

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

Wednesday, February 23, 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 01.26.22 Meeting Minutes	Kathleen Mosher
9:10 a.m.	January 2022 Financial Reports	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent
9:15 a.m.	BCTDA Nominating Committee Appointments	Kathleen Mosher
9:20 a.m.	President & CEO Report <ul style="list-style-type: none"><li>a. Industry Metrics</li><li>b. Other Updates</li></ul>	Vic Isley
9:30 a.m.	Tourism Product Development Fund Update <ul style="list-style-type: none"><li>a. TPDF Projects Annual Report</li><li>b. Buncombe County Project Updates</li><li>c. Asheville Community Theatre Amendment Request</li><li>d. 2022 TPDF Funding Cycle</li><li>e. TPDF Committee Appointments</li></ul>	Pat Kappes Timothy Love, Director of Economic Development and Governmental Relations, Buncombe County Eric Hardy, Special Projects Consultant, Town of Woodfin Pat Kappes Pat Kappes Pat Kappes, Brenda Durden
10:10 a.m.	Pillar Update: Engage & Invite More Diverse Audiences	Marla Tambellini, Pat Kappes, Whitney Smith
10:30 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:35 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:40 a.m.	Miscellaneous Business	Kathleen Mosher
10:45 a.m.	Comments from the General Public	Kathleen Mosher
10:55 a.m.	Adjournment	Kathleen Mosher

**Save the Date:**

[2022 Hospitality Outlook Webinar](#) | Wednesday, March 9 | 11:30 a.m. to 1:00 p.m. | [Register via Zoom](#)

The next joint BCTDA meeting is on Thursday, March 24, 2022, at 9:00 a.m. The BCTDA's Annual Planning Retreat will be on Friday, March 25, 2022, beginning at 9:00 a.m., at the Inn on Biltmore. Please contact Jonna Sampson at [jsampson@ExploreAsheville.com](mailto:jsampson@ExploreAsheville.com) or 828.258.6111 with questions.

# Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

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

### Board Meeting Minutes

Wednesday, January 26, 2022

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Matthew Lehman, HP Patel, Leah Ashburn, Michael Lusick, Scott Patel
- Absent (Voting):** None
- 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, Jonna Sampson, Julia Simpson
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney
- Online Attendees:** Tina Kinsey, Asheville Regional Airport  
Colleen Swanson, Meetings Database Institute (MDI)  
Carli Adams, Glenn Cox, Hannah Dosa, Pat Kappes, Jennifer Kass-Green, Sarah Kilgore, Sarah Lowery, Kathi Petersen, Tina Porter, Sha'Linda Pruitt, Glenn Ramey, Whitney Smith; Explore Asheville Staff  
Jane Anderson, Asheville Independent Restaurant Association  
Kit Cramer, Asheville Area Chamber of Commerce  
Sharon Tabor, Black Mountain-Swannanoa Chamber of Commerce  
Madison Davis, Asheville Buncombe Regional Sports Commission  
Timothy Love, Buncombe County  
Chris Corl, Harrah's Cherokee Center Asheville  
Jim Muth, John Ellis; Past BCTDA Board Members  
Robert Michel, Asheville Homestay Network  
Ruth Summers, Grove Arcade Public Market Foundation  
Rick Bell, Engadine Inn & Cabins  
Krista Stearns, Mountain Mural Tours  
Jason Sandford, Ashvegas  
John Boyle, Asheville Citizen-Times  
Sunshine Request

## **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 9:00 a.m.
- Chairwoman Mosher paid tribute to Craig Madison and Karen Cragolin, two Asheville area community pioneers who recently passed away.
- Minutes from the November 17, 2021, BCTDA meeting were approved with a 9-0 vote.
- The November 2021 financial statements were reviewed and approved with a 9-0 vote.
- The December 2021 financial statements were reviewed and approved with a 9-0 vote.
- With a 9-0 vote, Leah Ashburn, Matthew Lehman, Chip Craig, and Kathleen Mosher as BCTDA chair, were appointed to the BCTDA finance committee.
- In her President & CEO's report, Ms. Isley reviewed recent lodging metrics, staff initiatives, reporting updates, and shared the FY 2022-23 BCTDA meeting schedule.
- Tina Kinsey provided an Asheville Regional Airport update.
- Mr. Hilliard and Colleen Swanson, with MDI, provided a group sales update.
- Updates from Asheville City Councilmember Sandra Kilgore and Buncombe County Commissioner Robert Pressley were heard.
- Mr. Celwyn shared comments under Miscellaneous Business.
- Chairwoman Mosher reported there were no emailed public comments, nor requests to speak, received for this meeting.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:36 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 9:00 a.m. She said the agenda and meeting documents are provided on [AshevilleCVB.com](https://www.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 all eleven BCTDA members were virtually in attendance.

## **Remembering Tourism Pioneers Craig Madison and Karen Cragolin**

Chairwoman Mosher recognized and paid tribute to Craig Madison and Karen Cragolin, two community pioneers in the Asheville area who recently passed away. Chairwoman Mosher reviewed their accomplishments, noting both were recipients of the William A.V. Cecil Tourism Leadership Award and leave enduring legacies. Mr. Madison was a pivotal leader and champion of tourism and development in our community. He served as president and CEO of the Grove Park Inn Resort and Spa and was a former member and chair of the BCTDA. Ms. Cragolin founded and served as the visionary leader of RiverLink for 30 years, spearheading the revitalization of the French Broad River and the River Arts District.

Chairwoman Mosher said both of these leaders will be dearly missed.

## **Approval of Meeting Minutes**

Vice Chairwoman Durden made a motion to approve the November 17, 2021, regular meeting minutes as presented. Mr. Lehman seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

## **Financial Reports**

### **November 2021 Financial Reports**

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

Mr. Celwyn made a motion to approve the November 2021 financial reports as presented. Mr. HP Patel seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

### **December 2021 Financial Reports**

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

Vice Chairwoman Durden made a motion to approve the December 2021 financial reports as presented. Ms. Ashburn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

### **Audit Response**

Mr. Warn said that as a follow-up to the FY21 audit finding that was discussed at the November BCTDA meeting, the response document that was signed electronically by board members was submitted to the Local Government Commission and has been accepted. Mr. Warn said this concludes the board's responsibility in this matter and staff will follow-through with the processes put in place.

## **BCTDA Finance Committee Appointments**

Chairwoman Mosher said this year's BCTDA Finance Committee members are appointed as follows: Ms. Leah Ashburn (committee chair), Mr. Matthew Lehman, Mr. Chip Craig, and herself (as BCTDA chair).

Mr. Crosby moved to approve the BCTDA Finance Committee appointments as presented. Mr. HP Patel seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0.

## **President & CEO Report**

### **Industry Metrics**

Ms. Isley shared lodging occupancy metrics for November and December 2021, and a five-year comparison chart of average occupancy by lodging type.

### **Monthly Reporting Updates**

Ms. Isley said two reports are compiled by staff and provided to the board each month. She said the Destination Performance Report, which contains lodging, airport, visitor center, and sales and marketing metrics, will stay the same. Ms. Isley said the narrative report formerly known as the CVB Staff Recap has a new format and will be called Monthly Highlights. She said the report outlines progress on the team's goals and initiatives as they relate to Explore Asheville's strategic pillars. Ms. Isley shared an example of the changes and said the first edition of this report combines November and December's activities.

### Other Updates

Ms. Isley said one recent highlight in alignment with the Deliver Balanced Recovery & Sustainable Growth and other key pillars is that the “Samantha Brown’s Places to Love” PBS series kicked off its fifth season with a [30-minute feature on Asheville](#). She said the BCTDA underwrote production fees and collaborated with the crew on story development that intentionally aligns with the strategic pillars. Ms. Isley said the show shines a spotlight on several local places, creators, and storytellers and then shared a sizzle reel of the video. She thanked the Explore Asheville team and all the partners who helped make the episode possible.

Next, Ms. Isley said the [Official 2022 Asheville Visitor Guide](#) is complete and available to fulfill visitor inquiries and bulk supply requests to places throughout the community. She noted Mountain Xpress is our local distribution partner. Ms. Isley reviewed how the staff was intentional about developing content and stories throughout the guide that influence visitor behavior in alignment with the strategic pillars:

- Deliver Balanced Recovery & Sustainable Growth
- Encourage Safe & Responsible Travel
- Engage & Invite More Diverse Audiences
- Promote & Support Asheville’s Creative Spirit

Thinking of travel as the “front porch” for economic development, and in an effort to more closely align Explore Asheville’s sales and marketing efforts with targeted business sectors to help diversify the local economy, Ms. Isley shared the 24-page [“Asheville On the Rise”](#) feature developed via a partnership with Monocle. She said the feature shines a spotlight on three dozen local business leaders and makers who are elevating our mountain city on a global stage as a hub for entrepreneurship, innovation, and creativity.

Ms. Ashburn said she appreciates the approach of talking about travel as the front porch for economic development, noting her parents visited Asheville and decided that is where they wanted to start their family business: Highland Brewing Company. Chairwoman Mosher commended the Public Relations and Content teams for their behind-the-scenes efforts to work with producers to align outcomes with the strategic pillars and key objectives.

Ms. Isley said board members will receive hard copies of the visitor guide and Monocle feature in the mail this week. She added the Monthly Highlights and Destination Performance reports are posted on [AshevilleCVB.com](#).

### FY 23 BCTDA Meeting Schedule

Ms. Isley concluded her report by sharing the FY 2022-23 BCTDA board meeting schedule. Meetings are held 9:00 to 11:00 a.m., unless otherwise noted:

Wednesday, July 27, 2022  
Wednesday, August 31, 2022  
Wednesday, September 28, 2022  
Wednesday, October 26, 2022  
Wednesday, November 30, 2022  
Wednesday, December 14, 2022  
Wednesday, January 25, 2023  
Wednesday, February 22, 2023  
Thursday, March 23, 2023 – March Board Meeting  
Friday, March 24, 2023 – Annual Planning Retreat (9:00 a.m. to 6:00 p.m.)

Wednesday, April 26, 2023  
Wednesday, May 31, 2023  
Wednesday, June 28, 2023

### **Asheville Regional Airport Authority Update**

Tina Kinsey, Director of Marketing, PR & Air Service Development for the Asheville Regional Airport, shared a PowerPoint presentation focusing on recent and upcoming airport activities, along with airline, route, and passenger metrics coming out of the COVID-19 pandemic.

Ms. Kinsey reviewed current route maps, 2021 air service highlights, pre-pandemic record performance years, challenges endured during the pandemic, and current metrics showing a strong post-Covid recovery. She also reviewed new, returning, expanded, and canceled flight routes in 2022, and seat capacity estimates. Ms. Kinsey noted Asheville's strong leisure market is helping air traffic return more quickly than the national average. She then reviewed current airport project updates related to community connections, the master plan update process, construction on the south apron expansion, and an overview of the terminal renovation and expansion project. Ms. Kinsey concluded her update by answering all related questions.

Chairwoman Mosher thanked Ms. Kinsey for the presentation.

### **Group Sales Update**

Mr. Hilliard, Explore Asheville's vice president of sales, and Colleen Swanson, executive vice president of Meetings Database Institute (MDI), provided a group sales update to the board.

As a reminder from the presentation shared with the board in July 2021, Mr. Hilliard provided an overview of the *Group Sales Strategic Imperatives* and *Guiding Principles for Group Sales*. He reviewed how the imperatives and principles align with economic development target sectors. Next, Mr. Hilliard provided updates on the Asheville Business Events Council, November's 48-Hour Experience FAM, attendance at IMEX Americas, third-party strategies, meeting planner incentives, and recent sales metrics. Mr. Hilliard announced that the Society of Incentive Travel Executives Southeast awarded Senior Sales Manager Connie Holiday with the "Experience of the Year" award at its annual summit.

Ms. Swanson provided a brief overview of the sales strategies implemented in July in collaboration with MDI. She shared results of the sales team's efforts utilizing the new plan for six months (July through December 2021), compared to the first half of the calendar year (January through June 2021), which showed increases in key sectors of leads created and turned definite. Ms. Swanson then shared how MDI continues to help develop new business by identifying groups in the targeted sectors of advanced manufacturing, life sciences, climate and environmental, outdoor products, and technology.

Following the presentation, Mr. Hilliard answered all related questions. Chairwoman Mosher said it is clear that the strategic focus of the team is making a significant difference as evidenced by these results. She thanked Mr. Hilliard and Ms. Swanson for the presentation.

## **Asheville City Council Update**

Councilmember Kilgore reported on city-related business, including approval of a conditional zoning ordinance for a property at 324 Biltmore Avenue, presentation by the stormwater task force, and the need to address Asheville's homelessness issue together as a community.

Chairwoman Mosher thanked Councilmember Kilgore for the update.

## **Buncombe County Commission Update**

Commissioner Pressley provided an update on county-related business, including continuing discussions related to developing a process to distribute \$25 million in ARPA funds, and free Covid-19 home test and KN95 face mask kits that are available at BCHHS, local fire departments, and the Stephens Lee Community Center.

Chairwoman Mosher thanked Commissioner Pressley for his report.

## **Miscellaneous Business**

Mr. Celwyn said he is hoping the board can meet in person again soon. He read excerpts from an editorial that appeared in the Asheville Citizen-Times in February 2020, in which former BCTDA chair Gary Froeba supported changes to Buncombe County's occupancy tax legislation as recommended by the Asheville Buncombe Hotel Association. Mr. Celwyn said he would like to see the members of the BCTDA also publicly support occupancy tax legislation changes.

Chairwoman Mosher thanked Mr. Celwyn for sharing the editorial and noted she is also looking forward to resuming in-person meetings.

## **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](mailto:Reply@ExploreAsheville.com) through 4:00 p.m. on Tuesday, January 25, 2022. She reported there were no written public comments received by the deadline.

## **Adjournment**

Chairwoman Mosher said it has been an exciting and informative meeting and she is glad to see the growth coming out of the pandemic.

Vice Chairwoman moved to adjourn the meeting and Mr. Scott Patel seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0 and the meeting ended at 10:36 a.m. (Ms. Ashburn had left the meeting at 9:55 a.m. due to a conflict.)

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

The next joint BCTDA meeting will be held virtually on Wednesday, February 23, 2022, beginning at 9:00 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Jonna Sampson". The signature is written in a cursive, flowing style.

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

January 31, 2022

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 20,369,690	\$ 2,163,491	\$ 15,208,889	\$ 5,160,801	74.7%	\$ 9,968,976	52.6%
Investment income	-	156	741	(741)	-	66	1017.2%
Other income	-	-	24,401	(24,401)	-	-	-
Earned revenue	150,000	16,958	90,978	59,022	60.7%	133,082	-31.6%
Total revenues	<u>20,519,690</u>	<u>2,180,605</u>	<u>15,325,009</u>	<u>5,194,681</u>	<u>74.7%</u>	<u>10,102,125</u>	<u>51.7%</u>
<b>Expenditures:</b>							
Salaries and Benefits	2,889,976	193,008	1,373,862	1,516,114	47.5%	1,187,225	15.7%
Sales	1,236,063	18,631	250,624	985,439	20.3%	260,432	-3.8%
Marketing	15,321,893	633,371	4,289,868	11,032,025	28.0%	1,918,708	123.6%
Community Engagement	123,178	6,398	35,525	87,653	28.8%	20,772	71.0%
Administration & Facilities	798,580	34,040	367,141	431,439	46.0%	324,231	13.2%
Events/Festivals/Sponsorships	200,564	-	133,667	66,897	66.6%	25,187	430.7%
Total expenditures	<u>20,570,254</u>	<u>885,447</u>	<u>6,450,687</u>	<u>14,119,567</u>	<u>31.4%</u>	<u>3,736,556</u>	<u>72.6%</u>
Revenues over (under) expenditures	<u>(50,564)</u>	<u>1,295,159</u>	<u>8,874,322</u>			<u>\$ 6,365,569</u>	<u>39.4%</u>
<b>Other Financing Sources:</b>							
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>\$ 1,295,159</u>	<u>8,874,322</u>				
Fund balance, beginning of year			<u>19,776,549</u>				
Fund balance, end of month			<u>\$ 28,650,871</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

January 31, 2022

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	2,163,491	1,517,197	43%	15,208,889	9,968,976	53%	721,164	\$ 505,732	43%	5,069,630	3,322,992	53%
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>\$15,208,889</u>	<u>\$ 20,125,048</u>		<u>\$ 15,208,889</u>	<u>\$ 20,125,048</u>		<u>\$5,069,630</u>	<u>\$6,708,349</u>		<u>\$5,069,630</u>	<u>\$6,708,349</u>	

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Product Development Fund Summary

January 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 18,360,000	\$ 28,296,586	\$ (9,936,586)	154.1%
Investment Income	-	1,233,052	(1,233,052)	0.0%
<b>Total revenues</b>	<u>18,360,000</u>	<u>29,529,638</u>	<u>(11,169,638)</u>	<u>160.8%</u>
<b>Expenditures:</b>				
<b>Product development fund projects:</b>				
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	\$ 21,886,404
Less: Liabilities/Outstanding Grants	(10,283,746)
Less: Unspent Admin Budget (Current Year)	(433,020)
Current Product Development Amount Available	<u>\$ 11,169,638</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Balance Sheet

### Governmental Funds

January 31, 2022

	Operating and Earned Revenue Funds	Product Development Fund	Total
<b>Assets:</b>			
Current assets:			
Cash and investments	\$ 28,813,894	\$ 21,886,404	\$ 50,700,297
Receivables	-	-	-
Total current assets	<u>\$ 28,813,894</u>	<u>\$ 21,886,404</u>	<u>50,700,297</u>
<b>Liabilities:</b>			
Current liabilities:			-
Accounts payable	\$ 24,573	\$ -	\$ 24,573
Future events payable	138,450	\$ 10,283,746	\$ 10,422,196
Total current liabilities	<u>163,023</u>	<u>\$ 10,283,746</u>	<u>\$ 10,446,769</u>
			-
<b>Fund Balances:</b>			-
Restricted for product development fund	-	11,602,657	11,602,657
Committed for event support program	49,602	-	49,602
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	16,786,849	-	16,786,849
Total fund balances	<u>28,650,871</u>	<u>11,602,657</u>	<u>40,253,529</u>
 Total liabilities and fund balances	<u>\$ 28,813,894</u>	<u>\$ 21,886,404</u>	<u>\$ 50,700,297</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales

Shown by Month of Sale, Year-to-Date

January 31, 2022



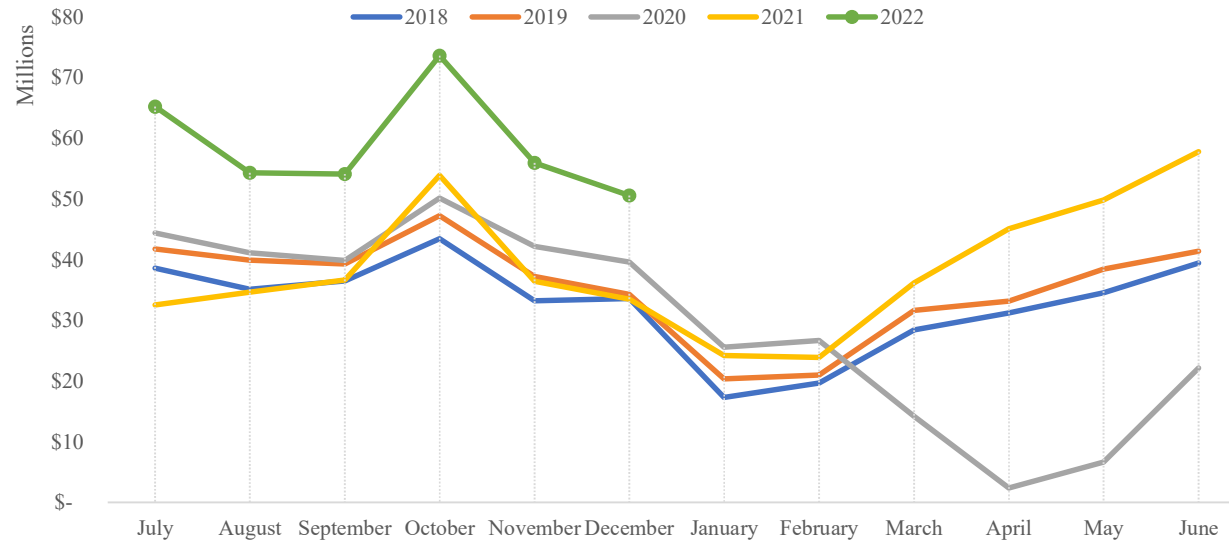
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of lodging sales:</b>						
July	\$ 65,188,038	\$ 32,547,111	100%	100%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	78%	35,703,239	38,564,848
September	54,136,664	36,683,164	48%	67%	37,783,659	38,626,462
October	73,587,649	53,870,769	37%	57%	55,486,892	50,430,547
November	55,954,294	36,407,948	54%	56%	37,500,187	38,612,899
December	50,570,020	33,504,228	51%	55%	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	<u>\$353,738,975</u>	<u>\$ 464,740,494</u>			<u>\$478,682,709</u>	<u>\$415,132,776</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

January 31, 2022



	2018	2019	2020	2021	2022
<b>Month of lodging sales:</b>					
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	73,587,649
November	33,231,722	37,240,595	42,190,154	36,407,948	55,954,294
December	33,597,999	34,272,393	39,595,569	33,504,228	50,570,020
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	\$ 353,738,975

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales by Type

### Shown by Month of Sale, Year-to-Date

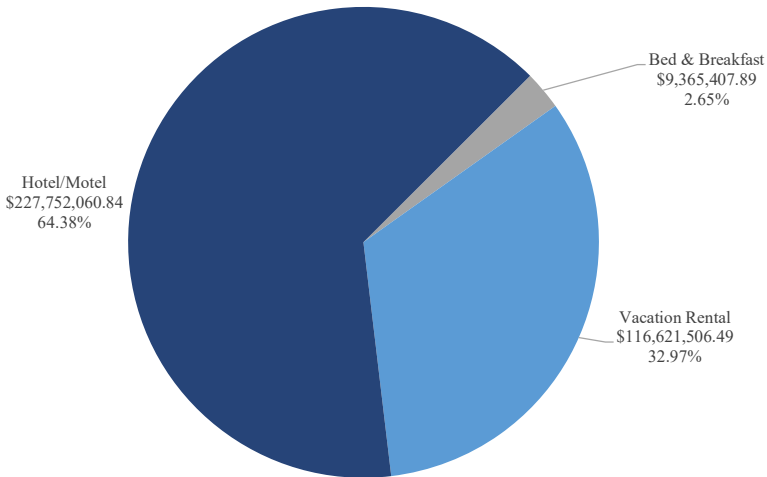
January 31, 2022

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 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%	21,713,175	15,478,848	40.3%	51.1%	2,096,730	1,927,642	8.8%	21.0%	73,587,649	53,870,769	36.6%	56.7%
November	36,931,580	24,630,899	49.9%	59.5%	17,539,583	10,553,316	66.2%	53.5%	1,483,131	1,223,733	21.2%	21.1%	55,954,294	36,407,948	53.7%	56.1%
December	33,130,215	22,871,661	44.9%	57.1%	16,189,176	9,595,156	68.7%	55.5%	1,250,628	1,037,411	20.6%	21.0%	50,570,020	33,504,228	50.9%	55.4%
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	<u>\$ 227,752,061</u>	<u>\$ 278,076,058</u>			<u>\$ 116,621,506</u>	<u>\$ 173,016,827</u>			<u>\$ 9,365,408</u>	<u>\$ 13,647,609</u>			<u>\$ 353,738,975</u>	<u>\$ 464,740,494</u>		

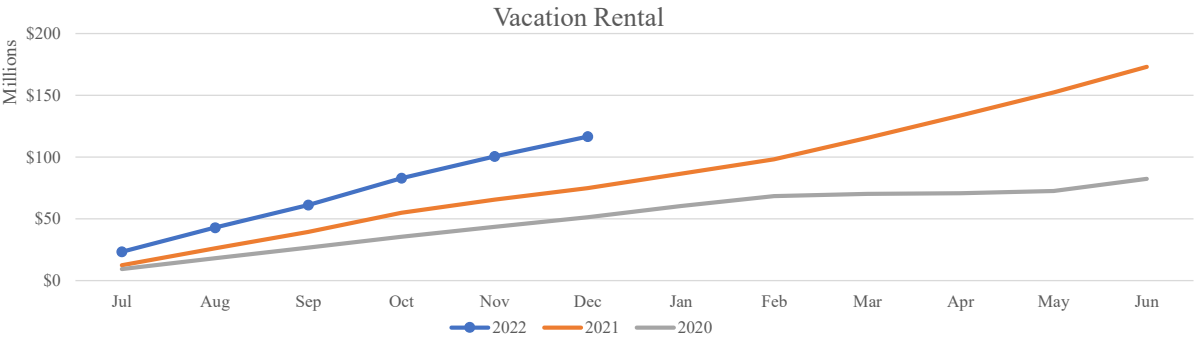
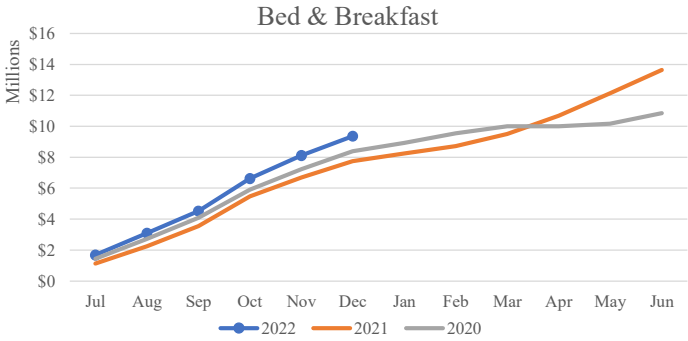
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type  
Shown by Month of Sale, Year-to-Date  
January 31, 2022

Total Lodging Sales by Type, Year-to-Date



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







Explore **ASHEVILLE**  
Convention & Visitors Bureau

# MONTHLY HIGHLIGHTS

January 2022



# MONTHLY HIGHLIGHTS OVERVIEW

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

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



## **Deliver 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.



## **Encourage 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.



## **Engage & Invite 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.

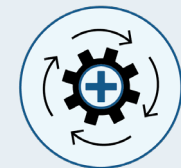
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



## **Promote & Support 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.



## **Run a Healthy & Efficient Organization**

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

# DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH

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

- Winter Wellness Campaign: Featured nearly 30 winter packages or deals from area partners in [“Winter Refresh” campaign](#)
  - Promotion: Elements include mixture of paid and organic social, website pop-ups and email campaigns
- [National Plan for Vacation Day](#): Celebrated Jan. 25 by encouraging travelers to plan their vacation to Asheville and sign up to receive a free Visitor Guide
  - Promotion: Deployed creative across email, ExploreAsheville.com, and social, including paid Facebook lead generation campaign
  - Results: Generated nearly 2,400 Visitor Guide requests (paid & organic)
- Atlas Obscura Partnership: Launched [Off The Beaten Path](#) itinerary and [River Arts District pin drop video](#) with Atlas Obscura and are being promoted through their social channels; they also promoted the [Biltmore Hidden Passages video](#) that performed extraordinarily well in our last campaign
- Fairview Microsite Page: Published [Fairview microsite webpage](#) on ExploreAsheville.com along with [promotional video](#)
- Interactive Map: Published [interactive map](#) on ExploreAsheville.com homepage and [Neighborhoods/Towns landing page](#) to further support dispersal and assist with visitor orientation
- Staff FAM: Toured West Asheville on Jan. 28 and met with owners/managers of the [WNC Farmers Market](#), [Engadine Cabins & Inn](#), [Haywood Common](#), [Melona](#), [Garden Party](#), [Bagatelle](#), [Flora](#), and [Jargon](#) to increase staff awareness of area and partners

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

- International Media Marketplace (IMM): Attended TravMedia’s IMM in NYC; conducted 30+ multi-pillar pitch appointments with top travel journalists, editors and influencers
  - Pitches: Winter wellness, new tours and places to stay, Black Mountain College, evolving districts featuring RAD and Black Wall Street, BIPOC chefs and entrepreneurs, Cherokee culture connections, Olmstead’s 200th and a newly created BIPOC storylines press sheet
- Most Loved Destinations Accolade: Asheville was #30 on Tourism Sentiment Index’s list of [The 100 Most Loved Destinations Around the World for 2021](#)

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

- American Bus Association (ABA) Marketplace: Held 50 appointments with tour operators across North America at the trade show in Grapevine, TX
- Financial & Insurance Conference Professionals (FICP): Attended the Winter Symposium in New York
- North Carolina Sports Association: Attended virtual membership meeting
- South Carolina Society of Association Executives (SCSAE): Represented by six hotel partners at the trade show in Columbia, SC
- Wedding Festivals: Exhibited at the trade show in Asheville with 400+ brides

## Drive revenue in need periods through updated group sales strategy

- [Incentive Program](#): Revised program to incentivize smaller group meetings (50-99 contracted rooms) and added a limited-time bonus offer with doubled incentive amounts for mid-week and January – March group business

# ENCOURAGE SAFE & RESPONSIBLE TRAVEL

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

- Pledge for the Wild (PFTW): Received coverage by The Laurel of Asheville of Asheville for being the first city in the eastern US to join PFTW coalition in [Explore Asheville Joins Pledge for the Wild Coalition](#) and [Editor's Letter](#)
- [Best Roadside Waterfalls Near Asheville](#): Published Instagram Reel produced by local content creator Nathaniel Flowers focused on winter roadside waterfalls and responsible recreation
  - Results: Generated over 116K views, 8,188 likes and 188 comments
- Sustainable Storylines: Issued a [call for sustainability news](#) from partners; submissions will be included in spring media pitches

# ENGAGE & INVITE MORE DIVERSE AUDIENCES

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

- [James Vester Miller Trail](#): Published a digital version of Andrea Clark's walking trail that spotlights nine buildings crafted by her grandfather, James Vester Miller, a master brickmason; printed brochures are available at the YMI Cultural Center and Asheville Chamber.
- African American Heritage Trail (AAHT): Established 18-person Advisory Committee to guide trail's development includes representation from Asheville's African American Heritage Commission, Martin Luther King Jr. Association of Asheville and Buncombe County, Black Wall Street AVL, and YMI Cultural Center.
  - AAHT Advisory Committee Members: Shana Adams, Matthew Bacoate, Andrea Clarke, Claude Coleman, Jr., Katie Cornell, Clifford W Cotton II, Tiffany DeBellott, Debra Flack-Weaver, Joseph Fox, Traci Freeze, Aaron Griffin Sr, J Hackett, Demetra Harris, Dewana Little, Georgia M Shannon, Tarah Singh, Anne Chesky Smith, and Sarah Williams

## **Increase diversity of partner network**

- Database Diversity Stats: Began collecting and documenting diversity stats in Simpleview database; added new categories and encouraged partners to update listings to self-identify as BIPOC-owned, women-owned, or LGBTQ+-owned (if applicable)

PROMOTE & SUPPORT  
ASHEVILLE'S CREATIVE SPIRIT

- National Beer Can Appreciation Day: Launched [Instagram Story series](#) to highlight seven local artists who design packaging for area breweries
- [RAD Artists Spotlights](#): Incorporated profiles widget on River Arts District (RAD) neighborhood webpage to showcase talent and drive studio visits
- Garden & Gun Partnership: December 2021/January 2022 print edition included a double-page spread “Tale of Two Artists”, which featured Asheville chef Rankin Gaines of Capella on 9 and woodworker Anneliese Gormley of Spoon + Hook and highlights their recommendations



Clutches (see from top left):  
An array of hand-crafted  
stencils by Spence + Hock;  
a mung-bean art by Mary Petch;  
a set of Bialistok Gainers; Cagellie  
on the light flood of dining  
room; a Saffron Gains Law

A HOMEGROWN CHEF AND A WOODWORKING  
TRANSPLANT CHOOSE ASHEVILLE, NORTH  
CAROLINA AS THE BACKDROP FOR

In Asheville, artistry can be found everywhere. In the vibrant arts community, of course, but also in its evolving cultural scene, surrounding scenic beauty, walkable districts, and welcoming neighbors. The city has a magnetic pull, attracting scores of visual artists, budding performers, crafters, and more. And while some of the artists who were born here have, however, it's confirmation that the city is a worthy place to nurture creative dreams. On Friday, June 11, 2010, we traveled to the small town of Vilsbich, a family tree with branches that extend way back Western North Carolina. "Before my great-grandfather passed away, we took a 'gene-generation' photo," the Oxford, N.C. artist tells me. "I was 10 years old, he was 90, and we were sitting on the porch of his house. 'I'd just retired headleaser has a schoolbook.' He really, genuine, culinary aspirations only grew from there, and he landed his first job duty at the age of nine, volunteering at a neighborhood church. He was a very good person, a very creative. I'd call him an apostrophe," she'd state, 2018.

[illegible]

A marriage proposal. At that moment, Gormley knew she wanted to make things her home.

Half a decade later, Gormley took up shop carving as the head of a difficult business. The woodworker was inspired by a simple wooden spoon, given to her by her grandmother, that could be traced back several generations. Rooted in sentiment, it was a craft to which she quickly felt connected. "It makes so much sense to me," she explains, though she didn't immediately identify as an artist. "At first, joining a maker community felt intimidating," she says. But she soon learned that many of Asheville's artists are grounded in heritage, and, for many, "it's not so much about being one type of artist—it's a lifestyle and a way of thinking."

Her work is a range of carefully carved serve-ware, as well as picnic-cast with dried florals.

With Spoon—book for dinner, upon Gordon & Gori's 2021 Made in the South Award, Gormley merges practicality and aesthetics, though the business is also focused on sustainability. Most of the wood Gormley uses is scrap from salvage or lumber yards. "There's no place that's too small to work with," she says. To avoid more oil, which is derived from petroleum, Gormley finishes her pieces with beeswax from Honey & the Hive in Weaver's and waxed oil from Abbeville Nursery. Her products are then packaged in recyclable materials. With each considered step, Gormley aims to make the sort of pieces that will become family treasures. "I always hope that someone can hold a piece and feel that it's perfectly

Despite differences in their crafts, both Gaines and Gormley draw from traditions of the past while looking to the future—a perspective that's vital to Asheville's creative community. Like so many of the city's makers, the two are adding something new to the story of this place, one

For more ways to experience  
the city/artistry, visit  
[ExploreAsheville.com](http://ExploreAsheville.com)



A large, modern interior space with high ceilings and large windows, featuring contemporary furniture and a minimalist design. The room is filled with natural light, and the furniture includes armchairs and a low table. The architecture is characterized by clean lines and a neutral color palette.

— IN PARTNERSHIP WITH EXPLORE ASHEVILLE



## An Artist's View of Asheville

Where do hardworking creatives go to play? Western North Carolina serves up a heady array of opportunities to inhale, indulge, and explore.

### Quick Bites

**"An escape from the city's Vain."** *Quinn says of Rankin Vain Cocktail Lounge* Gentry likes Contrada, opened by chef/owner Casapark. "It feels like you're in Italy for a second [it's more fun, and always convenient]."

Downloaded from [www.sagepub.com](http://www.sagepub.com)

"This is based on *Nine Mile*," Gorry says of the Caribbean-inspired restaurant with three Asheville locations. She also plans to name Forestry Camp and its Appalachian-influenced menu. Guinn recommends: **the Bull and the Beggar** and **the Admiral**.

## Drinks

Lee's House of Thirst has an enviable wine list (as well as a excellent zero-proof ups). "I've created such a special place," Gornley says. She also recommends **Barial Beer Co.**, where her husband, Tim Gornley, is the head brewer and sole owner. For drinks, Gaines enjoys the **Times Bar** in the historic NW California.

## Shannon

Clearing vintage vignettes and locally made creations at **Atomic Furnishings & Design** (where shag alone vendors' Silb elandies I harvest Records, where, "for mass" fans, which hopefully is everybody, you can't go strong") Clearer shops for ordinary ingredients at **Mother Ocean Seafood Market** (as well as East Ashford's **Foreign Affairs Oriental Market** "Tried a kid at ToysRUs last

1.000

Garnley seeks out intimate spaces such as the **Grey Eagle**; he also enjoys Asheville's all-ouder venues **Rabbit Rabbit**. Garnley heads to **Asheville Music Hall** for its popular Funk Jam and cocktail bar **Inspired** for its DJ sets.

Outdoor  
Camping Sites

family to Lake Poschattan Recreation Area & Campground for fishing. Gormley's favorite fishing spot is Max Patch, which she says "looks like church."

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

- Partner Updates: A new partner was added to ExploreAsheville.com - [Foothills Food Truck at Hi-Wire Biltmore Village](#)
- ["Get Group Ready" Partner Salon](#): 83 tourism community partners attended the virtual event on Jan. 19 to learn strategies for attracting group business and tips on how to optimize offerings for groups; panelists included Nicole Will, Asheville Wellness Tours; Melissa Murray, Mosaix Group; Kyle Samples, LaZoom Tours

# RUN A HEALTHY & EFFICIENT ORGANIZATION

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

- E-newsletters, E-alerts: [6 sent in January](#) (total of 10,420 emails) with open rates as high as 53% and an average of 44%
- Media Coverage:
  - Spectrum 1 News: [Asheville's tourism rebounded in 2021, along with growth of new residents](#)
  - Asheville Citizen Times: [Hotel sales, vacation rentals continue to boom in Buncombe County](#). Story also picked up by AVL Today and Asheville News Online and promoted in social media
  - WLOS-TV: [2 years after start of pandemic, Asheville hotels are booming, new data shows](#) Story also used in daily newsletter. Similar story on WYFF-TV/Greenville (link not available)
  - Business North Carolina Daily Digest: [Buncombe hotel, lodging continue to soar](#)
- ADA Policies: Processed public records request regarding Explore Asheville's policies and procedures related to Americans with Disabilities Act

## Improve employee wellness

- Wellness Team: Formed a 6-member cross-departmental wellness team
  - Objective: Support the overall wellness of our team members by offering collective encouragement and opportunities to improve work-life balance, physical health, and mental health.
  - Monthly Focus: Different wellness focuses are planned for each month for the rest of FY22; January's fitness challenge resulted in 18 staff members logging in 10 or more 30-minute workouts between Jan. 8-31

# Destination Performance Report



## Lodging & Visitor Overview - January 2022

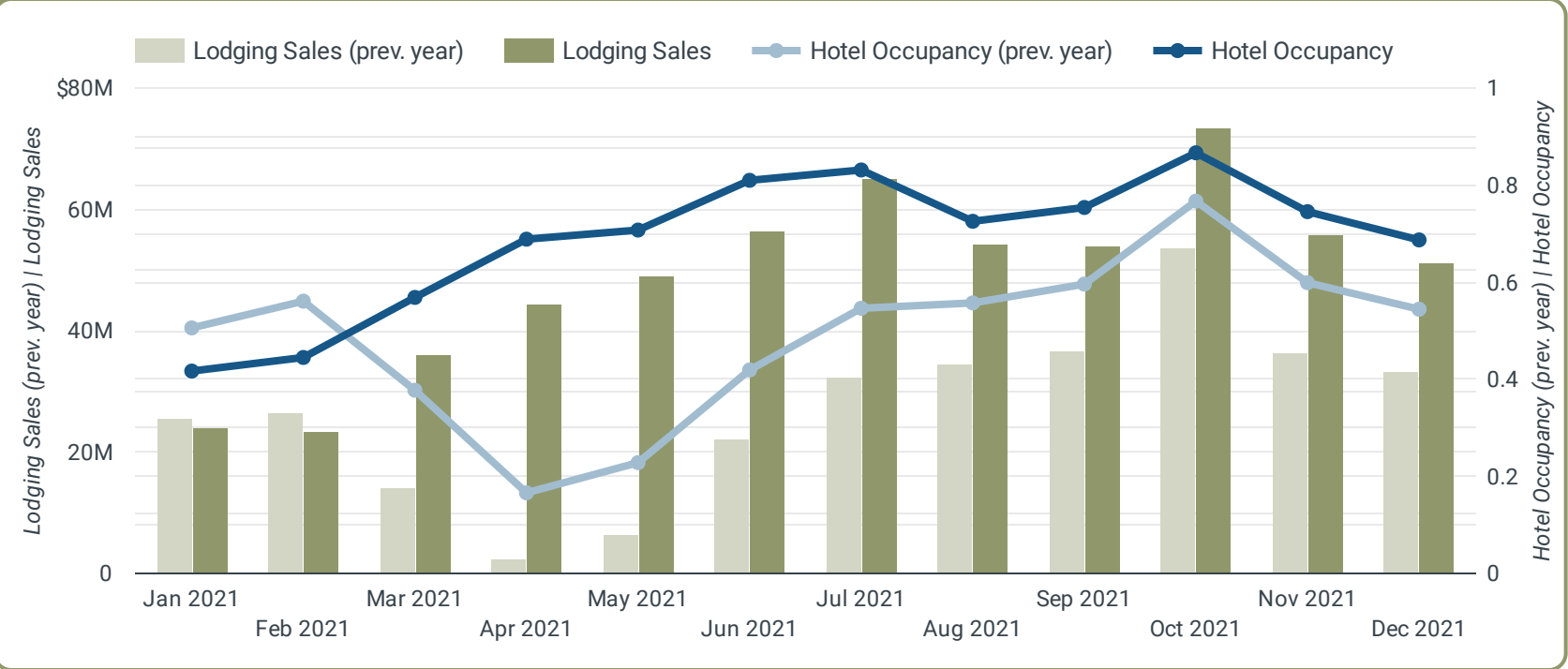
Lodging Sales <b>\$51,147,508</b> (December) <span>↑ 52.7%</span>	Hotel Occupancy* <b>68.7%</b> (December) <span>↑ 26.5%</span>	Hotel Demand* <b>188,095</b> (December) <span>↑ 28.7%</span>	Hotel ADR* <b>\$195.63</b> (December) <span>↑ 23.7%</span>	Hotel RevPAR* <b>\$134.43</b> (December) <span>↑ 56.4%</span>
Airport Passengers <b>126,676</b> (December) <span>↑ 111.9%</span>	Asheville Visitor Center <b>3,091</b> <span>↑ 46.4%</span>	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>938</b> <span>↑ 114.2%</span>	Travel Guide Requests <b>3,139</b> <span>↑ 7.8%</span>

## Lodging & Visitor Overview - Fiscal Year 21-22

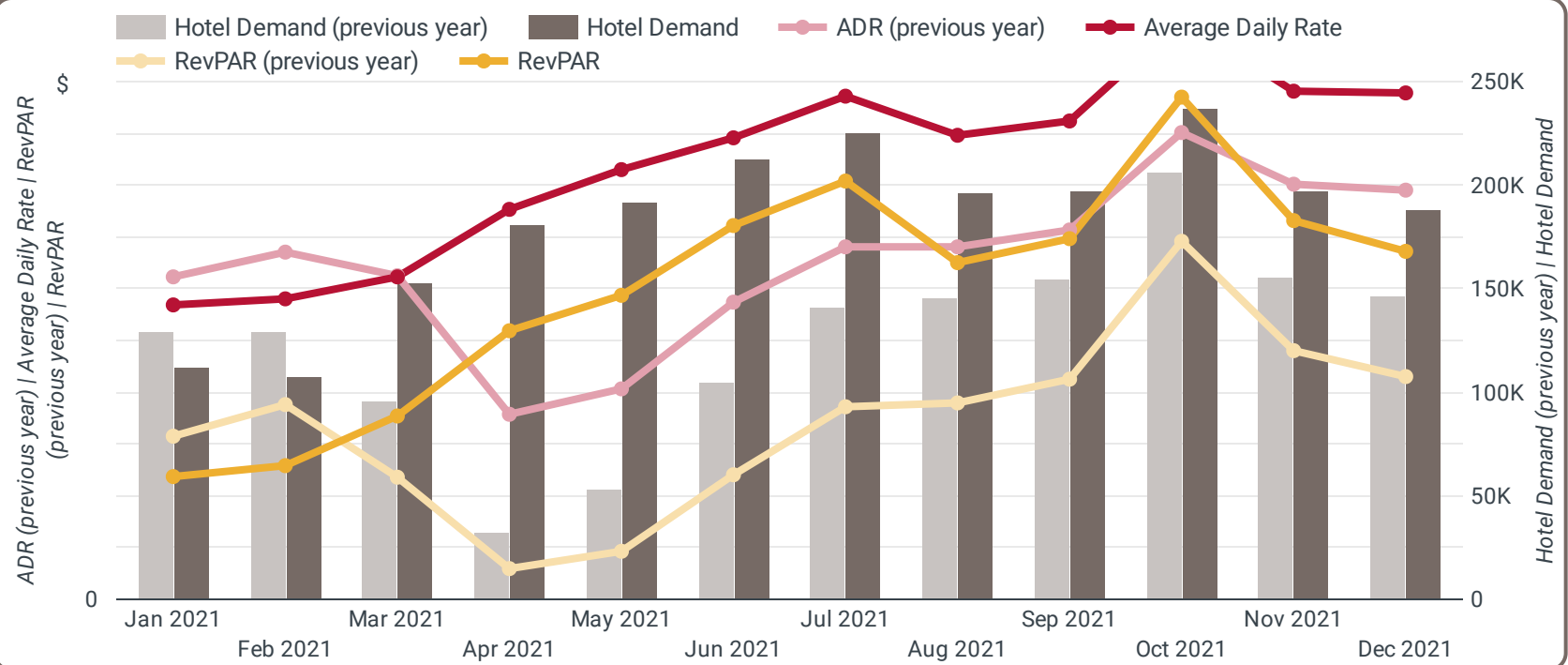
Lodging Sales <b>\$354,324,536</b> <span>↑ 55.7%</span>	Hotel Occupancy* <b>76.9%</b> <span>↑ 27.7%</span>	Hotel Demand* <b>1,242,689</b> <span>↑ 30.7%</span>	Hotel ADR* <b>\$196.58</b> <span>↑ 27.5%</span>	Hotel RevPAR* <b>\$151.08</b> <span>↑ 62.8%</span>
Airport Passengers <b>884,352</b> <span>↑ 142.3%</span>	Asheville Visitor Center <b>102,426</b> <span>↑ 101.6%</span>	Pack Sq Visitor Center <b>0</b> N/A	Black Mtn Visitor Center <b>23,261</b> <span>↑ 43.8%</span>	Travel Guide Requests <b>13,989</b> <span>↑ 0.3%</span>

## Lodging Sales and Hotel Occupancy\*

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



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





# Destination Performance Report



## Short Term Rental Data - December 2021

Occupancy	ADR	RevPAR	Demand
61.7%	\$118.92	\$73.31	157,305
↓ 0.0%	↑ 10.3%	↑ 10.3%	↑ 36.4%

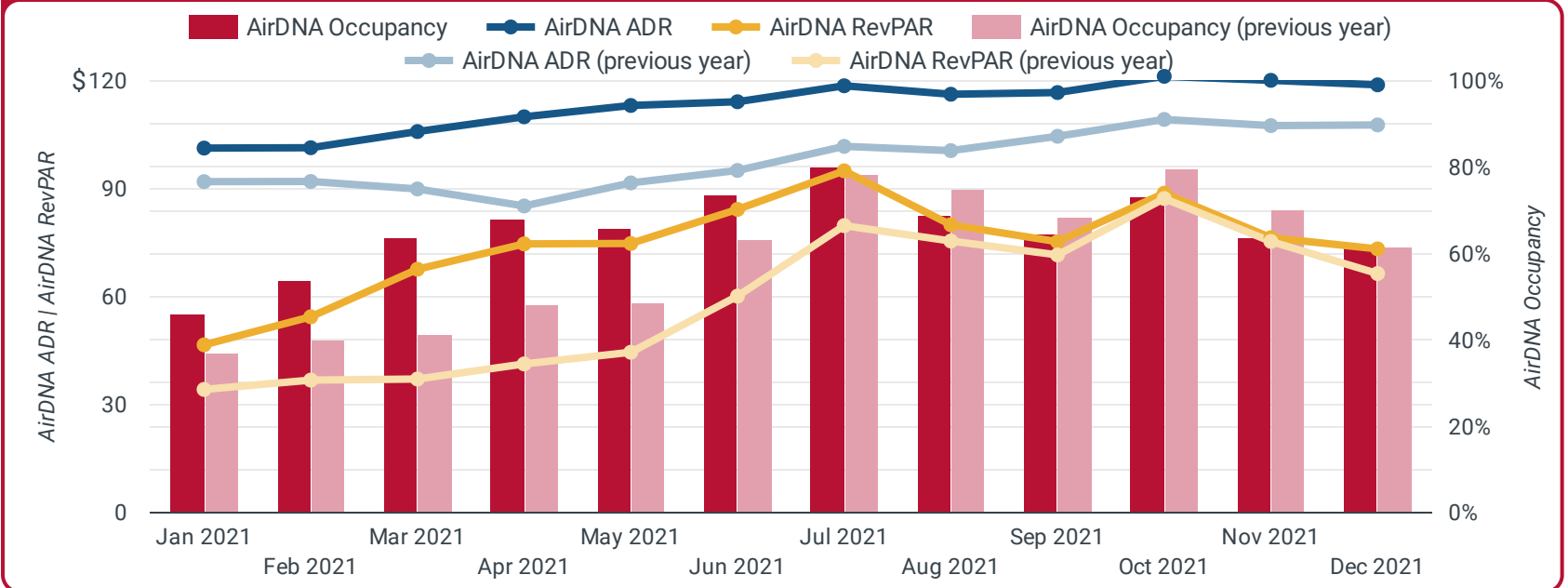
## Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
68.4%	\$118.78	\$81.31	976,830
↓ -5.3%	↑ 12.8%	↑ 6.9%	↑ 24.7%

## AirDNA ADR, RevPAR and Occupancy

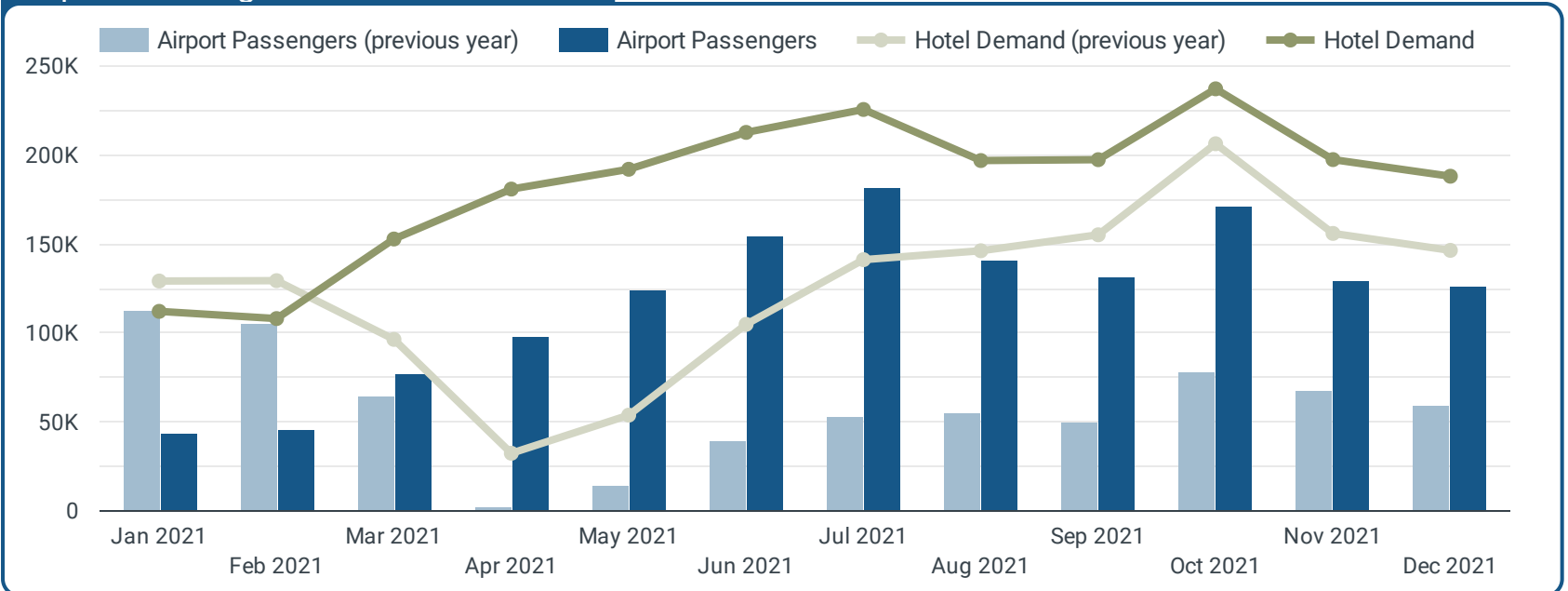
\* Short Term Rental Data Source: AirDNA

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

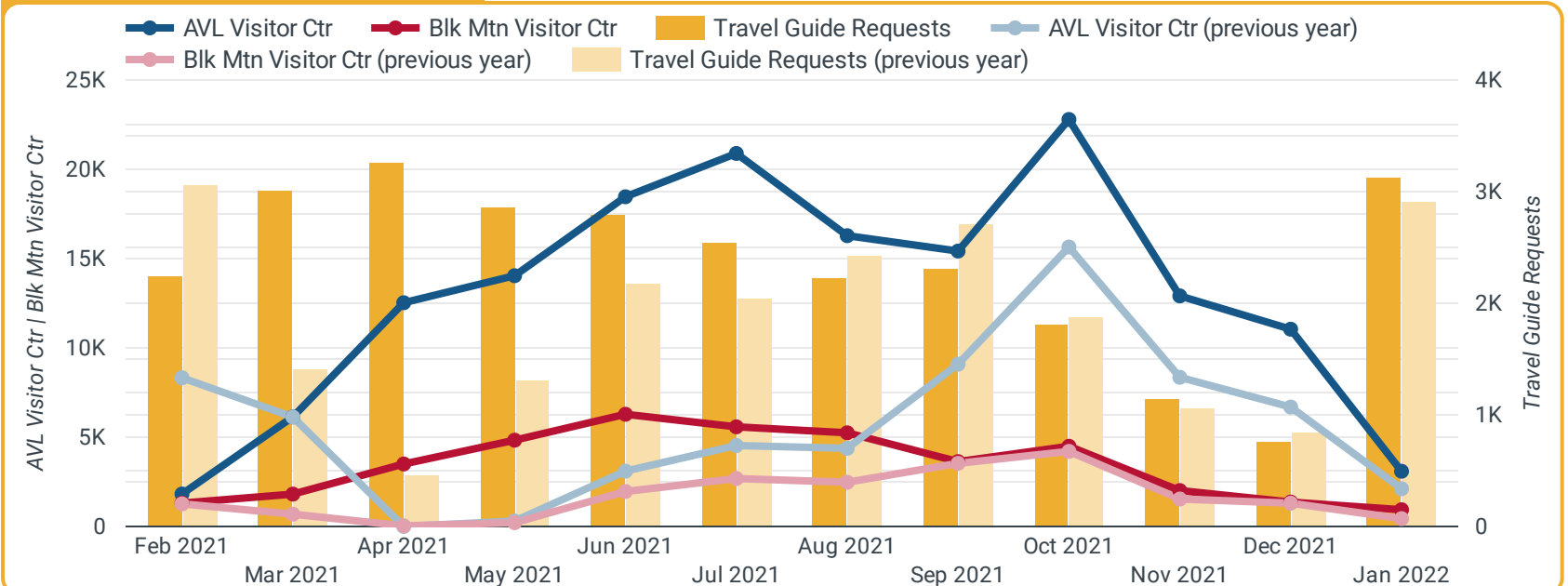


## Airport Passengers vs. Hotel Demand\*

\* 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



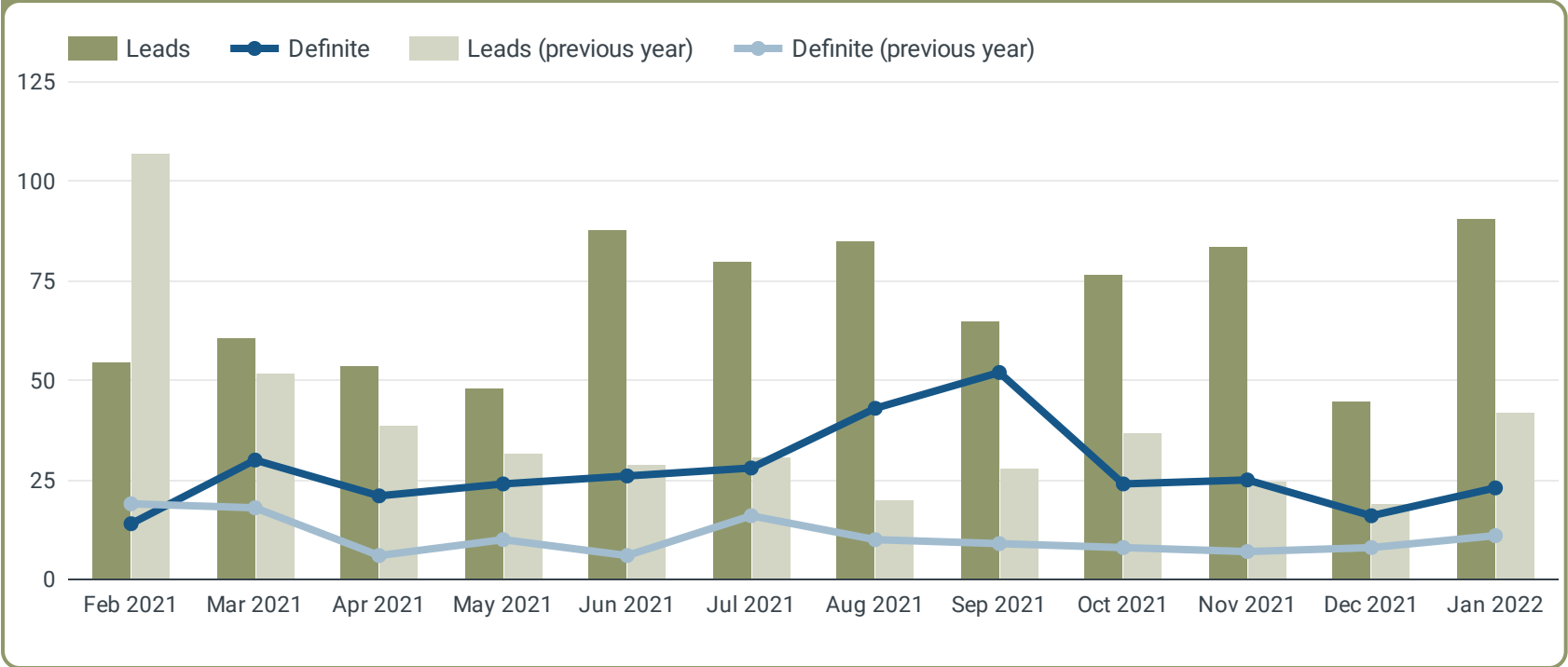
## Sales Leads and Outreach - January 2022

Sales Leads Issued 91 ↑ 116.7%	Room Nights (Leads) 22,604 ↑ 173.4%	Leads Turned Definite 27 ↑ 107.7%	Room Nights (Definite) 3,777 ↑ 176.3%	Estimated Revenue \$1,423,339 ↑ 297.1%	
P2P Outreach 416 ↓ -51.4%	Indirect Outreach 330 ↓ -98.6%	Group Events 9 ↑ 800.0%	Room Nights Generated 523 ↑ 63.9%	Actualized Revenue \$153,254 ↑ 351.8%	Groups Served 9 ↑ 800.0%

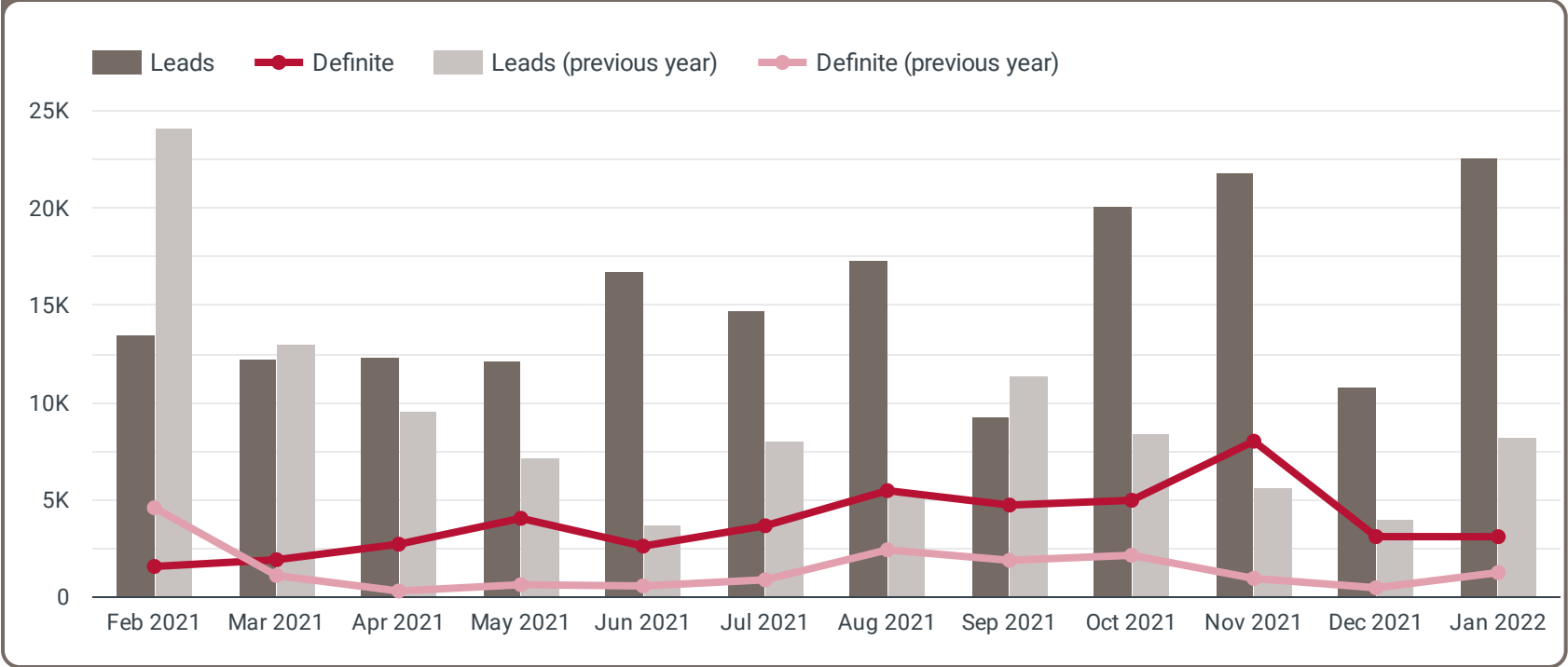
## Sales Leads and Outreach - Fiscal Year 21-22

Sales Leads Issued 527 ⬆ 160.9%	Room Nights (Leads) 116,760 ⬆ 128.8%	Leads Turned Definite 221 ⬆ 132.6%	Room Nights (Definite) 34,218 ⬆ 172.3%	Estimated Total Revenue \$8,525,946 ⬆ 181.0%	
P2P Outreach 4,587 ⬆ -14.1%	Indirect Outreach 73,933 ⬆ -10.1%	Group Events 222 ⬆ 208.3%	Room Nights Generated 19,717 ⬆ 318.0%	Actualized Revenue \$6,313,275 ⬆ 525.8%	Groups Served 232 ⬆ 116.8%

## Sales Leads vs. Definite



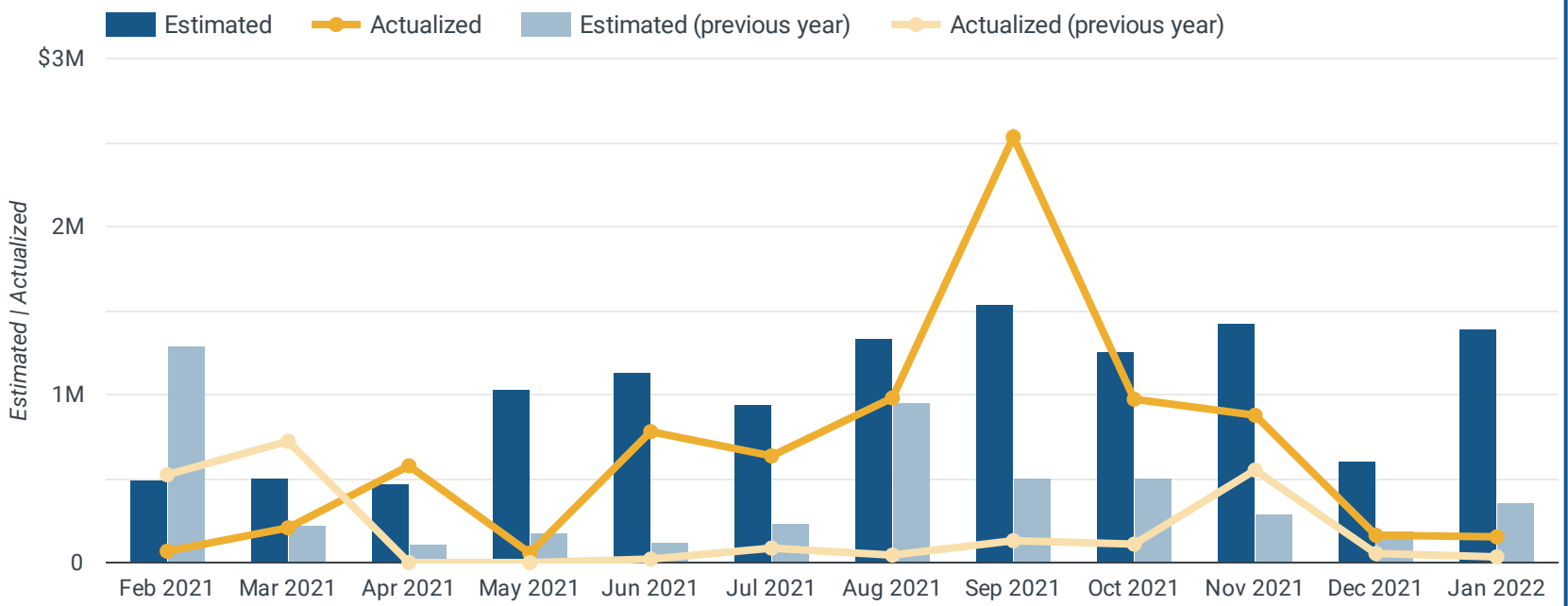
## Room Nights Represented in Leads vs. Definite



# 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.	Jan 2022	416		-51.4%	330		-98.6%
2.	Dec 2021	591		-19.5%	1,326		-89.6%
3.	Nov 2021	688		-9.1%	22,854		33.3%
4.	Oct 2021	859		-6.4%	36,893		382.1%
5.	Sep 2021	487		-20.9%	11,936		86.1%
6.	Aug 2021	829		28.3%	594		-96.0%
7.	Jul 2021	717		-11.5%	0		-100.0%
8.	Jun 2021	1,047		122.3%	266		-97.0%
9.	May 2021	562		-39.4%	12,663		1.6%

## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Jan 2022	9		800.0%	523		321.8%
2.	Dec 2021	19		216.7%	897		286.6%
3.	Nov 2021	30		200.0%	2,760		29.6%
4.	Oct 2021	54		116.0%	2,700		376.2%
5.	Sep 2021	50		284.6%	6,562		1,097.4%
6.	Aug 2021	28		366.7%	3,968		1,180.0%
7.	Jul 2021	32		190.9%	2,195		341.6%
8.	Jun 2021	24		0	2,203		0
9.	May 2021	11		0	355		0

# Marketing Department Performance Report



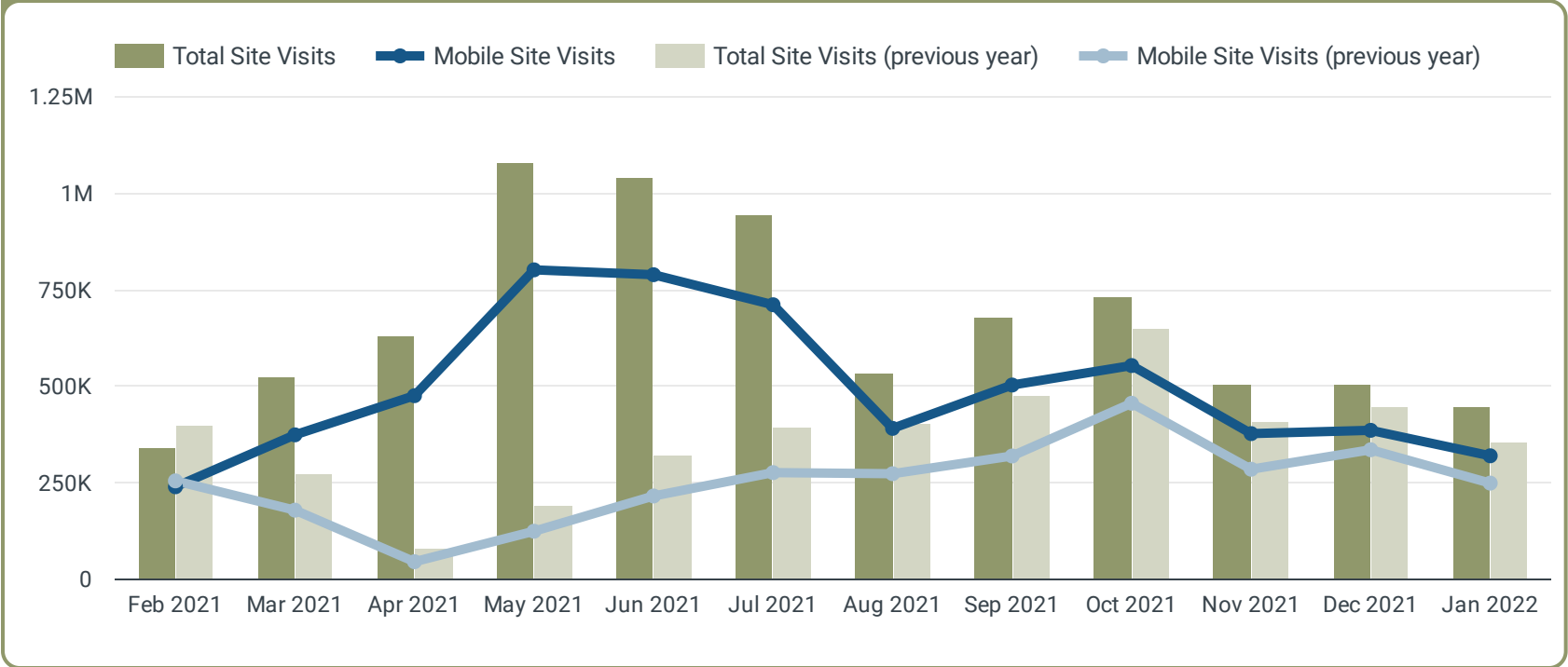
## Marketing Metrics Overview - January 2022

Website Visits 446,816 ↑ 24.7%	Mobile Site Visits 321,157 ↑ 28.5%	aRes - Room Nights 37 ↑ 12.1%	aRes - Room Revenue \$5,695 ↑ 329.5%	Total Facebook Fans 304,420 ↑ 1.3%
PR Publicity Value \$1,333,973 ↓ -15.5%	PR Estimated Impressions 655,533,957 ↓ -13.4%	Significant Placements 14 ↓ -36.4%	Media Touchpoints 60 ↑ 13.2%	Video Views 260,089 ↑ 548.8%

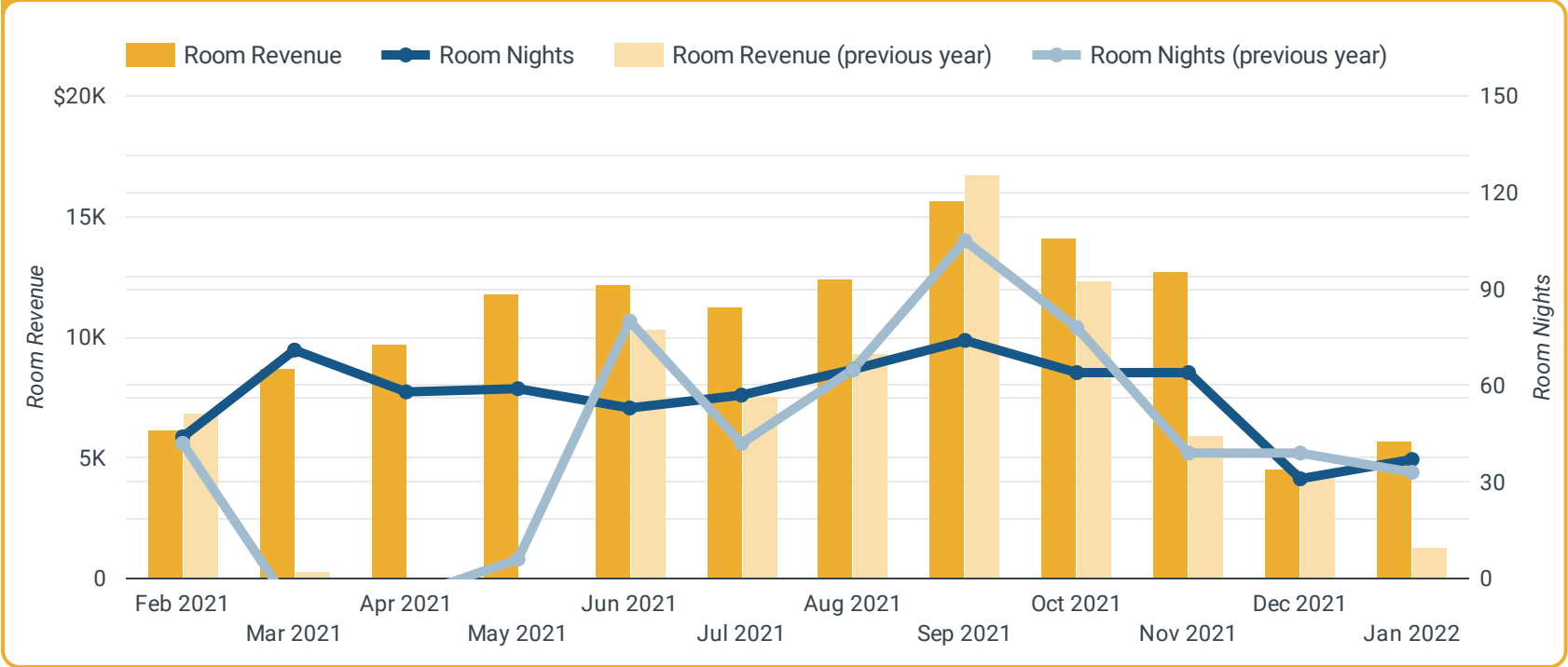
## Marketing Metrics Overview - Fiscal Year 21-22

Website Visits 4,349,572 ↑ 38.9%	Mobile Site Visits 3,234,272 ↑ 47.8%	aRes - Room Nights 392 ↓ -2.2%	aRes - Room Revenue \$76,554 ↑ 32.9%	Avg. Total Facebook Fans 303,496 ↑ 1.6%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 688,769 ↑ 125.0%

## 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 2022		\$105,761	-39%		2,063,581	-76.74%
2.	Dec 2021		\$208,408	173%		3,168,153	572.68%
3.	Nov 2021		\$1,437,087	3,168%		3,567,295	1,928.64%
4.	Oct 2021		\$785,484	88%		6,068,411	6.69%
5.	Sep 2021		\$295,993	125%		2,701,452	261.27%
6.	Aug 2021		\$1,484,744	2,888%		5,519,837	4,484.62%
7.	Jul 2021		\$1,075,305	-27%		5,244,648	262.88%

## Online Publicity Value and Impressions

Month of Year ▾		Publicity Value - Online		% Δ	Estimated Impressions - Online		% Δ
1.	Jan 2022		\$1,228,211	-13%		653,470,376	-13.37%
2.	Dec 2021		\$1,446,633	-22%		769,485,654	-22.08%
3.	Nov 2021		\$1,333,330	-8%		709,217,920	-7.19%
4.	Oct 2021		\$1,905,133	85%		1,013,618,342	84.24%
5.	Sep 2021		\$3,379,352	52%		1,796,077,709	52.11%
6.	Aug 2021		\$915,241	-55%		486,830,042	-54.62%
7.	Jul 2021		\$2,532,901	152%		1,347,279,512	152.14%

## Media Placements & Touchpoints

Month of Year ▾		Media Touchpoints / Interactions		% Δ	Significant Placements		% Δ
1.	Jan 2022		60	13.2%		14	-36.4%
2.	Dec 2021		23	-64.1%		18	-51.4%
3.	Nov 2021		22	-40.5%		11	-64.5%
4.	Oct 2021		70	-44.9%		20	-50.0%
5.	Sep 2021		61	17.3%		36	-16.3%
6.	Aug 2021		37	-22.9%		13	-72.9%
7.	Jul 2021		46	84.0%		23	-11.5%

## Facebook Fans & Video Views (All Platforms)

Month of Year ▾		Total Facebook Fans		% Δ	Video Views		% Δ
1.	Jan 2022		304,420	2.6%		260,089	288.7%
2.	Dec 2021		303,371	1.4%		27,484	-16.1%
3.	Nov 2021		303,399	1.4%		91,293	255.4%
4.	Oct 2021		303,301	1.5%		126,476	145.5%
5.	Sep 2021		303,277	1.8%		52,703	25.0%
6.	Aug 2021		303,225	1.8%		43,708	-23.8%
7.	Jul 2021		303,477	1.9%		87,016	53.7%

# 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.