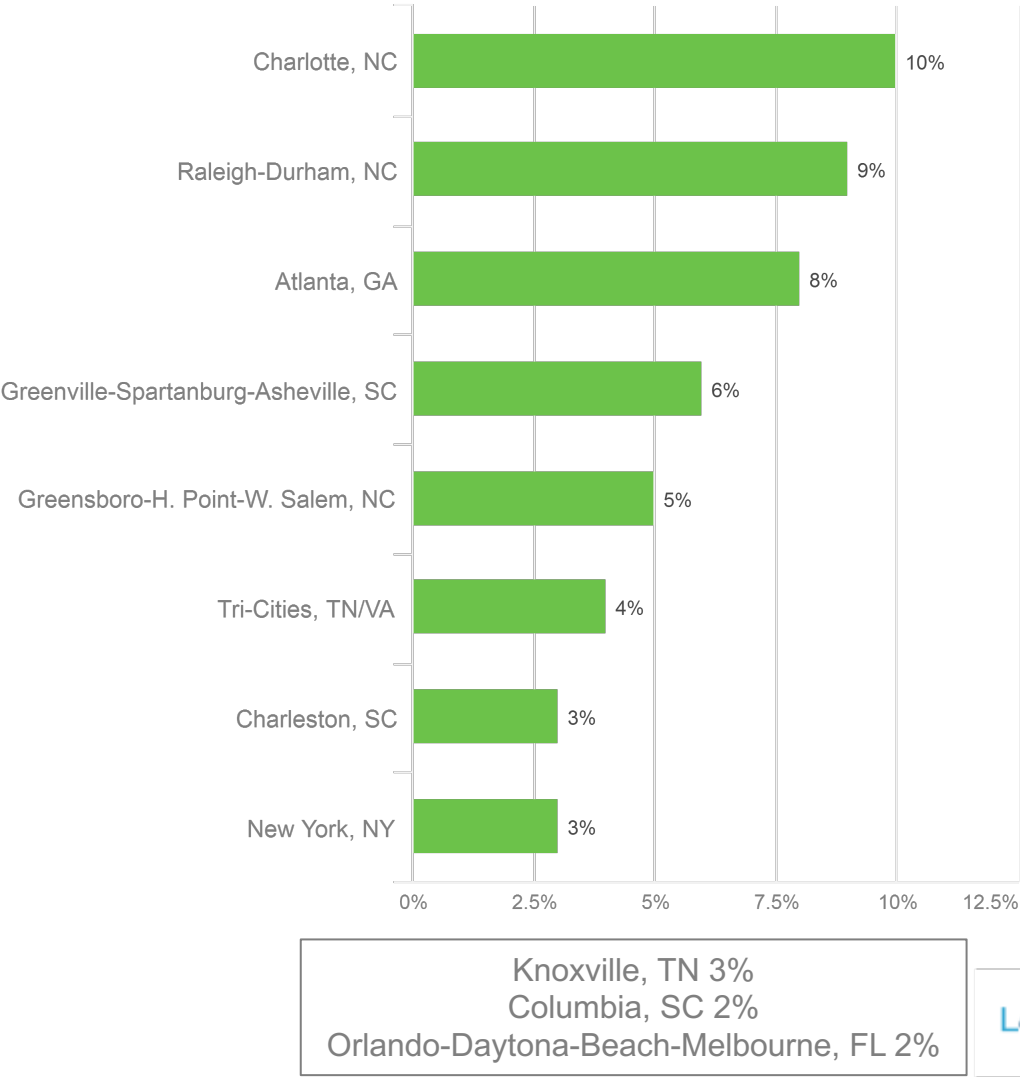
Base: 2019 Overnight Person-Trips

State Origin Of Trip



Season of Trip
Total Overnight Person-Trips

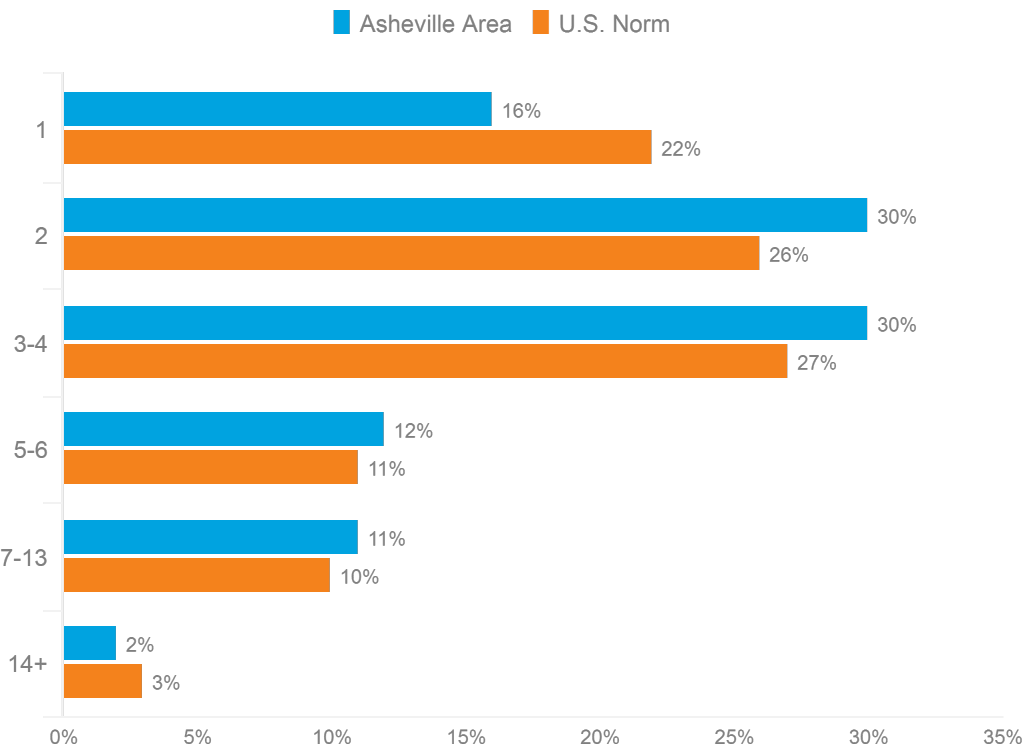
DMA Origin Of Trip



Asheville Area's Overnight Trip Characteristics

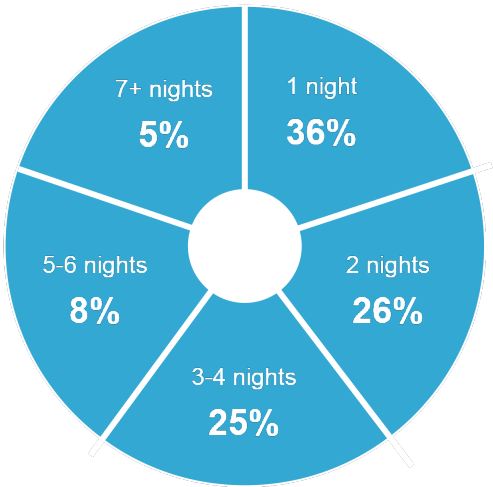
Base: 2019 Overnight Person-Trips

Total Nights Away on Trip



Asheville Area
3.8
Average Nights

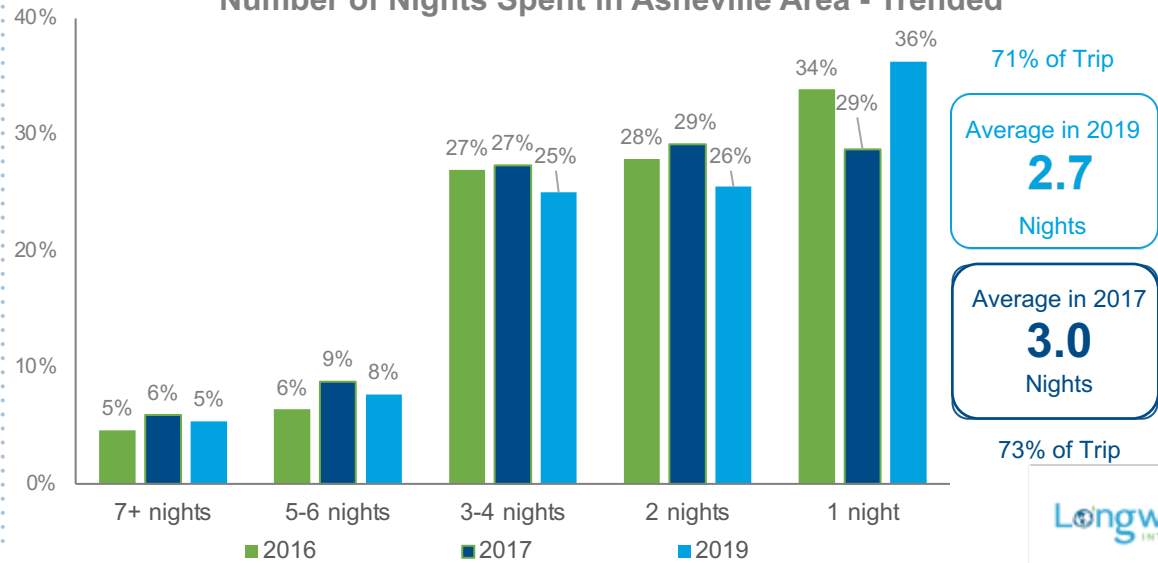
U.S. Norm
3.8
Average Nights



Nights Spent in Asheville Area

Average number of nights
2.7
71% of Trip

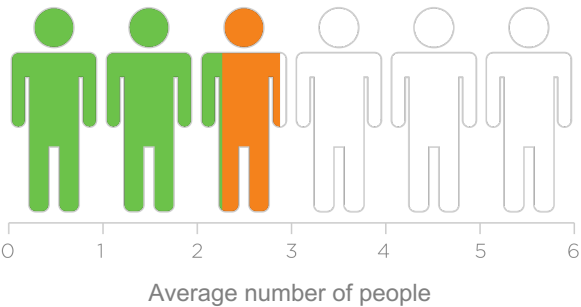
Number of Nights Spent in Asheville Area - Trended



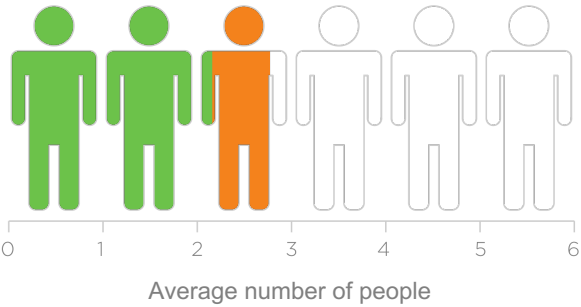
Size of Travel Party

Adults Children

Asheville Area

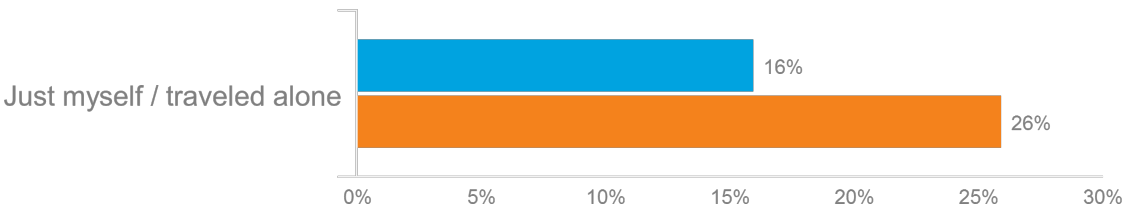


U.S. Norm



Percent Who Traveled Alone

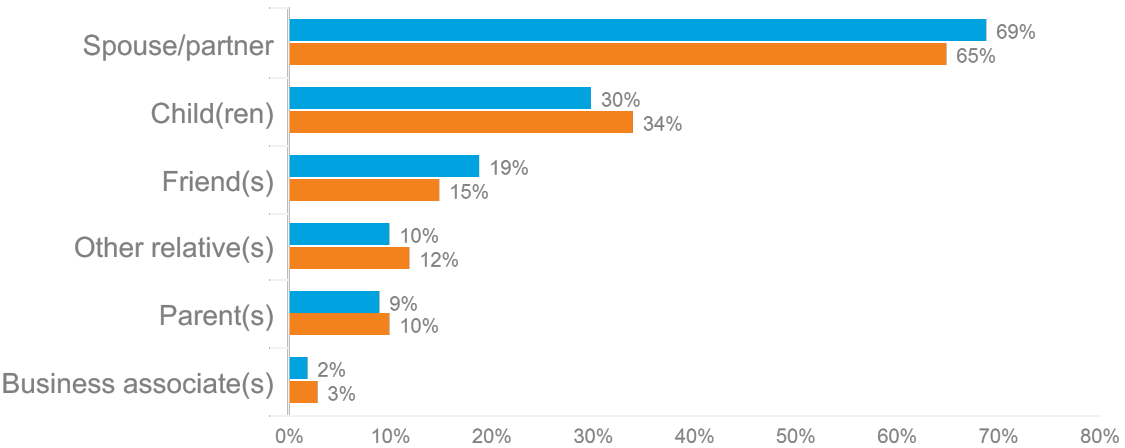
Asheville Area U.S. Norm



Composition of Immediate Travel Party

Multi-Response

Asheville Area U.S. Norm

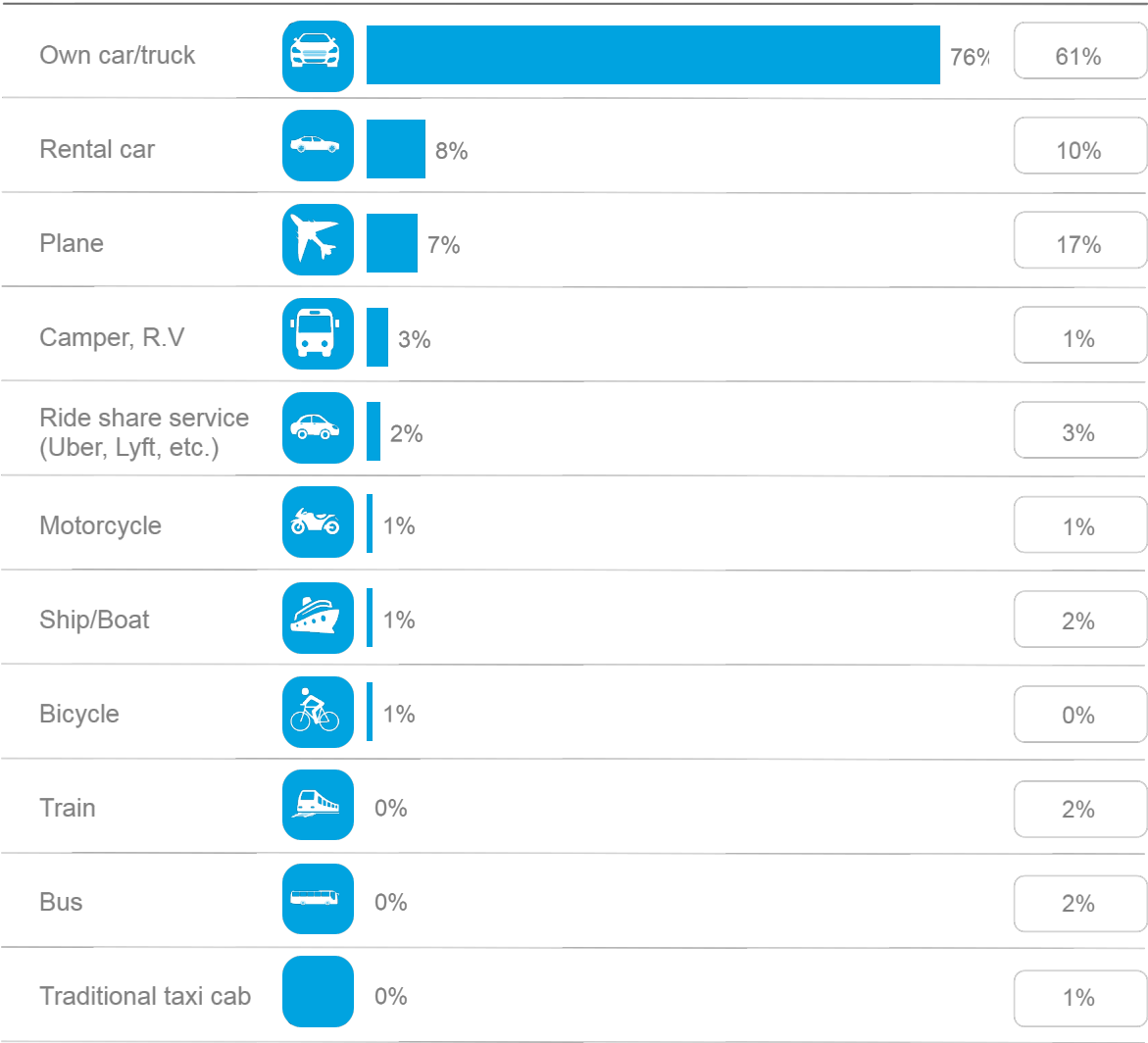


Asheville Area's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

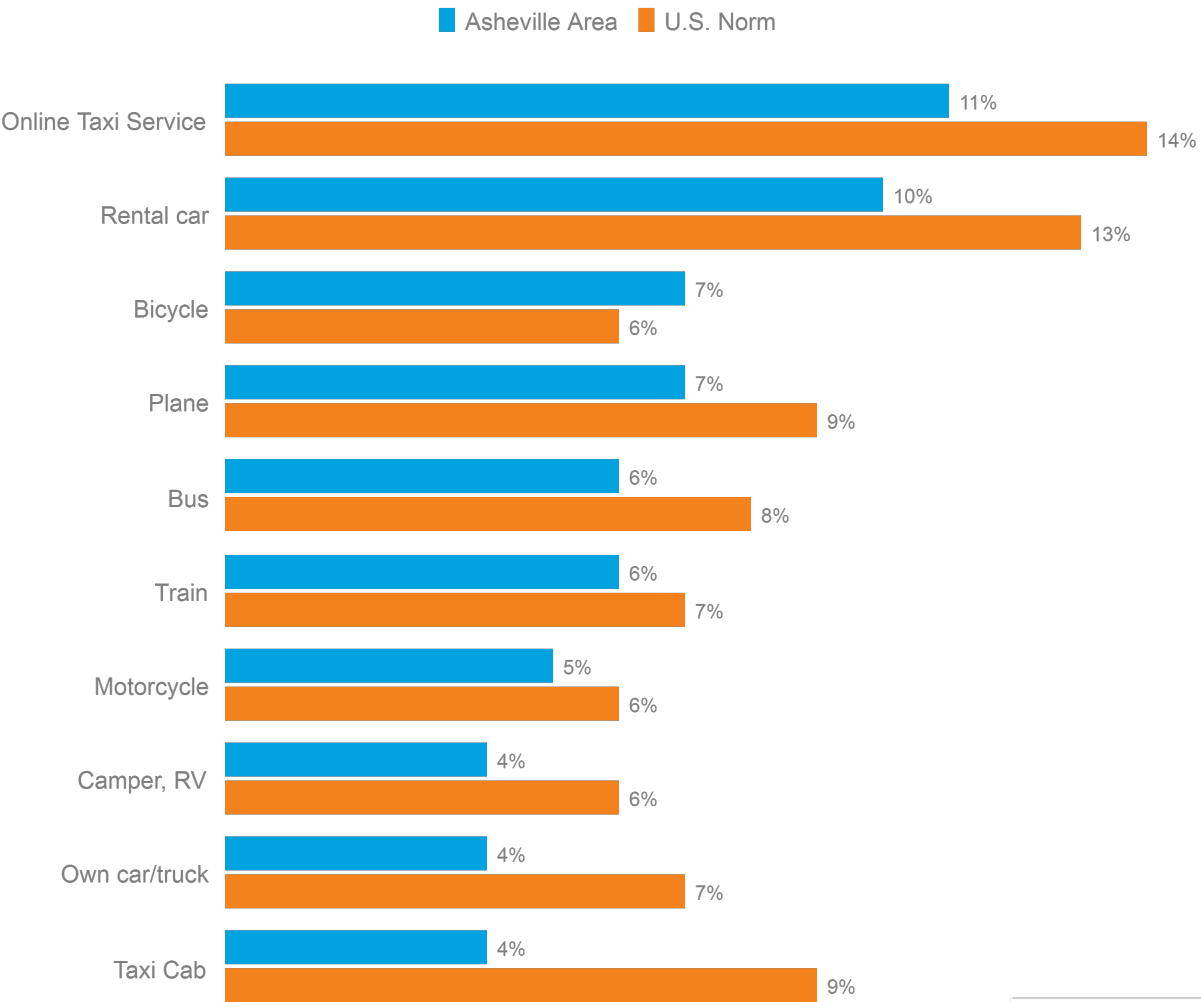
Primary Method of Transportation

U.S. Norm



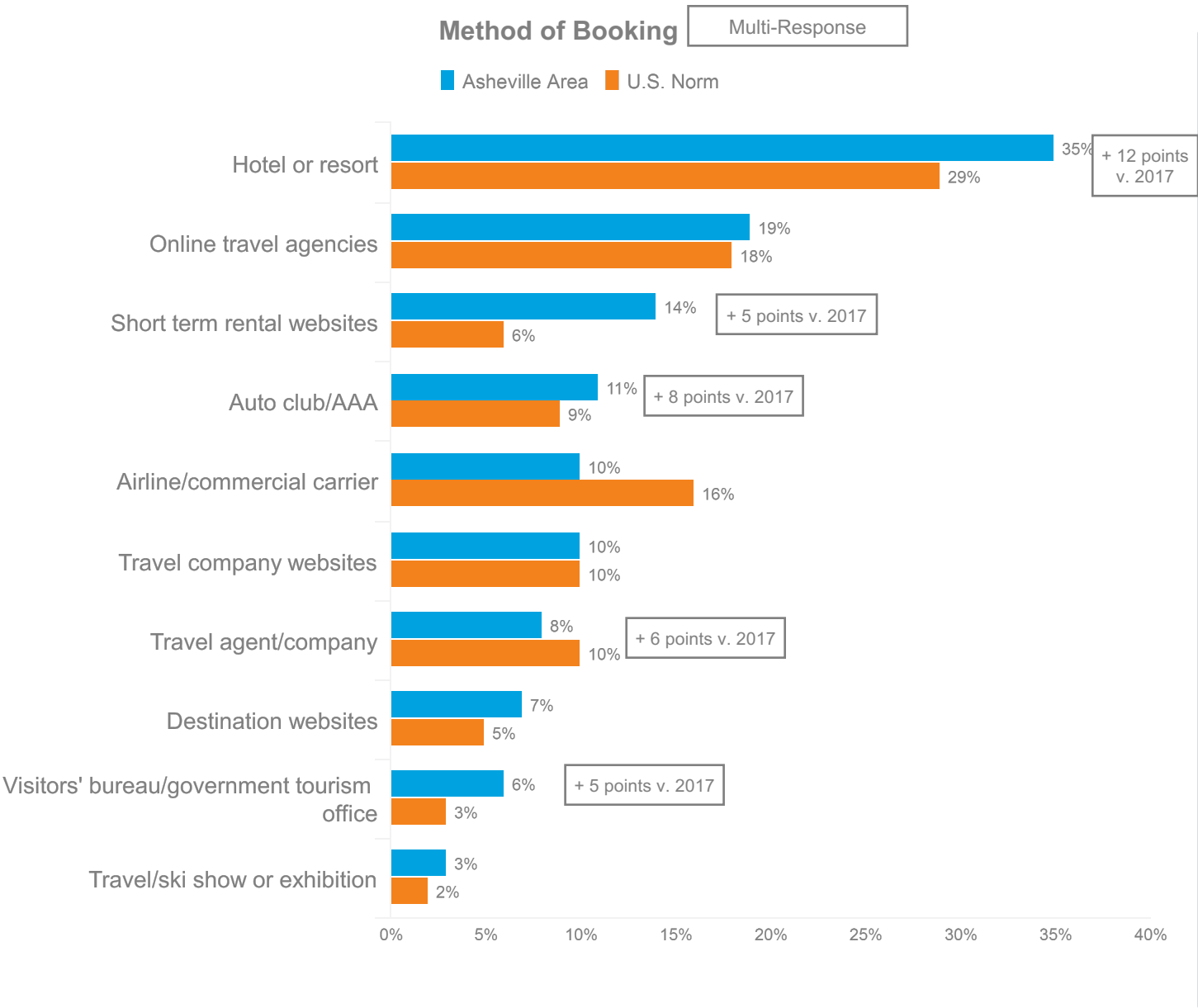
Other Transportation

Multi-Response










Asheville Area's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

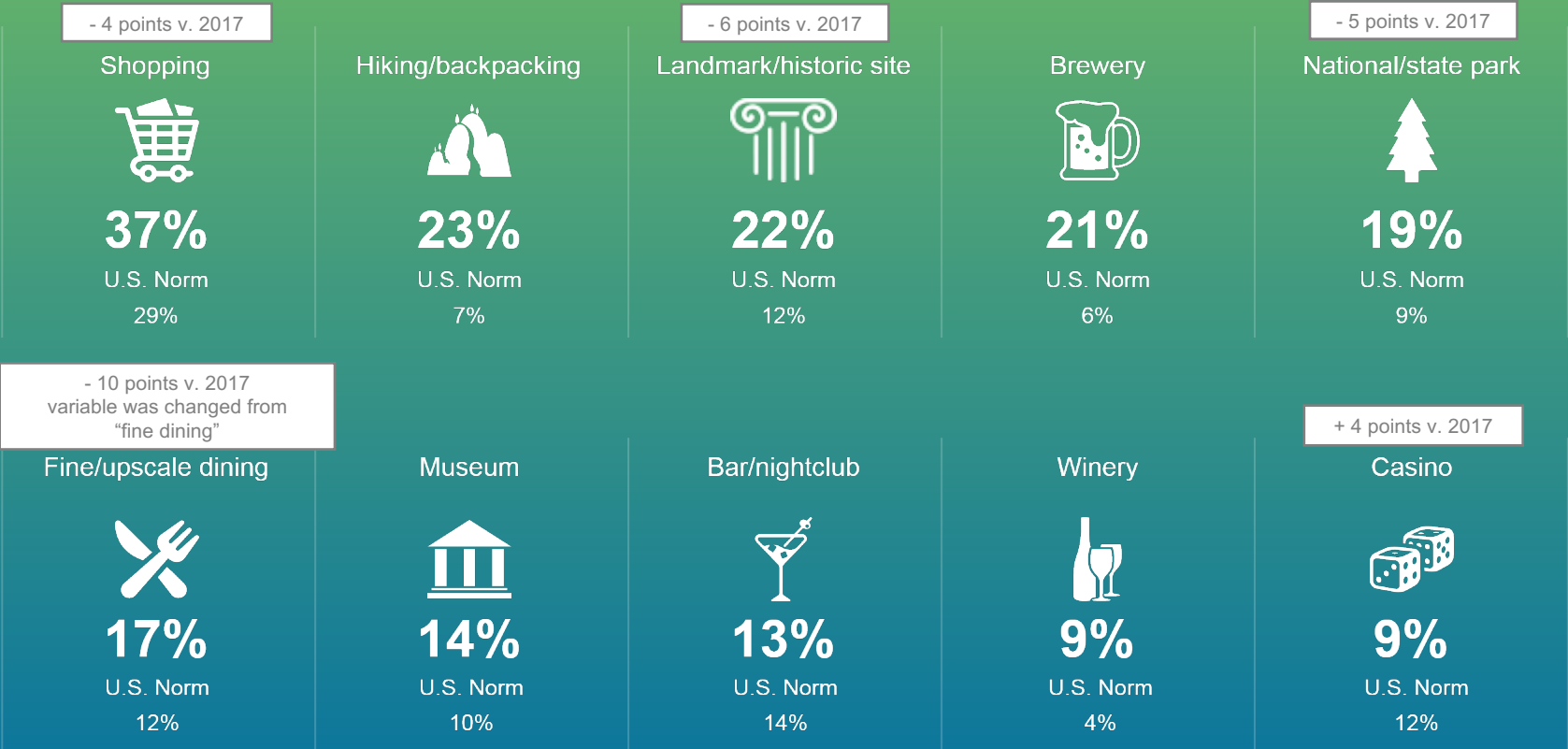


Accommodations

Multi-Response

	Asheville Area	U.S. Norm
 Other hotel	22%	22%
 Home of friends or relatives	20%	22%
 Motel	20%	16%
 Resort hotel	16%	23%
 Bed & breakfast	8%	5%
 Rented cottage/cabin	8%	3%
 Campground / trailer park / RV park	8%	4%

Activities and Experiences (Top 10) Multi-Response



Activities of Special Interest (Top 5)

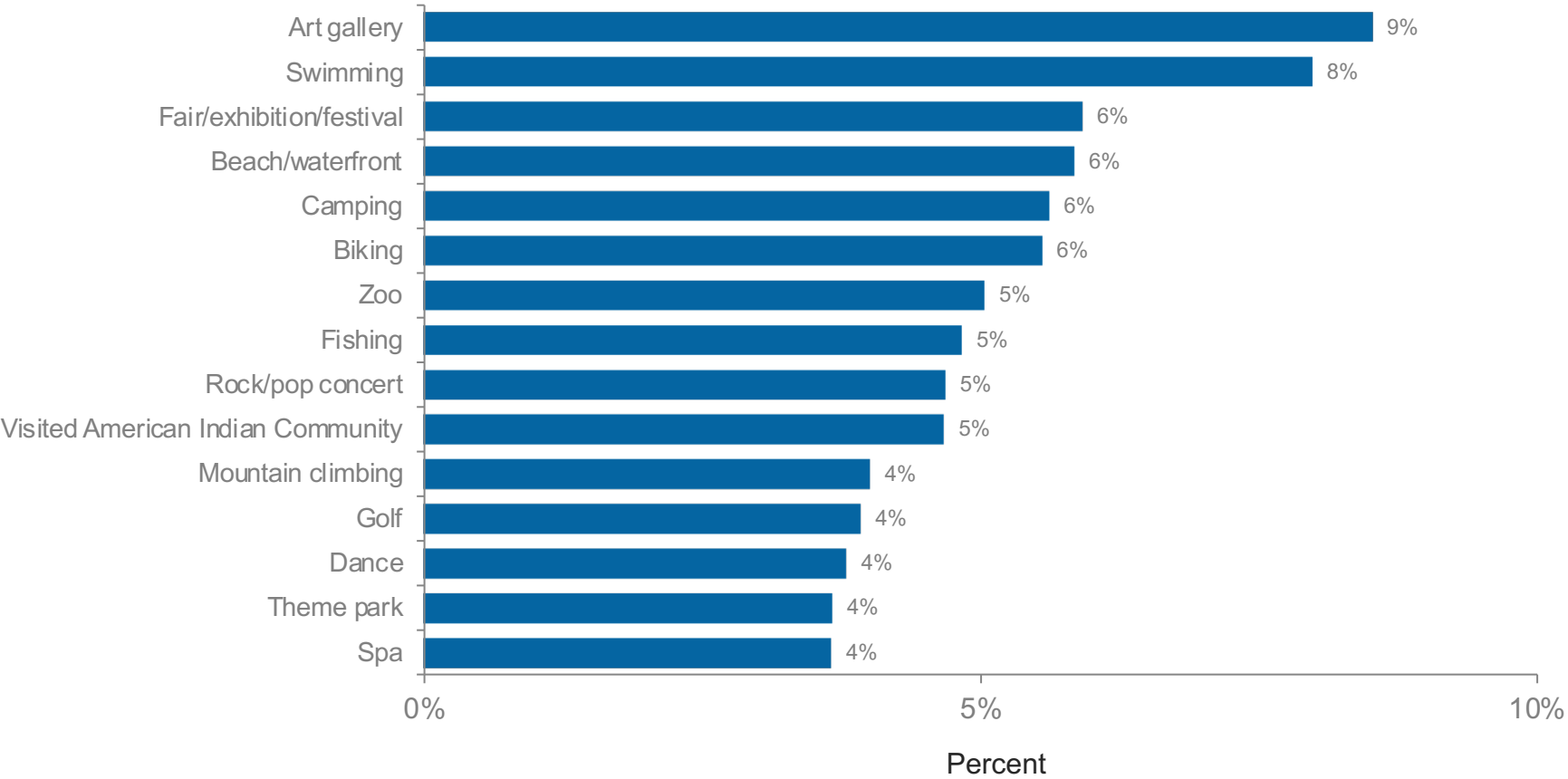
Asheville Area	Multi-Response
Historic places	41%
Cultural activities/Attractions	23%
Brewery Tours/Beer Tasting	22%
Exceptional Culinary Experiences	15%
Winery Tours/Tasting	13%

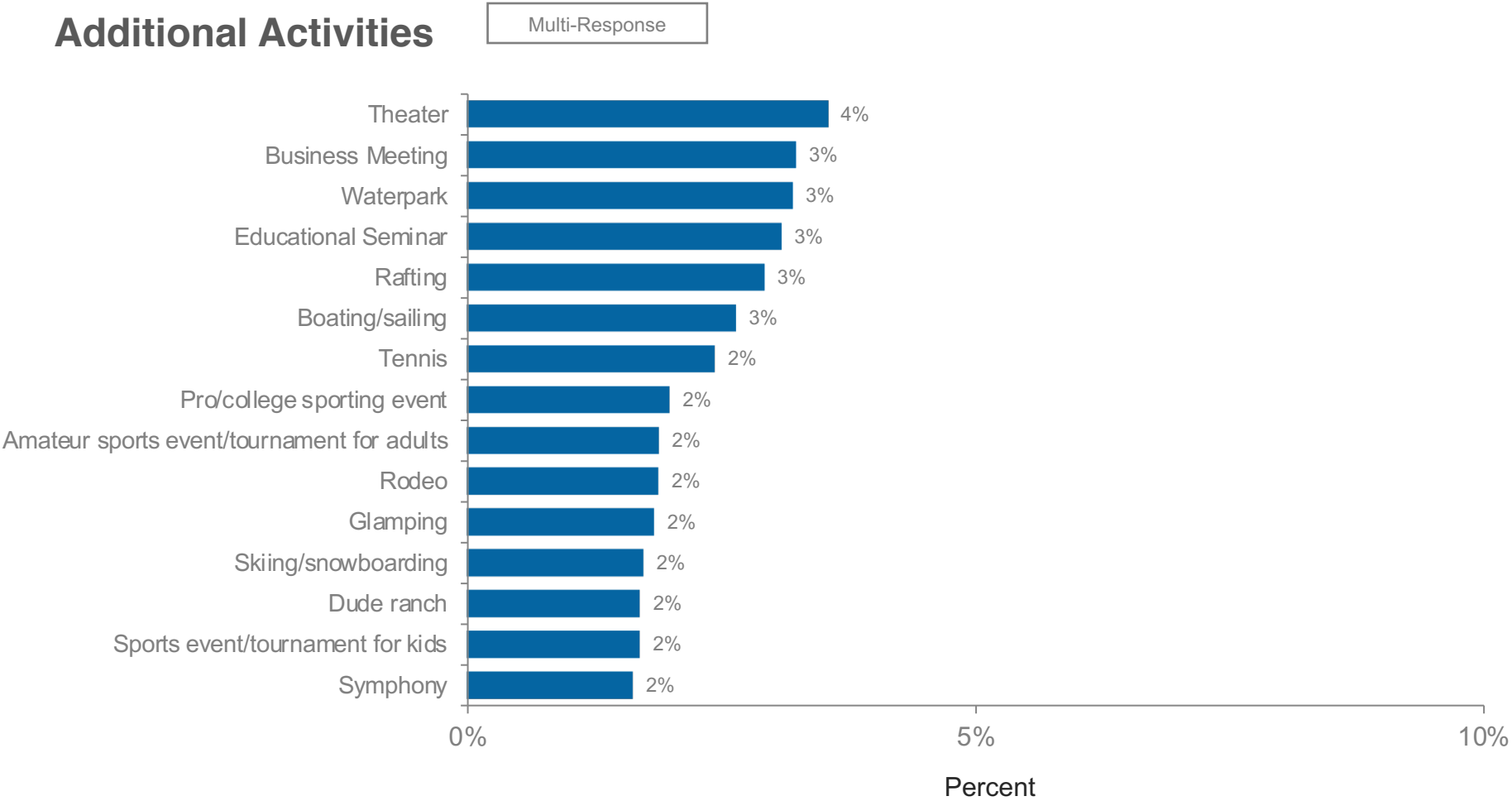
Activities of Special Interest (Top 5)

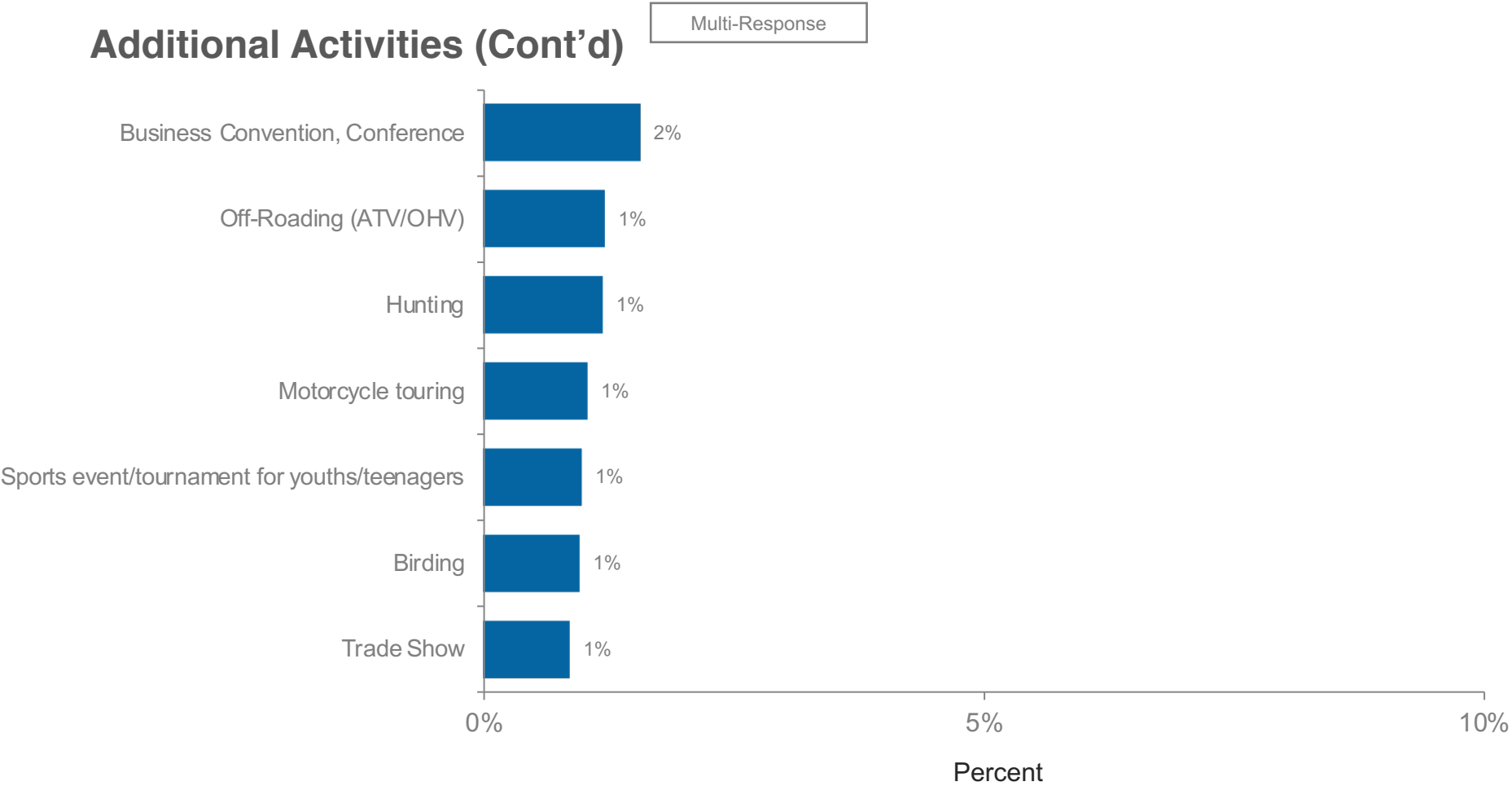
U.S. Norm	Multi-Response
Historic places	21%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	11%
Brewery Tours/Beer Tasting	7%
Winery Tours/Tasting	6%

Additional Activities

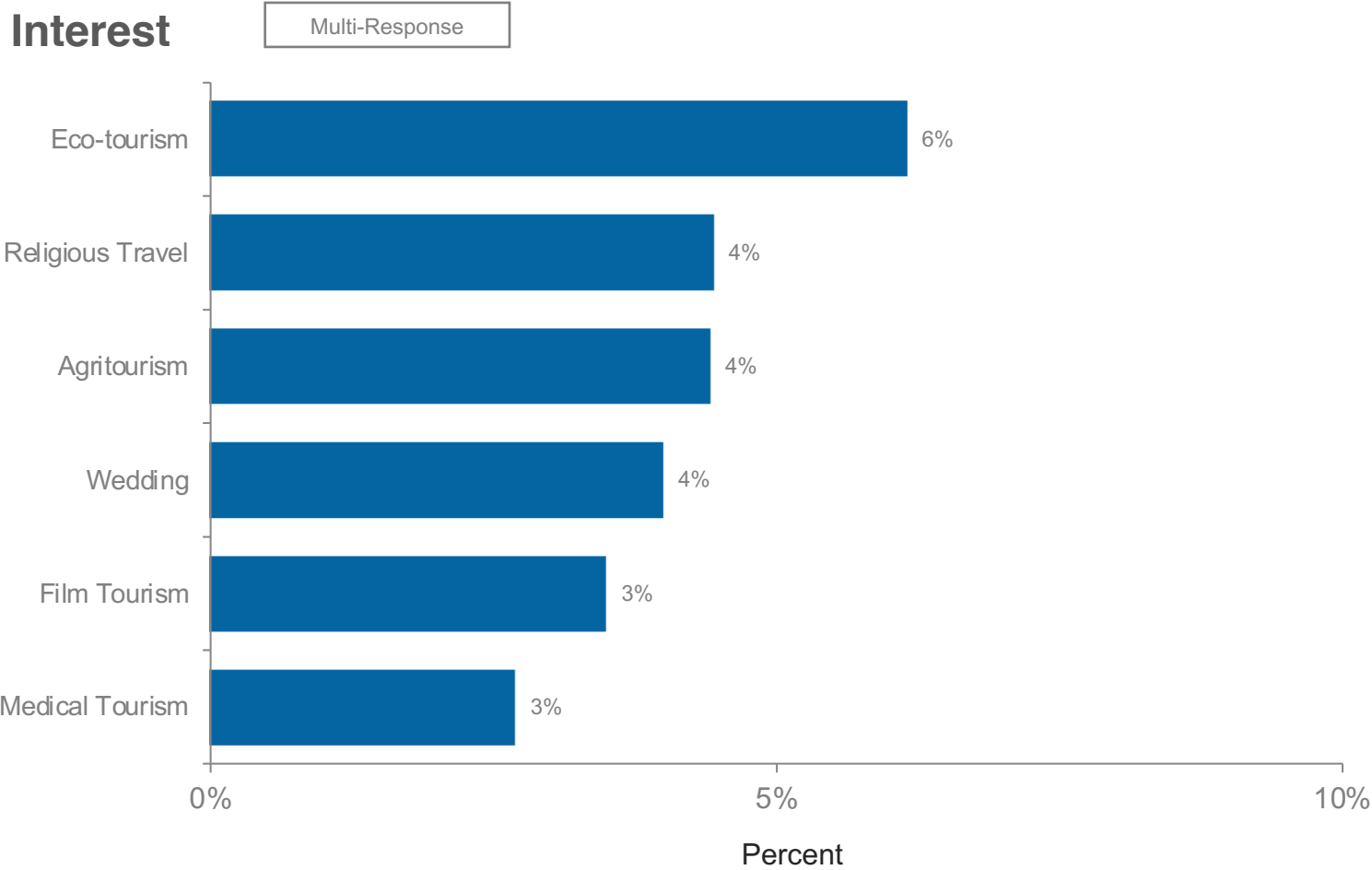
Multi-Response












Additional Activities of Special Interest








Asheville Area's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		Multi-Response		Multi-Response	
		Asheville Area	U.S. Norm	Asheville Area	U.S. Norm
	Used any device	87%	84%	- 5 points v. 2017 85%	79%
	Laptop	46%	39%	27%	26%
	Desktop/Home computer	40%	38%	0%	0%
	Smartphone	34%	30%	- 9 points v. 2017 69%	63%
	Tablet	16%	14%	- 6 points v. 2017 25%	22%

Online Social Media Use by Travelers Multi-Response

	Asheville Area	U.S. Norm
 Used any social media	65%	55%
 Shared travel stories/photos/videos on social media	29%	24%
 Read online travel reviews that influenced my travel decisions	27%	22%
 Followed a destination on social media	16%	12%
 Clicked through on a travel advertisement seen on social media	15%	13%

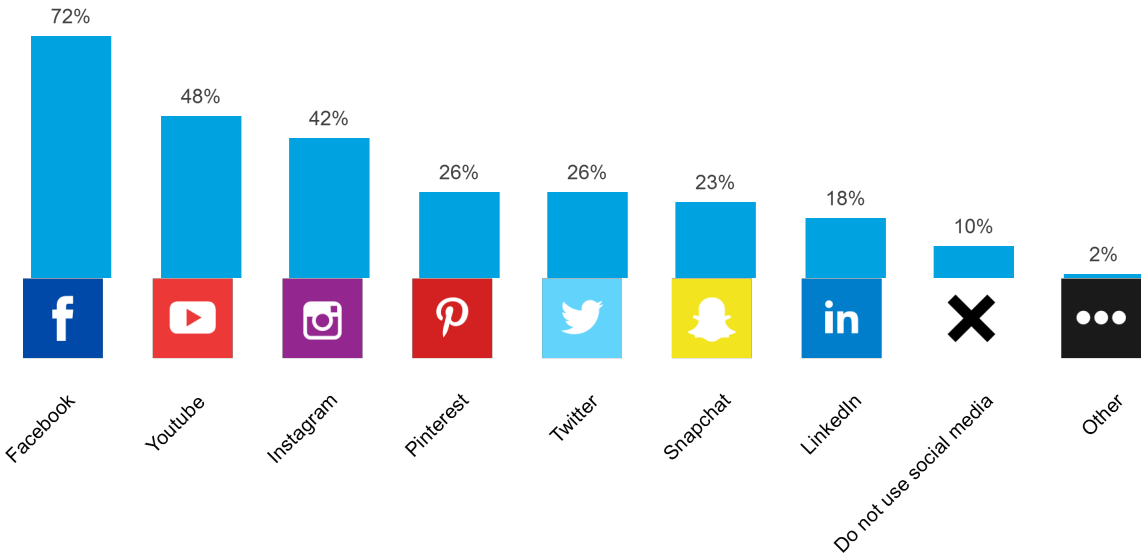


Of those who followed an Influencer

76%



















noticed them posting travel-related content

Social media platforms used in general Multi-Response

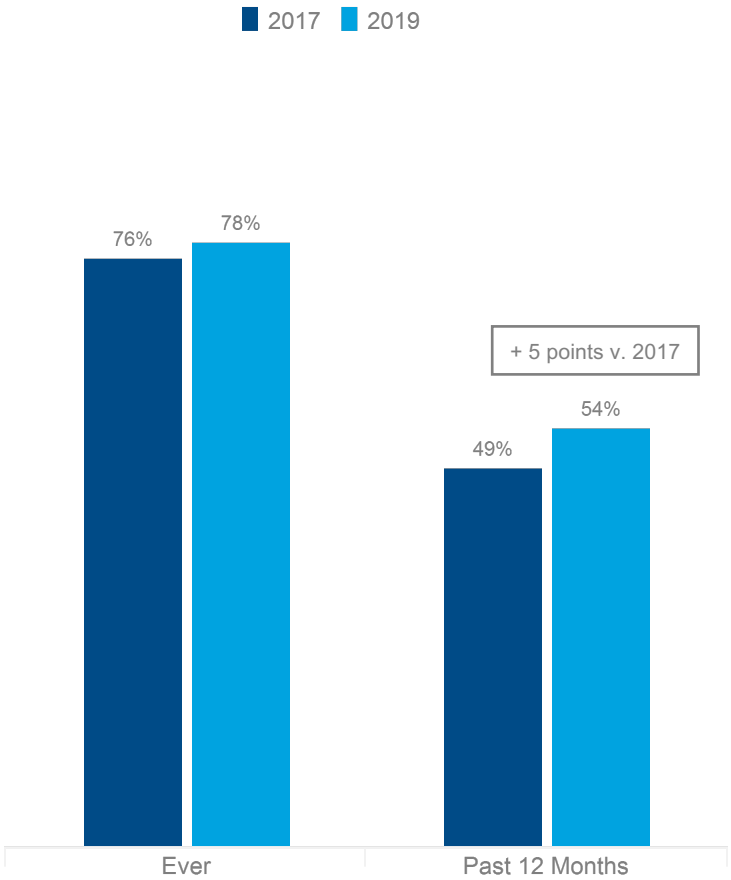


Asheville Area's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

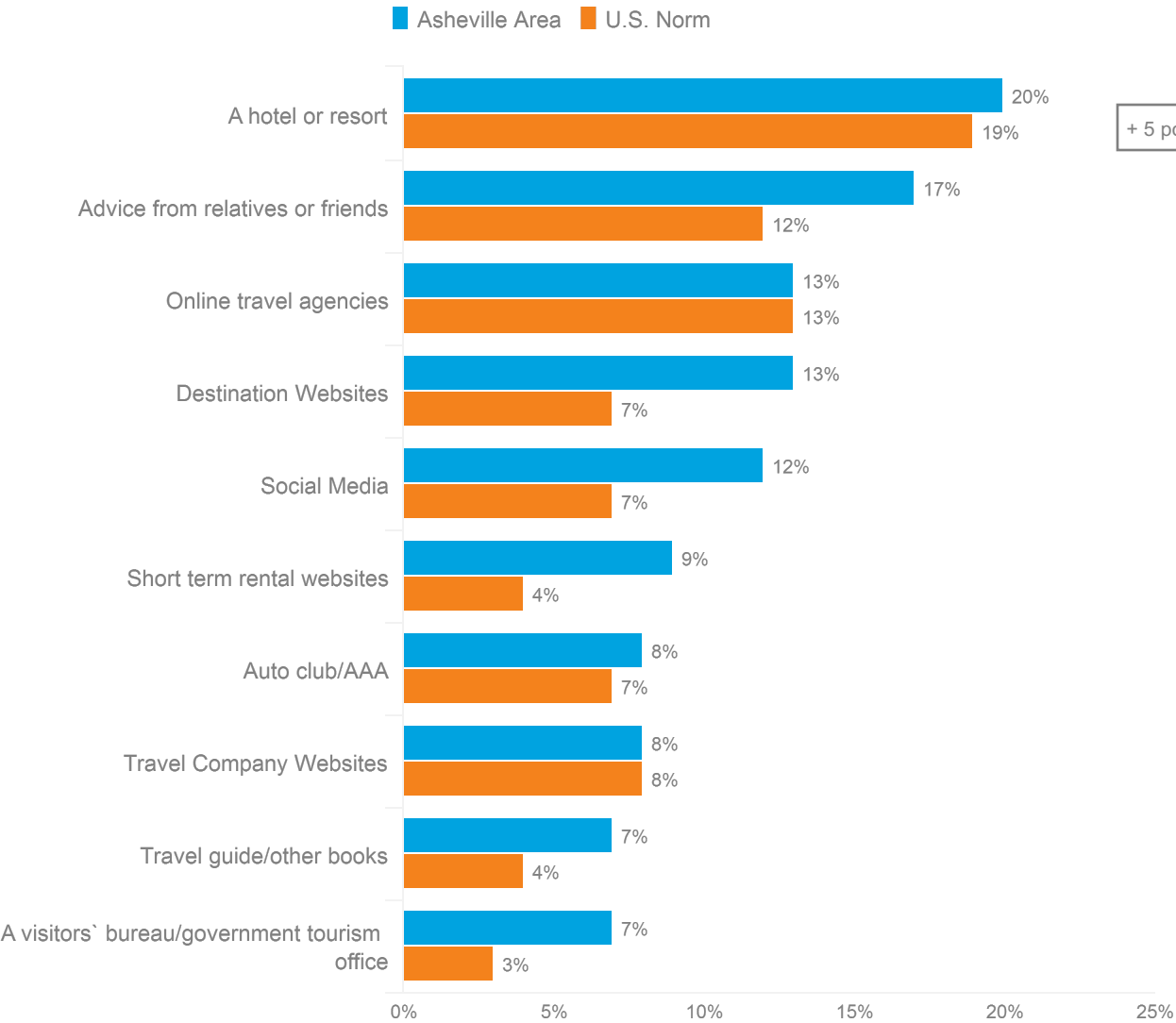
% Satisfied with Trip			VERY Satisfied	Somewhat to Very Satisfied
	Overall trip experience		78%	92%
	Quality of food		71%	89%
	Sightseeing and attractions		69%	85%
	Safety and Security		69% - 5 points v. 2017	86%
	Friendliness of people		68% - 7 points v. 2017	88% - 6 points v. 2017
	Cleanliness		68%	88%
	Quality of accommodations		66%	84%
	Value for money		54%	83%
	Music/nightlife/entertainment		46%	62%

Past Visitation to Asheville Area



Trip Planning Information Sources

Multi-Response



+ 5 points v. 2017

Length of Trip Planning

	Asheville Area	U.S. Norm
More than 1 year in advance	2%	4%
6-12 months	16%	14%
3-5 months	22%	18%
2 months	21%	17%
1 month or less	30%	33%
Did not plan anything in advance	9%	14%

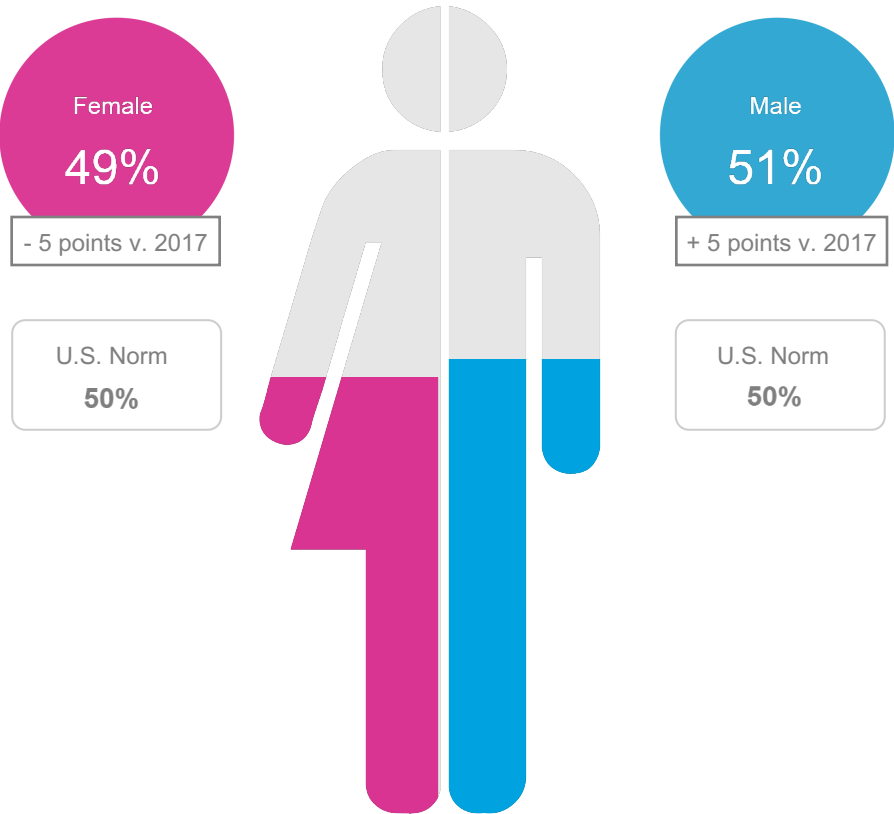
+ 5 points v. 2017

- 6 points v. 2017

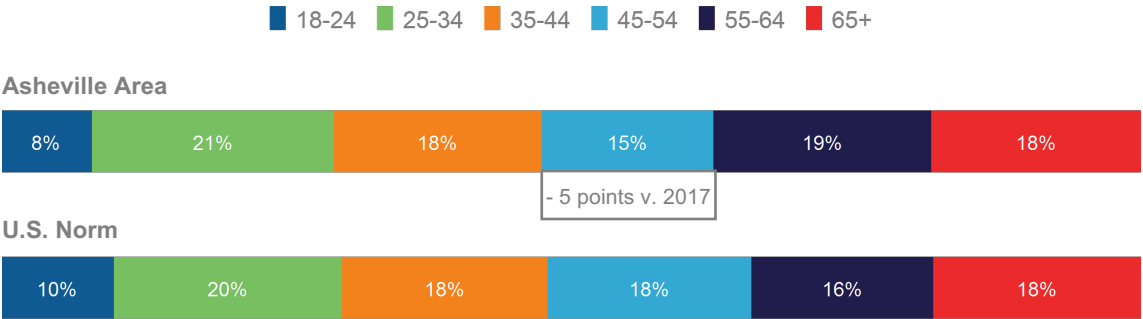
Demographic Profile of Overnight Asheville Area Visitors

Base: 2019 Overnight Person-Trips

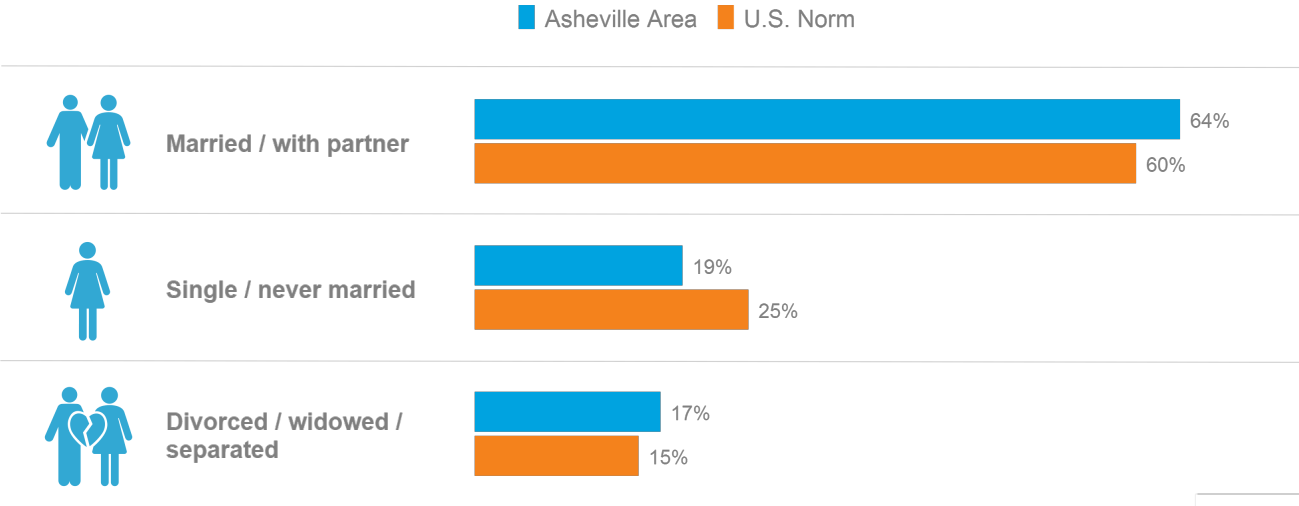
Gender



Age



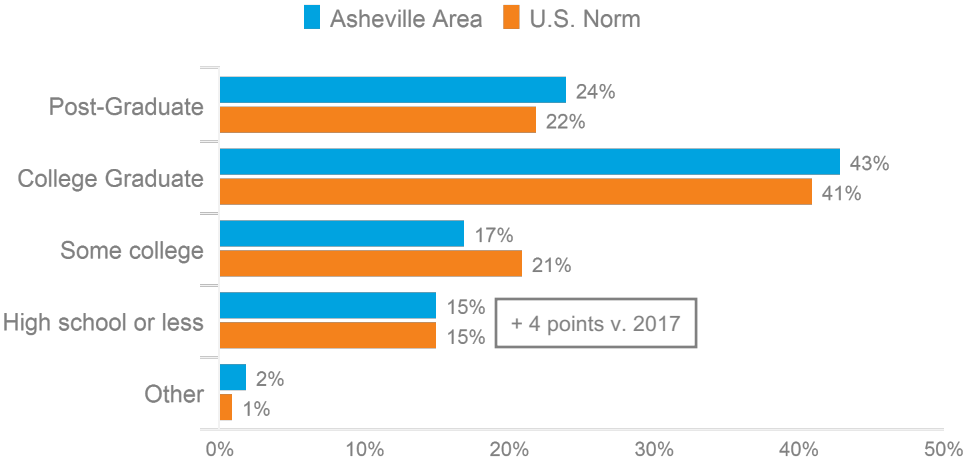
Marital Status



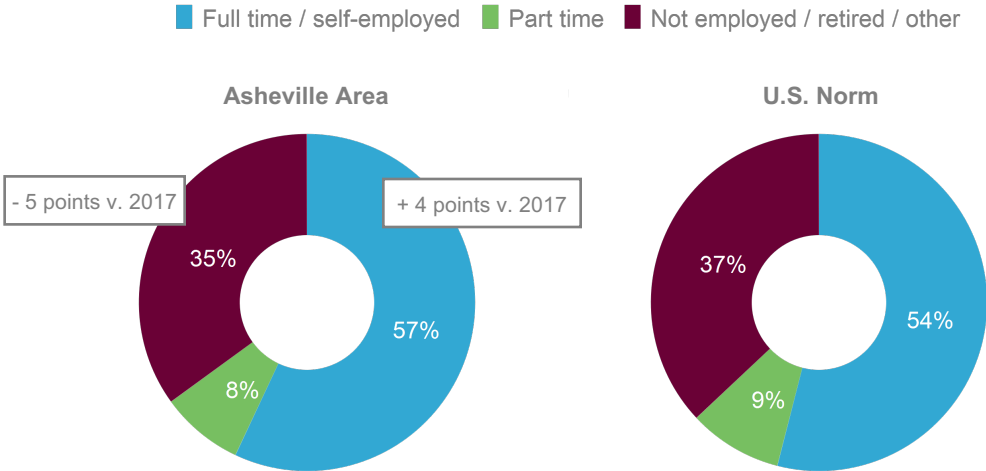
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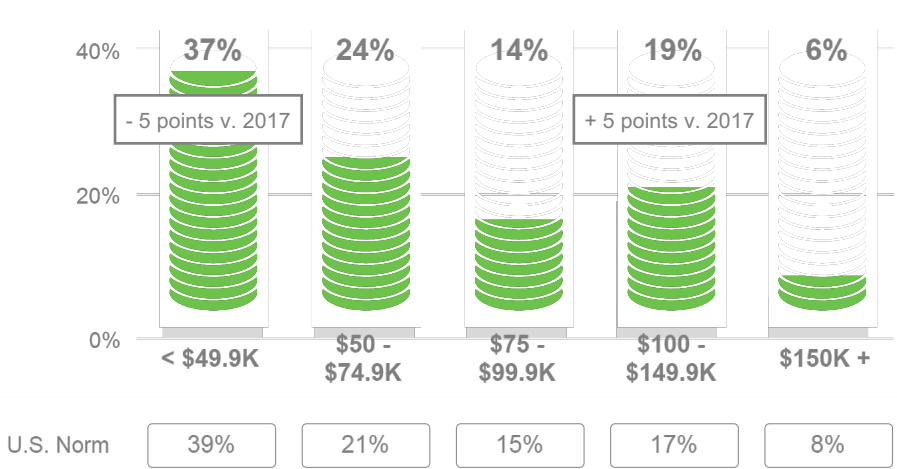
Education



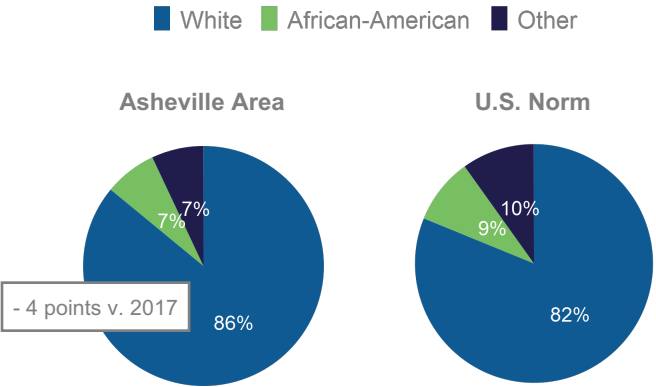
Employment



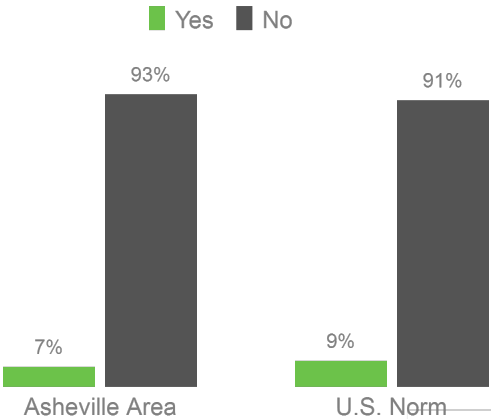
Household Income



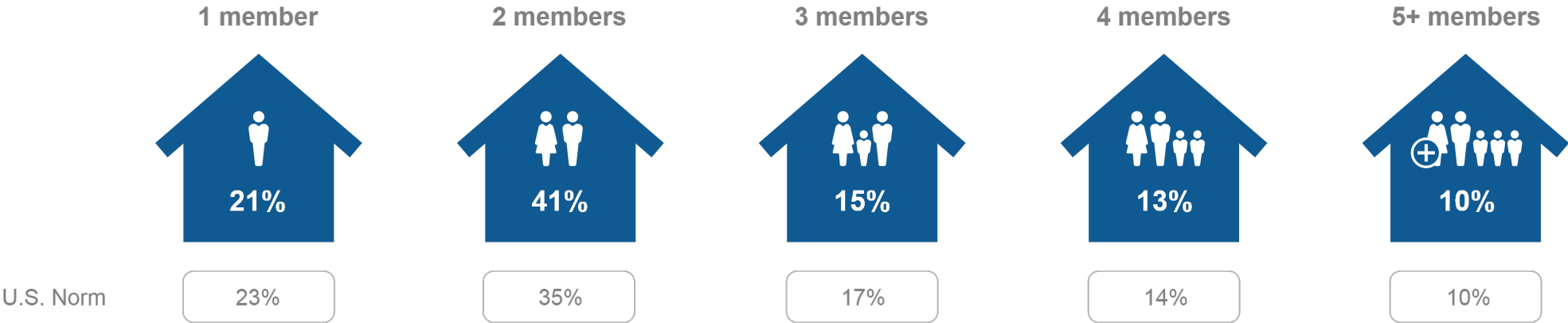
Race



Hispanic Background

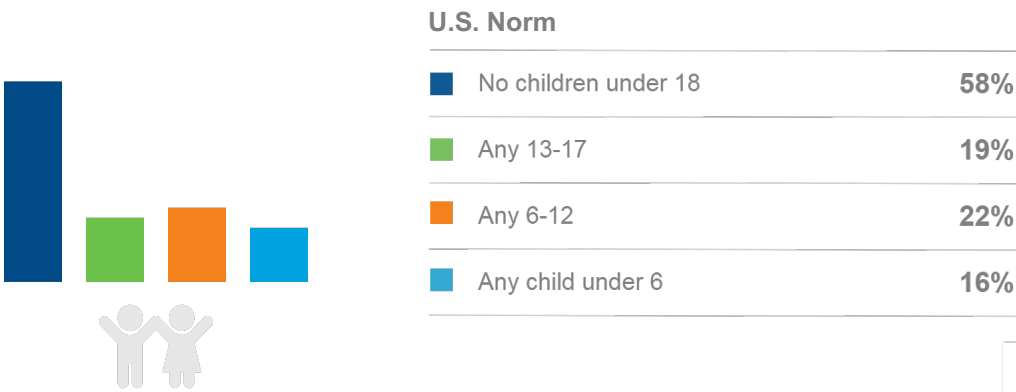
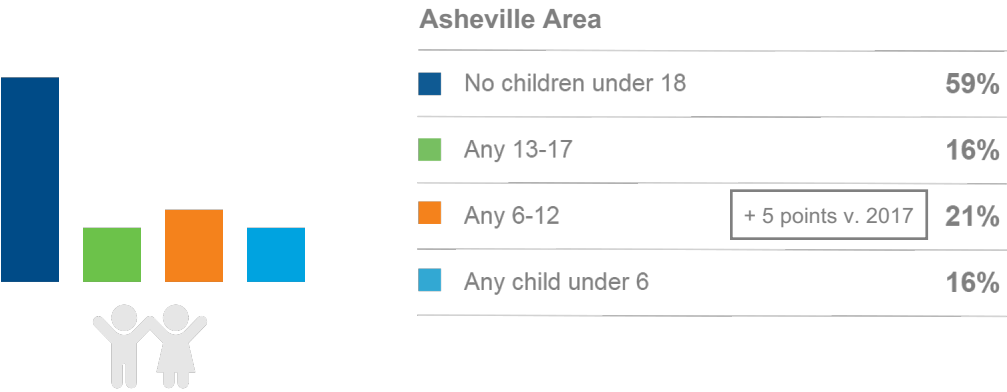


Household Size



Children in Household

Multi-Response





Travel USA Visitor Profile

Day Visitation

ASHEVILLE

2018/2019

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Selected to be representative of the U.S. adult population

For Asheville Area, the following sample was achieved in 2019:



Day Base Size

595

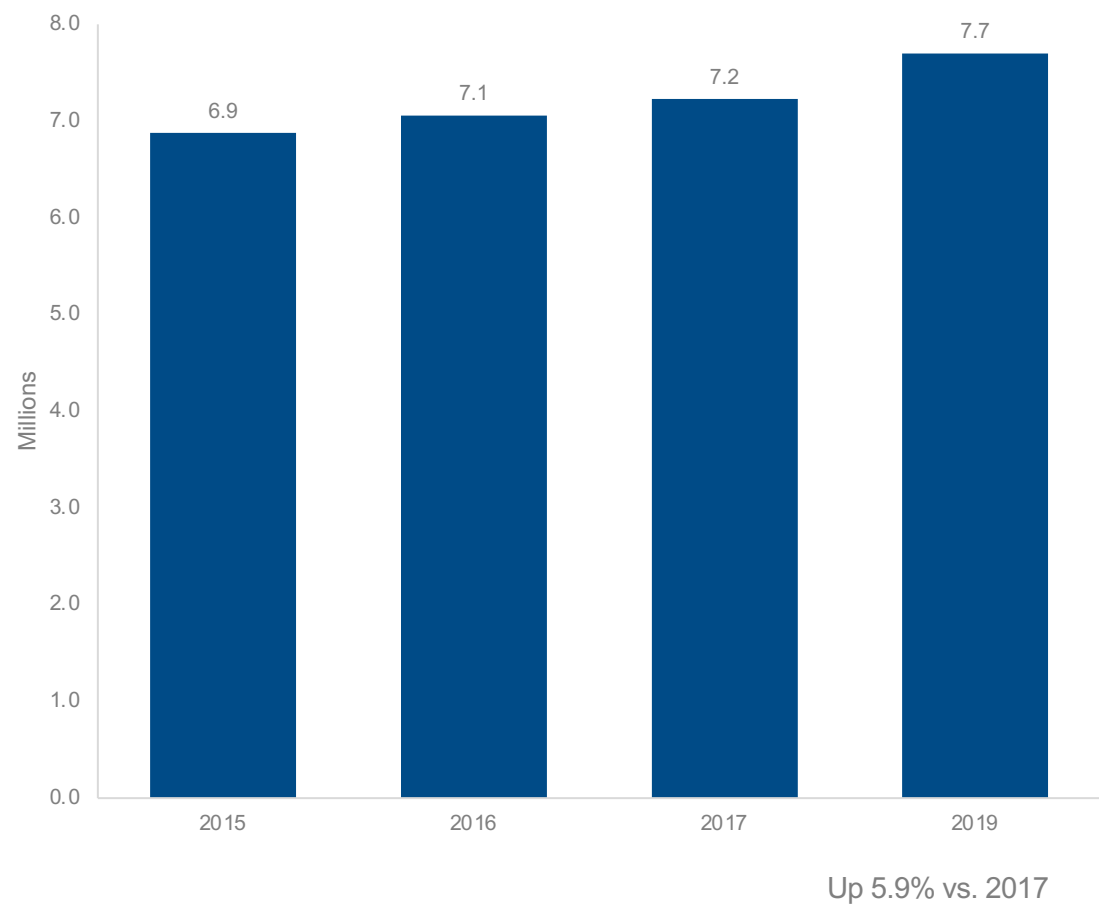
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Please note that any significant differences of 4 points or more between 2018/2019 and 2016/2017 are marked.

Size and Structure of Asheville Area's Domestic Travel Market

Base: 2019 Day Person-Trips

Day Trips to Asheville Area












Total Size of Asheville Area 2019 Domestic Travel Market

Total Person-Trips
11.7 Million
Up 6.1% vs. 2017

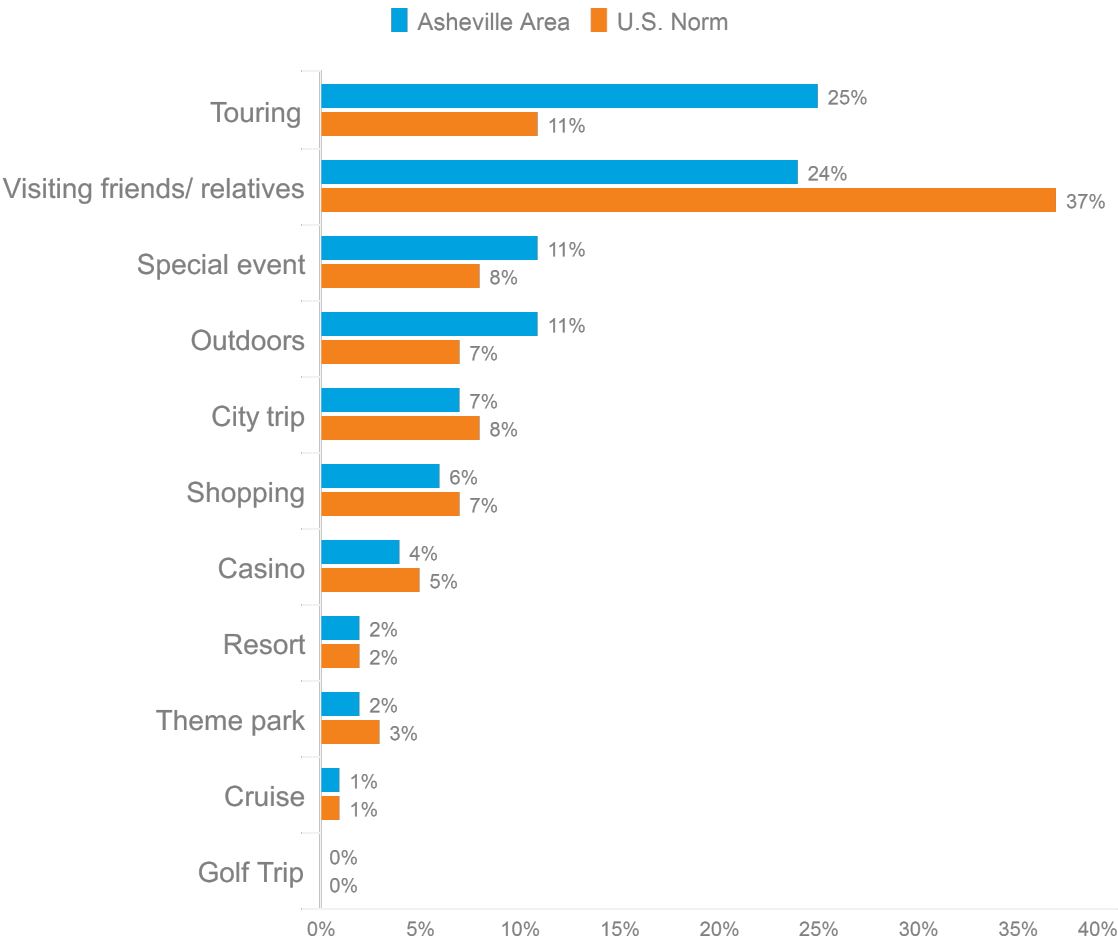


- Day
65% | 7.7 Million
- Overnight
35% | 4.1 Million

Main Purpose of Trip

	24% Visiting friends/ relatives	- 4 points v. 2016/2017	
	25% Touring	- 5 points v. 2016/2017	
	11% Special event	+ 5 points v. 2016/2017	0% Conference/ Convention
	11% Outdoors		
	7% City trip		
	6% Shopping		4% Other business trip
	4% Casino		
	2% Resort		
			3% Business-Leisure

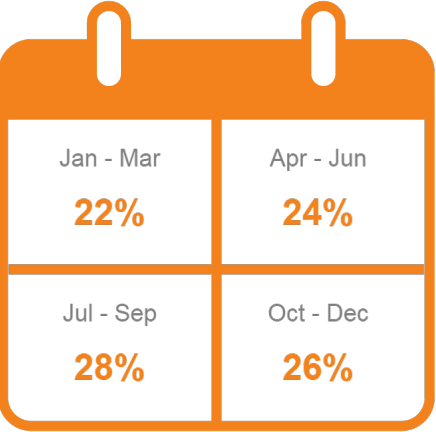
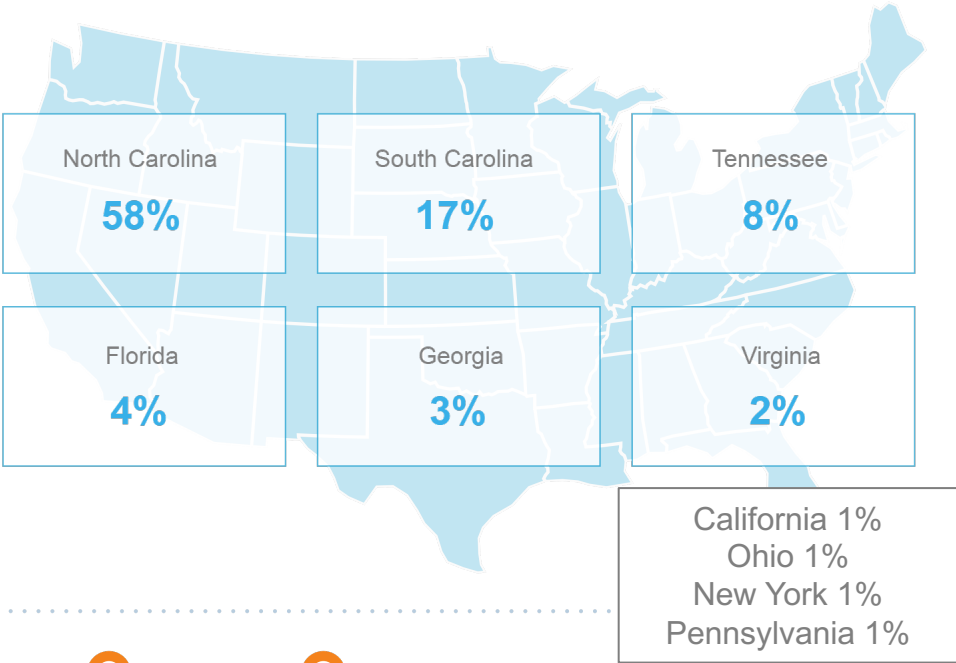
Main Purpose of Leisure Trip



Asheville Area's Day Trip Characteristics

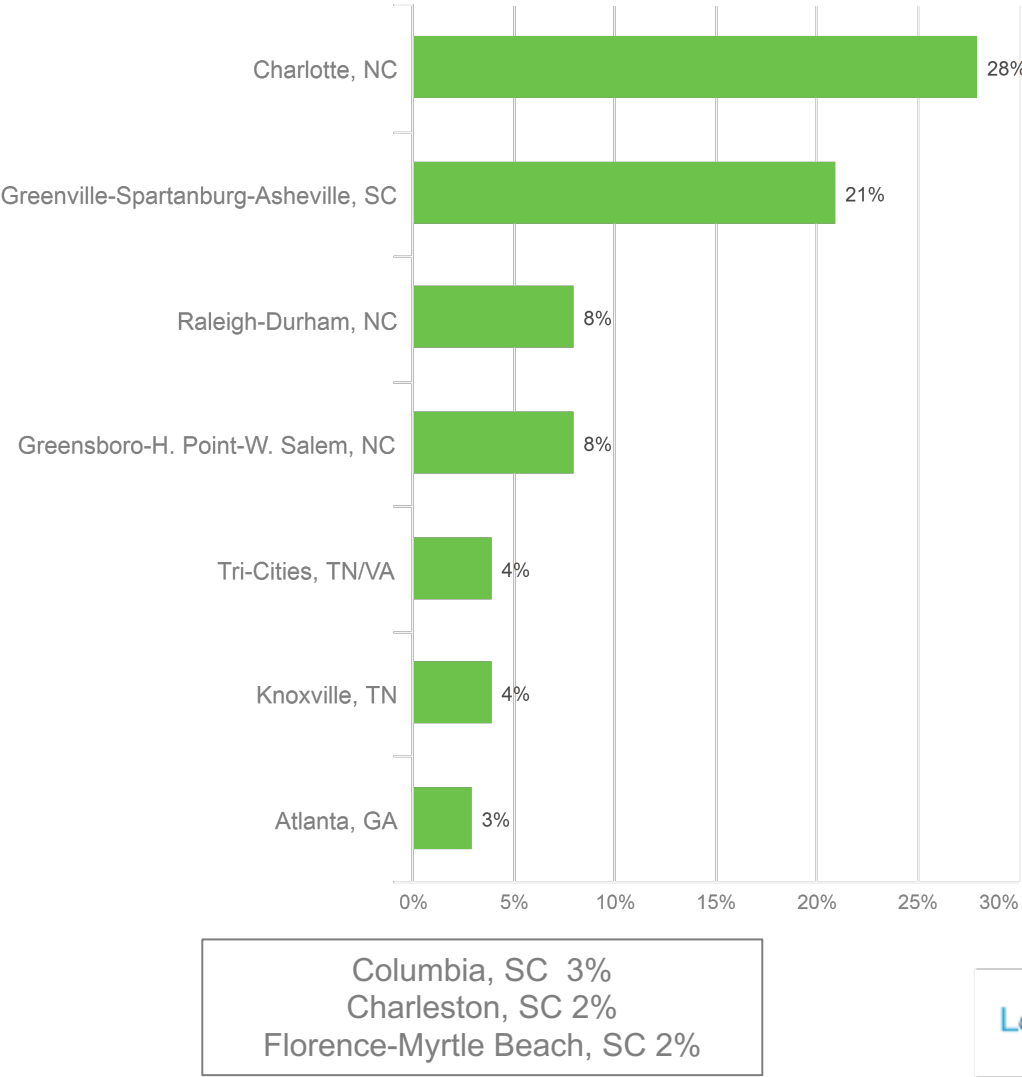
Base: 2018/2019 Day Person-Trips

State Origin Of Trip



Season of Trip
Total Day Person-Trips

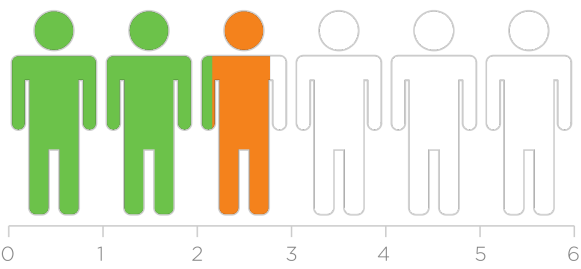
DMA Origin Of Trip



Size of Travel Party

Adults Children

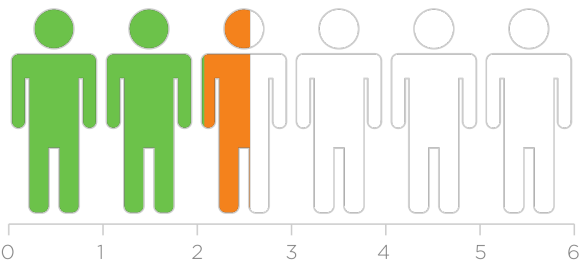
Asheville Area



Total
2.8

Average number of people

U.S. Norm

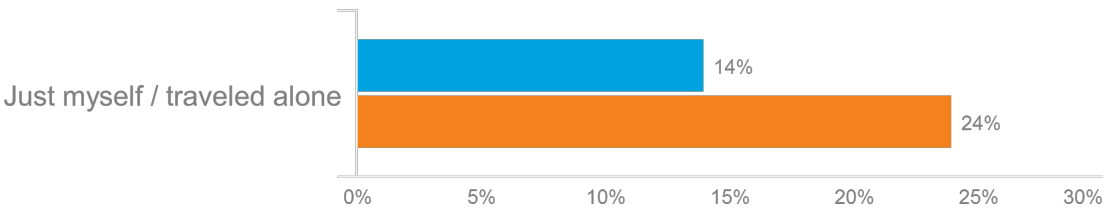


Total
2.6

Average number of people

Percent Who Traveled Alone

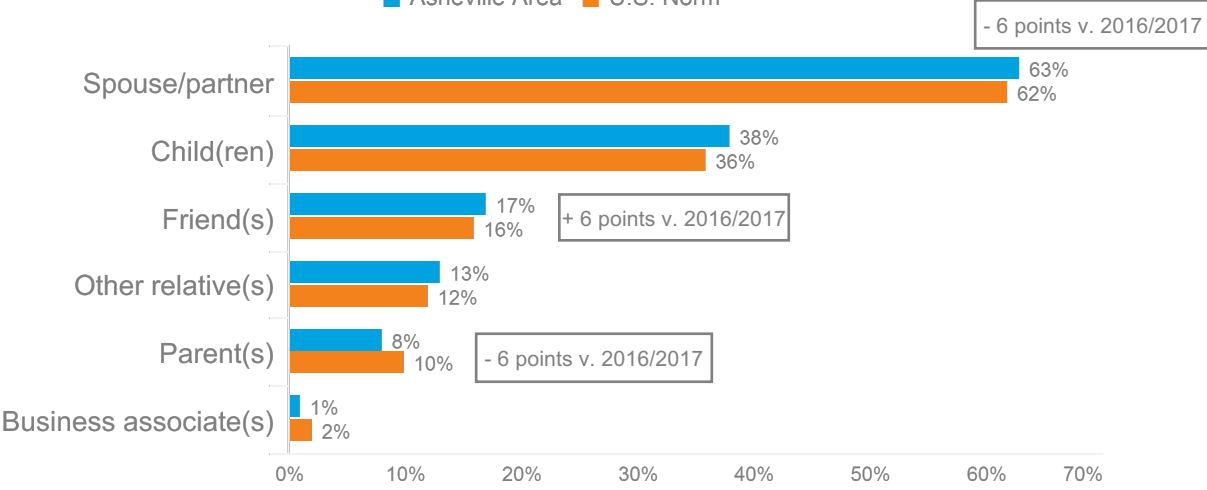
Asheville Area U.S. Norm



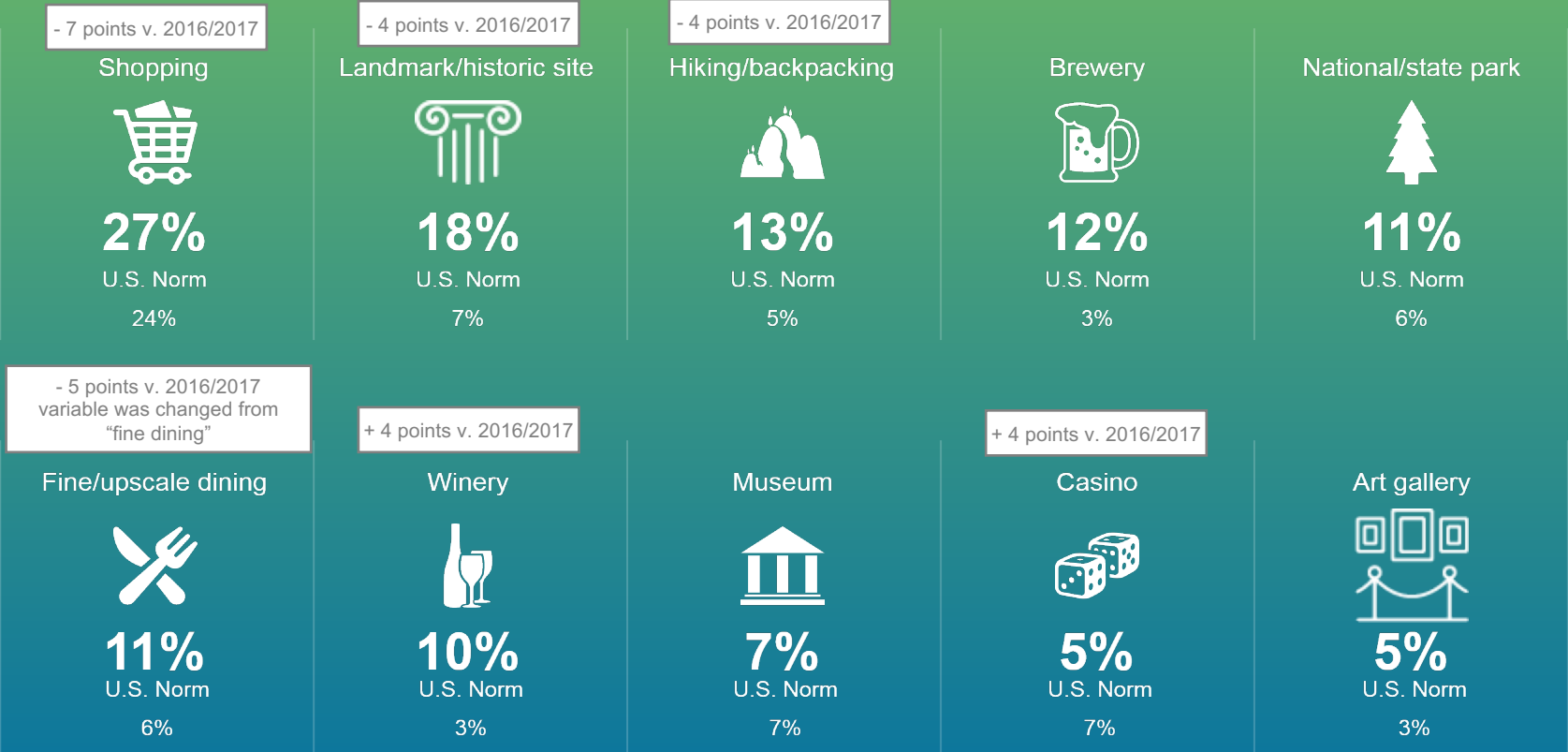
Composition of Immediate Travel Party

Multi-Response

Asheville Area U.S. Norm



Activities and Experiences (Top 10) Multi-Response



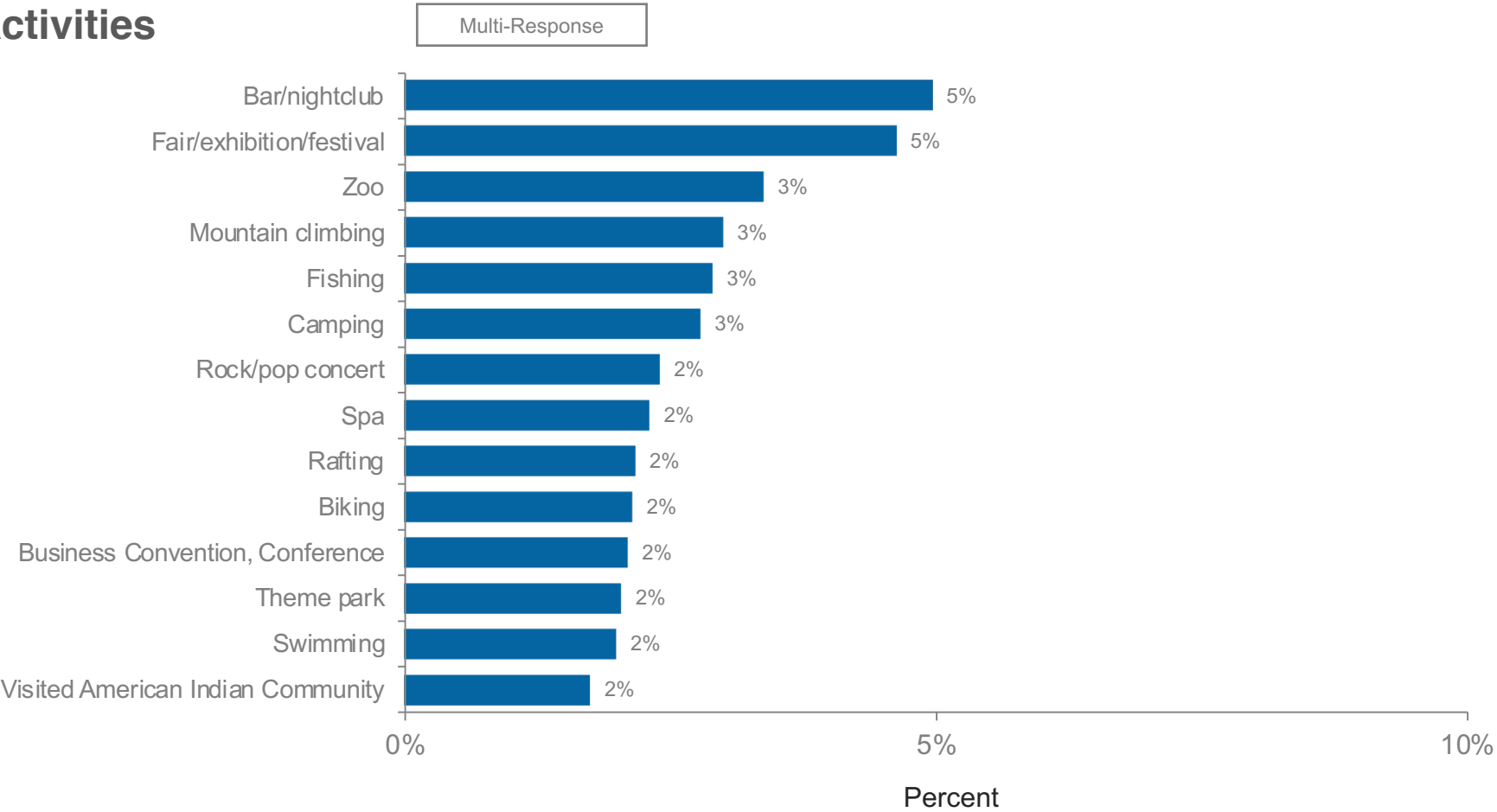
Activities of Special Interest (Top 5)

Asheville Area	Multi-Response
Historic places	34%
Cultural activities/Attractions	19%
Brewery Tours/Beer Tasting	13%
Exceptional Culinary Experiences	11%
Winery Tours/Tasting	+ 4 points v. 2016/2017 10%

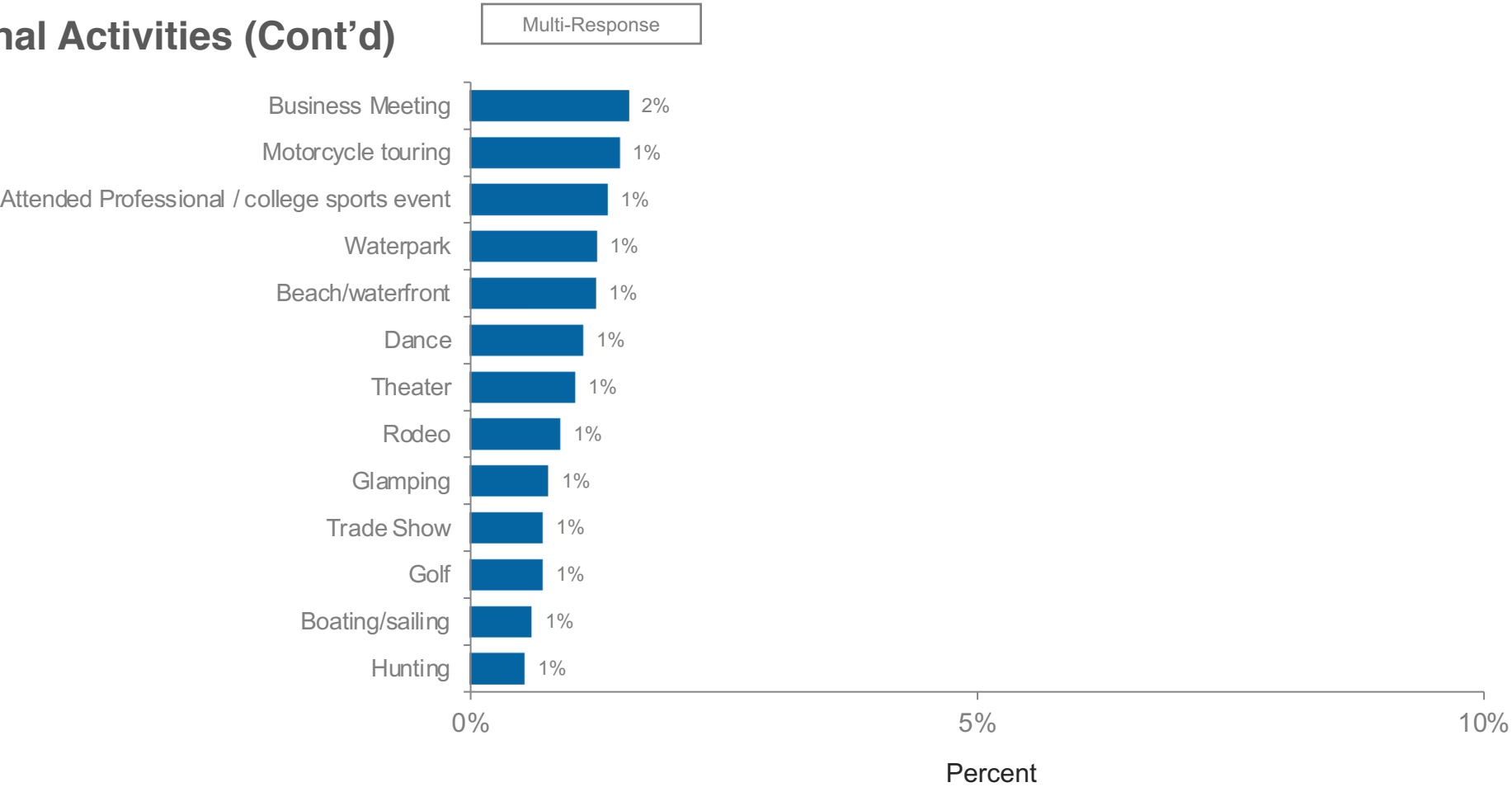
Activities of Special Interest (Top 5)

U.S. Norm	Multi-Response
Historic places	17%
Cultural activities/Attractions	13%
Exceptional Culinary Experiences	7%
Brewery Tours/Beer Tasting	5%
Winery Tours/Tasting	5%

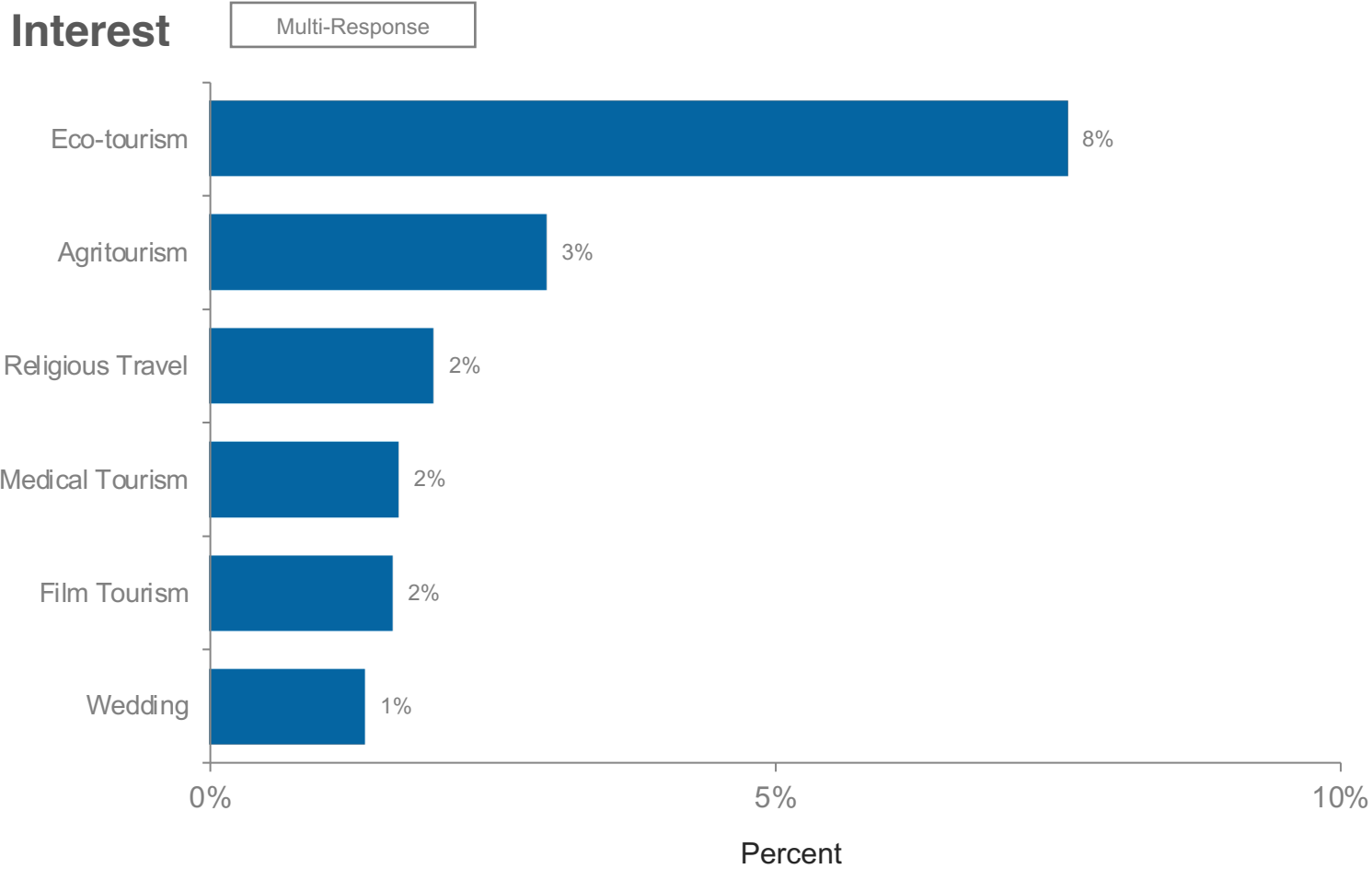
Additional Activities



Additional Activities (Cont'd)



Additional Activities of Special Interest








Asheville Area's Day Trip Characteristics

Base: 2019 Day Person-Trips

Online Social Media Use by Travelers

Multi-Response

	Asheville Area	U.S. Norm
 Used any social media	66%	57%
 Shared travel stories/photos/videos on social media	34%	24%
 Read online travel reviews that influenced my travel decisions	20%	23%
 Clicked through on a travel advertisement seen on social media	16%	15%
 Made a comment on a social media post published by a travel destination	15%	10%

Question updated in 2019, data is for 2019 only



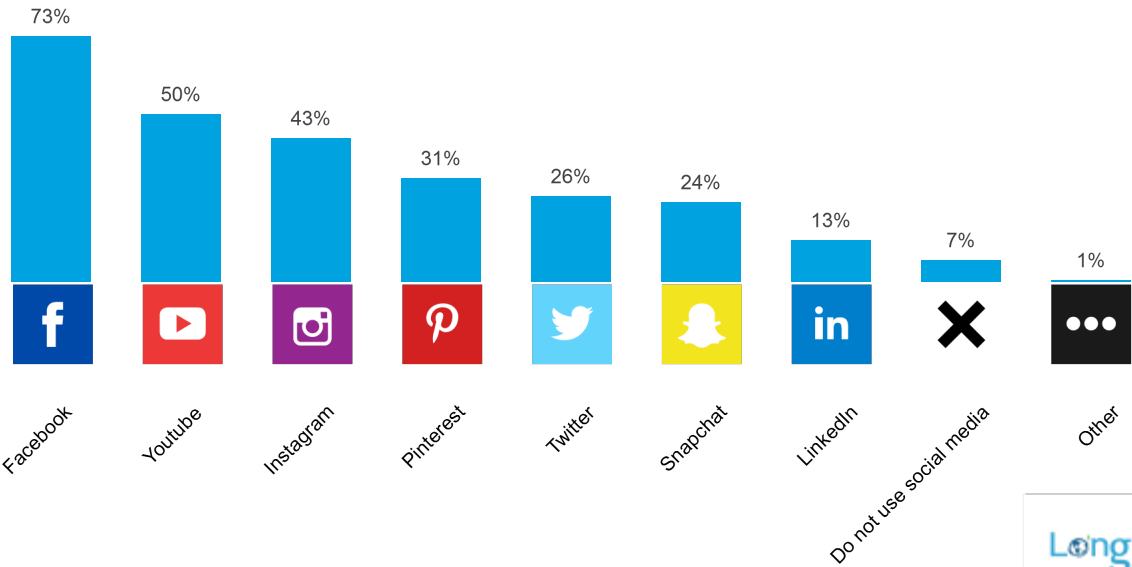
Of those who followed an Influencer

63%

noticed them posting travel-related content

Social media platforms used in general

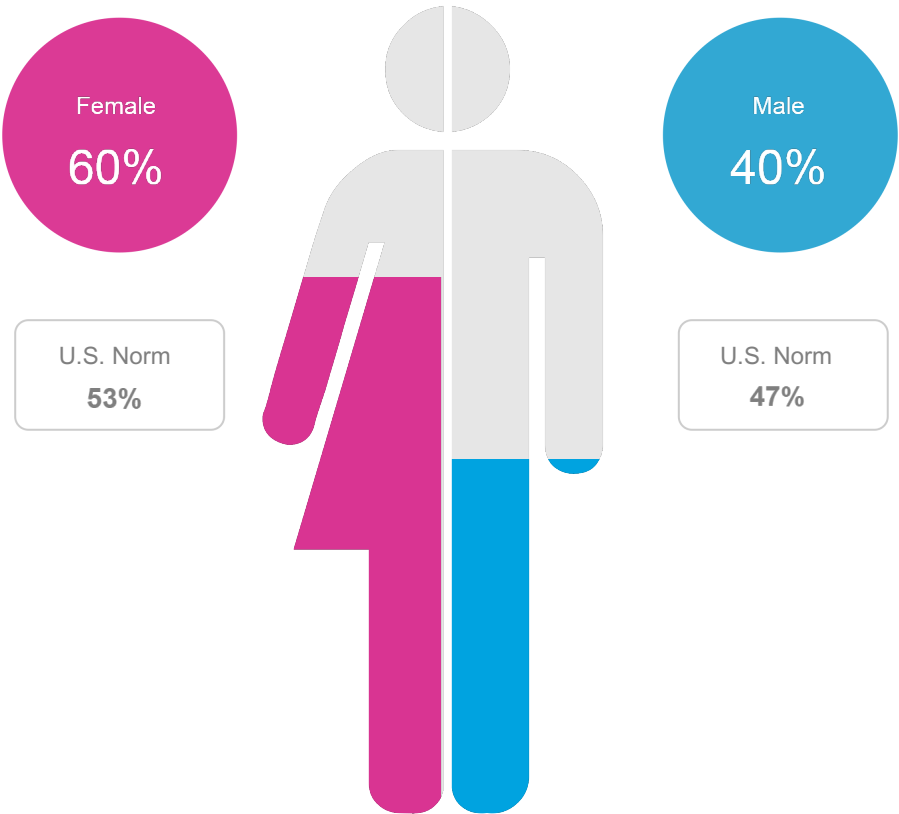
Multi-Response



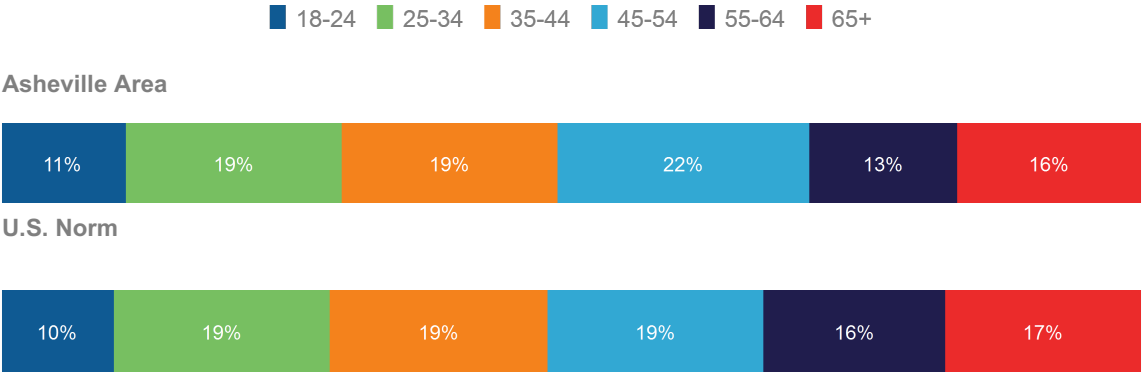
Demographic Profile of Day Asheville Area Visitors

Base: 2018/2019 Day Person-Trips

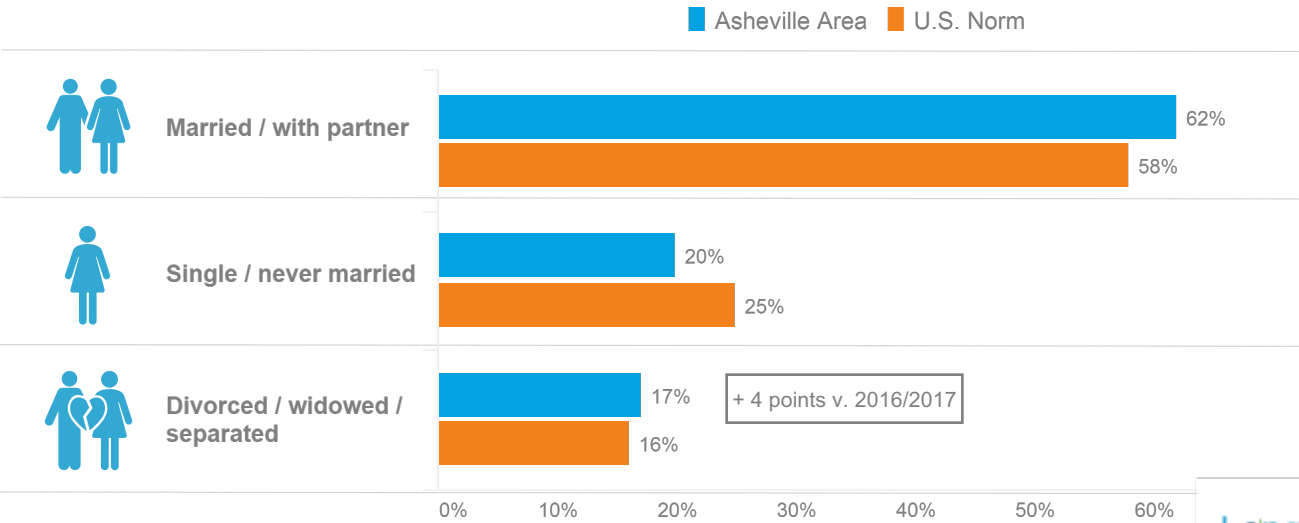
Gender



Age



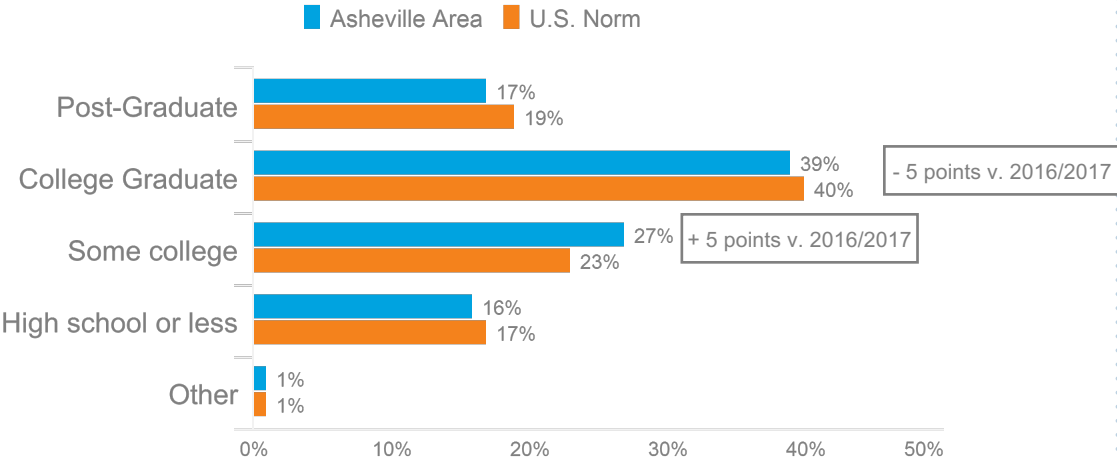
Marital Status



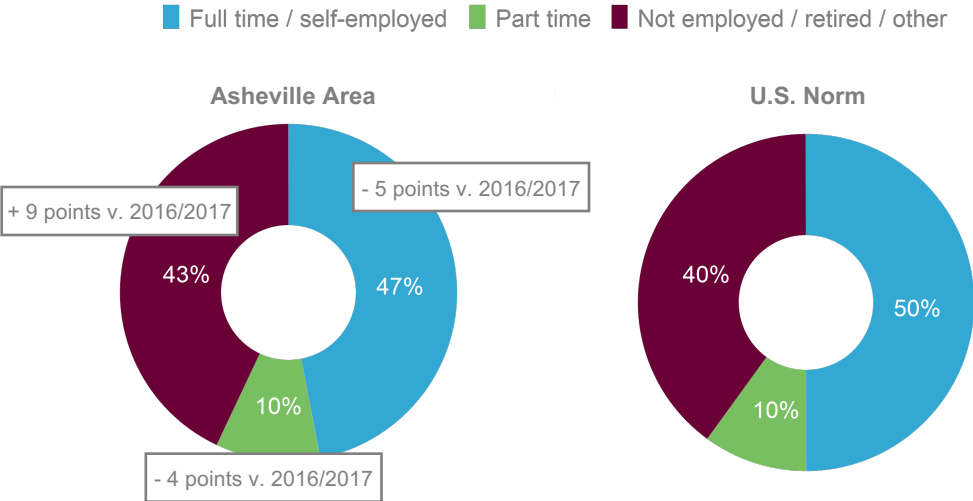
Demographic Profile of Day Asheville Area Visitors

Base: 2018/2019 Day Person-Trips

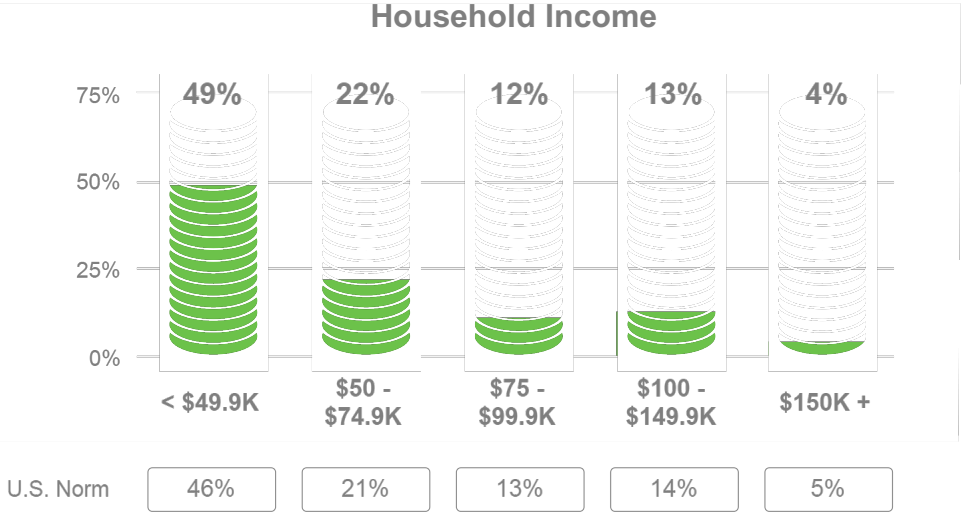
Education



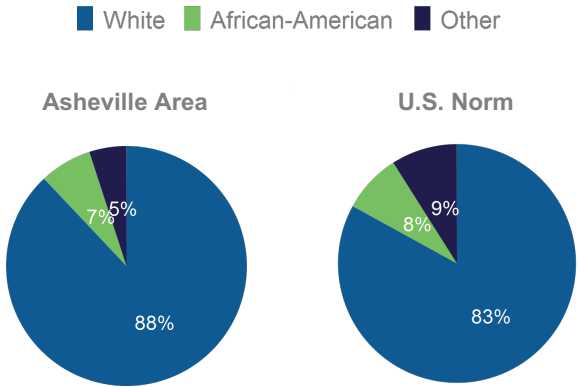
Employment



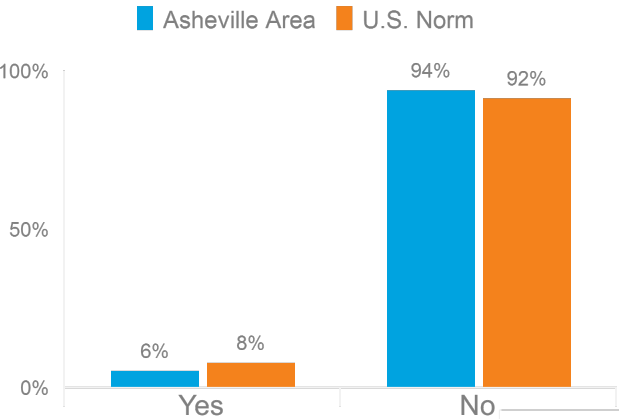
Household Income



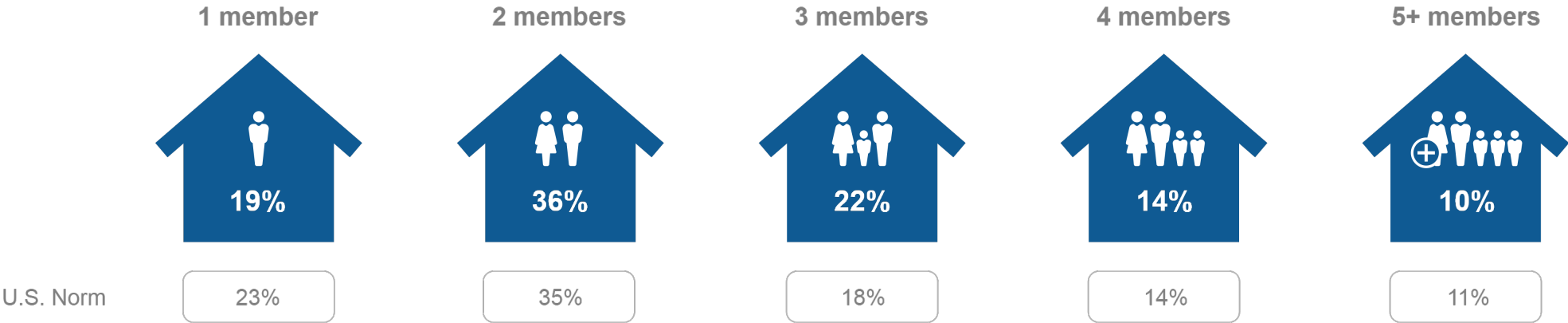
Race



Hispanic Background



Household Size



Children in Household

Multi-Response

