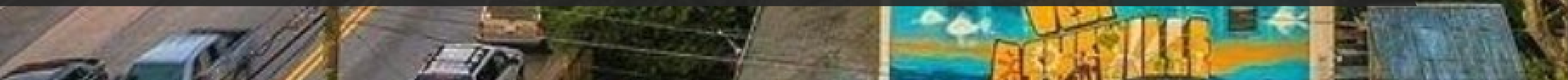




# National Perceptions of Asheville as a Destination

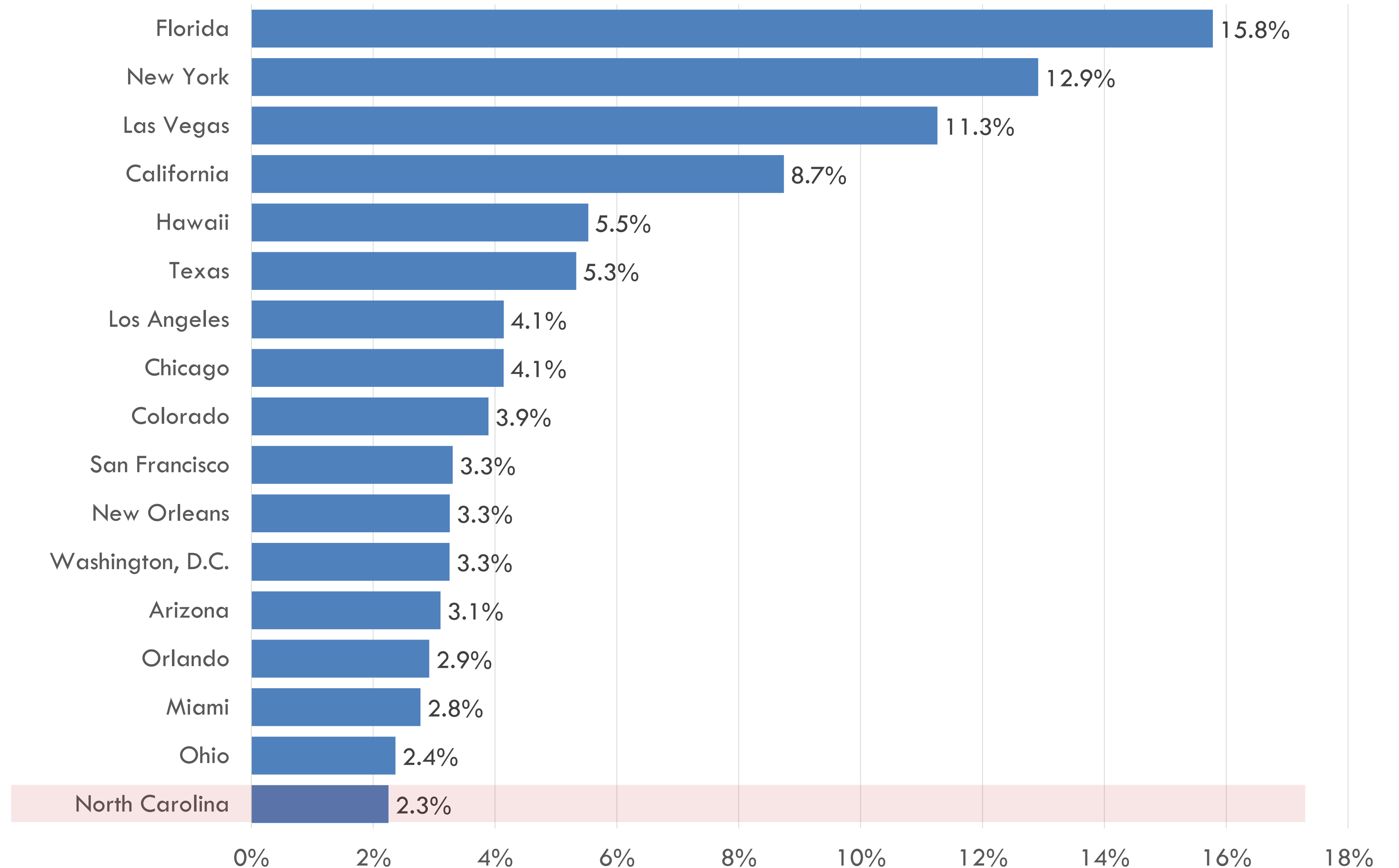


# MOST DESIRED DOMESTIC DESTINATIONS

**Question:** Which domestic destinations do you most want to visit this upcoming year? (Write in up to three)

**(Please only include destinations in the United States)**

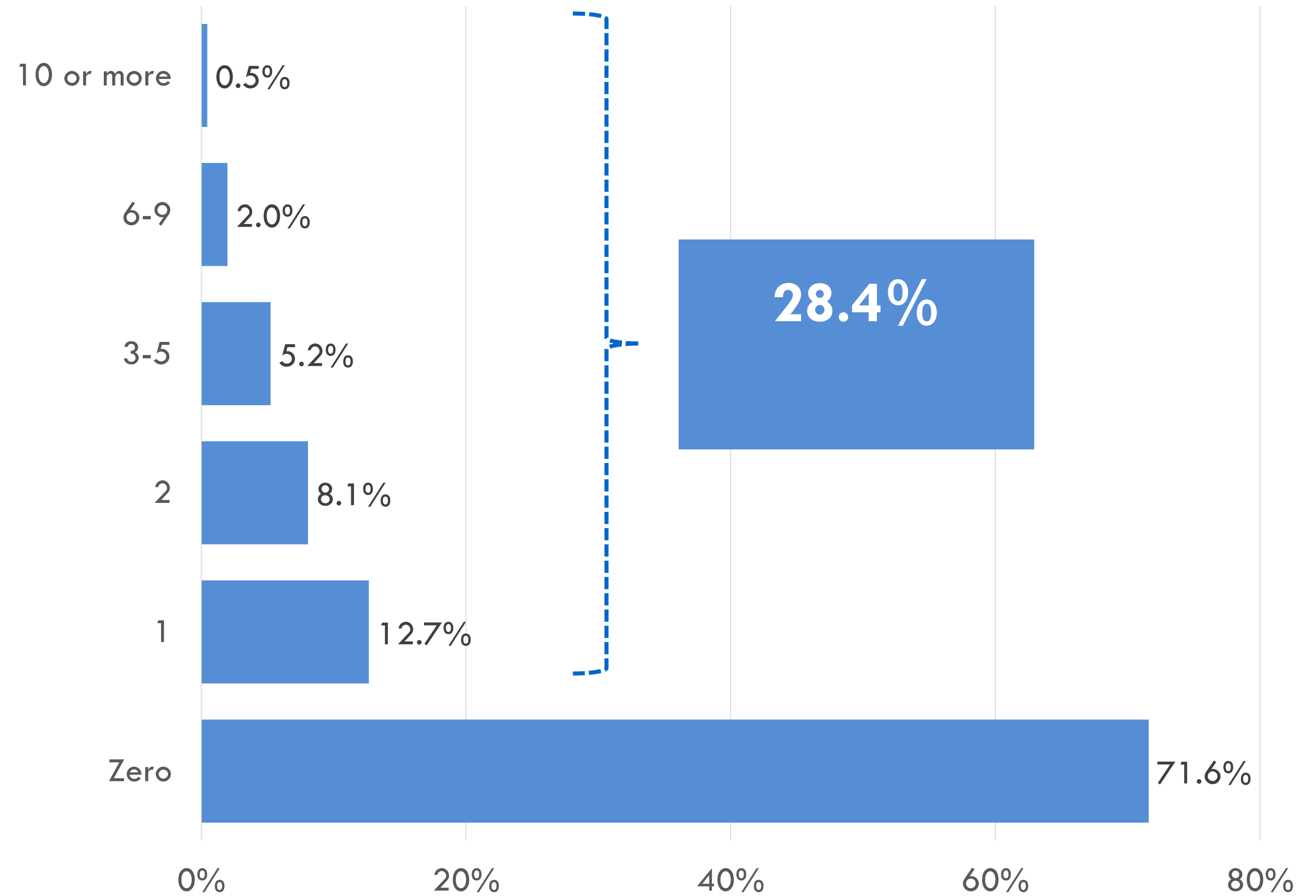
*(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)*



# VISITS TO ASHEVILLE IN THE PAST THREE YEARS

**Question:** How many times have you visited Asheville, North Carolina on a leisure trip in the PAST THREE (3) YEARS?

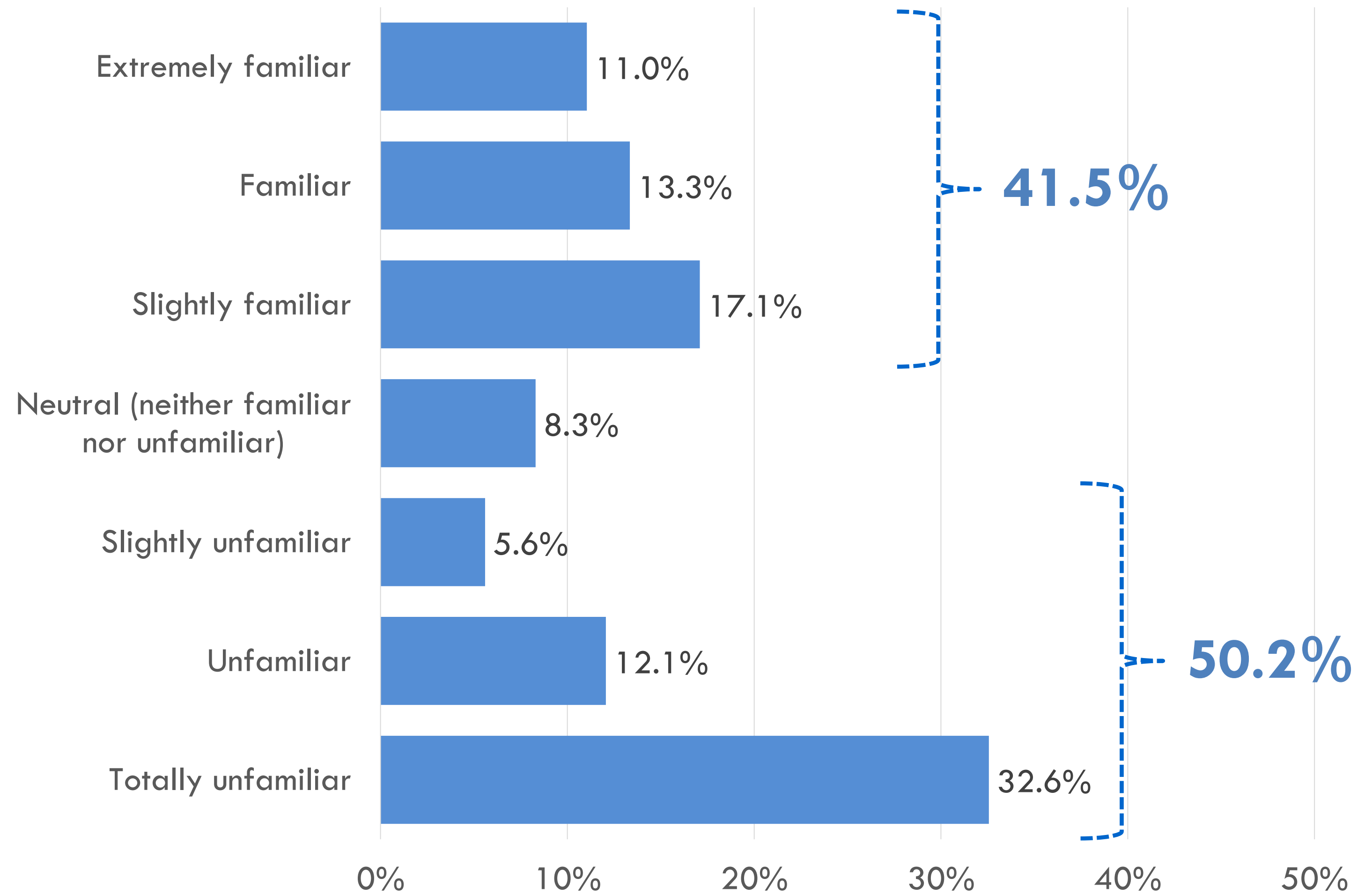
*(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)*



# FAMILIARITY WITH THINGS TO SEE AND DO FOR VISITORS

**Question:** How familiar are you with the things for visitors to see and do in Asheville, North Carolina? (Select one)

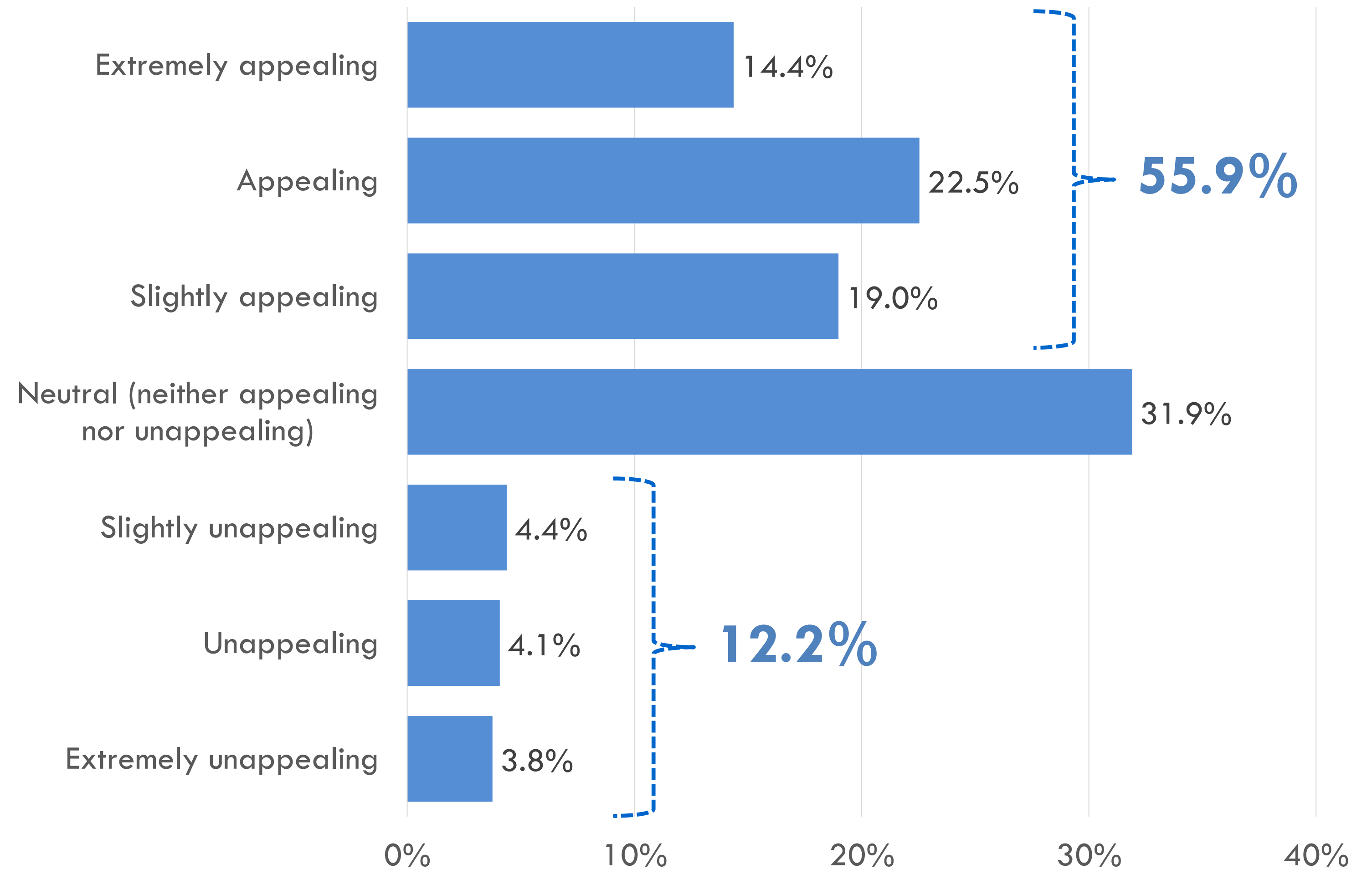
(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



# ASHEVILLE'S APPEAL AS A PLACE TO VISIT FOR LEISURE

**Question:** In your opinion, how appealing is Asheville as a place to visit for leisure travel? (Select one)

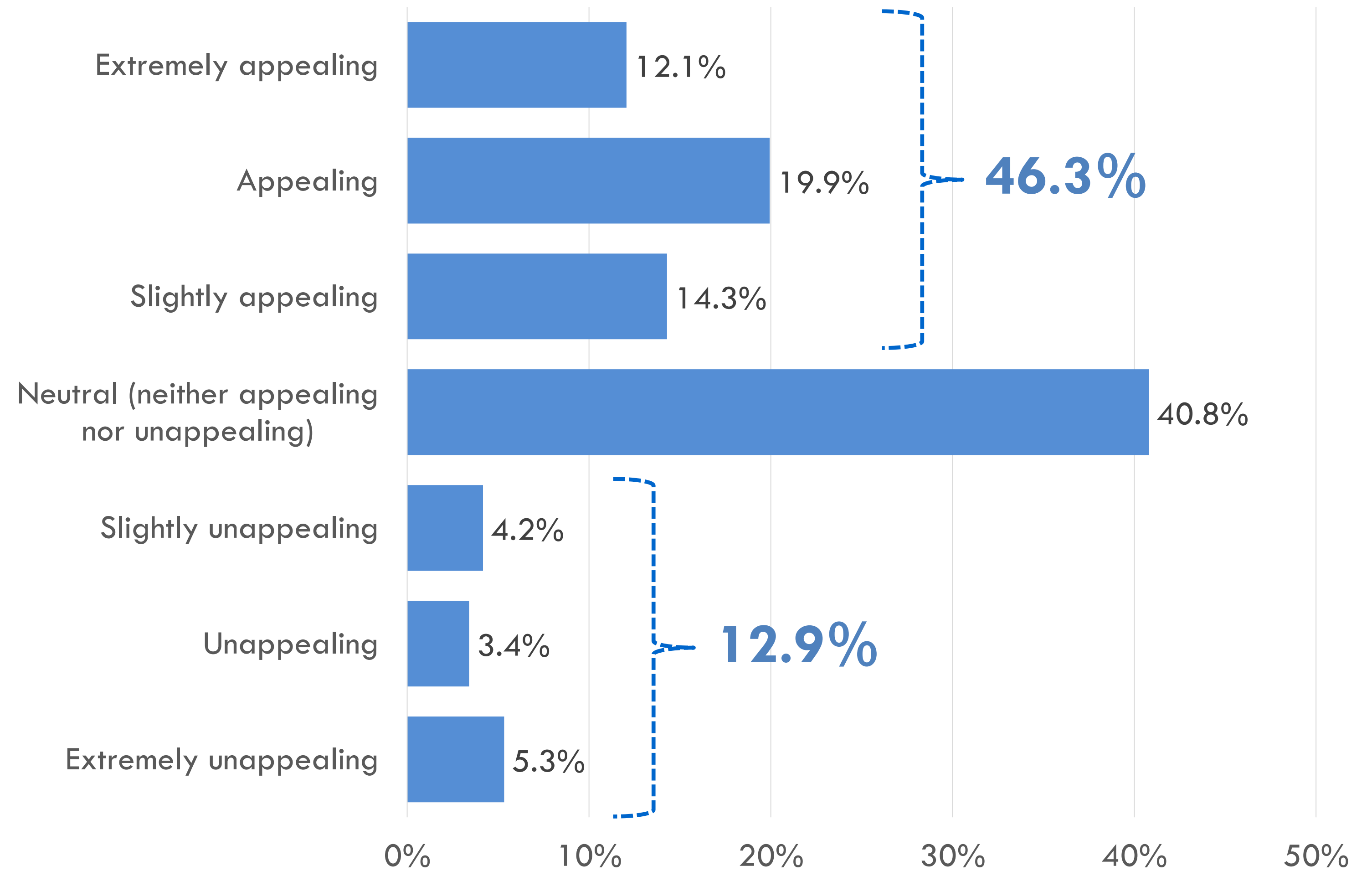
(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



# ASHEVILLE'S APPEAL AS A PLACE TO VISIT FOR BUSINESS

**Question:** How appealing would you find Asheville to be as a place to visit for conventions, conferences or group meetings? (Select one)

(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)

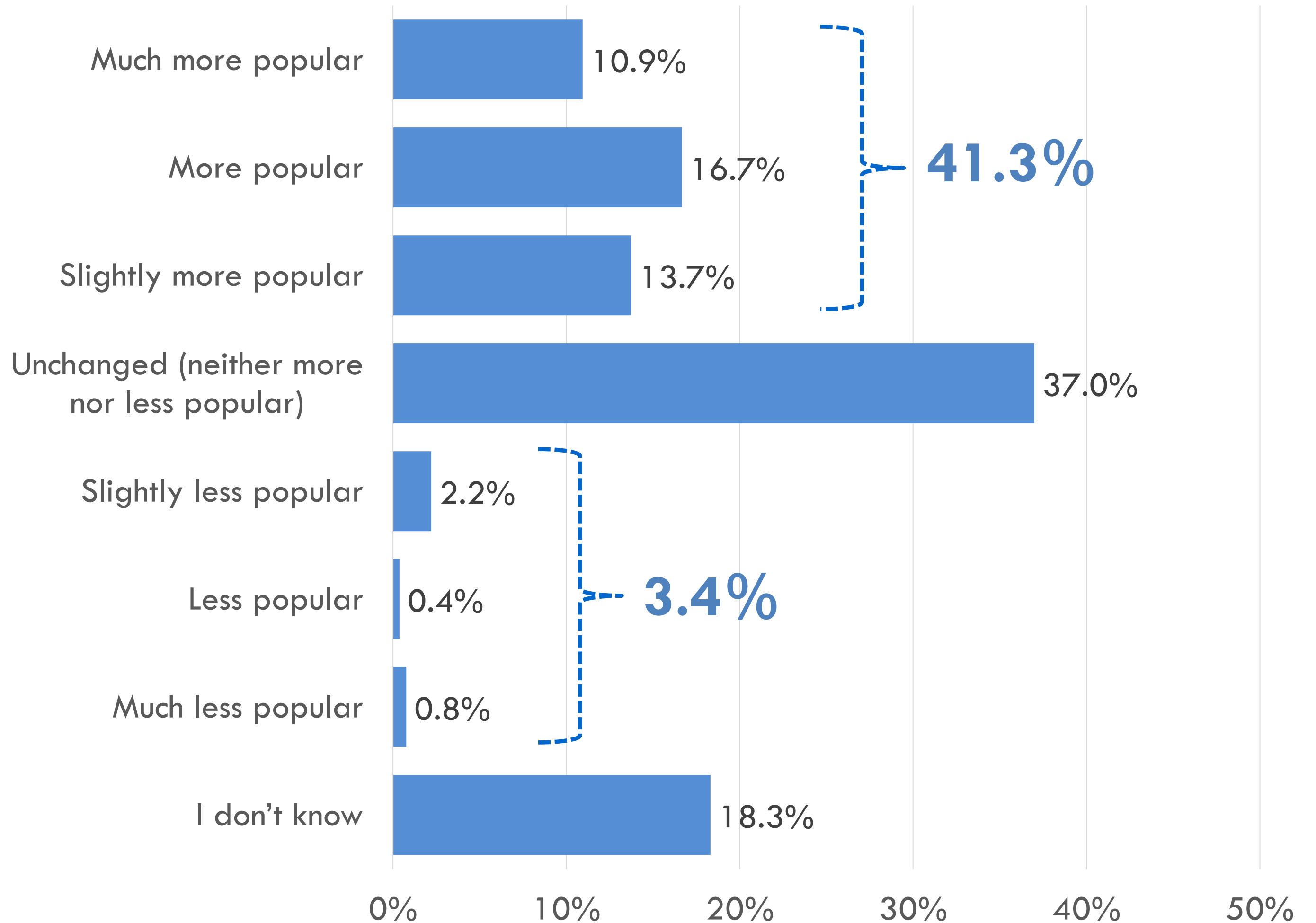


# CHANGES IN ASHEVILLE'S POPULARITY AS A PLACE TO VISIT

**Question:** In the last few years, has Asheville's popularity as a place to visit changed? (Select one to complete the sentence)

From what I have seen, Asheville is becoming\_\_\_\_\_.

(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)

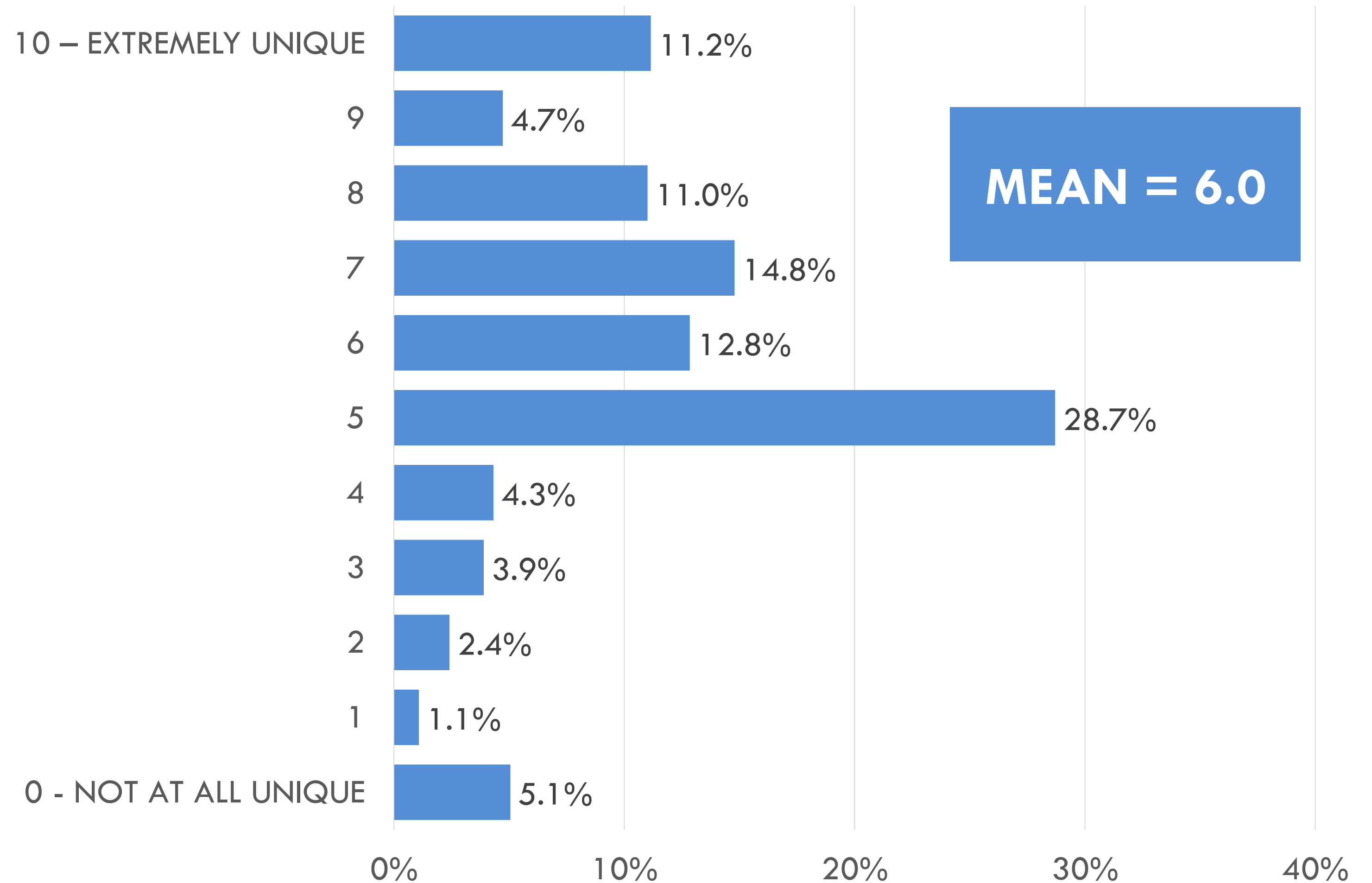


# ASHEVILLE'S EXPERIENCES AS UNIQUE

**Question:** Please think about the experiences a traveler can have in Asheville and compare that to other cities. Use the scale below to rate **HOW UNIQUE** these experiences are.

The experiences a visitor can have in Asheville are \_\_\_\_\_.

*(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)*

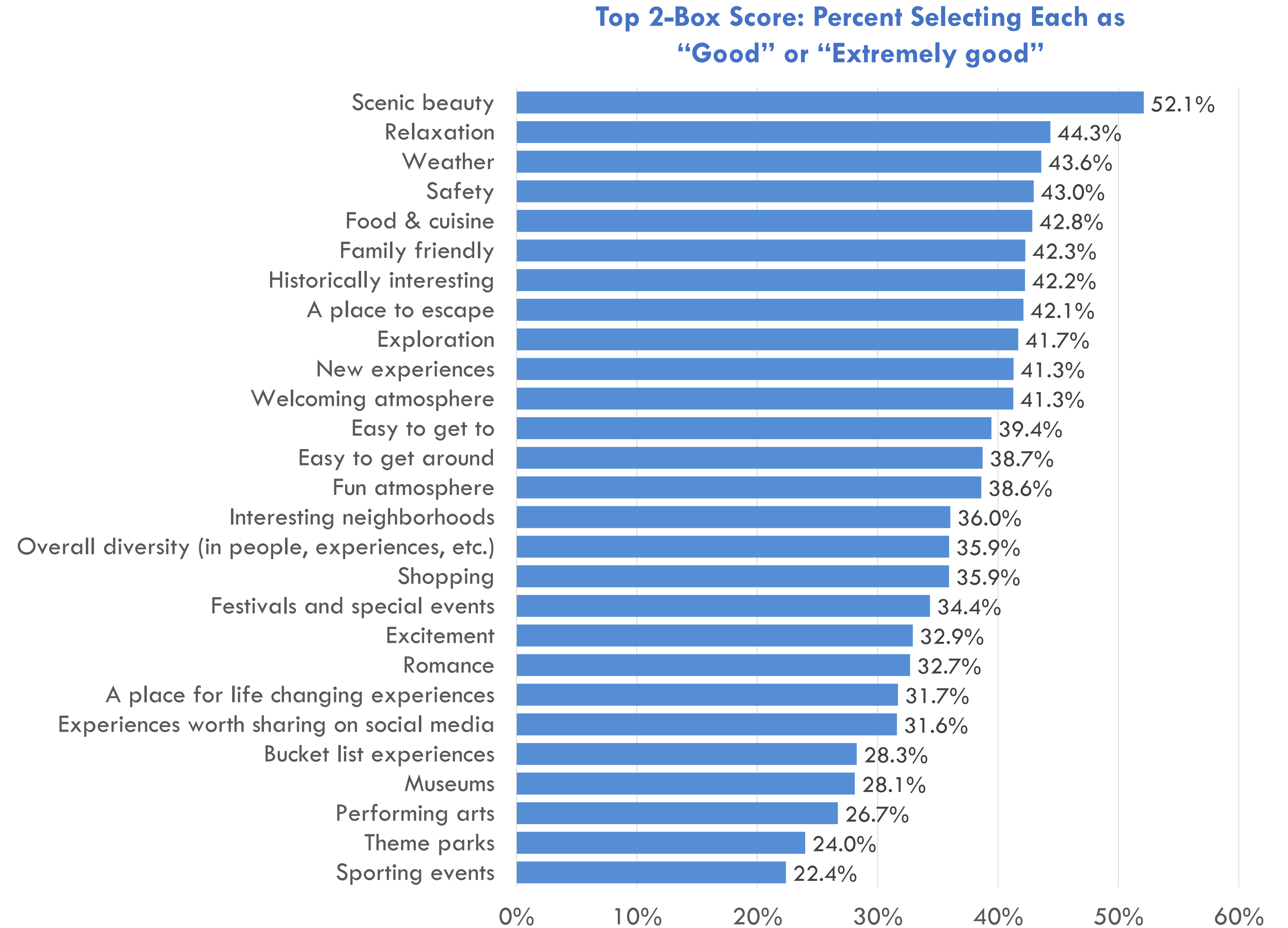




# RATING ASHEVILLE'S ATTRIBUTES

**Question:** Please think about Asheville, North Carolina as a place to visit for leisure. Given what you currently know about Asheville, please rate Asheville for each of these attributes.

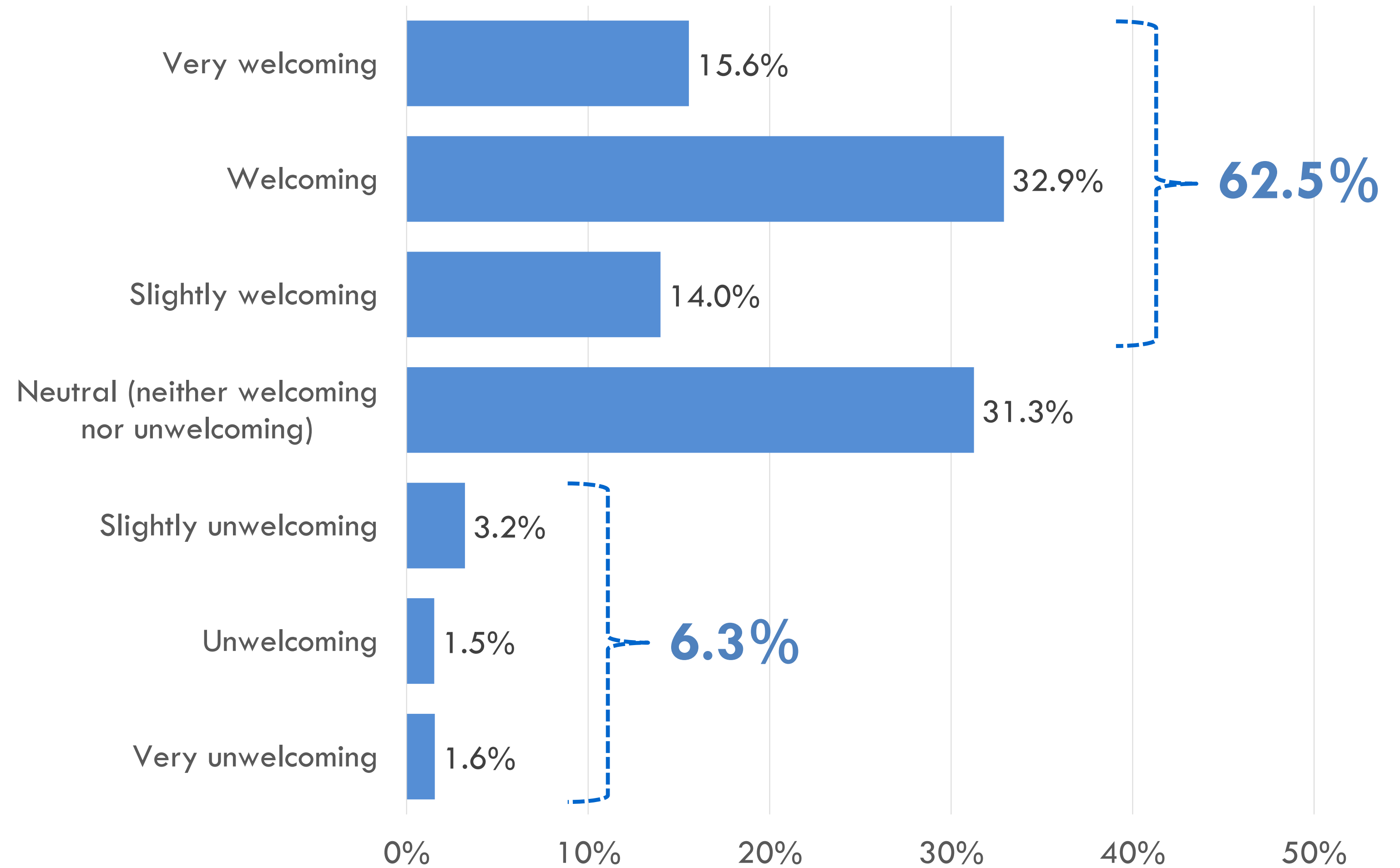
*(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)*



# ASHEVILLE AS WELCOMING

**Question:** Given what you know about Asheville, how welcoming would you expect the residents there to be to people like yourself? (Select one)

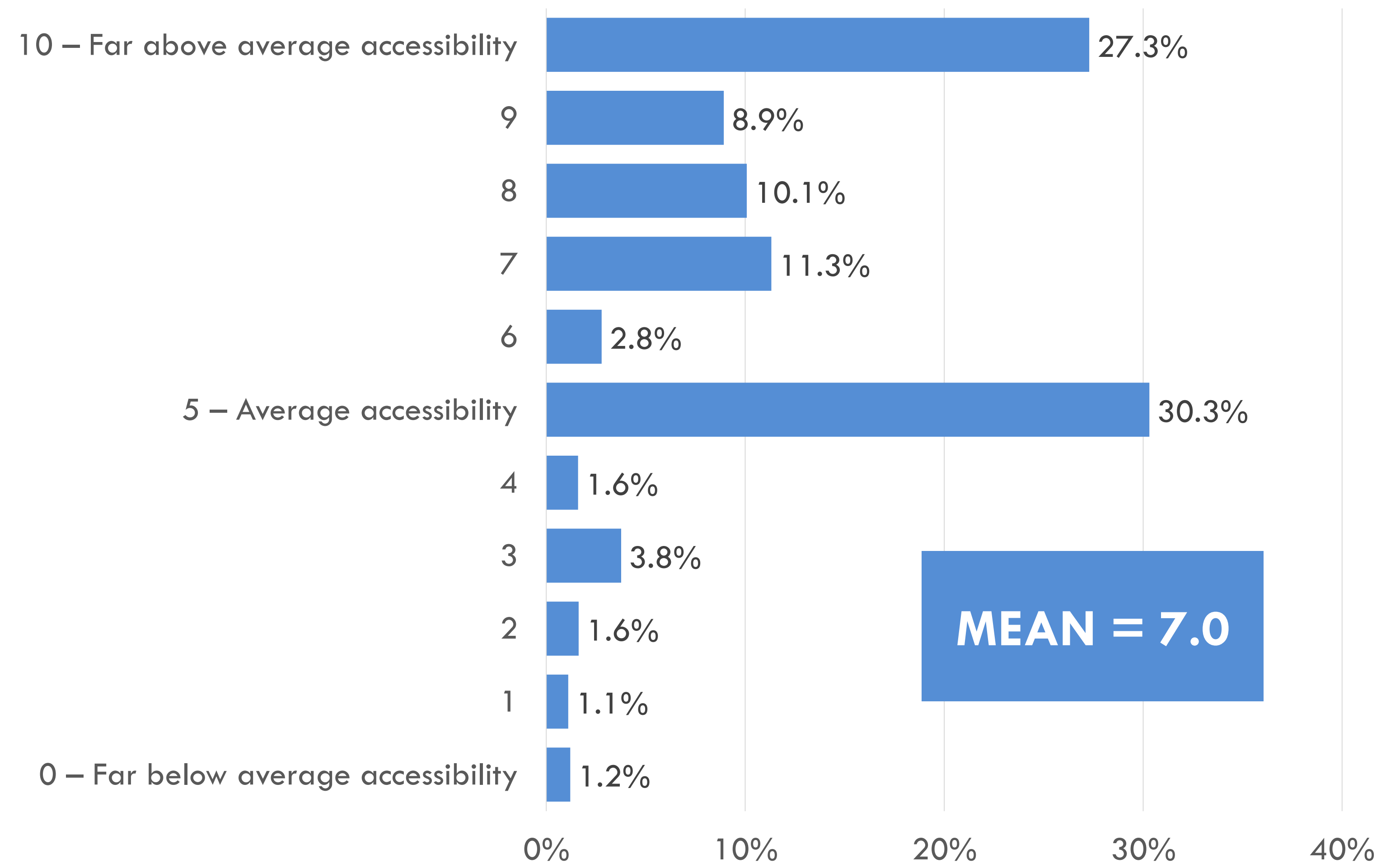
*(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)*



# ACCESSIBILITY OF ASHEVILLE'S EXPERIENCES

**Question:** Overall, how accessible do you feel the experiences in Asheville would be to you and the people you regularly travel with? (Select one)

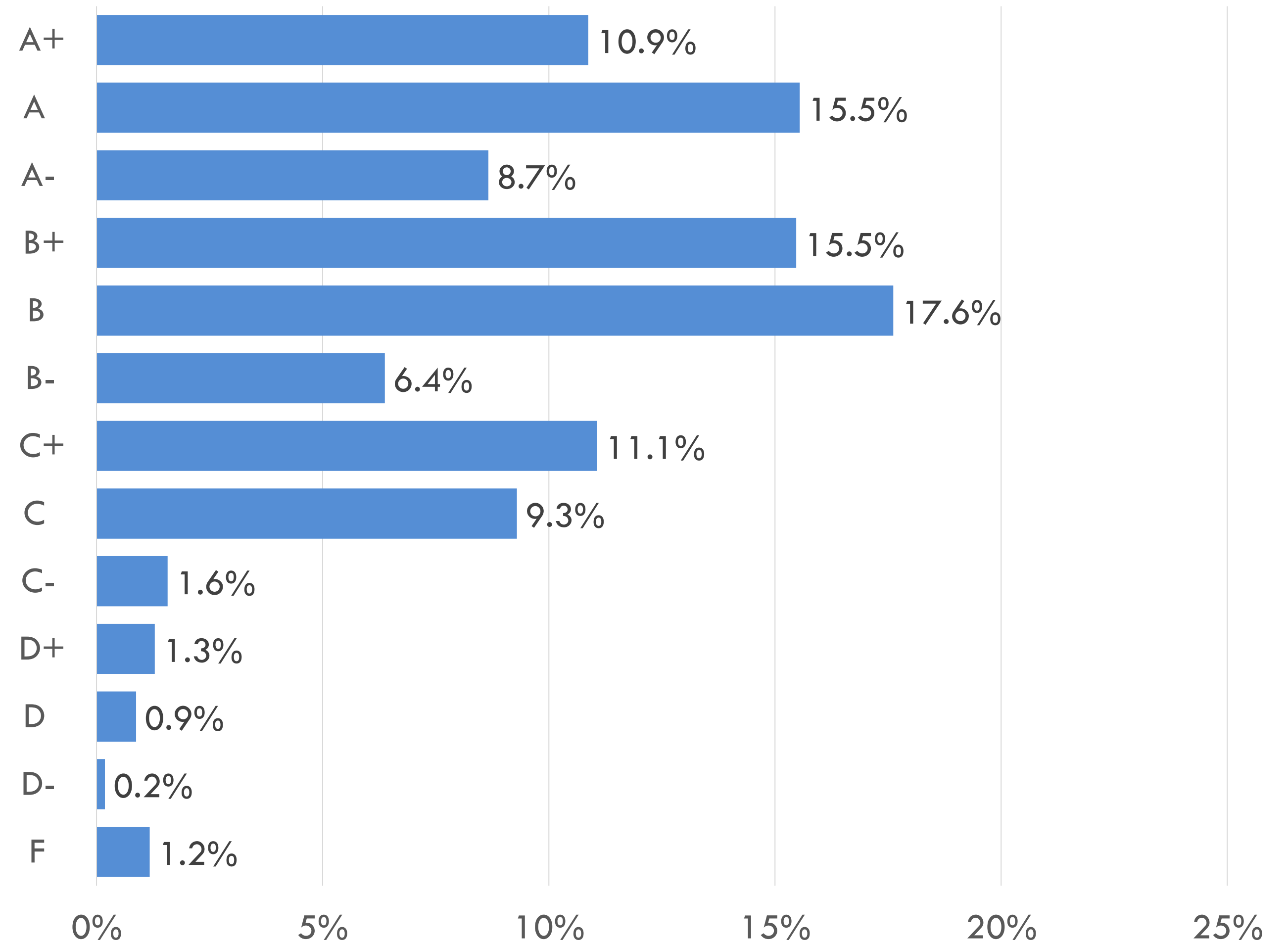
*(Base: Wave 53 data. Respondents who face challenges traveling due to physical, mental or emotional issues (themselves or travel party), 165 completed surveys. Data collected March 12-14, 2021)*



# GRADING ASHEVILLE AS A TOURIST DESTINATION

**Question:** Using what you already know...If you were giving Asheville an overall grade as a tourist destination, what would it be?

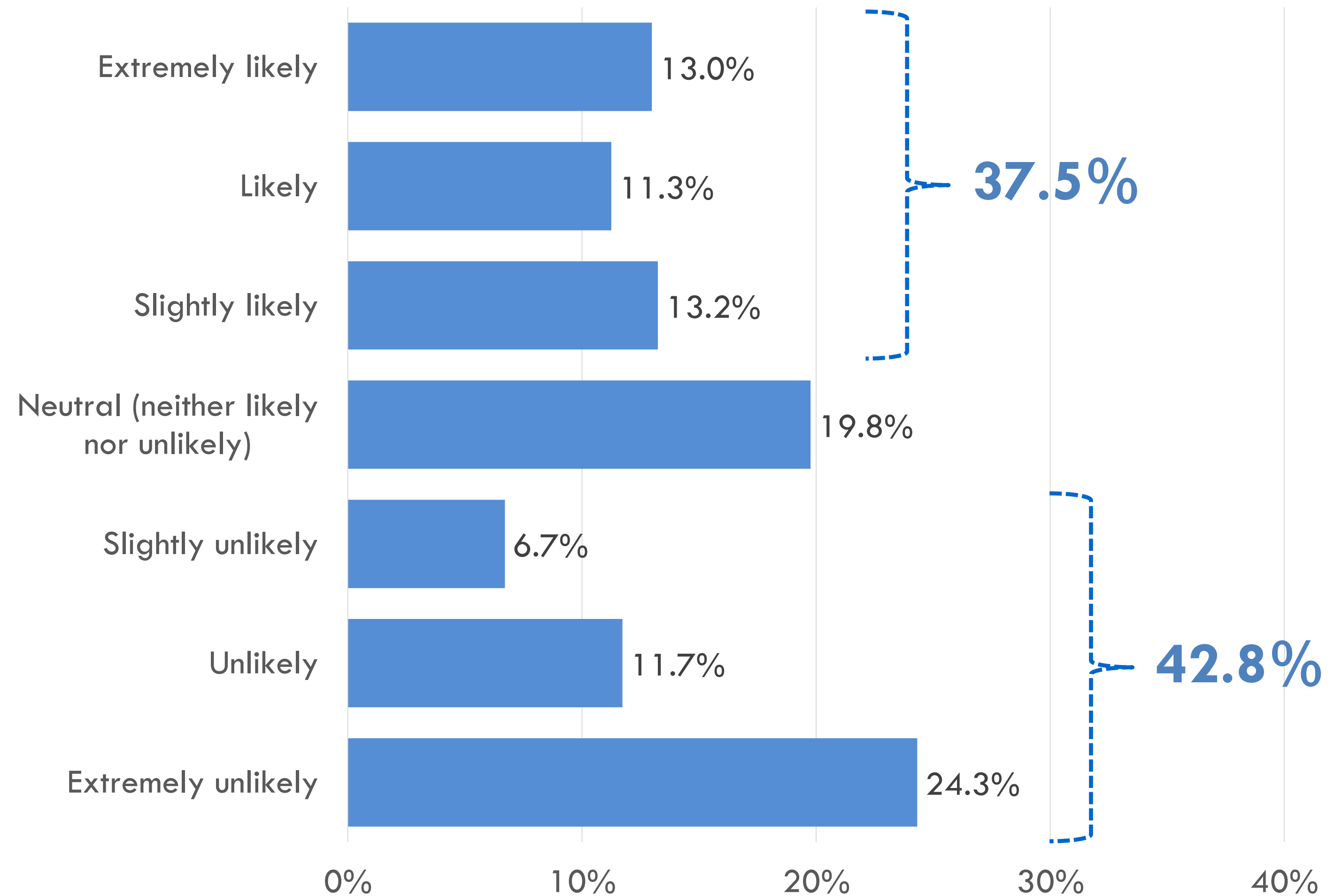
(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)



# LIKELIHOOD TO VISIT ASHEVILLE IN THE NEXT THREE YEARS

**Question:** How likely are you to visit Asheville, North Carolina for leisure in the NEXT THREE (3) YEARS? (Select one)

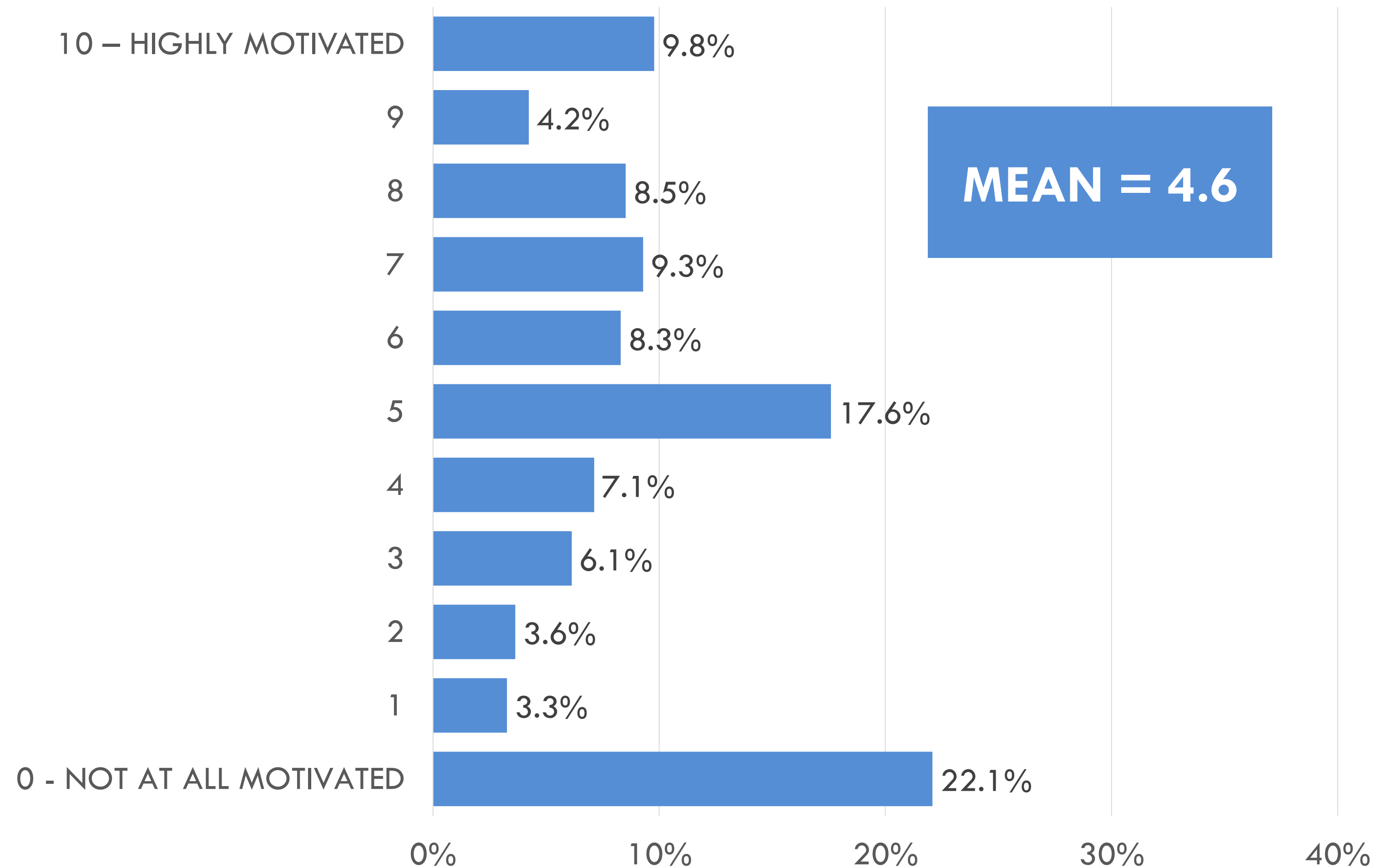
*(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)*



# MOTIVATED TO VISIT ASHEVILLE IN THE NEXT 12 MONTHS

**Question:** How motivated are you to take a leisure trip to Asheville in the NEXT TWELVE (12) MONTHS?  
(Please use the 0-10 point scale below to describe your level of motivation)

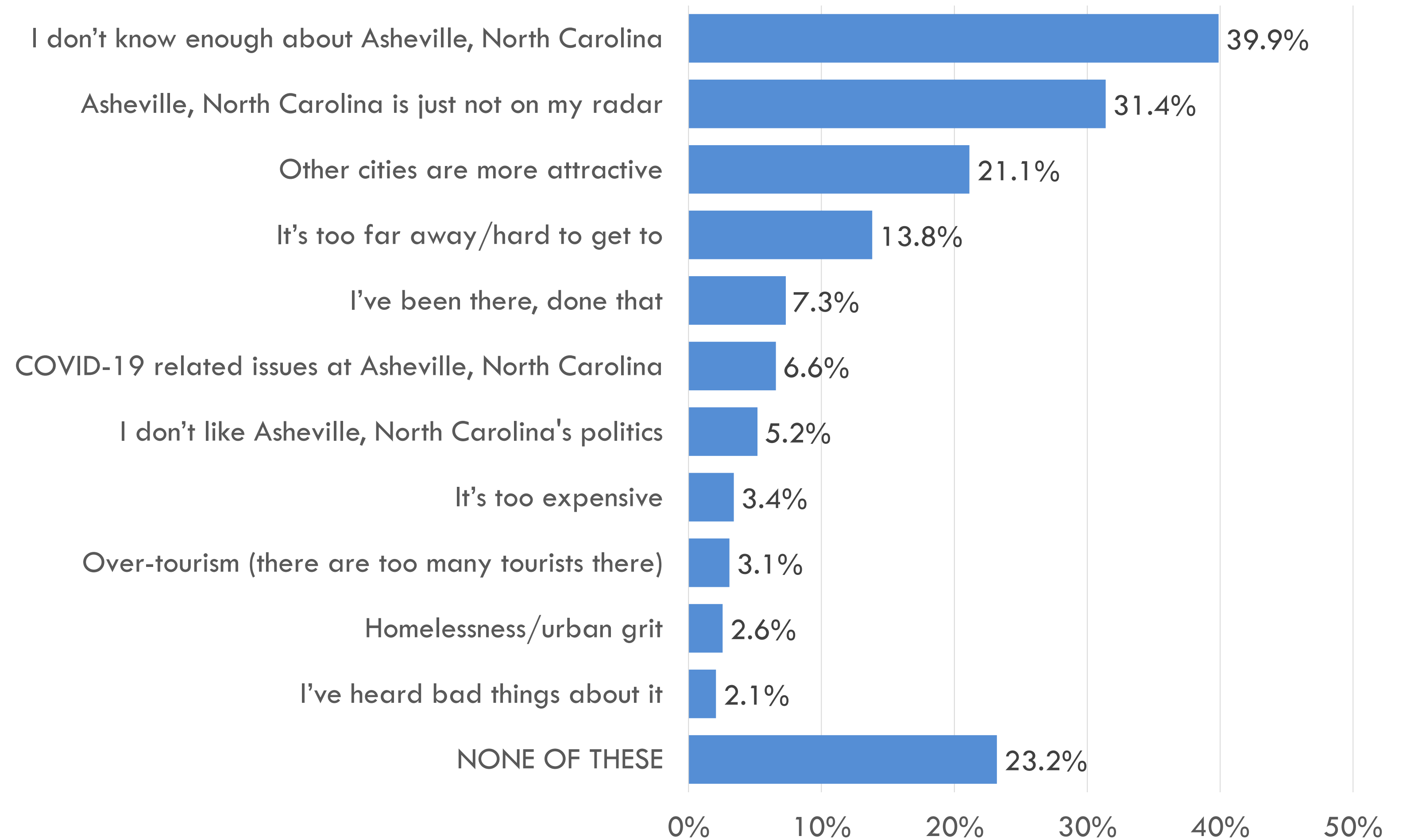
*(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)*



# DETTHERENTS TO VISITING ASHEVILLE IN THE NEXT THREE YEARS

**Question:** Which of the following accurately describe why you said you're unlikely to visit Asheville in the NEXT THREE (3) YEARS? Select all that apply)

(Base: Wave 53 data. Respondents who are unlikely to visit Asheville in the next three years, 546 completed surveys. Data collected March 12-14, 2021)

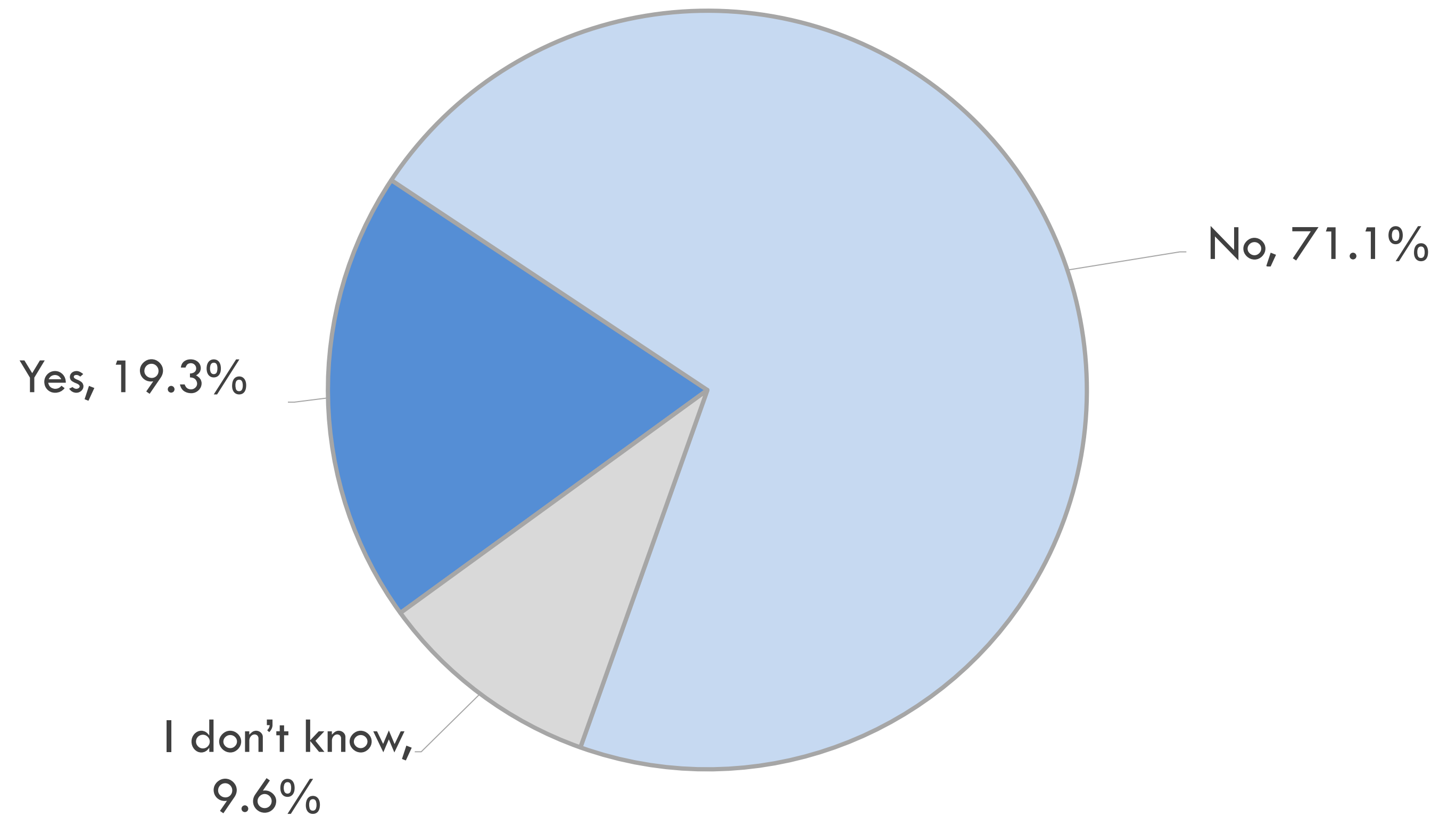


# RECALL OF ASHEVILLE ADS IN THE PAST TWELVE MONTHS

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**Question:** In the PAST TWELVE (12) MONTHS, do you recall seeing any advertisements for Asheville as a place to visit? (Select one)

*(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)*

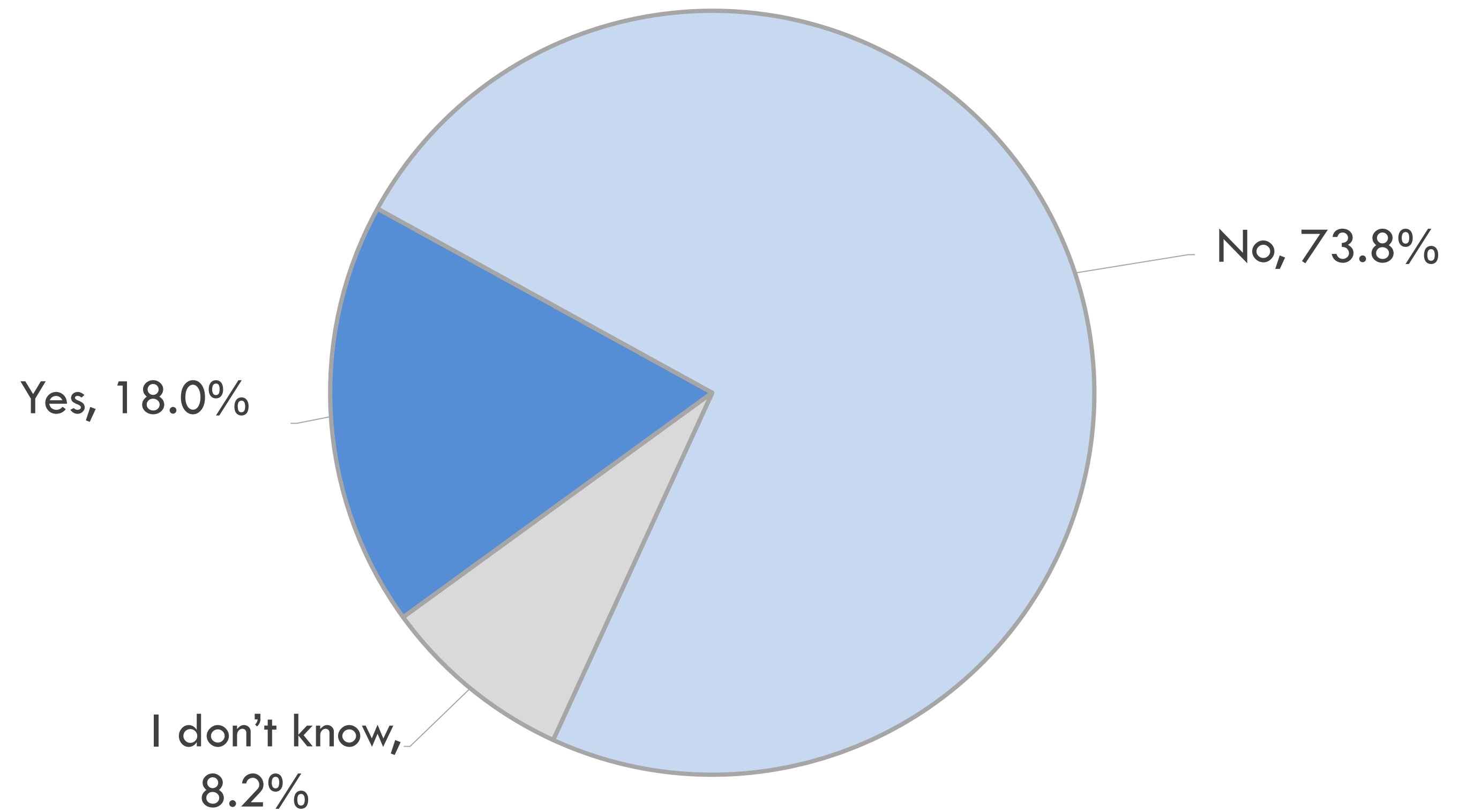




# RECALL OF ASHEVILLE'S EARNED MEDIA IN THE PAST TWELVE MONTHS

**Question:** In the PAST TWELVE (12) MONTHS, do you recall seeing any articles, stories or blogs written (in print or online) about Asheville as a place to visit? (Select one)

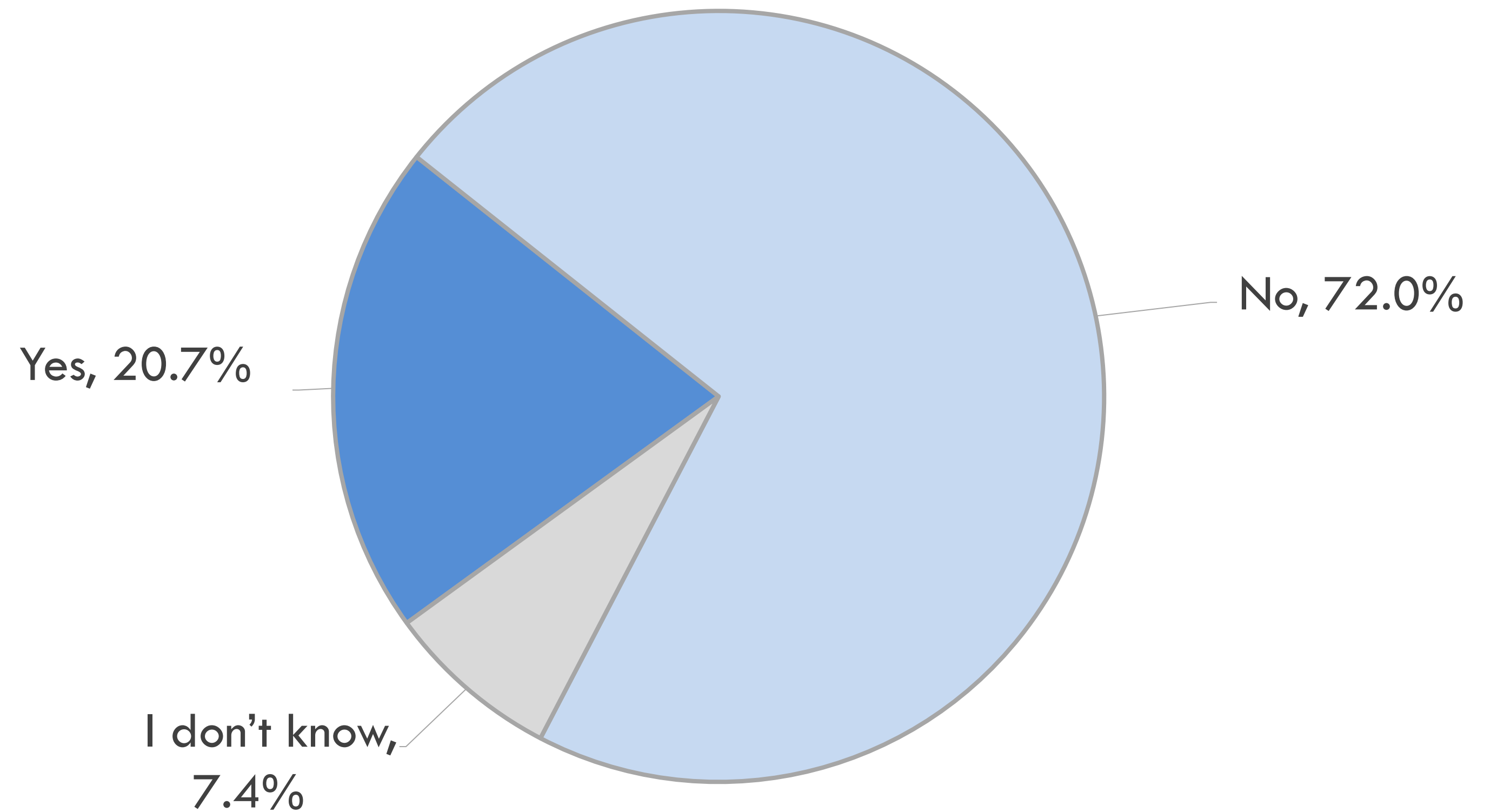
*(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)*



# RECALL OF ASHEVILLE'S WORD-OF-MOUTH IN THE PAST TWELVE MONTHS

**Question:** In the PAST TWELVE (12) MONTHS, do you recall anyone (friends, relatives, celebrities, digital influencers, etc.) talking about Asheville as a place to visit? (Please include both in-person and online conversations)

*(Base: Wave 53 data. All respondents, 1,204 completed surveys. Data collected March 12-14, 2021)*





**THANK YOU**  
DestinationAnalysts.com