Destination Performance Report

Lodging & Visitor Overview - November 2021

Lodging Sales	Hotel Occupancy*	Hotel Demand*	Hotel ADR*	Hotel RevPAR*
$73,587,242	86.7%	237,217	$223.87	$194.01
(October) ▲ 36.7%	(October) ▲ 13.0%	(October) ▲ 15.0%	(October) ▲ 24.3%	(October) ▲ 40.4%

Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
171,476	12,909	0	2,011	1,150
(October) ▲ 118.7%	▲ 54.5%	N/A	▲ 30.8%	▲ 7.9%

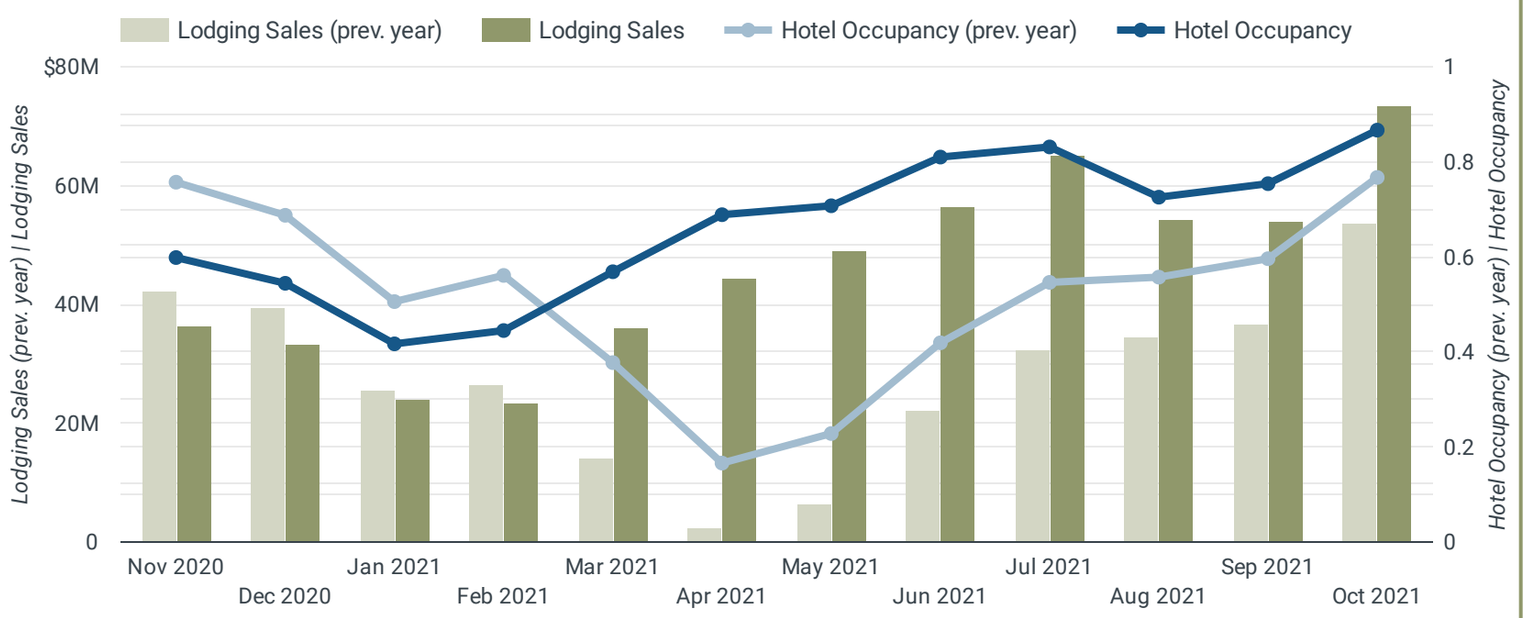
Lodging & Visitor Overview - Fiscal Year 21-22

Lodging Sales	Hotel Occupancy*	Hotel Demand*	Hotel ADR*	Hotel RevPAR*
$247,214,254	79.5%	857,146	$196.86	$156.47
▲ 56.8%	▲ 28.6%	▲ 32.1%	▲ 29.8%	▲ 66.9%

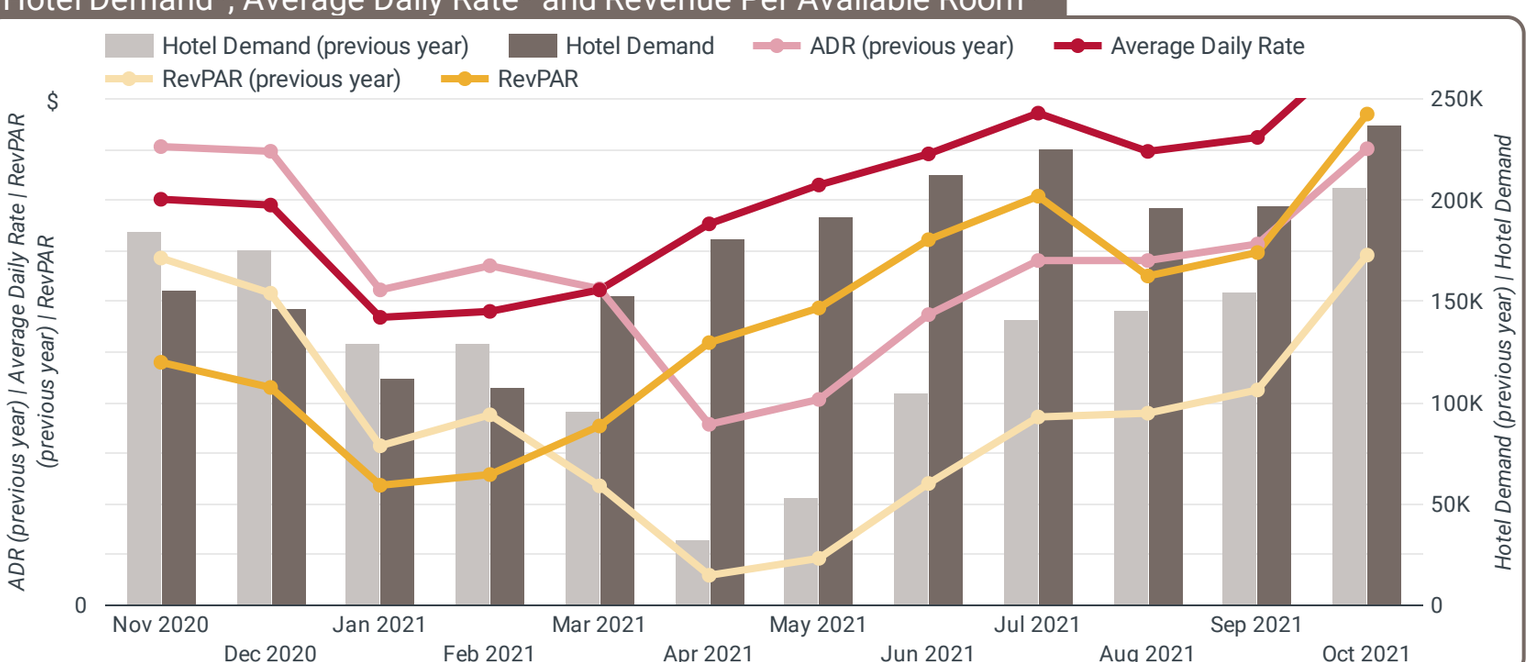
Airport Passengers	Asheville Visitor Center	Pack Sq Visitor Center	Black Mtn Visitor Center	Travel Guide Requests
627,545	88,289	0	20,957	10,084
▲ 164.7%	▲ 110.2%	N/A	▲ 45.2%	▼ -0.9%

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 - October 2021

Occupancy	ADR	RevPAR	Demand
73.2%	$121.22	$88.74	185,780
⬇ -8.3%	⬆ 10.8%	⬆ 1.6%	⬆ 25.0%

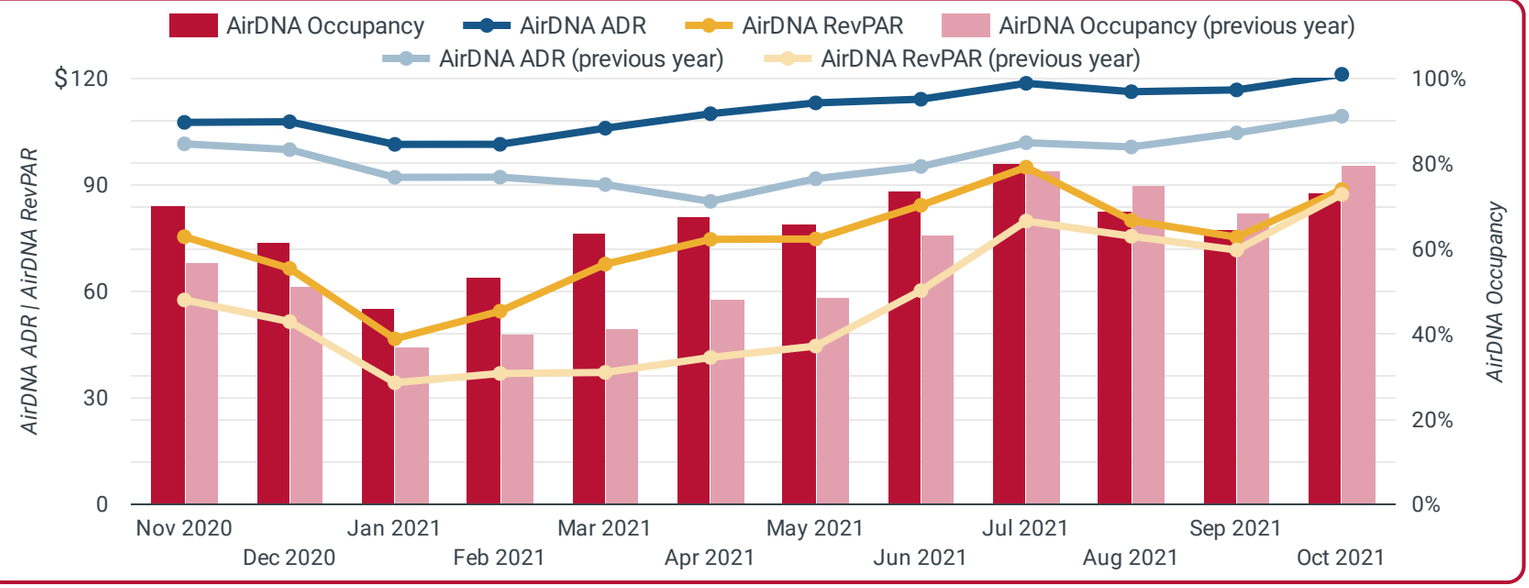
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
71.6%	$118.42	$84.78	663,727
⬇ -5.2%	⬆ 13.5%	⬆ 7.6%	⬆ 23.0%

AirDNA ADR, RevPAR and Occupancy

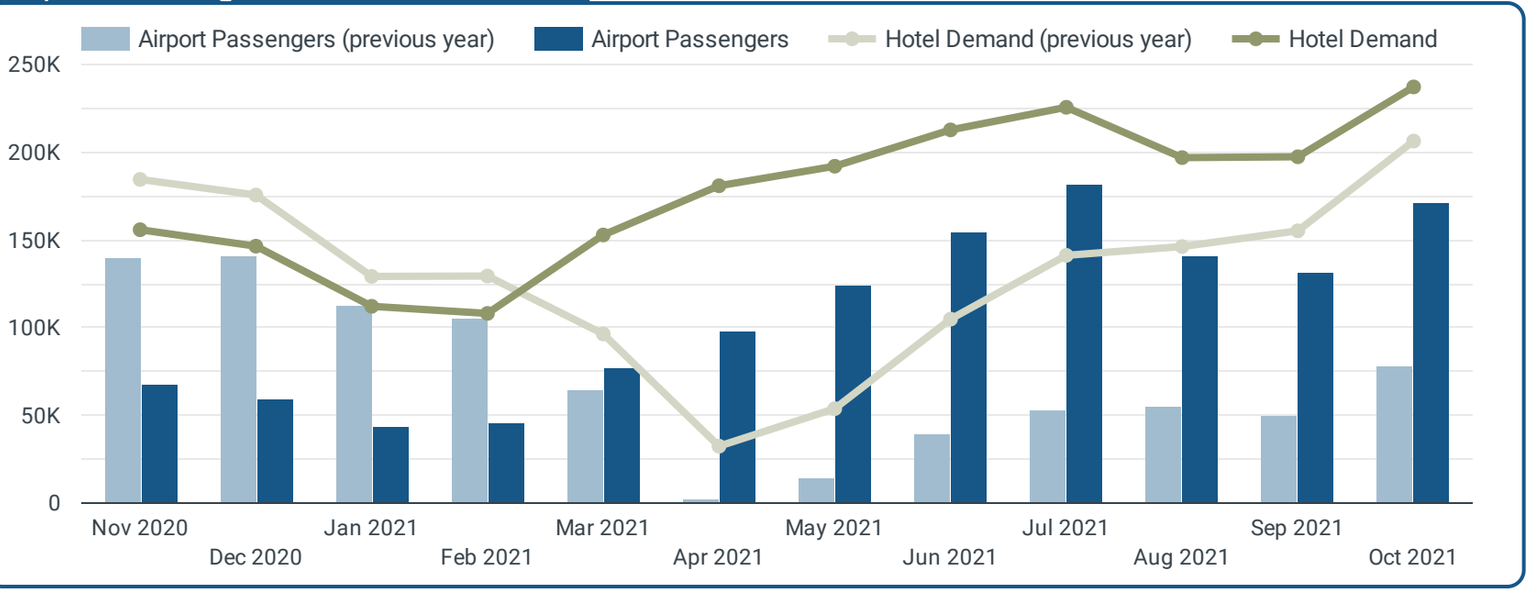
*** Short Term Rental Data Source:** AirDNA

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

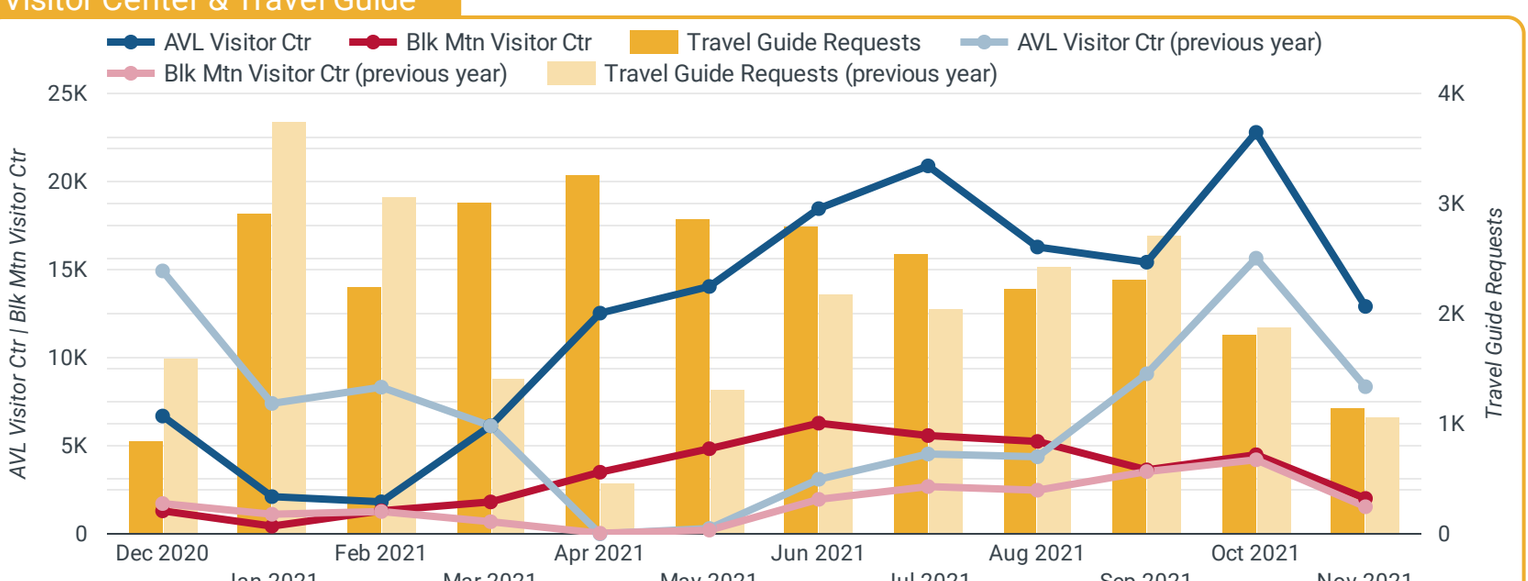


Airport Passengers vs. Hotel Demand*

*** 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 - November 2021

Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Revenue
84	21,811	25	8,016	$1,422,276
▲ 236.0%	▲ 285.2%	▲ 78.6%	▲ 283.0%	▲ 395.7%

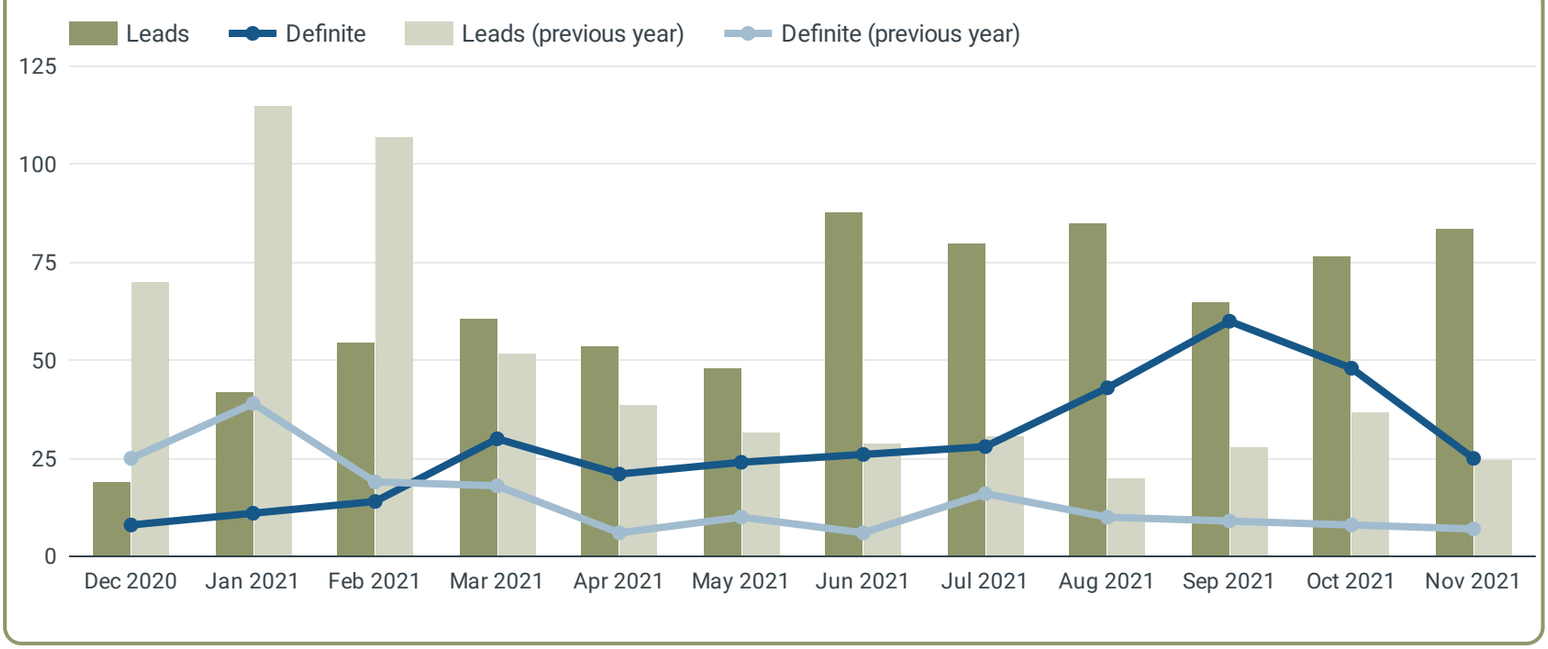
P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
688	22,854	30	2,760	$877,010	31
▼ -9.1%	▲ 33.3%	▲ 200.0%	▲ 29.3%	▲ 59.3%	▲ 181.8%

Sales Leads and Outreach - Fiscal Year 21-22

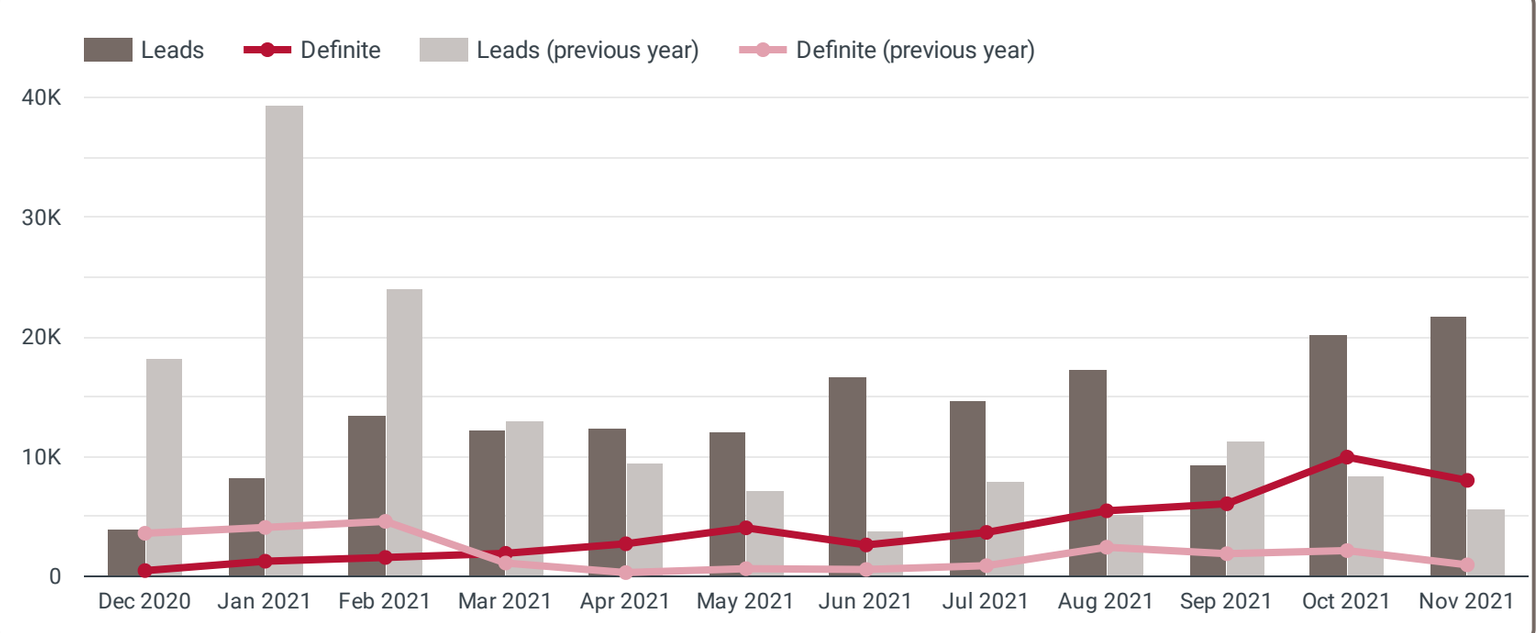
Sales Leads Issued	Room Nights (Leads)	Leads Turned Definite	Room Nights (Definite)	Estimated Total Revenue
391	83,326	212	33,427	$8,010,876
▲ 177.3%	▲ 114.9%	▲ 211.8%	▲ 224.5%	▲ 221.9%

P2P Outreach	Indirect Outreach	Group Events	Room Nights Generated	Actualized Revenue	Groups Serviced
3,580	72,277	194	18,297	$5,997,317	211
▼ -4.5%	▲ 57.0%	▲ 198.5%	▲ 339.2%	▲ 551.2%	▲ 117.5%

Sales Leads vs. Definite

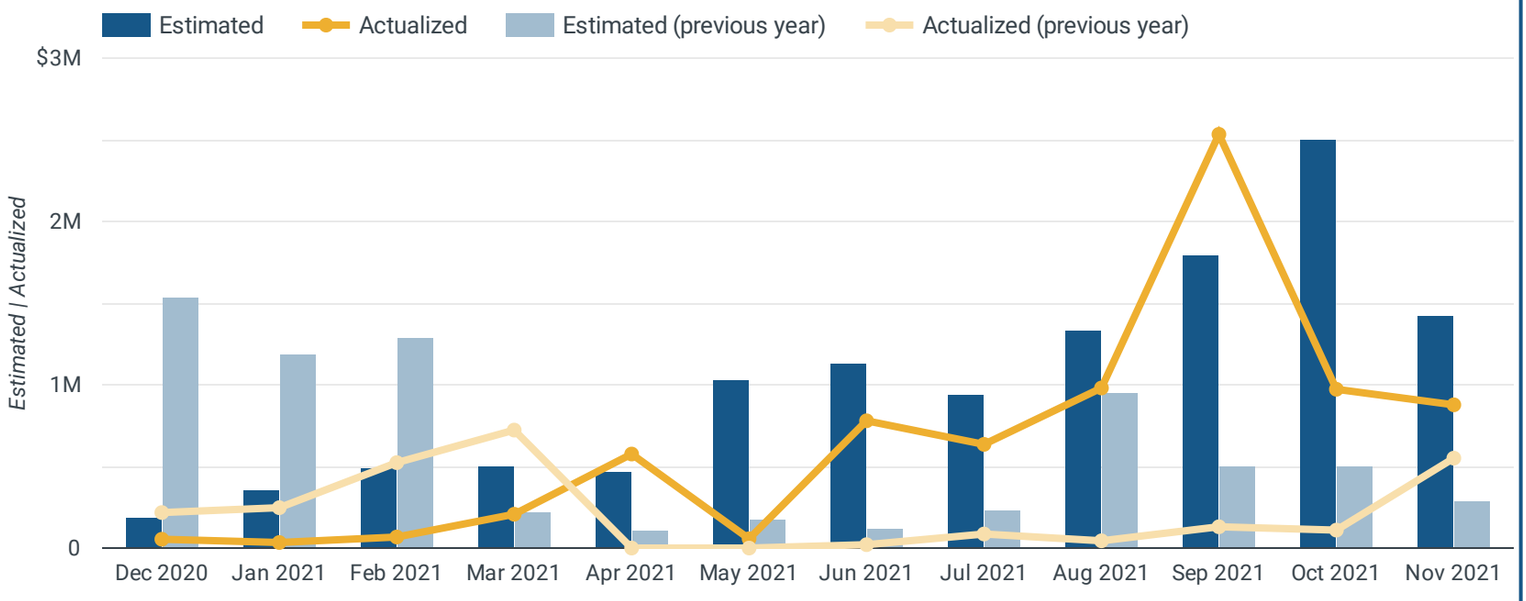


Room Nights Represented in Leads vs. Definite



Sales Department Performance Report

Estimated vs. Actualized Revenue



Sales Outreach 2021 by Month

	Month of Year	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Nov 2021	688	-9.1%	22,854	33.3%
2.	Oct 2021	859	-6.4%	36,893	382.1%
3.	Sep 2021	487	-20.9%	11,936	86.1%
4.	Aug 2021	829	28.3%	594	-96.0%
5.	Jul 2021	717	-11.5%	0	-100.0%
6.	Jun 2021	1,047	122.3%	266	-97.0%
7.	May 2021	562	-39.4%	12,663	1.6%
8.	Apr 2021	732	7.3%	0	-100.0%
9.	Mar 2021	875	11.7%	26,983	2.1%

Group Events by Month and Room Nights Generated

	Month of Year	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Nov 2021	30	200.0%	2,760	29.6%
2.	Oct 2021	54	116.0%	2,700	376.2%
3.	Sep 2021	50	284.6%	6,562	1,097.4%
4.	Aug 2021	28	366.7%	3,968	1,180.0%
5.	Jul 2021	32	190.9%	2,195	341.6%
6.	Jun 2021	24	0	2,203	0
7.	May 2021	11	0	355	0
8.	Apr 2021	21	0	1,709	0
9.	Mar 2021	7	-58.8%	1,474	-61.1%

Marketing Department Performance Report

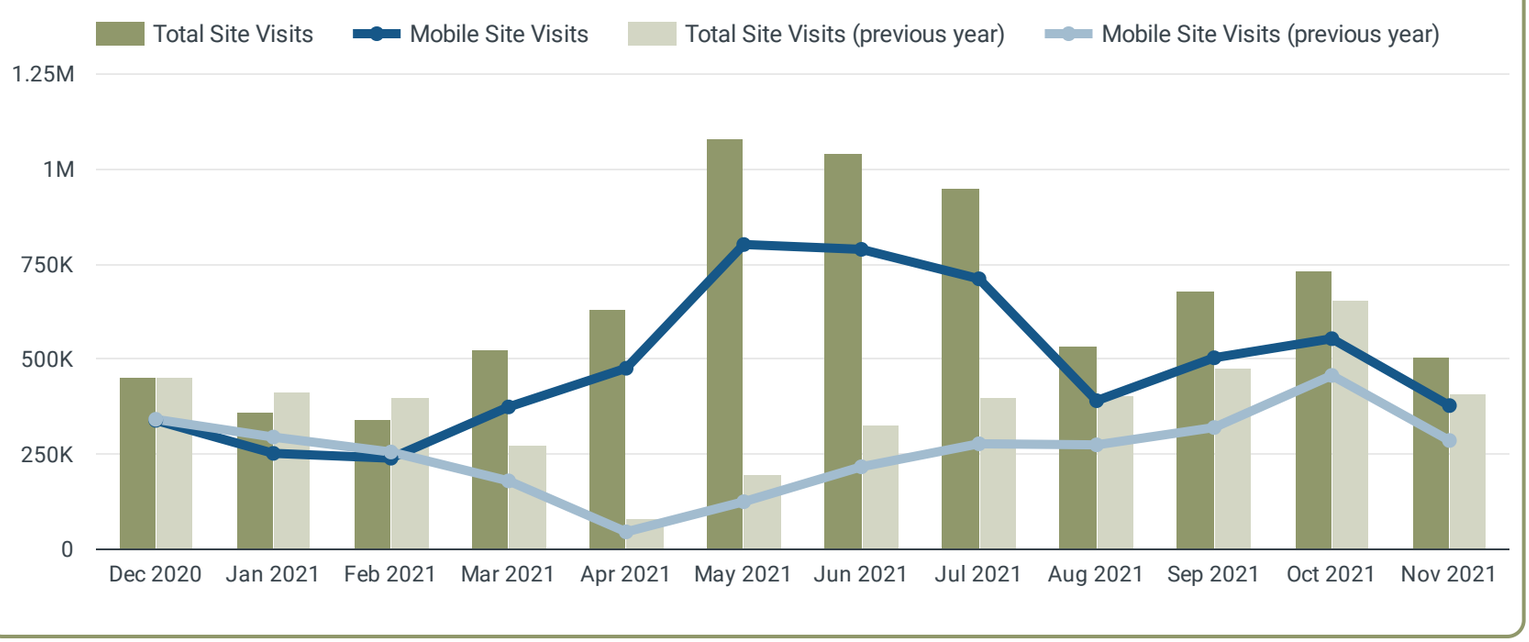
Marketing Metrics Overview - November 2021

Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Total Facebook Fans
499,429	374,771	64	$12,758	303,399
▲ 23.3%	▲ 31.9%	▲ 64.1%	▲ 114.7%	▲ 1.4%
PR Publicity Value	**PR Estimated Impressions**	**Significant Placements**	**Media Touchpoints**	**Video Views**
$2,770,416	712,785,215	11	22	91,293
▲ 86.2%	▼ -7.2%	▼ -64.5%	▼ -40.5%	▲ 255.4%

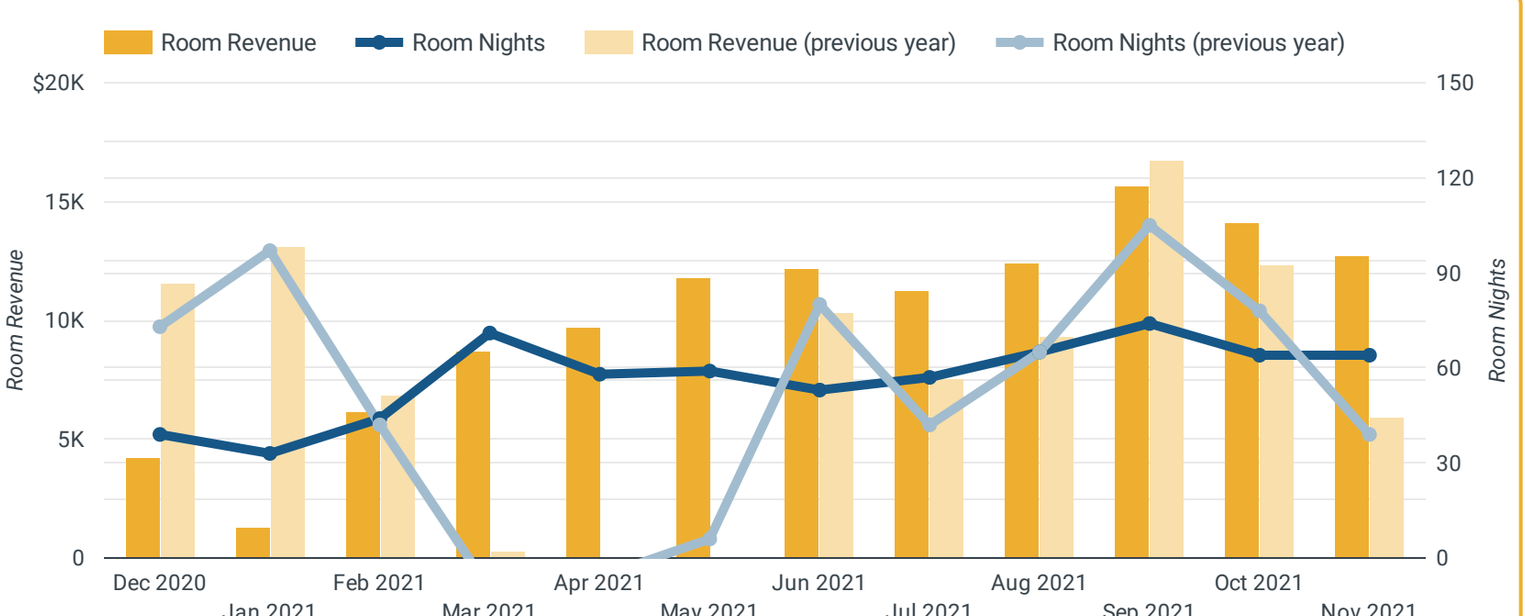
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits	Mobile Site Visits	aRes - Room Nights	aRes - Room Revenue	Avg. Total Facebook Fans
3,396,590	2,529,486	324	$66,287	303,336
▲ 46.3%	▲ 57.8%	▼ -1.5%	▲ 27.4%	▲ 1.7%
PR Publicity Value	**PR Estimated Impressions**	**Significant Placements**	**Media Touchpoints**	**Video Views**
$23,959,994	9,128,947,648	384	669	401,196
				▲ 72.0%

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.	Nov 2021	$1,437,087	3,168%	3,567,295	1,928.64%
2.	Oct 2021	$785,484	88%	6,068,411	6.69%
3.	Sep 2021	$295,993	125%	2,701,452	261.27%
4.	Aug 2021	$1,484,744	2,888%	5,519,837	4,484.62%
5.	Jul 2021	$1,075,305	-27%	5,244,648	262.88%
6.	Jun 2021	$1,344,568	89%	2,136,176	38.2%
7.	May 2021	$632,434	-68%	6,004,725	71.81%

Online Publicity Value and Impressions

	Month of Year	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Nov 2021	$1,333,330	-8%	709,217,920	-7.19%
2.	Oct 2021	$1,905,133	85%	1,013,618,342	84.24%
3.	Sep 2021	$3,379,352	52%	1,796,077,709	52.11%
4.	Aug 2021	$915,241	-55%	486,830,042	-54.62%
5.	Jul 2021	$2,532,901	152%	1,347,279,512	152.14%
6.	Jun 2021	$1,340,802	113%	728,212,472	117.49%
7.	May 2021	$844,156	83%	471,312,176	91.58%

Media Placements & Touchpoints

	Month of Year	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Nov 2021	22	-40.5%	11	-64.5%
2.	Oct 2021	70	-44.9%	20	-50.0%
3.	Sep 2021	61	17.3%	36	-16.3%
4.	Aug 2021	37	-22.9%	13	-72.9%
5.	Jul 2021	46	84.0%	23	-11.5%
6.	Jun 2021	31	-32.6%	22	0.0%
7.	May 2021	71	294.4%	16	-23.8%

Facebook Fans & Video Views (All Platforms)

	Month of Year	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Nov 2021	303,399	1.4%	91,293	255.4%
2.	Oct 2021	303,301	1.5%	126,476	145.5%
3.	Sep 2021	303,277	1.8%	52,703	25.0%
4.	Aug 2021	303,225	1.8%	43,708	-23.8%
5.	Jul 2021	303,477	1.9%	87,016	53.7%
6.	Jun 2021	303,362	1.9%	46,223	-10.0%
7.	May 2021	302,949	1.9%	35,868	-66.9%

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.