# Destination Performance Report

**ASHEVILLE**
Discovery, inside and out

## Lodging & Visitor Overview - March 2019

| Lodging Sales | Hotel Occupancy* | Hotel Demand* | Hotel ADR* | Hotel RevPAR* |
|---|---|---|---|---|
| $20,975,159 | 58.4% | 128,391 | $118.26 | $69.02 |
| (February) ⬆ 6.6% | (February) ⬆ 7.0% | (February) ⬆ 8.7% | (February) ⬇ -2.6% | (February) ⬆ 4.2% |
| **Airport Passengers** | **Asheville Visitor Center** | **Pack Sq Visitor Center** | **Black Mtn Visitor Center** | **Travel Guide Requests** |
| 86,469 | 13,993 | 0 | 1,500 | 3,493 |
| (February) ⬆ 37.8% | ⬆ 13.8% | N/A | ⬆ 3.2% | ⬆ 34.4% |

## Lodging & Visitor Overview - Fiscal Year to Date

| Lodging Sales | Hotel Occupancy* | Hotel Demand* | Hotel ADR* | Hotel RevPAR* |
|---|---|---|---|---|
| $281,104,026 | 72.1% | 1,379,641 | $162.82 | $117.39 |
| ⬆ 9.3% | ⬆ 1.3% | ⬆ 5.1% | ⬆ 2.2% | ⬆ 3.6% |
| **Airport Passengers** | **Asheville Visitor Center** | **Pack Sq Visitor Center** | **Black Mtn Visitor Center** | **Travel Guide Requests** |
| 813,145 | 143,525 | 4,376 | 18,195 | 29,317 |
| ⬆ 20.1% | ⬇ -6.3% | ⬇ -7.8% | ⬇ -13.7% | ⬆ 44.8% |

## 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.
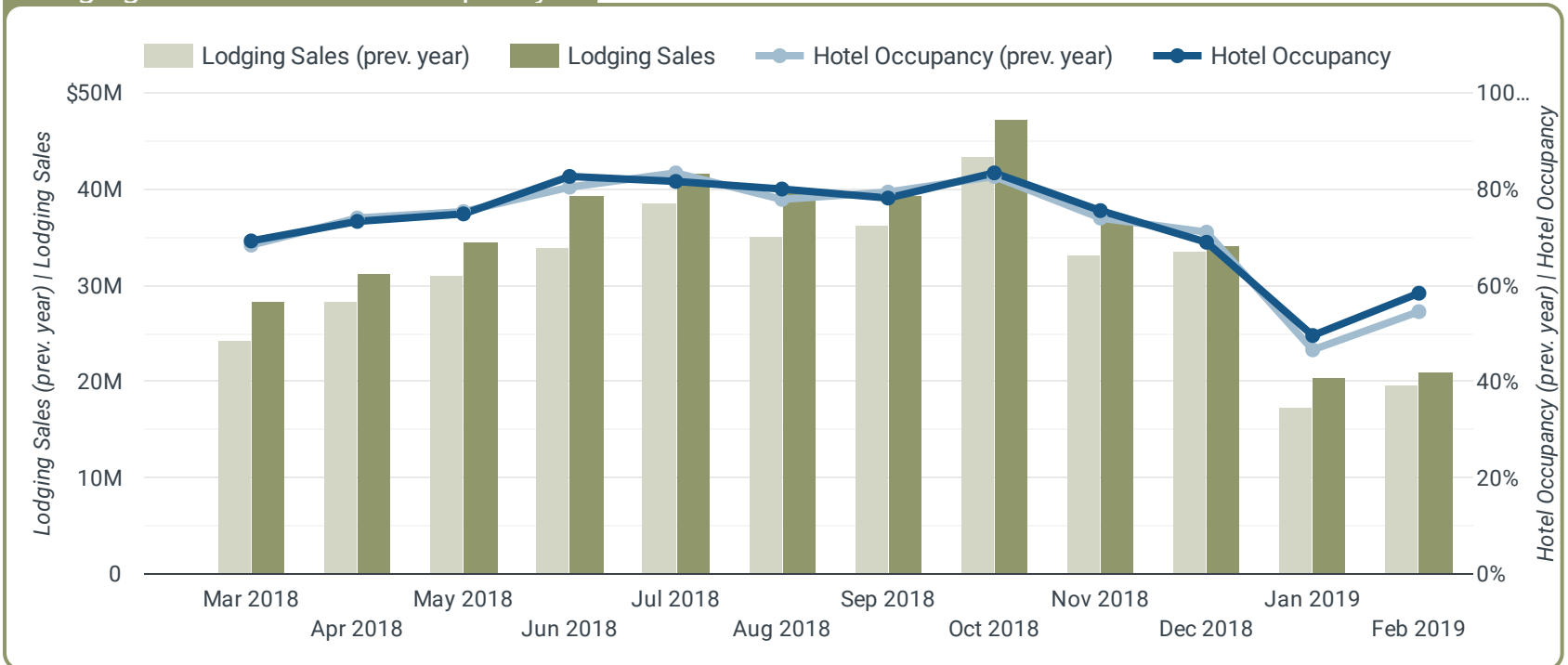


## Hotel Demand*, Average Daily Rate* and Revenue Per Available Room*
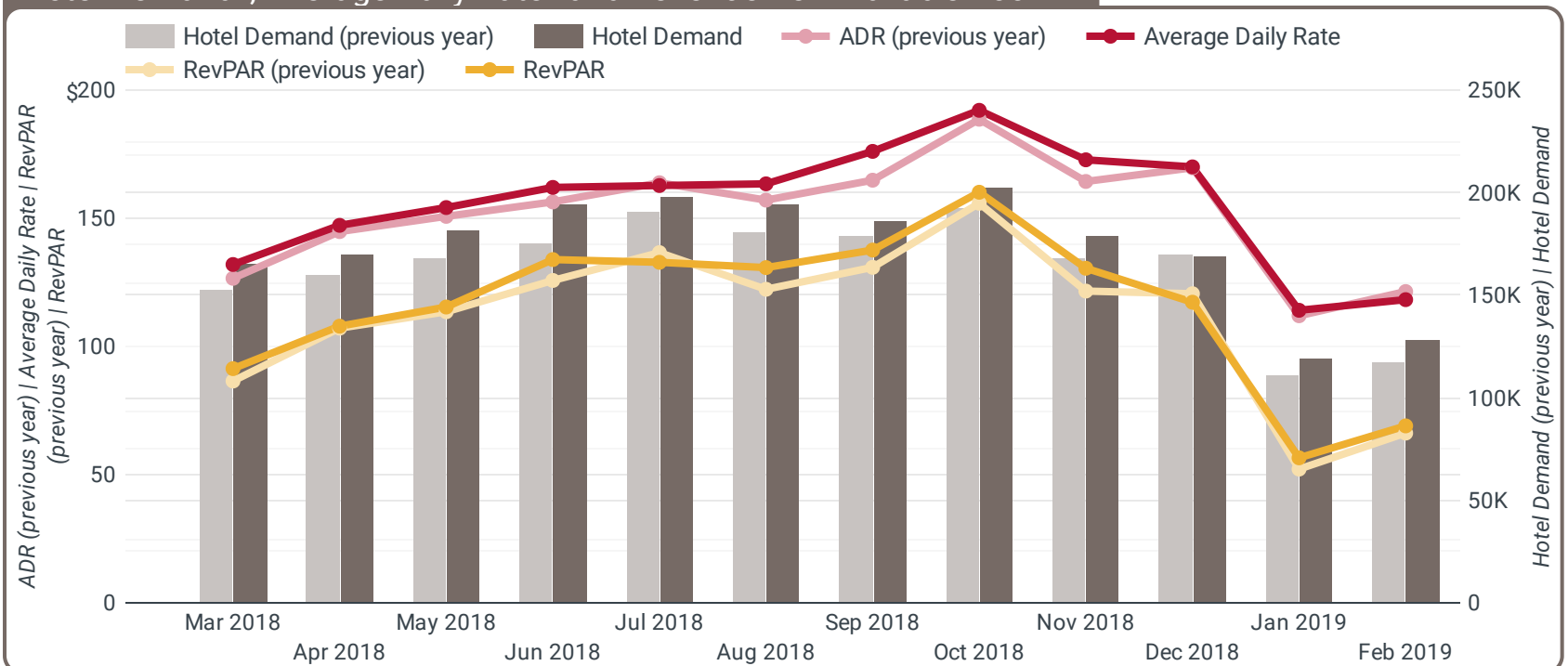
# Destination Performance Report

## AirDNA Data  February 2019

| AirDNA Occupancy | AirDNA ADR | AirDNA RevPAR |
|---|---|---|
| 38.0% | $95.98 | $36.49 |
| ▼ -3.5% | ▲ 3.8% | ▲ 0.2% |

## AirDNA Data - Fiscal Year to Date

| AirDNA Occupancy | AirDNA ADR | AirDNA RevPAR |
|---|---|---|
| 53.0% | $101.40 | $53.75 |
| ▲ 5.7% | ▲ 5.6% | ▲ 11.7% |

## AirDNA ADR, RevPAR and Occupancy

Legend: AirDNA Occupancy · AirDNA ADR · AirDNA RevPAR · AirDNA Occupancy (previous year) · AirDNA ADR (previous year) · AirDNA RevPAR (previous year)
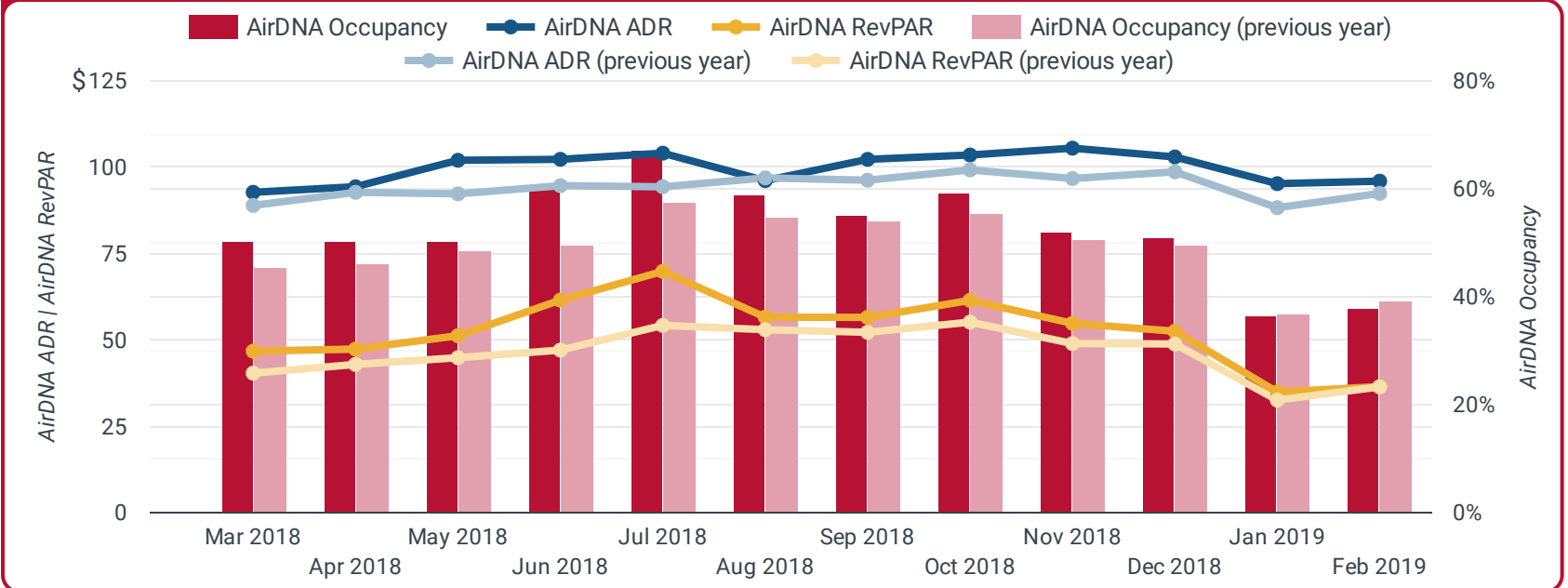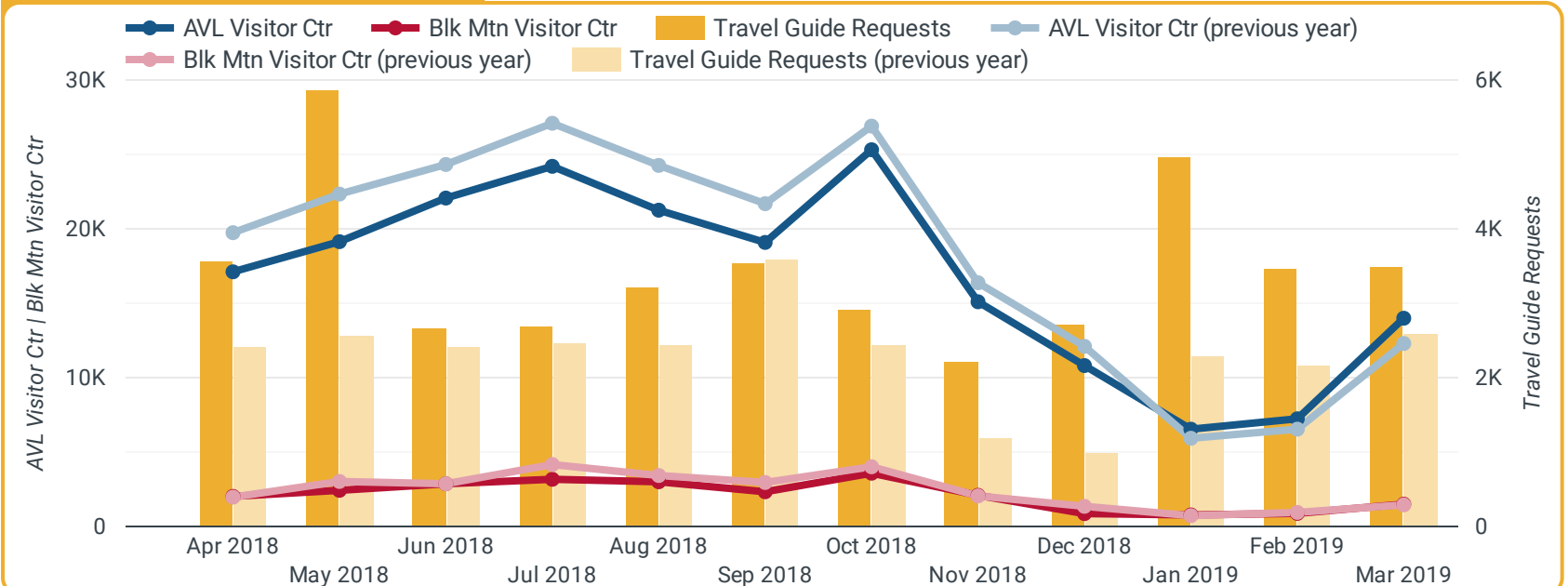


## Airport Passengers vs. Hotel Demand*

* **Source:** STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

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



## Visitor Center & Travel Guide

Legend: AVL Visitor Ctr · Blk Mtn Visitor Ctr · Travel Guide Requests · AVL Visitor Ctr (previous year) · Blk Mtn Visitor Ctr (previous year) · Travel Guide Requests (previous year)
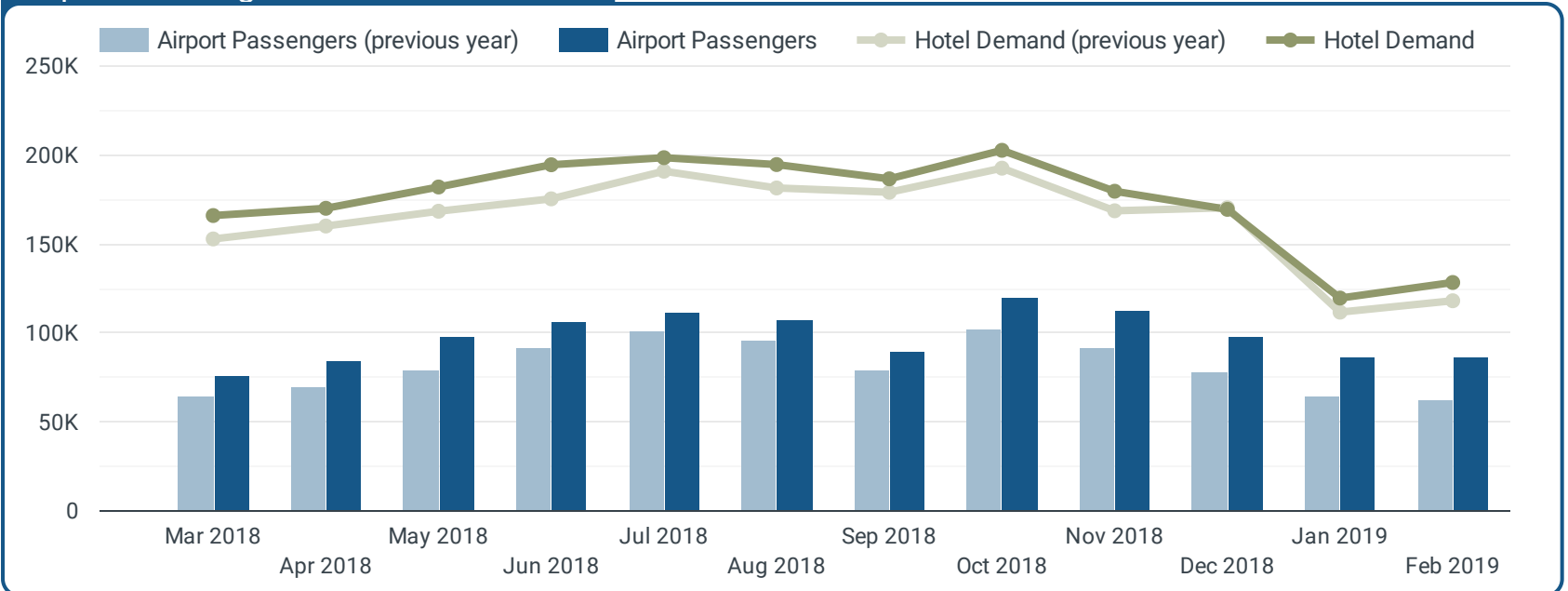
# Sales Department Performance Report

**ASHEVILLE**
*Discovery, inside and out*

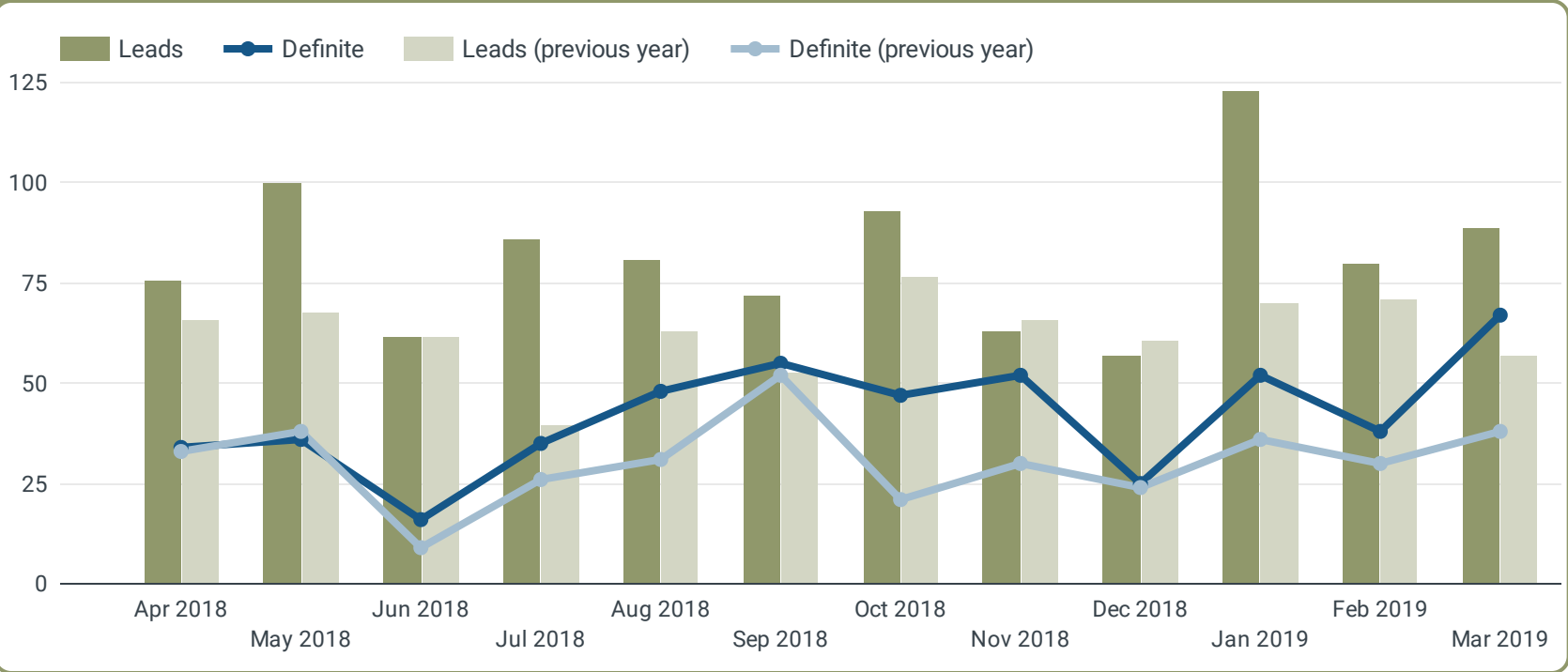## Sales Leads and Outreach - March 2019

| Sales Leads Issued | Room Nights (Leads) | Leads Turned Definite | Room Nights (Definite) | Estimated Revenue |
|---|---|---|---|---|
| 89 | 18,408 | 67 | 7,217 | $1,671,688 |
| ▲ 56.1% | ▲ 81.3% | ▲ 42.6% | ▲ 11.1% | ▲ 24.5% |

| P2P Outreach | Indirect Outreach | Group Events | Room Nights Generated | Actualized Revenue | Groups Serviced |
|---|---|---|---|---|---|
| 1,042 | 0 | 39 | 5,884 | $1,242,288 | 39 |
| ▲ 1.8% | ▼ -100.0% | ▲ 77.3% | ▲ 563.4% | ▲ 704.5% | ▲ 39.3% |

## Sales Leads and Outreach - Fiscal Year to Date

| Sales Leads Issued | Room Nights (Leads) | Leads Turned Definite | Room Nights (Definite) | Estimated Total Revenue |
|---|---|---|---|---|
| 744 | 170,006 | 434 | 58,278 | $11,511,092 |
| ▲ 33.3% | ▲ 19.1% | ▲ 35.2% | ▼ -8.0% | ▼ -19.0% |

| P2P Outreach | Indirect Outreach | Group Events | Room Nights Generated | Actualized Revenue | Groups Serviced |
|---|---|---|---|---|---|
| 9,722 | 49,183 | 319 | 38,279 | $9,338,018 | 317 |
| ▲ 0.8% | ▼ -15.7% | ▲ 29.7% | ▲ 34.9% | ▲ 33.5% | ▲ 25.8% |

## Sales Leads vs. Definite



Legend: Leads | Definite | Leads (previous year) | Definite (previous year)

## Room Nights Represented in Leads vs. Definite



Legend: Leads | Definite | Leads (previous year) | Definite (previous year)

# Sales Department Performance Report
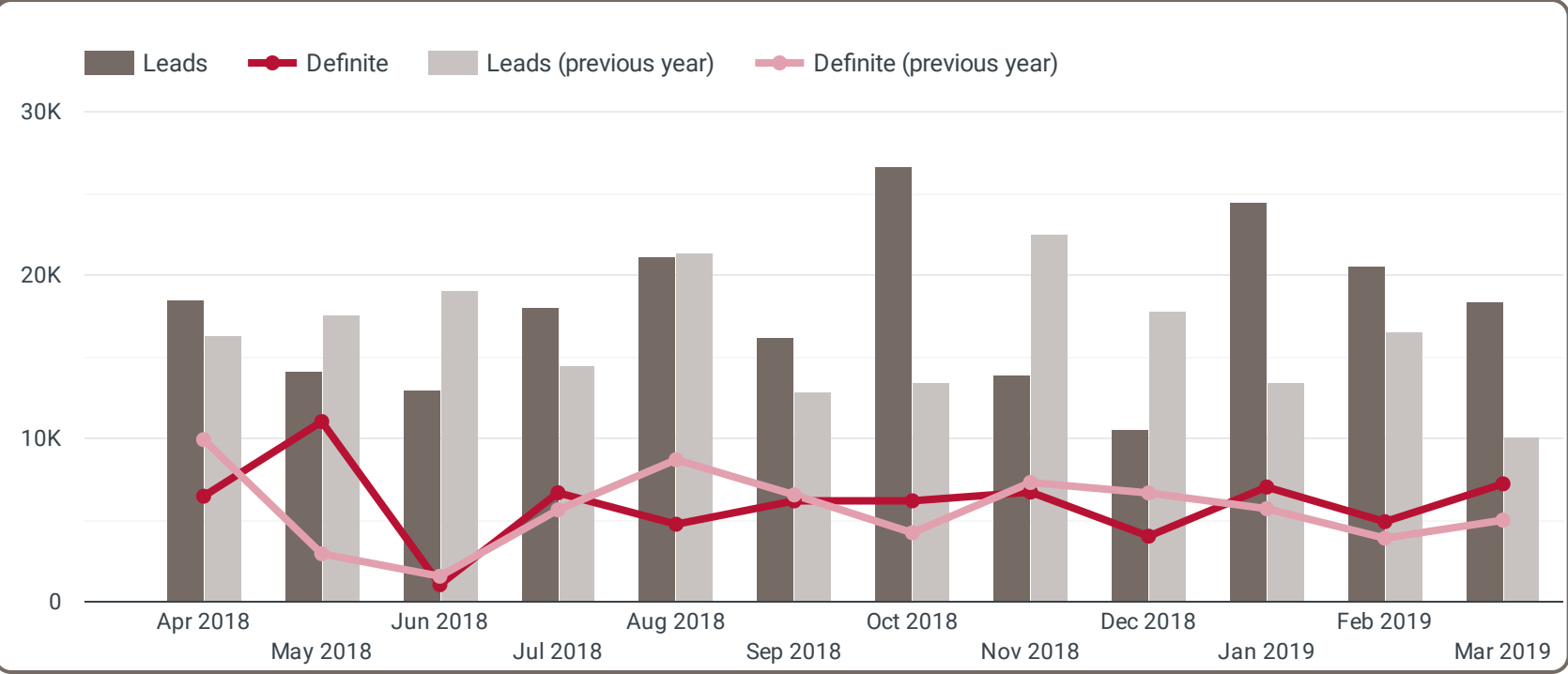
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## Estimated vs. Actualized Revenue



Legend: Estimated · Actualized · Estimated (previous year) · Actualized (previous year)
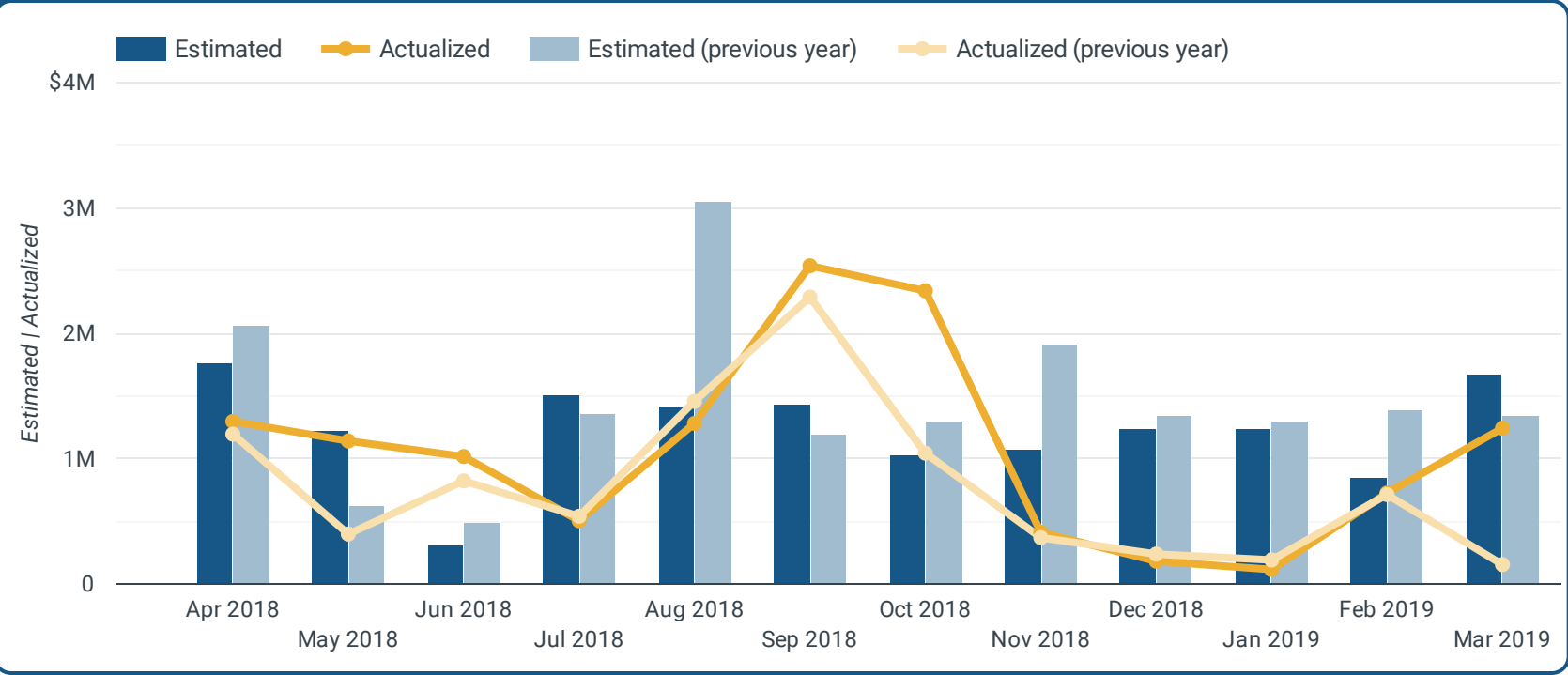
## Sales Outreach 2018 by Month

| | Month of Year ▾ | Person-to-Person Outreach | % Δ | Indirect Outreach | % Δ |
|---|---|---|---|---|---|
| 1. | Mar 2019 | 1,042 | 1.8% | 0 | -100.0% |
| 2. | Feb 2019 | 919 | -20.7% | 3,630 | -70.2% |
| 3. | Jan 2019 | 1,099 | -5.3% | 14,667 | 325.9% |
| 4. | Dec 2018 | 1,138 | 19.8% | 880 | -92.4% |
| 5. | Nov 2018 | 1,039 | -14.0% | 2,592 | 8.7% |
| 6. | Oct 2018 | 1,184 | -3.5% | 13,751 | 92.2% |
| 7. | Sep 2018 | 1,142 | 7.6% | 3,131 | -75.7% |
| 8. | Aug 2018 | 1,194 | 20.9% | 9,514 | 185.4% |
| 9. | Jul 2018 | 965 | 11.7% | 1.018 | 293.1% |

1 - 9 / 9  ‹  ›

## Group Events by Month and Room Nights Generated

| | Month of Year ▾ | Group Events This Month | % Δ | Room Nights Generated | % Δ |
|---|---|---|---|---|---|
| 1. | Mar 2019 | 39 | 77.3% | 5,884 | 59.8% |
| 2. | Feb 2019 | 19 | 35.7% | 3,295 | 26.1% |
| 3. | Jan 2019 | 10 | 66.7% | 785 | 0.4% |
| 4. | Dec 2018 | 17 | 6.3% | 819 | 19.6% |
| 5. | Nov 2018 | 48 | 45.5% | 1,963 | 27.6% |
| 6. | Oct 2018 | 64 | 39.1% | 6,149 | 86.2% |
| 7. | Sep 2018 | 53 | -3.6% | 10,545 | 41.9% |
| 8. | Aug 2018 | 41 | 32.3% | 6,728 | 8.8% |
| 9. | Jul 2018 | 28 | 21.7% | 1,894 | -8.5% |

1 - 9 / 9  ‹  ›

# Marketing Department Performance Report

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Discovery, inside and out

## Marketing Metrics Overview - March 2019

| Website Visits | Mobile Site Visits | aRes - Room Nights | aRes - Room Revenue | Total Facebook Fans |
|---|---|---|---|---|
| 337,183 | 228,630 | 76 | $11,789 | 283,612 |
| ▲ 4.3% | ▲ 15.5% | ▼ -10.6% | ▲ 5.8% | ▲ 5.2% |

| PR Publicity Value | PR Estimated Impressions | Significant Placements | Media Touchpoints | Video Views |
|---|---|---|---|---|
| $3,892,659 | 134.47M | 24 | 51 | 66,965 |
| (February) ▲ 966.8% | (February) ▼ -70.4% | (February) ▼ -27.3% | ▼ -26.1% | ▼ -10.8% |

## Marketing Metrics Overview - Fiscal Year to Date

| Website Visits | Mobile Site Visits | aRes - Room Nights | aRes - Room Revenue | Avg. Total Facebook Fans |
|---|---|---|---|---|
| 3,171,971 | 2,166,650 | 779 | $125,186 | 280,223 |
| ▲ 4.7% | ▲ 11.8% | ▲ 11.3% | ▲ 12.9% | ▲ 5.9% |

| PR Publicity Value | PR Estimated Impressions | Significant Placements | Media Touchpoints | Video Views |
|---|---|---|---|---|
| $31,283,039 | 1.99B | 509 | 500 | 666,432 |
| ▲ 460.7% | ▼ -48.6% | ▲ 3.0% | ▼ -24.7% | ▼ -63.4% |

## ExploreAsheville.com Web Stats

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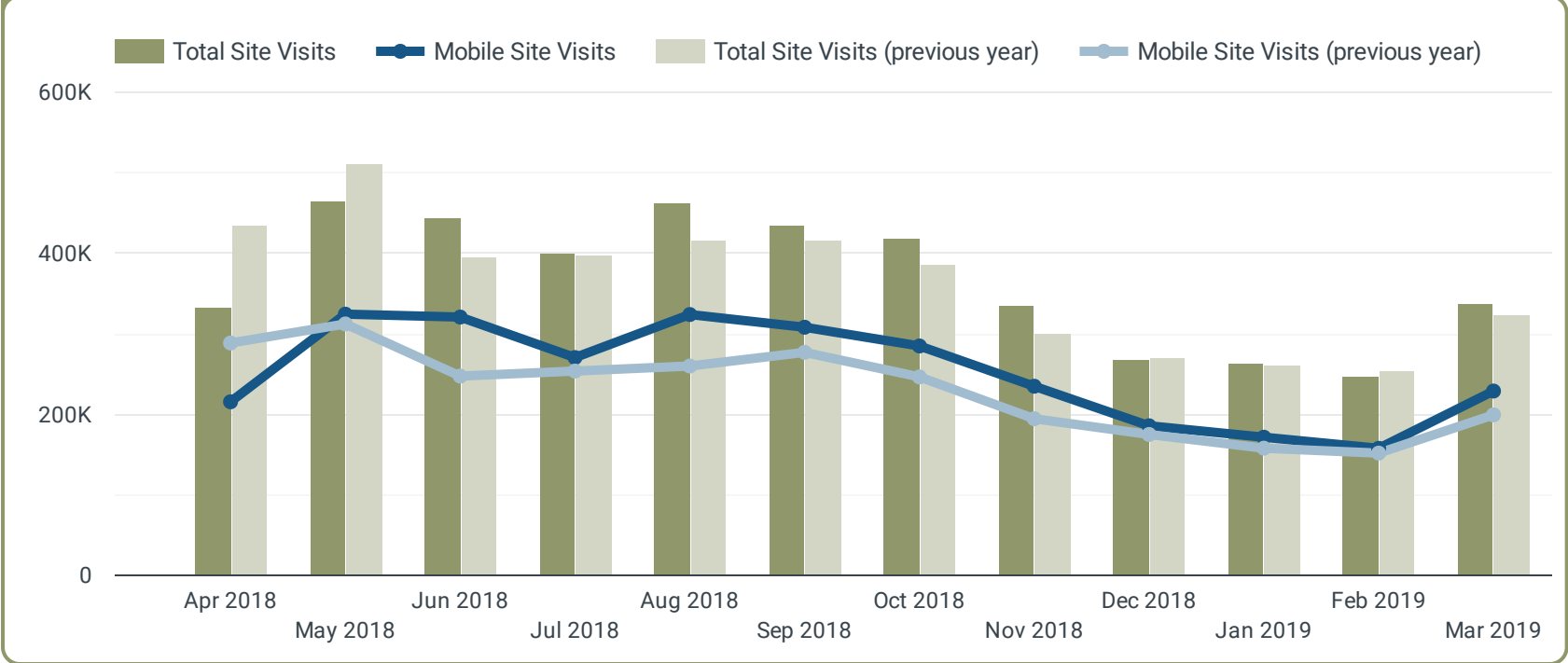


## Online Reservation (aRes) Data

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

# Marketing Department Performance Report
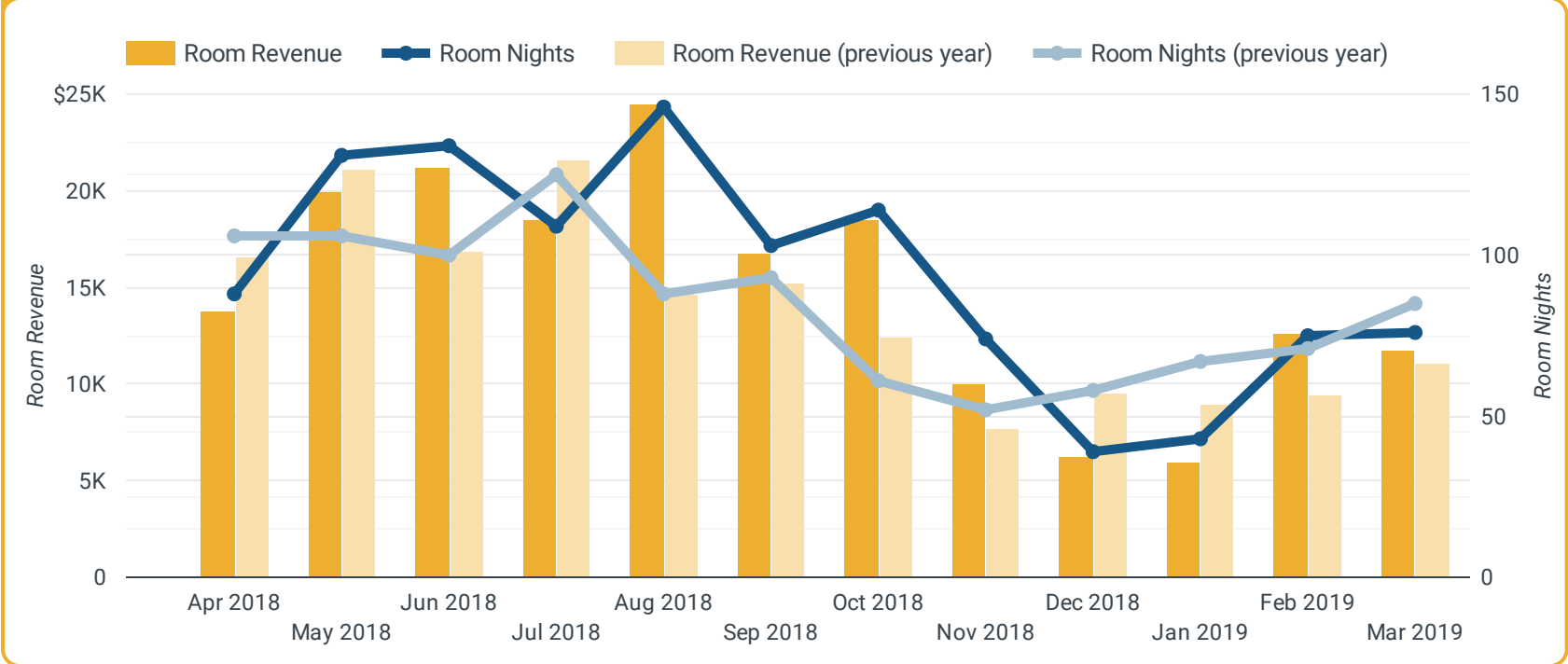
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## Print & Broadcast Value & Impressions

| | Month of Year ▾ | Publicity Value - Print/Broadcast | % Δ | Editorial Impressions - Print/Broadcast | % Δ |
|---|---|---|---|---|---|
| 1. | Feb 2019 | $3,802,323 | 25,395% | 3,356,028 | 364.05% |
| 2. | Jan 2019 | $3,976,063 | 7,776% | 2,012,651 | 36.88% |
| 3. | Dec 2018 | $514,176 | -39% | 3,224,080 | -89.42% |
| 4. | Nov 2018 | $13,250,721 | 2,348% | 4,300,052 | -50.09% |
| 5. | Oct 2018 | $4,014,691 | 1,762% | 12,312,208 | 82.44% |
| 6. | Sep 2018 | $515,837 | 479% | 6,188,290 | 92.53% |
| 7. | Aug 2018 | $2,376,632 | 1,105% | 10,402,013 | -13.46% |

## Online Publicity Value and Impressions

| | Month of Year ▾ | Publicity Value - Online | % Δ | Estimated Impressions - Online | % Δ |
|---|---|---|---|---|---|
| 1. | Feb 2019 | $90,335 | -74% | 131,114,630 | -70.41% |
| 2. | Jan 2019 | $54,791 | -90% | 173,796,856 | -54.65% |
| 3. | Dec 2018 | $335,479 | -19% | 413,259,526 | -19.24% |
| 4. | Nov 2018 | $117,489 | -77% | 196,003,340 | -71.67% |
| 5. | Oct 2018 | $277,337 | -19% | 367,206,208 | -9.66% |
| 6. | Sep 2018 | $220,597 | -52% | 229,118,396 | -53.95% |
| 7. | Aug 2018 | $229,333 | -41% | 345,348,330 | -18.48% |

## Media Placements & Touchpoints

| | Month of Year ▾ | Media Touchpoints / Interactions | % Δ | Significant Placements | % Δ |
|---|---|---|---|---|---|
| 1. | Feb 2019 | 37 | 19.4% | 24 | -27.3% |
| 2. | Jan 2019 | 98 | -7.5% | 42 | 31.3% |
| 3. | Dec 2018 | 56 | 60.0% | 99 | 80.0% |
| 4. | Nov 2018 | 38 | -36.7% | 65 | -36.9% |
| 5. | Oct 2018 | 64 | -65.0% | 81 | 76.1% |
| 6. | Sep 2018 | 71 | -2.7% | 71 | 12.7% |
| 7. | Aug 2018 | 45 | -37.5% | 65 | 27.5% |

## Facebook Fans & Video Views (All Platforms)

| | Month of Year ▾ | Total Facebook Fans | % Δ | Video Views | % Δ |
|---|---|---|---|---|---|
| 1. | Mar 2019 | 283,612 | 5.2% | 66,965 | -10.8% |
| 2. | Feb 2019 | 282,893 | 5.1% | 13,909 | -86.2% |
| 3. | Jan 2019 | 282,508 | 5.1% | 32,154 | -69.8% |
| 4. | Dec 2018 | 281,808 | 5.3% | 14,205 | -93.0% |
| 5. | Nov 2018 | 281,078 | 5.6% | 62,943 | -92.0% |
| 6. | Oct 2018 | 279,222 | 5.8% | 63,543 | -66.3% |
| 7. | Sep 2018 | 278,802 | 7.0% | 222,859 | 44.8% |

# 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 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.