



Board Meeting

Wednesday, July 26, 2023 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Thanks to Outgoing BCTDA Chair Kathleen Mosher; Welcome Incoming BCTDA Chair Brenda Durden	Vic Isley
9:10 a.m.	Approval of June 28, 2023 Meeting Minutes	Brenda Durden
9:15 a.m.	June 2023 Financial Reports	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent
9:20 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:40 a.m.	Tourism Product Development Fund - Major Works Pathway <ul style="list-style-type: none">a. McCormick Field	Brenda Durden
9:50 a.m.	Business Development – Group Sales Performance & Marketing Update	Michael Kryzaneck; Carli Adams; Colleen Swanson, Meetings Database Institute
10:15 a.m.	Black Cultural Heritage Trail Update	Penelope Whitman, Kimberly Puryear
10:30 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:35 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:40 a.m.	Miscellaneous Business	Brenda Durden
10:45 a.m.	Comments from the General Public	Brenda Durden
10:50 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

Explore Asheville 2023 Summer Social | August 1, 2023, 4:00 – 7:00 p.m. | The Restoration Hotel

The next joint BCTDA monthly meeting is **Wednesday, August 30, 2023**, at 9:00 a.m., in the library of The NC Arboretum, located at 100 Frederick Law Olmsted Way. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.



Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation

UNCA Sherrill Center, Ingles Mt. View Room – 227 Campus Drive, Asheville

Board Meeting Minutes
Wednesday, June 28, 2023

Present (Voting):	Kathleen Mosher, Chair; Matthew Lehman, HP Patel, Larry Crosby, Andrew Celwyn, Michael Lusick, Scott Patel
Absent (Voting):	Brenda Durden, Vice Chair; Elizabeth Putnam
Present (Ex-Officio):	Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
Staff:	Vic Isley, Jennifer Kass-Green, Tiffany Thacker, Julia Simpson, Penelope Whitman, Mike Kryzanek, Ashley Greenstein, Josh Jones, Ali Wainright
BC Finance:	Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
In-Person Attendees:	Chris Corl, Debra Campbell; City of Asheville Brian DeWine, Asheville Tourists Lucious Wilson, Wedge Brewing Co. Randy Claybrook, Asheville Bed & Breakfast Association Chris Smith, Asheville Buncombe Regional Sports Commission Roy Harris, Community Member Robert Sponder, Parks Hospitality Meghan Rogers, Asheville Independent Restaurant Association (AIR) Olivia Ward, OnWard Digital Media Barbara Durr, Asheville Watchdog Greg Parlier, Francis O'Connor, Chase Davis; Mountain Xpress
Online Attendees:	Marla Tambellini, Sha'Linda Pruitt, Mickey Poandl, Connie Holliday, Charlie Reed, Carli Adams, Kimberly Puryear, Tina Porter, Emily Crosby, McKenzie Provost, Anna Harris, Nick Kepley; Explore Asheville Staff Tina Kinsey, Asheville Regional Airport John Ellis, Prior TDA Board member Chip Craig, Greybeard Realty Jim Muth, TPDF Committee Timothy Love, Buncombe County Madison Davis, Asheville Buncombe Regional Sports Commission Scott Kerchner, Virtelle Hospitality Zach Wallace, Asheville Area Chamber of Commerce Garrett Raczek, Thrive Asheville Megan Shields, Korree Case; MMY Global Joel Burgess, Citizen Times

Executive Summary of Meeting Minutes

- Mosher called to order the joint regular meeting of the BCTDA, Public Authority, and BCTDA, Nonprofit Corporation, at 9:04 a.m. Introductions were made around the room.
- Minutes from the May 31, 2023, BCTDA meeting were approved with a 7-0 vote.
- The May 2023 financial reports were reviewed and approved with a 7-0 vote.
- With a 7-0 vote, the Board Development Committee's FY24 officer nominations were approved.
- The FY24 meeting schedule and December meeting cancellation were approved with a 7-0 vote.
- Vic Isley provided her President & CEO's report.
- The public hearing on the FY24 BCTDA budget ordinance opened and closed with no members of the public requesting an opportunity to speak.
- The budget ordinance adopting the BCTDA's FY24 operating, earned revenue, and Tourism Product Development Fund (TPDF) and Legacy Investment From Tourism (LIFT) Fund administrative budgets was approved with a 6-1 vote.
- The TPDF Committee's recommendation for McCormick Field was presented.
- Vice Mayor Sandra Kilgore and Commissioner Terri Wells provided updates.
- Public comments were heard.
- With a 7-0 vote, the BCTDA meeting adjourned at 10:49 a.m.

Call to Order of the Joint BCTDA Meeting

Mosher called to order the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority, and BCTDA, a Nonprofit Corporation, at 9:04 a.m.

Mosher said the meeting was being livestreamed. She noted that the agenda and meeting documents are on [AshevilleCVB.com](https://www.ashevillecvb.com) and were emailed to everyone who registered via Zoom by 8:00 a.m. Additional materials, including the PowerPoint, are posted after the meeting.

Introductions were made around the room. Mosher thanked the hosts at UNC Asheville.

Approval of Meeting Minutes

Celwyn made a motion to approve the May 31, 2023, regular meeting minutes. Lusick seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 7-0.

May 2023 Financial Reports

Mason Scott, BCTDA interim fiscal agent, presented the May 2023 financial reports. Scott was asked if investment income would be shown on monthly financial reports; he confirmed it would going forward.

Crosby made a motion to approve the May 2023 financial reports as presented. Lehman seconded the motion. A vote was taken; with all in favor, the motion carried 7-0.

FY24 BCTDA Board Officer Nominations

On behalf of the BCTDA Board Development (Nominating) Committee, Mosher presented the following slate of FY24 officer nominations: BCTDA Chair, Brenda Durden; BCTDA Vice Chair, Matthew Lehman; Treasurer (BCTDA Nonprofit only), HP Patel.

Lusick made a motion to approve the nominations for FY24 officers for BCTDA Chair, BCTDA Vice Chair, and Treasurer of the BCTDA Nonprofit, as presented. Celwyn seconded the motion. There was no discussion and with all in favor, the motion carried 7-0.

Approval of BCTDA FY24 Meeting Schedule

Scott Patel made a motion to approve the FY24 meeting schedule as presented, including cancelling December's meeting. Celwyn seconded the motion. There was no discussion. A vote was taken; with all in favor the motion carried 7-0.

President & CEO Report

Vic Isley shared that Lucious Wilson was appointed to the BCTDA by the Asheville City Council for a 3-year term that begins September 2023, and Brenda Durden was reappointed by the Buncombe County Board of Commissioners through August 2026.

Isley recognized recent awards received by Explore Asheville, asked everyone to save the date for the Summer Social on August 1, and listed local events that Explore Asheville supported in June and July.

Isley reviewed lodging occupancy and lodging demand compared to previous years. Isley reported visitors spending estimates year-over-year through May. Isley addressed an inquiry about a report that indicated Asheville's vacation rental revenue was down and said she plans to provide a detailed mid-year analysis in July. Isley supplemented industry metrics with research on national travel trends from Destination Analysts and US Travel Association, and she flagged local impacts of the behavioral shifts.

Isley concluded her report with a reminder that the Monthly Highlights and Destination Performance reports are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

Public Hearing on FY24 Proposed Budget Ordinance

Jennifer Kass-Green, vice president of culture and business affairs, said the FY24 proposed budget ordinance was presented on May 31 and a public hearing date was set for June 28. The proposed budget ordinance has been available on [AshevilleCVB.com](https://www.ashevillecvb.com) and public notice was published in the Asheville Citizen Times on June 11. Kass-Green recapped the budget highlights and allocations.

Mosher opened and closed the public hearing on the proposed FY24 budget ordinance at 9:33 a.m., noting that no one from the public signed up to provide input on the budget.

Approval of BCTDA FY24 Proposed Budget Ordinance

Crosby made a motion to approve the FY24 budget ordinance as presented, and HP Patel seconded the motion. Celwyn stated that he would be voting against the budget and reiterated the perspective he shared in the May meeting that Explore Asheville personnel compensation could be better aligned with the city and county; Celwyn also expressed an issue with Explore Asheville having incentive pay.

Discussion followed with clarifying information and countering viewpoints. Concerns were shared about the reduced marketing budget and the importance of investing wisely to stay relevant. Crosby then motioned again to approve the FY24 budget ordinance as presented, and Lehman seconded. There was no further discussion. A vote was taken; the motion carried 6-1; Celwyn opposed.

A request for more information about the creation of a workforce development program was made. Isley provided an overview of the plans and said more detail would be presented in the August meeting.

Tourism Product Development Fund (TPDF) Committee – Major Works Pathway Recommendation

Tiffany Thacker, director of grants, recapped the McCormick Field funding request from the city.

Thacker said the TPDF Committee recommended investing \$22.95 million (including a \$1.95 million grant reallocation of the Coxe Avenue Green Street grant and \$1.4 million of debt service per year for 15 consecutive years) contingent on additional terms that they outlined. Thacker responded to questions with support from Chris Corl from the city. BCTDA action was postponed until the July meeting.

Marketing Update

On behalf of Marla Tambellini, senior vice president of marketing, Isley shared demand stimulation efforts and highlighted recent campaigns and initiatives that aligned with each strategic imperative.

Asheville City Council Update

Vice Mayor Kilgore reported on recent city-related business, including successes of the downtown cleanliness and safety initiative and the fire department's community responder program.

Buncombe County Commission Update

Commissioner Wells reported on recent county-related business, including the approved budget.

Miscellaneous Business

There was no miscellaneous business discussed at this meeting.

Comments from the General Public

Call-In Public Comments

Mosher said members of the public could sign up to call in comments during the in-person BCTDA meeting. No requests to speak virtually were received as of the June 27 deadline at 12:00 p.m.

In-Person Public Comments

Barbara Durr asked about the tourism dip, potential for trend reversal, implications to revenue projections, and possible causes.

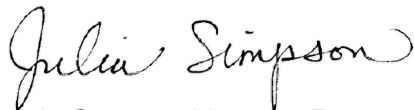
Adjournment

Crosby made a motion to adjourn the meeting, and Celwyn seconded the motion. With all in favor, the motion carried 7-0. The meeting was adjourned at 10:49 a.m.

The PowerPoint presentation and relevant documents are on file with Explore Asheville and are posted on [AshevilleCVB.com](https://www.ashevillecvb.com).

The next joint BCTDA meeting will be held on Wednesday, July 26, 2023, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,



Julia Simpson, Manager, Executive & Strategy

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Statement of Revenues, Expenditures, and Changes in Fund Balance

Operating and Earned Revenue Funds, Budget and Actual

June 30, 2023 PRELIMINARY

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 27,217,602	\$ 1,942,654	\$ 21,837,373	\$ 5,380,229	80.2%	\$ 27,276,952	-19.9%
Investment income	-	3,591	29,706	(29,706)	-	4,117	621.5%
Other income	-	-	35,213	(35,213)	-	-	-
Earned revenue	183,000	34,946	195,245	(12,245)	106.7%	4,791,152	-95.9%
Total revenues	<u>27,400,602</u>	<u>1,981,191</u>	<u>22,097,537</u>	<u>5,303,065</u>	<u>80.6%</u>	<u>32,072,220</u>	<u>-31.1%</u>
Expenditures:							
Salaries and Benefits	3,713,360	335,202	2,671,467	1,041,893	71.9%	2,817,446	-5.2%
Sales	2,159,000	88,075	1,473,820	685,180	68.3%	1,091,120	35.1%
Marketing	21,895,242	5,063,395	17,149,948	4,745,294	78.3%	14,418,802	18.9%
Community Engagement	300,000	15,676	146,221	153,779	48.7%	116,702	25.3%
Administration & Facilities	1,150,000	208,238	1,062,779	87,221	92.4%	5,195,671	-79.5%
Events/Festivals/Sponsorships	225,000	16,947	211,778	13,222	94.1%	188,757	12.2%
Total expenditures	<u>29,442,602</u>	<u>5,727,534</u>	<u>22,716,013</u>	<u>6,726,589</u>	<u>77.2%</u>	<u>23,828,497</u>	<u>-4.7%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>(3,746,343)</u>	<u>(618,476)</u>			<u>\$ 8,243,723</u>	<u>-107.5%</u>
Other Financing Sources:							
Carried over earned income	<u>42,000</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>42,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (2,000,000)</u>	<u>\$ (3,746,343)</u>	<u>(618,476)</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 25,770,082</u>				

As directed by State statute, two-thirds of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and one-third is dedicated to tourism-related community investments, split equally between the Tourism Product Development Fund (TPDF) and the Legacy Investment for Tourism (LIFT) Fund. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,794,199 and revenue dedicated to LIFT is projected at \$6,794,199 for FY23.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

June 30, 2023 PRELIMINARY

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 2,449,683	\$ 2,807,310	-13%	\$ 2,449,683	\$ 2,807,310	-13%	\$ 603,280	\$ 935,770	-36%	\$ 603,280	\$ 935,770	-36%
August	2,099,768	2,327,847	-10%	4,549,450	5,135,157	-11%	517,107	\$ 775,949	-33%	1,120,387	1,711,719	-35%
September	2,161,132	2,282,494	-5%	6,710,582	7,417,651	-10%	532,219	\$ 760,831	-30%	1,652,606	2,472,550	-33%
October	2,828,072	3,095,441	-9%	9,538,654	10,513,092	-9%	696,466	\$ 1,031,814	-33%	2,349,072	3,504,364	-33%
November	2,031,798	2,532,306	-20%	11,570,453	13,045,398	-11%	500,368	\$ 844,102	-41%	2,849,440	4,348,466	-34%
December	2,050,449	2,163,491	-5%	13,620,901	15,208,889	-10%	504,961	\$ 721,164	-30%	3,354,401	5,069,630	-34%
January	1,288,286	1,376,073	-6%	14,909,187	16,584,963	-10%	317,264	\$ 458,691	-31%	3,671,666	5,528,321	-34%
February	1,301,348	1,561,811	-17%	16,210,535	18,146,773	-11%	320,481	\$ 520,604	-38%	3,992,147	6,048,924	-34%
March	1,792,837	2,001,097	-10%	18,003,371	20,147,870	-11%	441,519	\$ 667,032	-34%	4,433,666	6,715,957	-34%
April	1,891,348	2,347,369	-19%	19,894,719	22,495,239	-12%	465,780	\$ 782,456	-40%	4,899,446	7,498,413	-35%
May	1,942,654	2,302,712	-16%	21,837,373	24,797,952	-12%	478,415	\$ 767,571	-38%	5,377,861	8,265,984	-35%
June	-	2,479,000	-	-	27,276,952	-	-	\$ 826,333	-	-	9,092,317	-
Total revenues	<u>\$21,837,373</u>	<u>\$ 27,276,952</u>		<u>\$ 21,837,373</u>	<u>\$ 27,276,952</u>		<u>\$ 5,377,861</u>	<u>\$ 9,092,317</u>		<u>\$ 5,377,861</u>	<u>\$ 9,092,317</u>	

Month of room sales:	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 603,280	\$ -	-	\$ 603,280	\$ -	-	\$ 3,656,243	\$ 3,743,080	-2%	\$ 3,656,243	\$ 3,743,080	-2%
August	517,107	-	-	1,120,387	-	-	3,133,982	\$ 3,103,796	1%	6,790,224	6,846,876	-1%
September	532,219	-	-	1,652,606	-	-	3,225,570	\$ 3,043,325	6%	10,015,794	9,890,201	1%
October	696,466	-	-	2,349,072	-	-	4,221,003	\$ 4,127,255	2%	14,236,798	14,017,456	2%
November	500,368	-	-	2,849,440	-	-	3,032,535	\$ 3,376,408	-10%	17,269,332	17,393,864	-1%
December	504,961	-	-	3,354,401	-	-	3,060,371	\$ 2,884,655	6%	20,329,703	20,278,519	0%
January	317,264	-	-	3,671,666	-	-	1,922,815	\$ 1,834,764	5%	22,252,518	22,113,284	1%
February	320,481	-	-	3,992,147	-	-	1,942,310	\$ 2,082,414	-7%	24,194,828	24,195,698	0%
March	441,519	-	-	4,433,666	-	-	2,675,876	\$ 2,668,129	0%	26,870,704	26,863,827	0%
April	465,780	-	-	4,899,446	-	-	2,822,907	\$ 3,129,825	-10%	29,693,610	29,993,652	-1%
May	478,415	-	-	5,377,861	-	-	2,899,484	\$ 3,070,283	-6%	32,593,094	33,063,936	-1%
June	-	-	-	-	-	-	-	\$ 3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 5,377,861</u>	<u>\$ -</u>		<u>\$ 5,377,861</u>	<u>\$ -</u>		<u>\$32,593,094</u>	<u>\$36,369,269</u>		<u>\$ 32,593,094</u>	<u>\$36,369,269</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

June 30, 2023 PRELIMINARY

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 26,327,570	\$ 30,428,552	\$ (4,100,982)	115.6%
Investment Income	-	2,990,854	(2,990,854)	0.0%
Total revenues	<u>26,327,570</u>	<u>33,419,406</u>	<u>(7,091,836)</u>	<u>126.9%</u>
Expenditures:				
Product development fund projects:				
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	8,140,000	650,000	7,490,000	8.0%
2018 Buncombe County Government (Enka Recreation Destination)	6,750,000	-	6,750,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	172,863	627,137	21.6%
2018 River Front Development Group (African-American Heritage Museum at Stephens-Le	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	65,056	434,944	13.0%
2022 Asheville Glass Art School dba North Carolina Glass Center (Glass Center in Black M	330,000	-	330,000	-
2022 Asheville Museum of Science AMOS (Museum Beautification Project)	125,000	-	125,000	-
2022 Asheville on Bikes (AVL Unpaved - Phase I)	188,355	-	188,355	-
2022 City of Asheville (Asheville Muni Golf Course Revitalization Phase I)	1,641,425	-	1,641,425	-
2022 City of Asheville (Coxe Avenue Green Street)	1,950,000	-	1,950,000	-
2022 City of Asheville (Swannanoa River Greenway)	2,300,000	-	2,300,000	-
2022 City of Asheville (WNC Nature Center- Gateway to the Southern Appalachian Enhanc	567,000	-	567,000	-
2022 Pack Place Performing Arts dba Wortham Center for the Performing Arts (The Worth	80,000	-	80,000	-
2022 Riverlink, Inc. (Karen Cragolin Park - Greenway Phase)	360,790	-	360,790	-
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation &	<u>1,500,000</u>	<u>1,000,000</u>	<u>500,000</u>	<u>66.7%</u>
Total product development projects	<u>25,912,570</u>	<u>2,317,919</u>	<u>23,594,651</u>	<u>8.9%</u>
Product development fund administration	<u>415,000</u>	<u>240,499</u>	<u>174,501</u>	<u>58.0%</u>
Total product development fund	<u>\$ 26,327,570</u>	<u>\$ 2,558,419</u>	<u>\$ 23,769,151</u>	<u>9.7%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 30,860,988		
Less: Liabilities/Outstanding Grants		(23,594,651)		
Less: Unspent Admin Budget (Current Year)		(174,501)		
Current Product Development Amount Available		<u>\$ 7,091,836</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
Monthly Legacy Investment from Tourism Fund

June 30, 2023 PRELIMINARY

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 5,377,861	\$ (5,377,861)	0.0%
Investment Income	-	-	-	-
Total revenues	-	5,377,861	(5,377,861)	0.0%
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	-	-	-	-
LIFT fund administration	-	-	-	-
Total product development fund	\$ -	\$ -	\$ -	-
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		\$ 5,377,861		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		<u>\$ 5,377,861</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

June 30, 2023 PRELIMINARY

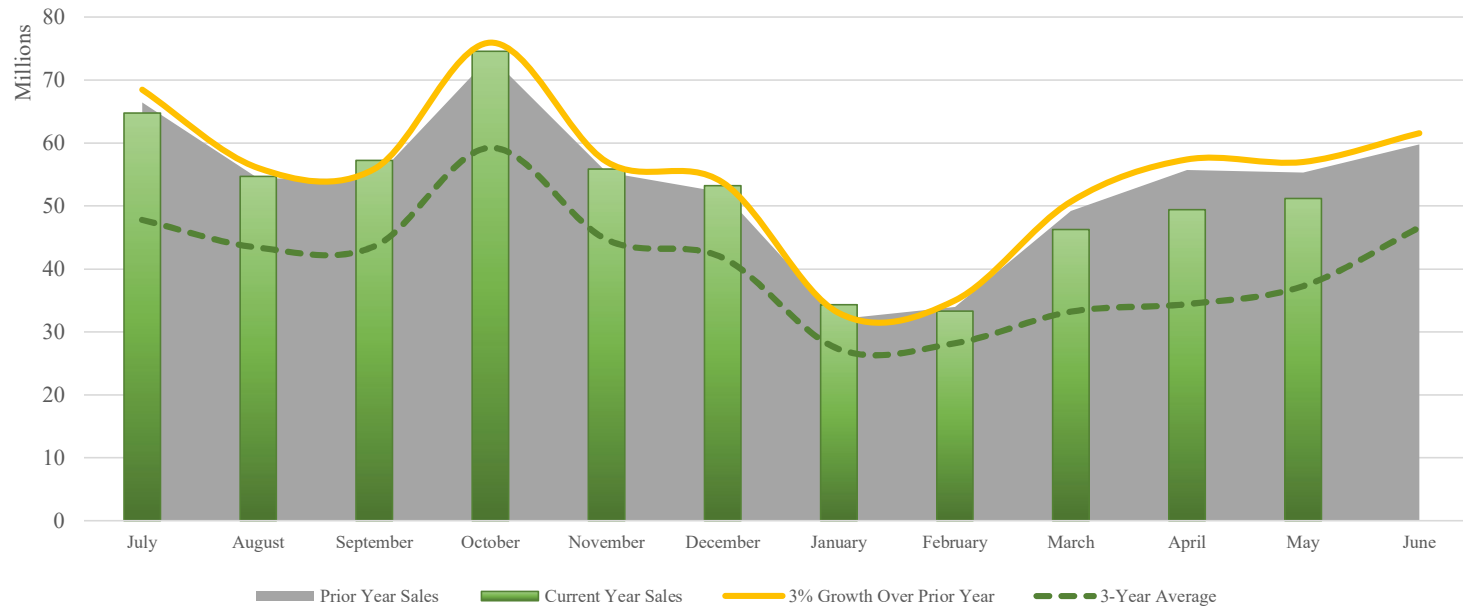
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 27,640,107	\$ 30,860,988	\$ 5,377,861	\$ 58,501,095
Receivables	-	-	-	-
Total current assets	<u>\$ 27,640,107</u>	<u>\$ 30,860,988</u>	<u>\$ 5,377,861</u>	<u>58,501,095</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ 1,715,775	\$ -	\$ -	\$ 1,715,775
Future events payable	154,250	\$ 23,594,651	\$ -	\$ 23,748,901
Total current liabilities	<u>1,870,025</u>	<u>\$ 23,594,651</u>	<u>\$ -</u>	<u>\$ 25,464,676</u>
				-
Fund Balances:				-
Restricted for product development fund	-	7,266,337	-	7,266,337
Restricted for LIFT fund	-	-	5,377,861	5,377,861
Committed for event support program	75,220	-	-	75,220
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	8,908,653	-	-	8,908,653
Total fund balances	<u>25,770,082</u>	<u>7,266,337</u>	<u>5,377,861</u>	<u>38,414,279</u>
Total liabilities and fund balances	<u>\$ 27,640,107</u>	<u>\$ 30,860,988</u>	<u>\$ 5,377,861</u>	<u>\$ 58,501,095</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

June 30, 2023 PRELIMINARY



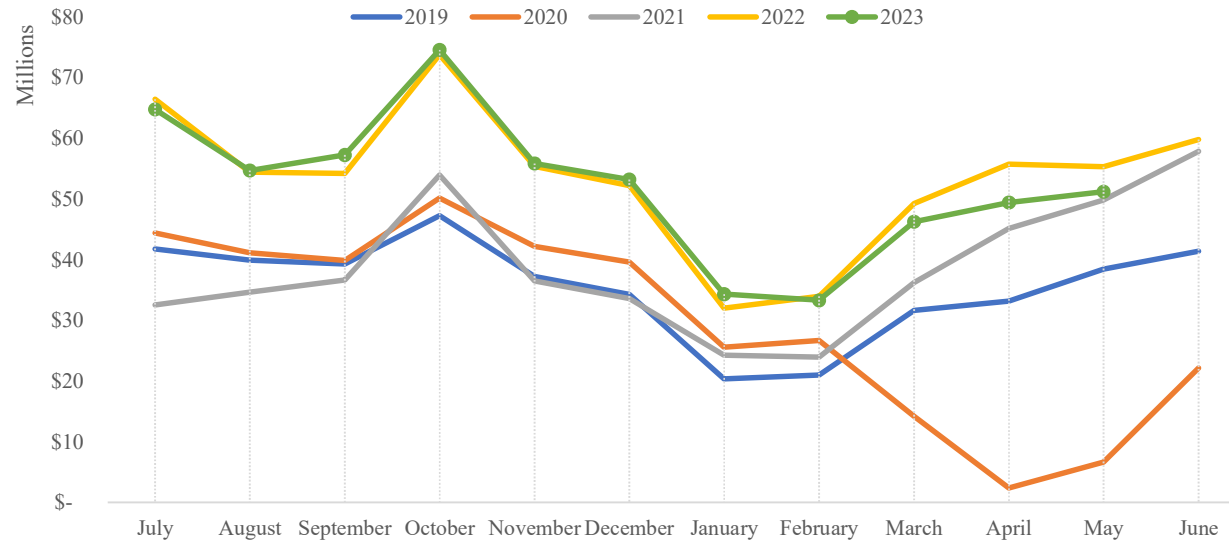
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,793,944	\$ 66,470,974	-3%	-3%	\$ 68,465,103	\$ 47,801,350
August	54,692,346	54,412,470	1%	-1%	56,044,844	43,396,488
September	57,225,820	54,237,200	6%	1%	55,864,316	43,596,513
October	74,579,629	73,749,252	1%	1%	75,961,730	59,270,639
November	55,858,401	55,390,208	1%	1%	57,051,914	44,679,679
December	53,224,388	52,189,677	2%	1%	53,755,368	41,787,925
January	34,334,572	32,037,713	7%	2%	32,998,845	27,281,429
February	33,331,938	33,992,055	-2%	1%	35,011,816	28,207,172
March	46,269,008	49,237,522	-6%	1%	50,714,648	33,229,842
April	49,405,772	55,712,735	-11%	-1%	57,384,117	34,428,765
May	51,219,530	55,347,208	-7%	-1%	57,007,624	37,278,853
June	-	59,772,742	-	-	61,565,924	46,583,425
Total revenues	<u>\$574,935,348</u>	<u>\$ 642,549,756</u>			<u>\$661,826,249</u>	<u>\$487,542,078</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

June 30, 2023 PRELIMINARY



	2019	2020	2021	2022	2023
Month of lodging sales:					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,470,974	\$ 64,793,944
August	39,917,550	41,113,655	34,663,339	54,412,470	54,692,346
September	39,327,048	39,869,174	36,683,164	54,237,200	57,225,820
October	47,272,253	50,148,618	53,914,047	73,749,252	74,579,629
November	37,240,595	42,190,154	36,458,675	55,390,208	55,858,401
December	34,272,393	39,595,569	33,578,528	52,189,677	53,224,388
January	20,347,077	25,561,453	24,245,119	32,037,713	34,334,572
February	20,985,316	26,696,319	23,933,141	33,992,055	33,331,938
March	31,638,002	14,208,120	36,243,884	49,237,522	46,269,008
April	33,141,034	2,402,461	45,171,098	55,712,735	49,405,772
May	38,464,222	6,624,541	49,864,809	55,347,208	51,219,530
June	41,413,202	22,108,839	57,868,695	59,772,742	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,171,612	\$ 642,549,756	\$ 574,935,348

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

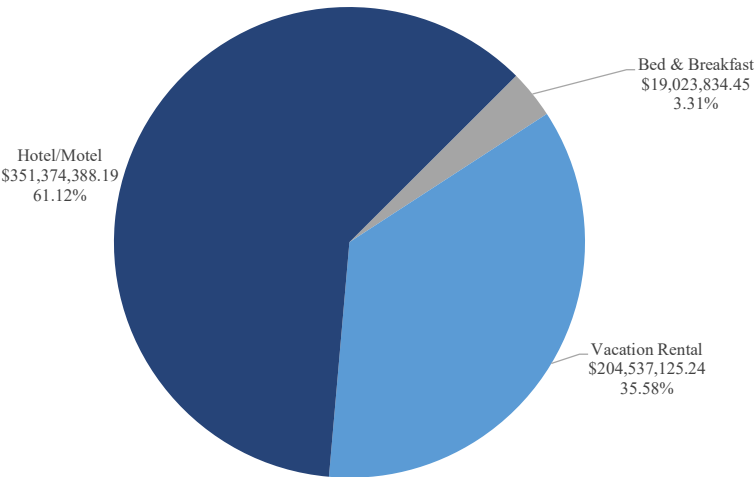
June 30, 2023 PRELIMINARY

Month of room sales:	Hotel/Motel				Vacation Rentals				Bed & Breakfast				Grand Totals			
	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change	Current Year	Prior Year	% Change	YTD % Change
July	\$ 38,285,224	\$ 41,364,569	-7.4%	-7.4%	\$ 24,336,889	\$ 23,357,779	4.2%	4.2%	\$ 2,171,831	\$ 1,748,625	24.2%	24.2%	\$ 64,793,944	\$ 66,470,974	-2.5%	-2.5%
August	32,455,303	33,288,678	-2.5%	-5.2%	20,495,606	19,647,131	4.3%	4.2%	1,741,438	1,476,661	17.9%	21.3%	54,692,346	54,412,470	0.5%	-1.2%
September	35,849,675	34,410,077	4.2%	-2.3%	19,385,239	18,331,924	5.7%	4.7%	1,990,907	1,495,200	33.2%	25.1%	57,225,820	54,237,200	5.5%	0.9%
October	49,127,044	49,777,745	-1.3%	-2.0%	22,570,537	21,821,793	3.4%	4.4%	2,882,048	2,149,714	34.1%	27.9%	74,579,629	73,749,252	1.1%	1.0%
November	36,146,338	36,209,998	-0.2%	-1.6%	17,796,902	17,628,298	1.0%	3.8%	1,915,162	1,551,912	23.4%	27.1%	55,858,401	55,390,208	0.8%	0.9%
December	35,487,787	34,591,966	2.6%	-1.0%	16,084,509	16,302,722	-1.3%	3.1%	1,652,092	1,294,990	27.6%	27.1%	53,224,388	52,189,677	2.0%	1.1%
January	17,291,742	15,401,453	12.3%	-0.2%	16,206,303	16,106,588	0.6%	2.8%	836,527	529,673	57.9%	28.7%	34,334,572	32,037,713	7.2%	1.6%
February	17,883,059	17,587,944	1.7%	0.0%	14,646,592	15,576,243	-6.0%	1.8%	802,287	827,868	-3.1%	26.3%	33,331,938	33,992,055	-1.9%	1.3%
March	27,142,743	27,907,881	-2.7%	-0.3%	17,785,295	19,990,357	-11.0%	0.3%	1,340,970	1,339,284	0.1%	23.5%	46,269,008	49,237,522	-6.0%	0.5%
April	30,034,631	33,881,484	-11.4%	-1.5%	17,558,576	20,122,633	-12.7%	-1.1%	1,812,565	1,708,618	6.1%	21.4%	49,405,772	55,712,735	-11.3%	-0.7%
May	31,670,843	33,766,102	-6.2%	-1.9%	17,670,679	19,643,778	-10.0%	-1.9%	1,878,008	1,937,328	-3.1%	18.5%	51,219,530	55,347,208	-7.5%	-1.3%
June	-	36,802,551	-		-	20,929,583	-		-	2,040,608	-		-	59,772,742	-	
Total	<u>\$ 351,374,388</u>	<u>\$ 394,990,447</u>			<u>\$ 204,537,125</u>	<u>\$ 229,458,829</u>			<u>\$ 19,023,834</u>	<u>\$ 18,100,480</u>			<u>\$ 574,935,348</u>	<u>\$ 642,549,756</u>		

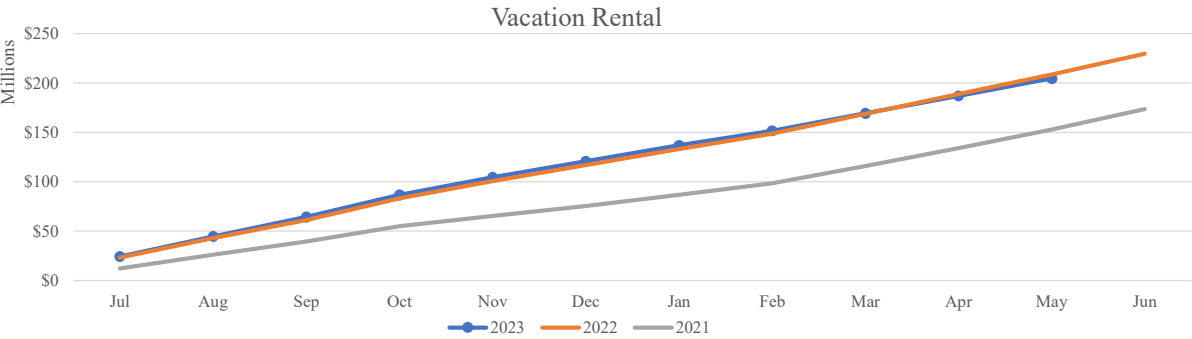
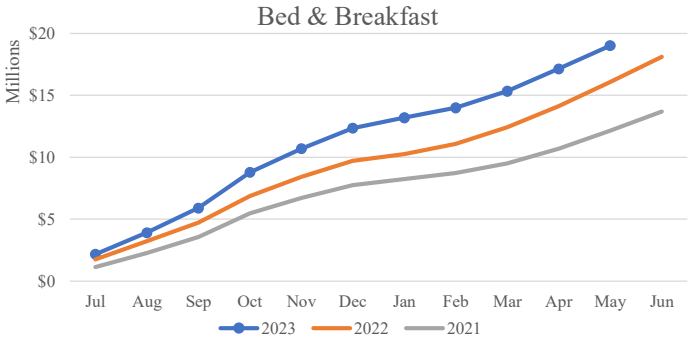
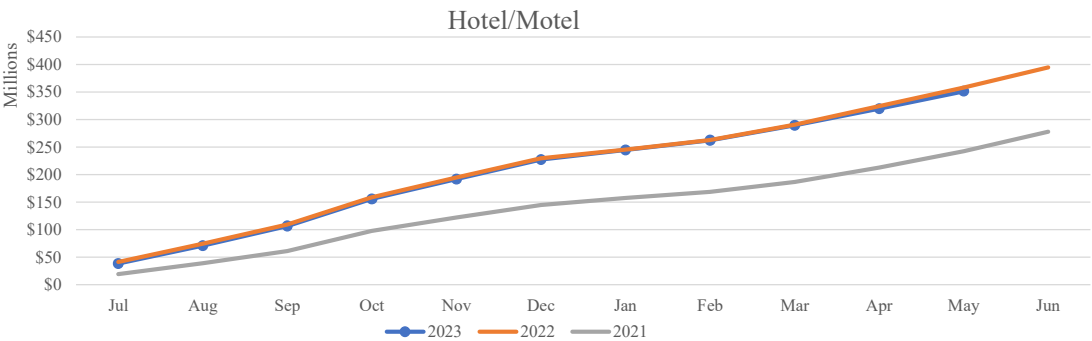
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
June 30, 2023 PRELIMINARY

Total Lodging Sales by Type, Year-to-Date



Year-to-Date Lodging Sales by Type, Compared to Prior Year



MONTHLY HIGHLIGHTS

JUNE 2023

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority

MONTHLY HIGHLIGHTS OVERVIEW

The Buncombe County Tourism Development Authority (BCTDA) has charted a new course for tourism aligned with broader community priorities. This includes the adoption of [strategic imperatives](#) (outlined below) that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward.

The [Monthly Highlights](#) report, released at the BCTDA Board meetings, provides a brief update of our progress toward these strategic imperatives. You can also find information from the discussions and presentations at [Buncombe County TDA meetings](#), in our [newsletters](#), at [partner events](#), and via other communication channels.



Delivering Balanced Recovery & Sustainable Growth

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



Encouraging Safe & Responsible Travel

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



Engaging & Inviting More Diverse Audiences

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

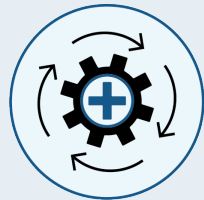
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Promoting & Supporting Asheville's Creative Spirit

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Running a Healthy & Effective Organization

Invest in people, policies and practices to serve our community with integrity within the organization's legislative requirements.



DELIVERING BALANCED & SUSTAINABLE GROWTH

Balancing quality of life for residents & experience for visitors through project investments

- **Tourism Product Development Fund (TPDF) Grant Cycle:** TPDF Committee reviewed Phase I applications and invited seven applicants to participate in Phase II
 - **Major Works Pathway:** TPDF Committee reviewed the application for McCormick Field and presented a recommendation to the BCTDA
- **Event Grants and Sponsorships:** Supported the following events through funding and cross-promotion
 - **AVL Honey Fest:** Center for Honeybee Research event on June 4
 - **Music on Main:** Weaverville Business Association event on June 10
 - **Bonsai as Fine Art:** The Blue Ridge Bonsai Society event on June 10-11
 - **Asheville Ideas Fest:** UNC Asheville event on June 13-17
 - **2023 Annual Meeting:** Asheville Area Chamber of Commerce event on June 14
 - **Juneteenth Festival Celebration:** The Dr. Martin Luther King, Jr. Association of Asheville and Buncombe County event on June 17-18
 - **Pritchard Park Summer Series:** Asheville Downtown Association event series occurring weeknights May 30 through August 8
 - **Downtown After 5 Series:** Asheville Downtown Association event series occurring monthly April through September
- **Wayfinding and Kiosk Audit:** Updated 11 different vehicular wayfinding signs and 48 pedestrian panels (16 three-sided kiosks), including the area maps, interpretive content, and leave no trace panels throughout Asheville, Black Mountain, Weaverville, and Woodfin

Collaborating with broader community leaders to ensure sustainable growth & alignment

- **I-26/I-40 West Hotel Partner Meeting:** Met at the Hampton Inn & Suites Asheville Biltmore Area; hosted guest speaker Drake Fowler, Assistant Deputy Director for the North Carolina Arboretum, and discussed how to increase government, wedding, sports and tour groups

Protecting and evolving Asheville's brand to further differentiate from competing destinations

- **PRSA Travel & Tourism Sector Conference:** Networked with travel, M&C, F&B, BIPOC and LGBTQ+ editors, reporters and content creators; pitched stories and potential collaborations

Improving quality of each visit by inspiring increased length of stay & dispersal

- **Direct Flight Initiative:** Developed six customized landing pages for targeted direct flight markets (Boston, Austin, Denver, NYC, Chicago, and DC) with specialized messaging and links to flight planners to use as a test against our generalized direct flight landing page
- **Last-minute Itinerary:** Created [a blog post](#) to attract travelers trying to fit in a last-minute, easy domestic summer trip
- **Affordable Asheville:** Created a suite of budget-friendly Asheville content to attract visitors, including a piece about the benefits of a midweek stay
- **Black Mountain Neighborhood Spotlight:** Produced [new feature video](#) for Black Mountain

Accelerating proactive sales efforts to increase net new business to the destination

- **LamontCo 2023 Associate Xchange Summit:** Attended in Tempe, AZ, with over 50 third-party planners
- **SITE Southeast - Southern Supper:** Attended the sold-out event in Atlanta, GA, with 120 industry professionals from eight southern states
- **Meeting Professionals International World Education Conference:** Attended in Riviera Maya, Mexico; participated in educational sessions and the MPI Annual Membership meeting; had a one-on-one meeting with MPI's VP of Business Development
- **SC Society of Association Executives Annual Conference:** Attended in Greenville, SC and the networking and educational opportunities were invaluable; sponsored one of the event's breakfasts with 85 attendees
- **DIGIDECK:** Finalized template for sales team to utilize to create cloud-based presentations, giving them the ability reach more clients and receive valuable analytics on prospects
- **Adventure Travel Trade Association (ATTA):** In preparation for [AdventureELEVATE 2024](#), hosted ATTA's regional director and project manager for a site visit; toured Grove Arcade, The Mule, Salvage Station, New Belgium Brewing, the Orange Peel, Rabbit Rabbit, and more
- **Paid Media:** Promoted Asheville as a premiere destination for meetings and conferences via inclusion in planner-facing emails, editorial, and paid social



ENCOURAGING SAFE & RESPONSIBLE TRAVEL

Influencing visitors to respect, protect and preserve natural, cultural and human resources

- **Atlas Obscura:** Produced the following for a content partnership with Atlas Obscura
 - [How Community Makes Appalachian Cuisine Shine](#): Highlighted Chef John Fleer, his sources of inspiration, Appalachia foodways, locally sourced ingredients, and his philanthropic work in a video
 - [No Taste Like Home](#): Interviewed Alan Muskat, owner of No Taste Like Home tours; the podcast explored Asheville's unique biodiversity and why it's one of the best places in the world to get outside and bring home delicious, sustainable ingredients
- **Outside Magazine:** Partnered with the popular publication to produce the following content, which was shared on Outside's Instagram, Facebook and homepage:
 - [Best Things To Do in Asheville, From Local Experts](#): An article featuring favorite picks from Katie Button (chef and TV host), Erin McGrady (trail runner and founder of Authentic Asheville), Pete Kennedy (mapmaker), Katie Cahn (jewelry maker and fishing guide), and Meherwan Irani (chef)



ENGAGING & INVITING MORE DIVERSE AUDIENCES

Extending a genuine invitation to diverse audiences

- **Black Travel Expo:** Attended the [Black Travel Expo](#), an annual conference that provides a professional, inclusive, diverse, and safe meeting space and platform for people of color who love to travel to learn about top destinations
- **Spanish-Speaking Traveler Content Initiative**
 - Published the Spanish version of "50 Things to Do in Asheville" blog post
 - Finished shooting a Latinx brand video geared towards welcoming Spanish-speaking travelers to Asheville" and began post-production
- **Diverse Paid Media**
 - [Black Enterprise](#): Invested in editorial, video, and social media ads with Black Enterprise, the premiere business, investing, and wealth-building resource for African Americans
 - Tee George (@_asipoftee_) Partnership: Promoted influencer Tee George's [Instagram Story](#) (163K followers) via Undertone, following her visit to the area
 - [48 Hours Outdoors! How to Spend Summer in Asheville, NC](#): Partnered with The Root, a popular Black news, opinion, politics and culture newsletter, to produce this feature
- [Top Events to Celebrate LGBTQ+ Pride Month in Asheville](#): Created a full listing of Pride Month events for our Explore Asheville blog, and shared via organic social and email
- [Tony J Finds Balance in Things That Bring Him Joy in Asheville, North Carolina](#): feature Asheville influencer Tony J in paid partnership with Latinx media site Remezcla
- **Everyone Welcome Partner Collaboration:** Hosted a roundtable discussion with LGBTQ+ community members and partners, discussed ways in which LGBTQ+ residents and travelers are welcomed to our city, and areas for improvement; the group plans to meet again at the end of August to create a mission, goals, and finalize a statement of inclusivity

Developing and investing in community projects that attract and engage diverse audiences

- **Black Cultural Heritage Trail:** Finalized a logo design in collaboration with Curve Theory and onboarded Visit Widget, which will allow the tour experience to be replicated online and for stops on the trail to be augmented with additional digital content and resources



PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

Elevating Asheville's creative experiences to differentiate and inspire visits

- **Summer Arts Initiative:** Created a ["Cultural and Performing Arts" landing page](#) to help market and promote those types of creative experiences to visitors
- **Asheville Ideas Fest:** Completed media visit from freelance reporter [Winston Ross](#) to attend Asheville Ideas Fest and pitch upcoming stories, including to Barron's Penta magazine with Good Company features on several destination partners
- **Press Coverage:** Earned the following media mentions in June.
 - **Travel + Leisure:** [Everyone to the Table](#) featured the dynamic culinary scene in Asheville in July food and adventure themed issue (result of Jasmine Ting's December visit)
 - **Men's Journal:** [20 Best Fall Beers of 2023: What to Crack Open This Season](#)
 - **Architectural Digest:** [The Vanderbilt Family Homes: Here's Your Guide](#) (secured based on relationship with reporter Jordi Lippe-Mcgraw)
- **TRIPADVISOR X ASHEVILLE:**
 - [Let the Music Move You](#)
 - [Blue Ridge Beats a Modern Spin on a Classic Tradition](#)
 - [From Busking to Breweries Discover a Music and Food Scene Unlike any Other](#)
 - [Asheville honoring the past while looking toward the future](#)

Creating opportunities for partners to learn about and support creative spirit

- **"Tourist in Your Own Town":** Participated in sold-out [AVL Revue event](#) at Story Parlor alongside four partner businesses; invited local singer Virtuous, who represented our organization with an original song based on the event's theme "Tourist in Your Own Town"
- **New Partner Spotlights:** Highlighted recently added partners in monthly e-newsletter to expose partners to other tourism-related businesses in our community, June's features included [Black Mountain Herbal](#), [Indulge Images](#), [Laurel Falls Weddings](#), and [Story Parlor](#)



RUNNING A HEALTHY & EFFECTIVE ORGANIZATION

Demonstrating organizational commitment to local, diverse creators, makers & vendors

- **Visitor Guide Distribution:** Received and fulfilled 2,179 individual requests and 17 out-of-market orders, totaling 37 cases, or 1,850 guides; 25 local partners ordered 87 cases of visitor guides, or 4,350 guides
- **ExploreAsheville.com**
 - **New Partner Outreach:** Sent emails to 36 businesses
 - **Partner Meetings:** 7 in-person partner sessions/site visits
 - **Partner Listings:** Created 5 new free partner listings and updated 59 partner listings
 - **Partner One-on-Ones:** Held 5 partner support meetings
 - **Event Calendar:** 379 events created or reviewed and approved to our online calendar
 - **Package & Deals:** Added 5 package and deals

Prioritizing individual professional development, trainings and team benefits

- **Everyone Welcome Training:** Hosted [HospitableMe](#) for an internal Equity, Diversity, and Inclusion (EDI) staff training focusing on LGBTQ+ issues, language, and inclusivity

Focusing on events and communications strategy to increase community engagement

- **"Of the Community" Initiative:** Visited 105 partner businesses through spring/summer outreach
- **ExploreAsheville.com Redesign:** Launched a usability study with Destination Analysts, which will include a website survey of 400 participants, a heat mapping of several pages of the website, 20 in depth interviews with leisure travelers and 15 in depth interviews with meeting and sporting event planners.

Focusing on events and communications strategy to increase community engagement (continued)

- **E-Newsletters, E-Alerts:** Engaged partners through one partner alert, and two newsletters; partner communications in June resulted in just under 400 additional opens.
- **Local News & BCTDA / Explore Asheville Coverage:**
 - **General:**
 - Citizen Times | [Asheville workers call on TDA to put tourism tax dollars toward affordable housing](#)
 - Mountain Xpress | [Service industry workers petition for affordable housing funding from the BCTDA](#)
 - WLOS | [Group rallies for a better quality of life in Asheville, affordable housing](#)
 - Mountain Xpress | [Letter: Does tourism bureau have blinders on?](#)
 - AVL Watchdog | [Asheville, Buncombe leaders vow changes in wake of Down Town series. What are the next steps?](#)
 - Buncombe County | [Commissioners honor Pride Month, get update from TDA, approve West Asheville EMS base, and more](#)
 - **TPDF:**
 - Citizen Times | [City of Asheville requests \\$22.9M in tourism tax dollars for McCormick Field renovations](#)
 - **Sponsorships, Festivals & Cultural Events**
 - AVL Today | [Asheville's public golf course gets a major makeover](#)
 - WLOS | [Patrons buzz with excitement for Asheville's second Honey Festival](#)



Destination Performance Report

ASHEVILLE

Lodging & Visitor Overview - June 2023

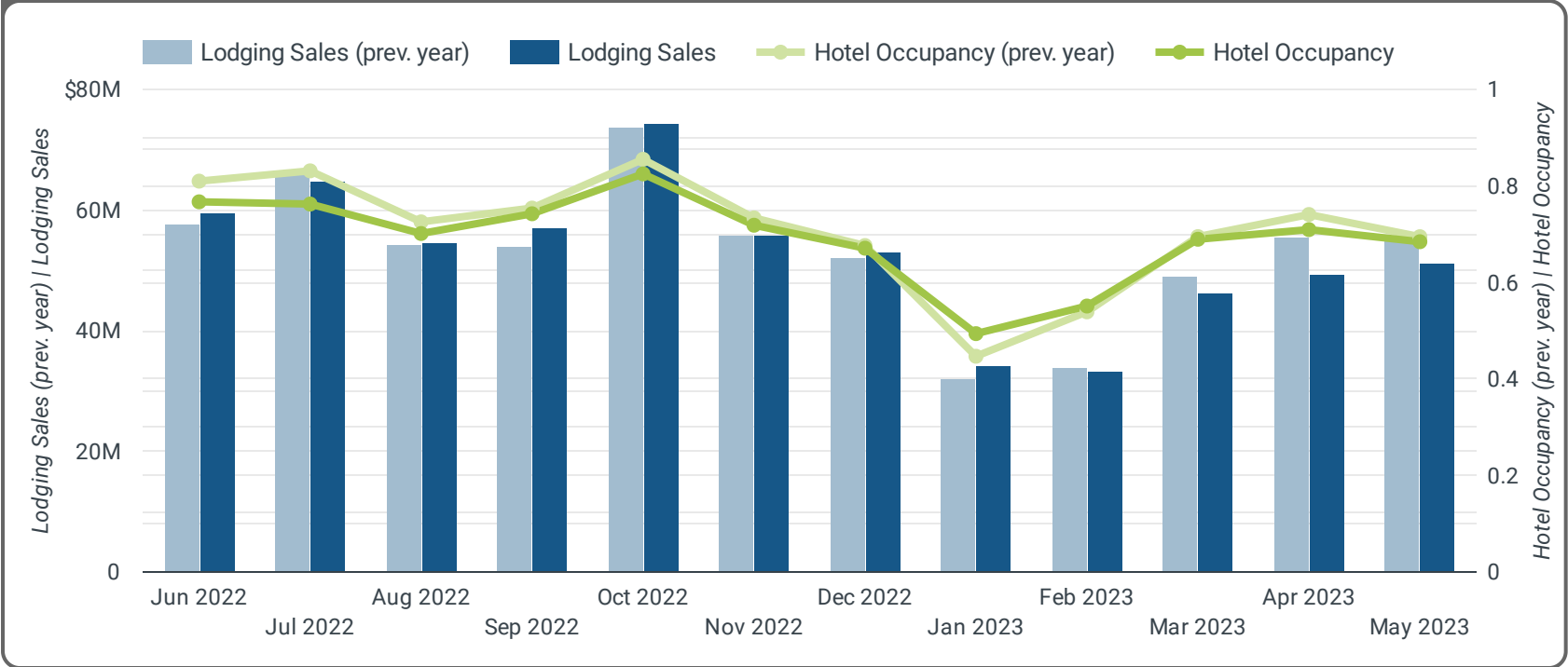
Lodging Sales \$51,219,530 (May) ↓ -7.3%	Hotel Occupancy* 68.4% (May) ↓ -1.5%	Hotel Demand* 193,006 (May) ↓ -2.0%	Hotel ADR* \$175.85 (May) ↓ -3.8%	Hotel RevPAR* \$120.35 (May) ↓ -5.2%
Airport Passengers 180,062 (May) ↑ 13.5%	Asheville Visitor Center 16,697 ↓ -2.9%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 8,088 ↓ -30.4%	Travel Guide Requests 2,010 ↓ -1.1%

Lodging & Visitor Overview - Fiscal Year 22-23

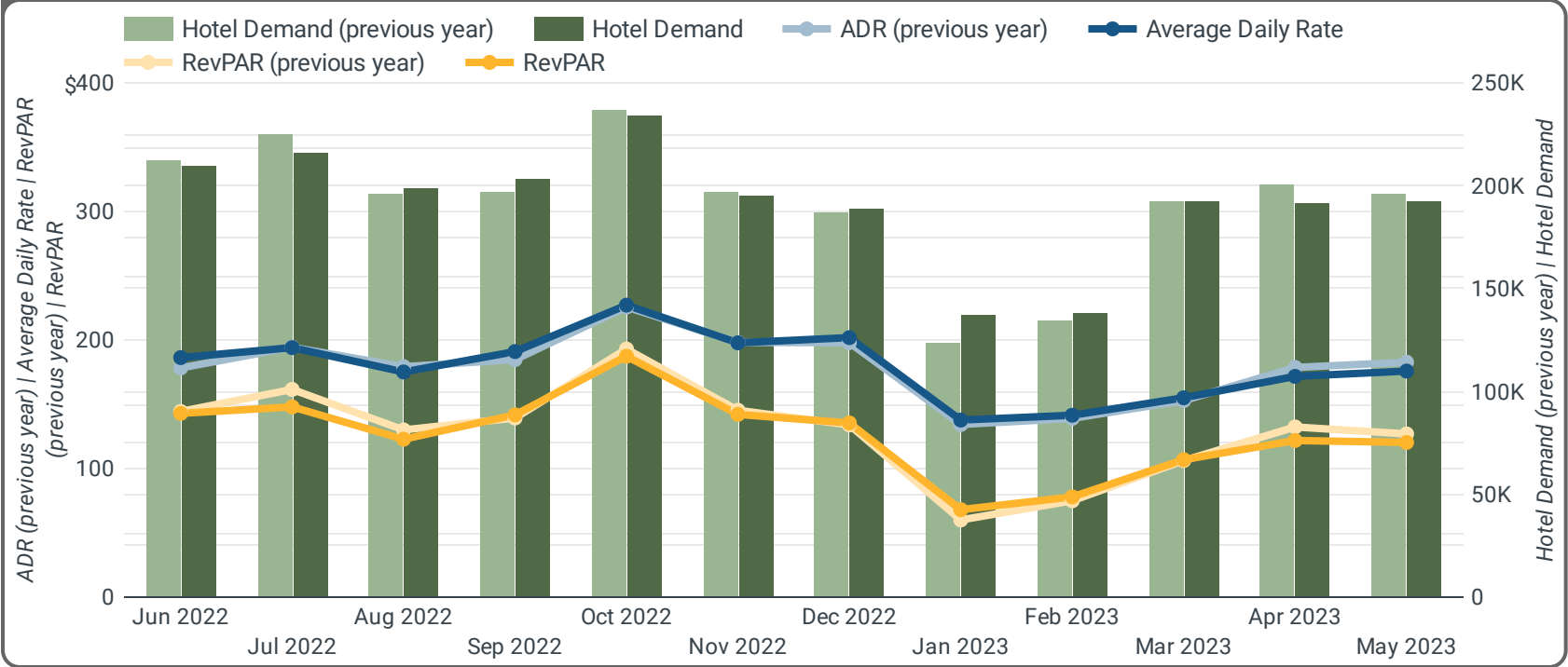
Lodging Sales \$574,935,348 ↓ -1.3%	Hotel Occupancy* 68.8% ↓ -1.5%	Hotel Demand* 2,092,409 ↓ 0.0%	Hotel ADR* \$182.22 ↓ -0.4%	Hotel RevPAR* \$125.31 ↓ -1.9%
Airport Passengers 1,785,469 ↑ 19.4%	Asheville Visitor Center 173,874 ↑ 2.8%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 40,690 ↓ -13.6%	Travel Guide Requests 25,699 ↓ -4.7%

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.

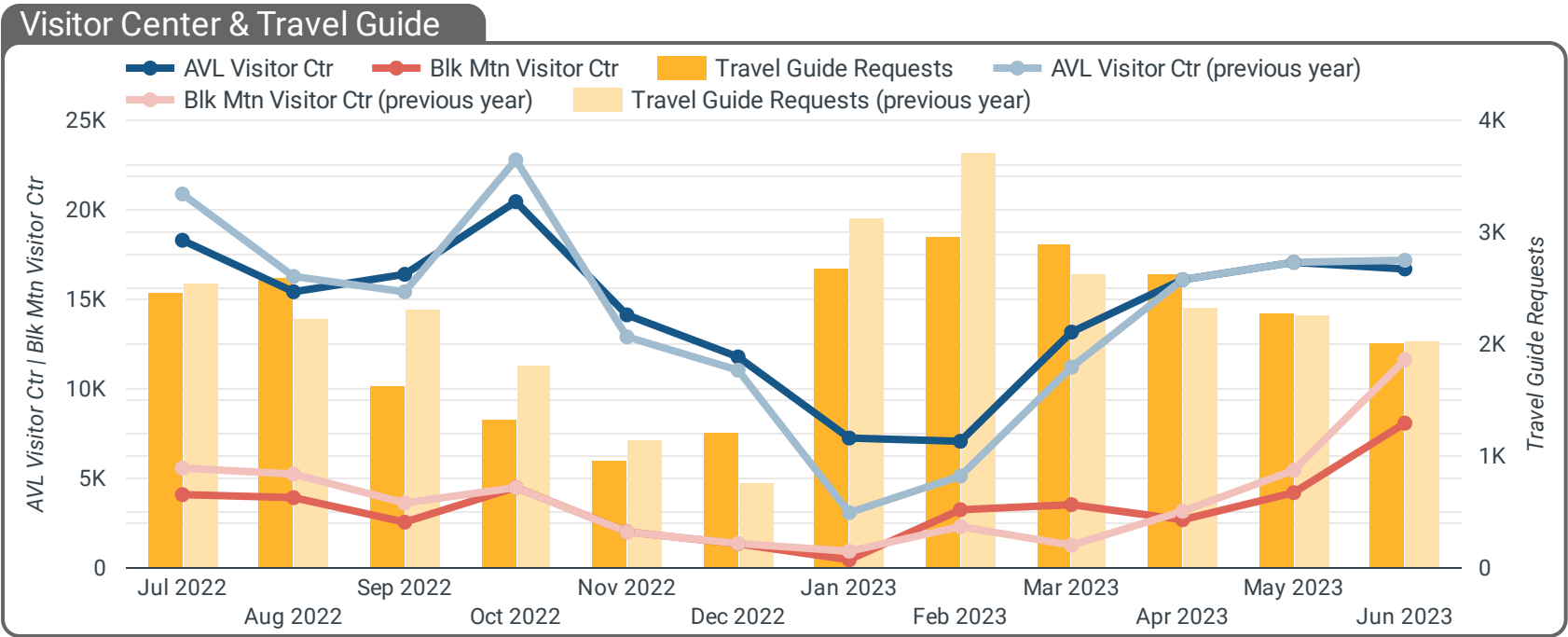
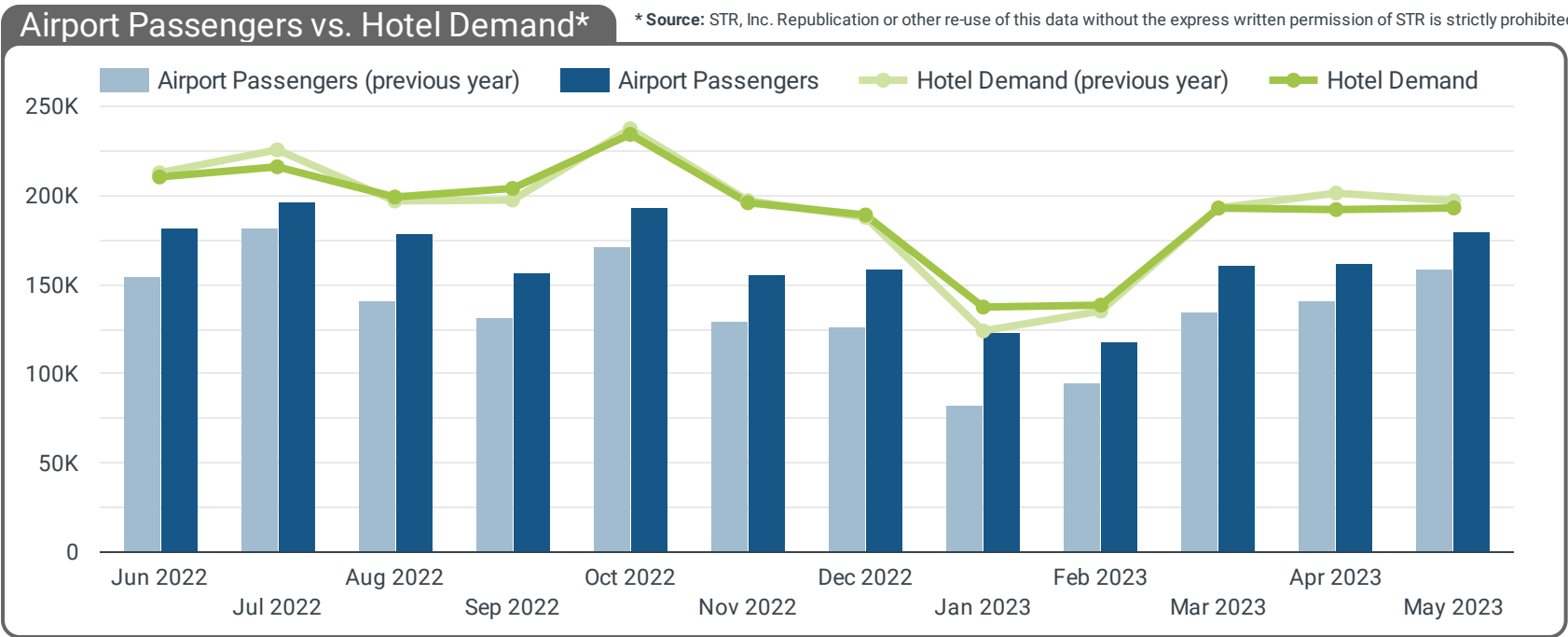
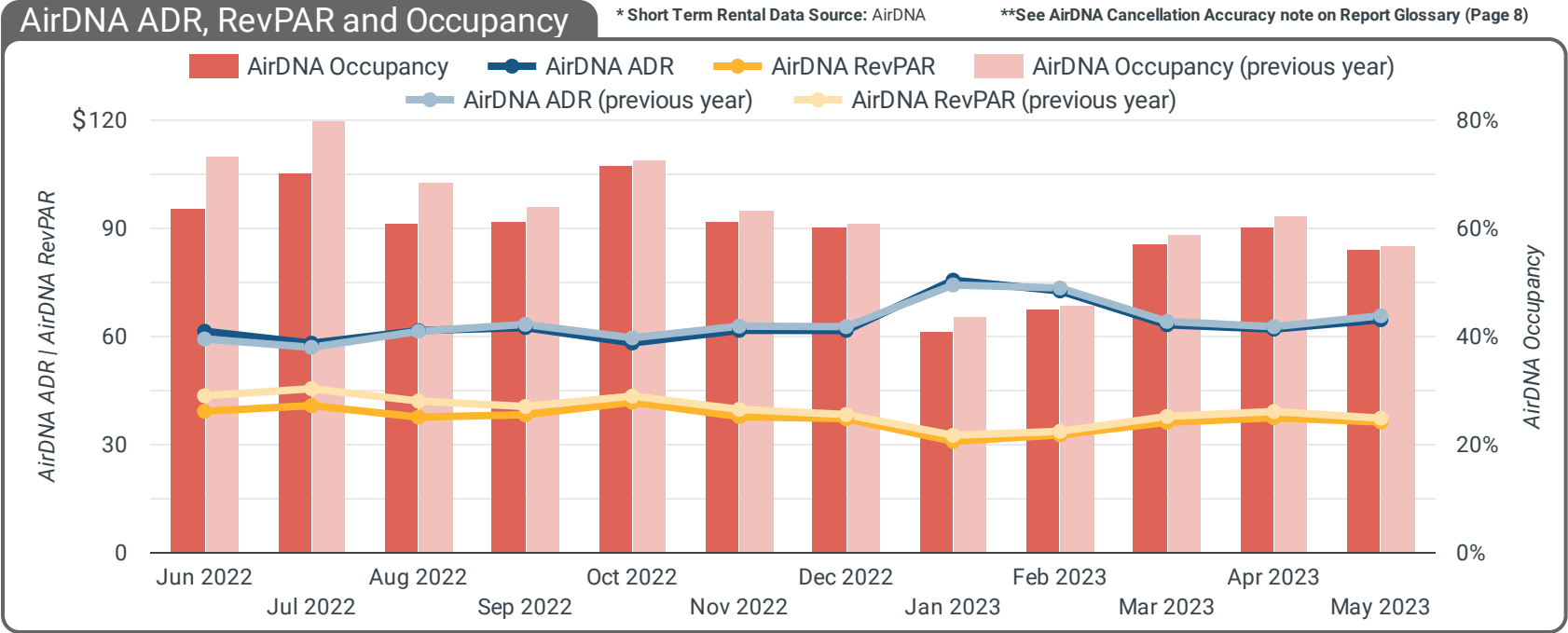
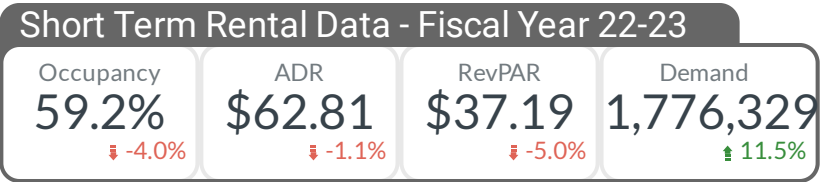
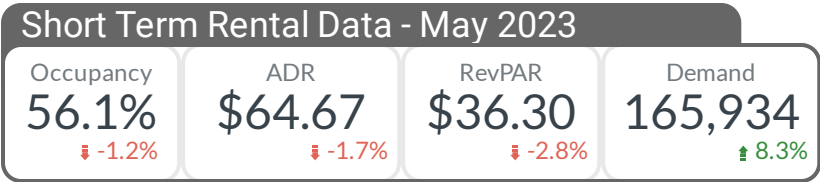


Hotel Demand*, Average Daily Rate* and Revenue Per Available Room*



Destination Performance Report

ASHEVILLE



Sales Department Performance Report

ASHEVILLE

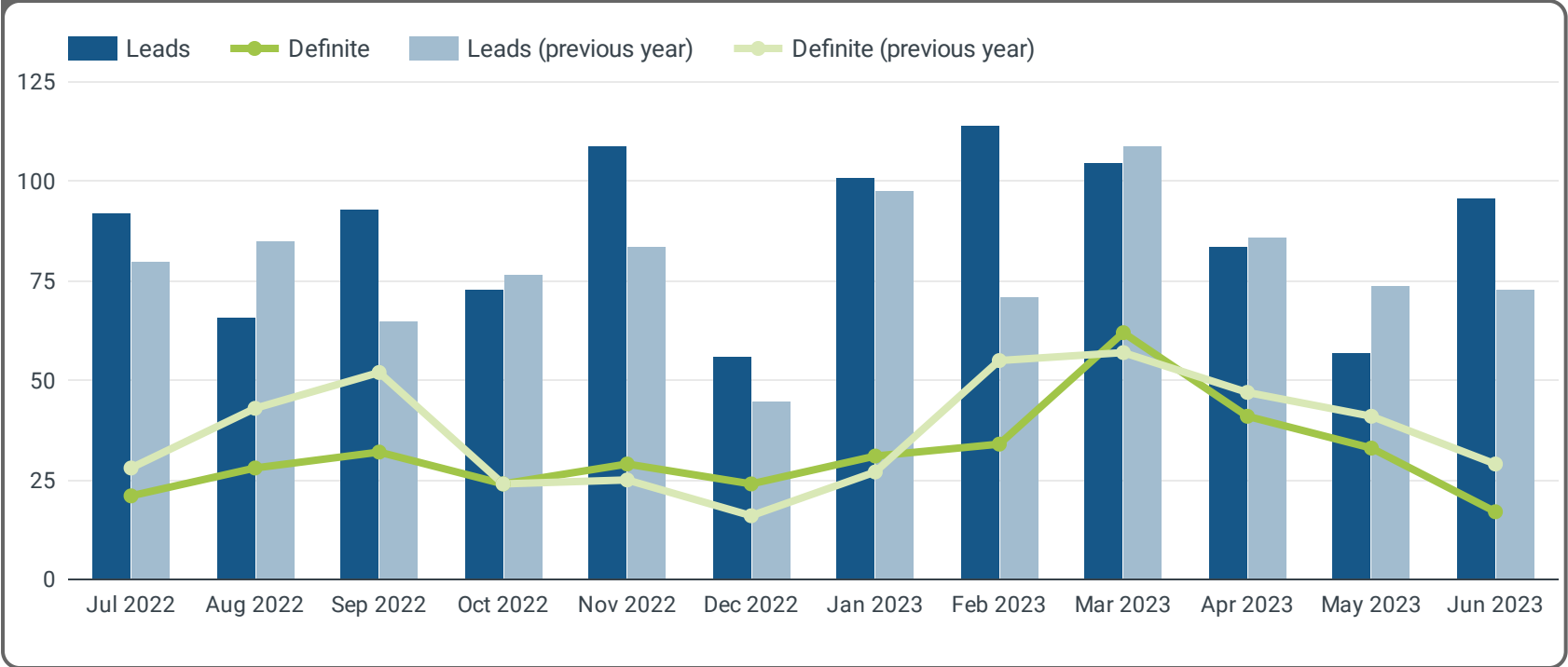
Sales Leads and Outreach - June 2023

Sales Leads Issued 96 ↑ 31.5%	Room Nights (Leads) 34,349 ↑ 61.7%	Leads Turned Definite 21 ↓ -41.7%	Room Nights (Definite) 2,222 ↓ -67.5%	Estimated Revenue \$660,361 ↓ -64.8%	
P2P Outreach 697 ↓ -29.5%	Indirect Outreach 55,357 ↓ -75.4%	Group Events 39 ↓ -22.0%	Room Nights Generated 6,971 ↑ 17.3%	Actualized Revenue \$2,792,432 ↑ 42.5%	Groups Served 39 ↓ -22.0%

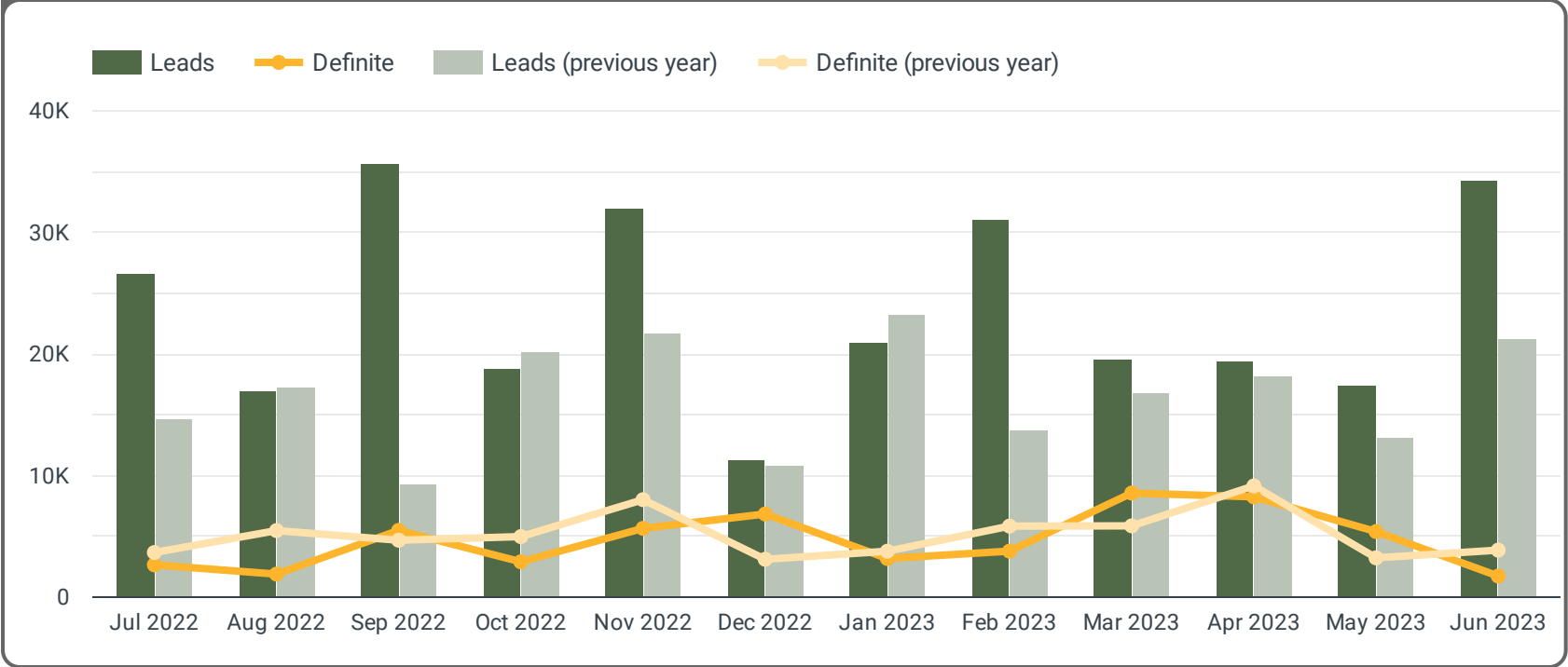
Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 588 ↓ -35.6%	Room Nights (Leads) 132,874 ↓ -39.4%	Leads Turned Definite 249 ↓ -13.5%	Room Nights (Definite) 29,739 ↓ -18.3%	Estimated Total Revenue \$7,591,513 ↓ -22.0%	
P2P Outreach 10,266 ↓ -14.1%	Indirect Outreach 134,793 ↓ -6.4%	Group Events 170 ↓ -47.0%	Room Nights Generated 13,323 ↓ -65.4%	Actualized Revenue \$3,329,702 ↓ -71.4%	Groups Served 233 ↓ -26.0%

Sales Leads vs. Definite



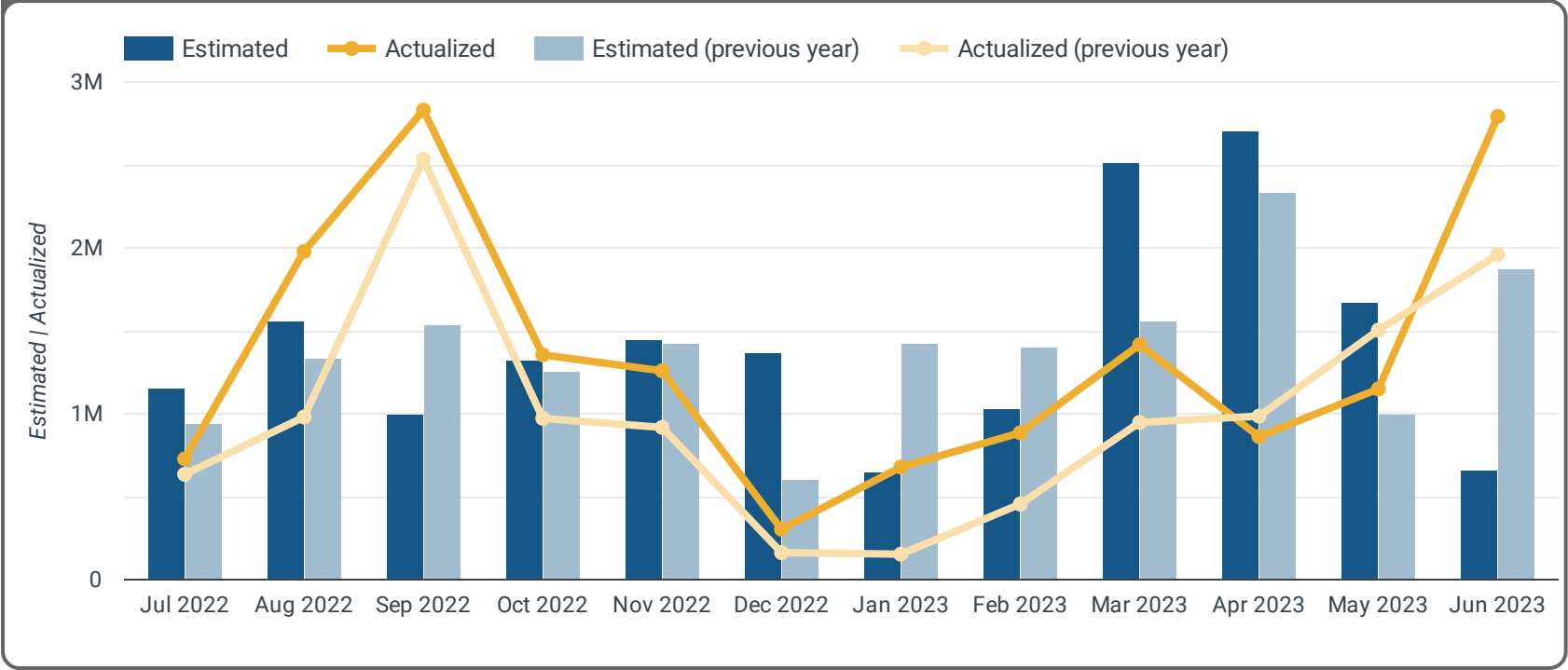
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report

ASHEVILLE

Estimated vs. Actualized Revenue



Sales Outreach 2022-23 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Jun 2023	697	-29.5%	55,357	-0.8
2.	May 2023	426	3.1%	126,983	4.0
3.	Apr 2023	393	-58.7%	100,012	7.5
4.	Mar 2023	461	-4.8%	3,102,094	296.7
5.	Feb 2023	866	53.0%	207	-1.0
6.	Jan 2023	545	31.0%	10,424	30.6
7.	Dec 2022	746	26.2%	11,205	7.5
8.	Nov 2022	753	9.4%	758	-1.0
9.	Oct 2022	429	-50.1%	2,706	-0.9
10.	Sep 2022	1,060	117.7%	13,562	0.1

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Jun 2023	39	-22.0%	6,971	24.3%
2.	May 2023	31	-16.2%	2,884	-25.0%
3.	Apr 2023	30	-18.9%	3,010	-7.5%
4.	Mar 2023	28	7.7%	5,309	18.9%
5.	Feb 2023	18	28.6%	2,352	33.7%
6.	Jan 2023	7	-22.2%	1,772	238.8%
7.	Dec 2022	22	15.8%	1,106	23.3%
8.	Nov 2022	39	30.0%	3,778	36.9%
9.	Oct 2022	60	11.1%	3,787	40.3%
10.	Sep 2022	71	42.0%	6,370	-2.9%

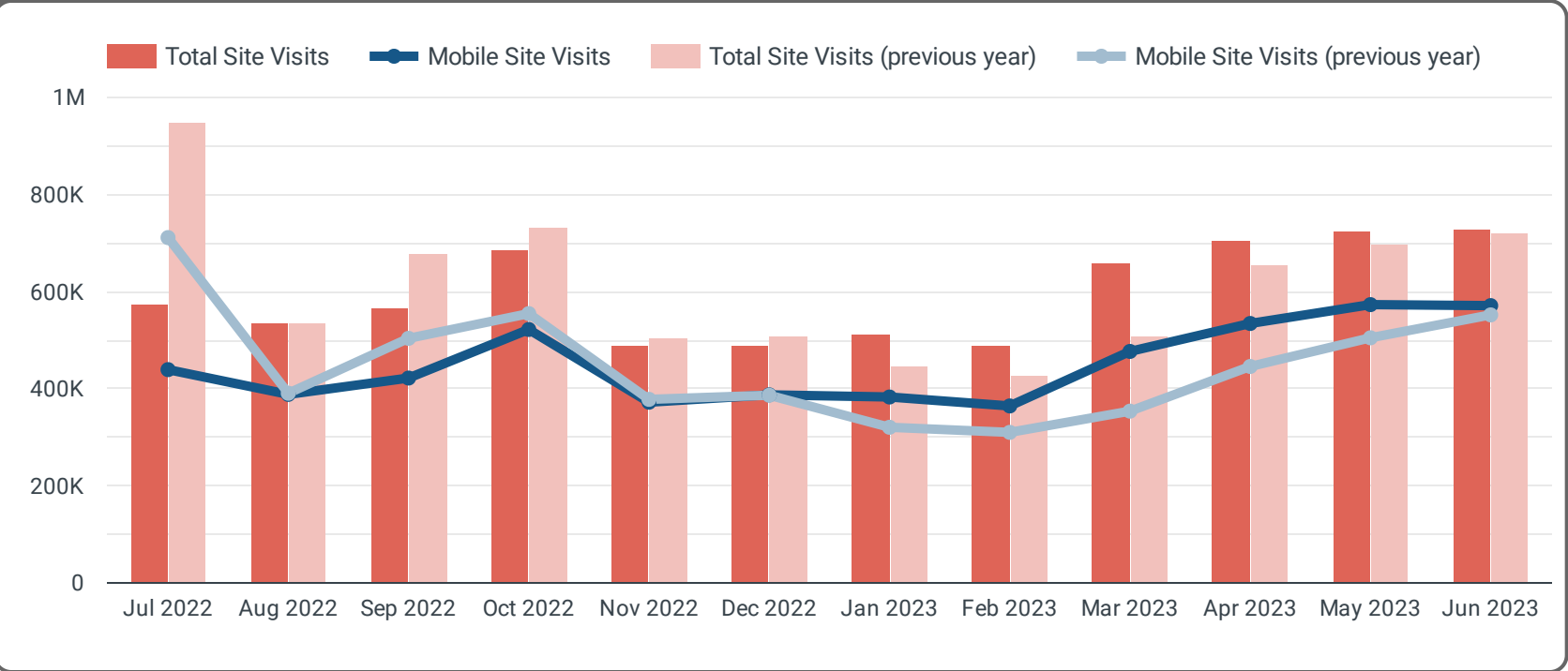
Marketing Metrics Overview - June 2023

Website Visits 732,817 ↑ 1.0%	Mobile Site Visits 577,820 ↑ 4.2%	aRes - Room Nights 54 ↓ -1.8%	aRes - Room Revenue \$8,065 ↓ -28.7%	Total Facebook Fans 324,823 ↑ 5.4%
PR Publicity Value \$1,820,650 ↓ -37.3%	PR Estimated Impressions 690,290,632 ↓ -33.3%	Significant Placements 22 ↑ 29.4%	Media Touchpoints 124 ↑ 244.4%	Video Views 132,944 ↓ -64.5%

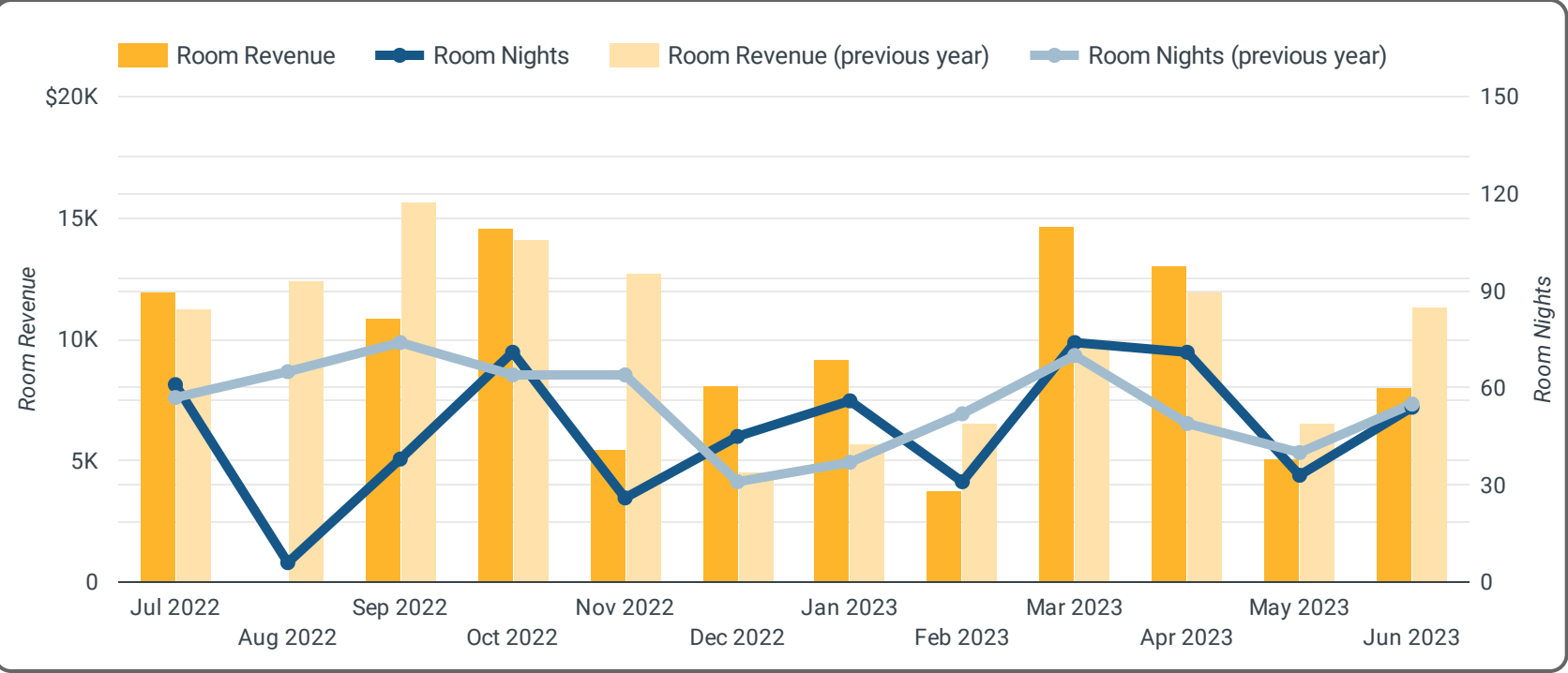
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 7,169,446 ↓ -2.8%	Mobile Site Visits 5,434,634 ↑ 0.4%	aRes - Room Nights 566 ↓ -14.0%	aRes - Room Revenue \$103,992 ↓ -15.3%	Avg. Total Facebook Fans 313,798 ↑ 3.0%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 12,202,863 ↑ 494.0%

ExploreAsheville.com Web Stats



Online Reservation (aRes) Data



Print & Broadcast Value & Impressions

Month of Year ▾		Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Jun 2023	\$650,593	-33%	304,098	-96.82%
2.	May 2023	\$567	-100%	335,820	-86.95%
3.	Apr 2023	\$13,593	-100%	907,681	-91.51%
4.	Mar 2023	\$1,320	-100%	805,517	-74.27%
5.	Feb 2023	\$1,455,602	1,145%	1,738,803	-21.25%
6.	Jan 2023	\$1,005,439	851%	1,822,240	-11.7%
7.	Dec 2022	\$276,078	32%	987,399	-68.83%

Online Publicity Value and Impressions

Month of Year ▾		Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jun 2023	\$1,170,057	-39%	689,986,534	-33.31%
2.	May 2023	\$1,731,435	28%	920,975,851	27.38%
3.	Apr 2023	\$2,336,804	57%	1,242,980,795	55.13%
4.	Mar 2023	\$3,643,725	174%	1,938,151,701	172.68%
5.	Feb 2023	\$2,812,693	106%	1,496,113,530	105.8%
6.	Jan 2023	\$3,259,924	165%	1,734,002,290	164.8%
7.	Dec 2022	\$3,168,041	119%	1,708,958,220	121.31%

Media Placements & Touchpoints

Month of Year ▾		Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jun 2023	124	244.4%	22	29.4%
2.	May 2023	77	75.0%	18	-5.3%
3.	Apr 2023	60	150.0%	19	-20.8%
4.	Mar 2023	120	26.3%	35	52.2%
5.	Feb 2023	170	400.0%	13	18.2%
6.	Jan 2023	112	86.7%	19	35.7%
7.	Dec 2022	60	160.9%	17	-5.6%

Facebook Fans & Video Views (All Platforms)

Month of Year ▾		Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jun 2023	324,823	5.4%	132,944	-55.6%
2.	May 2023	322,885	5.5%	2,293,350	1,804.9%
3.	Apr 2023	315,411	3.2%	590,146	237.9%
4.	Mar 2023	314,015	2.3%	371,292	-6.5%
5.	Feb 2023	313,195	2.7%	646,581	148.6%
6.	Jan 2023	312,739	2.7%	382,005	1,289.9%
7.	Dec 2022	311,795	2.8%	383,742	320.3%

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.

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.