

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

Wednesday, May 25, 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 04.27.22 Meeting Minutes	Kathleen Mosher
9:07 a.m.	Financial Reports <ul style="list-style-type: none">a. April 2022 Financial Reportsb. Budget Amendment	Don Warn, Buncombe County Finance Director/BCTDA Fiscal Agent Jennifer Kass-Green
9:15 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:25 a.m.	Asheville Buncombe Hotel Association Update	Michael Lusick
9:30 a.m.	Proposed BCTDA FY23 Budget <ul style="list-style-type: none">a. Finance Committee Reportb. Strategic Pillars & Topline Objectivesc. Storytelling Foundationd. BCTDA Proposed FY23 Budget Presentatione. Proposed BCTDA FY23 Budget Ordinancesf. Motion to Set Public Hearing	Leah Ashburn Vic Isley Stewart Colovin, EVP Global Brand Strategy, MMGY Global Vic Isley, Jennifer Kass-Green Jennifer Kass-Green Kathleen Mosher
10:25 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:30 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:35 a.m.	Miscellaneous Business	Kathleen Mosher
10:40 a.m.	Comments from the General Public	Kathleen Mosher
10:50 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, June 29, 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

Explore Asheville Convention & Visitors Bureau – 27 College Place, Asheville

Board Meeting Minutes

Wednesday, April 27, 2022

Present (Voting): Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Andrew Celwyn, Matthew Lehman, Leah Ashburn, Michael Lusick, Scott Patel

Absent (Voting): Larry Crosby, HP Patel

Present (Ex-Officio): Buncombe County Commissioner Robert Pressley

Absent (Ex-Officio): Asheville City Councilmember Sandra Kilgore

CVB Staff: Vic Isley, Marshall Hilliard, Jennifer Kass-Green, Kathi Petersen, Jonna Sampson, Julia Simpson, Hannah Dosa, Glenn Ramey

BC Finance: Don Warn, Buncombe County/BCTDA Fiscal Agent

Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney

In-Person Attendees: Nathan Ramsey, Land of Sky Regional Council
Demp Bradford, Asheville Buncombe Regional Sports Commission
John Ellis, Past BCTDA Board Member
Jane Anderson, Roy Harris; Area Residents

Online Attendees: Larry Crosby, HP Patel; BCTDA Board Members
Kathryn Dewey, Maggie Gregg, Connie Holliday, Holly Oakley,
Michael Poandl, Sha'Linda Pruitt, Charlie Reed, Whitney Smith,
Dodie Stephens; Explore Asheville Staff
Randy Claybrook, Bent Creek Lodge
Scott Kerchner, Element Asheville Downtown
Rick Bell, Engadine Inn and Cabins
Ruth Summers, Grove Arcade Public Market Foundation
Jim Muth, Past BCTDA Board Member
Daniel Walton, Mountain Xpress
Sunshine Request

Executive Summary of Meeting Minutes

- Chairwoman Mosher called the in-person joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:02 a.m. Introductions were made around the room.
- Minutes from the March 24, 2022, BCTDA meeting were approved with a 7-0 vote.
- Minutes from the March 25, 2022, BCTDA annual planning session were approved with a 7-0 vote.

- The March 2022 financial statements were reviewed and approved with a 7-0 vote.
- The FY22 BCTDA/CliftonLarsonAllen audit contract and engagement letter were approved with a 7-0 vote.
- Nathan Ramsey with the Land of Sky Regional Council provided a workforce development update.
- Ms. Isley provided her President & CEO's report.
- An update from Buncombe County Commissioner Robert Pressley was heard.
- Public comments from Roy Harris were received.
- With a 7-0 vote, the BCTDA meeting adjourned at 10:12 a.m.

Call of the Joint BCTDA Meeting to Order

Chairwoman Mosher called the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:02 a.m. She noted it was good to be meeting in-person again.

Chairwoman Mosher said the meeting is being live-streamed and, for remote viewers, the agenda and meeting documents are provided on [AshevilleCVB.com](https://www.ashevillecvb.com). She added they were also emailed to everyone who registered via Zoom by 8:00 this morning and the recording and additional materials will be posted on the website after the meeting.

Introductions were made around the room.

Approval of Meeting Minutes

March 24, 2022 BCTDA Meeting Minutes

Ms. Ashburn made a motion to approve the March 24, 2022, regular meeting minutes as presented. Mr. Celwyn seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

March 25, 2022 BCTDA Annual Planning Session Minutes

Vice Chairwoman Durden made a motion to approve the March 25, 2022, annual planning session minutes as presented. Ms. Ashburn seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

Financial Reports

March 2022 Financial Reports

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

Mr. Celwyn made a motion to approve the March 2022 financial reports as presented. Mr. Scott Patel seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

FY 2022 Audit Contract

Mr. Warn said board approval is needed for the CliftonLarsonAllen FY22 audit contract and engagement letter, which were sent to the board in advance of the meeting. He noted the only change in the contract from last year was that the fee increased to \$10,150.

Mr. Lehman made a motion to approve the CliftonLarsonAllen/BCTDA FY22 audit contract and engagement letter as presented. Ms. Ashburn seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

Workforce Development Update

Nathan Ramsey, executive director of the Land of Sky Regional Council and the Mountain Area Workforce Development Board, shared a PowerPoint presentation in which he provided a regional workforce development update.

In his presentation, Mr. Ramsey shared information related to population, GDP, unemployment statistics both pre- and post-pandemic, total labor force, local jobs, and average hourly earnings. He noted the only two sectors in our region that pay wages above the North Carolina average are healthcare and hospitality and tourism.

Mr. Ramsey said we have a “math” problem that is not unique to the Asheville area, in that there are more job openings than there are people looking for work with the education or skills that are needed. He said every industry is hiring, with advanced manufacturing, healthcare, hospitality and tourism, skilled trades, and tech/IT making up a significant number of current job openings.

Mr. Ramsey shared pathways that can increase skills for workers, as most positions require a postsecondary certification. He encouraged employers to post their job openings on [NCWorks.gov](https://www.ncworks.gov), which currently has over 11,000 listings.

Mr. Ramsey concluded his presentation by offering suggestions on what employers can do in a tight labor market. He then answered all related questions.

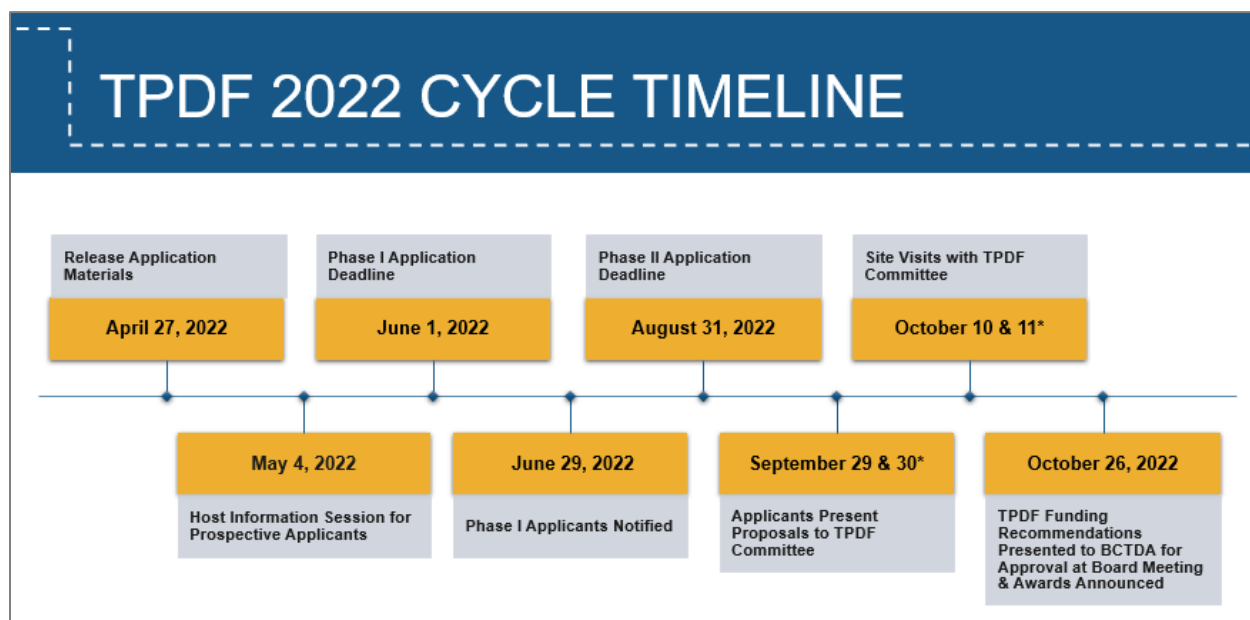
Chairwoman Mosher thanked Mr. Ramsey for providing this very informative workforce development update.

President & CEO Report

Ms. Isley and Vice Chairwoman Durden shared how Explore Asheville recently participated with 22 tourism community partners in the Buncombe County High Schools Career Day, in which 400 students from nine high schools participated. They commended staff members Kathi Petersen and Glenn Ramey for working at the event and developing a passport for students to complete as they learned about various career opportunities.

Ms. Isley said participation in the career fair was part of a larger pilot initiative in development to create a workforce development pipeline and inspire young adults with the wide variety of careers available in travel and hospitality. She said introducing the idea of travel and hospitality career opportunities at the high school and vocational college levels can help develop interest at an impressionable age. Ms. Isley provided a brief overview of the effort currently underway to involve community partners in developing this initiative over the next few years.

Next, Ms. Isley reviewed the elements of the public information campaign currently running to promote the upcoming [Tourism Product Development Fund \(TPDF\) grant cycle](#) and information session scheduled on May 4. She noted the promotional campaign is funded out of Earned Revenue. Ms. Isley also shared the application cycle timeline below, which will culminate with TPDF awards being approved and announced in October 2022.



Ms. Isley shared information about upcoming events, including Explore Asheville's [Tourism Summit 2022: The Future of Travel](#), happening on Wednesday, May 18, from 12:00 to 5:00 p.m., at The Omni Grove Park Inn, and UNC Asheville's [Asheville Ideas Fest](#), scheduled June 14-18, 2022, of which Explore Asheville is a sponsor. She encouraged everyone to attend.

Industry Metrics

Ms. Isley reviewed recent occupancy lodging metrics and provided comparisons to prior years. She said the Monthly Highlights and Destination Performance reports were emailed to the board in advance of the meeting and are posted on [AshevilleCVB.com](#). Ms. Ashburn noted an error in a year label on the March lodging occupancy slide, which was corrected for the final deck posted on the website. She then invited questions.

Mr. Celwyn said he understands Explore Asheville's work to bring group and leisure visitors to the area, however, asked if there is an effort to bring people who work remotely for something like a "workcation." Ms. Isley responded that this is an idea that has been discussed in Explore Asheville's strategic pillar workgroups and staff would be happy to continue evaluating this suggestion. She referenced how Bermuda and a town in Tennessee had been successful with a similar initiative. A brief discussion on this topic took place.

Chairwoman Mosher thanked Ms. Isley for the report and Mr. Celwyn for his suggestion.

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 recent work sessions, revenue and inflation increases, established priorities of early childcare, affordable housing, and workforce development, funding for improvements at the detention facility, the success of the recent Billie Jean King Cup event, and bond feasibility for various initiatives.

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 Virtual Public Comments

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

In-Person Public Comments

Chairwoman Mosher said upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the public comment sign-in sheet, affirming that they have read, understand, and agree to abide by the Rules of Decorum. She said one person signed up to speak and she and invited Roy Harris to share his public comments.

Mr. Harris, a 39-year resident of the Asheville area, said he came to the meeting to share two personal announcements. He said he has a 3-year-old granddaughter and will task her to come to Asheville in 15 years when she transitions from high school to college to look at everything her grandfather was involved in to see if he made a difference. He said the BCTDA and Explore Asheville are now on the list and she will need to come to a future meeting.

Mr. Harris said his second announcement is that by coming to today's meeting, he is starting the 30-day countdown to his 72nd birthday two days early, and is embarking on a local tour entitled, "To Boldly Go Where No Brother Has Gone Before." He said during this cultural tour, he will visit several places and attend many local events.

Mr. Harris thanked everyone for serving on the board and encouraged them to keep up the good work. He suggested board members take off the "hats" that they normally wear and look at things in a different light when making decisions.

Chairwoman Mosher thanked Mr. Harris for his comments.

Adjournment

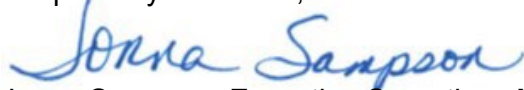
Chairwoman Mosher requested a motion to adjourn.

Mr. Celwyn moved to adjourn the meeting and Ms. Ashburn seconded the motion. There was no discussion and with all in favor, the motion carried 7-0 and the meeting ended at 10:12 a.m.

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

The next joint BCTDA meeting will be held on Wednesday, May 25, 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

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating and Earned Revenue Funds, Budget and Actual

April 30, 2022

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 20,369,690	\$ 2,001,097	\$ 20,147,870	\$ 221,820	98.9%	\$ 13,668,391	47.4%
Investment income	-	514	1,896	(1,896)	-	220	760.8%
Other income	-	-	171,401	(171,401)	-	-	-
Earned revenue	150,000	31,115	139,938	10,062	93.3%	189,574	-26.2%
Total revenues	<u>20,519,690</u>	<u>2,032,725</u>	<u>20,461,104</u>	<u>58,586</u>	<u>99.7%</u>	<u>13,858,186</u>	<u>47.6%</u>
Expenditures:							
Salaries and Benefits	2,889,976	254,263	2,007,819	882,157	69.5%	1,711,706	17.3%
Sales	1,236,063	54,774	476,674	759,389	38.6%	440,181	8.3%
Marketing	15,321,893	545,699	5,860,786	9,461,107	38.3%	3,028,034	93.6%
Community Engagement	123,178	13,456	57,924	65,254	47.0%	33,678	72.0%
Administration & Facilities	798,580	175,342	656,495	142,085	82.2%	487,276	34.7%
Events/Festivals/Sponsorships	200,564	-	138,667	61,897	69.1%	66,287	109.2%
Total expenditures	<u>20,570,254</u>	<u>1,043,534</u>	<u>9,198,363</u>	<u>11,371,891</u>	<u>44.7%</u>	<u>5,767,160</u>	<u>59.5%</u>
Revenues over (under) expenditures	<u>(50,564)</u>	<u>989,192</u>	<u>11,262,741</u>			<u>\$ 8,091,025</u>	<u>39.2%</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>\$ 989,192</u>	<u>11,262,741</u>				
Fund balance, beginning of year			<u>19,776,549</u>				
Fund balance, end of month			<u>\$ 31,039,290</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

April 30, 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	2,001,097	1,559,694	28%	20,147,870	13,668,391	47%	667,032	\$ 519,898	28%	6,715,957	4,556,130	47%
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>\$20,147,870</u>	<u>\$ 20,125,048</u>		<u>\$ 20,147,870</u>	<u>\$ 20,125,048</u>		<u>\$6,715,957</u>	<u>\$6,708,349</u>		<u>\$6,715,957</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

April 30, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 29,942,913	\$ (11,582,913)	163.1%
Investment Income	-	1,242,026	(1,242,026)	0.0%
Total revenues	<u>18,360,000</u>	<u>31,184,939</u>	<u>(12,824,939)</u>	<u>169.9%</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	21,867	478,133	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>7,639,730</u>	<u>10,280,270</u>	<u>42.6%</u>
Product development fund administration	<u>440,000</u>	<u>94,472</u>	<u>345,528</u>	<u>21.5%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,734,202</u>	<u>\$ 10,625,798</u>	<u>42.1%</u>

Product Development Funds Available for Future Grants

Total Net Assets	\$ 23,450,736
Less: Liabilities/Outstanding Grants	(10,280,270)
Less: Unspent Admin Budget (Current Year)	(345,528)
Current Product Development Amount Available	<u>\$ 12,824,939</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

April 30, 2022

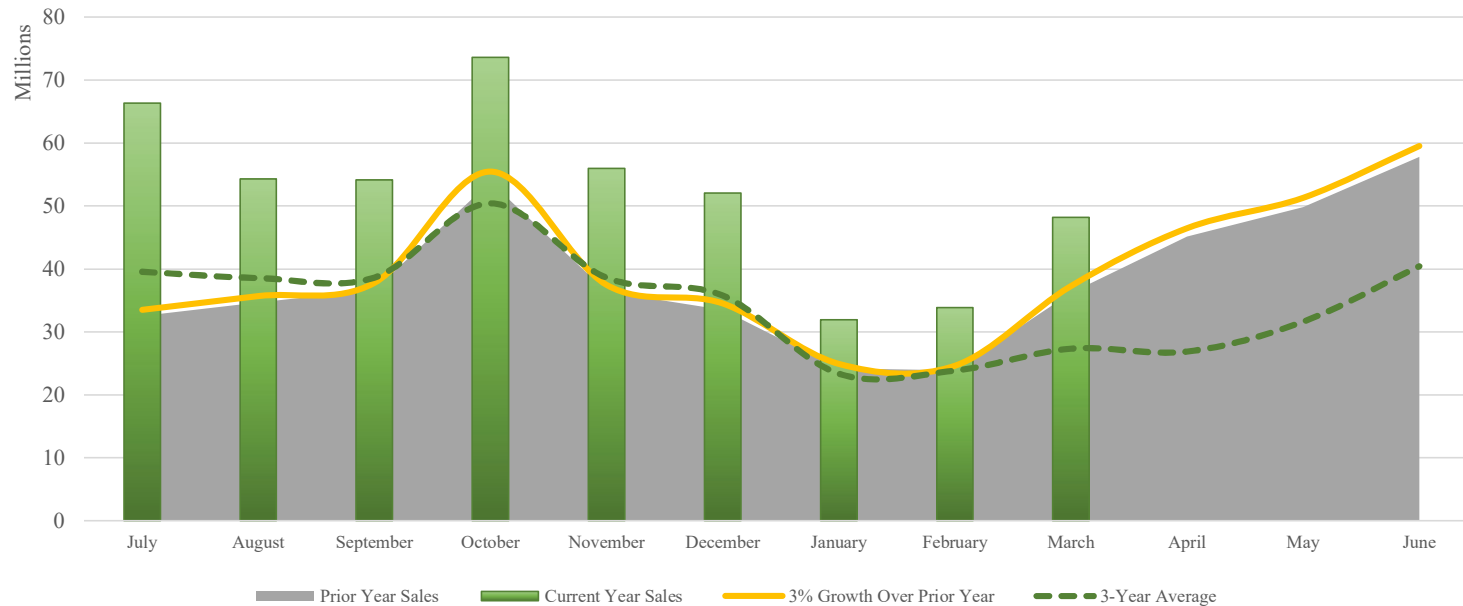
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 31,211,500	\$ 23,450,736	\$ 54,662,237
Receivables	-	-	-
Total current assets	<u>\$ 31,211,500</u>	<u>\$ 23,450,736</u>	<u>54,662,237</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 26,810	\$ -	\$ 26,810
Future events payable	145,400	\$ 10,280,270	\$ 10,425,670
Total current liabilities	<u>172,210</u>	<u>\$ 10,280,270</u>	<u>\$ 10,452,480</u>
			-
Fund Balances:			-
Restricted for product development fund	-	13,170,466	13,170,466
Committed for event support program	93,562	-	93,562
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,184,845	-	10,184,845
Undesignated (cash flow)	19,131,308	-	19,131,308
Total fund balances	<u>31,039,290</u>	<u>13,170,466</u>	<u>44,209,756</u>
 Total liabilities and fund balances	<u>\$ 31,211,500</u>	<u>\$ 23,450,736</u>	<u>\$ 54,662,237</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

April 30, 2022



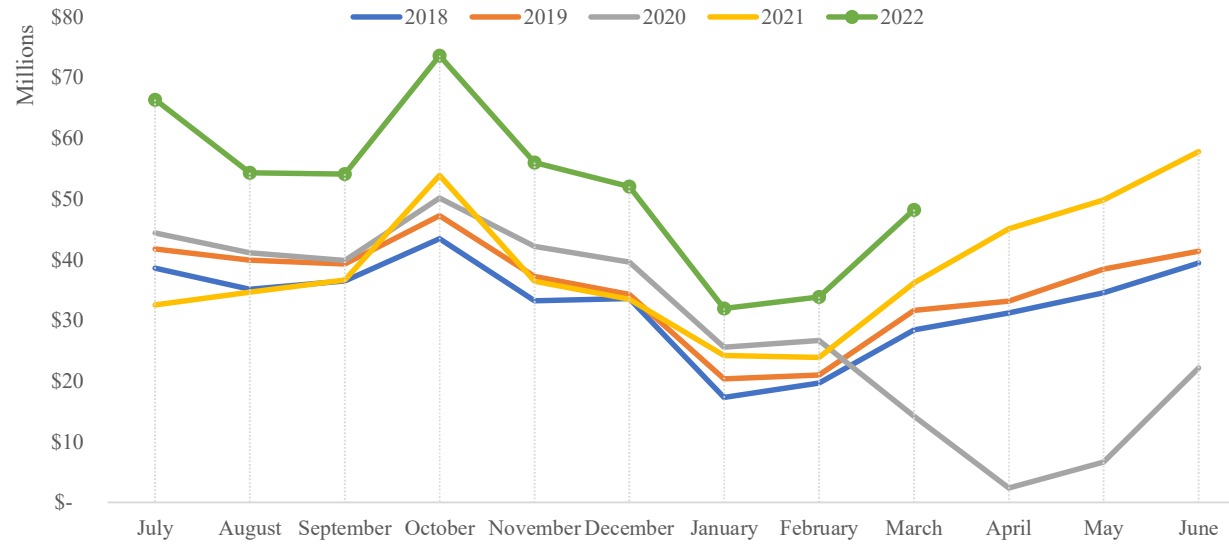
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 66,338,842	\$ 32,547,111	104%	104%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	79%	35,703,239	38,564,848
September	54,137,605	36,683,164	48%	68%	37,783,659	38,626,462
October	73,617,711	53,870,769	37%	57%	55,486,892	50,430,547
November	55,973,870	36,407,948	54%	57%	37,500,187	38,612,899
December	52,067,089	33,504,228	55%	57%	34,509,355	35,790,730
January	31,950,651	24,212,981	32%	54%	24,939,371	23,373,837
February	33,891,972	23,905,633	42%	53%	24,622,802	23,862,423
March	48,211,192	36,200,146	33%	51%	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	<u>\$470,491,242</u>	<u>\$ 464,740,494</u>			<u>\$478,682,709</u>	<u>\$415,132,776</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

April 30, 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	55,973,870
December	33,597,999	34,272,393	39,595,569	33,504,228	52,067,089
January	17,286,992	20,347,077	25,561,453	24,212,981	31,950,651
February	19,676,430	20,985,316	26,696,319	23,905,633	33,891,972
March	28,406,443	31,638,002	14,208,120	36,200,146	48,211,192
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	\$ 470,491,242

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

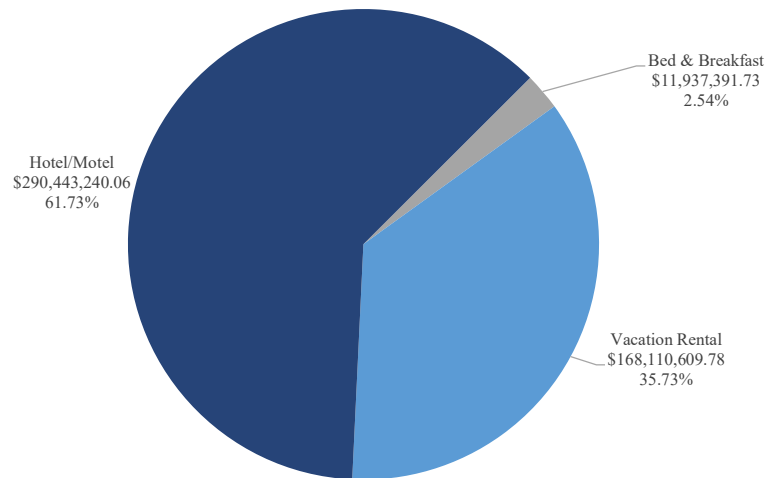
April 30, 2022

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%	17,559,159	10,553,316	66.4%	53.6%	1,483,131	1,223,733	21.2%	21.1%	55,973,870	36,407,948	53.7%	56.8%
December	34,591,966	22,871,661	51.2%	59.0%	16,224,495	9,595,156	69.1%	55.6%	1,250,628	1,037,411	20.6%	21.0%	52,067,089	33,504,228	55.4%	56.6%
January	15,401,453	12,224,275	26.0%	56.4%	16,049,967	11,501,937	39.5%	53.5%	499,232	486,770	2.6%	19.9%	31,950,651	24,212,981	32.0%	54.2%
February	17,587,944	11,683,923	50.5%	56.0%	15,516,290	11,724,546	32.3%	50.9%	787,738	497,164	58.4%	22.1%	33,891,972	23,905,633	41.8%	53.1%
March	27,089,228	17,985,847	50.6%	55.5%	19,836,950	17,425,713	13.8%	45.3%	1,285,014	788,586	63.0%	25.5%	48,211,192	36,200,146	33.2%	50.8%
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	\$ 290,443,240	\$ 278,076,058			\$ 168,110,610	\$ 173,016,827			\$ 11,937,392	\$ 13,647,609			\$ 470,491,242	\$ 464,740,494		

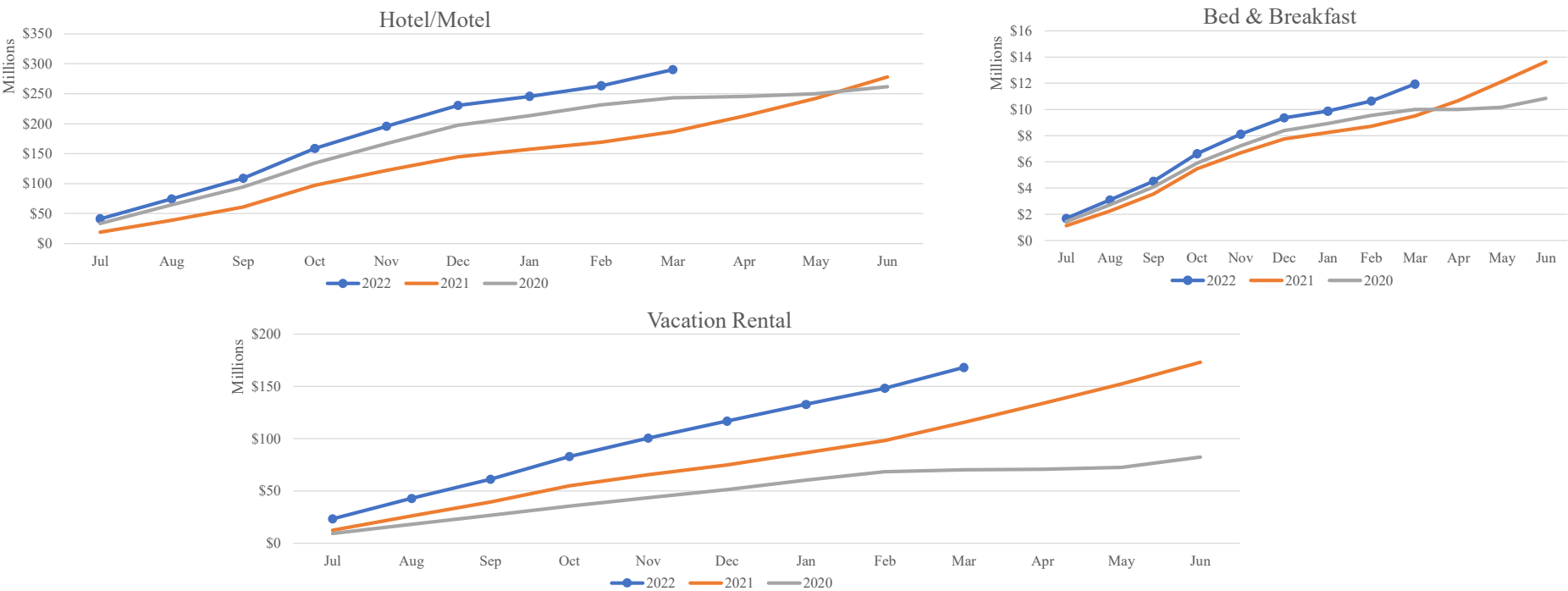
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
April 30, 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

April 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.

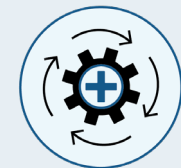
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



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

- Travel Desk: Launched new display banners specific to Black Mountain
- eTarget: Sent dedicated email blast promoting a 5-day itinerary, outdoor adventure, neighborhoods, summer travel and our food scene
- Geofencing Campaigns: Shared target-specific messaging during events
 - Masters Tournament Geofencing: Shared an outdoors message during the tournament (April 7-10); post-event retargeting will follow in May
 - MO Summit: Shared destination brand message throughout the [MO Summit](#) (April 19-20), a gathering of impact CEOs; post-event retargeting will follow in May
- Mobilefuse: Showcased different Asheville neighborhoods in interactive map
- TripAdvisor: Launched a branded hub and three branded trips with themes of Creative Spirit, Nature and Foodtopia
- Organic Spa: Deployed Asheville-dedicated email blast to the Organic Spa audience about "The Healing Traditions of Asheville"
- Earned Media Coverage:
 - Washingtonian: [5 Fun Destinations That Are Now Easier to Get to From DC – Washingtonian](#)
 - Travel Weekly: [Destinations are using geolocation data to manage tourism growth](#) [Isley speaking at Mountain Travel Symposium]

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

- Blue Ridge Parkway Association (BRPA): Attended BRPA's spring meeting
- Sports Events & Tourism Association: Attended the virtual annual membership meeting

Drive revenue in need periods through updated group sales strategy

- Double Incentive Offer: Sent email to 10,990 clients promoting the last month of the promotion for new meeting RFPs
 - Results: Booked 16 groups representing 2,495 room nights with final total still rising as requests are processed
- Meeting Professionals International: Locked in [MPI MedUp](#) webinar sponsorship for April 12, including logo/video inclusion, chat opportunity during webinar and polling question; Marshall attended and got great feedback and will get list of attendees
 - Mountain Meetings Magazine: Finalized full-page ad and advertorial

DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH (CONTINUED)

Balance quality of life for residents & experience for visitors through project investments

- Tourism Product Development Fund (TPDF): Updated [landing page](#) and sub-pages with 2022 program guide, new policies and application link; application deadline for Phase 1 is June 1
 - Public Awareness Campaign: Launched multimedia campaign (funded using earned revenue) to promote TPDF and 2022 grant cycle; it consists of underwriting on Blue Ridge Public Radio, [advertising](#) in Asheville Citizen Times, Mountain Xpress, Facebook in Buncombe only
 - TPDF Media Coverage:
 - Mountain Xpress: [Voters may decide on \\$70M in Buncombe borrowing this year](#)
 - Mountain Xpress: [Council discusses budget priorities, concerns in work session](#)
 - Religion Unplugged: [Easter PBS Documentary Follows Creation Of Church Fresco, Depicts Asheville's Impoverished And Homeless](#)
 - Asheville Citizen Times: [Opening of Woodfin's Silver-Line Park a milestone for larger project, Whitewater Wave](#)

Collaborate with broader community leaders to ensure sustainable growth & alignment

- Workforce Development: Participated in a [career fair](#) with 20+ partners for 400 high school students from nine Buncombe County Schools
- [Asheville Ideas Fest](#): Sponsored upcoming event at UNC Asheville
 - Promotional Support: Partnered on microsite creation and finalized full-page print ad for inclusion in the 2022 Power List publication which will be mailed statewide with Business North Carolina's May issue
 - Local media: Explore Asheville was mentioned and Isley quoted in [UNC Asheville Announces Inaugural Asheville Ideas Fest on June 14-18, 2022](#); coverage on [WLOS](#), [Mountain Xpress](#), Asheville News Online.

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

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

- Outside Magazine: Continued content partnership
 - "The Locals' Guide to Asheville": [Digital article](#) and social promotions included a gear giveaway including local outdoor brands LiquidLogic, ENO, Rockgeist, Astral, Sylvan Sports and Kitsbow
 - "Enjoying the Outdoors Responsibly": Deployed Asheville-dedicated email to the Outside audience
- Afar: Continued content partnership
 - "[Unpacked Ethical Traveler](#)": Debuted column in print Earth issue with Explore Asheville as the ongoing primary sponsor and Asheville advertorial alongside the column
 - Sustainability Ads: Launched banner ads on Travel for Good channel
- Pack Smart: Published new [Instagram Reel](#) and [YouTube video](#) with local content creator Nathaniel Flowers focused on responsible recreation and WNC outdoor gear brands
- eTarget: Deployed "Celebrate the Beauty of Earth in Asheville" sustainability and Earth Day e-blast
- AdTheorent: Launched rich media units promoting sustainability on April 18

Encourage partners to embrace sustainable and responsible tourism practices

- Earth Week: Participated in the [Downtown Cleanup](#) on April 19 and encouraged partners to [join our sustainability journey](#)
- Media coverage of cleanup included:
 - WLOS: [More than 700 pounds of trash collected in downtown cleanup day by 200 volunteers](#)
 - Asheville Citizen Times: [Downtown Asheville litter cleanup draws record turnout, cleans 700 pounds of trash](#)
 - Mountain Xpress: [Spring clean: Asheville organizations, volunteers clean up downtown](#)

Sponsor and attend outdoor industry events promoting unique outdoor assets

- Outdoor Economy Conference: Attended in Cherokee, NC and learned about [B Local Asheville + WNC](#); secured follow-ups with group's leadership

ENGAGE & INVITE MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- The Root Content Partnership: Co-created custom content to highlight BIPOC culture in Asheville
 - Article 1: Published ["Your Perfect Three-Day Trip through Asheville's Black Culture and History"](#) on April 13, along with superhero marquee unit
 - Article 2: Published ["Asheville Artist, Bee Blanton, Highlights the City's Best Attractions"](#) on April 18 and featured Blanton's illustrations
- Influencer Visit: Hosted digital influencer [Ashlee Major Moss](#) for a week of pillar-aligned experiences
 - Itinerary: [Hood Huggers](#) driving tour, lunch at [Soundspace @ Rabbits](#), a hike with Asheville Adventure Tours, and glassblowing and gallery visits with [Asheville Art Studios Tours](#)
 - Local Spotlight: Covered in the podcast, newsletter and social media of Stu Helm Food Fan: [Asheville Impresses London Based Travel Bloggers](#)
- iHeart Radio: Launched audio ads and host-reads on Baratunde Thurston's ["How to Citizen"](#) podcast; these will run through June
- LGBTQ+: Created [LGBTQ+ filter](#) for ExploreAsheville.com events calendar
- TravelDesk: Launched banner ads in Atlanta Black Star and Essence travel section
- Diverse Display Ads: Finalized new diversity-specific display banners

Develop and invest in community projects that attract and engage diverse audiences

- [WNC Black Business Expo](#): Sponsored and exhibited at the inaugural expo on April 8
 - Local Coverage: Event was well covered by local media, including WLOS: [Inaugural WNC Black Business Expo draws crowd in Asheville](#)
- [BLACKALACHIA](#): Hosted a sold-out film screening and Q+A with local artist Moses Sumney and moderated by music journalist Marcus Dowling on April 8 at the Masonic Temple
- Billie Jean King Cup: Covered by WLOS [\\$8 million impact expected from Billie Jean King Cup in Asheville](#) (Isley interviewed)

Increase outreach in recruiting diverse meetings and events

- [Marcus Anderson Jazz and Coffee Escape](#): Worked with this group to rebook hotel blocks for August 2022 and discussed looking ahead to a multiyear booking for future

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- [AVL Beer Week](#): Created a new microsite page on ExploreAsheville.com for the AVL Beer Week in coordination with the Asheville Brewers Association
- Causal IQ: Launched digital out of home (OOH) video on electric vehicle charging stations with a sustainability message in Atlanta, Boston, Charleston, Chicago, Dallas, NYC, Philadelphia, DC and West Palm Beach
- Dwell: Launched custom content piece #1 "[A Design Lover's Guide to Asheville, North Carolina](#)" and supporting display media; finalized full-page print ad for May/June issue
- Garden & Gun: Justin Friede local team member with MMGY captured photo assets at Citizen Vinyl for inclusion in our upcoming June/July advertorial
 - Advertorial Highlights: Asheville's music scene, Citizen Vinyl/Vinylkey and will include a few quotes from Moses Sumney
- Mobilefuse: Launched creative spirit rich media unit
- AdTheorent: Launched rich media units promoting creative spirit on April 18
- Earned Media Coverage:
 - National Geographic: [10 of the world's best destinations for blooms](#)
 - Saturday Evening Post: [Dreaming of Asheville](#)

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

- New Partners: Added nine new accounts to ExploreAsheville.com: [Arcadian Ave](#), [Asheville Coffee Tours](#), [Bespoke Experiences LLC](#), [Dragon Phoenix](#), [Elevation Lofts Hotel](#), [Embrace the Space Between](#), [Lumen Concierge LLC](#), [Pete Key Properties](#) and [Susan Stowell Bridal Services](#)

RUN A HEALTHY & EFFICIENT ORGANIZATION

Prioritize professional development and training

- Simpleview Summit: Attended the Simpleview Summit in Phoenix, Arizona
 - Panel: Whitney Smith sat on panel focused on Sustainable Tourism

Increase team performance and effectiveness

- New Hire: Welcomed Social Media & Content Manager Maggie Gregg on April 18

Improve employee wellness

- April Wellness Focus: Eight staffers committed to completing the Chamber Challenge 5K on May 6
 - Local Spotlight: Explore Asheville's involvement in the 2021 Chamber Challenge 5k was featured in [Chamber's weekly newsletter](#) on April 20

Achieve reaccreditation through Destination International's DMAP Program

- [Destination Marketing Accreditation Program \(DMAP\)](#): Submitted DMAP reaccreditation application to Destinations International on April 29; results are expected mid-June
 - DMAP Standards: Documented adherence to 92 required standards in the categories of governance, strategic planning, stakeholder engagement/advocacy, finance, human resources, management and operations, technology, research and marketing intelligence, brand management, marketing, communications, sales and services, visitor services, partnerships, and destination development; also documented aspirational standards

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

- E-newsletters, E-alerts: [6 sent in April](#); a total of 10,039 were delivered with open rates as high as 50.3% and an average of 45%.
- Local News & BCTDA/Explore Asheville coverage:
 - Asheville Citizen Times: [13 months after hotel moratorium, officials, others opine Asheville's new regulations](#); this article also used in NCRLA newsletter on April 20 and picked up by Asheville News Online
 - Asheville Citizen Times: [Buncombe wants a lobbyist in Raleigh to tackle hotel, property taxes, vacation rentals](#); this article also picked up by Asheville News Online and WNC Business Today
 - AVL Today: J Hackett and Bruce Waller named Vic Isley as a top local leader in a [profile piece](#), later picked up by Asheville News Online
 - WLOS: [Connect Beyond Festival, Sundance Collab, create panel on music, film, storytelling](#) (Sponsor logo visible in coverage)
 - Mountain Xpress: [The Fritz, Abby Bryant and the Echos kick off Downtown After 5 on April 15](#) (Explore Asheville mentioned as sponsor)
 - Business NC: [Destination NC: Corporate & leisure travel, home remedy mentions Asheville in section on outdoor recreation](#)

Destination Performance Report



Lodging & Visitor Overview - April 2022

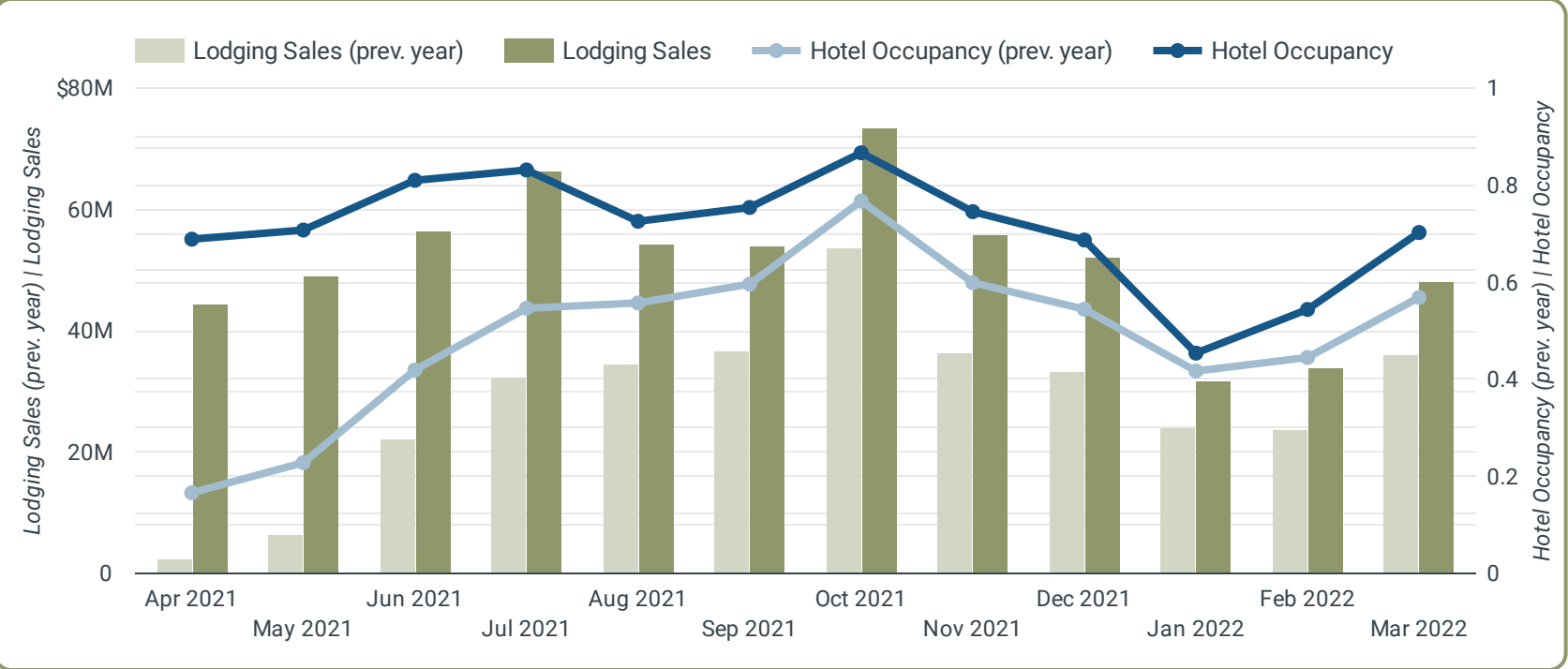
Lodging Sales \$48,211,192 (March) ↑ 33.2%	Hotel Occupancy* 70.2% (March) ↑ 23.5%	Hotel Demand* 194,561 (March) ↑ 27.3%	Hotel ADR* \$151.48 (March) ↑ 21.6%	Hotel RevPAR* \$106.40 (March) ↑ 50.2%
Airport Passengers 135,068 (March) ↑ 73.5%	Asheville Visitor Center 16,101 ↑ 28.5%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 3,170 ↓ -9.4%	Travel Guide Requests 2,330 ↓ -28.6%

Lodging & Visitor Overview - Fiscal Year 20-21

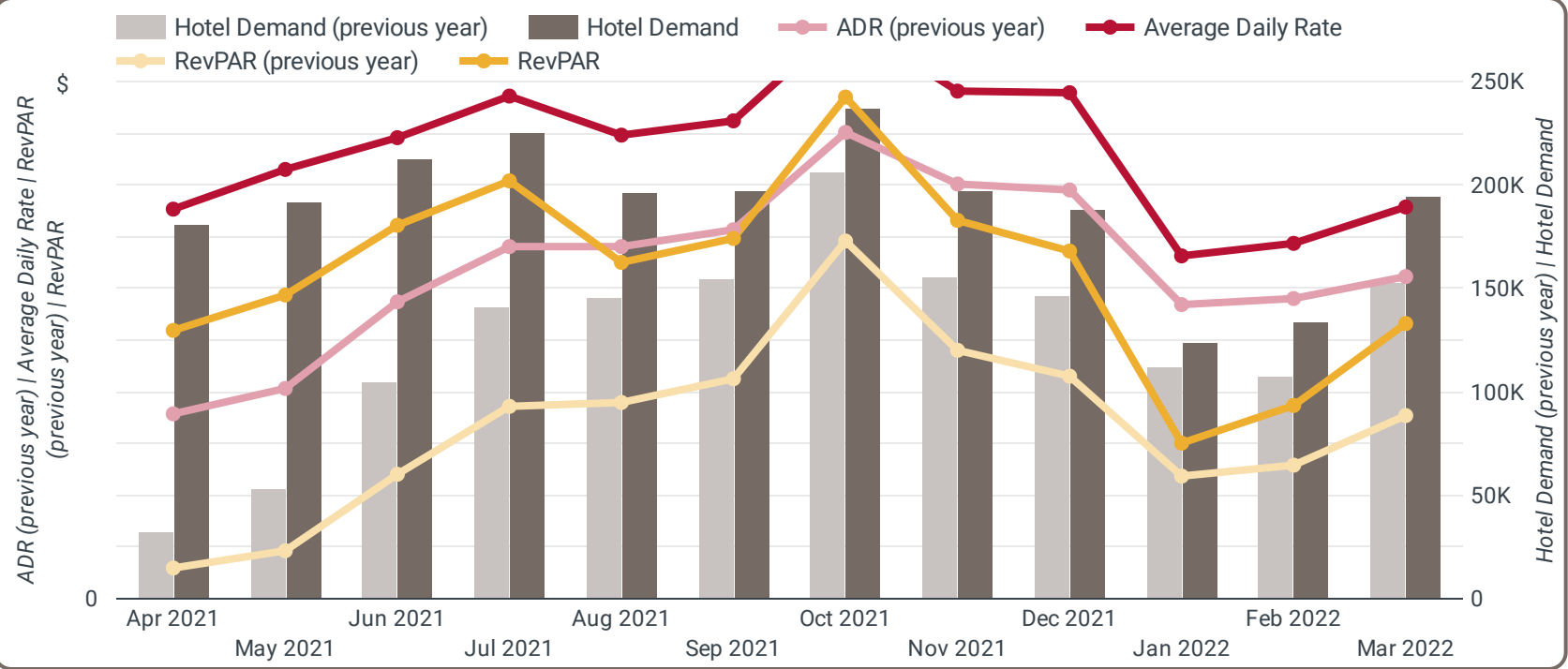
Lodging Sales \$470,491,242 ↑ 51.0%	Hotel Occupancy* 70.2% ↑ 25.2%	Hotel Demand* 1,695,926 ↑ 28.1%	Hotel ADR* \$182.03 ↑ 26.3%	Hotel RevPAR* \$127.83 ↑ 58.1%
Airport Passengers 1,196,489 ↑ 124.8%	Asheville Visitor Center 134,875 ↑ 89.2%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 30,013 ↑ 31.7%	Travel Guide Requests 22,668 ↑ 0.9%

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 - March 2022

Occupancy	ADR	RevPAR	Demand
59.3%	\$112.37	\$66.68	144,814
↓ -7.0%	↑ 6.5%	↓ -1.0%	↑ 22.8%

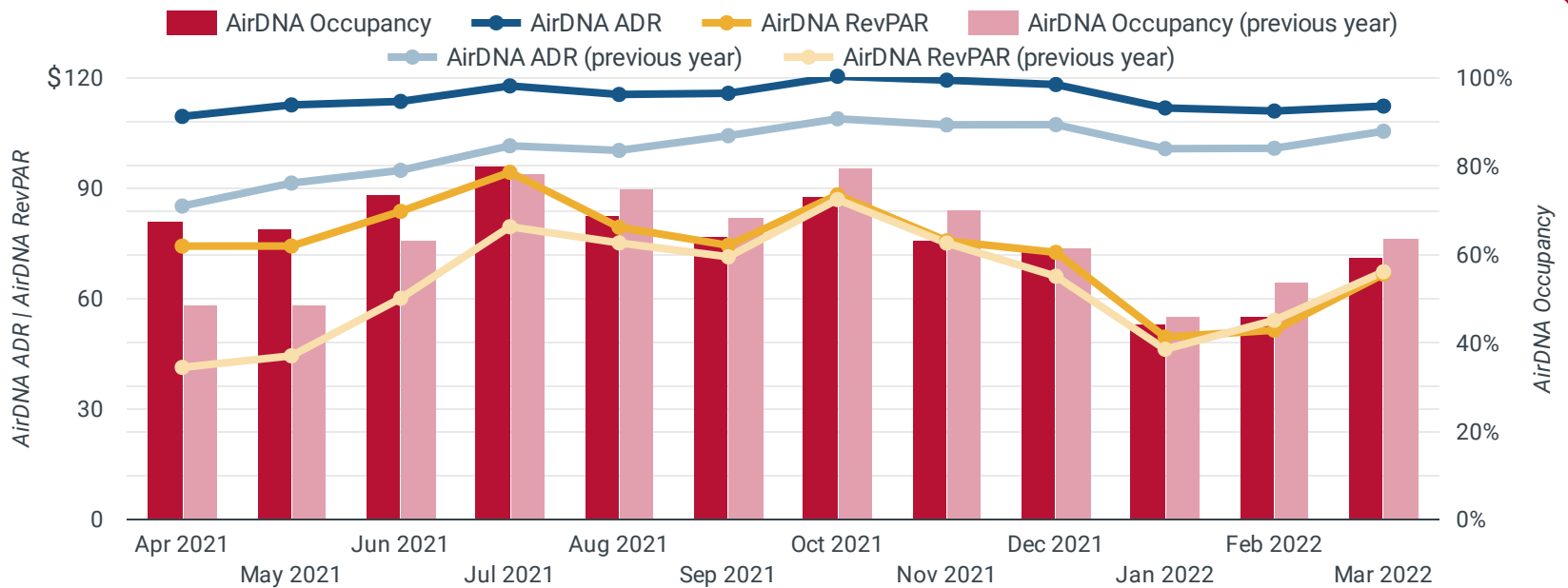
Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
62.5%	\$116.38	\$72.70	1,310,769
↓ -6.2%	↑ 11.5%	↑ 4.6%	↑ 23.5%

AirDNA ADR, RevPAR and Occupancy

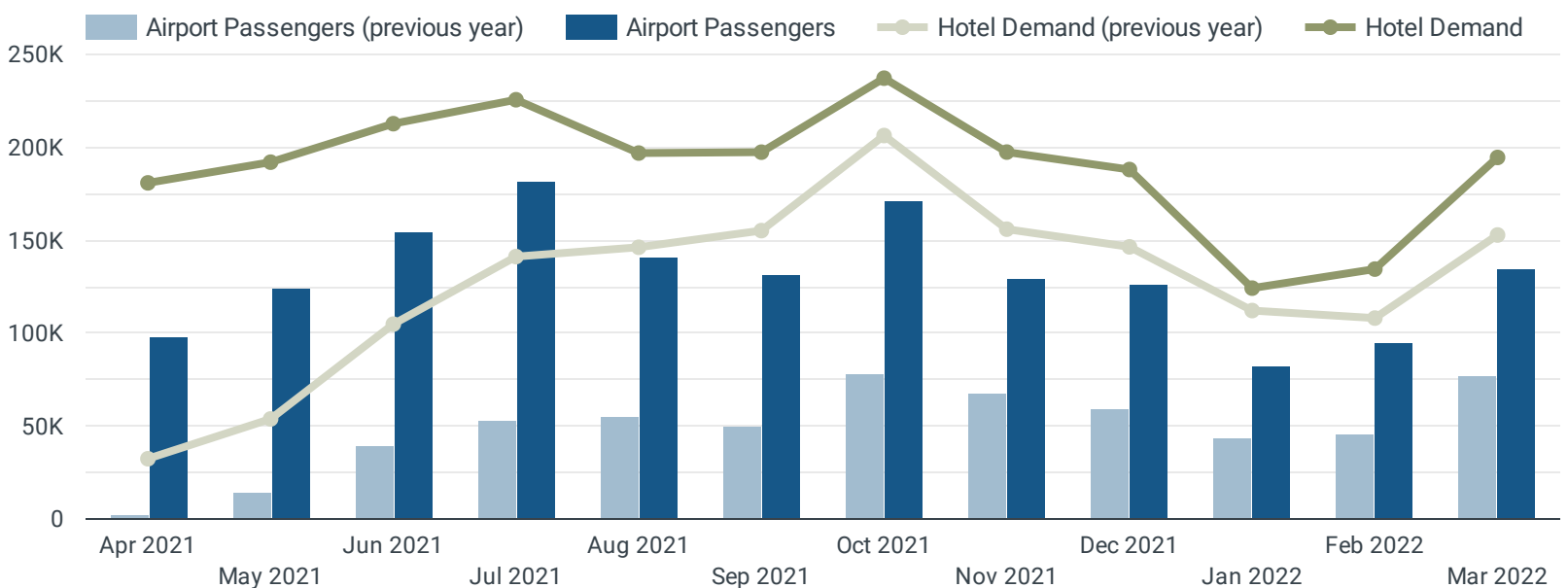
* Short Term Rental Data Source: AirDNA

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

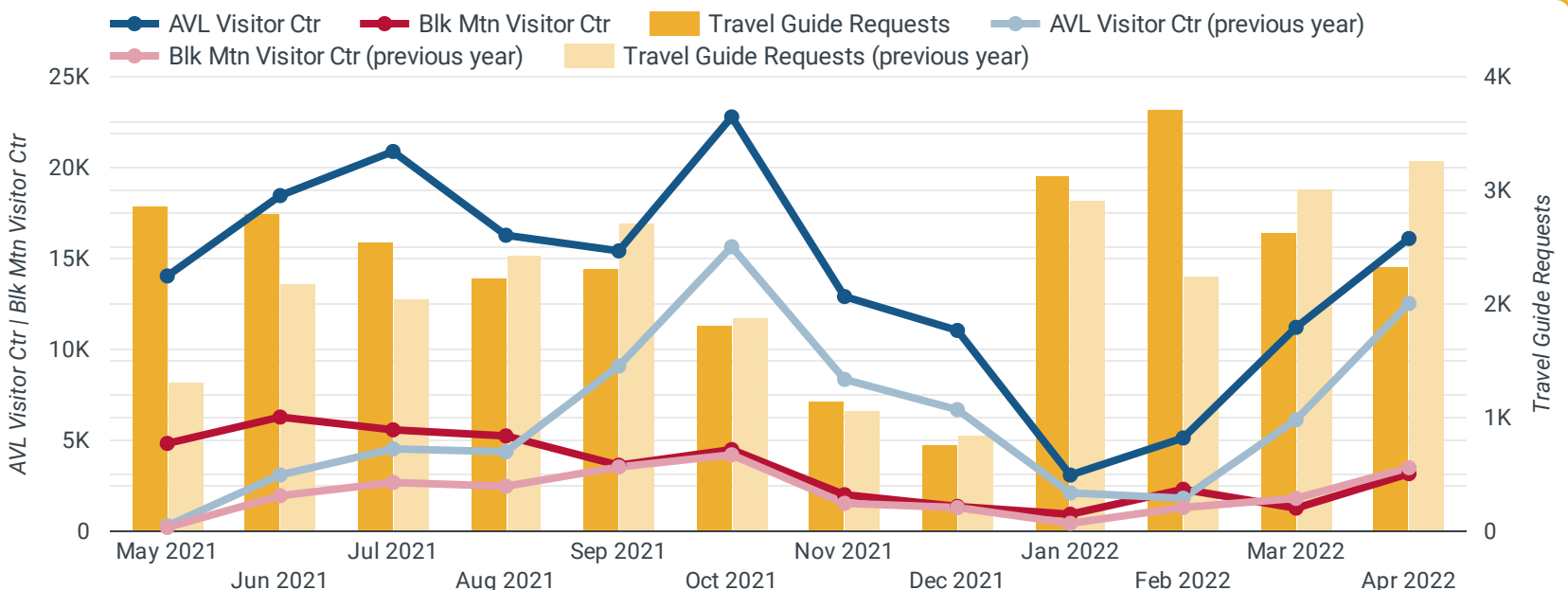


Airport Passengers vs. Hotel Demand*

* 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



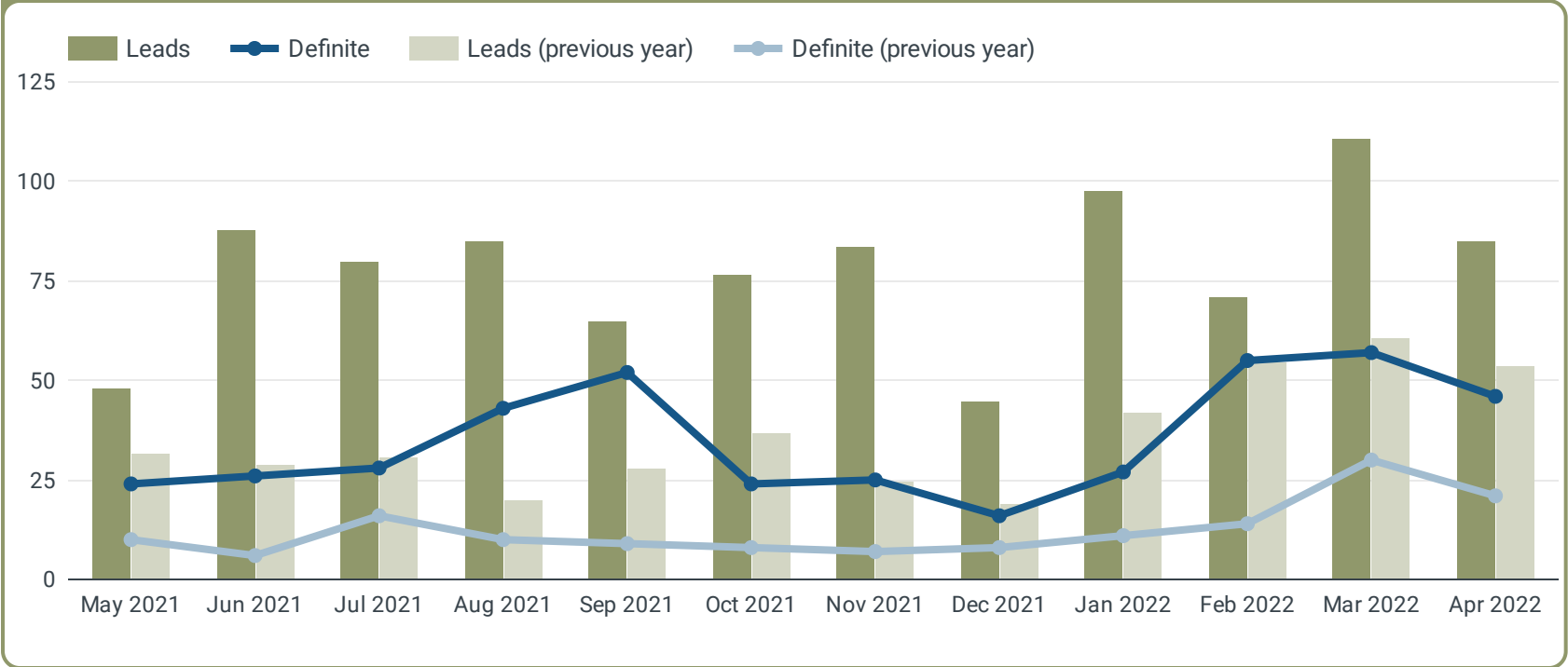
Sales Leads and Outreach - April 2022

Sales Leads Issued 85 ⬆ 57.4%	Room Nights (Leads) 16,959 ⬆ 37.0%	Leads Turned Definite 48 ⬆ 128.6%	Room Nights (Definite) 9,060 ⬆ 233.0%	Estimated Revenue \$2,350,283 ⬆ 403.1%	
P2P Outreach 951 ⬆ 29.9%	Indirect Outreach 11,725 ⬆ N/A	Group Events 37 ⬆ 76.2%	Room Nights Generated 3,253 ⬆ 90.3%	Actualized Revenue \$917,949 ⬆ 59.5%	Groups Served 37 ⬆ 23.3%

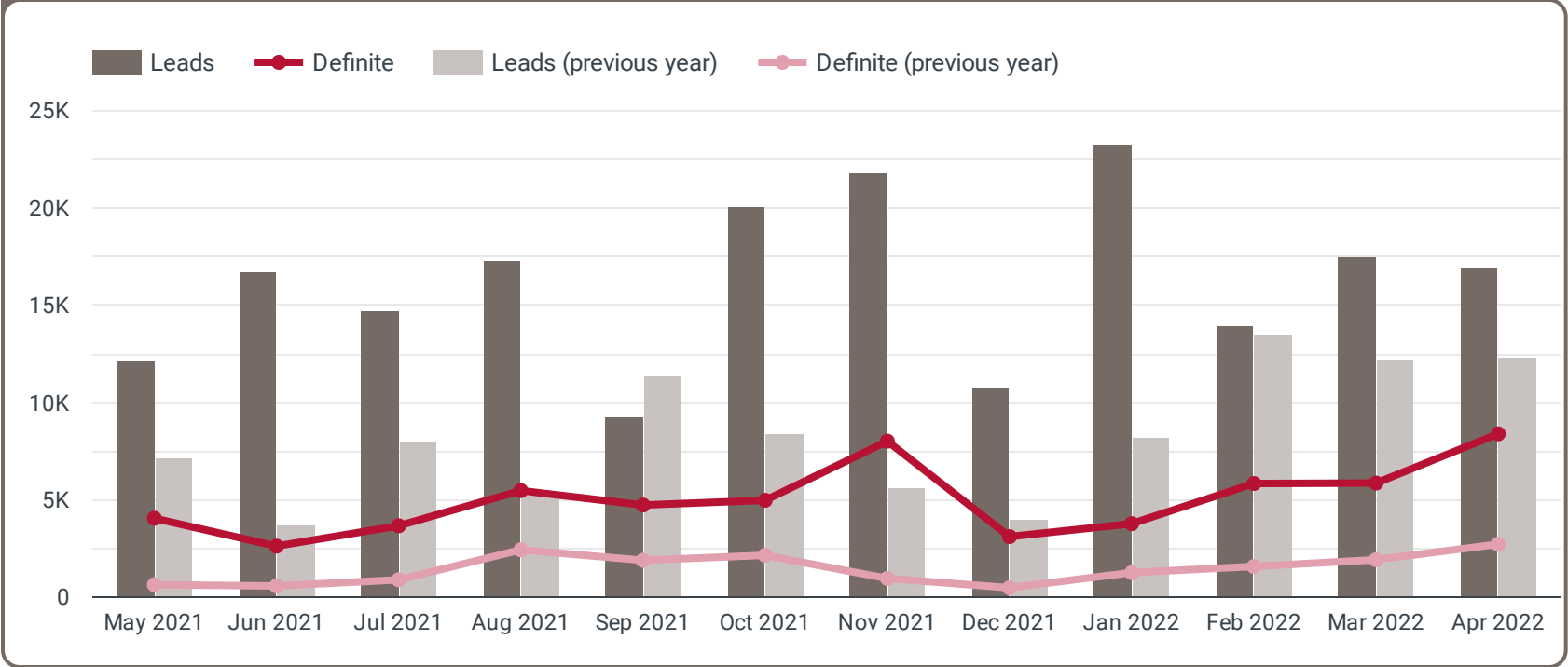
Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued 801 ⬆ 115.3%	Room Nights (Leads) 165,912 ⬆ 86.0%	Leads Turned Definite 386 ⬆ 132.5%	Room Nights (Definite) 55,341 ⬆ 190.2%	Estimated Total Revenue \$13,843,298 ⬆ 207.7%	
P2P Outreach 6,588 ⬇ -17.0%	Indirect Outreach 102,032 ⬇ -16.3%	Group Events 299 ⬆ 190.3%	Room Nights Generated 29,231 ⬆ 241.1%	Actualized Revenue \$8,634,309 ⬆ 364.5%	Groups Served 308 ⬆ 104.0%

Sales Leads vs. Definite



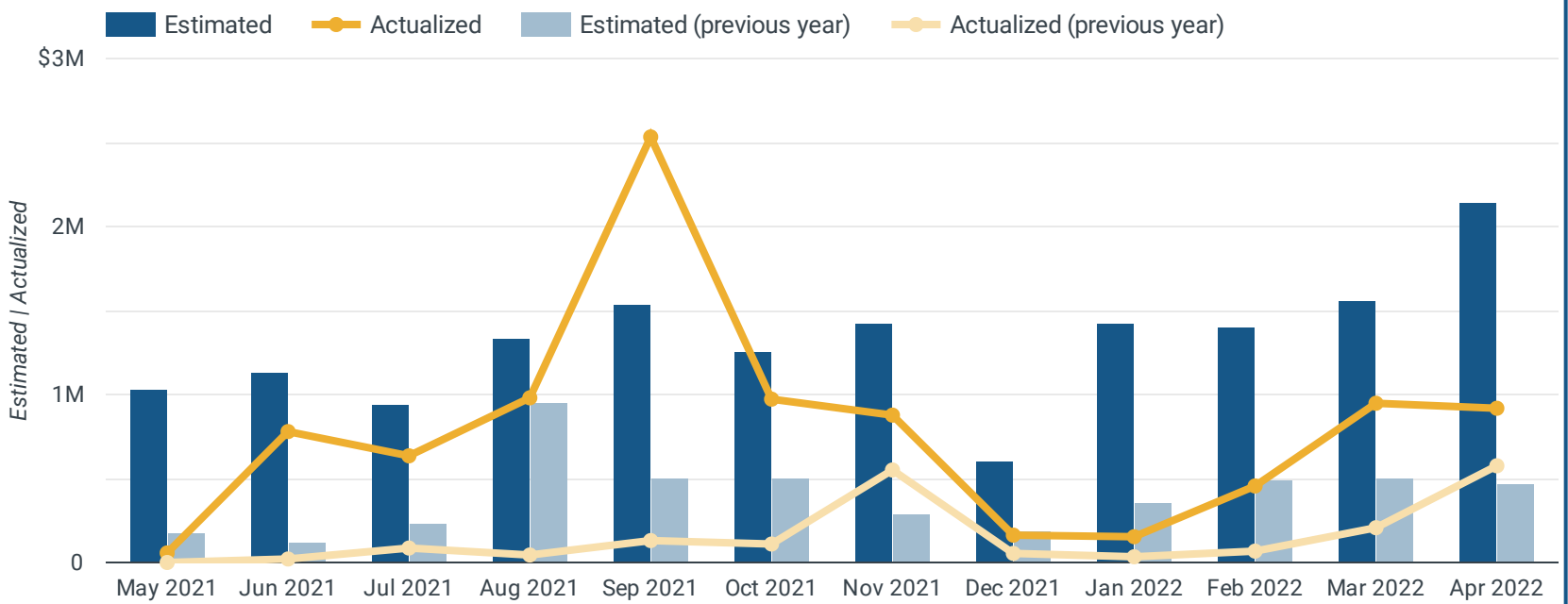
Room Nights Represented in Leads vs. Definite



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.	Apr 2022	951		29.9%	11,725		null
2.	Mar 2022	484		-44.7%	10,419		-61.4%
3.	Feb 2022	566		-43.2%	5,955		-52.8%
4.	Jan 2022	416		-51.4%	330		-98.6%
5.	Dec 2021	591		-19.5%	1,326		-89.6%
6.	Nov 2021	688		-9.1%	22,854		33.3%
7.	Oct 2021	859		-6.4%	36,893		382.1%
8.	Sep 2021	487		-20.9%	11,936		86.1%
9.	Aug 2021	829		28.3%	594		-96.0%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Apr 2022	37		76.2%	3,253		90.3%
2.	Mar 2022	26		271.4%	4,465		202.9%
3.	Feb 2022	14		366.7%	1,759		162.5%
4.	Jan 2022	9		800.0%	523		321.8%
5.	Dec 2021	19		216.7%	897		286.6%
6.	Nov 2021	30		200.0%	2,760		29.6%
7.	Oct 2021	54		116.0%	2,700		376.2%
8.	Sep 2021	50		284.6%	6,562		1,097.4%
9.	Aug 2021	28		366.7%	3,968		1,180.0%

Marketing Department Performance Report



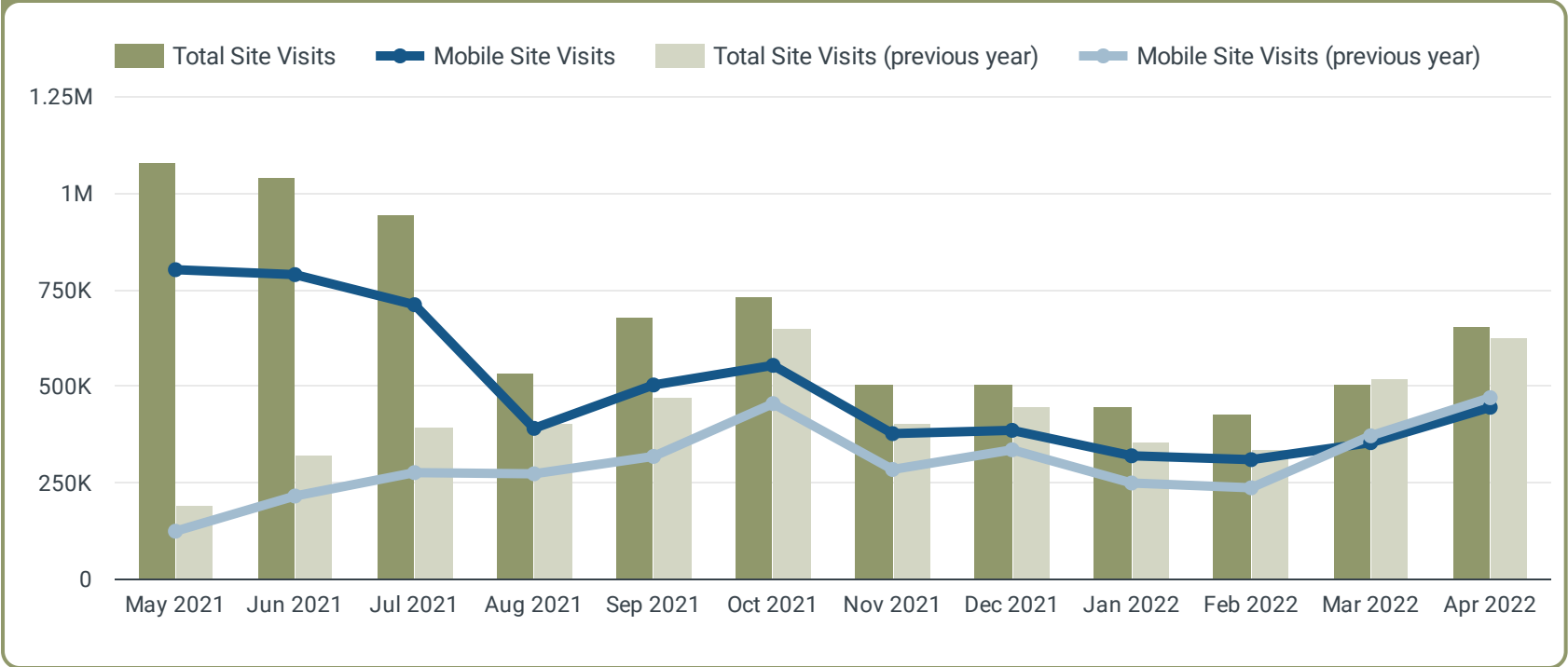
Marketing Metrics Overview - April 2022

Website Visits 661,465 ↑ 4.4%	Mobile Site Visits 448,185 ↓ -5.8%	aRes - Room Nights 49 ↓ -15.5%	aRes - Room Revenue \$11,934 ↑ 23.1%	Total Facebook Fans 305,766 ↑ 1.8%
PR Publicity Value \$4,314,720 ↑ 237.7%	PR Estimated Impressions 801,834,654 ↑ 113.8%	Significant Placements 24 ↓ -17.2%	Media Touchpoints 24 ↓ -55.6%	Video Views 120,389 ↑ 430.1%

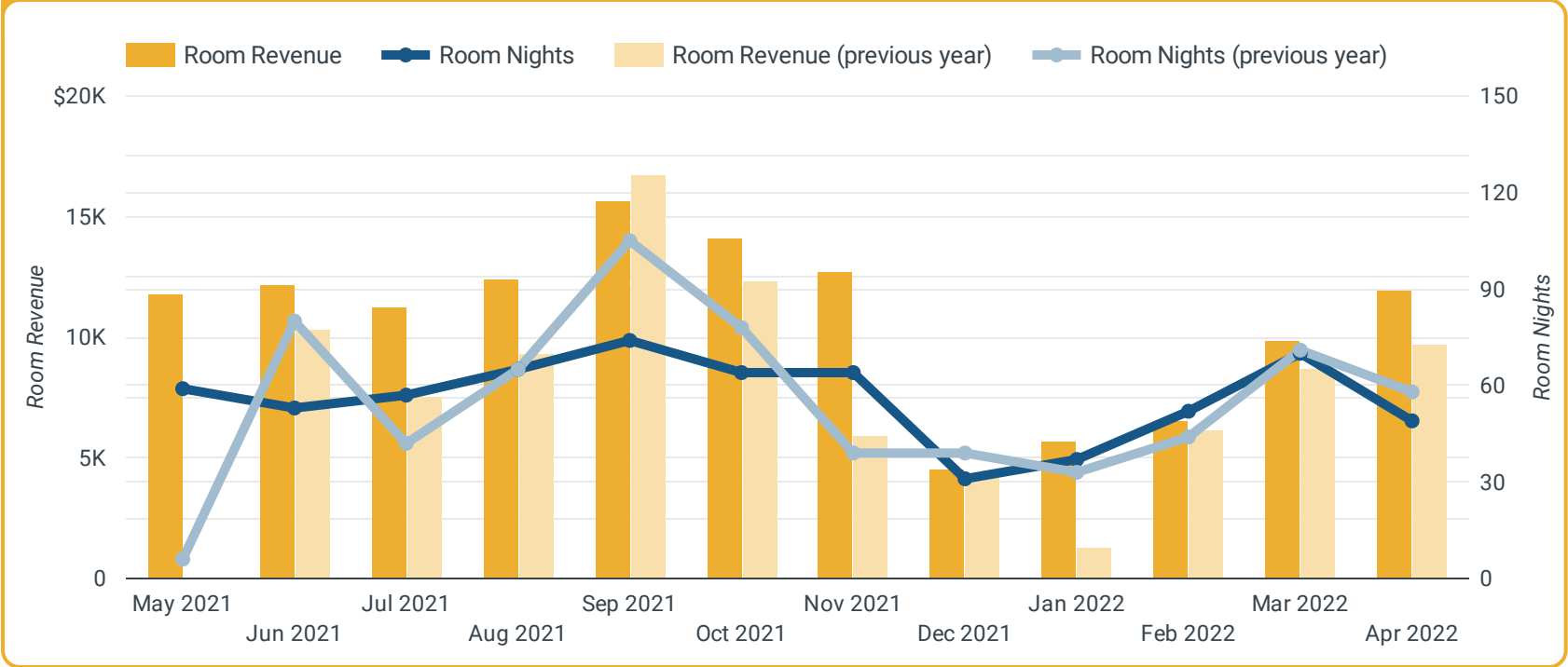
Marketing Metrics Overview - Fiscal Year 20-21

Website Visits 5,939,783 ↑ 28.5%	Mobile Site Visits 4,341,190 ↑ 32.7%	aRes - Room Nights 563 ↓ -1.9%	aRes - Room Revenue \$104,899 ↑ 27.6%	Avg. Total Facebook Fans 304,224 ↑ 1.7%
PR Publicity Value \$25,650,434 ↑ 29.6%	PR Estimated Impressions 9,045,037,217 ↑ 14.2%	Significant Placements 193 ↓ -44.2%	Media Touchpoints 472 ↓ -16.8%	Video Views 1,380,903 ↑ 259.1%

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.	Apr 2022	\$2,827,371	367%	10,691,595	296.95%
2.	Mar 2022	\$390,117	132%	3,131,148	47.24%
3.	Feb 2022	\$116,912	-94%	2,208,034	-73.73%
4.	Jan 2022	\$105,761	-39%	2,063,581	-76.74%
5.	Dec 2021	\$208,408	173%	3,168,153	572.68%
6.	Nov 2021	\$1,437,087	3,168%	3,567,295	1,928.64%
7.	Oct 2021	\$785,484	88%	6,068,411	6.69%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Apr 2022	\$1,487,349	121%	791,143,059	113.83%
2.	Mar 2022	\$1,330,956	-21%	707,955,063	-21.25%
3.	Feb 2022	\$1,364,148	-4%	725,595,386	-5.45%
4.	Jan 2022	\$1,228,211	-13%	653,470,376	-13.37%
5.	Dec 2021	\$1,446,633	-22%	769,485,654	-22.08%
6.	Nov 2021	\$1,333,330	-8%	709,217,920	-7.19%
7.	Oct 2021	\$1,905,133	85%	1,013,618,342	84.24%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Apr 2022	24	-55.6%	24	-17.2%
2.	Mar 2022	95	216.7%	23	-43.9%
3.	Feb 2022	34	-55.8%	11	-62.1%
4.	Jan 2022	60	13.2%	14	-36.4%
5.	Dec 2021	23	-64.1%	18	-51.4%
6.	Nov 2021	22	-40.5%	11	-64.5%
7.	Oct 2021	70	-44.9%	20	-50.0%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Apr 2022	305,766	1.8%	120,389	null
2.	Mar 2022	307,000	2.3%	174,640	null
3.	Feb 2022	305,000	1.8%	397,105	null
4.	Jan 2022	304,420	2.6%	260,089	288.7%
5.	Dec 2021	303,371	1.4%	27,484	-16.1%
6.	Nov 2021	303,399	1.4%	91,293	255.4%
7.	Oct 2021	303,301	1.5%	126,476	145.5%

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 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.

*** 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.

ORDINANCE # 06.29.22

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2022-2023**

BOARD MEETING DATE: June 29, 2022

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 29th day of June, 2022:

Section 1: The following amounts are hereby appropriated and revenues estimated to be available in the Operating Fund for the operation of the Buncombe County Tourism Development Authority and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:

APPROPRIATION

Salaries and Benefits	\$	3,635,000
Marketing		21,973,602
Group Sales		2,159,000
Community Engagement		300,000
Administration & Facilities		1,150,000

TOTAL APPROPRIATION:	\$	<u>29,217,602</u>
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REVENUE

Occupancy Tax Revenue	\$	27,217,602
Fund Balance - Undesignated	\$	2,000,000

TOTAL APPROPRIATION:	\$	<u>29,217,602</u>
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Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Tourism Product Development Fund for the operation of the Buncombe County Tourism Development Authority's Tourism Product Development Fund Administration Budget and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:

APPROPRIATION

Product Development Administration	\$	190,000
Wayfinding Administration		225,000

TOTAL APPROPRIATION:	\$	<u>415,000</u>
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REVENUE

Occupancy Tax Revenue	\$	415,000
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TOTAL APPROPRIATION:	\$	<u>415,000</u>
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Section 3: The following amounts are hereby appropriated and revenues estimated to be available in the earned income fund for the operation of the Buncombe County Tourism Development Authority's Earned Revenue Budget and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:

APPROPRIATION	
Local Support from Earned Revenue	\$ 225,000
TOTAL APPROPRIATION:	<u>\$ 225,000</u>
REVENUE	
Earned Revenue	\$ 183,000
Fund Balance - Committed for Event Support Program	\$ 42,000
TOTAL APPROPRIATION:	<u>\$ 225,000</u>

ATTEST:

TOURISM DEVELOPMENT AUTHORITY FOR
FOR THE COUNTY OF BUNCOMBE:

Jonna Sampson, Executive Operations Manager

By:

Kathleen Mosher, BCTDA Board Chair

ORDINANCE # 06.29.22

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2022-2023**

BOARD MEETING DATE: June 29, 2022

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 29th day of June, 2022:

Section 1: The following amounts are hereby appropriated and revenues estimated to be available in the Operating Fund for the operation of the Buncombe County Tourism Development Authority and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:

APPROPRIATION

Salaries and Benefits	\$	3,635,000
Marketing		23,210,500
Group Sales		2,209,000
Community Engagement		300,000
Administration & Facilities		1,250,000

TOTAL APPROPRIATION:	\$	<u>30,604,500</u>
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REVENUE

Occupancy Tax Revenue	\$	30,604,500
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TOTAL APPROPRIATION:	\$	<u>30,604,500</u>
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Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Tourism Product Development Fund for the operation of the Buncombe County Tourism Development Authority's Tourism Product Development Fund Administration Budget and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:

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Wayfinding Administration		225,000

TOTAL APPROPRIATION:	\$	<u>415,000</u>
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REVENUE

Occupancy Tax Revenue	\$	415,000
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TOTAL APPROPRIATION:	\$	<u>415,000</u>
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APPROPRIATION	
Local Support from Earned Revenue	\$ 225,000
TOTAL APPROPRIATION:	<u>\$ 225,000</u>
REVENUE	
Earned Revenue	\$ 183,000
Fund Balance - Committed for Event Support Program	\$ 42,000
TOTAL APPROPRIATION:	<u>\$ 225,000</u>

ATTEST:

TOURISM DEVELOPMENT AUTHORITY FOR
FOR THE COUNTY OF BUNCOMBE:

Jonna Sampson, Executive Operations Manager

By:

Kathleen Mosher, BCTDA Board Chair