

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

Wednesday, April 27, 2022 | 9:00 a.m.

Explore Asheville Convention & Visitors Bureau | 27 College Place | Board Room (1st Floor)

Members of the Public may attend in-person or [register here](#) to view the 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 a. March 24, 2022 BCTDA Meeting Minutes b. March 25, 2022 BCTDA Annual Planning Session Minutes	Kathleen Mosher
9:07 a.m.	Financial Reports a. March 2022 Financial Reports b. FY 2022 Audit Contract	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent
9:15 a.m.	Workforce Development Update	Nathan Ramsey, Executive Director Land of Sky Regional Council
9:30 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:40 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
9:45 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
9:50 a.m.	Miscellaneous Business	Kathleen Mosher
9:55 a.m.	Comments from the General Public	Kathleen Mosher
10:00 a.m.	Adjournment	Kathleen Mosher

Save the Date:

[2022 Explore Asheville Tourism Summit](#) | Wednesday, May 18 | 12:00 - 5:00 p.m.
The Omni Grove Park Inn

The next joint BCTDA monthly meeting is on **Wednesday, May 25, 2022**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Jonna Sampson at jsampson@ExploreAsheville.com or 828.258.6111 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.

Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

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

Board Meeting Minutes

Thursday, March 24, 2022

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Matthew Lehman, HP Patel, Leah Ashburn, Michael Lusick, Scott Patel
- Absent (Voting):** None
- Present (Ex-Officio):** Buncombe County Commissioner Robert Pressley
- Absent (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
- CVB Staff:** Vic Isley, Marla Tambellini, Jennifer Kass-Green, Jonna Sampson, Julia Simpson
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney
- Online Attendees:** Chip Craig, GreyBeard Realty
Glenn Cox, Kathryn Dewey, Hannah Dosa, Marshall Hilliard, Pat Kappes, Sarah Kilgore, Sarah Lowery, Holly Oakley, Kathi Petersen, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff
Kit Cramer, Asheville Area Chamber of Commerce
Demp Bradford, Madison Davis; Asheville Buncombe Regional Sports Commission
Tina Kinsey, Asheville Regional Airport
Stephanie Moore, Center for Craft
Scott Kerchner, Virtelle Hospitality
Jim Muth, John Ellis; Past BCTDA Board Members
Lacy Cross, Movement Bank
Angel Holloway
John Boyle, Asheville Citizen-Times
Sunshine Request

Executive Summary of Meeting Minutes

- Chairwoman Mosher called the virtual joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:00 a.m.
- Minutes from the February 23, 2022, BCTDA meeting were approved with an 8-0 vote.
- The February 2022 financial statements were reviewed and approved with an 8-0 vote.
- Ms. Isley provided her President & CEO's report.

- With an 8-0 vote, the revenue objective for the BCTDA's FY23 budget was set at \$40,806,000, representing a 12% increase over FY22 projected revenue.
- An update from Buncombe County Commissioner Robert Pressley was heard.
- Chairwoman Mosher reported there were no emailed public comments, nor requests to speak, received for this meeting.
- With a 9-0 vote, the BCTDA meeting adjourned at 9:38 a.m.

Call of the Joint BCTDA Meeting to Order

Chairwoman Mosher called the virtual joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:00 a.m. She said the agenda and meeting documents are provided on AshevilleCVB.com and the recording and additional materials will be posted after the meeting.

Board Member Roll Call: Board members responded as Chairwoman Mosher called roll verifying nine BCTDA members were virtually in attendance. Mr. Scott Patel joined the meeting at 9:15 a.m., per the webinar attendee report, and Councilmember Kilgore was absent.

Approval of Meeting Minutes

Mr. Celwyn made a motion to approve the February 23, 2022, regular meeting minutes as presented. Vice Chairwoman Durden seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

Financial Reports

Mr. Warn reviewed the February 2022 financial reports. There were no questions.

Mr. Crosby made a motion to approve the February 2022 financial reports as presented. Mr. Lehman seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0.

President & CEO Report

Ms. Isley recognized outgoing VP of Administration Glenn Cox, who is retiring on March 31 after serving in his role since August 2015. Ms. Isley noted Mr. Cox was instrumental in establishing Explore Asheville as an independent nonprofit organization.

Industry Metrics

Ms. Isley reviewed recent occupancy lodging metrics and provided comparisons to prior years.

Other Updates

Ms. Isley concluded her report by sharing information on upcoming partner events, including the Everyone Welcome LGBTQ+ Diverse Audience Training on March 30, and the Black Travelers Diversity Training scheduled on May 18 as part of Explore Asheville's Tourism Summit.

The Monthly Highlights and Destination Performance reports are posted on AshevilleCVB.com.

FY23 Budget Process

Finance Committee Report

Ms. Ashburn, BCTDA Finance Committee chair, said the committee has met on two occasions to review scenarios and trends to help formulate an FY23 revenue objective recommendation. The committee consists of former BCTDA member Chip Craig, Mr. Lehman, and herself. Ms. Ashburn said trends have been hard to predict due to the pandemic and the committee will be making a budgetary recommendation based on the information they currently have available.

Next, Ms. Ashburn, Mr. Craig, and Mr. Lehman shared insights on the positive trends they are experiencing in their individual businesses, representing a brewery, vacation rentals management company, and hotel, respectively.

Trends & Budget Projections

Ms. Isley shared a PowerPoint presentation that focused on many trends and variables that can have an impact next year's budget. Noting the challenges that come with creating a budget with many unknowns, she shared three different budget scenarios that were presented to the finance committee for discussion. These scenarios included "upside, baseline, and downside" projections, and Ms. Isley presented occupancy tax forecasts associated with each one.

Establish Revenue Objective

Ms. Ashburn thanked Ms. Isley and said based on the forecast information reviewed and presented, the finance committee's recommendation is to establish a revenue objective of \$40,806,000 for FY23, which represents a 12% increase over FY22 projected revenue.

Ms. Isley said that based on the decision the board makes today, staff will prepare two different budget scenarios: one following the current 75% to 25% operating/TPDF split, and one following the proposed 67% to 33% operating/TPDF split that would go into effect if the occupancy tax bill is passed in the upcoming short session that begins on May 18. There were no questions.

Mr. Lehman made a motion to accept the recommendation of the BCTDA's Finance Committee and establish the FY23 revenue objective at \$40,806,000, which represents a 12% increase over FY22 projected revenue. Vice Chairwoman Durden seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 8-0. Due to connectivity issues, Mr. Celwyn was not present at the time of the vote.

Asheville City Council Update

Councilmember Kilgore was absent from today's meeting, therefore, an Asheville City Council update was not provided.

Buncombe County Commission Update

Commissioner Pressley reported on county-related business, including the recent Southern Conference Basketball Championship, the upcoming Billie Jean King Cup where the United States will host Ukraine, and the upcoming closing date to apply for ARPA funds.

Chairwoman Mosher thanked Commissioner Pressley for his report.

Miscellaneous Business

There was no miscellaneous business discussed at this meeting.

Comments from the General Public

Live Public Comments

Chairwoman Mosher said members of the public were invited to sign-up to verbally share live comments during today's virtual BCTDA meeting. She reported that as of yesterday's 12:00 p.m. registration deadline, no requests to speak had been received.

Written Public Comments

Chairwoman Mosher said members of the public were invited to submit comments via email to Reply@ExploreAsheville.com through 4:00 p.m. on Wednesday, March 23, 2022. She reported there were no written public comments received by the deadline.

Adjournment

Chairwoman Mosher requested a motion to adjourn.

Ms. Ashburn moved to adjourn the meeting and Mr. Celwyn seconded the motion. There was no discussion and with all in favor via a roll call vote, the motion carried 9-0 and the meeting ended at 9:38 a.m.

The PowerPoint presentation and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on AshevilleCVB.com.

Chairwoman Mosher said the BCTDA's Annual Planning Session will be held in-person on Friday, March 25, 2022, beginning at 8:30 a.m., at The Inn on Biltmore. She added the session will be live-streamed via Zoom, and anyone wanting to attend in-person will need to register by noon today.

The next joint BCTDA meeting will be held on Wednesday, April 27, 2022, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

The Inn on Biltmore – Vanderbilt Room | 1 Antler Hill Road, Asheville

BCTDA FY 2023 Annual Planning Session Minutes

Friday, March 25, 2022

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Matthew Lehman, HP Patel, Leah Ashburn, Michael Lusick, Scott Patel
- Absent (Voting):** None
- Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
- Absent (Ex-Officio):** Buncombe County Commissioner Robert Pressley
- CVB Staff:** Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Kathi Petersen, Jonna Sampson, Julia Simpson
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney
- Speakers:** Wendy K. Smith, University of Delaware
Chris Davidson, MMGY Global
Stewart Colovin, MMGY Global
- TPDF Committee:** Jay Curwen, Scott Kerchner, Fielding Lowe, David McCartney, Stephanie Moore, Jim Muth, Ken Stamps
- In-Person Attendees:** Demp Bradford, Asheville Buncombe Regional Sports Commission
(Full or partial session) Chris Cavanaugh, Magellan Strategy Group/Past BCTDA Chair
John Winkenwerder, Asheville Hotel Group/Past BCTDA Chair
- Online Attendees:** Sarah Kilgore, Holly Oakley, Michael Poandl, Tina Porter, Charlie Reed, Whitney Smith, Dodie Stephens; Explore Asheville Staff
Kit Cramer, Asheville Area Chamber of Commerce
Chris Corl, Harrah's Cherokee Center Asheville
Todd Okolichany, City of Asheville
John Ellis, Past BCTDA Board Member
Lacy Cross, Movement Bank
Jason Sandford, Ashevillegas.com
Brooke Randle, Mountain Xpress
Sunshine Request

Executive Summary of Annual Planning Session Minutes

- Chairwoman Mosher called the joint annual planning session of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 8:31 a.m.
- Guest speaker Wendy K. Smith shared a presentation on the power of paradox – the value of both/and thinking.
- Ms. Isley shared a foundational progress update on Explore Asheville’s strategic pillars.
- Guest speaker Chris Davidson presented the results of a recent resident sentiment survey.
- Guest speaker Stewart Colovin facilitated a storytelling foundation workshop.
- The BCTDA’s FY23 annual planning session adjourned at 2:44 p.m.

Call of the Joint BCTDA Annual Planning Session to Order, Welcome & Introductions

Chairwoman Mosher welcomed everyone to Biltmore and called the joint annual planning session of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 8:31 a.m. She said the agenda and speaker bios were provided in advance of the meeting and are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

Next, Chairwoman Mosher acknowledged BCTDA board members, TPDF committee members, and guest speakers present at today’s annual planning session. She thanked everyone for attending.

The Power of Paradox – The Value of Both/And Thinking

Chairwoman Mosher introduced Wendy K. Smith, a professor at the University of Delaware, and shared her background and credentials. She said Ms. Smith will be speaking on the power of paradox, or polarity, thinking. Chairwoman Mosher noted polarity thinking is a strategy of taking what are often seen as “Either/Or” topics (conflicts) and viewing them as “BOTH/AND” scenarios (collaborations). Chairwoman Mosher noted Biltmore leadership has been studying this strategy for several years and she shared how it has been a game-changer for her organization.

Ms. Smith shared a PowerPoint presentation exploring the value of BOTH/AND thinking based on her many years of research. She shared examples of contradictory and competing demands and said the challenge is not *whether* we face tensions, but *how* we do so. She introduced a 4-step method of comparing a traditional (either/or) approach to challenges against a paradoxical (both/and) approach.

During the presentation, Ms. Smith received input from attendees and answered all related questions. Following a short break, the meeting resumed at 10:15 a.m.

Strategic Pillars: Foundational Progress

Ms. Isley shared a PowerPoint presentation in which she provided an overview of the foundational progress that has been made since establishing Explore Asheville’s four strategic pillars. She briefly spoke about how these imperatives were developed and designed to organize the BCTDA’s and Explore Asheville’s collective efforts around guiding principles that ladder up to broader community goals. Ms. Isley presented the topline objectives that fall under each pillar and provided examples of initiatives and successes that have been accomplished thus far in this fiscal year-to-date.

BCTDA & EXPLORE ASHEVILLE STRATEGIC IMPERATIVES

 <p>Deliver Balanced Recovery & Sustainable Growth</p> <p>Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.</p> <p>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.</p>	 <p>Encourage Safe & Responsible Travel</p> <p>Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.</p> <p>Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.</p>	 <p>Engage & Invite More Diverse Audiences</p> <p>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.</p> <p>Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.</p>	 <p>Promote & Support Asheville's Creative Spirit</p> <p>Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.</p> <p>Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.</p>
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Deliver Balanced Recovery & Sustainable Growth – Topline Objectives

- Balance quality of life for residents and experience for visitors through project investments.
- Collaborate with broader community leaders to ensure sustainable growth and alignment.
- Protect and evolve Asheville's brand to further differentiate from competing destinations and inspire higher quality visits.
- Improve the quality of each visit by inspiring increased length of stay and dispersal.
- Accelerate proactive sales efforts to increase net new business to the destination.
- Drive revenue in need periods through updated group sales strategy.
- Review and update Wayfinding pedestrian signage to increase dispersal out of the downtown core.

Encourage Safe & Responsible Travel – Topline Objectives

- Influence visitors to respect, protect, and preserve natural, cultural, and human resources.
- Increase the number of bookings that participate in community projects.
- Identify, qualify, and engage purpose-driven companies for the purposes of holding meetings here.
- Encourage partners to embrace sustainable and responsible tourism practices.

Engage & Invite More Diverse Audiences – Topline Objectives

- Extend a genuine invitation to diverse audiences.
- Develop and invest in community projects that attract and engage diverse audiences.
- Increase outreach in recruiting diverse meetings and events.
- Promote minority-owned businesses through group sales initiatives.
- Increase diversity of the partner network.

Promote & Support Asheville's Creative Spirit – Topline Objectives

- Elevate Asheville's creative experiences to differentiate and inspire visits.
- Actively promote creative community and resources to groups and events.
- Create opportunities for partners to learn about and support creative spirit.

Following the presentation, Ms. Isley received feedback from attendees and answered all related questions. In response to a question from Mr. Stamps regarding how the pillars will impact the upcoming Tourism Product Development Fund (TPDF) grant cycle, Ms. Isley said the strategic imperatives have been woven into the revised criteria that will be used by the committee when evaluating and recommending projects.

The meeting broke for lunch and resumed at 12:30 p.m.

Resident Perspectives on Tourism

Ms. Isley said under the strategic imperative of delivering sustainable growth is an objective of balancing resident and visitor needs. She said to help inform that effort, the BCTDA and Explore Asheville committed to gauging resident perspectives on tourism on an annual basis. Ms. Isley said this year, MMGY Travel Intelligence built upon a 2019 Buncombe County study that surveyed residents about their awareness and perceptions of destination tourism and its impact on the community. Ms. Isley then introduced Mr. Chris Davidson, who oversees MMGY Global's research, insights, and strategy division, to present the report.

Mr. Davidson shared a PowerPoint presentation in which he shared survey methodologies and respondent profiles and expanded upon seven key insights gleaned from the resident sentiment survey.

Key Insight no. 1

While residents agree that tourism poses challenges, they clearly believe that tourism also provides immense value to the community, and the majority (69%), agree that the positives outweigh the negatives.

Key Insight no. 3

Compared to 2019 residents appear to have a more positive perception of tourism.

It's possible that the pandemic has highlighted how important tourism is to the economy.

Key Insight no. 6

Residents of Asheville have a slightly more positive perception of the impact of tourism than those who live elsewhere in Buncombe County, but the differences are minimal.

Key Insight no. 2

The primary pain points/concerns of residents appear to be a perceived...

1. ...threat to the character/vibe Asheville
2. ...problem with traffic and parking
3. ...threat to the natural environment

In alignment with Explore Asheville's strategic priorities, residents indicate it is important to share stories of Asheville's creative spirit, shift visitors from peak season to other times of the year, disperse visitors from downtown Asheville to other areas of the county and encourage visitors to practice responsible tourism.

Key Insight no. 4

Buncombe County residents take an average of 3 trips a year and are interested in traveling to popular destinations. When traveling, they are intentional about supporting "local" and expect visitors to Buncombe County to behave the same way.

Key Insight no. 5

Residents tend to expect more of visitors than they do from themselves when it comes to buying local and committing to sustainable activities while traveling.

Key Insight no. 7

There is an opportunity to educate residents about how taxes paid by visitors are used to benefit residents.

During and after the presentation, Mr. Davidson answered all related questions. He noted that compared to the previous study, progress has been made regarding resident sentiment.

The full report may be found on [AshevilleCVB.com](https://www.ashevillecvb.com). A short break was taken and the annual planning session resumed at 1:35 p.m.

Storytelling Foundation Workshop

Ms. Isley said Explore Asheville is working to further define Asheville's storytelling foundation for sustainable growth into the future. She noted that part of that effort has included a listening tour to ensure local voices across the community and industry are represented, included, and heard. Ms. Isley said that in her 15 months as Explore Asheville's CEO, she has personally listened to more than 300 residents and stakeholders. She noted the next speaker, Mr. Stewart Colovin, EVP Global Brand Strategy for MMGY, has conducted 120 individual listening sessions, and will share a read-out of insights and themes he has heard from local community voices thus far.

Ms. Isley said the aim is to create a foundation that we can all use to share our stories of Asheville – not to create an ad campaign or a tagline.

Mr. Colovin shared a PowerPoint presentation in which he summarized responses to questions asked during his listening tour. He shared how stories based on those responses can be used to set Asheville apart as a unique destination using better storytelling. Mr. Colovin also shared examples of statements he heard that can be considered both negative and positive, depending upon varying perspectives. He concluded his presentation by stating having a storytelling platform that represents all voices in the community would be helpful in setting the further evolution of the Asheville area brand.

A brief discussion focusing on the elements of Mr. Colovin's presentation took place. Ms. Isley then reviewed next steps in the process and said the storytelling concept will be shared with partners and stakeholders at the Tourism Summit on May 18. She thanked everyone for their input.

Wrap-Up & Adjourn

Chairwoman Mosher thanked everyone for attending and said today's presentations and conversations were very meaningful.

Attendees extended a round of applause to Chairwoman Mosher for hosting today's BCTDA annual planning session.

The meeting adjourned at 2:44 p.m. The PowerPoint presentations and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau.

The next joint BCTDA meeting will be in-person on Wednesday, April 27, 2022, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

Operating and Earned Revenue Funds, Budget and Actual

March 31, 2022

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%)	Prior Year	
					Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 20,369,690	\$ 1,561,811	\$ 18,146,773	\$ 2,222,917	89.1%	\$ 12,108,697	49.9%
Investment income	-	254	1,382	(1,382)	-	115	1105.7%
Other income	-	150,000	171,401	(171,401)	-	-	-
Earned revenue	150,000	537	108,823	41,177	72.5%	171,648	-36.6%
Total revenues	<u>20,519,690</u>	<u>1,712,602</u>	<u>18,428,379</u>	<u>2,091,311</u>	<u>89.8%</u>	<u>12,280,460</u>	<u>50.1%</u>
Expenditures:							
Salaries and Benefits	2,889,976	185,217	1,753,555	1,136,421	60.7%	1,538,695	14.0%
Sales	1,236,063	113,587	421,900	814,163	34.1%	361,208	16.8%
Marketing	15,321,893	610,277	5,315,087	10,006,806	34.7%	2,659,522	99.9%
Community Engagement	123,178	4,843	44,468	78,710	36.1%	24,444	81.9%
Administration & Facilities	798,580	75,284	481,153	317,427	60.3%	428,949	12.2%
Events/Festivals/Sponsorships	200,564	1,000	138,667	61,897	69.1%	66,287	109.2%
Total expenditures	<u>20,570,254</u>	<u>990,208</u>	<u>8,154,830</u>	<u>12,415,424</u>	<u>39.6%</u>	<u>5,079,105</u>	<u>60.6%</u>
Revenues over (under) expenditures	<u>(50,564)</u>	<u>722,394</u>	<u>10,273,549</u>			<u>\$ 7,201,355</u>	<u>42.7%</u>
Other Financing Sources:							
Carried over earned income	<u>50,564</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>50,564</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ -</u>	<u>\$ 722,394</u>	<u>10,273,549</u>				
Fund balance, beginning of year			<u>19,776,549</u>				
Fund balance, end of month			<u>\$ 30,050,098</u>				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,789,897 for FY22.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

March 31, 2022

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
September	2,282,494	1,598,161	43%	7,417,651	4,565,021	62%	760,831	\$ 532,720	43%	2,472,550	1,521,674	62%
October	3,095,441	2,329,272	33%	10,513,092	6,894,292	52%	1,031,814	\$ 776,424	33%	3,504,364	2,298,097	52%
November	2,532,306	1,557,487	63%	13,045,398	8,451,779	54%	844,102	\$ 519,162	63%	4,348,466	2,817,260	54%
December	2,163,491	1,517,197	43%	15,208,889	9,968,976	53%	721,164	\$ 505,732	43%	5,069,630	3,322,992	53%
January	1,376,073	1,095,262	26%	16,584,963	11,064,238	50%	458,691	\$ 365,087	26%	5,528,321	3,688,079	50%
February	1,561,811	1,044,459	50%	18,146,773	12,108,697	50%	520,604	\$ 348,153	50%	6,048,924	4,036,232	50%
March	-	1,559,694	-	-	13,668,391	-	-	\$ 519,898	-	-	4,556,130	-
April	-	1,898,355	-	-	15,566,746	-	-	\$ 632,785	-	-	5,188,915	-
May	-	2,119,721	-	-	17,686,467	-	-	\$ 706,574	-	-	5,895,489	-
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$18,146,773</u>	<u>\$ 20,125,048</u>		<u>\$ 18,146,773</u>	<u>\$ 20,125,048</u>		<u>\$6,048,924</u>	<u>\$6,708,349</u>		<u>\$6,048,924</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

March 31, 2022

	<u>Budget</u>	<u>Life to Date Actuals</u>	<u>Remaining Budget</u>	<u>(%) Budget Used</u>
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 29,275,881	\$ (10,915,881)	159.5%
Investment Income	-	1,235,684	(1,235,684)	0.0%
Total revenues	<u>18,360,000</u>	<u>30,511,564</u>	<u>(12,151,564)</u>	<u>166.2%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	21,853	478,147	4.4%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,920,000</u>	<u>7,639,716</u>	<u>10,280,284</u>	<u>42.6%</u>
Product development fund administration	<u>440,000</u>	<u>74,132</u>	<u>365,868</u>	<u>16.8%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,713,848</u>	<u>\$ 10,646,152</u>	<u>42.0%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 22,797,716		
Less: Liabilities/Outstanding Grants		(10,280,284)		
Less: Unspent Admin Budget (Current Year)		<u>(365,868)</u>		
Current Product Development Amount Available		<u>\$ 12,151,564</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

March 31, 2022

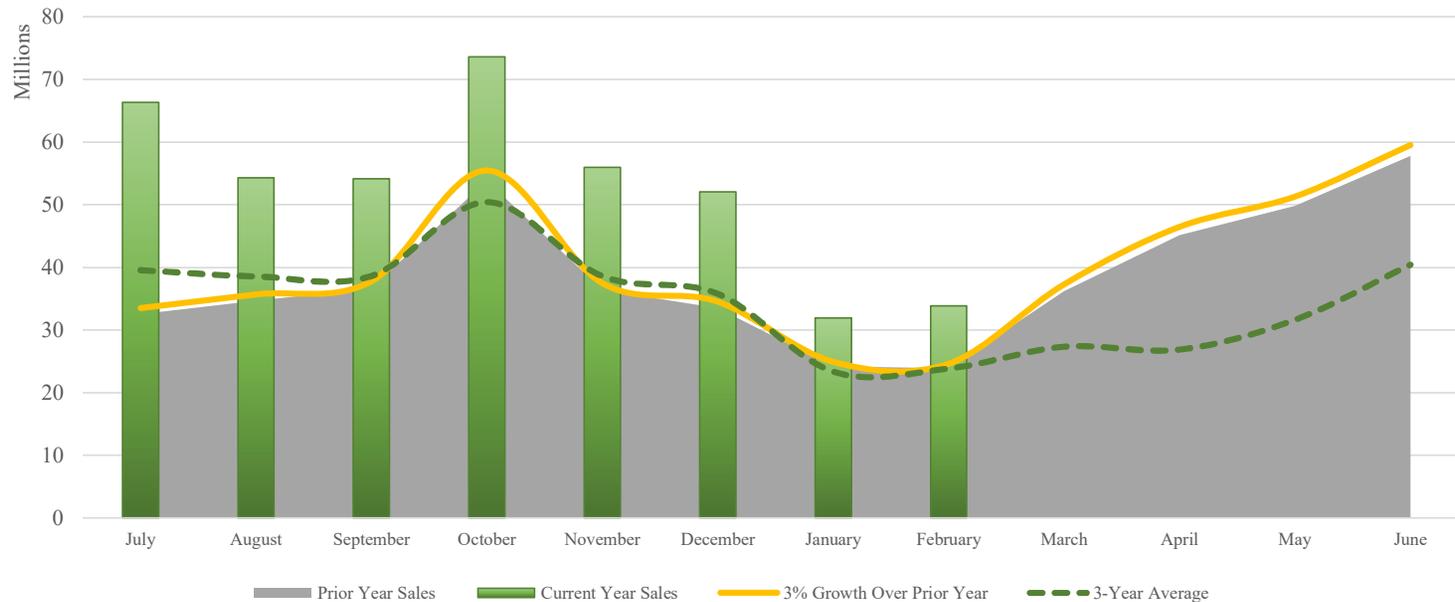
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 30,225,831	\$ 22,797,716	\$ 53,023,547
Receivables	-	-	-
Total current assets	<u>\$ 30,225,831</u>	<u>\$ 22,797,716</u>	<u>53,023,547</u>
Liabilities:			
Current liabilities:			
Accounts payable	\$ 24,683	\$ -	\$ 24,683
Future events payable	151,050	\$ 10,280,284	\$ 10,431,334
Total current liabilities	<u>175,733</u>	<u>\$ 10,280,284</u>	<u>\$ 10,456,017</u>
-			
Fund Balances:			
Restricted for product development fund	-	12,517,432	12,517,432
Committed for event support program	62,447	-	62,447
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	18,173,231	-	18,173,231
Total fund balances	<u>30,050,098</u>	<u>12,517,432</u>	<u>42,567,530</u>
Total liabilities and fund balances	<u>\$ 30,225,831</u>	<u>\$ 22,797,716</u>	<u>\$ 53,023,547</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

March 31, 2022



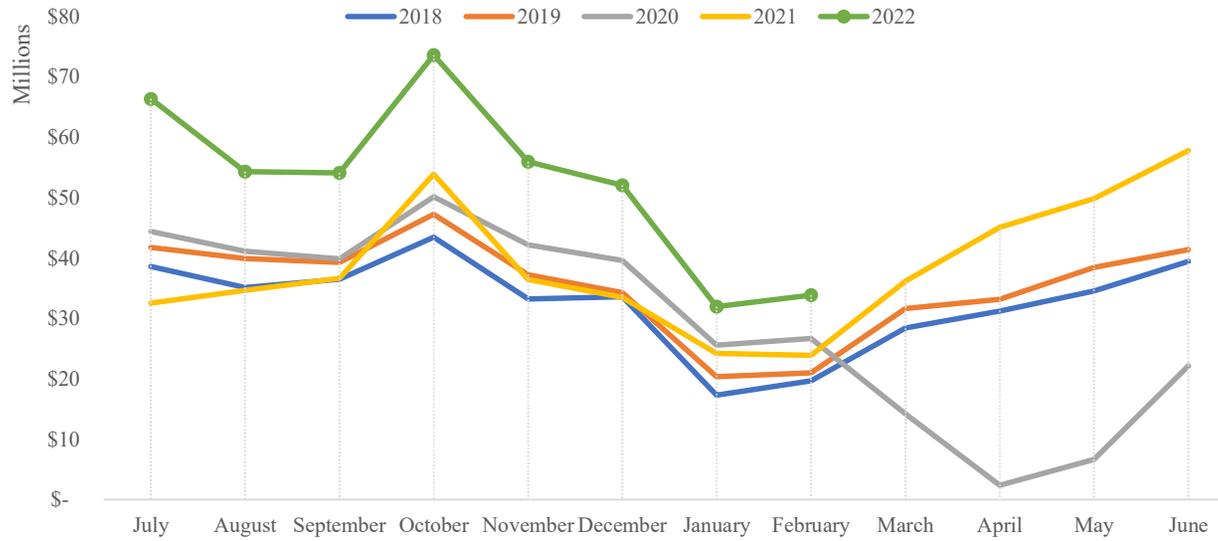
Month of lodging sales:	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
July	\$ 66,338,842	\$ 32,547,111	104%	104%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	79%	35,703,239	38,564,848
September	54,137,605	36,683,164	48%	68%	37,783,659	38,626,462
October	73,617,711	53,870,769	37%	57%	55,486,892	50,430,547
November	55,972,165	36,407,948	54%	57%	37,500,187	38,612,899
December	52,062,819	33,504,228	55%	57%	34,509,355	35,790,730
January	31,949,032	24,212,981	32%	54%	24,939,371	23,373,837
February	33,882,331	23,905,633	42%	53%	24,622,802	23,862,423
March	-	36,200,146	-	-	37,286,151	27,348,756
April	-	45,127,533	-	-	46,481,359	26,890,343
May	-	49,824,646	-	-	51,319,385	31,637,803
June	-	57,792,994	-	-	59,526,784	40,438,345
Total revenues	\$422,262,814	\$ 464,740,494			\$478,682,709	\$415,132,776

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

March 31, 2022



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,338,842
August	35,118,463	39,917,550	41,113,655	34,663,339	54,302,310
September	36,475,819	39,327,048	39,869,174	36,683,164	54,137,605
October	43,473,922	47,272,253	50,148,618	53,870,769	73,617,711
November	33,231,722	37,240,595	42,190,154	36,407,948	55,972,165
December	33,597,999	34,272,393	39,595,569	33,504,228	52,062,819
January	17,286,992	20,347,077	25,561,453	24,212,981	31,949,032
February	19,676,430	20,985,316	26,696,319	23,905,633	33,882,331
March	28,406,443	31,638,002	14,208,120	36,200,146	-
April	31,240,963	33,141,034	2,402,461	45,127,533	-
May	34,544,014	38,464,222	6,624,541	49,824,646	-
June	39,441,126	41,413,202	22,108,839	57,792,994	-
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 464,740,494	\$ 422,262,814

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

March 31, 2022

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 41,364,569	\$ 19,132,318	116.2%	116.2%	\$ 23,292,383	\$ 12,282,646	89.6%	89.6%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 66,338,842	\$ 32,547,111	103.8%	103.8%
August	33,288,678	19,815,648	68.0%	91.7%	19,599,745	13,723,974	42.8%	64.9%	1,413,887	1,123,717	25.8%	37.2%	54,302,310	34,663,339	56.7%	79.5%
September	34,410,077	22,012,507	56.3%	78.9%	18,288,385	13,374,865	36.7%	55.4%	1,439,143	1,295,793	11.1%	27.7%	54,137,605	36,683,164	47.6%	68.2%
October	49,777,745	36,464,280	36.5%	63.0%	21,743,236	15,478,848	40.5%	51.2%	2,096,730	1,927,642	8.8%	21.0%	73,617,711	53,870,769	36.7%	57.4%
November	36,931,580	24,630,899	49.9%	60.4%	17,557,454	10,553,316	66.4%	53.6%	1,483,131	1,223,733	21.2%	21.1%	55,972,165	36,407,948	53.7%	56.8%
December	34,591,966	22,871,661	51.2%	59.0%	16,220,224	9,595,156	69.0%	55.6%	1,250,628	1,037,411	20.6%	21.0%	52,062,819	33,504,228	55.4%	56.6%
January	15,401,453	12,224,275	26.0%	56.4%	16,048,348	11,501,937	39.5%	53.4%	499,232	486,770	2.6%	19.9%	31,949,032	24,212,981	32.0%	54.2%
February	17,587,944	11,683,923	50.5%	56.0%	15,506,649	11,724,546	32.3%	50.9%	787,738	497,164	58.4%	22.1%	33,882,331	23,905,633	41.7%	53.1%
March	-	17,985,847	-		-	17,425,713	-		-	788,586	-		-	36,200,146	-	
April	-	25,959,680	-		-	17,989,856	-		-	1,177,997	-		-	45,127,533	-	
May	-	29,663,713	-		-	18,720,234	-		-	1,440,698	-		-	49,824,646	-	
June	-	35,631,307	-		-	20,645,736	-		-	1,515,951	-		-	57,792,994	-	
Total	\$ 263,354,012	\$ 278,076,058			\$ 148,256,425	\$ 173,016,827			\$ 10,652,378	\$ 13,647,609			\$ 422,262,814	\$ 464,740,494		

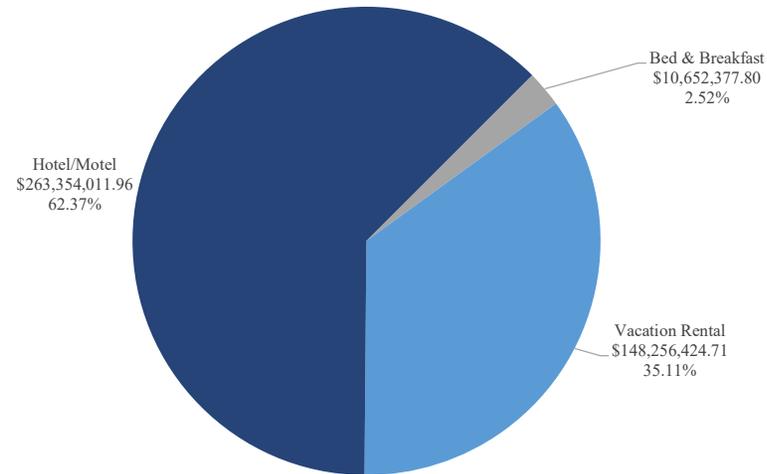
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

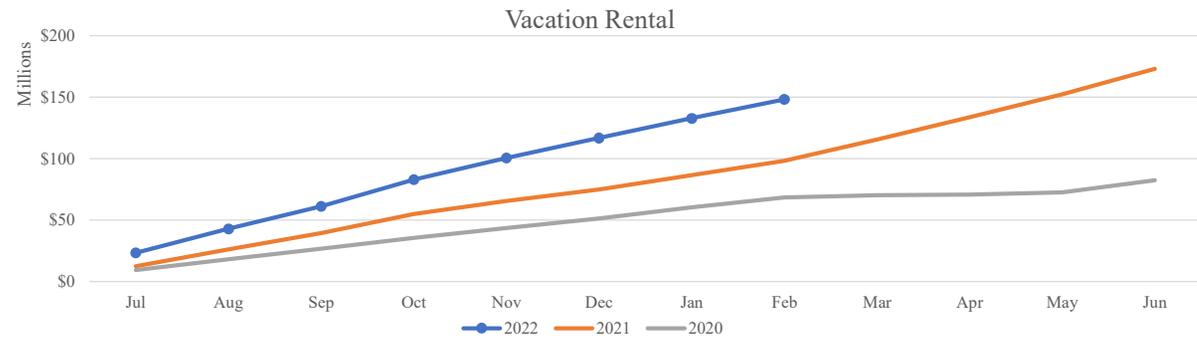
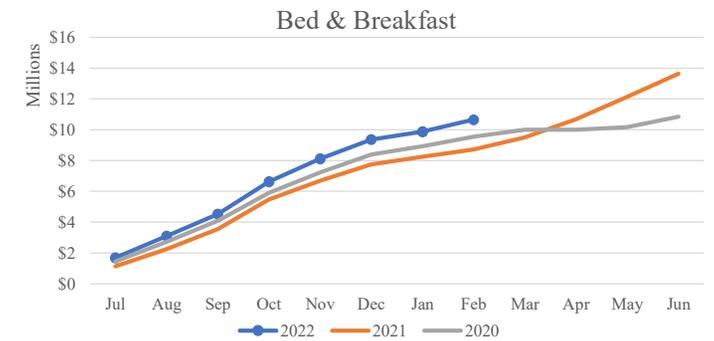
Shown by Month of Sale, Year-to-Date

March 31, 2022

Total Lodging Sales by Type, Year-to-Date



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





Explore **ASHEVILLE**
Convention & Visitors Bureau

MONTHLY HIGHLIGHTS

March 2022

MONTHLY HIGHLIGHTS OVERVIEW

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

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



Deliver Balanced Recovery & Sustainable Growth

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



Encourage Safe & Responsible Travel

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



Engage & Invite More Diverse Audiences

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

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



Promote & Support Asheville's Creative Spirit

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

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



Run a Healthy & Efficient Organization

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

DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH

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

- Fly Markets: Launched digital out-of-home ads with a destination brand message in our active nonstop flight markets (NYC, Chicago, Philadelphia, Minneapolis and Dallas); campaign includes retargeting with our nonstop flight banners and driving users to our airport-specific landing pages
- eTarget: Deployed an email blast on March 29 promoting a 5-day itinerary, outdoor adventure, neighborhoods, summer travel and our food scene
- Organic Spa Content Partnership: Launched digital sponsorship, Wellness Travel Guide video sponsorship and eWellness newsletter banner ads

Collaborate with broader community leaders to ensure sustainable growth & alignment

- Annual Sentiment Survey: Measured understanding and engagement of residents; the [full report](#) of results is available on AshevilleCVB.com
- Hospitality Outlook: Featured Adam Sacks, Phillip Woollcott, Mike Scavo, and William Norris who spoke about upcoming lodging projects and travel trends; 81 partners attended the March 9 webinar and [a recording is available](#)

Drive revenue in need periods through updated group sales strategy

- 48-Hour FAM: Hosted 13 qualified corporate, association, and third-party planners on March 22 – 25
- Double Incentive Offer: Booked 13 groups, representing 1,882 total room nights, since the incentive started in January

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

- Asheville Business Events Council: Met for second luncheon at The Montford; five new events in process, representing 2,840 total room nights
- Quarterly Director of Sales Meeting: Collaborative information-sharing with 16 hotel and other industry partners in preparation upcoming fiscal year
- Visit NC 365 Conference: Attended in Durham and announced that Asheville will host in 2023
- Independent Planner Education Conference: Conducted 25 one-on-one appointments and attended networking events in Las Vegas, NV
- Destinations International Sales & Services Summit: Attended the summit in Washington, DC, and learned anticipated trends for meetings industry

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

- Meeting-Specific Content: Contracted with Northstar media to produce and distribute three different meeting and convention videos, as well as a downloadable guide, in this fiscal year to increase awareness of Asheville as a meeting destination with an emphasis on sector alignment

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

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

- Outside Magazine Partnership: Finalized digital custom content piece "[Asheville is for Green Adventures](#)" and brand ad and advertorial for May/June print issue
- AFAR Partnership: Launched sustainability banner ads on AFAR's [Travel for Good channel](#); the "Unpacked" Ethical Travel column has not yet debuted digitally but will be in coming weeks
- #RecreateResponsibly Kiosk Update: Changed wayfinding panels to replace the "Please Bear With Us" messaging and include responsible travel information; a QR code on the signage leads to the [Leave No Trace](#) section of ExploreAsheville.com



Increase number of bookings that participate in community projects

- 48-Hour FAM: Demonstrated benefit of adding service project to meeting agendas by having FAM attendees volunteer with United Way of Asheville and Buncombe County to build textured hair kits for students of color at Asheville High School
- Social Responsibility Webpage: Digitized a list of [suggested community service projects](#) and organization contacts for meeting planners to reference

ENGAGE & INVITE MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- Black Asheville Experience: Created new "[Black Asheville Experience](#)" [landing page](#) focused on curated content for Black travelers.
- HospitableMe Training & Brand Audit: Hosted [HospitableMe](#) on March 30-31
 - Everyone Welcome: Hosted an 'Everyone Welcome' LGBTQ+ Diverse Audiences training for internal team and partners at Wortham Theater for the Performing Arts; a [recording of the session](#) is on AshevilleCVB.com
 - Brand Audit: Received feedback from HospitableMe after they conducted an audit to evaluate web and social content for LGBTQ+ messaging

Promote minority owned businesses through group sales initiatives

- Cultural Connections Group Activity Round-Up: Completed a resource for social groups that highlights activities and attractions that tell the story of Asheville's African American history

Increase outreach in recruiting diverse meetings and events

- LGBT Meeting Professionals Association (LGBT MPA): Renewed membership at a level that gives us access to networking opportunities and messaging to their database of 1,100 planners

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- Media Event Sponsorship: Attended "Samantha Brown's Places to Love" PBS series launch event in NYC on March 18, which took place in conjunction with the New York Travel & Adventure Show. [Event photos here.](#)
 - VIP Connections: As the first episode of the season, Asheville was tapped as the VIP event's headline sponsor. Fifty of the 130+ attendees were top tier travel media including *ABC News, Travel Channel, GMA, Today Show, Travel + Leisure, Fodor's, New York Times, CNN and Frommers.*
 - Asheville Spotlight: Makers from the episode were integrated into the event, including Eda Rhyné cocktails and Spicewalla appetizers. Raffle gifts included Jenny Pickens art and Alexa Rose music. Clips of the show ran on stage in addition to Brown's commentary on her favorite places.
- Food 52: Promoted Asheville's culinary scene via e-blast to Food52's email list; three more emails will be sent in April as part of our content partnership
- AVL Beer Week Microsite: Launched [new microsite](#) on ExploreAsheville.com in partnership with Asheville Brewer's Alliance to promote Asheville Beer Week, May 27 – June 5, 2022

Actively promote creative community and resources to groups and events

- 48-Hour FAM: Incorporated creative experiences like a rooftop bar tour and candle-making experience into the schedule

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

- New Partners: Added four new listings to ExploreAsheville.com: [Anchor Fly](#), [Arras Vacation Rentals](#), [Bold Rock Hard Cider](#), and [Scenic Helicopter Tours](#)

RUN A HEALTHY & EFFICIENT ORGANIZATION

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

- E-newsletters, E-alerts: [9 sent in March](#); a total of 11,371 emails were delivered with open rates as high as 50% and an average of 43%
- Press Release: [Majority of Buncombe Residents Believe Tourism Is Beneficial to Community, Identify Some Concerns](#).
 - Resulting Coverage: Mountain Xpress: [Tourism survey reveals changing attitudes, longstanding issues](#) and [Local Matters](#) newsletter cover story
- Local News and BCTDA Coverage:
 - Mountain Xpress: [Woodfin celebrates the new Silver-Line Park with a ribbon cutting ceremony](#) mentioned BCTDA as major funder
 - AVL Today: In a [profile on Franny's Farmacy owner](#) Franny Tacy, she named Explore Asheville as among her top 3 “local leaders, influencers or movers + shakers” for “the important work of keeping the tourists coming”
 - Citizen Times: [Buncombe TDA adopts \\$40.8M 'revenue objective' for coming fiscal year, citing recovery](#) was picked up by AVL Today, Asheville News Online and Business North Carolina Daily Digest
 - Mountain Xpress: [Six-lane track unanimously approved for Memorial Stadium](#) mentioned BCTDA/TPDF as possible grantor for project
 - Citizen Times: [Asheville's 'foodtopia' brand continues to shape growth of local farming community](#) mentioned BCTDA as founder of the initiative
 - Zartico: [Against the Tide - Calm Before the Storm](#) mentioned Explore Asheville
 - Mountain Xpress: [City Council to discuss 'community cleanliness'](#) mentioned BCTDA associated with idea of Business Improvement District
- Local News and BCTDA Coverage (continued):
 - WLOS: [Gas prices could impact spring, summer tourism in the mountains](#) interviewed Vic
 - Citizen Times: [Buncombe adds \\$734K to West Asheville sports park AstroTurf budget, eyes 2022 project wrap](#) mentioned TPDF funding support; this story was also picked up by WNC Business Today.
 - Mountain Xpress: [Buncombe park turf replacement to cost extra \\$1.25M](#) mentioned TPDF funding support

Destination Performance Report



Lodging & Visitor Overview - March 2022

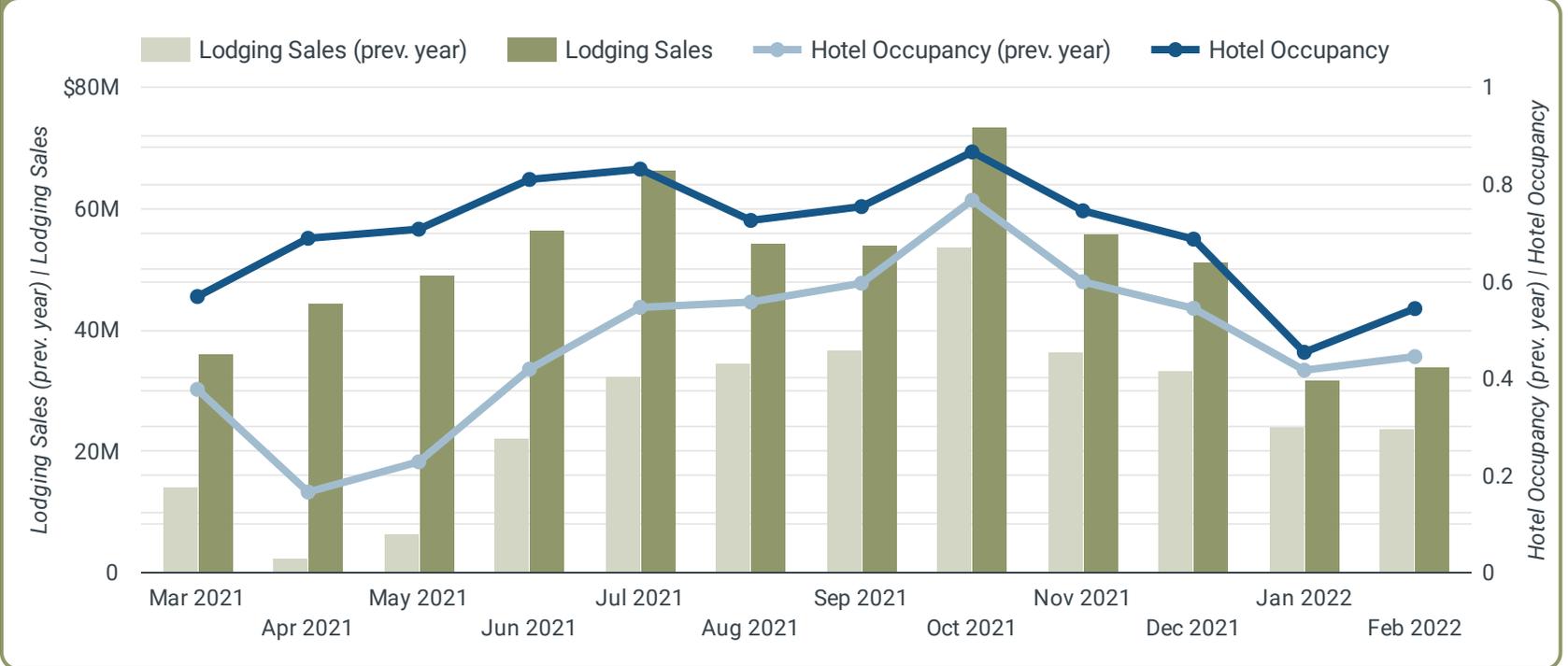
Lodging Sales \$33,882,331 (February) ↑ 43.7%	Hotel Occupancy* 54.4% (February) ↑ 22.2%	Hotel Demand* 134,482 (February) ↑ 24.4%	Hotel ADR* \$137.41 (February) ↑ 18.5%	Hotel RevPAR* \$74.73 (February) ↑ 44.8%
Airport Passengers 94,697 (February) ↑ 107.6%	Asheville Visitor Center 11,215 ↑ 82.8%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 1,273 ↓ -29.7%	Travel Guide Requests 2,626 ↓ -13.2%

Lodging & Visitor Overview - Fiscal Year 21-22

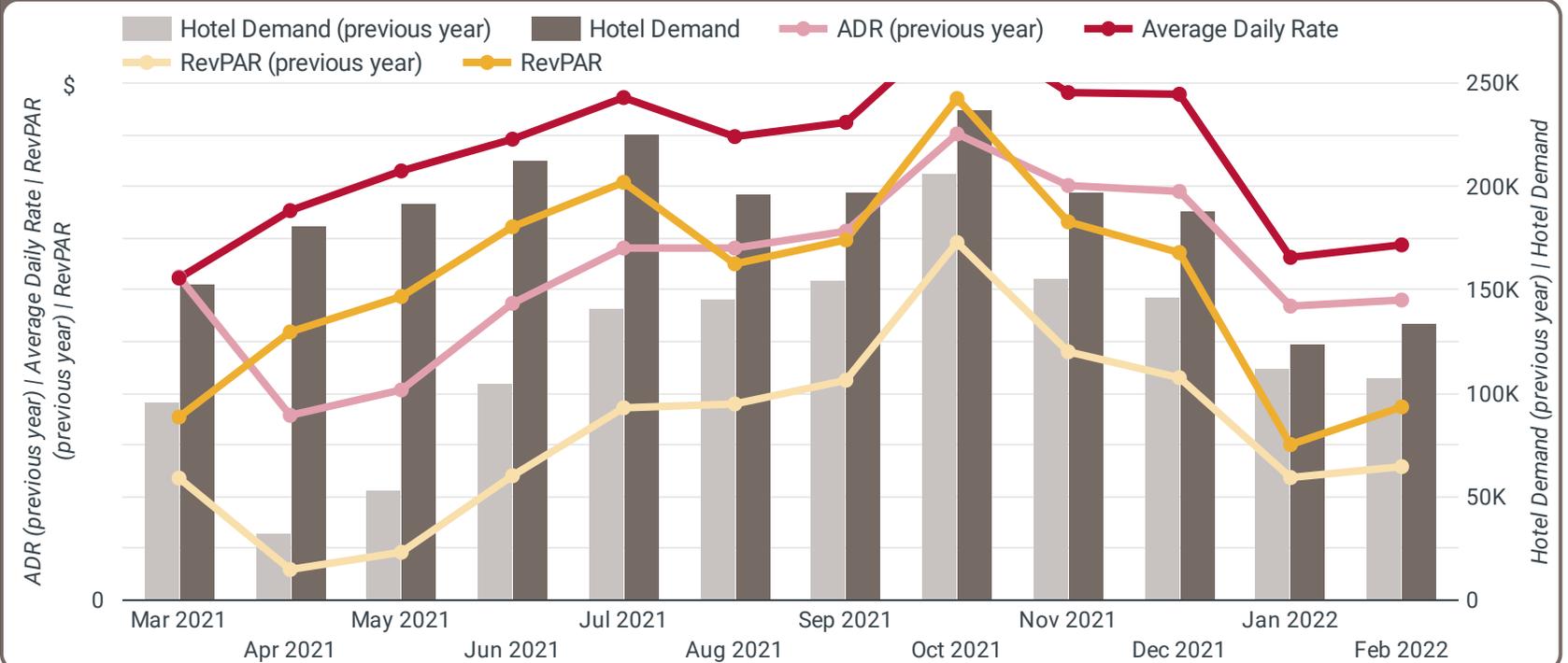
Lodging Sales \$421,315,930 ↑ 53.0%	Hotel Occupancy* 70.2% ↑ 25.4%	Hotel Demand* 1,501,365 ↑ 28.2%	Hotel ADR* \$185.99 ↑ 26.7%	Hotel RevPAR* \$130.61 ↑ 59.0%
Airport Passengers 1,061,421 ↑ 133.6%	Asheville Visitor Center 118,774 ↑ 102.2%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 26,843 ↑ 39.1%	Travel Guide Requests 20,338 ↑ 5.9%

Lodging Sales and Hotel Occupancy*

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



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



Destination Performance Report

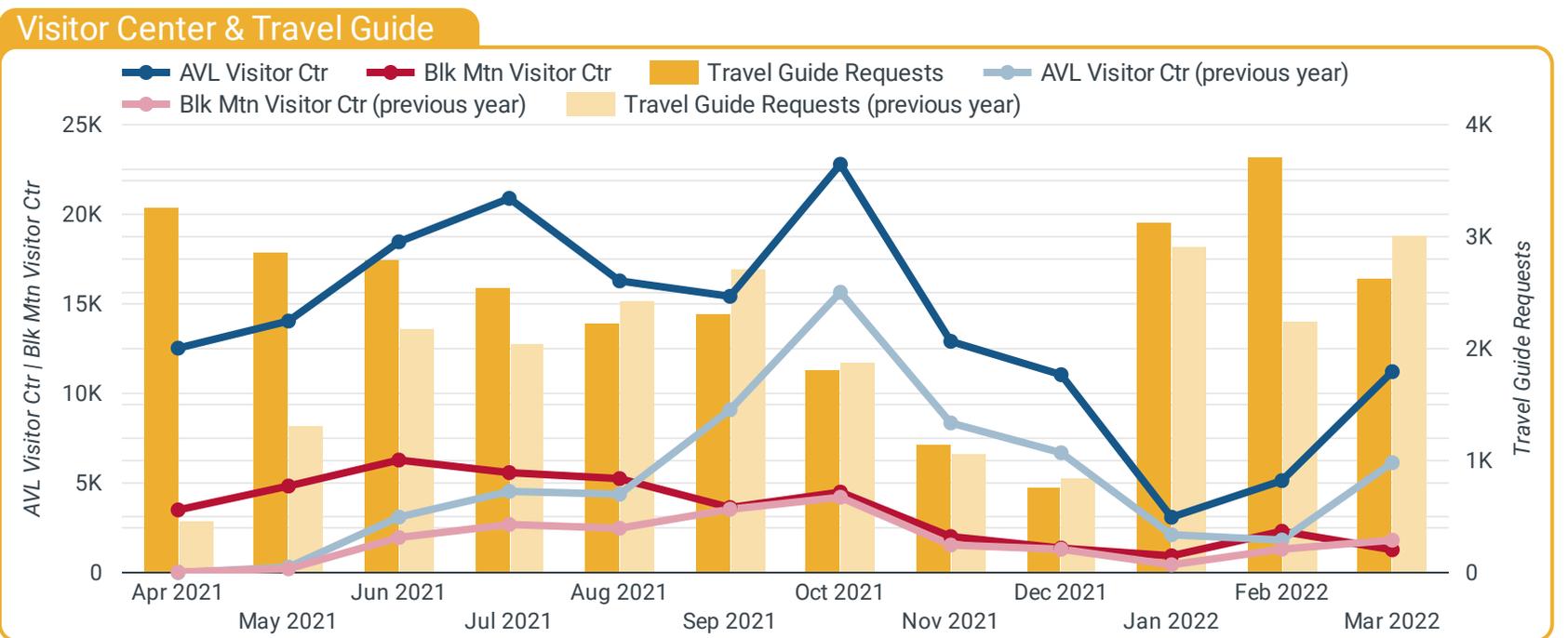
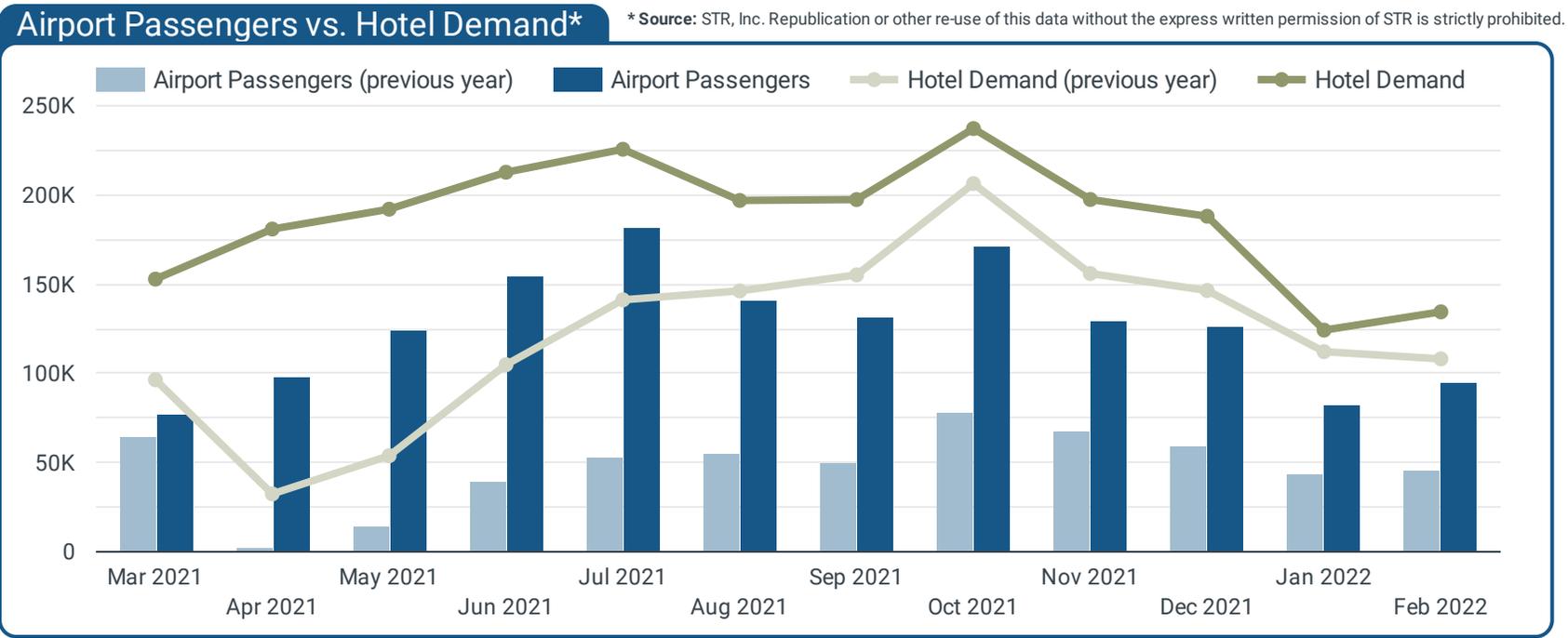
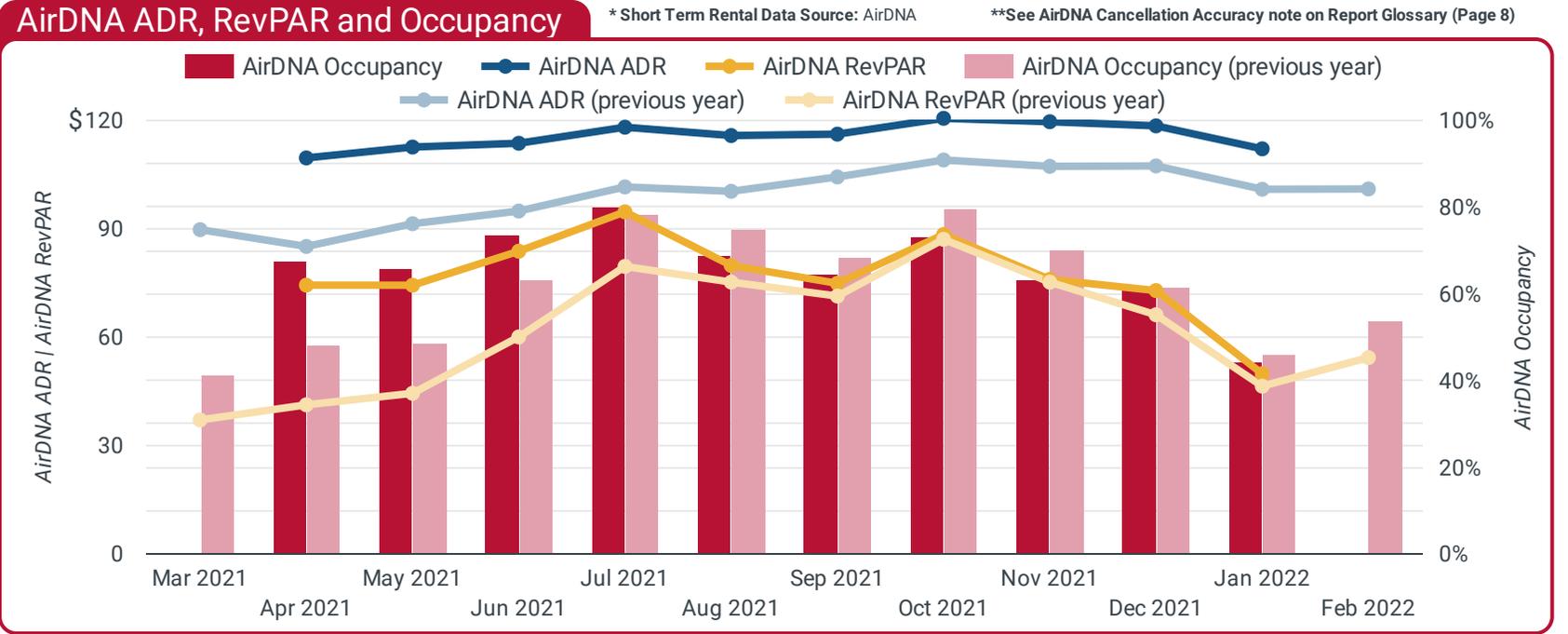


Short Term Rental Data - February 2022

Occupancy 46.2% ↓ -14.0%	ADR No data No data	RevPAR No data No data	Demand 96,042 ↑ 18.6%
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Short Term Rental Data - Fiscal Year 21-22

Occupancy 62.9% ↓ -6.0%	ADR \$108.07 ↑ 3.6%	RevPAR \$68.03 ↓ -2.7%	Demand 1,178,901 ↑ 24.6%
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Sales Department Performance Report



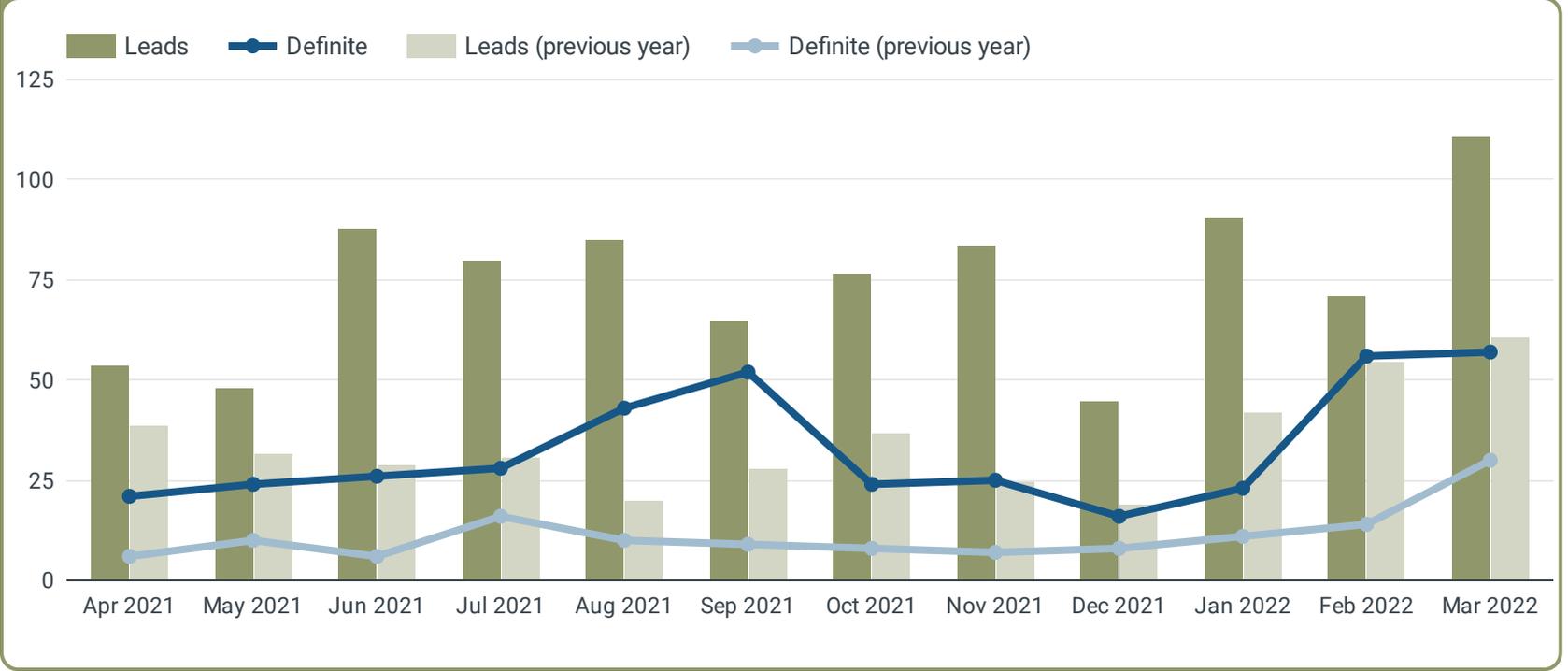
Sales Leads and Outreach - March 2022

Sales Leads Issued 111 ↑ 82.0%	Room Nights (Leads) 17,685 ↑ 44.6%	Leads Turned Definite 61 ↑ 90.6%	Room Nights (Definite) 6,098 ↑ 203.1%	Estimated Revenue \$1,558,671 ↑ 207.3%	
P2P Outreach 484 ↓ -44.7%	Indirect Outreach 10,419 ↓ -61.4%	Group Events 26 ↑ 271.4%	Room Nights Generated 4,465 ↑ 202.9%	Actualized Revenue \$927,073 ↑ 348.1%	Groups Served 25 ↑ 127.3%

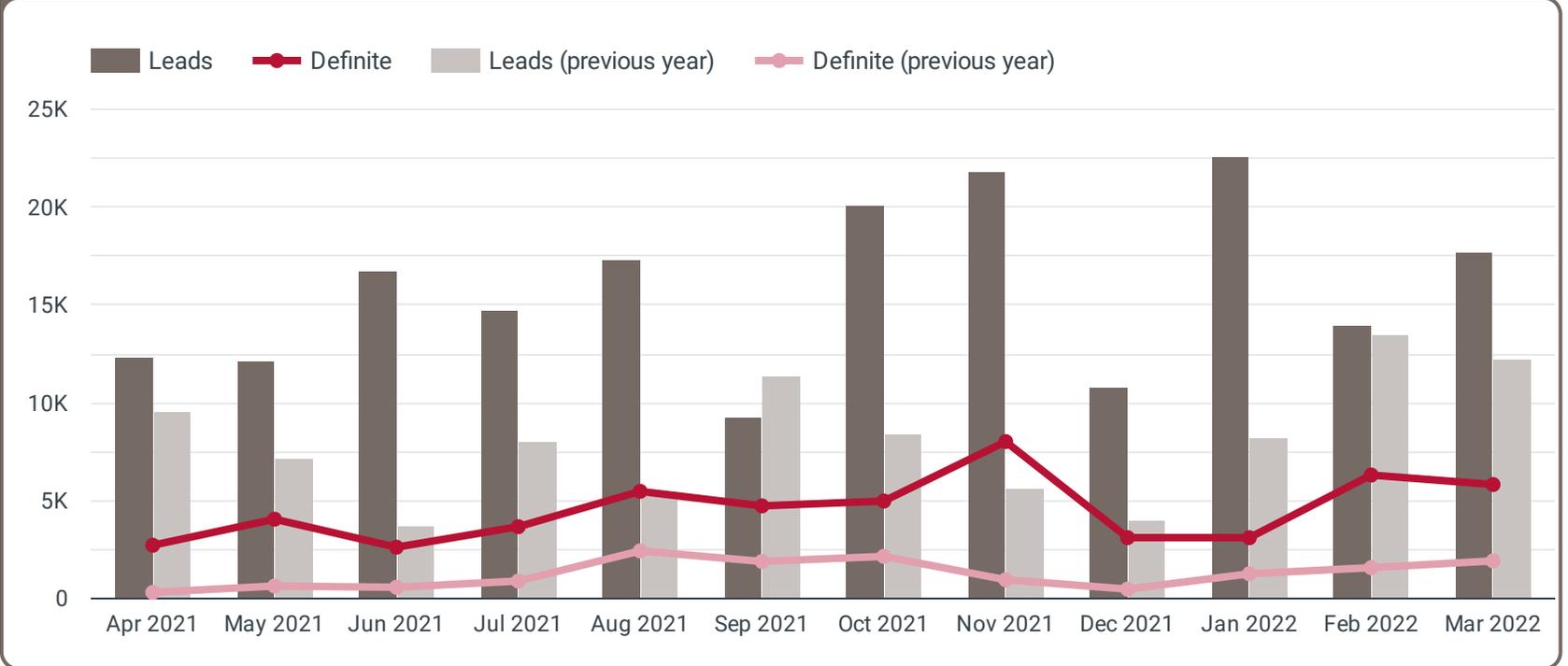
Sales Leads and Outreach - Fiscal Year 21-22

Sales Leads Issued 709 ↑ 123.0%	Room Nights (Leads) 148,408 ↑ 93.2%	Leads Turned Definite 339 ↑ 133.8%	Room Nights (Definite) 46,709 ↑ 185.7%	Estimated Total Revenue \$11,570,966 ↑ 187.0%	
P2P Outreach 5,637 ↓ -21.8%	Indirect Outreach 90,307 ↓ -25.9%	Group Events 262 ↑ 219.5%	Room Nights Generated 25,941 ↑ 278.1%	Actualized Revenue \$7,695,700 ↑ 499.7%	Groups Served 271 ↑ 124.0%

Sales Leads vs. Definite



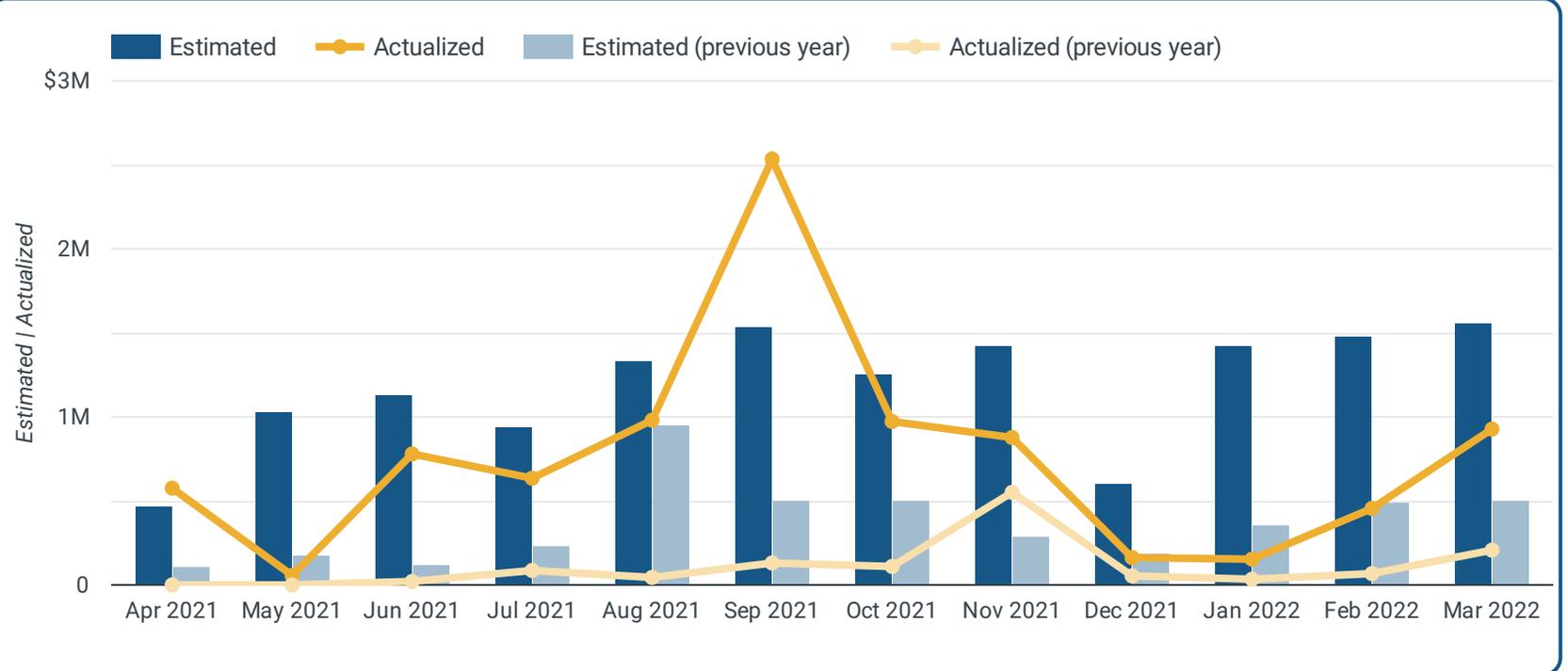
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2021 by Month

	Month of Year	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Mar 2022	484	-44.7%	10,419	-61.4%
2.	Feb 2022	566	-43.2%	5,955	-52.8%
3.	Jan 2022	416	-51.4%	330	-98.6%
4.	Dec 2021	591	-19.5%	1,326	-89.6%
5.	Nov 2021	688	-9.1%	22,854	33.3%
6.	Oct 2021	859	-6.4%	36,893	382.1%
7.	Sep 2021	487	-20.9%	11,936	86.1%
8.	Aug 2021	829	28.3%	594	-96.0%
9.	Jul 2021	717	-11.5%	0	-100.0%
10.	Jun 2021	1,047	122.3%	266	-97.0%

Group Events by Month and Room Nights Generated

	Month of Year	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Mar 2022	26	271.4%	4,465	202.9%
2.	Feb 2022	14	366.7%	1,759	162.5%
3.	Jan 2022	9	800.0%	523	321.8%
4.	Dec 2021	19	216.7%	897	286.6%
5.	Nov 2021	30	200.0%	2,760	29.6%
6.	Oct 2021	54	116.0%	2,700	376.2%
7.	Sep 2021	50	284.6%	6,562	1,097.4%
8.	Aug 2021	28	366.7%	3,968	1,180.0%
9.	Jul 2021	32	190.9%	2,195	341.6%
10.	Jun 2021	24	0	2,203	0

Marketing Department Performance Report



Marketing Metrics Overview - March 2022

Website Visits 503,201 ↓ -3.5%	Mobile Site Visits 351,518 ↓ -5.9%	aRes - Room Nights 18 ↓ -74.6%	aRes - Room Revenue \$2,350 ↓ -73.1%	Total Facebook Fans 307,000 ↑ 2.3%
PR Publicity Value \$1,721,072 ↓ -7.5%	PR Estimated Impressions 711,086,211 ↓ -21.2%	Significant Placements 23 ↓ -43.9%	Media Touchpoints 95 ↑ 216.7%	Video Views 174,640 ↑ 671.8%

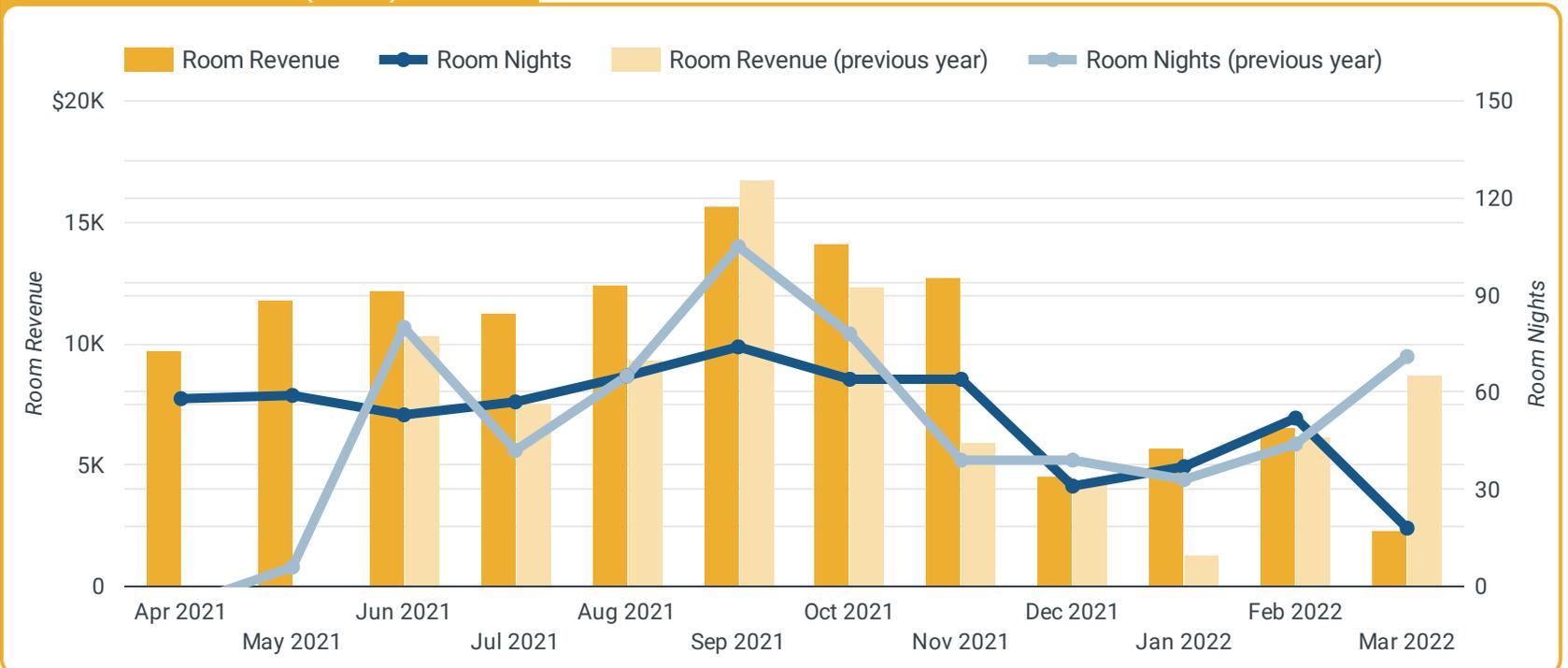
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits 5,278,857 ↑ 32.3%	Mobile Site Visits 3,892,239 ↑ 39.1%	aRes - Room Nights 462 ↓ -10.5%	aRes - Room Revenue \$85,444 ↑ 17.9%	Avg. Total Facebook Fans 304,052 ↑ 1.7%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 1,260,514 ↑ 248.4%

ExploreAsheville.com Web Stats



Online Reservation (aRes) Data



Marketing Department Performance Report



Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Mar 2022	\$390,117	132%	3,131,148	47.24%
2.	Feb 2022	\$116,912	-94%	2,208,034	-73.73%
3.	Jan 2022	\$105,761	-39%	2,063,581	-76.74%
4.	Dec 2021	\$208,408	173%	3,168,153	572.68%
5.	Nov 2021	\$1,437,087	3,168%	3,567,295	1,928.64%
6.	Oct 2021	\$785,484	88%	6,068,411	6.69%
7.	Sep 2021	\$295,993	125%	2,701,452	261.27%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Mar 2022	\$1,330,956	-21%	707,955,063	-21.25%
2.	Feb 2022	\$1,364,148	-4%	725,595,386	-5.45%
3.	Jan 2022	\$1,228,211	-13%	653,470,376	-13.37%
4.	Dec 2021	\$1,446,633	-22%	769,485,654	-22.08%
5.	Nov 2021	\$1,333,330	-8%	709,217,920	-7.19%
6.	Oct 2021	\$1,905,133	85%	1,013,618,342	84.24%
7.	Sep 2021	\$3,379,352	52%	1,796,077,709	52.11%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Mar 2022	95	216.7%	23	-43.9%
2.	Feb 2022	34	-55.8%	11	-62.1%
3.	Jan 2022	60	13.2%	14	-36.4%
4.	Dec 2021	23	-64.1%	18	-51.4%
5.	Nov 2021	22	-40.5%	11	-64.5%
6.	Oct 2021	70	-44.9%	20	-50.0%
7.	Sep 2021	61	17.3%	36	-16.3%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Mar 2022	307,000	null	174,640	null
2.	Feb 2022	305,000	null	397,105	null
3.	Jan 2022	304,420	2.6%	260,089	288.7%
4.	Dec 2021	303,371	1.4%	27,484	-16.1%
5.	Nov 2021	303,399	1.4%	91,293	255.4%
6.	Oct 2021	303,301	1.5%	126,476	145.5%
7.	Sep 2021	303,277	1.8%	52,703	25.0%

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.