

Destination Performance Report



Lodging & Visitor Overview - November 2019

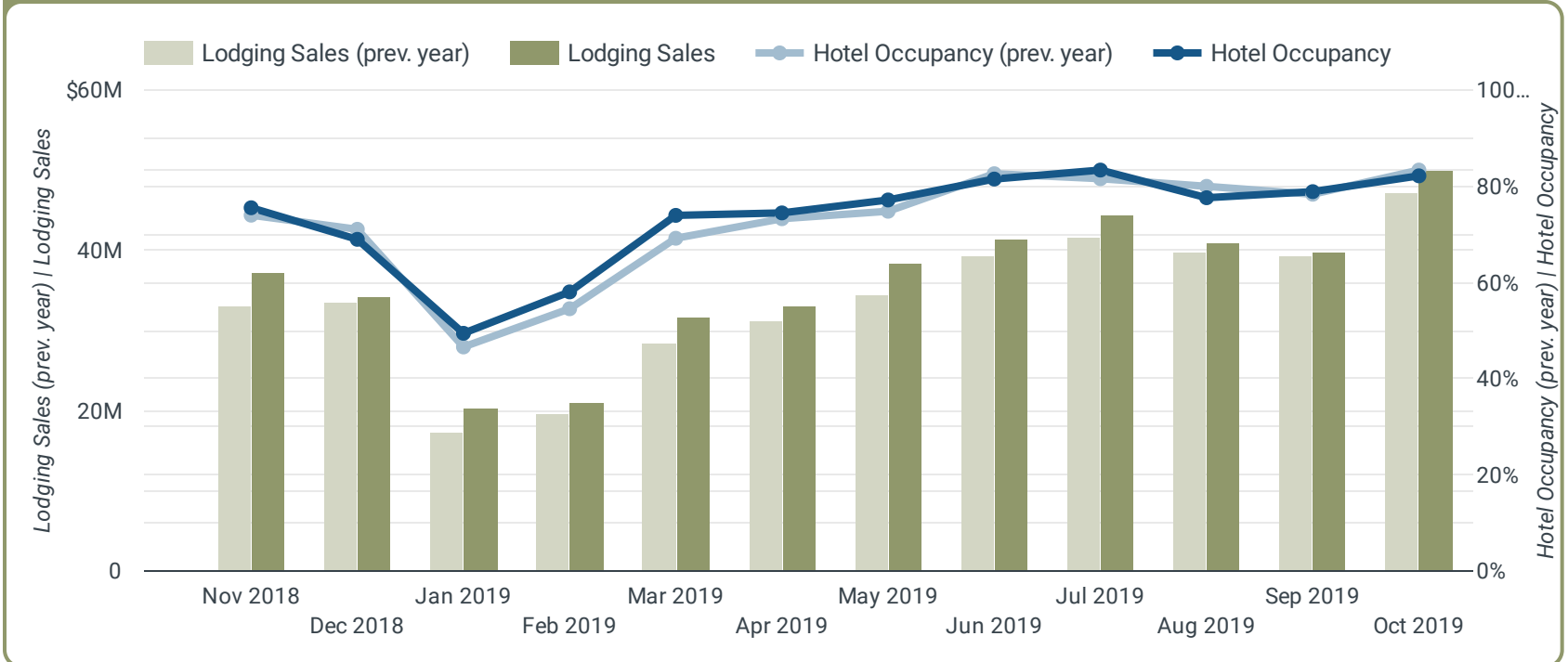
Lodging Sales \$50,034,849 (October) ↑ 5.8%	Hotel Occupancy* 82.2% (October) ↓ -1.1%	Hotel Demand* 206,117 (October) ↑ 2.0%	Hotel ADR* \$195.80 (October) ↑ 1.7%	Hotel RevPAR* \$160.88 (October) ↑ 0.6%
Airport Passengers 164,694 (October) ↑ 37.2%	Asheville Visitor Center 16,836 ↑ 11.5%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 2,049 ↓ -2.1%	Travel Guide Requests 2,031 ↓ -8.4%

Lodging & Visitor Overview - Fiscal Year 19-20

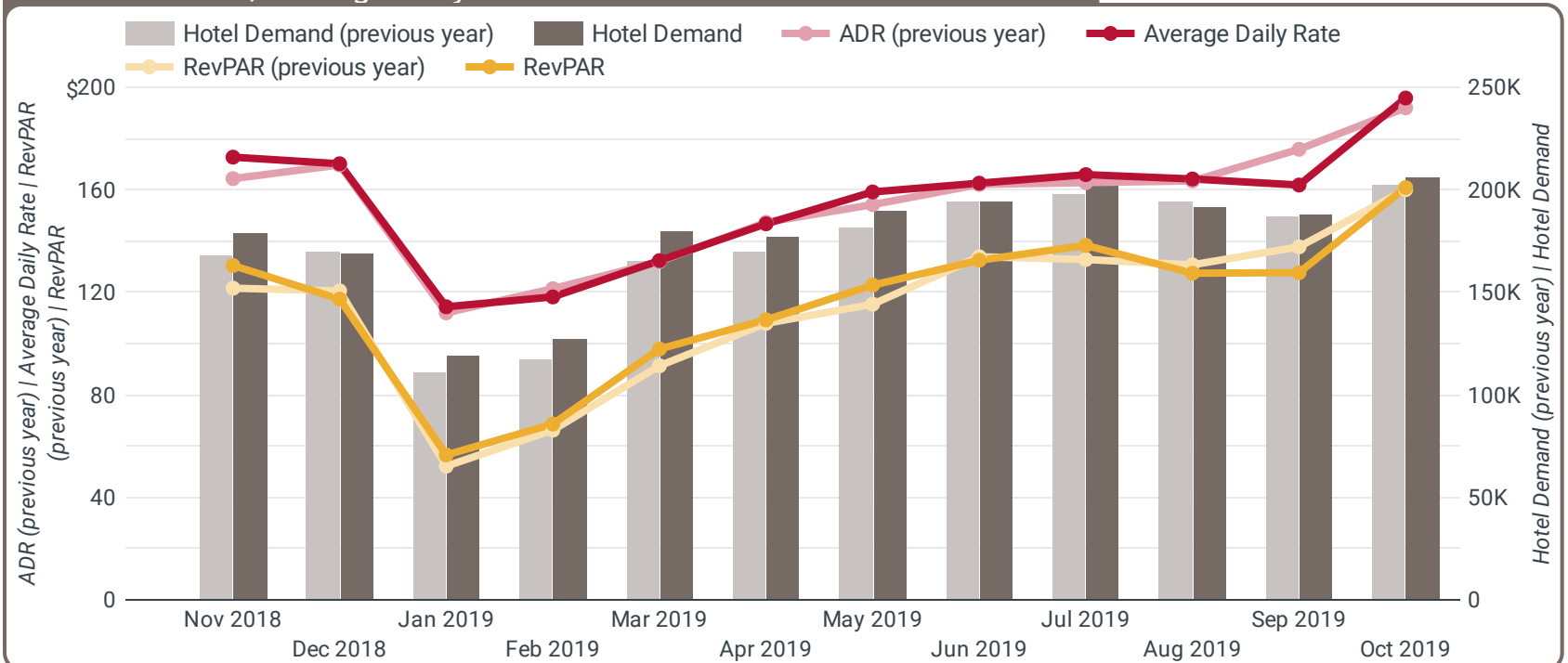
Lodging Sales \$175,238,254 ↑ 4.2%	Hotel Occupancy* 80.5% ↓ -0.2%	Hotel Demand* 791,995 ↑ 1.3%	Hotel ADR* \$172.32 ↓ -0.9%	Hotel RevPAR* \$138.76 ↓ -1.1%
Airport Passengers 617,175 ↑ 44.1%	Asheville Visitor Center 110,169 ↑ 5.0%	Pack Sq Visitor Center 4,016 ↓ -8.2%	Black Mtn Visitor Center 13,697 ↓ -3.4%	Travel Guide Requests 13,144 ↓ -10.1%

Lodging Sales and Hotel Occupancy*

* Source: STR, Inc. Reproduction 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 2019

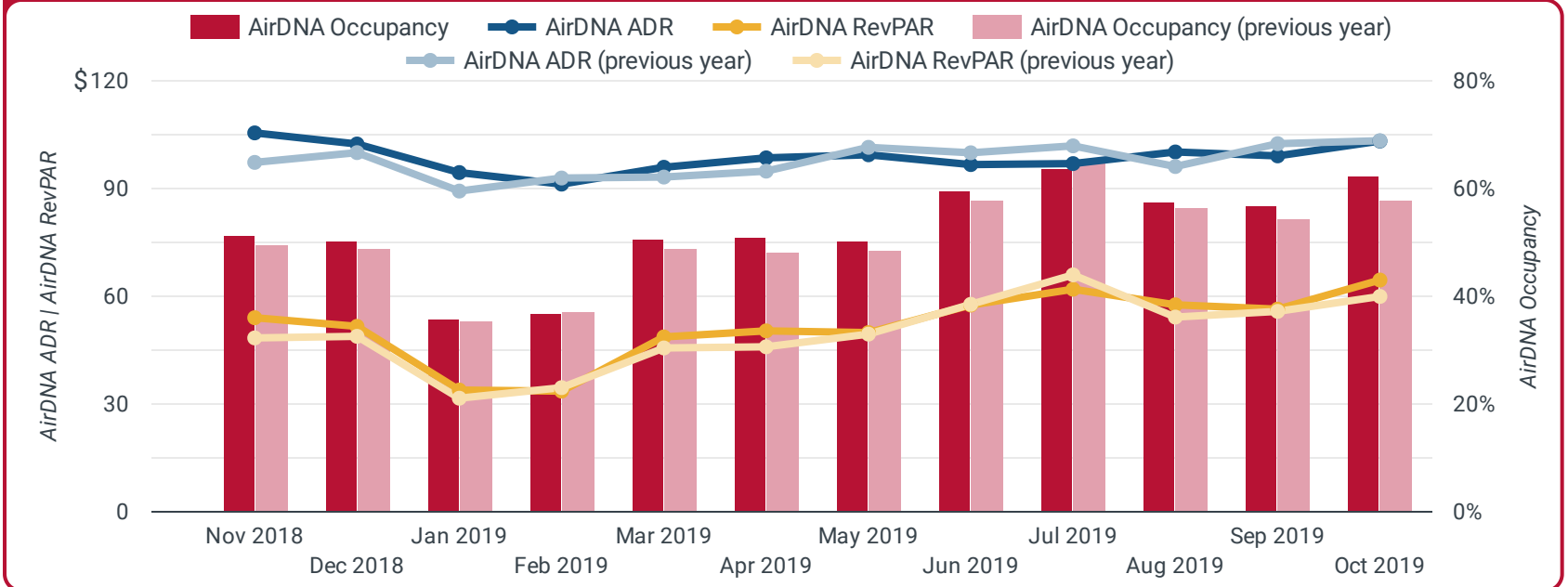
Occupancy	ADR	RevPAR	Demand
62.5%	\$103.23	\$64.52	132,472
↑ 7.7%	↓ -0.1%	↑ 7.6%	↑ 29.9%

Short Term Rental Data - Fiscal Year 19-20

Occupancy	ADR	RevPAR	Demand
60.2%	\$99.92	\$60.20	486,804
↑ 3.4%	↓ -1.1%	↑ 2.2%	↑ 27.5%

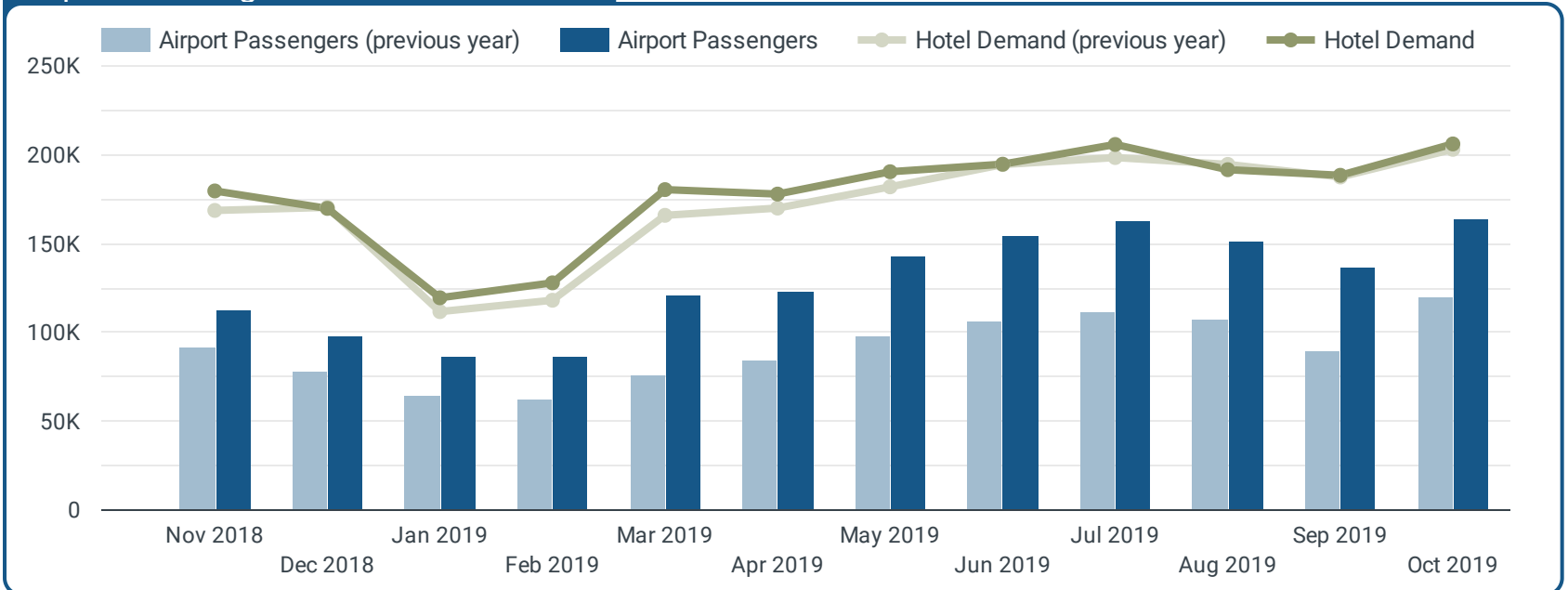
AirDNA ADR, RevPAR and Occupancy

* Short Term Rental Data Source: AirDNA

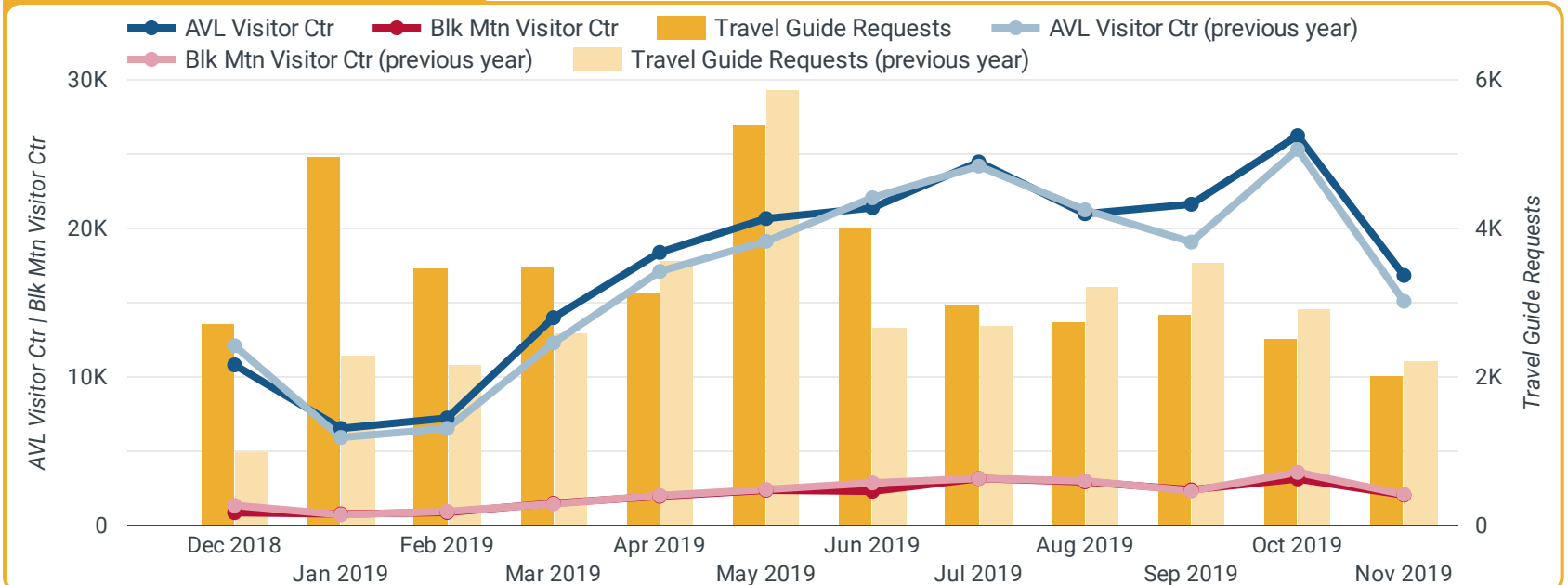


Airport Passengers vs. Hotel Demand*

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Visitor Center & Travel Guide



Sales Department Performance Report



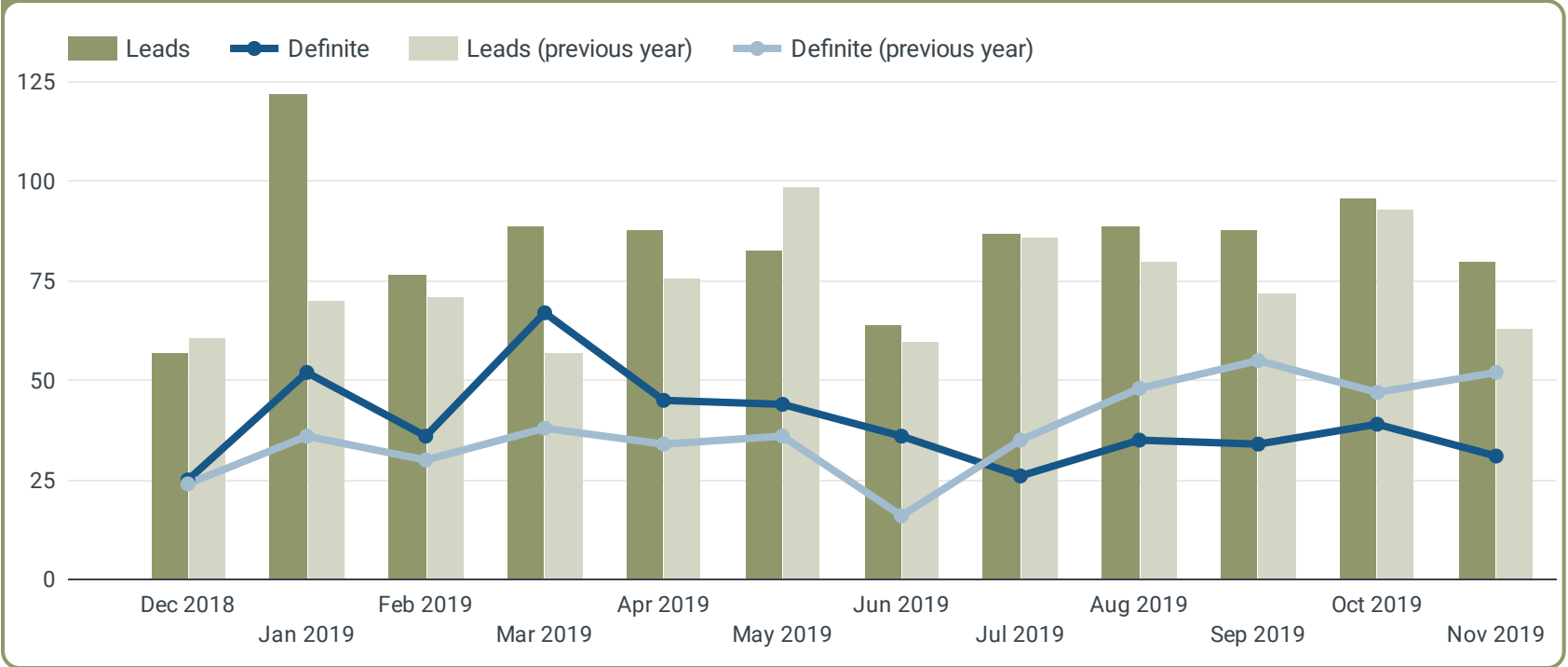
Sales Leads and Outreach - November 2019

Sales Leads Issued 80 ↑ 27.0%	Room Nights (Leads) 16,641 ↑ 18.7%	Leads Turned Definite 32 ↓ -38.5%	Room Nights (Definite) 4,636 ↓ -31.0%	Estimated Revenue \$1,232,905 ↑ 14.8%	
P2P Outreach 1,095 ↑ 5.4%	Indirect Outreach 362 ↓ -86.0%	Group Events 41 ↓ -14.6%	Room Nights Generated 2,796 ↑ 42.4%	Actualized Revenue \$705,697 ↑ 71.6%	Groups Served 35 ↓ -12.5%

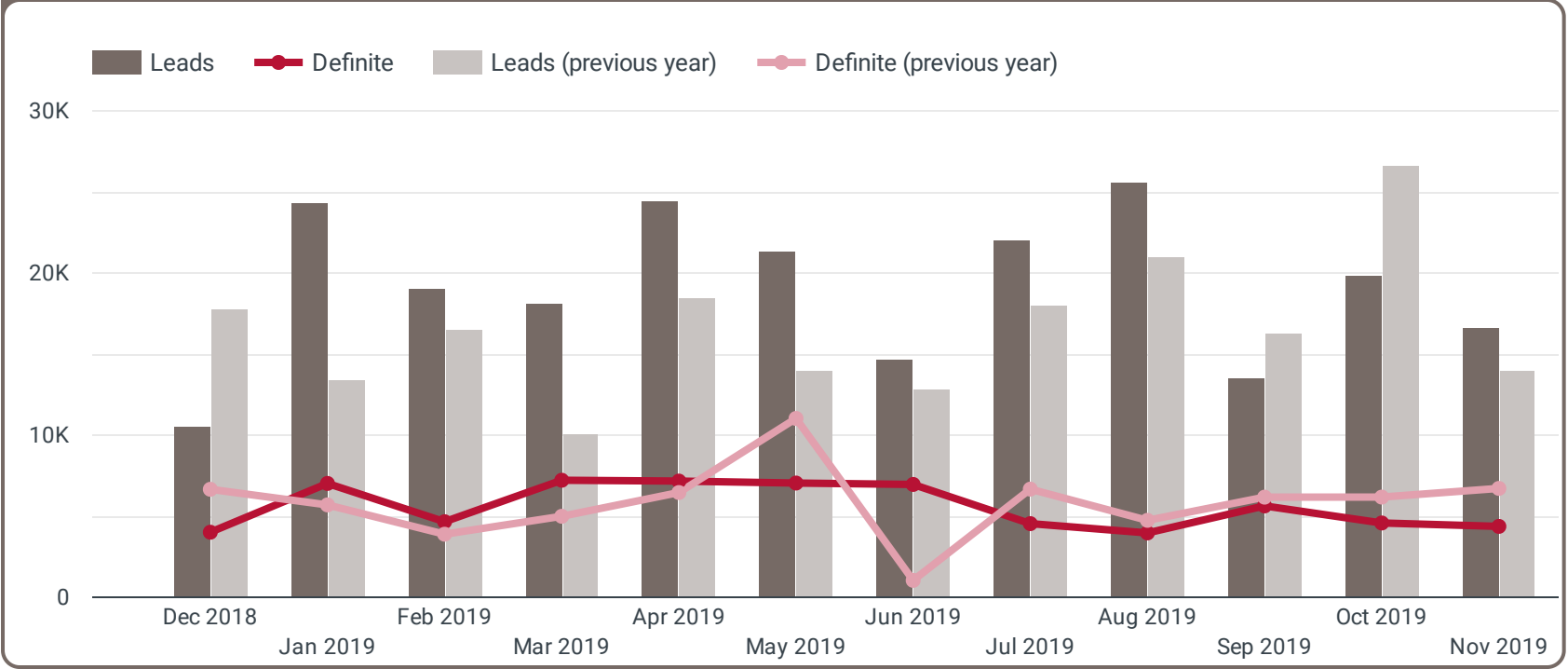
Sales Leads and Outreach - Fiscal Year 19-20

Sales Leads Issued 440 ↑ 11.7%	Room Nights (Leads) 97,931 ↑ 2.0%	Leads Turned Definite 185 ↓ -24.8%	Room Nights (Definite) 27,761 ↓ -18.0%	Estimated Total Revenue \$6,718,053 ↑ 3.3%	
P2P Outreach 5,514 ↓ -0.2%	Indirect Outreach 71,868 ↑ 139.5%	Group Events 240 ↑ 2.6%	Room Nights Generated 28,925 ↑ 5.4%	Actualized Revenue \$9,805,879 ↑ 38.6%	Groups Served 217 ↓ -7.7%

Sales Leads vs. Definite



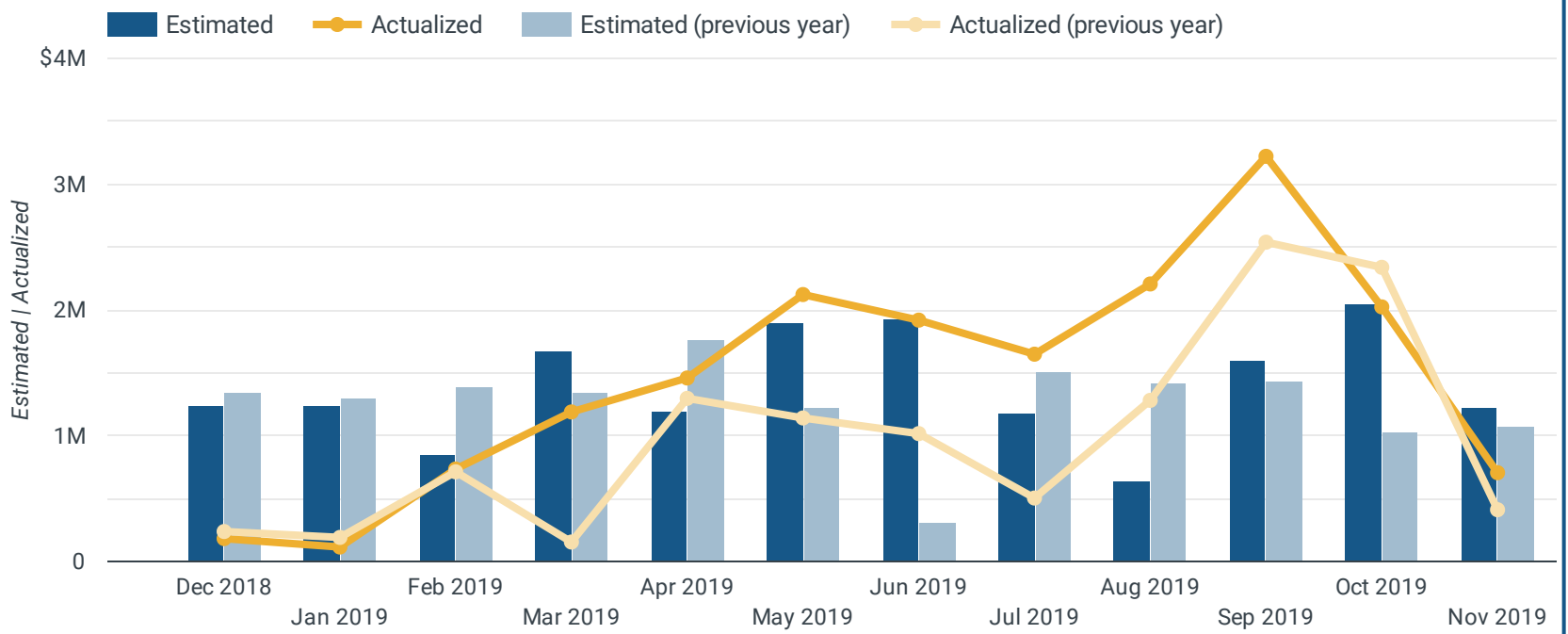
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2018 by Month

	Month of Year ▾	Person-to-Person Outreach		% Δ	Indirect Outreach		% Δ
1.	Nov 2019	1,095		5.4%	362		-86.0%
2.	Oct 2019	1,136		-4.1%	9,552		-30.5%
3.	Sep 2019	1,062		-7.0%	18,659		495.9%
4.	Aug 2019	1,161		-2.8%	36,255		281.1%
5.	Jul 2019	1,060		9.8%	7,040		591.6%
6.	Jun 2019	954		8.8%	15,929		45.0%
7.	May 2019	1,161		26.2%	5,010		-57.5%
8.	Apr 2019	1,064		-3.4%	12,346		185.0%
9.	Mar 2019	1,042		1.8%	0		-100.0%

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Nov 2019	41		-14.6%	2,796		42.4%
2.	Oct 2019	72		12.5%	5,611		-8.7%
3.	Sep 2019	52		-1.9%	5,321		-49.5%
4.	Aug 2019	36		-12.2%	4,815		-28.4%
5.	Jul 2019	39		39.3%	4,071		114.9%
6.	Jun 2019	46		27.8%	6,086		85.5%
7.	May 2019	53		39.5%	6,693		63.2%
8.	Apr 2019	53		43.2%	3,819		-6.1%
9.	Mar 2019	39		77.3%	5,884		59.8%

Marketing Department Performance Report



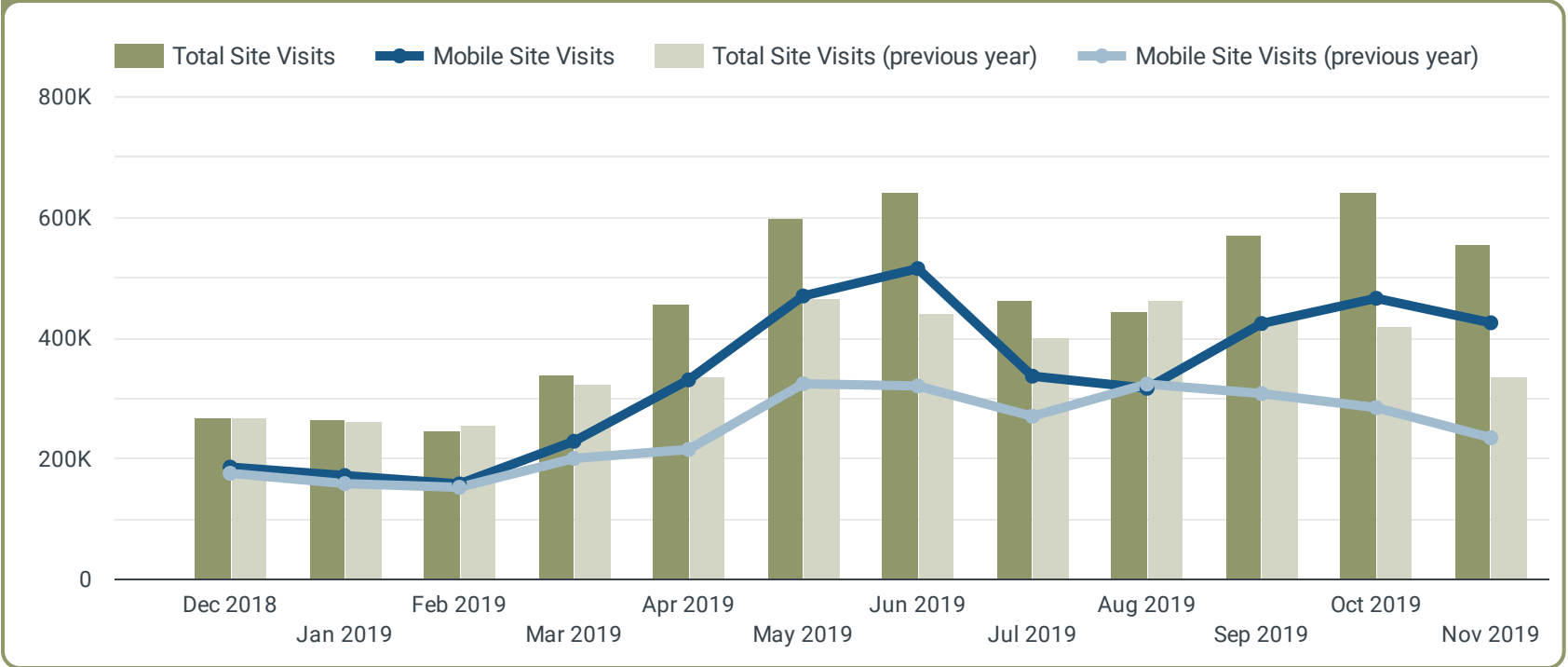
Marketing Metrics Overview - November 2019

Website Visits 559,529 ↑ 66.3%	Mobile Site Visits 430,851 ↑ 84.1%	aRes - Room Nights 60 ↓ -18.9%	aRes - Room Revenue \$8,174 ↓ -18.5%	Total Facebook Fans 295,678 ↑ 5.2%
PR Publicity Value \$3,026,812 ↓ -77.4%	PR Estimated Impressions 188,208,361 ↓ -6.0%	Significant Placements 38 ↓ -41.5%	Media Touchpoints 41 ↑ 7.9%	Video Views 44,717 ↓ -29.0%

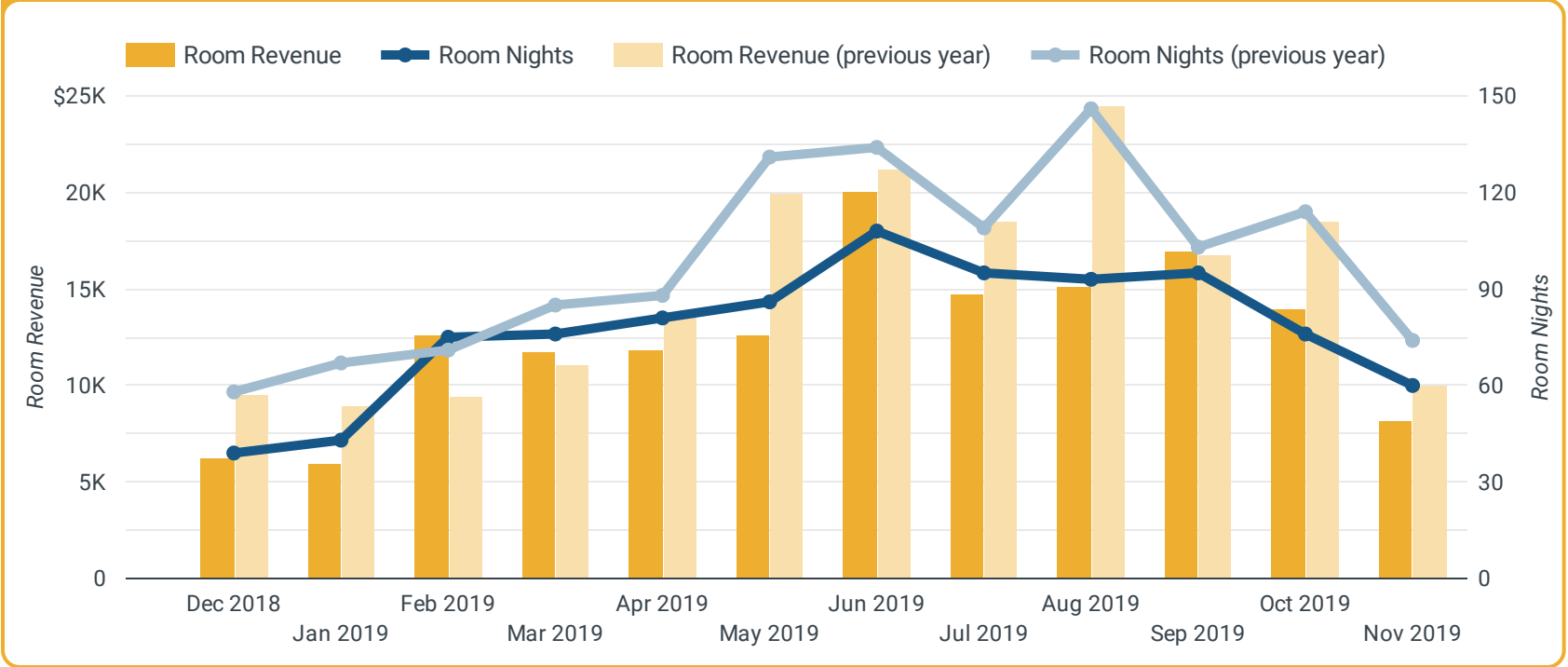
Marketing Metrics Overview - Fiscal Year 19-20

Website Visits 2,686,988 ↑ 30.7%	Mobile Site Visits 1,980,200 ↑ 39.5%	aRes - Room Nights 419 ↓ -23.3%	aRes - Room Revenue \$69,089 ↓ -21.9%	Avg. Total Facebook Fans 293,014 ↑ 5.3%
PR Publicity Value \$42,955,850 ↑ 90.8%	PR Estimated Impressions 810,098,326 ↓ -35.7%	Significant Placements 140 ↓ -42.9%	Media Touchpoints 293 ↑ 13.6%	Video Views 275,862 ↓ -48.8%

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 2019	\$2,876,362	-78%	4,831,648	12.36%
2.	Oct 2019	\$21,358,340	432%	14,530,775	18.02%
3.	Sep 2019	\$2,117,698	311%	8,121,319	31.24%
4.	Aug 2019	\$2,451,046	3%	5,621,869	-45.95%
5.	Jul 2019	\$13,650,534	848%	12,607,939	306.81%
6.	Jun 2019	\$12,356,822	3,153%	6,957,613	590.13%
7.	May 2019	\$418,473	-59%	919,227	-76.21%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Nov 2019	\$150,450	28%	183,376,713	-6.04%
2.	Oct 2019	\$155,975	-44%	221,413,594	-37.83%
3.	Sep 2019	\$114,837	-48%	160,173,325	-28.48%
4.	Aug 2019	\$24,558	-89%	48,549,473	-84.77%
5.	Jul 2019	\$56,050	-17%	150,871,671	84.51%
6.	Jun 2019	\$121,871	127%	167,438,295	162.98%
7.	May 2019	\$42,098	-74%	68,077,027	-75.05%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Nov 2019	41	7.9%	38	-41.5%
2.	Oct 2019	82	28.1%	35	-56.8%
3.	Sep 2019	52	-18.8%	38	-46.5%
4.	Aug 2019	73	62.2%	25	-61.5%
5.	Jul 2019	45	12.5%	42	50.0%
6.	Jun 2019	69	0.0%	49	44.1%
7.	May 2019	52	-24.6%	22	-57.7%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Nov 2019	295,678	5.2%	44,717	-29.0%
2.	Oct 2019	294,302	5.4%	64,437	1.4%
3.	Sep 2019	292,991	5.1%	74,494	-66.6%
4.	Aug 2019	291,606	5.4%	43,009	-73.0%
5.	Jul 2019	290,495	5.4%	49,205	60.1%
6.	Jun 2019	289,137	5.1%	77,507	82.5%
7.	May 2019	287,658	5.2%	317,862	454.2%

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 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.