



Board Meeting

Wednesday, February 22, 2023 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st 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.	Approval of January 25, 2023 Meeting Minutes	Kathleen Mosher
9:10 a.m.	January 2023 Financial Reports	Jennifer Kass-Green
9:15 a.m.	FY23 Expense Forecast Update	Jennifer Kass-Green
9:25 a.m.	BCTDA Board Development Committee Appointments	Kathleen Mosher
9:30 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:40 a.m.	Tourism Product Development Fund (TPDF) Updates <ul style="list-style-type: none">a. TPDF 20-Year Anniversary Videob. TPDF Project Usage Reportc. Annual TPDF Projects Update	Tiffany Thacker Katie Stadius, Zartico Tiffany Thacker
10:10 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:15 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:20 a.m.	Miscellaneous Business	Kathleen Mosher
10:25 a.m.	Comments from the General Public	Kathleen Mosher
10:30 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Thursday, March 23, 2023**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. The BCTDA Annual Planning Session is on **Friday, March 24, 2023**, at 9:00 a.m. at Grand Bohemian Hotel, located at 11 Boston Way. Please contact Julia Simpson at 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.



Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
Explore Asheville— 27 College Place, Asheville

Board Meeting Minutes
Wednesday, January 25, 2023

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

Absent (Voting): Scott Patel

Present (Ex-Officio): Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells

Absent (Ex-Officio): None

Buncombe County Finance: Don Warn, Mason Scott

Explore Asheville Staff: Vic Isley, Marla Tambellini, Jennifer Kass-Green, Julia Simpson, Josh Jones, Ashley Greenstein, Holly Watts, Cass Herington, Penelope, Jay Tusa

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

In-Person Attendees: Ben Williamson, Peggy Crowe; Buncombe Decides
Jen Hampton, Karli Schwartz, Cap Taylor; Asheville Food & Beverage United
Andrew Paul, Asheville for All
Athena Dygert, Land of the Sky Association of Realtors (LOTSAR)
Luis Carlos Serapio, Asheville Multicultural
Zach Wallace, Asheville Area Chamber of Commerce
Jason Burk, Black Mountain-Swannanoa Chamber of Commerce
John Ellis, Prior BCTDA Board Member
Sam Fann, Princess Anne Hotel
Lacy Cross, Movement Bank
Stu Helm, Stu Helm: Food Fan
Jason Sanford, Ashevillegas.com

Online Attendees: Mickey Poandl, Khal Khoury, Charlie Reed, Maggie Gregg, Emily Crosby, Carli Adams, Whitney Smith, Elizabeth White, McKenzie Provost, Kathryn Dewey, John Dawson, Connie Holliday; Explore Asheville Staff
Timothy Love, Buncombe County
Lydia Carrington, Brucemont Communications
Megan Shields, Koree Case; MMGY Global
Jim Muth, TPDF Committee
Carlos Romero, Mestizo Brands
Kit Cramer, Asheville Area Chamber of Commerce
Chelsey Hett, Love the Green Real Estate Consulting Firm
Grey Hallock, Kim King; WLOS
Billy Cooney, Urban3
Chris Smith, Asheville Buncombe Regional Sports Commission
Sarah Kilgore, Kessler Collection
Garrett Raczek, Thrive Asheville

Executive Summary of Meeting Minutes

- Mosher called the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:00 a.m.
- Commissioner Terri Wells was welcomed to the BCTDA. Introductions were made around the room.
- Minutes from the November 30, 2022, BCTDA meeting were approved with an 8-0 vote.
- The November 2022 financial reports were reviewed and approved with an 8-0 vote.
- The December 2022 financial reports were reviewed and approved with an 8-0 vote.
- Jennifer Kass-Green provided an FY23 revenue update.
- With an 8-0 vote, Matthew Lehman, HP Patel, Chip Craig, and Kathleen Mosher were appointed to the BCTDA Finance Committee.
- Vic Isley provided her President & CEO's report.
- Meeting locations were announced for the March 24, 2023, BCTDA Annual Planning Session and June 28, 2023, joint regular meeting of the BCTDA.
- Marla Tambellini provided a marketing update.
- Updates from Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Terri Wells were heard.
- Public comments were heard.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:25 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 9:00 a.m.

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 ex-officio board member Commissioner Terri Wells, who replaced Commissioner Robert Pressley.

Approval of Meeting Minutes

Crosby made a motion to approve the November 30, 2022, regular meeting minutes as presented. Lehman seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 8-0.

Financial Reports

Mosher announced that Don Warn would be leaving Buncombe County for another position. Mosher thanked Warn for his service as the BCTDA Fiscal Agent. Warn introduced Buncombe County Assistant Finance Director Mason Scott who will serve as interim BCTDA Fiscal Agent.

November 2022 Financial Reports

Warn then presented the November 2022 financial reports. HP Patel raised a question about a discrepancy between the total revenue summary and the total lodging sales; it was noted that the nominal difference may be a result of late payments or the county's administrative fee. There was a brief discussion about booking sites paying occupancy taxes in aggregate to the county and the possibility of auditing; there was no request for action or follow-up.

Durden then made a motion to approve the November 2022 financial reports as presented, and Celwyn seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

December 2022 Financial Reports

Mason Scott presented the December 2022 financial reports. There were no questions.

Putnam made a motion to approve the December 2022 financial reports as presented, and Crosby seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

FY23 Revenue Forecast Update

Jennifer Kass-Green, vice president of culture and business affairs for Explore Asheville, reviewed the lodging tax forecast that was presented in spring of 2022. At the time, three scenarios were considered (an upside, a baseline, and a downside) based on revenue projections from Tourism Economics. At that time the revenue forecast for FY23 was set to \$40.8 million.

Kass-Green reported that after five months of collections, the year-to-date actuals are \$17.3 million, and the revenue forecast has been updated to \$36.6 million. Kass-Green said no action was required today. She noted that budgeted expenses for FY23 required using \$2 million from fund balance; if revenues trend as projected and no expense adjustments are made, an additional \$2.8 million from fund balance would be required. Isley reiterated no decision was required today and that an updated expense forecast would be reviewed in February.

BCTDA Finance Committee Appointments

Mosher said this year's BCTDA Finance Committee members are appointed as follows: Matthew Lehman (committee chair), HP Patel, Chip Craig, and herself (as BCTDA chair).

Lusick made a motion to approve the BCTDA Finance Committee appointments as presented. Durden seconded the motion. There was no discussion; with all in favor, the motion carried 8-0.

President & CEO Report

Vic Isley presented annual lodging occupancy for 2022 and visitor spending trends from 2021 to 2022. Isley shared supply and demand for hotel rooms and vacation rentals, showed implications of the Asheville Hotel Moratorium, and provided a market comparison of hotel rooms per capita.

Isley recapped The Year Ahead event, including information about hotel openings in 2023, upcoming festivals, and Asheville Superstar Award recipients Congressman Chuck Edwards, Senator Julie Mayfield, and Senator Warren Daniel.

Isley noted Tourism Product Development Fund (TPDF) annual reports will be reviewed in February and a Legacy Investment from Tourism (LIFT) Fund workshop will be conducted during the BCTDA Annual Planning Session.

Isley announced that the March 24 BCTDA Annual Planning Session will be at The Grand Bohemian and the June 28 regular BCTDA meeting will be at UNC-Asheville Sherrill Center.

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

Marketing Update

Marla Tambellini, senior vice president of marketing for Explore Asheville, provided updates on recent promotions, storytelling and brand evolution, upcoming content partnerships and collaborations, event plans, and the 2023 visitor guide release.

Asheville City Council Update

Vice Mayor Kilgore reported on recent city-related business, including the authorization of a community reparations audit, water outages investigation, collaboration with the Buncombe County Sheriff's office allowing access to surveillance cameras, and the National Association to End Homelessness (NAEH) presentation of recommendations planned for later in the day.

Buncombe County Commission Update

Commissioner Wells reported on recent county-related business, including bond implementation efforts, the December budget retreat and focus area identification, and the NAEH presentation.

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 January 24 registration deadline at 12:00 p.m.

In-Person Public Comments

Mosher said upon arrival to the BCTDA meeting, anyone who indicated a desire to make public comments completed the public comment sign-in sheet, affirming that they read, understood, and agreed to abide by the Rules of Decorum.

Concerns about affordable housing for hospitality workers were heard from Carli Schwartz, Ben Williamson, Peggy Crowe, Jen Hampton, Andrew Paul, and Athena Dygert. Gratitude for the expansion of the use of lodging tax dollars and advocacy for utilizing the LIFT Fund for workforce housing were expressed.

Luis Carlos Serapio asked for increased Latinx representation in marketing and availability of information in Spanish.

The board thanked commenters for attending and sharing their perspectives.

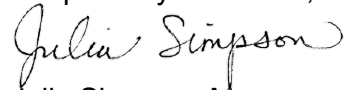
Adjournment

Lusick moved to adjourn the meeting, and HP Patel seconded the motion. With all in favor, the motion carried 8-0 The meeting adjourned at 10:25 a.m.

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

The next joint BCTDA meeting will be held on Wednesday, February 22, 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

January 31, 2023

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 27,217,602	\$ 2,050,449	\$ 13,620,901	\$ 13,596,701	50.0%	\$ 15,208,889	-10.4%
Investment income	-	2,232	11,850	(11,850)	-	741	1498.5%
Other income	-	-	12,513	(12,513)	-	-	-
Earned revenue	183,000	36,069	105,811	77,189	57.8%	115,379	-8.3%
Total revenues	<u>27,400,602</u>	<u>2,088,749</u>	<u>13,751,076</u>	<u>13,649,526</u>	<u>50.2%</u>	<u>15,325,009</u>	<u>-10.3%</u>
Expenditures:							
Salaries and Benefits	3,713,360	231,946	1,389,428	2,323,932	37.4%	1,373,862	1.1%
Sales	2,159,000	181,830	889,798	1,269,202	41.2%	250,624	255.0%
Marketing	21,895,242	575,043	6,799,662	15,095,580	31.1%	4,289,868	58.5%
Community Engagement	300,000	29,728	77,375	222,625	25.8%	35,525	117.8%
Administration & Facilities	1,150,000	108,199	546,916	603,084	47.6%	367,141	49.0%
Events/Festivals/Sponsorships	225,000	-	124,729	100,271	55.4%	133,667	-6.7%
Total expenditures	<u>29,442,602</u>	<u>1,126,746</u>	<u>9,827,907</u>	<u>19,614,695</u>	<u>33.4%</u>	<u>6,450,687</u>	<u>52.4%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>962,003</u>	<u>3,923,169</u>			<u>\$ 8,874,322</u>	<u>-55.8%</u>
Other Financing Sources:							
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>\$ 962,003</u>	<u>3,923,169</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 30,311,726</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

January 31, 2023

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	2,050,449	2,163,491	-5%	13,620,901	15,208,889	-10%	504,961	\$ 721,164	-30%	3,354,401	5,069,630	-34%
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>\$13,620,901</u>	<u>\$ 27,276,952</u>		<u>\$ 13,620,901</u>	<u>\$ 27,276,952</u>		<u>\$ 3,354,401</u>	<u>\$ 9,092,317</u>		<u>\$ 3,354,401</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	504,961	-	-	3,354,401	-	-	3,060,371	\$ 2,884,655	6%	20,329,703	20,278,519	0%
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>\$ 3,354,401</u>	<u>\$ -</u>		<u>\$ 3,354,401</u>	<u>\$ -</u>		<u>\$20,329,703</u>	<u>\$36,369,269</u>		<u>\$ 20,329,703</u>	<u>\$36,369,269</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

January 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 26,452,570	\$ 28,405,092	\$ (1,952,522)	107.4%
Investment Income	-	2,036,107	(2,036,107)	0.0%
Total revenues	<u>26,452,570</u>	<u>30,441,199</u>	<u>(3,988,629)</u>	<u>115.1%</u>

Expenditures:

Product development fund projects:

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 Cragnolin 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	415,000	163,771	251,229	39.5%
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Total product development fund	<u>\$ 26,452,570</u>	<u>\$ 800,126</u>	<u>\$ 25,652,444</u>	<u>3.0%</u>
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Product Development Funds Available for Future Grants

Total Net Assets	\$ 29,641,073
Less: Liabilities/Outstanding Grants	(25,401,214)
Less: Unspent Admin Budget (Current Year)	(251,229)
Current Product Development Amount Available	<u>\$ 3,988,629</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

January 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 3,354,401	\$ (3,354,401)	0.0%
Investment Income	-	-	-	-
Total revenues	<u>-</u>	<u>3,354,401</u>	<u>(3,354,401)</u>	<u>0.0%</u>
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
LIFT fund administration	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Total product development fund	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>-</u>
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		\$ 3,354,401		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		<u>\$ 3,354,401</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

January 31, 2023

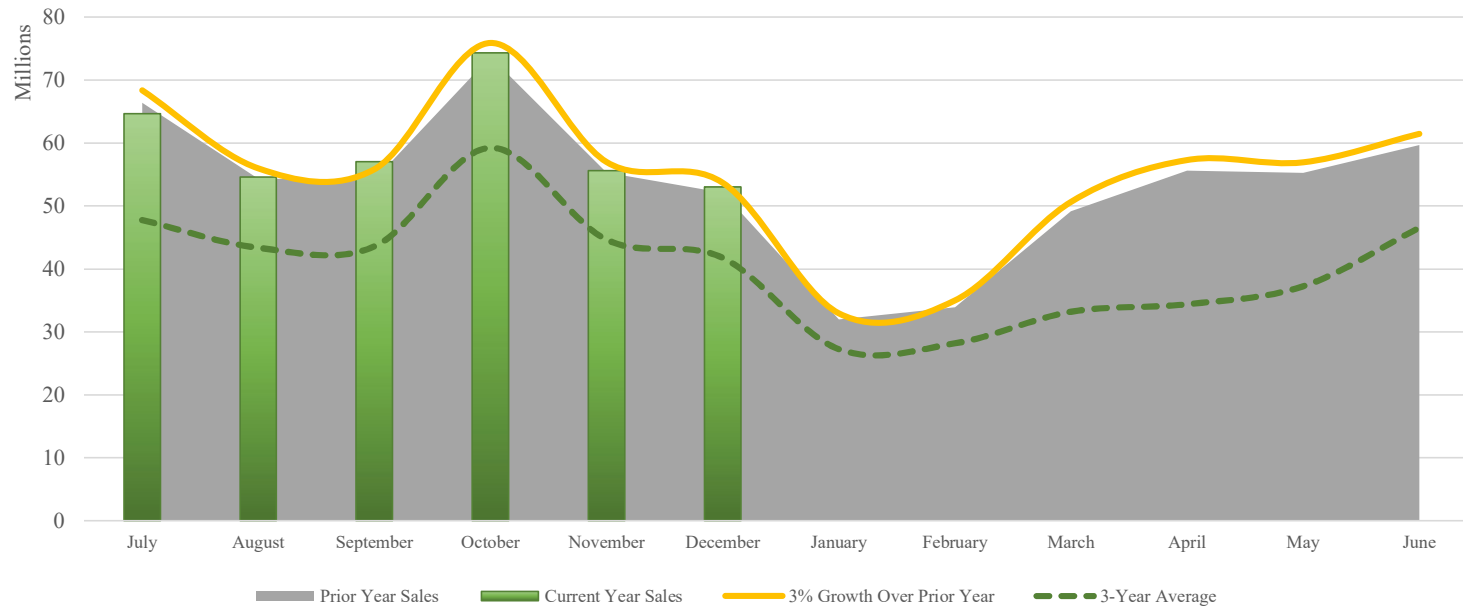
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 32,222,761	\$ 29,641,073	\$ 3,354,401	\$ 61,863,834
Receivables	-	-	-	-
Total current assets	<u>\$ 32,222,761</u>	<u>\$ 29,641,073</u>	<u>\$ 3,354,401</u>	<u>61,863,834</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ 1,736,335	\$ -	\$ -	\$ 1,736,335
Future events payable	174,700	\$ 25,401,214	\$ -	\$ 25,575,914
Total current liabilities	<u>1,911,035</u>	<u>\$ 25,401,214</u>	<u>\$ -</u>	<u>\$ 27,312,249</u>
				-
Fund Balances:				-
Restricted for product development fund	-	4,239,858	-	4,239,858
Restricted for LIFT fund	-	-	3,354,401	3,354,401
Committed for event support program	72,335	-	-	72,335
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	13,453,181	-	-	13,453,181
Total fund balances	<u>30,311,726</u>	<u>4,239,858</u>	<u>3,354,401</u>	<u>37,905,985</u>
Total liabilities and fund balances	<u>\$ 32,222,761</u>	<u>\$ 29,641,073</u>	<u>\$ 3,354,401</u>	<u>\$ 61,863,834</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

January 31, 2023



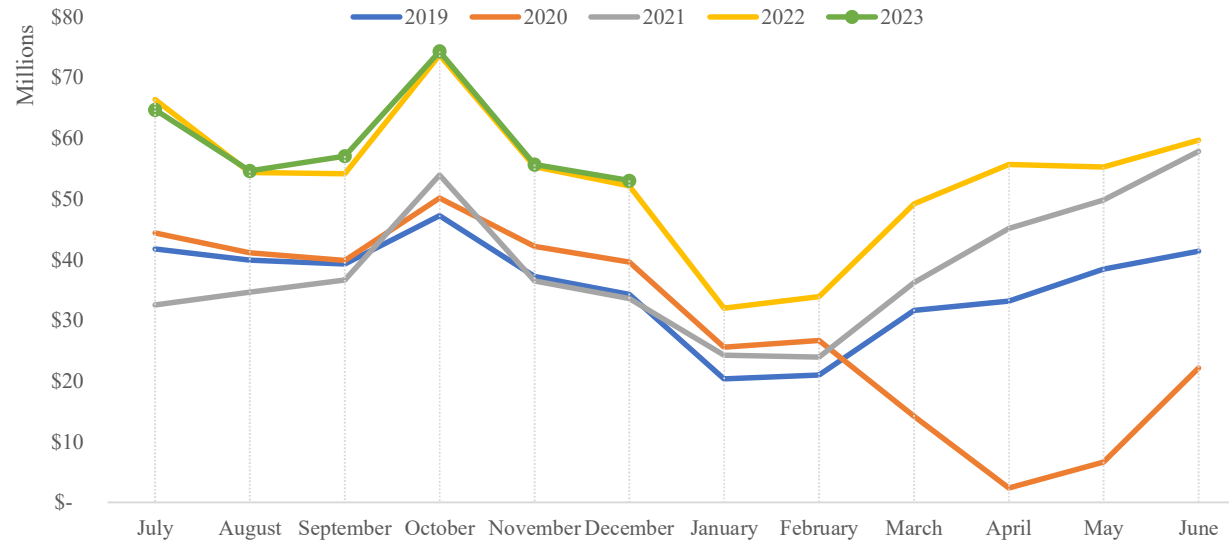
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,691,508	\$ 66,404,238	-3%	-3%	\$ 68,396,365	\$ 47,779,105
August	54,588,653	54,349,696	0%	-1%	55,980,187	43,375,563
September	57,057,996	54,181,143	5%	1%	55,806,578	43,577,827
October	74,301,253	73,696,268	1%	1%	75,907,156	59,252,978
November	55,645,816	55,321,427	1%	1%	56,981,069	44,656,752
December	53,036,372	52,145,316	2%	1%	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	-	59,678,151	-	-	61,468,495	46,540,870
Total revenues	<u>\$359,321,598</u>	<u>\$ 641,852,918</u>			<u>\$661,108,506</u>	<u>\$487,298,774</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

January 31, 2023



	2019	2020	2021	2022	2023
Month of lodging sales:					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,404,238	\$ 64,691,508
August	39,917,550	41,113,655	34,663,339	54,349,696	54,588,653
September	39,327,048	39,869,174	36,683,164	54,181,143	57,057,996
October	47,272,253	50,148,618	53,914,047	73,696,268	74,301,253
November	37,240,595	42,190,154	36,458,675	55,321,427	55,645,816
December	34,272,393	39,595,569	33,578,528	52,145,316	53,036,372
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	59,678,151	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,138,537	\$ 641,852,918	\$ 359,321,598

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

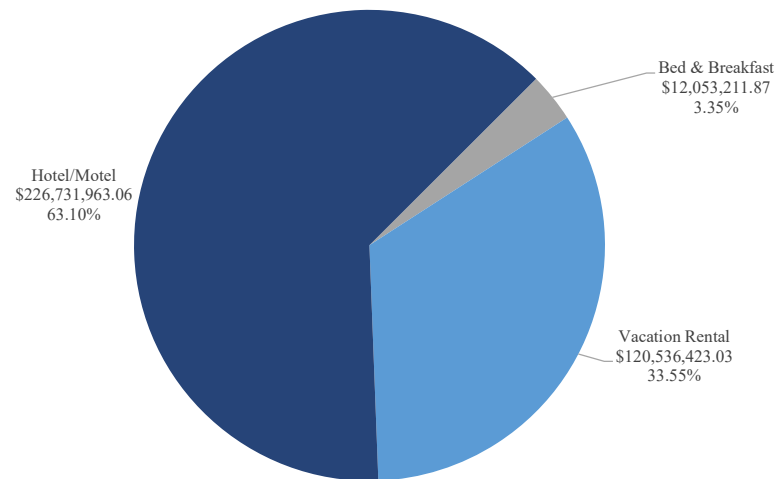
January 31, 2023

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%	\$ 24,330,889	\$ 23,357,779	4.2%	4.2%	\$ 2,117,300	\$ 1,681,890	25.9%	25.9%	\$ 64,691,508	\$ 66,404,238	-2.6%	-2.6%
August	32,413,773	33,288,678	-2.6%	-5.4%	20,489,606	19,647,131	4.3%	4.2%	1,685,274	1,413,887	19.2%	22.8%	54,588,653	54,349,696	0.4%	-1.2%
September	35,736,782	34,410,077	3.9%	-2.4%	19,372,727	18,331,924	5.7%	4.7%	1,948,487	1,439,143	35.4%	26.8%	57,057,996	54,181,143	5.3%	0.8%
October	48,934,964	49,777,745	-1.7%	-2.2%	22,539,866	21,821,793	3.3%	4.3%	2,826,424	2,096,730	34.8%	29.3%	74,301,253	73,696,268	0.8%	0.8%
November	36,016,142	36,209,998	-0.5%	-1.9%	17,764,482	17,628,298	0.8%	3.7%	1,865,193	1,483,131	25.8%	28.7%	55,645,816	55,321,427	0.6%	0.8%
December	35,386,985	34,591,966	2.3%	-1.3%	16,038,853	16,302,722	-1.6%	2.9%	1,610,534	1,250,628	28.8%	28.7%	53,036,372	52,145,316	1.7%	0.9%
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	-		-	20,924,585	-		-	1,974,390	-		-	59,678,151	-	
Total	<u>\$ 226,731,963</u>	<u>\$ 394,967,072</u>			<u>\$ 120,536,423</u>	<u>\$ 229,451,231</u>			<u>\$ 12,053,212</u>	<u>\$ 17,434,615</u>			<u>\$ 359,321,598</u>	<u>\$ 641,852,918</u>		

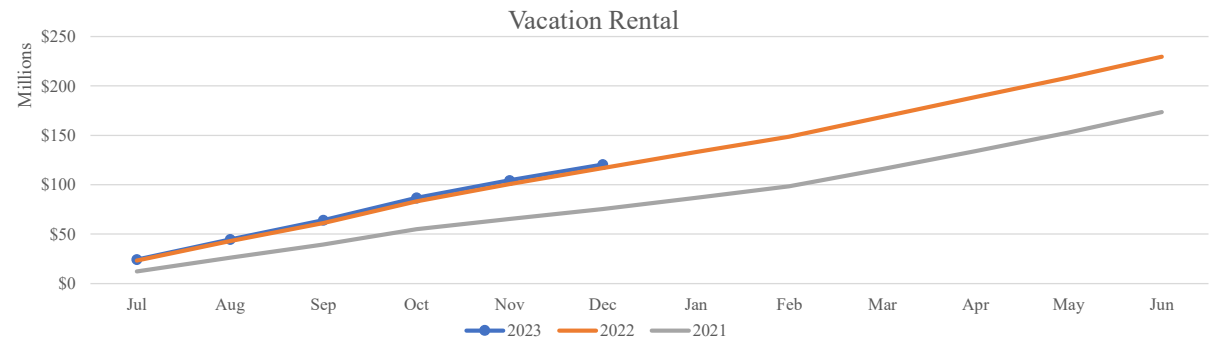
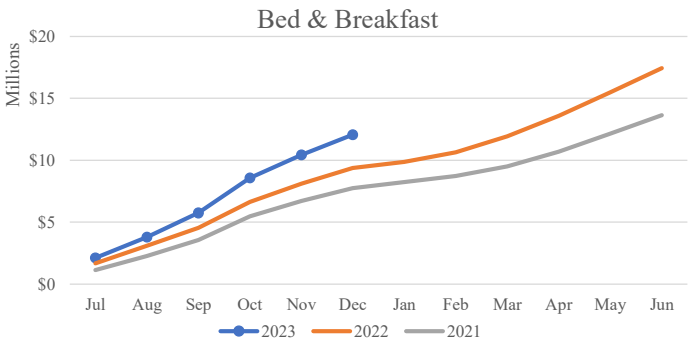
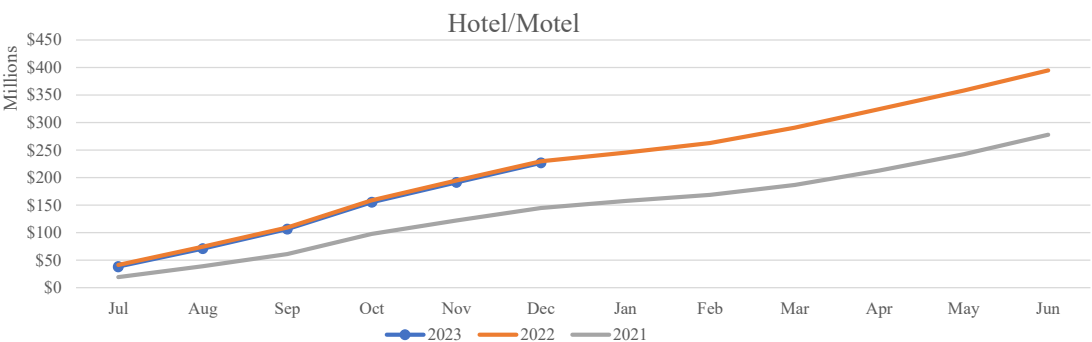
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
January 31, 2023

Total Lodging Sales by Type, Year-to-Date



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





BUNCOMBE COUNTY

EXPLORE
ASHEVILLE

TOURISM DEVELOPMENT AUTHORITY

MONTHLY HIGHLIGHTS

JANUARY 2023

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.

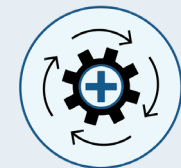
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



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) Annual Reports: All active grantees submitted annual reports by January 15
- Legacy Investment From Tourism (LIFT) Fund: Held working group meetings to gather input on program guidelines

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

- Visitor Guide: New 2023 guide was completed, printed, and delivered; the digital guide can be viewed [here](#)
- International Media Marketplace (IMM): Attended TravMedia's IMM in NYC, and conducted 24+ multi-pillar pitch appointments with top travel journalists, editors, and influencers
- Family Content: Highlighted kid-friendly restaurants and breweries in [blog](#) and [accompanying Reel](#) with help of local creators When in Asheville
- Earned Media Coverage:
 - *StyleBlueprint*: [10 Romantic Getaways in the South](#)
 - *We Dream of Travel*: [The 41 Most Romantic Getaways in the USA in 2023](#)

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

- Bucket List Campaign: Ran commercials during the Rose Bowl Parade and CNN New Year's Eve inviting people to add Asheville to their bucket lists; mailed 25 travel reporters a personalized journal and pitch to visit
- Plan for Vacation Day: Amplified [#PlanForVacationDay](#) and pointed prospective visitors to trip-planning resources
- Winter Travel Itinerary: Created a 3-day [ultimate winter vacation itinerary](#), encouraging people to visit during Asheville's undiscovered season

Collaborate with broader community leaders to ensure sustainable growth & alignment

- Hotel Partners Meeting: Convened several sales directors and general managers from Tunnel Road and East Buncombe County at the Holiday Inn East; received updates from Asheville Mall and discussed opportunities to attract more government, sports, wedding, reunion, and motorcoach groups

DELIVERING BALANCED RECOVERY & SUSTAINABLE GROWTH

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

- Professional Convention Management Association (PCMA): Attended Convening Leaders Conference in Columbus, OH, which included 80 educational sessions designed to provide attendees with leadership essentials, best practices, and new insights on trending topics to meet today's challenges. More than 3,300 industry professionals in attendance
- Independent Planners Education Conference (IPEC): Conducted 23 individual appointments with independent planners in Memphis, TN; attended boot camp, networking receptions, general sessions, and keynote industry speakers
- Sports Express in Fort Lauderdale, FL: Included 28 individual appointments with planners, a community service project, team-building activities, and pre-arranged networking dinners each night
- Wedding Festivals Bridal Expo: Attended at the WNC Agricultural Center and showcased Asheville's wedding services to more than 300 brides
- Event Service Professionals Association (ESPA) Annual Conference: Attended in Pittsburg, PA, and met for 2.5 days of industry education, round-tables, speakers and networking activities with approximately 260 servicing professionals
- What's New in Meetings: Published [new blog](#) and press release focused on new offerings in Asheville that are relevant for meeting planners and groups

ENCOURAGING SAFE & RESPONSIBLE TRAVEL

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

- Year of the Trail Campaign Launch: Promoted [#FirstDayOutdoors](#) on January 1 in coordination with Year of the Trail NC
- Fodors: Supported reporter Stratton Lawrence who is updating the lengthy Asheville portion of Fodor's [Great Smoky Mountains National Park](#) guide
- Earned Media Coverage:
 - *USAToday.com*: [26 eco-lodges to visit for a once-in-a-lifetime experience](#)

ENGAGING & INVITING MORE DIVERSE AUDIENCES

Increase diversity of partner network

- Latinx: Expanded [Latinx-owned Business Guide](#) to include four additional businesses; list is available in both English and Spanish

Increase outreach in recruiting diverse meetings and events

- [LGBTQ+ Wedding Planners Guide](#): Developed a 5-step guide that features some of Asheville's LGBTQ+ friendly venues and vendors

PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- [Seasonal Events Guide](#): Published a roundup of festivals, events and exhibits happening in Asheville throughout every season in 2023
- Food Network Magazine: Hosted reporter Monica Michael Willis who is working on a feature about North Carolina barbecue and creative ways to walk it off, including by wandering at Biltmore Estate
- Earned Coverage:
 - *Eater*: [The Best Food Cities to Travel to in 2023](#)
 - *K1047.com*: [North Carolina City One of the Best Cheap Romantic Getaways](#)

RUNNING A HEALTHY & EFFECTIVE ORGANIZATION

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

- Visitor Guide Distribution: Received and fulfilled 2,688 individual requests and 35 out-of-market orders, totaling 131 cases, or 6,550 guides; 16 local partners ordered 45 cases of visitor guides, or 2,250 guides
- ExploreAsheville.com
 - New Partner Outreach: Sent emails to 39 businesses
 - Partner Meetings: 6 in-person partner sessions
 - Partner Listings: Created 13 new free partner listings and updated 73 partner listings
 - Partner One-on-Ones: Held 0 partner support meetings
 - Event Calendar: Posted 275 events to our online calendar
 - Package & Deals: Added 25 packages and deals

Increase team performance and effectiveness

- New Hire: Welcomed Elizabeth White back as Web Manager

Focus on events and communications strategy to increase community engagement

- The Year Ahead: Gathered nearly 250 community leaders and tourism industry partners on January 19 for The Year Ahead partner event at The Venue
 - Program Recap: Highlighted Asheville Superstars, debuted of the TPDF legacy video, facilitated three rapid-fire industry panels, and shared a sneak peek at new aspects of Asheville's storytelling foundation
- E-Newsletters, E-Alerts: [5 sent in January](#); delivered to a total of 9,598 with open rates as high as 61% (9% increase from December) and an average of 49% (2% increase from December)
- Local News & BCTDA/ Explore Asheville Coverage
 - *Citizen Times*: [Buncombe County's lobbyists will push for McCormick Field, education funding from state](#)
 - *AVL Watchdog*: [Short-term vacation rental growth explodes in Buncombe County](#)
 - *WLOS*: ['We're at crisis:' Asheville service workers demand action on unaffordable rent prices](#)
 - *WLOS*: [Groups plan to ask tourism agency to use certain funds for affordable housing](#)

Destination Performance Report

ASHEVILLE

Lodging & Visitor Overview - January 2023

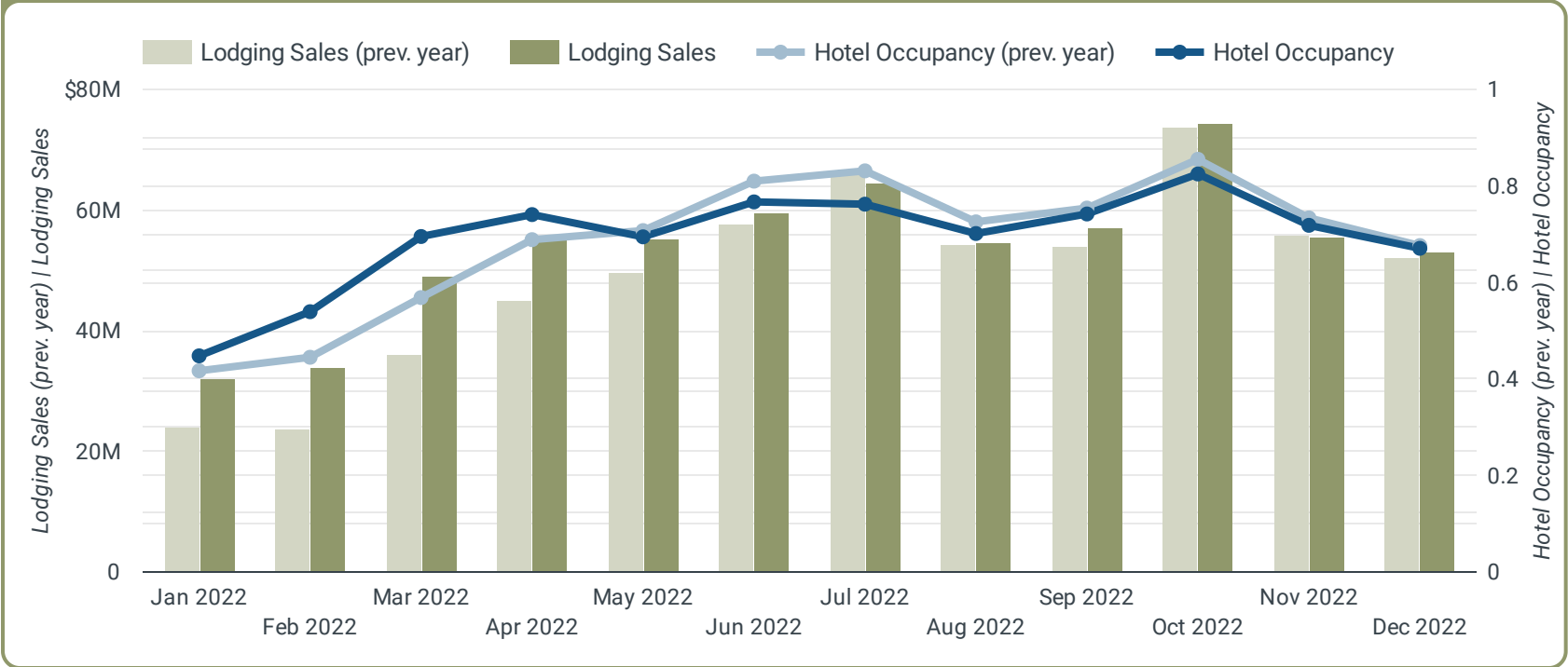
Lodging Sales \$53,036,372 (December) ↑ 1.7%	Hotel Occupancy* 67.1% (December) ↓ -0.8%	Hotel Demand* 188,179 (December) ↑ 0.5%	Hotel ADR* \$201.42 (December) ↑ 1.7%	Hotel RevPAR* \$135.10 (December) ↑ 0.9%
Airport Passengers 158,532 (December) ↑ 25.1%	Asheville Visitor Center 7,256 ↑ 134.7%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 458 ↓ -51.2%	Travel Guide Requests 2,688 ↓ -14.4%

Lodging & Visitor Overview - Fiscal Year 22-23

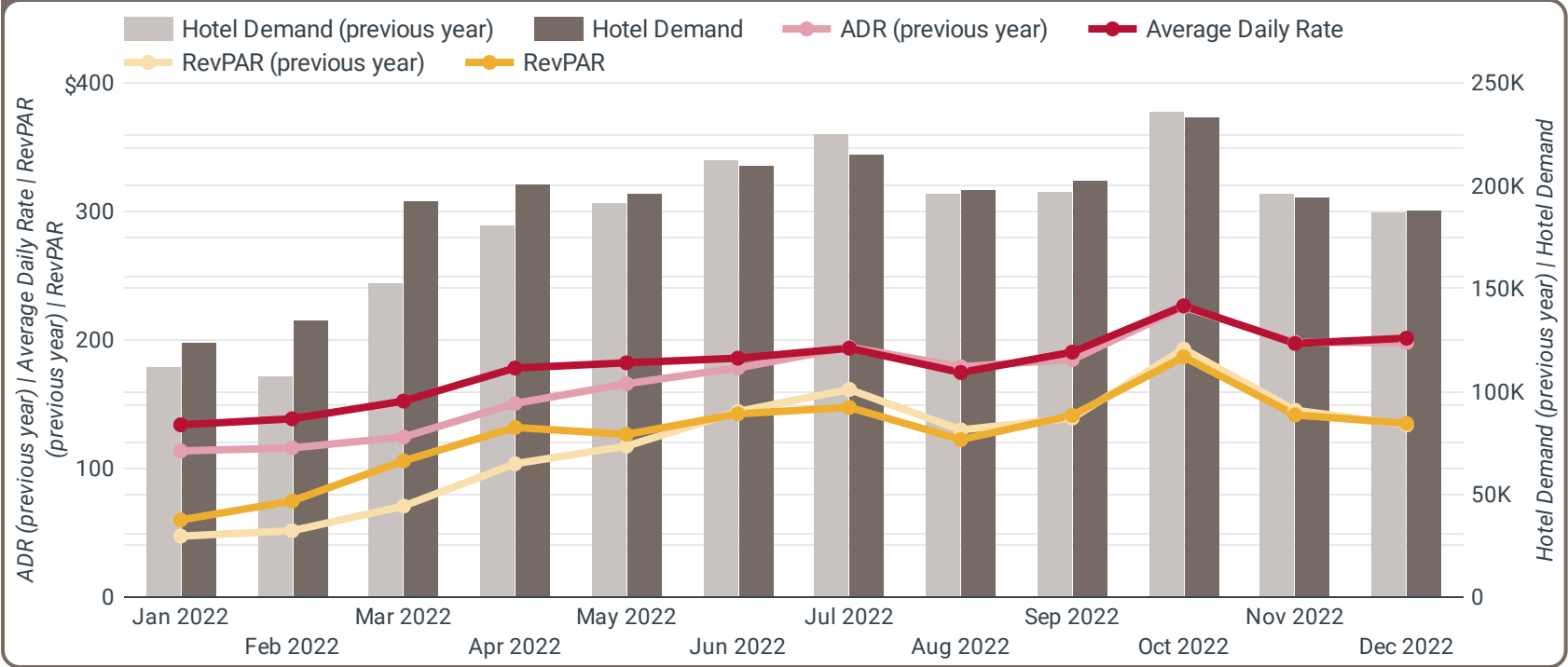
Lodging Sales \$359,321,598 ↑ 0.7%	Hotel Occupancy* 73.7% ↓ -2.9%	Hotel Demand* 1,233,366 ↓ -0.6%	Hotel ADR* \$198.09 ↑ 0.0%	Hotel RevPAR* \$145.94 ↓ -2.9%
Airport Passengers 1,040,744 ↑ 17.7%	Asheville Visitor Center 103,758 ↑ 1.3%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 18,914 ↓ -18.7%	Travel Guide Requests 12,902 ↓ -7.8%

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

ASHEVILLE

Short Term Rental Data - January 2023

Occupancy	ADR	RevPAR	Demand
60.5%	\$119.88	\$72.51	172,721
↓ -1.3%	↑ 2.0%	↑ 0.8%	↑ 13.4%

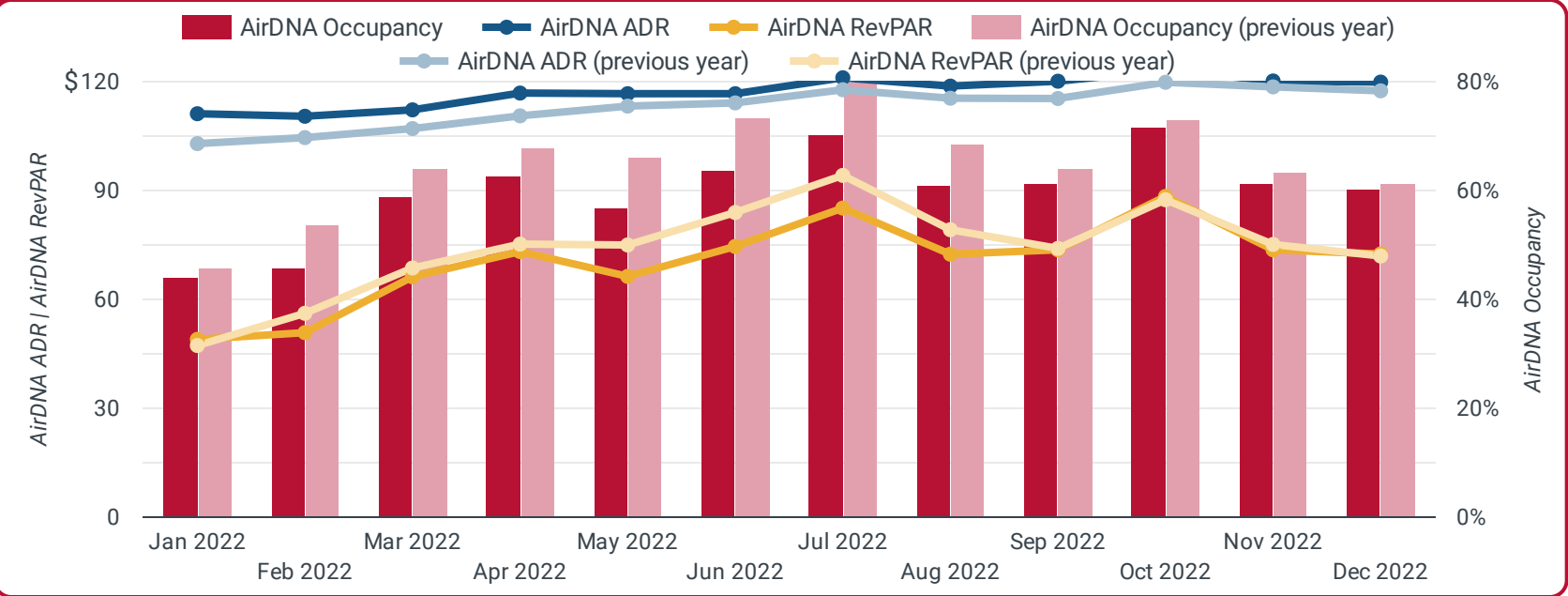
Short Term Rental Data - Fiscal Year 22-23

Occupancy	ADR	RevPAR	Demand
64.4%	\$120.65	\$77.75	1,096,152
↓ -5.6%	↑ 2.7%	↓ -3.0%	↑ 14.5%

AirDNA ADR, RevPAR and Occupancy

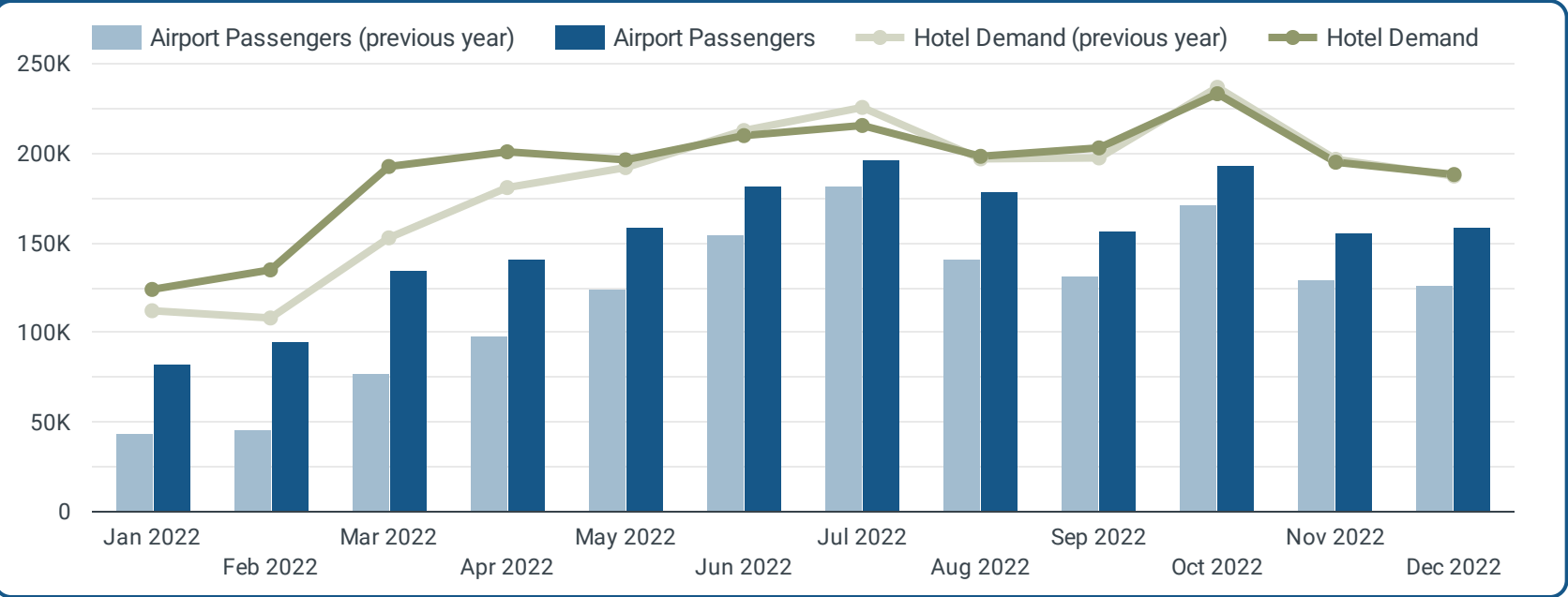
* Short Term Rental Data Source: AirDNA

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

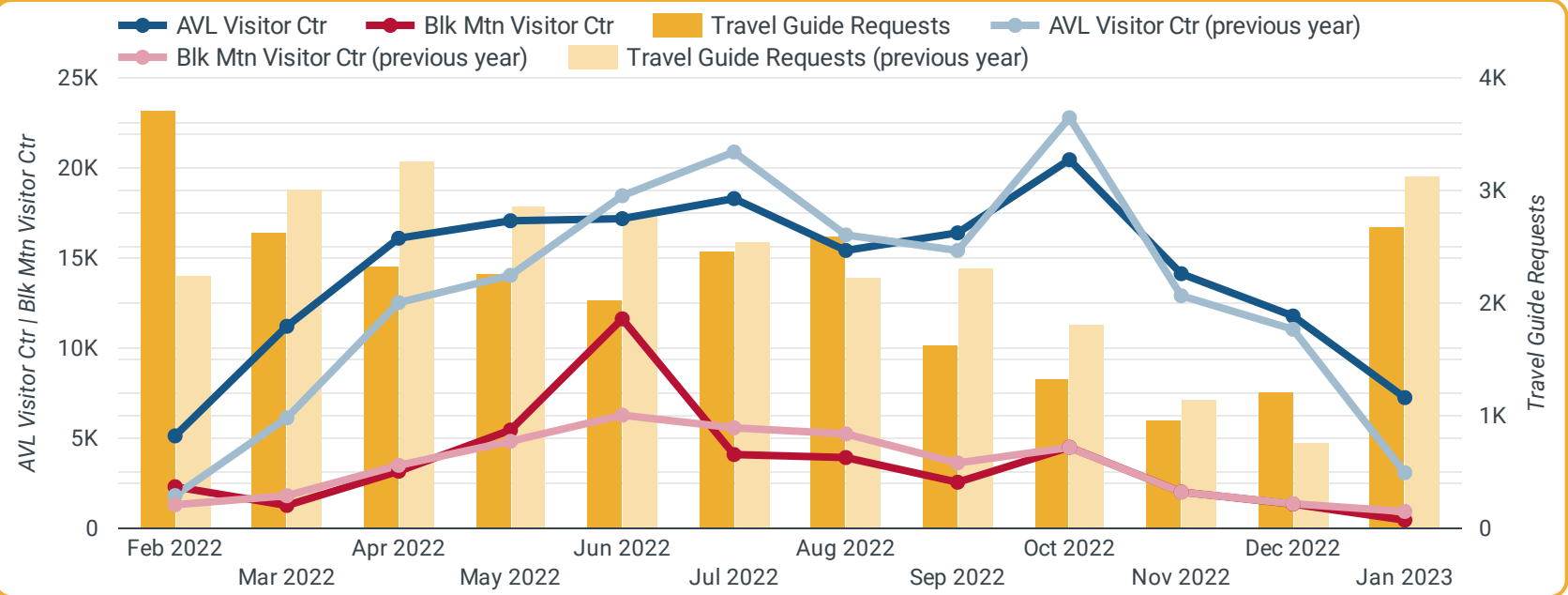


Airport Passengers vs. Hotel Demand*

* 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

ASHEVILLE

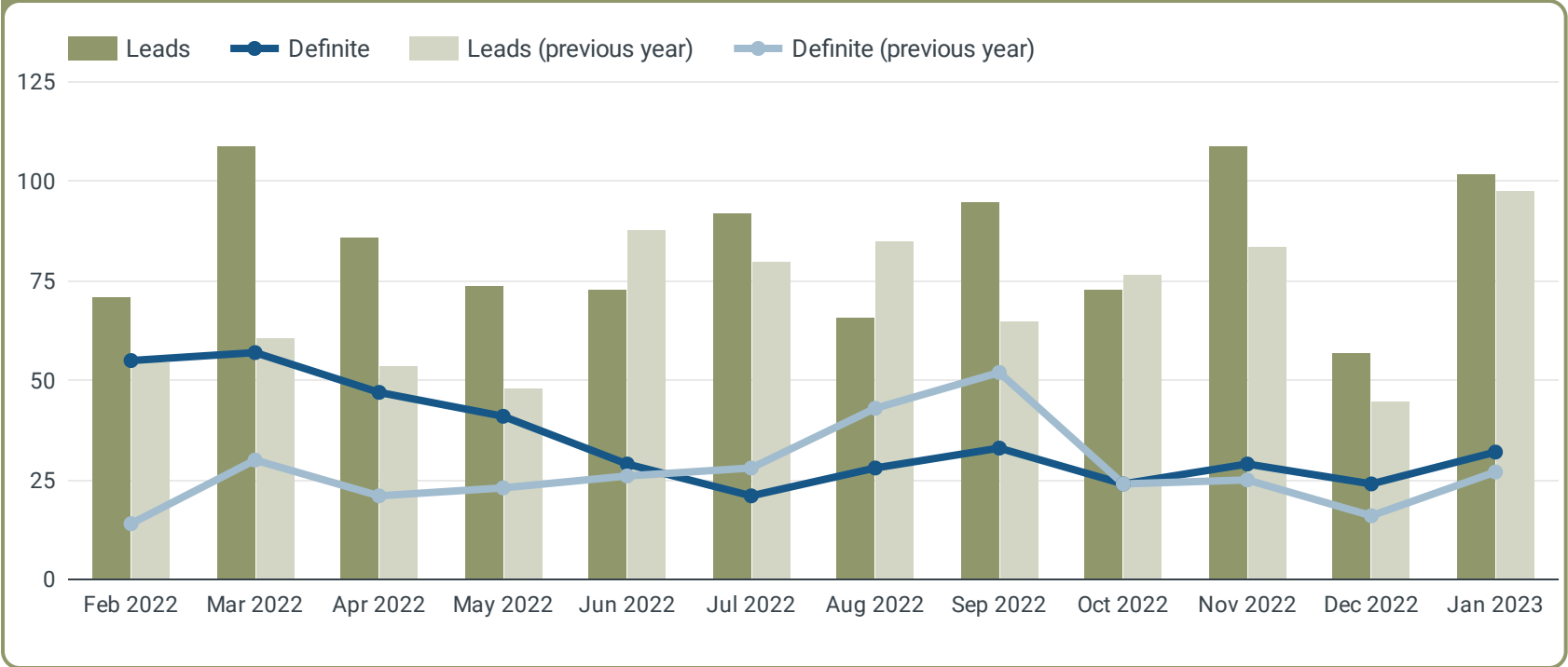
Sales Leads and Outreach - January 2023

Sales Leads Issued 102 ↑ 4.1%	Room Nights (Leads) 21,772 ↓ -6.7%	Leads Turned Definite 32 ↑ 18.5%	Room Nights (Definite) 3,237 ↓ -14.3%	Estimated Revenue \$651,063 ↓ -54.3%	
P2P Outreach 545 ↑ 31.0%	Indirect Outreach 10,424 ↑ 3,058.8%	Group Events 7 ↓ -22.2%	Room Nights Generated 1,772 ↑ 238.8%	Actualized Revenue \$623,135 ↑ 306.6%	Groups Served 8 ↓ -11.1%

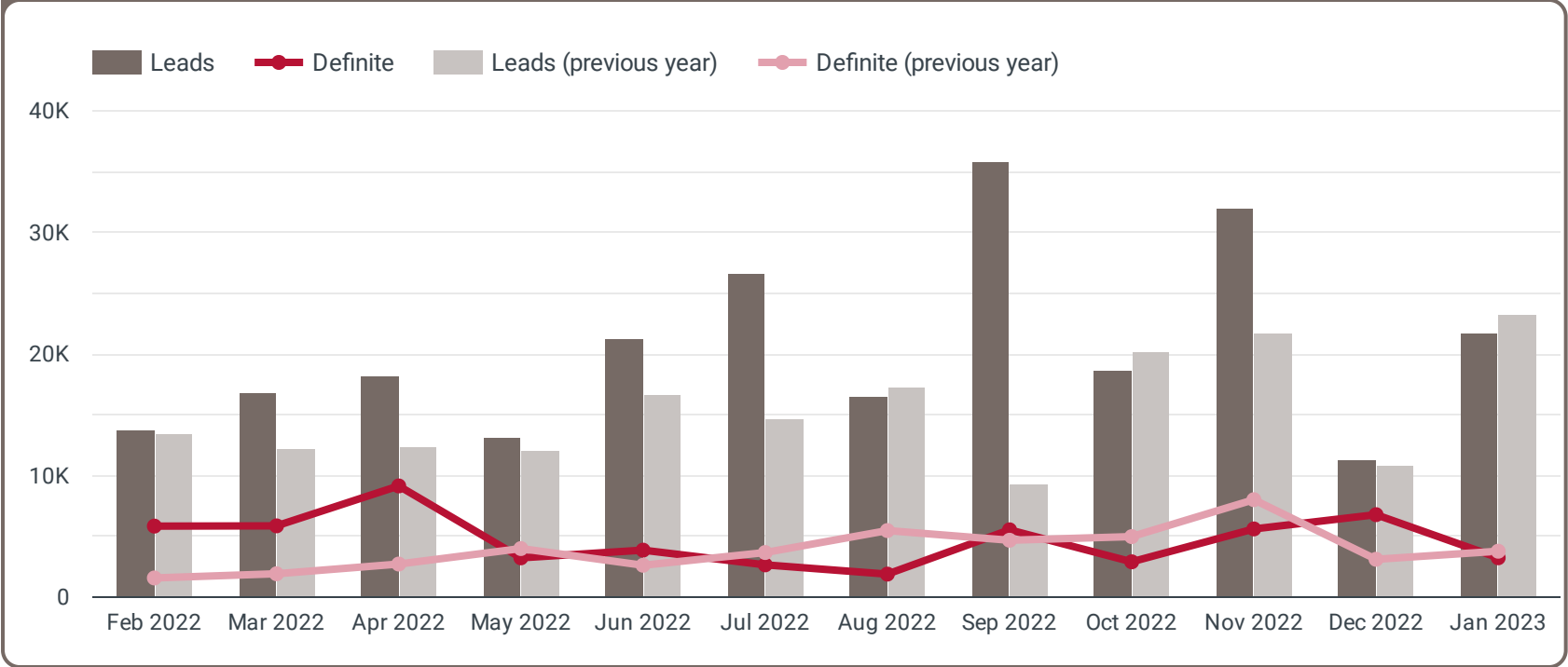
Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 594 ↑ 11.2%	Room Nights (Leads) 162,934 ↑ 38.7%	Leads Turned Definite 201 ↓ -9.0%	Room Nights (Definite) 33,657 ↓ -1.5%	Estimated Total Revenue \$8,502,231 ↓ -0.3%	
P2P Outreach 4,613 ↑ 0.6%	Indirect Outreach 149,837 ↑ 102.7%	Group Events 266 ↑ 19.8%	Room Nights Generated 25,370 ↑ 28.3%	Actualized Revenue \$9,052,913 ↑ 42.5%	Groups Served 254 ↑ 9.5%

Sales Leads vs. Definite



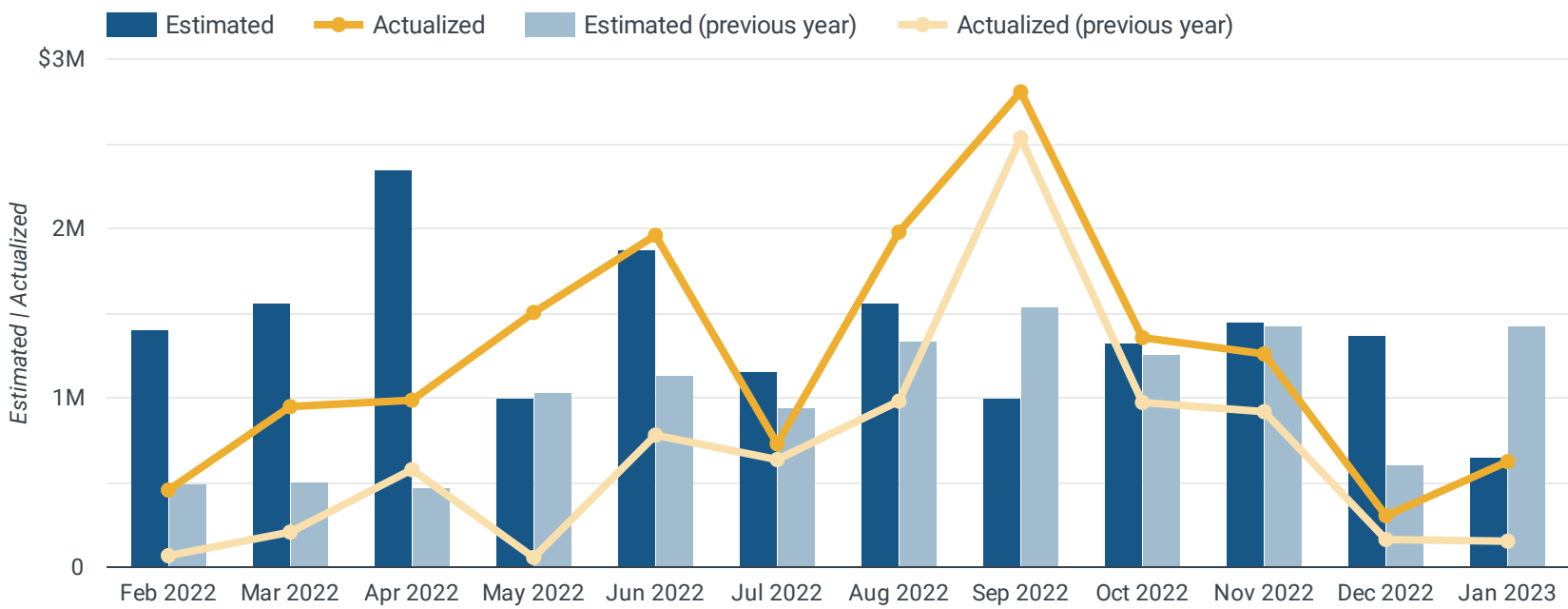
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report

ASHEVILLE

Estimated vs. Actualized Revenue



Sales Outreach 2022-23 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Jan 2023	545	31.0%	10,424	30.6
2.	Dec 2022	746	26.2%	11,205	7.5
3.	Nov 2022	753	9.4%	758	-1.0
4.	Oct 2022	429	-50.1%	2,706	-0.9
5.	Sep 2022	1,060	117.7%	13,562	0.1
6.	Aug 2022	387	-53.3%	109,553	183.4
7.	Jul 2022	693	-3.3%	1,629	1,628.0
8.	Jun 2022	988	-5.6%	224,947	844.7
9.	May 2022	413	-26.5%	25,198	1.0
10.	Apr 2022	951	29.9%	11,725	11,724.0

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Jan 2023	7	-22.2%	1,772	238.8%
2.	Dec 2022	22	15.8%	1,106	23.3%
3.	Nov 2022	39	30.0%	3,778	36.9%
4.	Oct 2022	60	11.1%	3,787	40.3%
5.	Sep 2022	71	42.0%	6,370	-2.9%
6.	Aug 2022	35	25.0%	6,466	63.0%
7.	Jul 2022	32	0.0%	2,091	-4.7%
8.	Jun 2022	50	108.3%	5,610	154.7%
9.	May 2022	37	236.4%	3,845	983.1%
10.	Apr 2022	37	76.2%	3,253	90.3%

Marketing Department Performance Report

ASHEVILLE

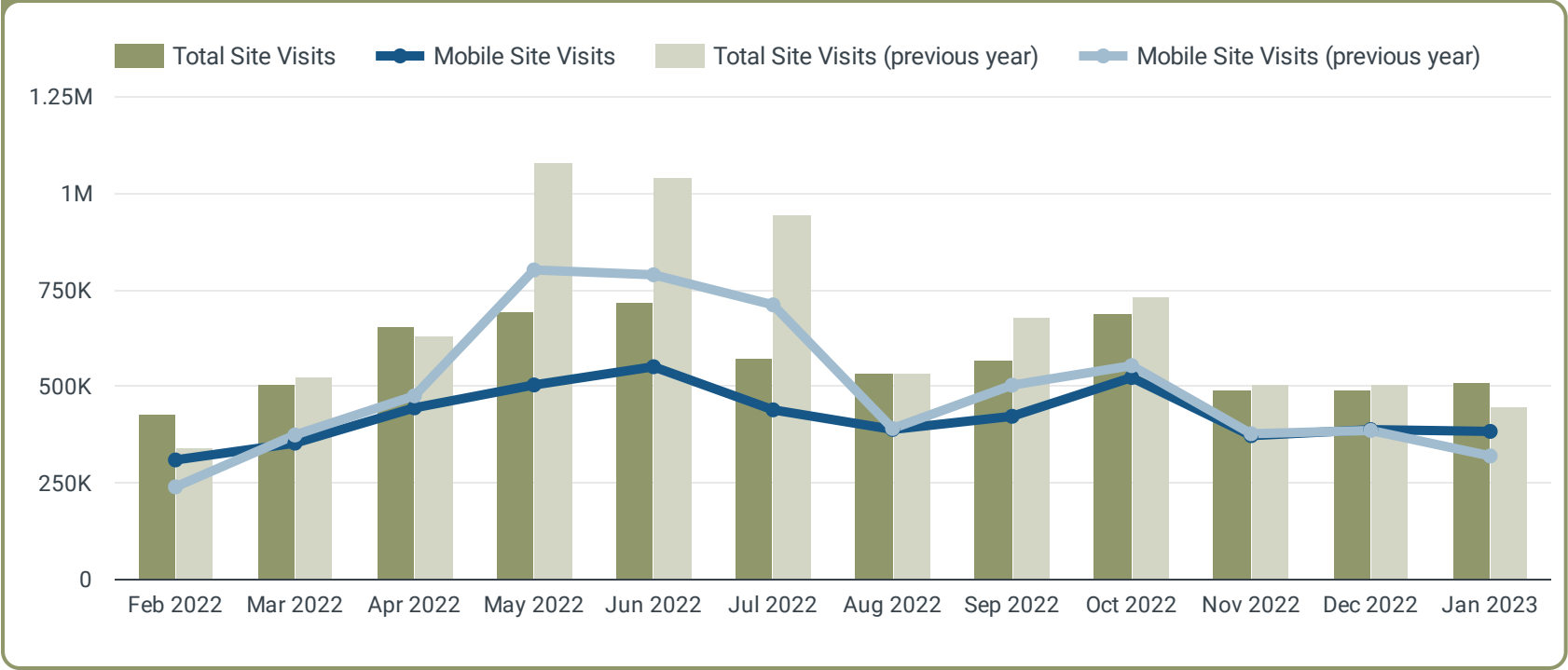
Marketing Metrics Overview - January 2023

Website Visits 509,902 ↑ 14.1%	Mobile Site Visits 381,737 ↑ 18.9%	aRes - Room Nights 56 ↑ 51.4%	aRes - Room Revenue \$9,151 ↑ 60.7%	Total Facebook Fans 312,739 ↑ 2.7%
PR Publicity Value \$4,265,363 ↑ 219.7%	PR Estimated Impressions 1,735,824,530 ↑ 164.8%	Significant Placements 19 ↑ 35.7%	Media Touchpoints 112 ↑ 86.7%	Video Views 382,005 ↑ 46.9%

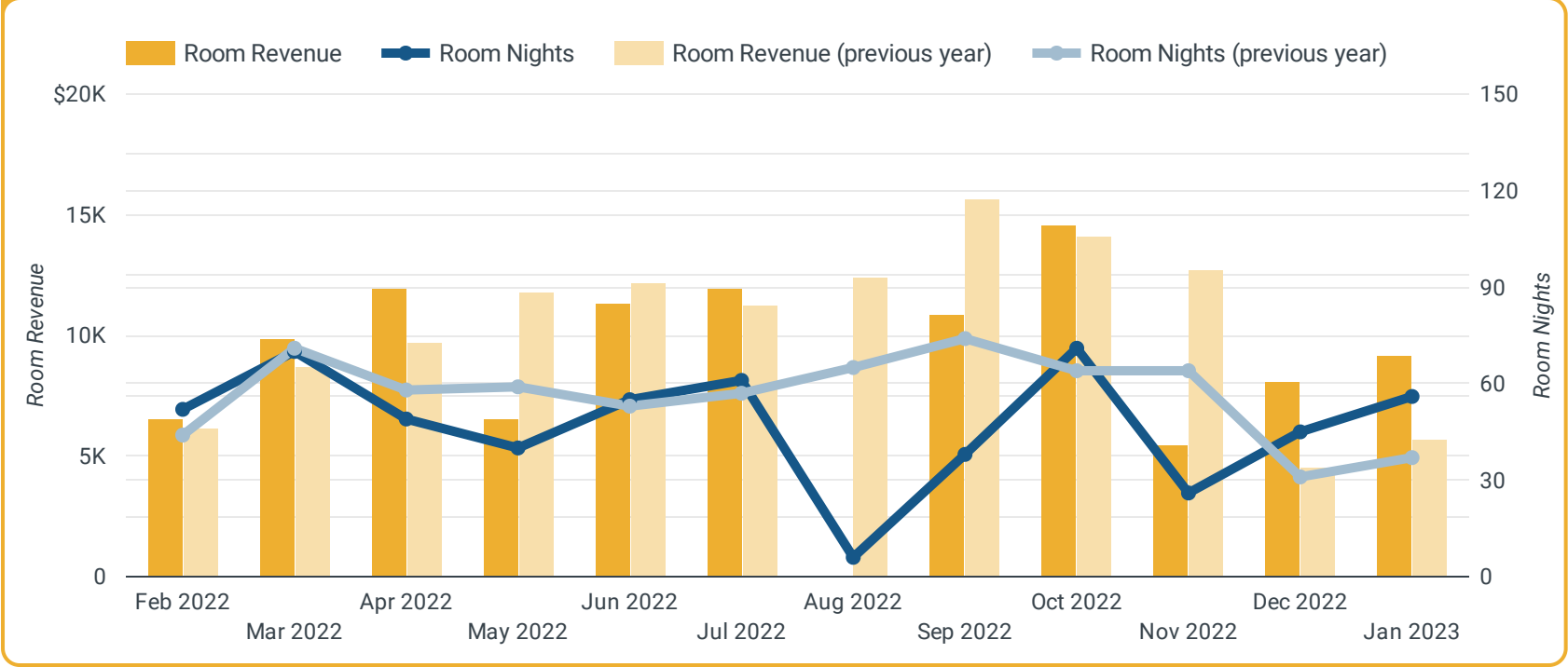
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 3,845,323 ↓ -11.6%	Mobile Site Visits 2,906,260 ↓ -10.1%	aRes - Room Nights 303 ↓ -22.7%	aRes - Room Revenue \$59,307 ↓ -22.5%	Avg. Total Facebook Fans 310,749 ↑ 2.4%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 8,168,550 ↑ 1,086.0%

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.	Jan 2023	\$1,005,439	851%	1,822,240	-11.7%
2.	Dec 2022	\$276,078	32%	987,399	-68.83%
3.	Nov 2022	\$471,078	-67%	2,555,243	-28.37%
4.	Oct 2022	\$1,005,308	28%	3,498,726	-42.35%
5.	Sep 2022	\$1,409,822	376%	5,386,568	99.4%
6.	Aug 2022	\$307,082	-79%	3,382,693	-38.72%
7.	Jul 2022	\$1,235,213	15%	16,499,252	214.59%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jan 2023	\$3,259,924	165%	1,734,002,290	164.8%
2.	Dec 2022	\$3,168,041	119%	1,708,958,220	121.31%
3.	Nov 2022	\$3,578,548	168%	1,903,483,024	167.41%
4.	Oct 2022	\$4,825,909	153%	2,566,939,260	152.08%
5.	Sep 2022	\$3,326,323	-2%	1,769,320,792	-1.34%
6.	Aug 2022	\$4,436,056	385%	2,359,604,321	379.94%
7.	Jul 2022	\$2,533,333	+0%	1,347,517,437	0.85%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jan 2023	112	86.7%	19	35.7%
2.	Dec 2022	60	160.9%	17	-5.6%
3.	Nov 2022	31	40.9%	34	209.1%
4.	Oct 2022	52	-25.7%	26	30.0%
5.	Sep 2022	62	1.6%	30	-16.7%
6.	Aug 2022	45	21.6%	21	61.5%
7.	Jul 2022	40	-13.0%	32	39.1%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jan 2023	312,739	2.7%	382,005	1,289.9%
2.	Dec 2022	311,795	2.8%	383,742	320.3%
3.	Nov 2022	311,370	2.6%	359,976	184.6%
4.	Oct 2022	311,246	2.6%	5,654,949	10,629.8%
5.	Sep 2022	310,380	2.3%	693,943	1,487.7%
6.	Aug 2022	309,304	2.0%	329,108	278.2%
7.	Jul 2022	308,411	1.6%	364,827	689.3%

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.

aRes - Room Nights - Number of monthly room nights booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data is provided by aRes Travel.

aRes - Room Revenue - Total monthly room revenue for rooms booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data excludes cancellations and is provided by aRes Travel.

Total Facebook Fans - Total number of Facebook fans for the Visit Asheville Facebook page reported monthly. Data is provided by Facebook.

PR Publicity Value – Estimated ad equivalency cost of clips secured across multiple mediums. Data is provided by Cision.

PR Estimated Impressions – The circulation of the publication and the estimated gross impressions for broadcast and digital articles by the placements reported for the previous month. Data is provided by Cision.

Significant Placements – Clips from online, print or broadcast media that Explore Asheville had a hand in securing or that feature Asheville predominantly and have a reach of certain threshold. Reported for the previous month. Data is provided by Cision.

Media Touchpoints – Monthly contact that members of the PR team had with various media outlets or journalists. Data is provided by Explore Asheville PR Team.

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.