Destination Performance Report

Lodging & Visitor Overview - December 2022

Lodging Sales	Hotel Occupancy*	Hotel Demand*	Hotel ADR*	Hotel RevPAR*
$55,456,733 (November) -1.0%	72.9% (November) -2.1%	197,099 (November) -0.8%	$196.19 (November) 0.2%	$143.04 (November) -1.9%

Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
156,006 (November) 19.9%	11,786 6.7%	0 N/A	1,350 -1.2%	1,221 59.4%

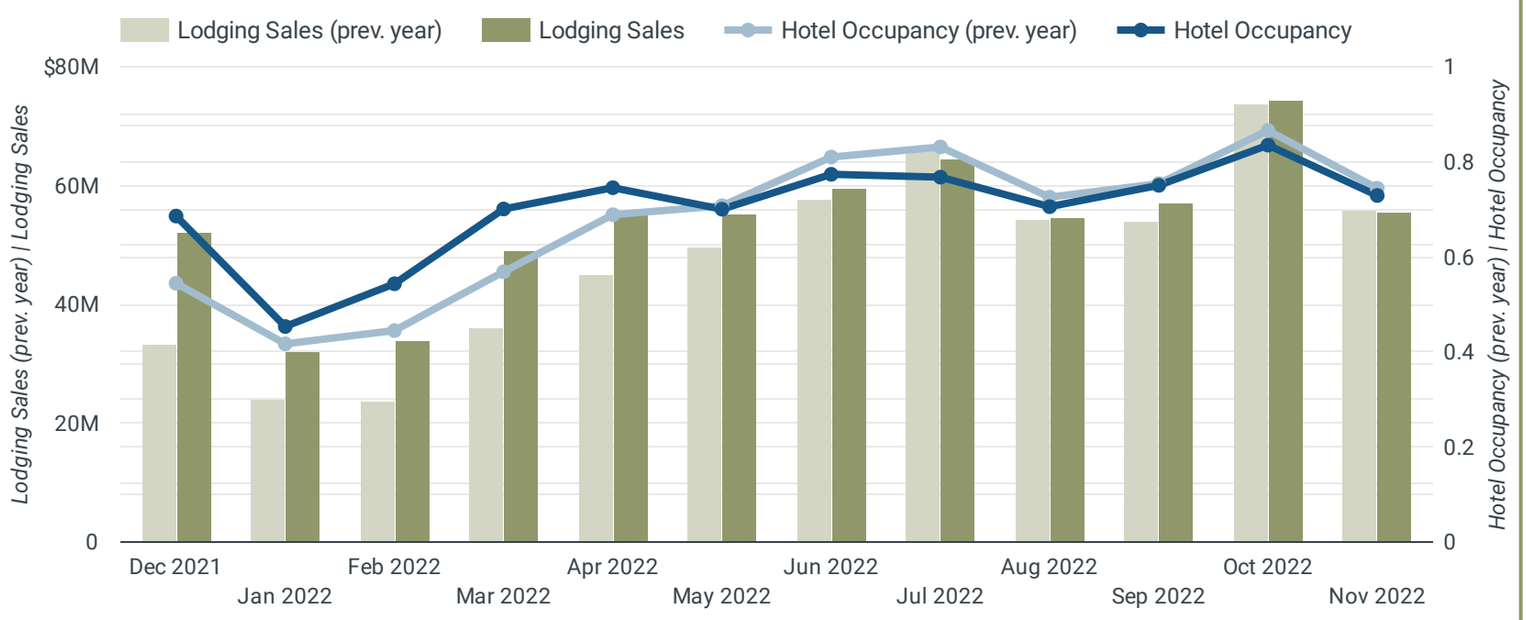
Lodging & Visitor Overview - Fiscal Year 22-23

Lodging Sales	Hotel Occupancy*	Hotel Demand*	Hotel ADR*	Hotel RevPAR*
$306,043,478 0.5%	75.8% -3.4%	1,051,546 -0.9%	$196.03 -0.1%	$148.56 -3.5%

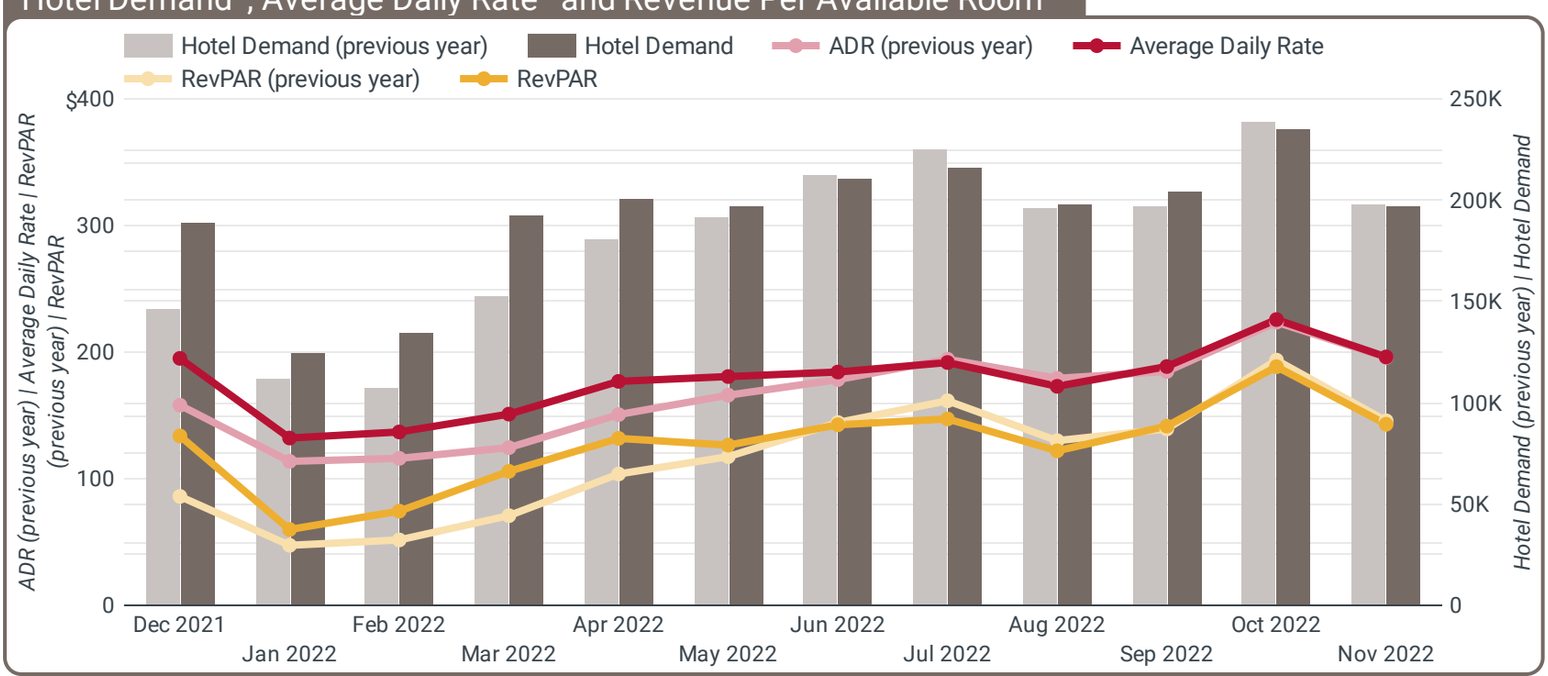
Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
882,212 16.4%	96,502 -2.9%	0 N/A	18,456 -17.3%	10,214 -5.9%

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 - April 2022

Occupancy	ADR	RevPAR	Demand
61.2%	$120.15	$73.58	177,664
-3.4%	1.3%	-2.2%	17.1%

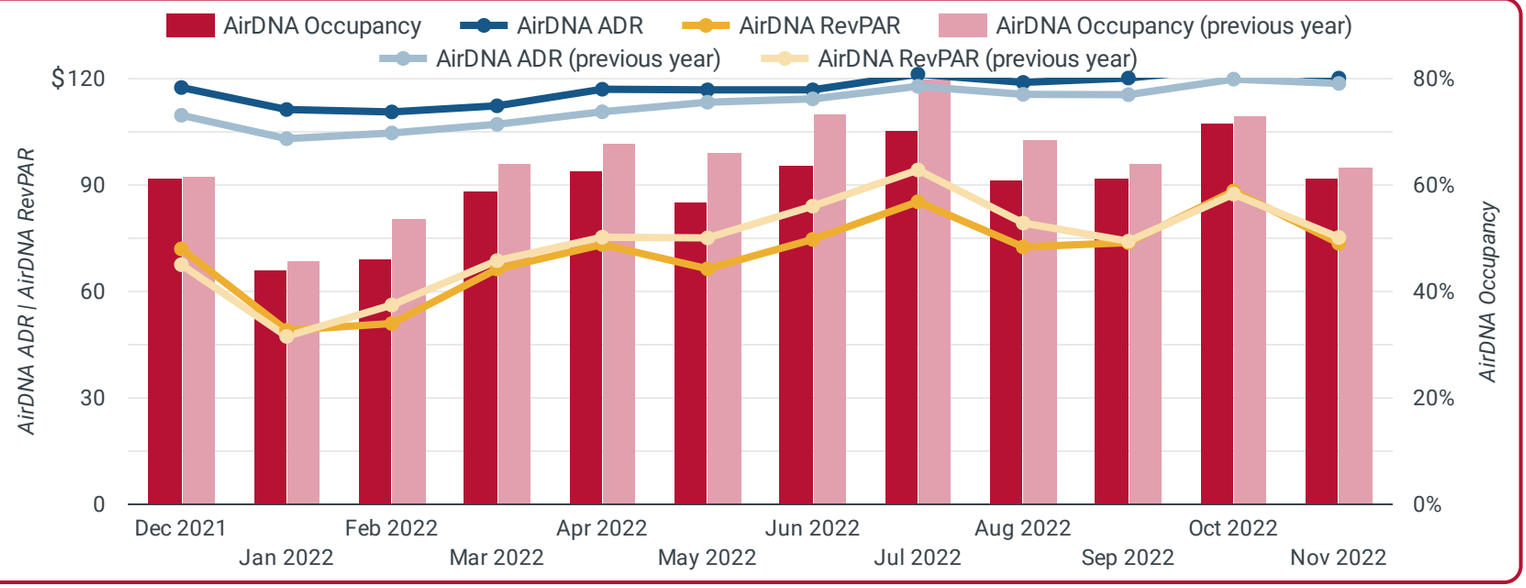
Short Term Rental Data - Fiscal Year 22-23

Occupancy	ADR	RevPAR	Demand
65.2%	$120.83	$78.84	926,086
-6.4%	2.8%	-3.9%	15.0%

AirDNA ADR, RevPAR and Occupancy

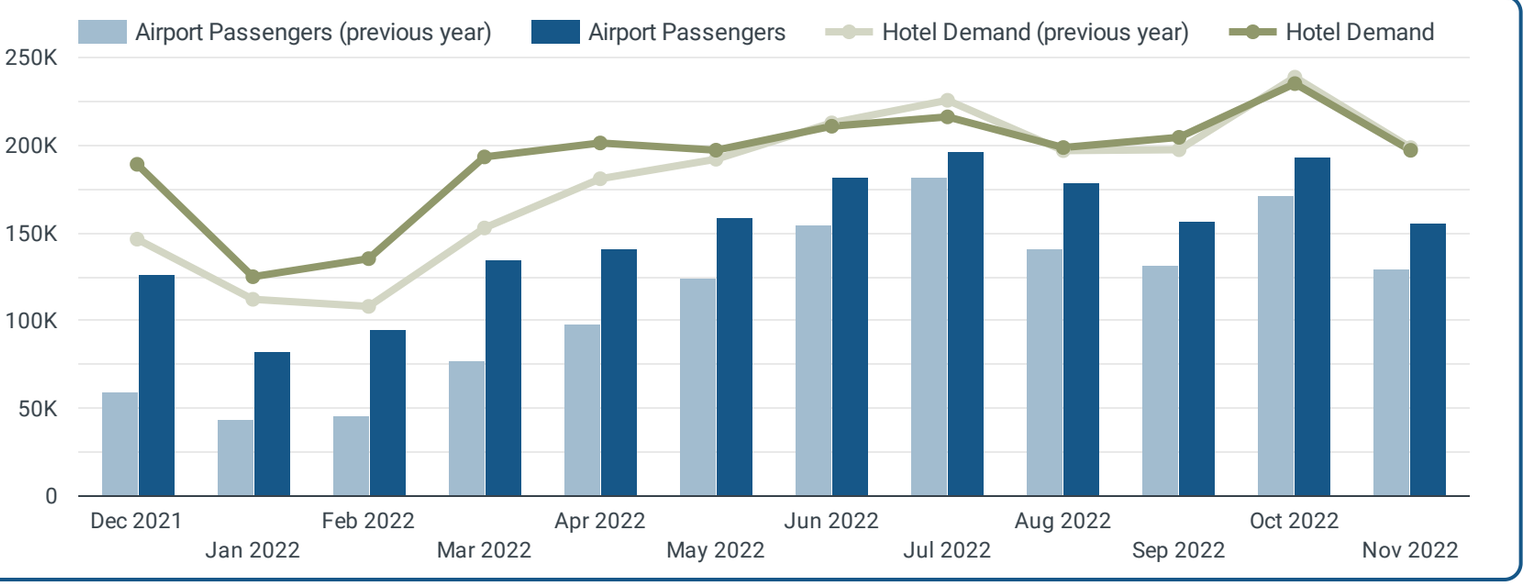
*** Short Term Rental Data Source:** AirDNA

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

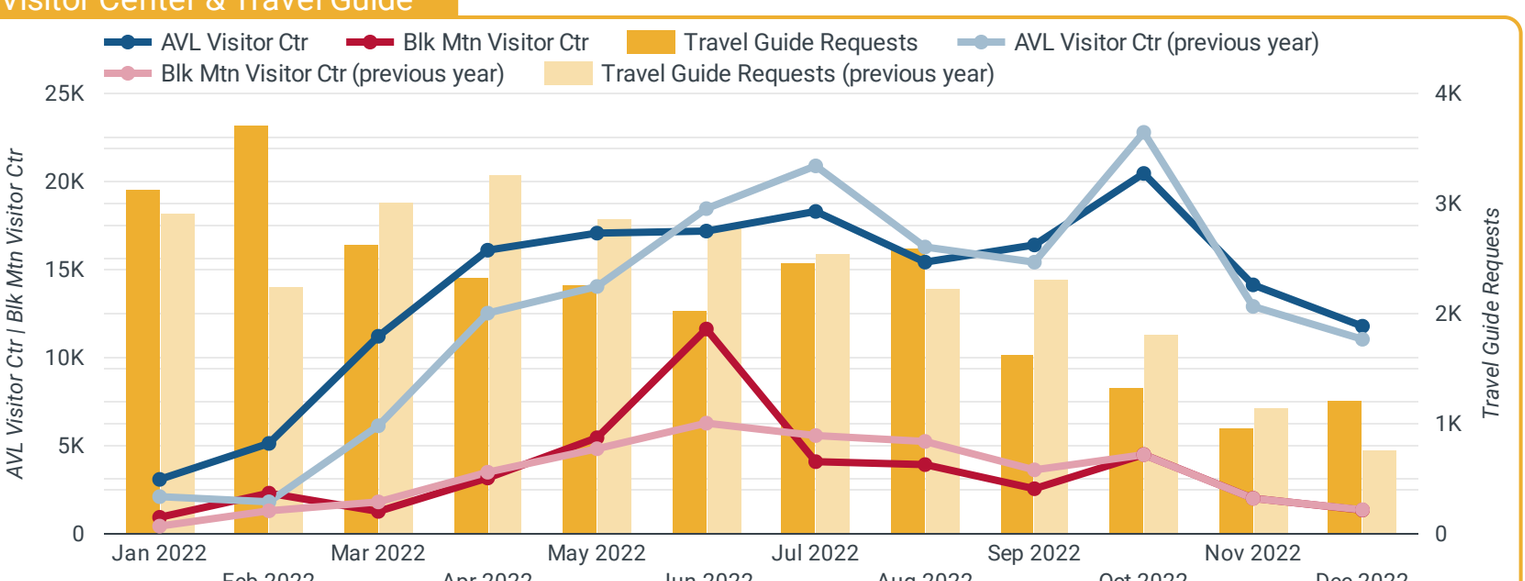


Airport Passengers vs. Hotel Demand*

*** 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 - December 2022

Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Revenue
59 ▲ 31.1%	11,696 ▲ 8.0%	26 ▲ 52.9%	6,925 ▲ 105.4%	$1,370,831 ▲ 125.7%

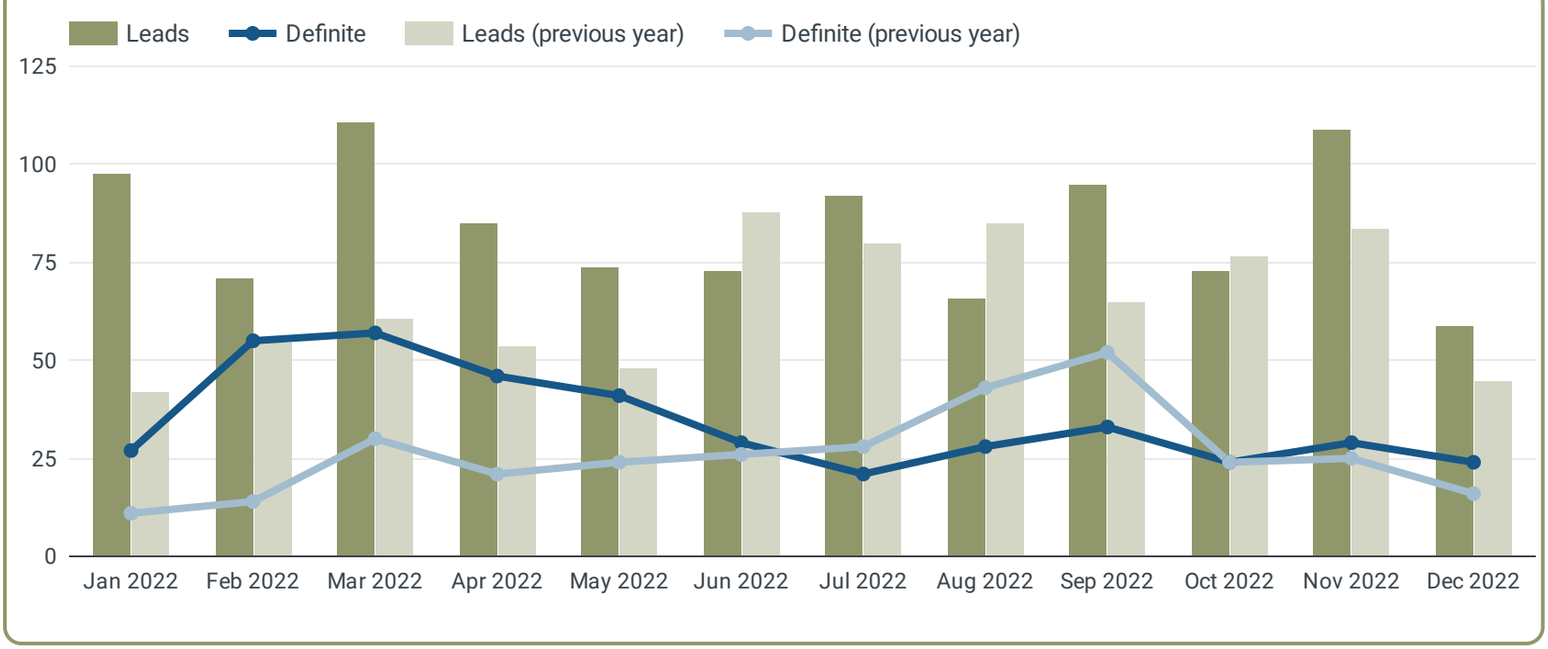
P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
746 ▲ 26.2%	11,205 ▲ 745.0%	22 ▲ 15.8%	1,106 ▲ 23.3%	$303,464 ▲ 86.5%	16 ▲ 33.3%

Sales Leads and Outreach - Fiscal Year 22-23

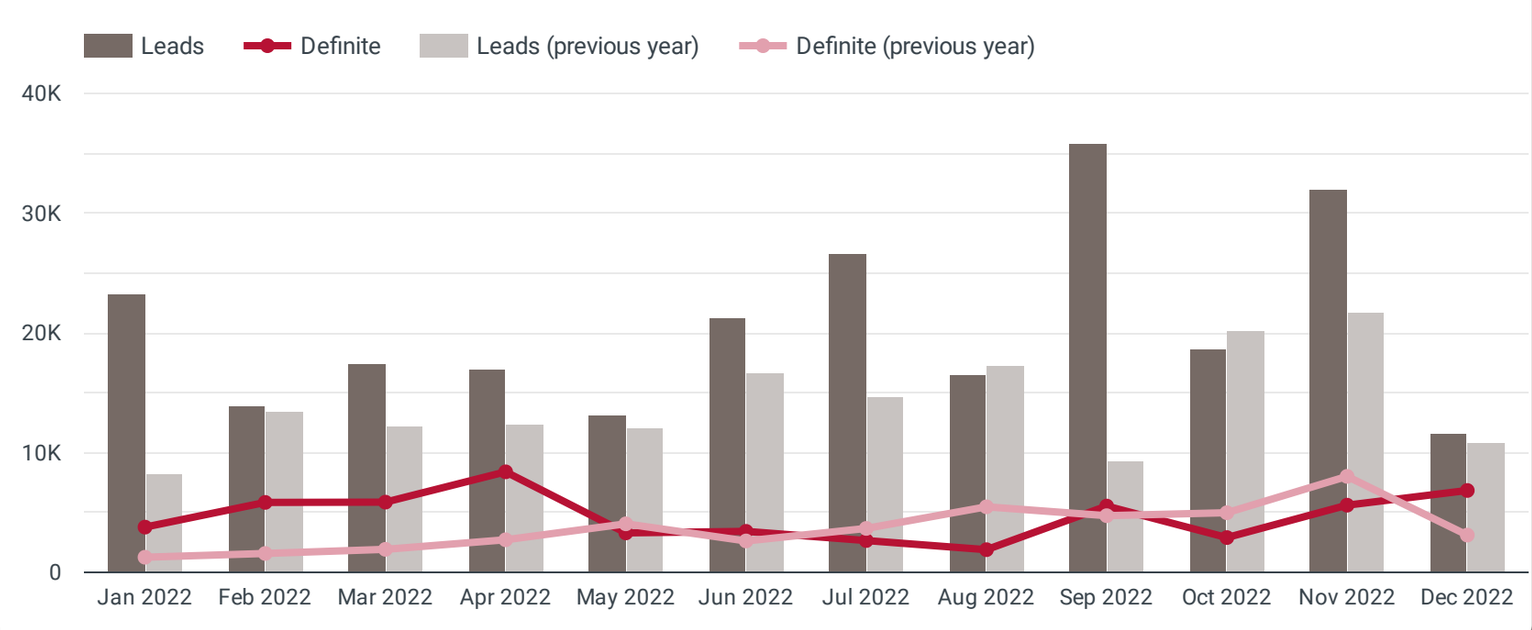
Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Total Revenue
494 ▲ 13.3%	141,490 ▲ 50.3%	169 ▼ -12.9%	30,474 ▲ 0.1%	$7,851,168 ▲ 10.5%

P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
4,068 ▼ -2.5%	139,413 ▲ 89.4%	259 ▲ 21.6%	23,598 ▲ 22.6%	$8,429,778 ▲ 36.0%	246 ▲ 10.3%

Sales Leads vs. Definite

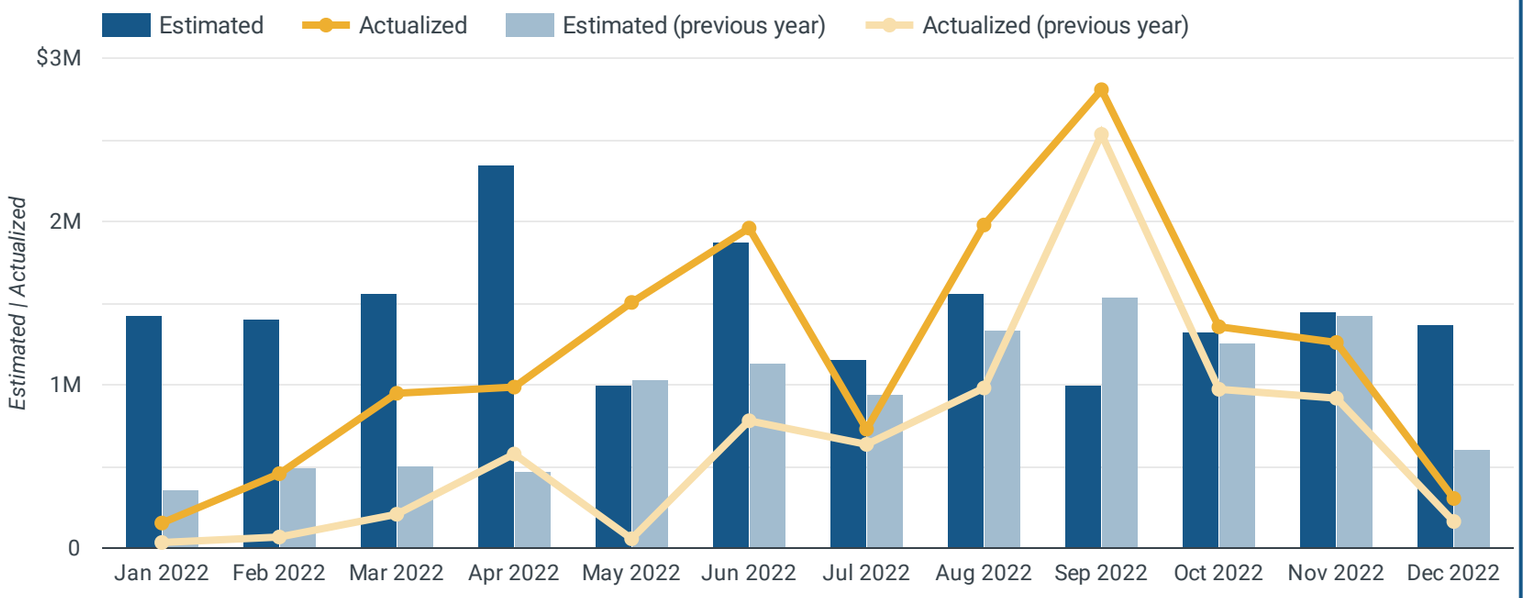


Room Nights Represented in Leads vs. Definite



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.	Dec 2022	746	0	11,205	0
2.	Nov 2022	753	9.4%	758	-1.0
3.	Oct 2022	429	-50.1%	2,706	-0.9
4.	Sep 2022	1,060	117.7%	13,562	0.1
5.	Aug 2022	387	-53.3%	109,553	183.4
6.	Jul 2022	693	-3.3%	1,629	1,628.0
7.	Jun 2022	988	-5.6%	224,947	844.7
8.	May 2022	413	-26.5%	25,198	1.0
9.	Apr 2022	951	29.9%	11,725	11,724.0
10.	Mar 2022	484	-44.7%	10,419	-0.6

Group Events by Month and Room Nights Generated

	Month of Year	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Dec 2022	22	0	1,106	0
2.	Nov 2022	39	30.0%	3,778	36.9%
3.	Oct 2022	60	11.1%	3,787	40.3%
4.	Sep 2022	71	42.0%	6,370	-2.9%
5.	Aug 2022	35	25.0%	6,466	63.0%
6.	Jul 2022	32	0.0%	2,091	-4.7%
7.	Jun 2022	50	108.3%	5,610	154.7%
8.	May 2022	37	236.4%	3,845	983.1%
9.	Apr 2022	37	76.2%	3,253	90.3%
10.	Mar 2022	26	271.4%	4,465	202.9%

Marketing Department Performance Report

Marketing Metrics Overview - December 2022

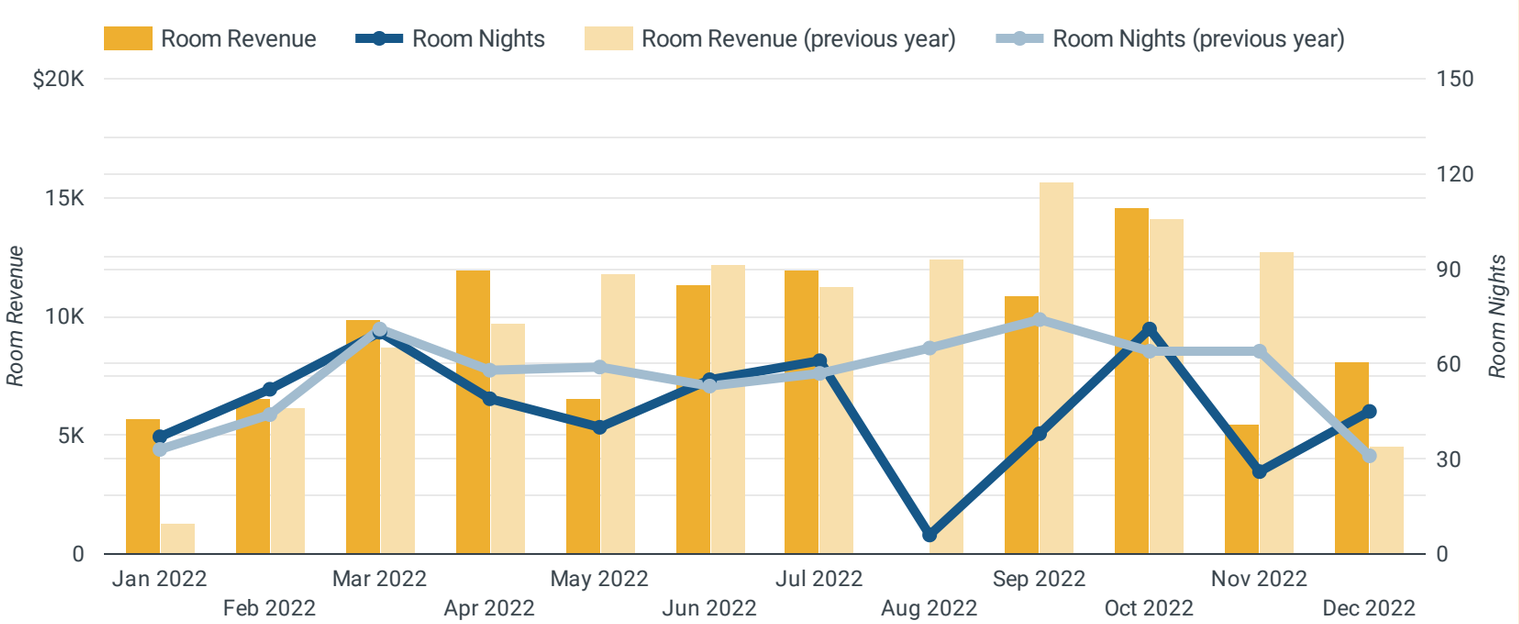
Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Total Facebook Fans
493,283	389,662	45	$8,101	311,795
-2.6%	1.6%	45.2%	77.2%	2.8%
PR Publicity Value	**PR Estimated Impressions**	**Significant Placements**	**Media Touchpoints**	**Video Views**
$3,444,119	1,709,945,619	17	60	383,742
108.1%	121.3%	-5.6%	160.9%	1,296.2%

Marketing Metrics Overview - Fiscal Year 22-23

Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Avg. Total Facebook Fans
3,335,251	2,524,638	247	$50,156	310,418
-14.6%	-13.4%	-30.4%	-29.2%	2.3%
PR Publicity Value	**PR Estimated Impressions**	**Significant Placements**	**Media Touchpoints**	**Video Views**
$23,959,994	9,128,947,648	384	669	7,786,545
				1,716.4%

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.	Dec 2022	$276,078	32%	987,399	-68.83%
2.	Nov 2022	$471,078	-67%	2,555,243	-28.37%
3.	Oct 2022	$1,005,308	28%	3,498,726	-42.35%
4.	Sep 2022	$1,409,822	376%	5,386,568	99.4%
5.	Aug 2022	$307,082	-79%	3,382,693	-38.72%
6.	Jul 2022	$1,235,213	15%	16,499,252	214.59%
7.	Jun 2022	$974,746	-28%	9,563,408	347.69%

Online Publicity Value and Impressions

	Month of Year	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Dec 2022	$3,168,041	119%	1,708,958,220	121.31%
2.	Nov 2022	$3,578,548	168%	1,903,483,024	167.41%
3.	Oct 2022	$4,825,909	153%	2,566,939,260	152.08%
4.	Sep 2022	$3,326,323	-2%	1,769,320,792	-1.34%
5.	Aug 2022	$4,436,056	385%	2,359,604,321	379.94%
6.	Jul 2022	$2,533,333	+0%	1,347,517,437	0.85%
7.	Jun 2022	$1,927,879	44%	1,025,467,440	41.72%

Media Placements & Touchpoints

	Month of Year	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Dec 2022	60	160.9%	17	-5.6%
2.	Nov 2022	31	40.9%	34	209.1%
3.	Oct 2022	52	-25.7%	26	30.0%
4.	Sep 2022	62	1.6%	30	-16.7%
5.	Aug 2022	45	21.6%	21	61.5%
6.	Jul 2022	40	-13.0%	32	39.1%
7.	Jun 2022	36	16.1%	17	-22.7%

Facebook Fans & Video Views (All Platforms)

	Month of Year	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Dec 2022	311,795	2.8%	383,742	320.3%
2.	Nov 2022	311,370	2.6%	359,976	184.6%
3.	Oct 2022	311,246	2.6%	5,654,949	10,629.8%
4.	Sep 2022	310,380	2.3%	693,943	1,487.7%
5.	Aug 2022	309,304	2.0%	329,108	278.2%
6.	Jul 2022	308,411	1.6%	364,827	689.3%
7.	Jun 2022	308,301	1.6%	374,394	943.8%

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. 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.