



July 25, 2018

To: Buncombe County Tourism Development Authority
From: Stephanie Pace Brown
Subject: President's Report of March Activities

The fiscal year ending June 31 marked a significant accomplishment for Asheville's tourism industry. The destination absorbed a 6.3 percent increase in hotel supply, posting a 6.4 percent increase in the number of rooms sold (demand).

The construction cycle began at the end of calendar year 2015 with the opening of the Village Hotel at Biltmore. Buncombe County hotel supply has increased 15 percent from FY 14-15. Occupancy has remained steady at 72.7 percent. Also, during this time, the volume of short term vacation rentals has dramatically increased.

Asheville has become the fastest growing destination among our comp set.

MONTH AT A GLANCE

- The Sales Team exceeded their annual room nights goal, posting 82,415 room nights (up 10.4%).
- The news release "Asheville Adventure Primer" was distributed via PR Newswire and was picked up 238 times for a potential audience reach of 9.4 million. The PR Team placed 599 significant stories during the fiscal year, with a total reach of 5.7 billion.
- Eight new pieces of editorial content were developed for the website and new photography was shot.
- SagaCity hired Terri Wells to sell advertising in the Asheville Visitor Guide.
- The Sales Team hosted Carolina meeting planners for a "Rediscover Asheville FAM." Participants were enthusiastic about Asheville and the quality of the experience we provided.

JUNE METRICS: BY THE NUMBERS

- During May, the sales team posted 877 personal contacts (down 6%). June sales activities generated 62 sales leads (flat) and 20 convention bookings (up 100%), representing 1,609 rooms (down 10%). Completing all 12 months of the fiscal year, year-to-date bookings are up 10 percent and room nights represented are up 10 percent.
- CVB sales leads generated 36 group events in June (down 27%), with revenue of \$1,016,584 (up 24%). The services team assisted 36 groups (down 36%).

- The PR team landed 52 significant placements in June (up 27%), with 69 media touchpoints (up 21%). The publicity value of print and broadcast placements totaled \$1,018,631 with reach of nearly 4 million. Online placements added \$161,403 in value and reach of over 272 million.
- ExploreAsheville.com attracted 445,243 visits (up 13%), including 321,943 to the mobile site (up 31%). Our Facebook fan base grew by 2,277 (up 21%) and video views totaled 42,466 (down 65%).
- Online hotel reservations totaled 134 room nights (up 34%) with total room revenue of \$21,216 (up 25%).
- The Asheville Visitor Center welcomed 22,066 visitors (down 9%), and the Pack Square Park Visitor Pavilion welcomed 1,262 visitors (up 8%).

HOTEL & AIRPORT RESULTS

- Buncombe County Finance reported lodging sales totaling \$34,763,921 in May, an increase of 11.7 percent.
- Smith Travel Research reported hotel occupancy of 75.1 percent during May (down 0.7%). The average daily room rate was \$154.73 (up 3%), and RevPAR (revenue per available room) was \$116.19 (up 2.2%). Room demand increased 8 percent with 183,040 rooms sold.
- Passengers at the Asheville Regional Airport increased 23.3 percent to total 98,245 in May.

IN THE COMMUNITY

- Stephanie participated in the Asheville Area Riverfront Redevelopment Commission (AARRC) meeting as Vice Chair and the AIR executive committee meeting.
- Stephanie presented an overview of the tourism in Asheville to a delegation from Karpenisi Greece, an Asheville Sister City.
- Stephanie attended annual meetings of: Blue Ridge Heritage Area, the Chamber, Asheville Symphony, and the River Arts District Business Association.
- Pat attended the West Asheville Business Association's (WABA) quarterly member meeting.
- Pat attended the Local Living Economy sub-committee, created by the Downtown Commission to focus on strategizing ways to keep local businesses thriving downtown. Discussions included the struggle for customers and staff of downtown businesses to find parking. Pat shared that the BCTDA is working on Wayfinding signage plans to help increase awareness of parking options.
- Pat attended a tour of neighbor organization, The Literacy Council, and the Chamber's Annual Meeting.
- On June 5 Glenn hosted the American Craft Week Committee, chaired by Sherry Masters, to continue work on highlighting craft art and artists in October.
- Glenn toured the Asheville Literacy Council on June 8.
- On June 8, Glenn attended the meeting of the Piney Grove Historic Cemetery Board Meeting in Swannanoa. Piney Grove is one of the oldest cemeteries in Western Carolina. Glenn serves on the advisory committee due to his mother's heritage as a Davidson, one of the cemetery's founding families.
- As a former Board Director, Glenn attended the Blue Ridge National Heritage Area's annual Partners Meeting at The Folk Art Center on June 13.
- As Board Chair of the Black Mountain Center for the Arts, Glenn attended a Development Committee Meeting on June 14, volunteered at BMCA's "Art in Bloom" annual fundraising event on June 16, and Chaired the monthly Board Meeting on June 26.
- On June 21, Glenn attended the Asheville Street Tweaks project meeting at the Asheville Area Arts Council. The meeting was organized by Asheville on Bikes and worked with

consultant Tony Lopez, out of Miami and creator of a national movement called Tactical Urbanism. The evening's project looked at alternatives to striping Coxe Avenue, south of Hilliard, to accommodate bikes, traffic, and parking.

- As part of the Chamber's Legislative Visit to Raleigh, Pat and Glenn attended informative sessions on legislative updates affecting Western North Carolina, saw a presentation on the newly developed Department of Commerce Office of the Outdoor Industry, and networking reception with our local legislators. Additionally, Pat and Glenn met with Representative Susan Fisher to share key stats and updates on the local tourism industry.
- Marla attended the Asheville Downtown Association Issues meeting which included a discussion on homelessness and panhandlers. She also attended the Chamber's Annual Meeting.
- Marla presented to economic development and tourism offices, out of market, as part of a panel at the City Nation Place conference in New York City. Asheville was included, in part, because it is a category leader in National Geographic's and Resonance Consultancy's recent index of America's Best Small Cities.
- Dianna, Jonna, Sarah K., Kathryn, Shawn and Megan also attended the Chamber Annual Meeting.

MARKETING & PUBLIC RELATIONS

Advertising: The final elements of the spring campaign were wrapped up in early June. The supplemental campaign (Amazon, Tremor, SambaTV and Samsung), managed by Miles Media Partnership, continued through the end of June.

A small campaign with MediaOne will keep Asheville in the marketplace through July with a series of digital sponsored ads designed to drive traffic to ExploreAsheville.com. This will be followed by the more expansive late summer/early fall campaign that will launch at the beginning of August. This campaign will include broadcast television in the following markets: Atlanta, Raleigh, Nashville, Cincinnati, Jacksonville, Orlando, Tampa, and Washington D.C. and is complemented by streaming video ads in other core markets as well as a national TV buy with the Travel Channel and the Smithsonian Channel. The campaign also includes strong digital presence through display banners, sponsored content, retargeting, paid search, and social media advertising. Traditional and online radio (Pandora, Spotify, iHeart radio) will extend the Asheville footprint by serving as a platform to keep Asheville top-of-mind and providing event driven messaging with specific reasons to visit. Print advertising will be utilized for inspirational messaging including publications such as National Geographic Traveler, Magnolia Journal (new), Travel + Leisure, and Atlanta Magazine. The campaign also features a new content partnership on AtlasObscura.com.

The marketing team is also working with National Geographic on finalizing a teaser video for Nat Geo social channels that premieres in July showcasing the half hour special, *Asheville By Design*, slated to air September 20th.

Paid Search: Paid search in June generated over 46,000 site visits from Google and Bing combined. Average session duration is up by 19 percent and pages per session are up by 13 percent year-over-year. Bounce rate continues to decrease year-over-year and is down from 50 percent last year to 41 percent this year. Paid search efforts in June generated 121 email signups and 450 visitor guide requests.

General Media Relations: June was a busy month for the PR Team. Dodie Stephens and Landis Taylor attended the PRSA Travel & Tourism Conference in New Orleans. They attended programming that fostered professional development and inspired new planning tactics for the coming fiscal, and interacted with media representing *Thrillist*, *Forbes*, *Vogue*, *Food & Wine*, *USA Today*, *Lonely Planet* and other national outlets.

The team also created and pitched an Asheville Adventure Primer news release, focusing on new and unique ways to explore Asheville this summer and fall. The release was distributed via PR Newswire and picked up 238 times with a potential audience of 9.4 million. It was also distributed via MailChimp to 541 subscribers and media friends of Explore Asheville. An additional 49 media contacts were pitched after the team utilized TrendKite to find writers who have previously focused on the best outdoor and adventure destinations.

The PR team logged 69 media touchpoints, initiated 57 targeted pitches and hosted six media on the ground in Asheville in June. The supported site visits included media representing *MIC*, *Travelocity blog*, *AAA Home & Away*, *Forbes*, *Atlanta Journal-Constitution*, and a Canadian journalist who regularly appears on *Global TV Montreal*. Story support also included *Food & Wine*, *Andrew Harper*, *SmarterTravel*, *Thrillist*, *Time Out New York*, *Outside Magazine*, *National Geographic Traveler* and *The Weather Channel*. Asheville imagery and assistance were also provided to *Cooking Channel*, *AXS.com*, *Cigar & Spirits Magazine*, *Leisure Group Travel* and *ABA's Destinations Magazine*, among others.

Significant Placements

1. *AXS.com* – “Interview: Steep Canyon Rangers Graham Sharp Talks New Album”
2. *Beautiful Booze* – “My Top 10 Boozy Destinations”
3. *CNN Travel* – “Chihuly Sculpture Lights up Biltmore Estate”
4. *DatingAdvice.com* – “2018 Featured Destination: Asheville, North Carolina is a Date-Worthy City with a Pleasantly Quirky Culture”
5. *Daily Express* – “Tune in to Thrill Street's Blues”
6. *Forbes Travel Guide* – “Why You Should Visit Asheville This Summer”
7. *Indianapolis Monthly* – “Traveler: Asheville”
8. *Sunseeker* – “Asheville: America's Newest Music City”
9. *The Week* – “America's Musical Journey: The Very Best of New Orleans, Lafayette and Asheville”
10. *Travel Pulse* – “Asheville: Come for the Beer, Stay for the Food”
11. *UNC-TV's "NC Weekend"* – “Chihuly at Biltmore”
12. *Whisky Advocate* – “Mountain Haven”
13. *Small Market Meetings* – “CVBs Are a Valuable Resource to Planners”

Content Development Projects: The content team continued work on several projects in the month of June and coordinated the creation of new photo and video assets.

Photo/Video: Cat coordinated and executed a significant photoshoot with C2 Photography to capture fresh imagery of outdoor dining in downtown, rooftop bars, downtown shopping, and other destination attributes—resulting in up-to-date assets from a dozen different locations. She also coordinated shoots with photographers Reggie Tidwell and Derek DiLuzio to focus on downtown vibrancy and outdoor activities.

Other Efforts: The team worked on several ongoing projects this month, updating and optimizing content where needed, planning additional content elements and social executions for Tryon 2018, Zach King, Summer of Glass, SEO efforts and more.

ExploreAsheville.com Editorial Content:

- During the month of June, eight new pieces of editorial content were added to the website: the outdoor adventure press release content, a blog post feature on the Summer of Glass VIP Weekends, an announcement about the elevator reopening at Chimney Rock State Park, an updated round-up of July Fourth celebrations, and four new Things to Do This Weekend posts.
- The most popular blog and story content this month was 50 Things to do in Asheville, which received 43,530 new pageviews, followed by the Chihuly Exhibit photo tour blog post, which received 11,872 pageviews.

Social Media Stats:

Facebook:

Visit Asheville page

- June saw 2,277 daily new likes to Facebook for a total of 274,991.
- There were 33 new Facebook posts added to the Visit Asheville page in the month of June.
- The most popular unpaid Facebook post during the month was a teaser on the National Geographic documentary being shot in Asheville. It has reached 38,375 people organically, generating 1,718 total reactions, and 135 comments.
- The most engaging post this month was a post about actor Michael C Hall (actor, *Dexter*) visiting The Baked Pie Company. It engaged 4.5 percent of the 33,830 users reached.

Foodtopia page

- June saw 44 daily new likes to the Foodtopia page for a total of 25,188 likes.
- There were 2 new Facebook posts added to the Foodtopia page in the month of June.
- The most popular post — the Foodtopia profile on Oscar Wong of Highland Brewing — reached 1,320 people, generating 9 reactions.

Video:

- There were 12,695 new, organic YouTube views in June. The most popular video by organic views this month was the Spirit of Asheville, which received 1,700 non-paid views. Return Again came in second with 1,147 new views.
- Across all our video platforms, there were 42,466 organic views, with the majority coming from Facebook. There have been 1,981,199 views of Explore Asheville content YTD (since July 1, 2017).

Pinterest:

The combined fan total for our two accounts now totals 4,830. Foodtopia accounts for 1,393 of those. Visit Asheville – 3,437.

Instagram:

- Our VisitAsheville account has 48,477 followers.
- There were 18 new posts in June. The most popular was a Blue Ridge Parkway sunset with rhododendron blooms in foreground. The post received 1,987 engagements (likes and comments).

Twitter:

- Across all three accounts we have a total of 30,687 followers. The most popular account continues to be Foodtopia, which has 14,962 followers. We continue to provide a mix of proactive response to travel inquiries and pushes of website and Instagram content.

Asheville Traveler E-newsletter:

- Subscribers: We have 121,362 active subscribers.
- Opens/Click-throughs: In June, our monthly Asheville Traveler e-newsletter went out to 120,699 subscribers. It had an overall open rate of 17.7 percent and a click-through rate of 3.5 percent.

ExploreAsheville.com: Website user sessions in June increased 12.66 percent compared to last year, although organic traffic is down 5.85 percent year-over-year in June. The loss can be accounted for in the Home Page, Events Calendar, and Things to Do pages because of algorithm changes that prioritized Trip Advisor content over DMO content. Simpleview SEO team has seen this trend beginning in April across the board with all their clients. Social traffic was down 22.56 percent year-over-year in June. The variance in sessions from social channels was primarily due to a Facebook algorithm change in April impacting how brands reach users' social feeds. This led to both decreased reach and, ultimately, fewer clickthroughs to the site.

ExploreAsheville.com continues to outperform industry averages with 24 percent more total pages per visit, 33 percent longer visit duration, 35 percent more organic pages per visit, and 43 percent longer organic visit duration as compared to industry average in the month of June.

Website Improvements – SEO and CRO: In June, Simpleview continued its conversion rate optimization efforts on ExploreAsheville.com and worked with staff on a variety of split tests to increase site engagement, conversions and booking engine activity. Also, of note:

- The Outdoor Adventures section was up 10.38 percent for June with 13,325 organic sessions
- The Things to Do This Weekend page was the 4th highest organic landing page with 6,278 organic visits in June, a 23.74 percent increase over the previous month. This new page did not exist last year.
- The Hiking page continues to outperform average engagement metrics for organic traffic with 4,970 organic visits, 7.12 average pages per visit and 0:06:08 average session duration.
- The 50 Things to Do in Asheville post was the second highest landing page for organic traffic with 24,026 visits, 3.40 pages per session and an average session duration of 0:04:02.

Online Reservations: There were 78 orders for 134 room nights in June with a total of \$21,216 in booking revenue and \$951 in commission. Bookings for the year totaled 657, with \$7,594 in commission (up 6%).

Visitor Guide: The SagaCity team hired a new sales representative, Terri Wells, to sell advertising in the Asheville Visitor Guide. Terri is a seasoned sales professional with a strong background in advertising sales. She will be kicking off sales in July. The SagaCity team has also been working on drafting assignment briefs for editorial content in the 2019 Visitor Guide.

There were 2,682 requests for the Official Asheville Travel Guide in June, a 10.1 percent increase over last year. Year-to-date, there have been 32,195 travel guide requests, up 22 percent over last year.

GROUP SALES & SERVICES UPDATE

Group Sales reported 20 definite group bookings in this month. Of these group bookings, seven were meetings & conventions, ten were weddings, and three were group tour representing 1,609 room nights distributed to Buncombe County accommodations in June. Leads were up 100 percent and rooms represented by those leads were down 10.1 percent over the prior year. Sixty-two sales leads (37 meetings & conventions, 16 weddings, and 9 group tour) representing 13,030 room nights were distributed to Buncombe County accommodations this month. The number of leads issued were flat and room nights represented were down 31.7 percent from the prior year. Estimated revenue for leads issued was \$319,236, a 35.5 percent decrease from the prior year. Actualized revenue was \$1,016,584, a 23.6 percent increase from the prior year. Person-to-person outreach totaled 877 contacts, a 5.6 percent decrease over last year. Indirect outreach totaled 10,988 contacts, a 6.3 percent increase over the prior year.

Sales Calls/Missions/FAMS:

- Shawn Boone traveled to Indianapolis for Meeting Professional's International (MPI) World Education Congress, holding 15 one-on-one appointments with prospective clients. In addition, Shawn met with 20 additional clients and planners, attended MPI sponsored networking functions, and called on a local client. Three RFPs totaling over 2,000 room nights were received.
- Joseph Weber attended Southeast Tourism Society's Marketing College's first year continuing education program for the travel industry. Topics included latest trends, topics, and real-world applications of the information learned. This three-year program results in a Travel Marketing Professional (TMP) certification.
- Tina Porter attended NC Sport Association's Annual Meeting, networking with industry professionals engaged in sports sales across the state.
- A total of 26 wedding guides was downloaded this month, compared to 31 in June 2017.

North Carolina / South Carolina Rediscovery FAM: A Rediscover Asheville FAM was held June 24-26, with eight North and South Carolina meeting planners and their partners/spouses attending. The purpose was to reacquaint regional planners with Asheville as a group destination. Some of the planners had not hosted an event in Asheville in years. Attendees were vetted by Explore Asheville staff. Housing was shared between The Omni Grove Park Inn, Renaissance Asheville Hotel, Cambria, and Crowne Plaza Tennis & Golf Resort. Highlight events included an evening at Grand Bohemian Hotel Asheville with local historian Kevin Frazier, Chihuly Nights sponsored by Biltmore Estate and a closing brunch hosted by Double Tree by Hilton.

New Sales Team Member: Ms. Kathryn Dewey joined Explore Asheville as Sales Manager and will handle North Carolina. Kathryn is a Greensboro native and an Appalachian State University graduate. She has over 10 years of experience in the hospitality industry, most recently as National Events Account Manager with The Biltmore Company. Kathryn will represent Asheville in NCBTA, AENC and MPI-CC.

Site Visits/Leads: The team hosted four site visits in June including: 2020 American Bar Association Spring Meeting – 257 room nights, 2020-2022 Marine Corps League Mid-Winter Conference – 1,900+ room nights, 2019 Road Scholar Southern Series (5) – 250 room nights and the 2020 National Peanut Buying Association (February meeting).

A sample of June bookings includes (but is not limited to):

- 2018 Standard Process Meeting – 15 rooms
- 2018 C & L Travelers – Christmas 2018 – 30 rooms
- 2018 American Osteopathic Association – 28 rooms
- 2019 Mid-South Independent School Business Officers Fall Conference - 120 rooms
- 2019 Southeast Electric Exchange – 44 rooms
- 2018 Lenovo DCG – 10 rooms

Group Sales Communications

Work with Market Connections included finalizing updates of the team's Meeting Planner Guide and the Asheville 48-Hour Experience invitational postcard. The team's primary sales video was also refreshed by Amplified Media, and the first drafts of new trade show banners were reviewed.

Media Coverage

- Asheville is featured in *Small Market Meetings'* "CVBs Are a Valuable Resource to Planners" after an interview with staff

Mass Communications

- An e-newsletter was sent to 10,988 meeting planner clients. Open rate: 15.2 percent; Clicks: 385; Click to Open ratio: 23 percent

Convention Service Highlights

- Microsites for six events were completed.
- A staff hospitality table was provided for Association of Consulting Foreseters.

Departmental Activities:

- Toured new event space at The Omni Grove Park Inn
- Product tour with Burnshirt Vineyards
- Hosted quarterly DOS meeting
- Attended Asheville Area Chamber of Commerce annual meeting
- Met with Destination International while in Asheville in preparation for 2019 Summit

PUBLIC AFFAIRS

Tourism Product Development Efforts:

For Phase I of the 2018 TPDF grant cycle, eleven applications were received on June 6 requesting a total of \$12 million. The TPDF committee met on June 20 to review the submissions. Nine of the applicants were invited to participate in Phase II, reducing the total requested amount to \$10,511,952.

The projects invited to Phase II are as follows:

Organization	Project	Amount
Asheville Museum of Science (AMOS)	AMOS Public Entrance Beautification	\$75,000
Buncombe County Recreation Services	Enka Heritage Trail and Buncombe County Sports Park Improvements	\$6,000,000
Center for Craft, Creativity & Design	Center for Craft - National Craft Innovation Hub	\$975,000
Eagle Market Streets Development Corporation, CDC	Historic African American Business District	\$930,577
LEAF Community Arts (LEAF)	LEAF Global Arts Center	\$635,500
North Carolina Arboretum Society	The North Carolina Arboretum - More Parking, More Lighting, More Visitors	\$905,000
River Front Development Group	African-American Heritage and Cultural District, Phase 1	\$550,000
Sidewalk Coconut Collective	Sidewalk Coconut Collective	\$140,875
Wild Food Foundation	Tourism and Event Center	\$300,000
		\$10,511,952

Projects not moving forward:

Organization	Project	Amount
Asheville Buncombe Regional Sports Commission	Video Board Enhancements - US Cellular Center	\$750,000
Town of Black Mountain	Riverwalk Greenway Phase II	\$1,000,000
		\$1,750,000

The Diana Wortham Theatre submitted an extension request for The Wortham Center project. The project was awarded \$700,000 in 2016. Per the contract, the project is required to complete by March 31, 2019. The renovations to the main theatre are complete. The remainder of the project including construction of the two additional theatre performance spaces is delayed, pending the conclusion of the Asheville Art Museum. Projection for project completion is Summer 2019. At the June board meeting, the BCTDA agreed to grant a six-month extension.

Partner Engagement:

Explore Asheville CVB 101 Orientation: The public affairs team hosted the June CVB 101 orientation with 10 industry partners in attendance, including staff from Biltmore Farms, Asheville Wedding Collective, FIRC Group, Jack’s 47, Lake Junaluska Conference and Retreat Center, Omni Grove Park Inn, Montreat College, Omni Grove Park Inn, Open Hearts Art Centers, and The Collider.

Explore Asheville Summer Social: Planning is underway for the Summer Social to be held on July 25, from 4-6 p.m. at The Wedge at Foundation, with catering by 12 Bones. The event will also promote the hospitality industry’s backpack drive. All attendees who bring a backpack for

donation to the event will be entered in a raffle for a chance to win two tickets to Chihuly at Biltmore.

New Partners: Brit created 14 new partner accounts in June – Fairfield Inn and Suites Asheville – Tunnel Road, Sly Grog Lounge, Jack’s 47, Thomas D. Potts Fine Art Photography, Roanline, Jarret Porter Photography, Nicolette Leigh Arts, Sassafras on Sutton, District Wine Bar, Pink Dog Creative, Asheville Detours, Biscuit Head – Biltmore, Hemingway’s Cuba, Wedge at Foundation.

Projects & Community Outreach: Pat is wrapping up the Wayfinding Assessment project with MERJE. Final recommendations on new signage needs are expected in July. Additionally, Pat is working with MERJE and Geograph on the signage package for the new Coxe Avenue garage. Preliminary plans have been shared with county staff.

Pat is coordinating with United Way to help facilitate the hospitality industry’s support of the annual School Supply Drive scheduled to take place July 17- 27. As incentive, tourism industry partners are invited to donate a backpack at the Summer Social event on July 25 to earn a chance to win two tickets to Chihuly at Biltmore.

STRATEGIC PLAN AND OTHER ADMINISTRATIVE INITIATIVES

Building: With the heavy rains in June, leaks in the building’s flat roof were identified. Glenn met with building owner Martin Lewis on numerous occasions to discuss the leaks and other items on his checklist.

Administration: Final meetings were held with representatives from Insurance Service of Asheville to complete all required documentation, provide elections and related costs to payroll and review the three corporate insurance plans.

On June 18, the new Employee Handbook was released to staff at the morning’s staff meeting. Stephanie covered all new aspects of the Handbook with time given to staff for Q&A.

Wayfinding System: Glenn, Marla and Pat met to review the Wayfinding System Assessment submitted by Merje. Edits and suggestions were captured by Pat.

Earned Revenue: The 2019 Festivals and Cultural Events Support Program Overview and Application were updated and posted on the AshevilleCVB.com website. A media release was also prepared and released.

Workforce Development: Glenn met with staff from the Metropolitan Planning Organization (MPO) to discuss the tourism-related component of their FY18/19 Transportation Plan. The Federal government incorporated the needs of tourism into the MPO’s transportation planning where tourism plays an important role in a city’s economic prosperity. The current and potential transportation needs can be addressed based on traffic patterns caused by visitors and the needs of the Hospitality and Tourism Industry related to workforce development.