

Destination Performance Report

Lodging & Visitor Overview - February 2019

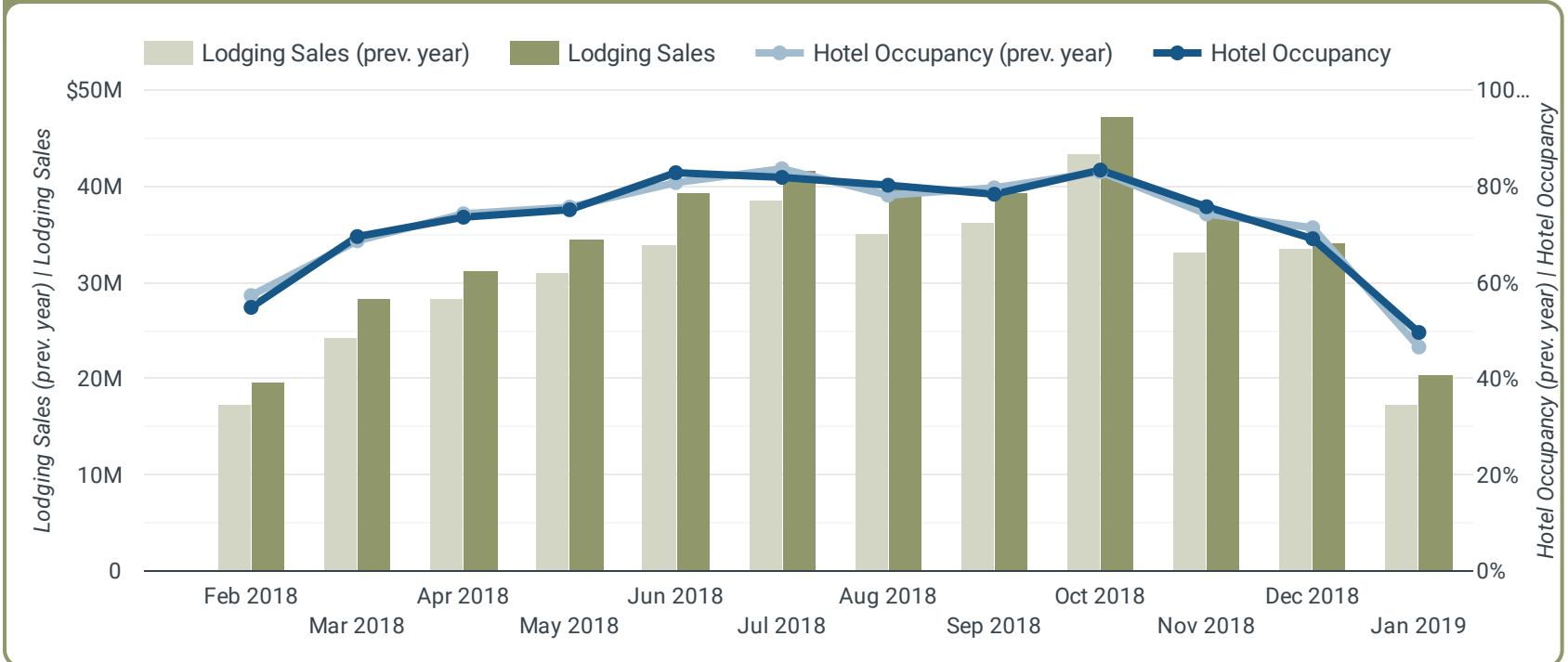
Lodging Sales \$20,410,426 (January) ↑ 18.1%	Hotel Occupancy* 49.6% (January) ↑ 6.5%	Hotel Demand* 119,944 (January) ↑ 7.1%	Hotel ADR* \$114.03 (January) ↑ 1.9%	Hotel RevPAR* \$56.56 (January) ↑ 8.5%
Airport Passengers 86,506 (January) ↑ 33.2%	Asheville Visitor Center 7,236 ↑ 10.7%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 879 ↓ -6.8%	Travel Guide Requests 3,479 ↑ 60.8%

Lodging & Visitor Overview - Fiscal Year to Date

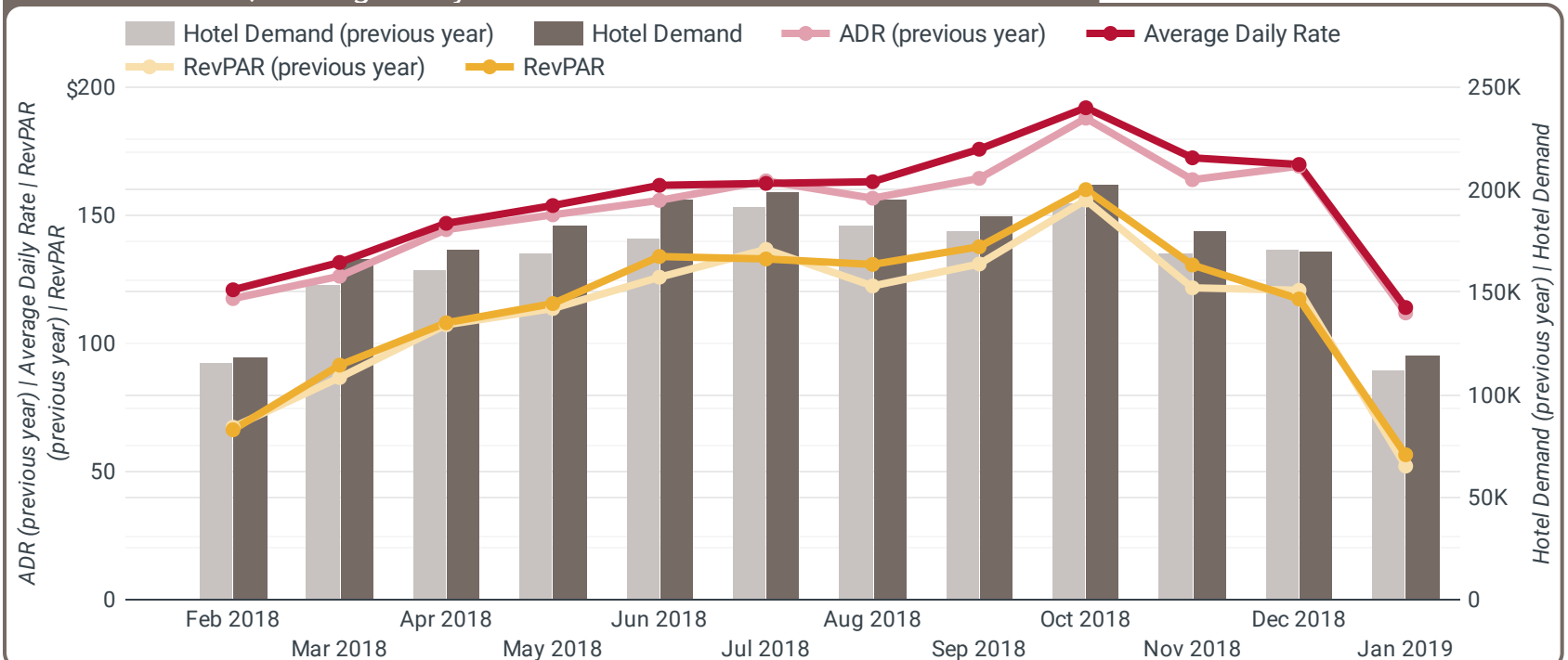
Lodging Sales \$260,110,006 ↑ 9.5%	Hotel Occupancy* 74.0% ↑ 0.5%	Hotel Demand* 1,256,305 ↑ 4.5%	Hotel ADR* \$167.15 ↑ 2.8%	Hotel RevPAR* \$123.74 ↑ 3.3%
Airport Passengers 726,676 ↑ 18.3%	Asheville Visitor Center 129,532 ↓ -8.1%	Pack Sq Visitor Center 4,376 ↓ -7.8%	Black Mtn Visitor Center 16,695 ↓ -14.9%	Travel Guide Requests 25,824 ↑ 46.3%

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

AirDNA Data January 2019

AirDNA Occupancy

33.0%

↓ -10.9%

AirDNA ADR

\$90.47

↑ 2.0%

AirDNA RevPAR

\$29.82

↓ -9.1%

AirDNA Data - Fiscal Year to Date

AirDNA Occupancy

54.5%

↑ 6.6%

AirDNA ADR

\$101.37

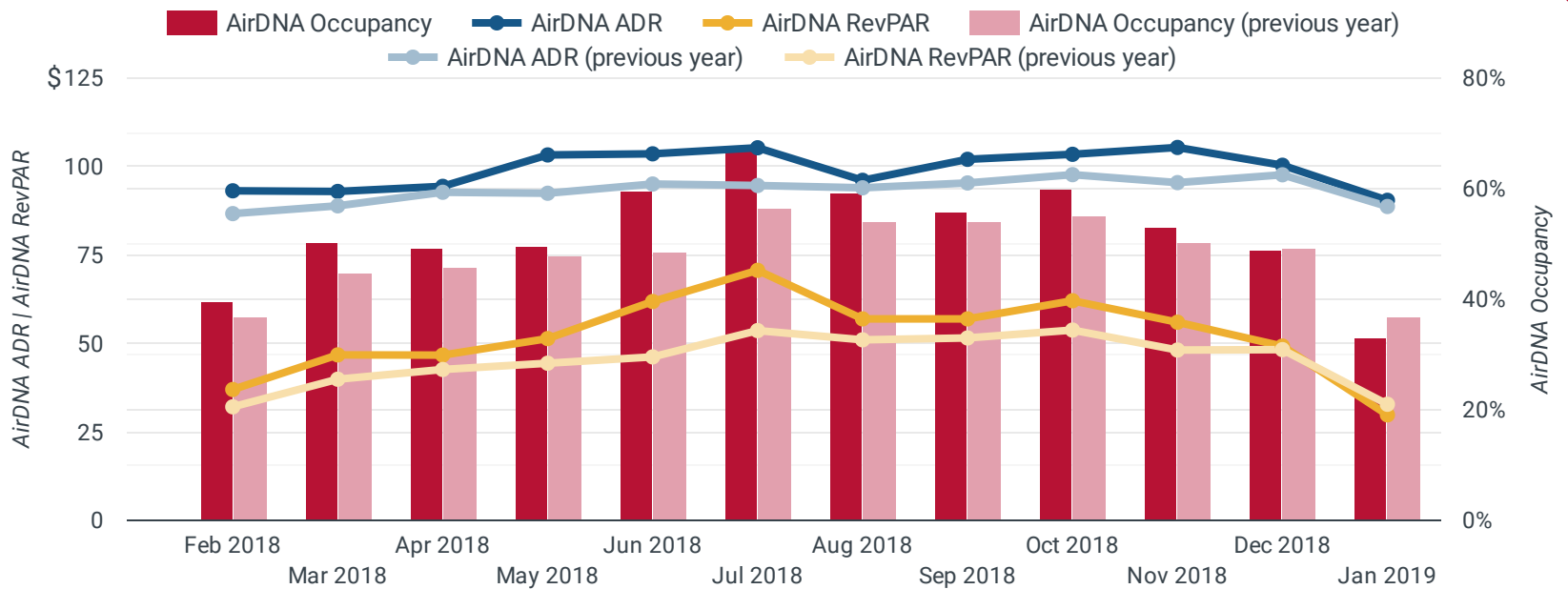
↑ 6.5%

AirDNA RevPAR

\$55.24

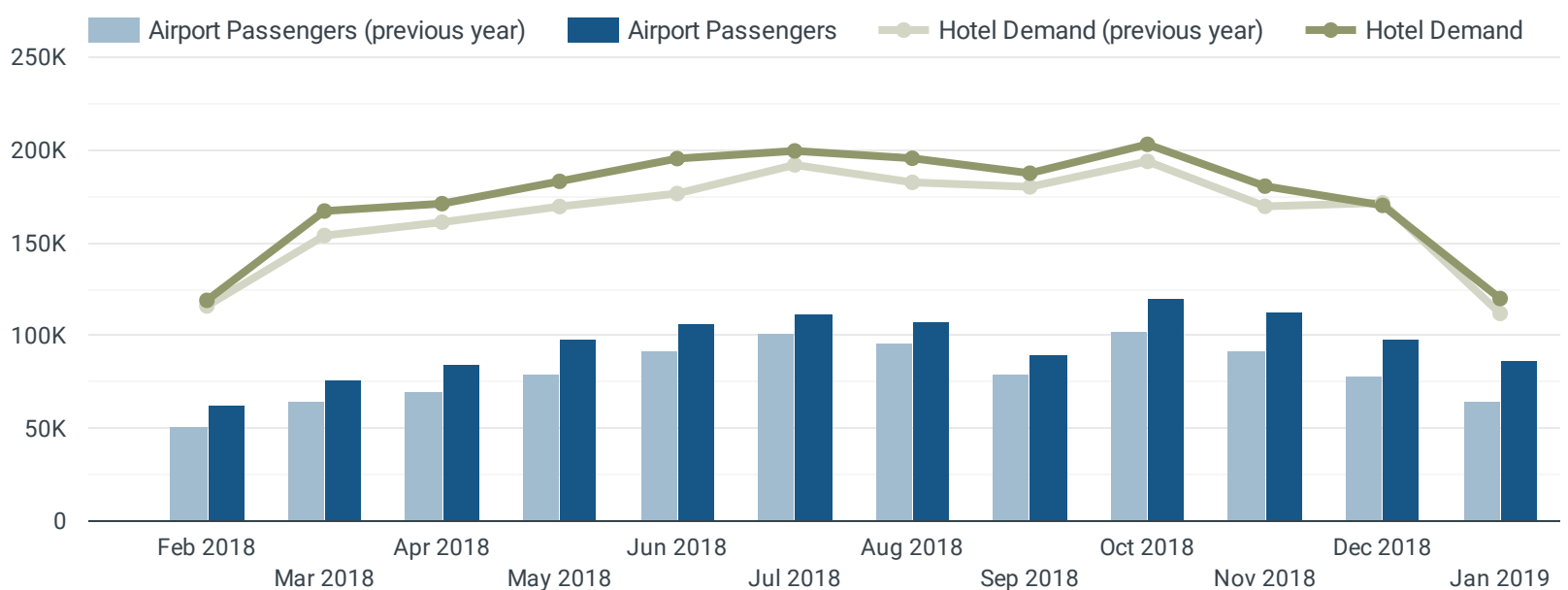
↑ 13.5%

AirDNA ADR, RevPAR and Occupancy

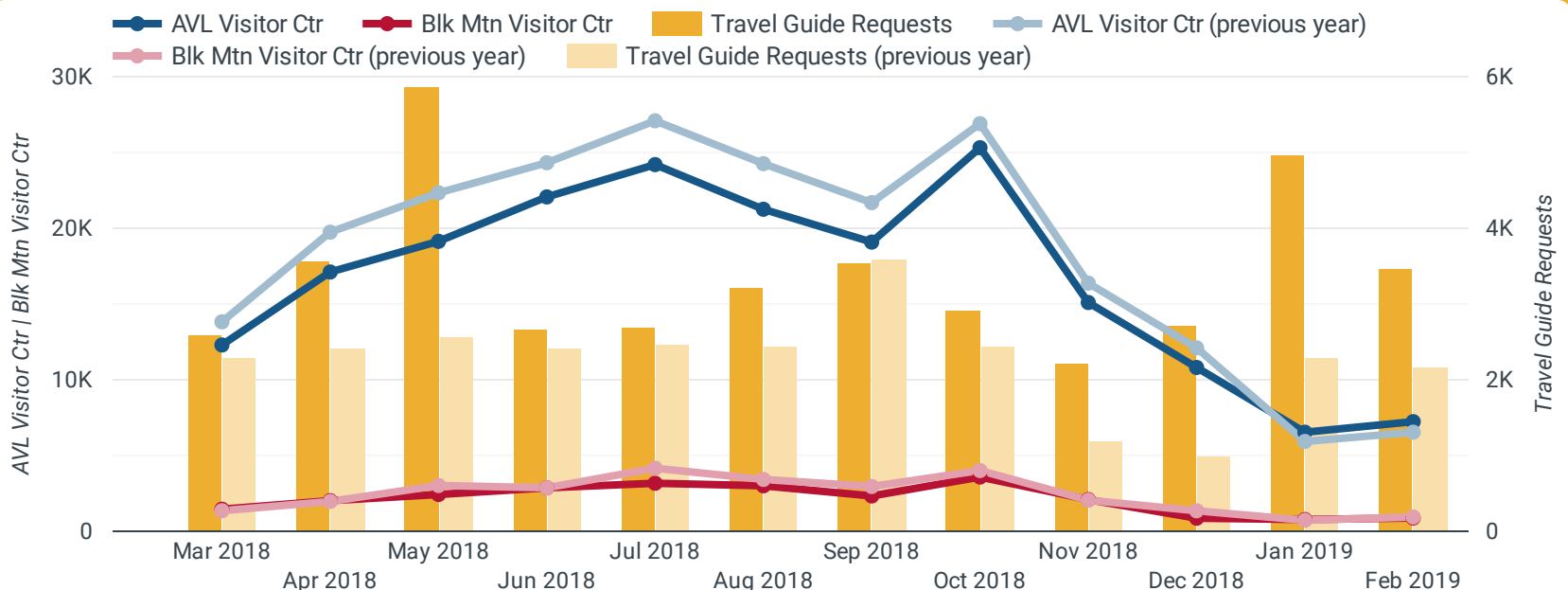


Airport Passengers vs. Hotel Demand*

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Visitor Center & Travel Guide



Sales Department Performance Report

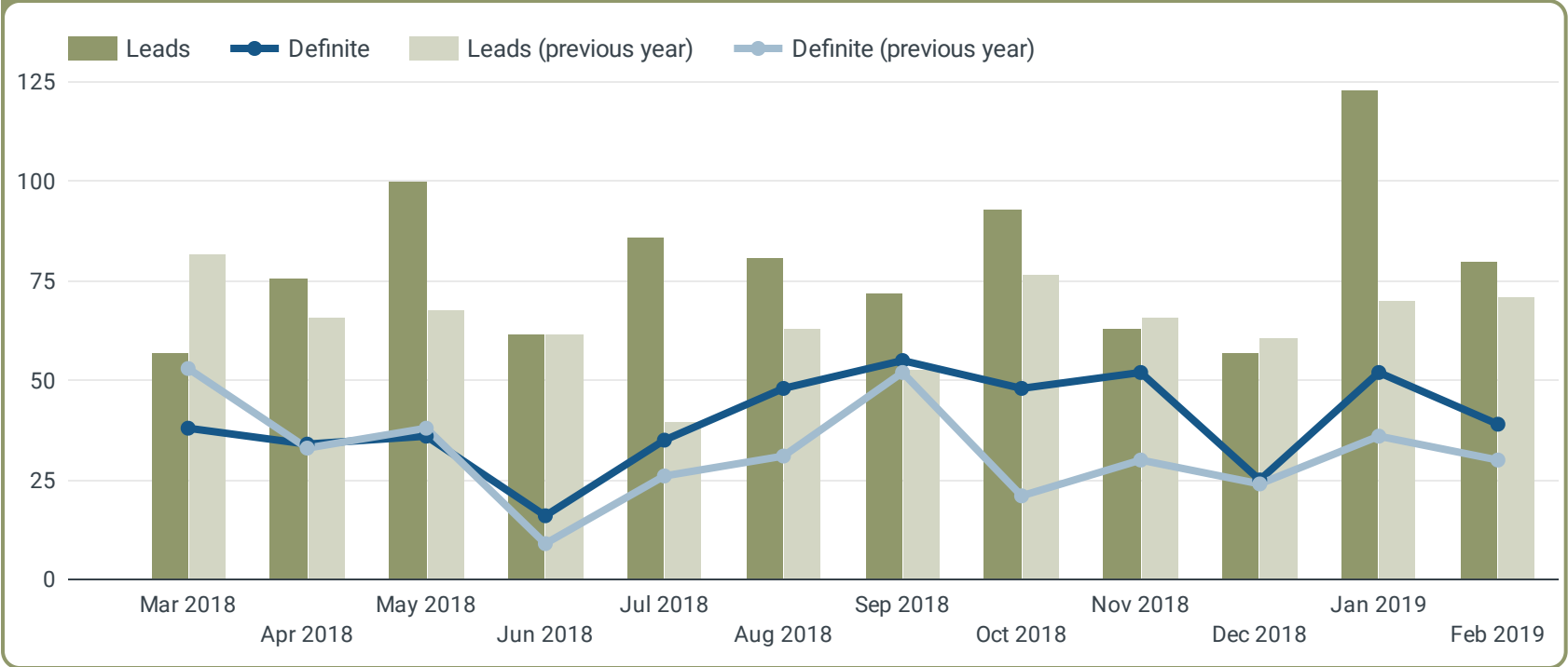
Sales Leads and Outreach - February 2019

Sales Leads Issued 80 ↑ 12.7%	Room Nights (Leads) 21,787 ↑ 31.5%	Leads Turned Definite 41 ↑ 17.1%	Room Nights (Definite) 5,425 ↓ -20.3%	Estimated Revenue \$962,016 ↓ -31.3%	
P2P Outreach 919 ↓ -20.7%	Indirect Outreach 3,630 ↓ -70.2%	Group Events 19 ↑ 46.2%	Room Nights Generated 3,295 ↑ 26.1%	Actualized Revenue \$725,028 ↑ 99.5%	Groups Served 19 ↑ 35.7%

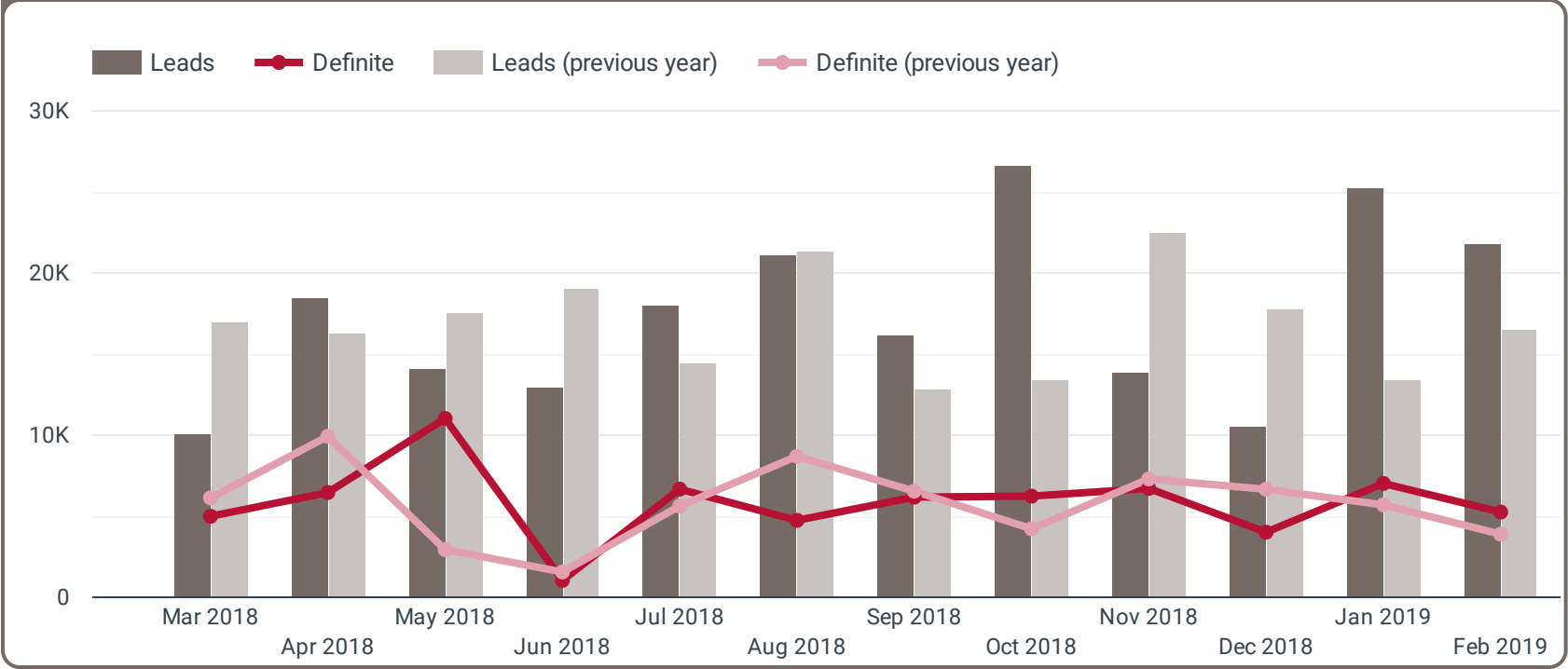
Sales Leads and Outreach - Fiscal Year to Date

Sales Leads Issued 655 ⬆ 30.7%	Room Nights (Leads) 153,572 ⬆ 15.8%	Leads Turned Definite 369 ⬆ 34.7%	Room Nights (Definite) 51,474 ⬇ -9.4%	Estimated Total Revenue \$9,947,630 ⬇ -22.7%	
P2P Outreach 8,680 ⬆ 0.7%	Indirect Outreach 49,183 ⬇ -7.5%	Group Events 280 ⬆ 25.6%	Room Nights Generated 32,395 ⬆ 31.1%	Actualized Revenue \$8,095,730 ⬆ 24.7%	Groups Served 278 ⬆ 24.1%

Sales Leads vs. Definite

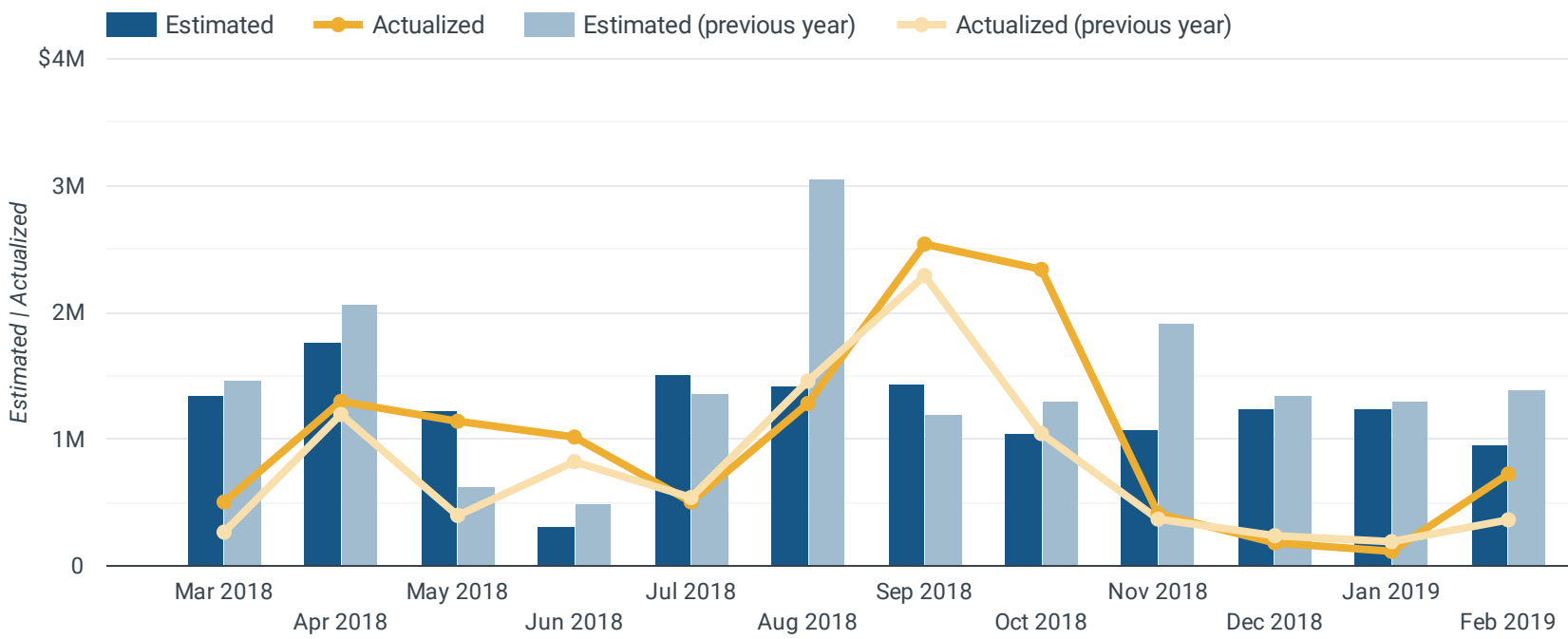


Room Nights Represented in Leads vs. Definite



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.	Feb 2019	919		-20.7%	3,630		-70.2%
2.	Jan 2019	1,099		-5.3%	14,667		325.9%
3.	Dec 2018	1,138		19.8%	880		-92.4%
4.	Nov 2018	1,039		-14.0%	2,592		8.7%
5.	Oct 2018	1,184		-3.5%	13,751		92.2%
6.	Sep 2018	1,142		7.6%	3,131		-75.7%
7.	Aug 2018	1,194		20.9%	9,514		185.4%
8.	Jul 2018	965		11.7%	1,018		293.1%
9.	Jun 2018	877		-5.6%	10,988		6.3%

1 - 10 / 10 < >

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Feb 2019	19		35.7%	3,295		26.1%
2.	Jan 2019	10		66.7%	785		0.4%
3.	Dec 2018	17		6.3%	819		19.6%
4.	Nov 2018	48		45.5%	1,963		27.6%
5.	Oct 2018	64		39.1%	6,149		86.2%
6.	Sep 2018	53		-3.6%	10,545		41.9%
7.	Aug 2018	41		32.3%	6,728		8.8%
8.	Jul 2018	28		21.7%	1,894		-8.5%
9.	Jun 2018	36		-26.5%	3,281		10.6%

1 - 10 / 10 < >

Marketing Department Performance Report

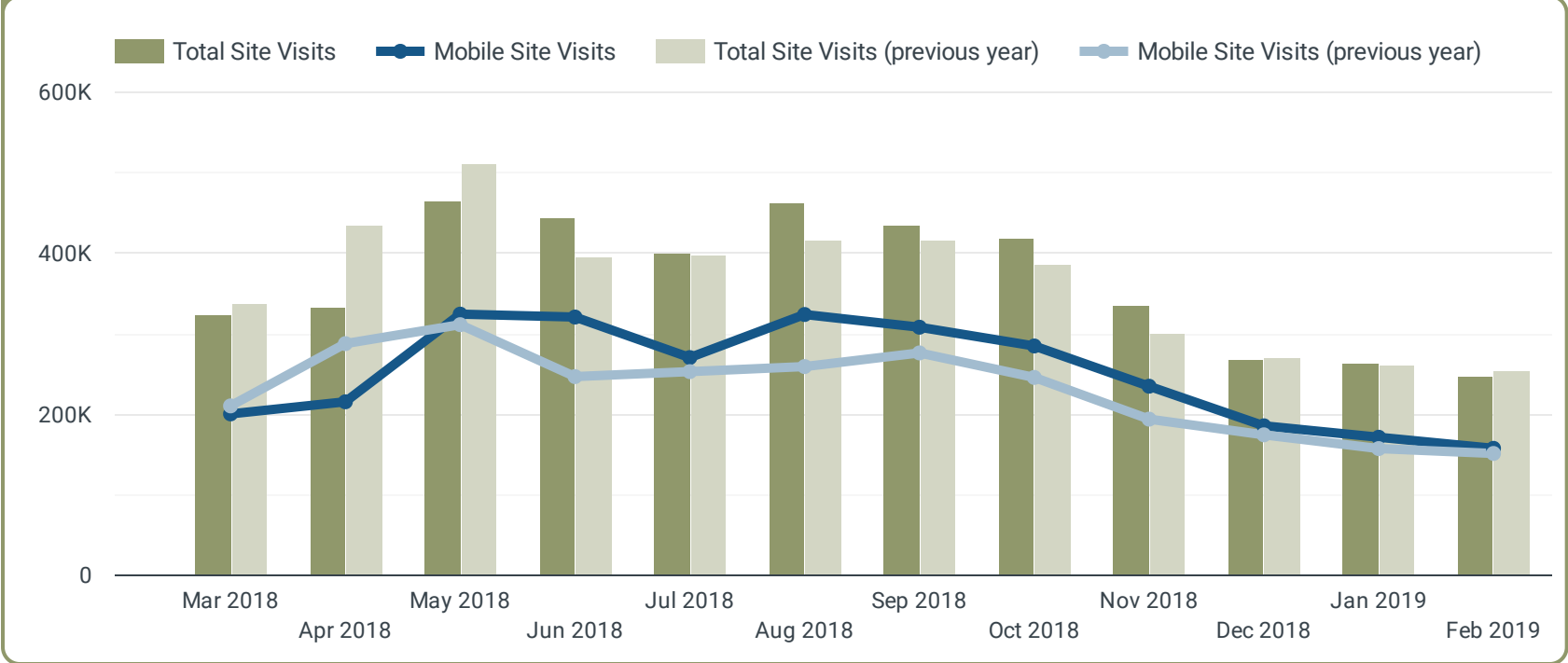
Marketing Metrics Overview - February 2019

Website Visits 246,964 ↓ -3.3%	Mobile Site Visits 158,135 ↑ 3.7%	aRes - Room Nights 75 ↑ 5.6%	aRes - Room Revenue \$12,691 ↑ 34.5%	Total Facebook Fans 282,893 ↑ 5.1%
PR Publicity Value \$4,030,854 (January) ↑ 596.1%	PR Estimated Impressions 175.81M (January) ↓ -54.6%	Significant Placements 42 (January) ↑ 31.3%	Media Touchpoints 37 ↑ 19.4%	Video Views 13,909 ↓ -86.2%

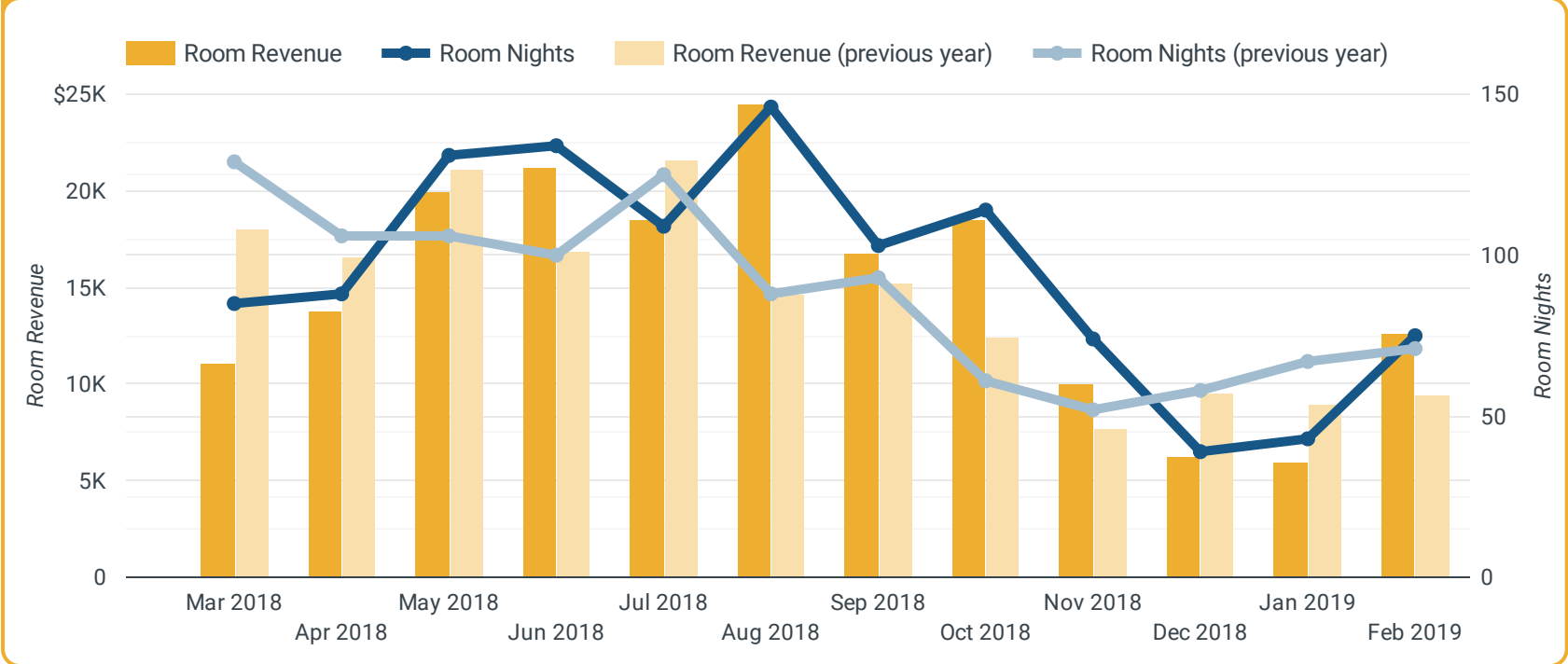
Marketing Metrics Overview - Fiscal Year to Date

Website Visits 2,834,788 ↑ 4.7%	Mobile Site Visits 1,938,306 ↑ 11.5%	aRes - Room Nights 703 ↑ 14.3%	aRes - Room Revenue \$113,397 ↑ 13.7%	Avg. Total Facebook Fans 279,799 ↑ 6.0%
PR Publicity Value \$27,390,380 ↑ 425.3%	PR Estimated Impressions 1.85B ↓ -45.7%	Significant Placements 485 ↑ 5.2%	Media Touchpoints 449 ↓ -24.5%	Video Views 599,467 ↓ -65.7%

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.	Jan 2019	\$3,976,063	7,776%	2,012,651	36.88%
2.	Dec 2018	\$514,176	-39%	3,224,080	-89.42%
3.	Nov 2018	\$13,250,721	2,348%	4,300,052	-50.09%
4.	Oct 2018	\$4,014,691	1,762%	12,312,208	82.44%
5.	Sep 2018	\$515,837	479%	6,188,290	92.53%
6.	Aug 2018	\$2,376,632	1,105%	10,402,013	-13.46%
7.	Jul 2018	\$1,439,448	361%	3,099,199	-75.31%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jan 2019	\$54,791	-90%	173,796,856	-54.65%
2.	Dec 2018	\$335,479	-19%	413,259,526	-19.24%
3.	Nov 2018	\$117,489	-77%	196,003,340	-71.67%
4.	Oct 2018	\$277,337	-19%	367,206,208	-9.66%
5.	Sep 2018	\$220,597	-52%	229,118,396	-53.95%
6.	Aug 2018	\$229,333	-41%	345,348,330	-18.48%
7.	Jul 2018	\$67,786	-79%	85,502,297	-79.52%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jan 2019	98	-7.5%	42	31.3%
2.	Dec 2018	56	60.0%	99	80.0%
3.	Nov 2018	38	-36.7%	65	-36.9%
4.	Oct 2018	64	-65.0%	81	76.1%
5.	Sep 2018	71	-2.7%	71	12.7%
6.	Aug 2018	45	-37.5%	65	27.5%
7.	Jul 2018	40	14.3%	28	-44.0%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Feb 2019	282,893	5.1%	13,909	-86.2%
2.	Jan 2019	282,508	5.1%	32,154	-69.8%
3.	Dec 2018	281,808	5.3%	14,205	-93.0%
4.	Nov 2018	281,078	5.6%	62,943	-92.0%
5.	Oct 2018	279,222	5.8%	63,543	-66.7%
6.	Sep 2018	278,802	7.0%	222,859	44.8%
7.	Aug 2018	276,593	7.2%	159,119	42.9%

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.

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.