

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

Wednesday, January 26, 2022 | 9:00 a.m.

Via Zoom Webinar due to NC COVID-19 State of Emergency – [Attending Public – Register Here](#)

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.	Approval of 11.17.21 Meeting Minutes	Kathleen Mosher
9:07 a.m.	Financial Reports a. November 2021 Financial Reports b. December 2021 Financial Reports	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent Don Warn
9:20 a.m.	BCTDA Finance Committee Appointments	Kathleen Mosher
9:25 a.m.	President & CEO Report a. Industry Metrics b. Monthly Reporting c. FY 2022-23 BCTDA Meeting Schedule d. Other Updates	Vic Isley
9:35 a.m.	Asheville Regional Airport Authority Update	Tina Kinsey, Director of Marketing, PR & Air Service Development, Asheville Regional Airport
9:55 a.m.	Group Sales Update	Marshall Hilliard Colleen Swanson, Executive Vice President, Meetings Database Institute (MDI)
10:20 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:25 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:30 a.m.	Miscellaneous Business	Kathleen Mosher
10:35 a.m.	Comments from the General Public	Kathleen Mosher
10:45 a.m.	Adjournment	Kathleen Mosher

Save the Date:

2022 Hospitality Outlook | Wednesday, March 9 | 11:30 a.m. to 12:45 p.m. | Virtual via Zoom Webinar

The next joint BCTDA meeting is on **Wednesday, February 23, 2022**, at 9:00 a.m. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 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

Via Zoom Webinar due to the COVID-19 Pandemic/State of Emergency

Board Meeting Minutes

Wednesday, November 17, 2021

Present (Voting): Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Matthew Lehman, HP Patel

Absent (Voting): Leah Ashburn, Michael Lusick, Scott Patel

Present (Ex-Officio): Asheville City Councilmember Sandra Kilgore
Buncombe County Commissioner Robert Pressley

Absent (Ex-Officio): None

CVB Staff: Vic Isley, Marla Tambellini, Marshall Hilliard, Pat Kappes, Jonna Sampson, Julia Simpson

BC Finance: Don Warn, Buncombe County/BCTDA Fiscal Agent

Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney

Online Attendees: Chris Kessler, Gaby Miller, CliftonLarsonAllen LLC
Carli Adams, Glenn Cox, Hannah Dosa, Jennifer Kass-Green, Sarah Kilgore, Sarah Lowery, Holly Oakley, Kathi Petersen, Michael Poandl, Tinal Porter, Sha'Linda Pruitt, Charlie Reed, Crystal Sheriff, Whitney Smith, Dodie Stephens; Explore Asheville Staff
Jane Anderson, Asheville Independent Restaurant Association
Sharon Tabor, Black Mountain-Swannanoa Chamber of Commerce
Demp Bradford, Madison Davis; Asheville Buncombe Regional Sports Commission
Meghan Rogers, Asheville Downtown Association
Dawn Chavez, Asheville GreenWorks
Leah Rainis, Asheville Brewers Alliance
Chip Craig, Greybeard Rentals
Jim Muth, John Ellis; Past BCTDA Board Members
Robert Michel, Asheville Homestay Network
Ruth Summers, Grove Arcade Public Market Foundation
Lacy Cross, Movement Bank
Diane Rogers, Pinecrest B&B
Jason Sandford, Ashvegas
John Boyle, Asheville Citizen-Times

Executive Summary of Meeting Minutes

- Chairwoman Mosher called the virtual joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m.
- Minutes from the October 27, 2021, BCTDA meeting were approved with a 6-0 vote.
- The October 2021 financial statements were reviewed and approved with a 6-0 vote.
- The final June 2021 financial statements were reviewed and approved with a 6-0 vote.
- Chris Kessler, with CliftonLarsonAllen LLP, presented the BCTDA's FY 2020-21 audit. With a 6-0 vote, the audit was accepted and placed on file.
- Ms. Isley shared her President & CEO's report.
- Ms. Kappes shared a Tourism Product Development Fund (TPDF) update. With a 5-1 vote, the board approved moving forward with a TPDF grant funding cycle in 2022 and to issue a call for candidates to fill vacant seats on the TPDF committee.
- Ms. Tambellini provided a marketing update.
- Updates from Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Robert Pressley were heard.
- With a 6-0 vote, the board approved the cancellation of the BCTDA meeting scheduled on December 15, 2021.
- There were no emailed public comments, nor requests to speak, received for this meeting.
- With a 6-0 vote, the BCTDA meeting adjourned at 10:31 a.m.

Call of the Joint BCTDA Meeting to Order

Chairwoman Mosher called the virtual 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. She said the agenda and meeting documents are provided on AshevilleCVB.com and the recording and additional materials will be posted after the meeting.

Board Member Roll Call: Board members responded as Chairwoman Mosher called roll verifying eight of eleven BCTDA members were virtually in attendance, with Leah Ashburn, Michael Lusick, and Scott Patel being absent.

Approval of Meeting Minutes

Vice Chairwoman Durden made a motion to approve the October 27, 2021, regular meeting minutes as presented. Mr. Celwyn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 6-0.

Financial Reports

October 2021 Financial Reports

Mr. Warn reviewed the October 2021 financial reports. There were no questions.

Vice Chairwoman Durden made a motion to approve the October 2021 financial reports as presented. Mr. Lehman seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 6-0.

Final June 2021 Financial Reports

Mr. Warn reviewed the final June 2021 financial statements and answered all related questions. These revised financial statements are being presented in conjunction with the FY 2020-21

audit and include revenue received and expenditures paid in July that were accrued back to the prior fiscal year.

Mr. Celwyn made a motion to approve the final June 2021 financial statements as presented. Vice Chairwoman Durden seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 6-0.

FY 2020-21 Audit Presentation

Chris Kessler, CPA/Principal, State and Local Government for the accounting firm of CliftonLarsonAllen LLP (CLA), introduced himself and shared a PowerPoint presentation in which he provided an overview of the BCTDA's FY 2020-21 audit and process. He noted his colleague, Gaby Miller, who executed many of the audit functions, was also in attendance at today's meeting.

Mr. Kessler said the final June 2021 financial statements that were just presented by Mr. Warn have been audited and are in alignment with the financial statements issued by CLA, in accordance with Government Auditing Standards.

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

Mr. Kessler reported:

- The audit had an unmodified opinion on the financial statements.
- The scope and timing of the audit proceeded as planned.
- There were no difficulties encountered in performing the audit.
- There were no disagreements with management.
- Significant accounting policies are in accordance with generally accepted accounting principles and consistent with industry practices and standards.
- There were no uncorrected misstatements.
- There was one corrected misstatement to accounts payable and expenditures in the amount of \$395,414 that was noted in the audit.

Mr. Kessler explained the misstatement found was for one invoice that was received and paid after FY 2020-21 ended that should have been accrued back to the prior year, which is a common mistake. He said the audit adjustment is a reportable finding for which management has provided a corrective action plan, which CLA views as sufficient and is provided in the financial statements.

Mr. Kessler said the NC Local Government Commission requires that any audit findings need to be responded to by the board within 60 days from the audit presentation, and Mr. Warn will work with Ms. Isley and the BCTDA on this process.

Next, Mr. Kessler reviewed highlights of the BCTDA's financial position as of June 30, 2021. He offered his gratitude to Explore Asheville and Buncombe County Finance staff for their assistance in getting the audit done quickly and efficiently. Mr. Kessler invited questions, of which there were none.

Mr. Lehman made a motion to accept the BCTDA's FY 2020-21 audit as presented and place it on file. Mr. Crosby seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 6-0.

Ms. Isley thanked everyone who worked on the audit and noted that while the team always strives for a clean report, the audit did what it was designed to do and uncovered an area of weakness. She said the correction plan has been developed and will be implemented.

President & CEO Report

Ms. Isley said that due to this month's meeting happening earlier than normal, she does not have updated lodging metrics to share with the board.

Noting that today marks her 17th anniversary with the Explore Asheville organization, Ms. Isley recognized Jonna Sampson for her dedication in serving the BCTDA throughout the years. Ms. Isley then reported on the success of the inaugural Asheville Championship basketball tournament and shared that a press conference was held yesterday announcing the Billie Jean King Cup will be returning to Asheville in April 2022 for the third time.

Ms. Isley said the BCTDA's FY 2020-21 Annual Report has been published and is on the AshevilleCVB.com website. She invited everyone to attend Explore Asheville's annual holiday party on December 8 at the Center for Craft. Ms. Isley provided a legislative update on the status of the state budget, which includes significant funding for hospitality businesses and workforce development. She added it is unclear if the Buncombe County occupancy tax bill will be considered in the current session.

Next, Ms. Isley shared a list of the 39 Tourism Product Development Fund (TPDF) projects funded from \$44 million in BCTDA grants. She also provided an overview of the TPDF's Tourism Management and Investment Plan's (TMIP) timeline, noting that the guiding principles identified through the TMIP process align with Explore Asheville's strategic pillars that direct our collective efforts. Ms. Isley said Ms. Kappes will provide a TPDF update to include plans for a 2022 funding cycle later in the meeting.

Following Ms. Isley's report, a discussion took place related to Mr. Celwyn expressing his disappointment that, from his perspective, the community input and deliverables from the TMIP process have not directed TPDF spending, which has been on hold for three years. Ms. Isley responded by briefly outlining the public TMIP process that was followed, which was interrupted by the Covid pandemic. She added the influx of significant ARPA funds to the city and county has impacted the priorities previously identified through the TMIP process, and time is needed for those government leaders to work through the process to disburse those ARPA funds and reevaluate future TPDF needs. It was also noted that hoteliers continue to advocate for a legislative change that will increase TPDF funding.

Chairwoman Mosher thanked Mr. Celwyn for sharing his thoughts.

Other Updates

Ms. Isley concluded her report by noting the CVB Staff Recap, Destination Dashboard, and Quick List are posted on AshevilleCVB.com.

Tourism Product Development Fund (TPDF) Update

Continuing the TPDF conversation and based on where the legislation stands today, Ms. Isley said Ms. Kappes will now provide an update on the Tourism Product Development Fund. She added that when the legislation changes from the current 75/25 occupancy tax split to the proposed 67/33 percent scenario that is being advocated for by local lodging owners, staff will come back to the board with an updated plan.

Ms. Kappes began by noting that at the end of her presentation, she will be requesting approval to proceed with hosting a TPDF grant funding cycle in 2022, and to issue a call for prospective candidates to fill vacant seats on the TPDF committee. She shared a PowerPoint presentation in which she provided an overview of the current enabling legislation, funding pathways, current funding criteria, and a proposed TPDF grant cycle timeline. Next, she reviewed the status of the TPDF committee, noting there are currently five members and four vacancies. Ms. Kappes then reviewed the policies and procedures associated with appointing committee members and outlined next steps in the process.

Ms. Kappes concluded her presentation by inviting questions from the board, of which there were none.

Mr. Crosby made a motion to proceed with hosting a TPDF grant funding cycle in 2022 and issuing a call for TPDF committee candidates to fill vacant seats on the TPDF committee. Vice Chairwoman Durden seconded the motion. Discussion included Mr. Celwyn stating he would be voting against this motion as he wants to see additional changes to the TPDF process as requested by the community in the TMIP process. A roll call vote was taken and the motion carried 5-1, with Mr. Celwyn casting the opposing vote.

Marketing Update

Ms. Tambellini shared a PowerPoint presentation highlighting Explore Asheville's marketing efforts and initiatives. She reviewed the Asheville Championship media sponsorship results, holiday marketing efforts to include the Holiday Gift Guide and paid media, media partnerships, audience shifts to better align with the strategic pillars, and a seasonal/pillar flow chart.

Next, Ms. Tambellini shared an update on content development, which included new sections added to ExploreAsheville.com featuring the River Arts District, the South Slope Mural Trail, and the James Vester Miller Trail.

On the public relations front, Ms. Tambellini said Explore Asheville's PR team recently added two new team members: Michael Poandl, PR manager, and Sha'Linda Pruitt, PR coordinator. She shared highlights of Asheville being featured on Good Morning America, Fortune, and Chuck's Big Adventure. Ms. Tambellini concluded her presentation by reviewing an upcoming winter promotion, which will focus on wellness.

Chairwoman Mosher extended her personal thanks to Ms. Kappes and Ms. Tambellini for their presentations, which clearly show how their teams are being intentional about integrating the strategic pillars into Explore Asheville's program of work. Vice Chairwoman Durden echoed Chairwoman Mosher's sentiment.

Asheville City Council Update

Councilmember Kilgore started her update by thanking the Explore Asheville team for the increased outreach to minority populations, noting it is bringing more diverse people into the community. She then reported on city-related business, including the merging of the City of Asheville's and Buncombe County's 911 systems, forward movement on an opportunity to build an affordable housing development, and the selection of a tenant for a city-owned property in the River Arts District.

Chairwoman Mosher thanked Councilmember Kilgore for the update.

Buncombe County Commission Update

Commissioner Pressley provided an update on county-related business, including thanking Councilmember Kilgore for sharing about the merger of the 911 systems, the success of the Asheville Championship basketball tournament, and the distribution of the first half of the \$52 million in American Rescue Plan Act awards.

Chairwoman Mosher thanked Commissioner Pressley for his report.

Consideration to Cancel December Board Meeting

Chairwoman Mosher said considering the upcoming busy holiday season and acknowledging everyone's full schedules, she would like the board to consider taking action to cancel the December BCTDA meeting. She invited questions or comments. In response to Mr. Celwyn's question asking about the timing of signing the audit response document previously referenced within the 60-day window, Ms. Isley thanked him and said signatures can be obtained electronically outside of a board meeting to meet this requirement.

Vice Chairwoman Durden made a motion to cancel the BCTDA meeting scheduled on Wednesday, December 15, 2021. Mr. HP Patel and Mr. Lehman simultaneously seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 6-0.

Miscellaneous Business

There was no miscellaneous business discussed at this meeting.

Comments from the General Public

Live Public Comments

Chairwoman Mosher said members of the public were invited to sign-up to verbally share live comments during today's virtual BCTDA meeting. She reported that as of yesterday's 12:00 p.m. registration deadline, no requests to speak had been received.

Written Public Comments

Chairwoman Mosher said members of the public were invited to submit comments via email to Reply@ExploreAsheville.com through 4:00 p.m. on Tuesday, November 16, 2021. She reported there were no written public comments received by the deadline.

Adjournment

Chairwoman Mosher said she hopes to see everyone at the holiday gathering on December 8 at the Center for Craft.

Mr. Celwyn moved to adjourn the meeting and Vice Chairwoman Durden seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 6-0 and the meeting ended at 10:31 a.m.

The PowerPoint presentation and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on AshevilleCVB.com.

The next joint BCTDA meeting will be held virtually on Wednesday, January 26, 2022, beginning at 9:00 a.m.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

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, 2021

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%)	Prior Year	
					Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 20,369,690	\$ 3,095,441	\$ 10,513,092	\$ 9,856,598	51.6%	\$ 6,894,292	52.5%
Investment income	-	228	536	(536)	-	66	708.1%
Other income	-	4,377	24,401	(24,401)	-	-	-
Earned revenue	150,000	16,471	46,469	103,531	31.0%	120,634	-61.5%
Total revenues	<u>20,519,690</u>	<u>3,116,517</u>	<u>10,584,498</u>	<u>9,935,192</u>	<u>51.6%</u>	<u>7,014,993</u>	<u>50.9%</u>
Expenditures:							
Salaries and Benefits	2,889,976	180,704	904,401	1,985,575	31.3%	768,874	17.6%
Sales	1,236,063	21,872	190,749	1,045,314	15.4%	202,534	-5.8%
Marketing	15,321,893	907,804	3,344,633	11,977,260	21.8%	1,357,718	146.3%
Community Engagement	123,178	3,120	21,458	101,720	17.4%	20,292	5.7%
Administration & Facilities	798,580	65,077	287,036	511,544	35.9%	251,890	14.0%
Events/Festivals/Sponsorships	200,564	(1,833)	11,167	189,397	5.6%	4,451	150.9%
Total expenditures	<u>20,570,254</u>	<u>1,176,743</u>	<u>4,759,444</u>	<u>15,810,810</u>	<u>23.1%</u>	<u>2,605,759</u>	<u>82.7%</u>
Revenues over (under) expenditures	<u>(50,564)</u>	<u>1,939,774</u>	<u>5,825,054</u>			<u>\$ 4,409,234</u>	<u>32.1%</u>
Other Financing Sources:							
Carried over earned income	<u>50,564</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>50,564</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ -</u>	<u>\$ 1,939,774</u>	<u>5,825,054</u>				
Fund balance, beginning of year			<u>19,776,549</u>				
Fund balance, end of month			<u>\$ 25,601,603</u>				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,789,897 for FY22.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

November 30, 2021

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
September	2,282,494	1,598,161	43%	7,417,651	4,565,021	62%	760,831	\$ 532,720	43%	2,472,550	1,521,674	62%
October	3,095,441	2,329,272	33%	10,513,092	6,894,292	52%	1,031,814	\$ 776,424	33%	3,504,364	2,298,097	52%
November	-	1,557,487	-	-	8,451,779	-	-	\$ 519,162	-	-	2,817,260	-
December	-	1,517,197	-	-	9,968,976	-	-	\$ 505,732	-	-	3,322,992	-
January	-	1,095,262	-	-	11,064,238	-	-	\$ 365,087	-	-	3,688,079	-
February	-	1,044,459	-	-	12,108,697	-	-	\$ 348,153	-	-	4,036,232	-
March	-	1,559,694	-	-	13,668,391	-	-	\$ 519,898	-	-	4,556,130	-
April	-	1,898,355	-	-	15,566,746	-	-	\$ 632,785	-	-	5,188,915	-
May	-	2,119,721	-	-	17,686,467	-	-	\$ 706,574	-	-	5,895,489	-
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$10,513,092</u>	<u>\$ 20,125,048</u>		<u>\$ 10,513,092</u>	<u>\$ 20,125,048</u>		<u>\$3,504,364</u>	<u>\$6,708,349</u>		<u>\$3,504,364</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

November 30, 2021

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 26,731,320	\$ (8,371,320)	145.6%
Investment Income	-	1,232,469	(1,232,469)	0.0%
Total revenues	<u>18,360,000</u>	<u>27,963,790</u>	<u>(9,603,790)</u>	<u>152.3%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	18,141	481,859	3.6%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,920,000</u>	<u>7,636,004</u>	<u>10,283,996</u>	<u>42.6%</u>
Product development fund administration	<u>440,000</u>	<u>4,774</u>	<u>435,226</u>	<u>1.1%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,640,778</u>	<u>\$ 10,719,222</u>	<u>41.6%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 20,323,012		
Less: Liabilities/Outstanding Grants		(10,283,996)		
Less: Unspent Admin Budget (Current Year)		(435,226)		
Current Product Development Amount Available		<u>\$ 9,603,790</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

November 30, 2021

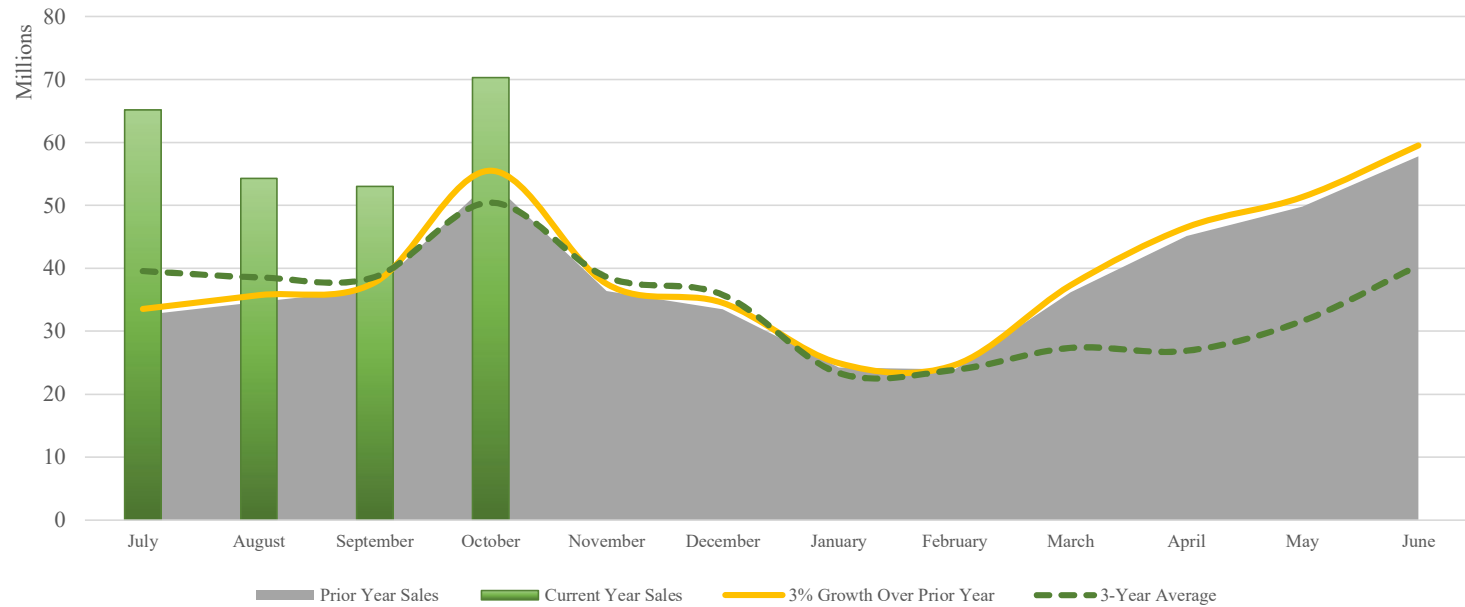
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 25,658,431	\$ 20,323,012	\$ 45,981,443
Receivables	-	-	-
Total current assets	<u>\$ 25,658,431</u>	<u>\$ 20,323,012</u>	<u>45,981,443</u>
Liabilities:			
Current liabilities:			
Accounts payable	\$ 27,028	\$ -	\$ 27,028
Future events payable	29,800	\$ 10,283,996	\$ 10,313,796
Total current liabilities	<u>56,828</u>	<u>\$ 10,283,996</u>	<u>\$ 10,340,824</u>
-			
Fund Balances:			
Restricted for product development fund	-	10,039,016	10,039,016
Committed for event support program	127,593	-	127,593
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	13,659,590	-	13,659,590
Total fund balances	<u>25,601,603</u>	<u>10,039,016</u>	<u>35,640,619</u>
Total liabilities and fund balances	<u>\$ 25,658,431</u>	<u>\$ 20,323,012</u>	<u>\$ 45,981,443</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

November 30, 2021



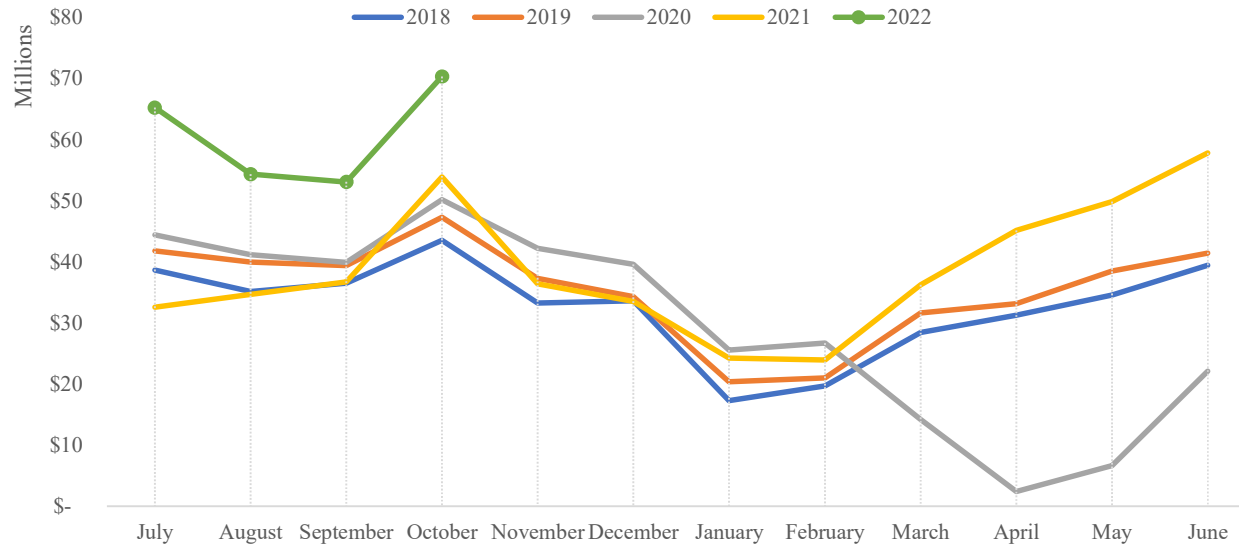
Month of lodging sales:	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 65,184,385	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	54,297,400	34,663,339	57%	78%	35,703,239	38,564,848
September	53,030,032	36,683,164	45%	66%	37,783,659	38,626,462
October	70,279,009	53,870,769	30%	54%	55,486,892	50,430,547
November	-	36,407,948	-	-	37,500,187	38,612,899
December	-	33,504,228	-	-	34,509,355	35,790,730
January	-	24,212,981	-	-	24,939,371	23,373,837
February	-	23,905,633	-	-	24,622,802	23,862,423
March	-	36,200,146	-	-	37,286,151	27,348,756
April	-	45,127,533	-	-	46,481,359	26,890,343
May	-	49,824,646	-	-	51,319,385	31,637,803
June	-	57,791,494	-	-	59,525,239	40,437,845
Total revenues	\$242,790,826	\$ 464,738,994			\$478,681,164	\$415,132,276

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

November 30, 2021



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 65,184,385
August	35,118,463	39,917,550	41,113,655	34,663,339	54,297,400
September	36,475,819	39,327,048	39,869,174	36,683,164	53,030,032
October	43,473,922	47,272,253	50,148,618	53,870,769	70,279,009
November	33,231,722	37,240,595	42,190,154	36,407,948	-
December	33,597,999	34,272,393	39,595,569	33,504,228	-
January	17,286,992	20,347,077	25,561,453	24,212,981	-
February	19,676,430	20,985,316	26,696,319	23,905,633	-
March	28,406,443	31,638,002	14,208,120	36,200,146	-
April	31,240,963	33,141,034	2,402,461	45,127,533	-
May	34,544,014	38,464,222	6,624,541	49,824,646	-
June	39,441,126	41,413,202	22,108,839	57,791,494	-
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 464,738,994	\$ 242,790,826

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

November 30, 2021

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	\$ 40,213,765	\$ 19,132,318	110.2%	110.2%	\$ 23,288,731	\$ 12,282,646	89.6%	89.6%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 65,184,385	\$ 32,547,111	100.3%	100.3%
August	33,288,678	19,815,648	68.0%	88.7%	19,594,835	13,723,974	42.8%	64.9%	1,413,887	1,123,717	25.8%	37.2%	54,297,400	34,663,339	56.6%	77.8%
September	33,322,231	22,012,507	51.4%	75.2%	18,268,658	13,374,865	36.6%	55.3%	1,439,143	1,295,793	11.1%	27.7%	53,030,032	36,683,164	44.6%	66.0%
October	46,515,797	36,464,280	27.6%	57.4%	21,666,482	15,478,848	40.0%	51.0%	2,096,730	1,927,642	8.8%	21.0%	70,279,009	53,870,769	30.5%	53.9%
November	-	24,630,899	-	-	-	10,553,316	-	-	-	1,223,733	-	-	-	36,407,948	-	-
December	-	22,871,661	-	-	-	9,595,156	-	-	-	1,037,411	-	-	-	33,504,228	-	-
January	-	12,224,275	-	-	-	11,501,937	-	-	-	486,770	-	-	-	24,212,981	-	-
February	-	11,683,923	-	-	-	11,724,546	-	-	-	497,164	-	-	-	23,905,633	-	-
March	-	17,985,847	-	-	-	17,425,713	-	-	-	788,586	-	-	-	36,200,146	-	-
April	-	25,959,680	-	-	-	17,989,856	-	-	-	1,177,997	-	-	-	45,127,533	-	-
May	-	29,663,713	-	-	-	18,720,234	-	-	-	1,440,698	-	-	-	49,824,646	-	-
June	-	35,631,307	-	-	-	20,644,236	-	-	-	1,515,951	-	-	-	57,791,494	-	-
Total	\$ 153,340,471	\$ 278,076,058			\$ 82,818,706	\$ 173,015,327			\$ 6,631,649	\$ 13,647,609			\$ 242,790,826	\$ 464,738,994		

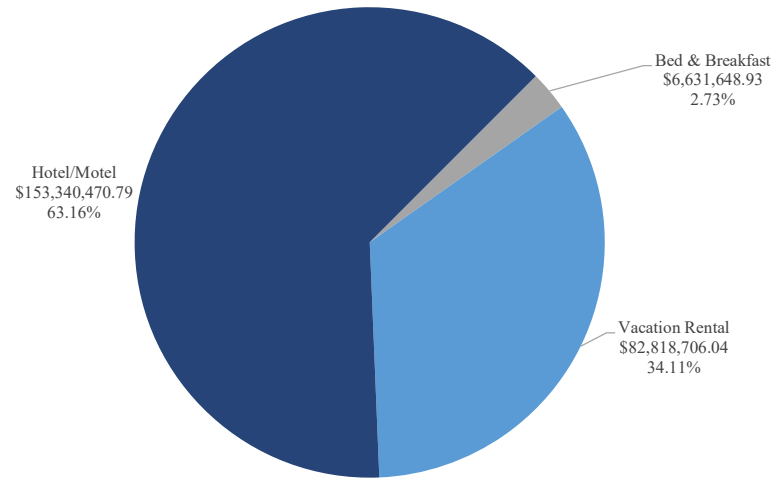
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

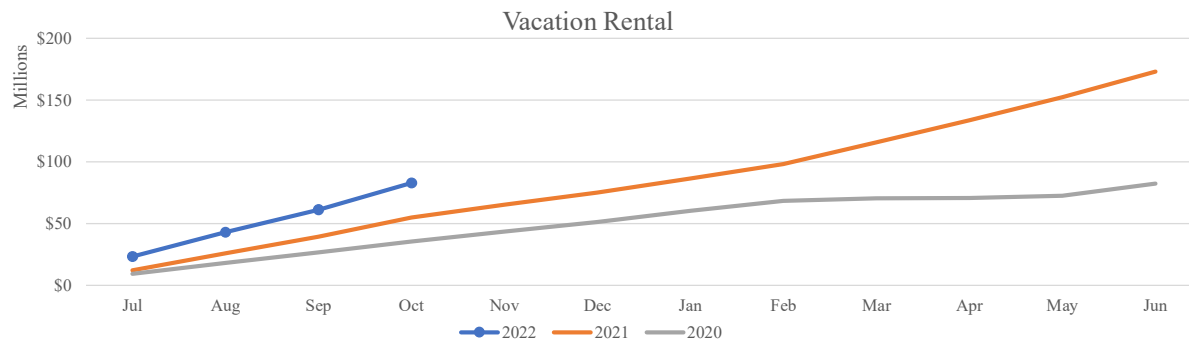
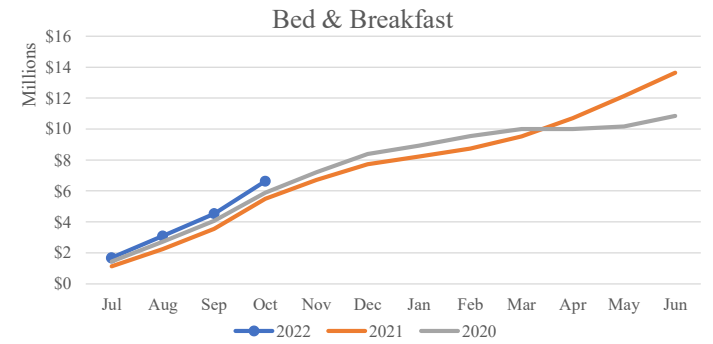
Shown by Month of Sale, Year-to-Date

November 30, 2021

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, 2021

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%)	Prior Year	
					Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 20,369,690	\$ 2,532,306	\$ 13,045,398	\$ 7,324,292	64.0%	\$ 8,451,779	54.4%
Investment income	-	49	585	(585)	-	66	782.1%
Other income	-	-	24,401	(24,401)	-	-	-
Earned revenue	150,000	27,550	74,020	75,980	49.3%	132,710	-44.2%
Total revenues	<u>20,519,690</u>	<u>2,559,906</u>	<u>13,144,404</u>	<u>7,375,286</u>	<u>64.1%</u>	<u>8,584,555</u>	<u>53.1%</u>
Expenditures:							
Salaries and Benefits	2,889,976	276,454	1,180,855	1,709,121	40.9%	1,010,073	16.9%
Sales	1,236,063	41,244	231,993	1,004,070	18.8%	207,529	11.8%
Marketing	15,321,893	311,865	3,656,498	11,665,395	23.9%	1,662,097	120.0%
Community Engagement	123,178	7,669	29,127	94,051	23.6%	20,719	40.6%
Administration & Facilities	798,580	46,065	333,101	465,479	41.7%	286,695	16.2%
Events/Festivals/Sponsorships	200,564	122,500	133,667	66,897	66.6%	14,293	835.2%
Total expenditures	<u>20,570,254</u>	<u>805,797</u>	<u>5,565,240</u>	<u>15,005,014</u>	<u>27.1%</u>	<u>3,201,406</u>	<u>73.8%</u>
Revenues over (under) expenditures	<u>(50,564)</u>	<u>1,754,109</u>	<u>7,579,164</u>			<u>\$ 5,383,149</u>	<u>40.8%</u>
Other Financing Sources:							
Carried over earned income	<u>50,564</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>50,564</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ -</u>	<u>\$ 1,754,109</u>	<u>7,579,164</u>				
Fund balance, beginning of year			<u>19,776,549</u>				
Fund balance, end of month			<u>\$ 27,355,713</u>				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,789,897 for FY22.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

December 31, 2021

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
September	2,282,494	1,598,161	43%	7,417,651	4,565,021	62%	760,831	\$ 532,720	43%	2,472,550	1,521,674	62%
October	3,095,441	2,329,272	33%	10,513,092	6,894,292	52%	1,031,814	\$ 776,424	33%	3,504,364	2,298,097	52%
November	2,532,306	1,557,487	63%	13,045,398	8,451,779	54%	844,102	\$ 519,162	63%	4,348,466	2,817,260	54%
December	-	1,517,197	-	-	9,968,976	-	-	\$ 505,732	-	-	3,322,992	-
January	-	1,095,262	-	-	11,064,238	-	-	\$ 365,087	-	-	3,688,079	-
February	-	1,044,459	-	-	12,108,697	-	-	\$ 348,153	-	-	4,036,232	-
March	-	1,559,694	-	-	13,668,391	-	-	\$ 519,898	-	-	4,556,130	-
April	-	1,898,355	-	-	15,566,746	-	-	\$ 632,785	-	-	5,188,915	-
May	-	2,119,721	-	-	17,686,467	-	-	\$ 706,574	-	-	5,895,489	-
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$13,045,398</u>	<u>\$ 20,125,048</u>		<u>\$ 13,045,398</u>	<u>\$ 20,125,048</u>		<u>\$4,348,466</u>	<u>\$6,708,349</u>		<u>\$4,348,466</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
Monthly Product Development Fund Summary

December 31, 2021

	<u>Budget</u>	<u>Life to Date Actuals</u>	<u>Remaining Budget</u>	<u>(%) Budget Used</u>
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 27,575,422	\$ (9,215,422)	150.2%
Investment Income	-	1,232,757	(1,232,757)	0.0%
Total revenues	<u>18,360,000</u>	<u>28,808,179</u>	<u>(10,448,179)</u>	<u>156.9%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	18,391	481,609	3.7%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,920,000</u>	<u>7,636,254</u>	<u>10,283,746</u>	<u>42.6%</u>
Product development fund administration	<u>440,000</u>	<u>6,980</u>	<u>433,020</u>	<u>1.6%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,643,234</u>	<u>\$ 10,716,766</u>	<u>41.6%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 21,164,945		
Less: Liabilities/Outstanding Grants		(10,283,746)		
Less: Unspent Admin Budget (Current Year)		(433,020)		
Current Product Development Amount Available		<u>\$ 10,448,179</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

December 31, 2021

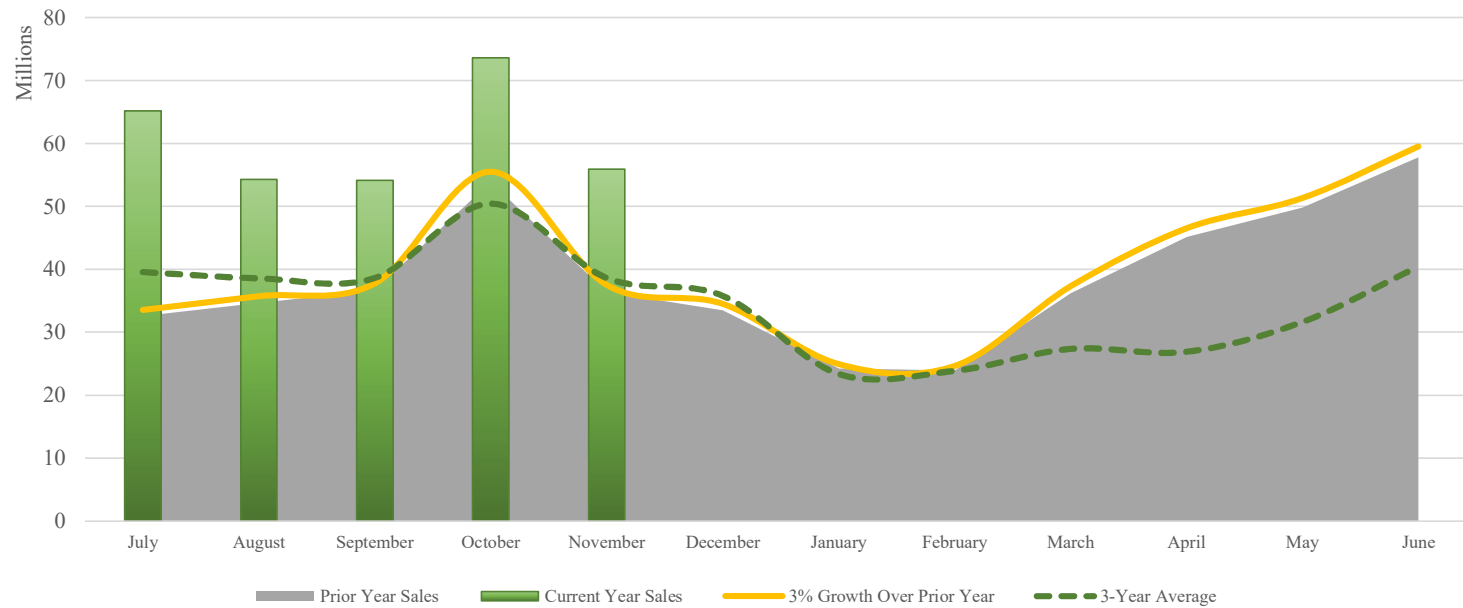
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 27,521,408	\$ 21,164,945	\$ 48,686,353
Receivables	-	-	-
Total current assets	<u>\$ 27,521,408</u>	<u>\$ 21,164,945</u>	<u>48,686,353</u>
Liabilities:			
Current liabilities:			
Accounts payable	\$ 26,646	\$ -	\$ 26,646
Future events payable	139,050	\$ 10,283,746	\$ 10,422,796
Total current liabilities	<u>165,696</u>	<u>\$ 10,283,746</u>	<u>\$ 10,449,442</u>
-			
Fund Balances:			
-			
Restricted for product development fund	-	10,881,199	10,881,199
Committed for event support program	32,644	-	32,644
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	15,508,649	-	15,508,649
Total fund balances	<u>27,355,713</u>	<u>10,881,199</u>	<u>38,236,911</u>
Total liabilities and fund balances	<u>\$ 27,521,408</u>	<u>\$ 21,164,945</u>	<u>\$ 48,686,353</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

December 31, 2021



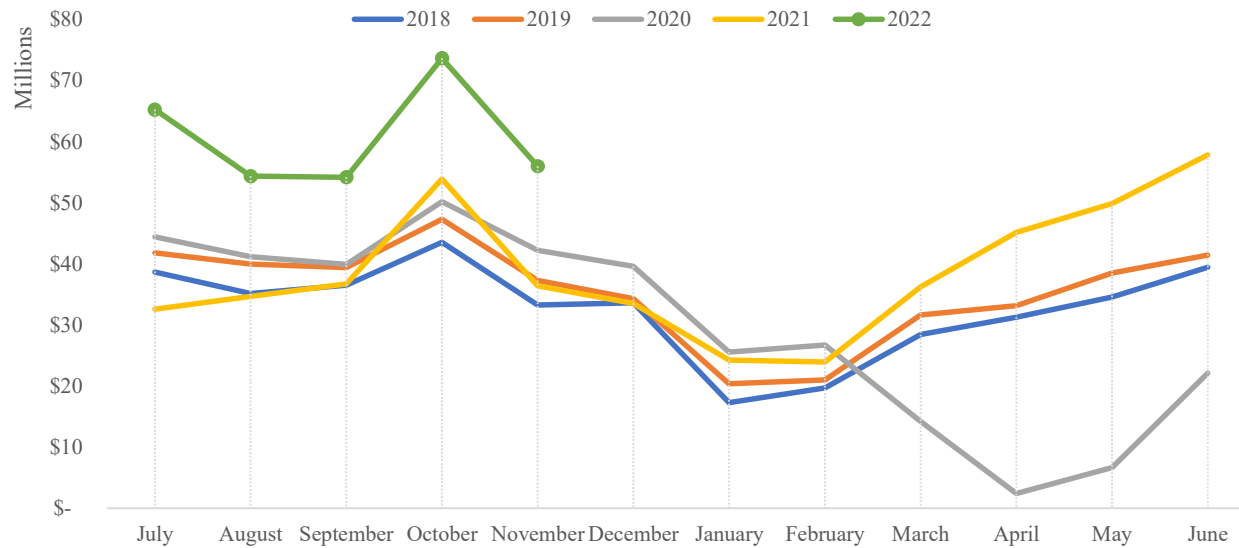
Month of lodging sales:	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 65,188,038	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	78%	35,703,239	38,564,848
September	54,136,664	36,683,164	48%	67%	37,783,659	38,626,462
October	73,587,242	53,870,769	37%	57%	55,486,892	50,430,547
November	55,924,836	36,407,948	54%	56%	37,500,187	38,612,899
December	-	33,504,228	-	-	34,509,355	35,790,730
January	-	24,212,981	-	-	24,939,371	23,373,837
February	-	23,905,633	-	-	24,622,802	23,862,423
March	-	36,200,146	-	-	37,286,151	27,348,756
April	-	45,127,533	-	-	46,481,359	26,890,343
May	-	49,824,646	-	-	51,319,385	31,637,803
June	-	57,792,994	-	-	59,526,784	40,438,345
Total revenues	\$303,139,091	\$ 464,740,494			\$478,682,709	\$415,132,776

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

December 31, 2021



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 65,188,038
August	35,118,463	39,917,550	41,113,655	34,663,339	54,302,310
September	36,475,819	39,327,048	39,869,174	36,683,164	54,136,664
October	43,473,922	47,272,253	50,148,618	53,870,769	73,587,242
November	33,231,722	37,240,595	42,190,154	36,407,948	55,924,836
December	33,597,999	34,272,393	39,595,569	33,504,228	-
January	17,286,992	20,347,077	25,561,453	24,212,981	-
February	19,676,430	20,985,316	26,696,319	23,905,633	-
March	28,406,443	31,638,002	14,208,120	36,200,146	-
April	31,240,963	33,141,034	2,402,461	45,127,533	-
May	34,544,014	38,464,222	6,624,541	49,824,646	-
June	39,441,126	41,413,202	22,108,839	57,792,994	-
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 464,740,494	\$ 303,139,091

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

December 31, 2021

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	\$ 40,213,765	\$ 19,132,318	110.2%	110.2%	\$ 23,292,383	\$ 12,282,646	89.6%	89.6%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 65,188,038	\$ 32,547,111	100.3%	100.3%
August	33,288,678	19,815,648	68.0%	88.7%	19,599,745	13,723,974	42.8%	64.9%	1,413,887	1,123,717	25.8%	37.2%	54,302,310	34,663,339	56.7%	77.8%
September	34,410,077	22,012,507	56.3%	77.0%	18,287,445	13,374,865	36.7%	55.4%	1,439,143	1,295,793	11.1%	27.7%	54,136,664	36,683,164	47.6%	67.1%
October	49,777,745	36,464,280	36.5%	61.9%	21,712,768	15,478,848	40.3%	51.1%	2,096,730	1,927,642	8.8%	21.0%	73,587,242	53,870,769	36.6%	56.7%
November	36,931,580	24,630,899	49.9%	59.5%	17,510,125	10,553,316	65.9%	53.5%	1,483,131	1,223,733	21.2%	21.1%	55,924,836	36,407,948	53.6%	56.1%
December	-	22,871,661	-		-	9,595,156	-		-	1,037,411	-		-	33,504,228	-	
January	-	12,224,275	-		-	11,501,937	-		-	486,770	-		-	24,212,981	-	
February	-	11,683,923	-		-	11,724,546	-		-	497,164	-		-	23,905,633	-	
March	-	17,985,847	-		-	17,425,713	-		-	788,586	-		-	36,200,146	-	
April	-	25,959,680	-		-	17,989,856	-		-	1,177,997	-		-	45,127,533	-	
May	-	29,663,713	-		-	18,720,234	-		-	1,440,698	-		-	49,824,646	-	
June	-	35,631,307	-		-	20,645,736	-		-	1,515,951	-		-	57,792,994	-	
Total	\$ 194,621,845	\$ 278,076,058			\$ 100,402,466	\$ 173,016,827			\$ 8,114,780	\$ 13,647,609			\$ 303,139,091	\$ 464,740,494		

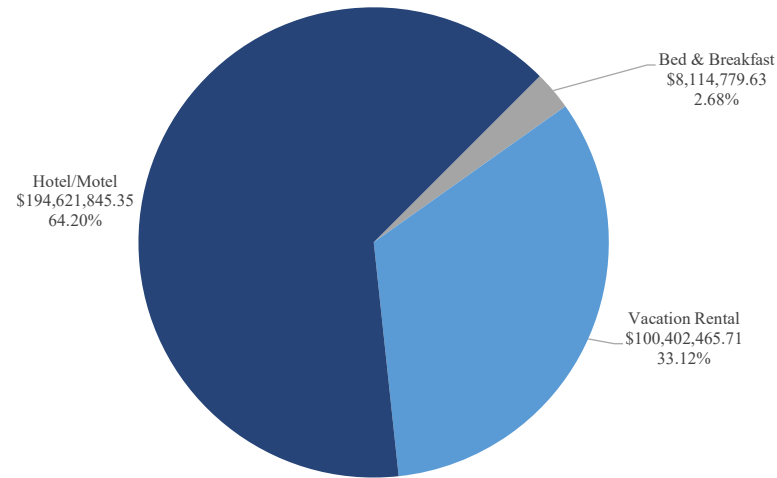
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

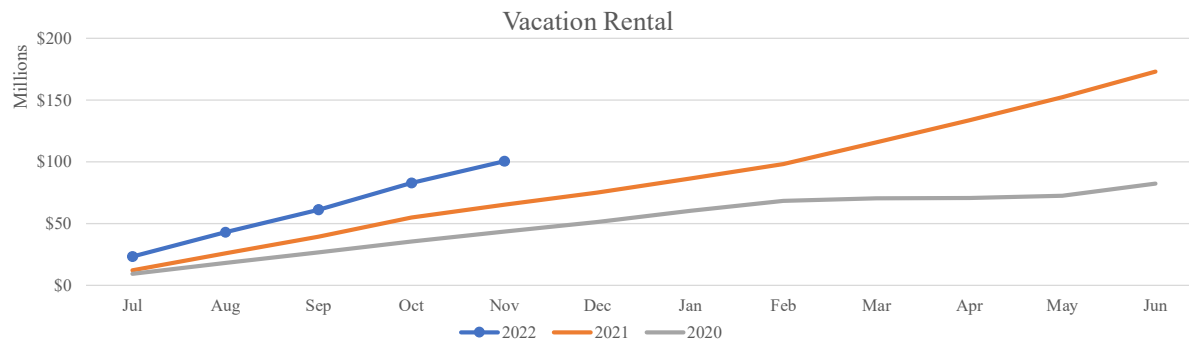
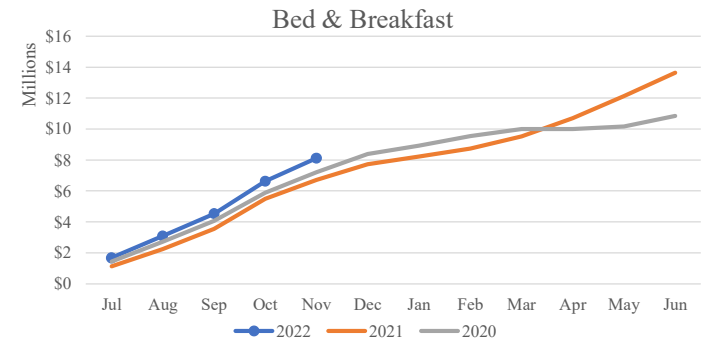
Shown by Month of Sale, Year-to-Date

December 31, 2021

Total Lodging Sales by Type, Year-to-Date



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





FY 2022-23 BCTDA Board Meeting Schedule

www.ashevillecvb.com/bctda/

Date	Time	Location
Wednesday, July 27, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, August 31, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, September 28, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, October 26, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, November 30, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, December 14, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, January 25, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, February 22, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Thursday, March 23, 2023	9:00 - 11:00 a.m. *March Board Meeting	Explore Asheville CVB, 27 College Place or Virtually
Friday, March 24, 2023	9:00 a.m. - 6:00 p.m. *Annual Planning Retreat	Location TBD
Wednesday, April 26, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, May 31, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually
Wednesday, June 28, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place or Virtually

*March Meeting and Annual Planning Retreat - times and dates subject to change and location to be determined.

For more information, please contact Jonna Sampson at 828.258.6111 or jsampson@ExploreAsheville.com.



Explore **ASHEVILLE**
Convention & Visitors Bureau

MONTHLY HIGHLIGHTS

November - December 2021

DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH

Improve quality of each visit by inspiring increased length of stay and dispersal

- [Five Days, Five Festive Ways](#): Created Blog with five distinct 5-day itineraries for foodies, for adventurers, for shopaholics, for families, and for holiday lovers
- [2021 Holiday News and Winter Wellness](#): Multi-pillar press release included “Under-the-radar Towns with Over-the-top Charm” section aimed at dispersing seasonal visitation to Black Mountain and Leicester
 - Email Distribution Results: Sent pitch to 574 contacts; 40% opened, 6% clicked; 21 responded to indicate interest, which is 3.6%
 - Resulting Media: StyleBlueprint.com [“3 Carolina Towns That Transform Into Magical Holiday Wonderlands”](#)
- [What’s New: 22 Transformational Stories, Culture Adventures & Self-Care Escapes for Blue Ridge Travelers in 2022](#): Multi-pillar press release cataloged news items for the year ahead. Sent targeted pitches to culinary, outdoor and wellness media. Developed robust list of diverse media voices to increase depth and inclusivity of outreach.
 - Email Distribution Results: Pitch was sent to 452 contacts; 57% opened
 - [22 New Experiences in 2022](#): Published supplemental consumer blog post highlighting this year’s top 22 experiences
- Visitor Guide: Finalized 2022 Official Asheville Visitor Guide; emphasized longer stays and dispersal throughout the area
 - Monthly Deliveries: Partner deliveries will start in late January via our distribution partner Mountain Xpress



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

- 48-Hour FAM: 10 qualified corporate, association, and third-party planners came Nov. 16-19; nine of which had never been to Asheville before
 - New Business: One lead for Feb. 2022 mid-week received so far.
- IMEX America: More than 80 appointments and additional walk-up traffic during the conference in Las Vegas, NV Nov. 8-12; team hosted an event for more than 30 clients and participating industry partners.
 - New Business: 12 leads collected for business beginning as soon as spring 2022.
- Travel South International: Held 36 appointments with international buyers and tour operators during the trade show in New Orleans, LA
- Meetings Today Live: Held 22 appointments at the trade show in Tucson, AZ; attended several networking events
- Association Executives of North Carolina (AENC): Exhibited at this trade show in Raleigh, NC with five hotel partners; collected 55 business cards
- Holiday Showcase: More than 100 attendees stopped by the booth at the trade show in Chicago, IL where we exhibited alongside Kimpton Hotel Arras
- Engage Summit: Connected with more than 300 destination wedding innovators and suppliers in Nassau
- Society of Incentive Travel Executives Southeast (SITE SE): Received award for “Experience of the Year” at the annual summit in Savannah, GA for the SITE SE meeting hosted at The Foundry Hotel last December

DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH (CONTINUED)

Drive revenue in need periods through updated group sales strategy

- Self-Directed FAM: Offering special meeting planner hotel rates for Dec. 2021-April 2022 to encourage independent visits to Asheville; seven meeting planners have made reservations at six different hotels so far

Balance quality of life for residents and experience for visitors through project investments

- Tourism Product Development Fund (TPDF) grant cycle to open in 2022:
 - Announced in the [Nov. 17 Tourism Community Update](#) and issued [open call for candidates](#) to fill four open vacancies on the TPDF Committee
 - Resulting Media: Grant cycle announcement covered by [Business North Carolina Daily Digest](#), [Mountain Xpress](#), [AVL Today](#), [Guide Global](#), [Asheville Citizen Times](#) (2)(3), [MSN](#), WLOS-TV, iHeartRadio, [Business North Carolina](#) (p. 28), [Mountain Xpress Local Matters newsletter](#)
- Sponsorships: Approved three funding requests for upcoming quarter
 - [Dr. Martin Luther King, Jr. Prayer Breakfast](#): MLK Association's 41st annual commemoration event on Jan. 15
 - [Asheville Restaurant Week](#): Asheville Chamber event on Jan. 18-24
 - [ASAP Business of Farming Conference](#): Appalachian Sustainable Agriculture Project's event on Feb. 26

Review and update Wayfinding pedestrian signage to increase dispersal out of the downtown core

- Kiosk Updates: Updated interpretive panels on kiosks to highlight surrounding attractions, culture and history

Collaborate with broader community leaders to ensure sustainable growth and alignment

- Community Meetings: Held quarterly meetings with County Manager, City Manager, UNC-Asheville Chancellor and Chamber CEO
- Thrive Asheville: Shared tourism data and context with Thrive cohort

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

- [Asheville on the Rise](#): Monocle digital feature and printed guide spotlighted the area's culture, music venues, outdoor economy, craft brewing industry, innovative food scene, start-up businesses, heritage, and hotels

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

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

- [2021 Top Adventure Towns](#): Recognized by Blue Ridge Outdoors magazine readers as one of the best hubs for outdoor recreation in the Blue Ridge
 - Top Honors: Asheville pictured on cover image and on [social](#) channels; [Facebook live](#) announcement included Pledge for the Wild call to action
- [Pledge for the Wild Fundraiser](#): Raised \$1,060 for Blue Ridge Parkway Foundation through Pledge for the Wild using a raffle and giveaway of Asheville Championship co-branded whitewater kayak from local manufacturer Liquidlogic
- [Lunch Rocks Trail Video](#): In collaboration with [Blue Ridge Hiking Co.](#), produced third (and final) trails series video focused on responsible recreation, dispersal, and accessibility

Encourage partners to embrace sustainable and responsible tourism practices

- [Leave No Trace Toolkit](#): Released information, assets, program logos, and LNT Seven Principles icons on AshevilleCVB.com for partners to download and use to spread the word about responsible recreation to their audiences
- Sustainable Tourism Panel: Spoke at Asheville Area Arts Council Creative Sector Summit [Panel on Sustainable Tourism](#)

Increase number of bookings that participate in community projects

- Service Projects Pitch: Contacted planners of Nov. 2021-Aug. 2022 events and suggested addition of a service project to the meetings' agendas
 - Email Distribution Results: Contacted 48 planners; 72% opened
- 48-Hour FAM: Demonstrated benefit of adding service project to meeting agendas by having FAM attendees help pack 600 envelopes of seeds for Asheville-based nonprofit [Seed Programs International](#)

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

- [Tourism Cares Auction](#): Created sustainable-focused travel package for fundraising event promoted on international platform including lodging at the Element, dinner at Posana, a Flying Bike Tour and a WNC Photo Tour

ENGAGE & INVITE MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- Pitched diversified storylines resulting in media coverage:
 - Fortune.com: [A haven from the Jim Crow South finds a modern purpose](#)
 - National Trust for Historic Preservation (Savingplaces.com): [A New Song for Rabbit's Motel](#)
 - Passport Magazine (LGBTQ+ author): [Traveling With Pets](#)
- Hannukah Feature: In collaboration with Asheville Jewish Community Center, published latke (potato pancake) recipe [video](#) and [blog](#); latkes are a traditional Jewish dish served during Hannukah celebrations
- Diversified Image Library: Conducted holiday photoshoot at Omni Grove Park Inn to further build out image library featuring diverse models

Develop and invest in community projects that attract and engage diverse audiences

- [African American Heritage Trail \(AAHT\)](#): Issued [call for volunteers](#) for AAHT Advisory Committee between Nov. 15-Dec. 10; with the support of Aisha Adams of Equity over Everything, 17 community members were selected to guide project development

Increase outreach in recruiting diverse meetings and events

- [LGBT Meeting Professionals Association](#): After connecting during IMEX, joined at a membership level that gives us access to networking opportunities and messaging to their database of 1,100 meeting planners

Promote minority owned businesses through group sales initiatives

- 48-Hour FAM: Showcased four minority-owned businesses through purchasing experiences or product for attendees

Increase diversity of partner network

- Black Wall Street AVL Mixer: Hosted an event at the Element Hotel on Dec. 6 to build relationships with the [Black Wall Street](#) business group members

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- Garden & Gun Partnership Launch: Sponsored [12th Annual "Made in the South" Awards](#) event on Nov. 3 in Charleston, SC; the magazine announced the next celebration in fall 2022 will take place in Asheville
 - Press Release: [Garden & Gun Collaboration Shines Spotlight On Asheville's Creative Spirit](#)
 - Resulting Media: [Mountain Xpress](#) featured the partnership news
- [Chuck's Big Adventure](#): Weeklong series aired on WTHR NBC Indy morning show on week of Nov. 15; PR team provided multi-pillar story support
 - Features Included: The Biltmore, NC Arboretum, Folk Art Center, LaZoom Tours, Ryan Ashley The Poet, Black Mountain, etc.
- [Holiday Gift Guide](#): Curated a collection of 80 local offerings from Buncombe County artists and makers; selections were categorized as handcrafted wares, artisan food & beverage, outdoors & wellness, or art & craft to appeal to a range of audiences and purchasers, including deep links to online shopping where possible to encourage more sales
 - "12 Days of Asheville" Instagram Story: Social media campaign series to spotlighted 80 local artists and makers participating in digital guide
 - Campaign Results: Generated 54,105 user sessions to ExploreAsheville.com and 36,301 external clicks to partners' websites
- [Holiday Hidden Gems Reel](#): In collaboration with Atlanta-based influencers, The Cork Bros, produced Instagram Reel that highlights under-the-radar holiday experiences in Asheville, Weaverville and Black Mountain

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

- Weaverville Arts Spotlight: Shared [Instagram Story series](#) on six Weaverville artists as part of [Weaverville Arts Safari](#) event promotion
- [Samantha Brown's Places to Love](#): Partnered with Samantha Brown and the Emmy-winning crew of PBS travel series "Places to Love" in celebrating our community's creative spirit, cultural depth and natural beauty. As the premiere episode of Season 5, the Asheville show will air Jan. 8 on North Carolina PBS stations and continues there and on stations nationwide

Actively promote creative community and resources to groups and events

- 48-Hour FAM: Schedule included creative experiences like glassblowing, an art mural and brewery tour, a comedy bus tour, candle-making, and unique wellness activities found in Asheville
- Group Sales Holiday Card: Featured an original print by local artist [Cindy Lou Chenard](#) and a New Year's message.

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Increase partner appreciation and usage of Explore Asheville's assets and resources to further amplify Asheville's distinctive creative spirit

- [“Packaging Matchmaker” Partner Salon](#): 35 tourism community partners attended the event on Nov. 10 to learn how to leverage Explore Asheville's marketing and publicity resources. Event included locally procured coffee and snacks from [Bean Werks](#) and [Chill Cereal Bar](#)
- Partner Updates: 15 new partners were added to ExploreAsheville.com including [All Souls Grotto](#), [Asheville Proper](#), [Asheville Threads](#), [Black Mountain Ale Trail](#), [Madam Clutterbucket's Neurodiverse Universe](#), [Provisions Mercantile](#), [Provisions Mercantile Biltmore Village](#), [Vinnie's Neighborhood South Asheville](#), [Beer City Brewery Tours](#), [Cielo Catering](#), [Bear's Smokehouse BBQ South Asheville](#), [Dalton Distillery](#), [Sweeten Creek](#), [On the Inside Lingerie](#), and [Sugar & Snow Gelato](#)

Create opportunities for partners to learn about and support creative spirit

- [2021 Explore Asheville Holiday Party](#): 223 members of the tourism community attended on Dec. 8; several local businesses were featured:
 - Venue: [Center For Craft](#)
 - Caterer: [Celine and Company](#)
 - Entertainers: [Ryan Ashley the Poet](#) and [DJ Molly Parti](#).
 - Activity Station Sponsors: [LEAF Global Arts Center](#), [Sew Co.](#), and [Asheville Art Museum](#)
 - Vendors: [Noir Collective AVL](#) and [WNC Farmers Market](#)
 - Charity: [WNC Toys for Tots](#) (Received 58 toys and \$150+ in donations)
 - [2021 CVB Superstars Awardees](#): Fletcher Tove (Buncombe County); Nikki Stewart (The Foundry Hotel); J Smilanic (WNC Photo Tours); Bruce Waller and J Hackett (Grind AVL & Black Wall Street); and Alexandria Ravenel (Noir Collective)

RUN A HEALTHY & EFFICIENT ORGANIZATION

Increase team performance and effectiveness

- Stella Awards: Explore Asheville staff recognized as Silver Winner in [Best CVB/DMO in the Southeast](#) category of the 2021 Northstar Meetings Group industry Stella Awards
- Explore Asheville Values: Core values and definitions of the behaviors that will demonstrate how we are living them were developed and adopted.
 - Core values include:
 - Innovate & Evolve – We seek out new ideas and are open to change.
 - Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
 - Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

Increase communication and document access for BCTDA board members

- Board Portal Demos: Conducted introductory calls with five software companies

Communicate regularly to stakeholders about TDA/CVB actions, pillars and progress, events

- E-newsletters, E-alerts: [6 sent in November](#) (total of 10,916 emails) with open rates as high as 40% and an average of 34%.
- E-newsletters, E-alerts: [8 sent in December](#) (total of 12,122 emails) with open rates as high as 43% and an average of 41%.
 - Included alerts [\(1\)\(2\)](#) on new COVID relief grants of up to \$500,000 available for hospitality and other businesses
- Local News and BCTDA Coverage:
 - Asheville Citizen Times: [Annual hotel sales hit \\$275M, vacation rentals up 110% despite pandemic: TDA annual report](#)
 - Asheville Citizen Times: [Asheville, Buncombe monthly hotel, Airbnb sales expected to top record \\$65M despite COVID](#) (This story was also picked up by [MSN Money](#) and Business North Carolina's Daily Digest.)
 - Asheville Citizen Times: [Asheville area hotel, lodging sales break another record](#)
 - WLOS-TV: [Buncombe continues to be hot spot for visitors; lodging brings in \\$65 million in a month](#)
 - Reuters: [Soaring U.S. business starts in pandemic show new normal evolving](#)
 - Asheville Citizen Times: [Leaf peepers give Blue Ridge Parkway, WNC tourism strong October](#)
 - Business North Carolina: [Travel and Tourism: Back to Work and Play](#)
 - Business North Carolina: [Asheville Tourism Rebounds](#) (p. 23)

Destination Performance Report



Lodging & Visitor Overview - November 2021

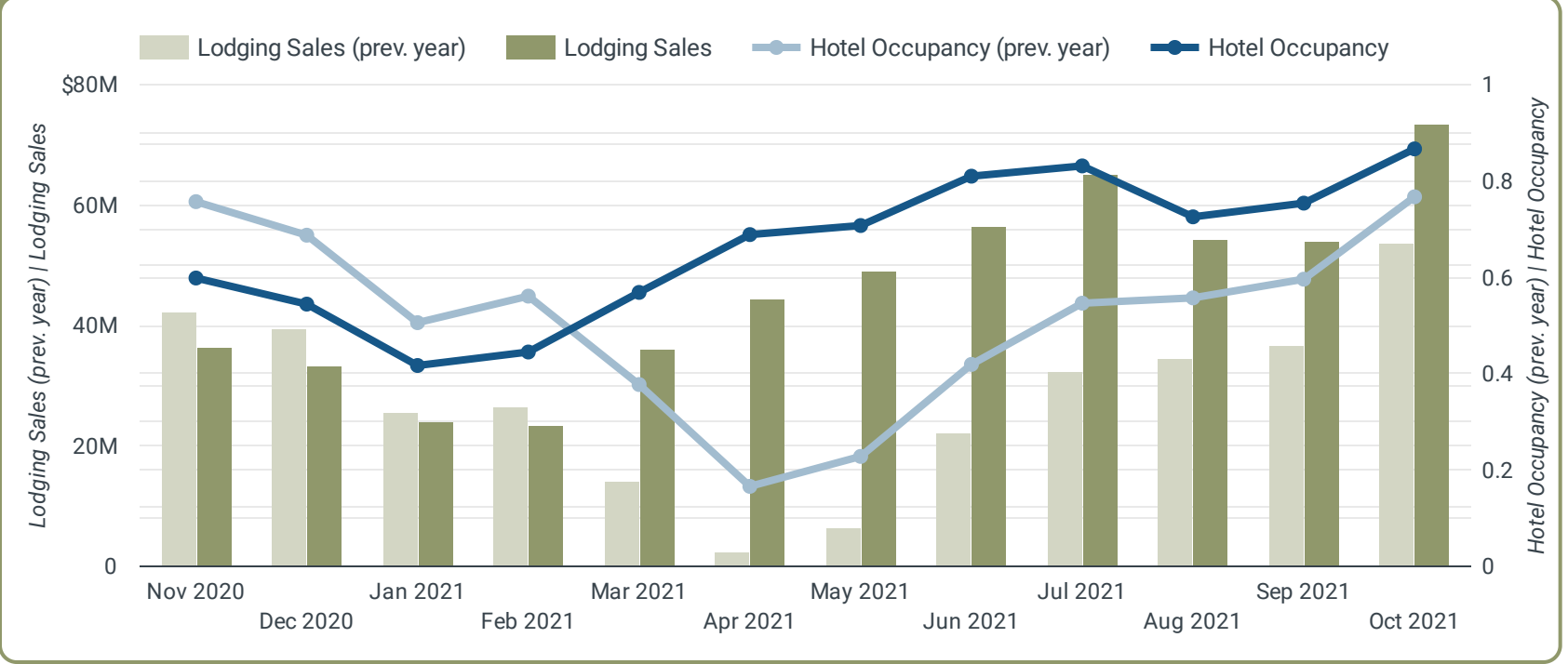
Lodging Sales \$73,587,242 (October) ↑ 36.7%	Hotel Occupancy* 86.7% (October) ↑ 13.0%	Hotel Demand* 237,217 (October) ↑ 15.0%	Hotel ADR* \$223.87 (October) ↑ 24.3%	Hotel RevPAR* \$194.01 (October) ↑ 40.4%
Airport Passengers 171,476 (October) ↑ 118.7%	Asheville Visitor Center 12,909 ↑ 54.5%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 2,011 ↑ 30.8%	Travel Guide Requests 1,150 ↑ 7.9%

Lodging & Visitor Overview - Fiscal Year 21-22

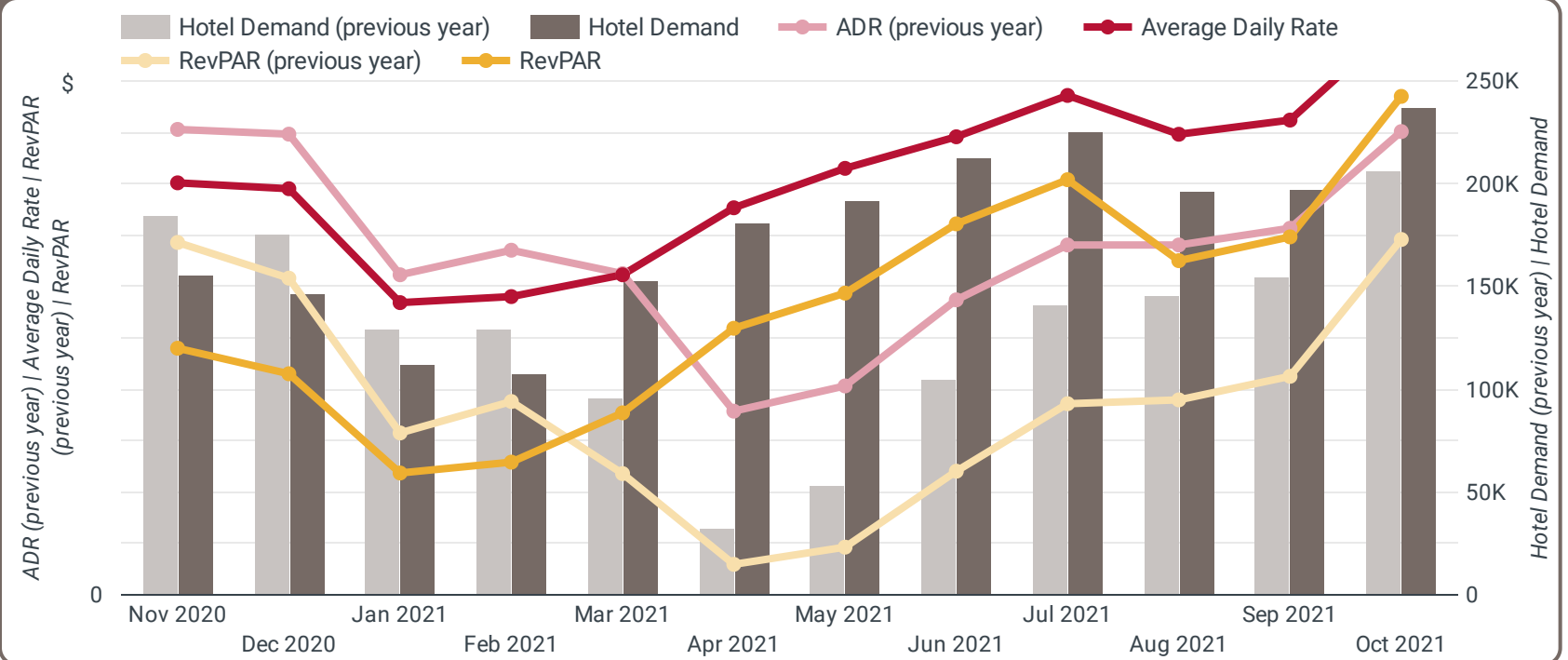
Lodging Sales \$247,214,254 ↑ 56.8%	Hotel Occupancy* 79.5% ↑ 28.6%	Hotel Demand* 857,146 ↑ 32.1%	Hotel ADR* \$196.86 ↑ 29.8%	Hotel RevPAR* \$156.47 ↑ 66.9%
Airport Passengers 627,545 ↑ 164.7%	Asheville Visitor Center 88,289 ↑ 110.2%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 20,957 ↑ 45.2%	Travel Guide Requests 10,084 ↓ -0.9%

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 2021

Occupancy	ADR	RevPAR	Demand
73.2%	\$121.22	\$88.74	185,780
↓ -8.3%	↑ 10.8%	↑ 1.6%	↑ 25.0%

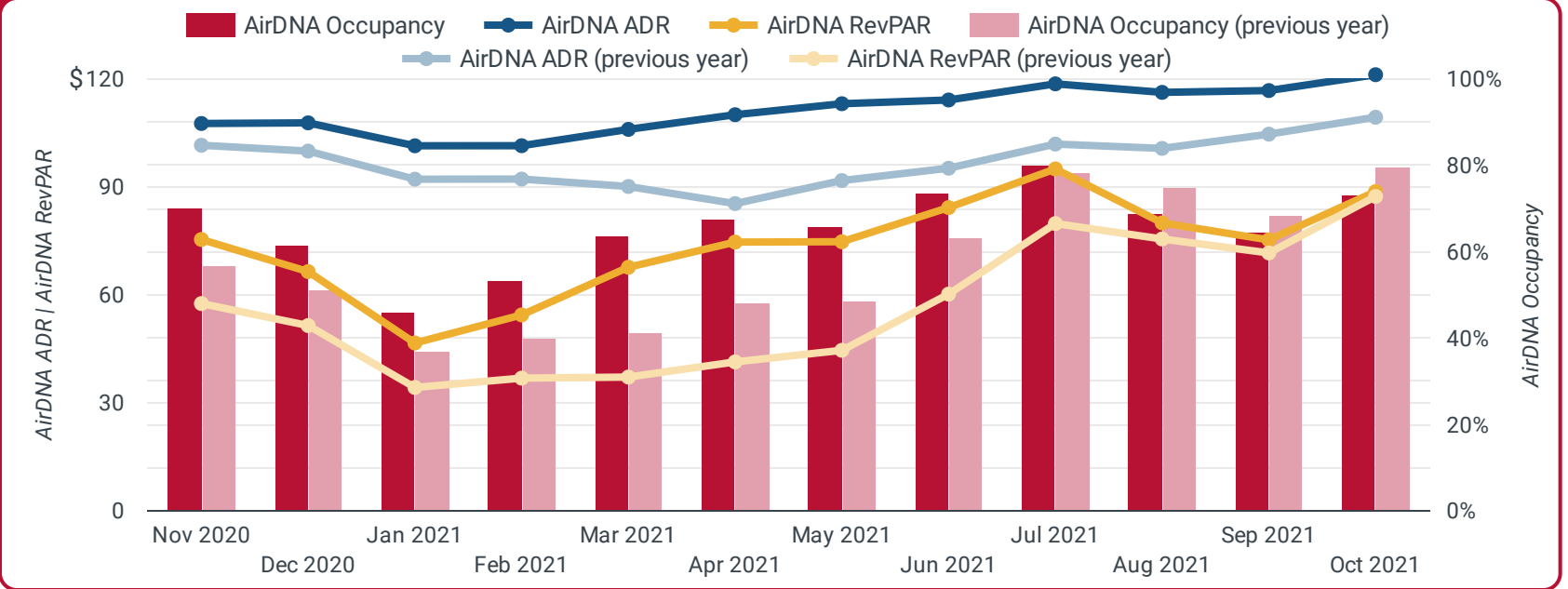
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
71.6%	\$118.42	\$84.78	663,727
↓ -5.2%	↑ 13.5%	↑ 7.6%	↑ 23.0%

AirDNA ADR, RevPAR and Occupancy

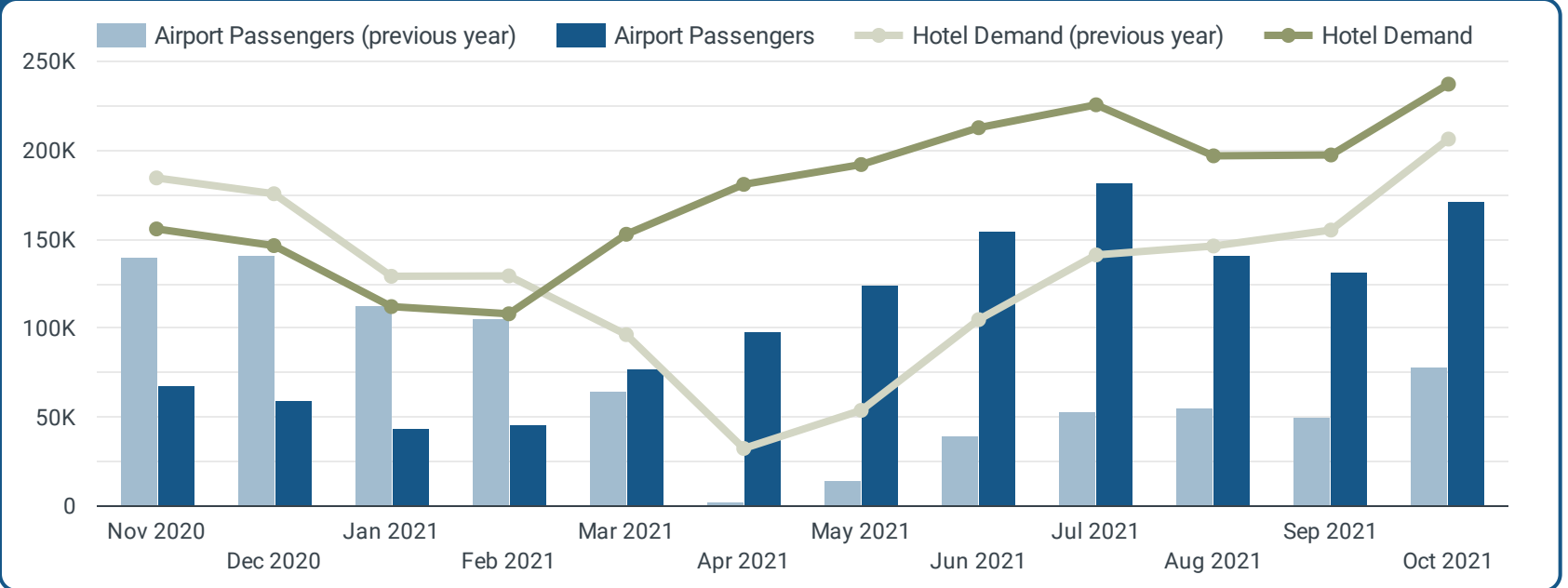
* Short Term Rental Data Source: AirDNA

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

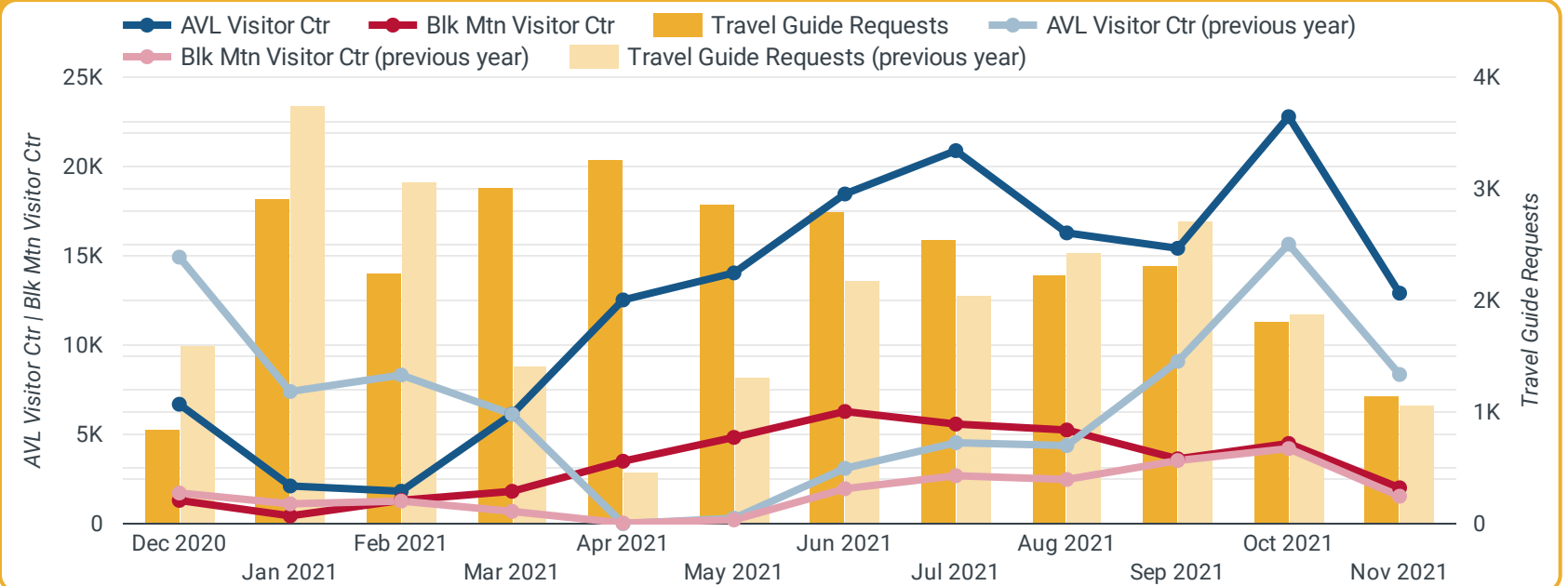


Airport Passengers vs. Hotel Demand*

* 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



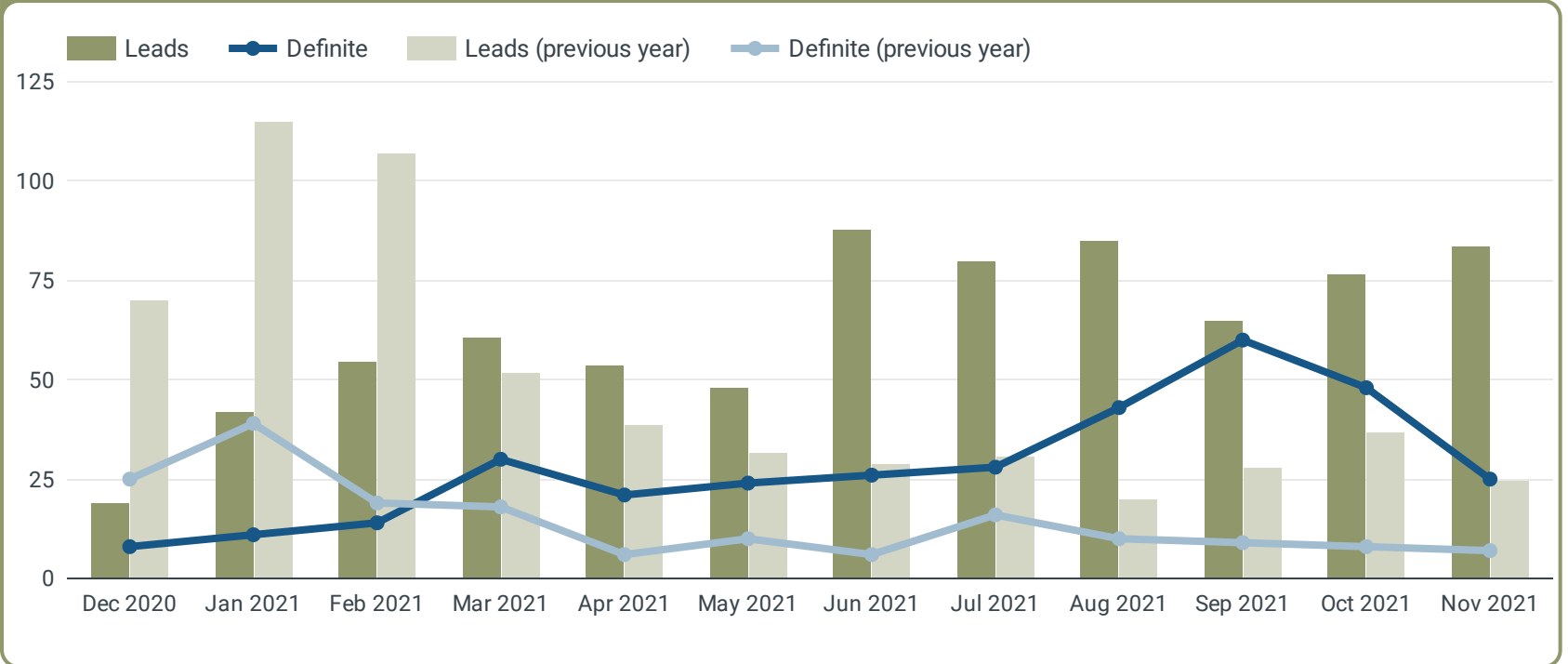
Sales Leads and Outreach - November 2021

Sales Leads Issued 84 ↑ 236.0%	Room Nights (Leads) 21,811 ↑ 285.2%	Leads Turned Definite 25 ↑ 78.6%	Room Nights (Definite) 8,016 ↑ 283.0%	Estimated Revenue \$1,422,276 ↑ 395.7%	
P2P Outreach 688 ↓ -9.1%	Indirect Outreach 22,854 ↑ 33.3%	Group Events 30 ↑ 200.0%	Room Nights Generated 2,760 ↑ 29.3%	Actualized Revenue \$877,010 ↑ 59.3%	Groups Served 31 ↑ 181.8%

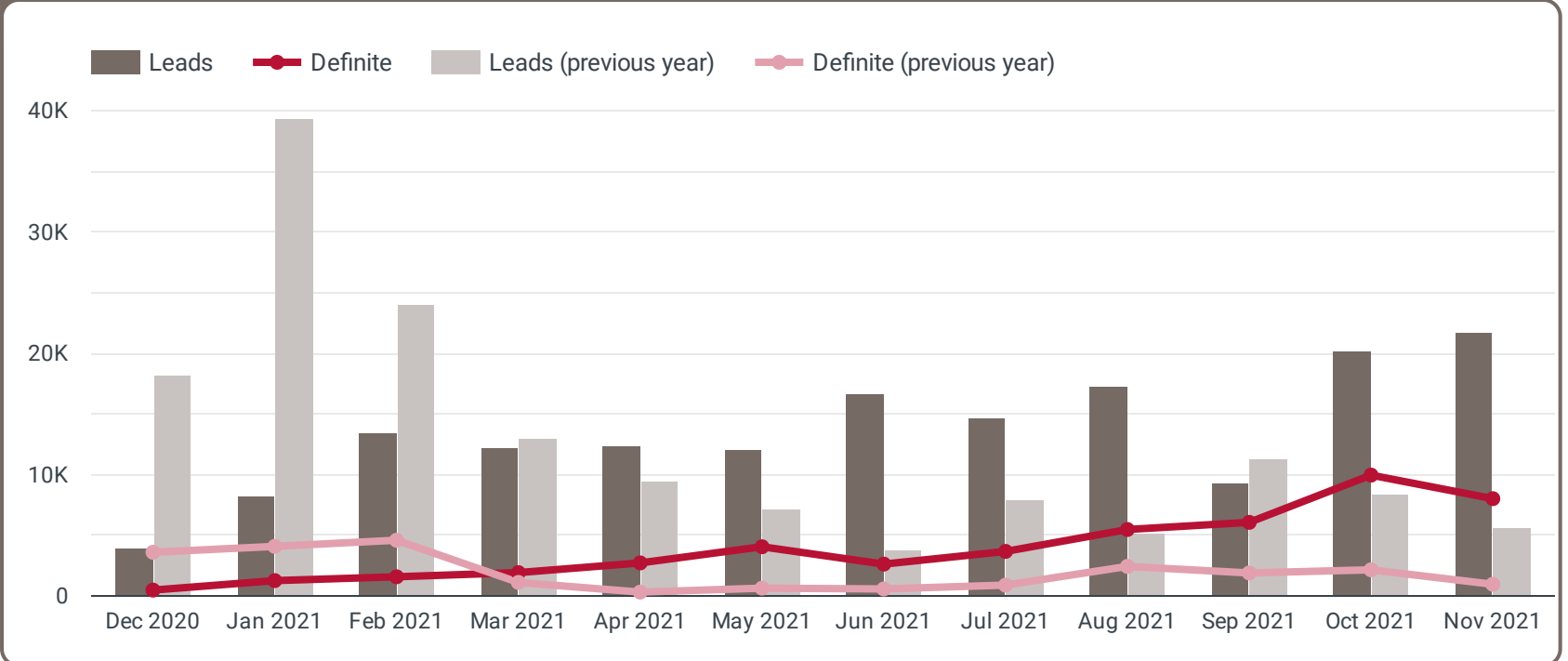
Sales Leads and Outreach - Fiscal Year 21-22

Sales Leads Issued 391 ↑ 177.3%	Room Nights (Leads) 83,326 ↑ 114.9%	Leads Turned Definite 212 ↑ 211.8%	Room Nights (Definite) 33,427 ↑ 224.5%	Estimated Total Revenue \$8,010,876 ↑ 221.9%	
P2P Outreach 3,580 ↓ -4.5%	Indirect Outreach 72,277 ↑ 57.0%	Group Events 194 ↑ 198.5%	Room Nights Generated 18,297 ↑ 339.2%	Actualized Revenue \$5,997,317 ↑ 551.2%	Groups Served 211 ↑ 117.5%

Sales Leads vs. Definite



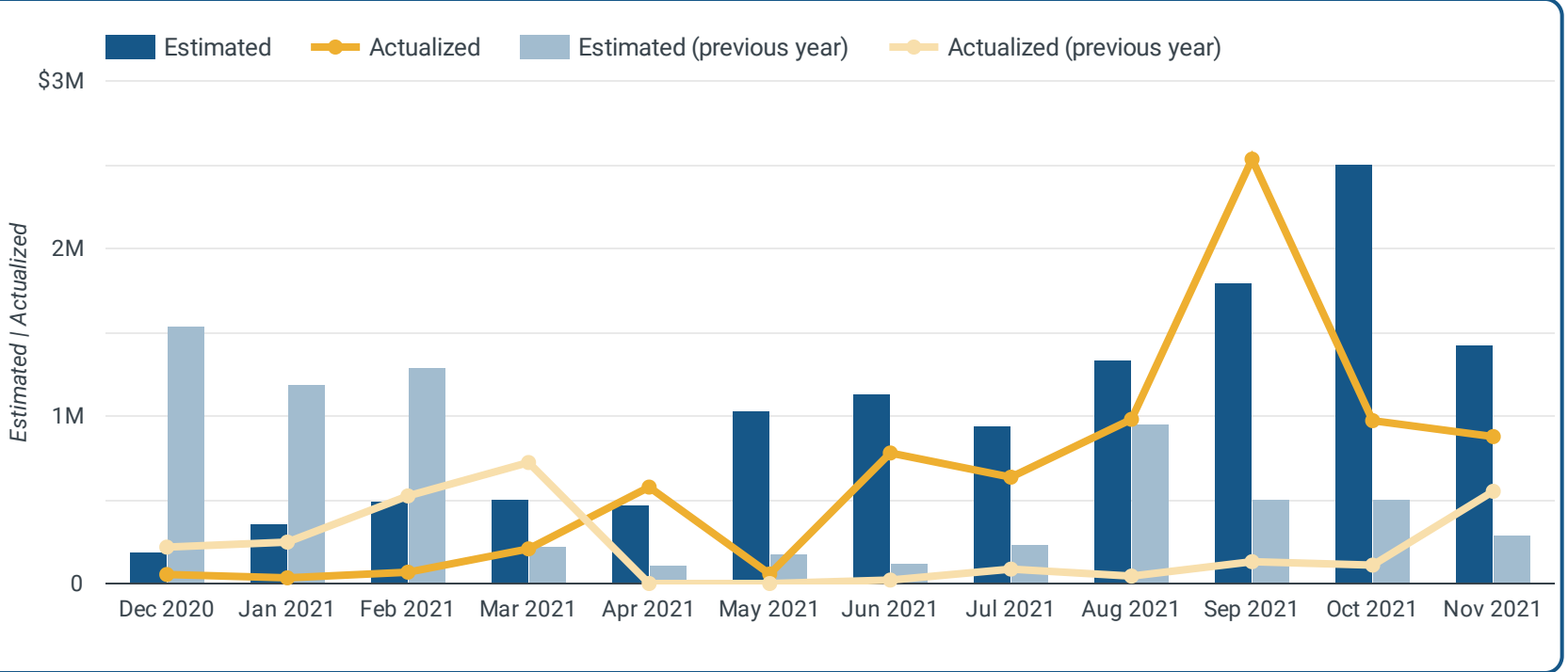
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2021 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Nov 2021	688	-9.1%	22,854	33.3%
2.	Oct 2021	859	-6.4%	36,893	382.1%
3.	Sep 2021	487	-20.9%	11,936	86.1%
4.	Aug 2021	829	28.3%	594	-96.0%
5.	Jul 2021	717	-11.5%	0	-100.0%
6.	Jun 2021	1,047	122.3%	266	-97.0%
7.	May 2021	562	-39.4%	12,663	1.6%
8.	Apr 2021	732	7.3%	0	-100.0%
9.	Mar 2021	875	11.7%	26,983	2.1%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Nov 2021	30	200.0%	2,760	29.6%
2.	Oct 2021	54	116.0%	2,700	376.2%
3.	Sep 2021	50	284.6%	6,562	1,097.4%
4.	Aug 2021	28	366.7%	3,968	1,180.0%
5.	Jul 2021	32	190.9%	2,195	341.6%
6.	Jun 2021	24	0	2,203	0
7.	May 2021	11	0	355	0
8.	Apr 2021	21	0	1,709	0
9.	Mar 2021	7	-58.8%	1,474	-61.1%

Marketing Department Performance Report



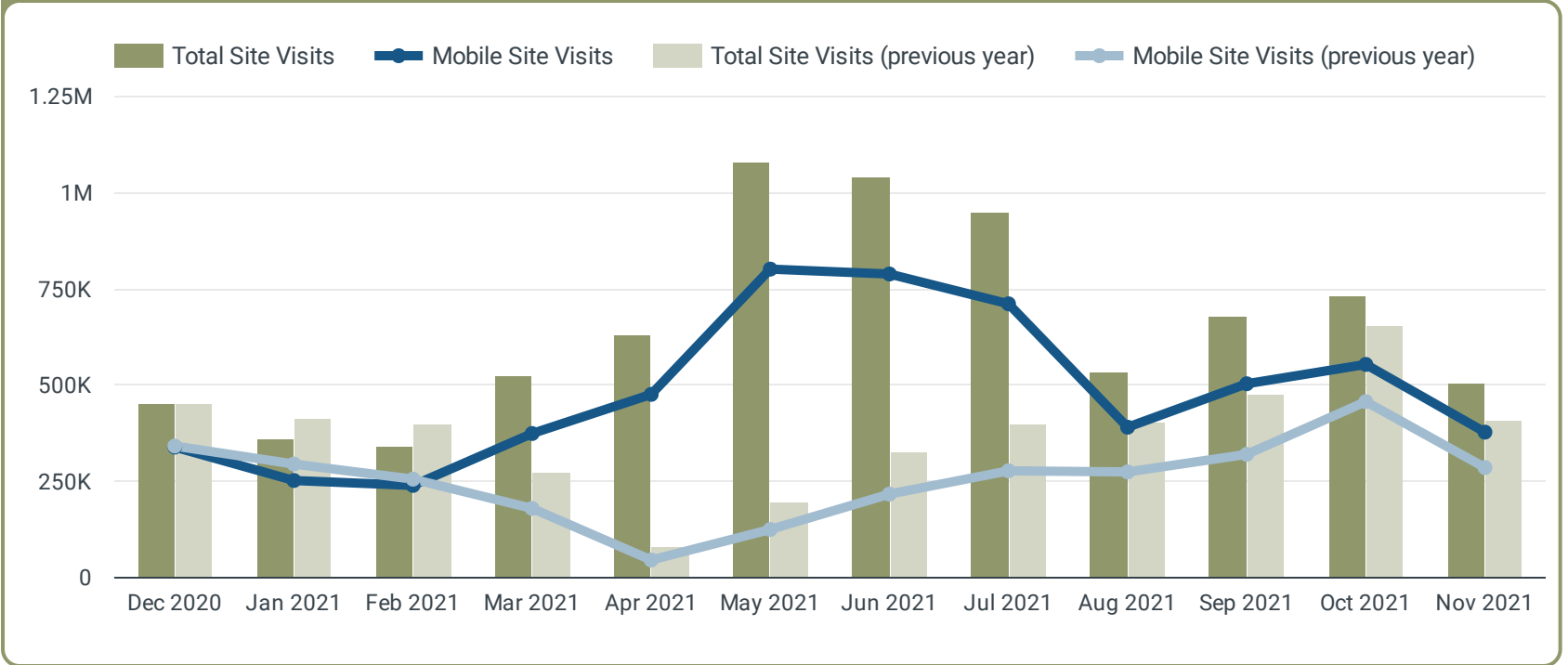
Marketing Metrics Overview - November 2021

Website Visits 499,429 ↑ 23.3%	Mobile Site Visits 374,771 ↑ 31.9%	aRes - Room Nights 64 ↑ 64.1%	aRes - Room Revenue \$12,758 ↑ 114.7%	Total Facebook Fans 303,399 ↑ 1.4%
PR Publicity Value \$2,770,416 ↑ 86.2%	PR Estimated Impressions 712,785,215 ↓ -7.2%	Significant Placements 11 ↓ -64.5%	Media Touchpoints 22 ↓ -40.5%	Video Views 91,293 ↑ 255.4%

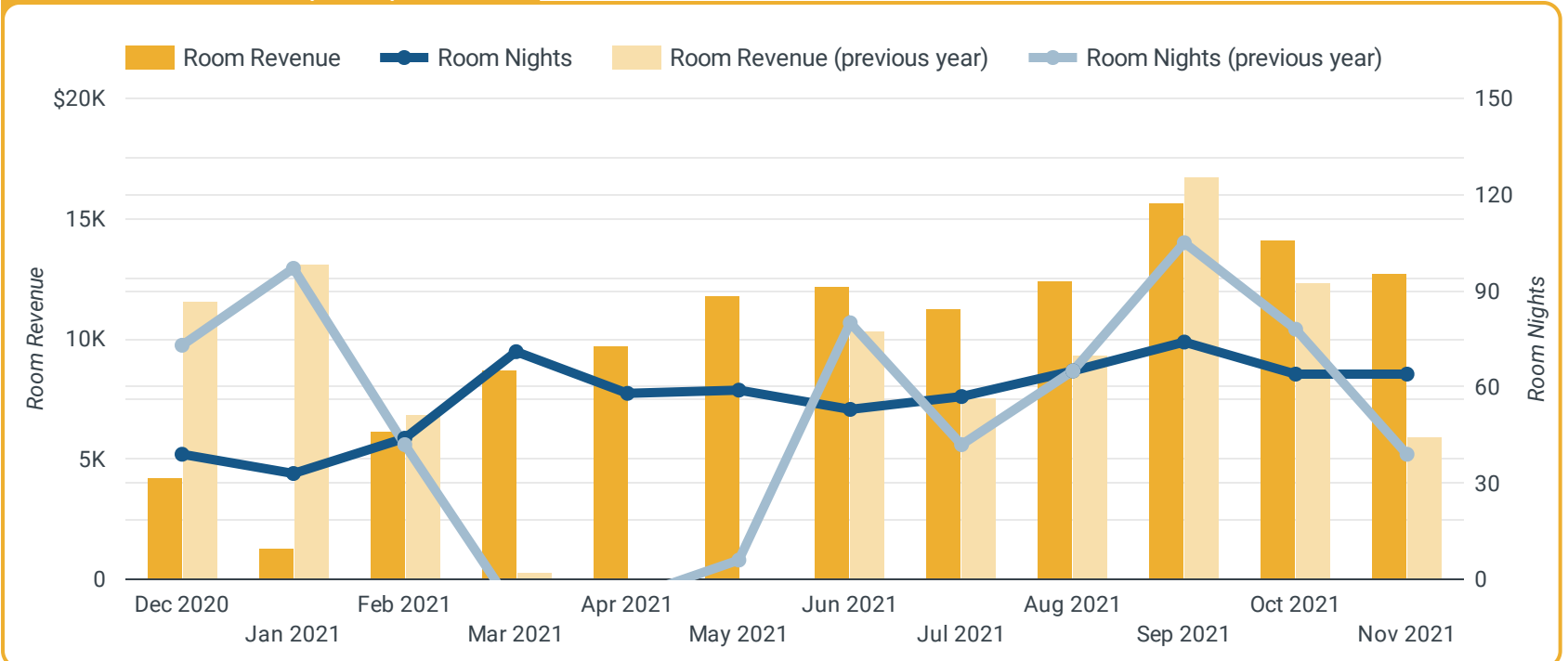
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits 3,396,590 ↑ 46.3%	Mobile Site Visits 2,529,486 ↑ 57.8%	aRes - Room Nights 324 ↓ -1.5%	aRes - Room Revenue \$66,287 ↑ 27.4%	Avg. Total Facebook Fans 303,336 ↑ 1.7%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 401,196 ↑ 72.0%

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 2021	\$1,437,087	3,168%	3,567,295	1,928.64%
2.	Oct 2021	\$785,484	88%	6,068,411	6.69%
3.	Sep 2021	\$295,993	125%	2,701,452	261.27%
4.	Aug 2021	\$1,484,744	2,888%	5,519,837	4,484.62%
5.	Jul 2021	\$1,075,305	-27%	5,244,648	262.88%
6.	Jun 2021	\$1,344,568	89%	2,136,176	38.2%
7.	May 2021	\$632,434	-68%	6,004,725	71.81%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Nov 2021	\$1,333,330	-8%	709,217,920	-7.19%
2.	Oct 2021	\$1,905,133	85%	1,013,618,342	84.24%
3.	Sep 2021	\$3,379,352	52%	1,796,077,709	52.11%
4.	Aug 2021	\$915,241	-55%	486,830,042	-54.62%
5.	Jul 2021	\$2,532,901	152%	1,347,279,512	152.14%
6.	Jun 2021	\$1,340,802	113%	728,212,472	117.49%
7.	May 2021	\$844,156	83%	471,312,176	91.58%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Nov 2021	22	-40.5%	11	-64.5%
2.	Oct 2021	70	-44.9%	20	-50.0%
3.	Sep 2021	61	17.3%	36	-16.3%
4.	Aug 2021	37	-22.9%	13	-72.9%
5.	Jul 2021	46	84.0%	23	-11.5%
6.	Jun 2021	31	-32.6%	22	0.0%
7.	May 2021	71	294.4%	16	-23.8%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Nov 2021	303,399	1.4%	91,293	255.4%
2.	Oct 2021	303,301	1.5%	126,476	145.5%
3.	Sep 2021	303,277	1.8%	52,703	25.0%
4.	Aug 2021	303,225	1.8%	43,708	-23.8%
5.	Jul 2021	303,477	1.9%	87,016	53.7%
6.	Jun 2021	303,362	1.9%	46,223	-10.0%
7.	May 2021	302,949	1.9%	35,868	-66.9%

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.

Hotel Average Daily Rate (ADR) - A measure of the average rate paid for rooms sold for the previous month, calculated by dividing room revenue by rooms sold. Data is provided by Smith Travel Research.

Hotel Demand - The number of rooms sold in the previous month (excludes complimentary rooms). Data is provided by Smith Travel Research.

Hotel Revenue Per Available Room (RevPAR) - Total room revenue for the previous month divided by the total number of available rooms. Data is provided by Smith Travel Research.

Total Airport Passengers - Total monthly air traffic reported for the previous month. Data is provided by Asheville Regional Airport.

Asheville Visitor Center - Total monthly visitors to the Asheville Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Pack Square Park Visitor Center - Total monthly visitors to the Pack Square Park Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Black Mountain Visitor Center - Total monthly visitors to the Black Mountain Visitor Center. Data is provided by the Black Mountain-Swannanoa Chamber of Commerce.

Travel Guide Requests - The number of travel guides requested monthly via the website and leads. Data provided by Simpleview CRM.

AirDNA Listing room nights - the sum of all AirDNA listing nights that were available for rent times the number of rooms per listing. As of 2/1/19, AirDNA data includes both Airbnb and HomeAway short term rental data for 1/1/17 to present.

AirDNA Occupancy - Booked AirDNA listing room nights divided by available AirDNA listing room nights in the given month. This only counts listings as being available if they had one booked night in the month. Data is provided by AirDNA.

AirDNA ADR (Average Daily Rate) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights booked in a given month. ADR includes cleaning fees but not other AirDNA service fees or taxes. Data is provided by AirDNA.

AirDNA RevPAR (Revenue Per Available Room) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights available in a given month. Data is provided by AirDNA.

Sales Performance Metrics

Sales Leads Issued - Monthly tentative sales leads sent to hotel partners. Data is provided by Simpleview CRM.

Room Nights (Leads) - Monthly room nights represented in the tentative leads sent to hotel partners. Data is provided by Simpleview CRM.

Leads Turned Definite - Monthly leads sent to hotel partners that have resulted in a rooms agreement. Data is provided by Simpleview CRM.

Room Nights (Definite) - Monthly room nights represented in definite leads. Data is provided by Simpleview CRM.

Estimated Revenue - Estimated monthly revenue of definite leads. Data is provided by Simpleview CRM.

P2P Outreach - Monthly person-to-person interactions between the sales team and clients. Data is provided by Simpleview CRM.

Indirect Outreach - Monthly communications from the sales team to more than one client at a time. Data is provided by Simpleview CRM.

Group Events - The number of groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by Simpleview CRM.

Room Nights Generated - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and compiled by Simpleview CRM.

Actualized Revenue - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and is compiled by Simpleview CRM.

Groups Serviced - Groups who met in Asheville who received or were offered additional planning services by Explore Asheville during the given month. Data is provided by Simpleview CRM.

Marketing Performance Metrics

Website Visits - Number of monthly website sessions to ExploreAsheville.com. Data is provided by Google Analytics.

Mobile Site Visits - Number of monthly website sessions from mobile and tablet devices to ExploreAsheville.com. Data is provided by Google Analytics.

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** **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 2021

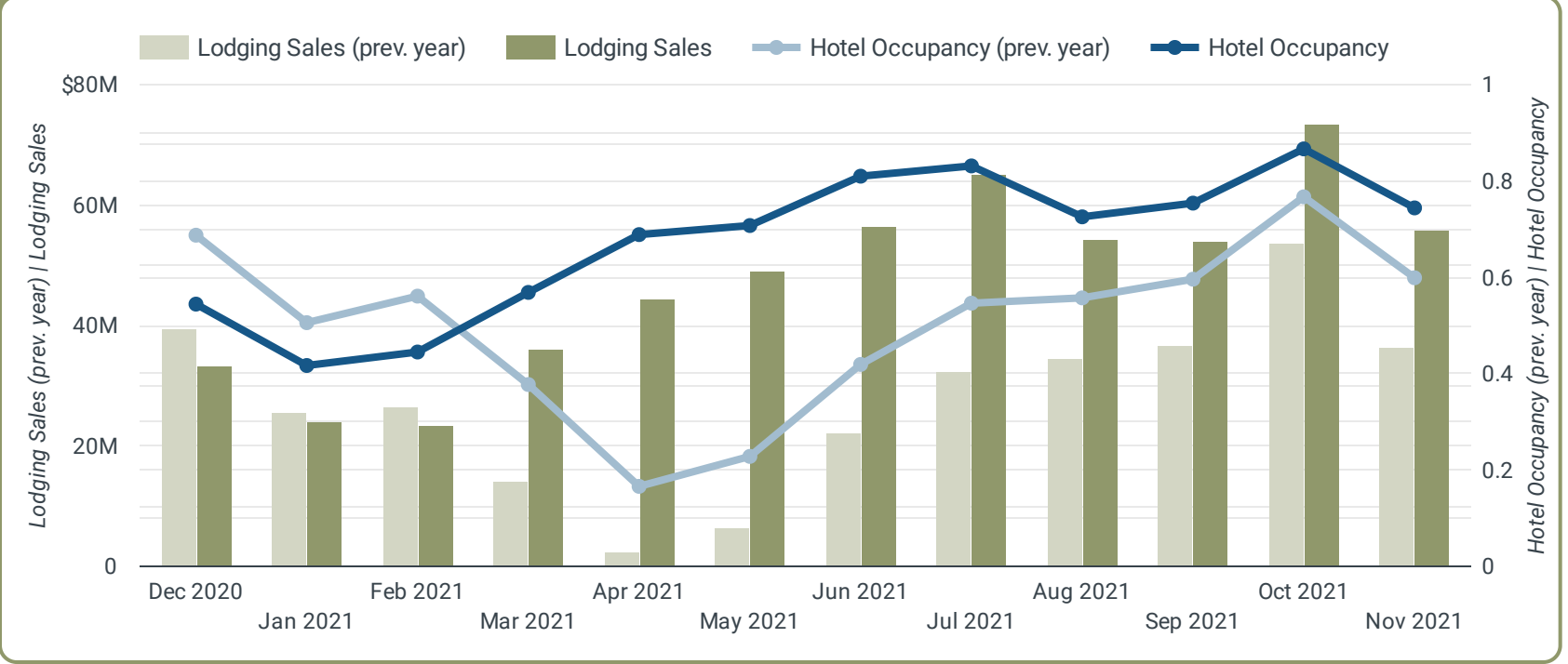
Lodging Sales \$55,946,316 <small>(November) ↑ 53.8%</small>	Hotel Occupancy* 74.4% <small>(November) ↑ 24.3%</small>	Hotel Demand* 197,113 <small>(November) ↑ 26.5%</small>	Hotel ADR* \$196.87 <small>(November) ↑ 22.8%</small>	Hotel RevPAR* \$146.49 <small>(November) ↑ 52.6%</small>
Airport Passengers 130,131 <small>(November) ↑ 90.7%</small>	Asheville Visitor Center 11,046 <small>↑ 65.2%</small>	Pack Sq Visitor Center 0 <small>N/A</small>	Black Mtn Visitor Center 1,366 <small>↑ 4.8%</small>	Travel Guide Requests 766 <small>↓ -10.6%</small>

Lodging & Visitor Overview - Fiscal Year 21-22

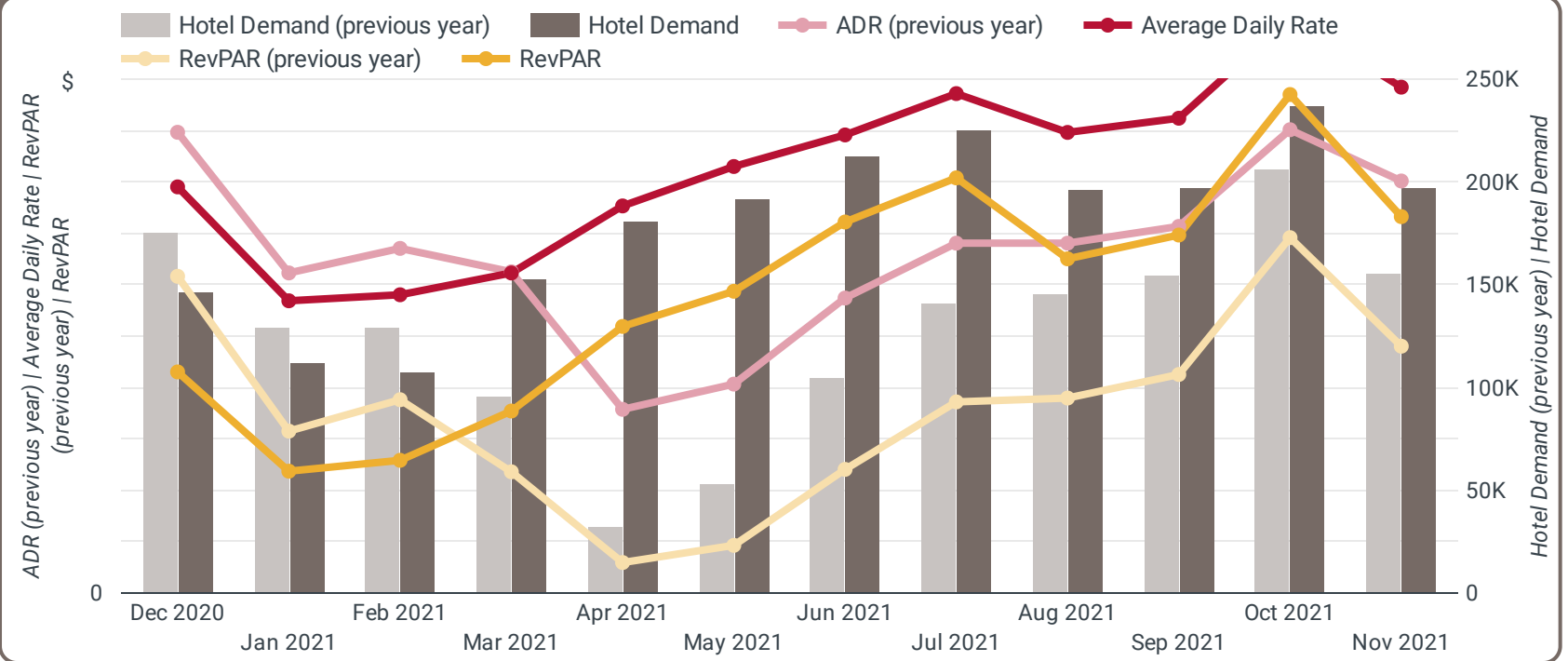
Lodging Sales \$303,160,570 <small>↑ 56.2%</small>	Hotel Occupancy* 78.5% <small>↑ 27.8%</small>	Hotel Demand* 1,054,259 <small>↑ 31.0%</small>	Hotel ADR* \$196.86 <small>↑ 28.3%</small>	Hotel RevPAR* \$154.51 <small>↑ 64.0%</small>
Airport Passengers 757,676 <small>↑ 148.2%</small>	Asheville Visitor Center 99,335 <small>↑ 104.0%</small>	Pack Sq Visitor Center 0 <small>N/A</small>	Black Mtn Visitor Center 22,323 <small>↑ 41.8%</small>	Travel Guide Requests 10,850 <small>↓ -1.6%</small>

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 - November 2021

Occupancy	ADR	RevPAR	Demand
63.6%	\$120.07	\$76.41	155,766
↓ -9.2%	↑ 11.5%	↑ 1.3%	↑ 22.1%

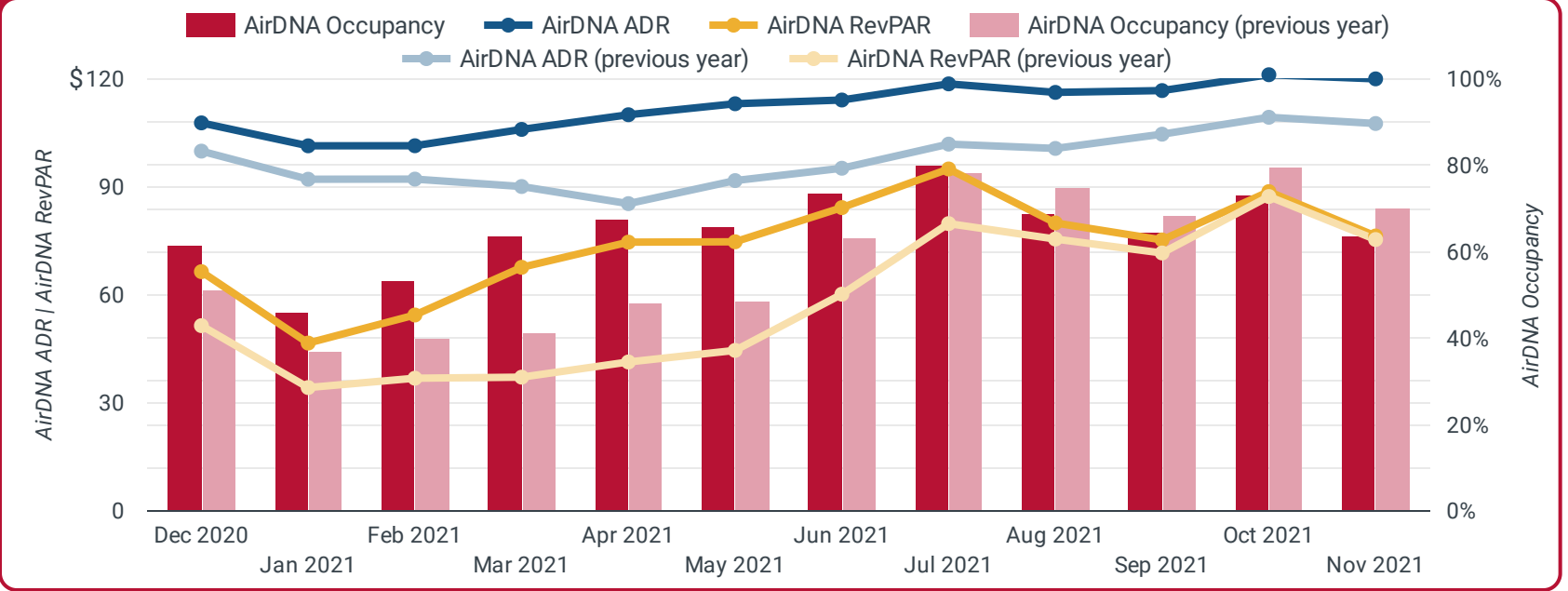
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
69.9%	\$118.74	\$83.03	819,493
↓ -6.0%	↑ 13.1%	↑ 6.3%	↑ 22.9%

AirDNA ADR, RevPAR and Occupancy

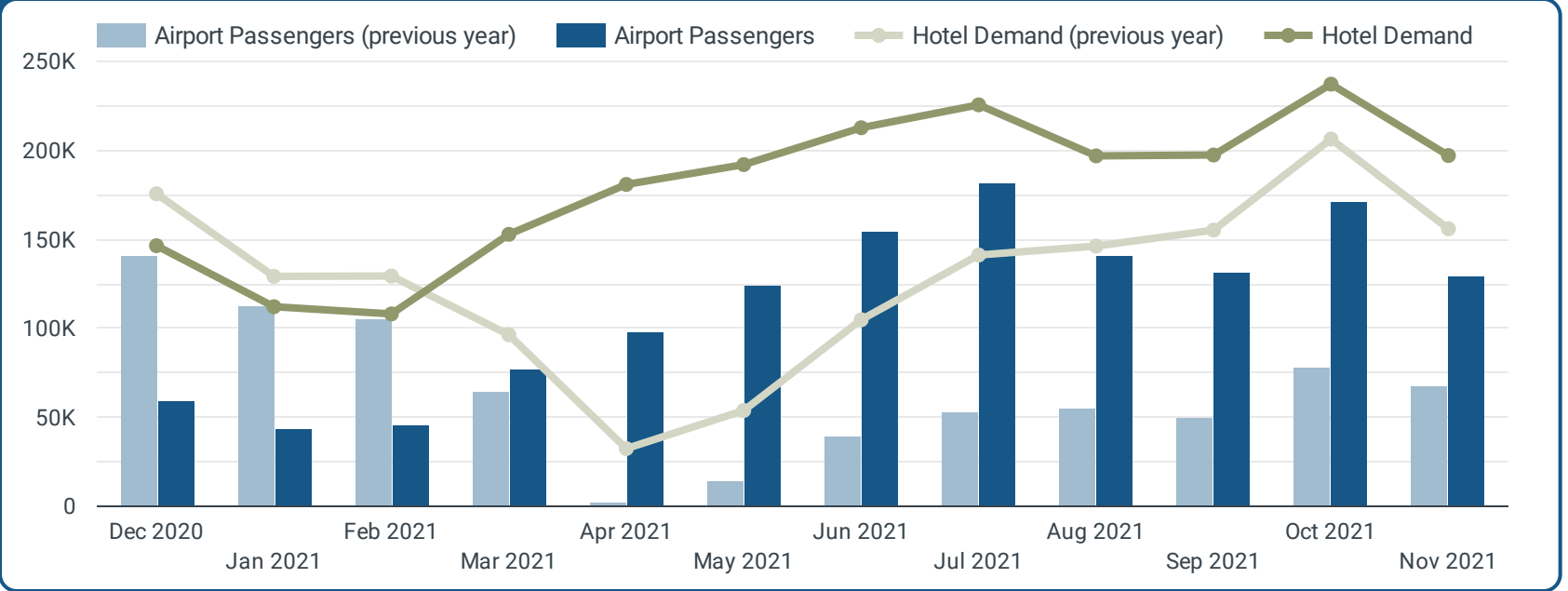
* Short Term Rental Data Source: AirDNA

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

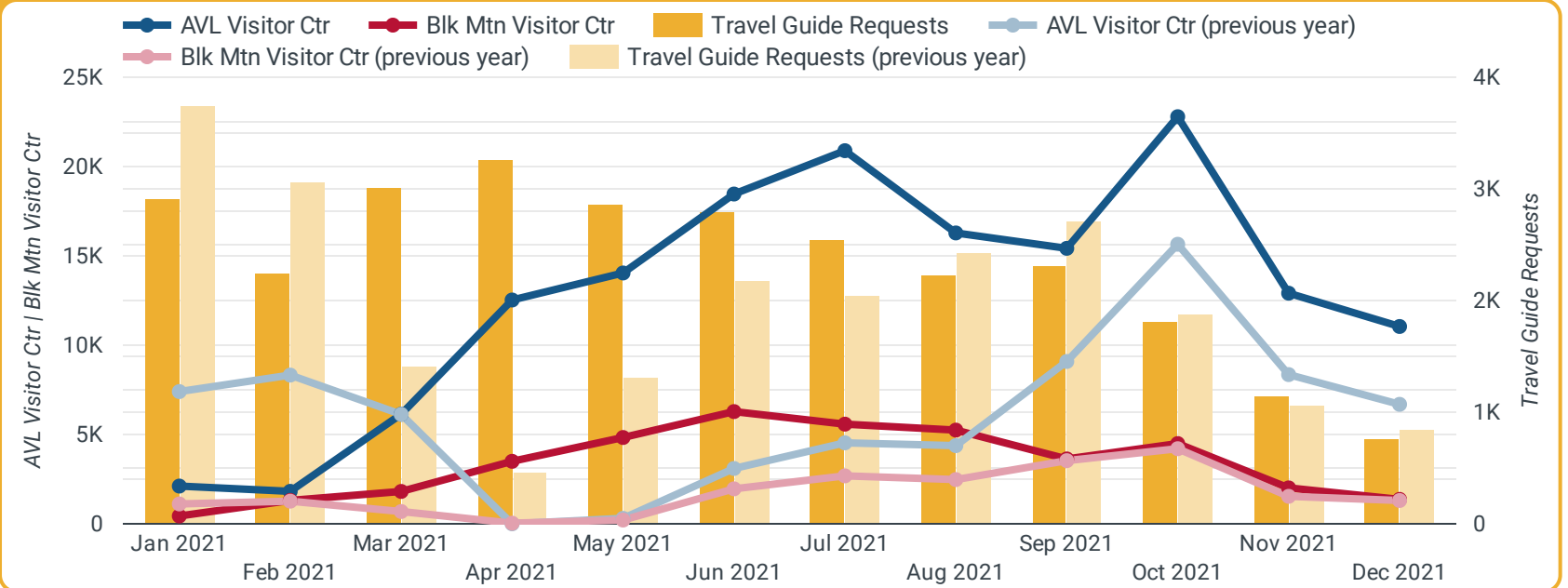


Airport Passengers vs. Hotel Demand*

* Source: STR, Inc. Republication 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



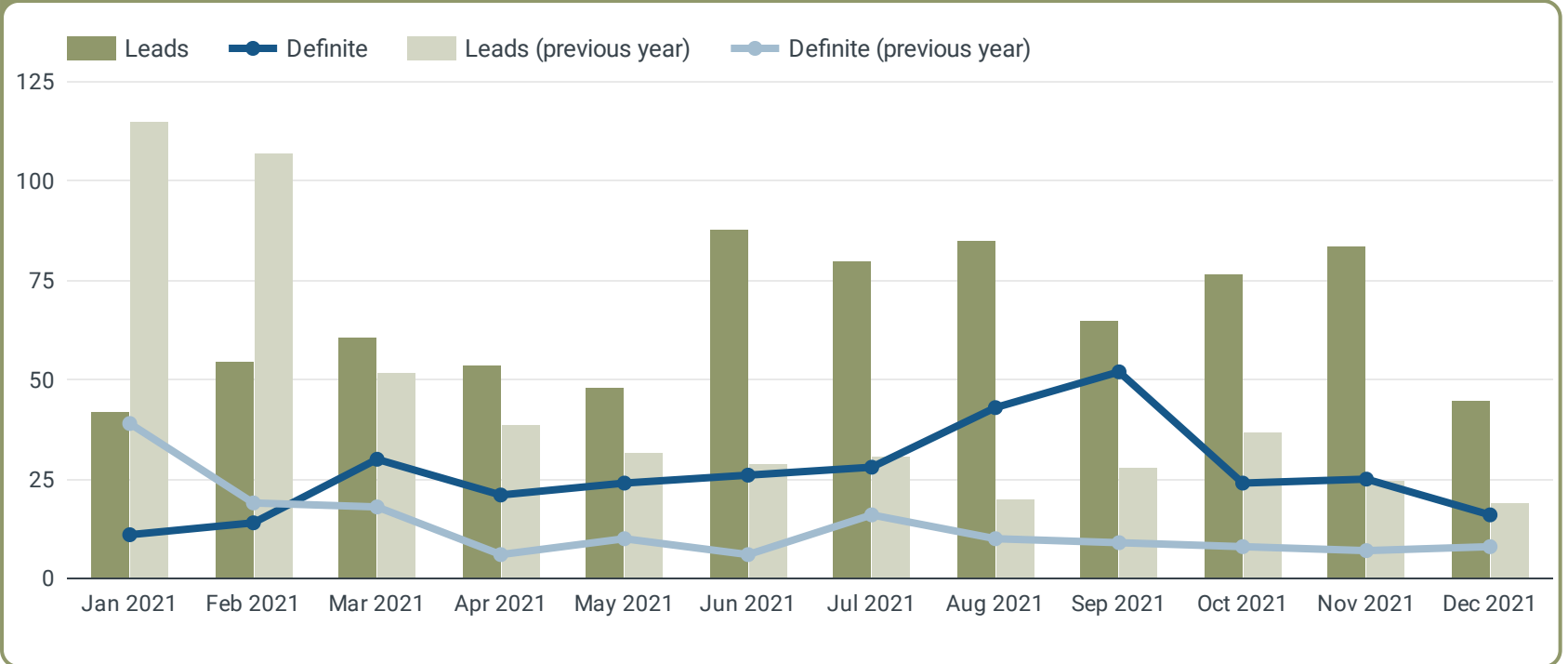
Sales Leads and Outreach - December 2021

Sales Leads Issued 45 ↑ 136.8%	Room Nights (Leads) 10,830 ↑ 171.3%	Leads Turned Definite 17 ↑ 21.4%	Room Nights (Definite) 3,372 ↑ 274.7%	Estimated Revenue \$607,457 ↑ 225.7%	
P2P Outreach 591 ↓ -19.5%	Indirect Outreach 1,326 ↓ -89.6%	Group Events No data No data	Room Nights Generated 884 ↑ 281.0%	Actualized Revenue \$161,040 ↑ 198.4%	Groups Served 12 ↑ 33.3%

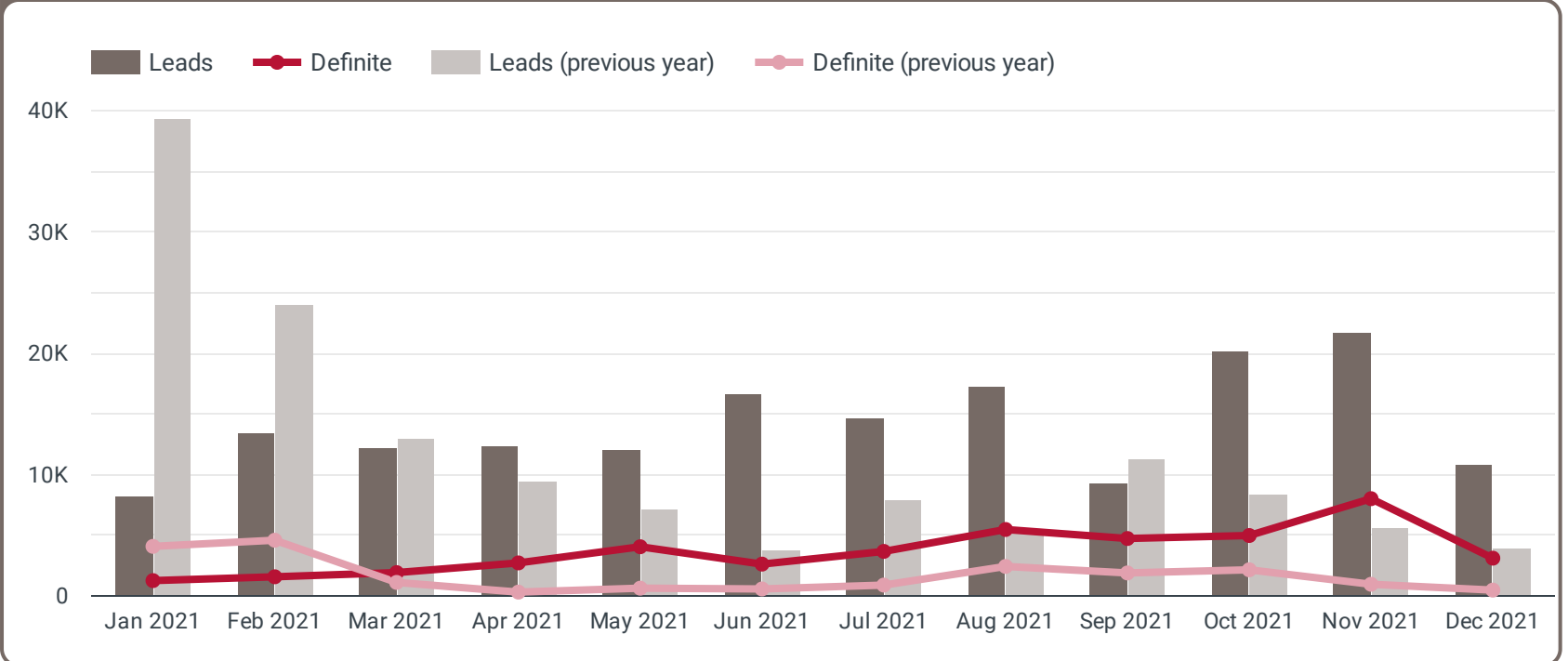
Sales Leads and Outreach - Fiscal Year 21-22

Sales Leads Issued 436 ↑ 172.5%	Room Nights (Leads) 94,156 ↑ 120.1%	Leads Turned Definite 194 ↑ 136.6%	Room Nights (Definite) 30,441 ↑ 171.8%	Estimated Total Revenue \$7,102,607 ↑ 165.5%	
P2P Outreach 4,171 ↓ -6.9%	Indirect Outreach 73,603 ↑ 25.2%	Group Events 194 ↑ 173.2%	Room Nights Generated 19,181 ↑ 336.1%	Actualized Revenue \$6,158,357 ↑ 531.7%	Groups Served 223 ↑ 110.4%

Sales Leads vs. Definite



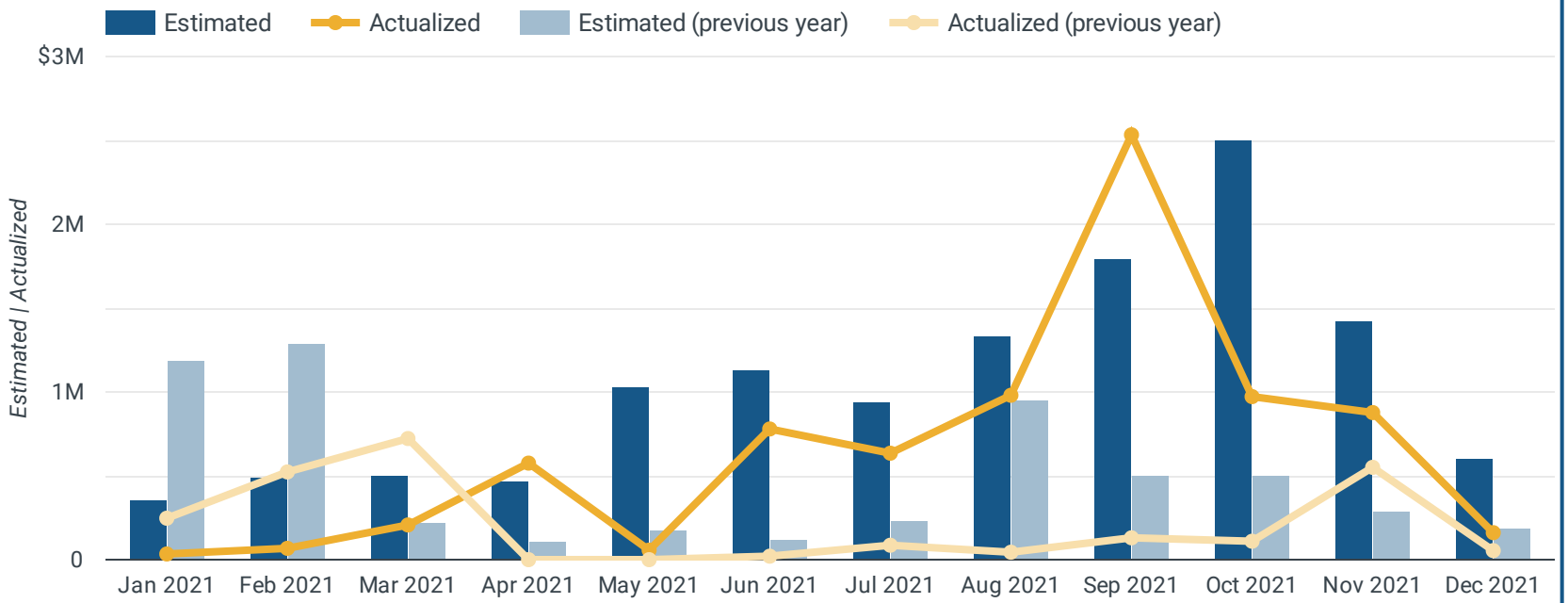
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2021 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Dec 2021	591	-19.5%	1,326	-89.6%
2.	Nov 2021	688	-9.1%	22,854	33.3%
3.	Oct 2021	859	-6.4%	36,893	382.1%
4.	Sep 2021	487	-20.9%	11,936	86.1%
5.	Aug 2021	829	28.3%	594	-96.0%
6.	Jul 2021	717	-11.5%	0	-100.0%
7.	Jun 2021	1,047	122.3%	266	-97.0%
8.	May 2021	562	-39.4%	12,663	1.6%
9.	Apr 2021	732	7.3%	0	-100.0%
10.	Mar 2021	875	11.7%	26,083	2.1%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Dec 2021	0	0	0	0
2.	Nov 2021	30	200.0%	2,760	29.6%
3.	Oct 2021	54	116.0%	2,700	376.2%
4.	Sep 2021	50	284.6%	6,562	1,097.4%
5.	Aug 2021	28	366.7%	3,968	1,180.0%
6.	Jul 2021	32	190.9%	2,195	341.6%
7.	Jun 2021	24	0	2,203	0
8.	May 2021	11	0	355	0
9.	Apr 2021	21	0	1,709	0
10.	Mar 2021	7	-58.8%	1,474	-61.1%

Marketing Department Performance Report



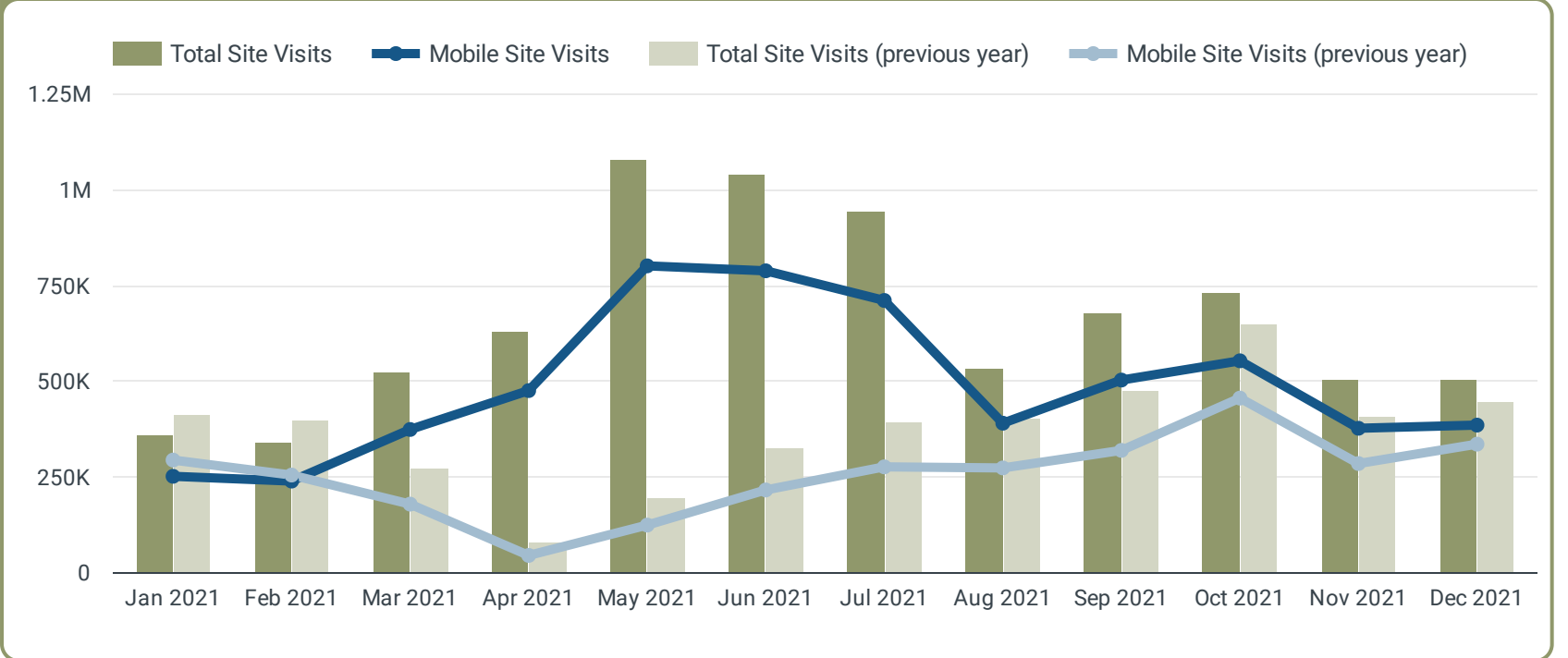
Marketing Metrics Overview - December 2021

Website Visits 506,449 ↑ 12.5%	Mobile Site Visits 383,708 ↑ 13.8%	aRes - Room Nights 31 ↓ -20.5%	aRes - Room Revenue \$4,572 ↑ 7.1%	Total Facebook Fans 303,371 ↑ 1.4%
PR Publicity Value \$1,655,041 ↓ -14.7%	PR Estimated Impressions 772,653,807 ↓ -22.1%	Significant Placements 18 ↓ -51.4%	Media Touchpoints 23 ↓ -64.1%	Video Views 27,484 ↓ -16.1%

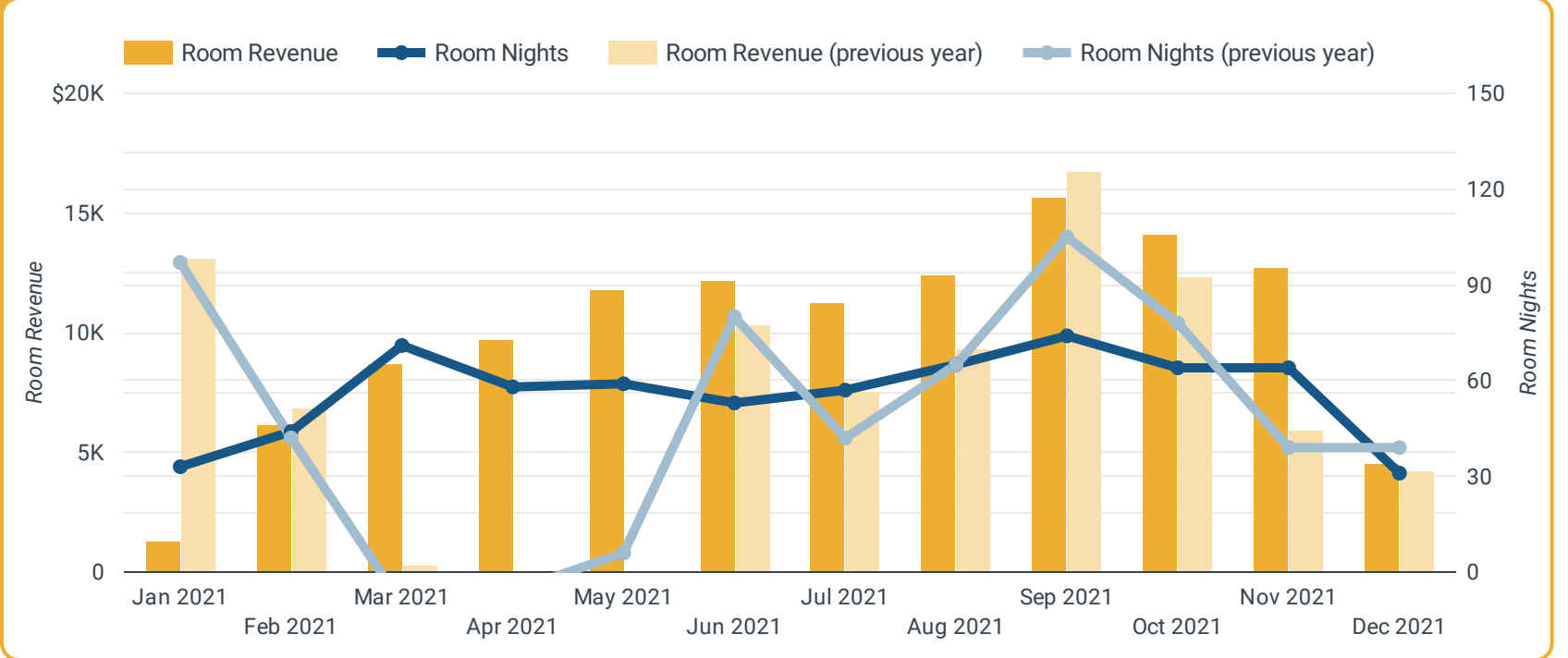
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits 3,903,239 ↑ 40.8%	Mobile Site Visits 2,913,859 ↑ 50.2%	aRes - Room Nights 355 ↓ -3.5%	aRes - Room Revenue \$70,859 ↑ 25.9%	Avg. Total Facebook Fans 303,342 ↑ 1.6%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 428,680 ↑ 61.1%

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.	Dec 2021	\$208,408	173%	3,168,153	572.68%
2.	Nov 2021	\$1,437,087	3,168%	3,567,295	1,928.64%
3.	Oct 2021	\$785,484	88%	6,068,411	6.69%
4.	Sep 2021	\$295,993	125%	2,701,452	261.27%
5.	Aug 2021	\$1,484,744	2,888%	5,519,837	4,484.62%
6.	Jul 2021	\$1,075,305	-27%	5,244,648	262.88%
7.	Jun 2021	\$1,344,568	89%	2,136,176	38.2%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Dec 2021	\$1,446,633	-22%	769,485,654	-22.08%
2.	Nov 2021	\$1,333,330	-8%	709,217,920	-7.19%
3.	Oct 2021	\$1,905,133	85%	1,013,618,342	84.24%
4.	Sep 2021	\$3,379,352	52%	1,796,077,709	52.11%
5.	Aug 2021	\$915,241	-55%	486,830,042	-54.62%
6.	Jul 2021	\$2,532,901	152%	1,347,279,512	152.14%
7.	Jun 2021	\$1,340,802	113%	728,212,472	117.49%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Dec 2021	23	-64.1%	18	-51.4%
2.	Nov 2021	22	-40.5%	11	-64.5%
3.	Oct 2021	70	-44.9%	20	-50.0%
4.	Sep 2021	61	17.3%	36	-16.3%
5.	Aug 2021	37	-22.9%	13	-72.9%
6.	Jul 2021	46	84.0%	23	-11.5%
7.	Jun 2021	31	-32.6%	22	0.0%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Dec 2021	303,371	1.4%	27,484	-16.1%
2.	Nov 2021	303,399	1.4%	91,293	255.4%
3.	Oct 2021	303,301	1.5%	126,476	145.5%
4.	Sep 2021	303,277	1.8%	52,703	25.0%
5.	Aug 2021	303,225	1.8%	43,708	-23.8%
6.	Jul 2021	303,477	1.9%	87,016	53.7%
7.	Jun 2021	303,362	1.9%	46,223	-10.0%

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.

Hotel Average Daily Rate (ADR) - A measure of the average rate paid for rooms sold for the previous month, calculated by dividing room revenue by rooms sold. Data is provided by Smith Travel Research.

Hotel Demand - The number of rooms sold in the previous month (excludes complimentary rooms). Data is provided by Smith Travel Research.

Hotel Revenue Per Available Room (RevPAR) - Total room revenue for the previous month divided by the total number of available rooms. Data is provided by Smith Travel Research.

Total Airport Passengers - Total monthly air traffic reported for the previous month. Data is provided by Asheville Regional Airport.

Asheville Visitor Center - Total monthly visitors to the Asheville Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Pack Square Park Visitor Center - Total monthly visitors to the Pack Square Park Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Black Mountain Visitor Center - Total monthly visitors to the Black Mountain Visitor Center. Data is provided by the Black Mountain-Swannanoa Chamber of Commerce.

Travel Guide Requests - The number of travel guides requested monthly via the website and leads. Data provided by Simpleview CRM.

AirDNA Listing room nights - the sum of all AirDNA listing nights that were available for rent times the number of rooms per listing. As of 2/1/19, AirDNA data includes both Airbnb and HomeAway short term rental data for 1/1/17 to present.

AirDNA Occupancy - Booked AirDNA listing room nights divided by available AirDNA listing room nights in the given month. This only counts listings as being available if they had one booked night in the month. Data is provided by AirDNA.

AirDNA ADR (Average Daily Rate) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights booked in a given month. ADR includes cleaning fees but not other AirDNA service fees or taxes. Data is provided by AirDNA.

AirDNA RevPAR (Revenue Per Available Room) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights available in a given month. Data is provided by AirDNA.

Sales Performance Metrics

Sales Leads Issued - Monthly tentative sales leads sent to hotel partners. Data is provided by Simpleview CRM.

Room Nights (Leads) - Monthly room nights represented in the tentative leads sent to hotel partners. Data is provided by Simpleview CRM.

Leads Turned Definite - Monthly leads sent to hotel partners that have resulted in a rooms agreement. Data is provided by Simpleview CRM.

Room Nights (Definite) - Monthly room nights represented in definite leads. Data is provided by Simpleview CRM.

Estimated Revenue - Estimated monthly revenue of definite leads. Data is provided by Simpleview CRM.

P2P Outreach - Monthly person-to-person interactions between the sales team and clients. Data is provided by Simpleview CRM.

Indirect Outreach - Monthly communications from the sales team to more than one client at a time. Data is provided by Simpleview CRM.

Group Events - The number of groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by Simpleview CRM.

Room Nights Generated - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and compiled by Simpleview CRM.

Actualized Revenue - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and is compiled by Simpleview CRM.

Groups Serviced - Groups who met in Asheville who received or were offered additional planning services by Explore Asheville during the given month. Data is provided by Simpleview CRM.

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