

# VISITOR SURVEY

**CHANDLER**THINKS

DESTINATION BRANDING SPECIALISTS

# Visitor Survey - Main Observations

## 1. **Visitors travel primarily as small family groups and couples.**

Most travel parties consist of one to two people, and over 70% travel with family. This underscores Blowing Rock's strength as a family-friendly, multigenerational destination that balances relaxation, outdoor recreation, dining, and shopping in a compact, accessible setting.

*SOURCE: VISITOR SURVEY*



# Visitor Survey - Main Observations

## **2. Visitor satisfaction is exceptionally high across nearly all experience measures.**

Natural beauty leads all ratings, followed closely by dining, outdoor recreation, lodging, and shopping experiences. Importantly, visitors rate Blowing Rock extremely high on likelihood to recommend, signaling strong brand advocacy and organic growth through word-of-mouth.

*SOURCE: VISITOR SURVEY*



# Visitor Survey - Main Observations

## 3. Trips are planned relatively close-in.

Most visitors planning within three months and one-third within two weeks of travel. Past visitation and personal experience are the primary planning drivers, supplemented by search engines and the official destination website. This highlights the importance of maintaining brand consistency, experience quality, and strong digital presence to influence short-window travel decisions.

SOURCE: VISITOR SURVEY



# Visitor Survey - Main Observations

## 4. **Blowing Rock's brand is clearly defined in the minds of visitors.**

Blowing Rock is best known for its iconic natural setting, the Blowing Rock attraction itself, charming mountain-town atmosphere, walkable downtown, and proximity to the Blue Ridge Parkway. These attributes align strongly with what visitors say is most appealing about the destination and reinforce a cohesive, authentic brand story.

SOURCE: VISITOR SURVEY

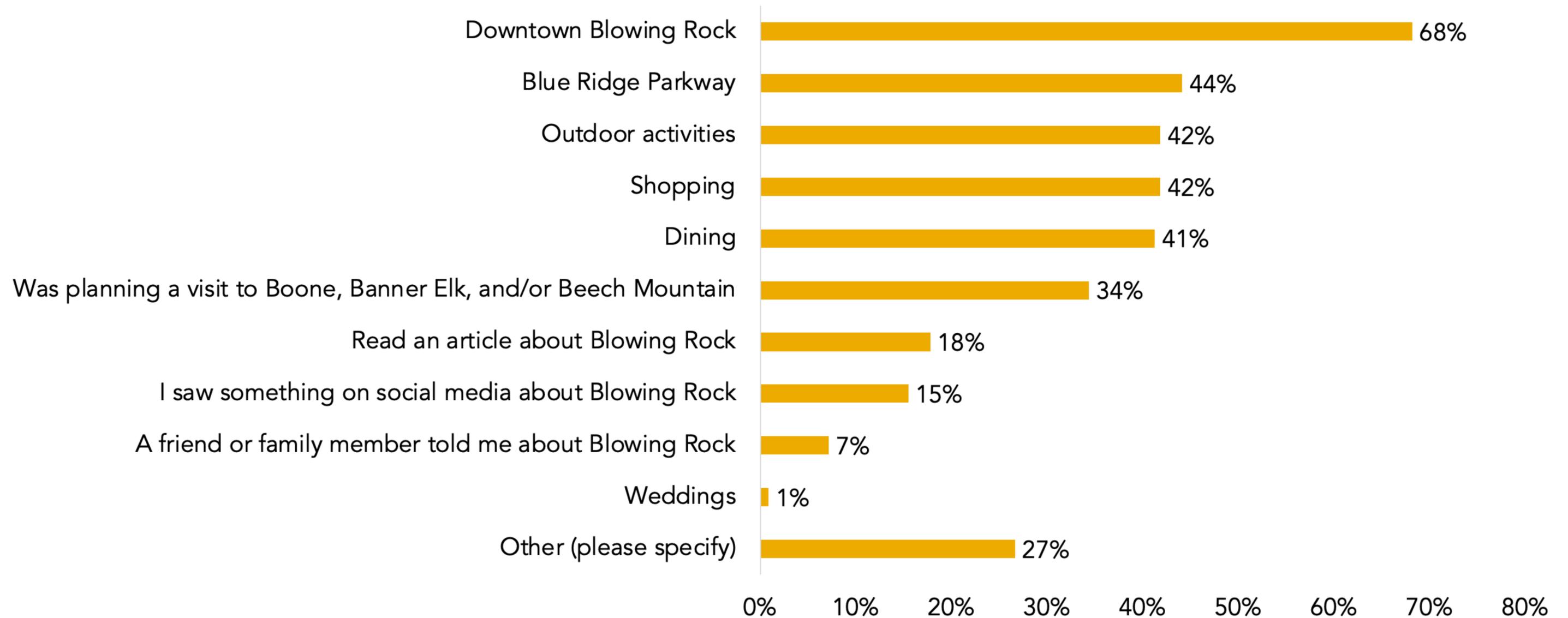


*Q: What prompted you to sign up for updates regarding Blowing Rock?  
[SELECT ALL THAT APPLY]*

SOURCE: VISITOR SURVEY



# Activities in Downtown Blowing Rock is the top prompt for signing up for updates.



SOURCE: VISITOR SURVEY Q: What prompted you to sign up for updates regarding Blowing Rock? [SELECT ALL THAT APPLY]

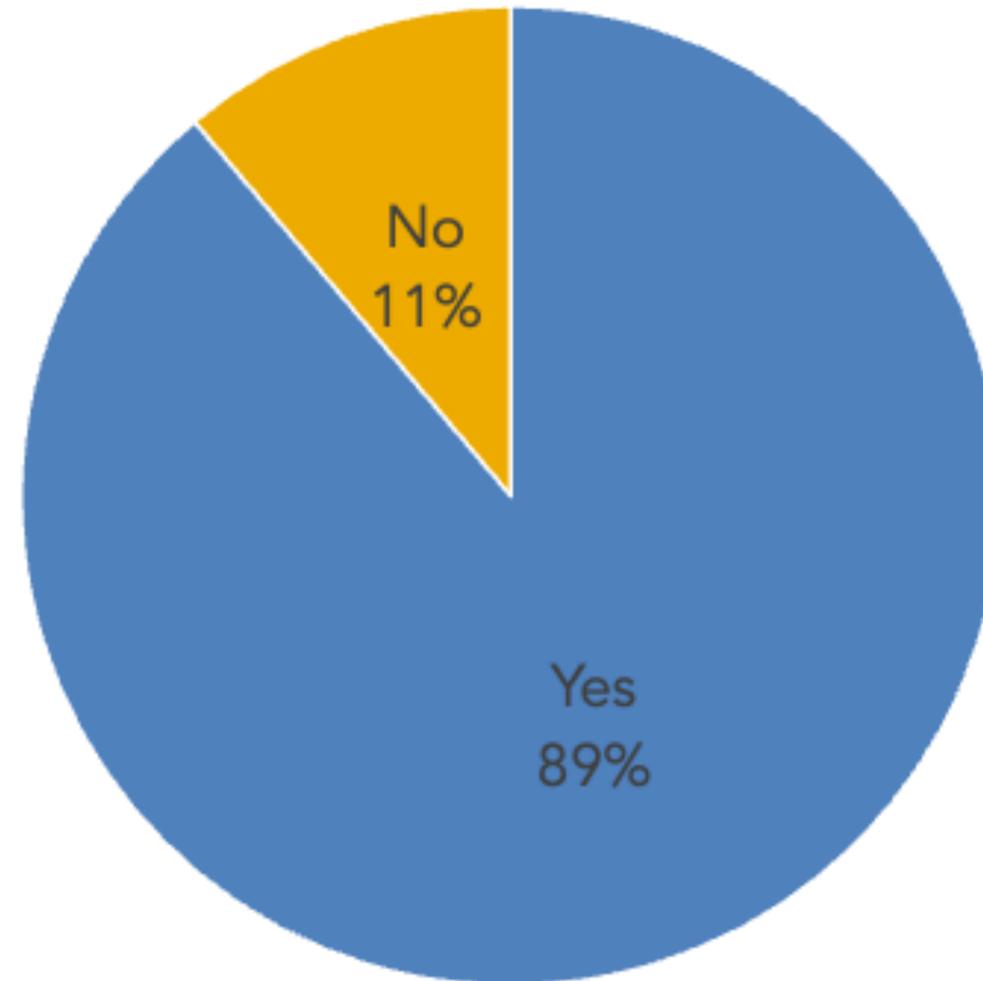


*Q: Have you traveled to or through Blowing Rock in the past 3 years?*

SOURCE: VISITOR SURVEY



# Those receiving updates are traveling to Blowing Rock.



SOURCE: VISITOR SURVEY Q: Have you traveled to or through Blowing Rock in the past 3 years?.

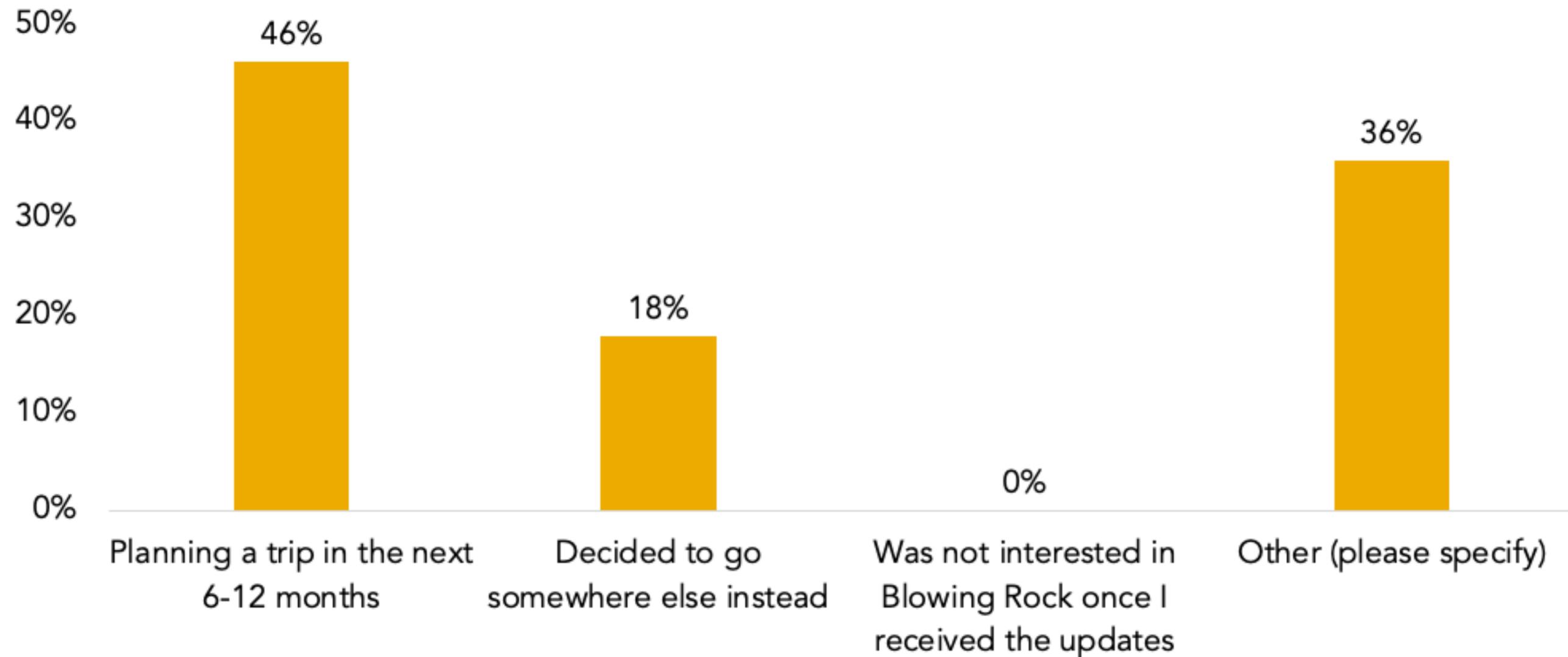


*Q: Why have you not traveled to Blowing Rock?*

SOURCE: VISITOR SURVEY



# Almost one half of those who have not visited plan to in the next 6-12 months.



SOURCE: VISITOR SURVEY Q: Why have you not traveled to Blowing Rock?

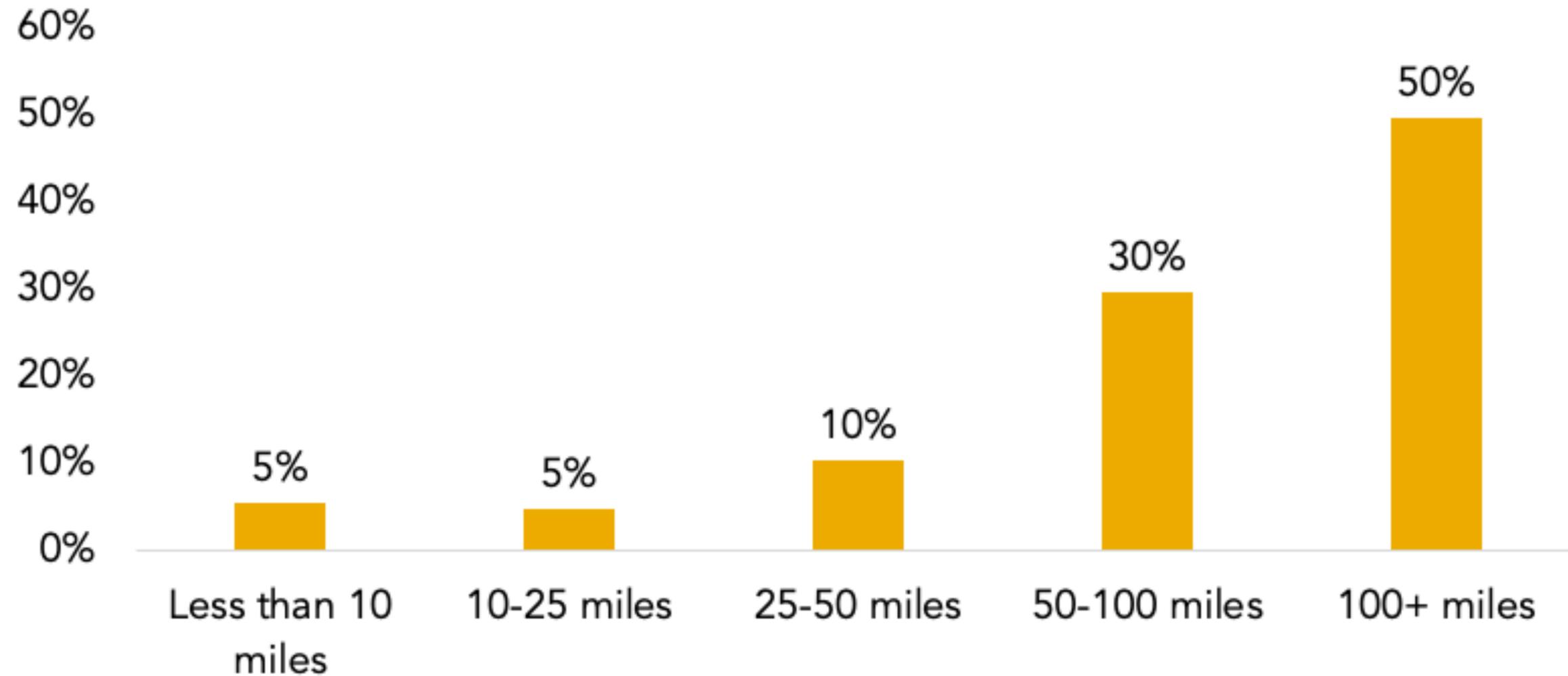


*Q: How far did you travel to visit Blowing Rock?*

SOURCE: VISITOR SURVEY



## Most of the visitors traveled 50+ miles.



SOURCE: VISITOR SURVEY Q: How far did you travel to visit Blowing Rock?

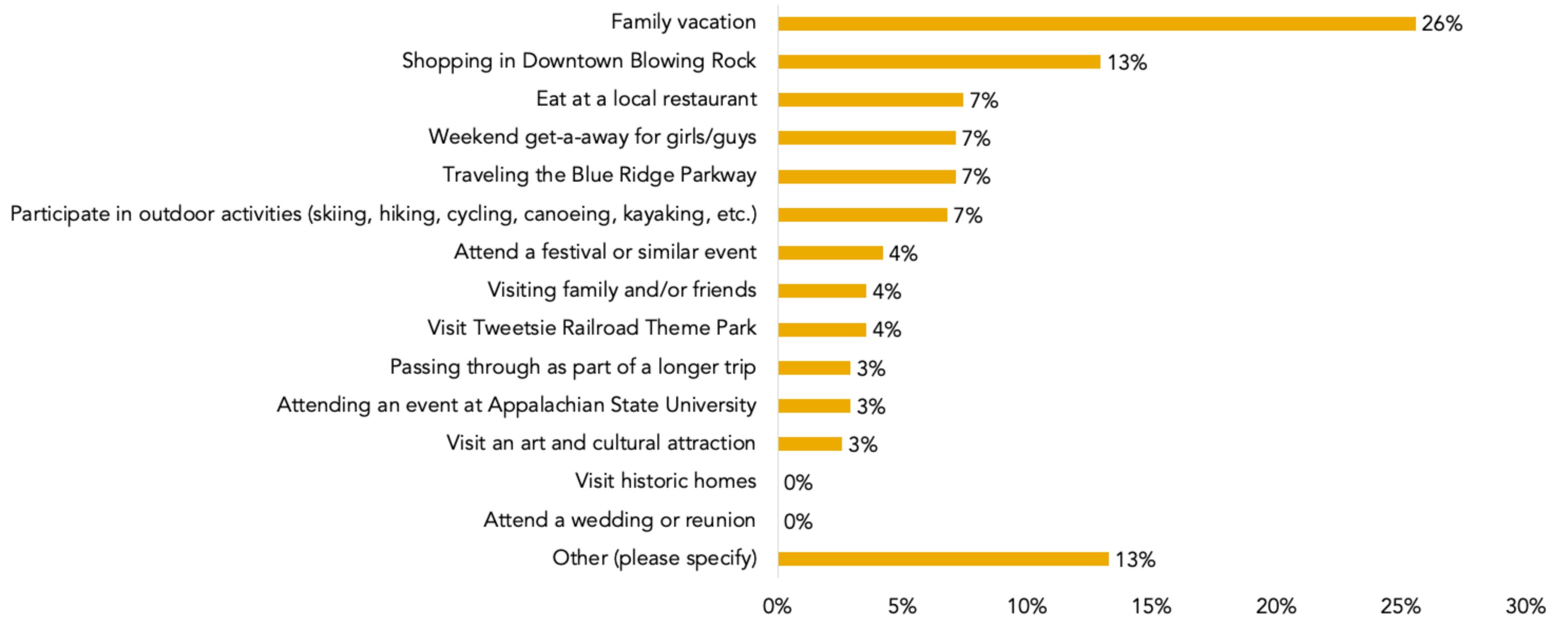


*Q: What was the main reason for you to visit Blowing Rock?*  
*[ONLY ONE ANSWER ACCEPTED]*

SOURCE: VISITOR SURVEY



# Vacations and shopping in Downtown Blowing Rock are the main reasons for visiting.



SOURCE: VISITOR SURVEY Q: What was the main reason for you to visit Blowing Rock? [ONLY ONE ANSWER ACCEPTED]

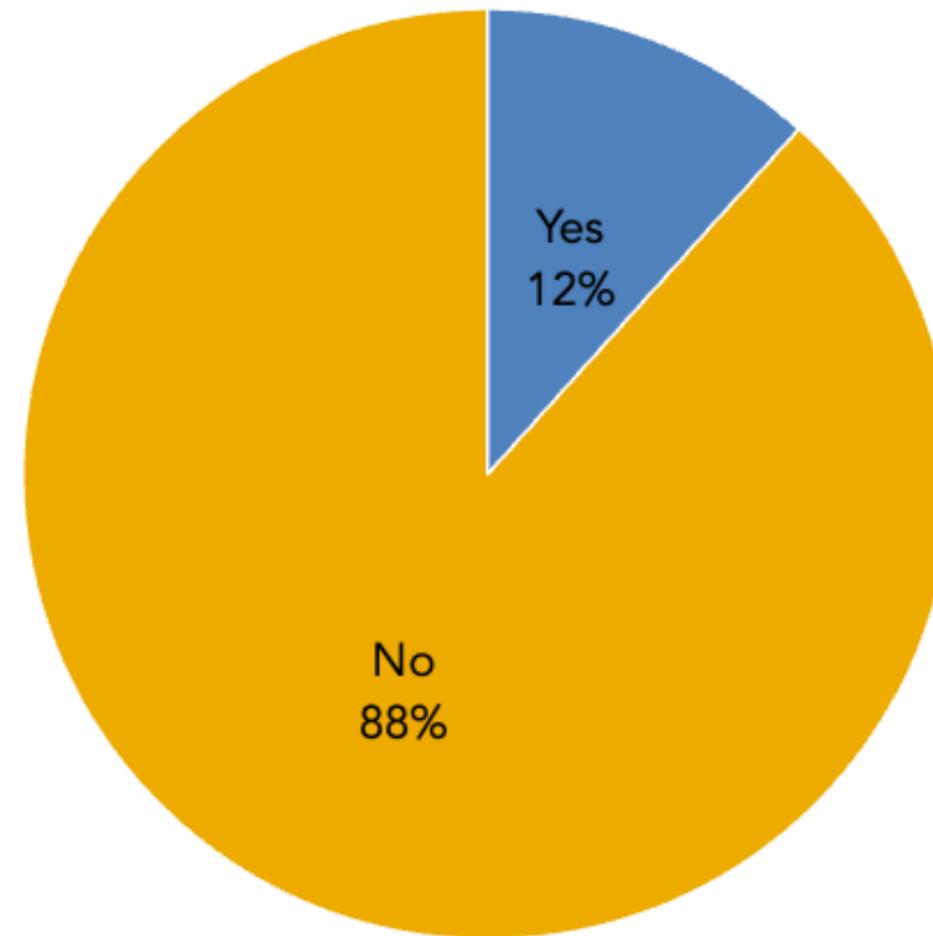


*Q: Was this your first trip to Blowing Rock?*

SOURCE: VISITOR SURVEY



# Repeat visitation to Blowing Rock is strong.



SOURCE: VISITOR SURVEY Q: Was this your first trip to Blowing Rock?

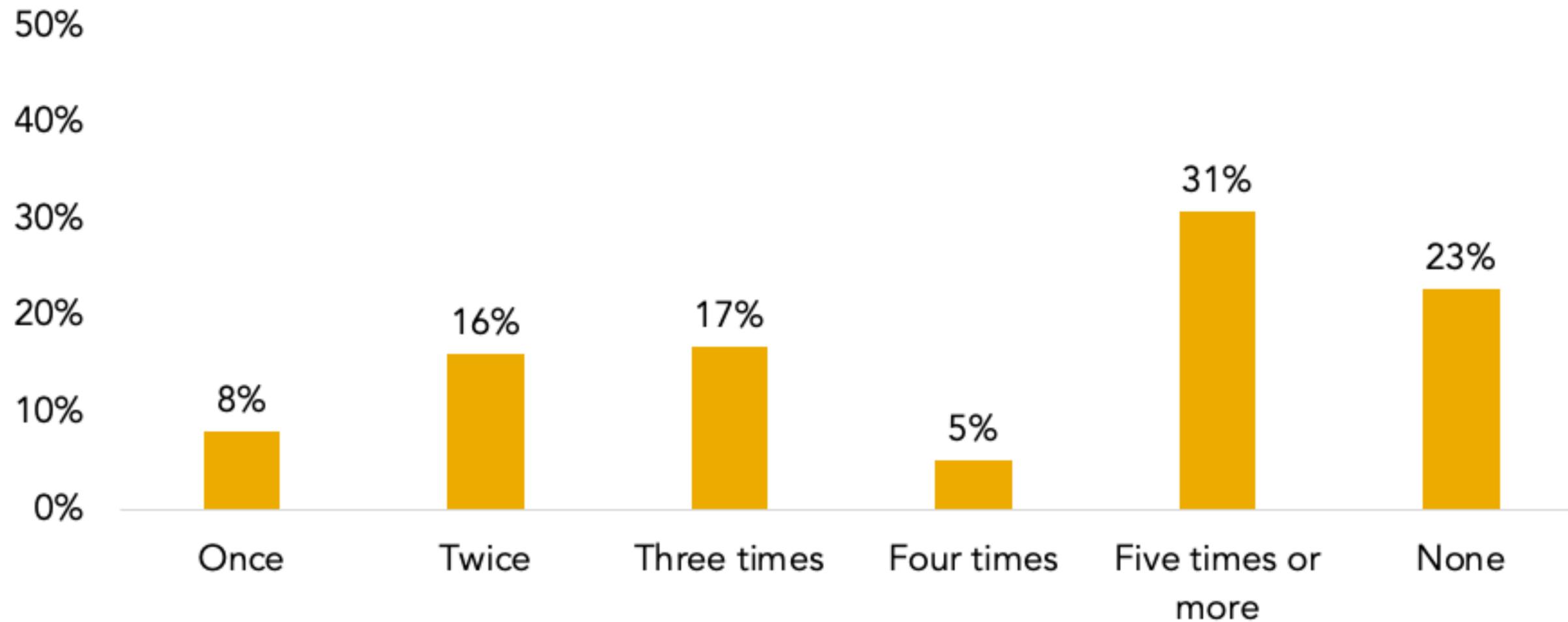


*Q: How many times in the past 3 years have you traveled to Blowing Rock and stayed overnight?*

SOURCE: VISITOR SURVEY



# Overnight guests visit multiple times.



SOURCE: VISITOR SURVEY Q: How many times in the past 3 years have you traveled to Blowing Rock and stayed overnight?

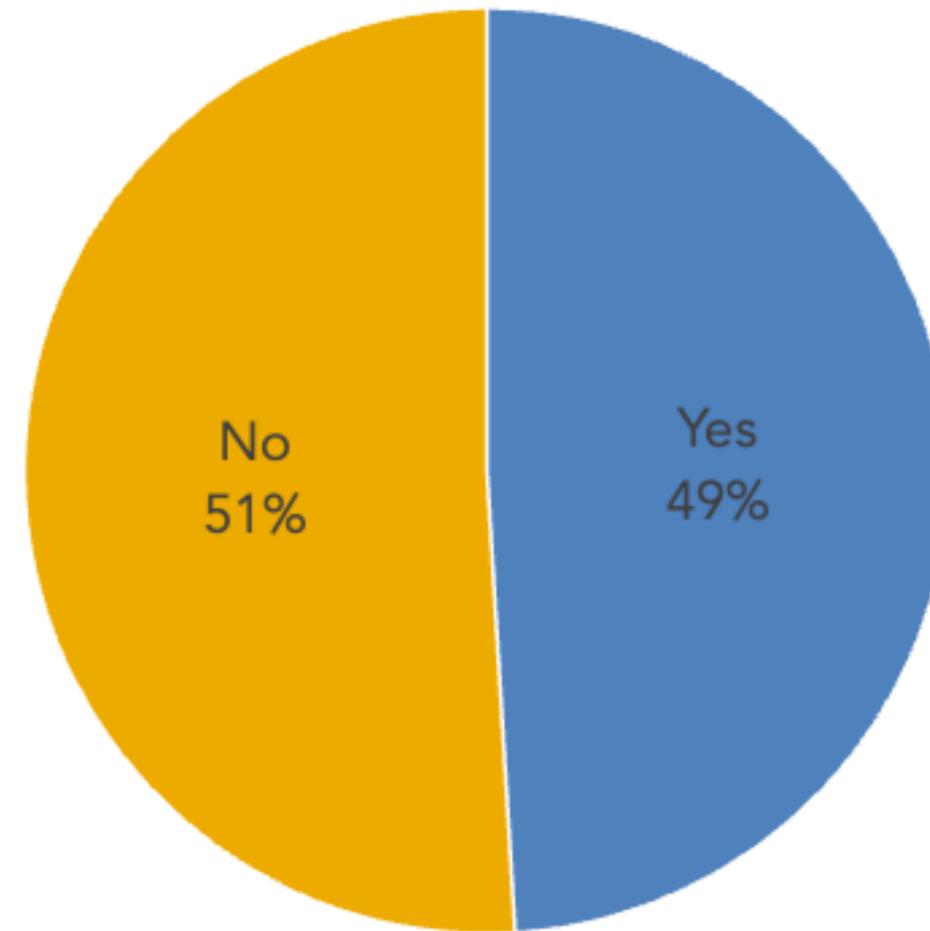


*Q: Did you stay overnight in Blowing Rock during your most recent visit?*

SOURCE: VISITOR SURVEY



# Visitation is split between overnight stays and day trips on most recent visit.



SOURCE: VISITOR SURVEY Q: Did you stay overnight in Blowing Rock during your most recent visit?

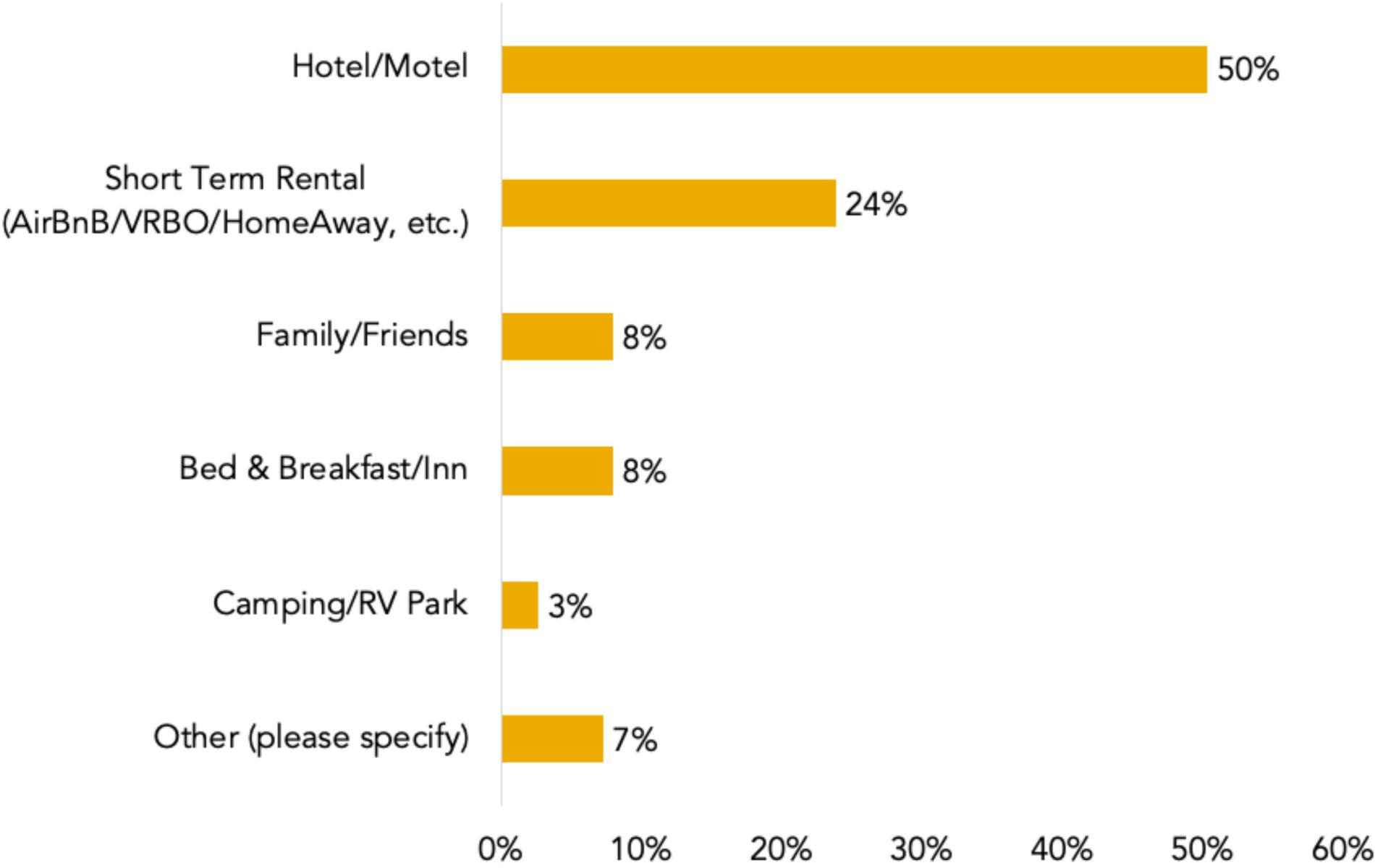


*Q: Where did you stay?*

SOURCE: VISITOR SURVEY



# Hotel/Motels and short term rentals are the top lodging locations.



SOURCE: VISITOR SURVEY Q: Where did you stay?

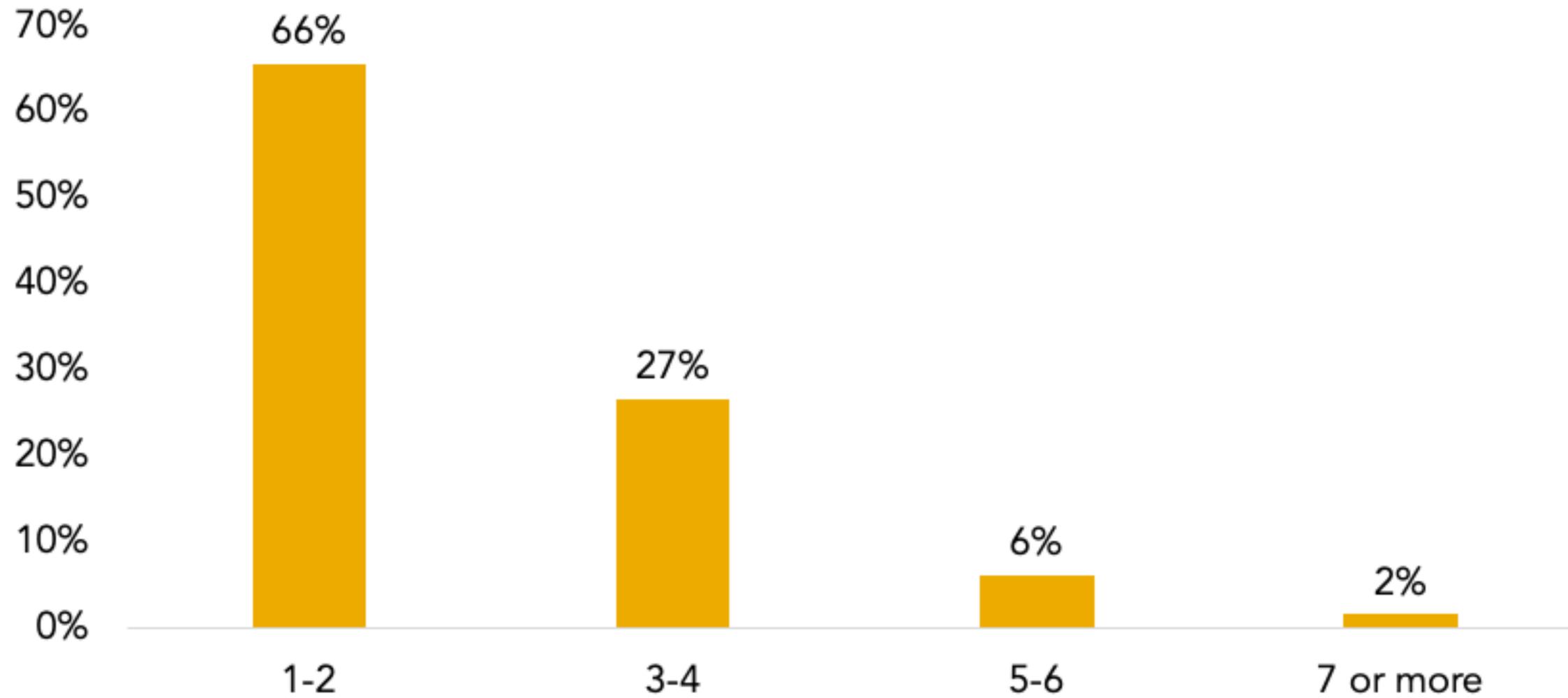


*Q: How many people did you travel with including yourself?*

SOURCE: VISITOR SURVEY



# Travel party composition is primarily one to two people.



SOURCE: VISITOR SURVEY Q: How many people did you travel with including yourself?

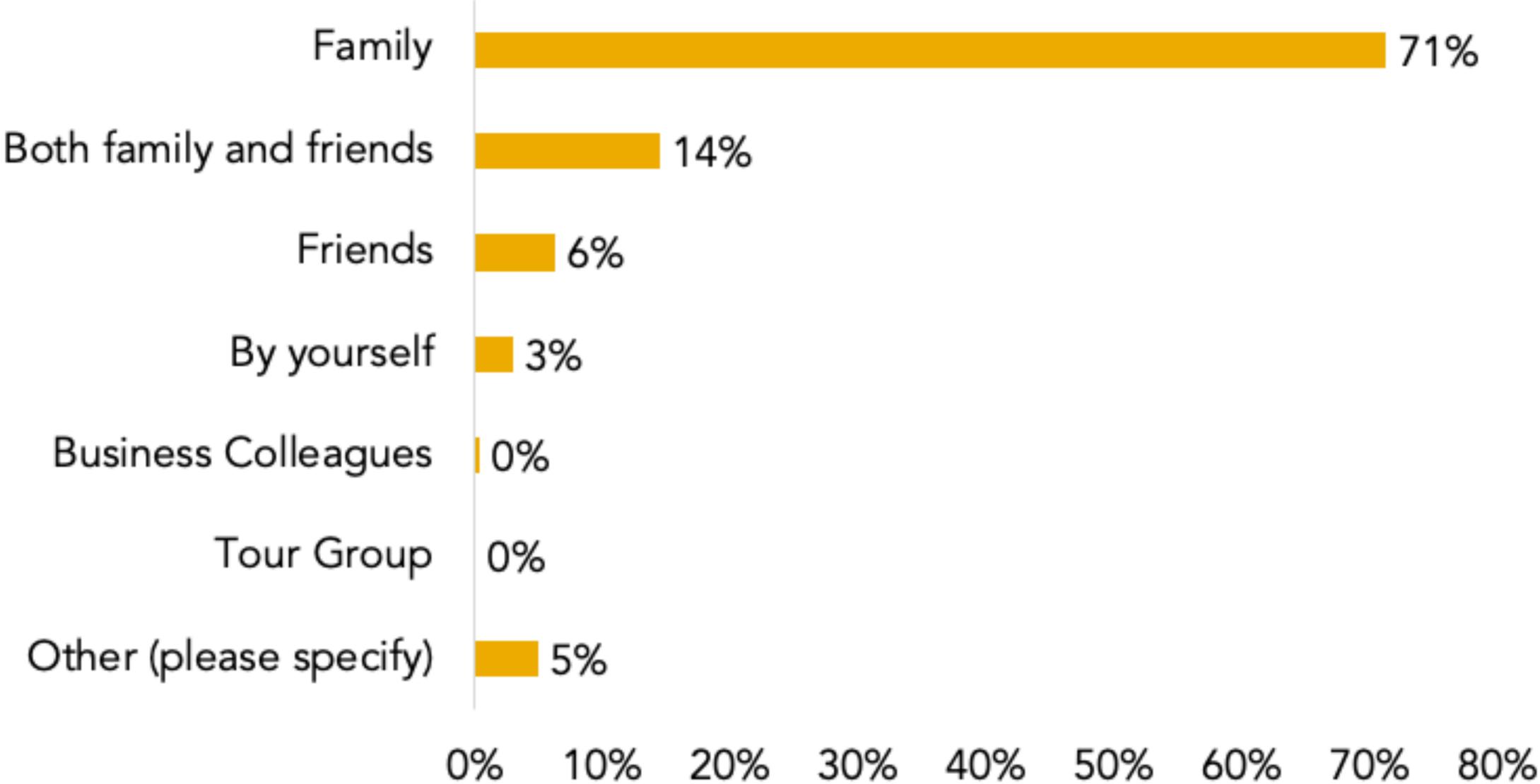


*Q: Who did you travel to Blowing Rock with? Was it..*

SOURCE: VISITOR SURVEY



# Visitors primarily travel with family.



SOURCE: COMMUNITY SURVEY Q: Who did you travel to Blowing Rock with? Was it..

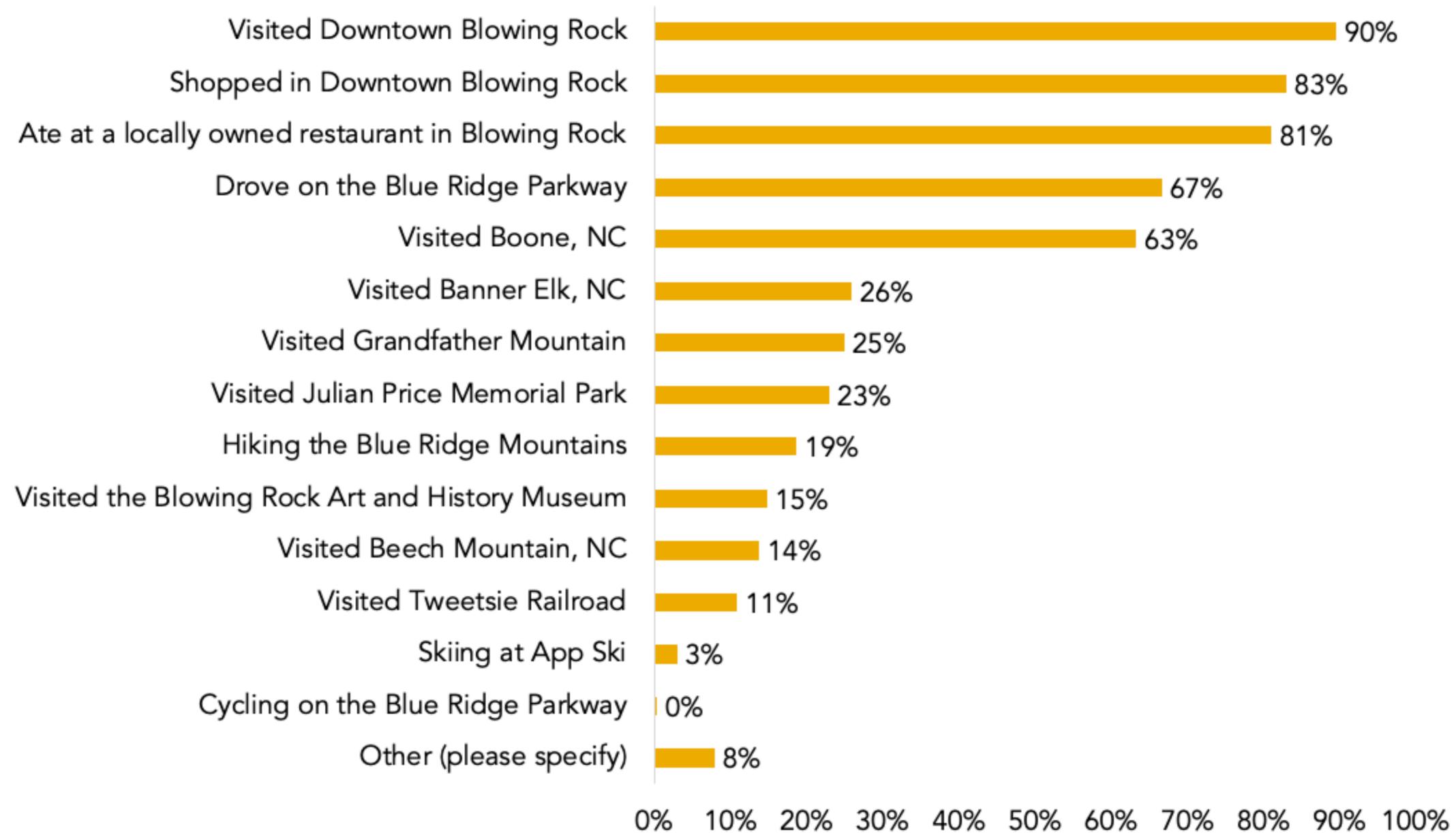


*Q: Which of these attractions did you actually visit in your most recent trip to Blowing Rock? [SELECT ALL THAT APPLY]*

SOURCE: VISITOR SURVEY



# Downtown Blowing Rock and all it has to offer is the top activity. Downtown is followed by the Blue Ridge Parkway and Boone.



SOURCE: VISITOR SURVEY Q: Which of these attractions did you actually visit in your most recent trip to Blowing Rock? [SELECT ALL THAT APPLY]

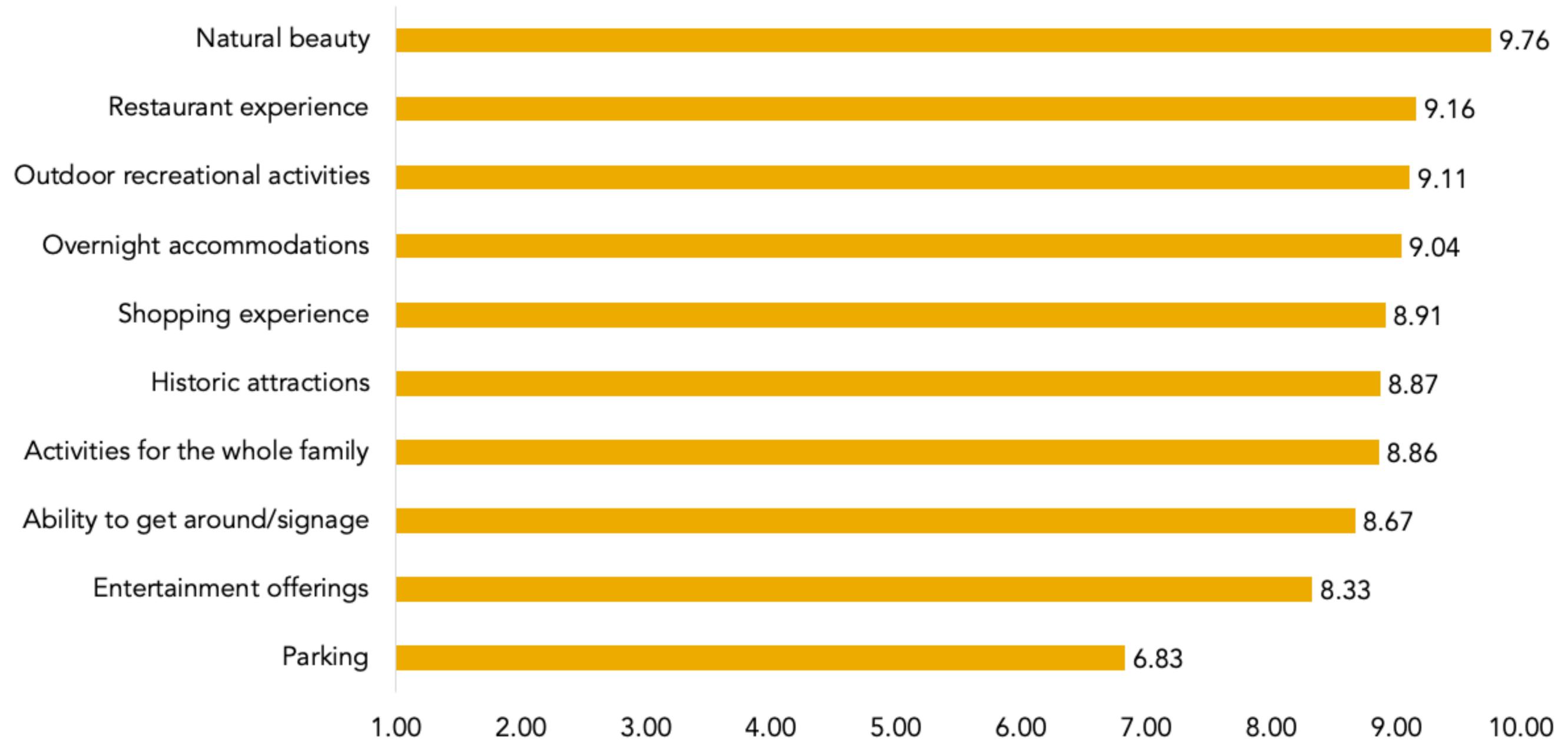


*Q: Using a scale of 1 to 10 with 1 indicating “poor” and 10 indicating “excellent”, how would you rate the following regarding your most recent trip to Blowing Rock?*

SOURCE: VISTOR SURVEY



# Blowing rock receives extremely high ratings especially for natural beauty.



**SOURCE: VISITOR SURVEY** Q: Using a scale of 1 to 10 with 1 indicating "poor" and 10 indicating "excellent", how would you rate the following regarding your most recent trip to Blowing Rock?

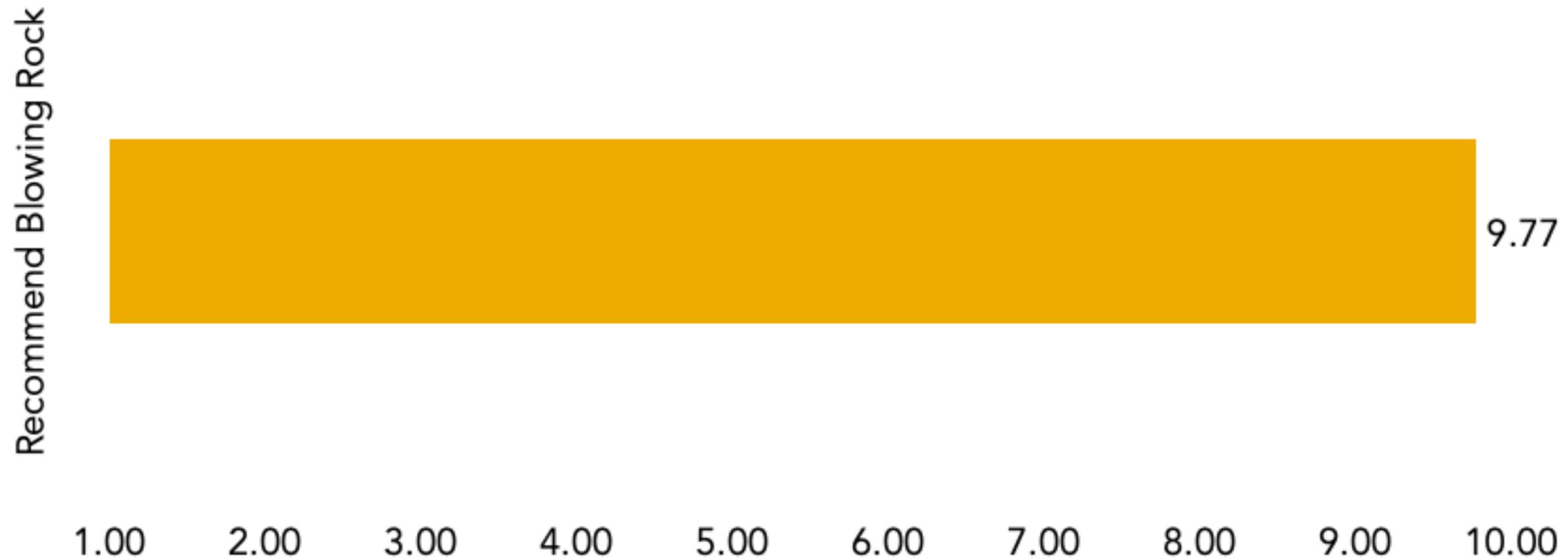


*Q: On a scale of 1 to 10 with 1 being “not at all likely to recommend” and 10 being “extremely likely to recommend” how likely are you to recommend Blowing Rock to a friend or colleague?*

SOURCE: VISITOR SURVEY



# Visitors are extremely likely to recommend Blowing Rock.



*SOURCE: VISITOR SURVEY* Q: On a scale of 1 to 10 with 1 being "not at all likely to recommend" and 10 being "extremely likely to recommend" how likely are you to recommend Blowing Rock to a friend or colleague?

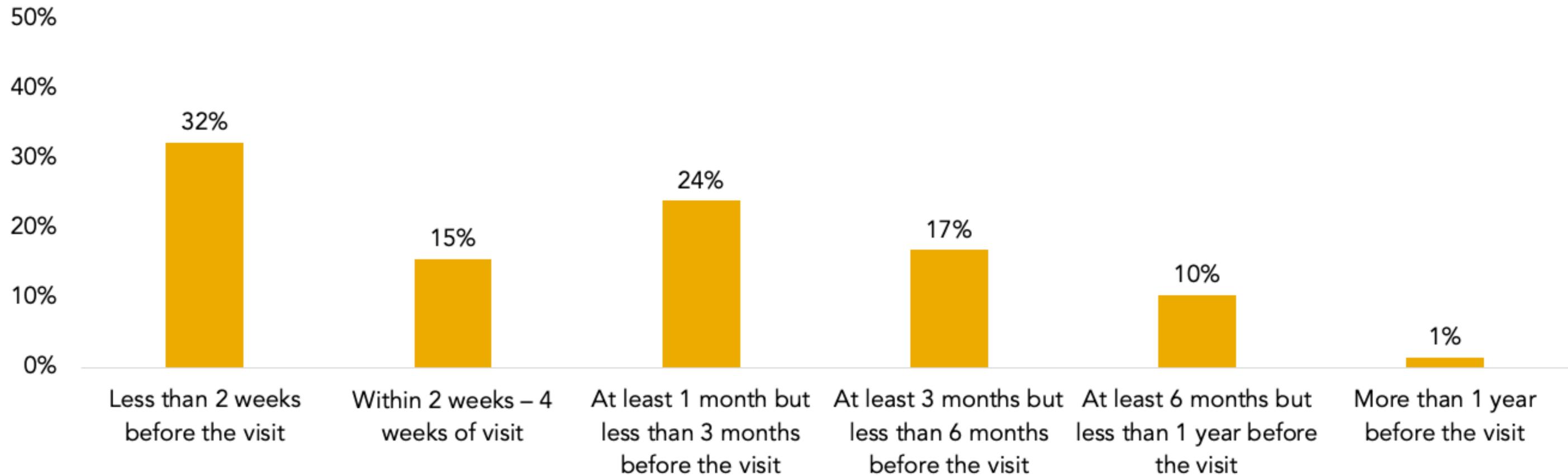


*Q: How far in advance did you plan your trip to Blowing Rock?*

SOURCE: VISITOR SURVEY



# Visitors plan their trip to Blowing Rock less than 3 months in advance. One-third less than two weeks.



SOURCE: VISITOR SURVEY Q: How far in advance did you plan your trip to Blowing Rock?

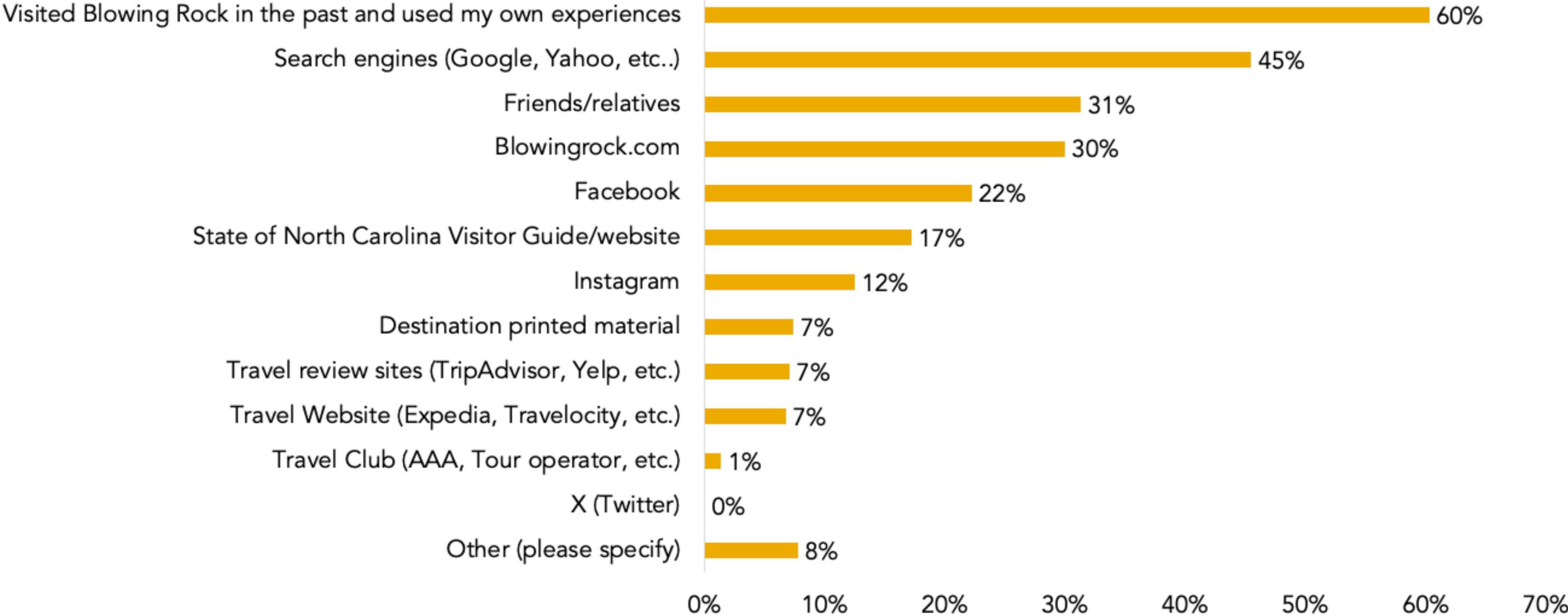


*Q: Which of the following sources did you use to plan your trip to Blowing Rock? [SELECT ALL THAT APPLY]*

SOURCE: VISITOR SURVEY



# Past visitation is how Blowing Rock trips are planned.



SOURCE: VISITOR SURVEY Q: Which of the following sources did you use to plan your trip to Blowing Rock?[ SELECT ALL THAT APPLY]



*Q: What is most appealing about Blowing Rock as a place to visit?*

SOURCE: VISITOR SURVEY



# Top Five Most Appealing Aspect son Blowing Rock as a Place to Visit

## 1. Breathtaking Natural Beauty & Mountain Setting

- Stunning mountain views and scenery
- Proximity to the Blue Ridge Parkway
- Seasonal appeal including fall foliage and cool summer temperatures
- Fresh mountain air and abundant outdoor beauty

## 2. Charming, Walkable Downtown Experience

- Compact, pedestrian-friendly Main Street
- Ability to park once and walk everywhere
- Beautiful flowers, landscaping, parks, and gathering spaces
- Clean, safe, and well-maintained streets

*SOURCE: VISITOR SURVEY* Q: What is most appealing about Blowing Rock as a place to visit?



# Top Five Most Appealing Aspect on Blowing Rock as a Place to Visit

## 3. Authentic Small-Town Charm & Atmosphere

- Quaint, village-like feel with timeless character
- Peaceful, relaxed pace of life
- Upscale yet unpretentious atmosphere
- Romantic, cozy, and serene environment

## 4. Excellent Local Dining & Independent Shopping

- High-quality, memorable restaurants
- Unique, locally owned shops and boutiques
- Art galleries, museums, and specialty retail
- Lack of big-box or chain-dominated development

SOURCE: VISITOR SURVEY

Q: What is most appealing about Blowing Rock as a place to visit?



# Top Five Most Appealing Aspect on Blowing Rock as a Place to Visit

## 5. Warm, Welcoming People & Sense of Community

- Friendly locals, shop owners, and restaurant staff
- Visitors feel safe, welcomed, and at home
- Strong sense of community pride
- Personal connections that encourage repeat visitation

SOURCE: VISITOR SURVEY

Q: What is most appealing about Blowing Rock as a place to visit?



*Q: When you think about Blowing Rock, what do you believe it is best known for?*

SOURCE: VISITOR SURVEY



**Blowing Rock is best known for the Blowing Rock, natural beauty, charm and proximity to the Blue Ridge Parkway.**

**Top Five Things Blowing Rock Is Best Known For:**

- The Blowing Rock Attraction & Its Legend
- Breathtaking Mountain Scenery & Natural Beauty
- Charming, Quaint Mountain Town Atmosphere
- Walkable Downtown with Unique Shopping & Dining
- Proximity to the Blue Ridge Parkway & Outdoor Attractions

*SOURCE: VISITOR SURVEY* Q: When you think about Blowing Rock, what do you believe it is best known for?

