Asheville 2016 Visitor Research
Table of Contents

Introduction .................................................................................................................. 3
Research Objectives ...................................................................................................... 4
Methodology ................................................................................................................ 5
Key Findings .................................................................................................................. 6
Size & Structure of the U.S. Travel Market ................................................................. 10
Size & Structure of Asheville’s Domestic Travel Market ........................................... 13
Overnight Expenditures ............................................................................................... 18
Overnight Trip Characteristics .................................................................................... 23
Demographic Profile of Overnight Visitors ................................................................. 56
Day Trip Expenditures ................................................................................................. 67
Day Trip Characteristics ............................................................................................... 72
Demographic Profile of Day Visitors ........................................................................ 92
Appendix: Key Terms Defined ...................................................................................... 103
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’s domestic tourism business in 2016.
The visitor research program is designed to provide:

- Estimates of domestic overnight and day visitor volumes to Asheville
- A profile of Asheville’s performance within its overnight travel market.
- Profiles of Asheville’s day travel market.
- Relevant trends in each of these areas.
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 Travel USA® survey:

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

For the 2016 travel year, this yielded:

- 308,946 trips for analysis nationally:
  - 216,738 overnight trips
  - 92,208 day trips

For Asheville, the following sample was achieved in 2016:

- 1,102 trips:
  - 792 overnight trips
  - 310 day trips

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.
Key Findings
In 2016, Asheville had 10.8 million person trips, increasing 6% from 2015. Of these trips, 34% were overnight trips. The rest were day trips.

“Visiting friends and relatives” (at 35%) was the most frequent purpose for an overnight trip to Asheville. Marketable trips (those influenced by marketing efforts) were 58% of the total overnight trips. Coming to tour through the region, was the highest marketable trip purpose.

For overnight trips, the top state markets for Asheville visitors were North Carolina, Florida, and South Carolina. Among DMAs, the top three visitor sources were Charlotte, Raleigh, and Greenville-Spartanburg.
Almost eight out of ten (80%) of Asheville visitors, were very satisfied with the overall trip experience. Most satisfaction elements were rated higher than 2015.

Of the overnight respondents, 76% have visited Asheville at least once. Sixty (60%) percent had visited in the past year.

Similar to the national average, over half (55%) of the overnight trips were planned 2 months or less before the trip. Less than the national average, seven percent (7%) did not plan anything in advance.

“Advice from relatives or friends,” “online travel agencies,” and “hotel or resort,” were the most common planning sources for a Asheville overnight trip. “Hotel or resort” was the most common booking source.
The average number of nights spent in Asheville for an overnight trip was 2.5 nights, down from 3.1 nights in 2015. The average travel party size was 2.8 persons.

Almost eighty-percent (79%) of overnight Asheville travelers arrived by personal car or truck.

The top five activities and experiences on an overnight trip to Asheville were “Shopping,” “Landmark/Historic Site,” “Fine Dining,” “National/State Park,” and “Hiking/Backpacking.”
Size & Structure of the U.S. Travel Market
Visits to Friends/Relatives: 43%
Marketable: 45%
Business-Leisure: 3%
Business: 9%
Base: Overnight Person-Trips
U.S. Market Trends for Overnight Trips — 2016 vs. 2015

Base: Overnight Person-Trips

- All Overnight Trips: +1%
- Visiting Friends/Relatives: -2%
- Marketable Trips: +4%
- Business-Leisure Trips: -2%
- Business Trips: -1%
Size & Structure of Asheville Domestic Travel Market
Total Size of Asheville 2016
Domestic Travel Market

Total Person-Trips = 10.8 Million

+3.8% vs. 2015

Overnight Trips
34%
3.7 Million

Day Trips
66%
7.1 Million
Overnight Trips to Asheville

Base: Overnight Person-Trips

Millions of Trips

<table>
<thead>
<tr>
<th>Year</th>
<th>Trips</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>3.3</td>
<td>+6%</td>
</tr>
<tr>
<td>2015</td>
<td>3.5</td>
<td>+6%</td>
</tr>
<tr>
<td>2016</td>
<td>3.7</td>
<td></td>
</tr>
</tbody>
</table>
Asheville Overnight Travel Market — by Main Trip Purpose

Adult Overnight Person-Trips = 3.7 Million

- VFR: 1.3 Million (35%)
- Marketable: 2.1 Million (58%)
- Business - Leisure: 0.1 Million (3%)
- Business: 0.2 Million (4%)

Total Adult Overnight Person-Trips = 3.7 Million
Asheville Day Travel Market — by Trip Purpose

**Adult Day Person-Trips = 7.1 Million**

- **VFR**: 27% (1.9 Million)
- **Business-Leisure**: 1% (0.1 Million)
- **Business**: 3% (0.2 Million)
- **Marketable**: 69% (4.9 Million)
Overnight Trip Expenditures

Longwoods International
Average Per Person Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Sector</th>
<th>Dollars</th>
</tr>
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<tbody>
<tr>
<td>Lodging</td>
<td>$71</td>
</tr>
<tr>
<td>Restaurant Food &amp; Beverage</td>
<td>$40</td>
</tr>
<tr>
<td>Retail Purchases</td>
<td>$23</td>
</tr>
<tr>
<td>Recreation/Sightseeing/Entertainment</td>
<td>$18</td>
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<tr>
<td>Transportation at Destination</td>
<td>$12</td>
</tr>
</tbody>
</table>
Average Per Person Expenditures on Domestic Overnight Trips — by Trip Purpose

Base: Overnight Person-Trips

Dollars

![Bar chart showing average per person expenditures for leisure and business trips, with leisure at $160 and business noted as low base sizes.]

* Low base sizes
Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips

- Lodging: $206
- Restaurant Food & Beverage: $116
- Retail Purchases: $68
- Recreation/Sightseeing/Entertainment: $52
- Transportation at Destination: $35
Average Per Party Expenditures on Domestic Overnight Trips — by Trip Purpose

Base: Overnight Person-Trips

Dollars

Leisure

Business*

*$ Low base sizes

$478
Overnight Trip Characteristics
Main Purpose of Trip

Marketable Trips 58%

Visiting friends/relatives 35%
Touring 25%
Outdoors 9%
Special event 8%
Resort 6%
City trip 5%
Casino 2%
Conference/convention 2%
Other business trip 2%
Business-leisure 3%

Base: Overnight Person-Trips

Percent
Main Purpose of Leisure Trip

Base: Overnight Person-Trips

- Visiting friends/relatives: Asheville 35%, U.S. Norm 43%
- Touring: Asheville 25%, U.S. Norm 9%
- Outdoors: Asheville 6%, U.S. Norm 9%
- Special event: Asheville 8%, U.S. Norm 8%
- Resort: Asheville 6%, U.S. Norm 5%
- City trip: Asheville 5%, U.S. Norm 6%
- Casino: Asheville 2%, U.S. Norm 4%

Percent
Main Purpose of Overnight Leisure Trip — 2016 vs. 2015

Base: Overnight Person-Trips

- Visiting friends/relatives: 2016 - 35%, 2015 - 39%
- Touring: 2016 - 22%, 2015 - 25%
- Outdoors: 2016 - 9%, 2015 - 9%
- Special event: 2016 - 8%, 2015 - 6%
- Resort: 2016 - 6%, 2015 - 4%
- City trip: 2016 - 5%, 2015 - 5%
- Casino: 2016 - 2%, 2015 - 2%
Main Purpose of Business Trip

Conference/Convention

Other business trip

Base: Overnight Person-Trips

Percent

Asheville

U.S. Norm
Main Purpose of Overnight Business Trip — 2016 vs. 2015

Base: Overnight Person-Trips

Conference/Convention

Other business trip

Percent

2016 2015
Sources of Business

Base: Overnight Person-Trips

- States contributing 5% or more
- States contributing 3% - 5%
- DMA's contributing more than 2%
State Origin Of Trip

North Carolina: 28
Florida: 12
South Carolina: 10
Georgia: 7
Virginia: 6
Tennessee: 5
New York: 4
Texas: 3
California: 3
Kentucky: 3
Ohio: 3

Base: Overnight Person-Trips

Percent
DMA Origin Of Trip

Base: Overnight Person-Trips

Charlotte, NC
Raleigh-Durham, NC
Greenville-Spartanburg-Asheville, SC
Atlanta, GA
New York, NY/NJ/PA/CT
Greensboro-H. Point-W. Salem, NC
Tampa-St. Petersburg-Sarasota, FL
Orlando-Daytona Beach-Melbrn, FL
Knoxville, TN
Greenville-New Bern-Washington, NC
Columbia, SC

Percent
Season of Trip

Base: Overnight Person-Trips

- January-March: 20%
- April-June: 26%
- July-September: 27%
- October-December: 27%
## % Very Satisfied with Trip

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Overall trip experience</td>
<td>79</td>
<td>69</td>
</tr>
<tr>
<td>Friendliness of people</td>
<td>74</td>
<td>64</td>
</tr>
<tr>
<td>Sightseeing/ attractions</td>
<td>71</td>
<td>61</td>
</tr>
<tr>
<td>Quality of food</td>
<td>70</td>
<td>61</td>
</tr>
<tr>
<td>Quality of accommodations</td>
<td>64</td>
<td>61</td>
</tr>
<tr>
<td>Value for the money</td>
<td>54</td>
<td>53</td>
</tr>
<tr>
<td>Music/ nightlife/ entertainment</td>
<td>47</td>
<td>42</td>
</tr>
</tbody>
</table>
Past Visitation to Asheville

Base: Overnight Person-Trips

Ever

Past Year

Percent

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever</td>
<td>76</td>
<td>78</td>
</tr>
<tr>
<td>Past Year</td>
<td>60</td>
<td>65</td>
</tr>
</tbody>
</table>
Length of Trip Planning

Base: Overnight Person-Trips

- More than 1 year in advance
  - Asheville: 2%
  - U.S. Norm: 5%

- 6-12 months
  - Asheville: 14%
  - U.S. Norm: 17%

- 3-5 months
  - Asheville: 19%
  - U.S. Norm: 17%

- 2 months
  - Asheville: 22%
  - U.S. Norm: 17%

- 1 month or less
  - Asheville: 33%
  - U.S. Norm: 34%

- Did not plan anything in advance
  - Asheville: 7%
  - U.S. Norm: 13%
Trip Planning Information Sources

Base: Overnight Person-Trips

- Advice from relatives or friends: Asheville 20%, U.S. Norm 14%
- Online travel agencies: Asheville 19%, U.S. Norm 15%
- Hotel or resort: Asheville 18%, U.S. Norm 16%
- Destination websites: Asheville 16%, U.S. Norm 13%
- Social Media: Asheville 10%, U.S. Norm 9%
- Auto club/AAA: Asheville 8%, U.S. Norm 9%
- Lodging sharing websites: Asheville 9%, U.S. Norm 9%
- Travel company websites: Asheville 9%, U.S. Norm 8%
Trip Planning Information Sources (Cont’d)

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Asheville</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors' bureau/gov tourism office</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Airline/commercial carrier</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Travel guide/other books</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>800/888 number</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Travel agent/company</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Magazine articles/ad</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>TV program/ad</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Newspaper articles/ad</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Base: Overnight Person-Trips
Method of Booking

Base: Overnight Person-Trips

- Hotel or resort: 24 (Asheville), 19 (U.S. Norm)
- Online travel agencies: 16 (Asheville), 19 (U.S. Norm)
- Lodging sharing websites: 8 (Asheville), 7 (U.S. Norm)
- Airline/commercial carrier: 8 (Asheville), 13 (U.S. Norm)
- Travel company websites: 7 (Asheville), 9 (U.S. Norm)
- 800/888 number: 7 (Asheville), 9 (U.S. Norm)
- Auto club/AAA: 6 (Asheville), 6 (U.S. Norm)
- Destination websites: 6 (Asheville), 6 (U.S. Norm)
- Visitors' bureau/gov tourism office: 4 (Asheville), 2 (U.S. Norm)
- Travel agent/company: 3 (Asheville), 2 (U.S. Norm)
- Travel/ski show or exhibition: 2 (Asheville), 2 (U.S. Norm)

Percent
Devices Used for Trip Planning

Base: Overnight Person-Trips

- **Used Any Device (net)**
  - Asheville: 90
  - U.S. Norm: 84

- **Laptop**
  - Asheville: 51
  - U.S. Norm: 45

- **Desktop/Home computer**
  - Asheville: 40
  - U.S. Norm: 42

- **Smartphone**
  - Asheville: 31
  - U.S. Norm: 30

- **Tablet**
  - Asheville: 21
  - U.S. Norm: 18

Percent

- Asheville
- U.S. Norm
Devices Used During Trip

Base: Overnight Person-Trips

Used Any Device (net)

- Asheville: 89%
- U.S. Norm: 83%

Smartphone

- Asheville: 73%
- U.S. Norm: 66%

Tablet

- Asheville: 38%
- U.S. Norm: 32%

Laptop

- Asheville: 31%
- U.S. Norm: 32%

Percent

Asheville  U.S. Norm
Total Nights Away on Trip

Average Asheville 3.8 nights

Average U.S. Norm 3.7 nights

- 1 night: 16
- 2 nights: 22
- 3-4 nights: 26
- 5-6 nights: 27
- 7-13 nights: 31
- 14+ nights: 3

Percent

Asheville U.S. Norm
Number of Nights Spent in Asheville

Base: Overnight Person-Trips with 1+ Nights Spent In Asheville

Average Nights Spent in Asheville = 2.5

- 1 night: 34
- 2 nights: 28
- 3-4 nights: 27
- 5-6 nights: 6
- 7+ nights: 5

Percent
Number of Nights Spent in Asheville - 2016 vs. 2015

Base: Overnight Person-Trips with 1+ Nights Spent In Asheville

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 night</td>
<td>34</td>
<td>33</td>
</tr>
<tr>
<td>2 nights</td>
<td>28</td>
<td>27</td>
</tr>
<tr>
<td>3-4 nights</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>5-6 nights</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>7 + nights</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

Average
2016 = 2.5 nights
2015 = 3.1 nights
Size of Travel Party

Base: Overnight Person-Trips

Asheville
- Adults: 2.3
- Children: 0.5
- Total: 2.8

U.S. Norm
- Adults: 2.2
- Children: 0.7
- Total: 2.9

Average Number of People
- Adults
- Children

Total = 2.8
Total = 2.9
Transportation

Base: Total Overnight Person-Trips

- Own car/truck: 79%
  - Asheville: 67%
  - U.S. Norm: 23%

- Rental car: 19%
  - Asheville: 14%
  - U.S. Norm: 5%

- Plane: 23%
  - Asheville: 23%
  - U.S. Norm: 9%

- Online taxi service: 9%
  - Asheville: 4%
  - U.S. Norm: 5%

- Taxi cab: 9%
  - Asheville: 1%
  - U.S. Norm: 5%

- Bus: 6%
  - Asheville: 2%
  - U.S. Norm: 3%

- Motorcycle: 2%
  - Asheville: 1%
  - U.S. Norm: 2%

- Train: 5%
  - Asheville: 2%
  - U.S. Norm: 3%

- Camper, R.V: 3%
  - Asheville: 2%
  - U.S. Norm: 1%
Accommodations

Base: Overnight Person-Trips

- Other Hotel
- Home of Friend/Relative
- Motel
- Resort hotel
- Rented Cottage/Cabin
- Rented Home/Condo/Apartment
- Country Inn/Lodge
- Campground/Trailer Park/RV Park
- Bed & Breakfast
- Time Share
- Own Home/Condo/Apt/2nd Home
- Other

Percent

Asheville | U.S. Norm
---|---
Other Hotel | 25 | 23
Home of Friend/Relative | 23 | 25
Motel | 21 | 21
Resort hotel | 17 | 14
Rented Cottage/Cabin | 9 | 3
Rented Home/Condo/Apartment | 6 | 4
Country Inn/Lodge | 5 | 3
Campground/Trailer Park/RV Park | 5 | 4
Bed & Breakfast | 5 | 4
Time Share | 3 | 3
Own Home/Condo/Apt/2nd Home | 3 | 2
Other | 5 | 4
Activities and Experiences

Base: Overnight Person-Trips

- Shopping: Asheville 42, U.S. Norm 33
- Landmark/Historic Site: Asheville 33, U.S. Norm 33
- Fine Dining: Asheville 27, U.S. Norm 20
- National/State Park: Asheville 24, U.S. Norm 20
- Hiking/Backpacking: Asheville 22, U.S. Norm 17
- Museum: Asheville 17, U.S. Norm 11
- Brewery: Asheville 16, U.S. Norm 11
- Winery: Asheville 14, U.S. Norm 11
- Swimming: Asheville 15, U.S. Norm 15
- Bar/Nightclub: Asheville 14, U.S. Norm 9
- Fair/Exhibition/Festival: Asheville 10, U.S. Norm 8
- Beach/Waterfront: Asheville 8, U.S. Norm 8
- Fishing: Asheville 7, U.S. Norm 5

Percent
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Asheville</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Gallery</td>
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<td>5</td>
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<tr>
<td>Zoo</td>
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<td>6</td>
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<tr>
<td>Camping</td>
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<td>6</td>
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<tr>
<td>Theater</td>
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<td>6</td>
</tr>
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<td>Casino</td>
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</tr>
<tr>
<td>Mountain Climbing</td>
<td>2</td>
<td>5</td>
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<tr>
<td>Golf</td>
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<td>4</td>
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<tr>
<td>Boating/Sailing</td>
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<tr>
<td>Spa</td>
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<tr>
<td>Business Meeting</td>
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<td>Rafting</td>
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<td>Biking</td>
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</tr>
<tr>
<td>Theme Park</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

- Rock/Pop Concert: 3 Asheville, 3 U.S. Norm
- Dance: 3 Asheville, 5 U.S. Norm
- Educational Seminar: 3 Asheville, 3 U.S. Norm
- Glamping: 2 Asheville, 2 U.S. Norm
- Tennis: 2 Asheville, 2 U.S. Norm
- Conference/Convention: 2 Asheville, 4 U.S. Norm
- Watch/Participate in Youth/Teenager Sports: 2 Asheville, 2 U.S. Norm
- Skiing/Snowboarding: 2 Asheville, 2 U.S. Norm
- Trade Show: 2 Asheville, 2 U.S. Norm
- Hunting: 2 Asheville, 2 U.S. Norm
- Birding: 2 Asheville, 2 U.S. Norm
- Watch/Participate in Kids Sports Event: 2 Asheville, 2 U.S. Norm

Percent

Asheville | U.S. Norm
Online Social Media Use by Travelers

Base: Overnight Person-Trips

- Used any social media for travel
  - Asheville: 78%
  - U.S. Norm: 72%
- Posted travel photos/video online
  - Asheville: 39%
  - U.S. Norm: 33%
- Read travel reviews
  - Asheville: 28%
  - U.S. Norm: 34%
- Looked at travel photos/video online
  - Asheville: 26%
  - U.S. Norm: 25%
- Accessed travel news/events/deals/promotions
  - Asheville: 25%
  - U.S. Norm: 22%
- Read a travel blog
  - Asheville: 14%
  - U.S. Norm: 16%
- Contributed travel reviews
  - Asheville: 15%
  - U.S. Norm: 12%
- Got travel advice
  - Asheville: 13%
  - U.S. Norm: 14%
Online Social Media Use by Travelers (Cont’d)

Base: Overnight Person-Trips

- Used any social media for travel
- Connected with others interested in travel
- "Followed" a destination/attraction
- Tweeted about a trip
- Gave travel advice
- Subscribed to a travel e-newsletter
- Blogged about a trip

Percent

- Asheville
- U.S. Norm
Online Social Media Use by Travelers – 2016 vs. 2015

Base: Overnight Person-Trips

- Used any social media for travel
- Posted travel photos/video online
- Read travel reviews
- Looked at travel photos/video online
- Accessed travel news/events/deals/promotions
- Read a travel blog
- Contributed travel reviews
- Got travel advice

Percent

2016  2015
Online Social Media Use by Travelers – 2016 vs. 2015 (Cont’d)

Base: Overnight Person-Trips

- Used any social media for travel
- Connected with others interested in travel
- "Followed" a destination/attraction
- Tweeted about a trip
- Gave travel advice
- Subscribed to a travel e-newsletter
- Blogged about a trip

Percent

<table>
<thead>
<tr>
<th>Activity</th>
<th>2016</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Used any social media</td>
<td>78</td>
<td>73</td>
</tr>
<tr>
<td>Connected with others</td>
<td>14</td>
<td>12</td>
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<tr>
<td>&quot;Followed&quot; a destination</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Tweeted about a trip</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Gave travel advice</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Subscribed to a travel e-newsletter</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Blogged about a trip</td>
<td>5</td>
<td>6</td>
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</table>
Demographic Profile of Overnight Visitors
Gender

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Asheville</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>43</td>
<td>51</td>
</tr>
<tr>
<td>Female</td>
<td>49</td>
<td>57</td>
</tr>
</tbody>
</table>

Percent
Age

Base: Overnight Person-Trips

Average Asheville = 45.9
Average U.S. Norm = 43.8

18-24
25-34
35-44
45-54
55-64
65+

Percent

Asheville
U.S. Norm
Marital Status

Base: Overnight Person-Trips

- **Married/with partner**: Asheville 65% vs. U.S. Norm 63%
- **Single/never married**: Asheville 21% vs. U.S. Norm 24%
- **Divorced/widowed/separated**: Asheville 14% vs. U.S. Norm 13%
Household Size

Base: Overnight Person-Trips

- 1 member: Asheville 17, U.S. Norm 20
- 2 members: Asheville 18, U.S. Norm 33
- 3 members: Asheville 19, U.S. Norm 19
- 4 members: Asheville 17, U.S. Norm 16
- 5+ members: Asheville 9, U.S. Norm 11

Percent

Asheville  U.S. Norm
Children in Household

- No children under 18: 52% (Asheville), 57% (U.S. Norm)
- Any child between 13-17: 18% (Asheville), 22% (U.S. Norm)
- Any child between 6-12: 21% (Asheville), 26% (U.S. Norm)
- Any child under 6: 17% (Asheville), 19% (U.S. Norm)

Base: Overnight Person-Trips
### Education

**Base: Overnight Person-Trips**

- **Post-graduate**
  - Asheville: 22%
  - U.S. Norm: 24%

- **College graduate**
  - Asheville: 46%
  - U.S. Norm: 40%

- **Some college**
  - Asheville: 20%
  - U.S. Norm: 21%

- **High school or less**
  - Asheville: 11%
  - U.S. Norm: 14%

- **Other**
  - Asheville: 1%
  - U.S. Norm: 1%
Employment

Base: Overnight Person-Trips

- **Full time/ self-employed**: 53% (Asheville) vs. 55% (U.S. Norm)
- **Part time**: 9% (Asheville) vs. 11% (U.S. Norm)
- **Not employed/retired/ other**: 38% (Asheville) vs. 34% (U.S. Norm)
Household Income

Base: Overnight Person-Trips

- $150K+: 5 Asheville, 6 U.S. Norm
- $100-$149.9K: 16 Asheville, 16 U.S. Norm
- $75-$99.9K: 12 Asheville, 17 U.S. Norm
- $50-$74.9K: 26 Asheville, 22 U.S. Norm
- <$49.9K: 41 Asheville, 39 U.S. Norm

Percent

Asheville | U.S. Norm
--- | ---
$150K+ | $100-$149.9K | $75-$99.9K | $50-$74.9K | <$49.9K
5 | 16 | 12 | 26 | 39
Race

Base: Overnight Person-Trips

- **White**: 91%
  - Asheville: 84%
  - U.S. Norm: 91%
- **African-American**: 4%
  - Asheville: 7%
  - U.S. Norm: 7%
- **Other**: 5%
  - Asheville: 9%
  - U.S. Norm: 5%

Percent

**Asheville vs. U.S. Norm**
Hispanic Background

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Asheville</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>95</td>
<td>91</td>
</tr>
<tr>
<td>Yes</td>
<td>5</td>
<td>9</td>
</tr>
</tbody>
</table>
Average Per Person Expenditures on Day Trips — By Sector

Base: Day Person-Trips

- Restaurant Food & Beverage: $19
- Retail Purchases: $18
- Recreation/Sightseeing/Entertainment: $11
- Transportation at Destination: $7
Average Per Person Expenditures on Day Trips — by Trip Purpose

Base: Day Person-Trips

Dollars

Leisure $55

Business*

* Low base sizes
Average Per Party Expenditures on Day Trips — By Sector

Base: Day Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant Food &amp; Beverage</td>
<td>$52</td>
</tr>
<tr>
<td>Retail Purchases</td>
<td>$49</td>
</tr>
<tr>
<td>Recreation/Sightseeing/Entertainment</td>
<td>$31</td>
</tr>
<tr>
<td>Transportation at Destination</td>
<td>$19</td>
</tr>
</tbody>
</table>
Average Per Party Expenditures on Day Trip — by Trip Purpose

Base: Day Person-Trips

Dollars

Leisure

Business*

$151

* Low base sizes
Main Purpose of Trip

Marketable Trips 69%

- Visiting friends/relatives: 27%
- Touring: 29%
- Outdoors: 12%
- Shopping: 10%
- Special event: 6%
- City trip: 6%
- Theme park: 2%
- Conference/convention: 2%
- Other business trip: 1%
- Business-leisure: 1%

Base: Day Person-Trips

Percent
Main Purpose of Leisure Trip — Asheville vs. National Norm

Base: Day Person-Trips

- **Touring**: Asheville - 29%, U.S. Norm - 37%
- **Visiting friends/relatives**: Asheville - 27%, U.S. Norm - 37%
- **Outdoors**: Asheville - 12%, U.S. Norm - 12%
- **Shopping**: Asheville - 10%, U.S. Norm - 8%
- **Special event**: Asheville - 6%, U.S. Norm - 8%
- **City trip**: Asheville - 6%, U.S. Norm - 8%
- **Theme park**: Asheville - 3%, U.S. Norm - 2%
Main Purpose of Day Leisure Trip — 2016 vs. 2015

Base: Day Person-Trips

- **Touring**: 29% (2016), 27% (2015)
- **Visiting friends/relatives**: 24% (2015), 27% (2016)
- **Outdoors**: 12% (2016), 9% (2015)
- **Shopping**: 13% (2016), 10% (2015)
- **Special event**: 6% (2016), 6% (2015)
- **City trip**: 8% (2016), 6% (2015)
- **Theme park**: 2% (2016), 1% (2015)

Percent

2016 | 2015
--- | ---
Touring | 29 | 27
Visiting friends/relatives | 24 | 27
Outdoors | 12 | 9
Shopping | 13 | 10
Special event | 6 | 6
City trip | 8 | 6
Theme park | 2 | 1
Main Purpose of Day Business Trip — Asheville vs. National Norm

- **Conference/Convention**
  - Asheville: 2
  - U.S. Norm: 5

- **Other business trip**
  - Asheville: 4
  - U.S. Norm: 5

Base: Day Person-Trips
Main Purpose of Day Business Trip — 2016 vs. 2015

Conference/Convention

Other business trip

Base: Day Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>7</td>
</tr>
</tbody>
</table>

Percent

2016

2015
Sources of Business

Base: Day Person-Trips

- States contributing 5% or more
- States contributing 3% - 5%
- DMA’s contributing more than 2%
State Origin Of Trip

Base: Day Person-Trips

North Carolina: 59
South Carolina: 15
Tennessee: 8
Georgia: 4
Texas: 3
DMA Origin Of Trip

Base: Day Person-Trips

- Charlotte, NC: 28
- Greenville-Spartanburg-Asheville, SC: 22
- Raleigh-Durham, NC: 10
- Greensboro-H. Point-W. Salem, NC: 9
- Tri-Cities, TN/VA: 5
- Atlanta, GA: 3
- Knoxville, TN: 3
- Columbia, SC: 2
- New York, NY/NJ/PA/CT: 2

Percent
Season of Trip

Base: Day Person-Trips

- **January-March**: 20%
- **April-June**: 26%
- **July-September**: 27%
- **October-December**: 27%

Percent
Size of Travel Party

Base: Day Person-Trips

Asheville
- Adults: 2.1
- Children: 0.7
- Total: 2.8

U.S. Norm
- Adults: 2.1
- Children: 0.6
- Total: 2.7

Average Number of People
- Green: Adults
- Yellow: Children
Activities and Experiences

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Asheville (%)</th>
<th>U.S. Norm (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>38</td>
<td>28</td>
</tr>
<tr>
<td>Landmark/Historic Site</td>
<td>24</td>
<td>16</td>
</tr>
<tr>
<td>Fine Dining</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>Hiking/Backpacking</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>National/State Park</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Museum</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Art Gallery</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Brewery</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Winery</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Fishing</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>
 Activities and Experiences (Cont’d)

Base: Day Person-Trips

Fair/Exhibition/Festival 3 4
Bar/Nightclub 3 4
Swimming 3 6
Zoo 3 5
Mountain Climbing 2 2
Camping 1 2
Motorcycle Touring 2 2
Rock/Pop Concert 2 2
Dance 2 3

Percent

Asheville  
U.S. Norm

84
Activities and Experiences (Cont’d)

- Birding
- Educational Seminar
- Watch/Participate in Adult Amateur Sports
- Business Meeting
- Conference/Convention
- Watch/Participate in Kids Sports Event
- Golf
- Theater
- Beach/Waterfront

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Asheville</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birding</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Educational Seminar</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Watch/Participate in Adult</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Amateur Sports</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Meeting</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Conference/Convention</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Watch/Participate in Kids Sports</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golf</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Theater</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Beach/Waterfront</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

Percent

Asheville  U.S. Norm
Online Social Media Use by Travelers

- Used any social media for travel
- Posted travel photos/video online
- Read travel reviews
- Looked at travel photos/video online
- Accessed travel news/events/deals/promotions
- Got travel advice
- Contributed travel reviews
- Read a travel blog

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent</th>
<th>Asheville</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>74</td>
<td>69</td>
<td></td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>36</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>Read travel reviews</td>
<td>32</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Looked at travel photos/video online</td>
<td>25</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Accessed travel news/events/deals/promotions</td>
<td>24</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Got travel advice</td>
<td>22</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Contributed travel reviews</td>
<td>13</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>13</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>
Used any social media for travel
Connected with others interested in travel
"Followed" a destination/attraction
Gave travel advice
Tweeted about a trip
Blogged about a trip
Subscribed to a travel e-newsletter

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Asheville</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>11</td>
<td>69</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td>&quot;Followed&quot; a destination/attraction</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Gave travel advice</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Tweeted about a trip</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Blogged about a trip</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Subscribed to a travel e-newsletter</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
Online Social Media Use by Travelers – 2016 vs. 2015

- Used any social media for travel: 74% in 2016, 66% in 2015
- Posted travel photos/video online: 36% in 2016, 30% in 2015
- Read travel reviews: 32% in 2016, 29% in 2015
- Looked at travel photos/video online: 26% in 2016, 25% in 2015
- Accessed travel news/events/deals/promotions: 24% in 2016, 24% in 2015
- Got travel advice: 15% in 2016, 13% in 2015
- Contributed travel reviews: 13% in 2016, 13% in 2015
- Read a travel blog: 12% in 2016, 12% in 2015
Online Social Media Use by Travelers – 2016 vs. 2015 (Cont’d)

- Used any social media for travel
- Connected with others interested in travel
- "Followed" a destination/attraction
- Gave travel advice
- Tweeted about a trip
- Blogged about a trip
- Subscribed to a travel e-newsletter

Base: Day Person-Trips

Percent

0 20 40 60 80 100

2016 2015

Used any social media for travel

Connected with others interested in travel

"Followed" a destination/attraction

Gave travel advice

Tweeted about a trip

Blogged about a trip

Subscribed to a travel e-newsletter

90
### Organization Membership

#### Base: Day Person-Trips

- **AAA**
  - Asheville: 35
  - U.S. Norm: 38

- **AARP**
  - Asheville: 17
  - U.S. Norm: 19

- **Better World Club**
  - Asheville: 5
  - U.S. Norm: 3

- **National Motor Club**
  - Asheville: 3
  - U.S. Norm: 6
Demographic Profile of Day Visitors
Gender

Base: Day Person-Trips

Male
- Asheville: 43%
- U.S. Norm: 48%

Female
- Asheville: 57%
- U.S. Norm: 52%
Average Asheville = 44.0  
Average U.S. Norm = 44.7

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Asheville</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>25-34</td>
<td>20</td>
<td>21</td>
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<td>35-44</td>
<td>19</td>
<td>20</td>
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<td>45-54</td>
<td>19</td>
<td>22</td>
</tr>
<tr>
<td>55-64</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>65+</td>
<td>13</td>
<td>14</td>
</tr>
</tbody>
</table>
Marital Status

Base: Day Person-Trips

- Married/ with partner
  - Asheville: 62%
  - U.S. Norm: 62%
- Single/never married
  - Asheville: 25%
  - U.S. Norm: 23%
- Divorced/widowed/separated
  - Asheville: 13%
  - U.S. Norm: 15%

Percent
Household Size

Base: Day Person-Trips

1 member
2 members
3 members
4 members
5+ members

Percent

Asheville
U.S. Norm
Children in Household

Base: Day Person-Trips

- **No children under 18**: 52% (Asheville), 52% (U.S. Norm)
- **Any child between 13-17**: 25% (Asheville), 22% (U.S. Norm)
- **Any child between 6-12**: 21% (Asheville), 25% (U.S. Norm)
- **Any child under 6**: 15% (Asheville), 18% (U.S. Norm)
Education

Base: Day Person-Trips

- Post-graduate: 17% (Asheville), 20% (U.S. Norm)
- College graduate: 39% (Asheville), 43% (U.S. Norm)
- Some college: 20% (Asheville), 23% (U.S. Norm)
- High school or less: 20% (Asheville), 17% (U.S. Norm)
- Other: <1% (Asheville), 1% (U.S. Norm)
Employment

Base: Day Person-Trips

- Full time/self-employed
  - Asheville: 50%
  - U.S. Norm: 51%
- Part-time
  - Asheville: 15%
  - U.S. Norm: 11%
- Not employed/retired/other
  - Asheville: 35%
  - U.S. Norm: 38%
Household Income

Base: Day Person-Trips

Percent

- $150K+
  - Asheville: 5
  - U.S. Norm: 6

- $100-$149.9K
  - Asheville: 9
  - U.S. Norm: 13

- $75-$99.9K
  - Asheville: 11
  - U.S. Norm: 14

- $50-$74.9K
  - Asheville: 26
  - U.S. Norm: 22

- <$49.9K
  - Asheville: 46
  - U.S. Norm: 48
Race

Base: Day Person-Trips

- White: 85% (Asheville), 85% (U.S. Norm)
- African-American: 9% (Asheville), 6% (U.S. Norm)
- Other: 6% (Asheville), 9% (U.S. Norm)

Percent

Asheville U.S. Norm
Hispanic Background

Base: Day Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Asheville</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No</strong></td>
<td>97%</td>
<td>92%</td>
</tr>
<tr>
<td><strong>Yes</strong></td>
<td>3%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Percent
Appendix:
Key Terms Defined
Key Terms Defined

- **An Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

- **A Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

- **A Person-Trip** is one trip taken by one visitor.
  - Person-trips are the key unit of measure for this report.
Trip-Type Segments

Total Trips = Leisure + Business + Business-Leisure

➢ **Leisure Trips:** Include all trips where the main purpose was one of the following:
  ➢ Visiting friends/relatives
  ➢ Touring through a region to experience its scenic beauty, history and culture
  ➢ Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
  ➢ Special event, such as a fair, festival, or sports event
  ➢ City trip
  ➢ Cruise
  ➢ Casino
  ➢ Theme park
  ➢ Resort (ocean beach, inland or mountain resort)
  ➢ Skiing/snowboarding
  ➢ Golf

➢ **Business Trips:**
  ➢ Conference/convention
  ➢ Other business trip

➢ **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.