Destination Performance Report

Lodging & Visitor Overview - June 2022

Lodging Sales	Hotel Occupancy*	Hotel Demand*	Hotel ADR*	Hotel RevPAR*
$55,166,736	70.1%	196,014	$181.27	$127.10
(May) ▲ 12.6%	(May) ▼ -0.9%	(May) ▲ 2.1%	(May) ▲ 9.2%	(May) ▲ 8.2%

Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
158,655	17,187	0	11,627	2,032
(May) ▲ 27.8%	▼ -6.9%	N/A	▲ 85.1%	▼ -27.6%

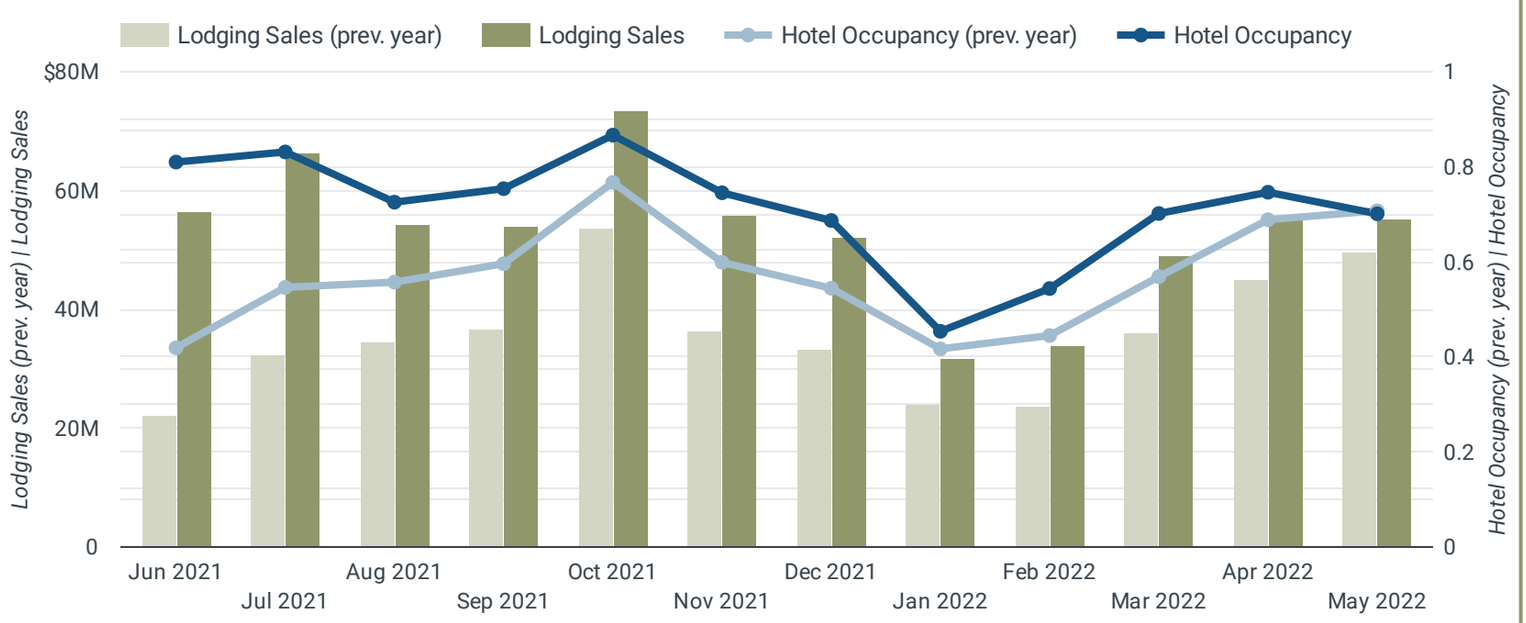
Lodging & Visitor Overview - Fiscal Year 21-22

Lodging Sales	Hotel Occupancy*	Hotel Demand*	Hotel ADR*	Hotel RevPAR*
$582,160,299	70.6%	2,089,668	$181.56	$128.20
▲ 43.7%	▲ 20.4%	▲ 23.1%	▲ 23.2%	▲ 48.4%

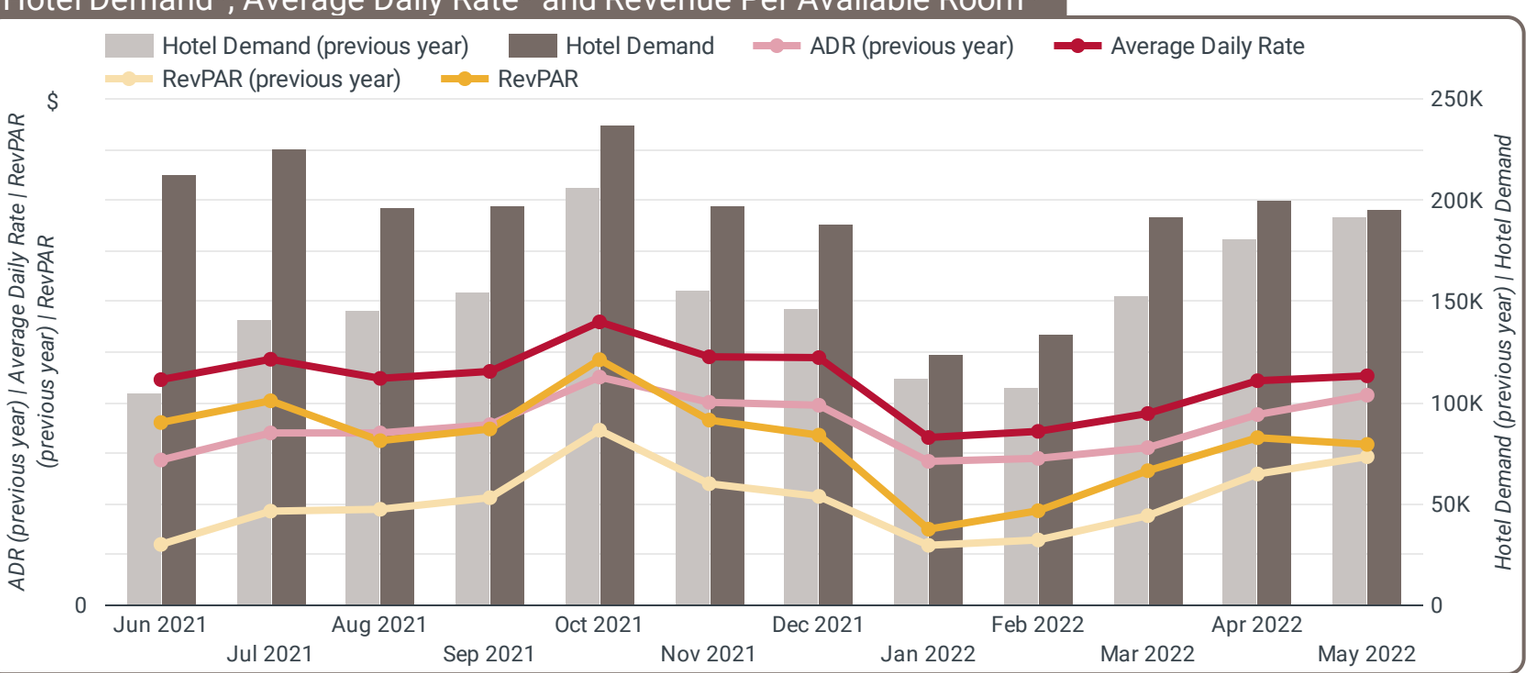
Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
1,495,875	169,132	0	47,096	26,971
▲ 98.3%	▲ 63.0%	N/A	▲ 38.9%	▼ -4.2%

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 - May 2022

Occupancy	ADR	RevPAR	Demand
57.0%	$117.39	$66.91	157,275
-13.5%	4.3%	-9.8%	12.5%

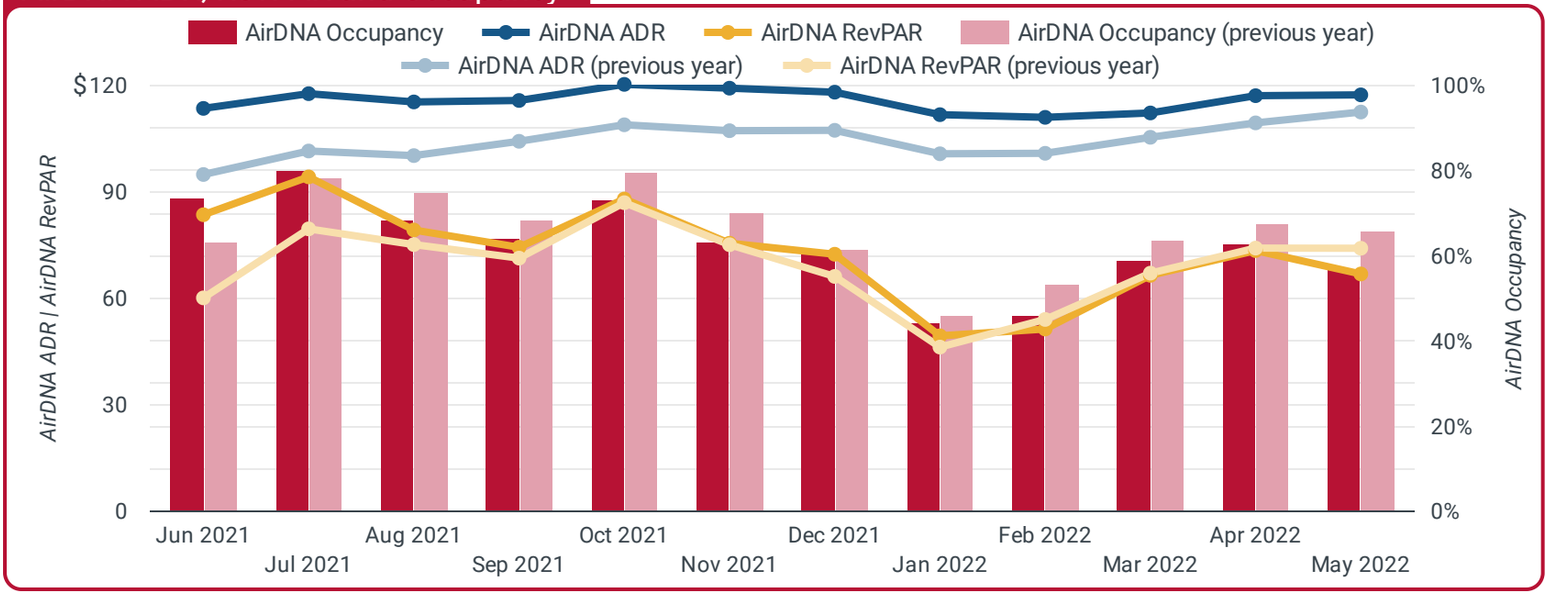
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
61.9%	$116.48	$72.06	1,623,362
-7.1%	10.1%	2.3%	22.1%

AirDNA ADR, RevPAR and Occupancy

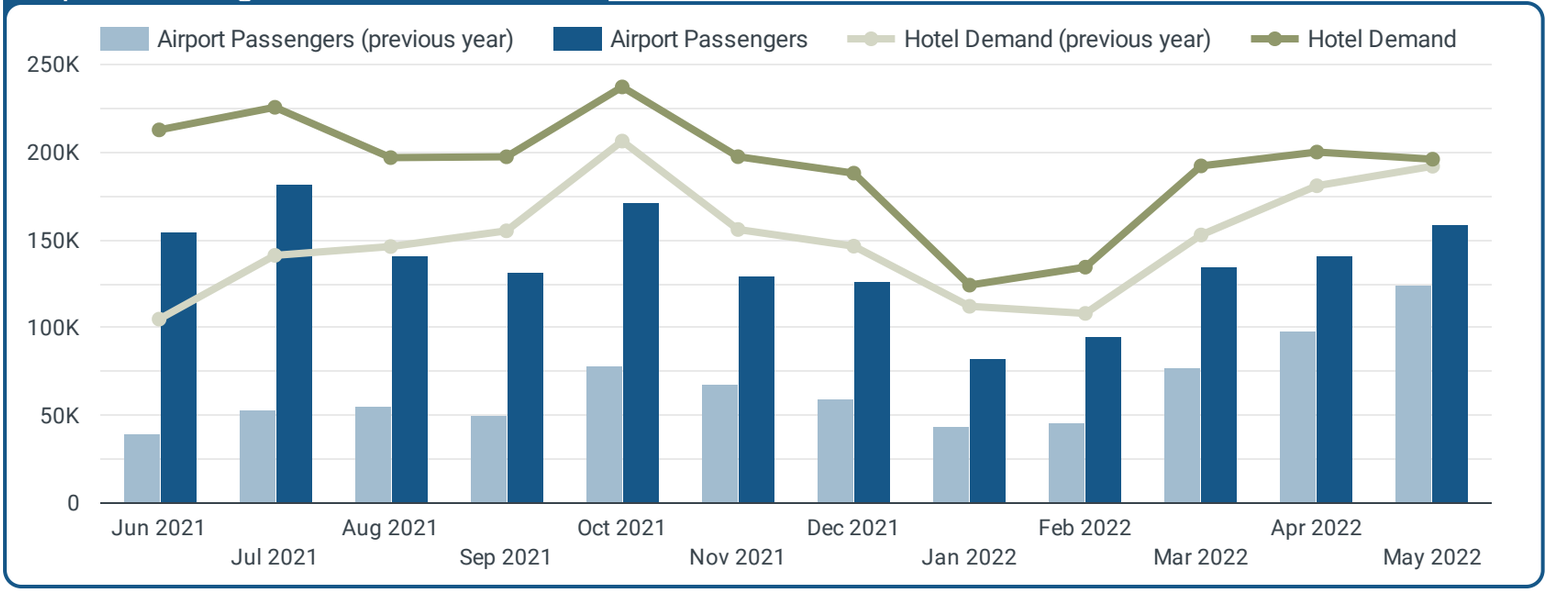
*** Short Term Rental Data Source:** AirDNA

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

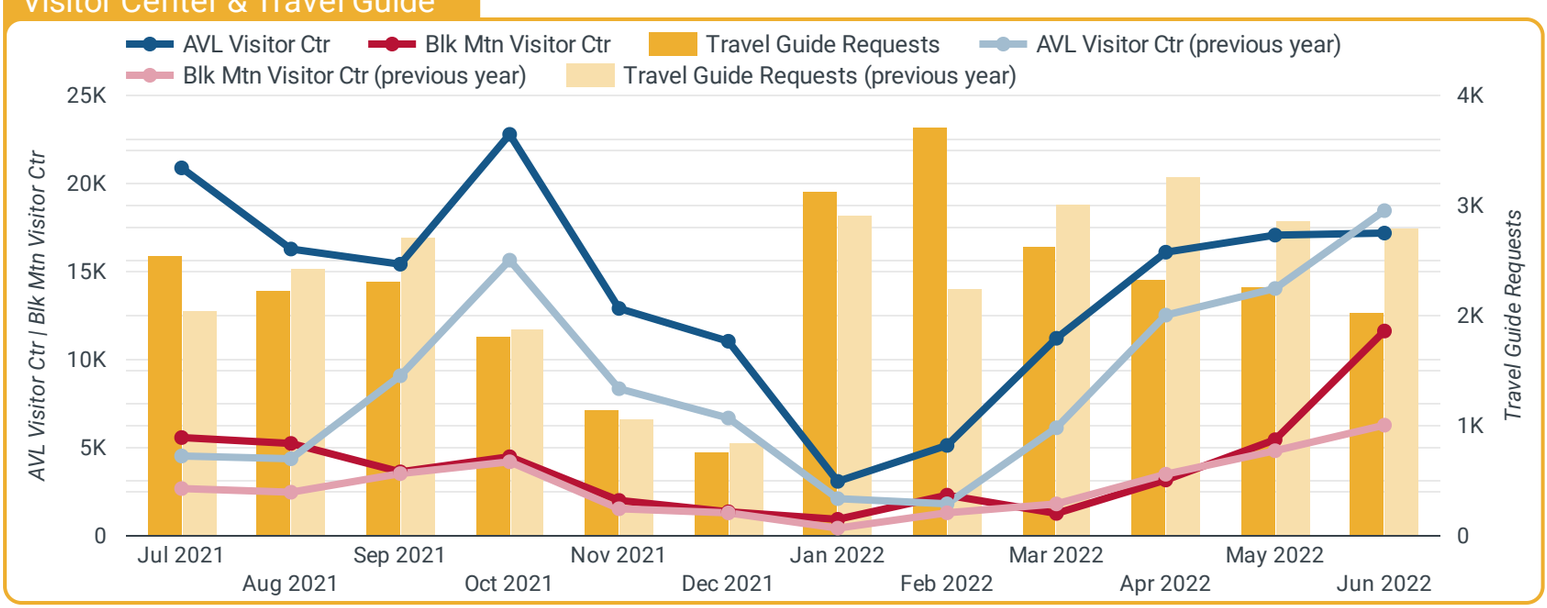


Airport Passengers vs. Hotel Demand*

*** Source:** STR, Inc. Republication 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 - June 2022

Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Revenue
73	21,291	36	6,387	$1,875,300
-17.0%	27.0%	33.3%	138.2%	64.8%

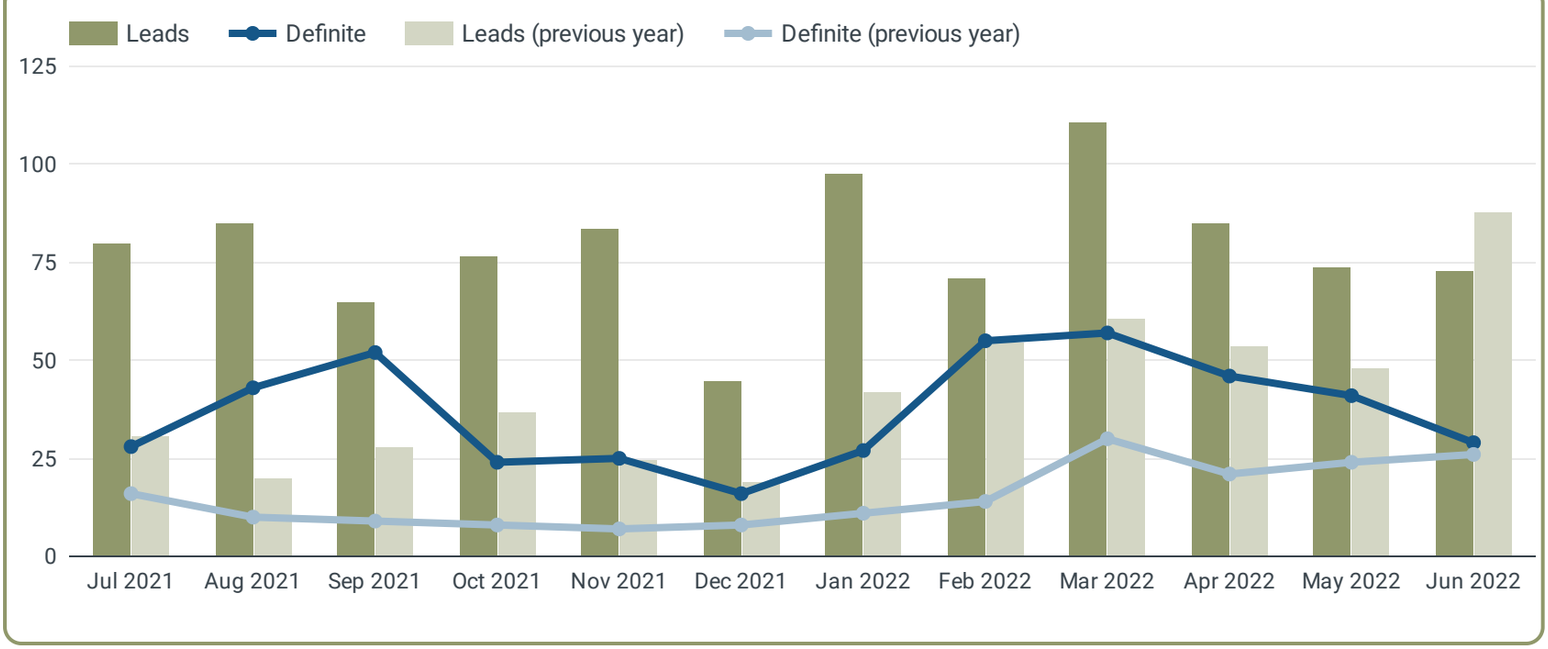
P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
988	224,947	50	5,610	$1,855,518	50
-5.6%	84,466.5%	108.3%	154.7%	138.1%	85.2%

Sales Leads and Outreach - Fiscal Year 21-22

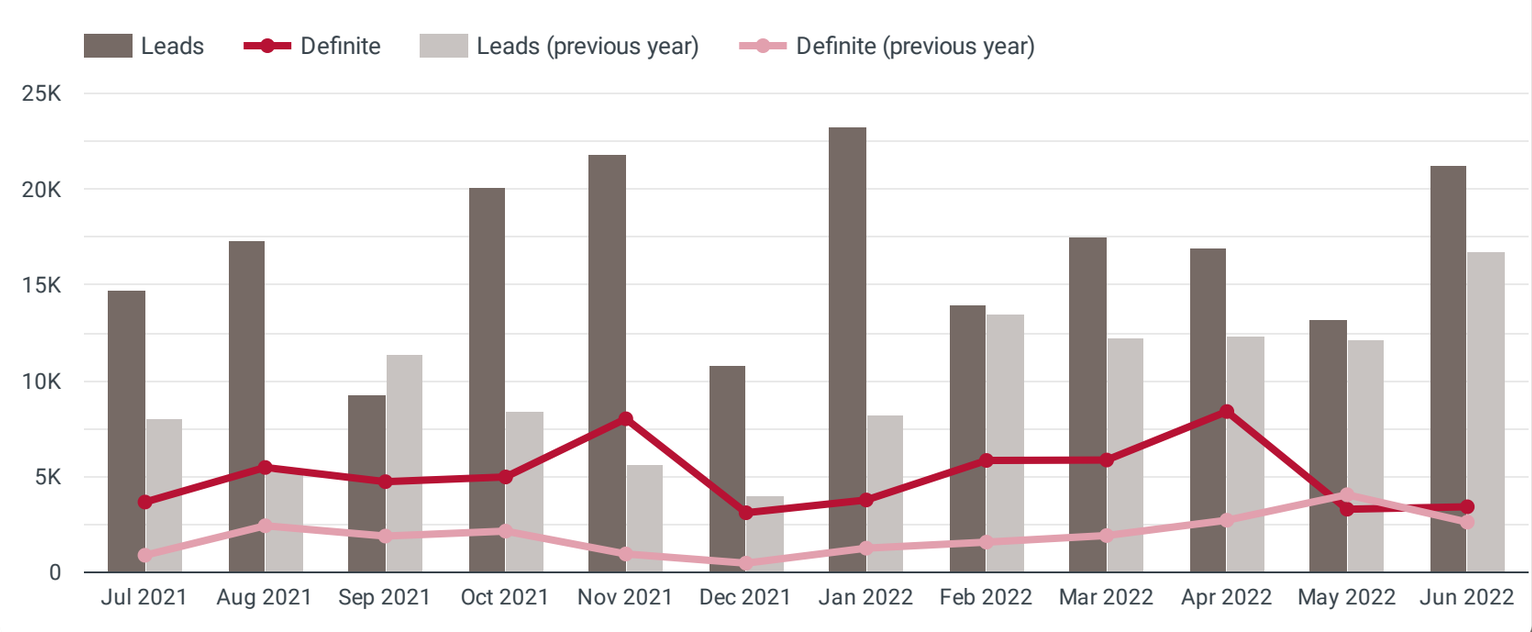
Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Total Revenue
948	200,402	464	65,123	$16,718,842
86.6%	69.7%	110.0%	149.7%	150.8%

P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
7,989	352,177	386	38,970	$12,061,302	395
-16.3%	161.3%	179.7%	250.2%	347.6%	96.5%

Sales Leads vs. Definite

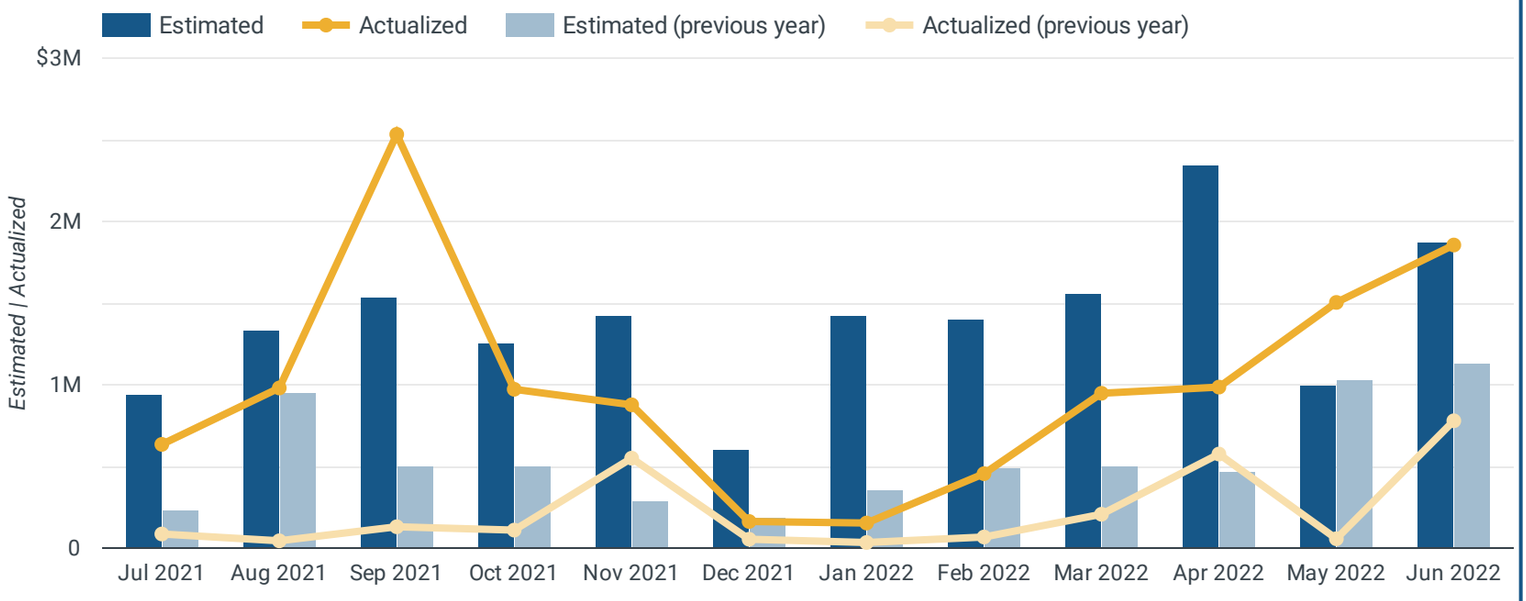


Room Nights Represented in Leads vs. Definite



Sales Department Performance Report

Estimated vs. Actualized Revenue



Sales Outreach 2022 by Month

	Month of Year	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Jun 2022	988	-5.6%	224,947	844.7
2.	May 2022	413	-26.5%	25,198	1.0
3.	Apr 2022	951	29.9%	11,725	0
4.	Mar 2022	484	-44.7%	10,419	-0.6
5.	Feb 2022	566	-43.2%	5,955	-0.5
6.	Jan 2022	416	-51.4%	330	-1.0
7.	Dec 2021	591	-19.5%	1,326	-0.9
8.	Nov 2021	688	-9.1%	22,854	0.3
9.	Oct 2021	859	-6.4%	36,893	3.8

Group Events by Month and Room Nights Generated

	Month of Year	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Jun 2022	50	108.3%	5,610	154.7%
2.	May 2022	37	236.4%	3,845	983.1%
3.	Apr 2022	37	76.2%	3,253	90.3%
4.	Mar 2022	26	271.4%	4,465	202.9%
5.	Feb 2022	14	366.7%	1,759	162.5%
6.	Jan 2022	9	800.0%	523	321.8%
7.	Dec 2021	19	216.7%	897	286.6%
8.	Nov 2021	30	200.0%	2,760	29.6%
9.	Oct 2021	54	116.0%	2,700	376.2%

Marketing Department Performance Report

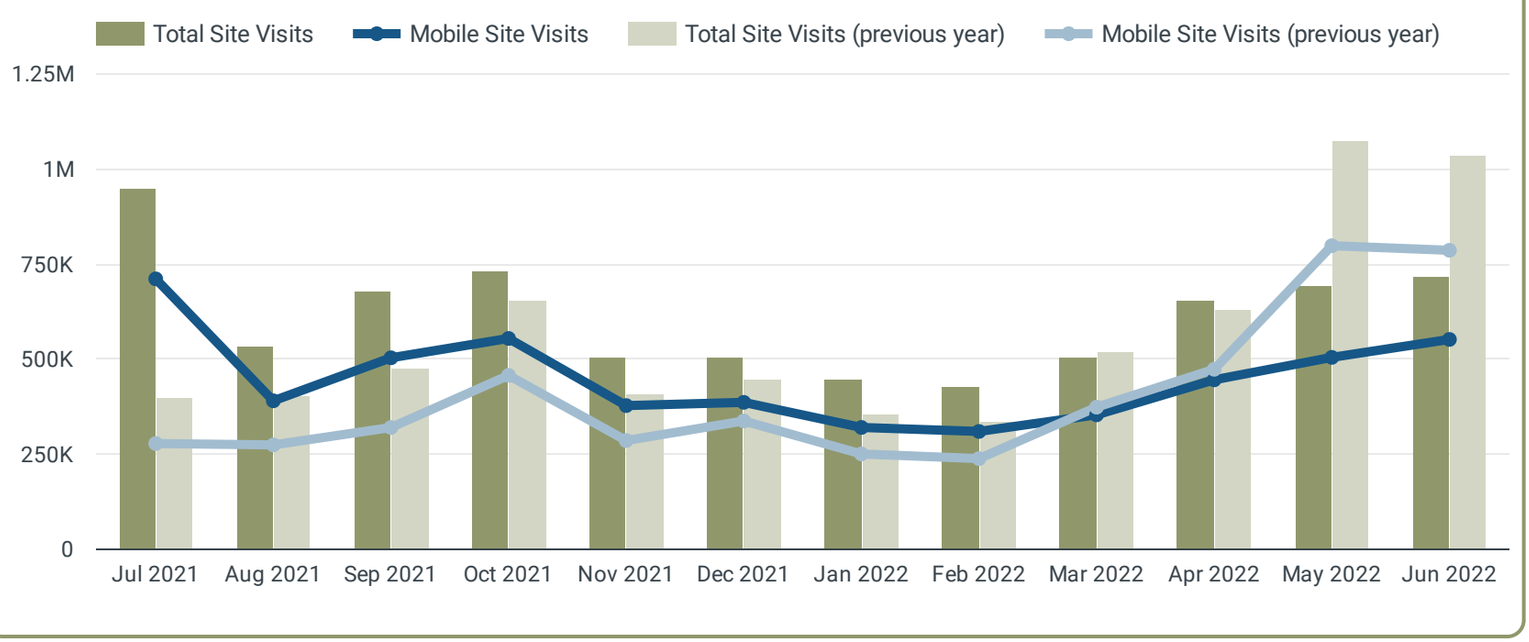
Marketing Metrics Overview - June 2022

Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Total Facebook Fans
725,330	554,397	55	$11,314	308,301
-30.7%	-29.9%	3.8%	-7.6%	1.6%
PR Publicity Value	**PR Estimated Impressions**	**Significant Placements**	**Media Touchpoints**	**Video Views**
$2,902,625	1,035,030,848	17	36	374,394
8.1%	41.7%	-22.7%	16.1%	710.0%

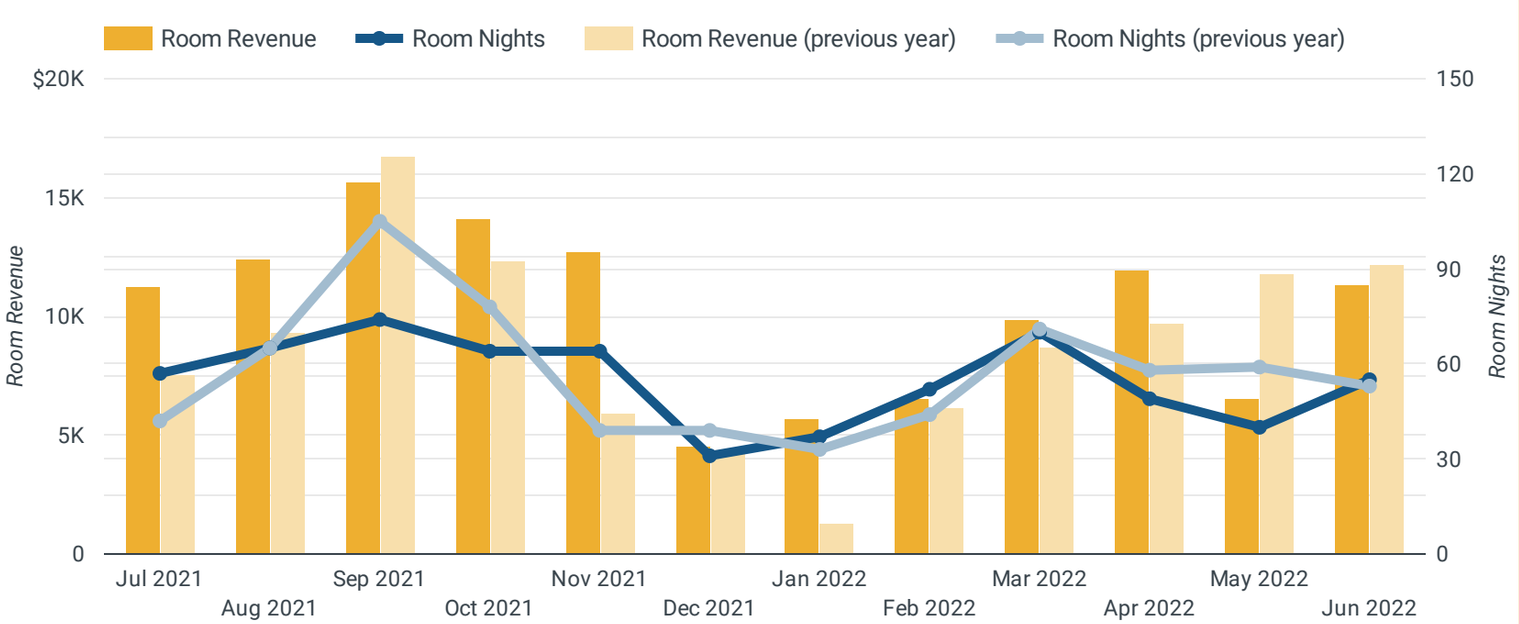
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Avg. Total Facebook Fans
7,377,689	5,412,580	658	$122,801	304,717
9.1%	11.0%	-4.1%	15.6%	1.6%
PR Publicity Value	**PR Estimated Impressions**	**Significant Placements**	**Media Touchpoints**	**Video Views**
$30,430,860	10,803,321,346	229	552	2,054,499
27.0%	18.3%	-40.4%	-17.5%	340.3%

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.	Jun 2022	$974,746	-28%	9,563,408	347.69%
2.	May 2022	$522,923	-17%	2,573,638	-57.14%
3.	Apr 2022	$2,827,371	367%	10,691,595	296.95%
4.	Mar 2022	$390,117	132%	3,131,148	47.24%
5.	Feb 2022	$116,912	-94%	2,208,034	-73.73%
6.	Jan 2022	$105,761	-39%	2,063,581	-76.74%
7.	Dec 2021	$208,408	173%	3,168,153	572.68%

Online Publicity Value and Impressions

	Month of Year	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jun 2022	$1,927,879	44%	1,025,467,440	41.72%
2.	May 2022	$1,354,878	61%	720,679,643	51.52%
3.	Apr 2022	$1,487,349	121%	791,143,059	113.83%
4.	Mar 2022	$1,330,956	-21%	707,955,063	-21.25%
5.	Feb 2022	$1,364,148	-4%	725,595,386	-5.45%
6.	Jan 2022	$1,228,211	-13%	653,470,376	-13.37%
7.	Dec 2021	$1,446,633	-22%	769,485,654	-22.08%

Media Placements & Touchpoints

	Month of Year	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jun 2022	36	16.1%	17	-22.7%
2.	May 2022	44	-38.0%	19	18.8%
3.	Apr 2022	24	-55.6%	24	-17.2%
4.	Mar 2022	95	216.7%	23	-43.9%
5.	Feb 2022	34	-55.8%	11	-62.1%
6.	Jan 2022	60	13.2%	14	-36.4%
7.	Dec 2021	23	-64.1%	18	-51.4%

Facebook Fans & Video Views (All Platforms)

	Month of Year	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jun 2022	308,301	1.6%	374,394	943.8%
2.	May 2022	306,070	1.0%	299,202	1,217.5%
3.	Apr 2022	305,766	1.8%	120,389	432.1%
4.	Mar 2022	307,000	2.3%	174,640	428.4%
5.	Feb 2022	305,000	1.8%	397,105	890.6%
6.	Jan 2022	304,420	2.6%	260,089	288.7%
7.	Dec 2021	303,371	1.4%	27,484	-16.1%

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.

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.

*** 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.