



## Board Meeting

Wednesday, April 26, 2023 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1<sup>st</sup> 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 Meeting Minutes <ul style="list-style-type: none"><li>a. March 23, 2023 Meeting Minutes</li><li>b. March 24, 2023 BCTDA Annual Planning Session Minutes</li></ul>	Kathleen Mosher
9:10 a.m.	Financial Reports <ul style="list-style-type: none"><li>a. March 2023 Financial Reports</li><li>b. Finance Committee Report<ul style="list-style-type: none"><li>i. NC Investment Pool</li></ul></li><li>c. Penalty Waiver Request</li></ul>	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent Matthew Lehman  Dean Whiteford, Abbington Green B&B
9:30 a.m.	President & CEO Report <ul style="list-style-type: none"><li>a. Industry Metrics</li><li>b. FY24 BCTDA Meeting Schedule</li><li>c. Other Updates</li></ul>	Vic Isley
9:40 a.m.	Asheville Regional Airport Authority Update	Tina Kinsey, Asheville Regional Airport VP of Marketing, PR + Air Service
10:10 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:15 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:20 a.m.	Miscellaneous Business	Kathleen Mosher
10:25 a.m.	Comments from the General Public	Kathleen Mosher
10:30 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, May 31, 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](mailto:jsimpson@ExploreAsheville.com) or 828.333.5831 with questions.

#### BCTDA Mission Statement

*To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.*



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

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Explore Asheville-- 27 College Place, Asheville

**Board Meeting Minutes**

Wednesday, March 23, 2023

<b>Present (Voting):</b>	Kathleen Mosher, Chair; Brenda Durden, Vice Chair, Matthew Lehman, HP Patel, Elizabeth Putnam, Larry Crosby, Michael Lusick, Scott Patel, Andrew Celwyn
<b>Absent (Voting):</b>	None
<b>Present (Ex-Officio):</b>	Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
<b>Absent (Ex-Officio):</b>	None
<b>Staff:</b>	Vic Isley, Jennifer Kass-Green, Julia Simpson, Josh Jones, Ashley Greenstein, Penelope Whitman, Marla Tambellini, Mike Kryzanek, Tiffany Thacker, Kimberly Puryear, Anna Harris
<b>BC Finance:</b>	Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
<b>Legal Counsel:</b>	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
<b>In-Person Attendees:</b>	Chris Corl, City of Asheville Chris Smith, Asheville Buncombe Regional Sports Commission Jason Burk, Black Mountain-Swannanoa Chamber of Commerce
<b>Online Attendees:</b>	Mickey Poandl, Tina Porter, Sha'Linda Pruitt, Emily Crosby, McKenzie Provost, Maggie Gregg, Charlie Reed, Whitney Smith; Explore Asheville Staff Tim Love, Buncombe County Jim Muth, TPDF Committee Madison Davis, Asheville Buncombe Regional Sports Commission Stu Helm, Asheville Food Tours Sarah Kilgore, Kessler Collection Diane Rogers, Pinecrest B&B John Ellis, Prior BCTDA Board Member Koree Case, MMGY Global

### **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. Introductions were made around the room.
- Minutes from the February 22, 2023, BCTDA meeting were approved with an 9-0 vote.
- The February 2023 financial reports were reviewed and approved with an 9-0 vote.
- Vic Isley provided her President & CEO's report.
- A Finance Committee report was heard. With a 9-0 vote, the revenue objective for the BCTDA's FY24 budget was set at \$39.6 million, which will result in a BCTDA revenue forecast of \$37.6 million.
- Asheville's Vice Mayor Sandra Kilgore and Commissioner Terri Wells provided updates.
- Celwyn presented miscellaneous business to the board.
- With an 9-0 vote, the BCTDA meeting adjourned at 9:51 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.

Introductions were made around the room.

### **Approval of Meeting Minutes**

Lusick made a motion to approve the February 22, 2023, regular meeting minutes. Celwyn seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 9-0.

### **Financial Reports**

Mason Scott, BCTDA Interim Fiscal Agent, presented the February 2023 financial reports. There were no questions.

Putnam made a motion to approve the February 2023 financial reports as presented. Durden seconded the motion. A vote was taken; with all in favor, the motion carried 9-0.

### **President & CEO Report**

Vic Isley presented lodging occupancy and room demand for February compared to previous years. Isley then shared that Explore Asheville was reaccredited with distinction through Destination International's Destination Management Accreditation Program (DMAP).

Isley announced Celwyn's second term would end later this year. She said the application deadline for that city-appointed seat is April 30 and explained changes to the appointment cycle. The vacancy must be filled by an owner of a restaurant, brewery, distillery, or winery open for tours/tasting, or an executive director of a ticketed arts organization. Isley noted the application link is posted on the city's website and will be shared in the Tourism Community Update email.

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

## **FY24 Budget Process**

### **Finance Committee Report**

Matthew Lehman, treasurer of the nonprofit and BCTDA Finance Committee chair, said that the Finance Committee, consisting of HP Patel, former BCTDA member Chip Craig, Kathleen Mosher (ex-officio), and himself, met on March 6. They reviewed scenarios and trends to help formulate an FY24 lodging tax revenue forecast recommendation. The committee has plans to meet again in April and May.

### **Trends & Revenue Forecasts**

Jennifer Kass-Green presented three scenarios that the Finance Committee discussed, and outlined trends and variables that could impact next year's revenue collections. The three scenarios— guided by Tourism Economics— included an upside, baseline, and downside. Kass-Green presented revenue forecasts for each scenario and gave comparisons to previous years.

Kass-Green also noted an anticipated increase in the county's administrative support fee from 1.5% to 5% and explained how this change impacted the FY24 revenue forecast.

Year	Total Occupancy Taxes	Current County Admin Fee: 1.5%	New County Admin Fee: 5%	BCTDA Revenue
FY23 Projected	\$37.6M	\$564K	-	\$37.0M
FY24 Projected	\$39.6M	-	\$2.0M	\$37.6M

All clarifying questions were answered about the committee's recommendation and rationale. There was a brief discussion about the utilization of the county's administrative fee.

### **FY24 Revenue Forecast**

Lehman said based on the forecast information reviewed and presented, the Finance Committee recommends establishing the FY24 total lodging tax revenue forecast at \$39.6 million, which translates to a revenue forecast of \$37.6 million for BCTDA. There were no additional questions.

Crosby made a motion to accept the recommendation of the BCTDA's Finance Committee and establish the FY24 lodging tax revenue forecast at \$39.6 million, which will result in a BCTDA revenue forecast of \$37.6 million. Lusick seconded the motion. There was no discussion and with all in favor, the motion carried 9-0.

## **Asheville City Council Update**

Vice Mayor Kilgore reported on recent city-related business, including the city's commitment to fund renovations of McCormick Field; Kilgore mentioned that the BCTDA may lend support.

## **Buncombe County Commission Update**

Commissioner Wells reported on recent county-related business, which also included a vote of approval for funding McCormick Field renovations.

### **Miscellaneous Business**

Mosher asked if any board members had miscellaneous business to discuss.

Celwyn addressed the board about the potential multi-year funding commitment of McCormick Field; Isley explained what is anticipated and said the board would refer any request to the Tourism Product Development Fund (TPDF) Committee for evaluation before any BCTDA action was taken. Brief discussion followed.

Celwyn also suggested that Explore Asheville consider supporting the Asheville Police Department and Sheriff's Department with recruitment, lending marketing expertise or funding. Isley agreed to reach out to discuss.

### **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 March 22 deadline at 12:00 p.m.

#### **In-Person Public Comments**

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

### **Adjournment**

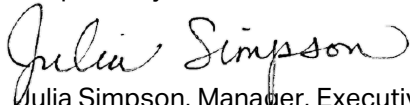
Celwyn moved to adjourn the meeting, and HP Patel seconded the motion. With all in favor, the motion carried 9-0. The meeting adjourned at 9:51 a.m.

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

The BCTDA Annual Planning Session will be held on Friday, March 24, 2023, beginning at 8:30 a.m., at Grand Bohemian, located at 11 Boston Way in Asheville.

The next joint BCTDA meeting will be held on Wednesday, April 26, 2023, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,

A handwritten signature in cursive script that reads "Julia Simpson".

Julia Simpson, Manager, Executive & Strategy



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

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Grand Bohemian Hotel – Kessler Ballroom | 11 Boston Way, Asheville

**BCTDA FY24 Annual Planning Session Minutes**

Friday, March 24, 2023

<b>Present (Voting):</b>	Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Matthew Lehman, HP Patel, Elizabeth Putnam, Michael Lusick, Scott Patel
<b>Absent (Voting):</b>	None
<b>Present (Ex-Officio):</b> <i>(Full or partial session)</i>	Asheville Vice Mayor Sandra Kilgore <i>(partial)</i> Buncombe County Commissioner Terri Wells
<b>Absent (Ex-Officio):</b>	None
<b>CVB Staff:</b>	Vic Isley, Tiffany Thacker, Marla Tambellini, Mike Kryzanek, Penelope Whitman, Jennifer Kass-Green, Julia Simpson, Whitney Smith, Jay Tusa, Connie Holliday, Ashley Greenstein, Josh Jones
<b>Legal Counsel:</b>	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
<b>Speakers:</b>	Chris Davidson, MMGY Global Zeek Coleman, Tourism Economics
<b>TPDF Committee:</b> <i>(Full or partial session)</i>	Jay Curwen, David McCartney, Jim Muth, Ken Stamps, Scott Kerchner <i>(partial)</i>
<b>In-Person Attendees:</b> <i>(Full or partial session)</i>	John Ellis, Prior BCTDA Board Member Greg Perlier, Mountain Xpress Jason Sanford, Ashevillegas.com <i>(partial)</i> Himanshu Karvir, Virtelle Hospitality <i>(partial)</i> Jack Cecil, Biltmore Farms <i>(partial)</i>
<b>Online Attendees:</b> <i>(Full or partial session)</i>	Lacy Cross, Movement Bank <i>(partial)</i> Sara Coplai, WNC Bridge Foundation <i>(partial)</i>

## **Executive Summary of Annual Planning Session Minutes**

- Mosher called to order the joint annual planning session of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, at 10:10 a.m. Introductions were made around the room.
- Mosher shared opening remarks.
- Isley provided a progress update on Explore Asheville's strategic imperatives.
- Chris Davidson presented the results of the 2023 resident sentiment survey; group breakout discussion followed.
- Zeek Coleman presented a travel and economic outlook for Asheville and Buncombe County; group breakout discussion followed.
- Tiffany Thacker presented a draft of community project investment parameters; group breakout discussion followed.
- The annual planning session adjourned at 3:20 p.m.

## **Call to Order, Welcome & Introductions**

Mosher called to order the joint annual planning session of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 10:10 a.m.

Mosher welcomed everyone to Grand Bohemian and thanked Matthew Lehman for hosting.

Mosher acknowledged board members, present Tourism Product Development Fund (TPDF) Committee members, and in-person and livestream attendees from the public and media. Introductions were made around the room.

Mosher shared opening remarks about the aspirations for the session and then invited Vic Isley to present a strategic imperative progress update.

## **Strategic Pillars: Project Update**

Isley provided an overview of the progress that has been made this year toward Explore Asheville's strategic pillars. Examples were provided of projects or imperatives aligned with each pillar's topline objectives.

A 15-minute break was taken, and the session resumed around 11:00 a.m. The livestream was paused during the break.

## **2023 Resident Perspectives on Tourism**

Isley said under the strategic imperative of delivering sustainable growth is an objective of balancing resident and visitor needs. Explore Asheville is committed to gauging resident perspectives on tourism annually to gain insight from community members.

Isley said this year, MMGY Travel Intelligence built upon its 2022 study that surveyed residents about awareness and perceptions of destination tourism and its impact on the community.

Isley then introduced Chris Davidson, MMGY Global's Executive Vice President of Insights & Strategy, to present the report's findings and methodology.

Davidson expanded upon seven key insights gleaned from the resident sentiment survey.

<b>Key Insight no. 1</b> While residents agree that tourism poses some challenges, they clearly believe that tourism also provides immense value to the community, and an overwhelming majority (84%) agree that tourism is beneficial to their community.	<b>Key Insight no. 4</b> Residents are proud of the natural beauty and greenspaces of Asheville. Around half are concerned tourism may impact these natural amenities, and emphasize participating in sustainable tourism is important for visitors.	<b>Key Insight no. 7</b> Length of residency has a significant impact on how residents feel about tourism in Asheville.
<b>Key Insight no. 2</b> Asheville residents are proud of their community, the emphasis on inclusivity and diversity, and the culture and character of Asheville.	<b>Key Insight no. 5</b> Supporting local businesses is important to Asheville residents, and most expect the same of visitors to Asheville.	<b>Key Insight no. 8</b> There is still an opportunity to educate Asheville residents about how taxes paid by visitors are used to benefit residents.
<b>Key Insight no. 3</b> Parking and traffic congestion problems are the primary concerns Asheville residents have for their quality of life. Dispersing visitors to areas outside of downtown Asheville and shifting to concentration of visitors to less peak times of the year are important initiatives for Asheville residents.	<b>Key Insight no. 6</b> City of Asheville residents view the economic impact of tourism, and its support of natural and community amenities, in a more positive light than residents outside of Asheville.	

Davidson answered all related questions. The full report is on [AshevilleCVB.com](https://www.ashevillecvb.com).

There was group breakout discussion for 30 minutes; the livestream was paused.

### **Lunch Break**

The group took a 1-hour lunch break, and the session resumed around 1:00 p.m. The livestream was paused during the lunch break.

### **Travel & Economic Outlook**

Zeek Coleman, Tourism Economics' Vice President of Americas, presented market-specific predictions for Asheville and Buncombe County's travel and lodging sector and provided context through national and regional comparisons.

Coleman answered all related questions. The full report is on [AshevilleCVB.com](https://www.ashevillecvb.com).

There was group breakout discussion for 30 minutes; the livestream was paused.

A 15-minute break followed the group breakout discussion; the livestream remained paused during the break. The session resumed around 2:15 p.m.

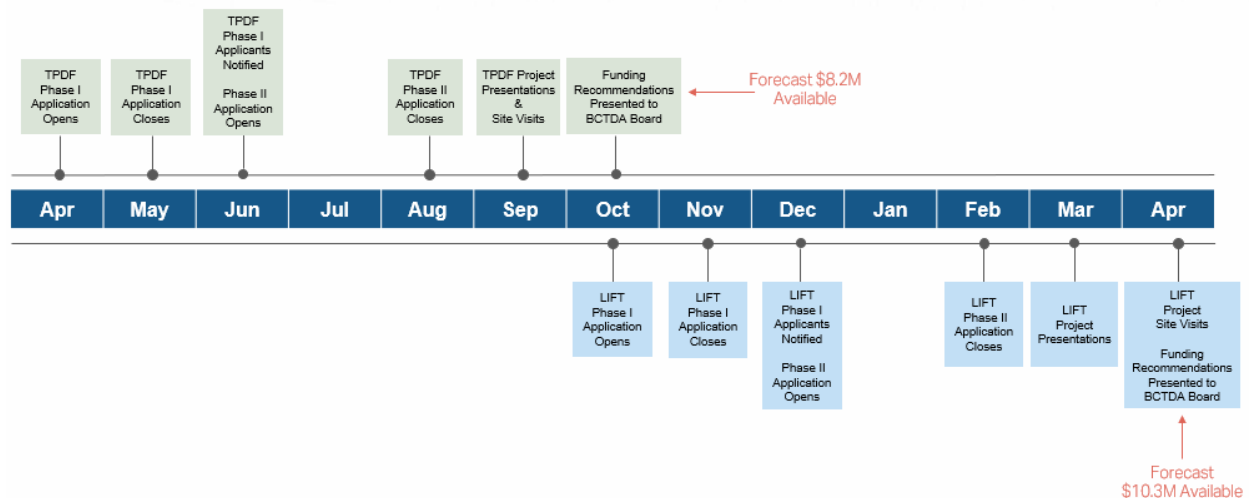
### **Community Project Investment Parameters**

Isley explained that legislation changes in July 2022 resulted in updates to how lodging taxes will be invested. One-third of lodging taxes collected are now split between the Tourism Product Development Fund (TPDF) and the Legacy Investment From Tourism (LIFT) Fund. Supplemental parameters for community project investments need to be established; staff drafted a decision-making tree to better inform applicants. Isley invited Tiffany Thacker, Explore Asheville's Director of Grants, to further explain.



Thacker presented the draft decision-making tree that includes legislative requirements and proposed guidelines, and she requested input for suggested edits or additions.

Thacker also shared timelines for the TPDF and LIFT Fund grant cycles as follows.



Thacker noted the forecast of funds available. She concluded by outlining plans for establishing the LIFT Fund committee. Thacker and Isley answered all related questions.

There was group breakout discussion for 30 minutes; the livestream was paused. The session resumed around 3:15 p.m.

### **Wrap-Up & Adjourn**

Mosher shared closing remarks and thanked attendees. Durden moved to adjourn the meeting, and Celwyn seconded. With all in favor, the motion carried 9-0. The meeting adjourned at 3:20 p.m.

The PowerPoint presentations and relevant documents are on file with Explore Asheville.

The next joint BCTDA meeting will be in-person on Wednesday, April 26, 2023, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place.

Respectfully submitted,

*Julia Simpson*  
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

March 31, 2023

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year	
						Year to Date Actual	(%) Change From
<b>Revenues:</b>							
Occupancy tax, net	\$ 27,217,602	\$ 1,301,348	\$ 16,210,535	\$ 11,007,067	59.6%	\$ 18,146,773	-10.7%
Investment income	-	3,336	18,696	(18,696)	-	1,382	1253.1%
Other income	-	790	13,303	(13,303)	-	-	-
Earned revenue	183,000	15,053	139,590	43,410	76.3%	280,224	-50.2%
Total revenues	<u>27,400,602</u>	<u>1,320,528</u>	<u>16,382,125</u>	<u>11,018,477</u>	<u>59.8%</u>	<u>18,428,379</u>	<u>-11.1%</u>
<b>Expenditures:</b>							
Salaries and Benefits	3,713,360	237,098	1,859,371	1,853,989	50.1%	1,753,555	6.0%
Sales	2,159,000	140,160	1,102,769	1,056,231	51.1%	421,900	161.4%
Marketing	21,895,242	1,257,824	8,204,250	13,690,992	37.5%	5,315,087	54.4%
Community Engagement	300,000	14,793	99,625	200,375	33.2%	44,468	124.0%
Administration & Facilities	1,150,000	88,797	690,220	459,780	60.0%	481,153	43.5%
Events/Festivals/Sponsorships	225,000	9,000	133,729	91,271	59.4%	138,667	-3.6%
Total expenditures	<u>29,442,602</u>	<u>1,747,671</u>	<u>12,089,964</u>	<u>17,352,638</u>	<u>41.1%</u>	<u>8,154,830</u>	<u>48.3%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>(427,144)</u>	<u>4,292,161</u>			<u>\$ 10,273,549</u>	<u>-58.2%</u>
<b>Other Financing Sources:</b>							
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>\$ (427,144)</u>	<u>4,292,161</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 30,680,718</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

March 31, 2023

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 2,449,683	\$ 2,807,310	-13%	\$ 2,449,683	\$ 2,807,310	-13%	\$ 603,280	\$ 935,770	-36%	\$ 603,280	\$ 935,770	-36%
August	2,099,768	2,327,847	-10%	4,549,450	5,135,157	-11%	517,107	\$ 775,949	-33%	1,120,387	1,711,719	-35%
September	2,161,132	2,282,494	-5%	6,710,582	7,417,651	-10%	532,219	\$ 760,831	-30%	1,652,606	2,472,550	-33%
October	2,828,072	3,095,441	-9%	9,538,654	10,513,092	-9%	696,466	\$ 1,031,814	-33%	2,349,072	3,504,364	-33%
November	2,031,798	2,532,306	-20%	11,570,453	13,045,398	-11%	500,368	\$ 844,102	-41%	2,849,440	4,348,466	-34%
December	2,050,449	2,163,491	-5%	13,620,901	15,208,889	-10%	504,961	\$ 721,164	-30%	3,354,401	5,069,630	-34%
January	1,288,286	1,376,073	-6%	14,909,187	16,584,963	-10%	317,264	\$ 458,691	-31%	3,671,666	5,528,321	-34%
February	1,301,348	1,561,811	-17%	16,210,535	18,146,773	-11%	320,481	\$ 520,604	-38%	3,992,147	6,048,924	-34%
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>\$16,210,535</u>	<u>\$ 27,276,952</u>		<u>\$ 16,210,535</u>	<u>\$ 27,276,952</u>		<u>\$ 3,992,147</u>	<u>\$ 9,092,317</u>		<u>\$ 3,992,147</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	320,481	-	-	3,992,147	-	-	1,942,310	\$ 2,082,414	-7%	24,194,828	24,195,698	0%
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>\$ 3,992,147</u>	<u>\$ -</u>		<u>\$ 3,992,147</u>	<u>\$ -</u>		<u>\$24,194,828</u>	<u>\$36,369,269</u>		<u>\$ 24,194,828</u>	<u>\$36,369,269</u>	

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Product Development Fund Summary

March 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ 26,452,570	\$ 29,042,838	\$ (2,590,268)	109.8%
Investment Income	-	2,383,037	(2,383,037)	0.0%
<b>Total revenues</b>	<u>26,452,570</u>	<u>31,425,875</u>	<u>(4,973,305)</u>	<u>118.8%</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	168,260	246,740	40.5%
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Total product development fund	<u>\$ 26,327,570</u>	<u>\$ 806,099</u>	<u>\$ 25,521,471</u>	<u>3.1%</u>
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#### Product Development Funds Available for Future Grants

Total Net Assets	\$ 30,619,776
Less: Liabilities/Outstanding Grants	(25,274,731)
Less: Unspent Admin Budget (Current Year)	(246,740)
Current Product Development Amount Available	<u>\$ 5,098,305</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

March 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
<b>Revenues:</b>				
Occupancy Tax	\$ -	\$ 3,992,147	\$ (3,992,147)	0.0%
Investment Income	-	-	-	-
<b>Total revenues</b>	-	3,992,147	(3,992,147)	0.0%
<b>Expenditures:</b>				
<b>LIFT projects:</b>				
	-	-	-	-
	-	-	-	-
Total product development projects	-	-	-	-
LIFT fund administration	-	-	-	-
Total product development fund	\$ -	\$ -	\$ -	-
<b>Legacy Investment from Tourism Funds Available for Future Grants</b>				
Total Net Assets		\$ 3,992,147		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		\$ 3,992,147		

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Monthly Balance Sheet

### Governmental Funds

March 31, 2023

	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
<b>Assets:</b>				
Current assets:				
Cash and investments	\$ 32,666,469	\$ 30,619,776	\$ 3,992,147	\$ 63,286,245
Receivables	-	-	-	-
Total current assets	<u>\$ 32,666,469</u>	<u>\$ 30,619,776</u>	<u>\$ 3,992,147</u>	<u>63,286,245</u>
<b>Liabilities:</b>				
Current liabilities:				-
Accounts payable	\$ 1,805,250	\$ -	\$ -	\$ 1,805,250
Future events payable	180,500	\$ 25,274,731	\$ -	\$ 25,455,231
Total current liabilities	<u>1,985,750</u>	<u>\$ 25,274,731</u>	<u>\$ -</u>	<u>\$ 27,260,482</u>
				-
<b>Fund Balances:</b>				-
Restricted for product development fund	-	5,345,045	-	5,345,045
Restricted for LIFT fund	-	-	3,992,147	3,992,147
Committed for event support program	97,614	-	-	97,614
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	13,796,895	-	-	13,796,895
Total fund balances	<u>30,680,718</u>	<u>5,345,045</u>	<u>3,992,147</u>	<u>40,017,910</u>
Total liabilities and fund balances	<u>\$ 32,666,469</u>	<u>\$ 30,619,776</u>	<u>\$ 3,992,147</u>	<u>\$ 63,286,245</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales

Shown by Month of Sale, Year-to-Date

March 31, 2023



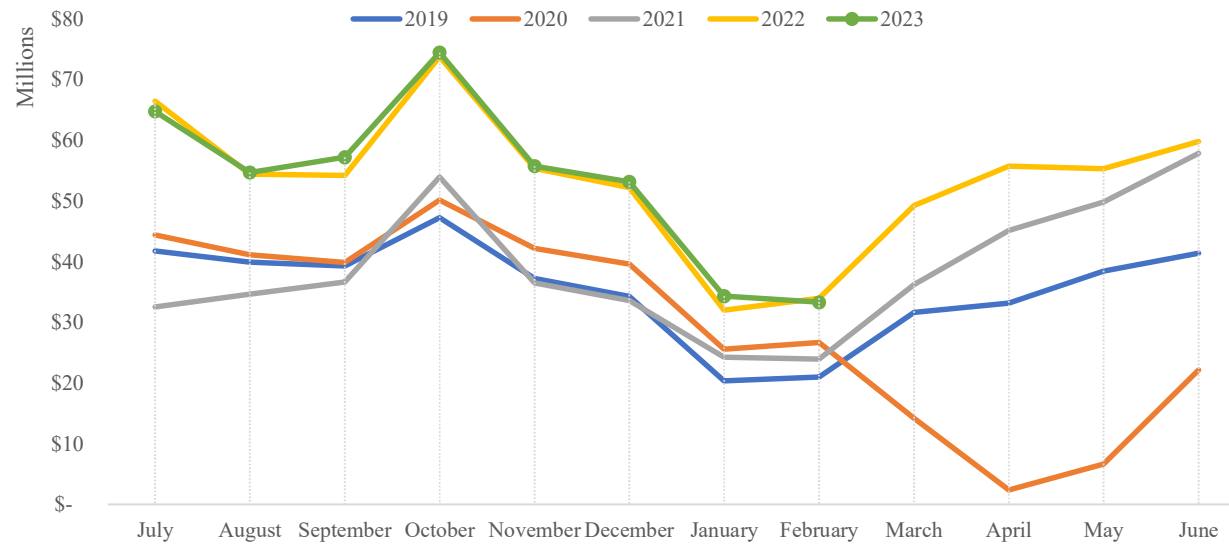
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
<b>Month of lodging sales:</b>						
July	\$ 64,793,944	\$ 66,470,974	-3%	-3%	\$ 68,465,103	\$ 47,801,350
August	54,692,346	54,412,470	1%	-1%	56,044,844	43,396,488
September	57,180,233	54,237,200	5%	1%	55,864,316	43,596,513
October	74,456,275	73,749,252	1%	1%	75,961,730	59,270,639
November	55,767,852	55,390,208	1%	1%	57,051,914	44,679,679
December	53,148,896	52,189,677	2%	1%	53,755,368	41,787,925
January	34,294,606	32,037,713	7%	2%	32,998,845	27,281,429
February	33,319,627	33,992,055	-2%	1%	35,011,816	28,207,172
March	-	49,237,522	-	-	50,714,648	33,229,842
April	-	55,712,735	-	-	57,384,117	34,428,765
May	-	55,347,208	-	-	57,007,624	37,278,853
June	-	59,772,742	-	-	61,565,924	46,583,425
Total revenues	<u>\$427,653,780</u>	<u>\$ 642,549,756</u>			<u>\$661,826,249</u>	<u>\$487,542,078</u>

# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

March 31, 2023



	2019	2020	2021	2022	2023
<b>Month of lodging sales:</b>					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,470,974	\$ 64,793,944
August	39,917,550	41,113,655	34,663,339	54,412,470	54,692,346
September	39,327,048	39,869,174	36,683,164	54,237,200	57,180,233
October	47,272,253	50,148,618	53,914,047	73,749,252	74,456,275
November	37,240,595	42,190,154	36,458,675	55,390,208	55,767,852
December	34,272,393	39,595,569	33,578,528	52,189,677	53,148,896
January	20,347,077	25,561,453	24,245,119	32,037,713	34,294,606
February	20,985,316	26,696,319	23,933,141	33,992,055	33,319,627
March	31,638,002	14,208,120	36,243,884	49,237,522	-
April	33,141,034	2,402,461	45,171,098	55,712,735	-
May	38,464,222	6,624,541	49,864,809	55,347,208	-
June	41,413,202	22,108,839	57,868,695	59,772,742	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,171,612	\$ 642,549,756	\$ 427,653,780



# BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

## Total Lodging Sales by Type

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

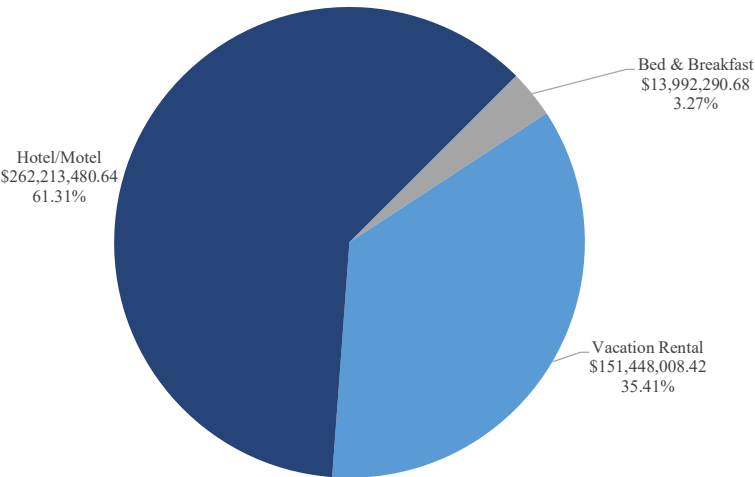
March 31, 2023

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 38,285,224	\$ 41,364,569	-7.4%	-7.4%	\$ 24,336,889	\$ 23,357,779	4.2%	4.2%	\$ 2,171,831	\$ 1,748,625	24.2%	24.2%	\$ 64,793,944	\$ 66,470,974	-2.5%	-2.5%
August	32,455,303	33,288,678	-2.5%	-5.2%	20,495,606	19,647,131	4.3%	4.2%	1,741,438	1,476,661	17.9%	21.3%	54,692,346	54,412,470	0.5%	-1.2%
September	35,804,087	34,410,077	4.1%	-2.3%	19,385,239	18,331,924	5.7%	4.7%	1,990,907	1,495,200	33.2%	25.1%	57,180,233	54,237,200	5.4%	0.9%
October	49,018,866	49,777,745	-1.5%	-2.1%	22,555,362	21,821,793	3.4%	4.3%	2,882,048	2,149,714	34.1%	27.9%	74,456,275	73,749,252	1.0%	0.9%
November	36,072,438	36,209,998	-0.4%	-1.8%	17,780,252	17,628,298	0.9%	3.7%	1,915,162	1,551,912	23.4%	27.1%	55,767,852	55,390,208	0.7%	0.9%
December	35,435,626	34,591,966	2.4%	-1.1%	16,061,178	16,302,722	-1.5%	3.0%	1,652,092	1,294,990	27.6%	27.1%	53,148,896	52,189,677	1.8%	1.0%
January	17,258,878	15,401,453	12.1%	-0.3%	16,199,201	16,106,588	0.6%	2.7%	836,527	529,673	57.9%	28.7%	34,294,606	32,037,713	7.0%	1.5%
February	17,883,059	17,587,944	1.7%	-0.2%	14,634,282	15,576,243	-6.0%	1.8%	802,287	827,868	-3.1%	26.3%	33,319,627	33,992,055	-2.0%	1.2%
March	-	27,907,881	-		-	19,990,357	-		-	1,339,284	-		-	49,237,522	-	
April	-	33,881,484	-		-	20,122,633	-		-	1,708,618	-		-	55,712,735	-	
May	-	33,766,102	-		-	19,643,778	-		-	1,937,328	-		-	55,347,208	-	
June	-	36,802,551	-		-	20,929,583	-		-	2,040,608	-		-	59,772,742	-	
Total	\$ 262,213,481	\$ 394,990,447			\$ 151,448,008	\$ 229,458,829			\$ 13,992,291	\$ 18,100,480			\$ 427,653,780	\$ 642,549,756		

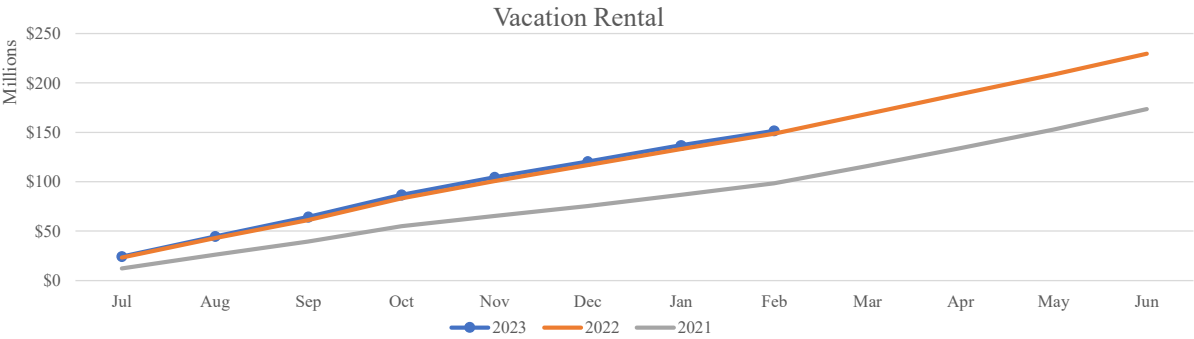
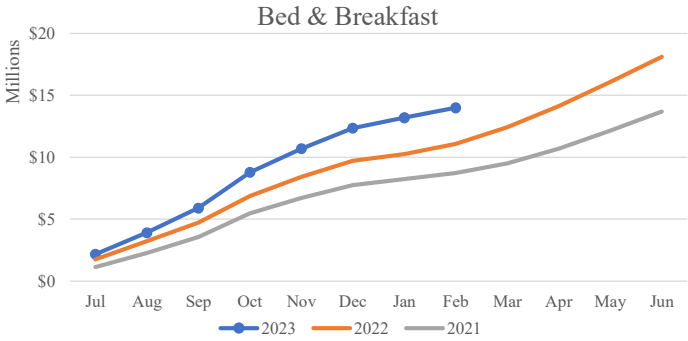
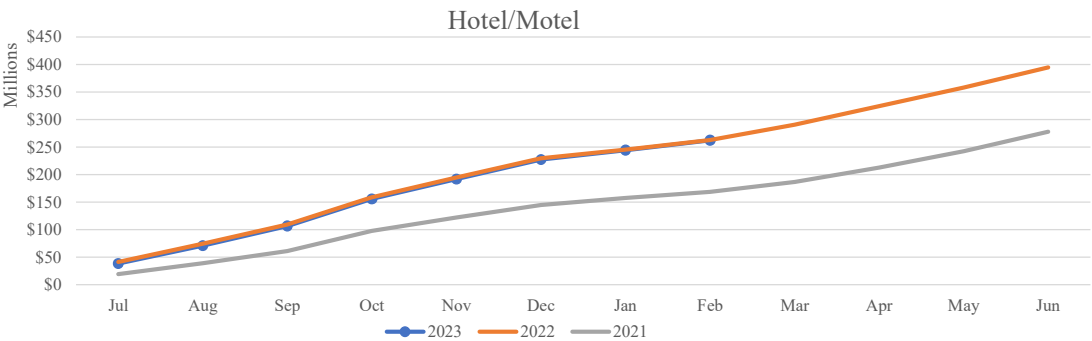
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Total Lodging Sales by Type, Year-to-Date



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



# MONTHLY HIGHLIGHTS

March 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.

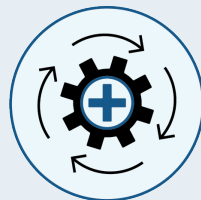
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



## 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

## Balancing quality of life for residents & experience for visitors through project investments

- **Resident Sentiment Survey:** Measured understanding and engagement of residents in the [2023 Resident Sentiment Survey](#); 84% believe tourism is beneficial to their community
- **Community Project Investment Parameters:** Created a [decision tree](#) to assist potential grant applicants in determining if a project is eligible for support from the Tourism Product Development Fund (TPDF) or new Legacy Investment From Tourism (LIFT) Fund
- **Festival & Cultural Events Support Fund:** Sponsored the following local events in March
  - [Zelda Fitzgerald Week](#): Granted Aurora Studio & Gallery \$800 for event held March 6-11
  - [Taste of Asheville](#): Granted Asheville Independent Restaurant Association \$5,000 for March 9 event

## Protecting and evolving Asheville's brand to further differentiate from competing destinations

- **Always, Asheville:** Aired new "Always, Asheville" commercials (:60, :30, :15 versions)
- **Event Partnerships:** Supported the following major events and serviced the visiting groups
  - **Southern Conference (SoCon):** Attracted regional college basketball fans for a three-day tournament held March 3-6 at Harrah's Cherokee Center – Asheville
  - **Visit NC 365:** Convened with tourism leaders from around the state during three-day conference held March 6-8 at Omni Grove Park Inn; there was record attendance of 560
    - Welcome Event: Hosted a reception that incorporated WAXON Studio, Noir Collective, Made x Mtns, and Eno; Billy Zanski opened with sound healing
    - "3 Laps of Luxury" Media FAM: During the conference, invited 17 media to participate in a Biltmore roof tour, downtown walking tour, and Neng Jr's dinner
- **Press Coverage:** Earned the following media mentions in March
  - **HuffPost:** [Mistakes Tourists Make While Visiting Asheville, North Carolina](#)

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

- **Spring/Summer Travel Pitches:** Developed a seasonal [press release](#) on spring and summer happenings

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

- **48-Hour FAM:** Hosted 15 meeting planners from across the country at Haywood Park Hotel on March 14-17; generated two leads
  - **Featured Venues and Activities:** Isa's French Bistro, Biltmore Estate, the Omni Grove Park Inn, Grand Bohemian, New Belgium Brewing, Asheville Adventure Center, Foundry Hotel, Flying Bike Tours, Asheville Art Experience in the RAD, and more
- **Group Sales:** Attended the following trade shows/conferences for lead generation
  - **SmartMeetings:** Attended three-day trade show in Palm Springs, CA; conducted 24 appointments
  - **Power of Purpose (PoP):** Met 70 planners in Washington, DC, during showcase event by Professional Convention Management Association (PCMA) + Destinations International
  - **Pharma Forum:** Held 11 meetings during three-day trade show in New York, NY
  - **ConferenceDirect Annual Partner Meeting:** Had 18 appointments with new planners in Louisville, KY; processed one lead (305 room nights) and three tentative leads
- **Press Coverage:** Earned the following media mentions and accolades in March
  - **Prevue Meetings & Incentives | March/April Issue:** [Experiential Southeast](#) (page 36)
  - **Northstar Meetings Group:** [Top Incentive Travel Destinations for 2023](#)

## Collaborating with broader community leaders to ensure sustainable growth & alignment

- **Public Safety Meeting:** Co-hosted a listening session downtown with Asheville Chamber on March 1 in response to concerned partners



# ENCOURAGING SAFE & RESPONSIBLE TRAVEL

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

- **Year of the Trail:** Launched new [custom landing page](#) highlighting state-wide Year of the Trail campaign, focused on responsible recreation, partner events, and trail guides
- **Press Coverage:** Earned the following media mentions in March
  - **Outdoor Wire USA Today:** [See spring wildflowers at these 16 gorgeous places in the US](#)

## Increasing number of groups that support community projects

- **48-Hour FAM:** Demonstrated benefit of adding service projects to meeting agendas by having FAM attendees volunteer with United Way of Asheville and Buncombe County





# ENGAGING & INVITING MORE DIVERSE AUDIENCES

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## Extending a genuine invitation to diverse audiences

- **NOMADNESS Giveaway:** Partnered with NOMADNESS on a trip to Asheville giveaway, including a stay at The Foundry and Hood Huggers walking tour; 31K members were reached through email newsletter, while [Instagram post](#) reached 3.5K accounts and garnered 378 engagements
- **Latinx Content:** Translated the following blog posts to Spanish:
  - [7 Latin Experiences for a Multicultural Trip to Asheville](#)
  - [How to Find the Perfect Christmas Tree in Asheville](#)
  - [10 Family-Friendly Outdoor Adventures Close to Asheville, North Carolina](#)
- **Press Coverage:** Earned the following media mentions in March
  - **Turismo en USA**
    - [Festival Latino Hola Asheville](#)
    - [Lugares turísticos en Carolina del Norte para visitar en 2023](#)
    - [Turismo y Abejas en Carolina Del Norte](#)
- **Site Visits:** Hosted and provided itineraries for journalists
  - **Northern Virginia Magazine:** Writer Erica Moody stayed at The Foundry in March and plans to include a feature on The Block for a May cover story on travel to the Carolinas



# PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

## Elevating Asheville's creative experiences to differentiate and inspire visits

- **Garden & Gun Record:** Collaborated with Garden & Gun to produce a [limited-edition record](#) pressed at Citizen Vinyl in Asheville
- **Music Webpage:** Refreshed the [Music](#) landing page on Explore Asheville.com
- **Press Coverage:** Earned the following media mentions in March
  - **USA Today:** [Authors share their top 10 favorite independent bookstores in the South](#)
  - **Travel + Leisure:** [This New Mirror Hotel in North Carolina Has 'Invisible' Cabins — Each With Private Hot Tubs, Pizza Ovens, and Pergolas](#)
  - **Forbes:** [Eating Around Asheville](#)
  - **Allegiant Nonstop Life Magazine | Spring 2023:** [Save the Date - Asheville Bread Festival](#)
- **Site Visits:** Hosted and provided itineraries for journalists
  - **The Boston Globe:** Diane Blair from The Boston Globe stayed at the DoubleTree downtown and participated in a private baking class and visited the RAD Farmers Market
- **AVL Beer Week Microsite:** Launched microsite on ExploreAsheville.com in partnership with Asheville Brewer's Alliance to promote this year's event in May

## Actively promoting creative community and resources to groups and events

- **PoP Amenities:** Provided French Broad Chocolate and Eagles Nest Outfitters (ENO) earth bags as amenity items during the Power of Purpose (PoP) Showcase





# RUNNING A HEALTHY & EFFECTIVE ORGANIZATION

## Demonstrating organizational commitment to local, diverse creators, makers & vendors

- **Visitor Guide Distribution:** Received and fulfilled 2,907 individual requests and 30 out-of-market orders, totaling 145 cases, or 7,250 guides; 34 local partners ordered 89 cases of visitor guides, or 4,450 guides
- **ExploreAsheville.com**
  - **New Partner Outreach:** Sent emails to 48 businesses
  - **Partner Meetings:** 8 in-person partner sessions/site visits
  - **Partner Listings:** Created 18 new free partner listings and updated 92 partner listings
  - **Partner One-on-Ones:** Held 11 partner support meetings
  - **Event Calendar:** 430 events created or reviewed and approved to our online calendar
  - **Package & Deals:** Added 14 package and deals

## Increasing team performance and effectiveness

- **Team Engagement:** Surveyed team with support of Fired-Up Culture! to evaluate strengths and opportunities
- **New Employees:** Welcomed Anna Harris, Office Assistant; David Thompson, Digital Communications Manager; and Kimberly Puryear, Destination Project Manager

## Focusing on events and communications strategy to increase community engagement

- **Hospitality Outlook:** Hosted speaker Zeek Coleman of Tourism Economics at the Renaissance; 83 attendees lodging partners attended
- **E-Newsletters, E-Alerts:** 11 sent in March; delivered to a total of 14,416 subscribers with open rates as high as 62% (10% increase from February) and an average of 47% (no change from February)

## Focusing on events and communications strategy to increase community engagement (continued)

- Local News & BCTDA / Explore Asheville Coverage:
  - **General**
    - Mountain Xpress: [BCTDA forecasts higher net income stream in 2024, to benefit county coffers](#)
    - Citizen Times: [Nearly \\$700M in Asheville, Buncombe hotel, Airbnb sales projected, up 50% from pre-COVID](#)
    - NCTIA: [Chris Cavanaugh in 'Winner's Circle'](#)
  - **McCormick Field**
    - Mountain Xpress: [Asheville Council to consider up to \\$20M for McCormick Field improvements](#)
    - Mountain Xpress: [Local governments home in on McCormick Field deal](#)
    - Citizen Times: [Asheville backs McCormick Field funding plan, Tourist plans rejoice](#)
    - Mountain Xpress: [Council approves up to \\$20M for McCormick Field](#)
    - Mountain Xpress: [McCormick Field funding approaches Buncombe vote](#)
    - WLOS: [Residents near McCormick Field talk about future impacts following funding vote](#)
    - Citizen Times: [Buncombe County Commissioners support McCormick Field funding; What is taxpayer share?](#)
    - Mountain Xpress: [Buncombe board backs up to \\$5M for McCormick Field upgrades](#)
  - **Tourism Product Development Fund (TPDF)**
    - Citizen Times: [I-26 Connector project hits key point; activists want safer bike/walking paths](#)
  - **Public Safety**
    - AVL Watchdog: [More vagrants, fewer cops: Merchants describe downtown Asheville's decent into squalor and lawlessness](#)



# Destination Performance Report

ASHEVILLE

## Lodging & Visitor Overview - March 2023

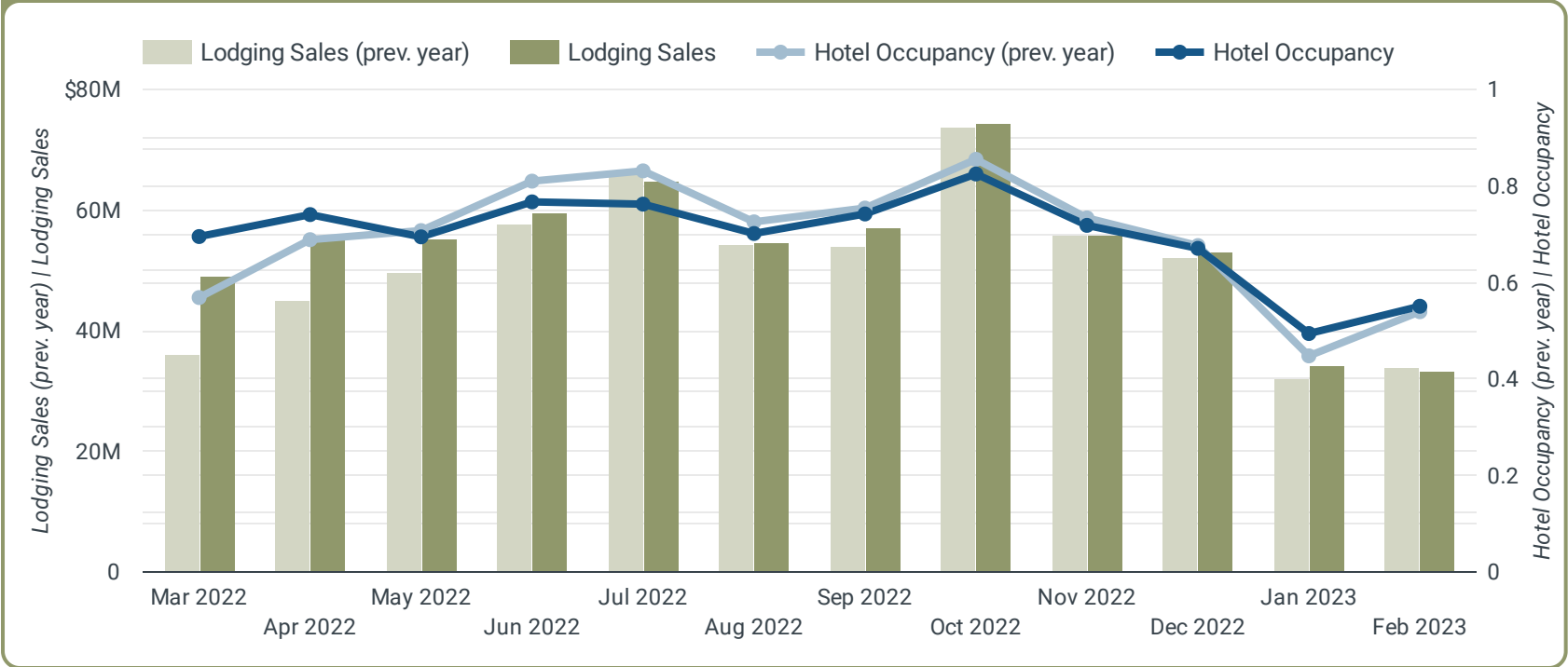
Lodging Sales \$33,319,627 (February) <span>↓ -1.8%</span>	Hotel Occupancy* 55.1% (February) <span>↑ 2.1%</span>	Hotel Demand* 137,962 (February) <span>↑ 2.1%</span>	Hotel ADR* \$141.23 (February) <span>↑ 1.8%</span>	Hotel RevPAR* \$77.77 (February) <span>↑ 3.9%</span>
Airport Passengers 117,682 (February) <span>↑ 24.3%</span>	Asheville Visitor Center 13,172 <span>↑ 17.4%</span>	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 3,536 <span>↑ 177.8%</span>	Travel Guide Requests 2,907 <span>↑ 10.7%</span>

## Lodging & Visitor Overview - Fiscal Year 22-23

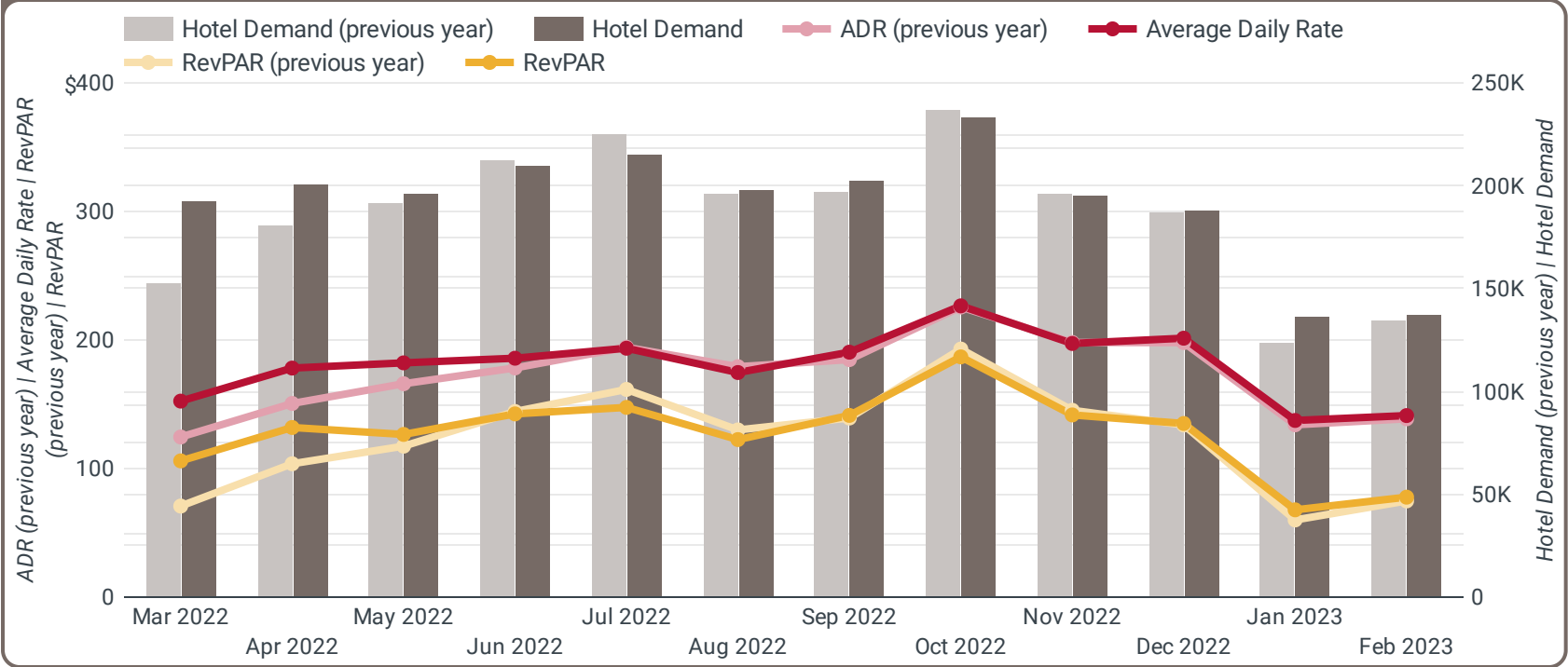
Lodging Sales \$427,653,779 <span>↑ 1.2%</span>	Hotel Occupancy* 68.5% <span>↓ -1.2%</span>	Hotel Demand* 1,509,883 <span>↑ 0.6%</span>	Hotel ADR* \$187.37 <span>↓ 0.0%</span>	Hotel RevPAR* \$128.36 <span>↓ -1.2%</span>
Airport Passengers 1,281,543 <span>↑ 20.7%</span>	Asheville Visitor Center 124,006 <span>↑ 4.4%</span>	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 25,702 <span>↓ -4.3%</span>	Travel Guide Requests 18,769 <span>↓ -7.7%</span>

## Lodging Sales and Hotel Occupancy\*

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



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



# Destination Performance Report

ASHEVILLE

## Short Term Rental Data - February 2023

Occupancy

45.2%

↓ -1.8%

ADR

\$109.37

↓ -1.1%

RevPAR

\$49.45

↓ -2.8%

Demand

97,145

↑ 5.8%

## Short Term Rental Data - Fiscal Year 22-23

Occupancy

59.8%

↓ -4.7%

ADR

\$119.00

↑ 2.2%

RevPAR

\$71.15

↓ -2.6%

Demand

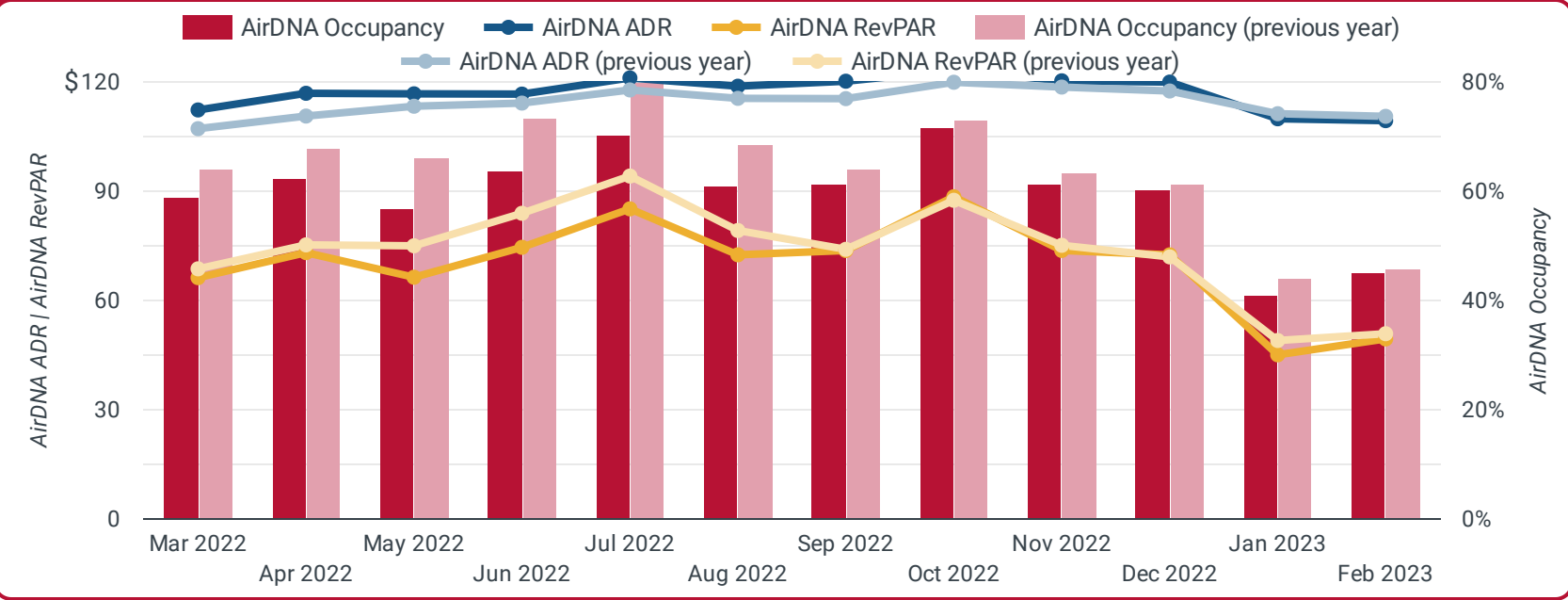
1,295,562

↑ 12.7%

## AirDNA ADR, RevPAR and Occupancy

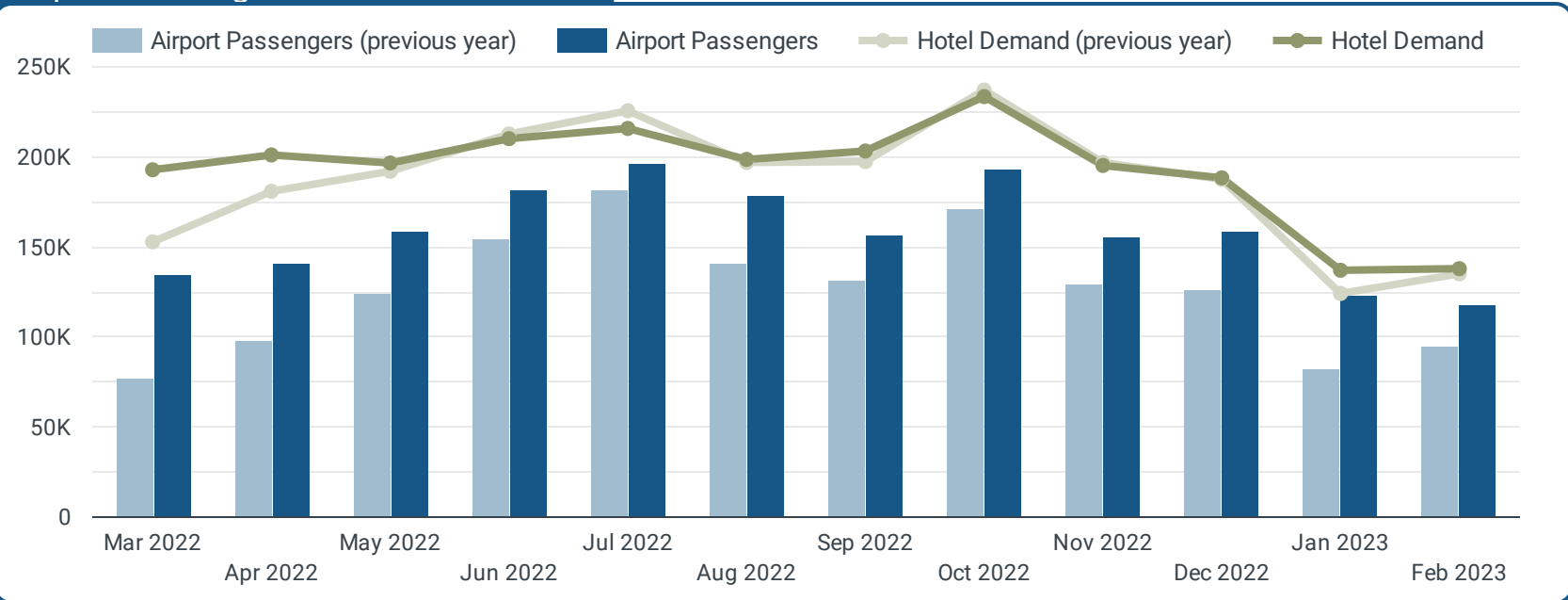
\* Short Term Rental Data Source: AirDNA

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

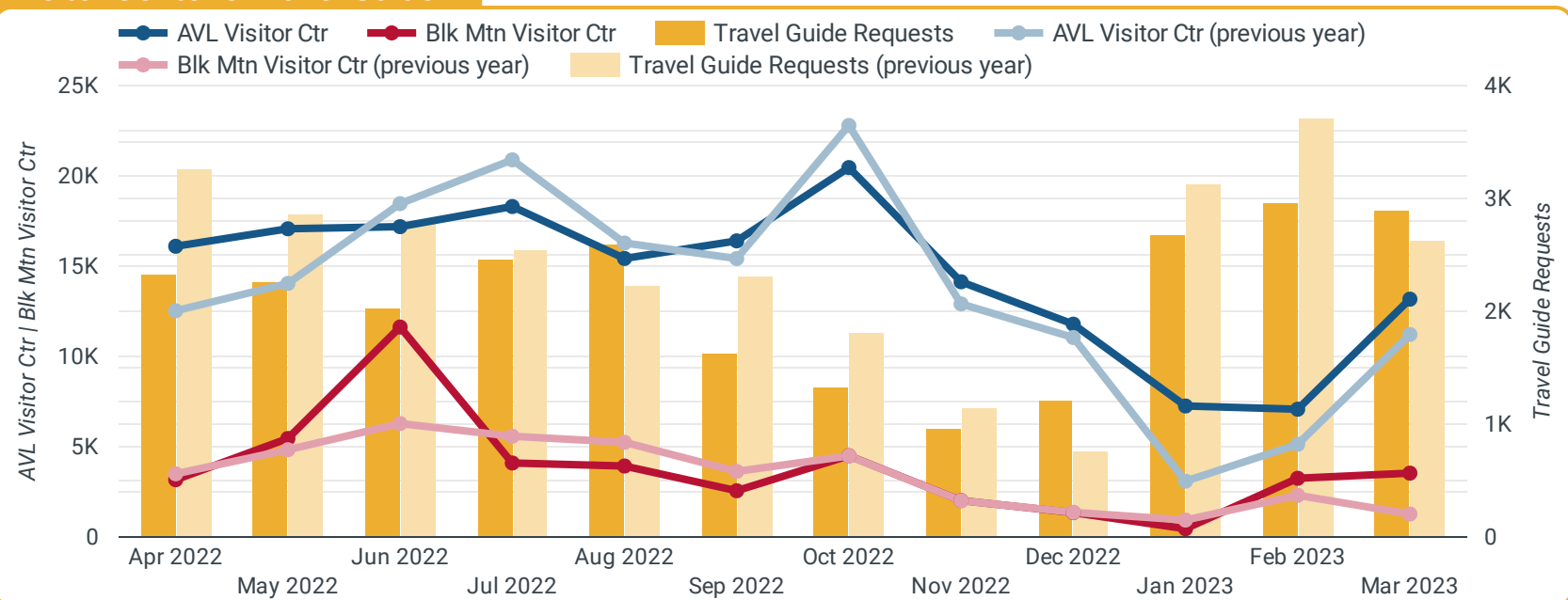


## Airport Passengers vs. Hotel Demand\*

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



## Visitor Center & Travel Guide



# Sales Department Performance Report

ASHEVILLE

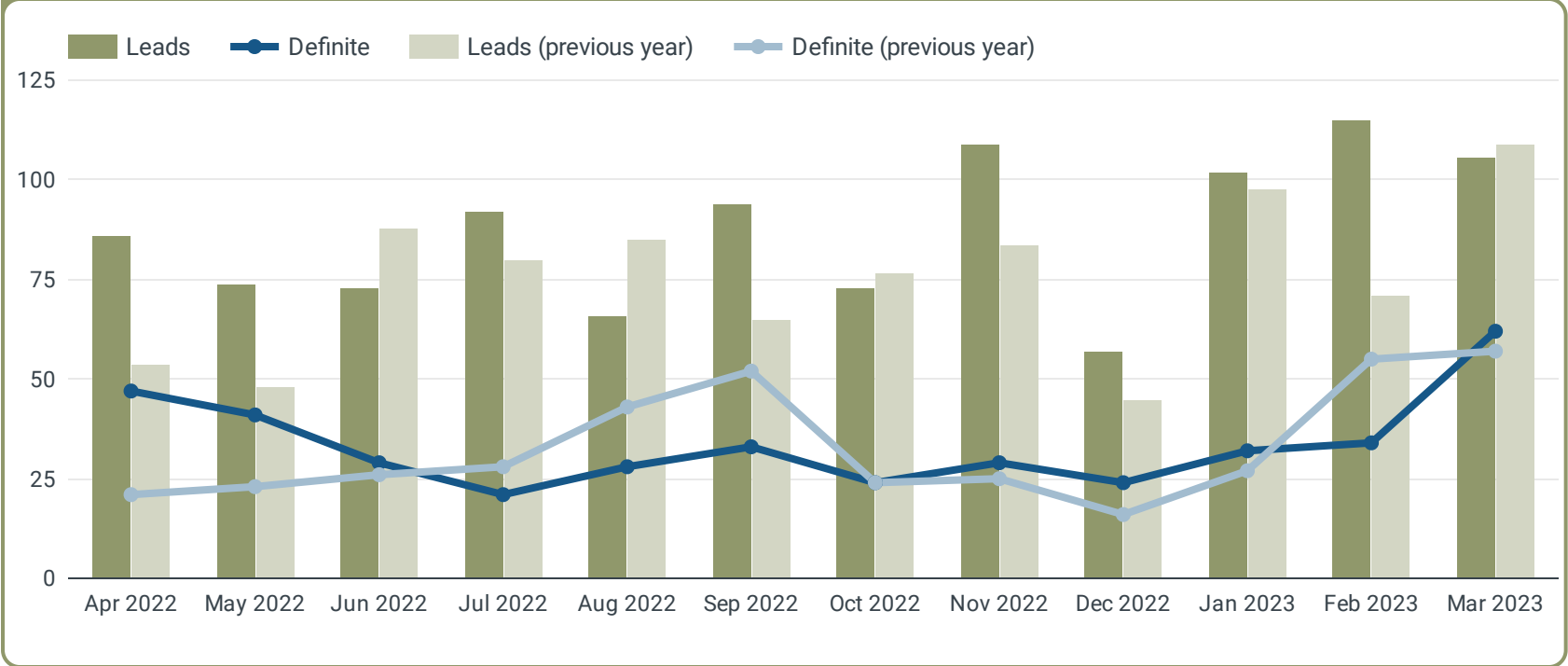
## Sales Leads and Outreach - March 2023

Sales Leads Issued 106 ↓ -2.8%	Room Nights (Leads) 19,682 ↑ 16.9%	Leads Turned Definite 62 ↑ 1.6%	Room Nights (Definite) 8,487 ↑ 38.3%	Estimated Revenue \$2,497,097 ↑ 60.2%	
P2P Outreach 461 ↓ -4.8%	Indirect Outreach 3,102,094 ↑ 29,673.4%	Group Events 28 ↑ 7.7%	Room Nights Generated 5,309 ↑ 17.9%	Actualized Revenue \$1,416,357 ↑ 49.4%	Groups Served 29 ↑ 16.0%

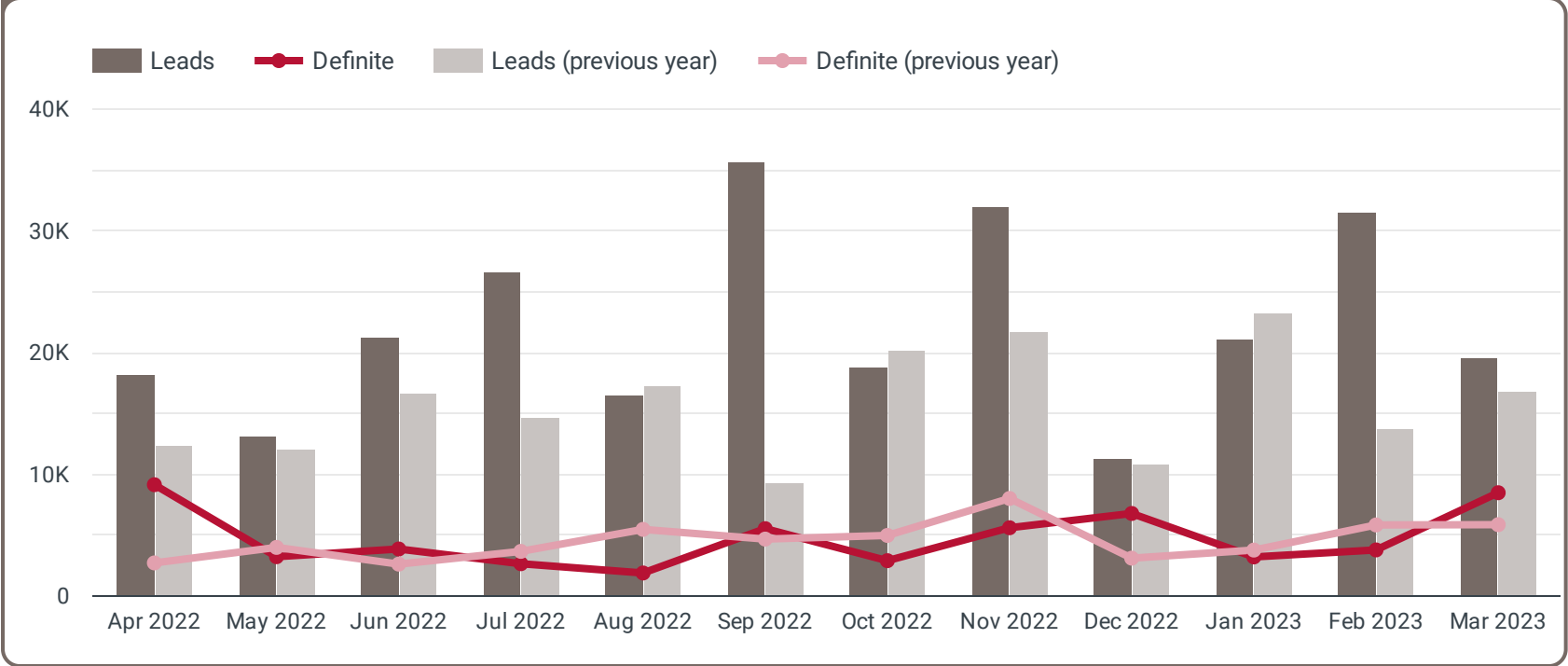
## Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 814 ↑ 14.0%	Room Nights (Leads) 213,657 ↑ 44.3%	Leads Turned Definite 298 ↓ -11.8%	Room Nights (Definite) 46,289 ↑ 0.1%	Estimated Total Revenue \$12,033,373 ↑ 4.7%	
P2P Outreach 5,940 ↑ 5.4%	Indirect Outreach 3,252,138 ↑ 3,501.2%	Group Events 312 ↑ 19.1%	Room Nights Generated 33,794 ↑ 29.8%	Actualized Revenue \$11,410,045 ↑ 47.1%	Groups Served 300 ↑ 10.7%

## Sales Leads vs. Definite



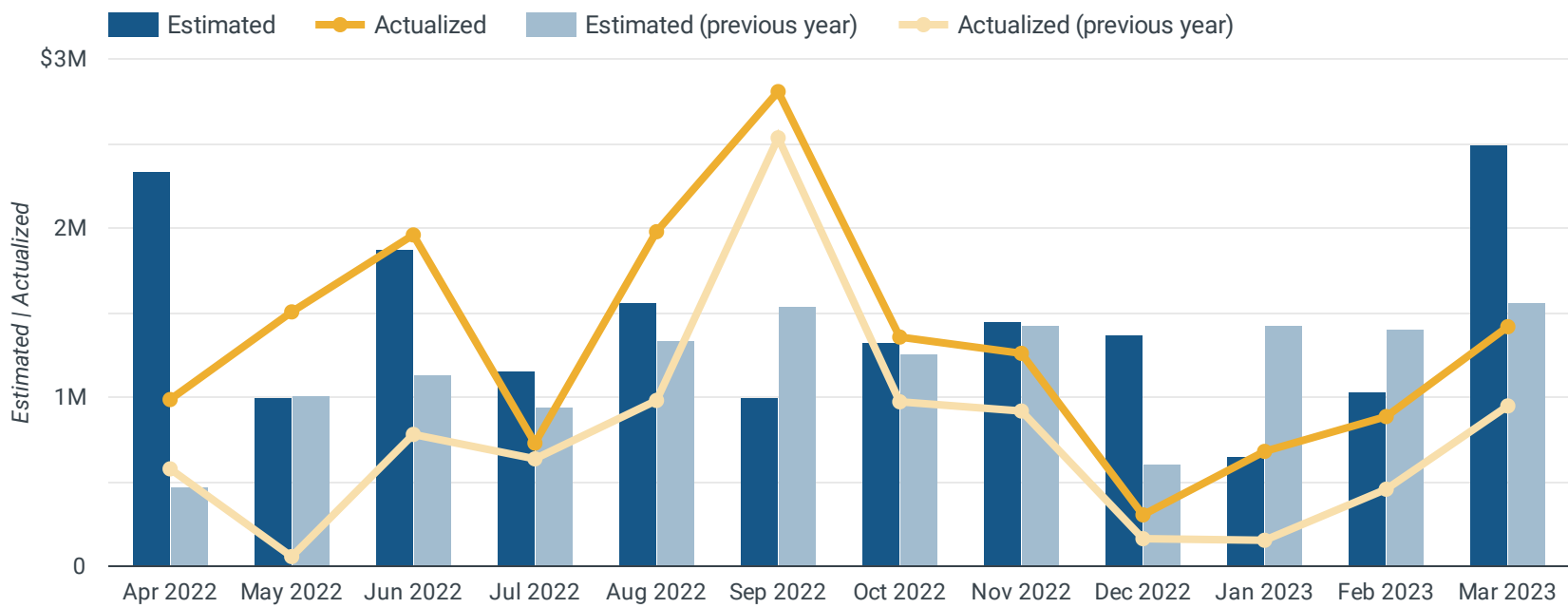
## Room Nights Represented in Leads vs. Definite



# 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.	Mar 2023	461	-4.8%	3,102,094	296.7
2.	Feb 2023	866	53.0%	207	-1.0
3.	Jan 2023	545	31.0%	10,424	30.6
4.	Dec 2022	746	26.2%	11,205	7.5
5.	Nov 2022	753	9.4%	758	-1.0
6.	Oct 2022	429	-50.1%	2,706	-0.9
7.	Sep 2022	1,060	117.7%	13,562	0.1
8.	Aug 2022	387	-53.3%	109,553	183.4
9.	Jul 2022	693	-3.3%	1,629	1,628.0
10.	Jun 2022	988	-5.6%	224,947	844.7

## Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Mar 2023	28	7.7%	5,309	18.9%
2.	Feb 2023	18	28.6%	2,352	33.7%
3.	Jan 2023	7	-22.2%	1,772	238.8%
4.	Dec 2022	22	15.8%	1,106	23.3%
5.	Nov 2022	39	30.0%	3,778	36.9%
6.	Oct 2022	60	11.1%	3,787	40.3%
7.	Sep 2022	71	42.0%	6,370	-2.9%
8.	Aug 2022	35	25.0%	6,466	63.0%
9.	Jul 2022	32	0.0%	2,091	-4.7%
10.	Jun 2022	50	108.3%	5,610	154.7%

# Marketing Department Performance Report

ASHEVILLE

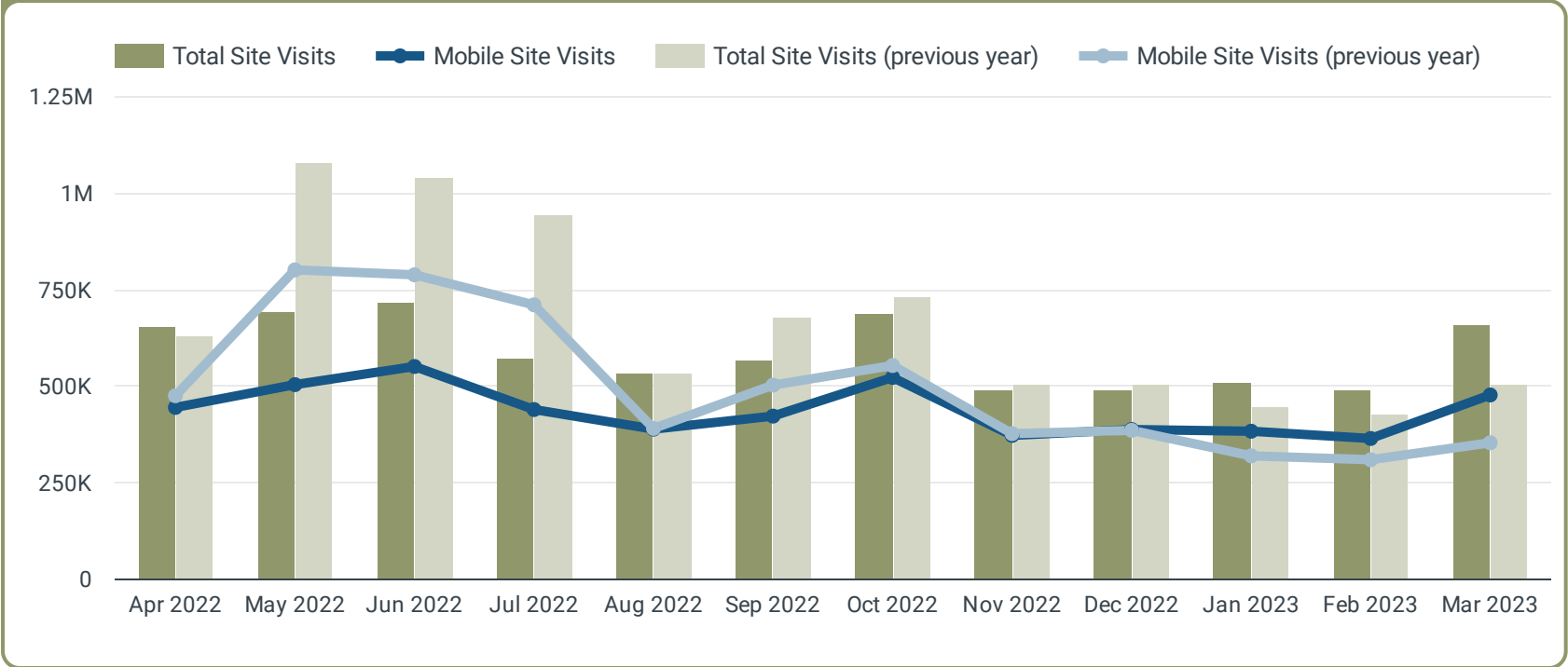
## Marketing Metrics Overview - March 2023

Website Visits 660,862 ↑ 31.3%	Mobile Site Visits 475,726 ↑ 35.3%	aRes - Room Nights 74 ↑ 5.7%	aRes - Room Revenue \$14,653 ↑ 48.4%	Total Facebook Fans 314,015 ↑ 2.3%
PR Publicity Value \$3,645,045 ↑ 111.8%	PR Estimated Impressions 1,938,957,218 ↑ 172.7%	Significant Placements 35 ↑ 52.2%	Media Touchpoints 120 ↑ 26.3%	Video Views 371,292 ↑ 112.6%

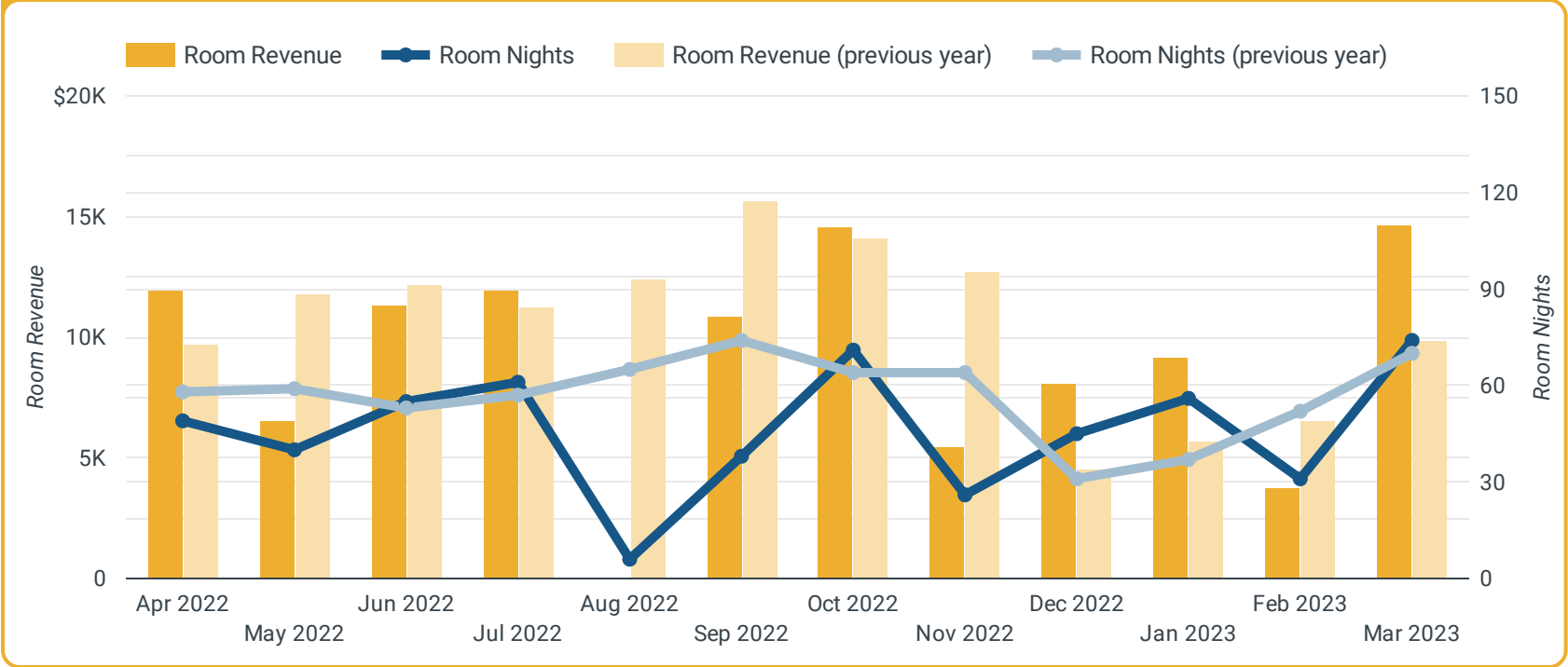
## Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 4,994,364 ↓ -5.4%	Mobile Site Visits 3,747,353 ↓ -3.7%	aRes - Room Nights 408 ↓ -20.6%	aRes - Room Revenue \$77,726 ↓ -16.4%	Avg. Total Facebook Fans 311,384 ↑ 2.4%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 9,186,423 ↑ 628.8%

## 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.	Mar 2023		\$1,320	-100%		805,517	-74.27%
2.	Feb 2023		\$1,455,602	1,145%		1,738,803	-21.25%
3.	Jan 2023		\$1,005,439	851%		1,822,240	-11.7%
4.	Dec 2022		\$276,078	32%		987,399	-68.83%
5.	Nov 2022		\$471,078	-67%		2,555,243	-28.37%
6.	Oct 2022		\$1,005,308	28%		3,498,726	-42.35%
7.	Sep 2022		\$1,409,822	376%		5,386,568	99.4%

Online Publicity Value and Impressions

Month of Year ▾		Publicity Value - Online		% Δ	Estimated Impressions - Online		% Δ
1.	Mar 2023		\$3,643,725	174%		1,938,151,701	172.68%
2.	Feb 2023		\$2,812,693	106%		1,496,113,530	105.8%
3.	Jan 2023		\$3,259,924	165%		1,734,002,290	164.8%
4.	Dec 2022		\$3,168,041	119%		1,708,958,220	121.31%
5.	Nov 2022		\$3,578,548	168%		1,903,483,024	167.41%
6.	Oct 2022		\$4,825,909	153%		2,566,939,260	152.08%
7.	Sep 2022		\$3,326,323	-2%		1,769,320,792	-1.34%

Media Placements & Touchpoints

Month of Year ▾		Media Touchpoints / Interactions		% Δ	Significant Placements		% Δ
1.	Mar 2023		120	26.3%		35	52.2%
2.	Feb 2023		170	400.0%		13	18.2%
3.	Jan 2023		112	86.7%		19	35.7%
4.	Dec 2022		60	160.9%		17	-5.6%
5.	Nov 2022		31	40.9%		34	209.1%
6.	Oct 2022		52	-25.7%		26	30.0%
7.	Sep 2022		62	1.6%		30	-16.7%

Facebook Fans & Video Views (All Platforms)

Month of Year ▾		Total Facebook Fans		% Δ	Video Views		% Δ
1.	Mar 2023		314,015	2.3%		371,292	-6.5%
2.	Feb 2023		313,195	2.7%		646,581	148.6%
3.	Jan 2023		312,739	2.7%		382,005	1,289.9%
4.	Dec 2022		311,795	2.8%		383,742	320.3%
5.	Nov 2022		311,370	2.6%		359,976	184.6%
6.	Oct 2022		311,246	2.6%		5,654,949	10,629.8%
7.	Sep 2022		310,380	2.3%		693,943	1,487.7%



# Destination Performance Report - Glossary



## Destination Performance Metrics

**Lodging Sales** - Total lodging sales for all property types reported for the previous month. Data is provided by the Buncombe County Finance Department.

**Hotel Occupancy** - Percentage of available rooms sold during the previous month. Occupancy is calculated by dividing the number of rooms sold by rooms available. Data is provided by Smith Travel Research.

**Hotel Average Daily Rate (ADR)** - A measure of the average rate paid for rooms sold for the previous month, calculated by dividing room revenue by rooms sold. Data is provided by Smith Travel Research.

**Hotel Demand** - The number of rooms sold in the previous month (excludes complimentary rooms). Data is provided by Smith Travel Research.

**Hotel Revenue Per Available Room (RevPAR)** - Total room revenue for the previous month divided by the total number of available rooms. Data is provided by Smith Travel Research.

**Total Airport Passengers** - Total monthly air traffic reported for the previous month. Data is provided by Asheville Regional Airport.

**Asheville Visitor Center** - Total monthly visitors to the Asheville Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

**Pack Square Park Visitor Center** - Total monthly visitors to the Pack Square Park Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

**Black Mountain Visitor Center** - Total monthly visitors to the Black Mountain Visitor Center. Data is provided by the Black Mountain-Swannanoa Chamber of Commerce.

**Travel Guide Requests** – The number of travel guides requested monthly via the website and leads. Data provided by Simpleview CRM.

**AirDNA Listing room nights** - the sum of all AirDNA listing nights that were available for rent times the number of rooms per listing. As of 2/1/19, AirDNA data includes both Airbnb and HomeAway short term rental data for 1/1/17 to present.

**AirDNA Occupancy** - Booked AirDNA listing room nights divided by available AirDNA listing room nights in the given month. This only counts listings as being available if they had one booked night in the month. Data is provided by AirDNA.

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

**AirDNA RevPAR (Revenue Per Available Room)** - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights available in a given month. Data is provided by AirDNA.

## Sales Performance Metrics

**Sales Leads Issued** - Monthly tentative sales leads sent to hotel partners. Data is provided by Simpleview CRM.

**Room Nights (Leads)** - Monthly room nights represented in the tentative leads sent to hotel partners. Data is provided by Simpleview CRM.

**Leads Turned Definite** - Monthly leads sent to hotel partners that have resulted in a rooms agreement. Data is provided by Simpleview CRM.

**Room Nights (Definite)** - Monthly room nights represented in definite leads. Data is provided by Simpleview CRM.

**Estimated Revenue** - Estimated monthly revenue of definite leads. Data is provided by Simpleview CRM.

**P2P Outreach** - Monthly person-to-person interactions between the sales team and clients. Data is provided by Simpleview CRM.

**Indirect Outreach** - Monthly communications from the sales team to more than one client at a time. Data is provided by Simpleview CRM.

**Group Events** - The number of groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by Simpleview CRM.

**Room Nights Generated** - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and compiled by Simpleview CRM.

**Actualized Revenue** - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and is compiled by Simpleview CRM.

**Groups Serviced** - Groups who met in Asheville who received or were offered additional planning services by Explore Asheville during the given month. Data is provided by Simpleview CRM.



## Marketing Performance Metrics

**Website Visits** - Number of monthly website sessions to ExploreAsheville.com. Data is provided by Google Analytics.

**Mobile Site Visits** - Number of monthly website sessions from mobile and tablet devices to ExploreAsheville.com. Data is provided by Google Analytics.

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

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

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

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

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

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

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

**Video Views (All Platforms)** - Figures for total monthly video views on all platforms. Data is provided by YouTube, Vimeo, Facebook, and Instagram and does not include advertising campaign views.

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

**\*\* AIRDNA Cancellation Accuracy** - The AIRDNA booking algorithm determines whether unavailable dates are due to a reservation by a guest or a blocked date by the host. AIRDNA can only pick up cancellations if the unavailable days changes back to available on the listing calendar. If the dates remain unavailable, then there is no way for AIRDNA to have any visibility on these cancellations. During periods of unusually high cancellations, AIRDNA may overestimate room night demand for short term rentals.