Destination Performance Report

ASHEVILLE
Discovery, inside and out

Lodging & Visitor Overview - November 2018

Lodging Sales	Hotel Occupancy	Hotel Demand	Hotel ADR	Hotel RevPAR
$46,957,244	83.4%	203,073	$191.99	$160.05
(October) ▲ 8.0%	(October) ▲ 0.4%	(October) ▲ 4.7%	(October) ▲ 2.2%	(October) ▲ 2.6%

Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
120,060	15,098	0	2,093	2,218
(October) ▲ 17.6%	▼ -7.8%	N/A	▲ 1.9%	▲ 85.1%

Lodging & Visitor Overview - Fiscal Year to Date

Lodging Sales	Hotel Occupancy	Hotel Demand	Hotel ADR	Hotel RevPAR
$167,926,434	81.0%	785,657	$173.45	$140.41
▲ 9.5%	▼ -0.2%	▲ 5.0%	▲ 3.0%	▲ 2.8%

Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
428,387	104,947	4,376	14,177	14,626
▲ 13.1%	▼ -9.8%	▼ -7.8%	▼ -14.6%	▲ 20.0%

Lodging Sales and Hotel Occupancy
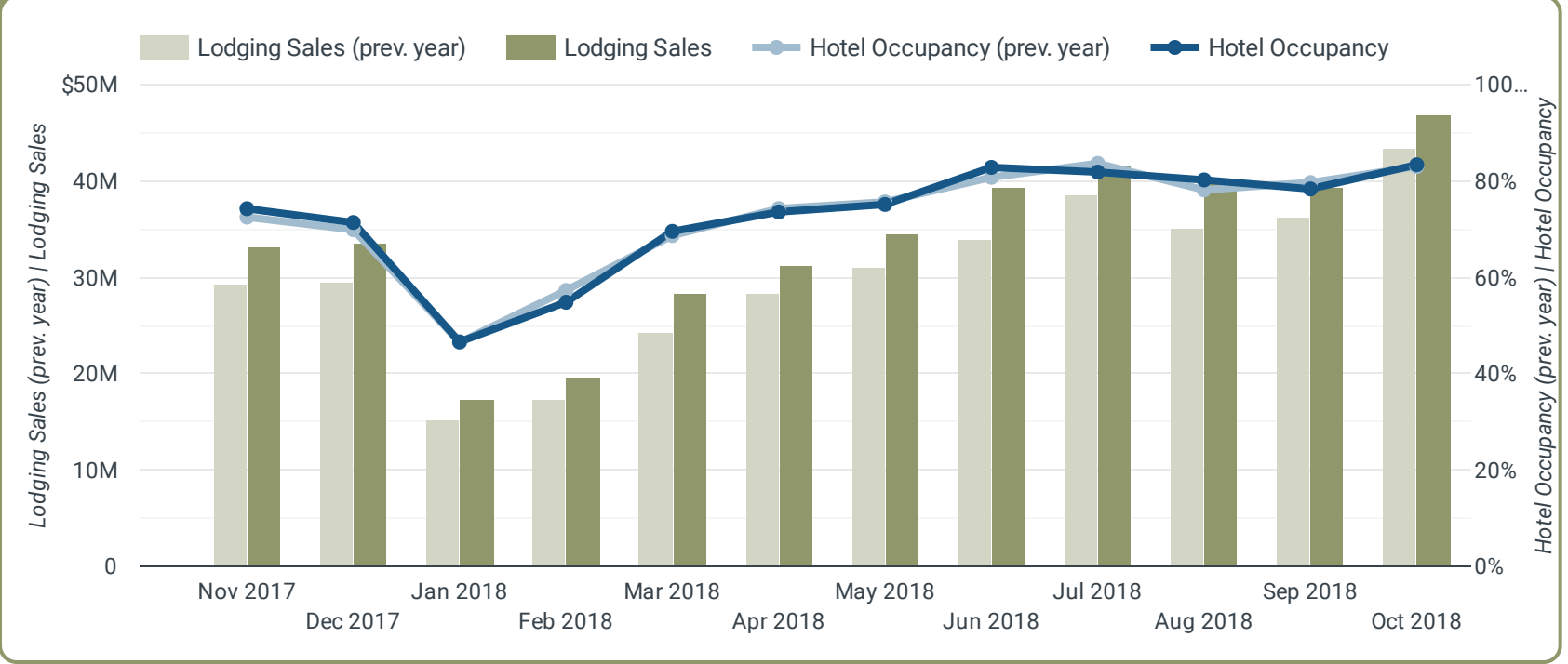
Hotel Demand, Average Daily Rate and Revenue Per Available Room

Destination Performance Report
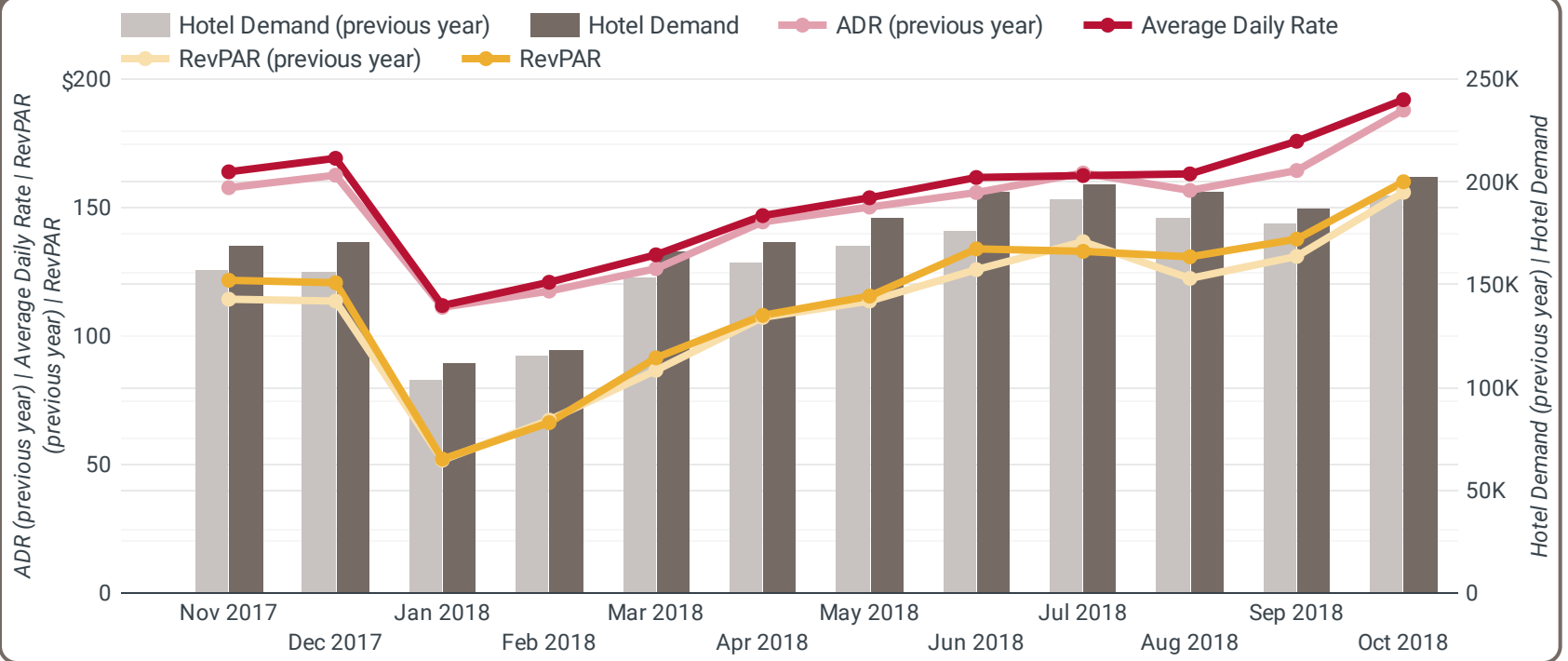
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AirDNA Data October 2018

Airbnb Occupancy	Airbnb ADR	Airbnb RevPAR
60.0%	$100.17	$60.13
⬆ 1.7%	⬆ 0.9%	⬆ 2.6%

AirDNA Data - Fiscal Year to Date

Airbnb Occupancy	Airbnb ADR	Airbnb RevPAR
59.2%	$96.06	$56.86
⬆ 0.5%	⬆ 1.3%	⬆ 1.8%

AirDNA ADR, RevPAR and Occupancy

Legend: Airbnb Occupancy | Airbnb ADR | Airbnb RevPAR | Airbnb Occupancy (previous year) | Airbnb ADR (previous year) | Airbnb RevPAR (previous year)
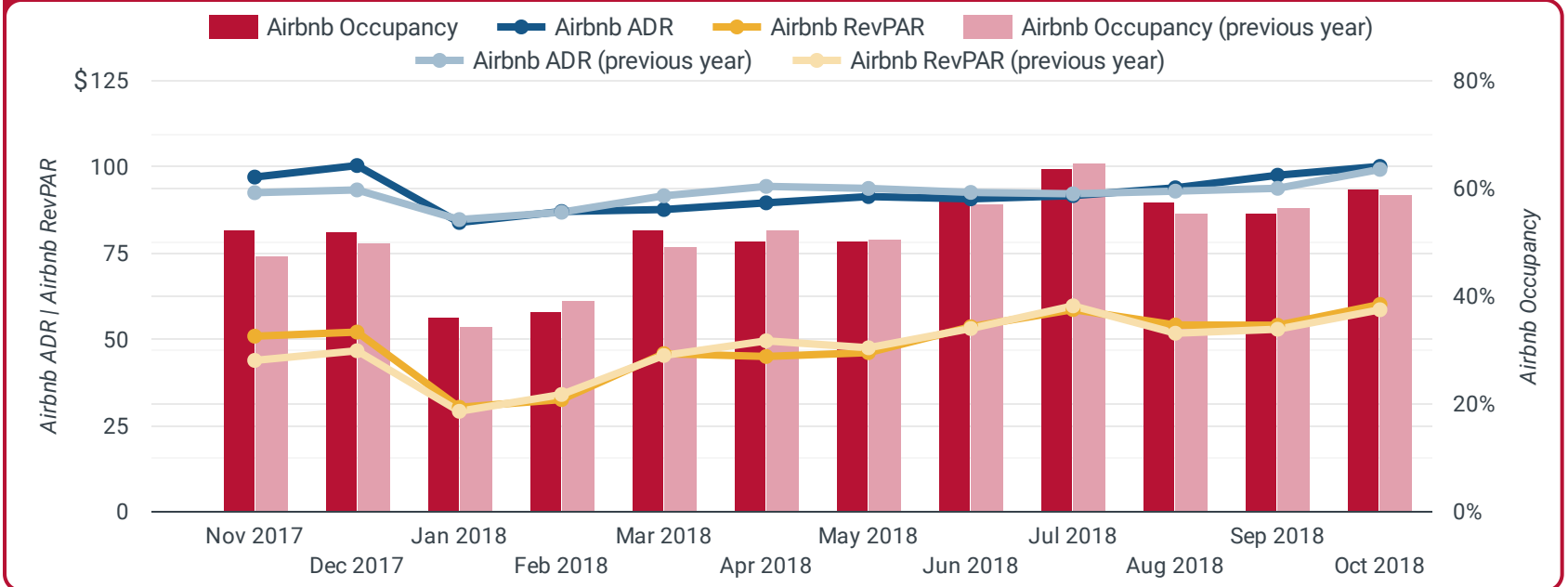
Airport Passengers vs. Hotel Demand

Legend: Airport Passengers (previous year) | Airport Passengers | Hotel Demand (previous year) | Hotel Demand

Visitor Center & Travel Guide

Legend: AVL Visitor Ctr | Blk Mtn Visitor Ctr | Travel Guide Requests | AVL Visitor Ctr (previous year) | Blk Mtn Visitor Ctr (previous year) | Travel Guide Requests (previous year)
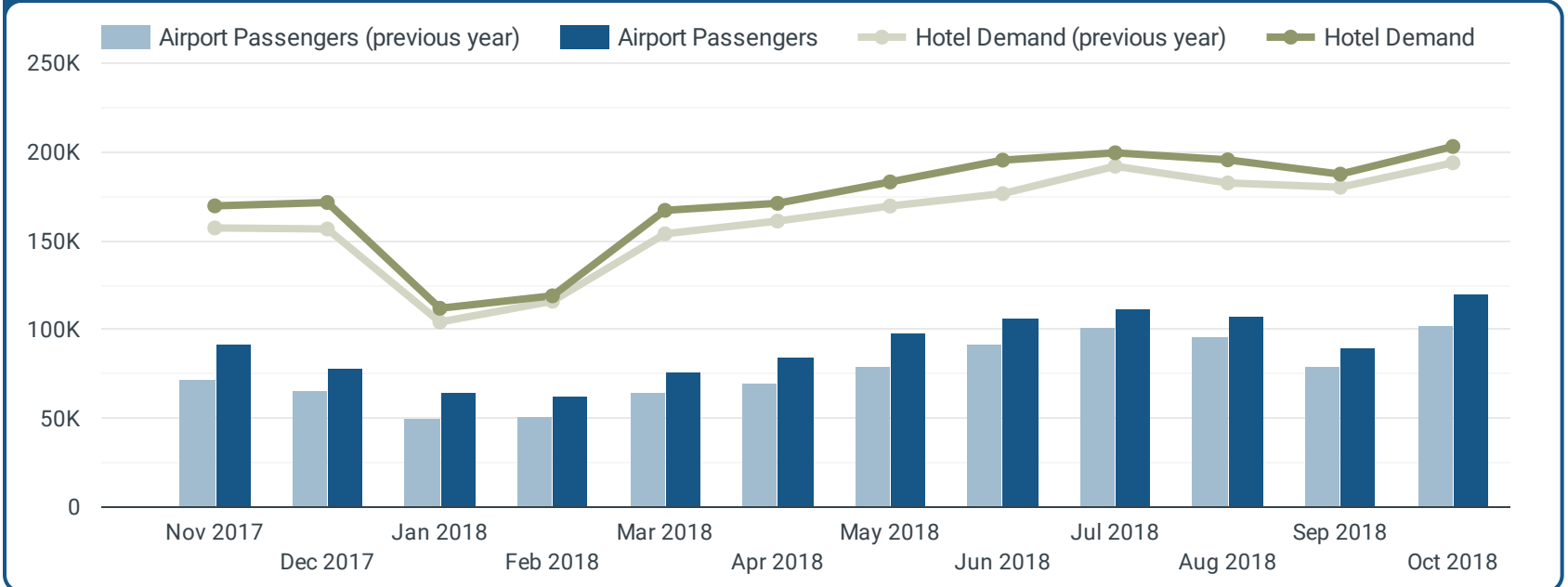
Sales Department Performance Report
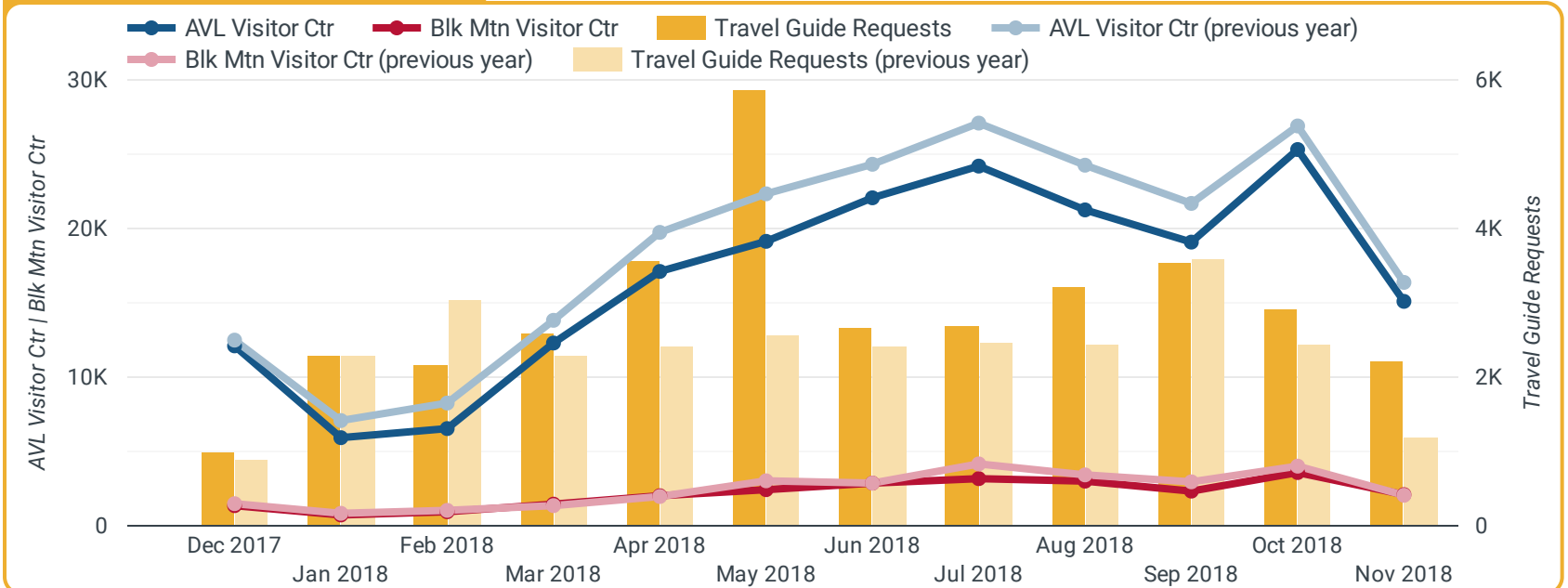
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Sales Leads and Outreach - November 2018

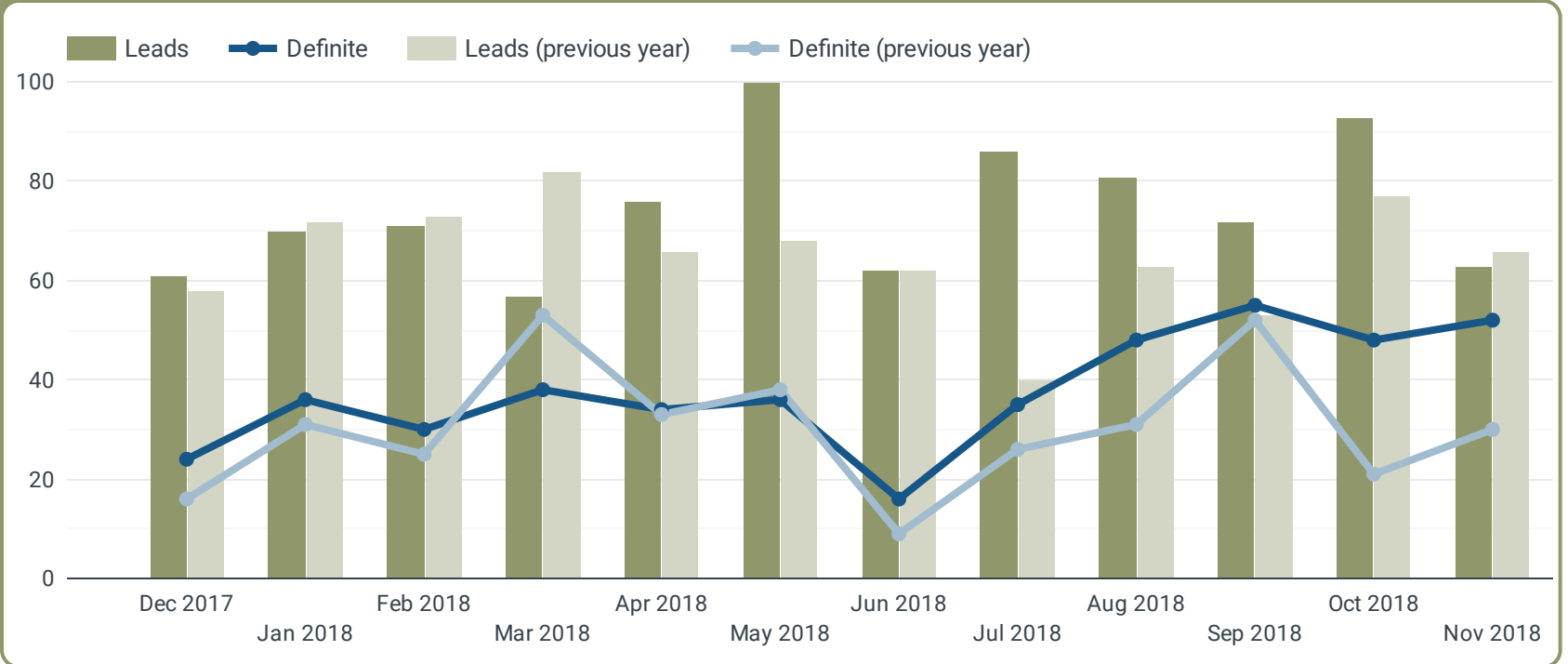| Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Revenue
63	14,147	52	6,714	$1,037,177
▼ -4.5%	▼ -37.3%	▲ 52.9%	▼ -13.1%	▼ -45.8%

P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
1,039	2,592	48	1,963	$411,298	40
▼ -14.0%	▲ 8.7%	▲ 41.2%	▲ 23.9%	▲ 11.4%	▲ 33.3%

Sales Leads and Outreach - Fiscal Year to Date

Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Total Revenue
395	96,332	248	33,970	$6,476,357
▲ 32.1%	▲ 13.7%	▲ 41.7%	▼ -7.4%	▼ -26.6%

P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
5,524	30,006	234	27,444	$7,074,122	235
▲ 3.3%	▲ 15.4%	▲ 24.5%	▲ 33.4%	▲ 24.1%	▲ 22.4%

Sales Leads vs. Definite

Room Nights Represented in Leads vs. Definite

Sales Department Performance Report
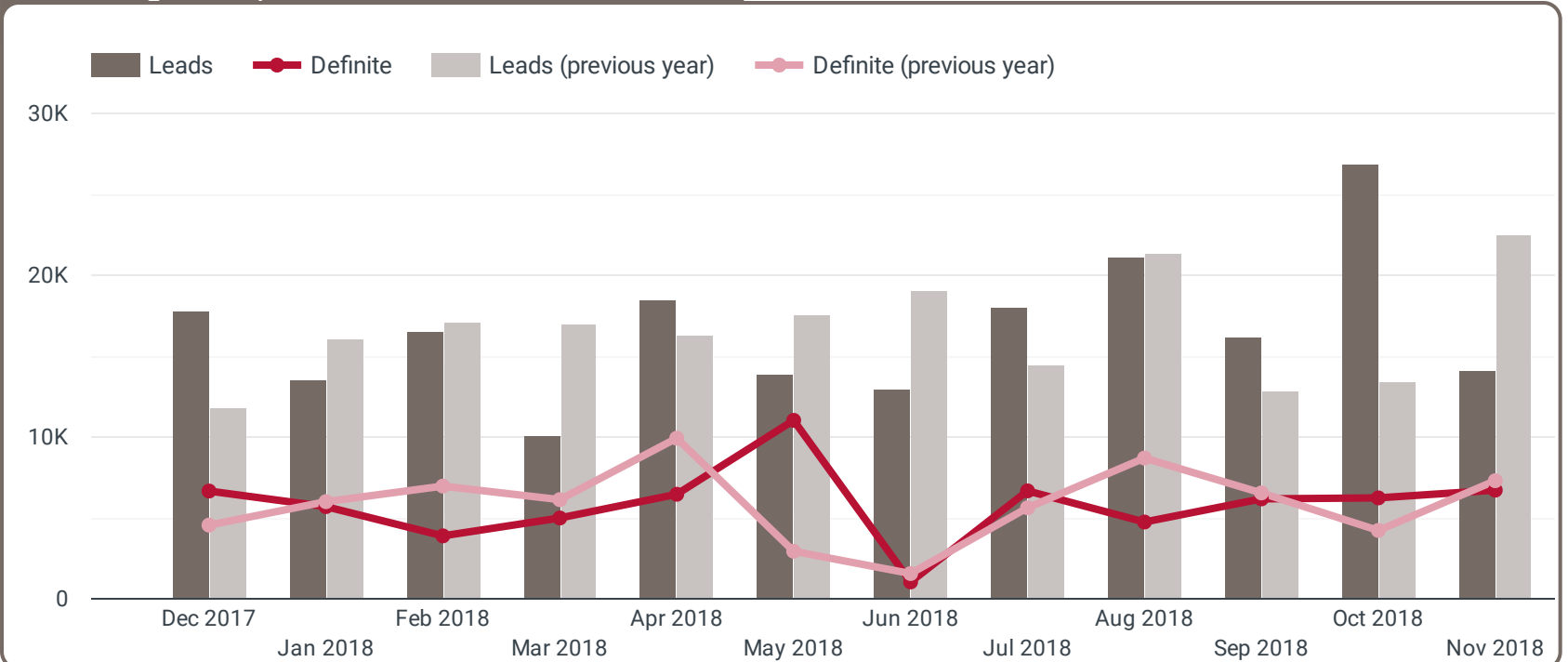
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Discovery, inside and out

Estimated vs. Actualized Revenue

Legend: Estimated | Actualized | Estimated (previous year) | Actualized (previous year)

Y-axis: Estimated / Actualized — $4M, 3M, 2M, 1M, 0

X-axis: Dec 2017, Jan 2018, Feb 2018, Mar 2018, Apr 2018, May 2018, Jun 2018, Jul 2018, Aug 2018, Sep 2018, Oct 2018, Nov 2018
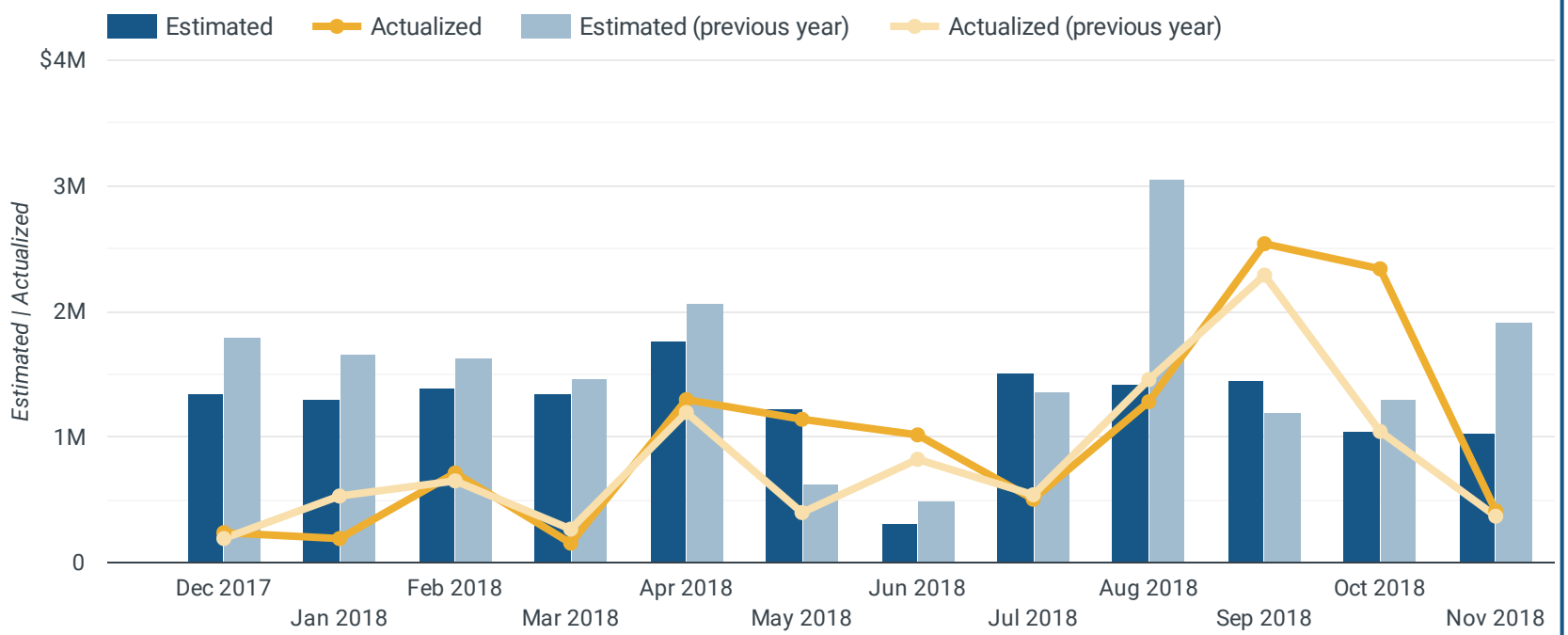
Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	November	1,039	-14.0% ⬇	2,592	8.7% ⬆
2.	October	1,184	-3.5% ⬇	13,751	92.2% ⬆
3.	September	1,142	7.6% ⬆	3,131	-75.7% ⬇
4.	August	1,194	20.9% ⬆	9,514	185.4% ⬆
5.	July	965	11.7% ⬆	1,018	293.1% ⬆
6.	June	877	-5.6% ⬇	10,988	6.3% ⬆
7.	May	920	-19.0% ⬇	11,776	350.5% ⬆
8.	April	1,102	-3.2% ⬇	4,332	4.3% ⬆
9.	March	1,024	-14.3% ⬇	5,160	-79.7% ⬇

1 - 11 / 11 ‹ ›

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	November	48	41.2% ⬆	1,963	23.9% ⬆
2.	October	64	42.2% ⬆	6,160	86.5% ⬆
3.	September	53	-3.6% ⬇	10,699	43.9% ⬆
4.	August	41	32.3% ⬆	6,728	8.8% ⬆
5.	July	28	21.7% ⬆	1,894	-8.5% ⬇
6.	June	36	-26.5% ⬇	3,281	10.6% ⬆
7.	May	39	62.5% ⬆	4,554	95.5% ⬆
8.	April	36	56.5% ⬆	4,164	14.8% ⬆
9.	March	22	0.0%	887	-39.9% ⬇

1 - 11 / 11 ‹ ›

Marketing Department Performance Report

ASHEVILLE
Discovery, inside and out

Marketing Metrics Overview - November 2018

Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Total Facebook Fans
336,484	234,007	74	$10,028	281,078
▲ 11.9%	▲ 20.3%	▲ 42.3%	▲ 30.3%	▲ 5.6%

PR Publicity Value	PR Estimated Impressions	Significant Placements	Media Touchpoints	Video Views
4,292,028	379.52M	81	38	62,943
(October) ▲ 669.7%	(October) ▼ -9.7%	(October) ▲ 76.1%	▼ -36.7%	▼ -92.0%

Marketing Metrics Overview - Fiscal Year to Date

Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Avg. Total Facebook Fans
2,056,300	1,419,435	546	$88,416	278,237
▲ 7.2%	▲ 13.4%	▲ 30.3%	▲ 23.4%	▲ 6.5%

PR Publicity Value	PR Estimated Impressions	Significant Placements	Media Touchpoints	Video Views
9,141,661	1.06B	279	258	539,199
▲ 291.3%	▼ -41.2%	▲ 3.0%	▼ -39.0%	▼ -59.7%

ExploreAsheville.com Web Stats

Legend: Total Site Visits · Mobile Site Visits · Total Site Visits (previous year) · Mobile Site Visits (previous year)

Online Reservation (aRes) Data

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

Legend: Room Revenue · Room Nights · Room Revenue (previous year) · Room Nights (previous year)

Marketing Department Performance Report
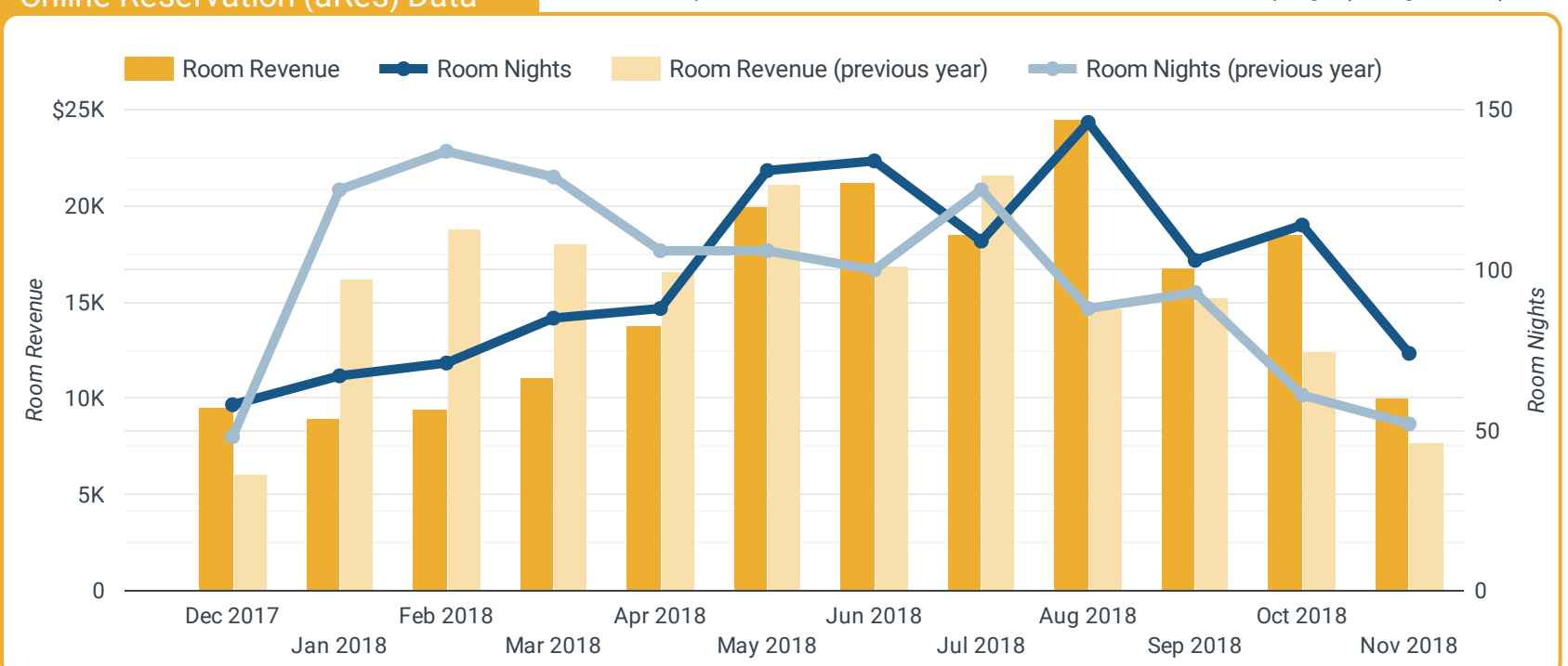
ASHEVILLE
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Print & Broadcast Value & Impressions

Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1. October	4,014,690.87	1,761.6% ⬆	12,312,208	82.4% ⬆
2. September	515,837	478.6% ⬆	6,188,290	92.5% ⬆
3. August	2,376,632	1,104.7% ⬆	10,402,013	-13.5% ⬇
4. July	1,439,448	360.9% ⬆	3,099,199	-75.3% ⬇
5. June	379,898	49.5% ⬆	1,008,166	-84.9% ⬇
6. May	1,018,631	68.1% ⬆	3,863,469	-80.3% ⬇
7. April	1,831,641	388.3% ⬆	5,417,853	-76.9% ⬇

Online Publicity Value and Impressions

Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1. October	277,337.37	-18.9% ⬇	367,206,208	-11.2% ⬇
2. September	220,597	-52.4% ⬇	229,118,396	-54.9% ⬇
3. August	229,333	-41.4% ⬇	345,348,330	-18.6% ⬇
4. July	67,786	-79.1% ⬇	85,502,297	-79.6% ⬇
5. June	53,645	-88.2% ⬇	65,307,603	-90.4% ⬇
6. May	161,403	-54.8% ⬇	272,720,534	-21.6% ⬇
7. April	255,909	-76.4% ⬇	587,967,640	-46.7% ⬇

Media Placements & Touchpoints

Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1. October	64	-65.0% ⬇	81	76.1% ⬆
2. September	71	-2.7% ⬇	71	12.7% ⬆
3. August	45	-37.5% ⬇	65	27.5% ⬆
4. July	40	14.3% ⬆	28	-44.0% ⬇
5. June	69	21.1% ⬆	34	-44.3% ⬇
6. May	69	-31.0% ⬇	52	26.8% ⬆
7. April	111	-5.1% ⬇	13	-87.1% ⬇

Facebook Fans & Video Views (All Platforms)

Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1. November	281,078	5.6% ⬆	62,943	-92.0% ⬇
2. October	279,222	5.8% ⬆	63,543	-66.7% ⬇
3. September	278,802	7.0% ⬆	222,859	44.8% ⬆
4. August	276,593	7.2% ⬆	159,119	42.9% ⬆
5. July	275,489	7.0% ⬆	30,735	-65.8% ⬇
6. June	274,986	7.2% ⬆	42,466	-64.6% ⬇
7. May	273,506	7.1% ⬆	57,350	-6.7% ⬇

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 is provided by Simpleview CRM.

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

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

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

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

Sales Performance Metrics

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

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

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

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

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

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

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

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

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

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

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

Destination Performance Report - Glossary

Marketing Performance Metrics

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

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

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

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

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

PR Publicity Value – Estimated ad equivalency cost of clips secured across multiple mediums reported for the previous month. Data is provided by Cision.

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

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

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

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