

# Destination Performance Report

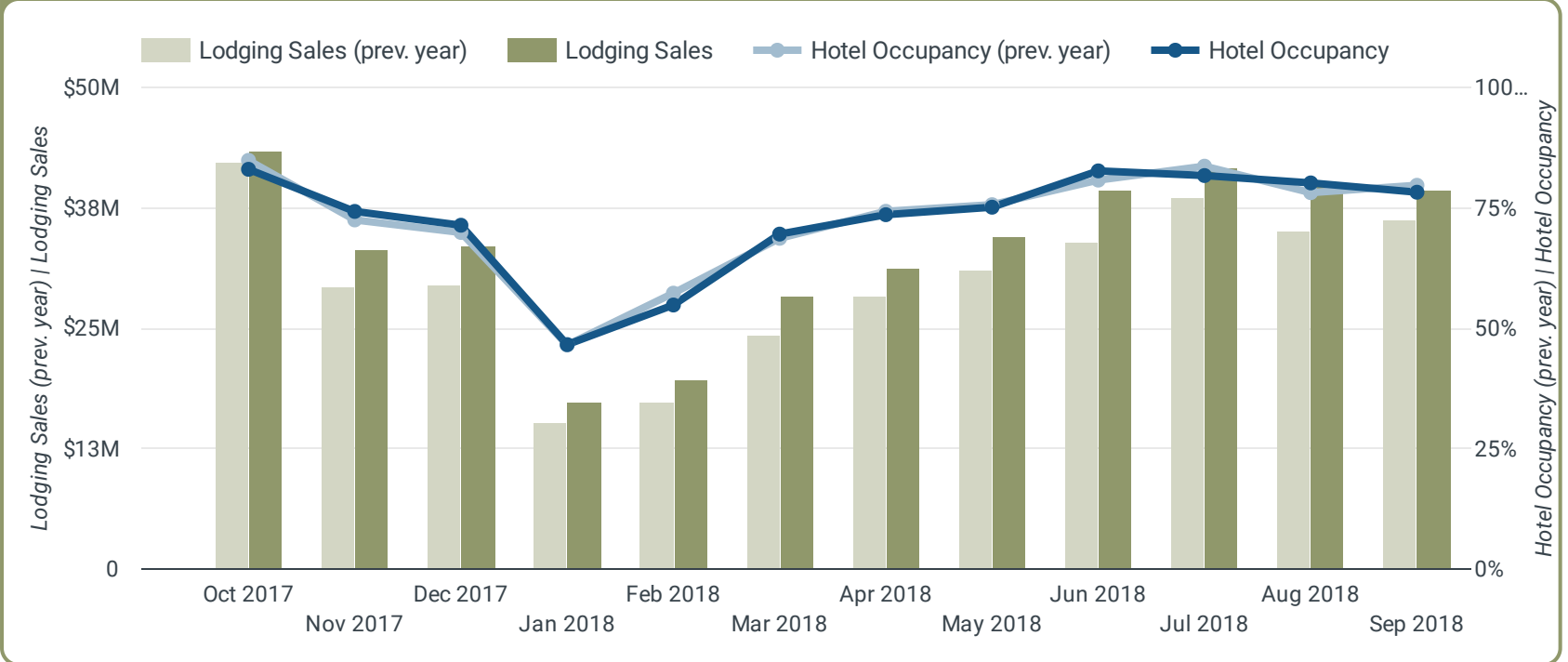
## Lodging & Visitor Overview - October 2018

Lodging Sales <b>\$39,326,928</b> (September) <span style="color: green;">↑ 8.6%</span>	Hotel Occupancy <b>78.2%</b> (September) <span style="color: red;">↓ -1.8%</span>	Hotel Demand <b>187,250</b> (September) <span style="color: green;">↑ 4.0%</span>	Hotel ADR <b>\$176.93</b> (September) <span style="color: green;">↑ 7.6%</span>	Hotel RevPAR <b>\$138.42</b> (September) <span style="color: green;">↑ 5.7%</span>
Airport Passengers <b>89,445</b> (September) <span style="color: green;">↑ 12.5%</span>	Asheville Visitor Center <b>25,313</b> <span style="color: red;">↓ -5.9%</span>	Pack Sq Visitor Center <b>1,330</b> <span style="color: green;">↑ 29.0%</span>	Black Mtn Visitor Center <b>3,580</b> <span style="color: red;">↓ -10.7%</span>	Travel Guide Requests <b>2,932</b> <span style="color: green;">↑ 19.8%</span>

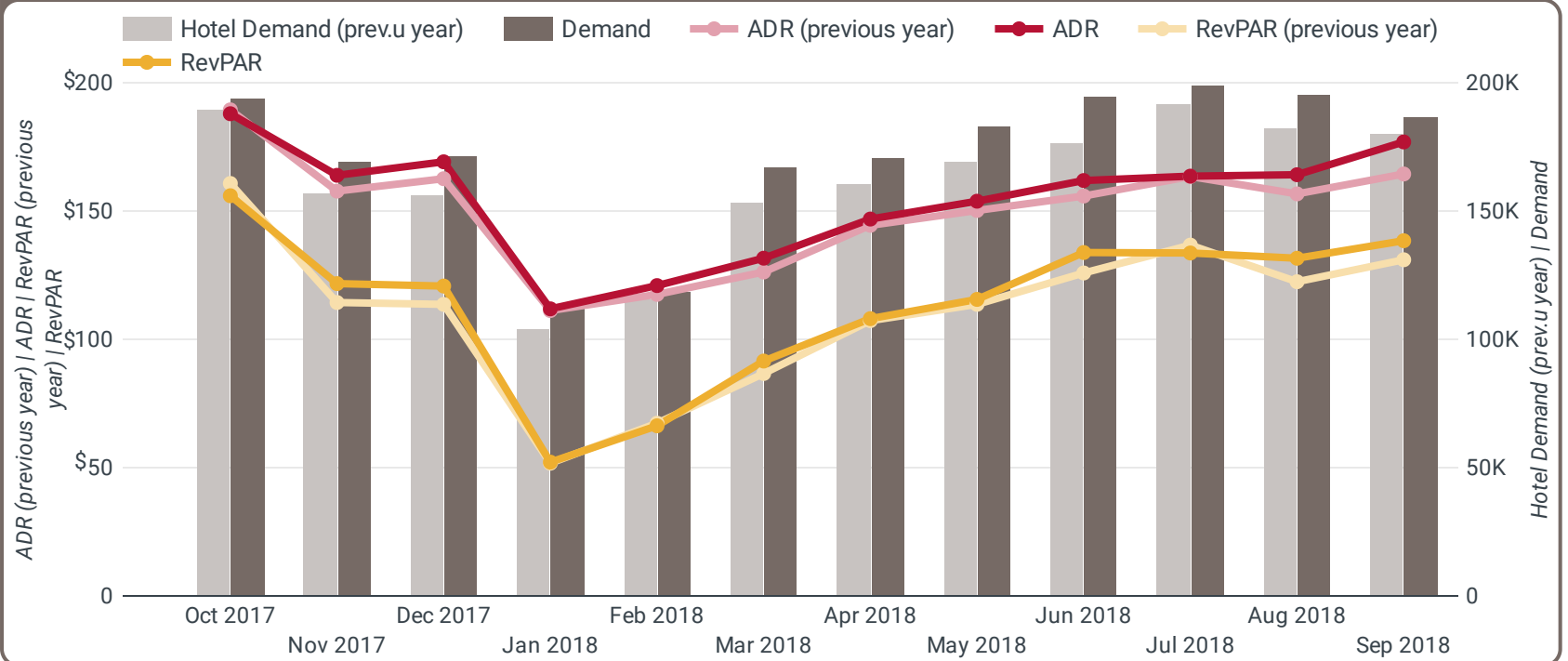
## Lodging & Visitor Overview - Fiscal Year to Date

Lodging Sales <b>\$120,964,389</b> <span style="color: green;">↑ 10.0%</span>	Hotel Occupancy <b>80.0%</b> <span style="color: red;">↓ -0.5%</span>	Hotel Demand <b>581,851</b> <span style="color: green;">↑ 4.9%</span>	Hotel ADR <b>\$168.07</b> <span style="color: green;">↑ 4.0%</span>	Hotel RevPAR <b>\$134.53</b> <span style="color: green;">↑ 3.5%</span>
Airport Passengers <b>308,327</b> <span style="color: green;">↑ 11.4%</span>	Asheville Visitor Center <b>89,849</b> <span style="color: red;">↓ -10.1%</span>	Pack Sq Visitor Center <b>4,376</b> <span style="color: red;">↓ -7.8%</span>	Black Mtn Visitor Center <b>12,084</b> <span style="color: red;">↓ -17.0%</span>	Travel Guide Requests <b>12,408</b> <span style="color: green;">↑ 12.9%</span>

## Lodging Sales and Occupancy



## Hotel Demand, ADR & RevPAR



# Destination Performance Report

## AirDNA Data (September)

Airbnb Occupancy  
**55.5%**  
↓ -3.1%

Airbnb ADR  
**\$97.51**  
↑ 3.0%

Airbnb RevPAR  
**\$54.10**  
↓ -0.2%

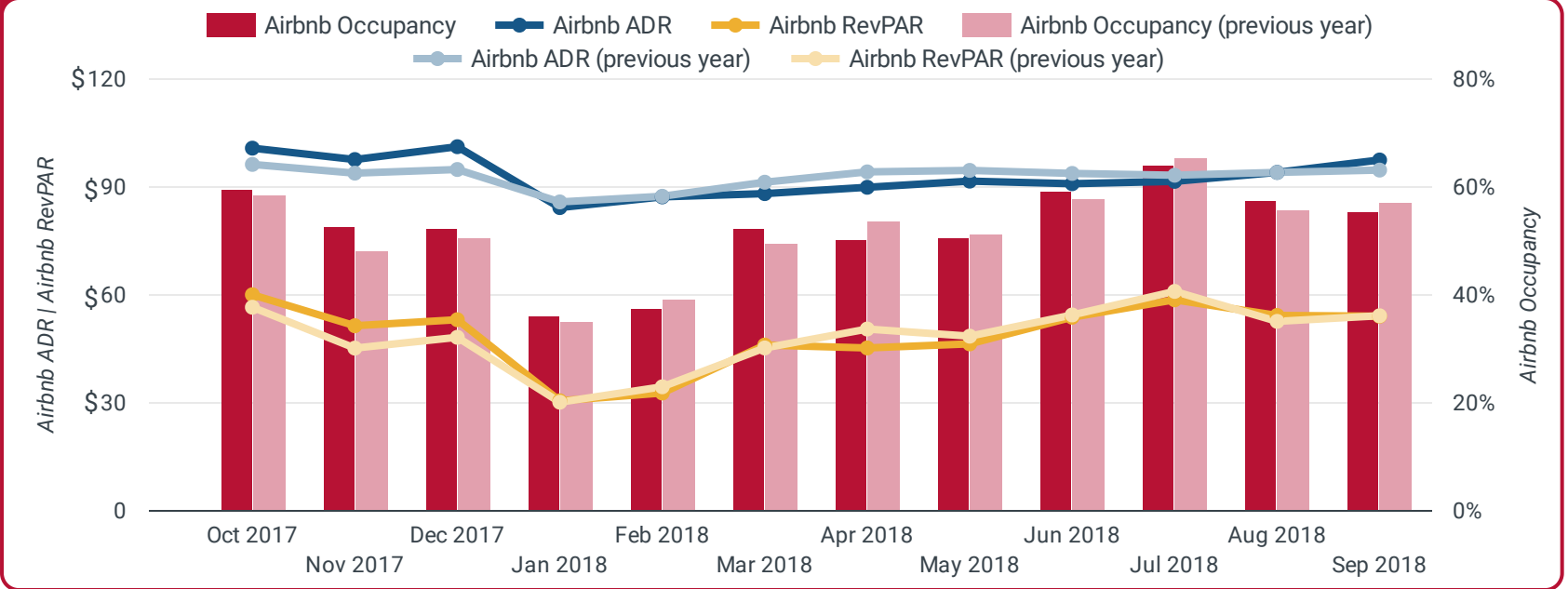
## AirDNA Data - Fiscal Year to Date

Airbnb Occupancy  
**58.9%**  
↓ -0.8%

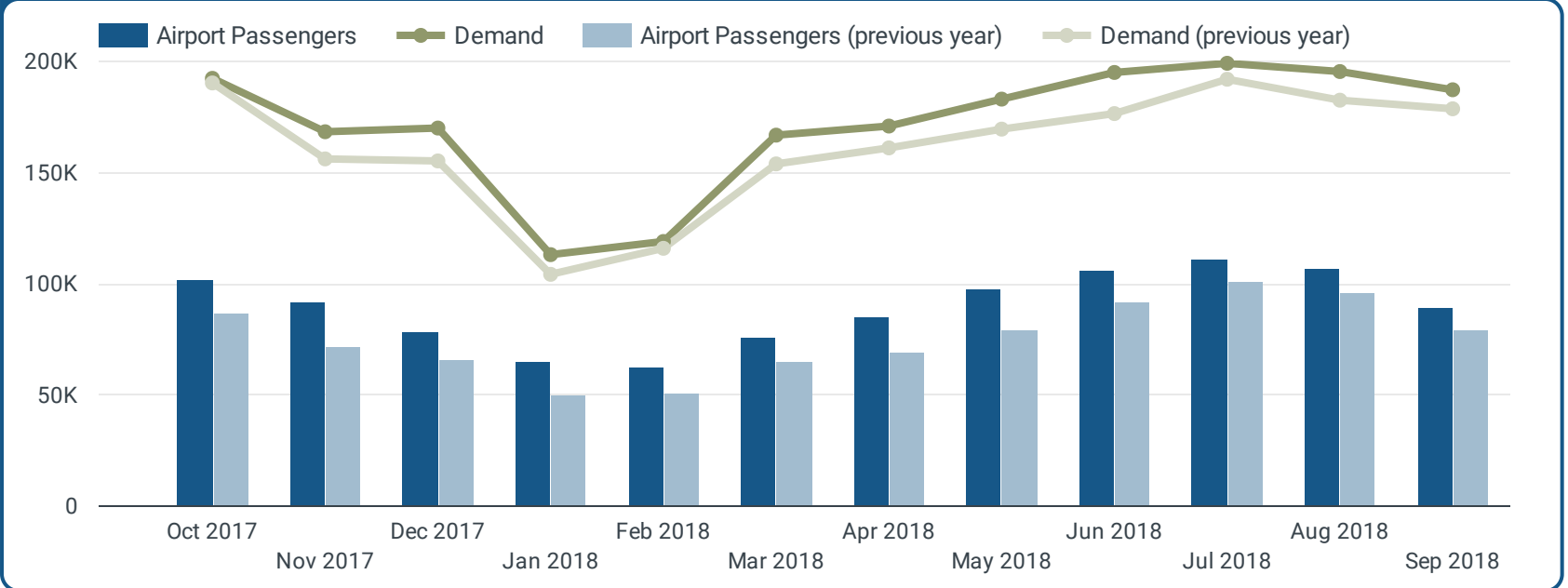
Airbnb ADR  
**\$94.34**  
↑ 0.4%

Airbnb RevPAR  
**\$55.61**  
↓ -0.4%

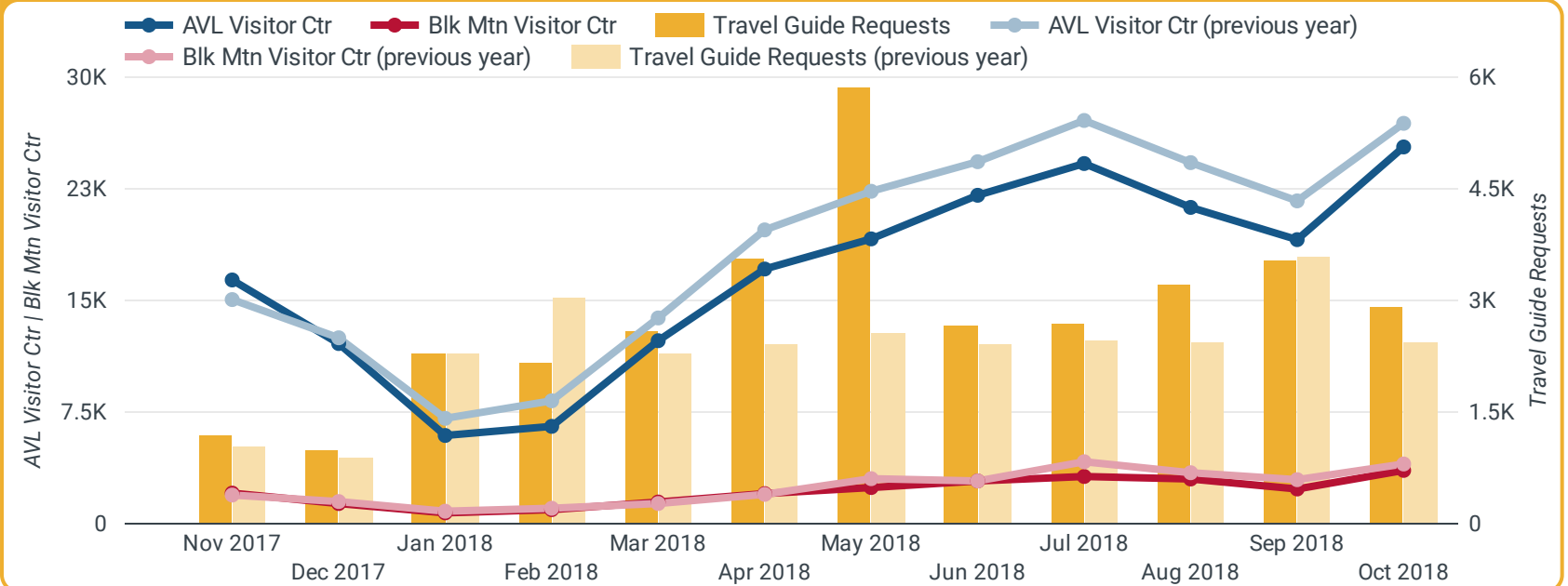
## AirDNA ADR, RevPAR and Occupancy



## Airport Passengers vs. Hotel Demand



## Visitor Center & Travel Guide



# Sales Department Performance Report

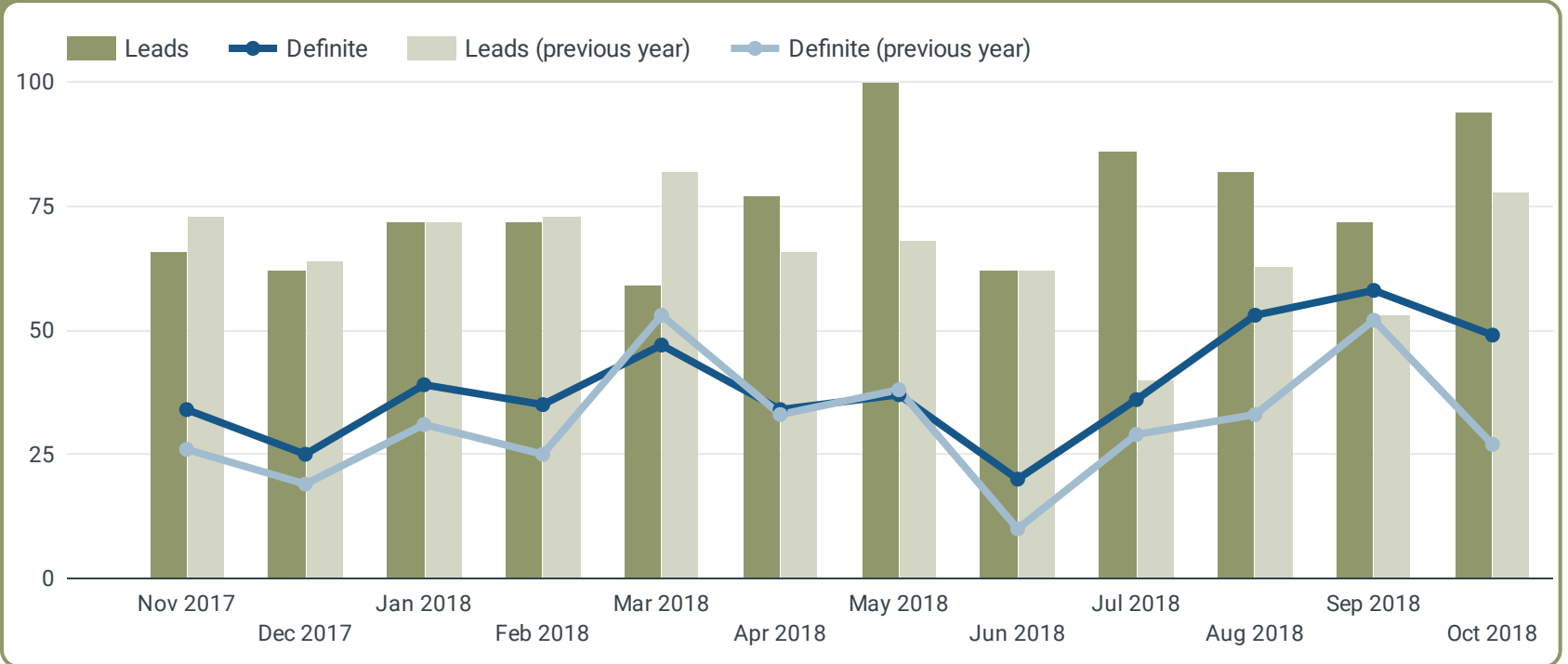
## Sales Leads and Outreach - October 2018

Sales Leads Issued <b>94</b> ↑ 20.5%	Room Nights (Leads) <b>27,187</b> ↑ 97.5%	Leads Turned Definite <b>49</b> ↑ 81.5%	Room Nights (Definite) <b>6,342</b> ↑ 3.8%	Estimated Revenue <b>\$1.04M</b> ↓ -19.9%	
P2P Outreach <b>1,184</b> ↓ -3.5%	Indirect Outreach <b>13,751</b> ↑ 92.2%	Group Events <b>64</b> ↑ 39.1%	Room Nights Generated <b>6,149</b> ↑ 86.2%	Actualized Revenue <b>\$2.34M</b> ↑ 123.9%	Groups Served <b>65</b> ↑ 27.5%

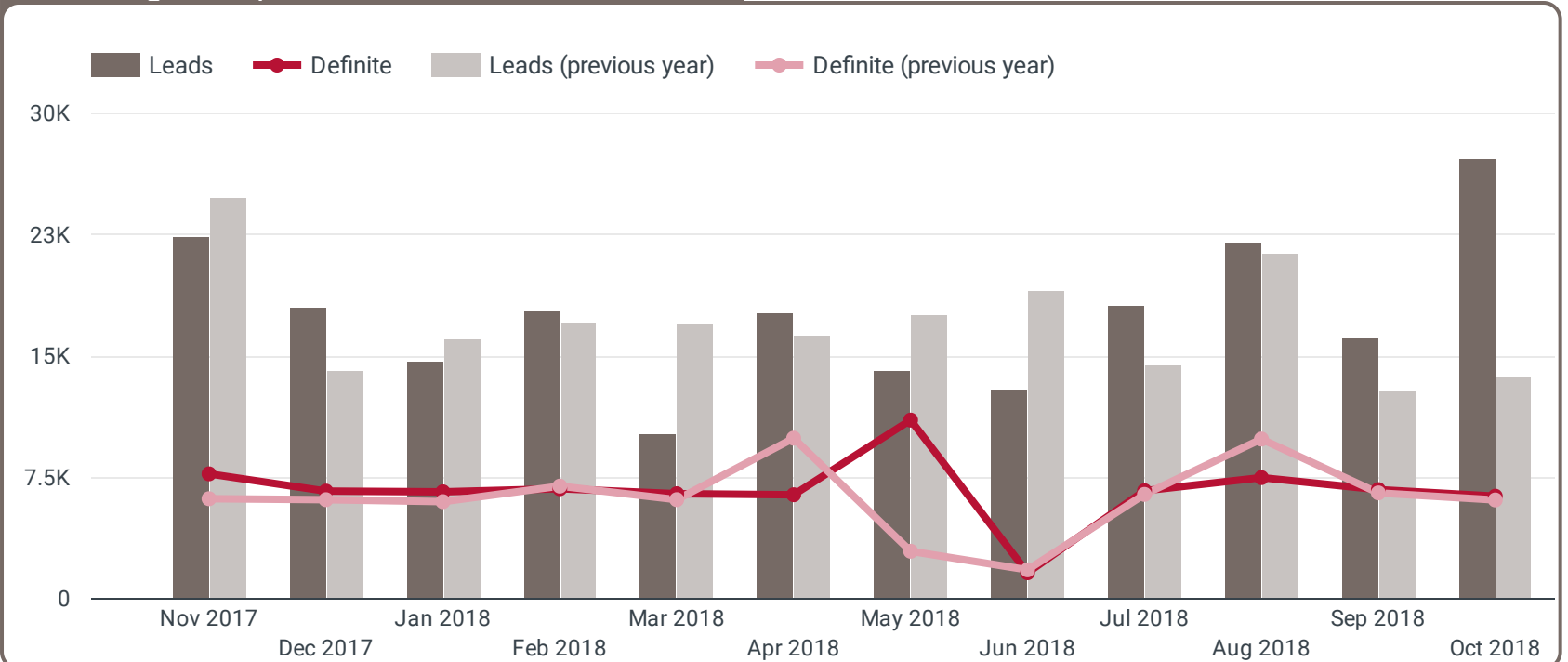
## Sales Leads and Outreach - Fiscal Year to Date

Sales Leads Issued <b>334</b> ↑ 42.7%	Room Nights (Leads) <b>83,636</b> ↑ 33.7%	Leads Turned Definite <b>196</b> ↑ 39.0%	Room Nights (Definite) <b>27,256</b> ↓ -5.9%	Estimated Revenue <b>\$5.44M</b> ↓ -21.3%	
P2P Outreach <b>4,485</b> ↑ 8.3%	Indirect Outreach <b>27,414</b> ↑ 16.1%	Group Events <b>186</b> ↑ 20.0%	Room Nights Generated <b>25,316</b> ↑ 33.3%	Actualized Revenue <b>\$6.64M</b> ↑ 24.5%	Groups Served <b>195</b> ↑ 20.4%

## Sales Leads vs. Definite

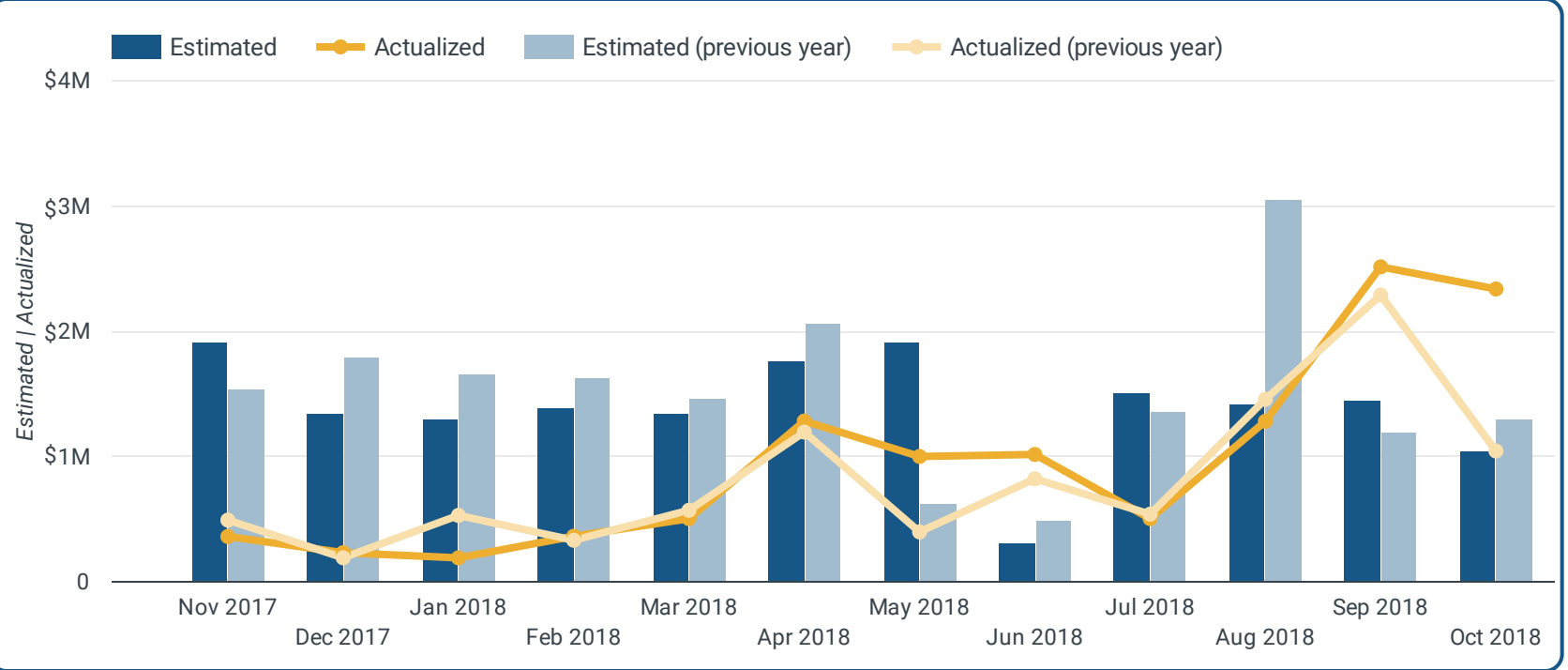


## Room Nights Represented in Leads vs. Definite



# Sales Department Performance Report

## Estimated vs. Actualized Revenue



## Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	October	1,184	-3.5% ↓	13,751	92.2% ↑
2.	September	1,142	7.6% ↑	3,131	-75.7% ↓
3.	August	1,194	20.9% ↑	9,514	185.4% ↑
4.	July	965	11.7% ↑	1,018	293.1% ↑
5.	June	877	-5.6% ↓	10,988	6.3% ↑
6.	May	920	-19.0% ↓	11,776	350.5% ↑
7.	April	1,102	-3.2% ↓	4,332	4.3% ↑
8.	March	1,024	-14.3% ↓	5,160	-79.7% ↓
9.	February	1,159	21.7% ↑	12,172	594.7% ↑

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## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	October	64	39.1% ↑	6,149	86.2% ↑
2.	September	53	-3.6% ↓	10,545	41.9% ↑
3.	August	41	32.3% ↑	6,728	8.8% ↑
4.	July	28	21.7% ↑	1,894	-8.5% ↓
5.	June	36	-26.5% ↓	3,281	10.6% ↑
6.	May	38	58.3% ↑	4,101	76.0% ↑
7.	April	37	60.9% ↑	4,069	12.2% ↑
8.	March	22	-8.3% ↓	3,683	-8.5% ↓
9.	February	14	27.3% ↑	2,613	90.6% ↑

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# Marketing Department Performance Report

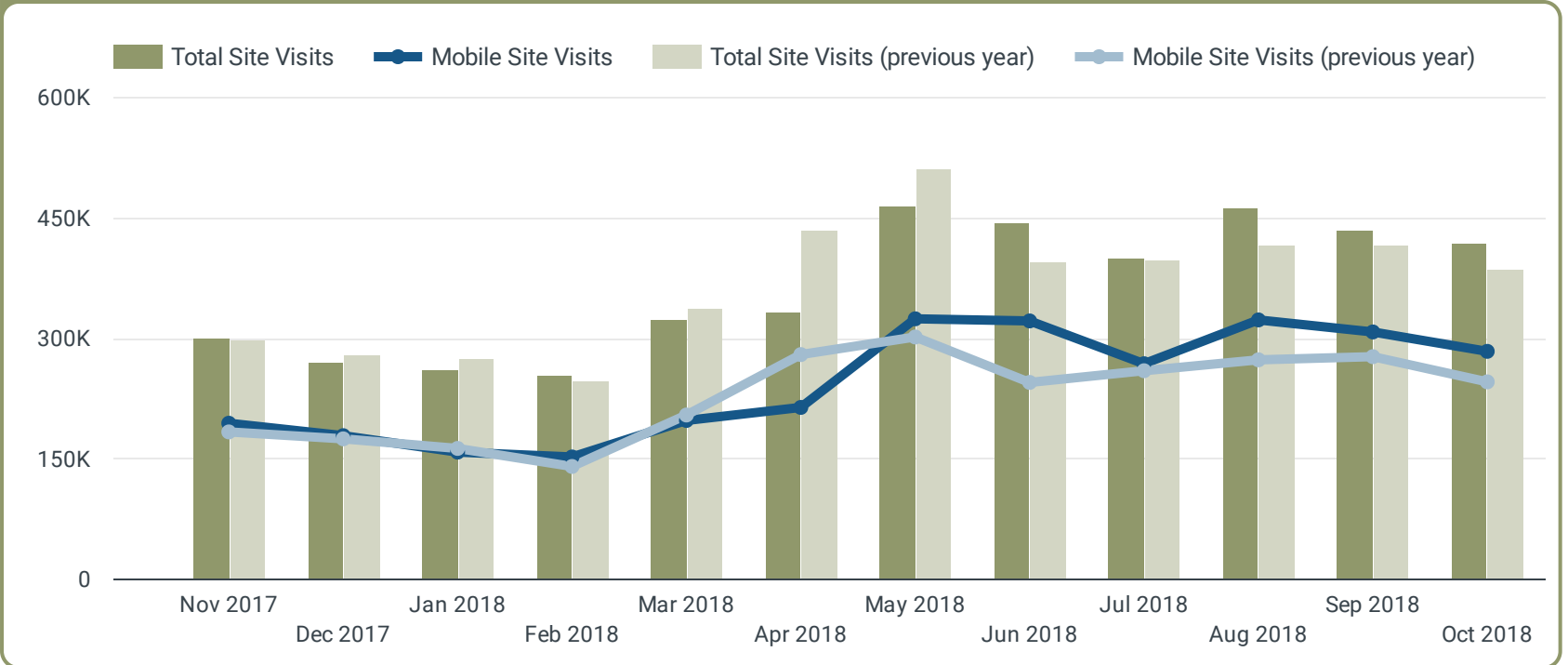
## Marketing Metrics Overview - October 2018

Website Visits <b>419,408</b> ↑ 8.3%	Mobile Site Visits <b>284,050</b> ↑ 15.4%	aRes - Room Nights <b>114</b> ↑ 86.9%	aRes - Room Revenue <b>\$18,540</b> ↑ 48.6%	Total Facebook Fans <b>279,222</b> ↑ 5.8%
PR Publicity Value <b>\$736.43K</b> (September) ↑ 33.2%	PR Estimated Impressions <b>235.31M</b> (September) ↓ -53.9%	Significant Placements <b>71</b> (September) ↑ 12.7%	Media Touchpoints <b>64</b> ↓ -65.0%	Video Views <b>63,543</b> ↓ -66.7%

## Marketing Metrics Overview - Fiscal Year to Date

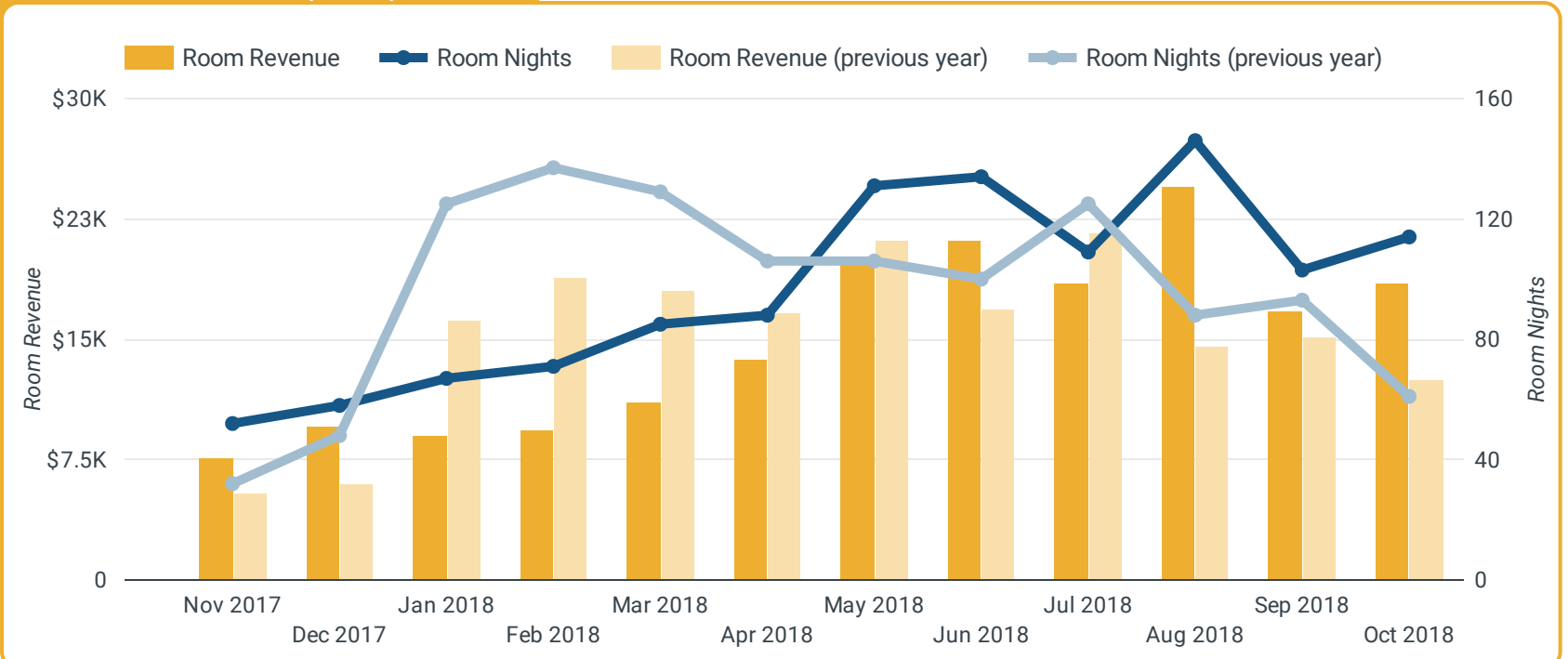
Website Visits <b>1.720M</b> ↑ 6.3%	Mobile Site Visits <b>1,184,084</b> ↑ 12.0%	aRes - Room Nights <b>472</b> ↑ 28.6%	aRes - Room Revenue <b>\$78,388</b> ↑ 22.6%	Avg. Total Facebook Fans <b>277,527</b> ↑ 6.8%
PR Publicity Value <b>\$4.85M</b> ↑ 172.6%	PR Estimated Impressions <b>679.66M</b> ↓ -50.7%	Significant Placements <b>198</b> ↓ -12.0%	Media Touchpoints <b>220</b> ↓ -39.4%	Video Views <b>476,256</b> ↓ -12.8%

## ExploreAsheville.com Web Stats



## Online Reservation (aRes) Data

\*\* The bump in Jan 2017 - Mar 2017 is due to Peak Perks campaign (\$25 gift card)



# Marketing Department Performance Report

## Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	September	\$515,837	478.6% ↑	6,188,290	92.5% ↑
2.	August	\$2,376,632	1,104.7% ↑	10,402,013	-13.5% ↓
3.	July	\$1,439,448	360.9% ↑	3,099,199	-75.3% ↓
4.	June	\$379,898	49.5% ↑	1,008,166	-84.9% ↓
5.	May	\$1,018,631	68.1% ↑	3,863,469	-80.3% ↓
6.	April	\$1,831,641	388.3% ↑	5,417,853	-76.9% ↓
7.	March	\$2,954,102	579.4% ↑	2,938,352	-76.4% ↓

## Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	September	\$220,597	-52.4% ↓	229,118,396	-54.9% ↓
2.	August	\$229,333	-41.4% ↓	345,348,330	-18.6% ↓
3.	July	\$67,786	-79.1% ↓	85,502,297	-79.6% ↓
4.	June	\$53,645	-88.2% ↓	65,307,603	-90.4% ↓
5.	May	\$161,403	-54.8% ↓	272,720,534	-21.6% ↓
6.	April	\$255,909	-76.4% ↓	587,967,640	-46.7% ↓
7.	March	\$145,780	-21.6% ↓	255,312,061	-27.6% ↓

## Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	September	71	-2.7% ↓	71	12.7% ↑
2.	August	45	-37.5% ↓	65	27.5% ↑
3.	July	40	14.3% ↑	28	-44.0% ↓
4.	June	69	21.1% ↑	34	-44.3% ↓
5.	May	69	-31.0% ↓	52	26.8% ↑
6.	April	111	-5.1% ↓	13	-87.1% ↓
7.	March	69	4.5% ↑	40	-50.6% ↓

## Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	October	279,222	5.8% ↑	63,543	-66.7% ↓
2.	September	278,802	7.0% ↑	222,859	44.8% ↑
3.	August	276,593	7.2% ↑	159,119	42.9% ↑
4.	July	275,489	7.0% ↑	30,735	-65.8% ↓
5.	June	274,986	7.2% ↑	42,466	-64.6% ↓
6.	May	273,506	7.1% ↑	57,350	-6.7% ↓
7.	April	270,944	7.2% ↑	60,773	-5.6% ↓

# 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 is provided by Simpleview CRM.

**Airbnb Listing room nights** - the sum of all Airbnb listing nights that were available for rent times the number of rooms per listing.

**Airbnb Occupancy** - Booked Airbnb listing room nights divided by available Airbnb 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.

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

**Airbnb RevPAR (Revenue Per Available Room)** - Total Airbnb monthly revenue divided by the total number of Airbnb 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 reported for the previous month. 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.