

Destination Performance Report

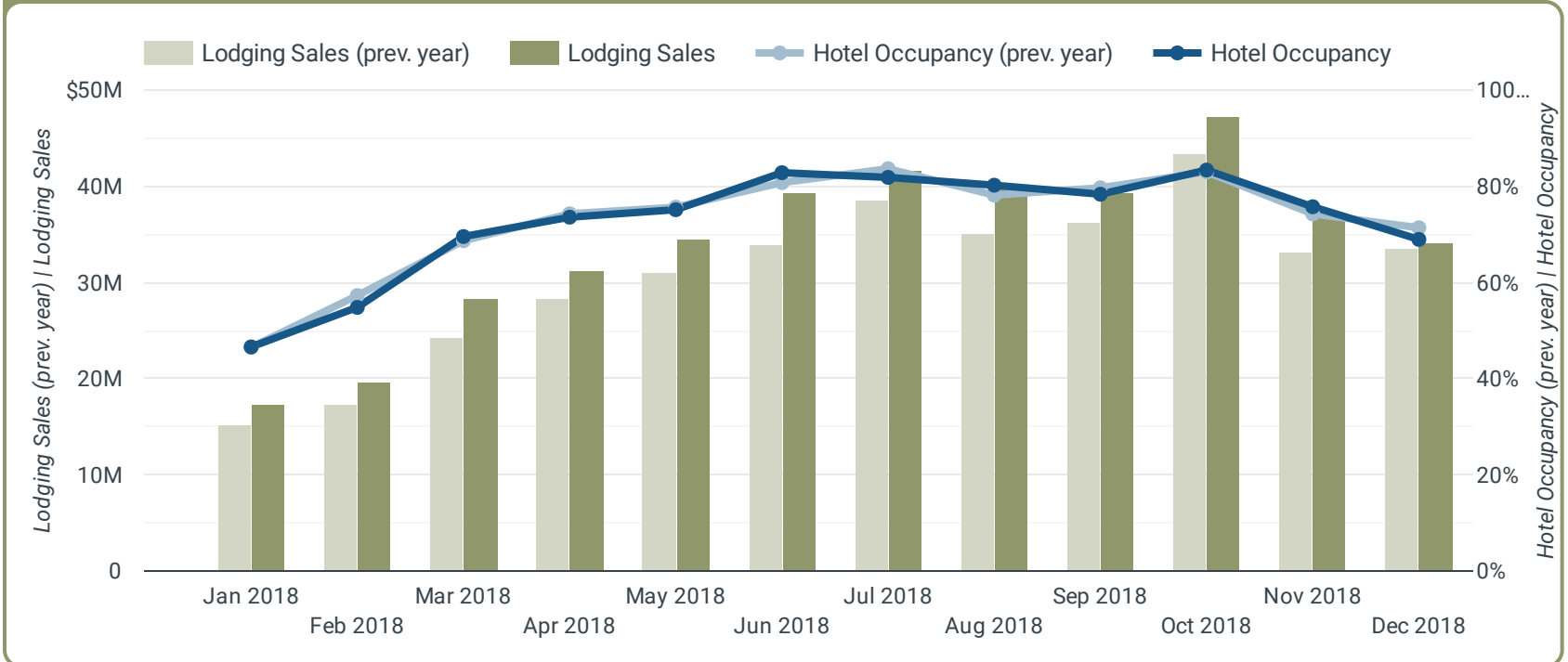
Lodging & Visitor Overview - January 2019

Lodging Sales \$34,238,861 (December) ↑ 1.9%	Hotel Occupancy 68.9% (December) ↓ -3.4%	Hotel Demand 169,812 (December) ↓ -1.0%	Hotel ADR \$170.03 (December) ↑ 0.5%	Hotel RevPAR \$117.23 (December) ↓ -2.9%
Airport Passengers 98,435 (December) ↑ 25.0%	Asheville Visitor Center 6,537 ↑ 10.3%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 775 ↑ 6.7%	Travel Guide Requests 4,986 ↑ 117.9%

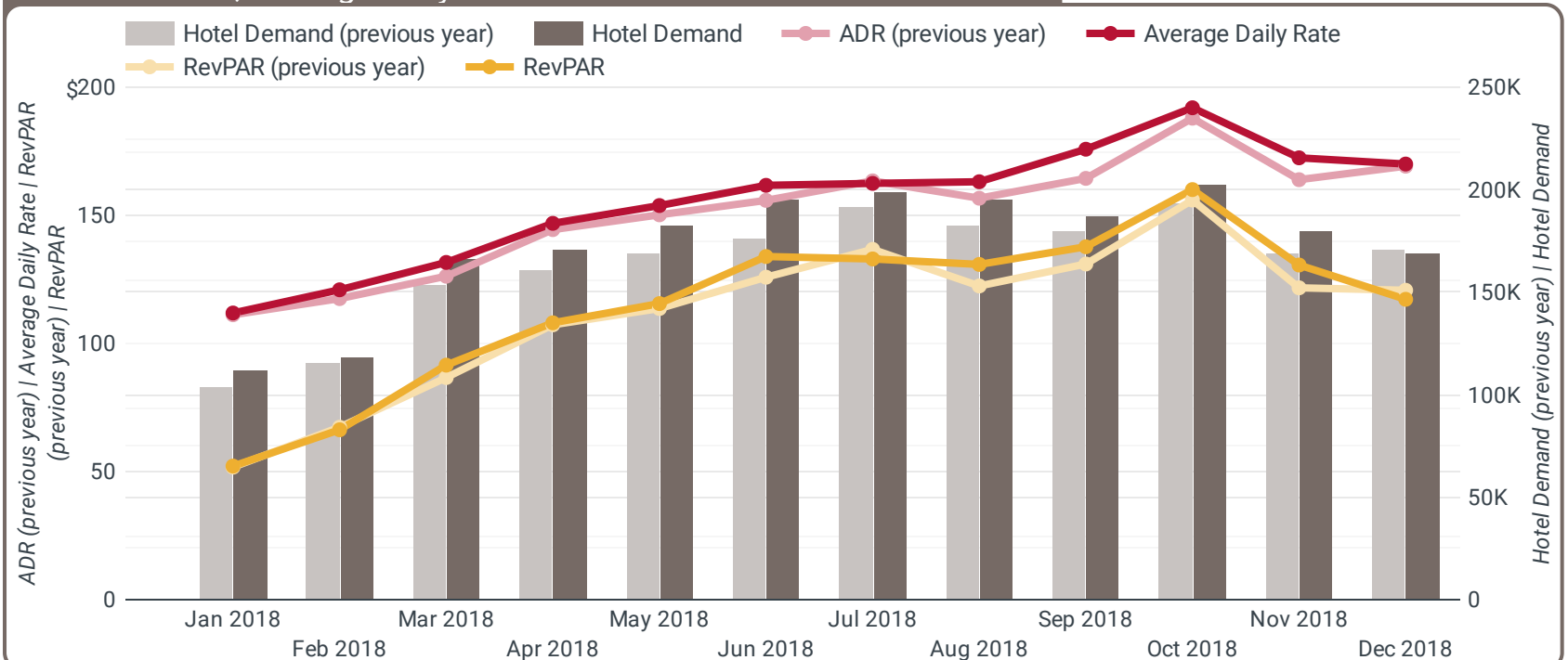
Lodging & Visitor Overview - Fiscal Year to Date

Lodging Sales \$239,659,900 ↑ 8.8%	Hotel Occupancy 78.1% ↓ -0.3%	Hotel Demand 1,135,995 ↑ 4.2%	Hotel ADR \$172.78 ↑ 3.0%	Hotel RevPAR \$134.88 ↑ 2.6%
Airport Passengers 640,170 ↑ 16.6%	Asheville Visitor Center 205,370 ↓ -10.7%	Pack Sq Visitor Center 7,625 ↓ -5.4%	Black Mtn Visitor Center 26,256 ↓ -11.8%	Travel Guide Requests 41,526 ↑ 35.8%

Lodging Sales and Hotel Occupancy



Hotel Demand, Average Daily Rate and Revenue Per Available Room



Destination Performance Report

AirDNA Data December 2018

Airbnb Occupancy

50.8%

↓ -2.2%

Airbnb ADR

\$100.07

↓ -0.1%

Airbnb RevPAR

\$50.81

↓ -2.3%

AirDNA Data - Fiscal Year to Date

Airbnb Occupancy

56.4%

↓ -0.1%

Airbnb ADR

\$97.56

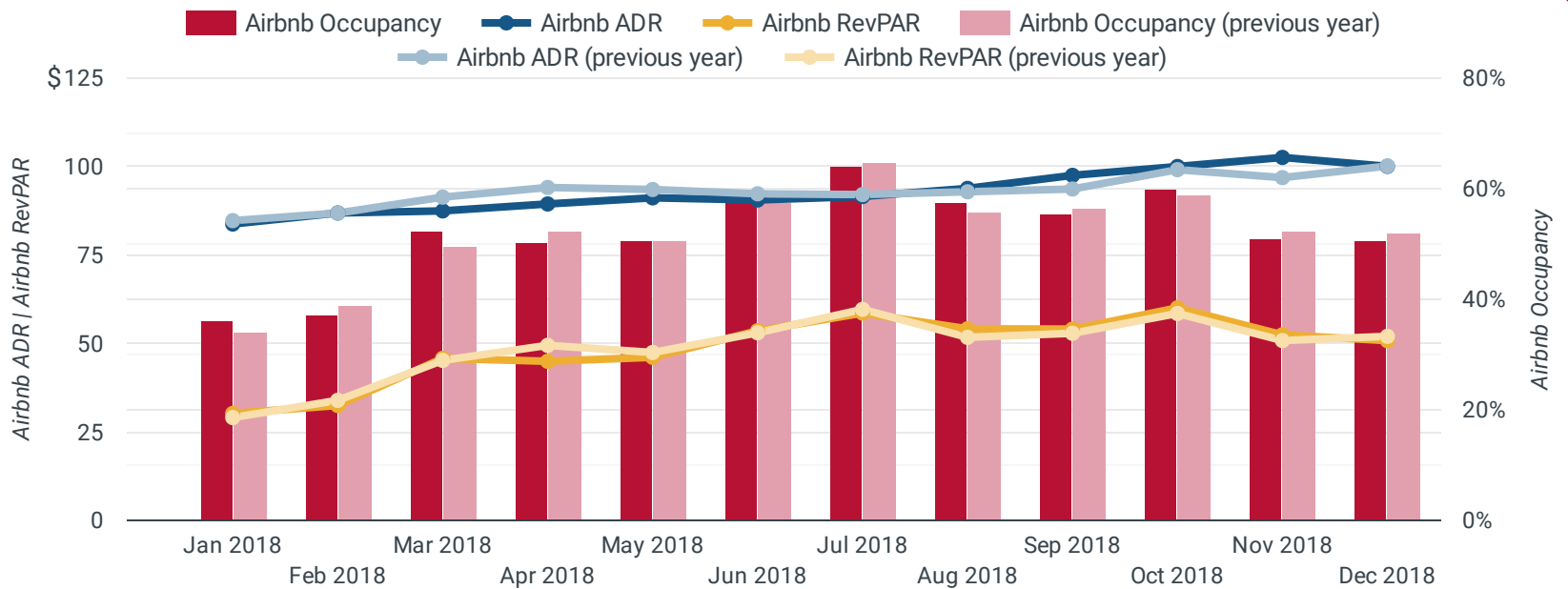
↑ 1.6%

Airbnb RevPAR

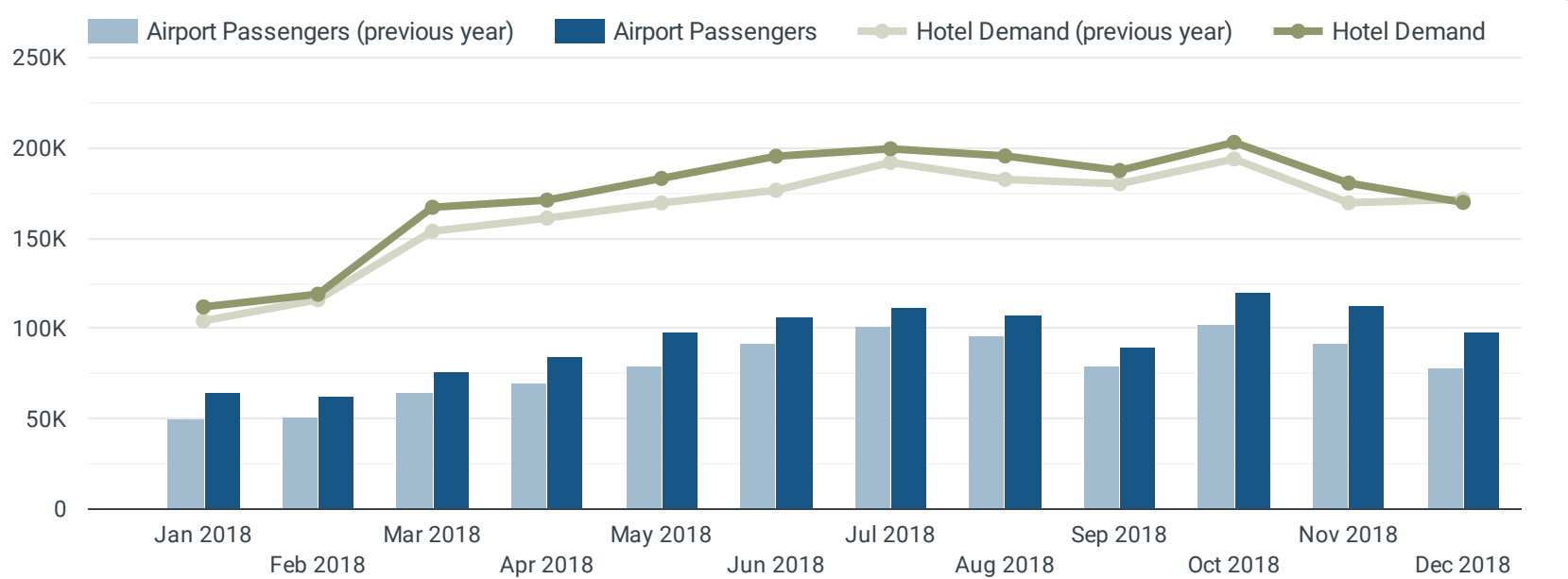
\$55.03

↑ 1.6%

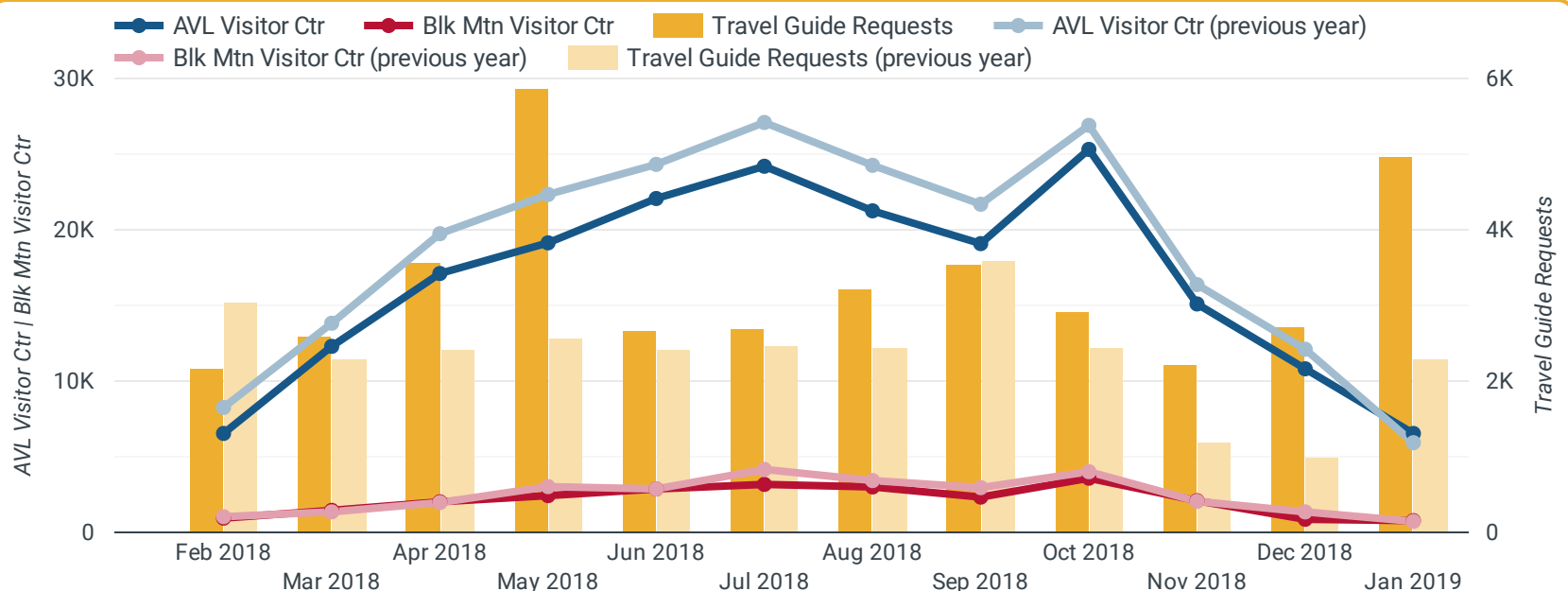
AirDNA ADR, RevPAR and Occupancy



Airport Passengers vs. Hotel Demand



Visitor Center & Travel Guide



Sales Department Performance Report

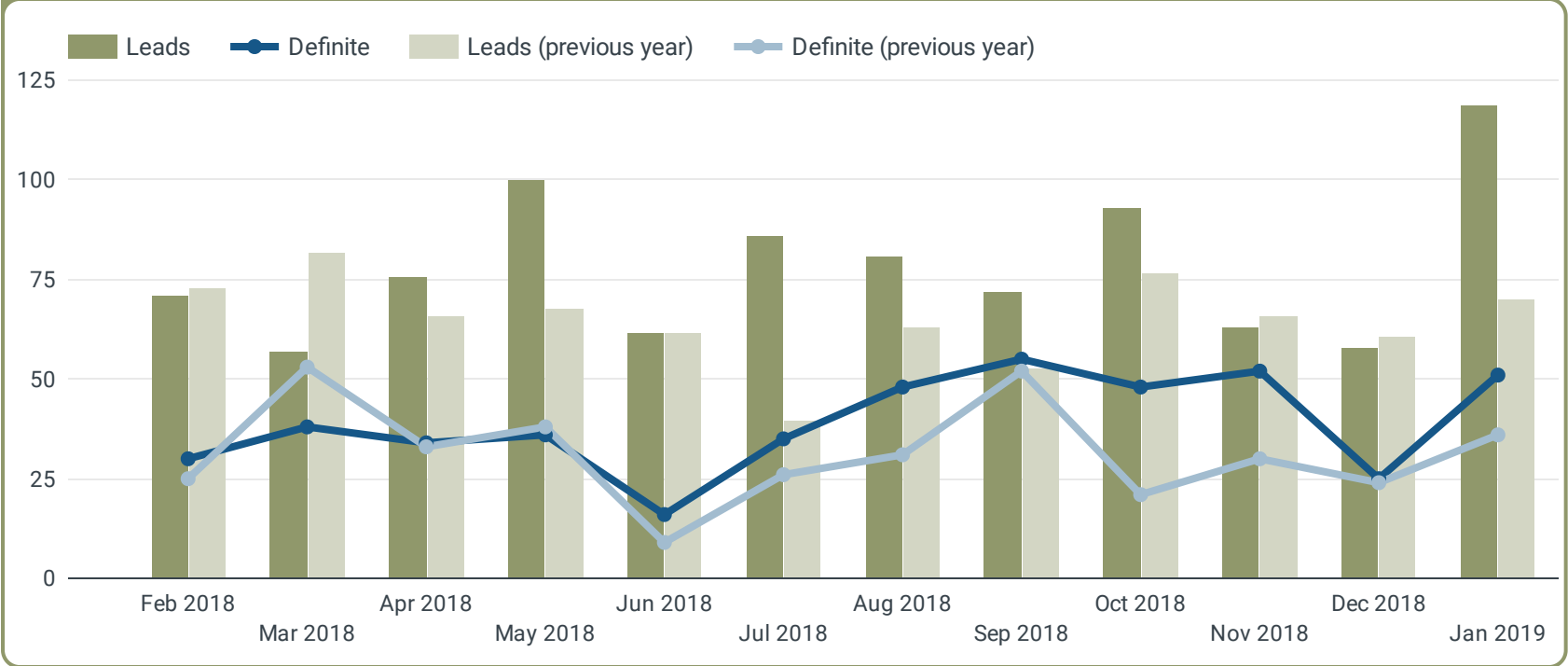
Sales Leads and Outreach - January 2019

Sales Leads Issued 119 ↑ 70.0%	Room Nights (Leads) 24,702 ↑ 81.8%	Leads Turned Definite 52 ↑ 33.3%	Room Nights (Definite) 7,001 ↑ 5.2%	Estimated Revenue \$1,234,786 ↓ -5.2%	
P2P Outreach 1,099 ↓ -5.3%	Indirect Outreach 14,667 ↑ 325.9%	Group Events 10 ↑ 66.7%	Room Nights Generated 785 ↑ 0.4%	Actualized Revenue \$114,815 ↓ -39.9%	Groups Served 11 ↑ 120.0%

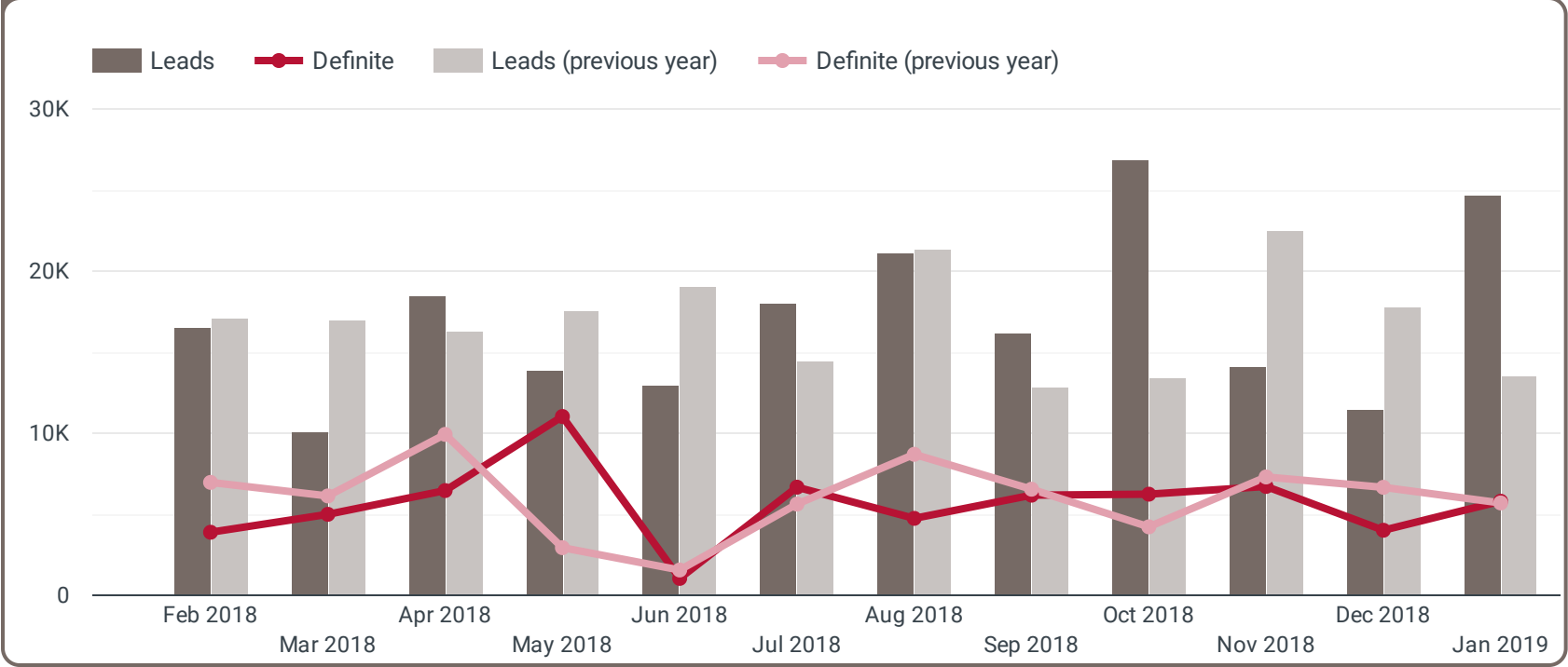
Sales Leads and Outreach - Fiscal Year to Date

Sales Leads Issued 572 ↑ 33.0%	Room Nights (Leads) 132,504 ↑ 14.1%	Leads Turned Definite 328 ↑ 37.2%	Room Nights (Definite) 46,029 ↓ -8.0%	Estimated Total Revenue \$8,934,947 ↓ -22.1%	
P2P Outreach 7,761 ↑ 4.0%	Indirect Outreach 45,553 ↑ 11.2%	Group Events 261 ↑ 24.3%	Room Nights Generated 29,100 ↑ 31.7%	Actualized Revenue \$7,370,702 ↑ 20.3%	Groups Served 259 ↑ 23.3%

Sales Leads vs. Definite

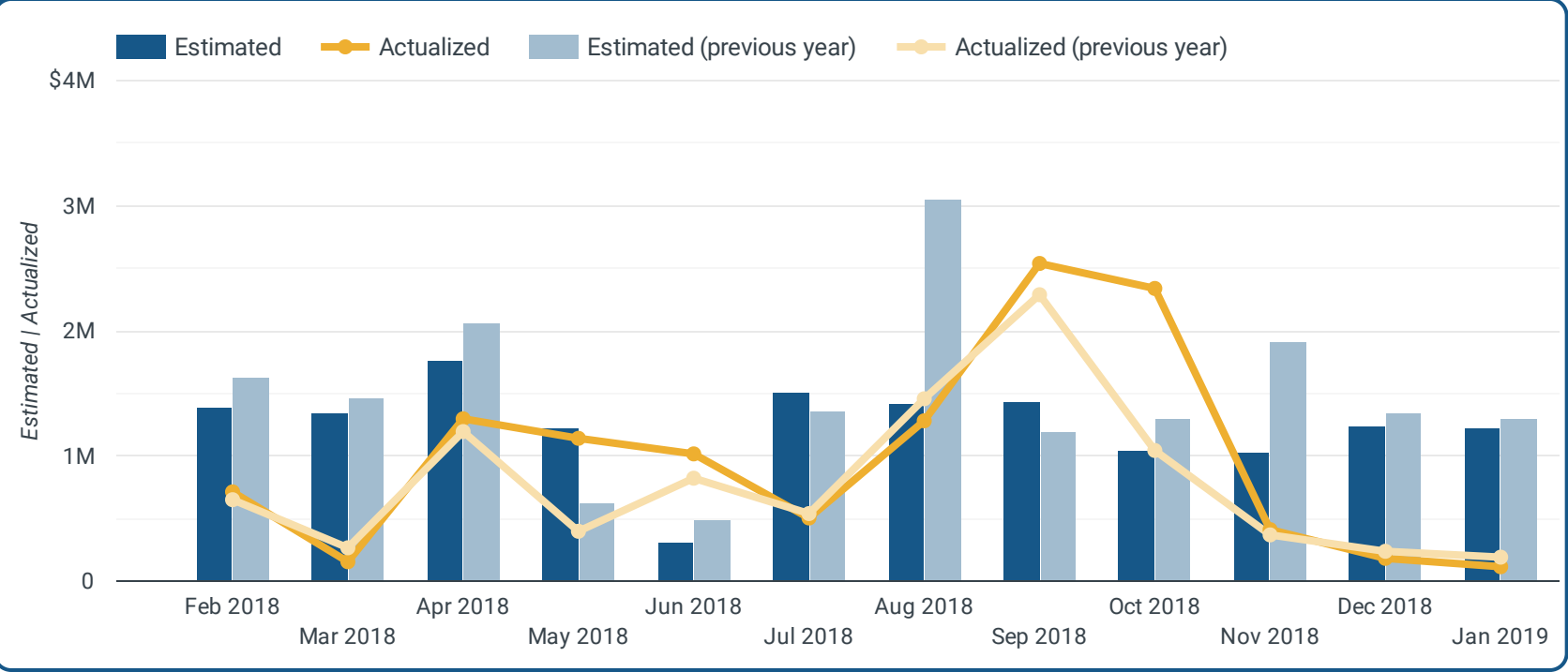


Room Nights Represented in Leads vs. Definite



Sales Department Performance Report

Estimated vs. Actualized Revenue



Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	December		1,138	19.8% 📈		880	-92.4% 📉
2.	November		1,039	-14.0% 📉		2,592	8.7% 📈
3.	October		1,184	-3.5% 📉		13,751	92.2% 📈
4.	September		1,142	7.6% 📈		3,131	-75.7% 📉
5.	August		1,194	20.9% 📈		9,514	185.4% 📈
6.	July		965	11.7% 📈		1,018	293.1% 📈
7.	June		877	-5.6% 📉		10,988	6.3% 📈
8.	May		920	-19.0% 📉		11,776	350.5% 📈
9.	April		1,102	-3.2% 📉		4,332	4.3% 📈

1 - 12 / 12 < >

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	December		17	6.3% 📈		871	19.2% 📈
2.	November		48	41.2% 📈		1,963	23.9% 📈
3.	October		64	42.2% 📈		6,160	86.5% 📈
4.	September		53	-3.6% 📉		10,699	43.9% 📈
5.	August		41	32.3% 📈		6,728	8.8% 📈
6.	July		28	21.7% 📈		1,894	-8.5% 📉
7.	June		36	-26.5% 📉		3,281	10.6% 📈
8.	May		39	62.5% 📈		4,554	95.5% 📈
9.	April		36	56.5% 📈		4,164	14.8% 📈

1 - 12 / 12 < >

Marketing Department Performance Report

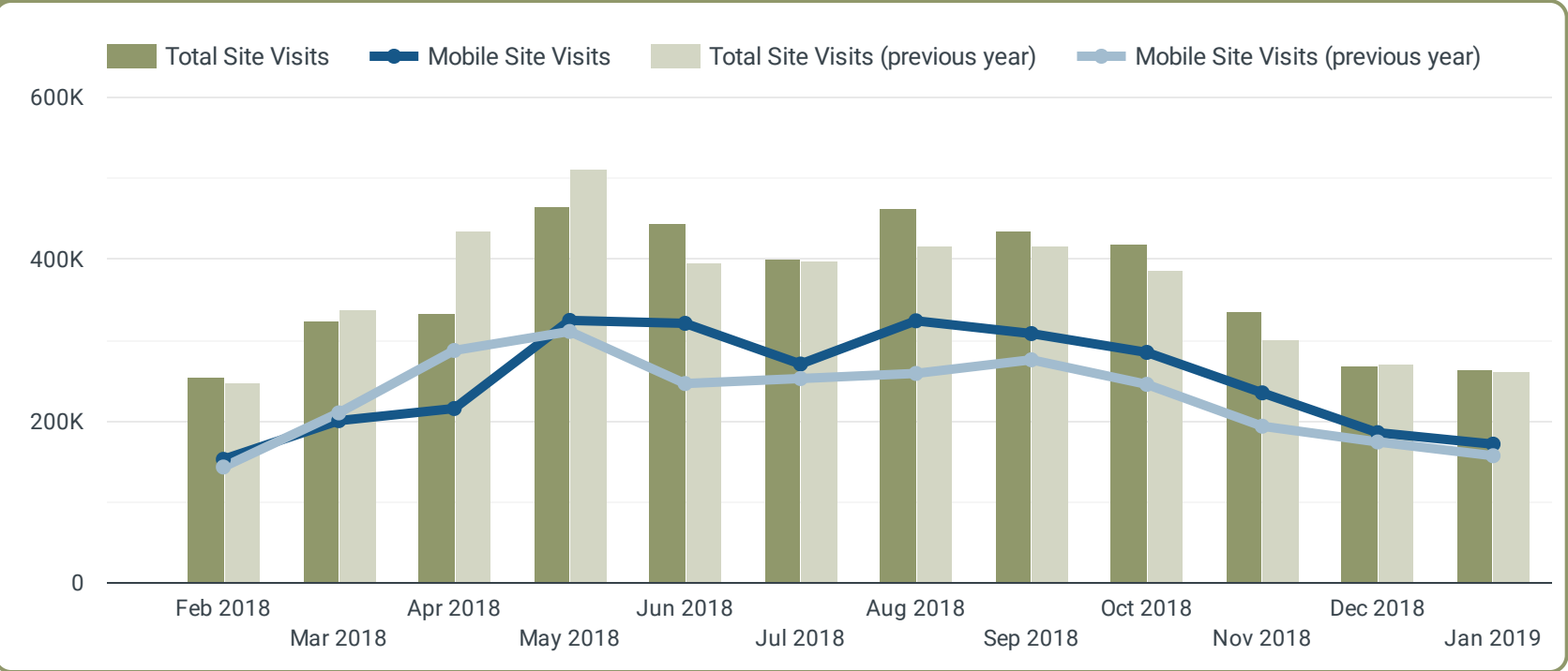
Marketing Metrics Overview - January 2019

Website Visits 263,407 ↑ 0.6%	Mobile Site Visits 171,445 ↑ 8.1%	aRes - Room Nights 43 ↓ -35.8%	aRes - Room Revenue \$6,032 ↓ -33.2%	Total Facebook Fans 282,508 ↑ 5.1%
PR Publicity Value 849,655 (December) ↓ -32.3%	PR Estimated Impressions 416.48M (December) ↓ -19.2%	Significant Placements 99 (December) ↑ 80.0%	Media Touchpoints 98 ↓ -7.5%	Video Views 32,154 ↓ -69.8%

Marketing Metrics Overview - Fiscal Year to Date

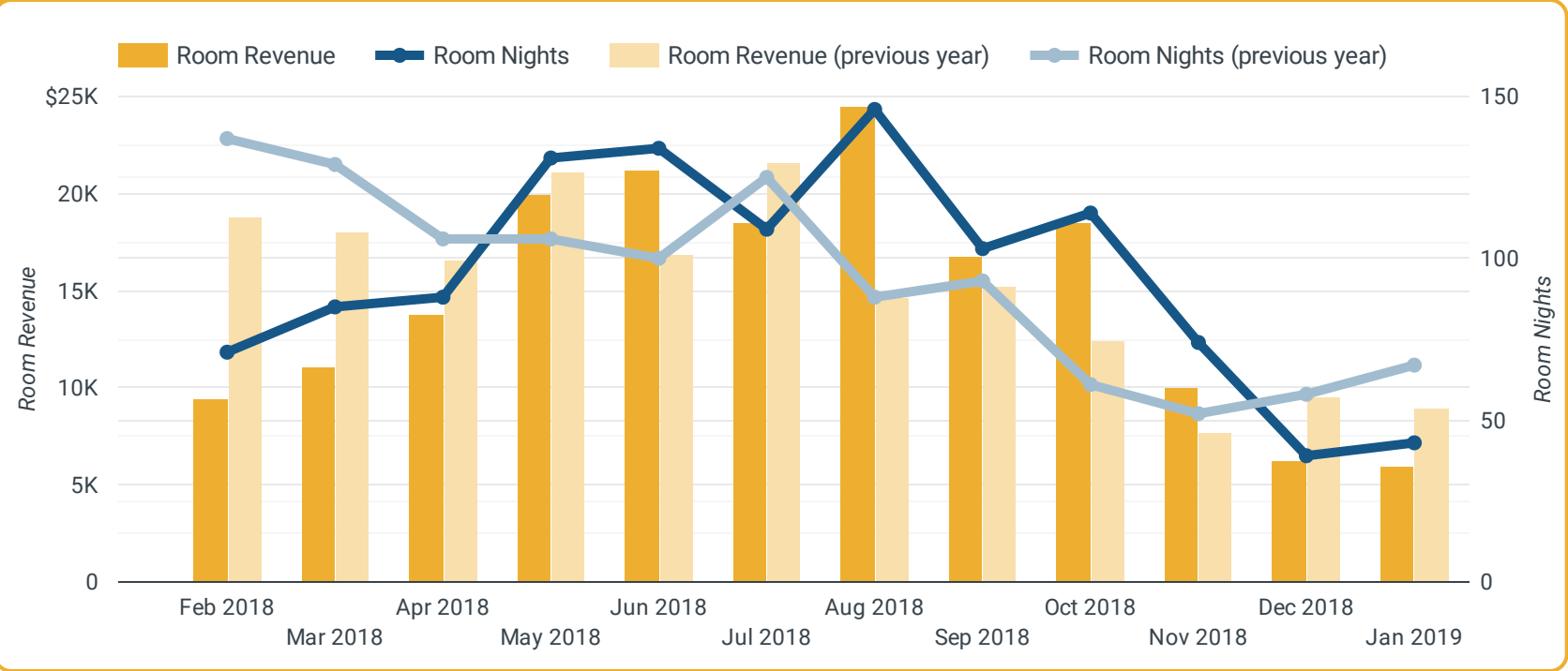
Website Visits 2,587,824 ↑ 5.6%	Mobile Site Visits 1,780,524 ↑ 12.2%	aRes - Room Nights 628 ↑ 15.4%	aRes - Room Revenue \$100,706 ↑ 11.6%	Avg. Total Facebook Fans 279,357 ↑ 6.1%
PR Publicity Value 23,359,526 ↑ 403.9%	PR Estimated Impressions 1.68B ↓ -44.6%	Significant Placements 443 ↑ 3.3%	Media Touchpoints 412 ↓ -27.0%	Video Views 585,558 ↓ -64.5%

ExploreAsheville.com Web Stats



Online Reservation (aRes) Data

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



Marketing Department Performance Report

Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast		% Δ	Editorial Impressions - Print/Broadcast		% Δ
1.	December		514,176	-38.7% ↓		3,224,080	-89.4% ↓
2.	November		13,250,721	2,348.5% ↑		4,300,052	-50.1% ↓
3.	October		4,014,691	1,761.6% ↑		12,312,208	82.4% ↑
4.	September		515,837	478.6% ↑		6,188,290	92.5% ↑
5.	August		2,376,632	1,104.7% ↑		10,402,013	-13.5% ↓
6.	July		1,439,448	360.9% ↑		3,099,199	-75.3% ↓
7.	June		379,898	49.5% ↑		1,008,166	-84.9% ↓

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online		% Δ	Estimated Impressions - Online		% Δ
1.	December		335,479	-19.2% ↓		413,259,526	-14.8% ↓
2.	November		117,489	-76.7% ↓		196,003,340	-71.9% ↓
3.	October		277,337	-18.9% ↓		367,206,208	-11.2% ↓
4.	September		220,597	-52.4% ↓		229,118,396	-54.9% ↓
5.	August		229,333	-41.4% ↓		345,348,330	-18.6% ↓
6.	July		67,786	-79.1% ↓		85,502,297	-79.6% ↓
7.	June		53,645	-88.2% ↓		65,307,603	-90.4% ↓

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions		% Δ	Significant Placements		% Δ
1.	December		56	60.0% ↑		99	80.0% ↑
2.	November		38	-36.7% ↓		65	-36.9% ↓
3.	October		64	-65.0% ↓		81	76.1% ↑
4.	September		71	-2.7% ↓		71	12.7% ↑
5.	August		45	-37.5% ↓		65	27.5% ↑
6.	July		40	14.3% ↑		28	-44.0% ↓
7.	June		69	21.1% ↑		34	-44.3% ↓

Facebook Fans & Video Views (All Platforms)

	Month of Year ...	Total Facebook Fans		% Δ	Video Views		% Δ
1.	Jan 2019		282,508	5.1%		32,154	-69.8%
2.	Dec 2018		281,808	5.3%		14,205	-93.0%
3.	Nov 2018		281,078	5.6%		62,943	-92.0%
4.	Oct 2018		279,222	5.8%		63,543	-66.7%
5.	Sep 2018		278,802	7.0%		222,859	44.8%
6.	Aug 2018		276,593	7.2%		159,119	42.9%
7.	Jul 2018		275,489	7.0%		30,735	-65.8%

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.

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.