



Board Meeting

Wednesday, August 30, 2023 | 9:00 a.m.

The North Carolina Arboretum | 100 Frederick Law Olmsted Way | Education Center Library
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.	Approval of July 26, 2023 Meeting Minutes	Brenda Durden
9:10 a.m.	July 2023 Financial Reports	Mason Scott, Buncombe County Assistant Finance Director/Interim BCTDA Fiscal Agent
9:15 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:25 a.m.	Leisure, Hospitality, and Tourism Workforce Development Discussion	Vic Isley, Jennifer Kass-Green
9:45 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
9:50 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
9:55 a.m.	Miscellaneous Business	Brenda Durden
10:00 a.m.	Comments from the General Public	Brenda Durden
10:05 a.m.	Thanks to Outgoing BCTDA Board Member Andrew Celwyn	Brenda Durden
10:10 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

BCTDA Annual Meeting | September 19, 2023, 2:00 – 7:00 p.m. | The Wortham Center for the Performing Arts

The next joint BCTDA monthly meeting is **Wednesday, September 27, 2023**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. 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
Explore Asheville – 27 College Place, Asheville

Board Meeting Minutes
Wednesday, July 26, 2023

Present (Voting):	Brenda Durden, Chair; Matthew Lehman, Vice Chair; Kathleen Mosher, HP Patel, Larry Crosby, Andrew Celwyn, Elizabeth Putnam, Scott Patel
Absent (Voting):	Michael Lusick
Present (Ex-Officio):	Buncombe County Commissioner Terri Wells, Asheville Vice Mayor Sandra Kilgore
Staff:	Vic Isley, Jennifer Kass-Green, Michael Kryzanek, Carli Adams, Penelope Whitman, Kimberly Puryear, Tiffany Thacker, Julia Simpson, Ashley Greenstein, Josh Jones, Glenn Ramey, Connie Holliday, Shawn Boone, Kathryn Dewey
BC Finance:	Mason Scott, Buncombe County/BCTDA Interim Fiscal Agent
In-Person Attendees:	Colleen Swanson, Meetings Database Institute (MDI) Chris Corl, Debra Campbell; City of Asheville Brian DeWine, Asheville Tourists Randy Claybrook, Asheville Bed & Breakfast Association Rick Bell, Asheville Buncombe Hotel Association Sharon Tabor, Jason Burk; Black Mountain-Swannanoa Chamber of Commerce Chris Smith, Asheville Buncombe Regional Sports Commission John Ellis, Prior BCTDA Board Member Rubi Molina, Lacy Cross; Movement Bank Olivia Ward, OnWard Digital Media Dave Nutter, Planner Jason Sanford, Ashevillegas.com Chase Davis, Mountain Xpress Sarah Honosky, Asheville Citizen Times
Online Attendees:	Nick Kepley, Sha'Linda Pruitt, Khal Khoury, Emily Crosby, Tina Porter, Anna Harris, McKenzie Provost, Cass Herrington, Ali Wainright; Explore Asheville Jim Muth, TPDF Committee Scott Kerchner, Element Downtown Tina Kinsey, Asheville Regional Airport Diane Rogers, Pinecrest Bed & Breakfast Chip Craig, Greybeard Rentals Zach Wallace, Asheville Area Chamber of Commerce Madison Davis, Asheville Buncombe Regional Sports Commission Chelsey Hett, Love the Green Andrew Nissley, Niche Core LLC Olivia Terrell, The Indigo Road Hospitality Group

Executive Summary of Meeting Minutes

- Durden 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.
- Isley acknowledged new board leadership.
- Minutes from the June 28, 2023, BCTDA meeting were approved with an 8-0 vote.
- The preliminary June 2023 financial reports were reviewed and approved with an 8-0 vote.
- Isley provided her President & CEO's report.
- The TPDF Committee's Major Works Pathway funding recommendation for McCormick Field was approved with a 7-1 vote.
- Michael Kryzanek, Carli Adams, and Colleen Swanson presented on business development efforts.
- Kimberly Puryear provided a status update on the Black Cultural Heritage Trail.
- Vice Mayor Sandra Kilgore and Commissioner Terri Wells gave brief reports.
- With an 8-0 vote, the BCTDA meeting adjourned at 11:11 a.m.

Call to Order of the Joint BCTDA Meeting

Durden 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.

Durden 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.

Isley recognized and thanked the outgoing chair, Mosher. Isley welcomed the new chair, Durden, as well as vice chair, Lehman, and nonprofit treasurer, HP Patel.

Approval of Meeting Minutes

Crosby made a motion to approve the June 28, 2023, regular meeting minutes. Celwyn seconded the motion. There was no discussion. A vote was taken; with all in favor, the motion carried 8-0.

June 2023 Preliminary Financial Reports

Mason Scott, BCTDA interim fiscal agent, presented the preliminary June 2023 financial reports. The final June reports will be presented in the fall in conjunction with the annual audit.

Lehman made a motion to approve the preliminary June 2023 financial reports as presented. Crosby seconded the motion. A vote was taken; with all in favor, the motion carried 8-0.

President & CEO Report

Isley acknowledged the BCTDA's 40th anniversary, shared events in July and August that Explore Asheville supported, and presented June lodging occupancy and demand compared to prior years. Isley reflected on mid-year lodging performance, compared Buncombe County to other markets, and mentioned anticipated hotel openings. Isley concluded with key takeaways and emphasized the importance of shining a spotlight on Asheville; she played a new 60-second commercial spot.

Tourism Product Development Fund (TPDF) – Major Works Pathway

McCormick Field Funding Decision

Durden reminded everyone that the board discussed the TPDF Committee's funding recommendation for McCormick Field in the prior month's meeting. The recommendation was to grant the project \$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 were outlined. Durden explained this would be a monumental investment. Staff answered all questions.

Lehman then made a motion to approve the investment for the McCormick Field Major Works project as recommended by the Product Development Committee. Mosher seconded the motion. A vote was taken. Six board members voted in favor and Celwyn and Scott Patel opposed.

Isley pointed out that two-thirds of the BCTDA's current voting members must approve TPDF expenditures due to the new legislative requirements; thus, the 6-2 vote meant the motion failed. Additional discussion followed, and those who voted in favor explained their reasons for doing so and those who opposed explained their concerns.

Scott Patel suggested reconsideration of the motion and a revote. There was discussion about postponing reconsideration until all voting board members were present but concern was raised that doing so would affect the project's timeline. Durden agreed with the reconsideration and calling another vote. Upon the second vote, seven voted in favor, including Scott Patel; Celwyn remained opposed. As a result, the motion passed.

Business Development Update – Group Sales Performance and Marketing

Business Development Overview

Michael Kryzanek, vice president of business development for Explore Asheville, introduced himself and shared his background. He outlined the guiding principles for business development. He explained the business development cycle and specific efforts of the department. He gave an overview of team members, recapped FY23 achievements, and showed performance compared to other markets. Kryzanek then shared information about Asheville Business Events Council and about securing AdventureELEVATE 2024.

Group Marketing

Carli Adams, group marketing manager for Explore Asheville, explained how the marketing team supports business development efforts. Adams spoke about recent work and new tools.

Meetings Database Institute Analysis

Colleen Swanson, executive vice president for Meetings Database Institute (MDI), said MDI has worked with Explore Asheville for three years. Swanson provided background on MDI and then presented groups arrivals and data trends for FY24, which considered market segments, feeder markets, group sizes, arrival months, lead times, etc.

Black Cultural Heritage Trail Update

Penelope Whitman, vice president of Partnership & Destination Management for Explore Asheville, stated her background. Whitman then introduced Kimberly Puryear, destination project manager for Explore Asheville. Puryear shared the history of the Black Cultural Heritage Trail (formerly African American Heritage Walking Trail) and provided a progress report and previews of the storylines and designs. Puryear outlined the project's next steps; the anticipated completion is November 2023.

Asheville City Council Update

Vice Mayor Kilgore reported on recent city-related business, including the prioritization of affordable housing and the latest housing development approvals.

Buncombe County Commission Update

Commissioner Wells reported on recent county-related business, including broadband expansion, the ribbon cutting at Enka Recreation Destination, school investments, and new wildlife safety ordinances.

Miscellaneous Business

There was no miscellaneous business presented at this meeting.

Comments from the General Public

No one from the public signed up to make virtual or in-person comments during this meeting.

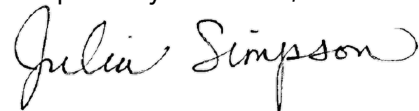
Adjournment

HP Patel made a motion to adjourn the meeting, and Crosby seconded the motion. With all in favor, the motion carried 8-0. The meeting was adjourned at 11:11 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, August 30, 2023, beginning at 9:00 a.m., in the library of The North Carolina Arboretum, located at 100 Frederick Law Olmsted Way.

Respectfully submitted,

A handwritten signature in cursive script that reads "Julia Simpson".

Julia Simpson, Manager, Executive & Strategy

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating Fund, Budget and Actual

July 31, 2023

					(%)	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	\$ 25,000,000	\$ 2,216,006	\$ 2,216,006	\$ 22,783,994	8.9%	\$ -	-
Investment income	-	2,640	2,640	(2,640)	-	1,146	130.4%
Other income	-	-	-	-	-	-	-
Earned revenue	-	-	-	-	-	-	-
Total revenues	25,000,000	2,218,646	2,218,646	22,781,354	8.9%	1,146	193549.8%
Expenditures:							
Salaries and Benefits	4,102,000	165,141	165,141	3,936,859	4.0%	121,913	35.5%
Sales	2,122,000	119,018	119,018	2,002,982	5.6%	116,318	2.3%
Marketing	19,478,000	1,317,387	1,317,387	18,160,613	6.8%	187,302	603.3%
Community Engagement	548,000	26,917	26,917	521,083	4.9%	10,052	167.8%
Administration & Facilities	1,250,000	147,196	147,196	1,102,804	11.8%	81,812	79.9%
Events/Festivals/Sponsorships	-	-	-	-	-	-	-
Total expenditures	27,500,000	1,775,659	1,775,659	25,724,341	6.5%	517,397	243.2%
Revenues over (under) expenditures	(2,500,000)	442,987	442,987			\$ (516,252)	-185.8%
Other Financing Sources:							
Appropriated Fund Balance	2,500,000	-	-				
Total other financing sources	2,500,000	-	-				
Net change in fund balance	\$ -	\$ 442,987	442,987				
Fund balance, beginning of year			26,133,409				
Fund balance, end of month			<u>\$ 26,576,396</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 \$6,269,373 and revenue dedicated to LIFT is projected at \$6,269,373 for FY24.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Earned Revenue Fund, Budget and Actual

July 31, 2023

					(%)	Prior Year	
	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	Budget Used	Year to Date Actual	(%) Change From
Revenues:							
Earned revenue	216,400	17,690	17,690	198,710	8.2%	15,475	14.3%
Total revenues	216,400	17,690	17,690	198,710	8.2%	15,475	14.3%
Expenditures:							
Events/Festivals/Sponsorships	250,000	-	-	250,000	0.0%	13,000	-100.0%
Total expenditures	250,000	-	-	250,000	0.0%	13,000	-100.0%
Revenues over (under) expenditures	(33,600)	17,690	17,690			\$ 2,475	614.6%
Other Financing Sources:							
Carried over earned income	33,600	-	-				
Total other financing sources	33,600	-	-				
Net change in fund balance	\$ -	\$ 17,690	17,690				
Fund balance, beginning of year			75,287				
Fund balance, end of month			\$ 92,977				

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

July 31, 2023

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	-	\$ -	\$ 2,449,683	-	\$ -	\$ 603,280	-	\$ -	\$ 603,280	-
August	-	2,099,768	-	-	4,549,450	-	-	\$ 517,107	-	-	1,120,387	-
September	-	2,161,132	-	-	6,710,582	-	-	\$ 532,219	-	-	1,652,606	-
October	-	2,828,072	-	-	9,538,654	-	-	\$ 696,466	-	-	2,349,072	-
November	-	2,031,798	-	-	11,570,453	-	-	\$ 500,368	-	-	2,849,440	-
December	-	2,050,449	-	-	13,620,901	-	-	\$ 504,961	-	-	3,354,401	-
January	-	1,288,286	-	-	14,909,187	-	-	\$ 317,264	-	-	3,671,666	-
February	-	1,301,348	-	-	16,210,535	-	-	\$ 320,481	-	-	3,992,147	-
March	-	1,792,837	-	-	18,003,371	-	-	\$ 441,519	-	-	4,433,666	-
April	-	1,891,348	-	-	19,894,719	-	-	\$ 465,780	-	-	4,899,446	-
May	-	1,942,654	-	-	21,837,373	-	-	\$ 478,415	-	-	5,377,861	-
June	-	2,216,006	-	-	24,053,379	-	-	\$ 545,733	-	-	5,923,593	-
Total revenues	\$ -	\$ 24,053,379		\$ -	\$ 24,053,379		\$ -	\$ 5,923,593		\$ -	\$ 5,923,593	

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	-	\$ -	\$ 3,656,243	-
August	-	517,107	-	-	1,120,387	-	-	\$ 3,133,982	-	-	6,790,224	-
September	-	532,219	-	-	1,652,606	-	-	\$ 3,225,570	-	-	10,015,794	-
October	-	696,466	-	-	2,349,072	-	-	\$ 4,221,003	-	-	14,236,798	-
November	-	500,368	-	-	2,849,440	-	-	\$ 3,032,535	-	-	17,269,332	-
December	-	504,961	-	-	3,354,401	-	-	\$ 3,060,371	-	-	20,329,703	-
January	-	317,264	-	-	3,671,666	-	-	\$ 1,922,815	-	-	22,252,518	-
February	-	320,481	-	-	3,992,147	-	-	\$ 1,942,310	-	-	24,194,828	-
March	-	441,519	-	-	4,433,666	-	-	\$ 2,675,876	-	-	26,870,704	-
April	-	465,780	-	-	4,899,446	-	-	\$ 2,822,907	-	-	29,693,610	-
May	-	478,415	-	-	5,377,861	-	-	\$ 2,899,484	-	-	32,593,094	-
June	-	545,733	-	-	5,923,593	-	-	\$ 3,307,472	-	-	35,900,566	-
Total revenues	\$ -	\$ 5,923,593		\$ -	\$ 5,923,593		\$ -	\$ 35,900,566		\$ -	\$ 35,900,566	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

July 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 26,483,770	\$ 30,730,005	\$ (4,246,235)	116.0%
Investment Income	-	3,212,858	(3,212,858)	0.0%
Total revenues	<u>26,483,770</u>	<u>33,942,863</u>	<u>(7,459,093)</u>	<u>128.2%</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	76,399	423,601	15.3%
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 Cragnolin Park - Greenway Phase)	360,790	-	360,790	-
2022 UNC Asheville Foundation - Athletics (UNC Asheville Karl Straus Track Renovation &	1,500,000	1,000,000	500,000	66.7%
Total product development projects	<u>25,912,570</u>	<u>2,329,262</u>	<u>23,583,308</u>	<u>9.0%</u>
Product development fund administration	<u>571,200</u>	<u>-</u>	<u>571,200</u>	<u>-</u>
Total product development fund	<u>\$ 26,483,770</u>	<u>\$ 2,329,262</u>	<u>\$ 24,154,508</u>	<u>8.8%</u>

Product Development Funds Available for Future Grants

Total Net Assets	\$ 31,361,260
Less: Liabilities/Outstanding Grants	(23,583,308)
Less: Unspent Admin Budget (Current Year)	(571,200)
Current Product Development Amount Available	<u>\$ 7,206,752</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
Monthly Legacy Investment from Tourism Fund

July 31, 2023

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 339,560	\$ 5,923,593	\$ (5,584,033)	1744.5%
Investment Income	-	-	-	-
Total revenues	<u>339,560</u>	<u>5,923,593</u>	<u>(5,584,033)</u>	<u>1744.5%</u>
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
LIFT fund administration	<u>339,560</u>	<u>98,618</u>	<u>240,942</u>	<u>29%</u>
Total product development fund	<u>\$ 339,560</u>	<u>\$ 98,618</u>	<u>\$ 240,942</u>	<u>29%</u>
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		\$ 6,077,251		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		(240,942)		
Current Product Development Amount Available		<u>\$ 5,836,309</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

July 31, 2023

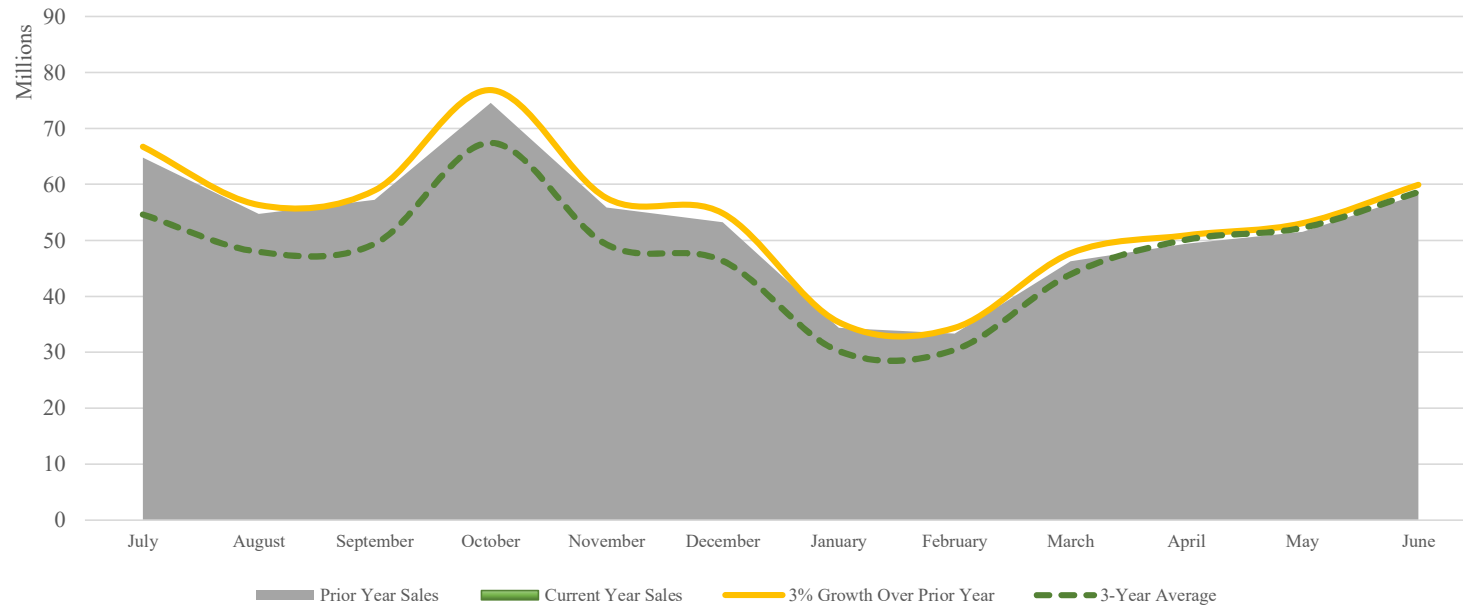
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 26,993,293	\$ 31,361,260	\$ 6,077,251	\$ 58,354,553
Receivables	-	-	-	-
Total current assets	<u>\$ 26,993,293</u>	<u>\$ 31,361,260</u>	<u>\$ 6,077,251</u>	<u>58,354,553</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ 135,670	\$ -	\$ -	\$ 135,670
Future events payable	188,250	\$ 23,583,308	\$ -	\$ 23,771,558
Total current liabilities	<u>323,920</u>	<u>\$ 23,583,308</u>	<u>\$ -</u>	<u>\$ 23,907,228</u>
Fund Balances:				-
Restricted for product development fund	-	7,777,952	-	7,777,952
Restricted for LIFT fund	-	-	6,077,251	6,077,251
Committed for event support program	92,977	-	-	92,977
State Required Contingency	2,000,000	-	-	2,000,000
Designated Contingency	13,750,000	-	-	13,750,000
Undesignated (cash flow)	10,826,396	-	-	10,826,396
Total fund balances	<u>26,669,373</u>	<u>7,777,952</u>	<u>6,077,251</u>	<u>40,524,576</u>
Total liabilities and fund balances	<u>\$ 26,993,293</u>	<u>\$ 31,361,260</u>	<u>\$ 6,077,251</u>	<u>\$ 58,354,553</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

July 31, 2023



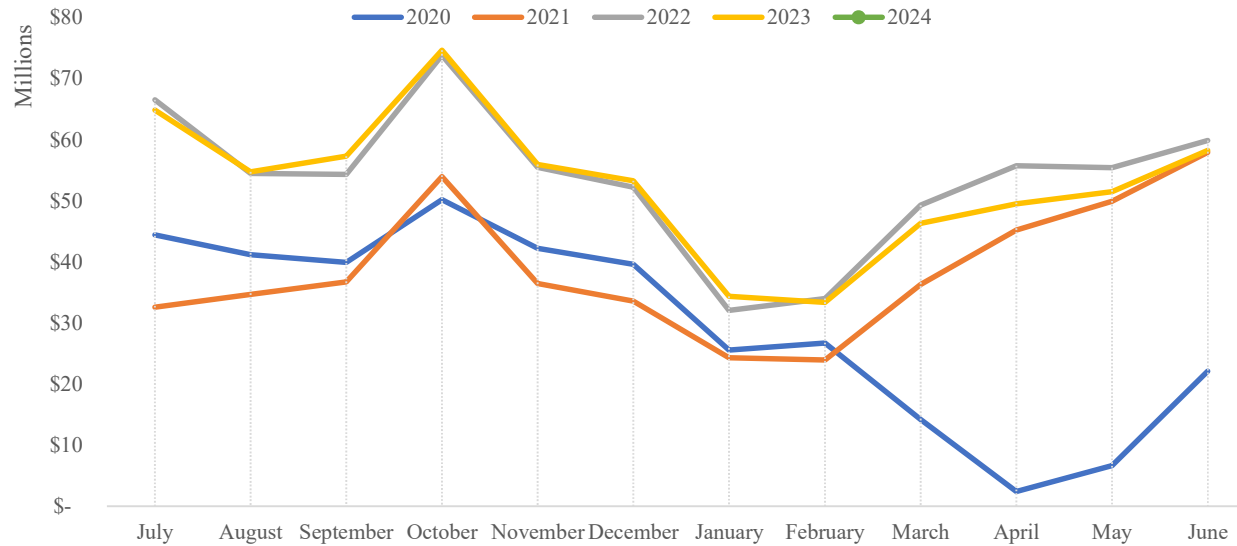
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ -	\$ 64,793,944	-	-	\$ 66,737,762	\$ 54,604,010
August	-	54,692,346	-	-	56,333,117	47,922,718
September	-	57,239,527	-	-	58,956,713	49,386,630
October	-	74,593,066	-	-	76,830,857	67,418,788
November	-	55,871,136	-	-	57,547,271	49,240,006
December	-	53,239,883	-	-	54,837,079	46,336,030
January	-	34,343,181	-	-	35,373,476	30,208,671
February	-	33,341,232	-	-	34,341,469	30,422,143
March	-	46,279,499	-	-	47,667,884	43,920,302
April	-	49,428,937	-	-	50,911,806	50,104,257
May	-	51,488,165	-	-	53,032,810	52,233,394
June	-	58,202,040	-	-	59,948,102	58,614,492
Total revenues	\$ -	\$ 633,512,956			\$652,518,345	\$580,411,441

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

July 31, 2023



	2020	2021	2022	2023	2024
Month of lodging sales:					
July	\$ 44,385,965	\$ 32,547,111	\$ 66,470,974	\$ 64,793,944	\$ -
August	41,113,655	34,663,339	54,412,470	54,692,346	-
September	39,869,174	36,683,164	54,237,200	57,239,527	-
October	50,148,618	53,914,047	73,749,252	74,593,066	-
November	42,190,154	36,458,675	55,390,208	55,871,136	-
December	39,595,569	33,578,528	52,189,677	53,239,883	-
January	25,561,453	24,245,119	32,037,713	34,343,181	-
February	26,696,319	23,933,141	33,992,055	33,341,232	-
March	14,208,120	36,243,884	49,237,522	46,279,499	-
April	2,402,461	45,171,098	55,712,735	49,428,937	-
May	6,624,541	49,864,809	55,347,208	51,488,165	-
June	22,108,839	57,868,695	59,772,742	58,202,040	-
Total lodging sales	\$ 354,904,866	\$ 465,171,612	\$ 642,549,756	\$ 633,512,956	\$ -

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

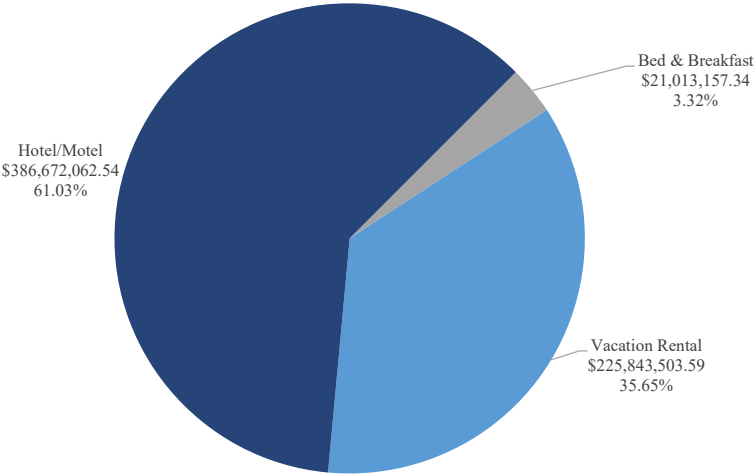
July 31, 2023

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	-		\$ -	\$ 24,336,889	-		\$ -	\$ 2,171,831	-		\$ -	\$ 64,793,944	-	
August	-	32,455,303	-		-	20,495,606	-		-	1,741,438	-		-	54,692,346	-	
September	-	35,849,675	-		-	19,398,945	-		-	1,990,907	-		-	57,239,527	-	
October	-	49,127,044	-		-	22,583,974	-		-	2,882,048	-		-	74,593,066	-	
November	-	36,146,338	-		-	17,809,637	-		-	1,915,162	-		-	55,871,136	-	
December	-	35,487,787	-		-	16,100,003	-		-	1,652,092	-		-	53,239,883	-	
January	-	17,291,742	-		-	16,214,912	-		-	836,527	-		-	34,343,181	-	
February	-	17,883,059	-		-	14,655,887	-		-	802,287	-		-	33,341,232	-	
March	-	27,142,743	-		-	17,795,786	-		-	1,340,970	-		-	46,279,499	-	
April	-	30,034,631	-		-	17,581,741	-		-	1,812,565	-		-	49,428,937	-	
May	-	31,883,884	-		-	17,726,273	-		-	1,878,008	-		-	51,488,165	-	
June	-	35,084,633	-		-	21,128,084	-		-	1,989,323	-		-	58,202,040	-	
Total	\$ -	\$ 386,672,063			\$ -	\$ 225,827,736			\$ -	\$ 21,013,157			\$ -	\$ 633,512,956		

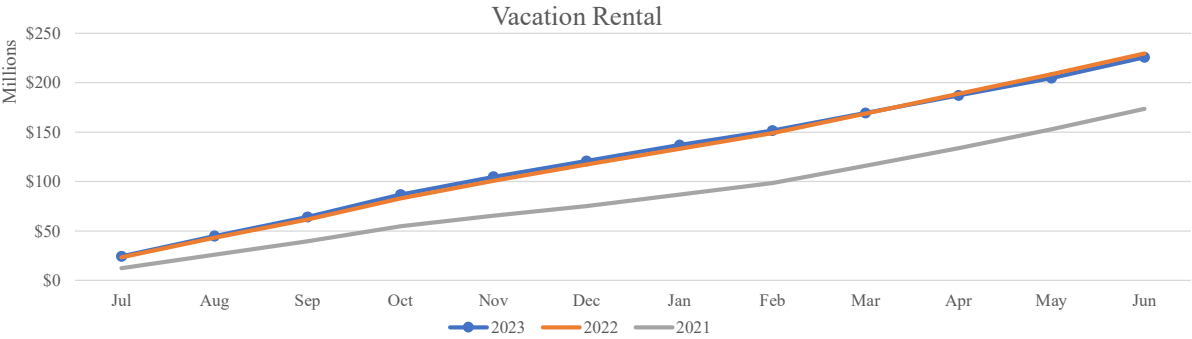
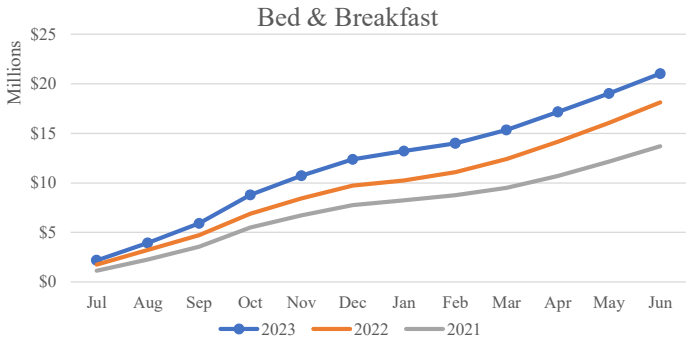
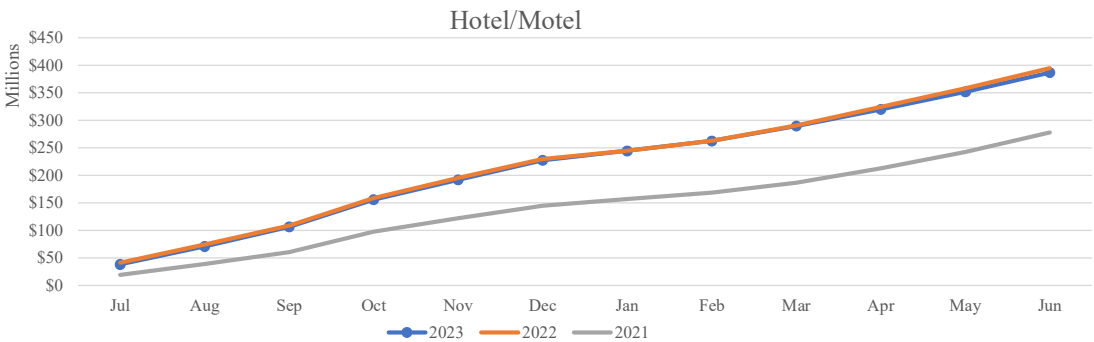
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
July 31, 2023

Total Lodging Sales by Type, Year-to-Date



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



Destination Performance Report

ASHEVILLE

Lodging & Visitor Overview - July 2023

Lodging Sales \$58,202,040 (June) ↓ -2.4%	Hotel Occupancy* 76.4% (June) ↓ -0.4%	Hotel Demand* 208,474 (June) ↓ -0.9%	Hotel ADR* \$181.01 (June) ↓ -2.9%	Hotel RevPAR* \$138.27 (June) ↓ -3.3%
Airport Passengers 226,839 (June) ↑ 24.9%	Asheville Visitor Center 17,680 ↓ -3.4%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 3,801 ↓ -7.2%	Travel Guide Requests 2,179 ↓ -11.6%

Lodging & Visitor Overview - Fiscal Year 22-23

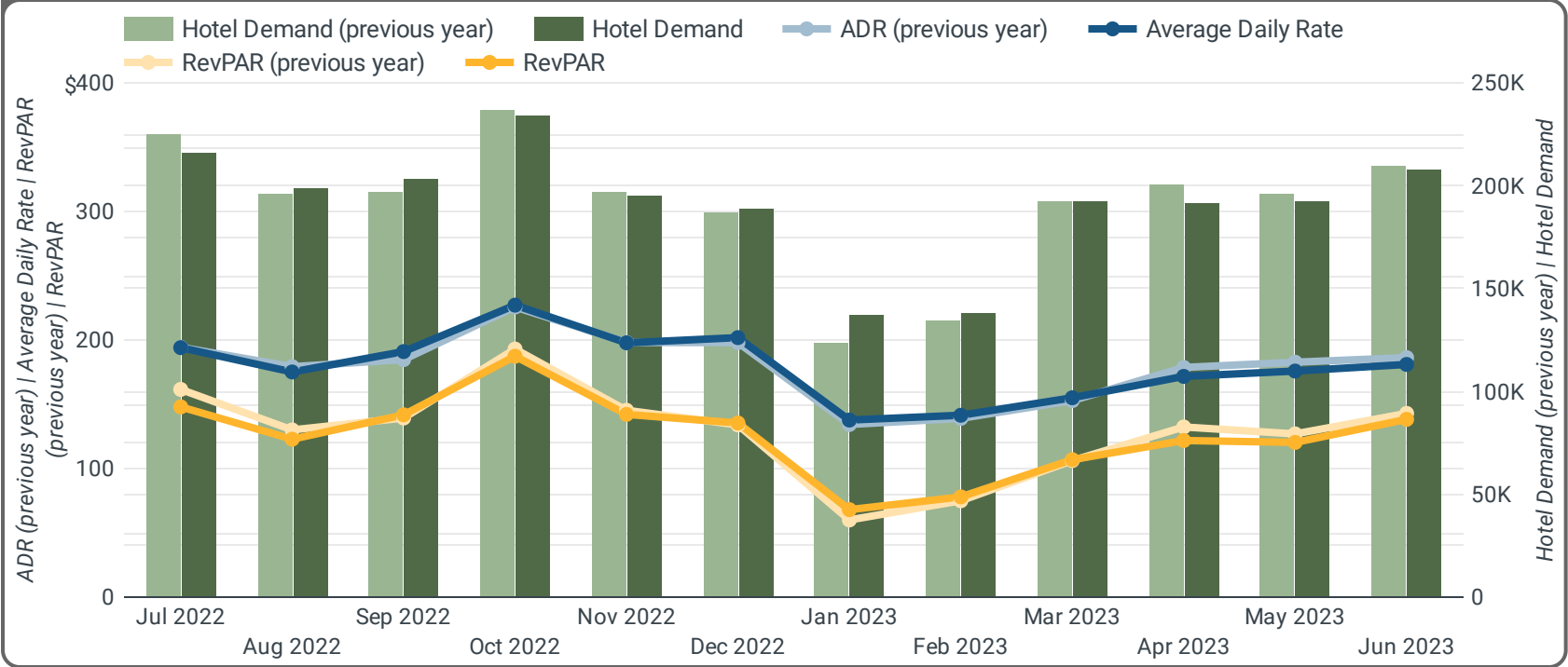
Lodging Sales \$633,512,956 ↓ -1.4%	Hotel Occupancy* 69.4% ↓ -1.4%	Hotel Demand* 2,300,883 ↓ -0.1%	Hotel ADR* \$182.11 ↓ -0.6%	Hotel RevPAR* \$126.38 ↓ -2.0%
Airport Passengers 2,012,308 ↑ 20.0%	Asheville Visitor Center 17,680 ↓ -3.4%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 3,801 ↓ -7.2%	Travel Guide Requests 2,179 ↓ -11.6%

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.

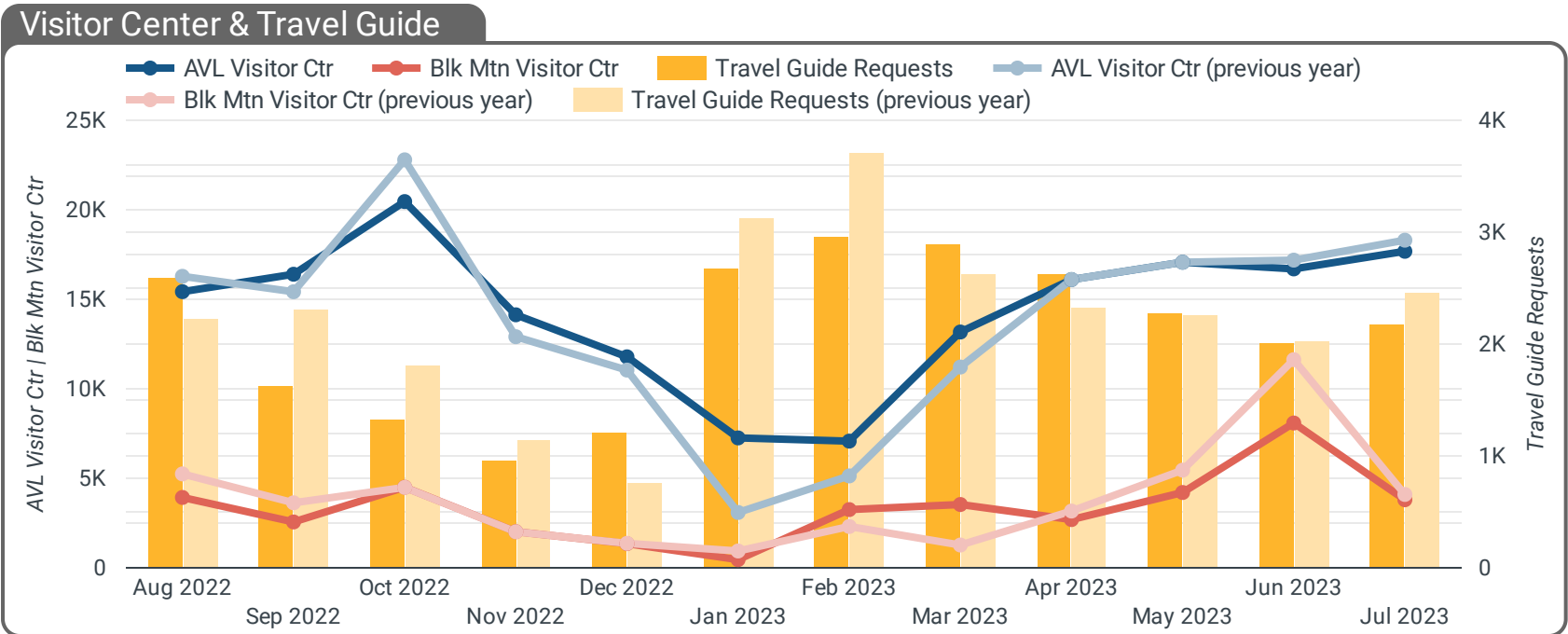
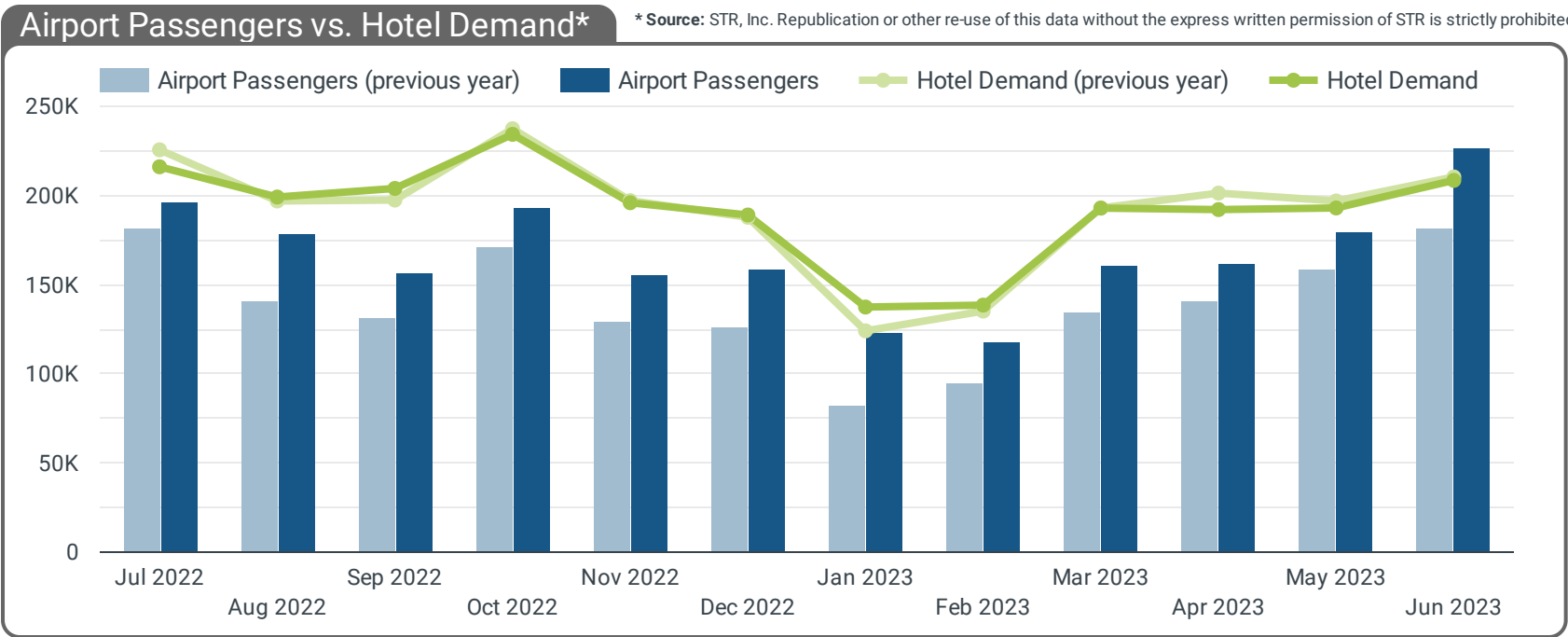
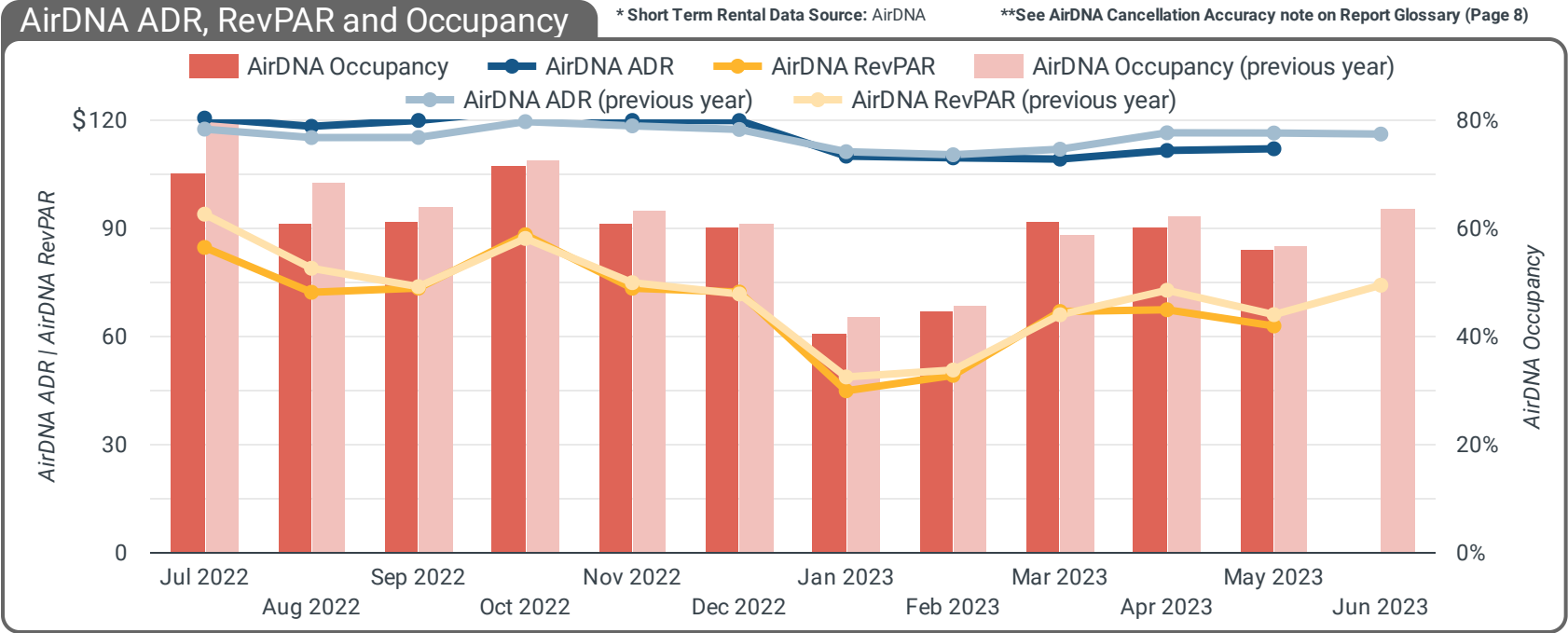
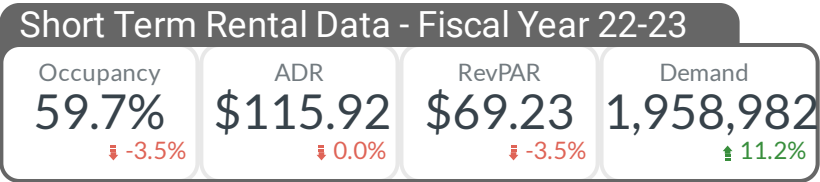
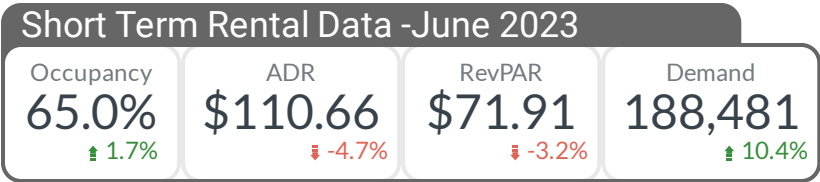


Hotel Demand*, Average Daily Rate* and Revenue Per Available Room*



Destination Performance Report

ASHEVILLE



Sales Department Performance Report

ASHEVILLE

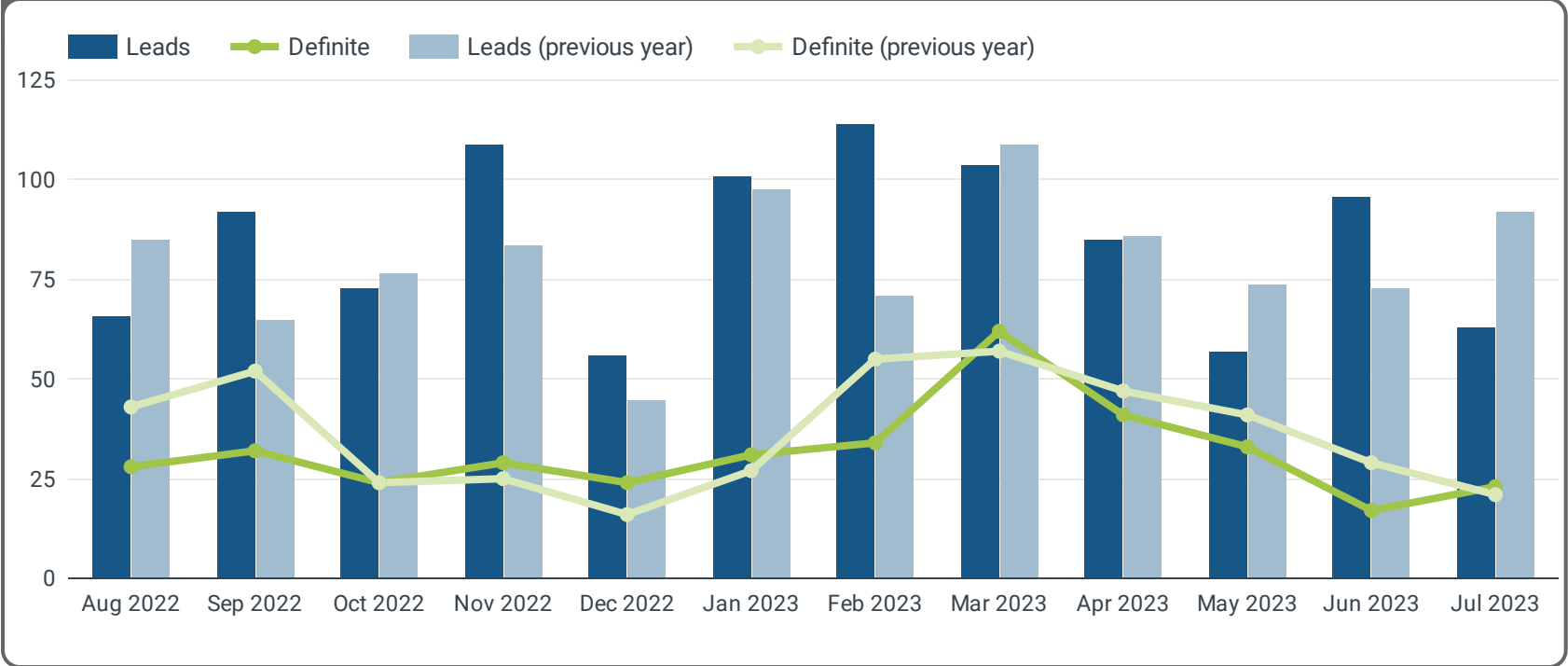
Sales Leads and Outreach - July 2023

Sales Leads Issued 63 ↓ -31.5%	Room Nights (Leads) 19,917 ↓ -25.1%	Leads Turned Definite 25 ↑ 19.0%	Room Nights (Definite) 3,616 ↑ 36.1%	Estimated Revenue \$1,014,017 ↓ -12.0%	
P2P Outreach 615 ↓ -11.3%	Indirect Outreach 0 ↓ -100.0%	Group Events 26 ↓ -18.8%	Room Nights Generated 2,632 ↑ 25.9%	Actualized Revenue \$1,113,162 ↑ 52.9%	Groups Served 28 ↓ -22.2%

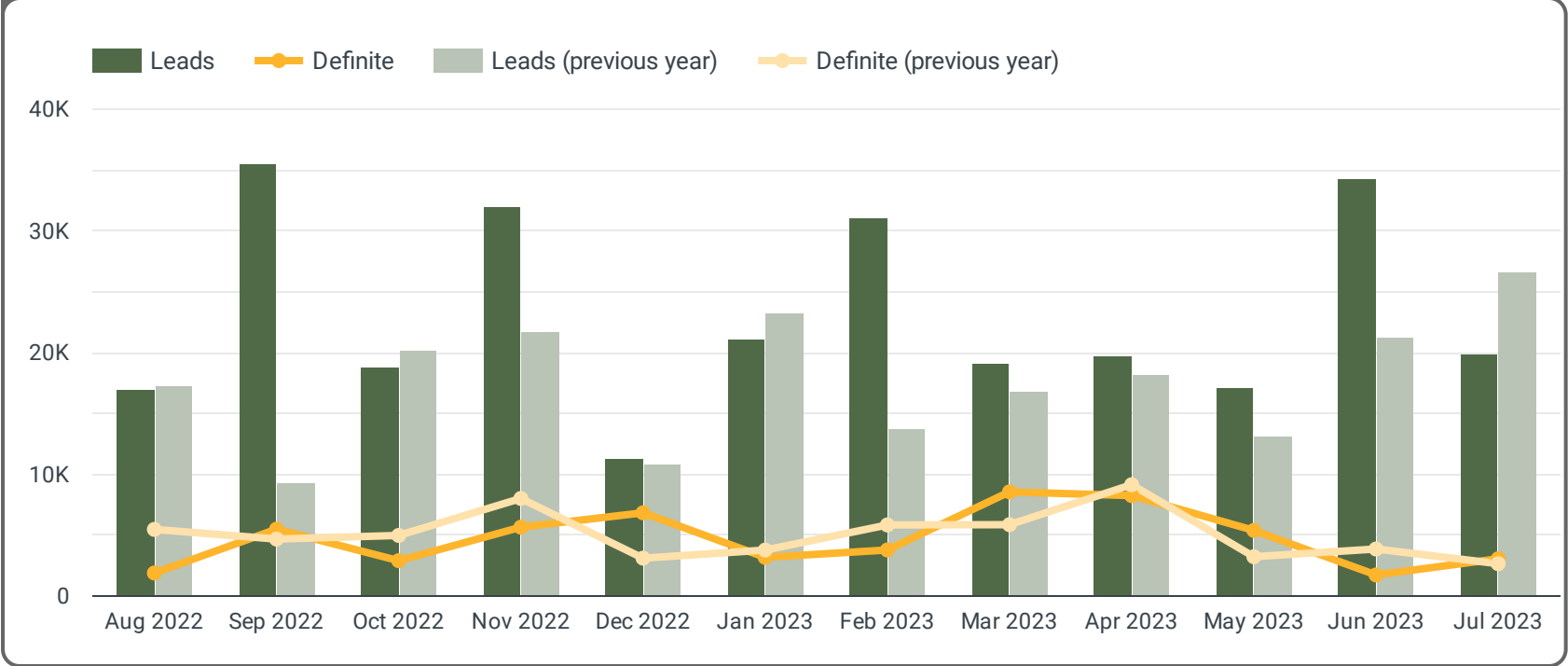
Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 63 ↓ -31.5%	Room Nights (Leads) 19,917 ↓ -25.1%	Leads Turned Definite 25 ↑ 19.0%	Room Nights (Definite) 3,616 ↑ 36.1%	Estimated Total Revenue \$1,014,017 ↓ -12.0%	
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Sales Leads vs. Definite



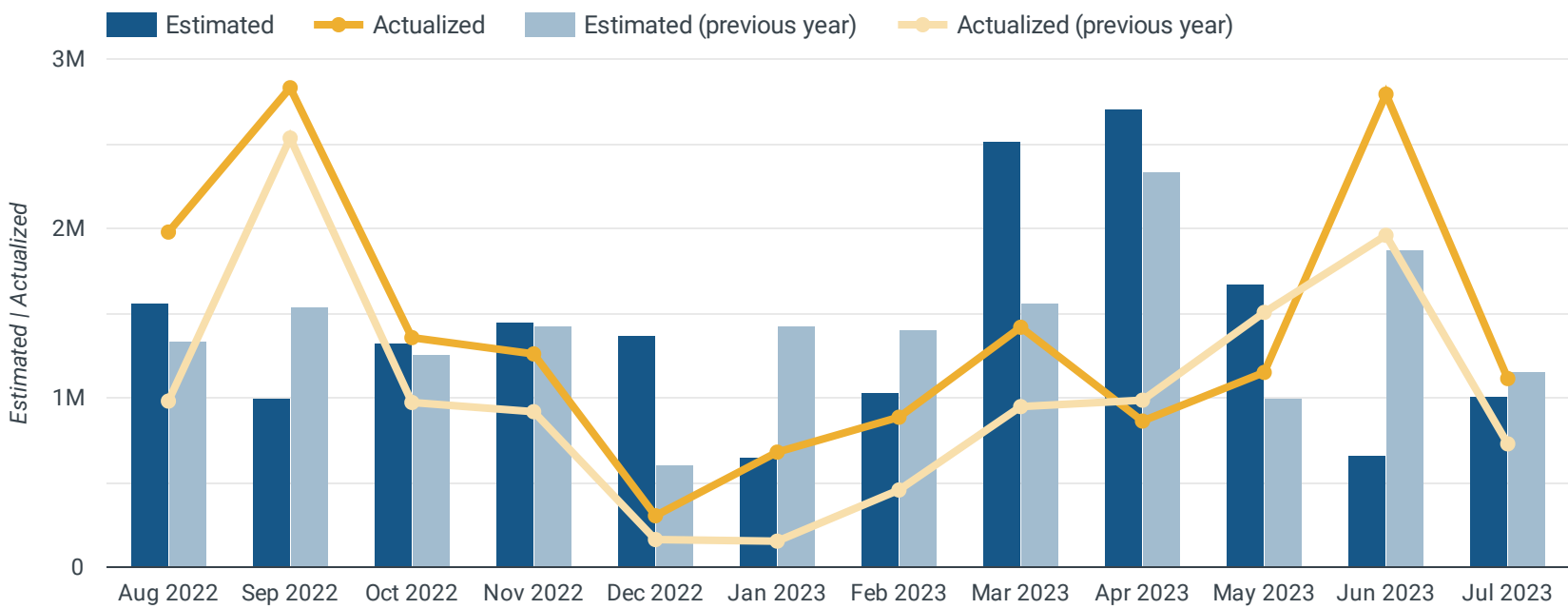
Room Nights Represented in Leads vs. Definite



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.	Jul 2023		615	-11.3%	0		-1.0
2.	Jun 2023		697	-29.5%	55,357		-0.8
3.	May 2023		426	3.1%	126,983		4.0
4.	Apr 2023		393	-58.7%	100,012		7.5
5.	Mar 2023		461	-4.8%	3,102,094		296.7
6.	Feb 2023		866	53.0%	207		-1.0
7.	Jan 2023		545	31.0%	10,424		30.6
8.	Dec 2022		746	26.2%	11,205		7.5
9.	Nov 2022		753	9.4%	758		-1.0
10.	Oct 2022		429	-50.1%	2,706		-0.9

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Jul 2023		26	-18.8%	2,632		25.9%
2.	Jun 2023		39	-22.0%	6,971		24.3%
3.	May 2023		31	-16.2%	2,884		-25.0%
4.	Apr 2023		30	-18.9%	3,010		-7.5%
5.	Mar 2023		28	7.7%	5,309		18.9%
6.	Feb 2023		18	28.6%	2,352		33.7%
7.	Jan 2023		7	-22.2%	1,772		238.8%
8.	Dec 2022		22	15.8%	1,106		23.3%
9.	Nov 2022		39	30.0%	3,778		36.9%
10.	Oct 2022		60	11.1%	3,787		40.3%

Marketing Department Performance Report

ASHEVILLE

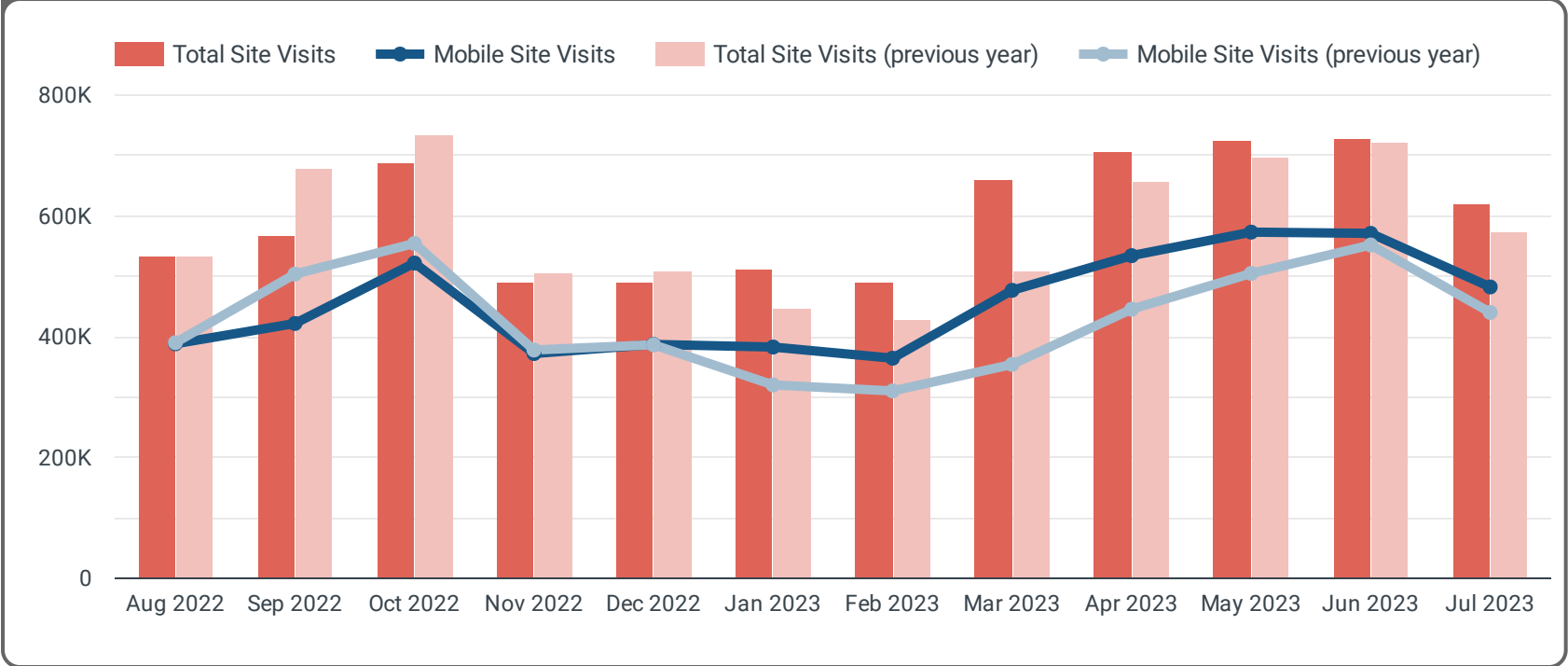
Marketing Metrics Overview - July 2023

Website Visits 617,037 ↑ 8.2%	Mobile Site Visits 479,997 ↑ 10.0%	aRes - Room Nights 53 ↓ -13.1%	aRes - Room Revenue \$9,457 ↓ -21.1%	Total Facebook Fans 326,015 ↑ 5.7%
PR Publicity Value \$1,891,195 ↓ -49.8%	PR Estimated Impressions 1,004,602,683 ↓ -26.3%	Significant Placements 9 ↓ -71.9%	Media Touchpoints 53 ↑ 32.5%	Video Views 152,931 ↓ -58.1%

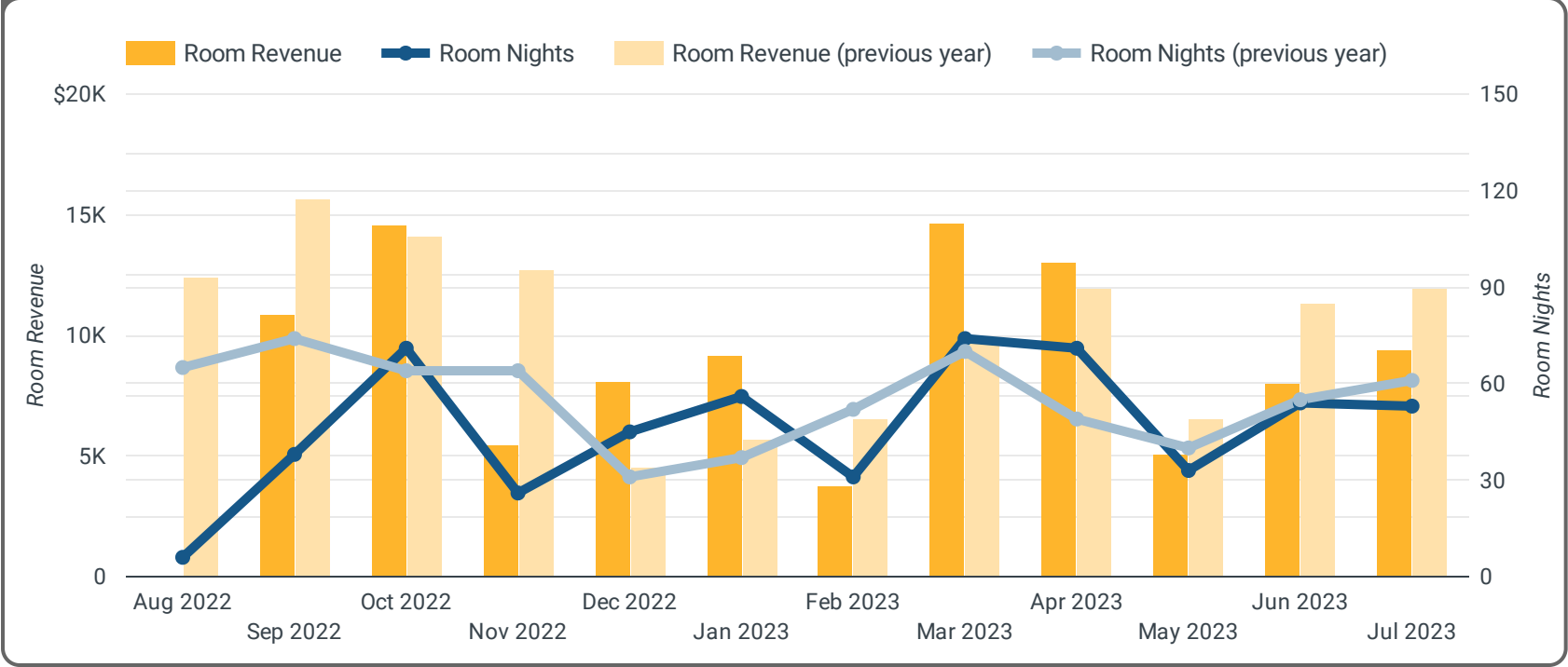
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 617,037 ↑ 8.2%	Mobile Site Visits 479,997 ↑ 10.0%	aRes - Room Nights 53 ↓ -13.1%	aRes - Room Revenue \$9,457 ↓ -21.1%	Avg. Total Facebook Fans 326,015 ↑ 5.7%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 152,931 ↓ -58.1%

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.	Jul 2023		\$3,852	-100%		563,437	-96.59%
2.	Jun 2023		\$650,593	-33%		304,098	-96.82%
3.	May 2023		\$567	-100%		335,820	-86.95%
4.	Apr 2023		\$13,593	-100%		907,681	-91.51%
5.	Mar 2023		\$1,320	-100%		805,517	-74.27%
6.	Feb 2023		\$1,455,602	1,145%		1,738,803	-21.25%
7.	Jan 2023		\$1,005,439	851%		1,822,240	-11.7%

Online Publicity Value and Impressions

Month of Year ▾		Publicity Value - Online		% Δ	Estimated Impressions - Online		% Δ
1.	Jul 2023		\$1,887,343	-25%		1,004,039,246	-26.35%
2.	Jun 2023		\$1,170,057	-39%		689,986,534	-33.31%
3.	May 2023		\$1,731,435	28%		920,975,851	27.38%
4.	Apr 2023		\$2,336,804	57%		1,242,980,795	55.13%
5.	Mar 2023		\$3,643,725	174%		1,938,151,701	172.68%
6.	Feb 2023		\$2,812,693	106%		1,496,113,530	105.8%
7.	Jan 2023		\$3,259,924	165%		1,734,002,290	164.8%

Media Placements & Touchpoints

Month of Year ▾		Media Touchpoints / Interactions		% Δ	Significant Placements		% Δ
1.	Jul 2023		53	32.5%		9	-71.9%
2.	Jun 2023		124	244.4%		22	29.4%
3.	May 2023		77	75.0%		18	-5.3%
4.	Apr 2023		60	150.0%		19	-20.8%
5.	Mar 2023		120	26.3%		35	52.2%
6.	Feb 2023		170	400.0%		13	18.2%
7.	Jan 2023		112	86.7%		19	35.7%

Facebook Fans & Video Views (All Platforms)

Month of Year ▾		Total Facebook Fans		% Δ	Video Views		% Δ
1.	Jul 2023		326,015	5.7%		152,931	-59.2%
2.	Jun 2023		324,823	5.4%		132,944	-55.6%
3.	May 2023		322,885	5.5%		2,293,350	1,804.9%
4.	Apr 2023		315,411	3.2%		590,146	237.9%
5.	Mar 2023		314,015	2.3%		371,292	-6.5%
6.	Feb 2023		313,195	2.7%		646,581	148.6%
7.	Jan 2023		312,739	2.7%		382,005	1,289.9%

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. 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.