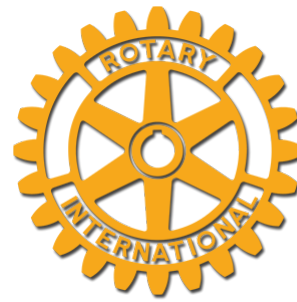


Rotary

Club of Asheville Breakfast



Vic Isley, CEO Explore Asheville

By Henry P Zaremba on Monday, November 14, 2022



Vic Isley, CEO of Explore Asheville, spent time with the club last week. She opened by speaking to the visitor contributions to the local economy. Many residents first came here as visitors and visitors spent about \$2.6 billion into the local community in 2021. This was spent 31% to

lodging and 26% to food and beverage. This money supported \$915 million in workforce income generation. 27,000 jobs are supported by tourism which is about 15% of the jobs in Buncombe county. Asheville tourism has recovered from Covid with every category of visitor spending increasing in 2021 as compared to 2019. The organization analyzes the quality of visitors. An example is overnight visitors are considered more valuable as compared to day visitors. Overnight visitors represent 37% of the tourists and spend 73% of the tourism dollars. The number of hotel rooms in Buncombe County per capita is significantly lower than Charleston, Savannah, or Myrtle Beach. Demand is high in our area which drives the continued increase to supply. Our airport is also tracked and is on pace to beat 2021 passenger counts, which is not the case for most airports. More air capacity is a good sign since it brings more overnight visitors. The Tourism Development Authority has invested proceeds from its revenue locally with nearly \$60 million in 46 community projects including the River Arts District Greenway, upcoming renovations to the municipal golf course, the art museum, and work on Cox Ave to be more pedestrian friendly. Thank you to Vic for sharing the time with the club!

Birthdays



IMAGINE ROTARY

Club Meeting Place & Time

Asheville Breakfast
Meets at Four Points by Sheraton Hotel
22 Woodfin Street
Asheville, NC 28801
Time: Wednesday at 07:30 AM

Club Officers



Frank Ungert
President



Cynthia K. Ireland
President-Elect



Ruth T. Summers
Vice President



Randy S. Lehman
Treasurer



Carl T. Chesick
Secretary



Richard Anderson
Club Admin Chair
Sergeant-at-Arms

Patrick J. Blackburn
Membership Chair
Club Public Image Chair



[Richard Anderson](#)
November 15th



[Gary W Anderson](#)
November 16th



[Donald R. Swaby](#)
November 23rd



[Carla Hughson-Schmitt](#)
December 1st



[Doug Hutchman](#)
December 12th

Speakers

November 16th
[Dr Jim Lenberg, The Thucydides Trap - US and China](#)

November 23rd
[Bill Biddle, Member presentation](#)

November 30th
[Wyatt Chocklett, COO Mission Hospital](#)



[Nathan Patrick Moran](#)
CCO-Club Comm. Offcr



[David L. Hayes](#)
Club Programs Chair



[L. Thomas Kelly](#)
Community Service Chair



[William Taylor Biddle Jr.](#)
International Service Chair



[Donald R. Swaby](#)
Community Service Chair



[Rodney Douglas](#)
Club Social Chair



[William John Byrne](#)
Scholarship Chair



[Henry Watson Jordan II](#)
Youth Services Chair



[Justin A Arnall](#)
iPast President



[Cynthia K. Ireland](#)
Assistant Governor

Events

December 3rd
[Salvation Army Bell Ringing](#)

December 3rd
[Weaverville Christmas Parade](#)

February 3rd
[Serve dinner at Transformation Village](#)
Monday, November 14, 2022