



Buncombe County Tourism Development Authority

Annual Report 2012-2013



Tourism Builds Community

It is a tremendous pleasure for all of us to invite visitors to the Asheville area... connecting them to life enriching experiences, while attracting customers for our local businesses, and generating jobs and revenue for our community.

Thank you for your partnership throughout the year to help us build community through tourism.



BCTDA Mission

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.

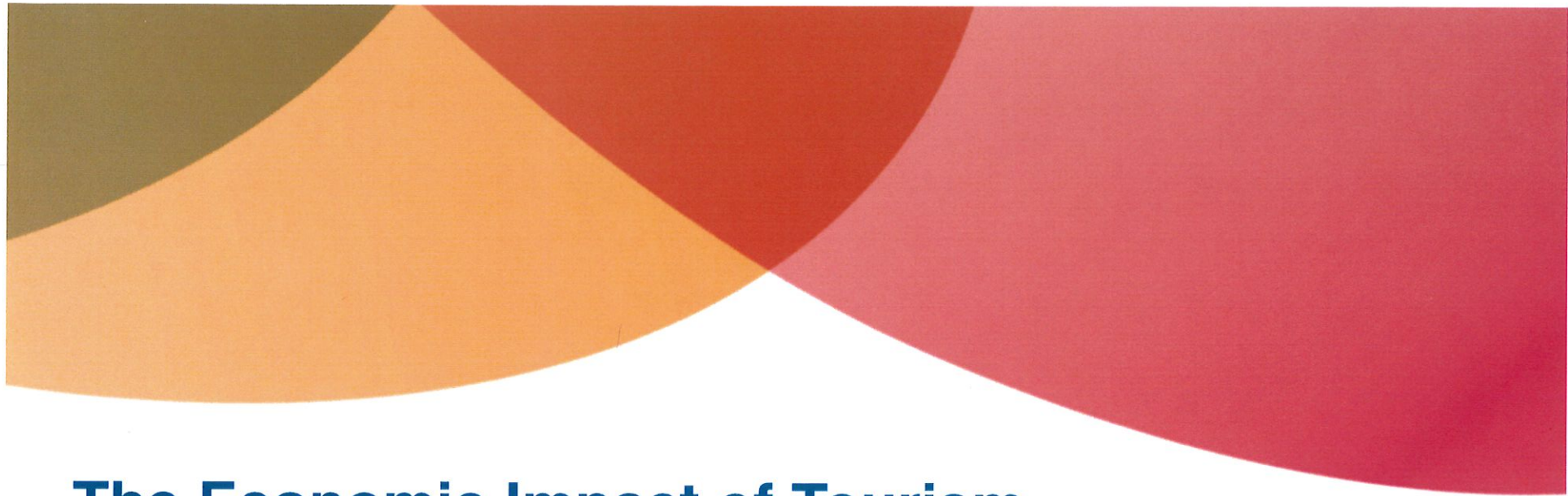
BCTDA Vision

Asheville/Buncombe County will retain its unique, authentic and environmental charm while welcoming global visitors searching for personal enrichment and memorable experiences.

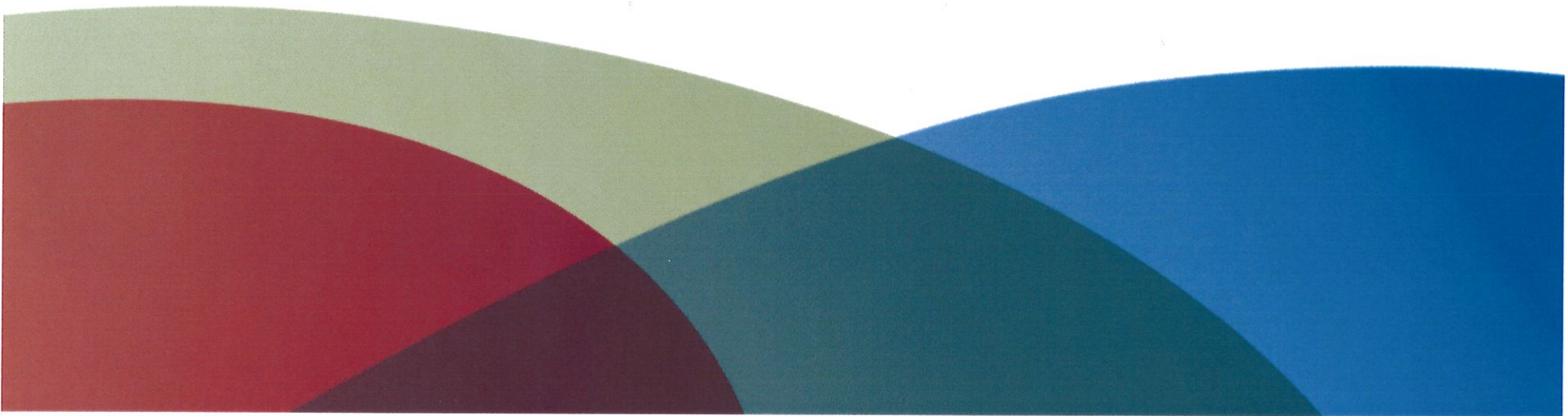
BCTDA History

The Buncombe County Tourism Development Authority is a quasi-governmental entity created by the room tax legislation first passed in 1983. The TDA oversees tourism marketing, sales and product development efforts and the expenditures of the county's occupancy tax revenues.

In 2001, the industry went back to state legislatures with a bill designed to create an innovative funding process for tourism development. The NC General Assembly passed the Tourism Product Development Fund bill which increased the room tax by one percent for a total room tax of four percent to fund capital expenditures for tourism products that significantly increase room nights in Buncombe County.



The Economic Impact of Tourism on Buncombe County





Asheville attracted **9.1 million visitors in 2012**, including
3.1 million overnight person-trips

Visitors **spent \$1.5 billion**
Generating **\$2.3 billion in total business sales**

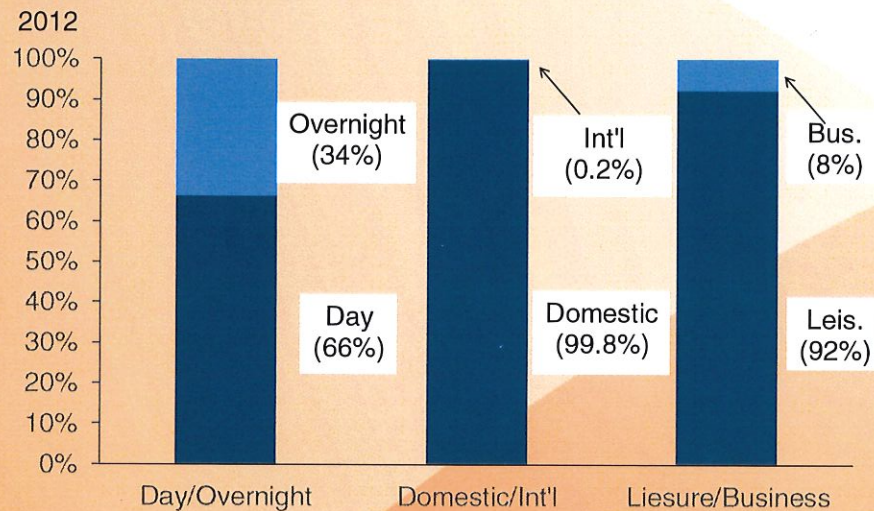
And, **\$250 million in tax revenues**, including 15.2% of the
City of Asheville's General Fund revenues (\$13.7 million)

Tourism supported **23,000 jobs** with
income of \$614.5 million

*1 in 7 jobs in Buncombe County were sustained by tourism
25% in food and beverage, 18% in lodging, 13% in retail, 12% in
recreation – 32% were in other sectors*

Visitor Details in 2012

Visitor Characteristics



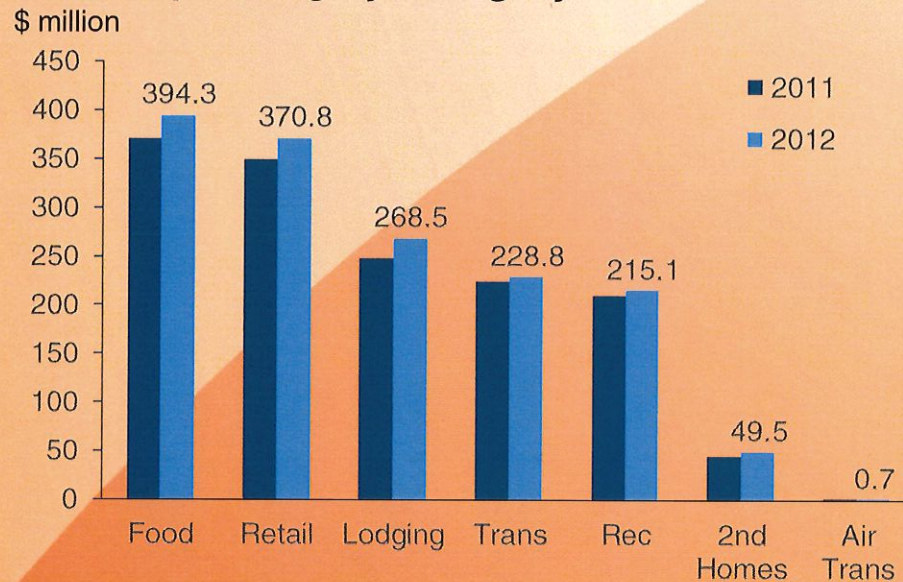
Sources: Longwoods Int'l, Tourism Economics

- Asheville hosted a total of 9.1 million visitors in 2012.
- Most visitors were day visitors (66%) and came for leisure (92%). International and Canadian visitors made up a small portion of the total.
- Overnight visitors spent an average of \$129 per person per day, while the average for day visitors was \$60. Overnight visitors accounted for 75% of total visitor spending.

Composition of Tourism Spending

- More than half the Asheville visitor dollar was spent on either food and beverages or on retail shopping. Visitors spent \$394.3 million on food and beverages, \$370.8 million on retail, and \$268.5 million on lodging in 2012.
- The shares of spending on food and beverages, retail, and accommodations increased in 2012, while shares of spending on recreation and transportation decreased.

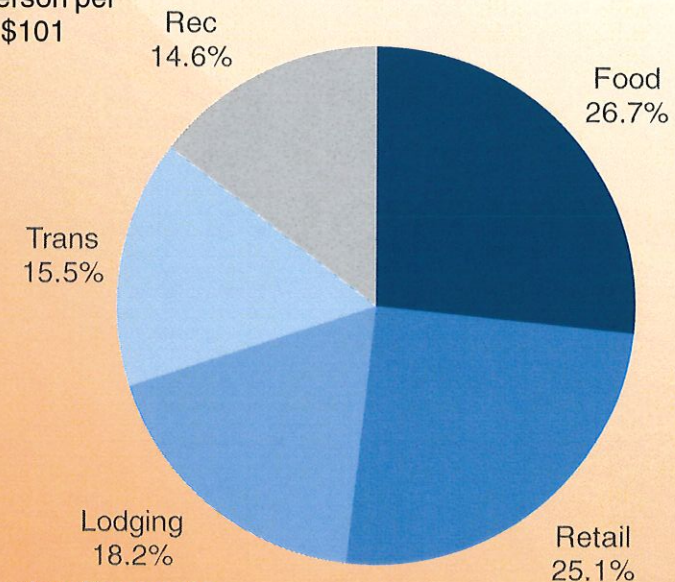
Visitor Spending by Category



Source: Tourism Economics

Visitor Spending Profile for 2012

Avg per person per day = \$101



Source: Tourism Economics

Detailed Composition of Tourism Spending

- Visitor spending increased 5.3% in 2012, with food and beverage and lodging sectors leading the way. Lodging sales increased 8.4% as both rates and nights sold advanced.
- Visitor spending on food and beverage and retail increased 6.3% and 5.6%, respectively, changes that were slightly stronger than those of a year earlier.

Visitor Spending By Category					
(US\$ Million)					
	2009	2010	2011	2012	2011-12 % ch
Food and beverage	324.7	349.9	370.9	394.3	6.3%
Retail	332.2	338.9	351.3	370.8	5.6%
Lodging	211.2	232.5	247.7	268.5	8.4%
Transportation	171.6	191.5	224.9	228.8	1.8%
Recreation	216.4	211.1	209.7	215.1	2.5%
Second homes value	44.6	46.1	45.1	49.5	9.9%
Air	0.6	0.8	0.8	0.7	-11.5%
Total	1,301.3	1,370.8	1,450.3	1,527.7	
% change		5.3%	5.8%	5.3%	

Tourism Sales

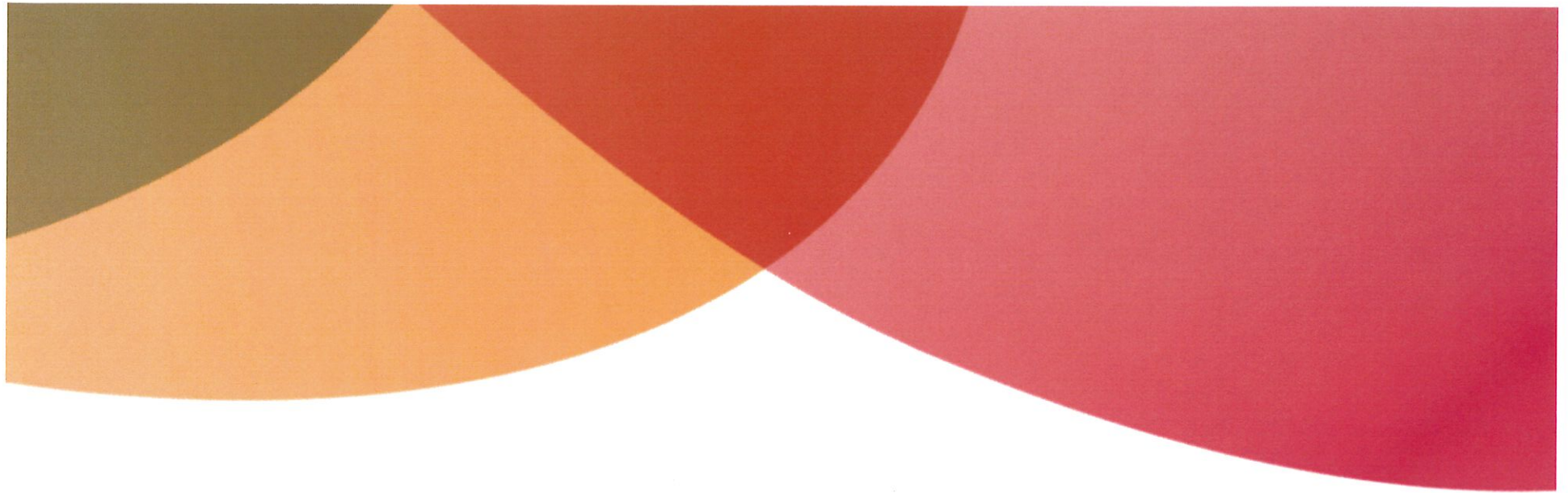
- Including indirect and induced business sales, tourism generated nearly \$2.3 billion in revenue in 2012.

Tourism Sales				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	0.2	0.1	0.3
Construction and Utilities	-	34.9	11.3	46.2
Manufacturing	-	12.6	5.4	18.0
Wholesale Trade	-	7.8	13.2	21.0
Air Transport	0.7	2.0	3.1	5.7
Other Transport	70.7	19.2	6.5	96.3
Retail Trade	370.8	3.7	34.3	408.9
Gasoline Stations	133.1	0.2	2.9	136.3
Communications	-	28.8	12.6	41.4
Finance, Insurance and Real Estate	74.6	102.9	109.8	287.3
Business Services	-	105.7	28.0	133.7
Education and Health Care	-	1.4	78.5	79.9
Recreation and Entertainment	180.8	8.2	5.7	194.7
Lodging	268.5	0.7	0.3	269.4
Food & Beverage	394.3	17.5	27.7	439.5
Personal Services	34.2	13.5	17.7	65.4
Government	-	14.7	5.9	20.6
TOTAL	1,527.7	373.8	363.1	2,264.6

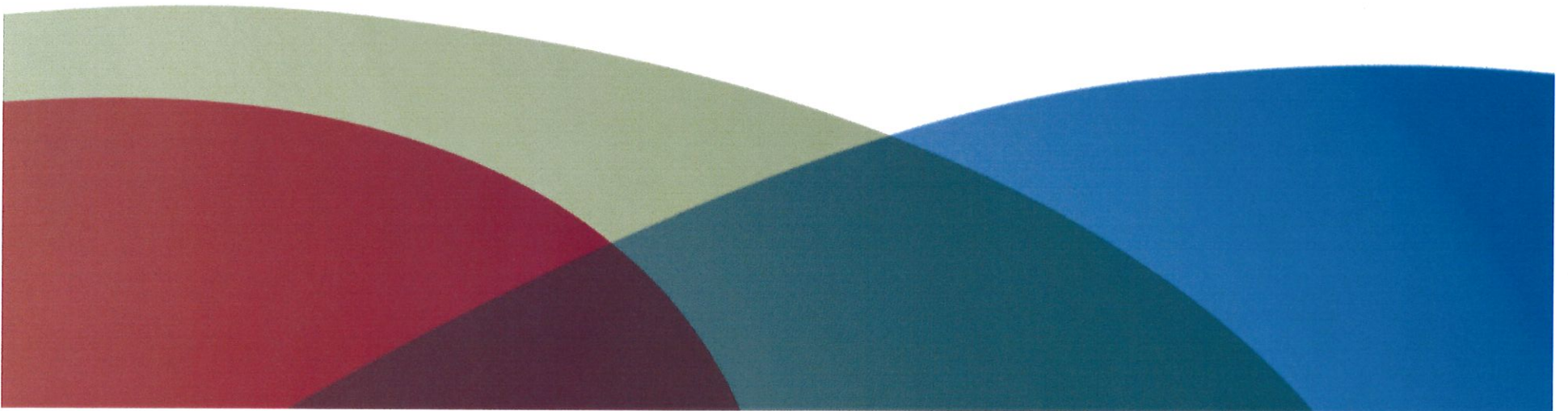
* Direct sales include cost of goods sold for retail sectors

\$421 M



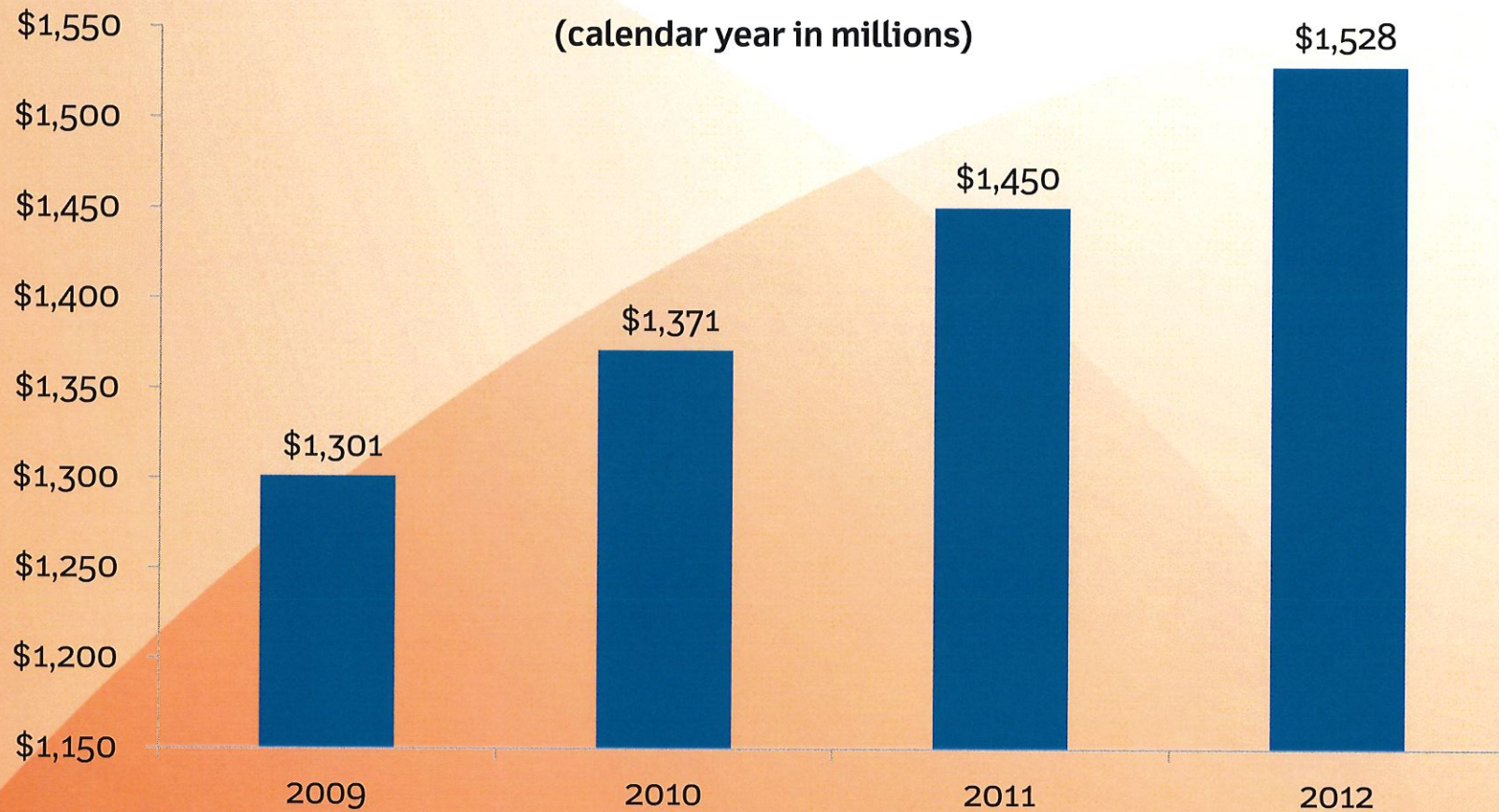


Buncombe County Tourism Trends



Visitor Spending in Buncombe County

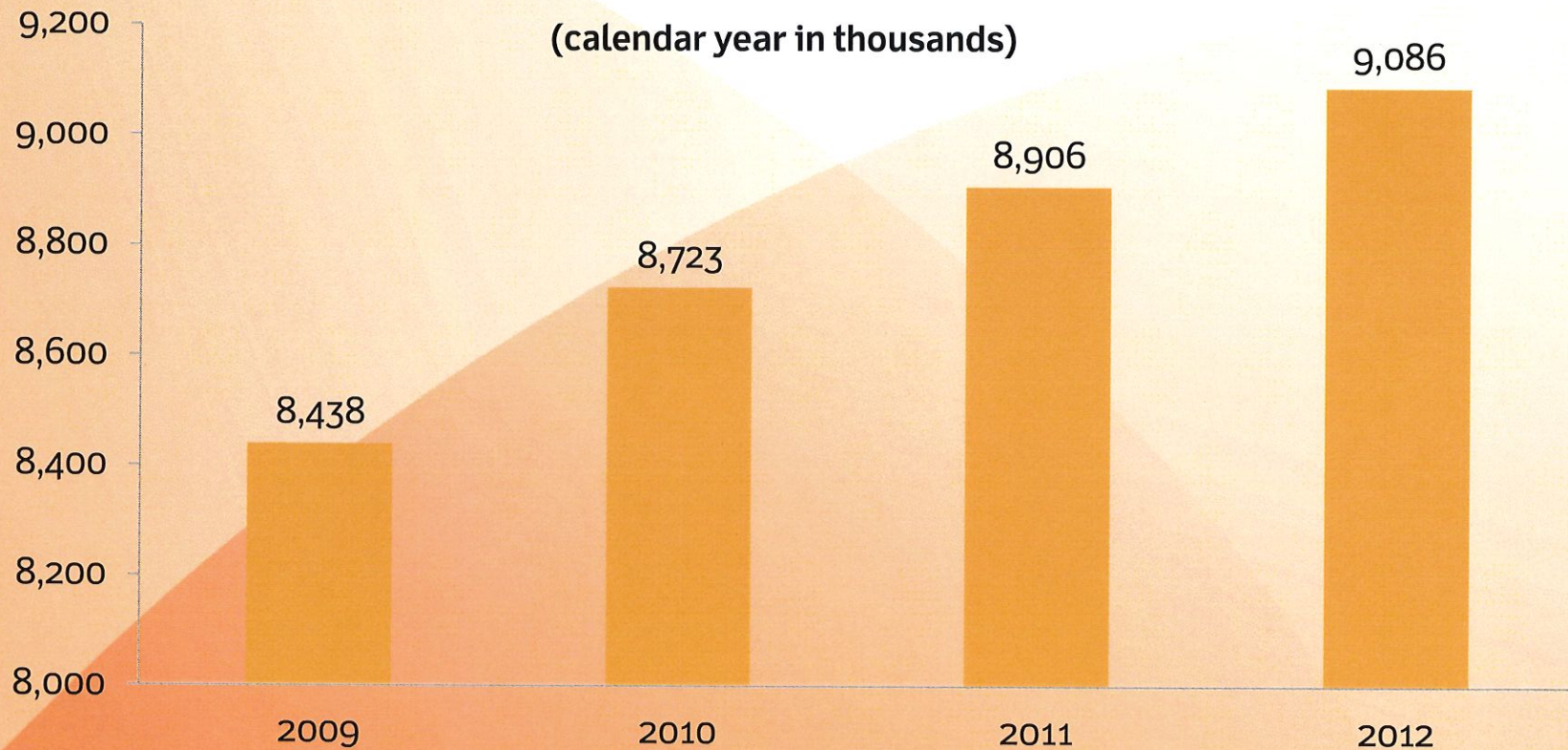
Visitors spent \$1.5 billion in 2012, up 5.3%



Source: Tourism Economics

Number of Visitors

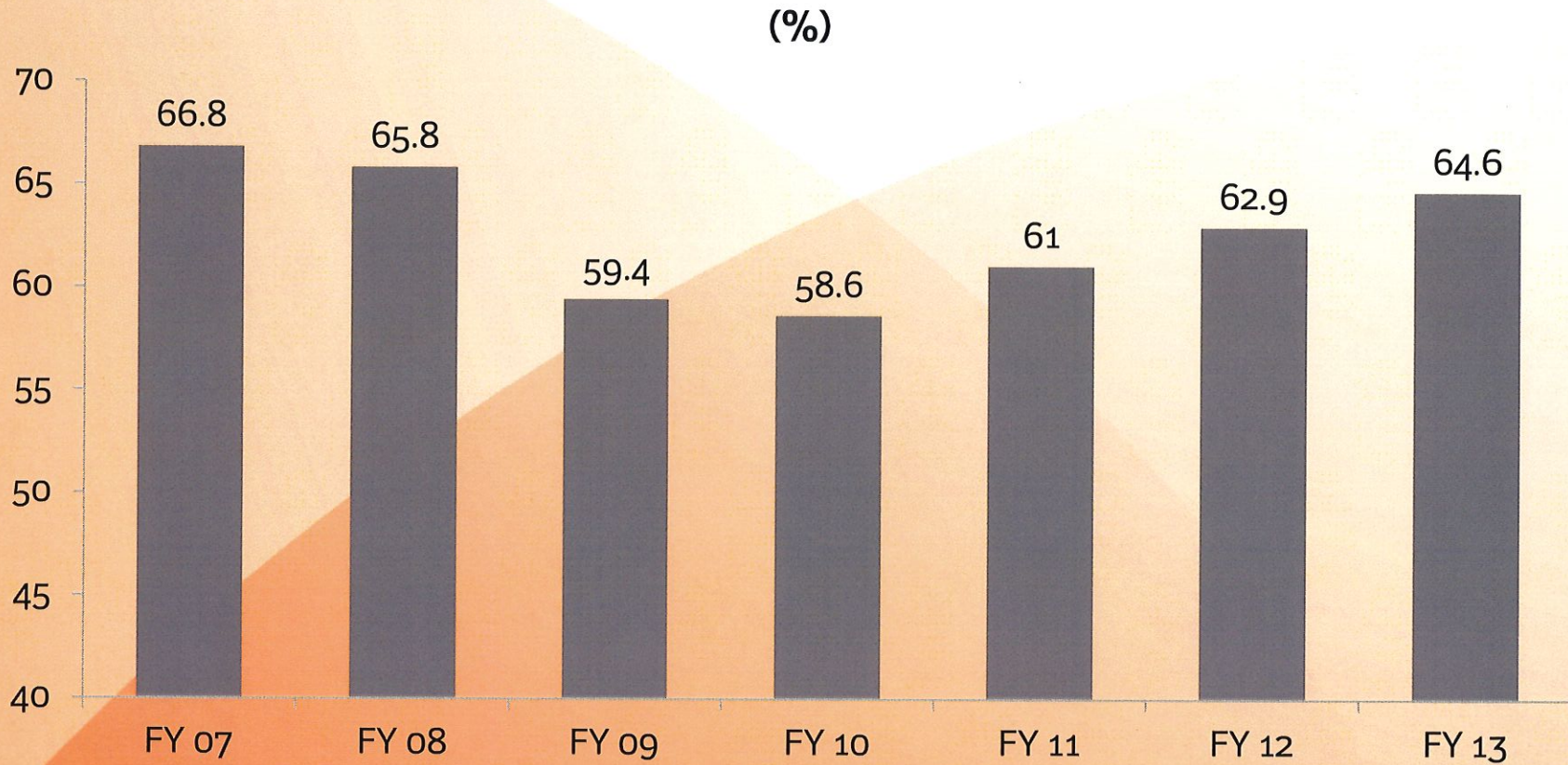
*9.1 million visited Buncombe County, up 2%
3.1 million stayed overnight*



Source: Tourism Economics

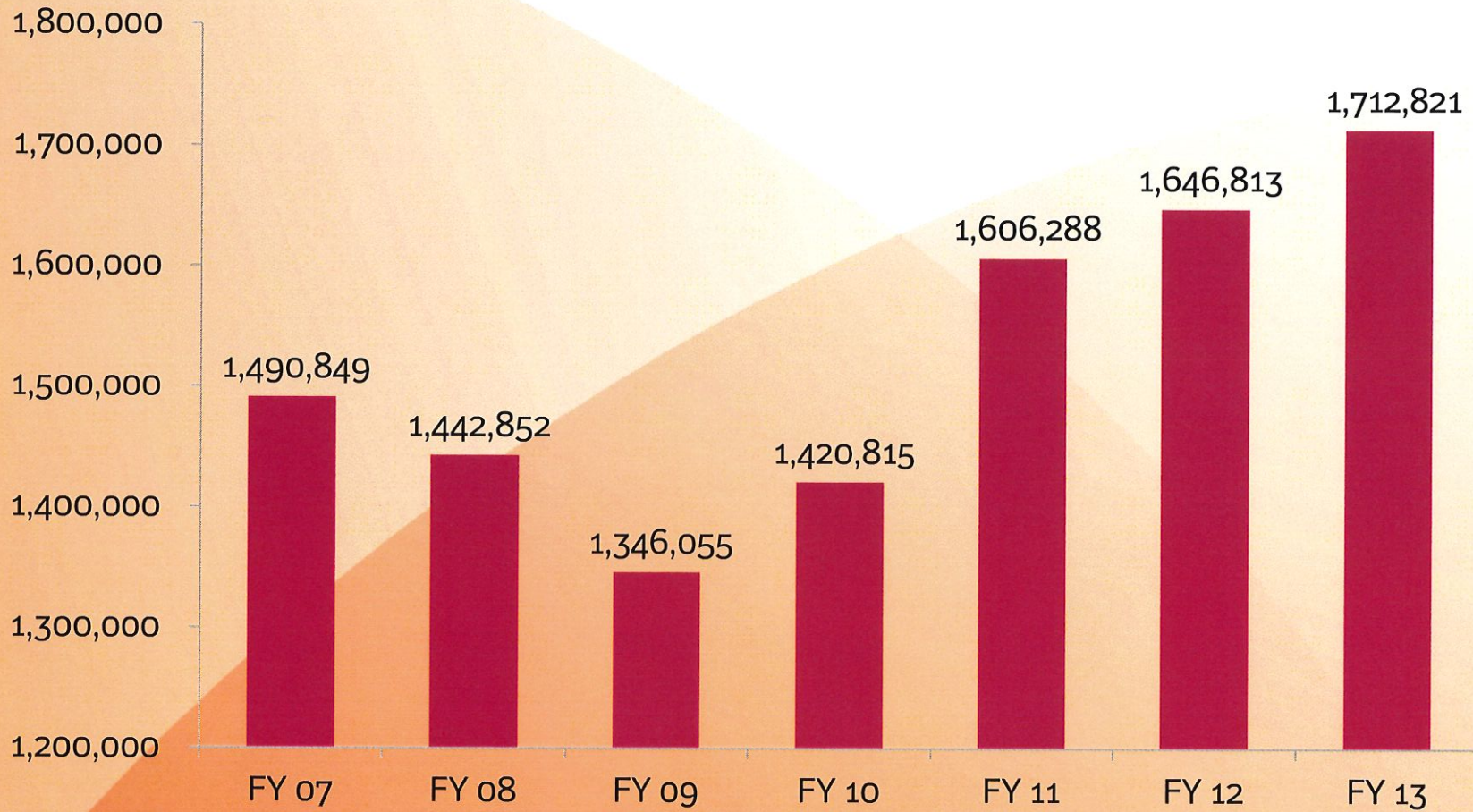
Occupancy Continues to Rebound

750 New Rooms Added Since 2007



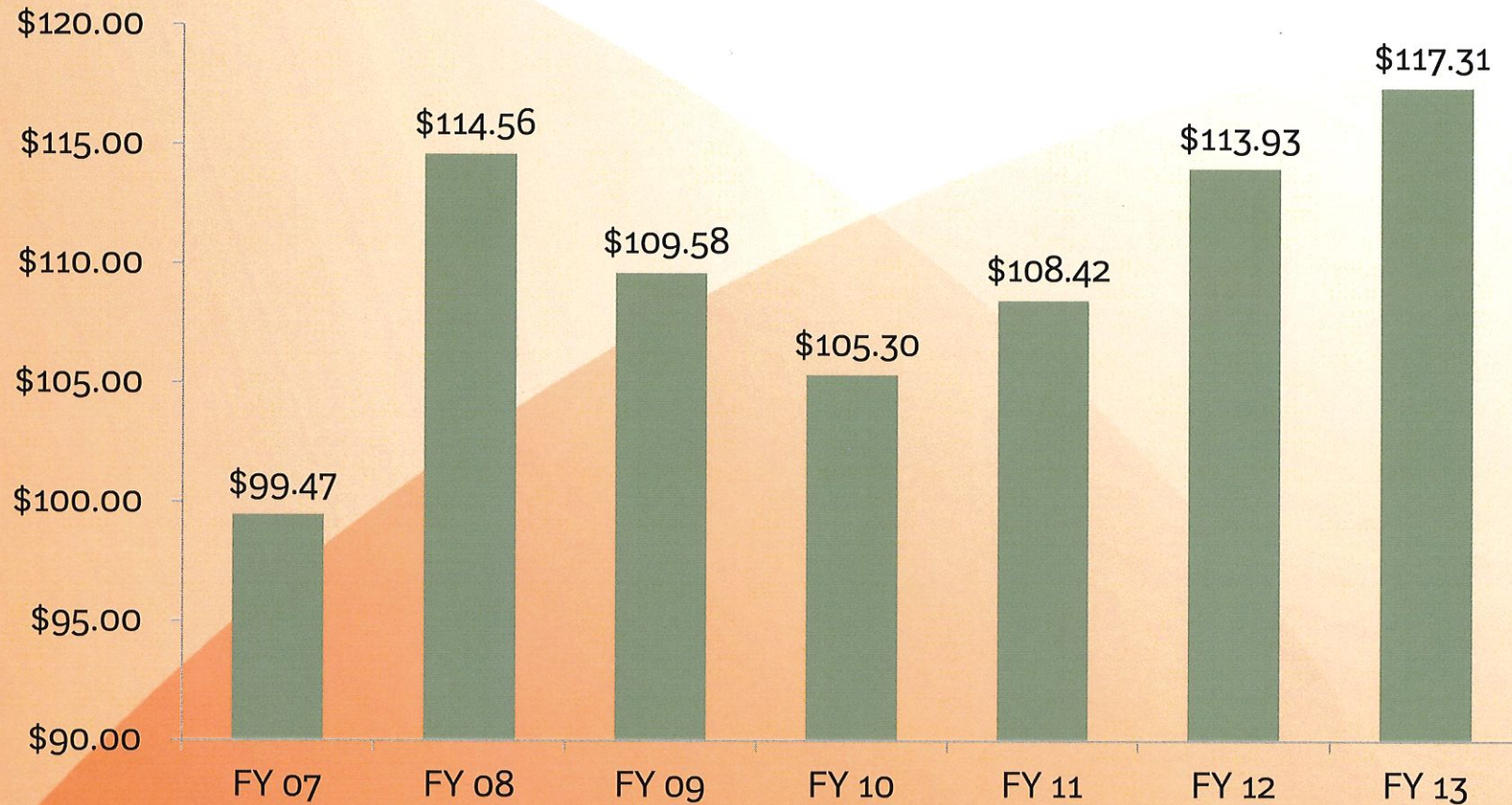
Source: Smith Travel Research, participating hotels

Total Rooms Sold Surpasses Pre-Recession



Source: Smith Travel Research, participating hotels

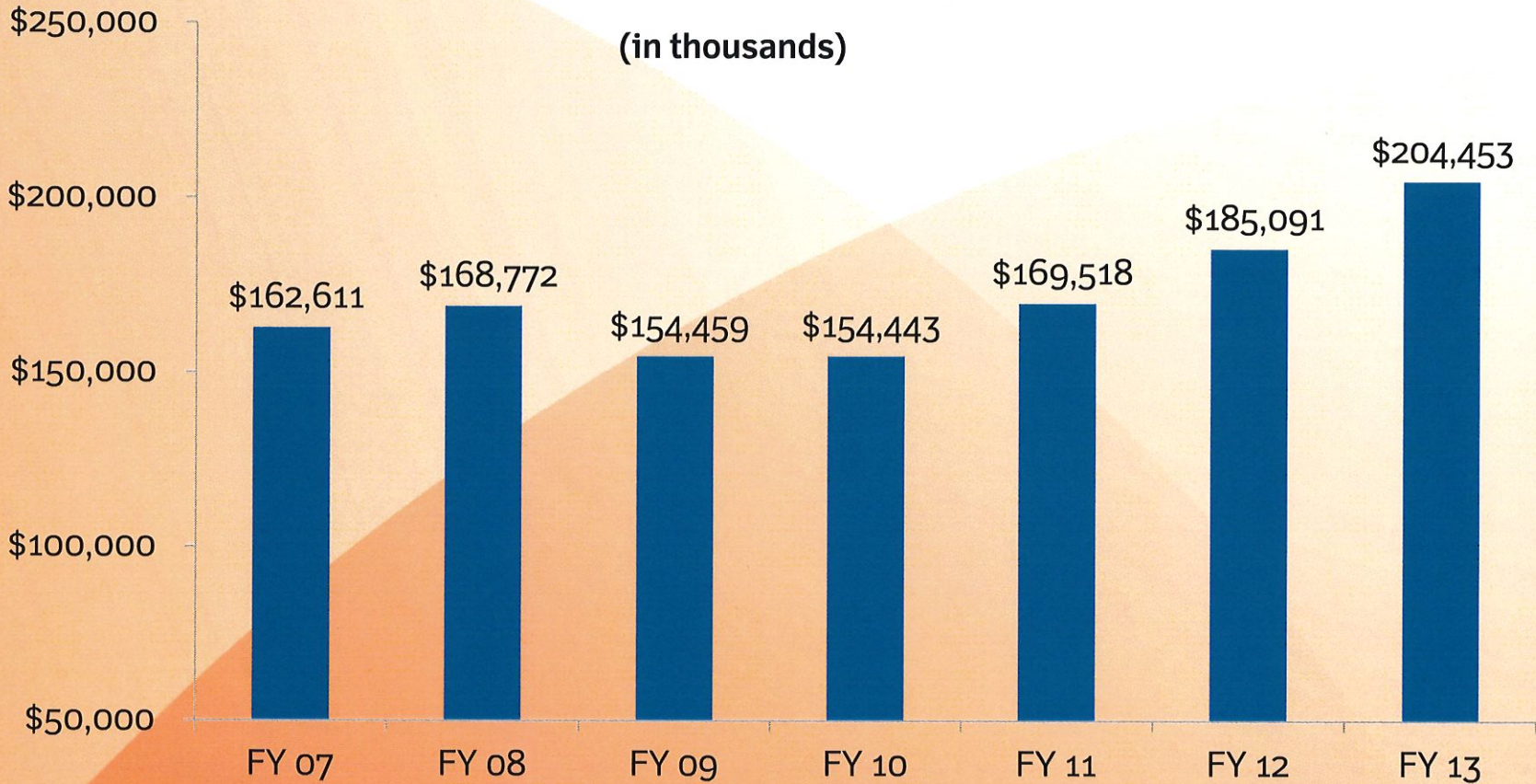
Average Daily Rate Continues to Improve



Source: Smith Travel Research

Taxable Hotel Sales Up 9.2%

Third year of 9+% growth



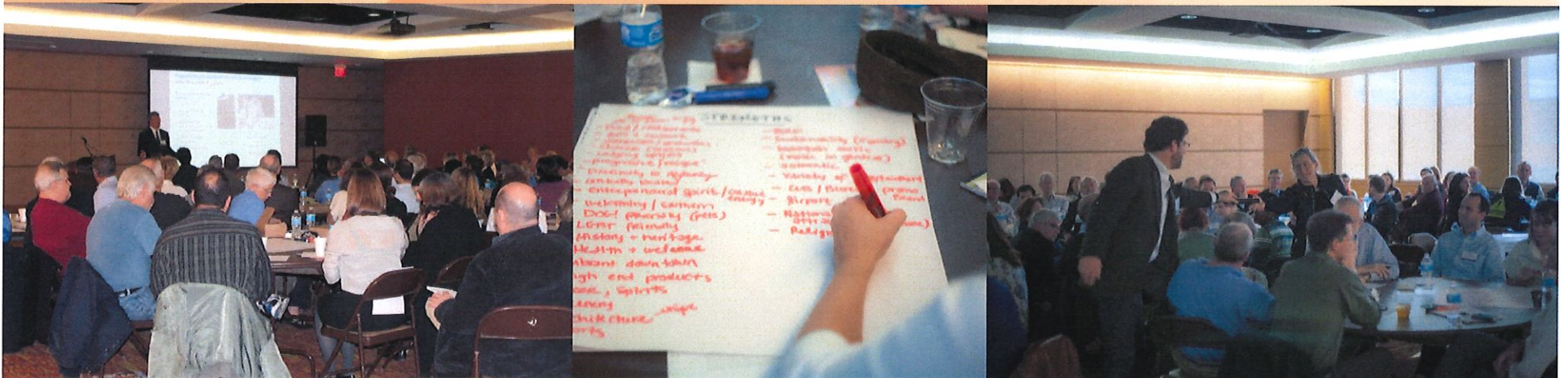
Source: Buncombe County

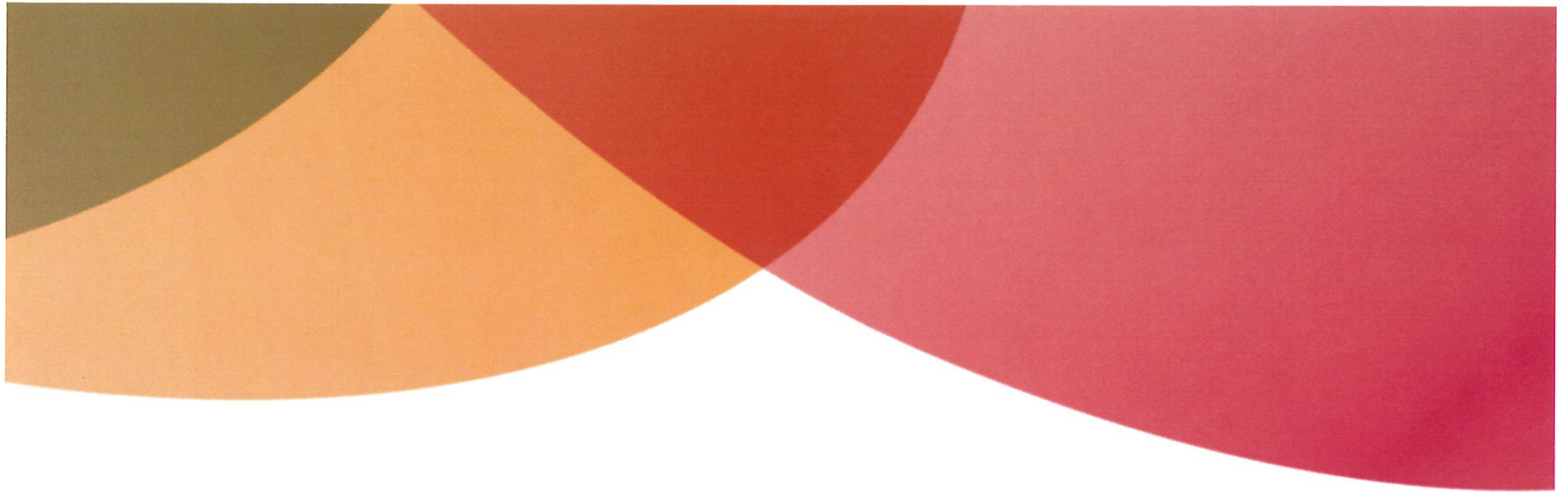
Tourism Product Development Fund

- 24 grants totaling \$15 million awarded to 16 community projects
- 10 Completed Projects
 - John B. Lewis Soccer Complex; Grove Arcade; The Bonsai Garden at the North Carolina Arboretum; Asheville Visitor Center; Western North Carolina Veterans' Memorial at Pack Square Park; Buncombe County Civil War Trails; Pack Square Park & Pavilion; Asheville Area Wayfinding; The Orange Peel; U.S. Cellular Center
- 3 under construction
 - Navitat Canopy Adventures; Pack Square Park Canopy; Lighting for UNC Sports Fields
- 3 in fundraising phase
 - Asheville Art Museum; Montford Park Players; Smoky Mountain Adventure Center

What's Next for TPDF?

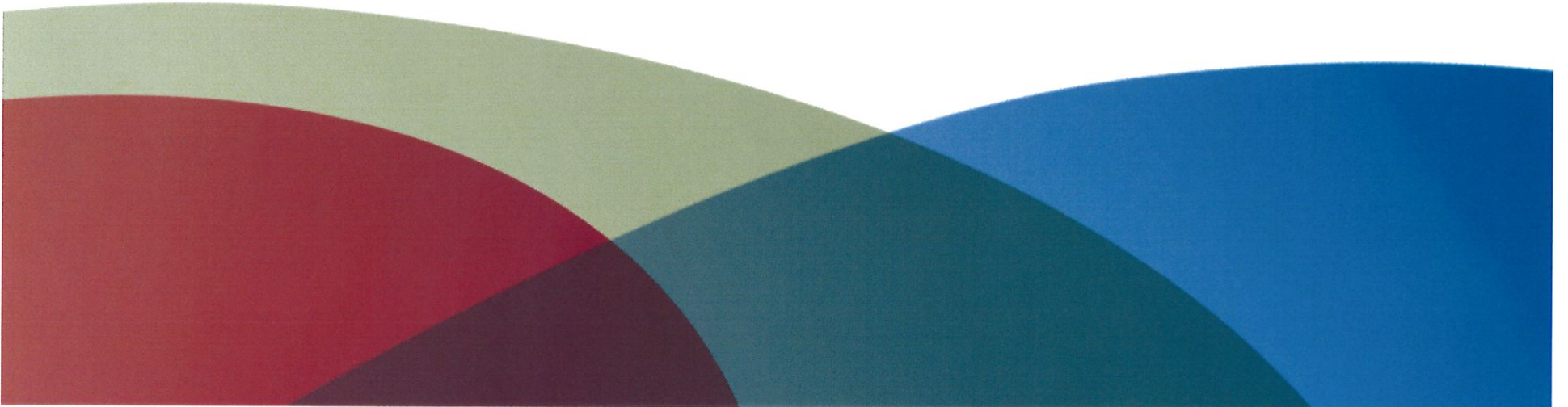
- Revising application process to increase clarity
- Destination Development Forum, December 2013
- Accepting applications late Spring 2014, date TBA





Group Sales and Services

2012-2013 Highlights



Group Sales Highlights

- Worked with the Sports Commission to extend the Southern Conference Basketball Tournament through 2017.
- USA Cycling will host its National Championships for collegiate road cycling in 2015 & 2016.
- Coordinated Team Asheville at the American Buss Association Marketplace in Charlotte.
 - 82 appointments; 12 immediate sales; 12 leads
 - Hosted Mountain Area Opening Reception
- The Southeastern Association of State Highway and Transportation Officials booked last year, and met in Asheville August 2013
 - Economic Impact of more than \$1 million
 - Used Go Local discount card, contributing \$4,000 to Asheville City Schools Foundation

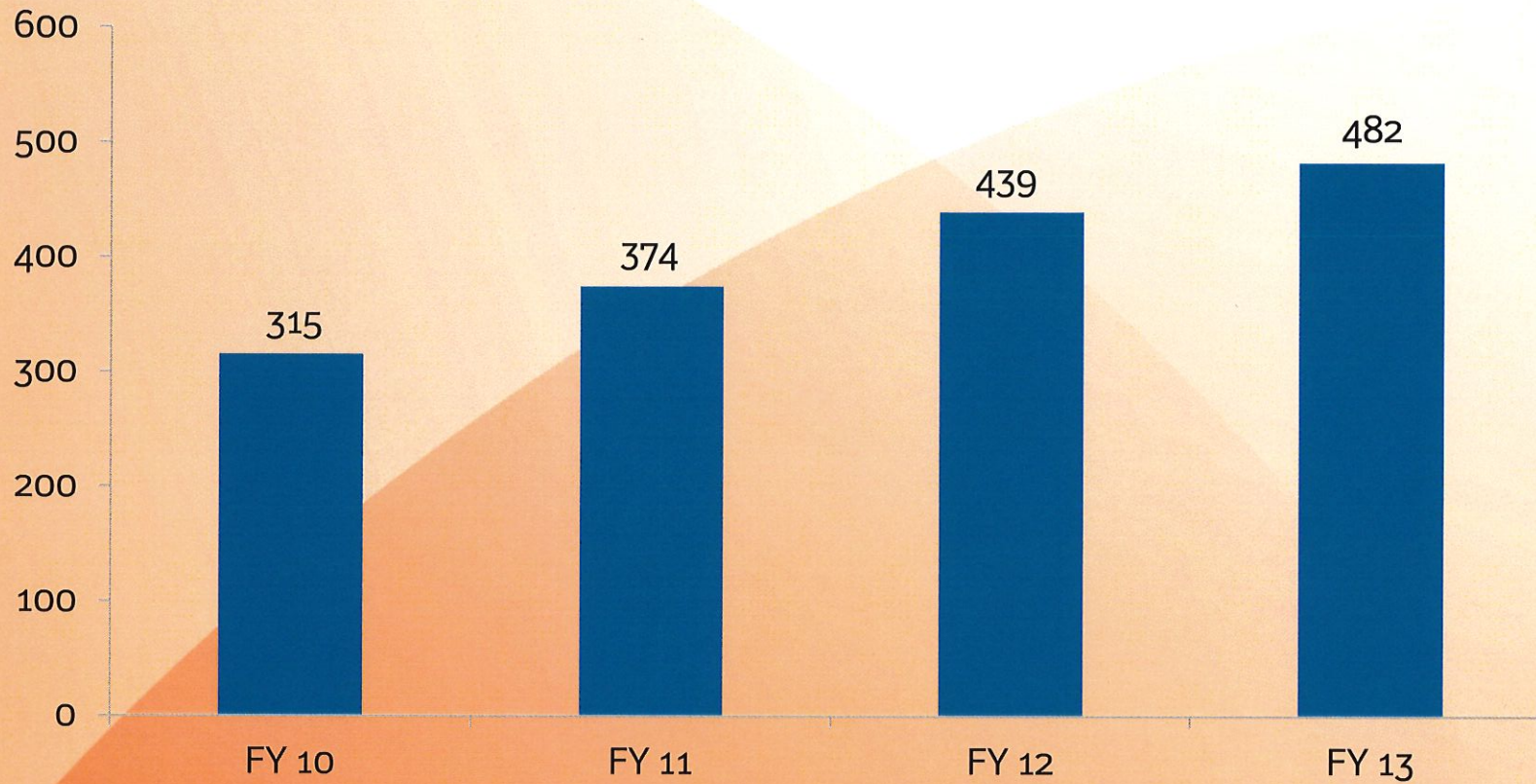


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Sales Initiatives

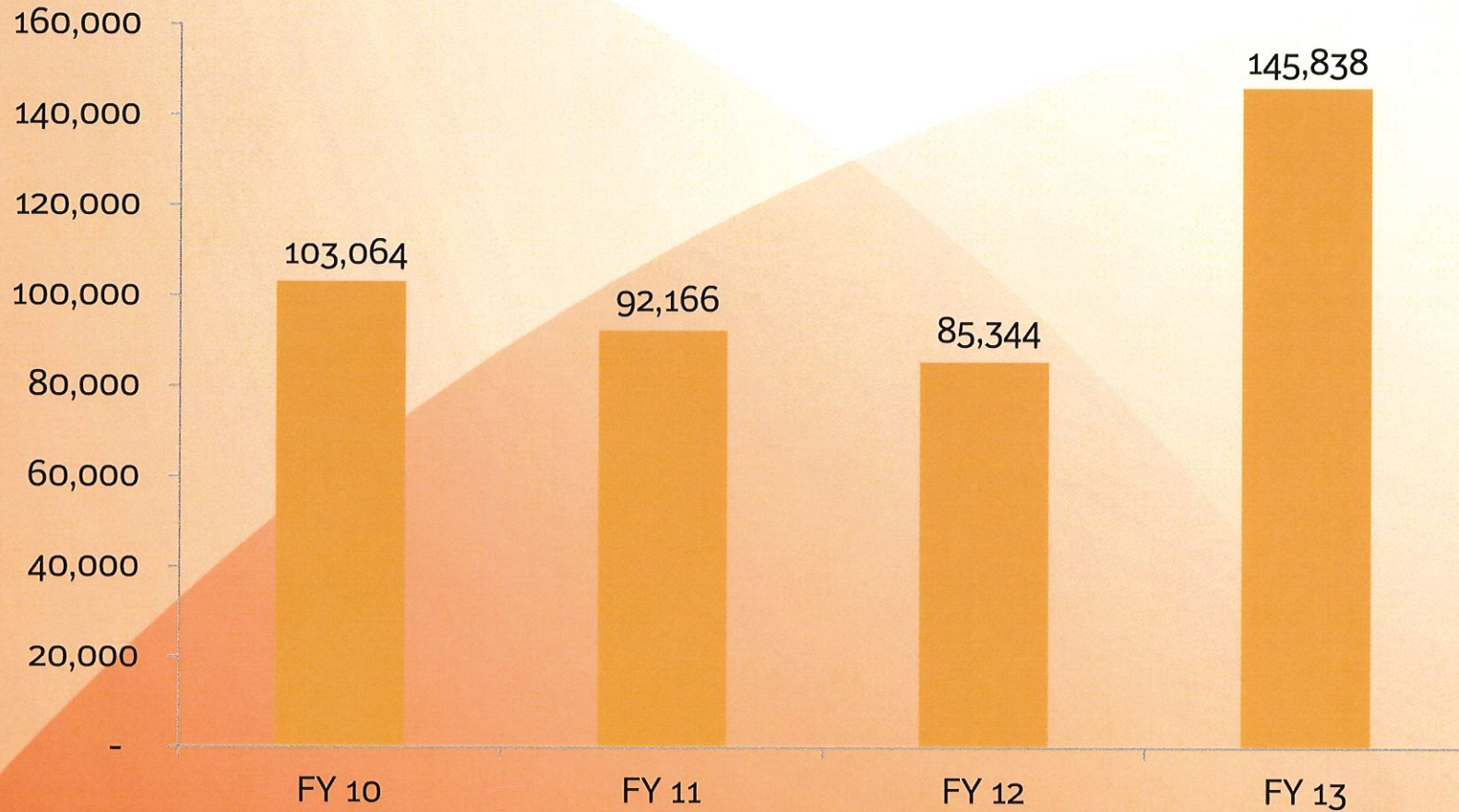
- **21** Trade Shows
- **15** Sales Trips
- **4** Concept Events in Target Markets
- **40** Site Visits at Partner Hotels
- **6** FAM Tours with 113 Attendees
- **3** AAA Webinars
- **6,073** Person-to-Person Contacts

The Sales Team Distributed 482 Leads to Industry Partners, *Up 10%*



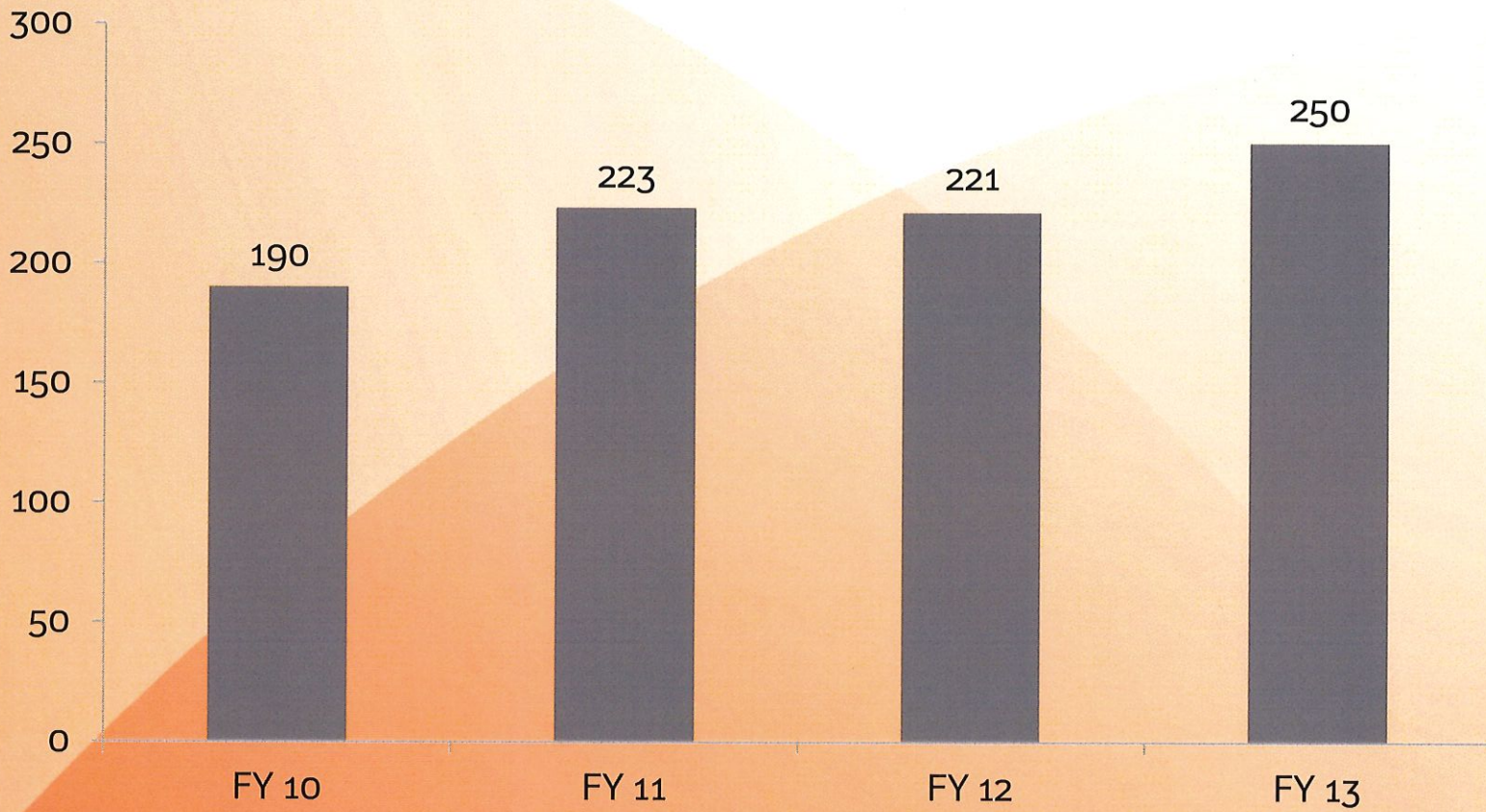
Leads Represented 145,838 Room Nights

Up 71%

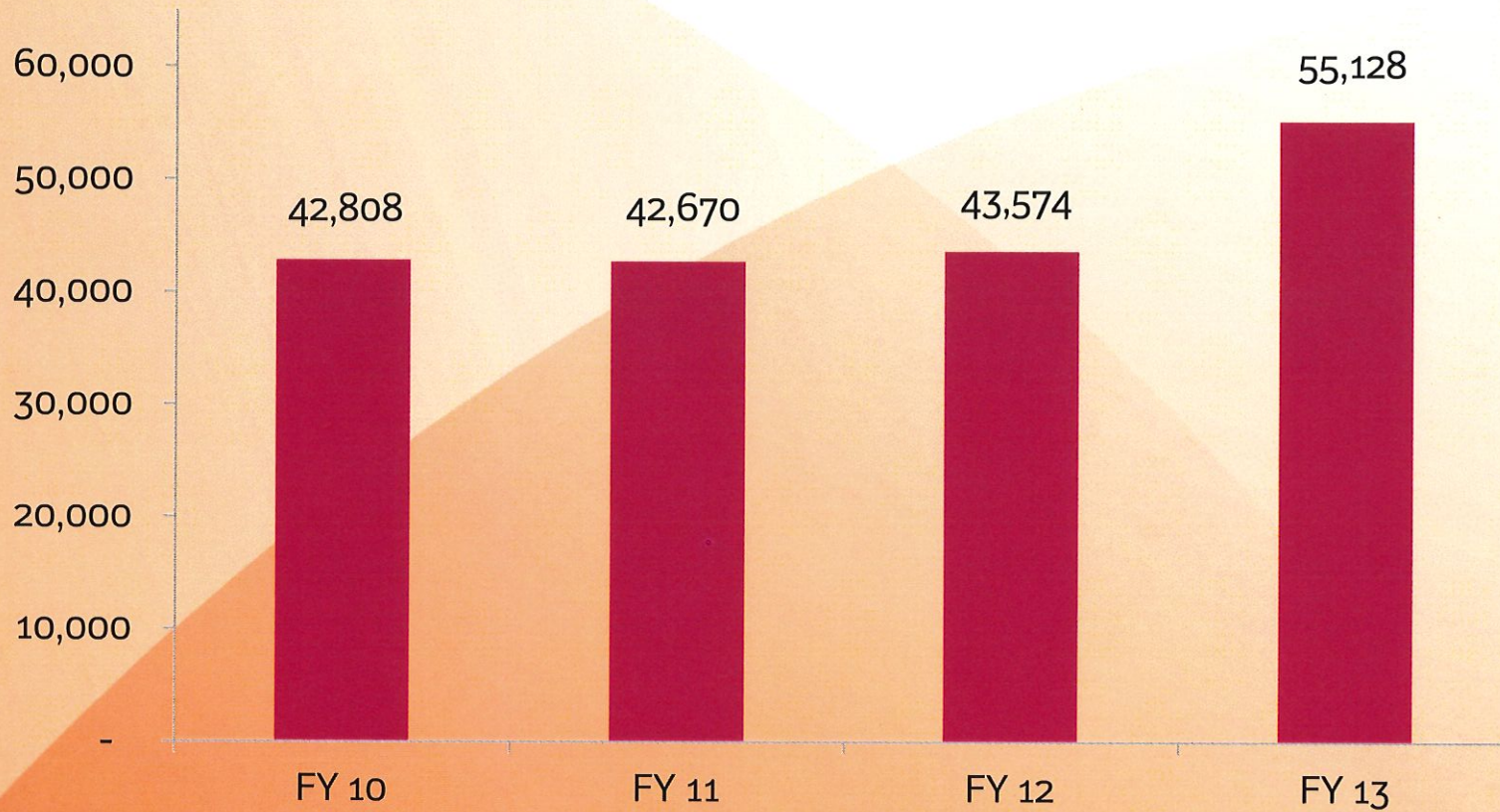


250 Sales Leads Went Definite

Up 13%

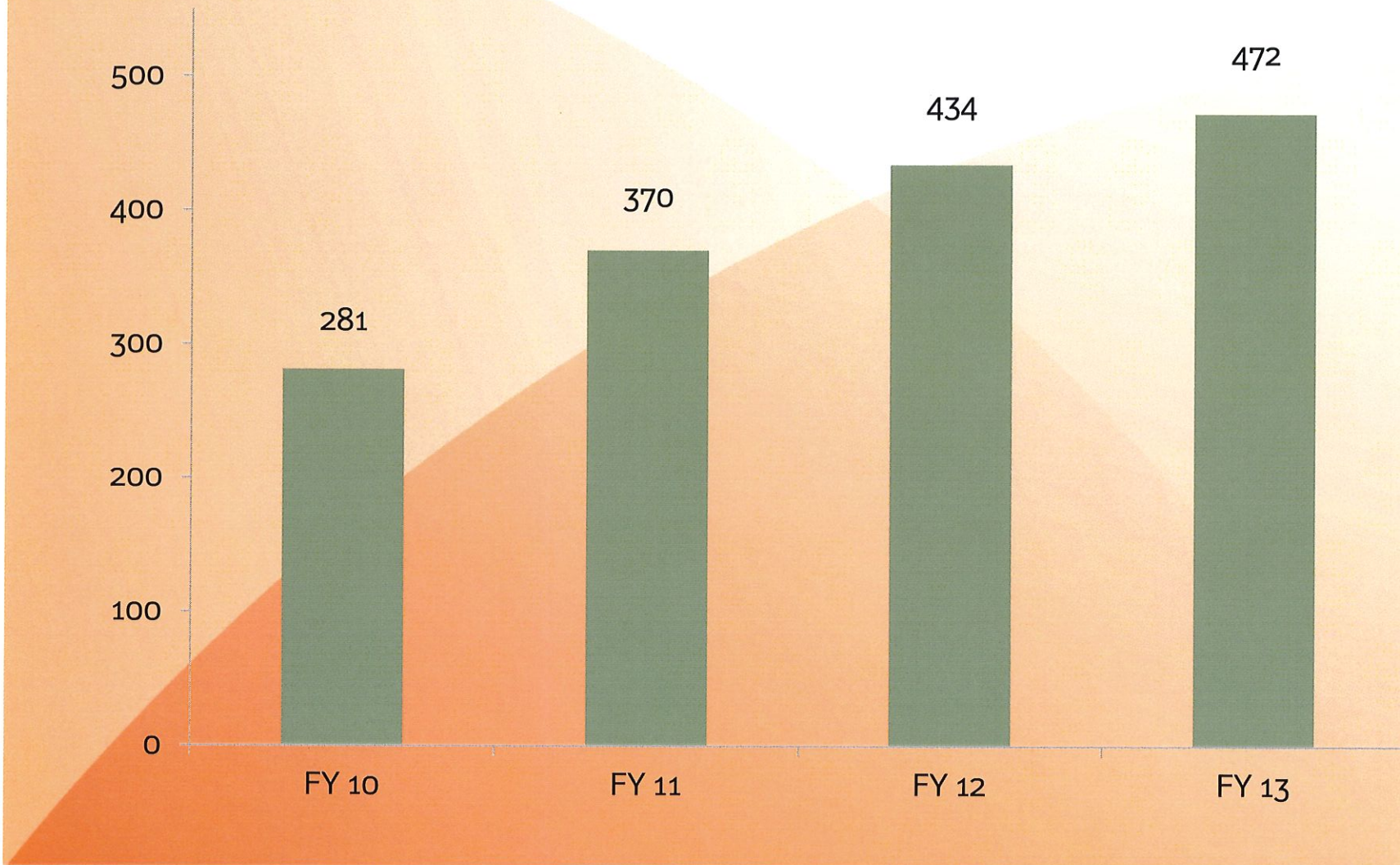


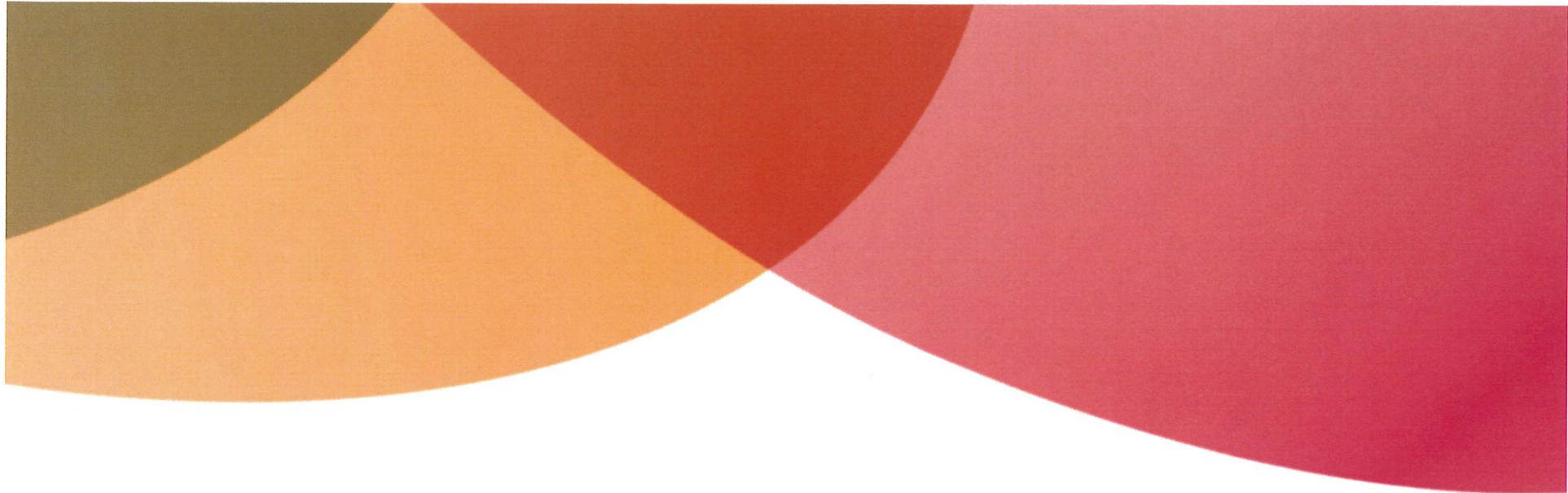
Definite Room Nights Totaled 55,128
\$8.4 million of revenue



472 Groups Received Group Services

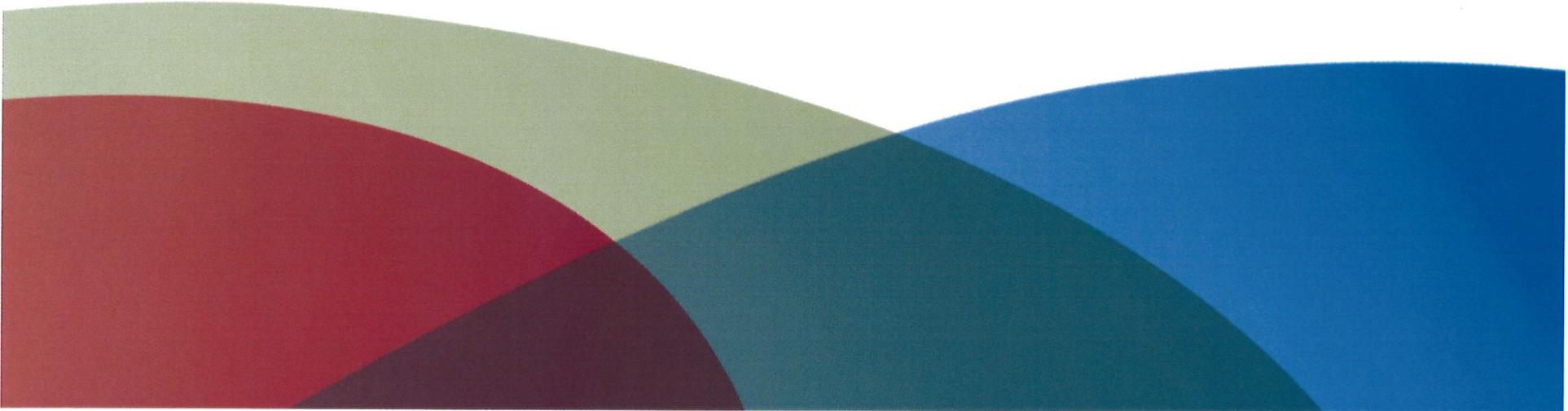
Up 9%





Marketing and Public Relations

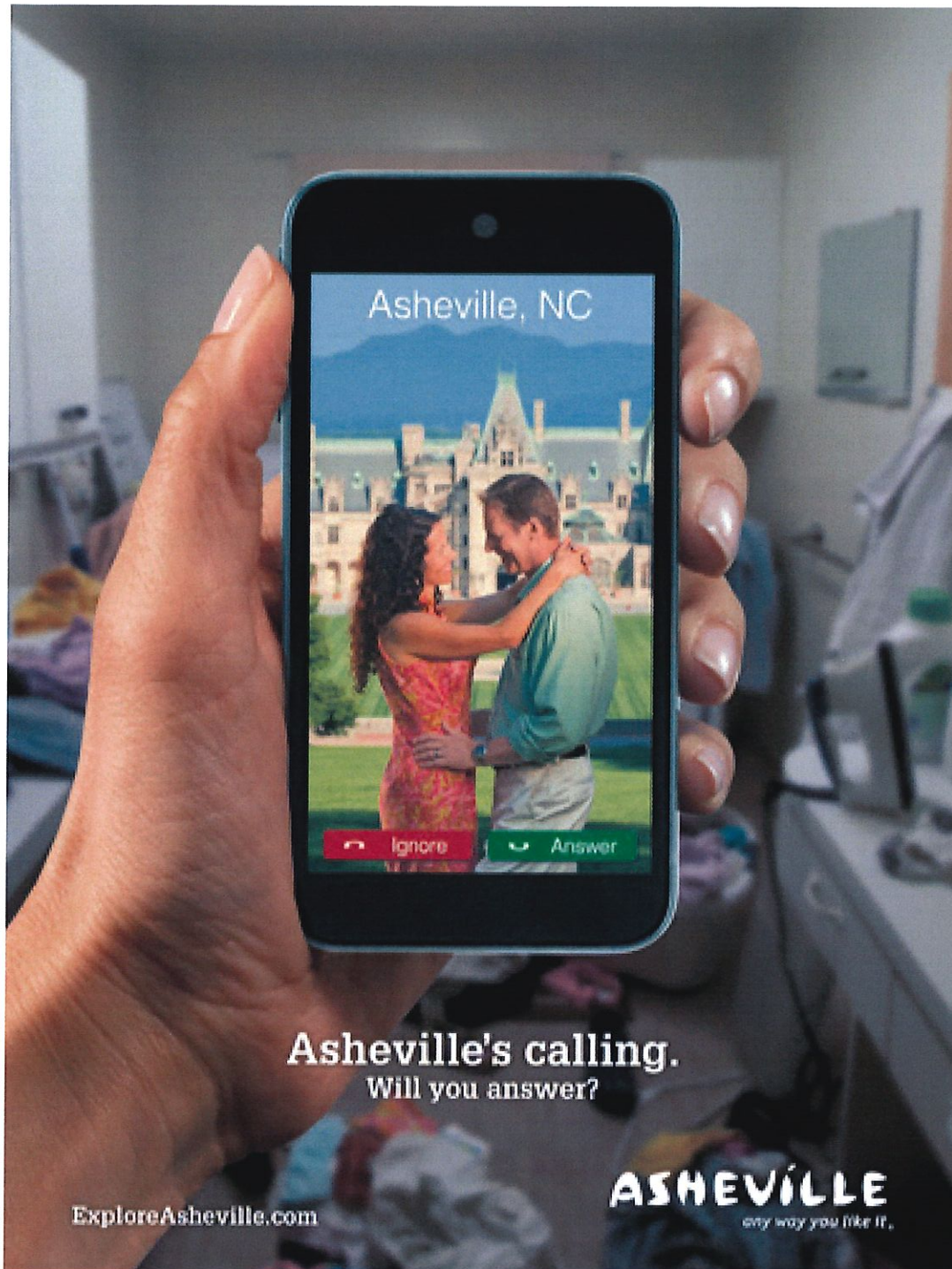
2012-2013 Highlights



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Advertising

- Television
 - Atlanta, Charlotte, Raleigh, Greensboro,
- Print
 - Brand, Foodtopia, Weddings
 - Primarily Southeast
- Digital
- Search



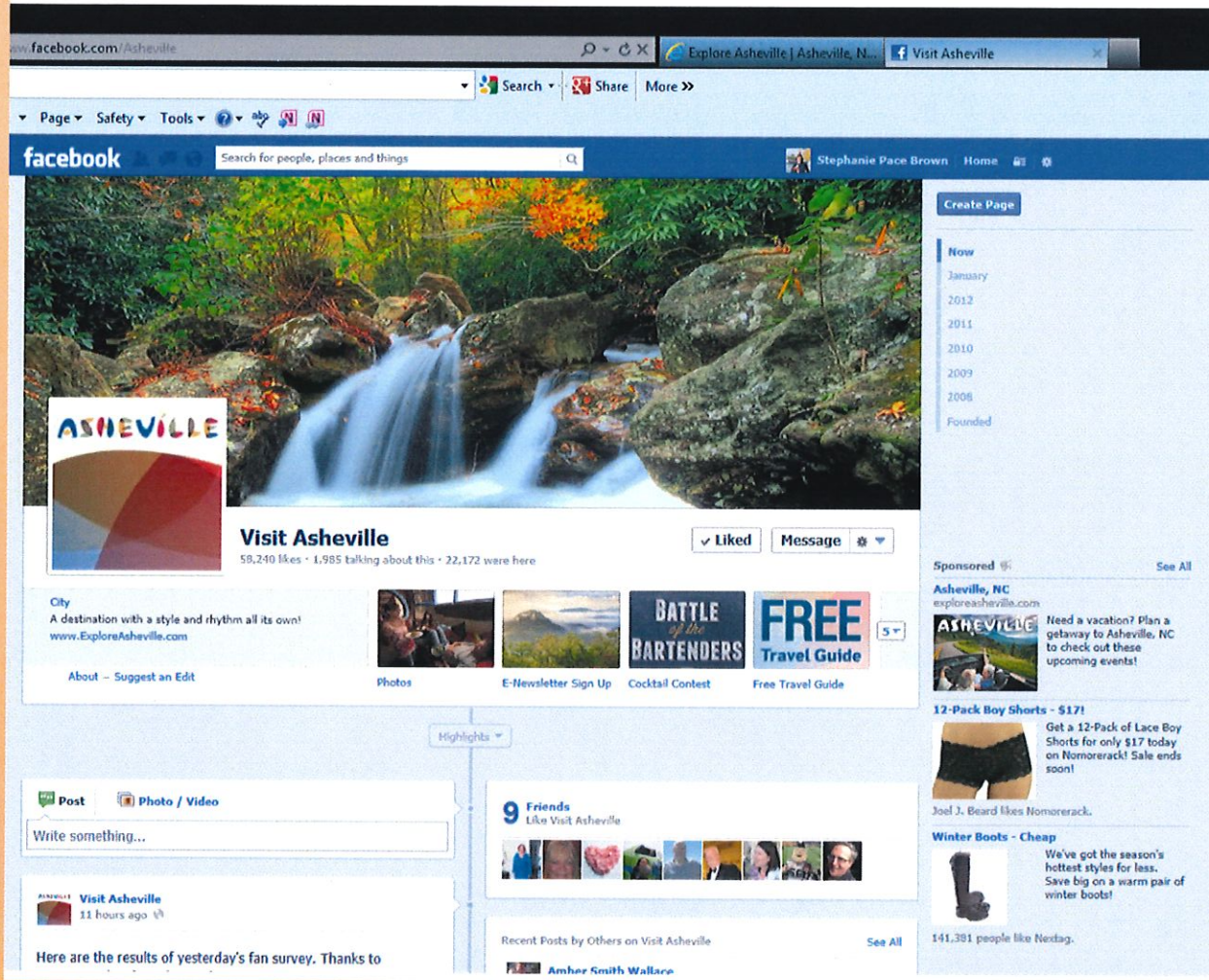
Asheville's calling.
Will you answer?

ExploreAsheville.com

ASHEVILLE
any way you like it.



ASHEVILLE



Social Media:
Integrated social media campaign includes blogs, Twitter, and Pinterest.

Facebook followers doubled to top 85,000

ASHEVILLE

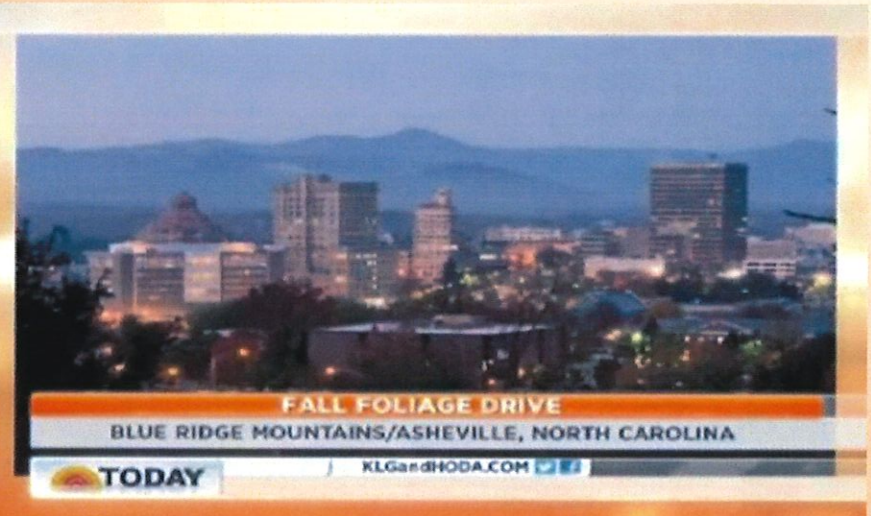
The screenshot shows a YouTube video player interface. The main video is titled "Beer City Music Video - Feral Chihuahuas Loose in Asheville" and is from the "Asheville" channel, which has 59 videos and 34,778 subscribers. The video has 107 likes and 23 dislikes. The video description reads: "Published on Apr 3, 2013. Believe the hype! Asheville is the original Beer City USA." The video player shows a scene with a man in a furry hat and sunglasses in the foreground, surrounded by a crowd of people. To the right of the main video is a list of recommended videos, including "Mother Deer and Baby Deer Killed by a Train", "The Spirit of Asheville", "Itchyworms' 'Beer' Music Video", "Biltmore Mansion Asheville NC - The Biltmore Estate", "ROWING 'INGHES'", "Asheville, North Carolina", "Mountain Moral Monday - Asheville - Rev. William", and "VIAJE A DUBAI GRATIS CON ORGANO GOLD".

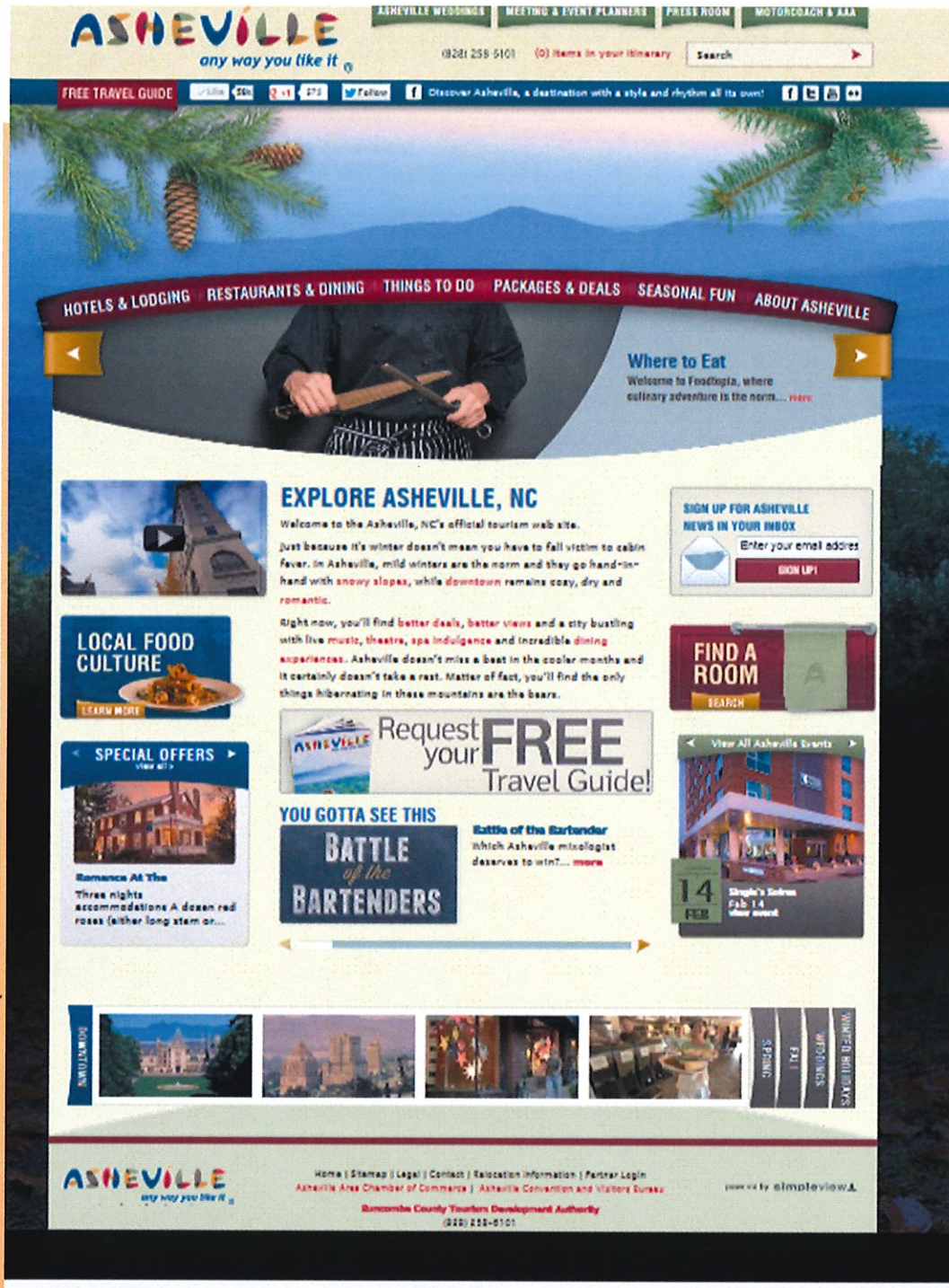
Content:
*5 new videos
contributed to
more than
267,000 views*



ASHEVILLE

Media Relations Efforts:
 Resulted in
 356 significant media
 placements --
*Generating \$3.9 million
 in ad equivalency for
 editorial*





ASHEVILLE

ExploreAsheville.com:
 Attracts 3 million visits
 annually

Almost 1 million mobile

*Gateway of information
 about Asheville lodging
 and other visitor
 services*



ASHEVILLE

Community Engagement:

- Investors Meeting – **New!**
- Industry Input Forum
- Summer Social – **New!**
- Monthly ACVB Partner Forum – **New!**
- Holiday Open House
- Partner Connect Newsletter – **New!**
- BCTDA Roundtable – **New!**

AshevilleCVB.com

*Download research reports,
trend data, and industry
event dates*



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TOURISM BUILDS COMMUNITY

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