



## **Summary of 2020 Tourism Data and Research Initiatives Key Observations**

### **Smith Travel Research STR Report for Hotel Data 2014 – February 2020**

- Annual hotel occupancy in the county flat in 2019, due to substantial increases in available room inventory since 2016 (room nights up 27% since 2016). But coming off 2018 WEG, “flat” could be considered something of an increase.
- Daily occupancy in 2019-20 ranged between 59% and 67.6% on every night except Sunday (44.5%), reflecting consistent demand.

### **AirDNA Short-Term Rental Market Report, 2017 –2020**

- Since June 2017, the number of available entire place short-term rental listings in the county rose from under 500 in June 2017 to 900 in November 2019 but has declined since the pandemic. The number of monthly booked entire place short-term rental listings rose from under 400 in June 2017 to over 850 in October and November 2019.

### **Mobile Device Location Tracking Scout Report**

- Using mobile device tracking, the top 2019 media markets for visitors spending at least 4 hours in Henderson County were Charlotte, Atlanta, Raleigh-Durham, Columbia, and Knoxville. These markets represented only a third of all visitors spending at least 4 hours in the destination.

### **Visitation to Downtown Hendersonville by Hour of the Day, Locals vs. Tourists**

- Varying only slightly by season, 22-25% of the time spent by tourists (from at least 50 miles away) in downtown Hendersonville was between 5:00 PM and 9:00 PM in 2019.

### **2020 Hendersonville Brand Perception Research Among Travelers**

- 805 leisure travelers from within 300 miles and north and central Florida were surveyed about their knowledge, perceptions, and visitation of Hendersonville.
- 36% of all respondents said they were at least familiar with Hendersonville, and 21% of respondents said they had ever visited the area.
- 73% of those familiar respondents said they had a favorable or very favorable opinion of Hendersonville.
- Hendersonville has a high Net Promoter Score among those who have recently visited and compares very favorably to other WNC mountain destinations.
- Hendersonville is considered a safe, worry-free, relaxing destination close to other destinations and attractions and activities. It is most associated by travelers with its locally owned stores and restaurants and its vibrant Main Street.
- Overnight visitors spent an average of 3.1 nights (in all types of lodging) in the area on their most recent visit.
- The opportunity to spend time with family and friends and to visit historic and cultural attractions were the top emotional drivers of visitation to the area.
- Non-visitors said they just prefer other destinations, that there are no must-sees in the area, or that Hendersonville just never comes to mind for them.
- Hendersonville is making significant strides in attracting younger visitors to the area.
- The destination is well-placed to recover from the current downturn in travel due to its brand position as a safe, worry-free, outdoor-oriented small town.