

# Destination Performance Report

ASHEVILLE

## Lodging & Visitor Overview - May 2023

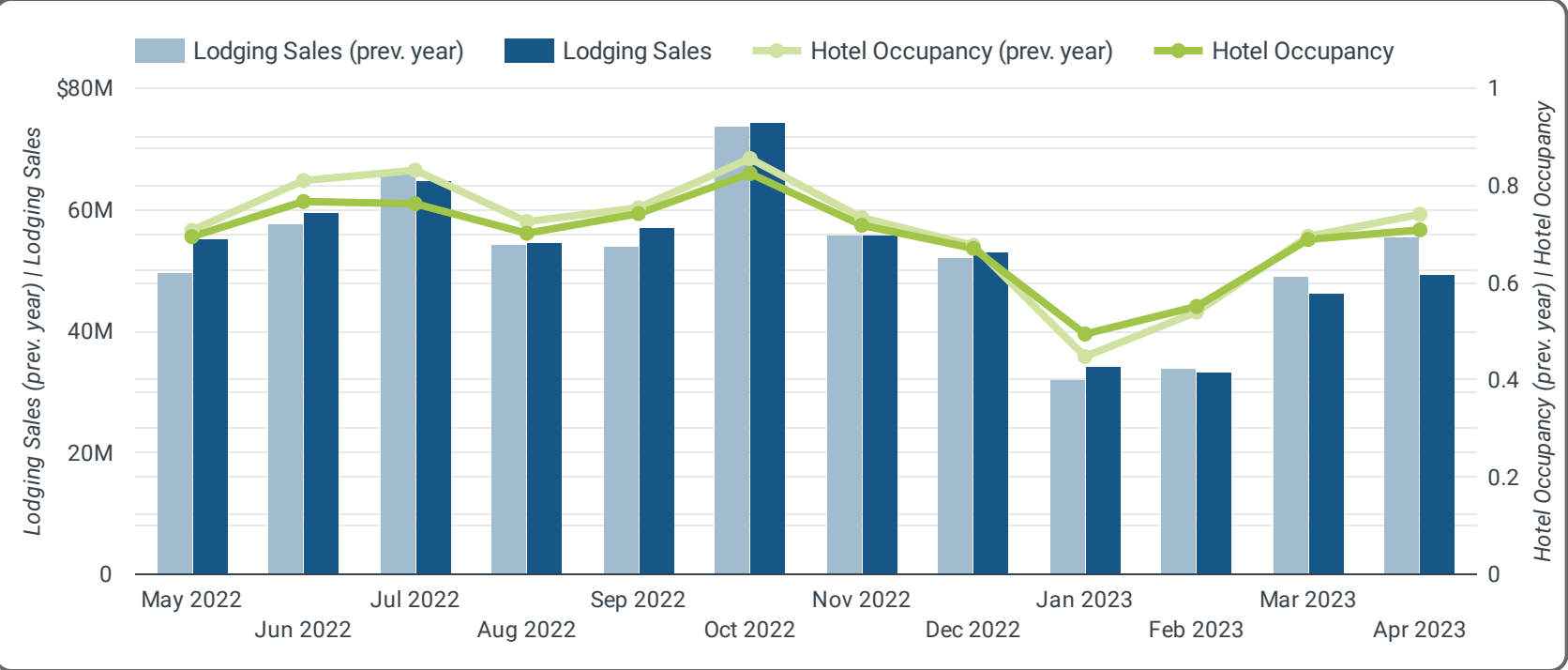
Lodging Sales \$49,336,645 (April) ↓ -11.3%	Hotel Occupancy* 70.9% (April) ↓ -4.3%	Hotel Demand* 191,830 (April) ↓ -4.7%	Hotel ADR* \$171.26 (April) ↓ -3.9%	Hotel RevPAR* \$121.34 (April) ↓ -8.1%
Airport Passengers 162,599 (April) ↑ 15.5%	Asheville Visitor Center 17,070 0.0%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 4,206 ↓ -22.9%	Travel Guide Requests 2,283 ↑ 0.5%

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

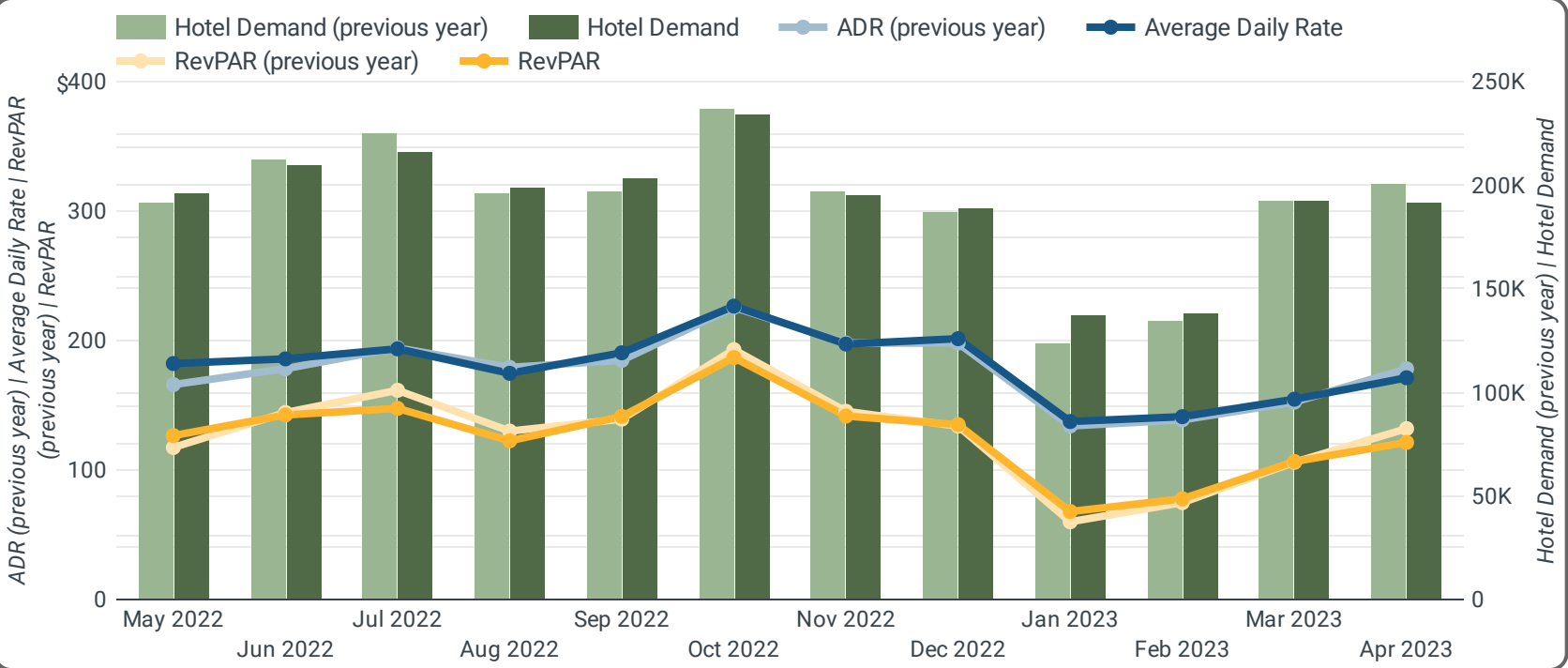
Lodging Sales \$523,594,780 ↓ -0.7%	Hotel Occupancy* 68.8% ↓ -1.5%	Hotel Demand* 1,898,493 ↑ 0.1%	Hotel ADR* \$182.44 ↓ -0.2%	Hotel RevPAR* \$125.47 ↓ -1.8%
Airport Passengers 1,605,407 ↑ 20.1%	Asheville Visitor Center 157,177 ↑ 3.4%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 32,602 ↓ -8.1%	Travel Guide Requests 23,689 ↓ -5.0%

## 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.

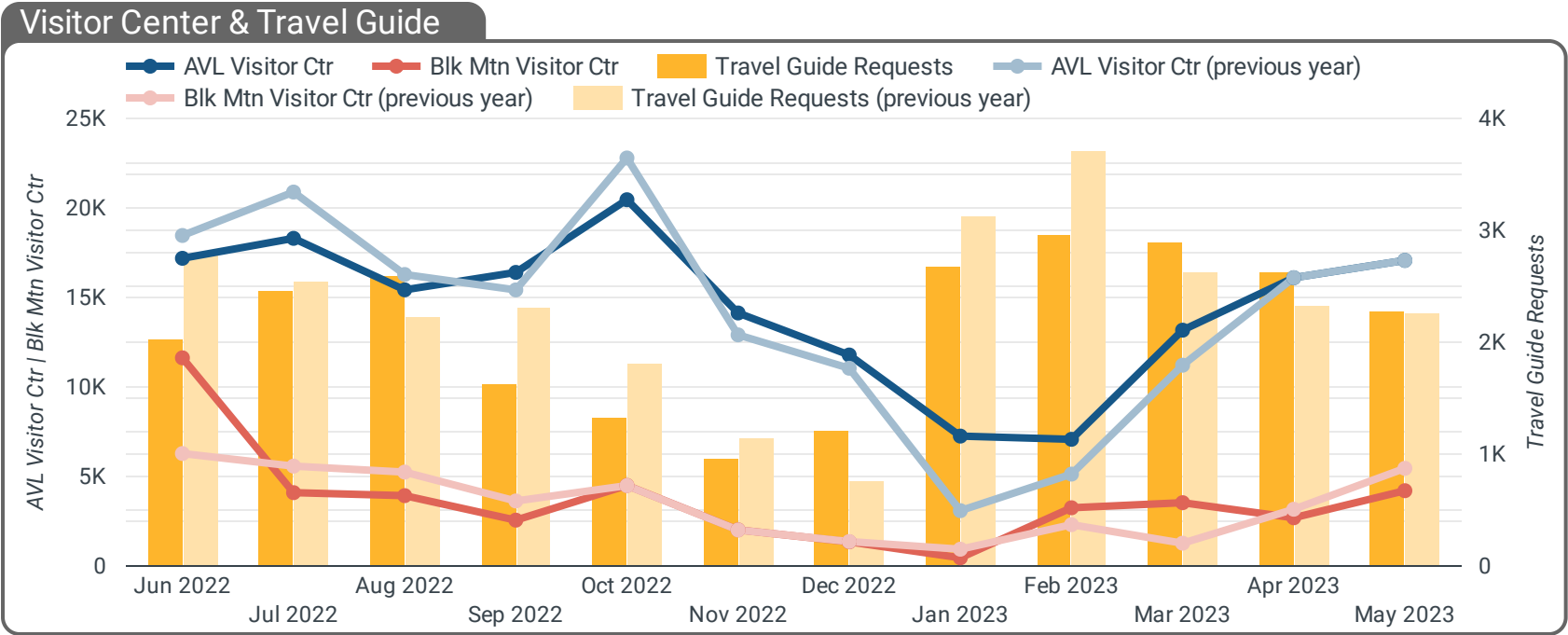
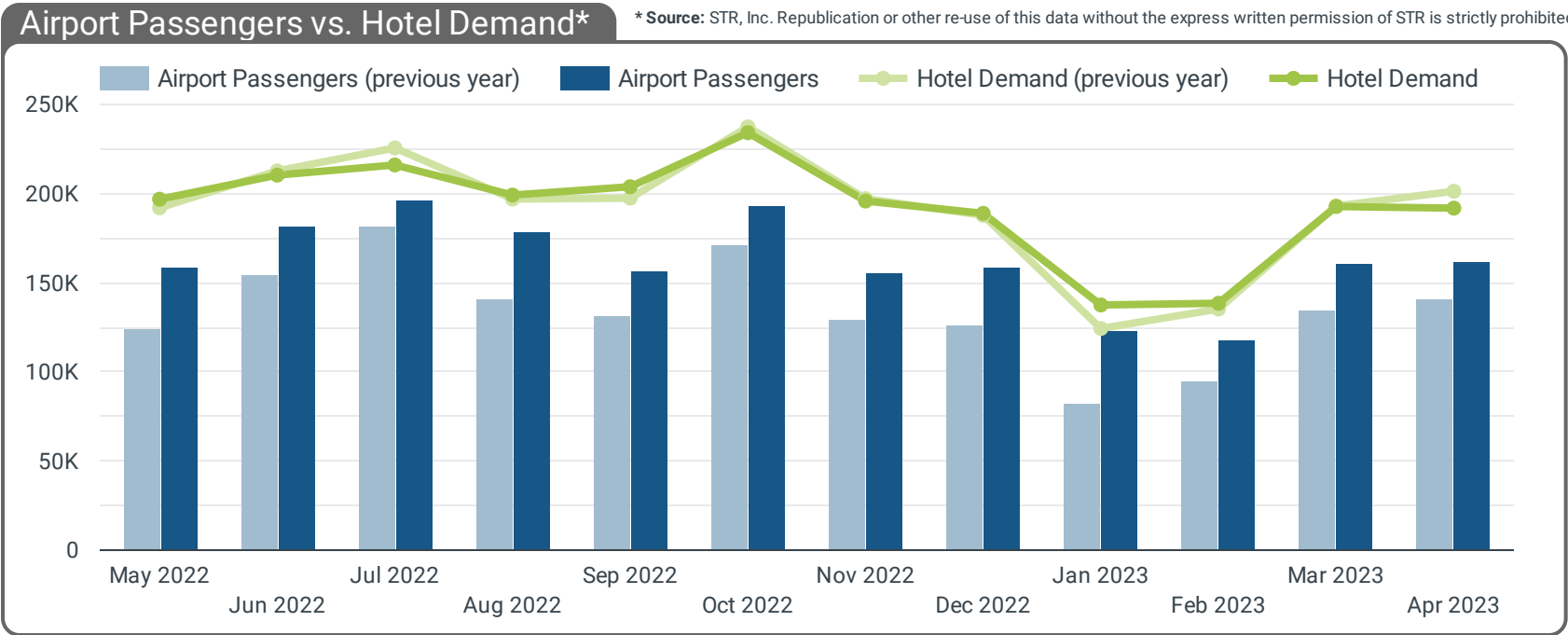
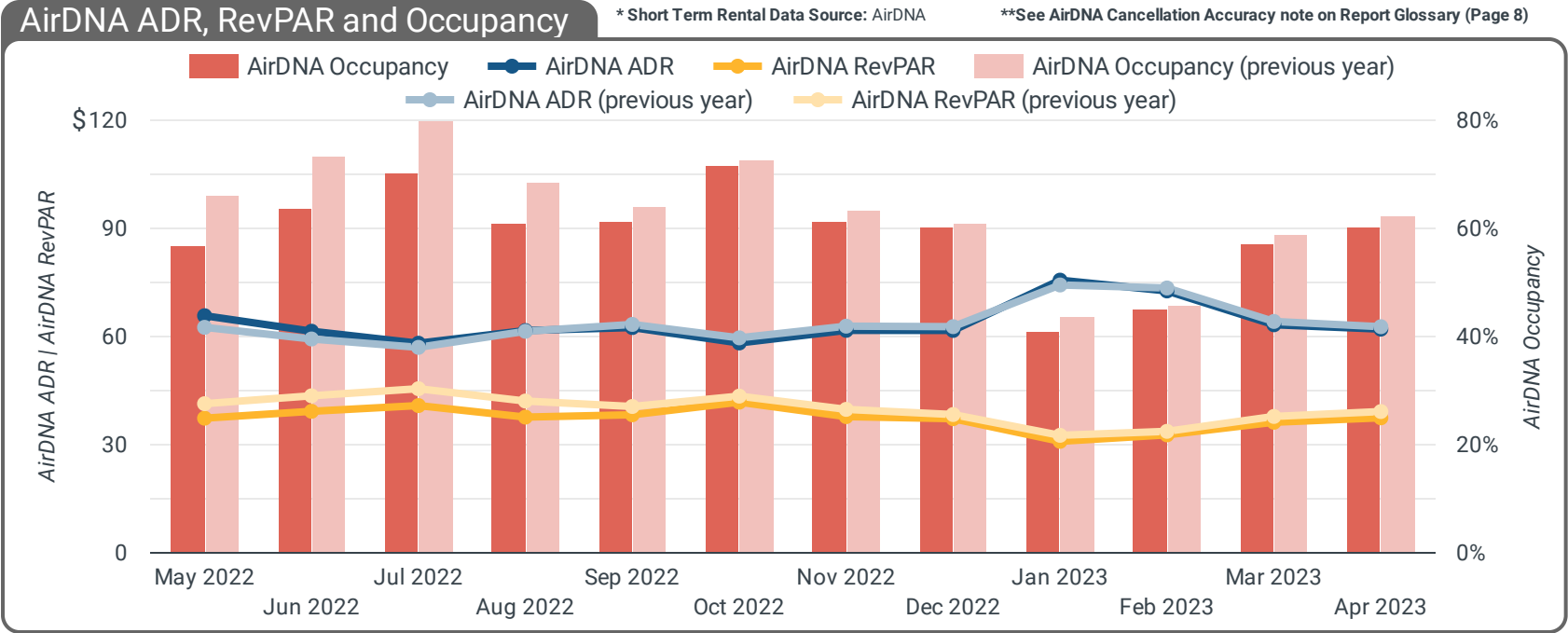
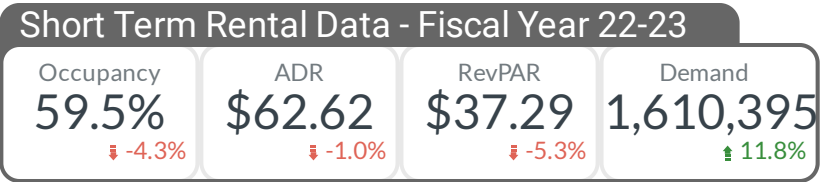
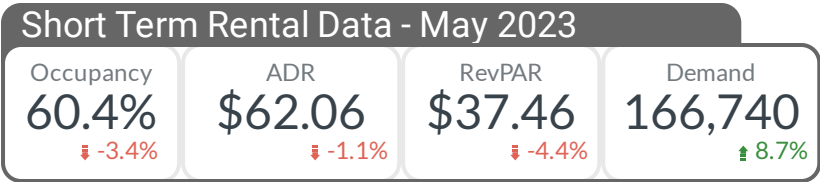


## Hotel Demand\*, Average Daily Rate\* and Revenue Per Available Room\*



# Destination Performance Report

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# Sales Department Performance Report

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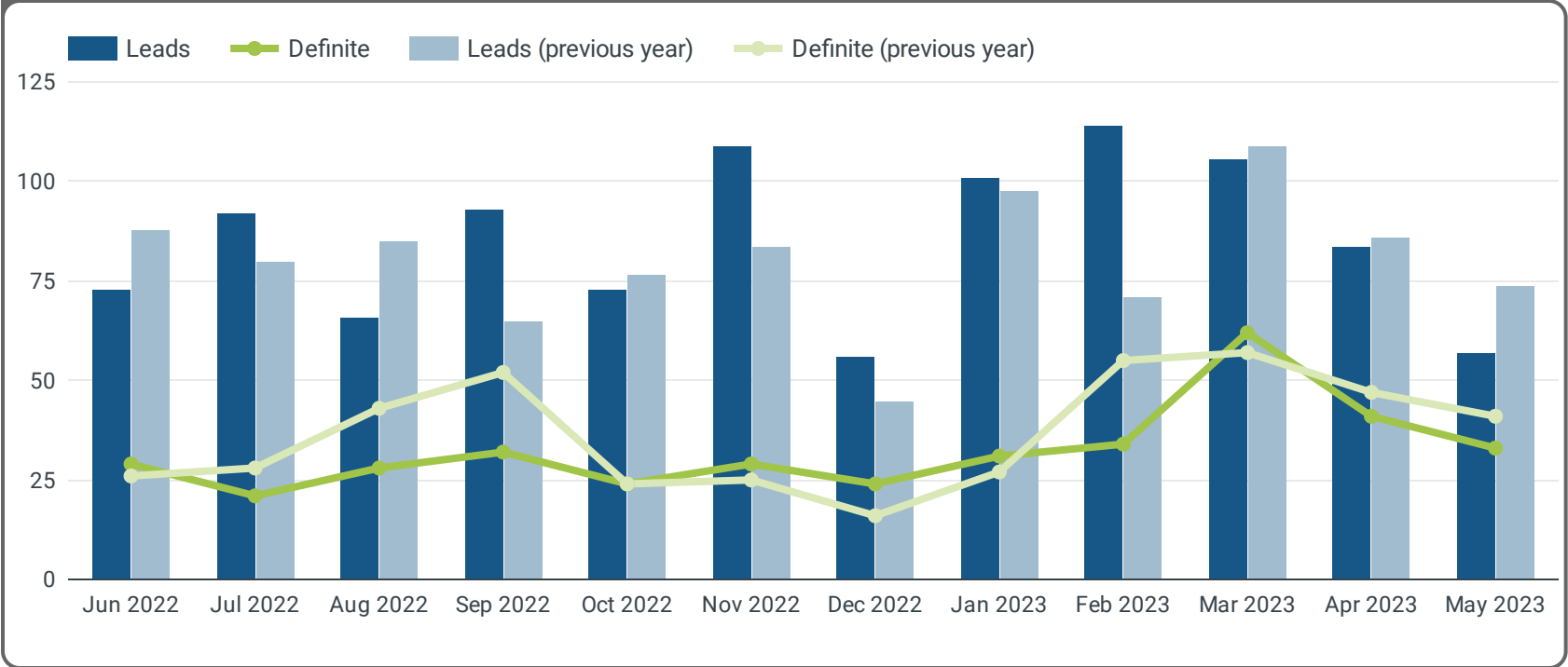
## Sales Leads and Outreach - May 2023

Sales Leads Issued 57 ↓ -23.0%	Room Nights (Leads) 17,438 ↑ 32.1%	Leads Turned Definite 39 ↓ -7.1%	Room Nights (Definite) 6,313 ↑ 89.5%	Estimated Revenue \$1,673,533 ↑ 67.3%	
P2P Outreach 426 ↑ 3.1%	Indirect Outreach 126,983 ↑ 403.9%	Group Events 31 ↓ -16.2%	Room Nights Generated 2,884 ↓ -25.0%	Actualized Revenue \$1,149,595 ↓ -23.6%	Groups Served 30 ↓ -18.9%

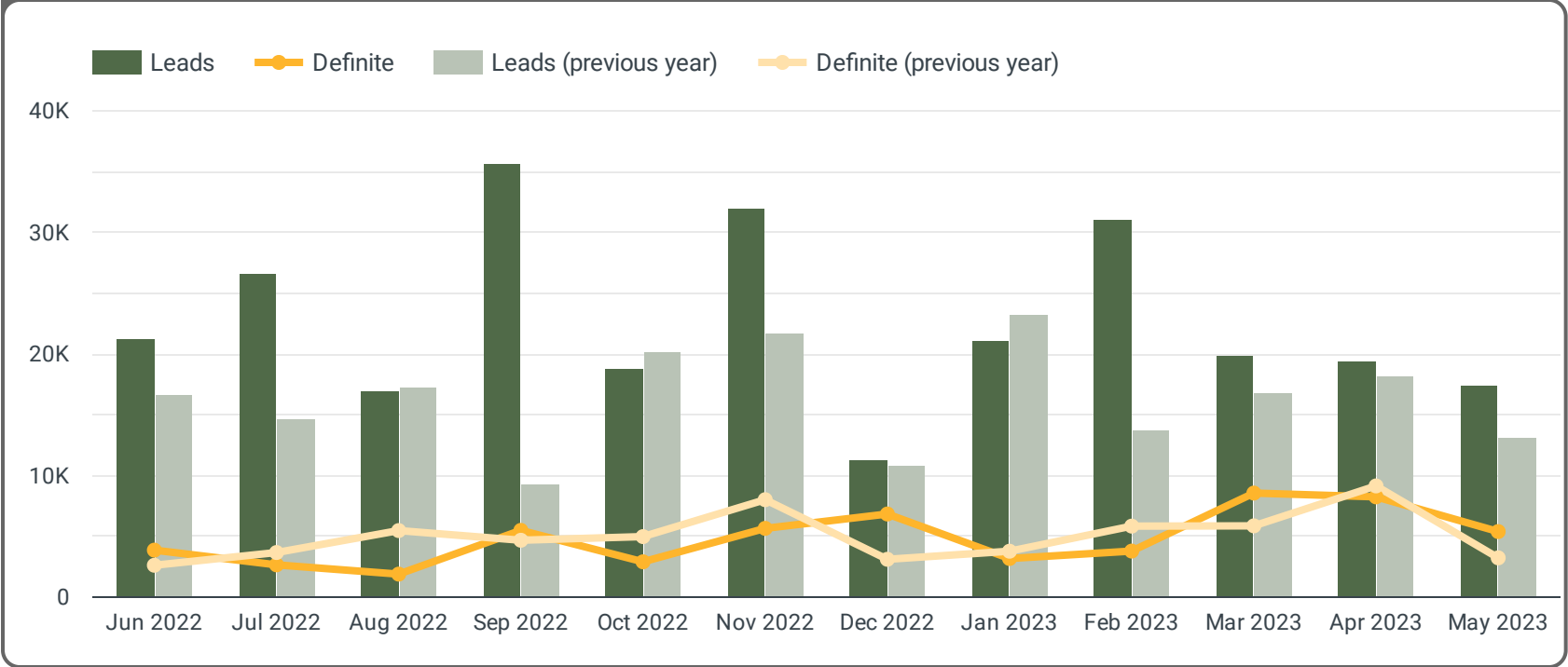
## Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 951 ⬆️ 8.8%	Room Nights (Leads) 250,367 ⬆️ 39.5%	Leads Turned Definite 377 ⬇️ -11.7%	Room Nights (Definite) 61,546 ⬆️ 4.8%	Estimated Total Revenue \$16,426,557 ⬆️ 10.7%	
P2P Outreach 6,759 ⬇️ -3.5%	Indirect Outreach 3,479,133 ⬆️ 2,634.5%	Group Events 373 ⬆️ 11.0%	Room Nights Generated 39,812 ⬆️ 19.1%	Actualized Revenue \$13,445,647 ⬆️ 31.2%	Groups Served 364 ⬆️ 5.5%

## Sales Leads vs. Definite



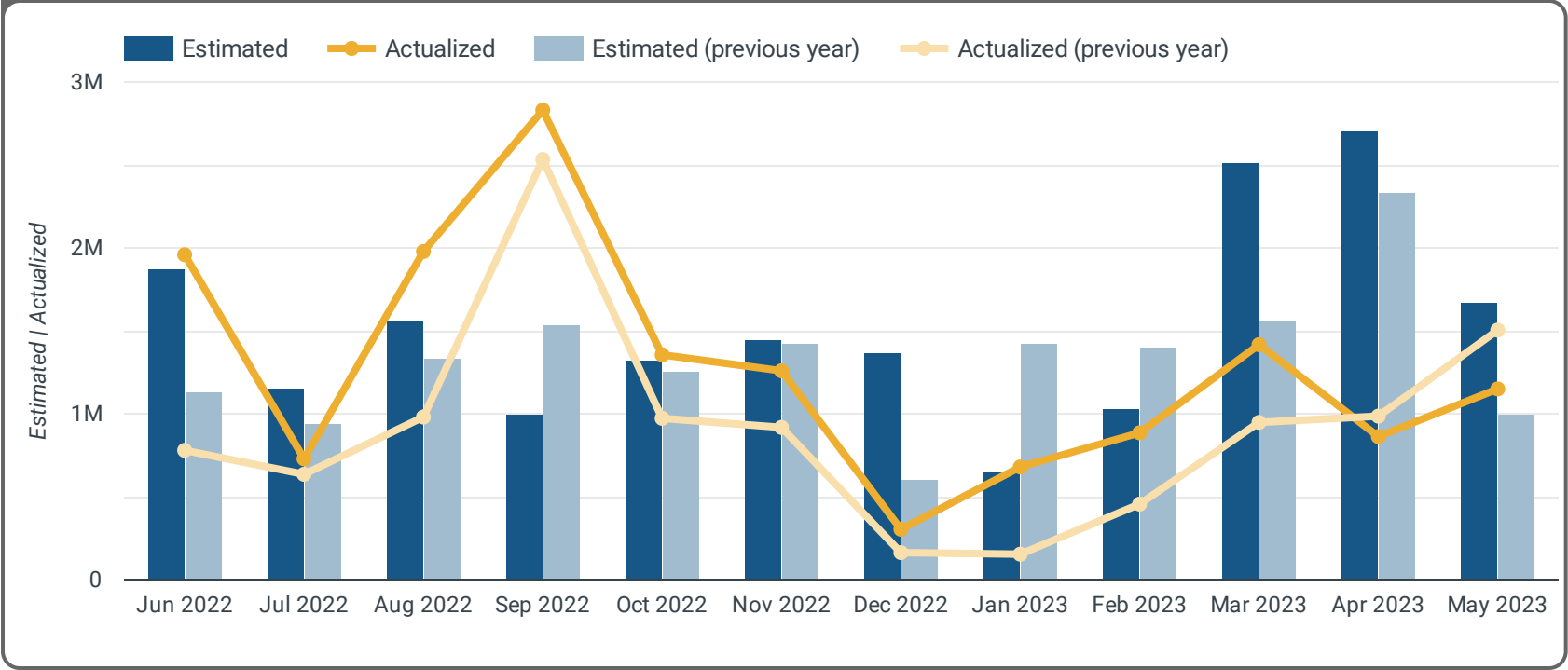
## Room Nights Represented in Leads vs. Definite



# Sales Department Performance Report

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Estimated vs. Actualized Revenue



Sales Outreach 2022-23 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	May 2023	426		3.1%	126,983		4.0
2.	Apr 2023	393		-58.7%	100,012		7.5
3.	Mar 2023	461		-4.8%	3,102,094		296.7
4.	Feb 2023	866		53.0%	207		-1.0
5.	Jan 2023	545		31.0%	10,424		30.6
6.	Dec 2022	746		26.2%	11,205		7.5
7.	Nov 2022	753		9.4%	758		-1.0
8.	Oct 2022	429		-50.1%	2,706		-0.9
9.	Sep 2022	1,060		117.7%	13,562		0.1
10.	Aug 2022	387		-53.3%	109,553		183.4

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	May 2023	31		-16.2%	2,884		-25.0%
2.	Apr 2023	30		-18.9%	3,010		-7.5%
3.	Mar 2023	28		7.7%	5,309		18.9%
4.	Feb 2023	18		28.6%	2,352		33.7%
5.	Jan 2023	7		-22.2%	1,772		238.8%
6.	Dec 2022	22		15.8%	1,106		23.3%
7.	Nov 2022	39		30.0%	3,778		36.9%
8.	Oct 2022	60		11.1%	3,787		40.3%
9.	Sep 2022	71		42.0%	6,370		-2.9%
10.	Aug 2022	35		25.0%	6,466		63.0%

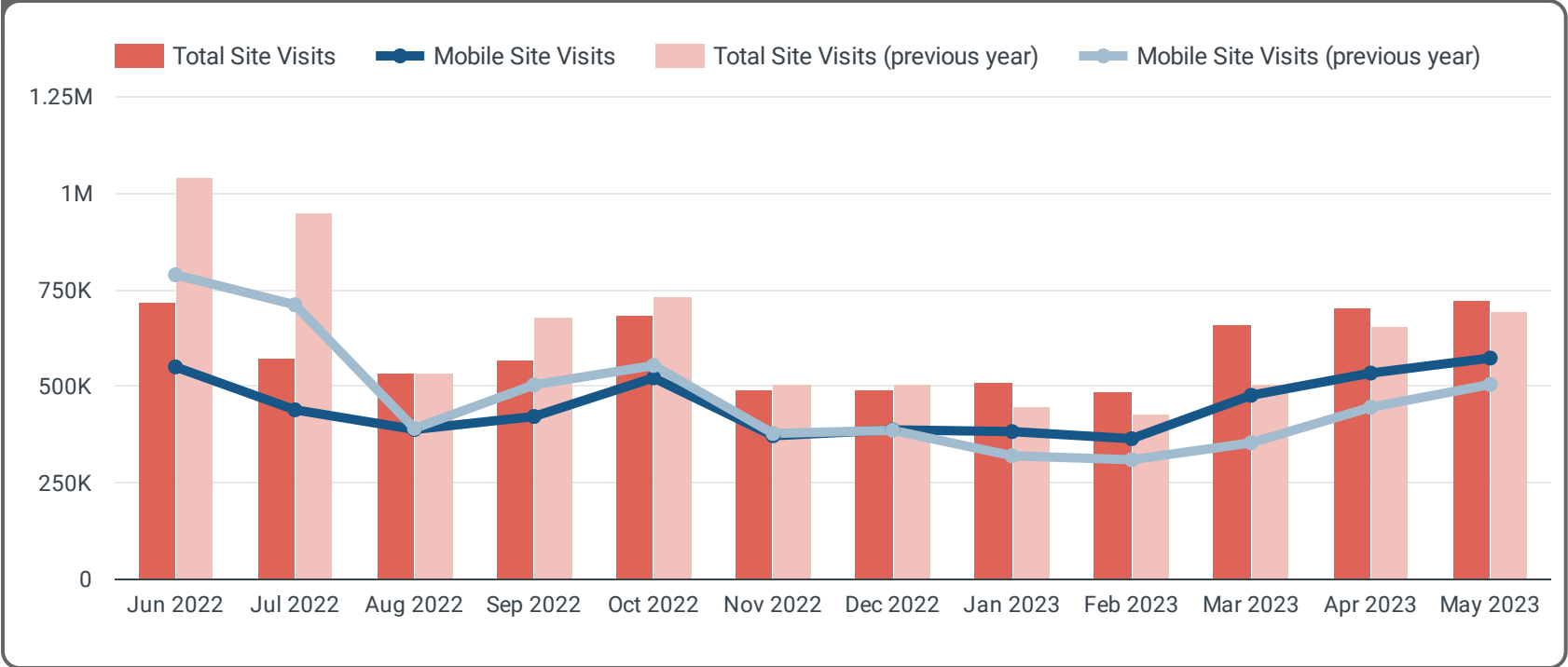
Marketing Metrics Overview - May 2023

Website Visits 733,056 <span>↑ 2.9%</span>	Mobile Site Visits 580,712 <span>↑ 13.1%</span>	aRes - Room Nights 33 <span>↓ -17.5%</span>	aRes - Room Revenue \$5,125 <span>↓ -22.2%</span>	Total Facebook Fans 322,885 <span>↑ 5.5%</span>
PR Publicity Value \$1,732,002 <span>↓ -7.8%</span>	PR Estimated Impressions 921,311,671 <span>↑ 27.4%</span>	Significant Placements 18 <span>↓ -5.3%</span>	Media Touchpoints 77 <span>↑ 75.0%</span>	Video Views 2,293,350 <span>↑ 666.5%</span>

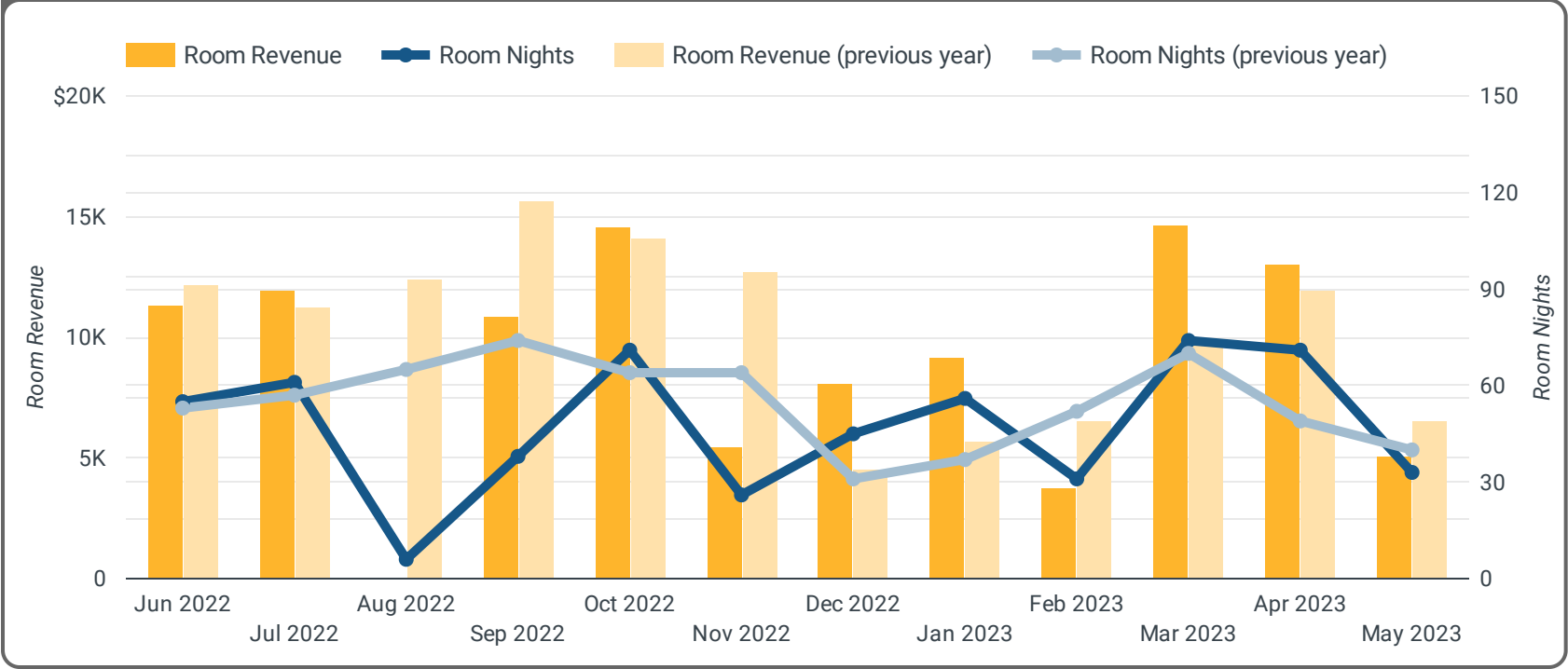
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 6,436,507 <span>↓ -3.2%</span>	Mobile Site Visits 4,862,005 <span>↑ 0.1%</span>	aRes - Room Nights 512 <span>↓ -15.1%</span>	aRes - Room Revenue \$95,927 <span>↓ -14.0%</span>	Avg. Total Facebook Fans 312,796 <span>↑ 2.8%</span>
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 12,069,919 <span>↑ 618.4%</span>

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.	May 2023		\$567	-100%		335,820	-86.95%
2.	Apr 2023		\$13,593	-100%		907,681	-91.51%
3.	Mar 2023		\$1,320	-100%		805,517	-74.27%
4.	Feb 2023		\$1,455,602	1,145%		1,738,803	-21.25%
5.	Jan 2023		\$1,005,439	851%		1,822,240	-11.7%
6.	Dec 2022		\$276,078	32%		987,399	-68.83%
7.	Nov 2022		\$471,078	-67%		2,555,243	-28.37%

## Online Publicity Value and Impressions

Month of Year ▾		Publicity Value - Online		% Δ	Estimated Impressions - Online		% Δ
1.	May 2023		\$1,731,435	28%		920,975,851	27.38%
2.	Apr 2023		\$2,336,804	57%		1,242,980,795	55.13%
3.	Mar 2023		\$3,643,725	174%		1,938,151,701	172.68%
4.	Feb 2023		\$2,812,693	106%		1,496,113,530	105.8%
5.	Jan 2023		\$3,259,924	165%		1,734,002,290	164.8%
6.	Dec 2022		\$3,168,041	119%		1,708,958,220	121.31%
7.	Nov 2022		\$3,578,548	168%		1,903,483,024	167.41%

## Media Placements & Touchpoints

Month of Year ▾		Media Touchpoints / Interactions		% Δ	Significant Placements		% Δ
1.	May 2023		77	75.0%		18	-5.3%
2.	Apr 2023		60	150.0%		19	-20.8%
3.	Mar 2023		120	26.3%		35	52.2%
4.	Feb 2023		170	400.0%		13	18.2%
5.	Jan 2023		112	86.7%		19	35.7%
6.	Dec 2022		60	160.9%		17	-5.6%
7.	Nov 2022		31	40.9%		34	209.1%

## Facebook Fans & Video Views (All Platforms)

Month of Year ▾		Total Facebook Fans		% Δ	Video Views		% Δ
1.	May 2023		322,885	null		2,293,350	null
2.	Apr 2023		315,411	3.2%		590,146	237.9%
3.	Mar 2023		314,015	2.3%		371,292	-6.5%
4.	Feb 2023		313,195	2.7%		646,581	148.6%
5.	Jan 2023		312,739	2.7%		382,005	1,289.9%
6.	Dec 2022		311,795	2.8%		383,742	320.3%
7.	Nov 2022		311,370	2.6%		359,976	184.6%

# 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.