Destination Performance Report

ASHEVILLE

Lodging & Visitor Overview - January 2021

Lodging Sales	Hotel Occupancy*	Hotel Demand*	Hotel ADR*	Hotel RevPAR*
$33,451,292	54.4%	146,294	$158.07	$86.05
(December) ▼ -15.5%	(December) ▼ -20.8%	(December) ▼ -16.6%	(December) ▼ -11.8%	(December) ▼ -30.2%

Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
59,772	2,112	0	438	2,913
(December) ▼ -57.7%	▼ -71.5%	N/A	▼ -60.6%	▼ -22.4%

Lodging & Visitor Overview - Fiscal Year 20-21

Lodging Sales	Hotel Occupancy*	Hotel Demand*	Hotel ADR*	Hotel RevPAR*
$227,437,378	60.2%	950,264	$154.20	$92.86
▼ -11.6%	▼ -22.5%	▼ -17.6%	▼ -11.7%	▼ -31.6%

Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
365,051	50,796	0	16,179	13,942
▼ -59.4%	▼ -61.7%	▼ -100.0%	▼ -2.1%	▼ -24.7%

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

Lodging Sales and Hotel Occupancy*
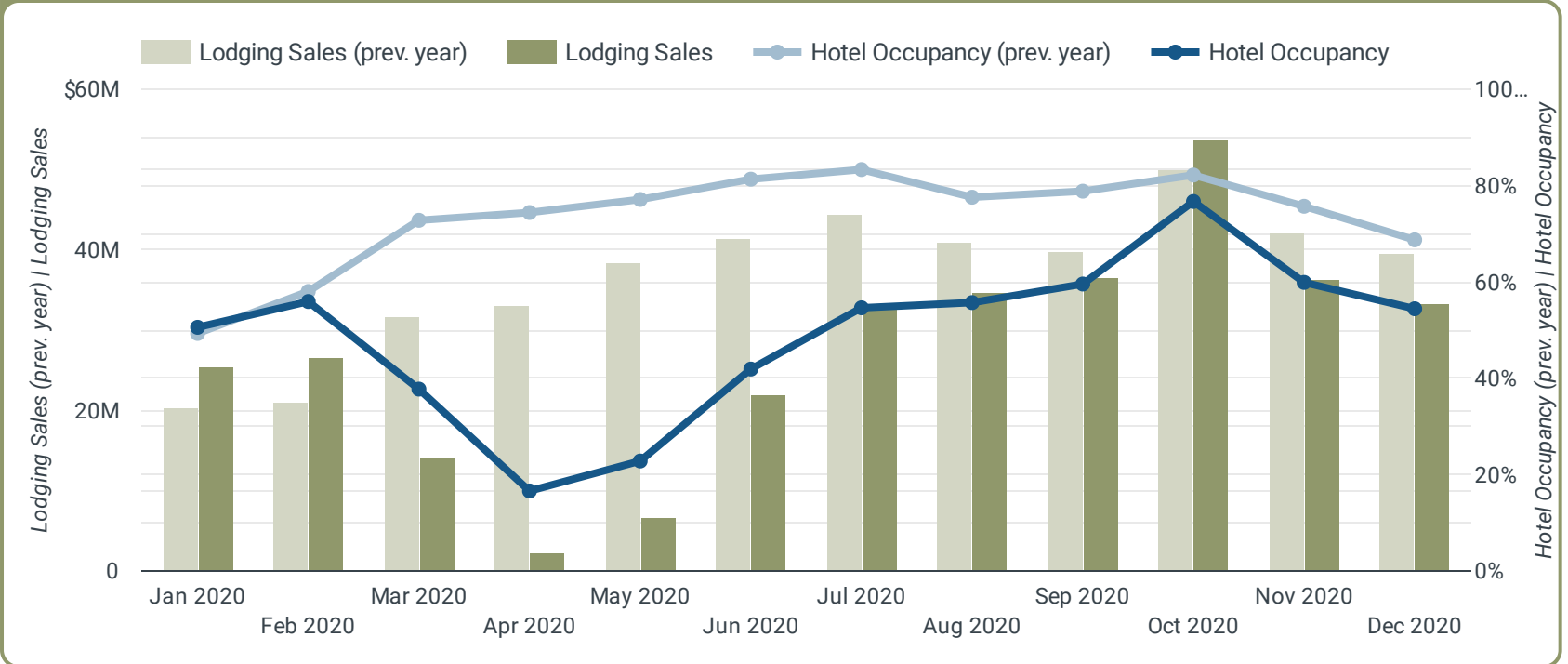
Hotel Demand*, Average Daily Rate* and Revenue Per Available Room*

Destination Performance Report

ASHEVILLE
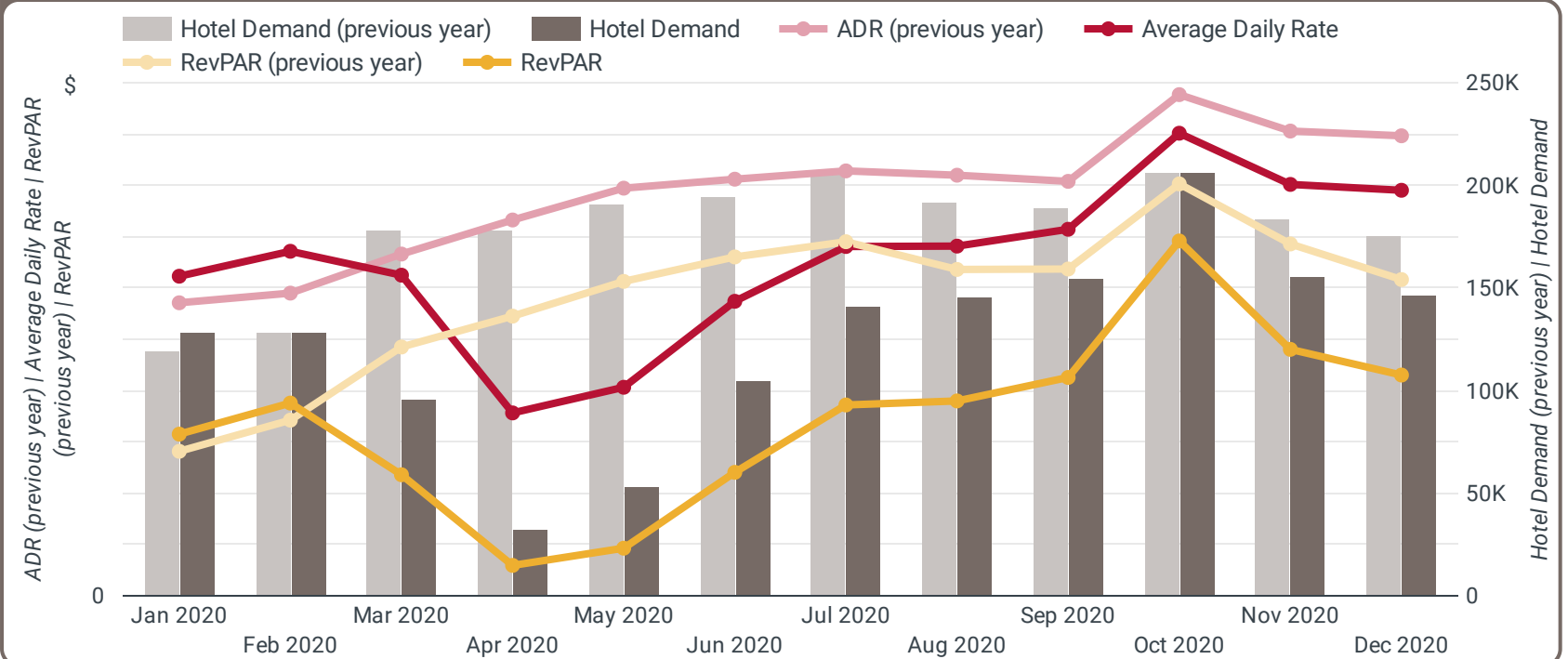
Short Term Rental Data - December 2020

Occupancy	ADR	RevPAR	Demand
61.6%	**$108.24**	**$66.71**	**116,880**
▲ 19.7%	▲ 7.5%	▲ 28.7%	▲ 8.5%

Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
72.3%	**$105.81**	**$76.46**	**792,980**
▲ 24.0%	▲ 5.8%	▲ 31.3%	▲ 11.5%

AirDNA ADR, RevPAR and Occupancy

* Short Term Rental Data Source: AirDNA   **See AirDNA Cancellation Accuracy note on Report Glossary (Page 8)

Legend: AirDNA Occupancy, AirDNA ADR, AirDNA RevPAR, AirDNA Occupancy (previous year), AirDNA ADR (previous year), AirDNA RevPAR (previous year)
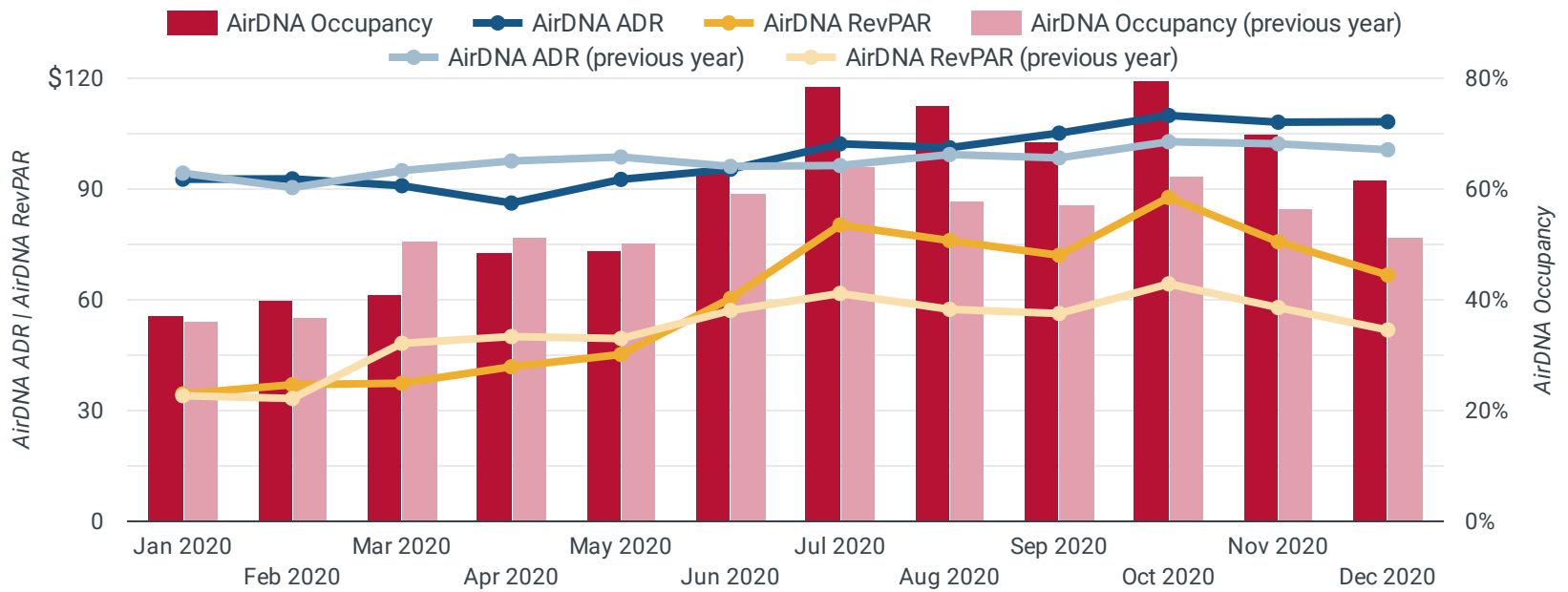
Airport Passengers vs. Hotel Demand*

* **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
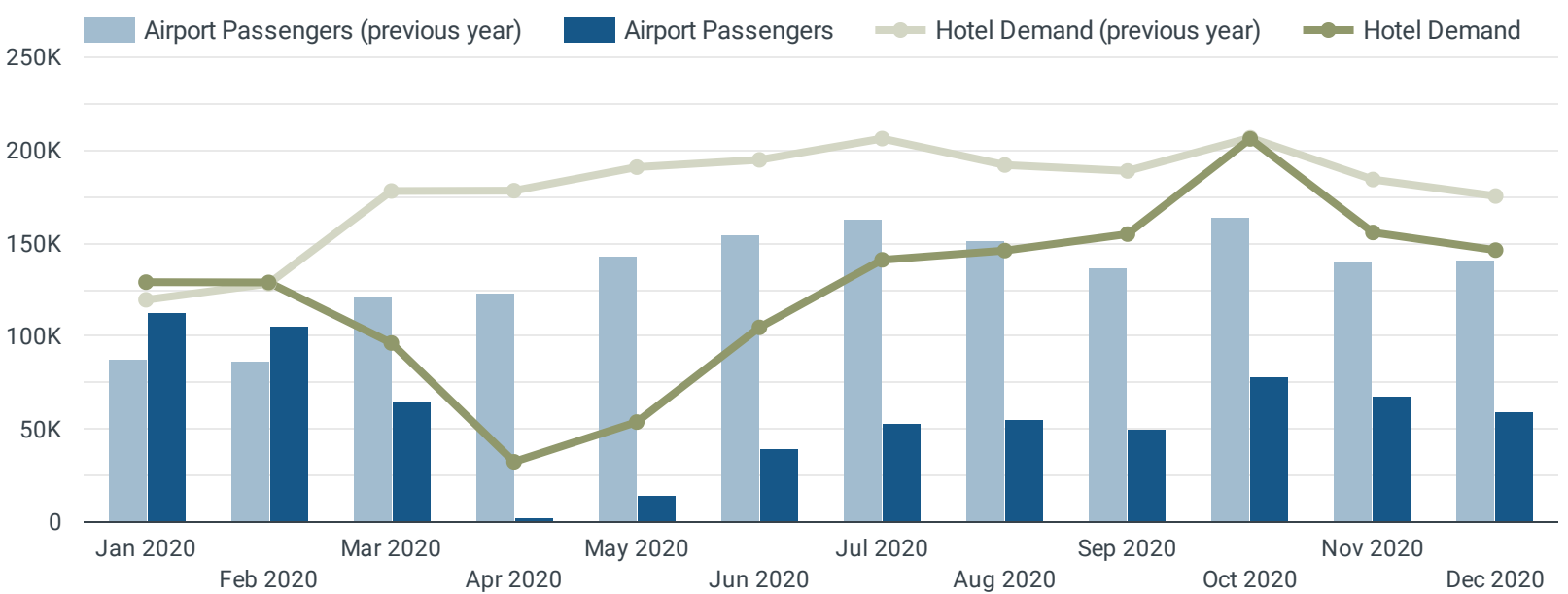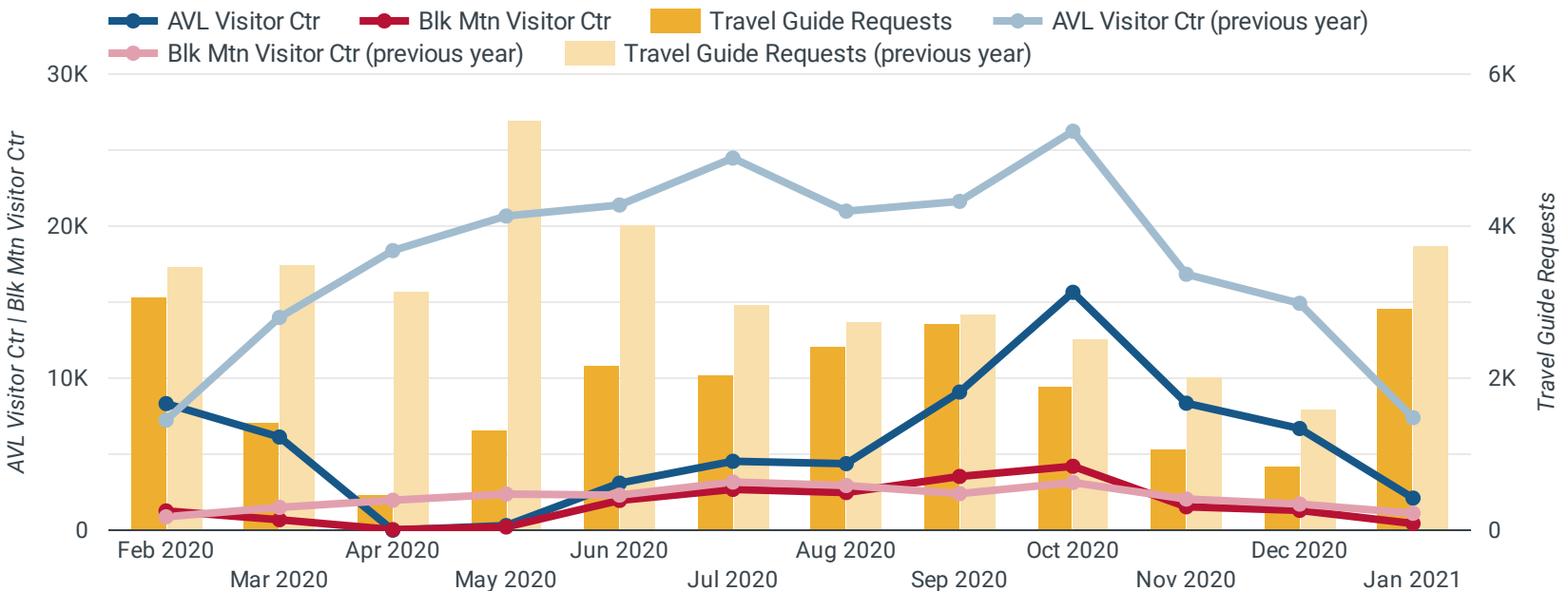
Sales Leads and Outreach - January 2021

Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Revenue
42	8,268	13	1,574	$358,401
▼ -63.5%	▼ -79.0%	▼ -75.5%	▼ -72.1%	▼ -76.7%

P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
856	23,467	1	124	$14,616	1
▼ -1.9%	▲ 77.3%	▼ -90.9%	▼ -91.5%	▼ -94.1%	▼ -92.9%

Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Total Revenue
202	51,038	104	13,670	$3,200,796
▼ -67.6%	▼ -66.7%	▼ -52.1%	▼ -55.0%	▼ -62.0%

P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
5,337	82,251	72	4,522	$989,521	107
▼ -27.6%	▼ -9.6%	▼ -73.8%	▼ -85.7%	▼ -90.4%	▼ -56.1%

Sales Leads vs. Definite

Legend: Leads, Definite, Leads (previous year), Definite (previous year)
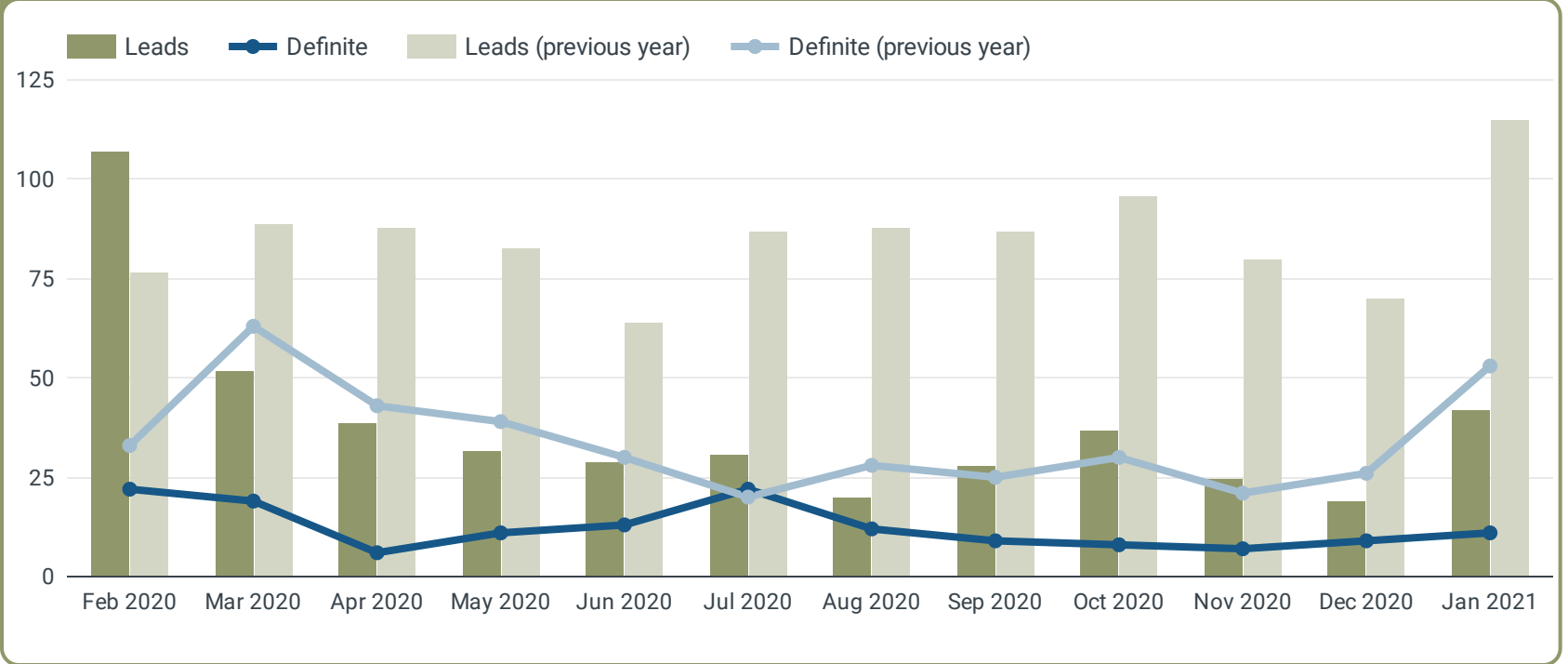
Room Nights Represented in Leads vs. Definite

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

Sales Department Performance Report

ASHEVILLE
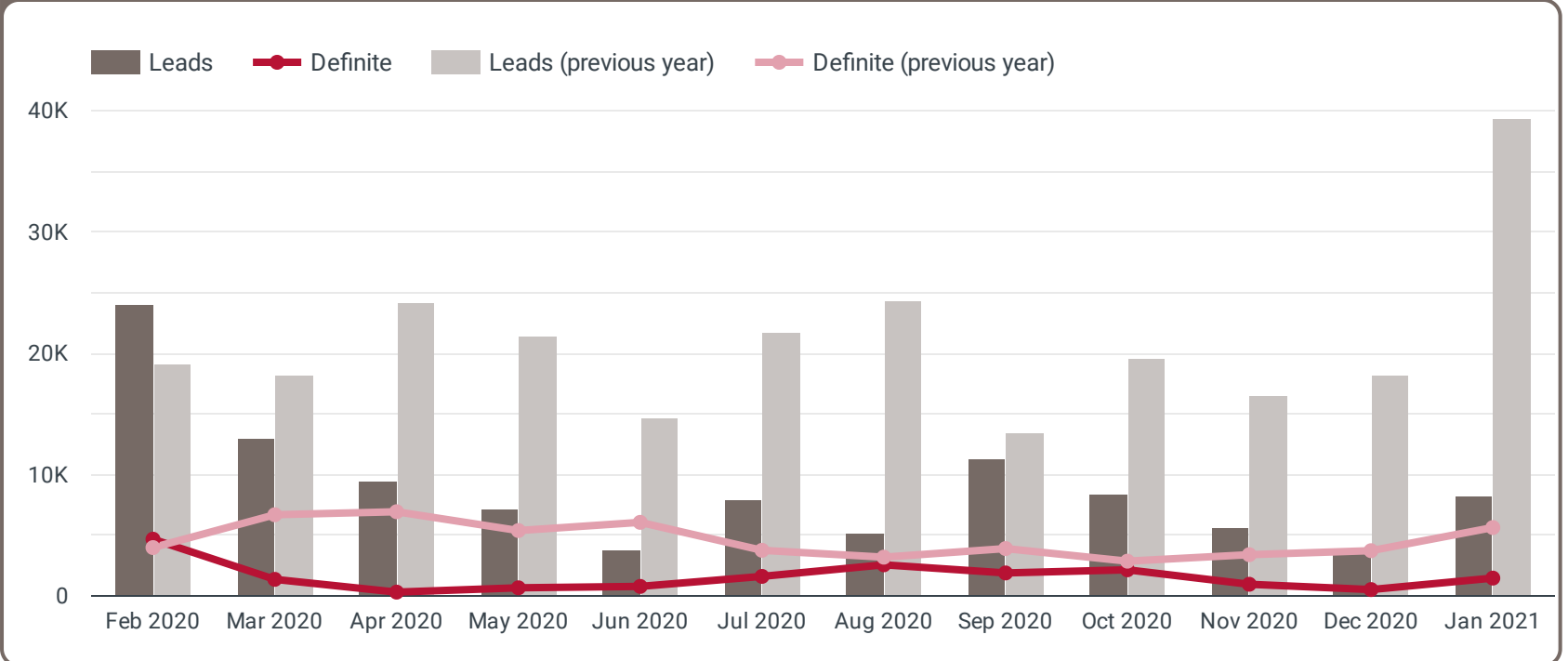
Estimated vs. Actualized Revenue

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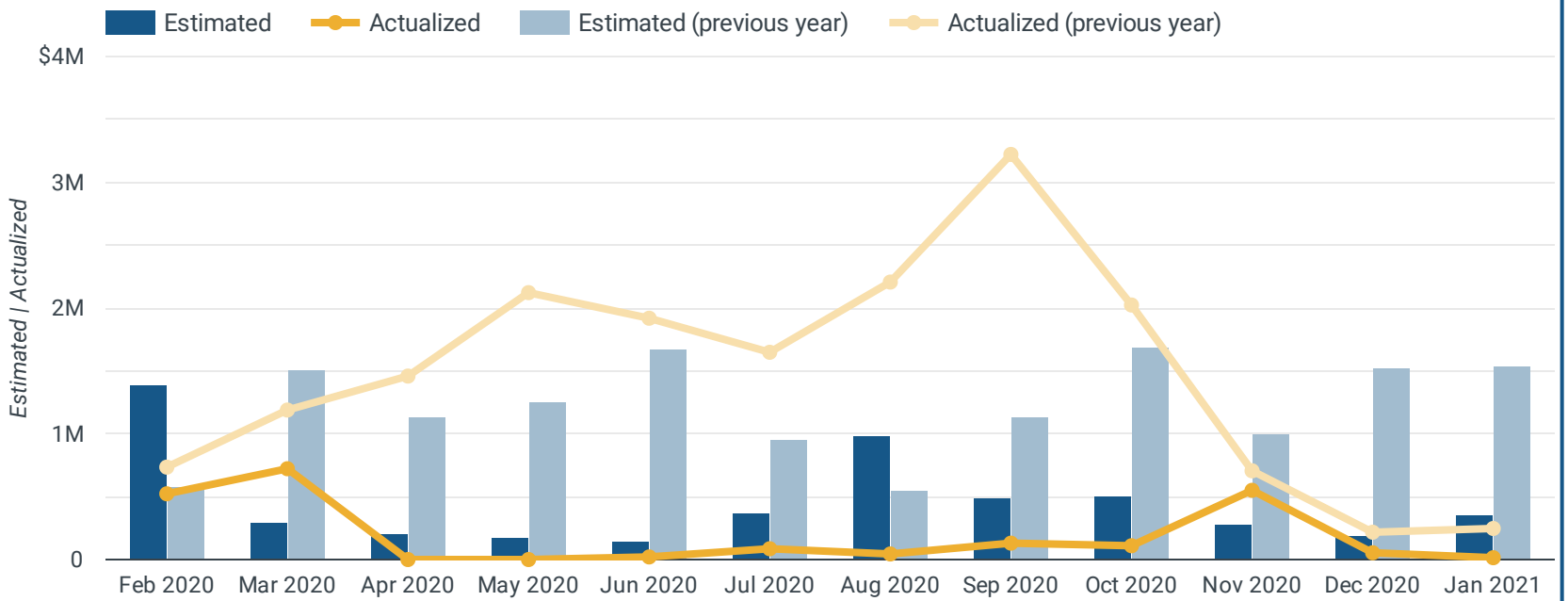
Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Jan 2021	856	-1.9%	23,467	77.3%
2.	Dec 2020	734	-25.7%	12,759	118.7%
3.	Nov 2020	757	-30.9%	17,150	4,637.6%
4.	Oct 2020	918	-19.2%	7,653	-19.9%
5.	Sep 2020	616	-42.0%	6,414	-65.6%
6.	Aug 2020	646	-44.4%	14,771	-59.3%
7.	Jul 2020	810	-23.6%	37	-99.5%
8.	Jun 2020	471	-50.6%	8,900	-44.1%
9.	May 2020	927	-20.2%	12,458	148.7%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Jan 2021	1	-90.9%	124	-92.1%
2.	Dec 2020	6	-75.0%	232	-76.7%
3.	Nov 2020	10	-75.6%	2,129	-23.9%
4.	Oct 2020	25	-65.3%	567	-89.9%
5.	Sep 2020	13	-75.0%	548	-89.7%
6.	Aug 2020	6	-83.3%	310	-93.6%
7.	Jul 2020	11	-71.8%	497	-87.8%
8.	Jun 2020	0	-100.0%	0	-100.0%
9.	May 2020	0	-100.0%	0	-100.0%

Marketing Department Performance Report

ASHEVILLE

Marketing Metrics Overview - January 2021

Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Total Facebook Fans
358,451	249,852	33	$1,326	300,544
▼ -14.5%	▼ -16.2%	▼ -66.0%	▼ -89.9%	▲ 1.3%

PR Publicity Value	PR Estimated Impressions	Significant Placements	Media Touchpoints	Video Views
$1,409,786	749,872,522	21	53	40,088
▼ -80.8%	▲ 550.3%	▼ -43.2%	▼ -31.2%	▼ -40.1%

Marketing Metrics Overview - Fiscal Year 20-21

Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Avg. Total Facebook Fans
3,130,619	2,188,651	401	$57,615	298,788
▼ -12.3%	▼ -16.7%	▼ -32.7%	▼ -40.2%	▲ 1.6%

PR Publicity Value	PR Estimated Impressions	Significant Placements	Media Touchpoints	Video Views
$13,198,685	5,866,775,834	246	406	306,156
▼ -74.8%	▲ 464.1%	▲ 2.9%	▼ -1.0%	▼ -20.7%

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

ASHEVILLE
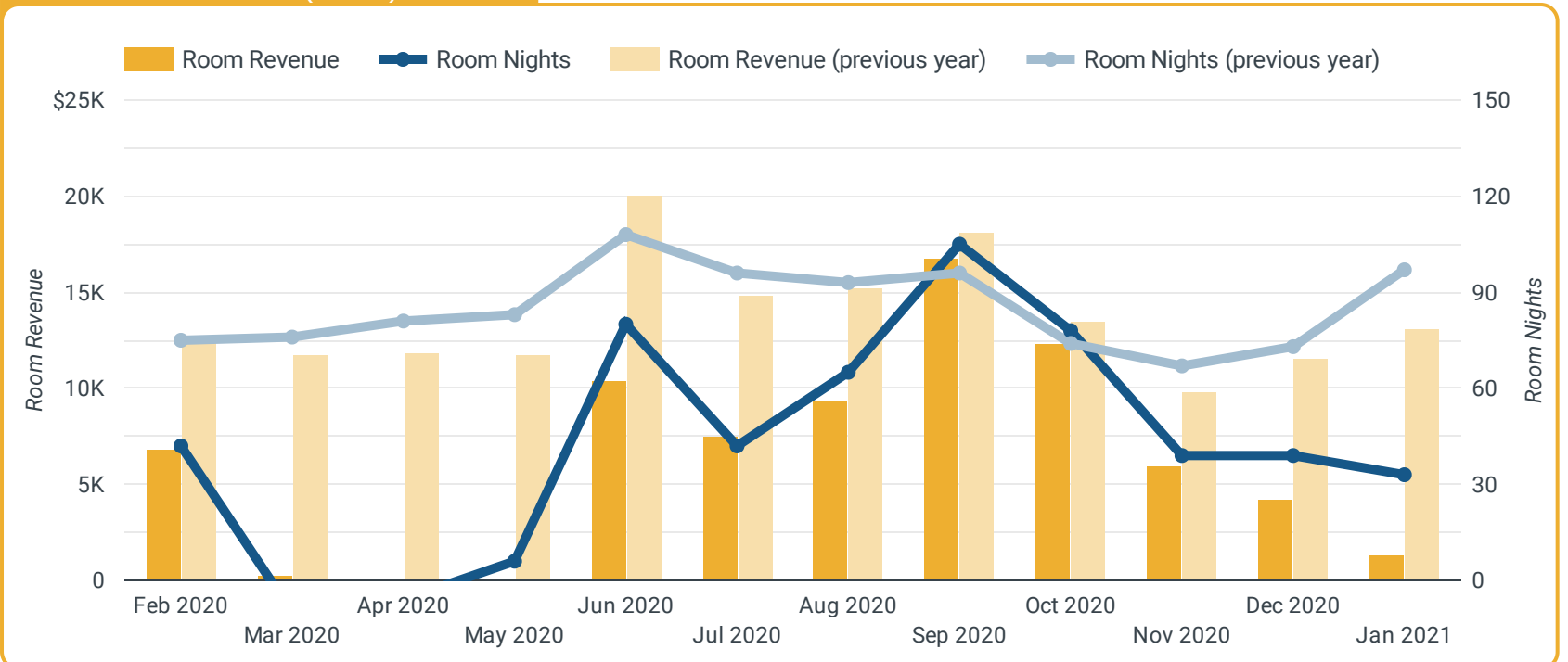
Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Jan 2021	$33	-100%	4,129	-99.95%
2.	Dec 2020	$76,207	-96%	470,974	-93.55%
3.	Nov 2020	$43,979	-98%	175,847	-96.36%
4.	Oct 2020	$417,310	-98%	5,687,854	-60.86%
5.	Sep 2020	$131,426	-94%	747,759	-90.79%
6.	Aug 2020	$49,694	-98%	120,399	-97.86%
7.	Jul 2020	$1,471,138	-89%	1,445,288	-88.54%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jan 2021	$1,409,753	492%	749,868,393	550.33%
2.	Dec 2020	$1,863,214	3,327%	991,071,366	765.1%
3.	Nov 2020	$1,443,514	859%	767,826,179	308.06%
4.	Oct 2020	$1,029,825	560%	547,779,342	134.58%
5.	Sep 2020	$2,221,765	1,835%	1,181,790,034	602.66%
6.	Aug 2020	$2,035,067	8,187%	1,084,810,562	1,902.78%
7.	Jul 2020	$1,005,758	1,694%	534,977,708	228.13%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jan 2021	53	-31.2%	21	-43.2%
2.	Dec 2020	64	60.0%	37	54.2%
3.	Nov 2020	37	-9.8%	31	-18.4%
4.	Oct 2020	127	54.9%	40	14.3%
5.	Sep 2020	52	0.0%	43	13.2%
6.	Aug 2020	48	-34.2%	48	92.0%
7.	Jul 2020	25	-44.4%	26	-38.1%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jan 2021	300,544	null	40,088	null
2.	Dec 2020	299,322	null	32,752	null
3.	Nov 2020	299,114	null	25,690	null
4.	Oct 2020	298,735	1.5%	51,508	-20.1%
5.	Sep 2020	297,968	1.7%	42,161	-43.4%
6.	Aug 2020	297,940	2.2%	57,348	33.3%
7.	Jul 2020	297,890	2.5%	56,609	15.0%

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.