



## Board Meeting

Wednesday, January 25, 2023 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1<sup>st</sup> Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

### AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Welcome New Ex-Officio BCTDA Board Member Terri Wells, Buncombe County Commission	Kathleen Mosher
9:10 a.m.	Approval of November 30, 2022 Meeting Minutes	Kathleen Mosher
9:15 a.m.	Financial Reports <ul style="list-style-type: none"><li>a. November 2022 Financials</li><li>b. December 2022 Financials</li></ul>	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent; Mason Scott, Buncombe County Assistant Finance Director
9:20 a.m.	FY23 Revenue Forecast Update	Jennifer Kass-Green
9:30 a.m.	BCTDA Finance Committee Appointments	Kathleen Mosher
9:35 a.m.	President & CEO Report <ul style="list-style-type: none"><li>a. Industry Metrics</li><li>b. Lodging Report</li><li>c. Meeting Location Updates</li><li>d. Other Updates</li></ul>	Vic Isley
9:45 a.m.	Marketing Update	Marla Tambellini
10:05 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:10 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:15 a.m.	Miscellaneous Business	Kathleen Mosher
10:20 a.m.	Comments from the General Public	Kathleen Mosher
10:30 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, February 22, 2023**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at [jsimpson@ExploreAsheville.com](mailto:jsimpson@ExploreAsheville.com) or 828.333.5831 with questions.

#### **BCTDA Mission Statement**

*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.*

# Explore ASHEVILLE

Buncombe County Tourism Development Authority

## Buncombe County Tourism Development Authority A Joint Meeting of the Public Authority and Nonprofit Corporation

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The Collider – 1 Haywood Avenue, 4<sup>th</sup> Floor, Asheville

### Board Meeting Minutes

Wednesday, November 30, 2022

- Present (Voting):** Kathleen Mosher, Chair; Andrew Celwyn, Matthew Lehman, HP Patel, Scott Patel, Elizabeth Putnam, Larry Crosby, Michael Lusick
- Absent (Voting):** Brenda Durden, Vice Chair
- Present (Ex-Officio):** None
- Absent (Ex-Officio):** Asheville City Councilmember Sandra Kilgore, Buncombe County Commissioner Robert Pressley
- CVB Staff:** Vic Isley, Julia Simpson, Josh Jones, Ashley Greenstein, Marla Tambellini, Mike Kryzanek, Penelope Whitman, Luisa Yen, Mickey Poandl, Cass Herrington, McKenzie Provost, Joshua Runkles
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Chris Kessler, CliftonLarsonAllen LLP (CLA)  
Chris Smith, Asheville Buncombe Regional Sports Commission  
Randy Claybrook, Asheville Bed and Breakfast Association  
Rachel Wood, Jaime Matthews; City of Asheville  
Jason Sanford, Ashevillegas.com
- Online Attendees:** Tina Porter, Khal Khoury, Emily Crosby, Carli Adams, Whitney Smith, Jay Tusa, Charlie Reed, Tiffany Thacker; CVB Staff  
Tina Kinsey, AVL Regional Airport  
Timothy Love, Buncombe County  
John Ellis, Prior BCTDA Board Member  
Jim Muth, TPDF committee  
Scott Kerchner, Element Asheville/TPDF committee  
Kit Cramer, Zach Wallace; Asheville Area Chamber of Commerce  
Madison Davis, Asheville Buncombe Regional Sports Commission  
Kevin Beattie, Anjali Pate; WLOS  
Megan Shields, MMGY Global

## **Executive Summary of Meeting Minutes**

- Mosher called the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m.
- Elizabeth Putnam was welcomed to the BCTDA. Introductions were made around the room. Putnam abstained from voting on any motions in her first board meeting.
- Minutes from the October 26, 2022, BCTDA meeting were approved with a 7-0-1 vote.
- The October 2022 financial reports were reviewed and approved with a 7-0-1 vote.
- The June 2022 Final financial reports were reviewed and approved with a 7-0-1 vote.
- BCTDA bylaws and nonprofit bylaws amendments were approved with a 7-0-1 vote.
- Vic Isley provided her President & CEO's report.
- With a 7-0-1 vote, the BCTDA meeting adjourned at 9:55 a.m.

## **Call to Order of the Joint BCTDA Meeting**

Mosher called the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority, and BCTDA, a Nonprofit Corporation, to order at 9:01 a.m. Mosher recognized The Collider received Tourism Product Development Fund investment.

Mosher said the meeting was being livestreamed. She noted that the agenda and meeting documents are on [AshevilleCVB.com](https://www.ashevillecvb.com) and were emailed to everyone who registered via Zoom by 8:00 a.m. She said additional materials, including the PowerPoint, would be posted on the website after the meeting.

Mosher welcomed new board member Elizabeth Putnam, who was recently appointed by Buncombe County to serve a 3-year term as a vacation rental owner. Putnam chose to abstain from voting for this meeting. Introductions were made around the room.

## **Approval of Meeting Minutes**

Celwyn made a motion to approve the October 26, 2022, regular meeting minutes as presented. HP Patel seconded the motion. There was no discussion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

## **Financial Reports**

### **October 2022 Financial Reports**

BCTDA Fiscal Agent Don Warn was absent. Matthew Lehman, treasurer of the nonprofit, reviewed the October 2022 financial statements. There were no questions.

Lusick made a motion to approve the October 2022 financial reports as presented, and Crosby seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

### **Final June 2022 Financial Reports**

Lehman reviewed the final June 2022 financial statements. There were no questions.

Celwyn made a motion to approve the final June 2022 financial reports as presented, and Crosby seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

## **FY2021-22 Audit Presentation**

Chris Kessler, CPA/Principal - State and Local Government, for the accounting firm of CliftonLarsonAllen LLP (CLA), introduced himself and shared background on CLA. Kessler explained the financial statements for the fiscal year that ended June 30, 2022, were audited in accordance with Government Auditing Standards.

Kessler outlined the audit reports that were distributed to the board in advance of the meeting, which included the Independent Auditors' Report, the Report on Internal Control over Financial Reporting and Compliance and Other Matters, and the Governance Communication Letter.

Kessler delivered required communications to the board, reviewed highlights of the BCTDA's financial position as of June 30, 2022, thanked everyone who assisted in the audit process, and answered all clarifying questions.

Lehman made a motion to accept the BCTDA's FY2021-22 audit as presented and place it on file, and Crosby seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

## **Bylaws Updates**

Mosher explained the rationale for the bylaws amendments following the legislation change and noted conflict of interest language was added based upon previous board discussion. Mosher asked staff and finance committee to draft a supplemental policy on board reimbursements.

### **BCTDA Bylaws**

Celwyn made a motion to approve the amended BCTDA bylaws as presented, and Crosby seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

### **BCTDA Nonprofit Bylaws**

Crosby made a motion to approve the amended nonprofit bylaws as presented, and Lehman seconded the motion. A vote was taken. Putnam abstained from the vote; with all others in favor, the motion carried 7-0-1.

## **President & CEO Report**

Vic Isley presented graphs of lodging occupancy for October 2022 compared to previous years, room demand by lodging type by year through October 2022, and hotel and vacation rental supply and demand growth by year through October 2022.

Isley noted this was the first time in Buncombe County that vacation rental room supply had eclipsed hotel room supply. The reports prompted discussion about the healthy ratio of supply to demand for hotels. Isley said trends would be further evaluated in January after a full calendar year of data was available.

Isley then shared updates about US Open return on investment, Asheville Championship sponsorship, hosting Garden & Gun's Made in the South Awards, and recent Today Show features. Isley announced the FY2021-22 Annual Report was available on [AshevilleCVB.com](https://www.ashevillecvb.com).

Isley concluded her report with a reminder that the Monthly Highlights and Destination Performance reports are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

### **Asheville City Council Update**

Councilmember Kilgore was absent from the meeting; therefore, an Asheville City Council update was not provided.

### **Buncombe County Commission Update**

Commissioner Pressley was absent from the meeting; therefore, a Buncombe County Commission update was not provided.

Mosher acknowledged that Pressley's service to the board was ending and expressed gratitude.

### **Miscellaneous Business**

There was no miscellaneous business discussed at this meeting.

### **Comments from the General Public**

#### **Call-In Public Comments**

Mosher said members of the public could sign up to call in comments during the in-person BCTDA meeting. She reported that no requests to virtually speak had been received as of the November 29 registration deadline at 12:00 p.m.

#### **In-Person Public Comments**

Mosher said no one signed up to share in-person public comments at this meeting.

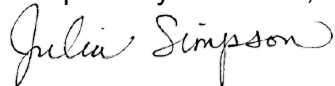
### **Adjournment**

Crosby moved to adjourn the meeting, and Lusick seconded the motion. Putnam abstained from the vote. With all others in favor, the motion carried 7-0-1. The meeting adjourned at 9:55 a.m.

The PowerPoint presentation and relevant documents are on file with the Explore Asheville and are posted on [AshevilleCVB.com](https://www.AshevilleCVB.com).

The next joint BCTDA meeting will be held on Wednesday, January 25, 2023, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,



Julia Simpson, Manager, Executive & Strategy

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

### Operating and Earned Revenue Funds, Budget and Actual

November 30, 2022

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 27,217,602	\$ 2,828,072	\$ 9,538,654	\$ 17,678,948	35.0%	\$ 10,513,092	-9.3%
Investment income	-	1,863	7,642	(7,642)	-	536	1325.1%
Other income	-	12,513	12,513	(12,513)	-	-	-
Earned revenue	183,000	34,284	69,129	113,871	37.8%	70,870	-2.5%
Total revenues	<u>27,400,602</u>	<u>2,876,732</u>	<u>9,627,938</u>	<u>17,772,664</u>	<u>35.1%</u>	<u>10,584,498</u>	<u>-9.0%</u>
<b>Expenditures:</b>							
Salaries and Benefits	3,713,360	143,184	822,556	2,890,804	22.2%	904,401	-9.0%
Sales	2,159,000	143,582	671,054	1,487,946	31.1%	190,749	251.8%
Marketing	21,895,242	1,851,888	4,554,481	17,340,761	20.8%	3,344,633	36.2%
Community Engagement	300,000	839	41,574	258,426	13.9%	21,458	93.7%
Administration & Facilities	1,150,000	57,336	374,398	775,602	32.6%	287,036	30.4%
Events/Festivals/Sponsorships	225,000	90,150	123,729	101,271	55.0%	11,167	1008.0%
Total expenditures	<u>29,442,602</u>	<u>2,286,979</u>	<u>6,587,790</u>	<u>22,854,812</u>	<u>22.4%</u>	<u>4,759,444</u>	<u>38.4%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>589,753</u>	<u>3,040,148</u>			<u>\$ 5,825,054</u>	<u>-47.8%</u>
<b>Other Financing Sources:</b>							
Carried over earned income	<u>42,000</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>42,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (2,000,000)</u>	<u>\$ 589,753</u>	<u>3,040,148</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 29,428,705</u>				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment for Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,794,199 and revenue dedicated to LIFT is projected at \$6,794,199 for FY23.

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Revenue Summary

November 30, 2022

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 2,449,683	\$ 2,807,310	-13%	\$ 2,449,683	\$ 2,807,310	-13%	\$ 603,280	\$ 935,770	-36%	\$ 603,280	\$ 935,770	-36%
August	2,099,768	2,327,847	-10%	4,549,450	5,135,157	-11%	517,107	\$ 775,949	-33%	1,120,387	1,711,719	-35%
September	2,161,132	2,282,494	-5%	6,710,582	7,417,651	-10%	532,219	\$ 760,831	-30%	1,652,606	2,472,550	-33%
October	2,828,072	3,095,441	-9%	9,538,654	10,513,092	-9%	696,466	\$ 1,031,814	-33%	2,349,072	3,504,364	-33%
November	-	2,532,306	-	-	13,045,398	-	-	\$ 844,102	-	-	4,348,466	-
December	-	2,163,491	-	-	15,208,889	-	-	\$ 721,164	-	-	5,069,630	-
January	-	1,376,073	-	-	16,584,963	-	-	\$ 458,691	-	-	5,528,321	-
February	-	1,561,811	-	-	18,146,773	-	-	\$ 520,604	-	-	6,048,924	-
March	-	2,001,097	-	-	20,147,870	-	-	\$ 667,032	-	-	6,715,957	-
April	-	2,347,369	-	-	22,495,239	-	-	\$ 782,456	-	-	7,498,413	-
May	-	2,302,712	-	-	24,797,952	-	-	\$ 767,571	-	-	8,265,984	-
June	-	2,479,000	-	-	27,276,952	-	-	\$ 826,333	-	-	9,092,317	-
Total revenues	<u>\$ 9,538,654</u>	<u>\$ 27,276,952</u>		<u>\$ 9,538,654</u>	<u>\$ 27,276,952</u>		<u>\$ 2,349,072</u>	<u>\$ 9,092,317</u>		<u>\$ 2,349,072</u>	<u>\$ 9,092,317</u>	

Month of room sales:	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 603,280	\$ -	-	\$ 603,280	\$ -	-	\$ 3,656,243	\$ 3,743,080	-2%	\$ 3,656,243	\$ 3,743,080	-2%
August	517,107	-	-	1,120,387	-	-	3,133,982	\$ 3,103,796	1%	6,790,224	6,846,876	-1%
September	532,219	-	-	1,652,606	-	-	3,225,570	\$ 3,043,325	6%	10,015,794	9,890,201	1%
October	696,466	-	-	2,349,072	-	-	4,221,003	\$ 4,127,255	2%	14,236,798	14,017,456	2%
November	-	-	-	-	-	-	-	\$ 3,376,408	-	-	17,393,864	-
December	-	-	-	-	-	-	-	\$ 2,884,655	-	-	20,278,519	-
January	-	-	-	-	-	-	-	\$ 1,834,764	-	-	22,113,284	-
February	-	-	-	-	-	-	-	\$ 2,082,414	-	-	24,195,698	-
March	-	-	-	-	-	-	-	\$ 2,668,129	-	-	26,863,827	-
April	-	-	-	-	-	-	-	\$ 3,129,825	-	-	29,993,652	-
May	-	-	-	-	-	-	-	\$ 3,070,283	-	-	33,063,936	-
June	-	-	-	-	-	-	-	\$ 3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 2,349,072</u>	<u>\$ -</u>		<u>\$ 2,349,072</u>	<u>\$ -</u>		<u>\$14,236,798</u>	<u>\$36,369,269</u>		<u>\$ 14,236,798</u>	<u>\$36,369,269</u>	

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Product Development Fund Summary

November 30, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 26,452,570	\$ 27,523,345	\$ (1,070,775)	104.0%
Investment Income	-	1,723,273	(1,723,273)	0.0%
<b>Total revenues</b>	<u>26,452,570</u>	<u>29,246,618</u>	<u>(2,794,048)</u>	<u>110.6%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	-	8,140,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	-	6,750,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	172,863	627,137	21.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens-Le	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	26,860	473,140	5.4%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in Black M	330,000	-	330,000	-
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Coxe Avenue Green Street)	1,950,000	-	1,950,000	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center- Gateway to the Southern Appalachian Enhanc	567,000	-	567,000	-
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts (The Worth	80,000	-	80,000	-
2022 Riverlink, Inc. (Karen Cragolin Park - Greenway Phase)	360,790	-	360,790	-
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation &	1,500,000	-	1,500,000	-
Total product development projects	<u>26,037,570</u>	<u>629,723</u>	<u>25,407,847</u>	<u>2.4%</u>
Product development fund administration	<u>415,000</u>	<u>143,684</u>	<u>271,316</u>	<u>34.6%</u>
Total product development fund	<u>\$ 26,452,570</u>	<u>\$ 773,406</u>	<u>\$ 25,679,164</u>	<u>2.9%</u>
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 28,473,212		
Less: Liabilities/Outstanding Grants		(25,407,847)		
Less: Unspent Admin Budget (Current Year)		(271,316)		
Current Product Development Amount Available		<u>\$ 2,794,048</u>		



# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Legacy Investment from Tourism Fund

November 30, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ -	\$ 2,349,072	\$ (2,349,072)	0.0%
Investment Income	-	-	-	-
<b>Total revenues</b>	-	2,349,072	(2,349,072)	0.0%
<b>Expenditures:</b>				
<b>LIFT projects:</b>				
	-	-	-	-
	-	-	-	-
Total product development projects	-	-	-	-
	-	-	-	-
LIFT fund administration	-	-	-	-
	-	-	-	-
Total product development fund	\$ -	\$ -	\$ -	-
<b>Legacy Investment from Tourism Funds Available for Future Grants</b>				
Total Net Assets		\$ 2,349,072		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		<u>\$ 2,349,072</u>		

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Balance Sheet

### Governmental Funds

November 30, 2022

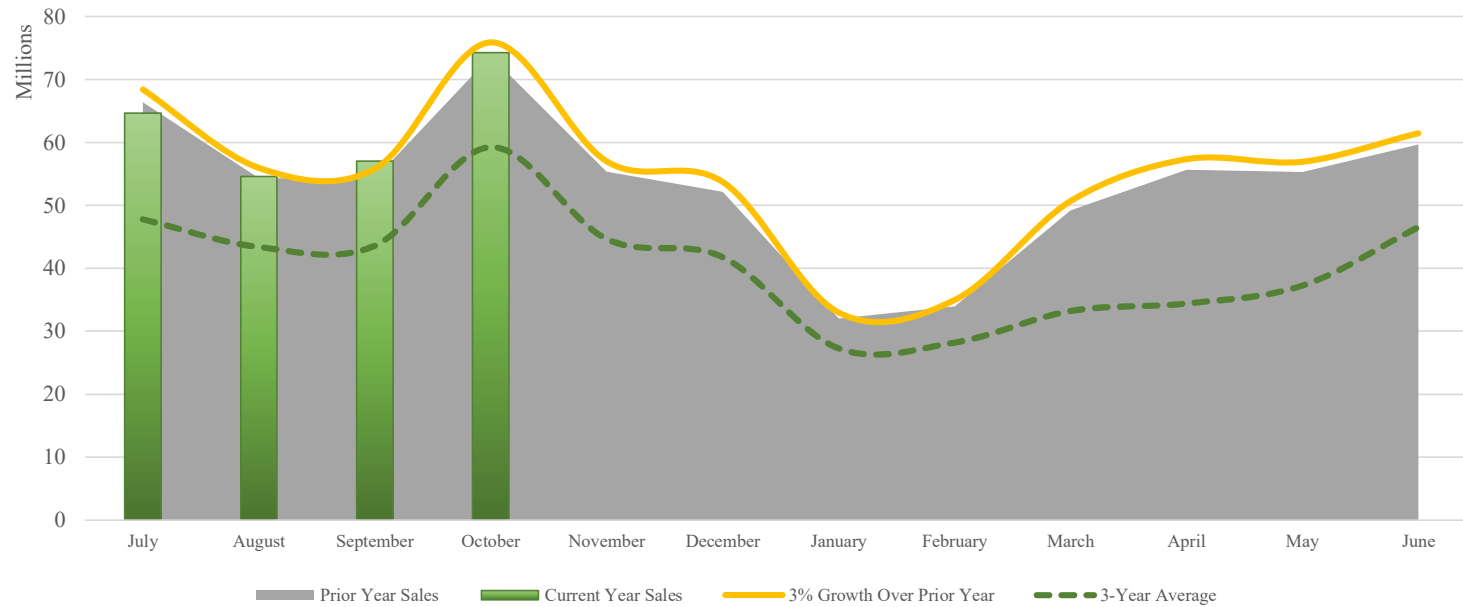
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
<b>Assets:</b>				
Current assets:				
Cash and investments	\$ 31,309,903	\$ 28,473,212	\$ 2,349,072	\$ 59,783,115
Receivables	-	-	-	-
Total current assets	<u>\$ 31,309,903</u>	<u>\$ 28,473,212</u>	<u>\$ 2,349,072</u>	<u>59,783,115</u>
<b>Liabilities:</b>				
Current liabilities:				-
Accounts payable	\$ 1,735,247	\$ -	\$ -	\$ 1,735,247
Future events payable	145,950	\$ 25,407,847	\$ -	\$ 25,553,797
Total current liabilities	<u>1,881,197</u>	<u>\$ 25,407,847</u>	<u>\$ -</u>	<u>\$ 27,289,045</u>
<b>Fund Balances:</b>				-
Restricted for product development fund	-	2,941,783	-	2,941,783
Restricted for LIFT fund	-	-	2,349,072	2,349,072
Committed for event support program	36,653	-	-	36,653
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	12,605,843	-	-	12,605,843
Total fund balances	<u>29,428,705</u>	<u>3,065,365</u>	<u>2,349,072</u>	<u>34,719,560</u>
Total liabilities and fund balances	<u>\$ 31,309,903</u>	<u>\$ 28,473,212</u>	<u>\$ 2,349,072</u>	<u>\$ 59,783,115</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales

Shown by Month of Sale, Year-to-Date

November 30, 2022



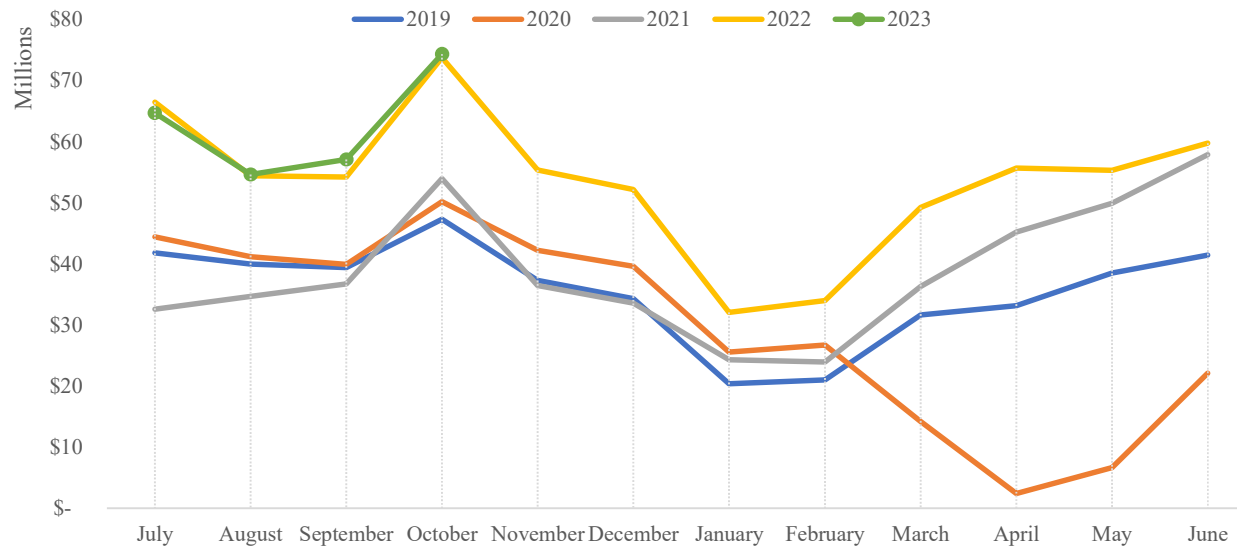
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of lodging sales:</b>						
July	\$ 64,667,846	\$ 66,404,238	-3%	-3%	\$ 68,396,365	\$ 47,779,105
August	54,581,750	54,349,696	0%	-1%	55,980,187	43,375,563
September	57,043,186	54,181,143	5%	1%	55,806,578	43,577,827
October	74,275,212	73,696,268	1%	1%	75,907,156	59,252,978
November	-	55,321,427	-	-	56,981,069	44,656,752
December	-	52,145,316	-	-	53,709,675	41,773,138
January	-	32,007,272	-	-	32,967,491	27,271,282
February	-	33,951,925	-	-	34,970,483	28,193,795
March	-	49,181,252	-	-	50,656,690	33,211,086
April	-	55,646,787	-	-	57,316,191	34,406,782
May	-	55,285,283	-	-	56,943,841	37,258,211
June	-	59,672,224	-	-	61,462,391	46,538,894
Total revenues	<u>\$250,567,994</u>	<u>\$ 641,842,832</u>			<u>\$661,098,117</u>	<u>\$487,295,411</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

November 30, 2022



	2019	2020	2021	2022	2023
<b>Month of lodging sales:</b>					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,404,238	\$ 64,667,846
August	39,917,550	41,113,655	34,663,339	54,349,696	54,581,750
September	39,327,048	39,869,174	36,683,164	54,181,143	57,043,186
October	47,272,253	50,148,618	53,914,047	73,696,268	74,275,212
November	37,240,595	42,190,154	36,458,675	55,321,427	-
December	34,272,393	39,595,569	33,578,528	52,145,316	-
January	20,347,077	25,561,453	24,245,119	32,007,272	-
February	20,985,316	26,696,319	23,933,141	33,951,925	-
March	31,638,002	14,208,120	36,243,884	49,181,252	-
April	33,141,034	2,402,461	45,171,098	55,646,787	-
May	38,464,222	6,624,541	49,864,809	55,285,283	-
June	41,413,202	22,108,839	57,835,620	59,672,224	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,138,537	\$ 641,842,832	\$ 250,567,994

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

November 30, 2022

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 38,243,319	\$ 41,364,569	-7.5%	-7.5%	\$ 24,308,555	\$ 23,357,779	4.1%	4.1%	\$ 2,115,973	\$ 1,681,890	25.8%	25.8%	\$ 64,667,846	\$ 66,404,238	-2.6%	-2.6%
August	32,413,773	33,288,678	-2.6%	-5.4%	20,482,703	19,647,131	4.3%	4.2%	1,685,274	1,413,887	19.2%	22.8%	54,581,750	54,349,696	0.4%	-1.2%
September	35,736,782	34,410,077	3.9%	-2.4%	19,358,051	18,331,924	5.6%	4.6%	1,948,354	1,439,143	35.4%	26.8%	57,043,186	54,181,143	5.3%	0.8%
October	48,934,964	49,777,745	-1.7%	-2.2%	22,519,870	21,821,793	3.2%	4.2%	2,820,379	2,096,730	34.5%	29.2%	74,275,212	73,696,268	0.8%	0.8%
November	-	36,209,998	-		-	17,628,298	-		-	1,483,131	-		-	55,321,427	-	
December	-	34,591,966	-		-	16,302,722	-		-	1,250,628	-		-	52,145,316	-	
January	-	15,401,453	-		-	16,106,588	-		-	499,232	-		-	32,007,272	-	
February	-	17,587,944	-		-	15,576,243	-		-	787,738	-		-	33,951,925	-	
March	-	27,907,881	-		-	19,988,357	-		-	1,285,014	-		-	49,181,252	-	
April	-	33,881,484	-		-	20,118,953	-		-	1,646,351	-		-	55,646,787	-	
May	-	33,766,102	-		-	19,642,698	-		-	1,876,483	-		-	55,285,283	-	
June	-	36,779,176	-		-	20,918,658	-		-	1,974,390	-		-	59,672,224	-	
Total	\$ 155,328,837	\$ 394,967,072			\$ 86,669,178	\$ 229,441,144			\$ 8,569,979	\$ 17,434,615			\$ 250,567,994	\$ 641,842,832		

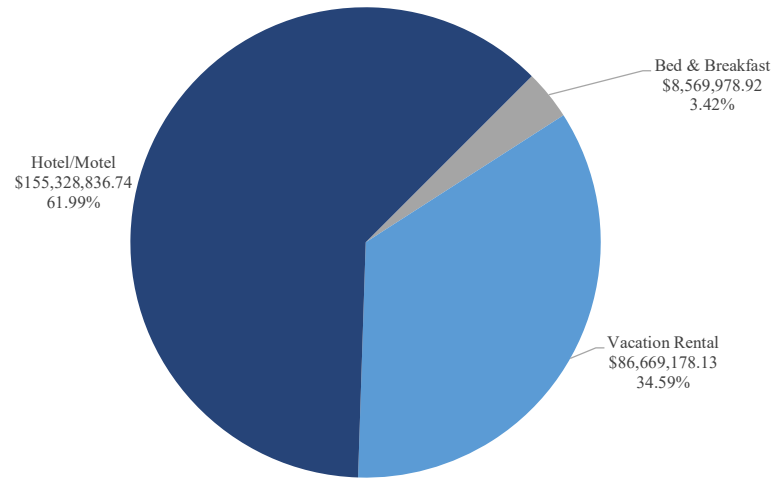
# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales by Type

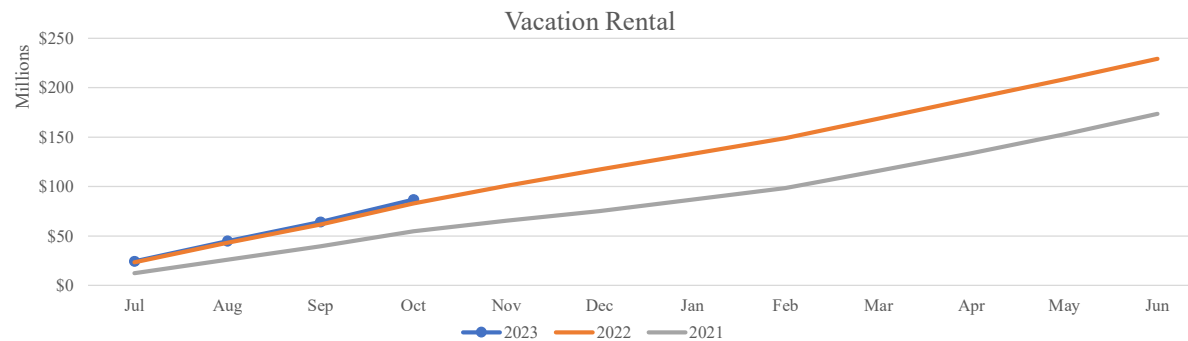
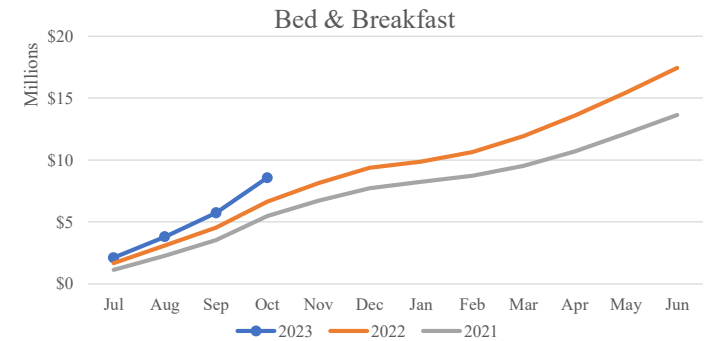
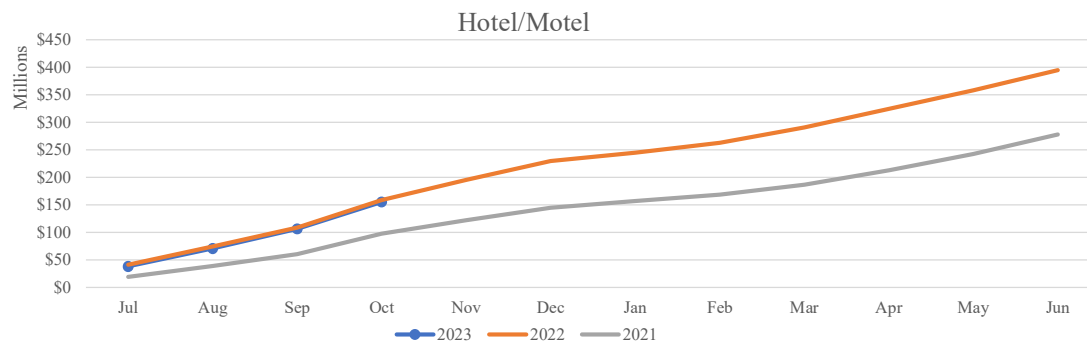
Shown by Month of Sale, Year-to-Date

November 30, 2022

Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year



# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

### Operating and Earned Revenue Funds, Budget and Actual

December 31, 2022

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 27,217,602	\$ 2,031,798	\$ 11,570,453	\$ 15,647,149	42.5%	\$ 13,045,398	-11.3%
Investment income	-	1,977	9,619	(9,619)	-	585	1543.1%
Other income	-	-	12,513	(12,513)	-	-	-
Earned revenue	183,000	614	69,743	113,257	38.1%	98,420	-29.1%
Total revenues	<u>27,400,602</u>	<u>2,034,389</u>	<u>11,662,327</u>	<u>15,738,275</u>	<u>42.6%</u>	<u>13,144,404</u>	<u>-11.3%</u>
<b>Expenditures:</b>							
Salaries and Benefits	3,713,360	334,926	1,157,482	2,555,878	31.2%	1,180,855	-2.0%
Sales	2,159,000	36,914	707,968	1,451,032	32.8%	231,993	205.2%
Marketing	21,895,242	1,670,138	6,224,619	15,670,623	28.4%	3,656,498	70.2%
Community Engagement	300,000	6,074	47,647	252,353	15.9%	29,127	63.6%
Administration & Facilities	1,150,000	64,319	438,717	711,283	38.1%	333,101	31.7%
Events/Festivals/Sponsorships	225,000	1,000	124,729	100,271	55.4%	133,667	-6.7%
Total expenditures	<u>29,442,602</u>	<u>2,113,371</u>	<u>8,701,161</u>	<u>20,741,441</u>	<u>29.6%</u>	<u>5,565,240</u>	<u>56.3%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>(78,982)</u>	<u>2,961,166</u>			<u>\$ 7,579,164</u>	<u>-60.9%</u>
<b>Other Financing Sources:</b>							
Carried over earned income	<u>42,000</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>42,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (2,000,000)</u>	<u>\$ (78,982)</u>	<u>2,961,166</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 29,349,723</u>				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment for Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,794,199 and revenue dedicated to LIFT is projected at \$6,794,199 for FY23.

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Revenue Summary

December 31, 2022

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 2,449,683	\$ 2,807,310	-13%	\$ 2,449,683	\$ 2,807,310	-13%	\$ 603,280	\$ 935,770	-36%	\$ 603,280	\$ 935,770	-36%
August	2,099,768	2,327,847	-10%	4,549,450	5,135,157	-11%	517,107	\$ 775,949	-33%	1,120,387	1,711,719	-35%
September	2,161,132	2,282,494	-5%	6,710,582	7,417,651	-10%	532,219	\$ 760,831	-30%	1,652,606	2,472,550	-33%
October	2,828,072	3,095,441	-9%	9,538,654	10,513,092	-9%	696,466	\$ 1,031,814	-33%	2,349,072	3,504,364	-33%
November	2,031,798	2,532,306	-20%	11,570,453	13,045,398	-11%	500,368	\$ 844,102	-41%	2,849,440	4,348,466	-34%
December	-	2,163,491	-	-	15,208,889	-	-	\$ 721,164	-	-	5,069,630	-
January	-	1,376,073	-	-	16,584,963	-	-	\$ 458,691	-	-	5,528,321	-
February	-	1,561,811	-	-	18,146,773	-	-	\$ 520,604	-	-	6,048,924	-
March	-	2,001,097	-	-	20,147,870	-	-	\$ 667,032	-	-	6,715,957	-
April	-	2,347,369	-	-	22,495,239	-	-	\$ 782,456	-	-	7,498,413	-
May	-	2,302,712	-	-	24,797,952	-	-	\$ 767,571	-	-	8,265,984	-
June	-	2,479,000	-	-	27,276,952	-	-	\$ 826,333	-	-	9,092,317	-
Total revenues	<u>\$ 11,570,453</u>	<u>\$ 27,276,952</u>		<u>\$ 11,570,453</u>	<u>\$ 27,276,952</u>		<u>\$ 2,849,440</u>	<u>\$ 9,092,317</u>		<u>\$ 2,849,440</u>	<u>\$ 9,092,317</u>	

Month of room sales:	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 603,280	\$ -	-	\$ 603,280	\$ -	-	\$ 3,656,243	\$ 3,743,080	-2%	\$ 3,656,243	\$ 3,743,080	-2%
August	517,107	-	-	1,120,387	-	-	3,133,982	\$ 3,103,796	1%	6,790,224	6,846,876	-1%
September	532,219	-	-	1,652,606	-	-	3,225,570	\$ 3,043,325	6%	10,015,794	9,890,201	1%
October	696,466	-	-	2,349,072	-	-	4,221,003	\$ 4,127,255	2%	14,236,798	14,017,456	2%
November	500,368	-	-	2,849,440	-	-	3,032,535	\$ 3,376,408	-10%	17,269,332	17,393,864	-1%
December	-	-	-	-	-	-	-	\$ 2,884,655	-	-	20,278,519	-
January	-	-	-	-	-	-	-	\$ 1,834,764	-	-	22,113,284	-
February	-	-	-	-	-	-	-	\$ 2,082,414	-	-	24,195,698	-
March	-	-	-	-	-	-	-	\$ 2,668,129	-	-	26,863,827	-
April	-	-	-	-	-	-	-	\$ 3,129,825	-	-	29,993,652	-
May	-	-	-	-	-	-	-	\$ 3,070,283	-	-	33,063,936	-
June	-	-	-	-	-	-	-	\$ 3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 2,849,440</u>	<u>\$ -</u>		<u>\$ 2,849,440</u>	<u>\$ -</u>		<u>\$17,269,332</u>	<u>\$36,369,269</u>		<u>\$ 17,269,332</u>	<u>\$36,369,269</u>	



# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Product Development Fund Summary

December 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 26,452,570	\$ 28,023,713	\$ (1,571,143)	105.9%
Investment Income	-	1,871,612	(1,871,612)	0.0%
<b>Total revenues</b>	<u>26,452,570</u>	<u>29,895,325</u>	<u>(3,442,755)</u>	<u>113.0%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	-	8,140,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	-	6,750,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	172,863	627,137	21.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens-Le	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	33,493	466,507	6.7%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in Black M	330,000	-	330,000	-
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Coxe Avenue Green Street)	1,950,000	-	1,950,000	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center- Gateway to the Southern Appalachian Enhanc	567,000	-	567,000	-
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts (The Worth	80,000	-	80,000	-
2022 Riverlink, Inc. (Karen Cragolin Park - Greenway Phase)	360,790	-	360,790	-
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation &	1,500,000	-	1,500,000	-
Total product development projects	<u>26,037,570</u>	<u>636,356</u>	<u>25,401,214</u>	<u>2.4%</u>
Product development fund administration	<u>415,000</u>	<u>145,754</u>	<u>269,246</u>	<u>35.1%</u>
Total product development fund	<u>\$ 26,452,570</u>	<u>\$ 782,109</u>	<u>\$ 25,670,461</u>	<u>3.0%</u>
<b>Product Development Funds Available for Future Grants</b>				
Total Net Assets		\$ 29,113,216		
Less: Liabilities/Outstanding Grants		(25,401,214)		
Less: Unspent Admin Budget (Current Year)		(269,246)		
Current Product Development Amount Available		<u>\$ 3,442,755</u>		

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Legacy Investment from Tourism Fund

December 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ -	\$ 2,849,440	\$ (2,849,440)	0.0%
Investment Income	-	-	-	-
<b>Total revenues</b>	-	2,849,440	(2,849,440)	0.0%
<b>Expenditures:</b>				
<b>LIFT projects:</b>				
	-	-	-	-
	-	-	-	-
Total product development projects	-	-	-	-
	-	-	-	-
LIFT fund administration	-	-	-	-
	-	-	-	-
Total product development fund	\$ -	\$ -	\$ -	-
<b>Legacy Investment from Tourism Funds Available for Future Grants</b>				
Total Net Assets		\$ 2,849,440		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		<u>\$ 2,849,440</u>		

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Balance Sheet

### Governmental Funds

December 31, 2022

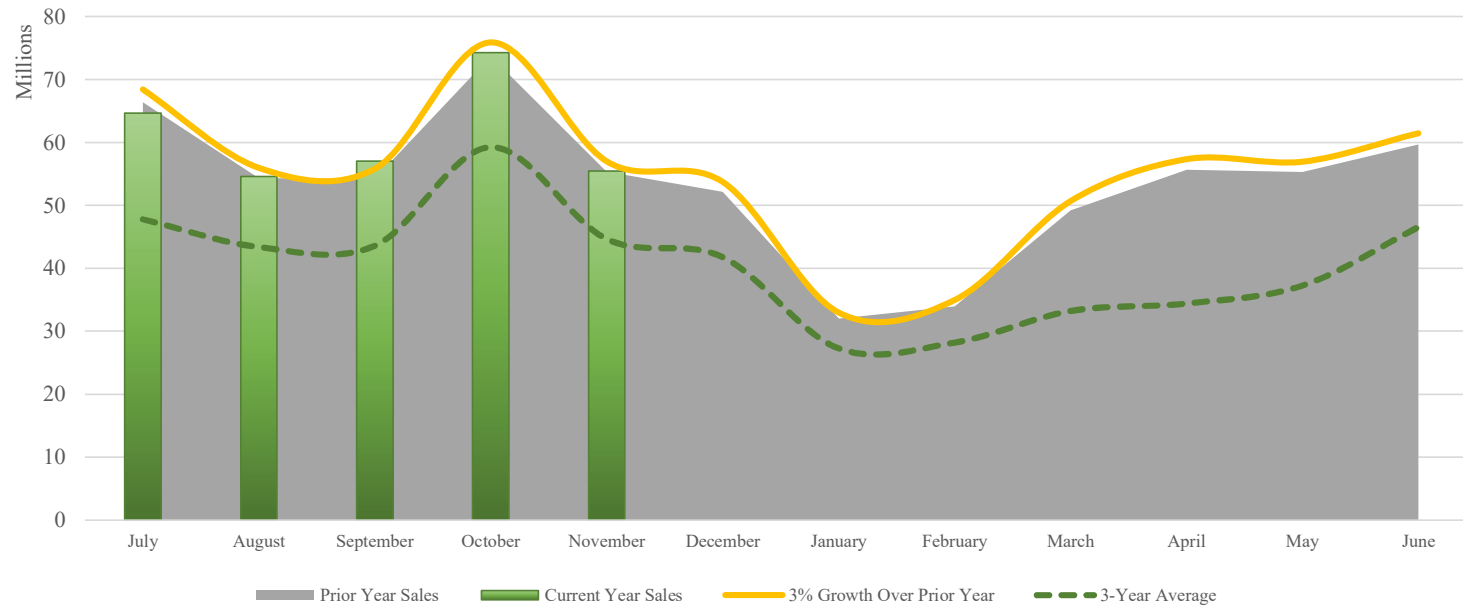
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
<b>Assets:</b>				
Current assets:				
Cash and investments	\$ 31,241,021	\$ 29,113,216	\$ 2,849,440	\$ 60,354,237
Receivables	-	-	-	-
Total current assets	<u>\$ 31,241,021</u>	<u>\$ 29,113,216</u>	<u>\$ 2,849,440</u>	<u>60,354,237</u>
<b>Liabilities:</b>				
Current liabilities:				-
Accounts payable	\$ 1,745,647	\$ -	\$ -	\$ 1,745,647
Future events payable	145,650	\$ 25,401,214	\$ -	\$ 25,546,864
Total current liabilities	<u>1,891,297</u>	<u>\$ 25,401,214</u>	<u>\$ -</u>	<u>\$ 27,292,512</u>
<b>Fund Balances:</b>				-
Restricted for product development fund	-	3,588,420	-	3,588,420
Restricted for LIFT fund	-	-	2,849,440	2,849,440
Committed for event support program	(6,146,216)	-	-	(6,146,216)
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	18,709,730	-	-	18,709,730
Total fund balances	<u>29,349,723</u>	<u>3,712,002</u>	<u>2,849,440</u>	<u>35,787,583</u>
Total liabilities and fund balances	<u>\$ 31,241,021</u>	<u>\$ 29,113,216</u>	<u>\$ 2,849,440</u>	<u>\$ 60,354,237</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales

Shown by Month of Sale, Year-to-Date

December 31, 2022



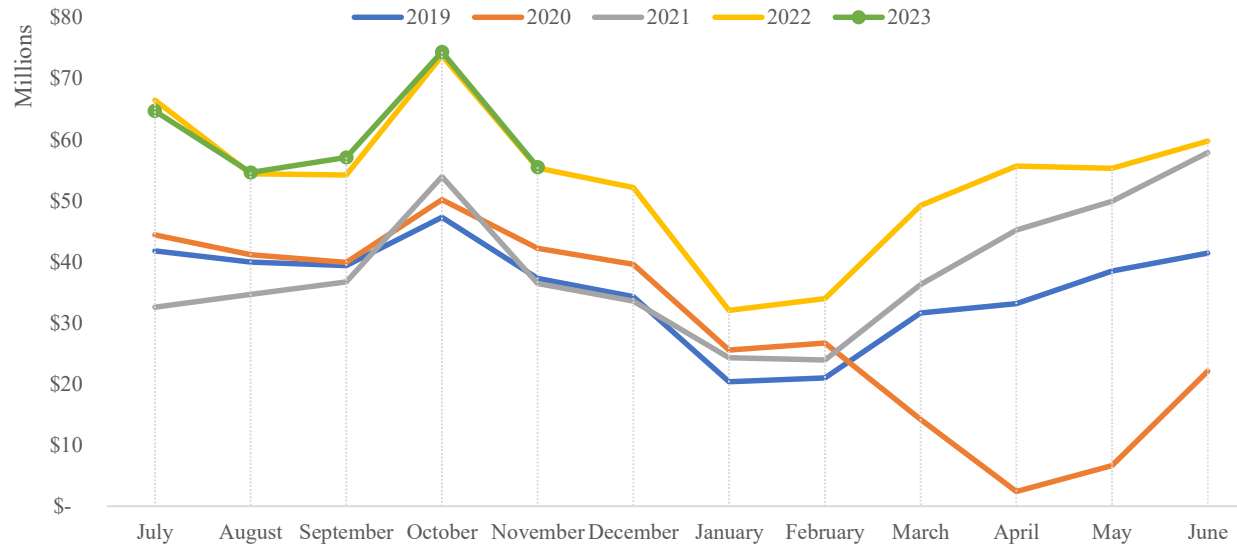
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of lodging sales:</b>						
July	\$ 64,670,134	\$ 66,404,238	-3%	-3%	\$ 68,396,365	\$ 47,779,105
August	54,583,070	54,349,696	0%	-1%	55,980,187	43,375,563
September	57,044,399	54,181,143	5%	1%	55,806,578	43,577,827
October	74,289,142	73,696,268	1%	1%	75,907,156	59,252,978
November	55,456,733	55,321,427	0%	1%	56,981,069	44,656,752
December	-	52,145,316	-	-	53,709,675	41,773,138
January	-	32,007,272	-	-	32,967,491	27,271,282
February	-	33,951,925	-	-	34,970,483	28,193,795
March	-	49,183,252	-	-	50,658,750	33,211,752
April	-	55,647,867	-	-	57,317,303	34,407,142
May	-	55,286,363	-	-	56,944,954	37,258,571
June	-	59,672,224	-	-	61,462,391	46,538,894
Total revenues	<u>\$306,043,478</u>	<u>\$ 641,846,992</u>			<u>\$661,102,401</u>	<u>\$487,296,798</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

December 31, 2022



	2019	2020	2021	2022	2023
<b>Month of lodging sales:</b>					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,404,238	\$ 64,670,134
August	39,917,550	41,113,655	34,663,339	54,349,696	54,583,070
September	39,327,048	39,869,174	36,683,164	54,181,143	57,044,399
October	47,272,253	50,148,618	53,914,047	73,696,268	74,289,142
November	37,240,595	42,190,154	36,458,675	55,321,427	55,456,733
December	34,272,393	39,595,569	33,578,528	52,145,316	-
January	20,347,077	25,561,453	24,245,119	32,007,272	-
February	20,985,316	26,696,319	23,933,141	33,951,925	-
March	31,638,002	14,208,120	36,243,884	49,183,252	-
April	33,141,034	2,402,461	45,171,098	55,647,867	-
May	38,464,222	6,624,541	49,864,809	55,286,363	-
June	41,413,202	22,108,839	57,835,620	59,672,224	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,138,537	\$ 641,846,992	\$ 306,043,478

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

December 31, 2022

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 38,243,319	\$ 41,364,569	-7.5%	-7.5%	\$ 24,309,515	\$ 23,357,779	4.1%	4.1%	\$ 2,117,300	\$ 1,681,890	25.9%	25.9%	\$ 64,670,134	\$ 66,404,238	-2.6%	-2.6%
August	32,413,773	33,288,678	-2.6%	-5.4%	20,484,023	19,647,131	4.3%	4.2%	1,685,274	1,413,887	19.2%	22.8%	54,583,070	54,349,696	0.4%	-1.2%
September	35,736,782	34,410,077	3.9%	-2.4%	19,359,131	18,331,924	5.6%	4.6%	1,948,487	1,439,143	35.4%	26.8%	57,044,399	54,181,143	5.3%	0.8%
October	48,934,964	49,777,745	-1.7%	-2.2%	22,527,755	21,821,793	3.2%	4.2%	2,826,424	2,096,730	34.8%	29.3%	74,289,142	73,696,268	0.8%	0.8%
November	35,952,254	36,209,998	-0.7%	-1.9%	17,639,287	17,628,298	0.1%	3.5%	1,865,193	1,483,131	25.8%	28.7%	55,456,733	55,321,427	0.2%	0.7%
December	-	34,591,966	-		-	16,302,722	-		-	1,250,628	-		-	52,145,316	-	
January	-	15,401,453	-		-	16,106,588	-		-	499,232	-		-	32,007,272	-	
February	-	17,587,944	-		-	15,576,243	-		-	787,738	-		-	33,951,925	-	
March	-	27,907,881	-		-	19,990,357	-		-	1,285,014	-		-	49,183,252	-	
April	-	33,881,484	-		-	20,120,033	-		-	1,646,351	-		-	55,647,867	-	
May	-	33,766,102	-		-	19,643,778	-		-	1,876,483	-		-	55,286,363	-	
June	-	36,779,176	-		-	20,918,658	-		-	1,974,390	-		-	59,672,224	-	
Total	\$ 191,281,091	\$ 394,967,072			\$ 104,319,709	\$ 229,445,304			\$ 10,442,678	\$ 17,434,615			\$ 306,043,478	\$ 641,846,992		

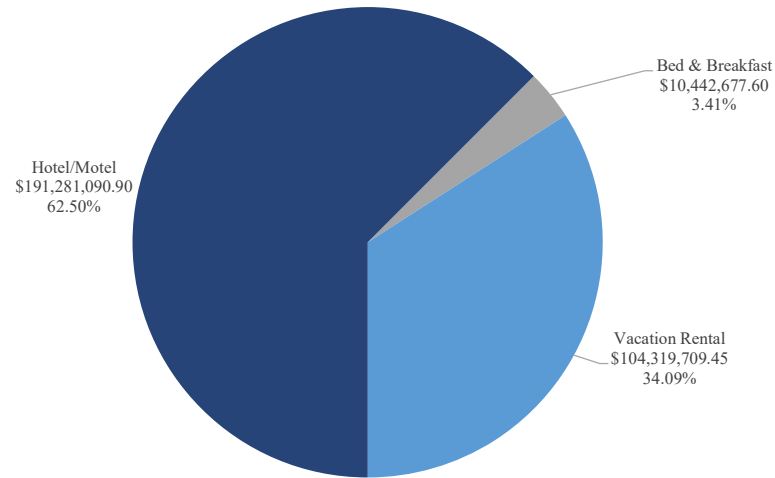
# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales by Type

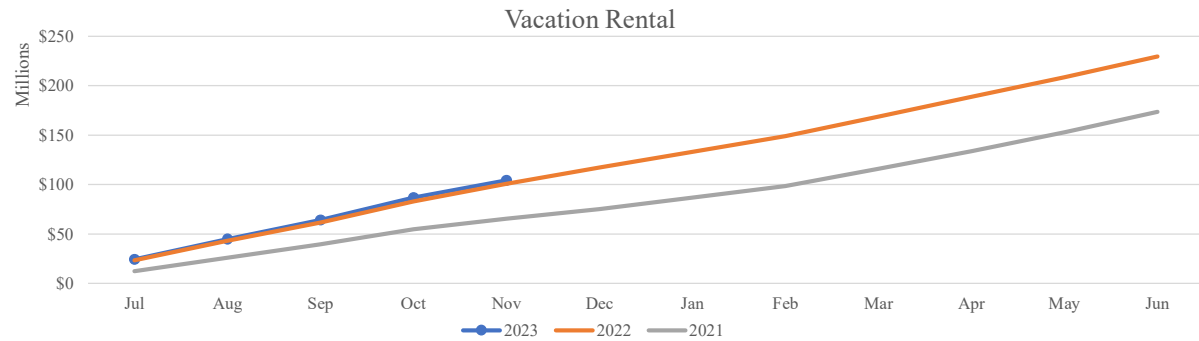
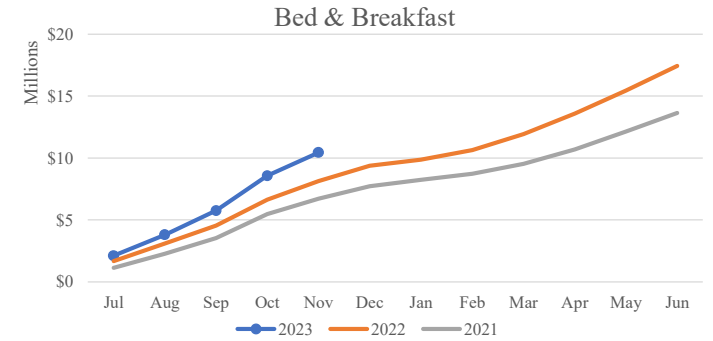
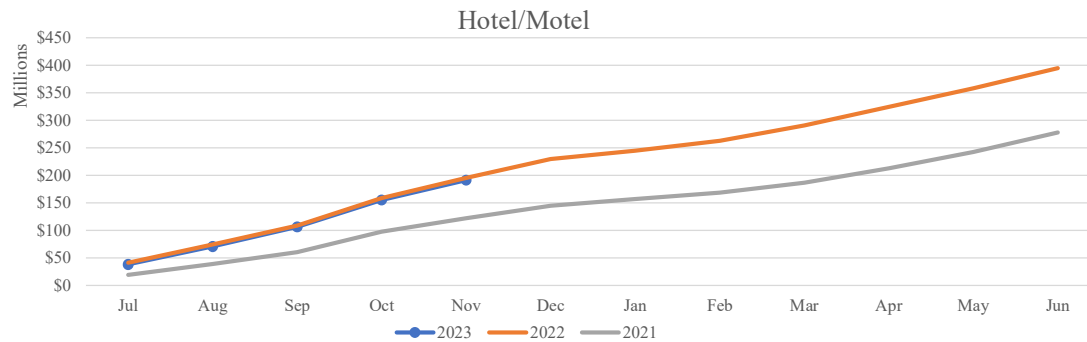
Shown by Month of Sale, Year-to-Date

December 31, 2022

Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year







Explore **ASHEVILLE**  
Convention & Visitors Bureau

# MONTHLY HIGHLIGHTS

November - December 2022



# MONTHLY HIGHLIGHTS OVERVIEW

The Buncombe County Tourism Development Authority (BCTDA) has charted a new course for tourism aligned with broader community priorities. This includes the adoption of [strategic imperatives](#) (outlined below) that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward.

The [Monthly Highlights](#) report, released at the BCTDA Board meetings, provides a brief update of our progress toward these strategic imperatives. You can also find information from the discussions and presentations at [Buncombe County TDA meetings](#), in our [newsletters](#), at [partner events](#), and via other communication channels.



## **Delivering Balanced Recovery & Sustainable Growth**

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



## **Encouraging Safe & Responsible Travel**

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



## **Engaging & Inviting More Diverse Audiences**

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

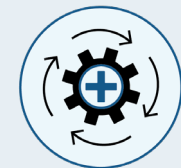
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



## **Promoting & Supporting Asheville's Creative Spirit**

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



## **Running a Healthy & Effective Organization**

Invest in people, policies and practices to serve our community with integrity within the organization's legislative requirements.

# DELIVERING BALANCED RECOVERY & SUSTAINABLE GROWTH

## Balance quality of life for residents & experience for visitors through project investments

- Tourism Product Development Fund (TPDF): Celebrated [YMI Cultural Center groundbreaking](#) on November 17 and [North Carolina Glass Center – Black Mountain location groundbreaking](#) ceremony on December 1
- Events Grants and Sponsorships: Supported the following events in November and December through funding and cross-promotion
  - [North Carolina Arboretum Winter Lights](#): November 18 - December 31
  - [Asheville Downtown Association Holiday Parade](#): November 19
  - [Lake Julian Festival of Lights](#): December 2 – December 23

## Protect and evolve Asheville's brand to further differentiate from competing destinations and inspire higher quality visits

- [Hidden Gems of Asheville](#): Continued partnership with Peter Greenberg who shared Asheville to 48K+ [social media](#) followers and 33K+ [YouTube](#) subscribers; a long-form video is expected to air on PBS in spring 2023
- Asheville Championship: Sponsored basketball tournament on November 11 and November 13 at Harrah's Cherokee Center; aired a commercial on ESPN and hosted [sports influencer Tate Frazier](#) on a tour between games
- Industry Recognition: Explore Asheville earned the following accolades:
  - [Award of Excellence](#): Honored by Corporate & Incentive Travel magazine as a CVB that offers superior service and support
  - Prevue Meetings: Named one of the [Best U.S. Destinations for Meetings & Conventions](#) (under 500,000 population)
  - Smart Meetings: Received [Platinum Choice Award](#) as top venue and destination partner, as nominated and voted on by meeting professionals

## Protect and evolve Asheville's brand to further differentiate from competing destinations and inspire higher quality visits (continued)

- "What's New in 2023": Developed and distributed [press release](#) and [blog](#) on upcoming and impactful openings in Asheville; sent release to over 400 top-tier travel media and distributed via [PR Newswire](#)
- Thrillist Social Takeover and Giveaway: Highlighted Asheville businesses to Thrillist's Instagram audience of over 865K followers; featured content from reporter [Joey Skladany's visit](#) and the [in-feed trip giveaway](#) was the outlet's most successful to date with almost 500 comment entries
- Media Coverage: Earned features in the following articles:
  - *New York Post*: [Art, nature and tropical sun: Try out these alternative winter holiday trips](#)
  - KTLA: Broadcast segment on *Travel +Leisure* article [50 Best Places to Travel in 2023](#)
  - *The Points Guy*: [The 17 best honeymoon destinations in the US](#)
  - *The Zoe Report*: [The Most Buzz-Worthy Hotel Openings For 2023](#)

## Improve quality of each visit by inspiring increased length of stay & dispersal

- Weaverville Campaign: Published new [promotional video](#) and [microsite](#) for the Town of Weaverville and distributed via e-newsletter and social media

# DELIVERING BALANCED RECOVERY & SUSTAINABLE GROWTH (CONTINUED)

## Collaborate with broader community leaders to ensure sustainable growth & alignment

- West and South Hotel Partners Meeting: Convened 17 sales directors and general managers from West and South Buncombe County at the Holiday Inn Biltmore West; received updates from NCDOT on Interstate 26 project status and discussed opportunities to attract more government, sports, wedding, reunion, and motorcoach groups

## Accelerate proactive sales efforts to increase net new business to the destination

- November 48-Hour FAM: Hosted a three-day visit for 16 seasoned meeting planners from across the country (as far as Seattle, WA)
  - Site Visits: Toured 12 hotels and provided planners the opportunity to experience numerous attractions, venues, and points of interest
  - Itinerary: Highlighted the city's creative culture, vast variety of fine cuisine, and most unique recreational activities
- SITE-Global: Attended conference in Chicago, IL; SITE is a professional association of 2,500 members located across the globe that seek to advance the business case for incentive travel and motivational experiences
- Tennessee Society of Association Executives (TNSAE): Attended annual [tradeshow and bootcamp](#) in Knoxville; conducted 23 appointments with planners
- [National Tour Association's Travel Exchange](#): Attended conference in Reno/Tahoe, NV, and completed 30 one-on-one appointments with tour operators from across North America

## Accelerate proactive sales efforts to increase net new business to the destination (continued)

- [AENC](#): Attended the Association Executives of North Carolina (AENC) annual tradeshow in Raleigh, NC, which hosted 234 meeting planner and associate executives
  - [Great Outdoors Theme](#): Showcased Asheville Wellness Tours essential oils at booth and provided two Eagle Nest Outfitters chairs as raffle prizes
- Northstar Meetings Group: Sent a targeted email "Host an inspired meeting in Asheville, NC" to 10,400 meeting planners, and 47% opened it
- Connect-DC: Attended in Washington D.C. and hosted a total of 17 one-on-one appointments with planners
- AdventureELEVATE: Prospected with Adventure Travel Trade Association about 2024 conference being hosted in Asheville; the annual three-day education and networking conference brings together thought leaders and practitioners from the adventure travel community

# ENCOURAGING SAFE & RESPONSIBLE TRAVEL

## **Influence visitors to respect, protect and preserve natural, cultural and human resources**

- [Top Adventure Town](#): Awarded by Blue Ridge Outdoors as a Top Adventure Town in the Large Town category based on quick access to wilderness and big city culture scene
- Monocle Magazine: Spotlights Asheville as a leader in green city living and an oasis for outdoor enthusiasts in the “Adventure Capitalist” advertorial in the [November 2022 issue](#)
- Winter Hikes: Encouraged outdoor recreation during the winter season with blog [5 Great Winter Hikes Near Asheville](#)

## **Increase number of bookings that participate in community projects**

- Voluntourism: Published [voluntourism blog](#) as part of #GivingTuesday to encourage both group and leisure travelers to give back when visiting
- Corporate Social Responsibility: Sponsored volunteer projects during [SITE Southeast Education Summit](#) in Louisville, KY; demonstrated the benefit of supporting nonprofits to the incentive travel professionals in attendance

# ENGAGING & INVITING MORE DIVERSE AUDIENCES

## Extend a genuine invitation to diverse audiences

- Indigenous and Native Culture News: During National Native American Heritage Month, distributed a [press release](#) about Asheville's indigenous cultural offerings and history that also recapped the Indigenous Walls Project
  - Resulting Coverage:
    - *The Points Guy*: [Why you should check out a modern Indigenous art exhibition the next time you travel](#)
    - *Indian Country Today*: [Intertribal artists descend on Asheville, North Carolina for Indigenous Walls Project event](#)
    - *Indian Gaming*: [Intertribal Artists Gather for Indigenous Walls Project Event in Asheville](#)
    - *NewsBreak*: [Intertribal artists descend on Asheville, North Carolina for Indigenous Walls Project event](#)
- Content Translations: Developed Spanish versions of What's New in 2023 press release and [Top Holiday Lights in Asheville](#) blog

## Increase diversity of partner network

- Asian-owned Eateries: Collaborated with Authentic Asheville on a [locals guide to Asian-owned restaurants](#)
- Latinx Food Scene: Spotlights [20 Latinx-owned restaurants and food spots](#); the list is also available [in Spanish](#)

## Increase outreach in recruiting diverse meetings and events

- *The Group Travel Leader*: Secured feature of YMI Cultural Center in [2023 African American Heritage Guide](#) in the November/December issue

# PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

## Elevate Asheville's creative experiences to differentiate and inspire visits

- Garden & Gun: Facilitated "Spirit of Asheville" event by Garden & Gun on November 13 – 15 and served as lead sponsor and host of the "Made in the South Awards" on November 15
  - Local Winners: Biscuit Head won in the food category and Poppy Popcorn was runner-up in the same category; both received coverage from [TODAY](#), [Asheville Citizen-Times](#), [Holy City Sinner](#) and [AVL Today](#)
- Holiday Pitching: Distributed the holiday season press release to top media and via [PR Newswire](#), resulting in the following coverage:
  - TODAY Show: Jacqui Gifford, editor in chief of Travel + Leisure, hosted a live segment on the TODAY Show naming Asheville as a top holiday destination; two million viewers watched, generating \$76,000 in broadcast media value and \$9,900 in online media value
  - TODAY: [Top holiday travel tips, deals and destinations for 2022](#)
  - Cardinal & Pine: [11 Funky Places to Stay in North Carolina This Holiday Season](#)
  - Wandertooth: [12 Amazing Christmas Destinations in the USA](#)
  - Thrillist: [Gingerbread Yoda and Skydiving Santas Highlight This Year's Quirkiest Christmas Events](#)
  - Cardinal & Pine: [Have This Celebrity NC Chef Make A Meal Just for You, and Other NC-Centric Holiday Gifts This Year](#)
  - Getting On Travel: [Christmas at Biltmore Adds Sparkle to Holidays](#)
  - qcexclusive.com: [North Carolina Christmas Vacation: The Most Festive Destinations](#)
  - Foodgressing: [Blue Ridge Mountains Asheville: Holiday Events 2022](#)
  - [Savoteur: These Festive Christmas Hotels Will Make Your Holiday Season Unforgettable](#) (also shared on [MSN](#))

## Elevate Asheville's creative experiences to differentiate and inspire visits (continued)

- Holiday Gift Guide: Launched the 2022 [online Holiday Gift Guide](#), featuring more than 60 local products from some of Asheville's top creatives, makers and craftspeople; cross-promoted the list throughout the gifting season
- Featured Festivities: Blogged about ways to celebrate the holiday season
  - [Festive Happenings for your Holiday Getaway](#)
  - [8 Places to see Holiday Lights Holiday Lights in Asheville, NC](#)
  - [New Years Eve Events in Asheville](#)
- Additional Earned Media and Accolades: Received mentions in the following:
  - *Travel + Leisure*: [The 50 Best Places to Travel in 2023](#)
  - *Conde Nast Traveler*: [The Most Dog-Friendly Vacations in the United States](#) (also shared on [MSN](#))
  - *Men's Journal*: [Beer of the Week: Best Brews You Can Drink Right Now](#)
  - *Forbes*: [Put North Carolina On Your 2023 Travel List With These Seven Stylish Mountain Hotels](#)

# RUNNING A HEALTHY & EFFECTIVE ORGANIZATION

## Demonstrate organizational commitment to local, diverse creators, makers & vendors

- Visitor Guide Distribution: Through November-December, received and fulfilled 2,549 individual requests and 70 out-of-market orders, totaling 128 cases, or 6,400 guides; 62 local partners ordered 176 cases, or 8,800 guides
- ExploreAsheville.com
  - Partner Listings: Created 25 new free partner listings and updated 80 partner listings
  - New Partner Outreach: Sent emails to 94 businesses
  - Partner One-on-Ones: Held 9 partner support meetings
  - Event Calendar: Posted 564 events to our online calendar
  - Package & Deals: Added 20 packages and deals

## Increase team performance and effectiveness

- New Hires: Welcomed three new employees to the team in November: McKenzie Provost, Partner Events Coordinator; Mia Brown, Sales & Marketing Assistant; and Cass Herrington, PR Manager
- DMAP: Earned [reaccreditation with distinction](#) through Destination International's Destination Management Accreditation Program (DMAP)

## Focus on events and communications strategy to increase community engagement

- President & CEO Presentations: Addressed Asheville Independent Restaurants Association, Asheville Chamber Annual Growth Breakfast, Rotary Club, and Deerfield Retirement Community on various topics

## Focus on events and communications strategy to increase community engagement (continued)

- Annual Report: Published the [FY21-22 Annual Report](#) on AshevilleCVB.com
- E-Newsletters, E-Alerts: [5 sent in November](#); delivered to a total of 7,451 with open rates as high as 49% and an average of 43%
- E-Newsletters, E-Alerts: [5 sent in December](#); delivered to a total of 7,345 with open rates as high as 52% (5% increase from November) and an average of 47% (4% increase from November)
- Local News & BCTDA/ Explore Asheville Coverage
  - General
    - WLOS: [Vacation rental inventory eclipses that of hotels for the first time in Buncombe County history](#)
    - Spectrum News: [Fast Growing Utilization at Asheville Regional Airport](#)
  - Tourism Product Development Fund (TPDF)
    - City of Asheville: [City of Asheville announces projects funded by BCTDA Tourism Product Development Fund](#)
    - WLOS: [Pressure on to reach financing plan for \\$30 million in McCormick Field renovations](#)
    - Citizen Times: [Asheville Tourists owner: '2023 will be the last season if we don't do something'](#)
    - AVL Watchdog: [Squeeze Play: Baseball's Tourists Say Taxpayers Must Pitch in \\$30M or it's Game Over](#)
    - WLOS | [Under construction: \\$21.5M grant to fund new terminal at Asheville Regional Airport](#)
    - AVL Watchdog | [Should we let minor league baseball die in Asheville](#)
    - WLOS | ['It's a community asset': Asheville Councilwoman responds to McCormick Field deadline](#)



# Destination Performance Report



## Lodging & Visitor Overview - November 2022

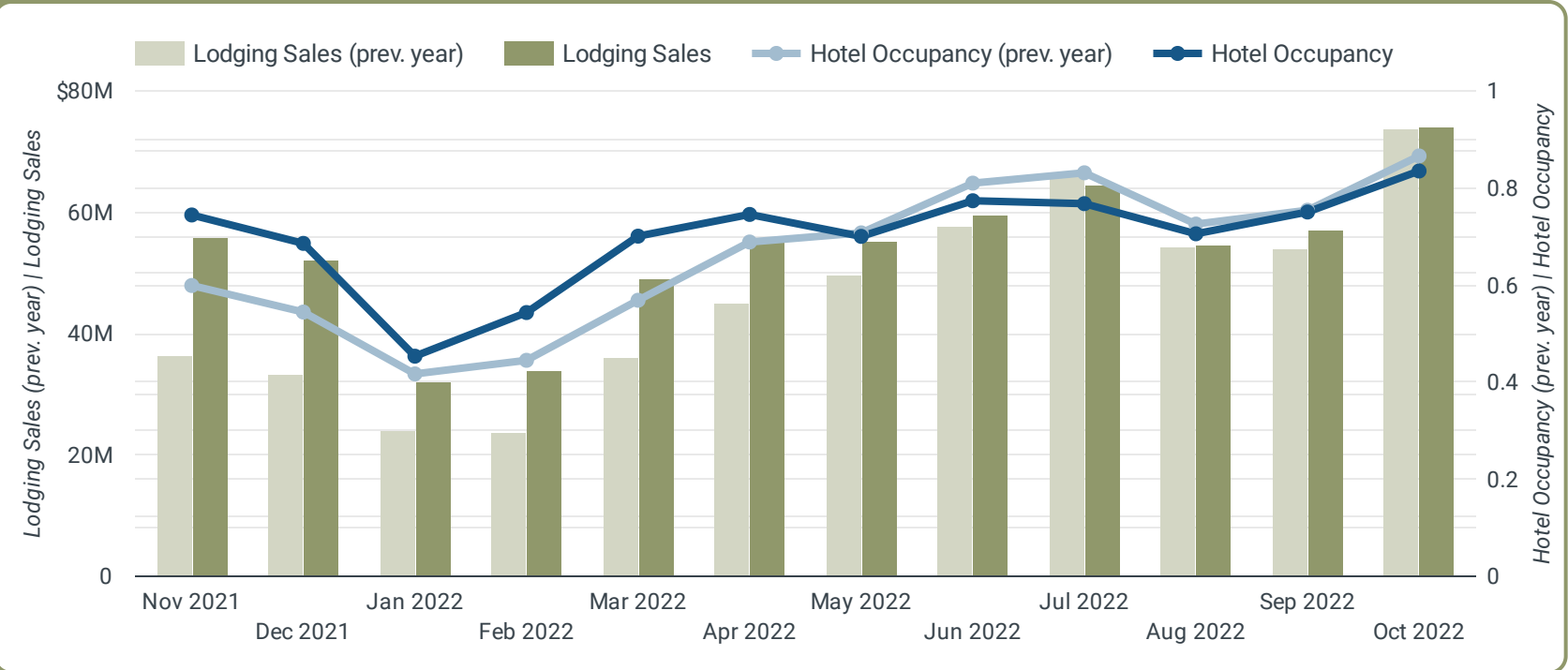
Lodging Sales <b>\$74,275,212</b> (October) <span>↑ 0.8%</span>	Hotel Occupancy* <b>83.5%</b> (October) <span>↓ -3.6%</span>	Hotel Demand* <b>235,111</b> (October) <span>↓ -1.5%</span>	Hotel ADR* <b>\$225.71</b> (October) <span>↑ 0.9%</span>	Hotel RevPAR* <b>\$188.47</b> (October) <span>↓ -2.7%</span>
Airport Passengers <b>193,883</b> (October) <span>↑ 13.1%</span>	Asheville Visitor Center <b>14,133</b> <span>↑ 9.5%</span>	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>2,018</b> <span>↑ 0.3%</span>	Travel Guide Requests <b>972</b> <span>↓ -15.5%</span>

## Lodging & Visitor Overview - Fiscal Year 22-23

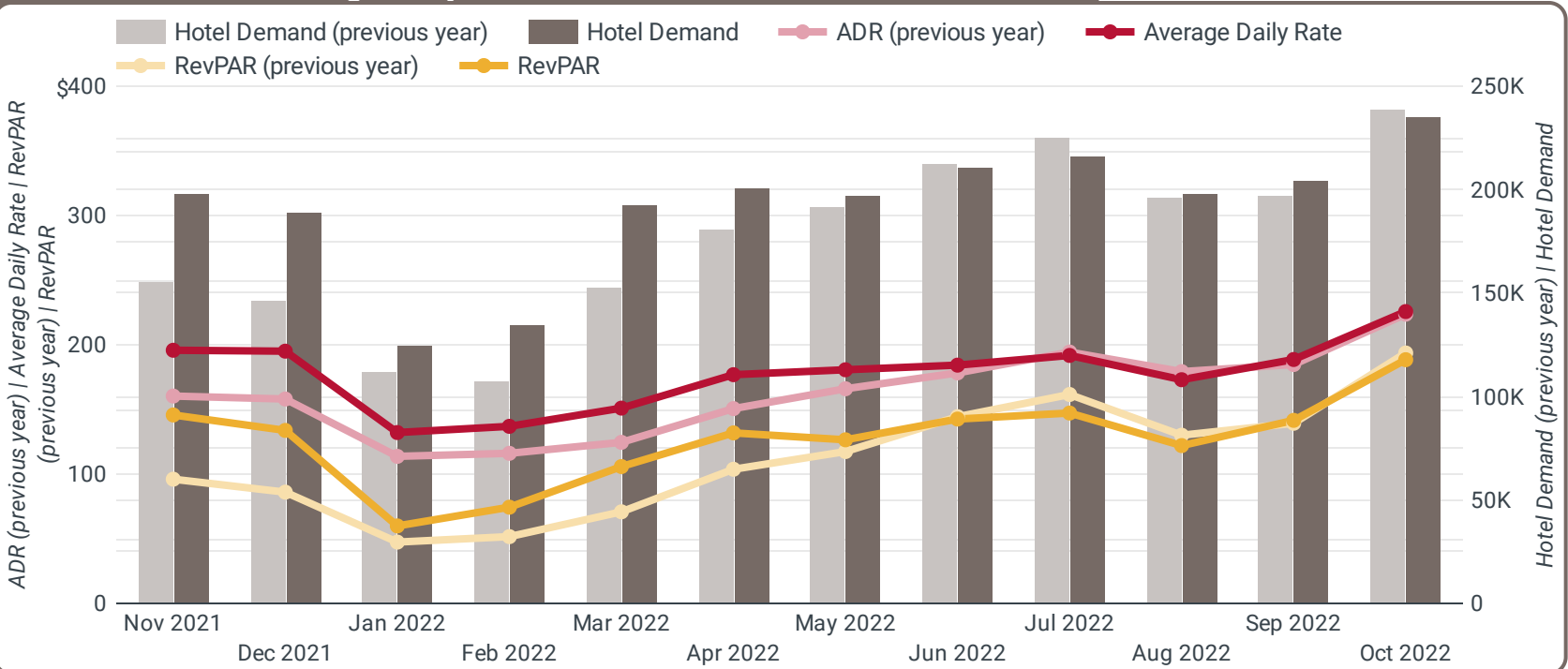
Lodging Sales <b>\$250,567,994</b> <span>↑ 0.8%</span>	Hotel Occupancy* <b>76.5%</b> <span>↓ -3.7%</span>	Hotel Demand* <b>854,447</b> <span>↓ -0.9%</span>	Hotel ADR* <b>\$196.00</b> <span>↓ -0.2%</span>	Hotel RevPAR* <b>\$149.90</b> <span>↓ -3.9%</span>
Airport Passengers <b>726,206</b> <span>↑ 15.7%</span>	Asheville Visitor Center <b>84,716</b> <span>↓ -4.0%</span>	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>17,106</b> <span>↓ -18.4%</span>	Travel Guide Requests <b>8,993</b> <span>↓ -10.8%</span>

## Lodging Sales and Hotel Occupancy\*

\* Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



## Hotel Demand\*, Average Daily Rate\* and Revenue Per Available Room\*





# Destination Performance Report



## Short Term Rental Data - October 2022

Occupancy	ADR	RevPAR	Demand
73.7%	\$123.52	\$90.98	221,484
↑ 0.8%	↑ 3.2%	↑ 4.1%	↑ 21.7%

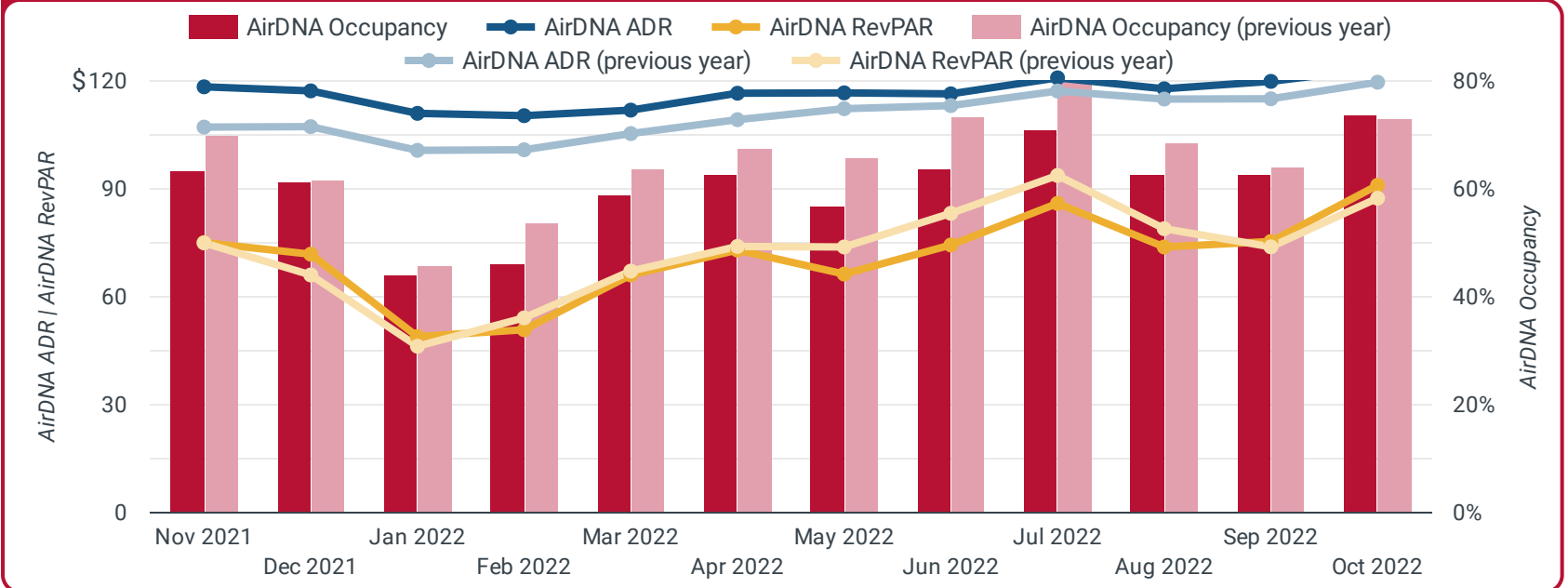
## Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
67.7%	\$120.72	\$81.76	766,221
↓ -5.2%	↑ 3.3%	↓ -2.1%	↑ 17.4%

## AirDNA ADR, RevPAR and Occupancy

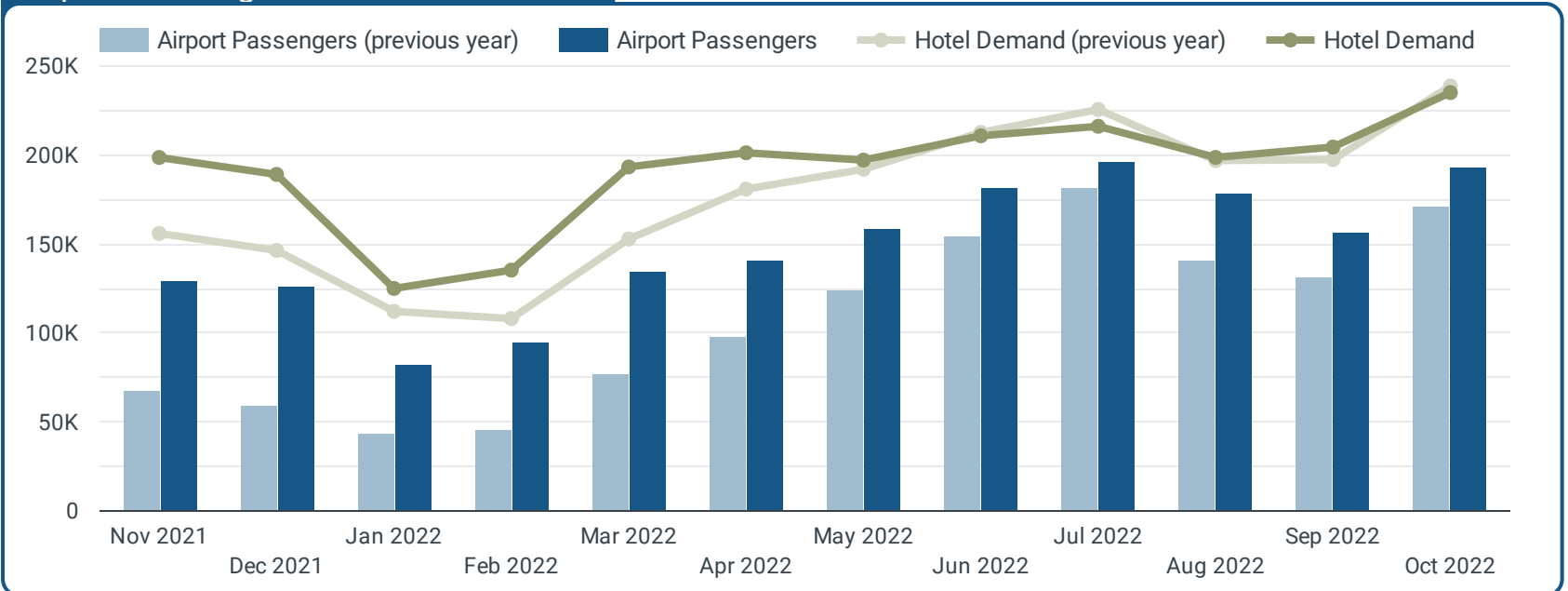
\* Short Term Rental Data Source: AirDNA

\*\*See AirDNA Cancellation Accuracy note on Report Glossary (Page 8)

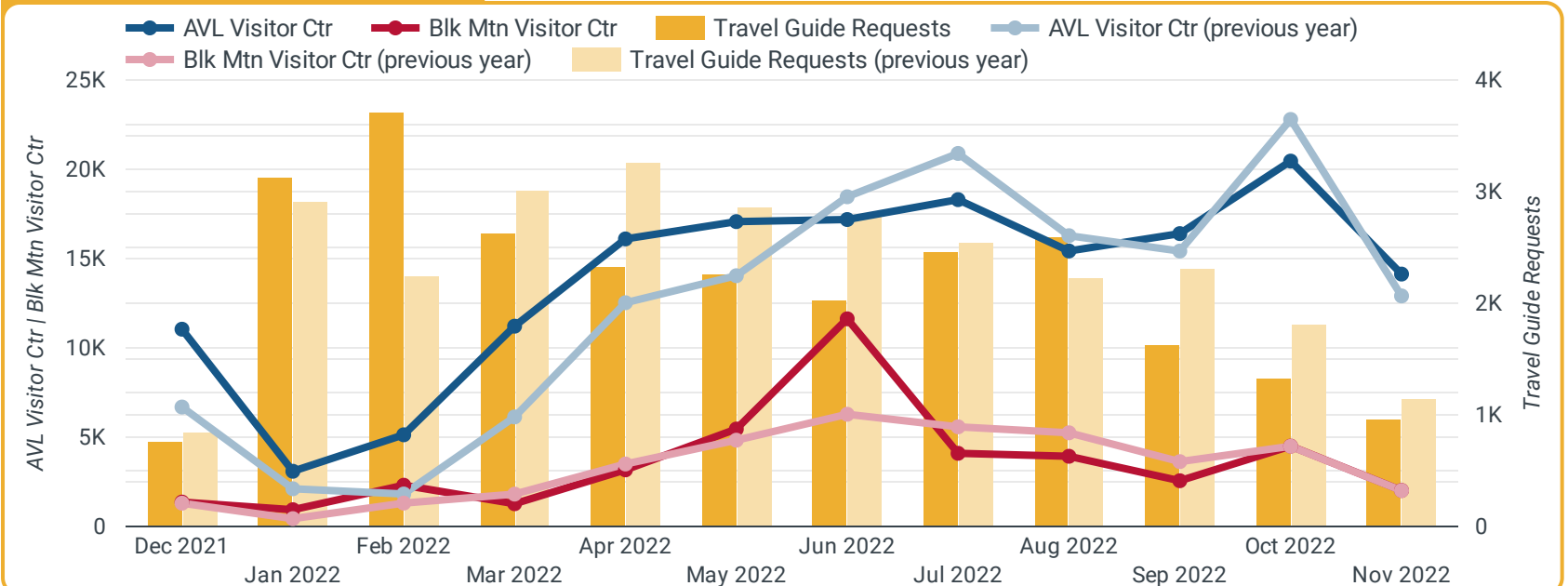


## Airport Passengers vs. Hotel Demand\*

\* Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.



## Visitor Center & Travel Guide



# Sales Department Performance Report



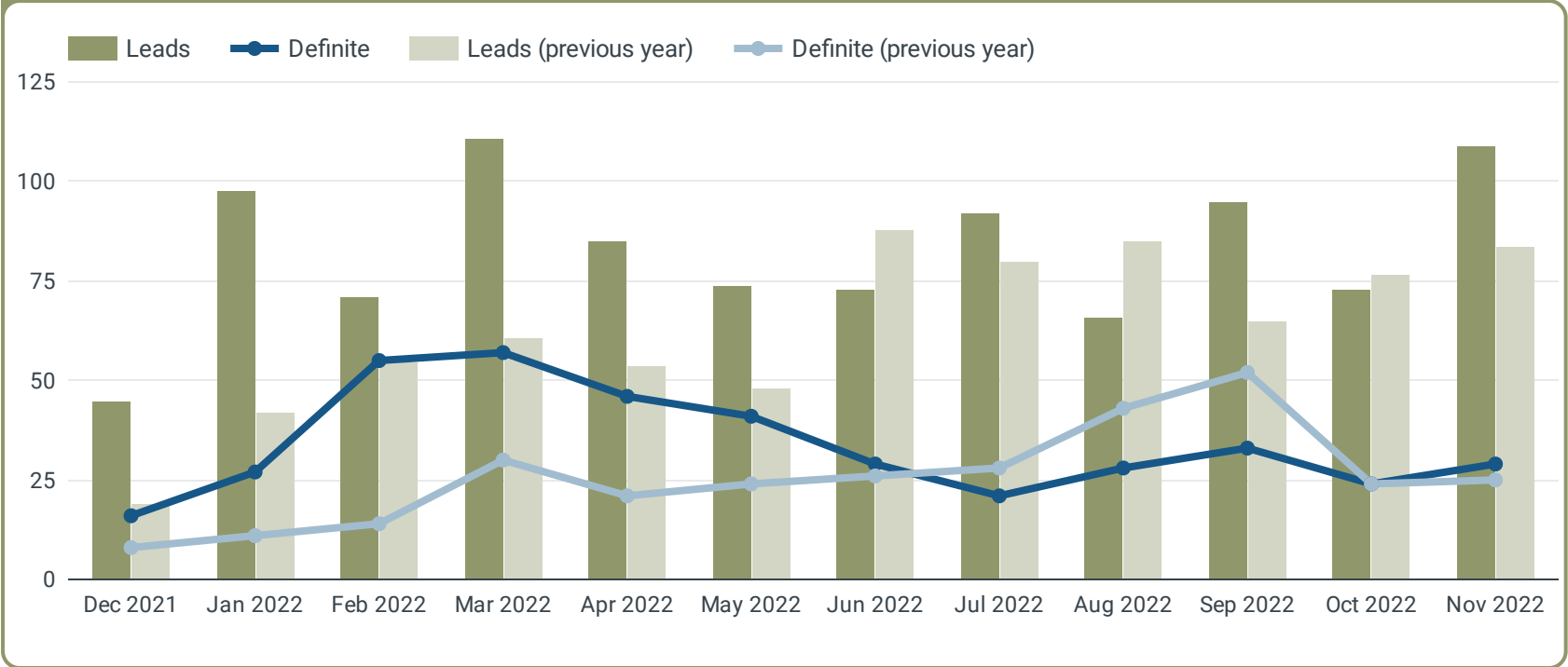
## Sales Leads and Outreach - November 2022

Sales Leads Issued 109 ↑ 29.8%	Room Nights (Leads) 32,081 ↑ 47.1%	Leads Turned Definite 29 ↑ 16.0%	Room Nights (Definite) 5,610 ↓ -30.0%	Estimated Revenue \$1,444,809 ↑ 1.6%	
P2P Outreach 753 ↑ 9.4%	Indirect Outreach 758 ↓ -96.7%	Group Events 39 ↑ 30.0%	Room Nights Generated 3,778 ↑ 33.9%	Actualized Revenue \$1,258,672 ↑ 37.2%	Groups Served 41 ↑ 32.3%

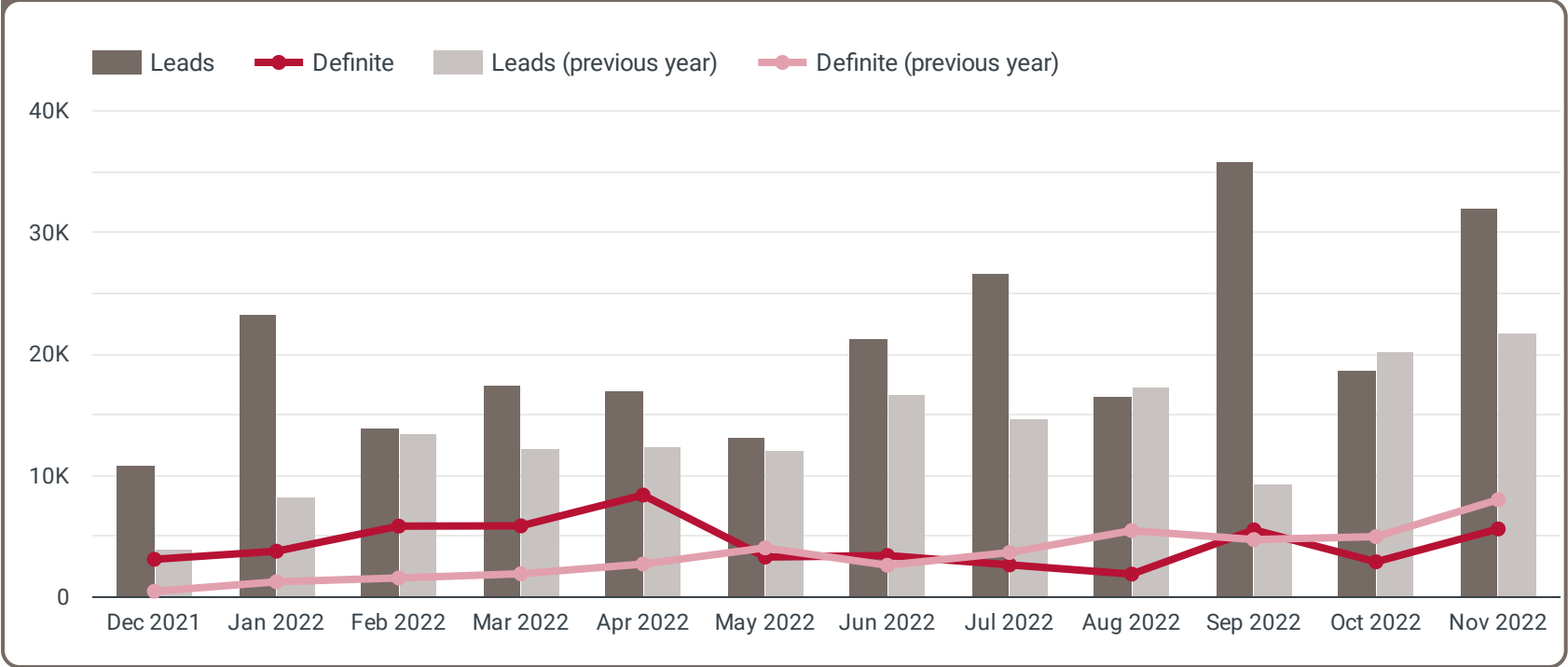
## Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 435 ↑ 11.3%	Room Nights (Leads) 129,835 ↑ 55.8%	Leads Turned Definite 143 ↓ -19.2%	Room Nights (Definite) 23,549 ↓ -13.0%	Estimated Total Revenue \$6,480,337 ↓ -0.2%	
P2P Outreach 3,322 ↓ -7.2%	Indirect Outreach 128,208 ↑ 77.4%	Group Events 237 ↑ 22.2%	Room Nights Generated 22,492 ↑ 22.5%	Actualized Revenue \$8,126,314 ↑ 34.6%	Groups Served 230 ↑ 9.0%

## Sales Leads vs. Definite



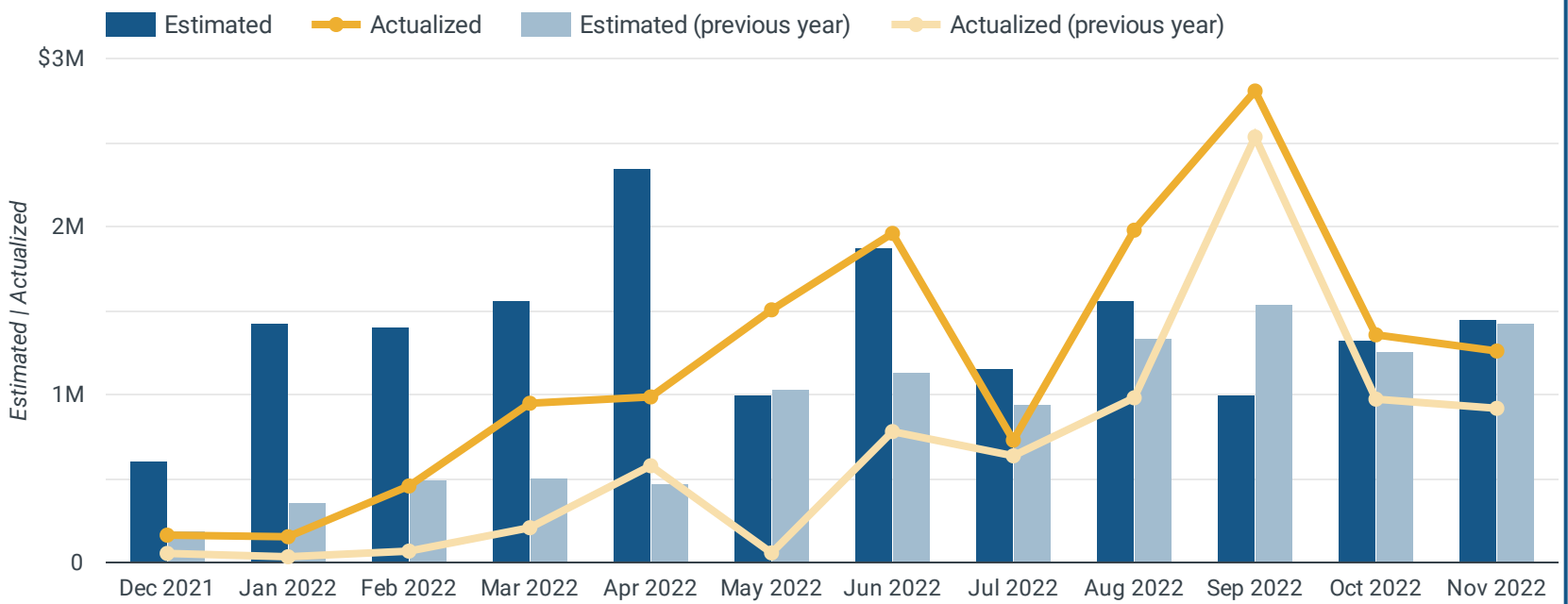
## Room Nights Represented in Leads vs. Definite



# Sales Department Performance Report



## Estimated vs. Actualized Revenue



## Sales Outreach 2022 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Nov 2022	753	9.4%	758	-1.0
2.	Oct 2022	429	-50.1%	2,706	-0.9
3.	Sep 2022	1,060	117.7%	13,562	0.1
4.	Aug 2022	387	-53.3%	109,553	183.4
5.	Jul 2022	693	-3.3%	1,629	1,628.0
6.	Jun 2022	988	-5.6%	224,947	844.7
7.	May 2022	413	-26.5%	25,198	1.0
8.	Apr 2022	951	29.9%	11,725	11,724.0
9.	Mar 2022	484	-44.7%	10,419	-0.6
10.	Feb 2022	566	-43.2%	5,955	-0.5

## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Nov 2022	39	30.0%	3,778	36.9%
2.	Oct 2022	60	11.1%	3,787	40.3%
3.	Sep 2022	71	42.0%	6,370	-2.9%
4.	Aug 2022	35	25.0%	6,466	63.0%
5.	Jul 2022	32	0.0%	2,091	-4.7%
6.	Jun 2022	50	108.3%	5,610	154.7%
7.	May 2022	37	236.4%	3,845	983.1%
8.	Apr 2022	37	76.2%	3,253	90.3%
9.	Mar 2022	26	271.4%	4,465	202.9%
10.	Feb 2022	14	366.7%	1,759	162.5%

# Marketing Department Performance Report



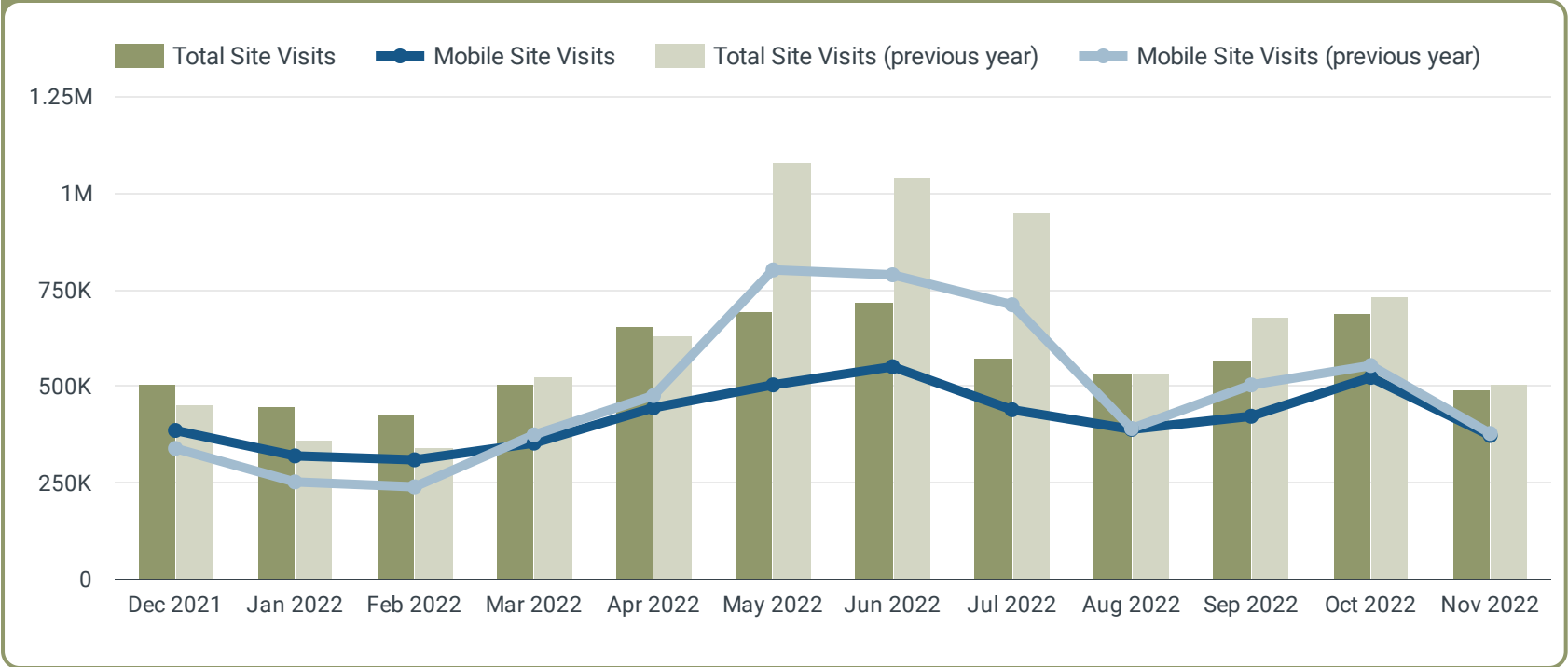
## Marketing Metrics Overview - November 2022

Website Visits 489,348 ↓ -2.0%	Mobile Site Visits 371,367 ↓ -0.9%	aRes - Room Nights 26 ↓ -59.4%	aRes - Room Revenue \$5,445 ↓ -57.3%	Total Facebook Fans 311,370 ↑ 2.6%
PR Publicity Value \$4,049,626 ↑ 46.2%	PR Estimated Impressions 1,906,038,267 ↑ 167.4%	Significant Placements 34 ↑ 209.1%	Media Touchpoints 31 ↑ 40.9%	Video Views 359,976 ↑ 294.3%

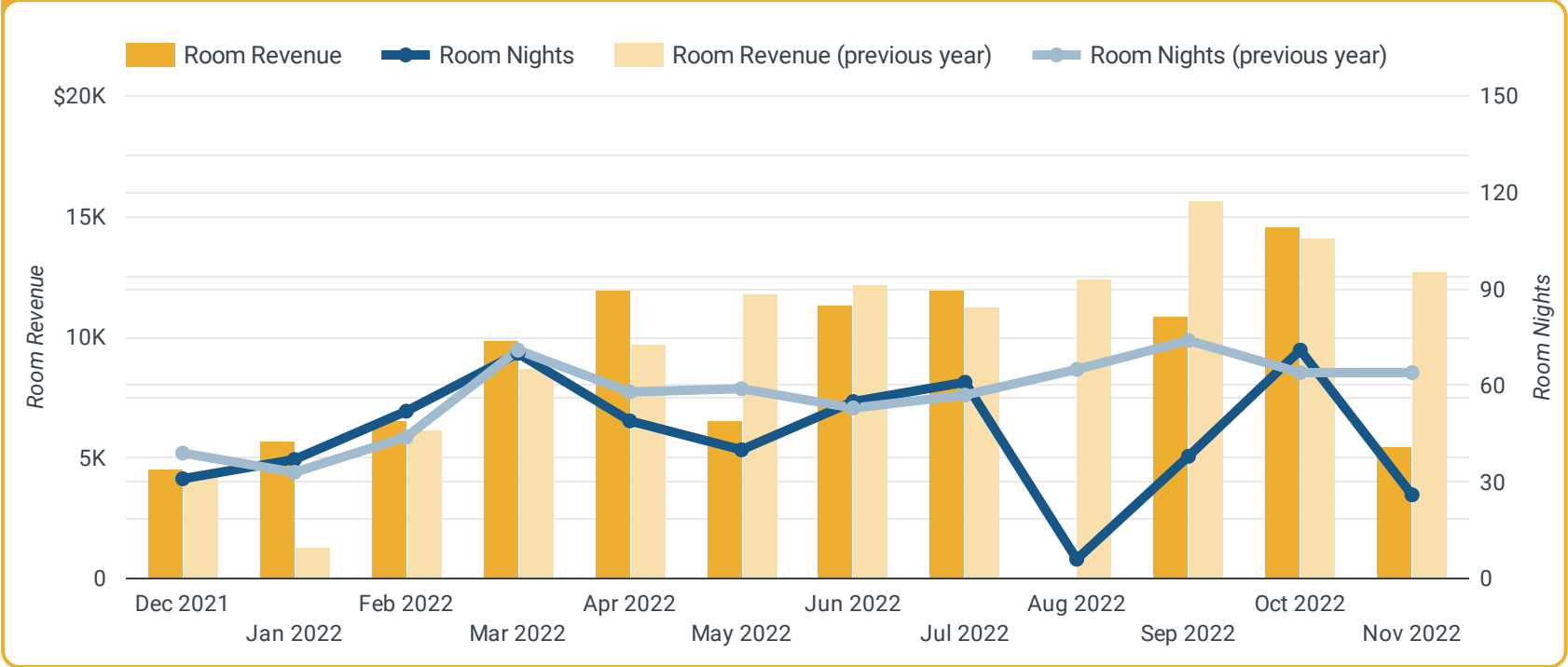
## Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 2,842,377 ↓ -16.3%	Mobile Site Visits 2,135,136 ↓ -15.6%	aRes - Room Nights 202 ↓ -37.7%	aRes - Room Revenue \$42,055 ↓ -36.6%	Avg. Total Facebook Fans 310,142 ↑ 2.2%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 7,402,803 ↑ 1,745.2%

## ExploreAsheville.com Web Stats



## Online Reservation (aRes) Data



# Marketing Department Performance Report



## Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Nov 2022	\$471,078	-67%	2,555,243	-28.37%
2.	Oct 2022	\$1,005,308	28%	3,498,726	-42.35%
3.	Sep 2022	\$1,409,822	376%	5,386,568	99.4%
4.	Aug 2022	\$307,082	-79%	3,382,693	-38.72%
5.	Jul 2022	\$1,235,213	15%	16,499,252	214.59%
6.	Jun 2022	\$974,746	-28%	9,563,408	347.69%
7.	May 2022	\$522,923	-17%	2,573,638	-57.14%

## Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Nov 2022	\$3,578,548	168%	1,903,483,024	167.41%
2.	Oct 2022	\$4,825,909	153%	2,566,939,260	152.08%
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5.	Jul 2022	\$2,533,333	+0%	1,347,517,437	0.85%
6.	Jun 2022	\$1,927,879	44%	1,025,467,440	41.72%
7.	May 2022	\$1,354,878	61%	720,679,643	51.52%

## Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Nov 2022	31	40.9%	34	209.1%
2.	Oct 2022	52	-25.7%	26	30.0%
3.	Sep 2022	62	1.6%	30	-16.7%
4.	Aug 2022	45	21.6%	21	61.5%
5.	Jul 2022	40	-13.0%	32	39.1%
6.	Jun 2022	36	16.1%	17	-22.7%
7.	May 2022	44	-38.0%	19	18.8%

## Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Nov 2022	311,370	2.6%	359,976	184.6%
2.	Oct 2022	311,246	2.6%	5,654,949	10,629.8%
3.	Sep 2022	310,380	2.3%	693,943	1,487.7%
4.	Aug 2022	309,304	2.0%	329,108	278.2%
5.	Jul 2022	308,411	1.6%	364,827	689.3%
6.	Jun 2022	308,301	1.6%	374,394	943.8%
7.	May 2022	306,070	1.0%	299,202	1,217.5%

# Destination Performance Report - Glossary



## Destination Performance Metrics

**Lodging Sales** - Total lodging sales for all property types reported for the previous month. Data is provided by the Buncombe County Finance Department.

**Hotel Occupancy** - Percentage of available rooms sold during the previous month. Occupancy is calculated by dividing the number of rooms sold by rooms available. Data is provided by Smith Travel Research.

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**\* Source:** STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

**\*\* AIRDNA Cancellation Accuracy** - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations. During periods of unusually high cancellations, AIRDNA may overestimate room night demand for short term rentals.

# Destination Performance Report



## Lodging & Visitor Overview - December 2022

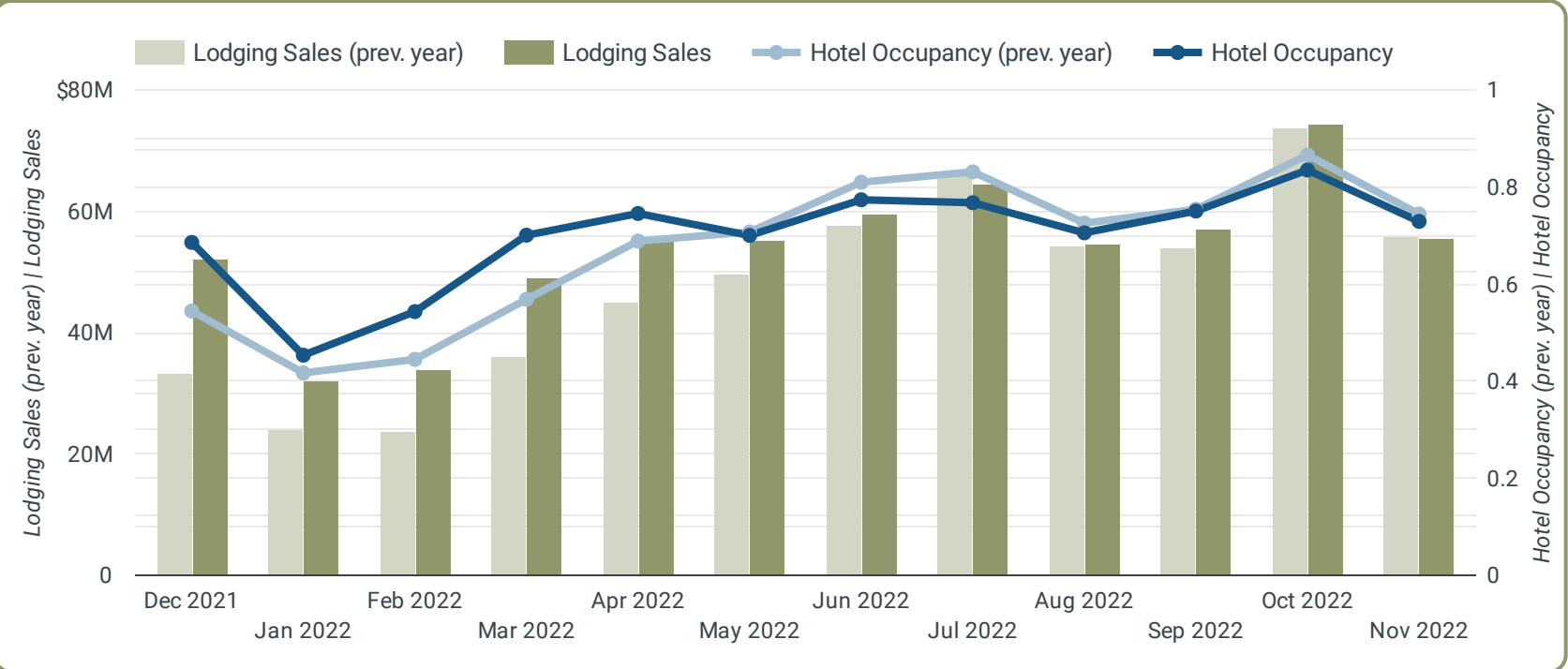
Lodging Sales <b>\$55,456,733</b> (November) <span>↓ -1.0%</span>	Hotel Occupancy* <b>72.9%</b> (November) <span>↓ -2.1%</span>	Hotel Demand* <b>197,099</b> (November) <span>↓ -0.8%</span>	Hotel ADR* <b>\$196.19</b> (November) <span>↑ 0.2%</span>	Hotel RevPAR* <b>\$143.04</b> (November) <span>↓ -1.9%</span>
Airport Passengers <b>156,006</b> (November) <span>↑ 19.9%</span>	Asheville Visitor Center <b>11,786</b> <span>↑ 6.7%</span>	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>1,350</b> <span>↓ -1.2%</span>	Travel Guide Requests <b>1,221</b> <span>↑ 59.4%</span>

## Lodging & Visitor Overview - Fiscal Year 22-23

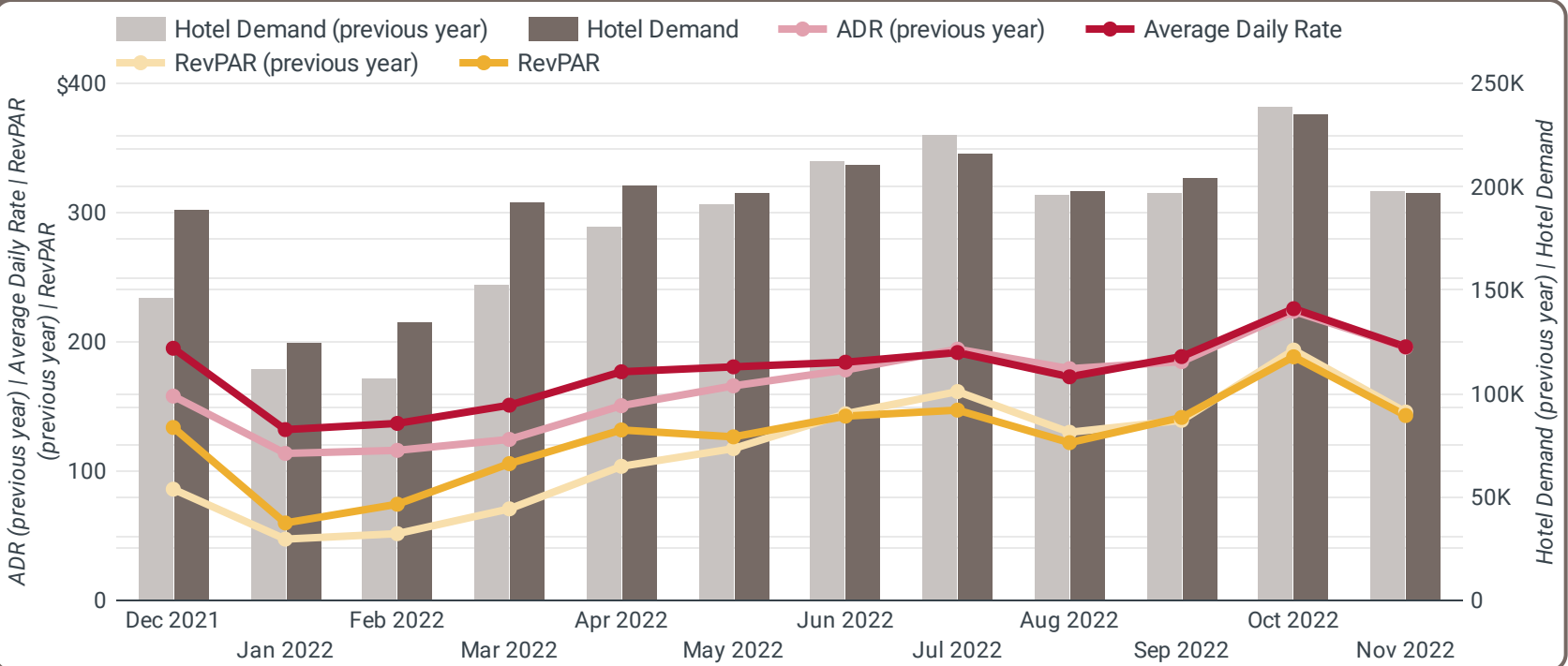
Lodging Sales <b>\$306,043,478</b> <span>↑ 0.5%</span>	Hotel Occupancy* <b>75.8%</b> <span>↓ -3.4%</span>	Hotel Demand* <b>1,051,546</b> <span>↓ -0.9%</span>	Hotel ADR* <b>\$196.03</b> <span>↓ -0.1%</span>	Hotel RevPAR* <b>\$148.56</b> <span>↓ -3.5%</span>
Airport Passengers <b>882,212</b> <span>↑ 16.4%</span>	Asheville Visitor Center <b>96,502</b> <span>↓ -2.9%</span>	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>18,456</b> <span>↓ -17.3%</span>	Travel Guide Requests <b>10,214</b> <span>↓ -5.9%</span>

## Lodging Sales and Hotel Occupancy\*

\* Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



## Hotel Demand\*, Average Daily Rate\* and Revenue Per Available Room\*





# Destination Performance Report



## Short Term Rental Data - April 2022

Occupancy	ADR	RevPAR	Demand
61.2%	\$120.15	\$73.58	177,664
↓ -3.4%	↑ 1.3%	↓ -2.2%	↑ 17.1%

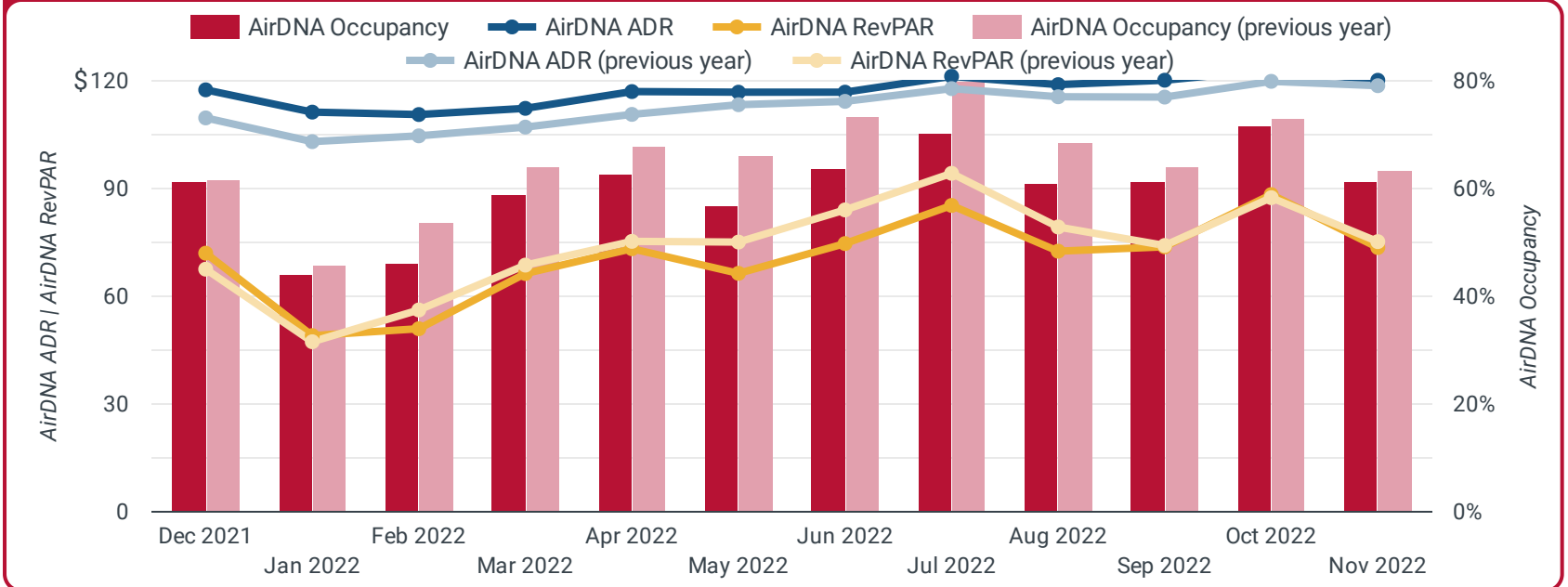
## Short Term Rental Data - Fiscal Year 22-23

Occupancy	ADR	RevPAR	Demand
65.2%	\$120.83	\$78.84	926,086
↓ -6.4%	↑ 2.8%	↓ -3.9%	↑ 15.0%

## AirDNA ADR, RevPAR and Occupancy

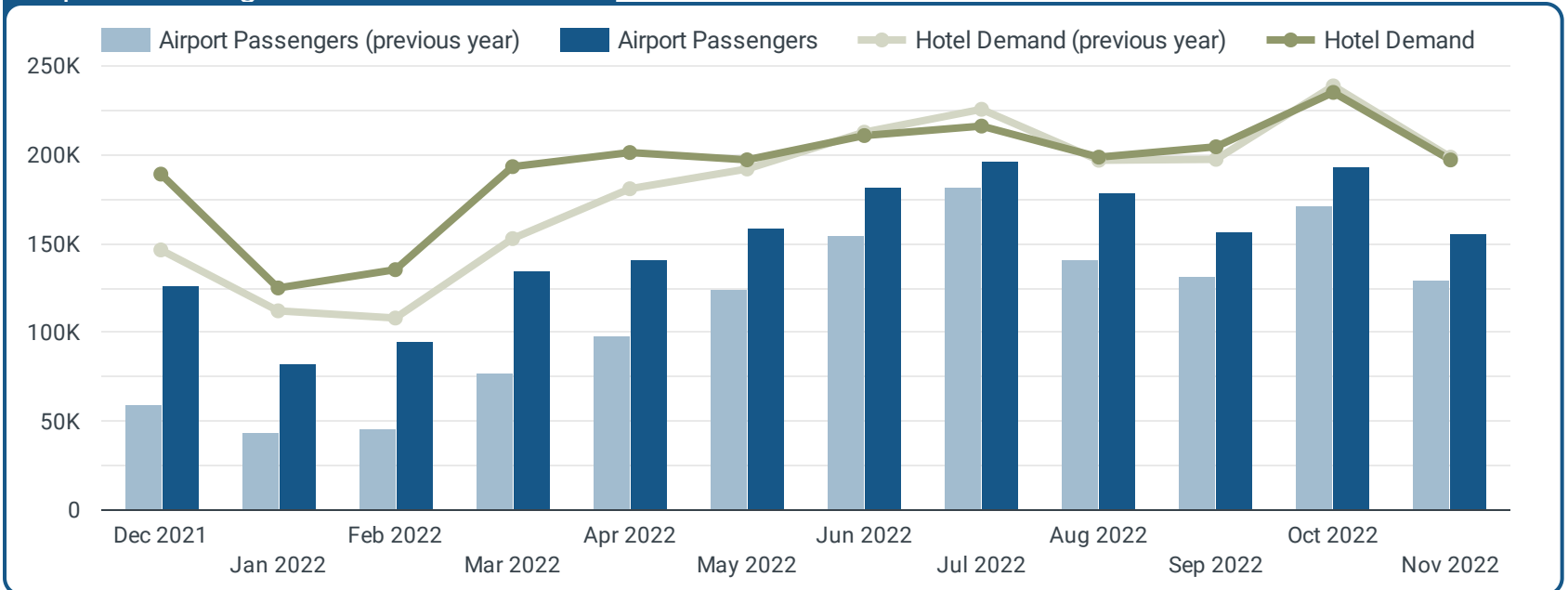
\* Short Term Rental Data Source: AirDNA

\*\*See AirDNA Cancellation Accuracy note on Report Glossary (Page 8)

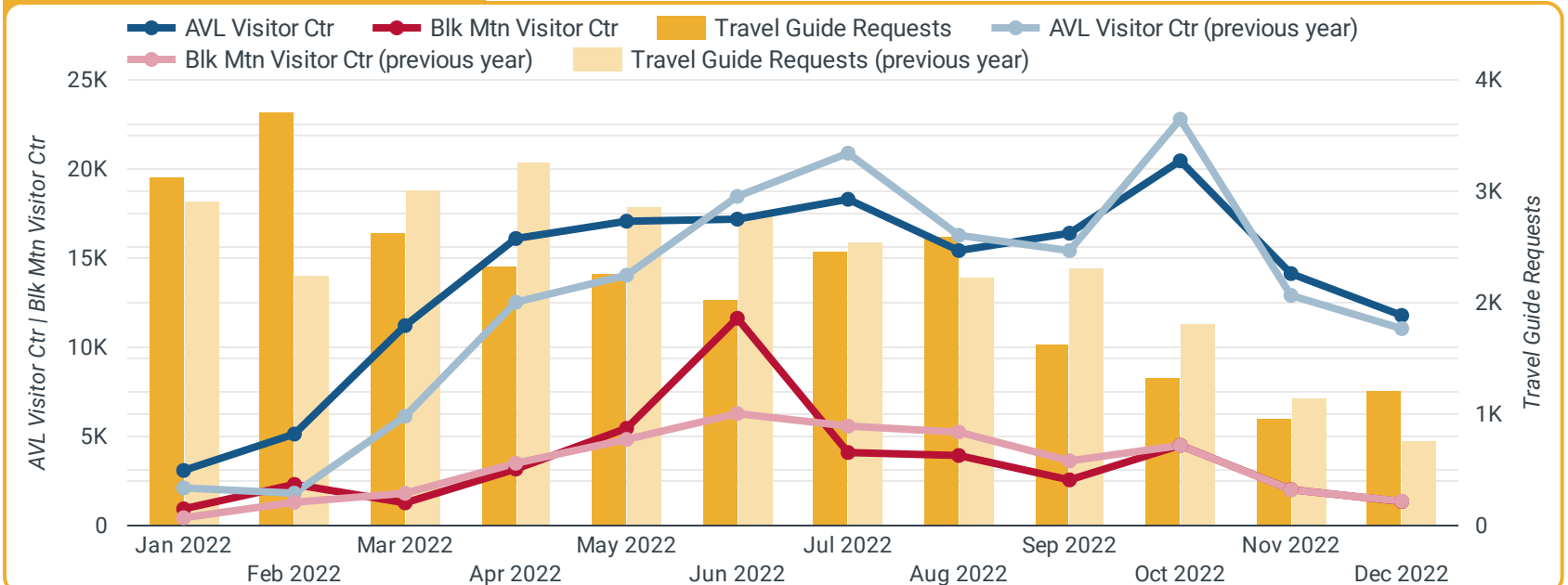


## Airport Passengers vs. Hotel Demand\*

\* Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.



## Visitor Center & Travel Guide



# Sales Department Performance Report



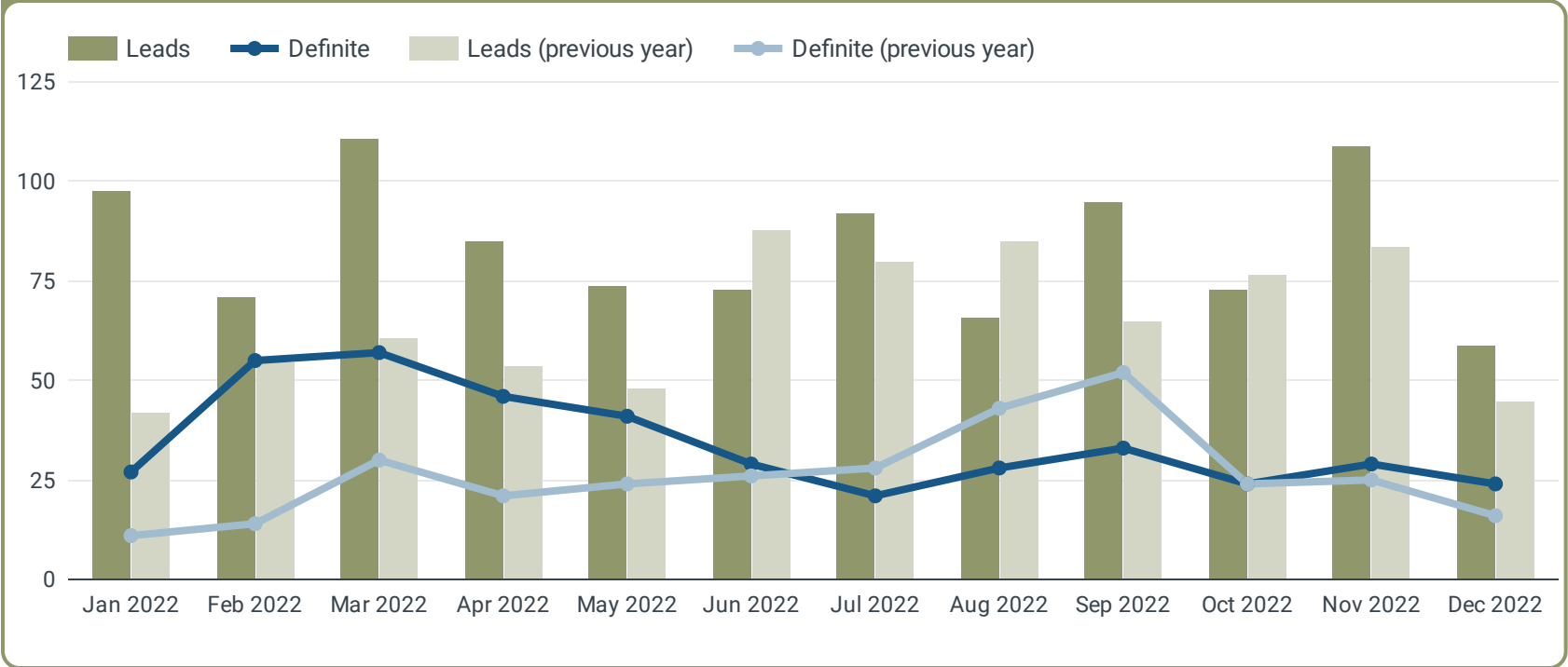
## Sales Leads and Outreach - December 2022

Sales Leads Issued 59 ↑ 31.1%	Room Nights (Leads) 11,696 ↑ 8.0%	Leads Turned Definite 26 ↑ 52.9%	Room Nights (Definite) 6,925 ↑ 105.4%	Estimated Revenue \$1,370,831 ↑ 125.7%	
P2P Outreach 746 ↑ 26.2%	Indirect Outreach 11,205 ↑ 745.0%	Group Events 22 ↑ 15.8%	Room Nights Generated 1,106 ↑ 23.3%	Actualized Revenue \$303,464 ↑ 86.5%	Groups Served 16 ↑ 33.3%

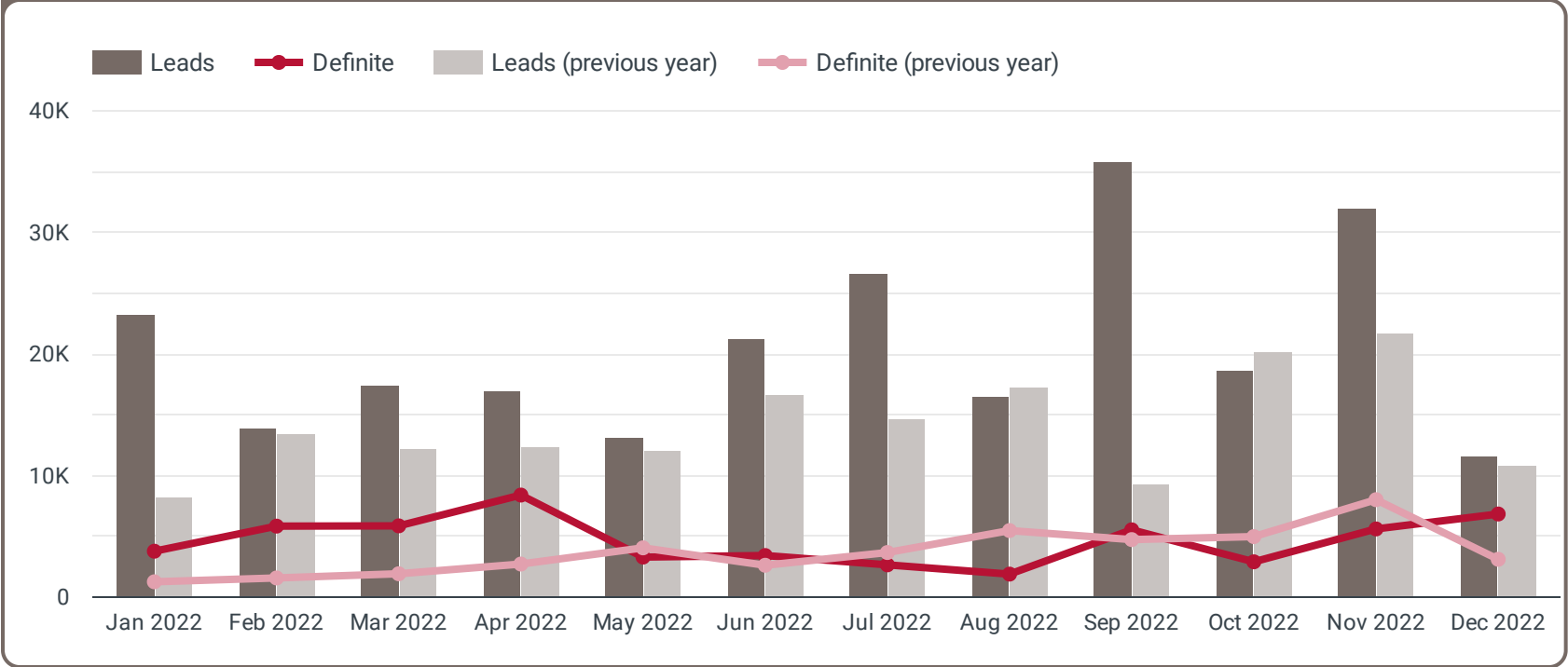
## Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 494 ↑ 13.3%	Room Nights (Leads) 141,490 ↑ 50.3%	Leads Turned Definite 169 ↓ -12.9%	Room Nights (Definite) 30,474 ↑ 0.1%	Estimated Total Revenue \$7,851,168 ↑ 10.5%	
P2P Outreach 4,068 ↓ -2.5%	Indirect Outreach 139,413 ↑ 89.4%	Group Events 259 ↑ 21.6%	Room Nights Generated 23,598 ↑ 22.6%	Actualized Revenue \$8,429,778 ↑ 36.0%	Groups Served 246 ↑ 10.3%

## Sales Leads vs. Definite



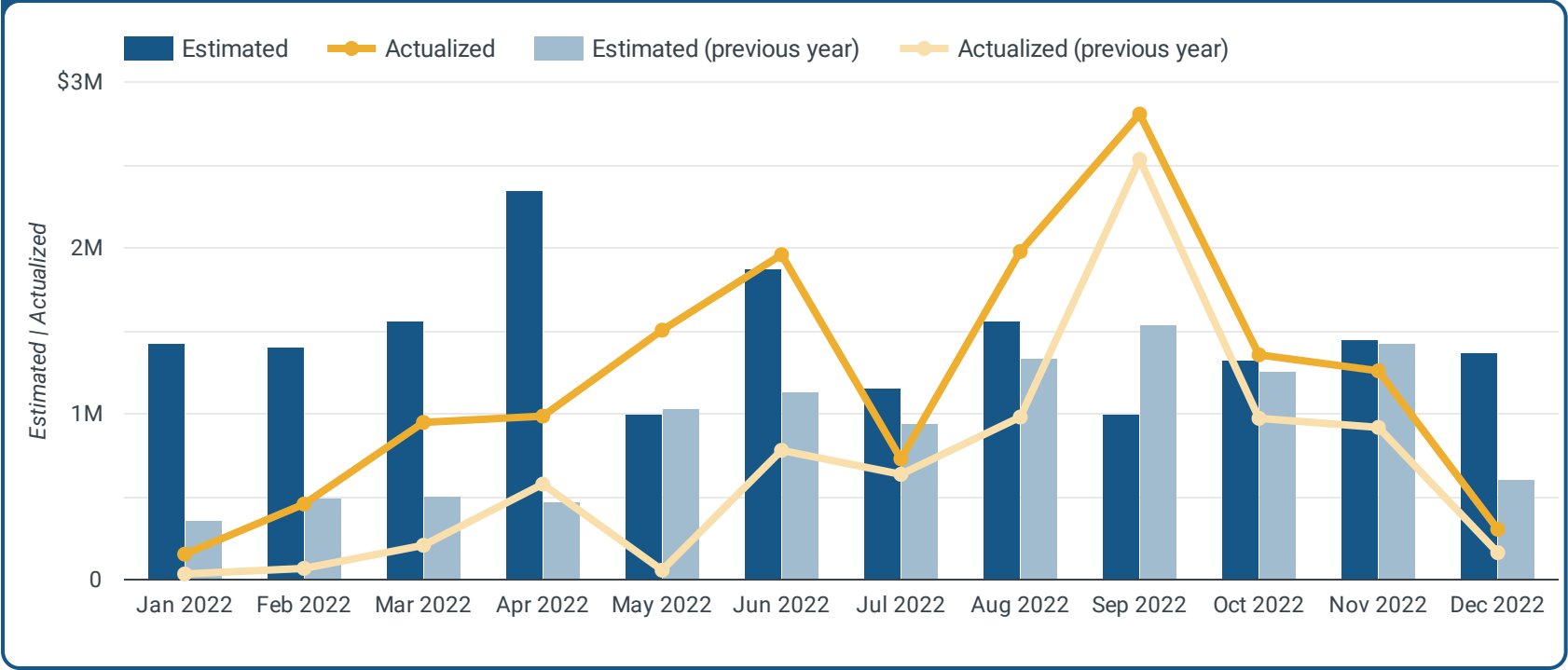
## Room Nights Represented in Leads vs. Definite



# Sales Department Performance Report



## Estimated vs. Actualized Revenue



## Sales Outreach 2022 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Dec 2022		746	0		11,205	0
2.	Nov 2022		753	9.4%		758	-1.0
3.	Oct 2022		429	-50.1%		2,706	-0.9
4.	Sep 2022		1,060	117.7%		13,562	0.1
5.	Aug 2022		387	-53.3%		109,553	183.4
6.	Jul 2022		693	-3.3%		1,629	1,628.0
7.	Jun 2022		988	-5.6%		224,947	844.7
8.	May 2022		413	-26.5%		25,198	1.0
9.	Apr 2022		951	29.9%		11,725	11,724.0
10.	Mar 2022		484	-44.7%		10,419	-0.6

## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Dec 2022		22	0		1,106	0
2.	Nov 2022		39	30.0%		3,778	36.9%
3.	Oct 2022		60	11.1%		3,787	40.3%
4.	Sep 2022		71	42.0%		6,370	-2.9%
5.	Aug 2022		35	25.0%		6,466	63.0%
6.	Jul 2022		32	0.0%		2,091	-4.7%
7.	Jun 2022		50	108.3%		5,610	154.7%
8.	May 2022		37	236.4%		3,845	983.1%
9.	Apr 2022		37	76.2%		3,253	90.3%
10.	Mar 2022		26	271.4%		4,465	202.9%

# Marketing Department Performance Report



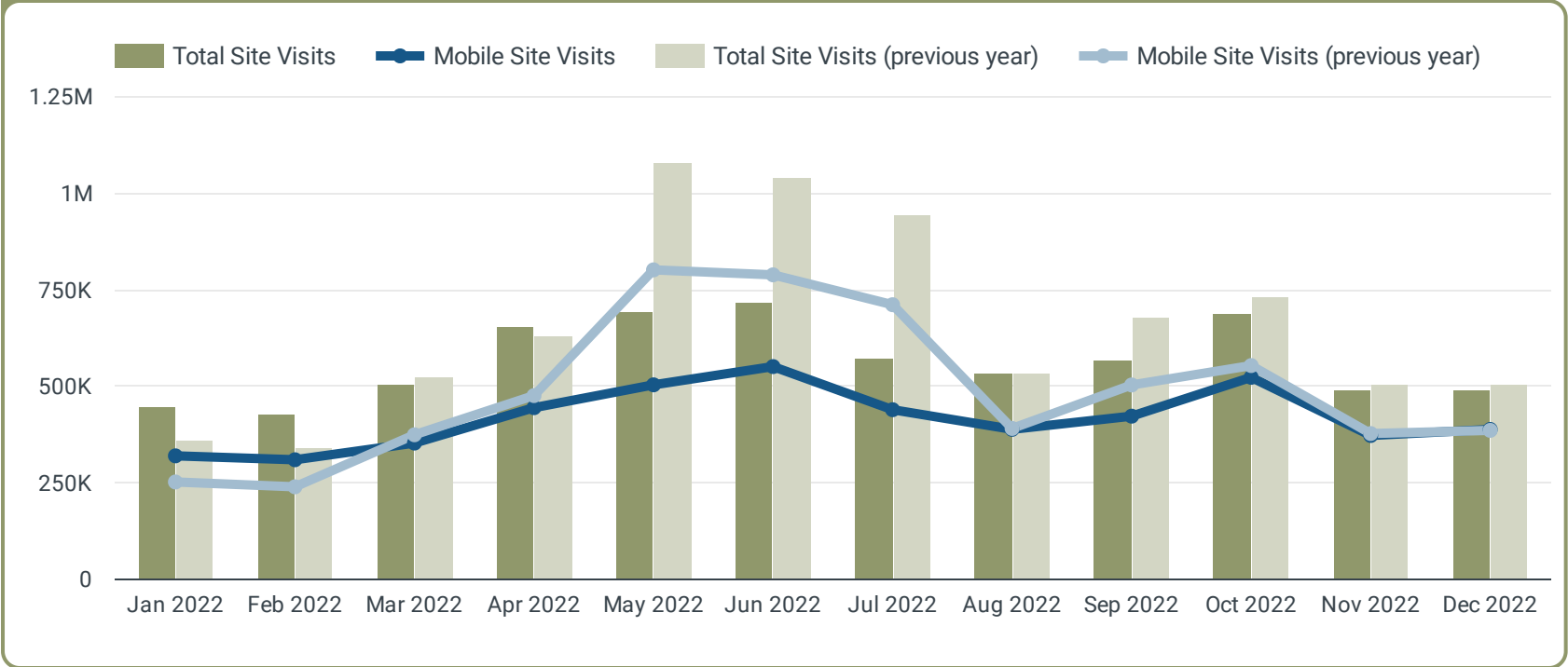
## Marketing Metrics Overview - December 2022

Website Visits 493,283 ↓ -2.6%	Mobile Site Visits 389,662 ↑ 1.6%	aRes - Room Nights 45 ↑ 45.2%	aRes - Room Revenue \$8,101 ↑ 77.2%	Total Facebook Fans 311,795 ↑ 2.8%
PR Publicity Value \$3,444,119 ↑ 108.1%	PR Estimated Impressions 1,709,945,619 ↑ 121.3%	Significant Placements 17 ↓ -5.6%	Media Touchpoints 60 ↑ 160.9%	Video Views 383,742 ↑ 1,296.2%

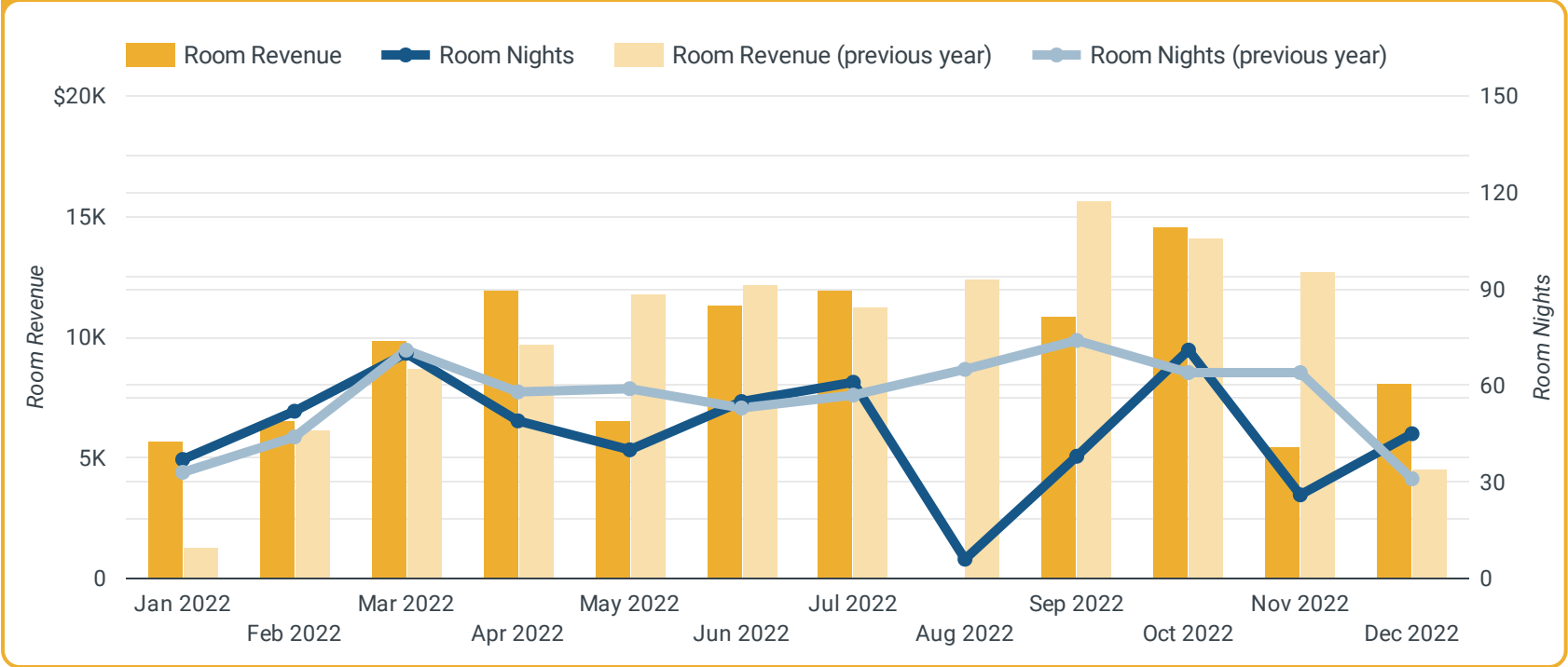
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**Video Views (All Platforms)** - Figures for total monthly video views on all platforms. Data is provided by YouTube, Vimeo, Facebook, and Instagram and does not include advertising campaign views.

**\* Source:** STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

**\*\* AIRDNA Cancellation Accuracy** - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations. During periods of unusually high cancellations, AIRDNA may overestimate room night demand for short term rentals.