



Board Meeting

Thursday, March 23, 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 February 22, 2023 Meeting Minutes	Kathleen Mosher
9:10 a.m.	February 2023 Financial Reports	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent
9:20 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:30 a.m.	FY24 Budget Process <ul style="list-style-type: none">a. Finance Committee Reportb. Trends & Forecastsc. Establish Revenue Forecast	Matthew Lehman Vic Isley Matthew Lehman
10:00 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:05 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:10 a.m.	Miscellaneous Business	Kathleen Mosher
10:15 a.m.	Comments from the General Public	Kathleen Mosher
10:20 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday April 26, 2023**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

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.

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
A Joint Meeting of the Public Authority and Nonprofit Corporation

Explore Asheville— 27 College Place, Asheville

Board Meeting Minutes
Wednesday, February 22, 2023

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

Absent (Voting): Andrew Celwyn

Present (Ex-Officio): Asheville Vice Mayor Sandra Kilgore

Absent (Ex-Officio): Buncombe County Commissioner Terri Wells

Staff: Vic Isley, Jennifer Kass-Green, Tiffany Thacker, Penelope Whitman, Julia Simpson, Josh Jones, Ashley Greenstein, Glenn Ramey, Mike Kryzanek, Marla Tambellini, Jay Tusa

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

In-Person Attendees: Katie Stadius, Zartico
John Ellis, Prior BCTDA Board Member
Crystal Camacho, Virtelle Hospitality
Kit Cramer, Asheville Area Chamber of Commerce
Sharon Tabor, Jason Burk; Black Mountain-Swannanoa Chamber
Randy Claybrook, Asheville Bed & Breakfast Association
Chris Smith, Asheville Buncombe Regional Sports Commission
Jason Sanford, Ashvegas.com

Online Attendees: Andrew Celwyn, BCTDA Board/Herbiary
Sha'Linda Pruitt, Mickey Poandl, McKenzie Provost, Emily Crosby,
Whitney Smith, Khal Khoury; Explore Asheville Staff
Jim Muth, TPDF Committee
Chip Craig, GreyBeard Realty
Lacy Cross, Movement Bank
Koree Case, MMGY Global
Chelsey Hett, Love The Green
Chris Corl, City of Asheville
Sarah Kilgore, Kessler Collection
Garrett Raczek, Thrive Asheville
John Harbin, WLOS

Executive Summary of Meeting Minutes

- Mosher called to order the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, at 9:00 a.m.
- Minutes from the January 25, 2023, BCTDA meeting were approved with an 8-0 vote.
- The January 2023 financial reports were reviewed and approved with an 8-0 vote.
- Jennifer Kass-Green provided an FY23 expense forecast update.
- With an 8-0 vote, Brenda Durden, Himanshu Karvir, and Kathleen Mosher were appointed to the BCTDA Board Development (Nominating) Committee.
- Vic Isley provided her President & CEO's report.
- Tourism Product Development Fund (TPDF) updates were presented.
- Updates from Asheville's Vice Mayor Sandra Kilgore were heard.
- Mosher provided an update on behalf of Commissioner Terri Wells.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:03 a.m.

Call to Order of the Joint BCTDA Meeting

Mosher called to order the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority, and BCTDA, a Nonprofit Corporation, 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. Additional materials, including the PowerPoint, are posted after the meeting.

Approval of Meeting Minutes

Durden made a motion to approve the January 25, 2023, regular meeting minutes as presented. Putnam seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 8-0.

Financial Reports

Buncombe County Assistant Finance Director Mason Scott who is serving as interim BCTDA fiscal agent was absent. Jennifer Kass-Green presented the January 2023 financial reports.

Kass-Green noted an edit made on page 5 of the financials in the committed for event support line under fund balances, it was incorrect in the version sent to the board in advance.

After brief discussion about bed and breakfast performance and fund balance investment options, Lehman made a motion to approve the January 2023 financial reports as presented. Crosby seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

FY23 Expense Forecast Update

Jennifer Kass-Green reviewed the updated FY23 revenue projection of \$36.7 million, which was adjusted after an additional month of collections. Kass-Green told the board that staff reduced \$2.1 million of budgeted expenses for the year due to the updated revenue forecast for FY23. She said this revenue and expense reduction still results in the need to use additional \$600,000 from fund balance. Kass-Green said no board action was required. There were no questions.

BCTDA Board Development Committee Appointments

Mosher said this year's BCTDA Board Development (Nominating) Committee members are appointed as follows: Brenda Durden, Himanshu Karvir, and herself (committee chair).

Lusick made a motion to approve the BCTDA Board Development Committee appointments. Crosby seconded the motion. There was no discussion; with all in favor, the motion carried 8-0.

President & CEO Report

Vic Isley presented lodging occupancy for January compared to previous years. Isley noted the settling in vacation rentals trend lines. She shared news of the direct flight from AVL to Phoenix and announced that Tina Kinsey from the airport will join the April meeting to give an update.

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

Tourism Product Development Fund (TPDF) Updates

TPDF 20-Year Anniversary

Tiffany Thacker reported that TPDF had invested nearly \$60 million in 46 projects in 20 years, gave examples of grant recipients, and played a video to celebrate the legacy of the fund.

Thacker said annual reports on TPDF are provided every year. This year, Explore Asheville partnered with Zartico, a data and analytics platform, to further demonstrate impact and usage of TPDF projects. Thacker introduced Katie Stadius, director, strategic advisors, of Zartico.

TPDF Project Usage Report

Stadius explained that Zartico tracks geolocation and outlined the usage report's methodology, which studied use of TPDF projects by visitors and residents. Stadius highlighted takeaways.

The findings included that a strong resident, specifically Buncombe County resident, presence was observed at TPDF sites; that TPDF projects attracted a higher-quality visit, likely including an overnight stay; that the number of both visitors and residents at TPDF projects has increased year over year; and that visitors to TPDF projects also go to other points of interest and disperse to areas throughout the county. Stadius and Isley fielded all questions.

Annual TPDF Projects Update

Thacker said 23 in-development, completed, or pre-construction TPDF projects submitted updates. Thacker explained contractual reporting requirements depending on project phase.

Thacker relayed that construction delays and other challenges impacted some projects in development. She noted that Montford Park Players decided to relinquish their \$125,000 grant due to stalled progress. Thacker also shared trends in room night estimates, revisions to completion timelines, and the current TPDF financial summary. There were no questions.

Penelope Whitman provided information on the Black Cultural Heritage Trail and Wayfinding Program, both projects are funded by TPDF investment but managed by Explore Asheville.

Asheville City Council Update

Vice Mayor Kilgore reported on recent city-related business, including council's discussions about funding for updates to McCormick Field and I-26 improvements.

Isley added that a request for TPDF support of McCormick Field may come to the board; due to the size of the project, it would qualify for the Major Works Pathway. She anticipates Chris Corl from the city coming to a future meeting with more information. The board would decide whether to refer the request to the TPDF Committee to evaluate and make a funding recommendation.

Buncombe County Commission Update

On behalf of Commissioner Wells, who was absent, Mosher read out two updates: all county expenditures are under budget and that Governmental Relations Firm Ward & Smith assisted in development of 2023 Legislative Agenda, which commissioners approved on February 7.

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 February 21 deadline at 12:00 p.m.

In-Person Public Comments

No one signed up to share in-person public comments at this meeting.

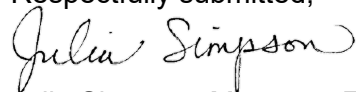
Adjournment

HP Patel moved to adjourn the meeting, and Putnam seconded the motion. With all in favor, the motion carried 8-0. The meeting adjourned at 10:03 a.m.

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

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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

February 28, 2023

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 27,217,602	\$ 1,288,286	\$ 14,909,187	\$ 12,308,415	54.8%	\$ 16,584,963	-10.1%
Investment income	-	3,510	15,360	(15,360)	-	1,128	1262.0%
Other income	-	-	12,513	(12,513)	-	-	-
Earned revenue	183,000	18,726	124,537	58,463	68.1%	129,687	-4.0%
Total revenues	<u>27,400,602</u>	<u>1,310,521</u>	<u>15,061,597</u>	<u>12,339,005</u>	<u>55.0%</u>	<u>16,715,777</u>	<u>-9.9%</u>
Expenditures:							
Salaries and Benefits	3,713,360	232,845	1,622,273	2,091,087	43.7%	1,568,338	3.4%
Sales	2,159,000	72,812	962,610	1,196,390	44.6%	308,313	212.2%
Marketing	21,895,242	146,765	6,946,427	14,948,815	31.7%	4,704,810	47.6%
Community Engagement	300,000	7,457	84,832	215,168	28.3%	39,625	114.1%
Administration & Facilities	1,150,000	54,507	601,423	548,577	52.3%	405,869	48.2%
Events/Festivals/Sponsorships	225,000	-	124,729	100,271	55.4%	137,667	-9.4%
Total expenditures	<u>29,442,602</u>	<u>514,385</u>	<u>10,342,293</u>	<u>19,100,309</u>	<u>35.1%</u>	<u>7,164,622</u>	<u>44.4%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>796,136</u>	<u>4,719,304</u>			<u>\$ 9,551,155</u>	<u>-50.6%</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>\$ 796,136</u>	<u>4,719,304</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 31,107,862</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

February 28, 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	1,288,286	1,376,073	-6%	14,909,187	16,584,963	-10%	317,264	\$ 458,691	-31%	3,671,666	5,528,321	-34%
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>\$14,909,187</u>	<u>\$ 27,276,952</u>		<u>\$ 14,909,187</u>	<u>\$ 27,276,952</u>		<u>\$ 3,671,666</u>	<u>\$ 9,092,317</u>		<u>\$ 3,671,666</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	317,264	-	-	3,671,666	-	-	1,922,815	\$ 1,834,764	5%	22,252,518	22,113,284	1%
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>\$ 3,671,666</u>	<u>\$ -</u>		<u>\$ 3,671,666</u>	<u>\$ -</u>		<u>\$22,252,518</u>	<u>\$36,369,269</u>		<u>\$ 22,252,518</u>	<u>\$36,369,269</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

February 28, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 26,452,570	\$ 28,722,357	\$ (2,269,787)	108.6%
Investment Income	-	2,197,408	(2,197,408)	0.0%
Total revenues	<u>26,452,570</u>	<u>30,919,765</u>	<u>(4,467,195)</u>	<u>116.9%</u>

Expenditures:

Product development fund projects:

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	34,976	465,024	7.0%
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>25,912,570</u>	<u>637,839</u>	<u>25,274,731</u>	<u>2.5%</u>

Product development fund administration	415,000	167,070	247,930	40.3%
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Total product development fund	<u>\$ 26,327,570</u>	<u>\$ 804,909</u>	<u>\$ 25,522,661</u>	<u>3.1%</u>
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Product Development Funds Available for Future Grants

Total Net Assets	\$ 30,114,856
Less: Liabilities/Outstanding Grants	(25,274,731)
Less: Unspent Admin Budget (Current Year)	(247,930)
Current Product Development Amount Available	<u>\$ 4,592,195</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

February 28, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 3,671,666	\$ (3,671,666)	0.0%
Investment Income	-	-	-	-
Total revenues	<u>-</u>	<u>3,671,666</u>	<u>(3,671,666)</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		\$ 3,671,666		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		<u>\$ 3,671,666</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

February 28, 2023

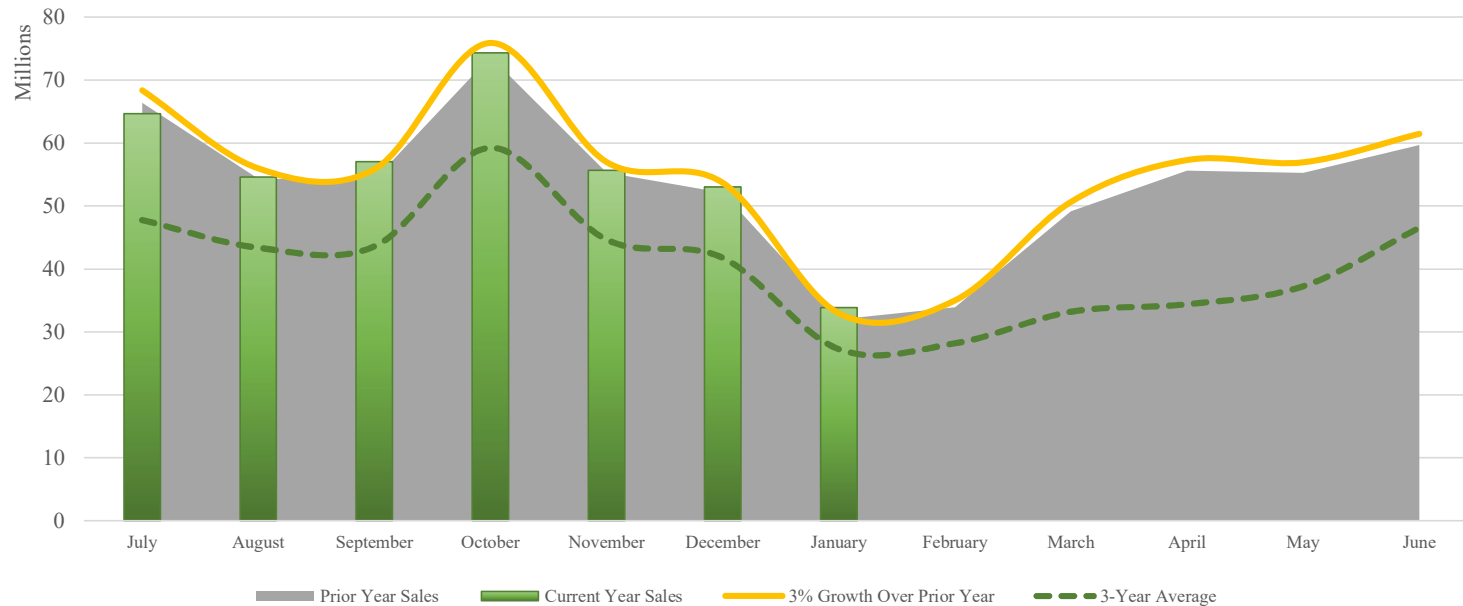
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 33,012,632	\$ 30,114,856	\$ 3,671,666	\$ 63,127,489
Receivables	-	-	-	-
Total current assets	<u>\$ 33,012,632</u>	<u>\$ 30,114,856</u>	<u>\$ 3,671,666</u>	<u>63,127,489</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ 1,733,670	\$ -	\$ -	\$ 1,733,670
Future events payable	171,100	\$ 25,274,731	\$ -	\$ 25,445,831
Total current liabilities	<u>1,904,770</u>	<u>\$ 25,274,731</u>	<u>\$ -</u>	<u>\$ 27,179,502</u>
				-
Fund Balances:				-
Restricted for product development fund	-	4,840,125	-	4,840,125
Restricted for LIFT fund	-	-	3,671,666	3,671,666
Committed for event support program	91,061	-	-	91,061
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	14,230,592	-	-	14,230,592
Total fund balances	<u>31,107,862</u>	<u>4,840,125</u>	<u>3,671,666</u>	<u>39,619,652</u>
Total liabilities and fund balances	<u>\$ 33,012,632</u>	<u>\$ 30,114,856</u>	<u>\$ 3,671,666</u>	<u>\$ 63,127,489</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

February 28, 2023



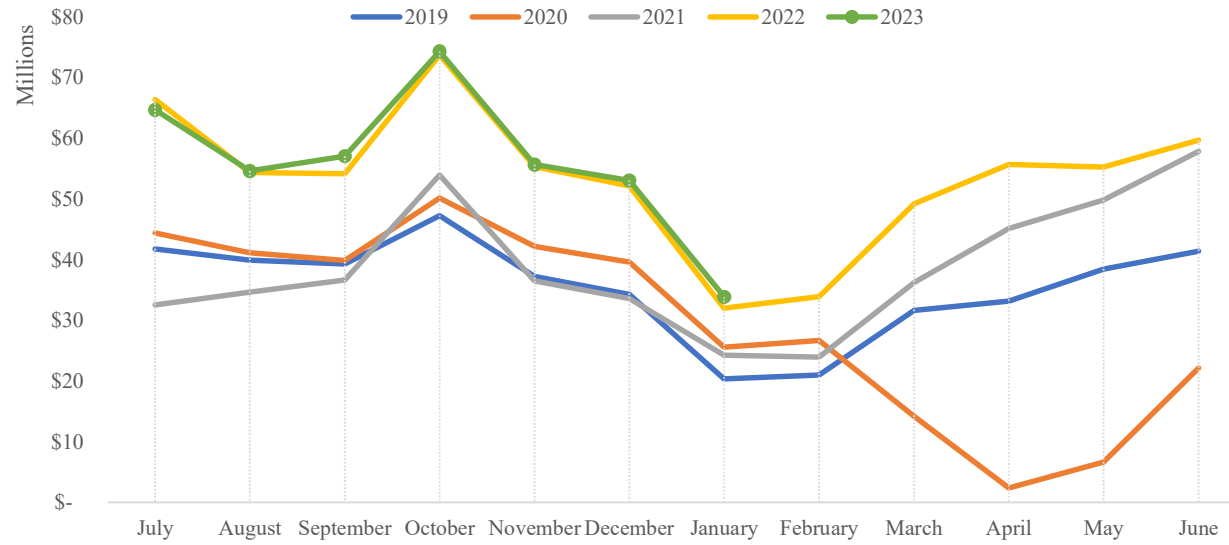
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,691,508	\$ 66,404,238	-3%	-3%	\$ 68,396,365	\$ 47,779,105
August	54,588,653	54,349,696	0%	-1%	55,980,187	43,375,563
September	57,064,507	54,181,143	5%	1%	55,806,578	43,577,827
October	74,310,749	73,696,268	1%	1%	75,907,156	59,252,978
November	55,655,901	55,321,427	1%	1%	56,981,069	44,656,752
December	53,052,697	52,145,316	2%	1%	53,709,675	41,773,138
January	33,861,296	32,007,272	6%	1%	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>\$393,225,311</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

February 28, 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	57,064,507
October	47,272,253	50,148,618	53,914,047	73,696,268	74,310,749
November	37,240,595	42,190,154	36,458,675	55,321,427	55,655,901
December	34,272,393	39,595,569	33,578,528	52,145,316	53,052,697
January	20,347,077	25,561,453	24,245,119	32,007,272	33,861,296
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	\$ 393,225,311

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

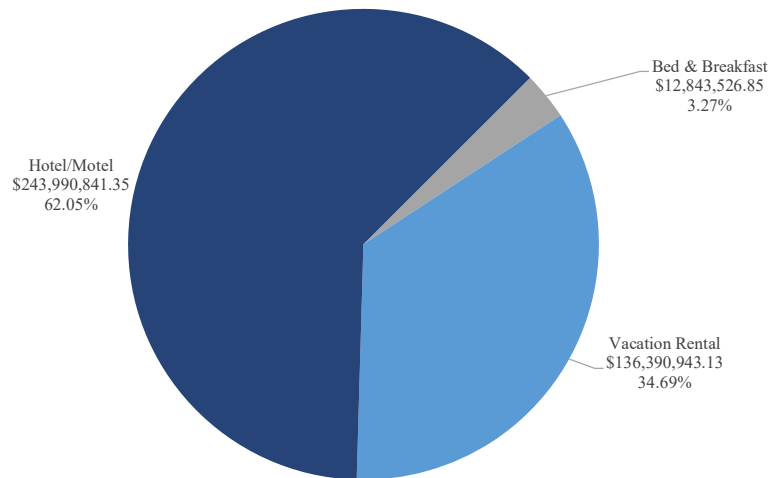
February 28, 2023

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%	19,379,239	18,331,924	5.7%	4.7%	1,948,487	1,439,143	35.4%	26.8%	57,064,507	54,181,143	5.3%	0.8%
October	48,934,964	49,777,745	-1.7%	-2.2%	22,549,362	21,821,793	3.3%	4.3%	2,826,424	2,096,730	34.8%	29.3%	74,310,749	73,696,268	0.8%	0.8%
November	36,016,142	36,209,998	-0.5%	-1.9%	17,774,252	17,628,298	0.8%	3.7%	1,865,508	1,483,131	25.8%	28.7%	55,655,901	55,321,427	0.6%	0.8%
December	35,386,985	34,591,966	2.3%	-1.3%	16,055,178	16,302,722	-1.5%	3.0%	1,610,534	1,250,628	28.8%	28.7%	53,052,697	52,145,316	1.7%	0.9%
January	17,258,878	15,401,453	12.1%	-0.4%	15,812,417	16,106,588	-1.8%	2.4%	790,000	499,232	58.2%	30.2%	33,861,296	32,007,272	5.8%	1.3%
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>\$ 243,990,841</u>	<u>\$ 394,967,072</u>			<u>\$ 136,390,943</u>	<u>\$ 229,451,231</u>			<u>\$ 12,843,527</u>	<u>\$ 17,434,615</u>			<u>\$ 393,225,311</u>	<u>\$ 641,852,918</u>		

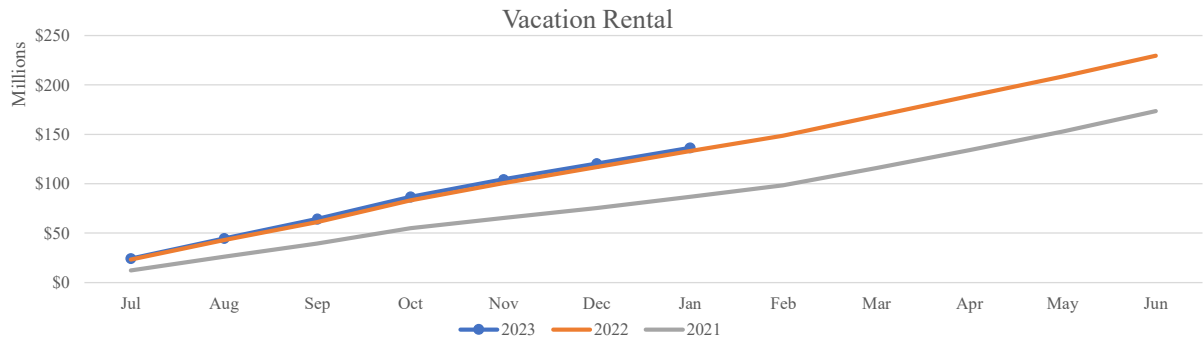
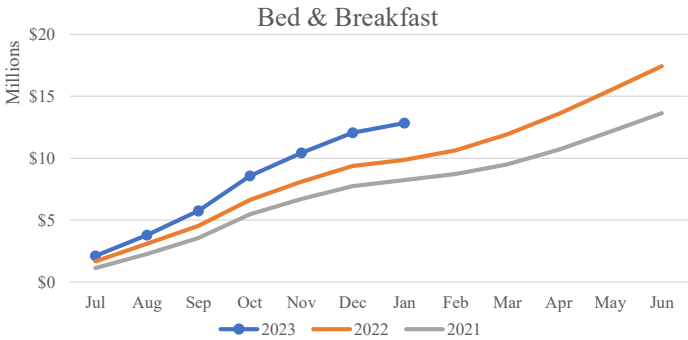
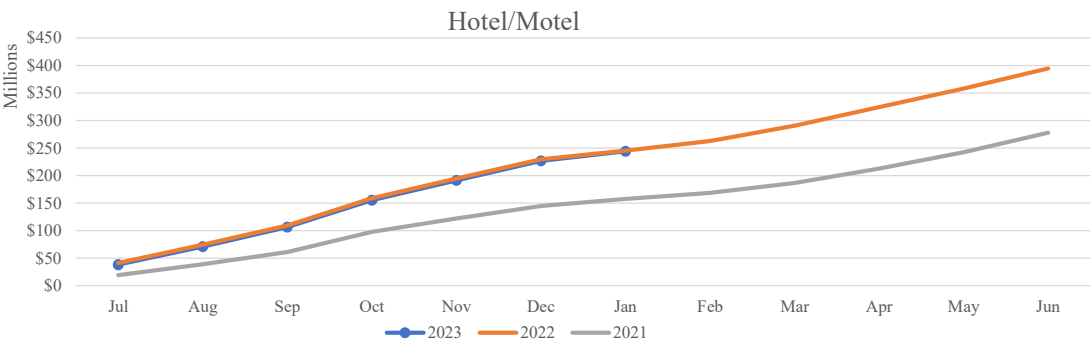
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
February 28, 2023

Total Lodging Sales by Type, Year-to-Date



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





MONTHLY HIGHLIGHTS

February 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.

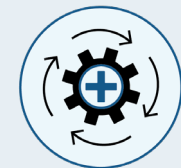
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



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: Summarized annual reports of active projects and presented to the BCTDA board in the February board meeting
- Festivals & Cultural Events Support Fund:
 - [Asheville Celtic Festival](#) – February 18
 - [Asheville Mardi Gras Parade and Queen's Ball](#) – February 19

Collaborate with broader community leaders to ensure sustainable growth & alignment

- Asheville Business Events Council (ABEC): Held strategy meeting with Asheville Chamber's Economic Development staff about the importance of establishing the group's collective mission; one-on-ones will be conducted to gain insight into members' needs then a path forward will be determined
- Sports Commission Assessment: Together with sports commission founding members, contracted Huddle Up Group to do an organizational assessment of ABRSC; initial takeaways were shared with stakeholders on February 28

Protect and evolve Asheville's brand to further differentiate from competing destinations

- DC Roadshow: Showcased Biltmore Winery, Chemist Spirits, Spicewalla, and French Broad Chocolates products to DC-based journalists, influencers, visitors, and meeting planner clients by teaming up with [What Does Music Taste Like™](#) to execute two events in DC; 24 meeting planners and 30 media and industry influencers attended
 - Estimated Reach: 97 posts and Stories shared on Instagram to-date generated 48 million potential reach to influencers' combined followers
 - In-Market Promotion: Ran coordinated TV and outdoor advertising in the DC region to complement roadshow efforts and to promote nonstop air service to Asheville

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

- American Bus Association (ABA) Marketplace: Attended the appointment-based show in Detroit for Motorcoach and Tour Operators and Travel Industry Suppliers who want to expand group tour and travel business
- Society for Incentive Travel Excellence (SITE) Global: Attended SITE 50th Anniversary Event in New York; this professional association provides resources to 2,500 members at both global and local chapter level by networking, online resources, education, certification, and advocacy
- Meetings Webpages: Revamped section of ExploreAsheville.com geared at [Meetings Planners](#) to improve user experience and improve calls to action

ENCOURAGING SAFE & RESPONSIBLE TRAVEL

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

- Earned Media:
 - Travel + Leisure: [This Glamping Hotel in North Carolina's Blue Ridge Mountains Has Stargazing Domes and an Epic Tree House](#)
 - Fodors: [14 Stunning Frozen Waterfalls Across North America](#)
 - Fishing Booker: [Top 9 Spring Break Fishing Destinations for 2023](#)

ENGAGING & INVITING MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- Paint 'n' Sip Brunch: Teamed up with NOMADNESS Travel Tribe to host an event in DC with 36 BIPOC travelers, content creators, and guests; Asheville artist Jenny Pickens led the painting activity and was accompanied with musical entertainment from local DJ/musician Mike Martinez
 - Estimated Reach: 123 posts and Stories on Instagram mentioning Asheville reached an approximate audience of 63 million diverse followers
- Site Visits: Hosted and provided itineraries for journalists
 - Atlanta Parent Magazine: Journalist Laura Powell visited with family for story on why families should make Asheville a must visit destination,
 - Northern Virginia Magazine: Writer Erica Moody stayed at The Foundry and dined at Benne on Eagle for May story about travel to the Carolinas, including Asheville reclaiming its Black history, openings and activities

Increase outreach in recruiting diverse meetings and events

- Earned Media:
 - Black Bride: [Unique Wedding Venues for the Non-Traditional Bride & Groom](#)

Increase diversity of partner network

- Entrepreneur Spotlights: Collaborated with six local Black entrepreneurs and creators, [It's Amira M](#), [Cooking with Comedy](#), [Queens Island Cuisine](#), [Show & Tell Creative](#), [Wintress Daughter Soaps](#), and [Versatilities Abstract Art](#), on a series of Instagram Story takeovers

PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- Influencer Visit: Food content creator Gina Homolka of [@skinnytaste](#) with 1.9 million followers visited Asheville with family and friends, sharing content from their time at Biltmore, downtown, and in the outdoors
- Earned Media:
 - Fodors: [12 Small Towns That Inspired Some of the Most Popular American Novels](#)
 - Fifty Grande: [Best Things to do in Asheville, N.C.](#)

Actively promote creative community and resources to groups and events

- Welcome Bag Gift Guide: Introduced a new online [Welcome Bag Gift Guide](#) for meeting organizers to source from as they plan events in Asheville; the guide will highlight a curated list of locally crafted products

RUNNING A HEALTHY & EFFECTIVE ORGANIZATION

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

- Visitor Guide Distribution: Received and fulfilled 2,960 individual requests and 37 out-of-market orders, totaling 128 cases, or 6,400 guides; 53 local partners ordered 130 cases of visitor guides, or 6,500 guides
- ExploreAsheville.com
 - New Partner Outreach: Sent emails to 38 businesses
 - Partner Meetings: 4 in-person partner sessions/site visits
 - Partner Listings: Created 11 new free partner listings and updated 93 partner listings
 - Partner One-on-Ones: Held 6 partner support meetings
 - Event Calendar: 346 events created or reviewed and approved to our online calendar
 - Package & Deals: Added 23 packages and deals

Focus on events and communications strategy to increase community engagement

- E-Newsletters, E-Alerts: [5 sent in January](#); delivered to a total of 9,189 subscribers with open rates as high as 52% (9% decrease from January) and an average of 47% (2% decrease from January)
- Local News & BCTDA/ Explore Asheville Coverage
 - General
 - WLOS: [From glamping to celebrating the 'Roaring 20's,' new hotels offer Asheville mystique](#)
 - Skift: [The Foundry Hotel helps engage with Asheville, NC's Black Community](#)
 - McCormick Field Coverage:
 - WLOS: [Discussion around funding for McCormick Field upgrades continues](#)
 - Citizen Times: [Asheville considers future of McCormick Field: could mean \\$950-\\$1M annual city commitment](#)
 - Citizen Times: [Buncombe County's lobbyists will push for McCormick Field, education funding from state](#)

Destination Performance Report

ASHEVILLE

Lodging & Visitor Overview - February 2023

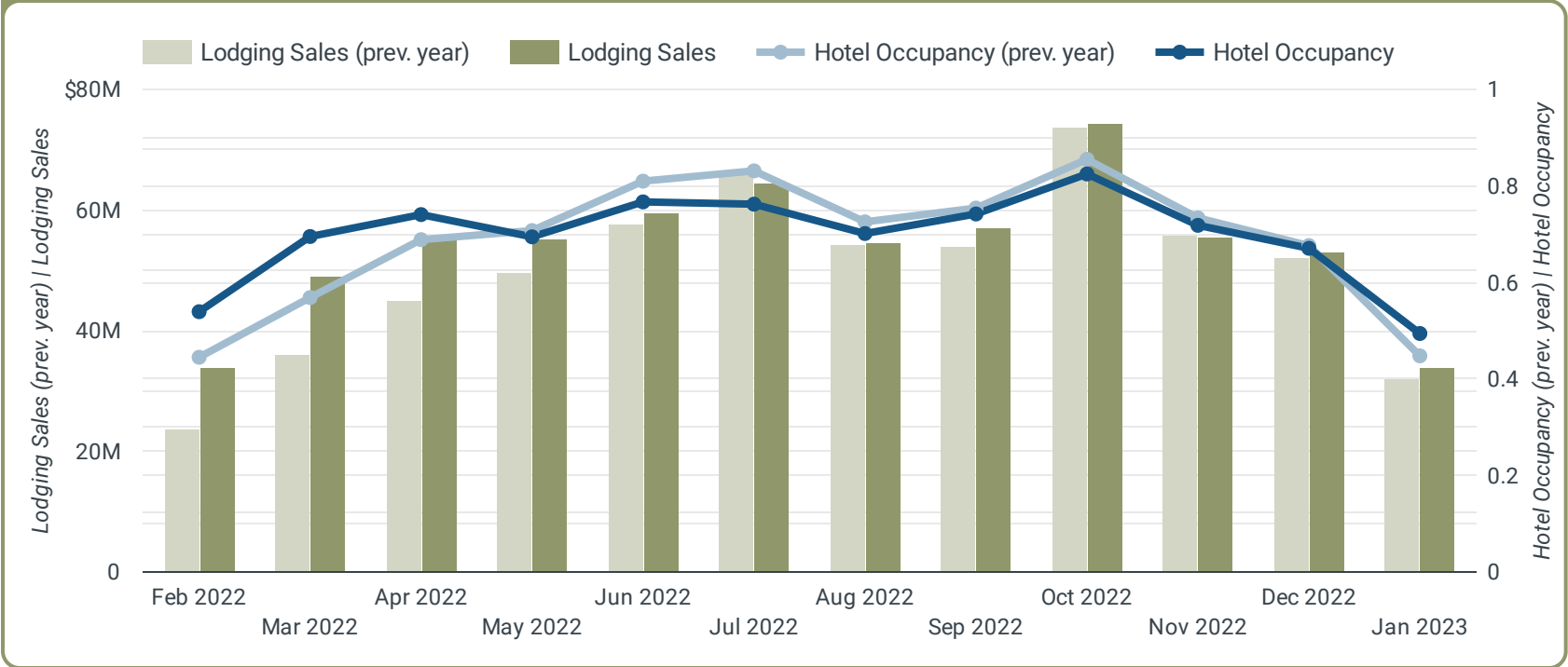
Lodging Sales \$33,861,296 (January) ↑ 5.9%	Hotel Occupancy* 49.4% (January) ↑ 10.3%	Hotel Demand* 136,925 (January) ↑ 10.4%	Hotel ADR* \$137.38 (January) ↑ 2.5%	Hotel RevPAR* \$67.90 (January) ↑ 13.1%
Airport Passengers 123,117 (January) ↑ 49.5%	Asheville Visitor Center 7,076 ↑ 37.9%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 3,252 ↑ 40.8%	Travel Guide Requests 2,960 ↓ -20.5%

Lodging & Visitor Overview - Fiscal Year 22-23

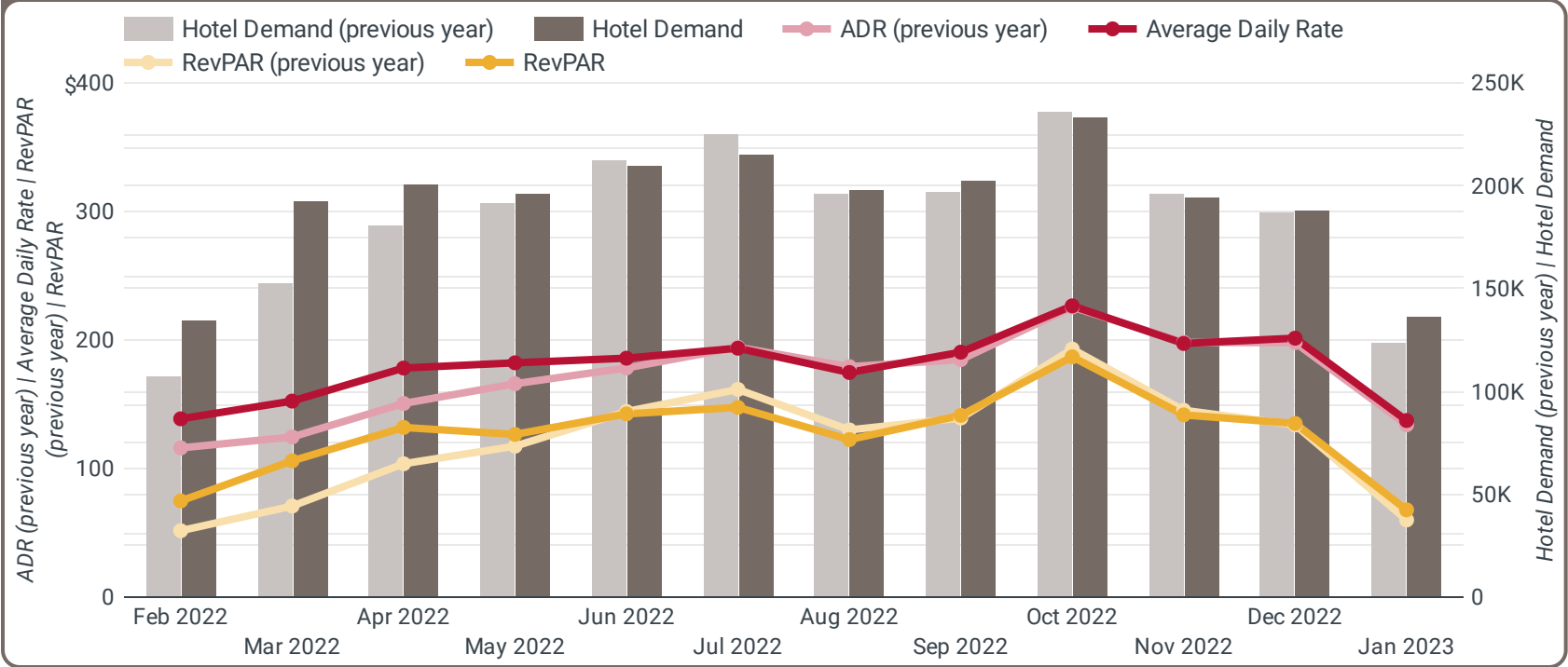
Lodging Sales \$393,199,219 ↑ 1.2%	Hotel Occupancy* 70.2% ↓ -1.6%	Hotel Demand* 1,370,291 ↑ 0.4%	Hotel ADR* \$192.02 ↓ -0.1%	Hotel RevPAR* \$134.86 ↓ -1.7%
Airport Passengers 1,163,861 ↑ 20.4%	Asheville Visitor Center 110,834 ↑ 3.0%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 22,166 ↓ -13.3%	Travel Guide Requests 15,862 ↓ -10.4%

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.

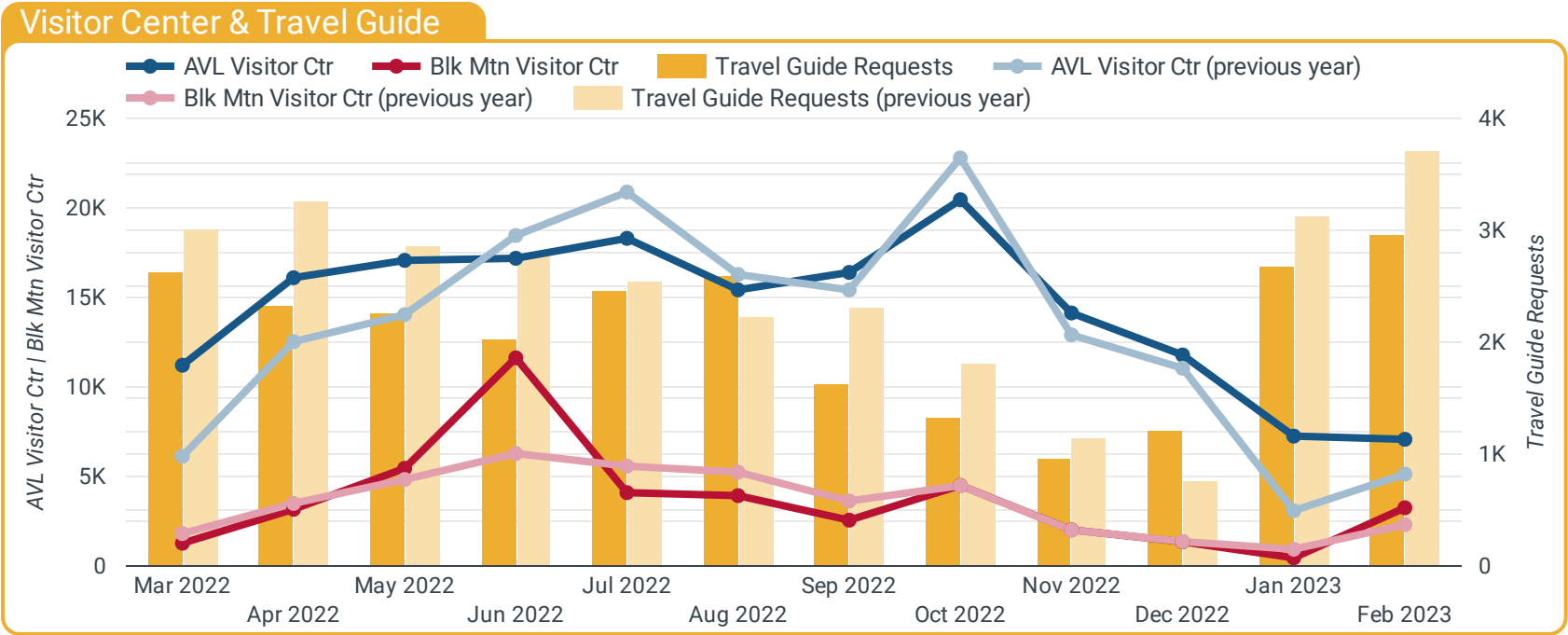
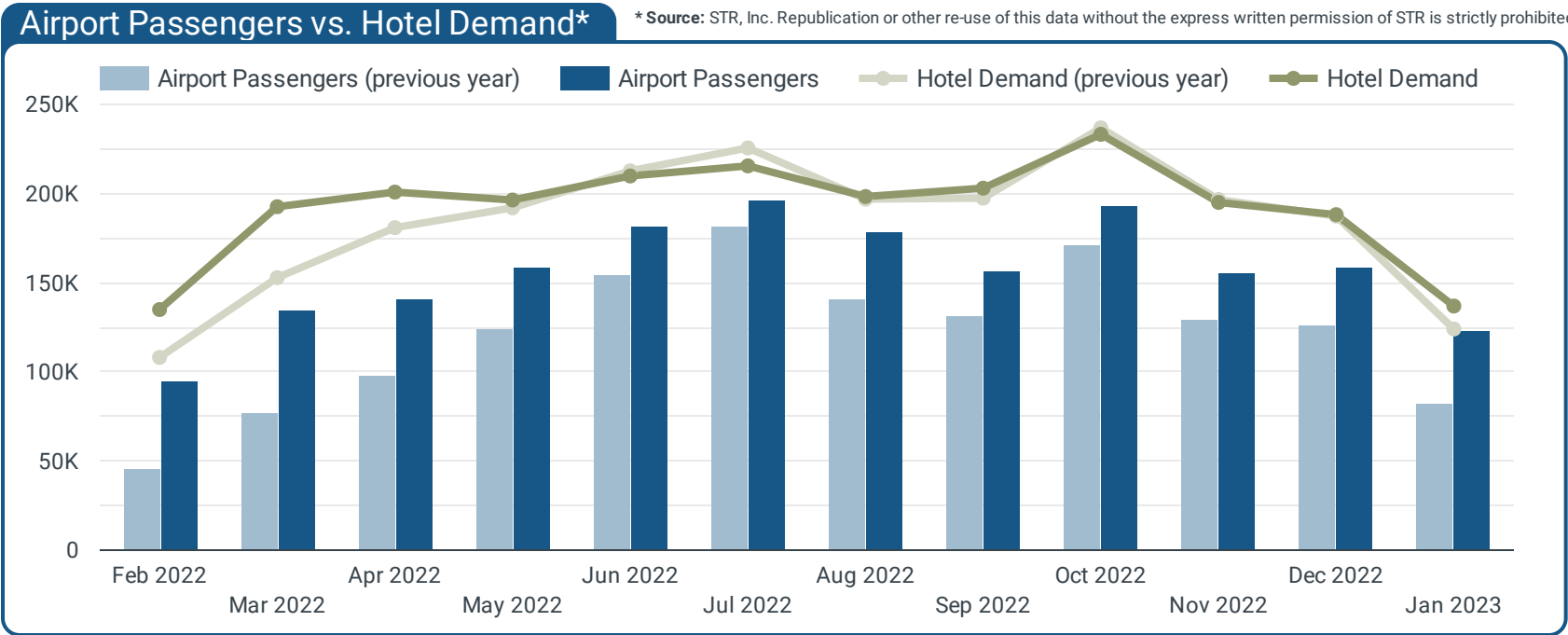
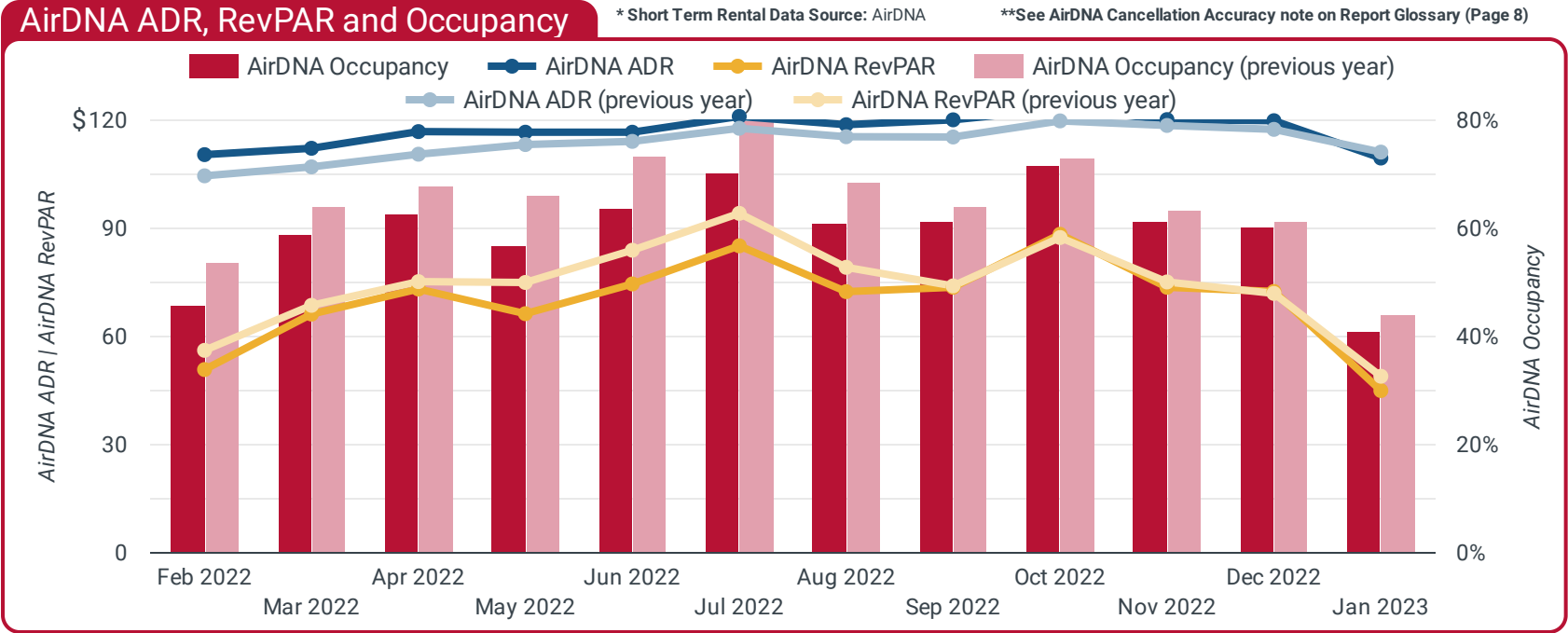
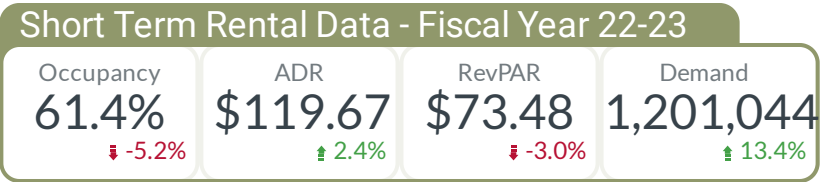
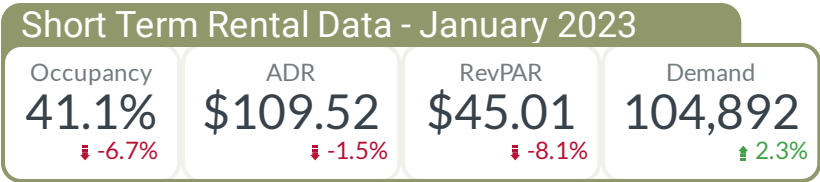


Hotel Demand*, Average Daily Rate* and Revenue Per Available Room*



Destination Performance Report

ASHEVILLE



Sales Department Performance Report

ASHEVILLE

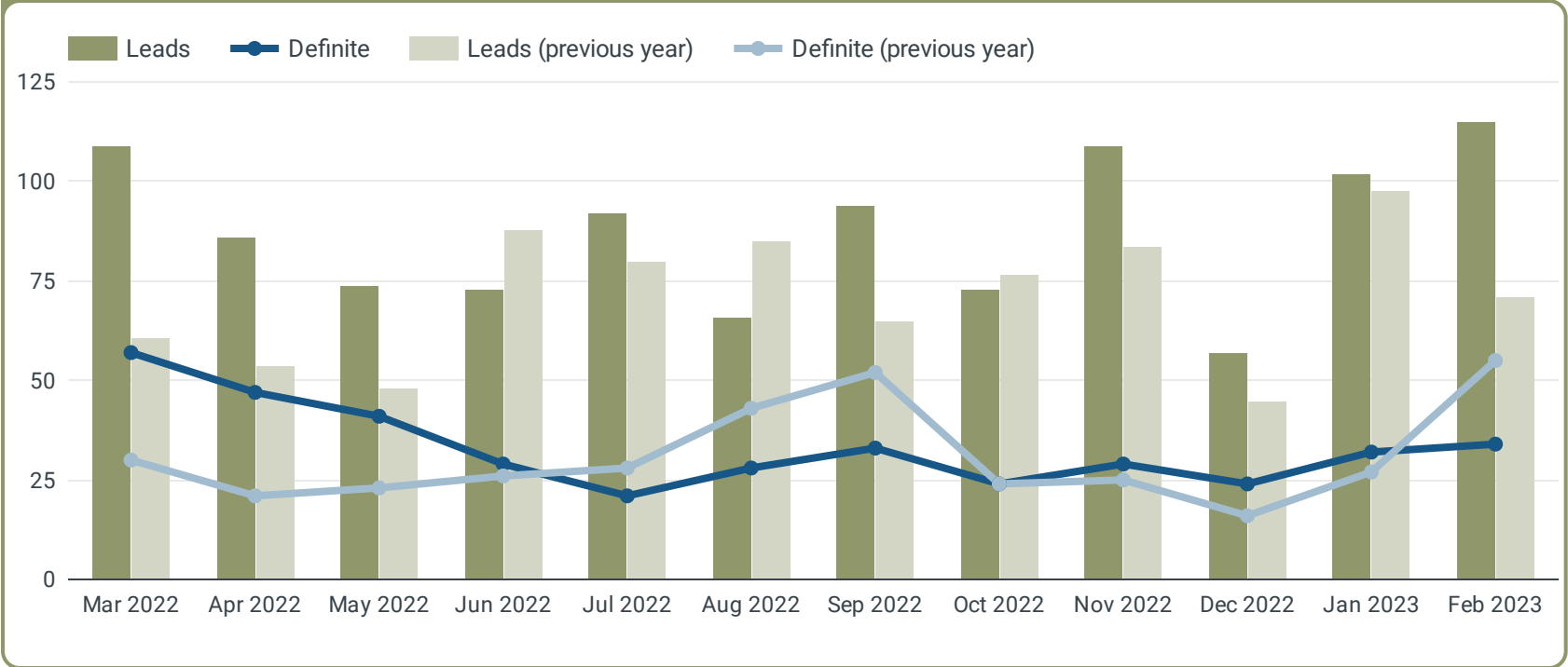
Sales Leads and Outreach - February 2023

Sales Leads Issued 115 ↑ 62.0%	Room Nights (Leads) 31,598 ↑ 129.5%	Leads Turned Definite 35 ↓ -37.5%	Room Nights (Definite) 4,170 ↓ -29.6%	Estimated Revenue \$1,034,045 ↓ -26.6%	
P2P Outreach 866 ↑ 53.0%	Indirect Outreach 207 ↓ -96.5%	Group Events 18 ↑ 28.6%	Room Nights Generated 2,352 ↑ 33.7%	Actualized Revenue \$842,348 ↑ 85.0%	Groups Served 17 ↑ 21.4%

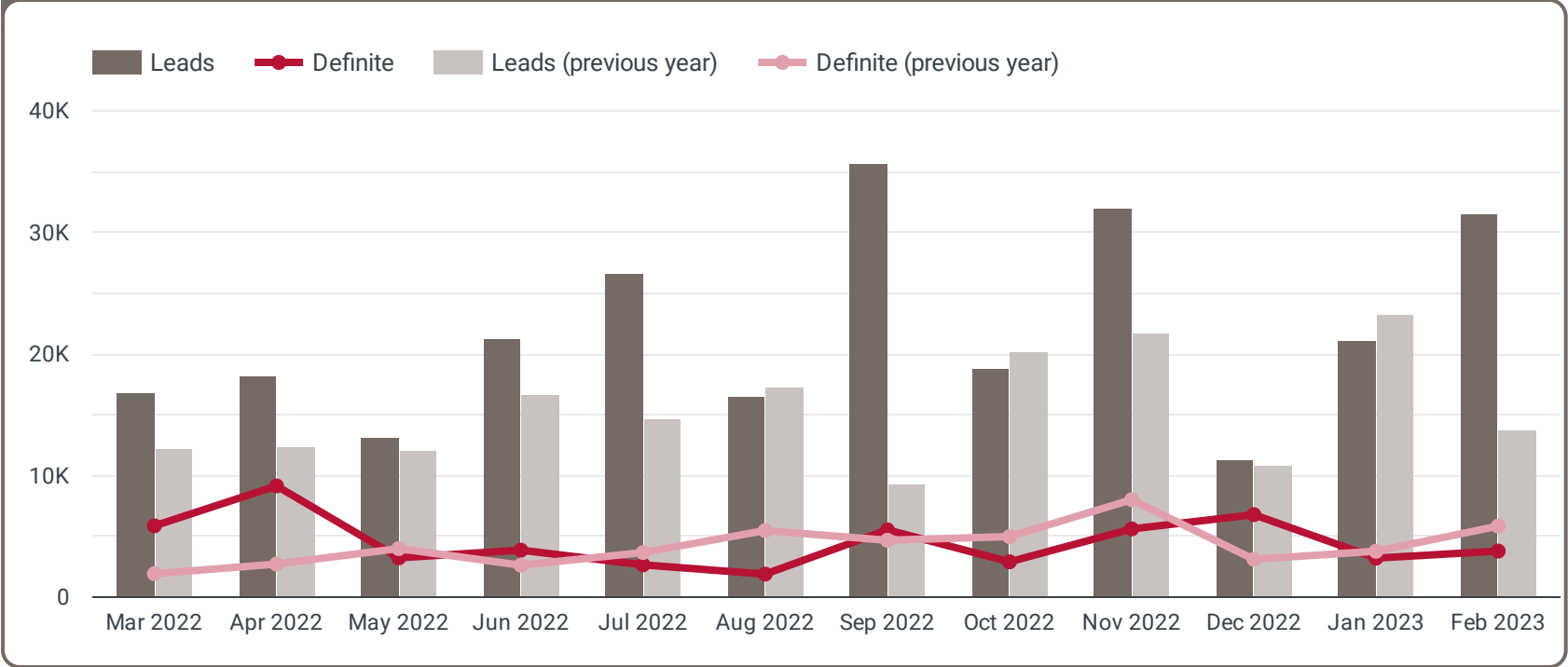
Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 708 ↑ 17.0%	Room Nights (Leads) 193,975 ↑ 47.8%	Leads Turned Definite 236 ↓ -14.8%	Room Nights (Definite) 37,802 ↓ -5.7%	Estimated Total Revenue \$9,536,276 ↓ -4.0%	
P2P Outreach 5,479 ↑ 6.3%	Indirect Outreach 150,044 ↑ 87.8%	Group Events 284 ↑ 20.3%	Room Nights Generated 27,722 ↑ 28.7%	Actualized Revenue \$9,895,261 ↑ 45.3%	Groups Served 271 ↑ 10.2%

Sales Leads vs. Definite



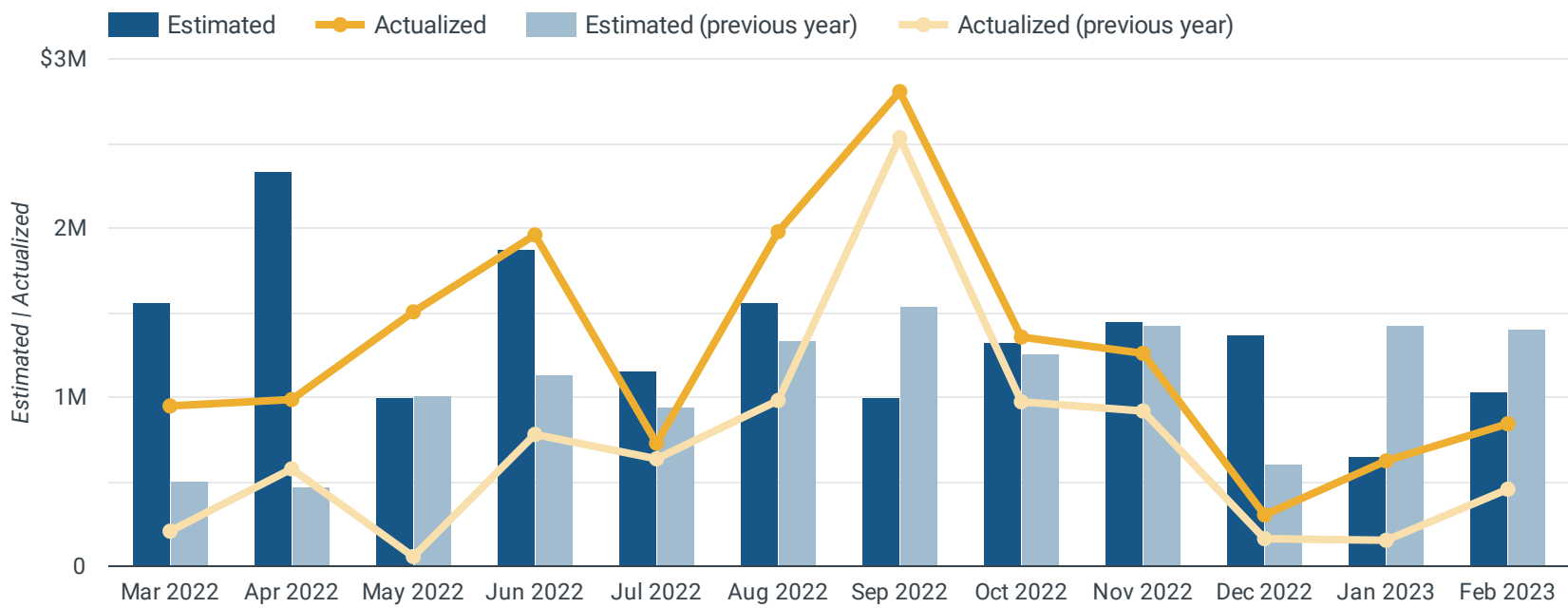
Room Nights Represented in Leads vs. Definite



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.	Feb 2023	866	53.0%	207	-1.0
2.	Jan 2023	545	31.0%	10,424	30.6
3.	Dec 2022	746	26.2%	11,205	7.5
4.	Nov 2022	753	9.4%	758	-1.0
5.	Oct 2022	429	-50.1%	2,706	-0.9
6.	Sep 2022	1,060	117.7%	13,562	0.1
7.	Aug 2022	387	-53.3%	109,553	183.4
8.	Jul 2022	693	-3.3%	1,629	1,628.0
9.	Jun 2022	988	-5.6%	224,947	844.7
10.	May 2022	413	-26.5%	25,198	1.0

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Feb 2023	18	28.6%	2,352	33.7%
2.	Jan 2023	7	-22.2%	1,772	238.8%
3.	Dec 2022	22	15.8%	1,106	23.3%
4.	Nov 2022	39	30.0%	3,778	36.9%
5.	Oct 2022	60	11.1%	3,787	40.3%
6.	Sep 2022	71	42.0%	6,370	-2.9%
7.	Aug 2022	35	25.0%	6,466	63.0%
8.	Jul 2022	32	0.0%	2,091	-4.7%
9.	Jun 2022	50	108.3%	5,610	154.7%
10.	May 2022	37	236.4%	3,845	983.1%

Marketing Department Performance Report

ASHEVILLE

Marketing Metrics Overview - February 2023

Website Visits 488,644 ↑ 14.5%	Mobile Site Visits 364,314 ↑ 17.7%	aRes - Room Nights 31 ↓ -40.4%	aRes - Room Revenue \$3,766 ↓ -42.4%	Total Facebook Fans 313,195 ↑ 2.7%
PR Publicity Value \$4,268,295 ↑ 188.2%	PR Estimated Impressions 1,497,852,333 ↑ 105.8%	Significant Placements 13 ↑ 18.2%	Media Touchpoints 170 ↑ 400.0%	Video Views 646,581 ↑ 62.8%

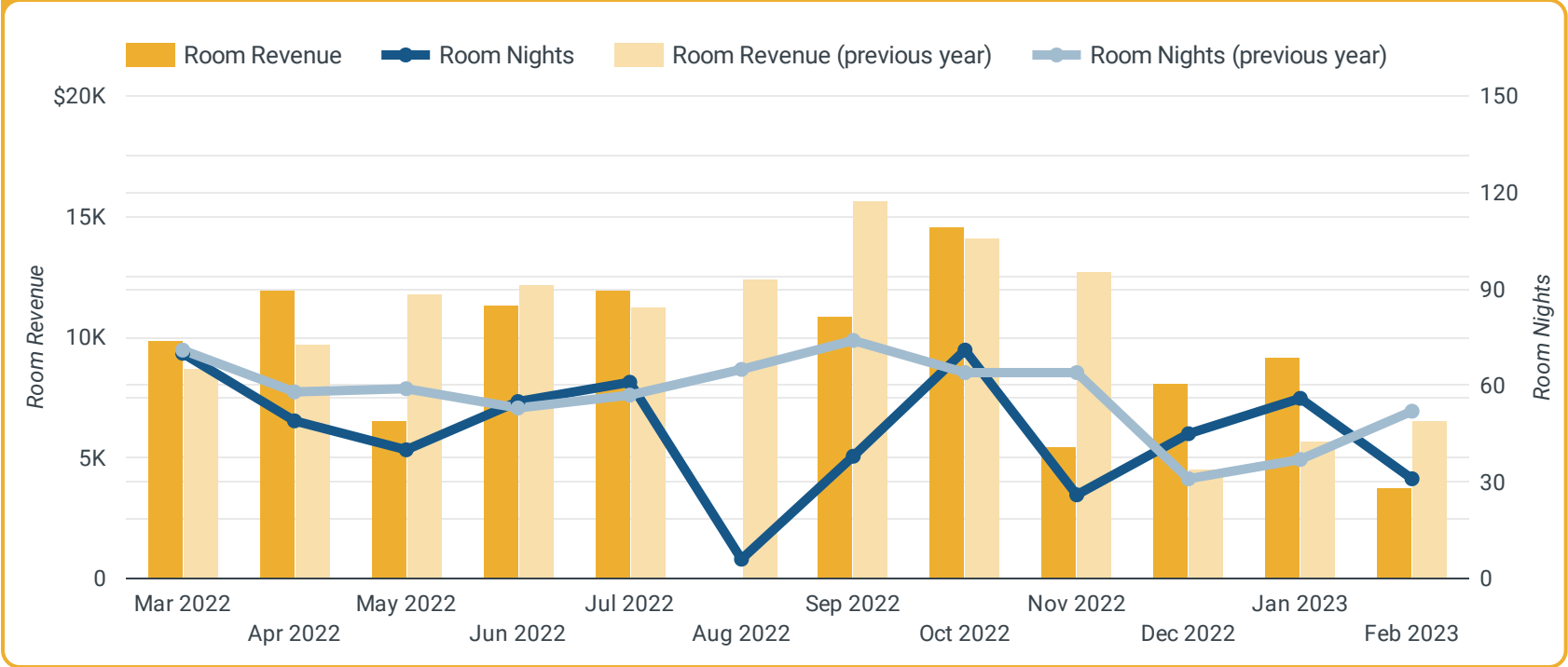
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 4,333,670 ↓ -9.3%	Mobile Site Visits 3,268,821 ↓ -7.7%	aRes - Room Nights 334 ↓ -24.8%	aRes - Room Revenue \$63,073 ↓ -24.1%	Avg. Total Facebook Fans 311,055 ↑ 2.4%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 8,815,131 ↑ 711.8%

ExploreAsheville.com Web Stats



Online Reservation (aRes) Data



Print & Broadcast Value & Impressions

Month of Year ▾		Publicity Value - Print/Broadcast		% Δ	Editorial Impressions - Print/Broadcast		% Δ
1.	Feb 2023		\$1,455,602	1,145%		1,738,803	-21.25%
2.	Jan 2023		\$1,005,439	851%		1,822,240	-11.7%
3.	Dec 2022		\$276,078	32%		987,399	-68.83%
4.	Nov 2022		\$471,078	-67%		2,555,243	-28.37%
5.	Oct 2022		\$1,005,308	28%		3,498,726	-42.35%
6.	Sep 2022		\$1,409,822	376%		5,386,568	99.4%
7.	Aug 2022		\$307,082	-79%		3,382,693	-38.72%

Online Publicity Value and Impressions

Month of Year ▾		Publicity Value - Online		% Δ	Estimated Impressions - Online		% Δ
1.	Feb 2023		\$2,812,693	106%		1,496,113,530	105.8%
2.	Jan 2023		\$3,259,924	165%		1,734,002,290	164.8%
3.	Dec 2022		\$3,168,041	119%		1,708,958,220	121.31%
4.	Nov 2022		\$3,578,548	168%		1,903,483,024	167.41%
5.	Oct 2022		\$4,825,909	153%		2,566,939,260	152.08%
6.	Sep 2022		\$3,326,323	-2%		1,769,320,792	-1.34%
7.	Aug 2022		\$4,436,056	385%		2,359,604,321	379.94%

Media Placements & Touchpoints

Month of Year ▾		Media Touchpoints / Interactions		% Δ	Significant Placements		% Δ
1.	Feb 2023		170	400.0%		13	18.2%
2.	Jan 2023		112	86.7%		19	35.7%
3.	Dec 2022		60	160.9%		17	-5.6%
4.	Nov 2022		31	40.9%		34	209.1%
5.	Oct 2022		52	-25.7%		26	30.0%
6.	Sep 2022		62	1.6%		30	-16.7%
7.	Aug 2022		45	21.6%		21	61.5%

Facebook Fans & Video Views (All Platforms)

Month of Year ▾		Total Facebook Fans		% Δ	Video Views		% Δ
1.	Feb 2023		313,195	2.7%		646,581	148.6%
2.	Jan 2023		312,739	2.7%		382,005	1,289.9%
3.	Dec 2022		311,795	2.8%		383,742	320.3%
4.	Nov 2022		311,370	2.6%		359,976	184.6%
5.	Oct 2022		311,246	2.6%		5,654,949	10,629.8%
6.	Sep 2022		310,380	2.3%		693,943	1,487.7%
7.	Aug 2022		309,304	2.0%		329,108	278.2%

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.