

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

Wednesday, August 31, 2022 | 9:00 a.m.

Center for Craft | 67 Broadway Street | Michael Sherrill Loft (3rd Floor)

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

Agenda

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Kathleen Mosher
9:05 a.m.	Approval of July 27, 2022 Meeting Minutes	Kathleen Mosher
9:10 a.m.	Financial Reports <ul style="list-style-type: none">a. July 2022 Financialsb. TPDF Project Closures Budget Amendmentc. Operating Fund Revenue Budget Amendment	Don Warn, Buncombe County Finance Director/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.	Tourism Product Development Fund Contract Amendments <ul style="list-style-type: none">a. Enka Recreation Destinationb. Woodfin Greenway & Blueway	Chris Cavanaugh, TPDF Administrator
9:45 a.m.	Marketing Investment Overview & Creative Spirit Pillar Update	Marla Tambellini, Whitney Smith
10:10 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:15 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:20 a.m.	Miscellaneous Business	Kathleen Mosher
10:25 a.m.	Comments from the General Public	Kathleen Mosher
10:30 a.m.	Adjournment	Kathleen Mosher

Save the Date:

BCTDA Annual Meeting | September 22, 2022 | 3:00 – 6:00 p.m.
DoubleTree Biltmore Village

The next joint BCTDA monthly meeting is on **Wednesday, September 28, 2022**, 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.

Explore ASHEVILLE

Buncombe County Tourism Development Authority

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

Explore Asheville Convention & Visitors Bureau – 27 College Place, Asheville

Board Meeting Minutes Wednesday, July 27, 2022

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Larry Crosby, HP Patel, Matthew Lehman, Scott Patel
- Absent (Voting):** Leah Ashburn, Andrew Celwyn, Michael Lusick
- Present (Ex-Officio):** Buncombe County Commissioner Robert Pressley, Asheville City Councilmember Sandra Kilgore
- Absent (Ex-Officio):** None
- CVB Staff:** Vic Isley, Jennifer Kass-Green, Marshall Hilliard, Carli Adams, Kathi Petersen, Jonna Sampson, Julia Simpson, Glenn Ramey, Connie Holliday
- BC Finance:** None
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Chris Cavanaugh, TPDF Committee/Magellan Strategy Group
Colleen Swanson, Meetings Database Institute (MDI)
Jane Anderson, Resident
Chris Smith, Asheville Buncombe Regional Sports Commission
Randy Claybrook, Bent Creek Lodge
- Online Attendees:** Whitney Smith, Charlie Reed, Michael Poandl, Maggie Gregg; Explore Asheville Staff
Lacy Cross, Movement Bank
John Ellis, Prior BCTDA Board Member
Tina Kinsey, Asheville Regional Airport
Timothy Love, Buncombe County
Chip Craig, Greybeard Rentals
Jim Muth, TPDF Committee
David Nutter, Connect Buncombe
Madison Davis, Asheville Buncombe Regional Sports Commission
Zach Wallace, Asheville Area Chamber of Commerce
Shannon Tuch, Town of Woodfin
Kim Lenox, Megan Shields; MMGY Global
Brian Stetson, Resident

Executive Summary of Meeting Minutes

- Mosher called the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m. Introductions were made around the room.
- The Tourism Product Development Fund (TPDF) contract amendments for Enka Recreation Destination and Woodfin Greenway & Blueway were tabled.
- Minutes from the June 29, 2022 BCTDA meeting were approved with a 6-0 vote.
- The June 2022 preliminary financial reports were reviewed and approved with a 6-0 vote.
- The FY23 budget amendment was approved with a 6-0 vote.
- The FY23 meeting schedule was approved with a 6-0 vote.
- Isley provided her President & CEO's report.
- Asheville Community Theatre's TPDF contract amendment was approved with a 6-0 vote.
- Marshall Hilliard, Carli Adams, and Colleen Swanson provided a Group Sales Performance & Marketing update.
- A brief update from Councilmember Sandra Kilgore was heard.
- A brief update from Buncombe County Commissioner Robert Pressley was heard.
- With a 6-0 vote, the BCTDA meeting adjourned at 10:06 a.m.

Call of the Joint BCTDA Meeting to Order

Mosher called the joint regular meeting of the Buncombe County Tourism Development Authority (BCTDA), a Public Authority and BCTDA, a Nonprofit Corporation, to order at 9:01 a.m.

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

Introductions were made around the room.

Mosher made an administrative note. She said that due to legislation change, which requires three-fourths of voting members approval for Tourism Product Development Fund (TPDF) expenditures, the contract amendment requests for additional funding from Enka Recreation Destination and Woodfin Greenway & Blueway would be tabled until the next meeting when seven or more of the voting board members are present. Mosher explained that Asheville Community Theatre's TPDF contract amendment could remain on the agenda for a vote because that contract amendment did not request expenditures but would instead return previously approved funds back to TPDF. There were no questions about this update.

Approval of Meeting Minutes

Lusick made a motion to approve the June 29, 2022, regular meeting minutes as presented. Durden seconded the motion. There was no discussion and with all in favor, the motion carried 6-0.

Approval of June 2022 Preliminary Financial Reports

Kass-Green reviewed the preliminary June 2022 financial statements. She said the final June reports would be presented in the fall in conjunction with the annual audit and would include any additional expenditures received after June 30. There were no questions.

Durden made a motion to approve the preliminary June 2022 financial reports as presented, and Crosby seconded the motion. A vote was taken, and with all in favor, the motion carried 6-0.

Approval of BCTDA FY23 Budget Amendment

Kass-Green said effective July 1, 2022 the legislation that guides the work of the BCTDA shifted the allocation of funding being split between the Operating Fund and the Tourism Product Development Fund (TPDF) to now split at a ratio of two-thirds occupancy taxes funding the Operating Fund, and one-third occupancy taxes funding community projects (split 50/50 between TPDF and the newly created Legacy Investment From Tourism Fund, or LIFT Fund). She outlined the updated revenue forecast and budget compared to the FY22 budget, as well as the TPDF and LIFT Fund allocations, as shown in the tables below. Kass-Green noted the existing TPDF fund balance would remain in that fund.

Revenue	FY22 Revenue Budget	FY23 Revenue Forecast (2/3)	% Total Revenue
Occupancy Taxes	20,369,690	27,217,602	67%
Fund Balance Designation	*500,000	2,000,000	
Total	20,869,690	29,217,602	68%

Expense	FY22 Budget	FY23 Proposed Budget (2/3)	% Total Revenue
Salaries & Benefits	2,889,976	3,713,360	9%
Administration & Facilities	798,580	1,150,000	3%
Marketing	*15,821,893	21,895,242	51%
Group Sales	1,236,063	2,159,000	5%
Community Engagement**	123,178	300,000	1%
Total	20,869,690	29,217,602	68%

*FY22 Revenue and Expense Budgets include \$500,000 budget amendment previously presented.

**Additional community investment funded through TPDF Administration and Earned Revenue Fund, details on upcoming slides.

	Tourism Product Development Fund	Legacy Investment From Tourism Fund
Beginning Fund Balance	15,277,511	-
Budgeted Revenue	6,800,320	6,800,320
Administrative Budget	415,000	-
Available Funds	21,662,831	6,800,320

Kass-Green outlined the budget amendment as shown below and explained how adjustments to expenses and a \$2,000,000 fund balance allocation would lead to a balanced budget in FY23.

Revenue	Previously Approved Budget	Amendment	FY23 Revenue Forecast
Occupancy Taxes	30,604,500	(3,386,898)	27,217,602
Fund Balance	-	2,000,000	2,000,000
Total	30,604,500	(1,386,898)	29,217,602
Expense	Previously Approved Budget	FY23 Amendment	FY23 Budgeted Expenses
Salaries & Benefits	3,635,000	78,360	3,713,360
Administration & Facilities	1,250,000	(100,000)	1,150,000
Marketing	23,210,500	(1,315,258)	21,895,242
Group Sales	2,209,000	(50,000)	2,159,000
Community Engagement	300,000		300,000
Total	30,604,500	(1,386,898)	29,217,602

There were no questions. Crosby made a motion to approve the FY23 budget amendment as presented, and Lusick seconded the motion. There was no discussion, and with all in favor, the motion carried 6-0.

Approval of the Proposed FY23 Meeting Schedule

Mosher presented the proposed meeting schedule for the fiscal year and proposed cancelling the December 2022 meeting. Mosher noted that one meeting per quarter would be held at other venues in the community. She announced plans for August's meeting to be at Center for Craft and November's meeting to be at The Collider; both venues are former TPDF grant recipients. The 2023 locations will be announced later. Crosby made a motion to approve the FY23 meeting schedule as presented, and HP Patel seconded the motion. There was no discussion and with all in favor, the motion carried 6-0. The approved meeting schedule is provided below.

FY 2022-23 BCTDA Board Meeting Schedule		
www.ashevillecvb.com/bctda/		
Date	Time	Location
Wednesday, July 27, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, August 31, 2022	9:00 - 11:00 a.m.	Center for Craft, 67 Broadway Street
Wednesday, September 28, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, October 26, 2022	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, November 30, 2022	9:00 - 11:00 a.m.	The Collider, 1 Haywood St (4th Floor)
Wednesday, December 14, 2022 Canceled	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, January 25, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, February 22, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place
Thursday, March 23, 2023	9:00 - 11:00 a.m. *March Board Meeting	Explore Asheville CVB, 27 College Place
Friday, March 24, 2023	9:00 a.m. - 6:00 p.m. *Annual Planning Retreat	Location TBD
Wednesday, April 26, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, May 31, 2023	9:00 - 11:00 a.m.	Explore Asheville CVB, 27 College Place
Wednesday, June 28, 2023	9:00 - 11:00 a.m.	Location TBD

President & CEO Report

Vic Isley provided a lodging market overview following the request for more information in the July meeting. She started with June lodging occupancy and noted that both hotels and vacation rentals occupancy decreased compared to 2021. She commented that lodging, as a metric, is a barometer for total spending in the community and that some softening of the market is occurring.

She reviewed comparisons by lodging type for average occupancy, average daily rate, revenue per available room (RevPAR), number of properties, rooms available per night, and room demand across the years 2019, 2021, and 2022 (through June).

Data showed that 2019 was the benchmark prior to the pandemic but 2021 performed stronger. During summer 2022, larger cities and international markets benefitted from travel decisions; local lodging occupancy and rates were negatively impacted.

Isley then provided the FY22 total lodging sales by lodging type as 61% from hotel partners, 36% from vacation rentals, and 3% from bed and breakfasts. She pointed out that the percentage of vacation rentals had grown from 15% since 2015.

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

Tourism Product Development Fund Contract Amendments

Chris Cavanaugh introduced himself as the TPDF Administrator and reminded the board that the Enka Recreation Destination and Woodfin Greenway & Blueway recommendations were tabled.

Cavanaugh provided background for the Asheville Community Theatre (ACT) request and noted it was referred to the TPDF Committee in February 2022. Cavanaugh said the Phase 2 project costs were reduced from \$570,000 to \$150,000. The TPDF Committee recommended returning \$420,000 back to TPDF.

Isley noted that TPDF is managed as a reimbursement fund and that the money previously allocated was on hold but now it will not be released and can instead be applied to other future projects. Isley added that this amendment does not require a three-fourths vote from the BCTDA because it does not include new expenditures. There were no questions.

Durden made a motion to approve the ACT contract amendment as recommended by the TPDF Committee; Lusick seconded the motion.

There was a brief discussion initiated by HP Patel about the desire to bring TPDF and LIFT Fund projects to fruition more quickly and not keep funds reserved. Isley explained that all projects are required to complete annual progress reports and that staff and committees could look more closely at the process following the current grant cycle. Isley noted a LIFT Fund Committee would be set up later this year once a percentage of revenue was allocated to the LIFT Fund and funds were available to commit. There were no follow-up questions.

A vote was then taken, and with all in favor, the ACT contract amendment was approved 6-0.

Group Sales – Performance and Marketing Update

Marshall Hilliard reported that the Group Sales team exceeded the roomnight goal of 65,000. Hilliard said that represents \$72.82 million in direct spending in the community. Hilliard shared other team accomplishments and upcoming plans.

Carli Adams gave an update on group marketing efforts and showed examples of how Asheville was being promoted to meeting, conference and incentive trip planners. Adams also previewed a new Destination Overview video developed in partnership with Northstar Meeting Groups that will target meeting planners.

Colleen Swanson introduced herself and the work of Meetings Development Institute (MDI). Swanson summarized the FY22 sales strategy and the outcomes. After reviewing the data, Swanson provided takeaways and action items.

Asheville City Council Update

Councilmember Kilgore provided Asheville City Council updates, including an announcement that the Open Space Amendment was approved by a 6-0 vote.

Kilgore thanked the BCTDA for its support of the occupancy tax legislation change.

Buncombe County Commission Update

Commissioner Pressley also thanked the BCTDA for its support of occupancy tax change.

Pressley reported on county-related business, including a note that \$4 million of ARPA funds remain and that Buncombe County received \$2.57 million for flood mitigation.

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. She reported that no requests to virtually speak had been received as of the July 26 registration deadline at 12:00 p.m.

In-Person Public Comments

Mosher said no members of the public requested to make in-person comments.

Adjournment

Crosby moved to adjourn the meeting and Lusick seconded the motion. With all in favor, the motion carried 6-0. The meeting adjourned at 10:06 a.m.

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

The next joint BCTDA meeting will be held on Wednesday, August 31, 2022, beginning at 9:00 a.m., in the Michael Sherrill Loft of Center for Craft, located at 67 Broadway in Asheville.

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 and Earned Revenue Funds, Budget and Actual

July 31, 2022

	Current Budget	Current Month Actual	Year to Date Actual	Budget Remaining	(%) Budget Used	Prior Year Year to Date Actual	(%) Change From
Revenues:							
Occupancy tax, net	\$ 29,217,602	\$ -	\$ -	\$ 29,217,602	0.0%	\$ 2,438,581	-100.0%
Investment income	-	1,146	1,146	(1,146)	-	137	734.1%
Other income	-	-	-	-	-	-	-
Earned revenue	183,000	15,475	15,475	167,525	8.5%	14,094	9.8%
Total revenues	29,400,602	16,621	16,621	29,383,981	0.1%	2,452,813	-99.3%
Expenditures:							
Salaries and Benefits	3,713,360	121,913	121,913	3,591,447	3.3%	204,447	-40.4%
Sales	2,159,000	116,318	116,318	2,042,682	5.4%	69,471	67.4%
Marketing	21,895,242	187,302	187,302	21,707,940	0.9%	585,365	-68.0%
Community Engagement	300,000	10,052	10,052	289,948	3.4%	2,728	268.4%
Administration & Facilities	1,150,000	81,812	81,812	1,068,188	7.1%	67,275	21.6%
Events/Festivals/Sponsorships	225,000	13,000	13,000	212,000	5.8%	-	-
Total expenditures	29,442,602	530,397	530,397	28,912,205	1.8%	929,286	-42.9%
Revenues over (under) expenditures	(42,000)	(513,776)	(513,776)			\$ 1,523,527	-133.7%
Other Financing Sources:							
Carried over earned income	42,000	-	-				
Total other financing sources	42,000	-	-				
Net change in fund balance	\$ -	\$ (513,776)	(513,776)				
Fund balance, beginning of year			27,049,048				
Fund balance, end of month			\$ 26,535,272				

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 an equal split between the Tourism Product Development Fund (TPDF) and the Legacy Investment For Tourism (LIFT) Fund, to be used for tourism-related community investment. Revenues dedicated to TPDF and LIFT Funds are projected at \$6,794,199 each for FY23.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

July 31, 2022

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	\$ -	\$ 2,807,310	-	\$ -	\$ 2,807,310	-	\$ -	\$ 935,770	-	\$ -	\$ 935,770	-
August	-	2,327,847	-	-	5,135,157	-	-	\$ 775,949	-	-	1,711,719	-
September	-	2,282,494	-	-	7,417,651	-	-	\$ 760,831	-	-	2,472,550	-
October	-	3,095,441	-	-	10,513,092	-	-	\$ 1,031,814	-	-	3,504,364	-
November	-	2,532,306	-	-	13,045,398	-	-	\$ 844,102	-	-	4,348,466	-
December	-	2,163,491	-	-	15,208,889	-	-	\$ 721,164	-	-	5,069,630	-
January	-	1,376,073	-	-	16,584,963	-	-	\$ 458,691	-	-	5,528,321	-
February	-	1,561,811	-	-	18,146,773	-	-	\$ 520,604	-	-	6,048,924	-
March	-	2,001,097	-	-	20,147,870	-	-	\$ 667,032	-	-	6,715,957	-
April	-	2,347,369	-	-	22,495,239	-	-	\$ 782,456	-	-	7,498,413	-
May	-	2,302,712	-	-	24,797,952	-	-	\$ 767,571	-	-	8,265,984	-
June	-	2,479,000	-	-	27,276,952	-	-	\$ 826,333	-	-	9,092,317	-
Total revenues	\$ -	\$ 27,276,952		\$ -	\$ 27,276,952		\$ -	\$9,092,317		\$ -	\$9,092,317	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

July 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 17,915,000	\$ 31,492,940	\$ (13,577,940)	175.8%
Investment Income	-	1,341,006	(1,341,006)	0.0%
Total revenues	<u>17,915,000</u>	<u>32,833,946</u>	<u>(14,918,946)</u>	<u>183.3%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	580,000	430,000	150,000	74.1%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	26,860	473,140	5.4%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,500,000</u>	<u>7,644,723</u>	<u>9,855,277</u>	<u>43.7%</u>
Product development fund administration	<u>415,000</u>	<u>-</u>	<u>415,000</u>	<u>0.0%</u>
Total product development fund	<u>\$ 17,915,000</u>	<u>\$ 7,644,723</u>	<u>\$ 10,270,277</u>	<u>42.7%</u>

Product Development Funds Available for Future Grants

Total Net Assets	\$ 25,891,975
Less: Liabilities/Outstanding Grants	(9,855,277)
Less: Unspent Admin Budget (Current Year)	(415,000)
Current Product Development Amount Available	<u>\$ 15,621,697</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

July 31, 2022

	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 26,663,568	\$ 25,891,975	\$ 52,555,543
Receivables	-	-	-
Total current assets	<u>\$ 26,663,568</u>	<u>\$ 25,891,975</u>	<u>52,555,543</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ (26,513)	\$ -	\$ (26,513)
Future events payable	154,809	\$ 9,855,277	\$ 10,010,087
Total current liabilities	<u>128,296</u>	<u>\$ 9,855,277</u>	<u>\$ 9,983,574</u>
			-
Fund Balances:			-
Restricted for product development fund	-	16,036,697	16,036,697
Committed for event support program	93,728	-	93,728
State Required Contingency	2,337,408	-	2,337,408
Designated Contingency	14,608,801	-	14,608,801
Undesignated (cash flow)	9,495,335	-	9,495,335
Total fund balances	<u>26,535,272</u>	<u>16,036,697</u>	<u>42,571,969</u>
 Total liabilities and fund balances	<u>\$ 26,663,568</u>	<u>\$ 25,891,975</u>	<u>\$ 52,555,543</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

July 31, 2022



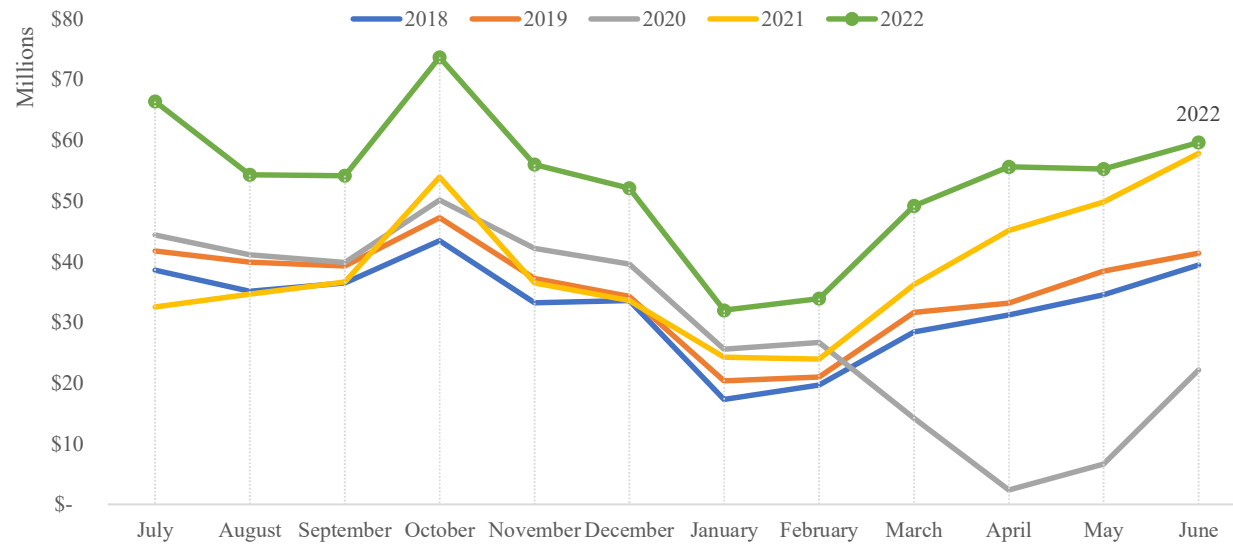
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 66,395,236	\$ 32,547,111	104%	104%	\$ 33,523,525	\$ 39,555,784
August	54,342,049	34,663,339	57%	80%	35,703,239	38,564,848
September	54,173,567	36,683,164	48%	68%	37,783,659	38,626,462
October	73,669,896	53,914,047	37%	58%	55,531,469	50,444,973
November	56,021,061	36,458,675	54%	57%	37,552,435	38,629,808
December	52,126,448	33,578,528	55%	57%	34,585,884	35,815,497
January	31,988,630	24,245,119	32%	54%	24,972,473	23,384,550
February	33,927,340	23,933,141	42%	53%	24,651,135	23,871,592
March	49,163,831	36,243,884	36%	51%	37,331,201	27,363,336
April	55,631,460	45,171,098	23%	48%	46,526,231	26,904,864
May	55,273,859	49,864,809	11%	43%	51,360,754	31,651,191
June	59,657,675	57,835,620	3%	38%	59,570,689	40,452,554
Total revenues	<u>\$642,371,052</u>	<u>\$ 465,138,537</u>	<u>38%</u>		<u>\$479,092,693</u>	<u>\$415,265,457</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

July 31, 2022



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,395,236
August	35,118,463	39,917,550	41,113,655	34,663,339	54,342,049
September	36,475,819	39,327,048	39,869,174	36,683,164	54,173,567
October	43,473,922	47,272,253	50,148,618	53,914,047	73,669,896
November	33,231,722	37,240,595	42,190,154	36,458,675	56,021,061
December	33,597,999	34,272,393	39,595,569	33,578,528	52,126,448
January	17,286,992	20,347,077	25,561,453	24,245,119	31,988,630
February	19,676,430	20,985,316	26,696,319	23,933,141	33,927,340
March	28,406,443	31,638,002	14,208,120	36,243,884	49,163,831
April	31,240,963	33,141,034	2,402,461	45,171,098	55,631,460
May	34,544,014	38,464,222	6,624,541	49,864,809	55,273,859
June	39,441,126	41,413,202	22,108,839	57,835,620	59,657,675
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 465,138,537	\$ 642,371,052

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

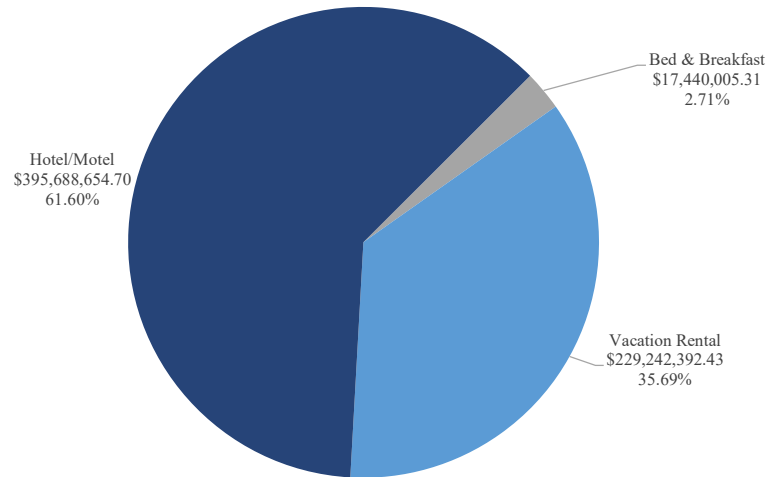
July 31, 2022

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	\$ 41,364,569	\$ 19,132,318	116.2%	116.2%	\$ 23,348,777	\$ 12,282,646	90.1%	90.1%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 66,395,236	\$ 32,547,111	104.0%	104.0%
August	33,288,678	19,815,648	68.0%	91.7%	19,639,485	13,723,974	43.1%	65.3%	1,413,887	1,123,717	25.8%	37.2%	54,342,049	34,663,339	56.8%	79.6%
September	34,410,077	22,012,507	56.3%	78.9%	18,324,347	13,374,865	37.0%	55.7%	1,439,143	1,295,793	11.1%	27.7%	54,173,567	36,683,164	47.7%	68.4%
October	49,777,745	36,464,280	36.5%	63.0%	21,795,421	15,522,126	40.4%	51.4%	2,096,730	1,927,642	8.8%	21.0%	73,669,896	53,914,047	36.6%	57.5%
November	36,931,580	24,630,899	49.9%	60.4%	17,606,350	10,604,043	66.0%	53.7%	1,483,131	1,223,733	21.2%	21.1%	56,021,061	36,458,675	53.7%	56.8%
December	34,591,966	22,871,661	51.2%	59.0%	16,283,854	9,669,456	68.4%	55.6%	1,250,628	1,037,411	20.6%	21.0%	52,126,448	33,578,528	55.2%	56.6%
January	15,401,453	12,224,275	26.0%	56.4%	16,087,946	11,534,075	39.5%	53.5%	499,232	486,770	2.6%	19.9%	31,988,630	24,245,119	31.9%	54.2%
February	17,587,944	11,683,923	50.5%	56.0%	15,551,658	11,752,054	32.3%	51.0%	787,738	497,164	58.4%	22.1%	33,927,340	23,933,141	41.8%	53.1%
March	27,907,881	17,985,847	55.2%	55.9%	19,970,936	17,469,451	14.3%	45.4%	1,285,014	788,586	63.0%	25.5%	49,163,831	36,243,884	35.6%	51.1%
April	33,881,484	25,959,680	30.5%	52.8%	20,103,625	18,033,421	11.5%	40.9%	1,646,351	1,177,997	39.8%	27.1%	55,631,460	45,171,098	23.2%	47.6%
May	33,766,102	29,663,713	13.8%	48.0%	19,631,274	18,760,398	4.6%	36.4%	1,876,483	1,440,698	30.2%	27.4%	55,273,859	49,864,809	10.8%	43.1%
June	36,779,176	35,631,307	3.2%	42.3%	20,898,719	20,688,362	1.0%	32.2%	1,979,780	1,515,951	30.6%	27.8%	59,657,675	57,835,620	3.2%	38.1%
Total	<u>\$ 395,688,655</u>	<u>\$ 278,076,058</u>	<u>42.3%</u>		<u>\$ 229,242,392</u>	<u>\$ 173,414,869</u>	<u>32.2%</u>		<u>\$ 17,440,005</u>	<u>\$ 13,647,609</u>	<u>27.8%</u>		<u>\$ 642,371,052</u>	<u>\$ 465,138,537</u>	<u>38.1%</u>	

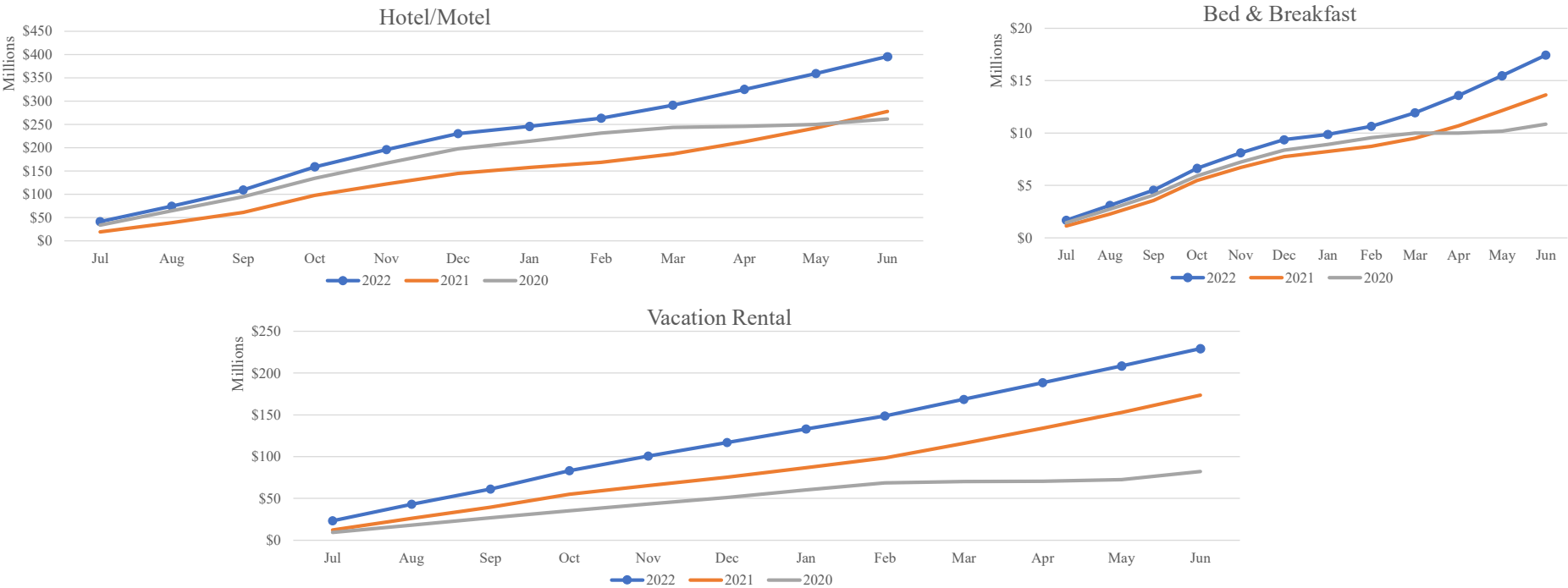
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
July 31, 2022

Total Lodging Sales by Type, Year-to-Date



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





Explore **ASHEVILLE**
Convention & Visitors Bureau

MONTHLY HIGHLIGHTS

July 2022

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.



Deliver 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.



Encourage 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.



Engage & Invite 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.

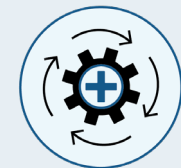
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Promote & Support 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.



Run a Healthy & Effective Organization

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

DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH

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

- Tourism Product Development Fund (TPDF): Phase 2 of the grant cycle is underway, and the application deadline is set for August 31

Protect and evolve Asheville's brand to further differentiate from competing destinations and inspire higher quality visits

- Family Content: Published "[Top 10 Family Friendly Parks and Playground in the Asheville Area](#)" blog in coordination with local creator Family Friendly Asheville; featured locations focused on dispersal and TPDF recipients

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

- Peter Greenberg Eye on Travel: Released [Podcast episode](#) on July 9
- Running Itinerary: Published new [Running Guide](#) in coordination with local creators, Authentic Asheville, that highlights running routes, group runs, races and running stores in the Asheville area
- Wayfinding: Conducted annual signage audit for updates and repairs to be made in fall 2022

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

- [Small and Boutique Meetings](#): Attended event by Northstar Meetings Group in Greenville, SC and had 20 scheduled appointments
- Asheville Business Events Council: Confirmed two new leads received from council members
- LinkedIn Promo: Developed a [National Hammock Day LinkedIn promotion](#), offering the chance to win an ENO Hammock that resulted in two new RFPs

Drive revenue in need periods through updated group sales strategy

- Director of Sales Meeting: Included hotel marketing and revenue management teams to the quarterly Director of Sales meeting to further collaboration on reversing recent occupancy declines

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

Identify, qualify and engage purpose-driven companies for purposes of holding meetings here

- [B Local Asheville & WNC](#): Joined organization and will be an upcoming meeting sponsor
- Outdoor Industry Meeting: Met with the new Executive Director of [Outdoor Gear Builders](#) and the [NC Outdoor Recreation Industry Office](#)

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

- Earned Media Coverage:
 - CNN Travel: [Video: This rare truffle has been the Appalachian Mountains' secret for over a decade](#)

ENGAGE & INVITE MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- The Block: Highlighted Evening on The Block event on web and created new [Instagram Reel](#) spotlighting Noir Collective as part of Indie Retailers Month
- James Vester Miller Trail: Created [new listing](#) for James Vester Miller Trail, which further supports the [digital trail](#) that is hosted on ExploreAsheville.com
- Latinx: Secured contract with Ground Level Media to develop comprehensive year-long content campaign focused on Latinx audience; deliverables will include new blogs, photo/video assets and social media packages
- NOMADNESS Partnership
 - Focus Groups: NOMADNESS and Tourism RESET conducted BIPOC focus groups with eight local community members
 - Content: Filmed NOMADNESS video content campaign
 - Participants: Alexandria Ravenel, Noir Collective; Bruce Waller, Black Wall Street AVL; Luis Serapio, Asheville Multicultural; Dewana Little, YMI; Claude Coleman, SoundSpace; Caleb Owolabi; Andrea Clark, James Vester Miller Trail; Julieta Fumberg, artist; Tanya Marie Pender, Pathways to Parks; Valeria Watson, artist; and Matthew Bacoate
- [East End / Valley Street Heritage Festival](#): Provided local goods for annual festival taking place in August

Increase outreach in recruiting diverse meetings and events

- 48-Hour FAM: Used diverse membership channels, such as LGBT Meeting Planners Association, to target FAM attendees, which resulted in an attendee for the August FAM

Promote minority owned businesses through group sales initiatives

- Black Wall Street AVL: Toured meeting/event space and discussed ways to collaborate in the future

Develop and invest in community projects that attract and engage diverse audiences

- Skyview Golf Tournament: Sponsored this event, staffed a welcome table and gave out gift bags to participants
- African-American Heritage Trail (AAHT): Finalized content review of nine stories with the AAHT Advisory Committee
- Mountain Xpress: [Destination Diversity: TDA Seeks To Boost Black Asheville Travelers](#) (Cover story resulted from reporter who attended Tourism Summit and the [photo on cover](#) is of actual visitors who posted on Instagram; the story also included in e-newsletter [Local Matters](#))

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- Travel + Leisure: [This North Carolina City Was Just Named the No. 1 Food Destination in the U.S. — Here's Why](#)

Create opportunities for partners to learn about and support creative spirit

- [2022 Summer Social](#): Hosted the social at Marquee on July 12
 - Featured Creative Partners: [AVL Charcuterie Company](#) and [Saint Brigid's](#) for refreshments and [DJ Captain EZ](#) for musical entertainment; [Marquee's vendors](#) gave live demonstrations during the event

RUN A HEALTHY & EFFECTIVE ORGANIZATION

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

- New Partners: Added 3 new accounts to ExploreAsheville.com: [Amanda McLenon Fine Art](#), [Morgan's Transportation and Rental Services](#) and [Mountain Mural Tours](#)

Prioritize individual professional development, trainings and team benefits

- Healthcare Medical Meetings (HCMM): Connie Holliday has earned a certificate in HCMM, joining the medical meetings community of 4,000 people throughout the US and world, part of MPI's offerings
- Wellness: Provided staff a Calm subscription to promote better mental health

Focus on events and communications strategy to increase community engagement

- E-newsletters, E-alerts: [7 sent in July](#); delivered a total of 12,963 with open rates as high as 52.1% and an average of 42%

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

- Local News & BCTDA/Explore Asheville coverage:
 - Occupancy Tax Legislation
 - Asheville Citizen Times: [Less money for Buncombe tourism advertising after occupancy tax bill passes NC Legislature](#)
 - Asheville Citizen Times: [Boyle column: Is there hope for Asheville to retain some livability?](#) (Article mentions/endorse change in occupancy tax allocation)
 - Mountain Xpress: [GA short session yields both change and inertia for WNC](#) (Article includes roundup of actions in the NC General Assembly included coverage of occupancy tax legislation)
 - Tourism Product Development Fund
 - Asheville Citizen Times: [Answer Man: TDA promoting itself in ad?](#) (Reader questioned TPDF grant cycle public awareness program funded with earned revenue)
 - General
 - Asheville Citizen Times Op-Ed: [Asheville Ideas Fest proves to be incubators of new concepts, fresh ideas](#) (Isley is quoted)
 - WLOS: [How much have short term rentals impacted rent, mortgage rates in Buncombe County?](#)
 - WLOS: [Interim Executive Director announced for Asheville Buncombe Regional Sports Commission](#) (Explore Asheville is recognized)

Destination Performance Report



Lodging & Visitor Overview - July 2022

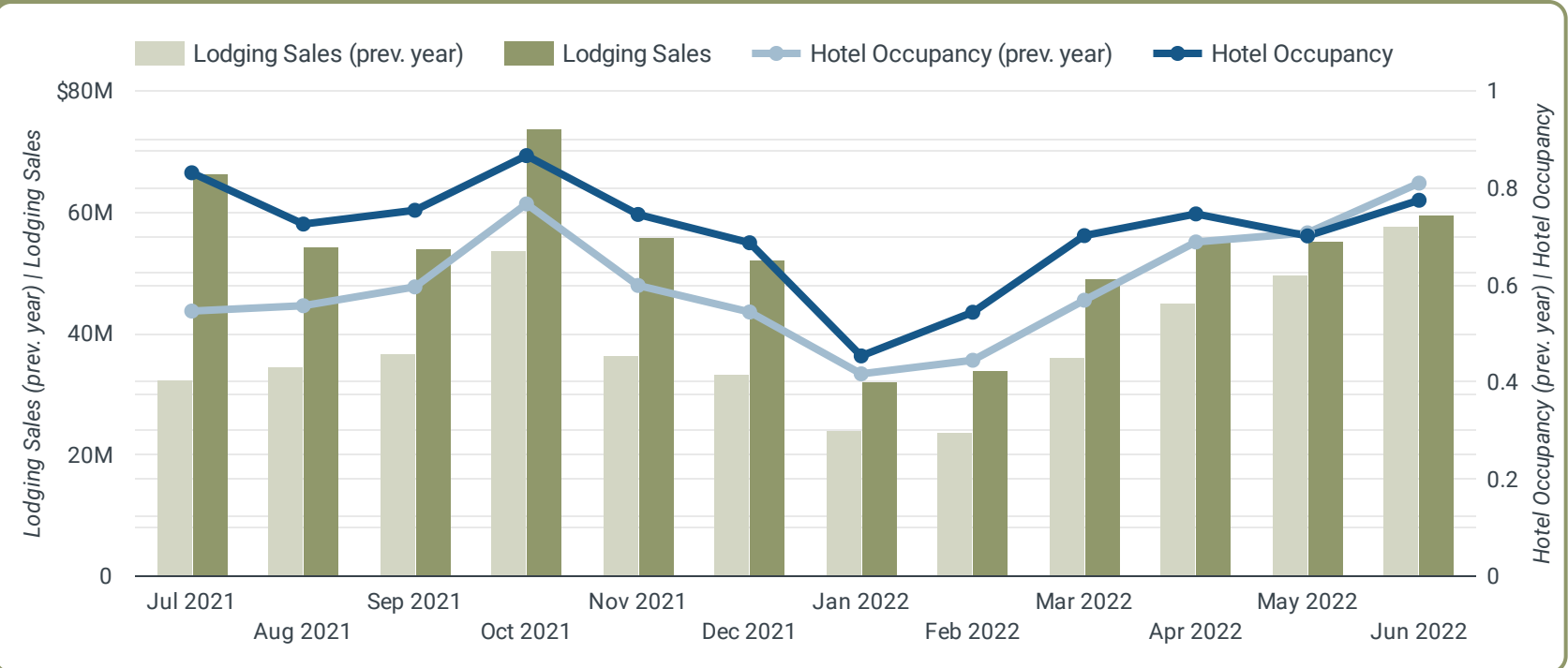
Lodging Sales \$59,657,675 (June) ↑ 5.7%	Hotel Occupancy* 77.5% (June) ↓ -4.4%	Hotel Demand* 209,568 (June) ↓ -1.5%	Hotel ADR* \$184.79 (June) ↑ 3.6%	Hotel RevPAR* \$143.14 (June) ↓ -0.9%
Airport Passengers 181,615 (June) ↑ 17.4%	Asheville Visitor Center 18,301 ↓ -12.4%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 4,097 ↓ -26.6%	Travel Guide Requests 2,465 ↓ -3.5%

Lodging & Visitor Overview - Fiscal Year 22-23

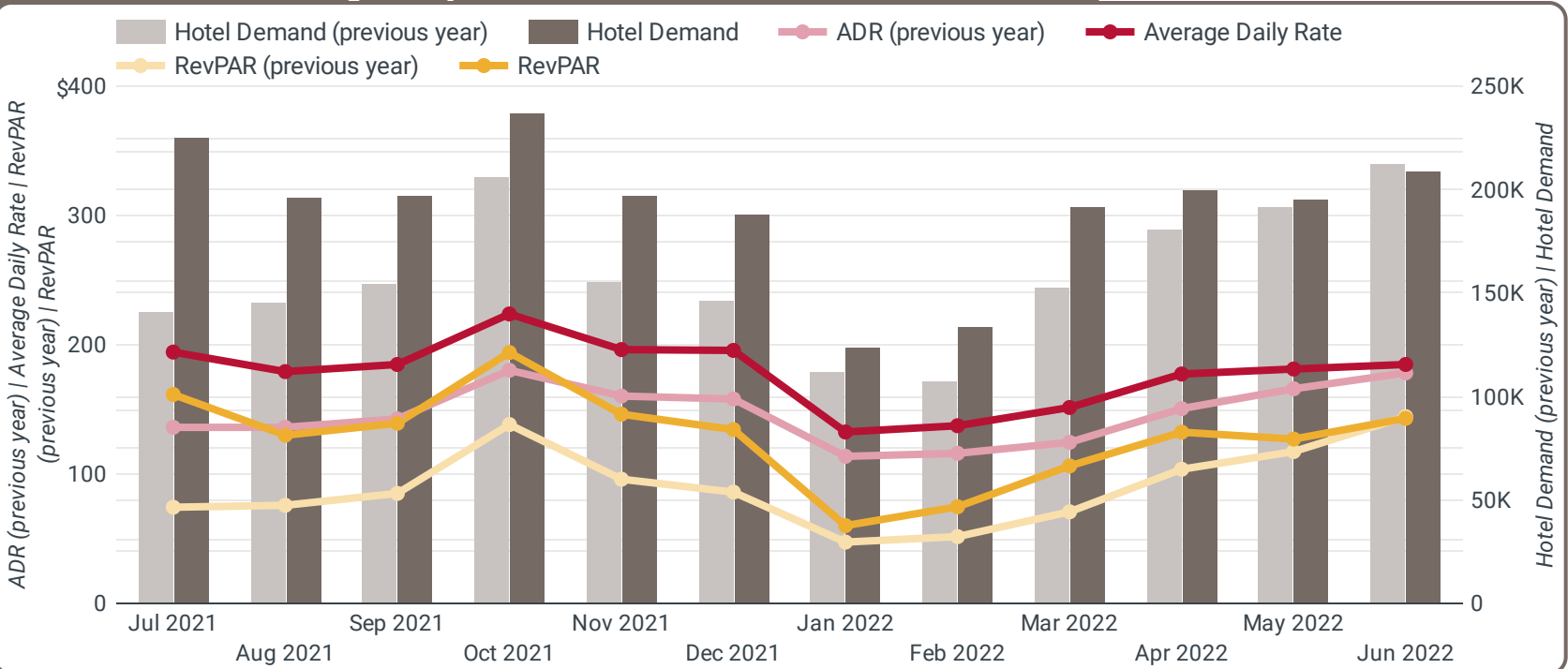
Lodging Sales \$642,371,052 ↑ 39.2%	Hotel Occupancy* 71.2% ↑ 17.7%	Hotel Demand* 2,299,236 ↑ 20.4%	Hotel ADR* \$181.85 ↑ 20.6%	Hotel RevPAR* \$129.45 ↑ 41.9%
Airport Passengers 1,677,490 ↑ 84.5%	Asheville Visitor Center 18,301 ↓ -12.4%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 4,097 ↓ -26.6%	Travel Guide Requests 2,465 ↓ -3.5%

Lodging Sales and Hotel Occupancy*

* Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.



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



Destination Performance Report



Short Term Rental Data - June 2022

Occupancy	ADR	RevPAR	Demand
63.9%	\$117.10	\$74.87	174,930
↓ -13.2%	↑ 3.2%	↓ -10.4%	↑ 13.5%

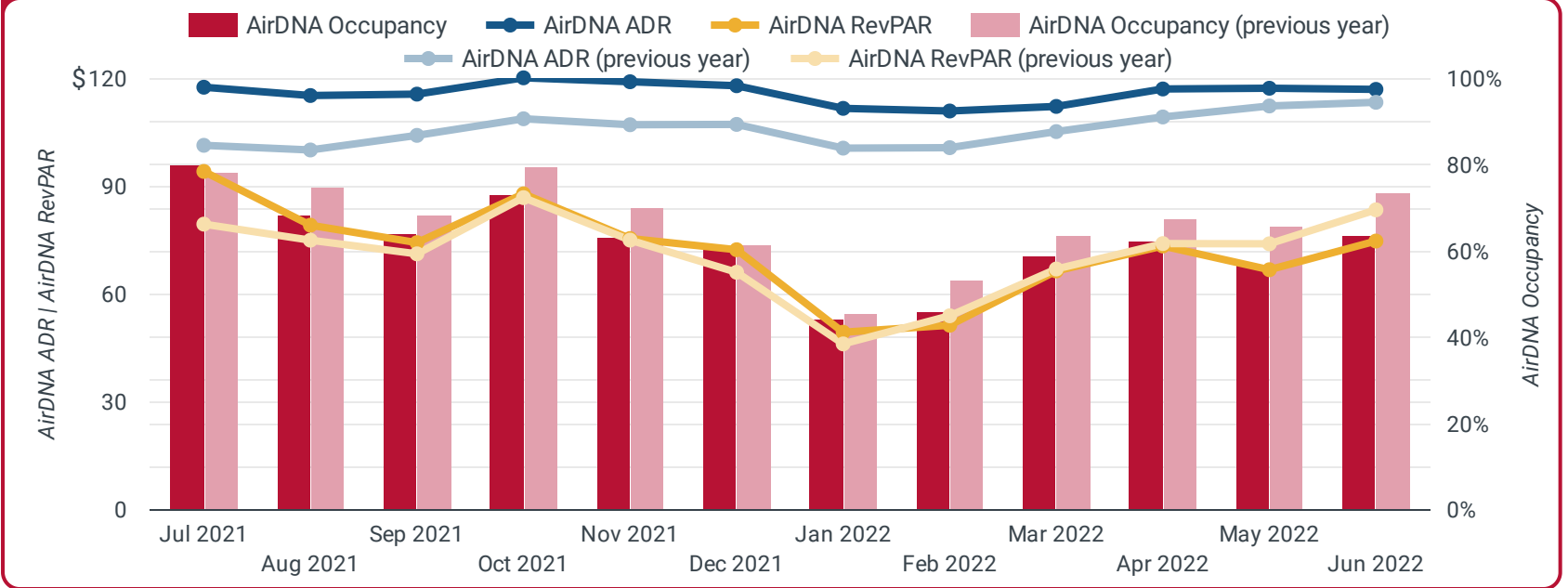
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
62.1%	\$116.54	\$72.33	1,797,976
↓ -7.8%	↑ 9.4%	↑ 0.9%	↑ 21.1%

AirDNA ADR, RevPAR and Occupancy

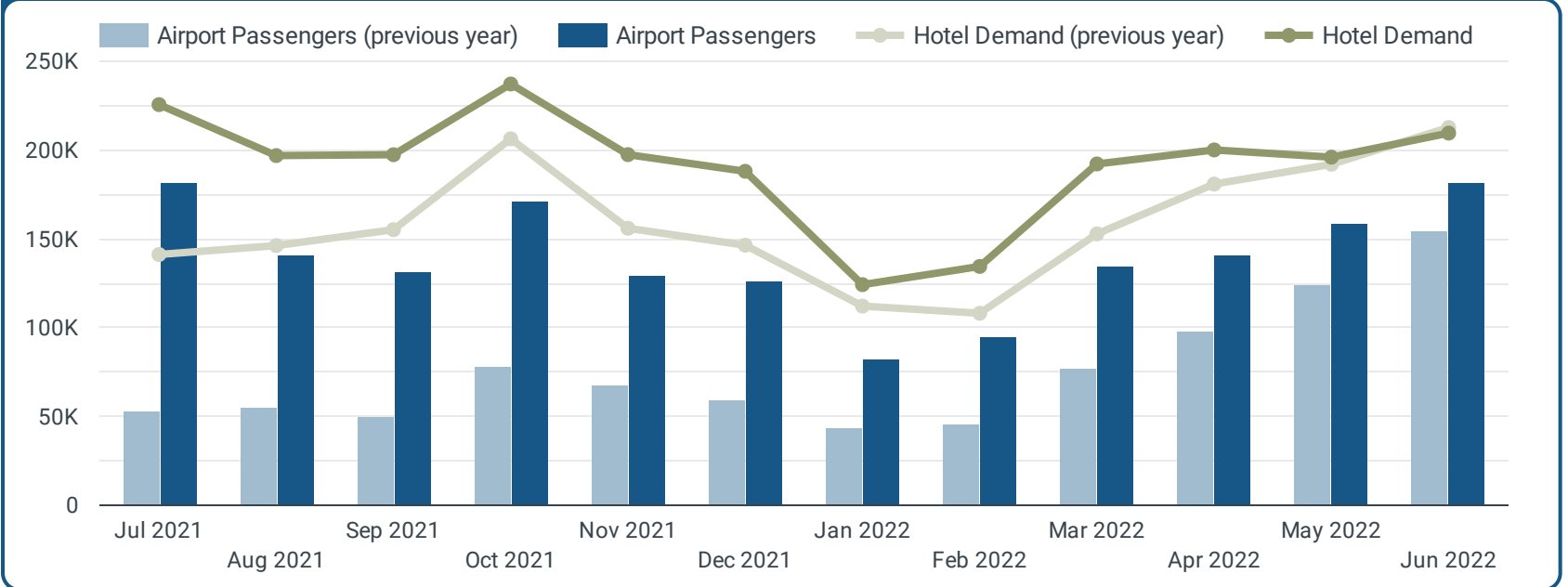
* Short Term Rental Data Source: AirDNA

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

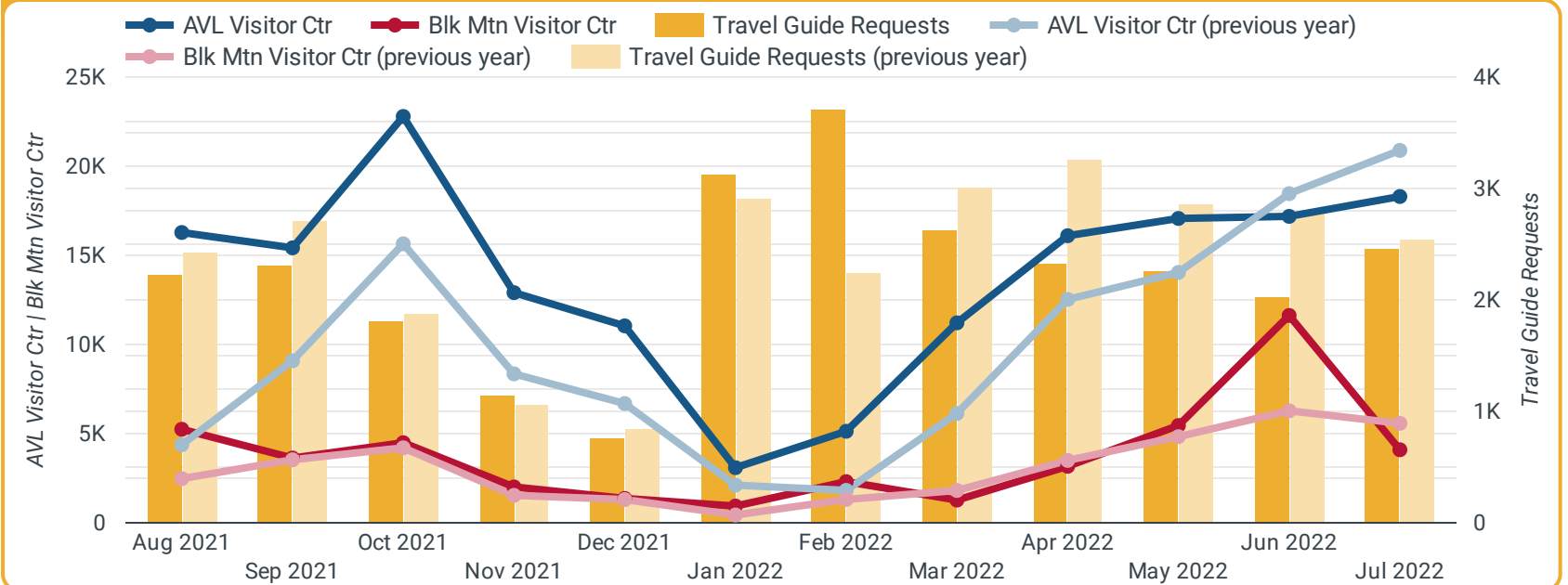


Airport Passengers vs. Hotel Demand*

* Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.



Visitor Center & Travel Guide



Sales Department Performance Report



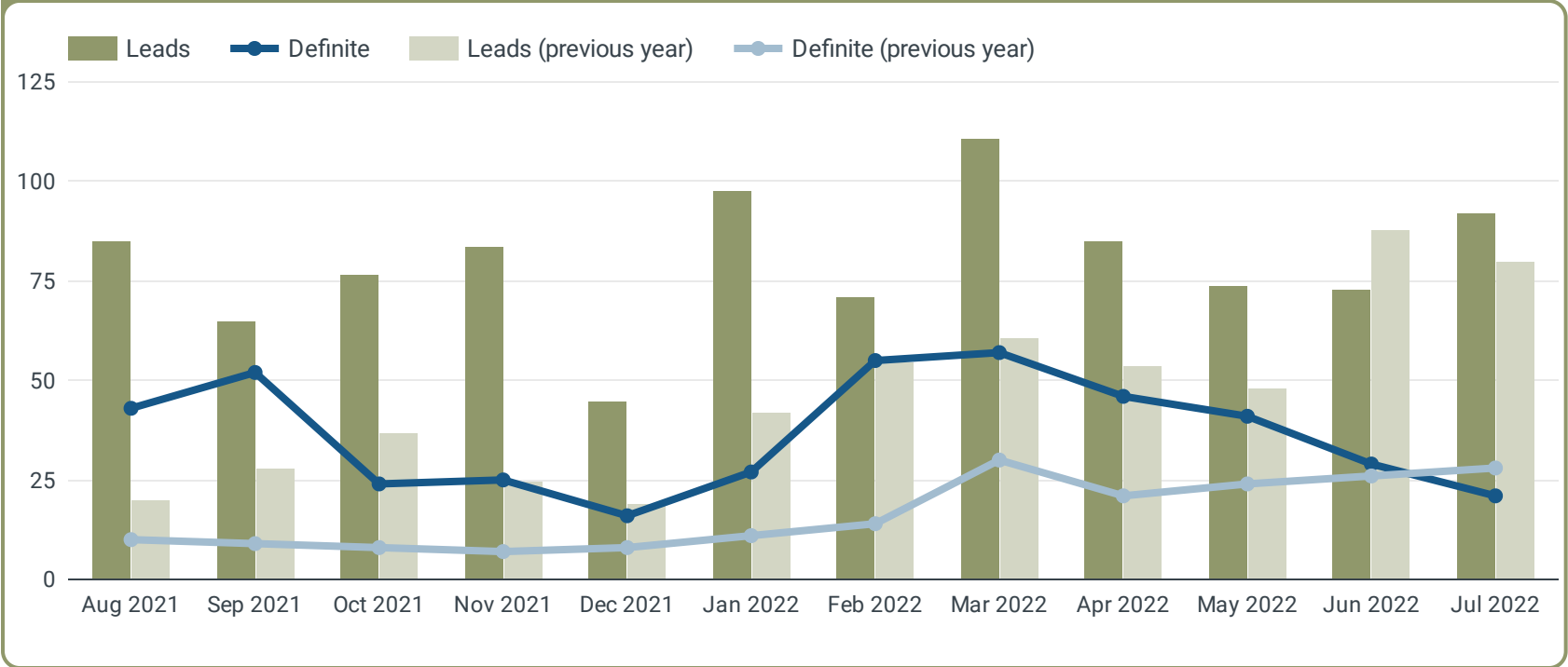
Sales Leads and Outreach - July 2022

Sales Leads Issued 92 ↑ 15.0%	Room Nights (Leads) 26,584 ↑ 80.1%	Leads Turned Definite 21 ↓ -27.6%	Room Nights (Definite) 2,656 ↓ -28.6%	Estimated Revenue \$1,152,208 ↑ 21.5%	
P2P Outreach 693 ↓ -3.3%	Indirect Outreach 1,629 ↑ N/A	Group Events 32 0.0%	Room Nights Generated 2,091 ↓ -4.7%	Actualized Revenue \$727,816 ↑ 14.6%	Groups Served 36 ↑ 12.5%

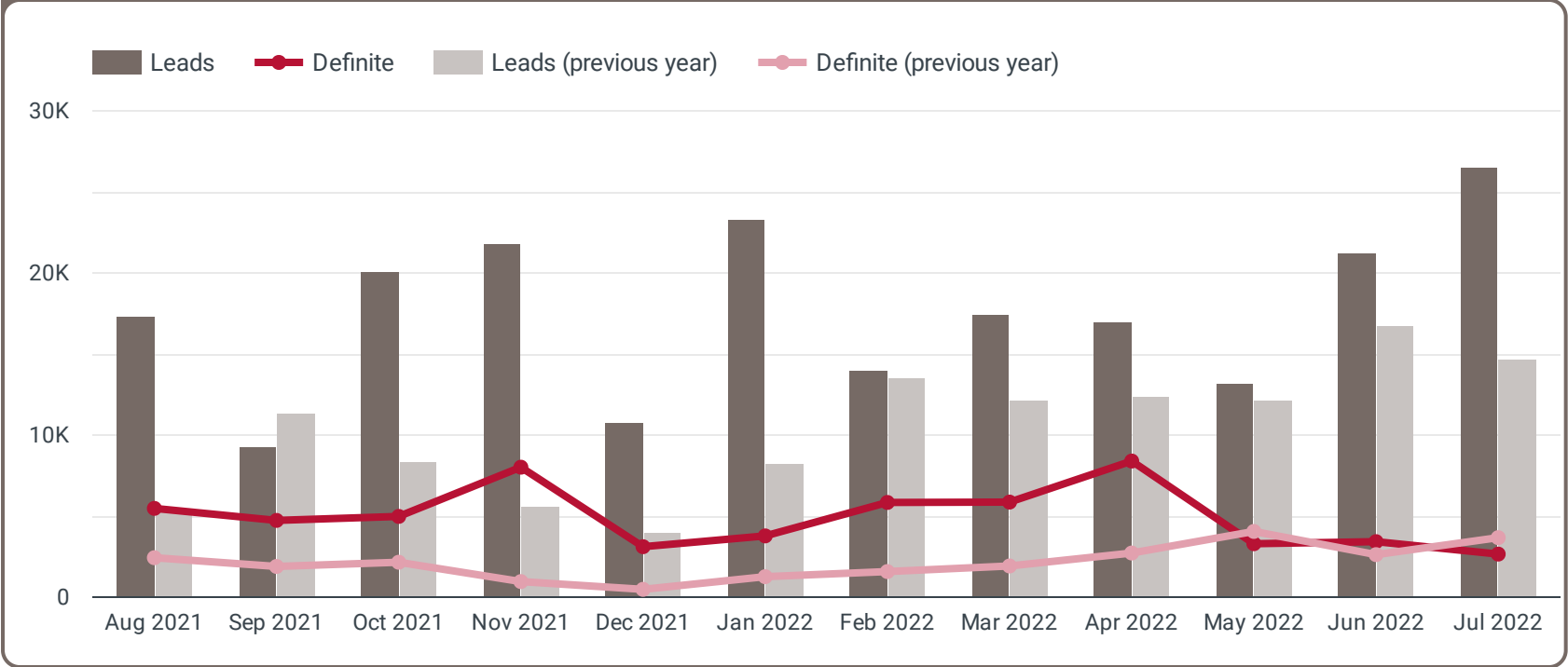
Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 92 ↑ 15.0%	Room Nights (Leads) 26,584 ↑ 80.1%	Leads Turned Definite 21 ↓ -27.6%	Room Nights (Definite) 2,656 ↓ -28.6%	Estimated Total Revenue \$1,152,208 ↑ 21.5%	
P2P Outreach 693 ↓ -3.3%	Indirect Outreach 1,629 ↑ N/A	Group Events 32 0.0%	Room Nights Generated 2,091 ↓ -4.7%	Actualized Revenue \$727,816 ↑ 14.6%	Groups Served 36 ↑ 12.5%

Sales Leads vs. Definite



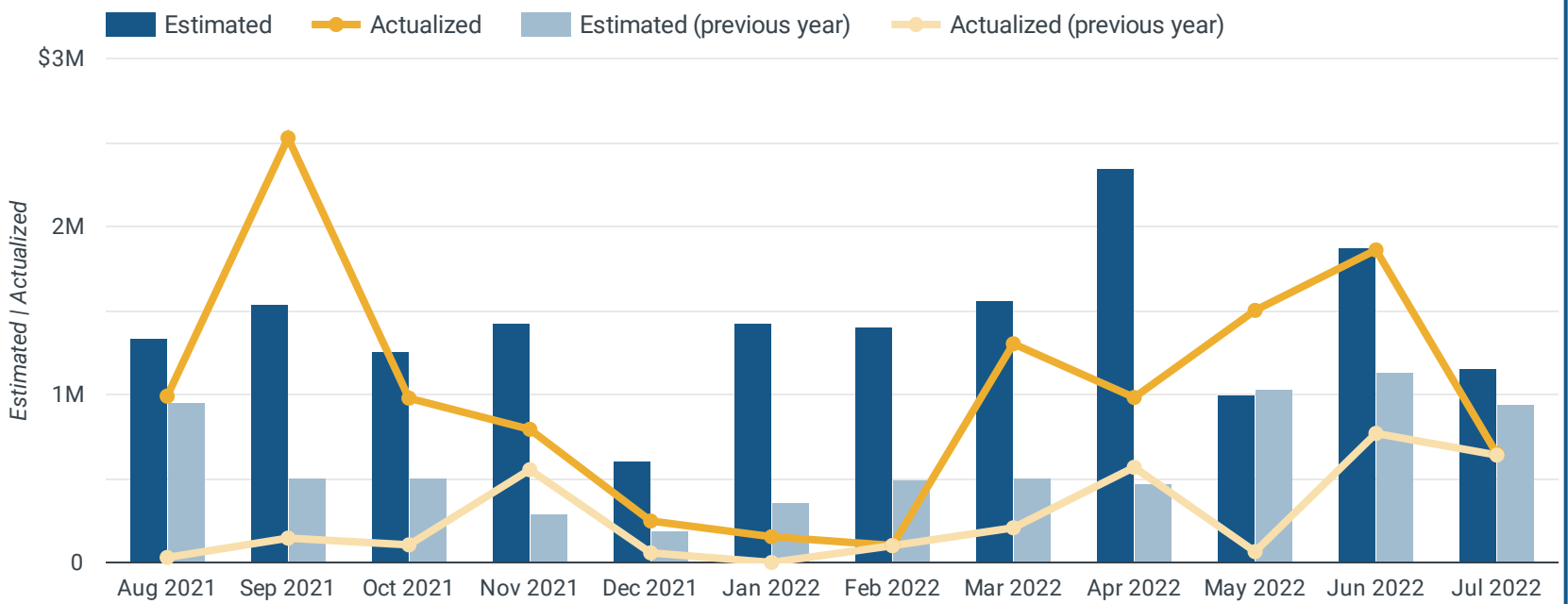
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2022 by Month

	Month of Year ▾	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Jul 2022	693	-3.3%	1,629	0
2.	Jun 2022	988	-5.6%	224,947	844.7
3.	May 2022	413	-26.5%	25,198	1.0
4.	Apr 2022	951	29.9%	11,725	0
5.	Mar 2022	484	-44.7%	10,419	-0.6
6.	Feb 2022	566	-43.2%	5,955	-0.5
7.	Jan 2022	416	-51.4%	330	-1.0
8.	Dec 2021	591	-19.5%	1,326	-0.9
9.	Nov 2021	688	-9.1%	22,854	0.3
10.	Oct 2021	859	-6.4%	36,893	3.8

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Jul 2022	32	0.0%	2,091	-4.7%
2.	Jun 2022	50	108.3%	5,610	154.7%
3.	May 2022	37	236.4%	3,845	983.1%
4.	Apr 2022	37	76.2%	3,253	90.3%
5.	Mar 2022	26	271.4%	4,465	202.9%
6.	Feb 2022	14	366.7%	1,759	162.5%
7.	Jan 2022	9	800.0%	523	321.8%
8.	Dec 2021	19	216.7%	897	286.6%
9.	Nov 2021	30	200.0%	2,760	29.6%
10.	Oct 2021	54	116.0%	2,700	376.2%

Marketing Metrics Overview - July 2022

Website Visits 570,510 ↓ -39.8%	Mobile Site Visits 436,299 ↓ -38.5%	aRes - Room Nights 61 ↑ 7.0%	aRes - Room Revenue \$11,989 ↑ 6.0%	Total Facebook Fans 308,411 ↑ 1.6%
PR Publicity Value \$3,768,546 ↑ 4.4%	PR Estimated Impressions 1,364,016,689 ↑ 0.8%	Significant Placements 32 ↑ 39.1%	Media Touchpoints 40 ↓ -13.0%	Video Views 364,827 ↑ 319.3%

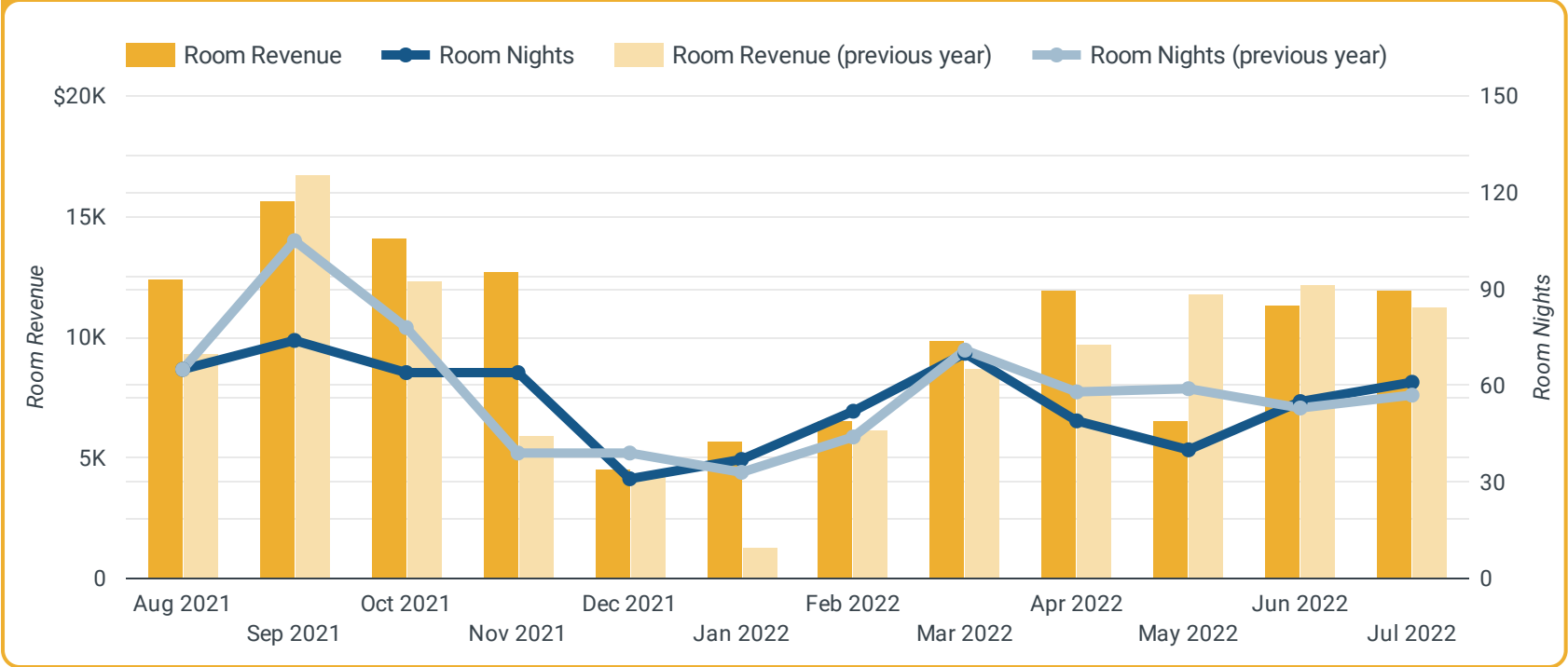
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 570,510 ↓ -39.8%	Mobile Site Visits 436,299 ↓ -38.5%	aRes - Room Nights 61 ↑ 7.0%	aRes - Room Revenue \$11,989 ↑ 6.0%	Avg. Total Facebook Fans 308,411 ↑ 1.6%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 364,827 ↑ 319.3%

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 2022	\$1,235,213	15%	16,499,252	214.59%
2.	Jun 2022	\$974,746	-28%	9,563,408	347.69%
3.	May 2022	\$522,923	-17%	2,573,638	-57.14%
4.	Apr 2022	\$2,827,371	367%	10,691,595	296.95%
5.	Mar 2022	\$390,117	132%	3,131,148	47.24%
6.	Feb 2022	\$116,912	-94%	2,208,034	-73.73%
7.	Jan 2022	\$105,761	-39%	2,063,581	-76.74%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jul 2022	\$2,533,333	+0%	1,347,517,437	0.85%
2.	Jun 2022	\$1,927,879	44%	1,025,467,440	41.72%
3.	May 2022	\$1,354,878	61%	720,679,643	51.52%
4.	Apr 2022	\$1,487,349	121%	791,143,059	113.83%
5.	Mar 2022	\$1,330,956	-21%	707,955,063	-21.25%
6.	Feb 2022	\$1,364,148	-4%	725,595,386	-5.45%
7.	Jan 2022	\$1,228,211	-13%	653,470,376	-13.37%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jul 2022	40	-13.0%	32	39.1%
2.	Jun 2022	36	16.1%	17	-22.7%
3.	May 2022	44	-38.0%	19	18.8%
4.	Apr 2022	24	-55.6%	24	-17.2%
5.	Mar 2022	95	216.7%	23	-43.9%
6.	Feb 2022	34	-55.8%	11	-62.1%
7.	Jan 2022	60	13.2%	14	-36.4%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jul 2022	308,411	1.6%	364,827	689.3%
2.	Jun 2022	308,301	1.6%	374,394	943.8%
3.	May 2022	306,070	1.0%	299,202	1,217.5%
4.	Apr 2022	305,766	1.8%	120,389	432.1%
5.	Mar 2022	307,000	2.3%	174,640	428.4%
6.	Feb 2022	305,000	1.8%	397,105	890.6%
7.	Jan 2022	304,420	2.6%	260,089	288.7%

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.