

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

Wednesday, September 28, 2022 | 9:00 a.m.

Explore Asheville Convention & Visitors Bureau | 27 College Place | Board Room (1st 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 August 31, 2022 Meeting Minutes	Kathleen Mosher
9:10 a.m.	August 2022 Financial Reports	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.	2021 Visitor Contributions to Buncombe County Economic Outlook Update	Adam Sacks, Tourism Economics
9:45 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
9:50 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
9:55 a.m.	Miscellaneous Business	Kathleen Mosher
10:00 a.m.	Comments from the General Public	Kathleen Mosher
10:05 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, October 26, 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

Center for Craft | Michael Sherrill Loft – 67 Broadway Street, Asheville

Board Meeting Minutes Wednesday, August 31, 2022

- Present (Voting):** Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Leah Ashburn, Andrew Celwyn, Larry Crosby, Matthew Lehman, Michael Lusick, HP Patel
- Absent (Voting):** Scott Patel
- Present (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
- Absent (Ex-Officio):** Buncombe County Commissioner Robert Pressley
- CVB Staff:** Vic Isley, Marla Tambellini, Anne Mullins, Jennifer Kass-Green, Connie Holliday, Jonna Sampson, Julia Simpson, Luisa Yen, Khal Khoury, Holly Watts
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Chris Cavanaugh, TPDF Committee/Magellan Strategy Group
Tim Love, Buncombe County
Eric Hardy, Mark Hunt; Town of Woodfin
Lisa Raleigh, RiverLink
Chris Smith, Asheville Buncombe Regional Sports Commission
Laura McCall, Asheville Independent Restaurants
Randy Claybrook, Bent Creek Lodge
Elizabeth Sims, Communications Professional
Jane Anderson, Area Resident
Roy Harris, Area Resident
Jason Sandford, AshVegas
John Boyle, Asheville Citizen Times
Kim King, Ben Robinson; WLOS
- Online Attendees:** Carli Adams, Kathryn Dewey, Tina Porter, Charlie Reed, Whitney Smith; Explore Asheville Staff
John Ellis, Prior TDA Board Member
Chip Craig, Greybeard Rentals
Tina Kinsey, Asheville Regional Airport
Jim Muth, TPDF Committee
Zach Wallace, Asheville Area Chamber of Commerce

David Nutter, Nutter Associates
Lacy Cross, Movement Bank
Robert McGee, Richmond Hill & River Rescue
Megan Shields, MMGY Global
Garrett Raczek, Thrive Asheville
Mason Scott, Buncombe County
Rick Bell, Engadine Inn and Cabins
Adrienne Isenhower, Town of Woodfin

Executive Summary of Meeting Minutes

- Mosher called the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:03 a.m. Introductions were made around the room.
- Minutes from the July 27, 2022, BCTDA meeting were approved with an 8-0 vote.
- The July 2022 financial reports were reviewed and approved with an 8-0 vote.
- The TPDF project closures budget amendment was approved with an 8-0 vote.
- The FY23 revenue budget amendment was approved with an 8-0 vote.
- Enka Recreation Destination's TPDF contract amendment was approved with an 8-0 vote.
- Woodfin Greenway & Blueway's TPDF contract amendment was approved with an 8-0 vote.
- Vic Isley provided her President & CEO's report.
- Marla Tambellini provided a Marketing Investment and Creative Spirit Update.
- A brief update from Councilmember Sandra Kilgore was heard.
- Public comments from Roy Harris were received.
- With an 8-0 vote, the BCTDA meeting adjourned at 10:44 a.m.

Call to Order of the Joint BCTDA Meeting

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 9:03 a.m.

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

Introductions were made around the room.

Approval of Meeting Minutes

Durden made a motion to approve the July 27, 2022, regular meeting minutes as presented. Celwyn seconded the motion. There was no discussion, and with all in favor, the motion carried 8-0.

Approval of July 2022 Financial Reports

Don Warn reviewed the July 2022 financial statements. There were no questions.

Ashburn made a motion to approve the July 2022 financial reports as presented, and Lehman seconded the motion. A vote was taken, and with all in favor, the motion carried 8-0.

Approval of TPDF Project Closures Budget Amendment

Warn said two Tourism Product Development Fund (TPDF) projects, the 2014 City of Asheville Riverfront Destination Development 1.0 project and the 2021 Wortham Center for the Performing Arts Air Ionization System project, were completed. He said a budget amendment needed to be approved to close them.

Celwyn made a motion to approve the budget amendment as presented, and HP Patel seconded the motion. A vote was taken, and with all in favor, the motion carried 8-0.

Approval of FY23 Revenue Budget Amendment

Warn explained that a supplemental amendment was needed on record for clerical purposes to account for the change in revenue for the FY23 budget.

Crosby motioned to approve the budget amendment as presented, and Durden seconded the motion. There was no discussion, and with all in favor, the motion carried 8-0.

President & CEO Report

Vic Isley presented recent lodging occupancy metrics compared to previous years. She provided details about the Festivals & Cultural Events grant cycle, which opened on August 29, and extended an invite to the 2022 BCTDA Annual Meeting on September 22.

Isley then shared board appointment updates about Larry Crosby and Leah Ashburn. Crosby was reappointed to the board through August 2025. Ashburn terms out in August 2022 but will continue to serve until a vacation rental owner or vacation rental management company owner is appointed. Isley said the vacancy is posted on Buncombe County's Boards & Commissions webpage and a link to application information would be sent in the Tourism Community Update.

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

Approval of TPDF Contract Amendments

Chris Cavanaugh presented the TPDF Committee's funding recommendations for two projects that had been referred to the committee in February 2022.

Enka Recreation Destination

Cavanaugh provided background for the Enka Recreation Destination contract amendment request and said that the TPDF Committee recommended \$750,000 in additional funding.

There was discussion among the board about the project timeline and evaluating previously approved projects outside of competitive grant cycles, which has been standard practice.

Lehman motioned to approve the contract amendment as recommended by the TPDF Committee; Durden seconded the motion. A vote was taken, and with all in favor, the contract amendment was approved 8-0.

Woodfin Greenway & Blueway

Cavanaugh provided background for the Woodfin Greenway & Blueway contract amendment request and said that the TPDF Committee recommended \$6 million in additional funding.

As board liaison to the TPDF Committee, Durden recommended adjusting the funding to \$5.89 million based on the detailed memo provided to the board. Cavanaugh then addressed all questions about the project's impact, safety, ongoing maintenance, and visitation estimates.

Durden made a motion to approve the contract amendment as presented; Crosby seconded the motion. A vote was then taken, and with all in favor, the contract amendment was approved 8-0.

Marketing Investment and Creative Spirit Update

Marla Tambellini reported on Explore Asheville's media spend, response to slowing demand, US Open sponsorship, campaigns and partnerships. Tambellini responded to all questions.

Asheville City Council Update

Councilmember Kilgore reported on city-related business, including the recent funding approvals for Asheville Police Department and affordable housing developments.

Buncombe County Commission Update

Commissioner Pressley was absent from the meeting; therefore, a Buncombe County Commission update was not provided.

Miscellaneous Business

There was no miscellaneous business discussed at the 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 August 30 registration deadline at 12:00 p.m.

In-Person Public Comments

Mosher said upon arrival to the BCTDA meeting, anyone who indicated a desire to make public comments completed the public comment sign-in sheet, affirming that they have read, understand, and agree to abide by the Rules of Decorum. She invited Roy Harris to speak. Harris thanked Larry Crosby and Leah Ashburn for their service and provided other comments.

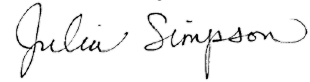
Adjournment

Celwyn moved to adjourn the meeting, and Ashburn seconded the motion. With all in favor, the motion carried 8-0. The meeting adjourned at 10:44 a.m.

The PowerPoint presentation and relevant documents are on file with the Explore Asheville Convention & Visitors Bureau and are posted on AshevilleCVB.com.

The next joint BCTDA meeting will be held on Wednesday, September 28, 2022, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place 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

August 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	\$ 27,217,602	\$ 2,437,617	\$ 2,437,617	\$ 24,779,985	9.0%	\$ 2,807,310	-13.2%
Investment income	-	1,638	2,784	(2,784)	-	94	2860.1%
Other income	-	-	-	-	-	-	-
Earned revenue	183,000	2,540	18,016	164,984	9.8%	13,353	34.9%
Total revenues	<u>27,400,602</u>	<u>2,441,796</u>	<u>2,458,417</u>	<u>24,942,185</u>	<u>9.0%</u>	<u>2,820,757</u>	<u>-12.8%</u>
Expenditures:							
Salaries and Benefits	3,713,360	183,176	305,089	3,408,271	8.2%	370,998	-17.8%
Sales	2,159,000	68,791	185,109	1,973,891	8.6%	104,655	76.9%
Marketing	21,895,242	(185,173)	2,129	21,893,113	0.0%	1,134,915	-99.8%
Community Engagement	300,000	4,046	14,098	285,902	4.7%	4,648	203.3%
Administration & Facilities	1,150,000	56,474	138,286	1,011,714	12.0%	126,542	9.3%
Events/Festivals/Sponsorships	225,000	10,000	23,000	202,000	10.2%	5,000	360.0%
Total expenditures	<u>29,442,602</u>	<u>137,313</u>	<u>667,711</u>	<u>28,774,891</u>	<u>2.3%</u>	<u>1,746,758</u>	<u>-61.8%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>2,304,482</u>	<u>1,790,706</u>			<u>\$ 1,074,000</u>	<u>66.7%</u>
Other Financing Sources:							
Carried over earned income	<u>42,000</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>42,000</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (2,000,000)</u>	<u>\$ 2,304,482</u>	<u>1,790,706</u>				
Fund balance, beginning of year			<u>27,049,048</u>				
Fund balance, end of month			<u>\$ 28,839,754</u>				

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

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

August 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	\$ 2,437,617	\$ 2,807,310	-13%	\$ 2,437,617	\$ 2,807,310	-13%	\$ 609,313	\$ 935,770	-35%	\$ 609,313	\$ 935,770	-35%
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	<u>\$ 2,437,617</u>	<u>\$ 27,276,952</u>		<u>\$ 2,437,617</u>	<u>\$ 27,276,952</u>		<u>\$ 609,313</u>	<u>\$9,092,317</u>		<u>\$ 609,313</u>	<u>\$9,092,317</u>	

Month of room sales:	Legacy Investment from Tourism Fund					
	By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change
July	\$ 609,313	\$ -	-	\$ 609,313	\$ -	-
August	-	-	-	-	-	-
September	-	-	-	-	-	-
October	-	-	-	-	-	-
November	-	-	-	-	-	-
December	-	-	-	-	-	-
January	-	-	-	-	-	-
February	-	-	-	-	-	-
March	-	-	-	-	-	-
April	-	-	-	-	-	-
May	-	-	-	-	-	-
June	-	-	-	-	-	-
Total revenues	<u>\$ 609,313</u>	<u>\$ -</u>		<u>\$ 609,313</u>	<u>\$ -</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

August 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 17,410,000	\$ 32,928,586	\$ (15,518,586)	189.1%
Investment Income	-	1,413,114	(1,413,114)	0.0%
Total revenues	<u>17,410,000</u>	<u>34,341,700</u>	<u>(16,931,700)</u>	<u>197.3%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
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	-	8,140,000	-
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-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	26,860	473,140	5.4%
Total product development projects	<u>16,995,000</u>	<u>629,723</u>	<u>16,365,277</u>	<u>3.7%</u>
Product development fund administration	<u>415,000</u>	<u>-</u>	<u>415,000</u>	<u>0.0%</u>
Total product development fund	<u>\$ 17,410,000</u>	<u>\$ 629,723</u>	<u>\$ 16,780,277</u>	<u>3.6%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 26,435,933		
Less: Liabilities/Outstanding Grants		(16,365,277)		
Less: Unspent Admin Budget (Current Year)		(415,000)		
Current Product Development Amount Available		<u>\$ 9,655,655</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

August 31, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 609,313	\$ (609,313)	0.0%
Investment Income	-	-	-	-
Total revenues	-	609,313	(609,313)	#DIV/0!
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	-	-	-	#DIV/0!
	-	-	-	-
LIFT fund administration	-	-	-	#DIV/0!
	-	-	-	-
Total product development fund	\$ -	\$ -	\$ -	#DIV/0!
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		\$ 609,313		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		\$ 609,313		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

August 31, 2022

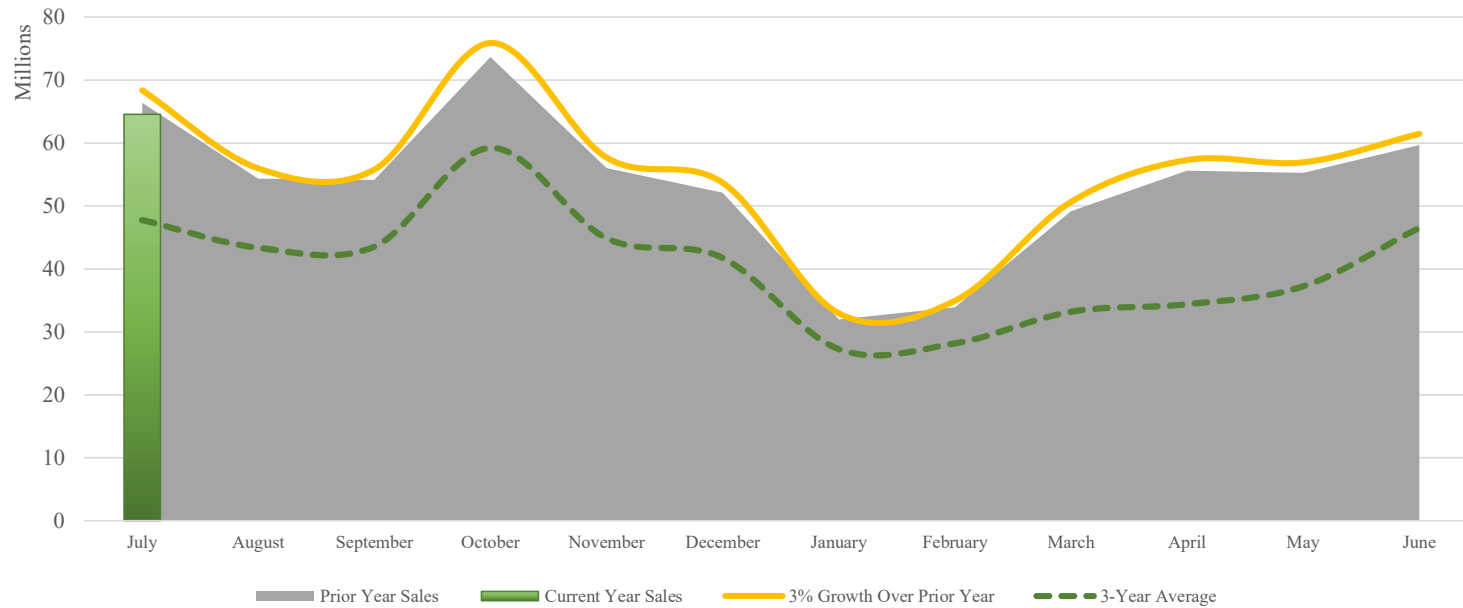
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 22,068,839	\$ 26,435,933	\$ 609,313	\$ 48,504,771
Receivables	(16,668)	-	-	(16,668)
Total current assets	<u>\$ 22,052,171</u>	<u>\$ 26,435,933</u>	<u>\$ 609,313</u>	<u>48,488,104</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ (6,904,383)	\$ (7,462)	\$ -	\$ (6,911,845)
Future events payable	116,800	\$ 16,365,277	\$ -	\$ 16,482,077
Total current liabilities	<u>(6,787,583)</u>	<u>\$ 16,357,815</u>	<u>\$ -</u>	<u>\$ 9,570,232</u>
				-
Fund Balances:				-
Restricted for product development fund	-	10,078,118	#DIV/0!	10,078,118
Committed for event support program	86,268	-	-	86,268
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	11,967,276	-	-	11,967,276
Total fund balances	<u>28,839,754</u>	<u>10,078,118</u>	<u>609,313</u>	<u>38,917,872</u>
Total liabilities and fund balances	<u>\$ 22,052,171</u>	<u>\$ 26,435,933</u>	<u>\$ 609,313</u>	<u>\$ 48,488,104</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

August 31, 2022



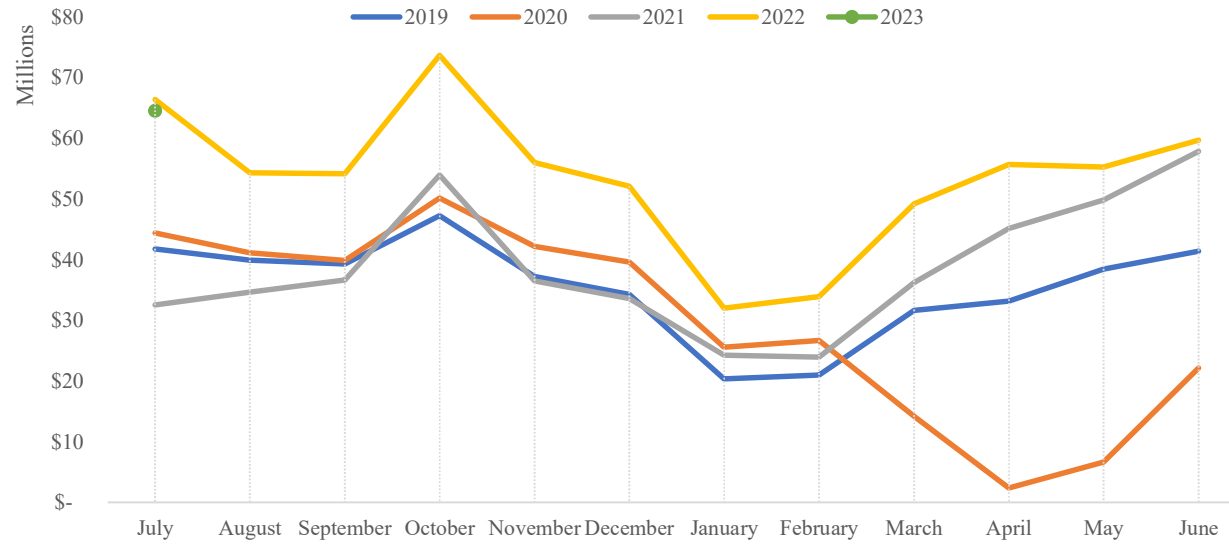
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,545,050	\$ 66,395,236	-3%	-3%	\$ 68,387,093	\$ 47,776,104
August	-	54,342,049	-	-	55,972,311	43,373,014
September	-	54,173,567	-	-	55,798,774	43,575,302
October	-	73,669,896	-	-	75,879,993	59,244,187
November	-	56,021,061	-	-	57,701,693	44,889,963
December	-	52,126,448	-	-	53,690,242	41,766,849
January	-	31,988,630	-	-	32,948,289	27,265,068
February	-	33,927,340	-	-	34,945,161	28,185,600
March	-	49,176,871	-	-	50,652,178	33,209,625
April	-	55,641,656	-	-	57,310,906	34,405,072
May	-	55,273,859	-	-	56,932,074	37,254,403
June	-	59,669,756	-	-	61,459,849	46,538,072
Total revenues	<u>\$ 64,545,050</u>	<u>\$ 642,406,370</u>			<u>\$661,678,562</u>	<u>\$487,483,258</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

August 31, 2022



	2019	2020	2021	2022	2023
Month of lodging sales:					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,395,236	\$ 64,545,050
August	39,917,550	41,113,655	34,663,339	54,342,049	-
September	39,327,048	39,869,174	36,683,164	54,173,567	-
October	47,272,253	50,148,618	53,914,047	73,669,896	-
November	37,240,595	42,190,154	36,458,675	56,021,061	-
December	34,272,393	39,595,569	33,578,528	52,126,448	-
January	20,347,077	25,561,453	24,245,119	31,988,630	-
February	20,985,316	26,696,319	23,933,141	33,927,340	-
March	31,638,002	14,208,120	36,243,884	49,176,871	-
April	33,141,034	2,402,461	45,171,098	55,641,656	-
May	38,464,222	6,624,541	49,864,809	55,273,859	-
June	41,413,202	22,108,839	57,835,620	59,669,756	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,138,537	\$ 642,406,370	\$ 64,545,050

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

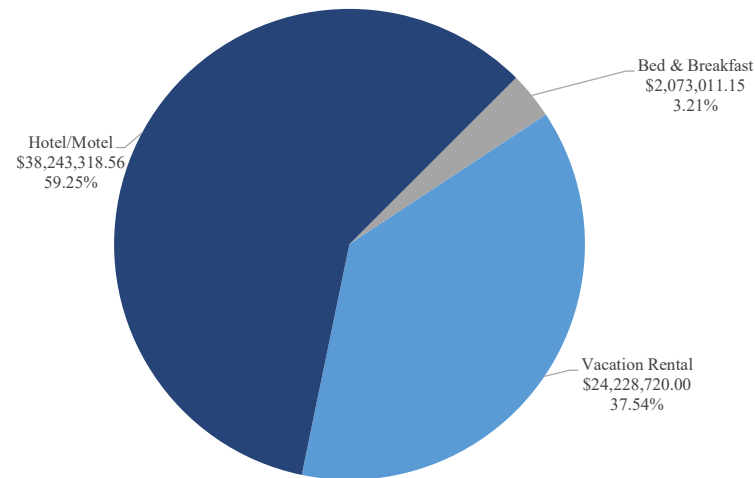
August 31, 2022

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	\$ 38,243,319	\$ 41,364,569	-7.5%	-7.5%	\$ 24,228,720	\$ 23,348,777	3.8%	3.8%	\$ 2,073,011	\$ 1,681,890	23.3%	23.3%	\$ 64,545,050	\$ 66,395,236	-2.8%	-2.8%
August	-	33,288,678	-		-	19,639,485	-		-	1,413,887	-		-	54,342,049	-	
September	-	34,410,077	-		-	18,324,347	-		-	1,439,143	-		-	54,173,567	-	
October	-	49,777,745	-		-	21,795,421	-		-	2,096,730	-		-	73,669,896	-	
November	-	36,931,580	-		-	17,606,350	-		-	1,483,131	-		-	56,021,061	-	
December	-	34,591,966	-		-	16,283,854	-		-	1,250,628	-		-	52,126,448	-	
January	-	15,401,453	-		-	16,087,946	-		-	499,232	-		-	31,988,630	-	
February	-	17,587,944	-		-	15,551,658	-		-	787,738	-		-	33,927,340	-	
March	-	27,907,881	-		-	19,983,976	-		-	1,285,014	-		-	49,176,871	-	
April	-	33,881,484	-		-	20,113,822	-		-	1,646,351	-		-	55,641,656	-	
May	-	33,766,102	-		-	19,631,274	-		-	1,876,483	-		-	55,273,859	-	
June	-	36,779,176	-		-	20,910,800	-		-	1,979,780	-		-	59,669,756	-	
Total	<u>\$ 38,243,319</u>	<u>\$ 395,688,655</u>			<u>\$ 24,228,720</u>	<u>\$ 229,277,710</u>			<u>\$ 2,073,011</u>	<u>\$ 17,440,005</u>			<u>\$ 64,545,050</u>	<u>\$ 642,406,370</u>		

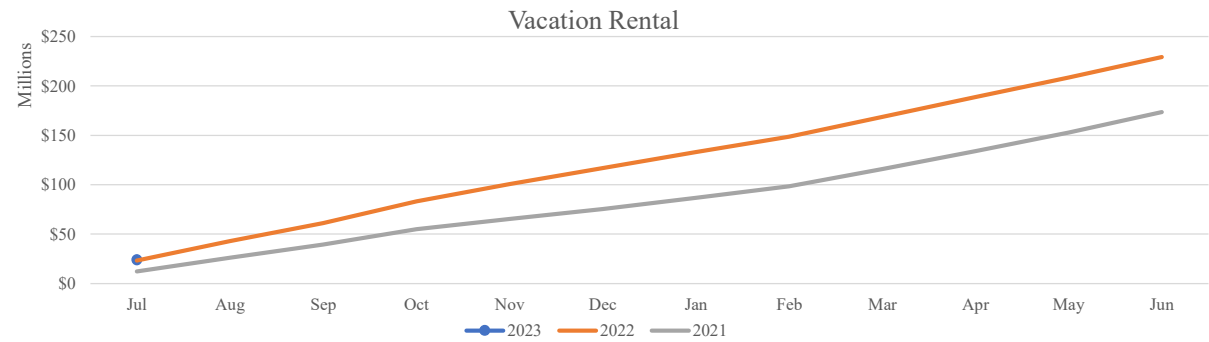
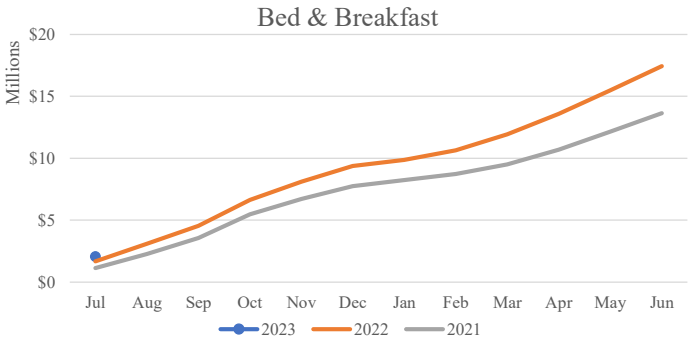
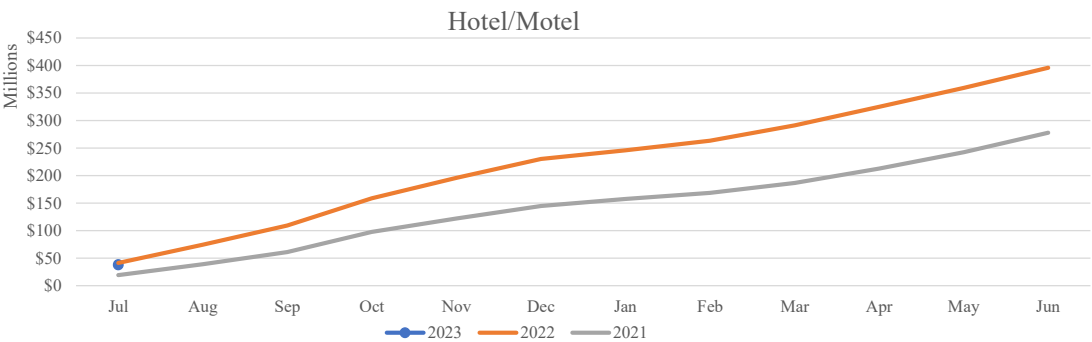
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
August 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

August 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.

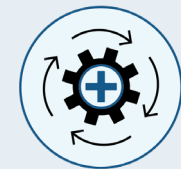
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



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

- Buncombe County Projects: [Greenlighted \\$6.64 million in additional TPDF funding](#) for Enka Recreation Destination and Woodfin Greenway & Blueway
- Festivals & Cultural Events: Held virtual info session and opened the [Festivals & Cultural Events Grant Cycle](#) on August 29 with applications being accepted through September 27
- Wayfinding Discussions: Conducted workshops with several districts on topic of dispersal that will inform future changes and improvements to pedestrian and vehicular signage

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

- Family Fun: Focused on family fun in [Top 10 parks & playgrounds](#) and [Family-Friendly Fall Guide](#) blogs
- Geofencing Campaign: Pushed creative spirit and responsible travel messages to music festival goers through a geofence campaign during Martha's Vineyard Beach Road Weekend (August 25-27)

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

- Neighborhood Campaign: Published [new microsite for West Asheville](#) along with [promotional video](#) and new photo assets
- Site Visit: Created Black Mountain itinerary for Cele and Lynn Seldon of Atlanta Journal Constitution
- Earned Media Coverage:
 - The Points Guy: [The 8 best places to travel in September](#)
 - Cardinal & Pine: [Each of These 20 Indie Bookstores In North Carolina Has a Story to Tell](#)

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

- 48-Hour FAM: Hosted largest ever FAM with 20 meeting planners August 23-26 and showcased all that Asheville has to offer for potential events
- Connect Marketplace: Conducted 30 one-on-one appointments with qualified meeting planners during [Connect Marketplace](#) (August 8-10)
- Incentive Video: Appealed to incentive trip planners through [video collaboration](#) with Northstar Meetings Group
 - Featured Interviews: Martha Howard of Biltmore, Lynn Grabey of Accents on Asheville, Craig Cupit of The Omni Grove Park Inn, Larry Crosby of The Foundry Hotel and Gar Ragland of Citizen Vinyl

Collaborate with broader community leaders to ensure sustainable growth & alignment

- National Alliance to End Homelessness (NAEH): Circulated NAEH survey to partners in collaboration with Asheville Chamber

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

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

- Responsible Hiking: Incorporated responsible travel messaging into [hiking features](#); directed people to [less-traveled trails](#) and [Hiking Trail Finder tool](#) with social media posts
- Eco-Friendly Inspiration: Shared [Top 10 Eco-Friendly Ways to Spend Fall in Asheville](#)
- Farm-Fresh Feature: Celebrated National Farmers Market Week by [spotlighting the area's tailgate markets](#)
- Sustainable Fall Travel Pitch: Distributed seasonal pitch to national media featuring sustainable and fulfilling experiences to connect with the natural world and the local community through local partners, including places to stay like Wrong Way River Cabins, back-to-the-land offerings and beyond farm-to-table dining
- Earned Media Coverage:
 - Travel + Leisure: [This North Carolina Mountain Destination Is Getting a Brand-new Campground With 16 Gorgeous A-frame Cabins](#)
 - US News Travel: [15 Top Hikes in Asheville, North Carolina](#)

ENGAGE & INVITE MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- Burton Street: Worked with Ricky Tejada to amplify Burton Street's history in [Past & Present: The Story of Burton Street in West Asheville](#)
- Girlfriends Getaway Guide: Published Shayla Martin's [Ultimate Guide to a Girlfriends Getaway in Asheville](#)
- Site Visit: Supported Katie Chang, Forbes journalist, who visited Asheville and plans upcoming coverage focused on untold stories, BIPOC and minority-owned businesses, including Wrong Way River Cabins, the West Asheville neighborhood including Neng Jr.'s and Leo's House of Thirst, etc.

Increase outreach in recruiting diverse meetings and events

- LGBT Meeting Planners Association (LGBT MPA): Engaged with LGBT MPA during [networking event at Connect Marketplace](#)
- Soroptimist Site Visit: Met the organizer of the regional meeting of [Soroptimist](#), a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- Event Sponsorships: Sponsored and supported several events in August
 - Chow Chow (August 4-7)
 - 95th Mountain Dance Folk Festival (August 4-6)
 - Sourwood Festival (August 13-14)
 - Downtown After 5 (August 19)
 - LEAF Down by the River (August 20)
 - 17th Annual Come to Leicester Artists Studio Tour (August 20-21)
 - Asheville Symphony in the Park (August 28)
- F&B Accolades: Published "Asheville's Food & Beverage Scene Scores Big in 2022" [blog](#) to highlight recent food and beverage accolades, including James Beard Awards, Yelp & Esquire
- Fall Festivals & Events: Published new [Fall Festivals & Events Guide](#)
- Garden & Gun Event: East Fork, Explore Asheville and Garden & Gun hosted a dinner at Ginny's Supper Club in Harlem, featuring food by Ashleigh Shanti, music and spirits from Asheville
 - Media Connections: Along with 67 guests in attendance, Explore Asheville marketing team connected with media including Amy Virshup of the New York Times and Anne Banas of BBC Travel, as well as Caroline Bologne of the Huffington Post prior to the event
- Earned Media Coverage:
 - The Zoe Report: [Looking For An Easy Wellness Getaway? Try Asheville, North Carolina](#)
 - Forbes: [7 Places To Travel To This Autumn](#)

Actively promote creative community and resources to groups and events

- [American Society of Association Executives \(ASAE\)](#): Attended tradeshow in Nashville and met with over 320 attendees interested in Asheville as a meetings destination
 - Local Flare: Replicated Gus Cutty's mural of Lionel Ritchie (on side of Orange Peel) [in backdrop for ASAE booth](#), served mocktails using Devil's Foot sodas and offered local Asheville products; partnered with Renaissance Downtown and McKibbin Properties

Create opportunities for partners to learn about and support creative spirit

- Visitor Guide Distribution: Received and fulfilled 2,595 individual requests and 32 out-of-market orders, totaling 68 cases, or 3,400 visitor guides
- Partner Listings: Created 6 new free partner listings on ExploreAsheville.com and updated 38 listings
 - New Partner Outreach: Sent emails to 10 businesses
- Event Calendar: Posted 368 events to our online calendar
- Package & Deals: Added 5 packages and deals

RUN A HEALTHY & EFFECTIVE ORGANIZATION

Increase team performance and effectiveness

- New Hire: Welcomed Anne Mullins as VP of Destination Development & Community Engagement; she started August 22

Prioritize individual professional development, trainings and team benefits

- United Way: Volunteered service hours with United Way of Buncombe County

Focus on events and communications strategy to increase community engagement

- Partner Opportunities: Outlined [opportunities for partners to collaborate](#) with the Explore Asheville Sales Team
- BCTDA Offsite Meeting: Held the August 31 BCTDA Board meeting in the community at Center for Craft, a beneficiary of TPDF funding, and had 15 in-person attendees in addition to board members and Explore Asheville staff

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

- Local News & BCTDA/Explore Asheville Coverage:
 - US Open: On August 2, Explore Asheville was announced as the official tourism partner for the US Open in 2022.
 - WLOS: [Explore Asheville Signs on as Tourism Partner of the US Open](#)
 - Mountain Xpress: [Explore Asheville becomes official tourism partner of the 2022 US Open tennis tournament](#)
 - Initial announcement was also picked up by news aggregators including [MSN](#), [Asheville News Online](#) and [Barometer](#)
 - Citizen Times: [UPDATE: Asheville US Open official tourism sponsor; will cost \\$1.3M in tax dollars](#)
 - WLOS: [\\$1.3 million paid for Asheville advertisements during 2022 U.S. Open tournament](#)
 - News also posted on CVB website, partner Facebook and LinkedIn pages.
 - Festivals & Cultural Events Support Fund:
 - Mountain Xpress: [Applications for Buncombe TDA grant funding for 2023 events open Aug. 29](#)
 - General:
 - WLOS: [Asheville tourism industry reports softening as once-booming hotels see fewer bookings](#)

Destination Performance Report



Lodging & Visitor Overview - August 2022

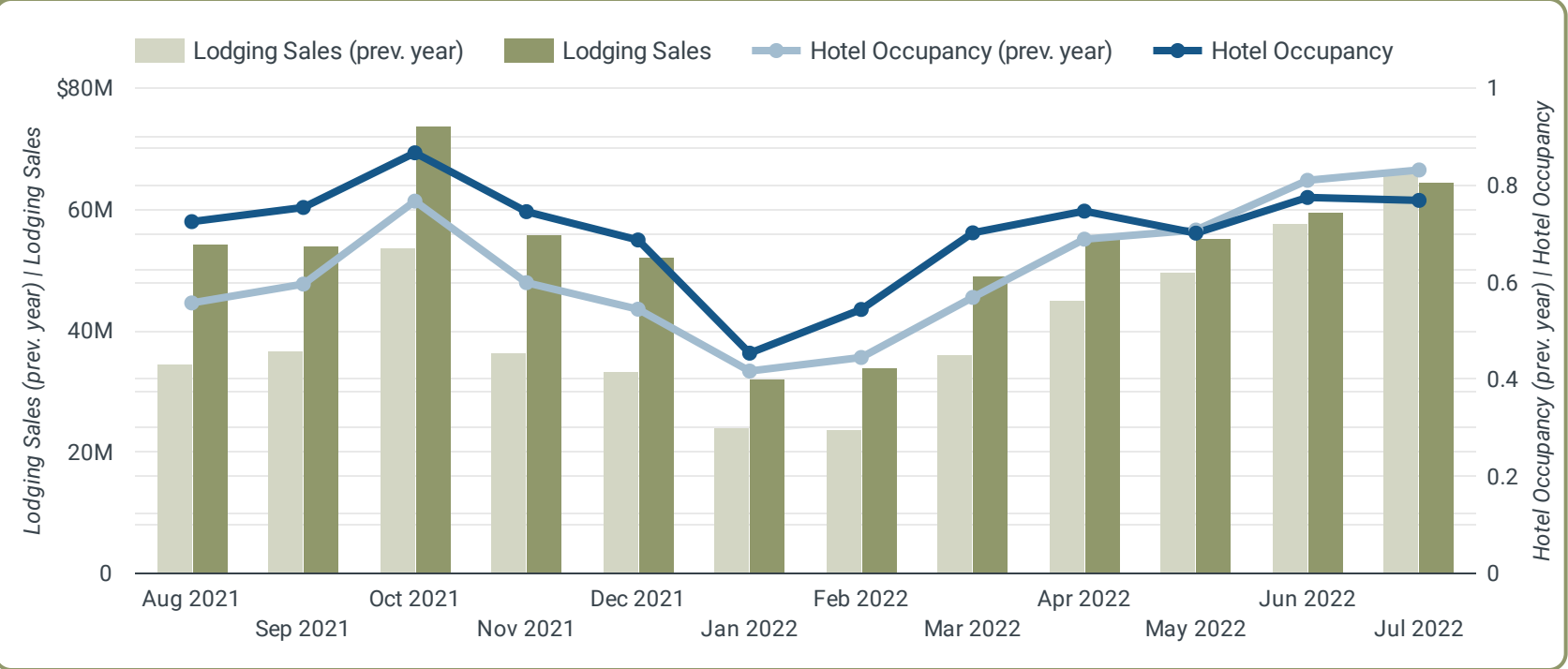
Lodging Sales \$64,545,050 (July) ↓ -2.8%	Hotel Occupancy* 76.9% (July) ↓ -7.5%	Hotel Demand* 214,862 (July) ↓ -4.7%	Hotel ADR* \$192.34 (July) ↓ -1.1%	Hotel RevPAR* \$147.83 (July) ↓ -8.5%
Airport Passengers 196,393 (July) ↑ 7.6%	Asheville Visitor Center 15,425 ↓ -5.3%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 3,930 ↓ -25.1%	Travel Guide Requests 2,595 ↑ 15.8%

Lodging & Visitor Overview - Fiscal Year 22-23

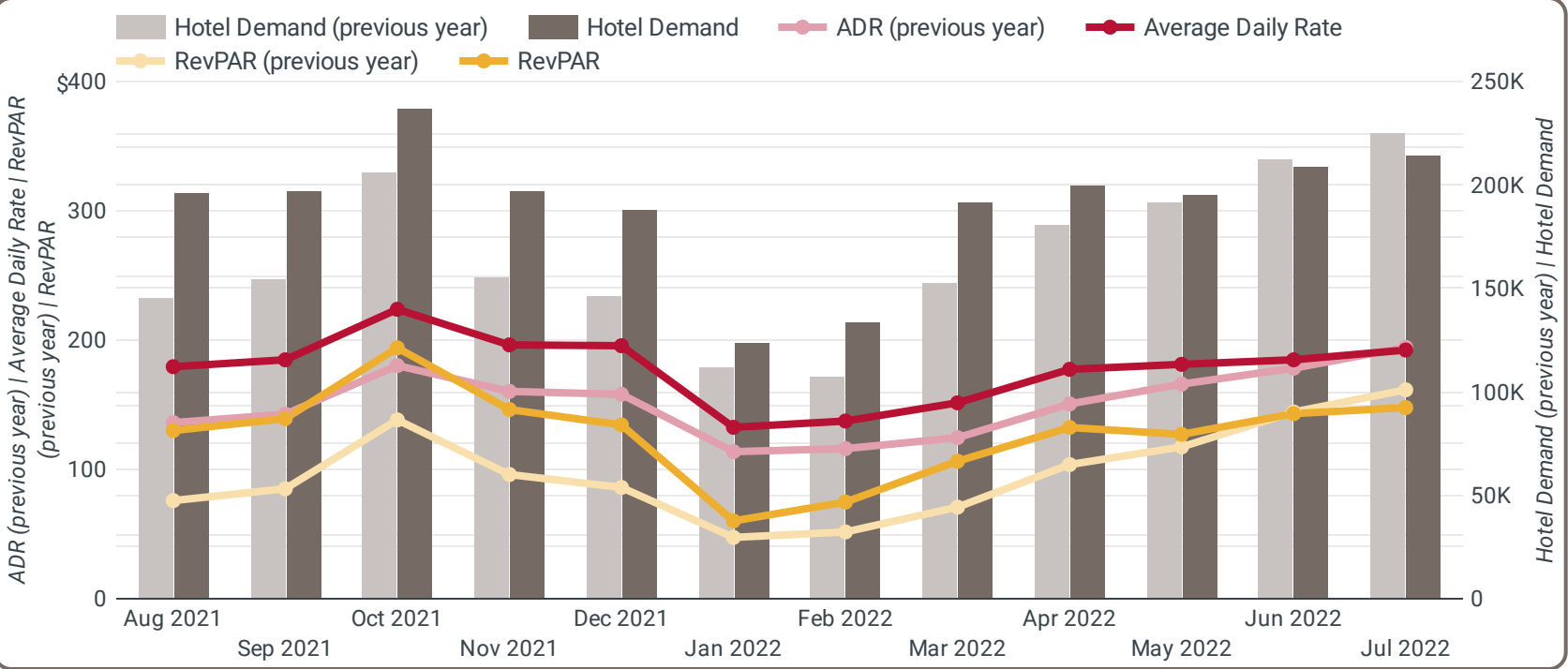
Lodging Sales \$64,545,050 ↓ -2.8%	Hotel Occupancy* 76.9% ↓ -7.5%	Hotel Demand* 214,862 ↓ -4.7%	Hotel ADR* \$192.34 ↓ -1.1%	Hotel RevPAR* \$147.83 ↓ -8.5%
Airport Passengers 196,393 ↑ 7.6%	Asheville Visitor Center 33,726 ↓ -9.3%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 8,027 ↓ -25.8%	Travel Guide Requests 5,060 ↑ 5.5%

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 - July 2022

Occupancy	ADR	RevPAR	Demand
71.1%	\$122.12	\$86.83	202,347
↓ -11.2%	↑ 3.7%	↓ -7.9%	↑ 16.0%

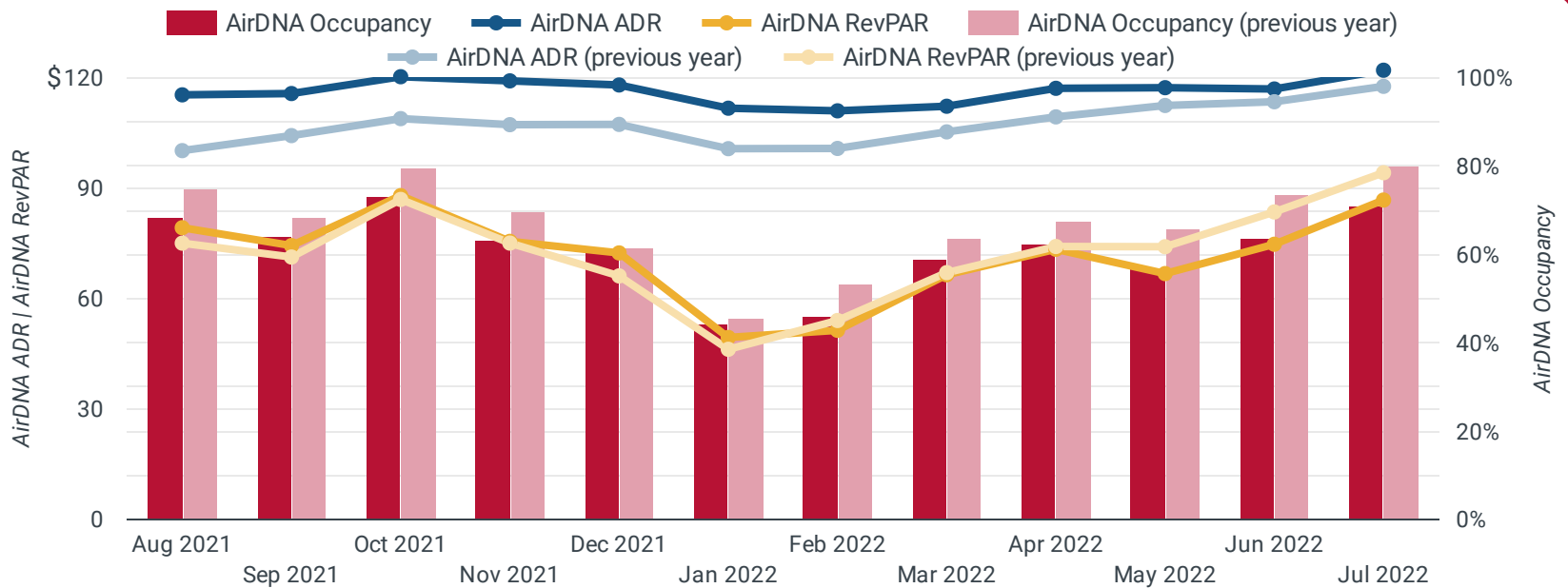
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
71.1%	\$122.12	\$86.83	202,347
↓ -11.2%	↑ 3.7%	↓ -7.9%	↑ 16.0%

AirDNA ADR, RevPAR and Occupancy

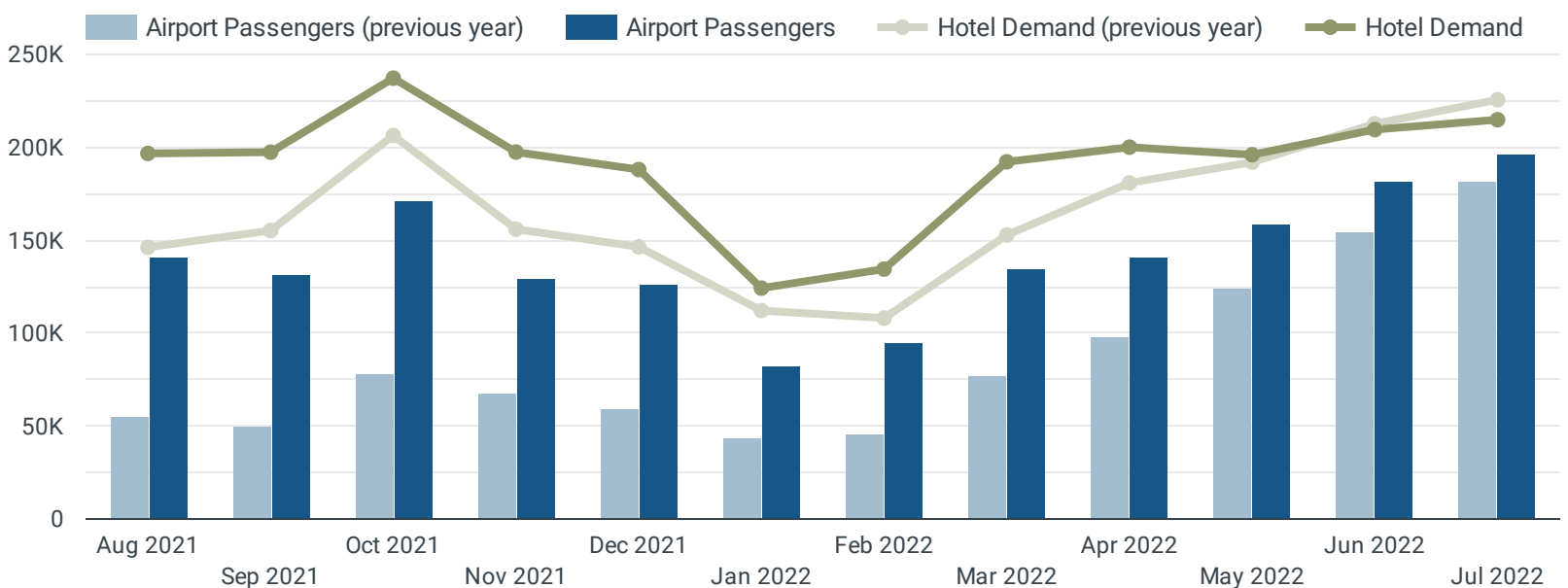
* Short Term Rental Data Source: AirDNA

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

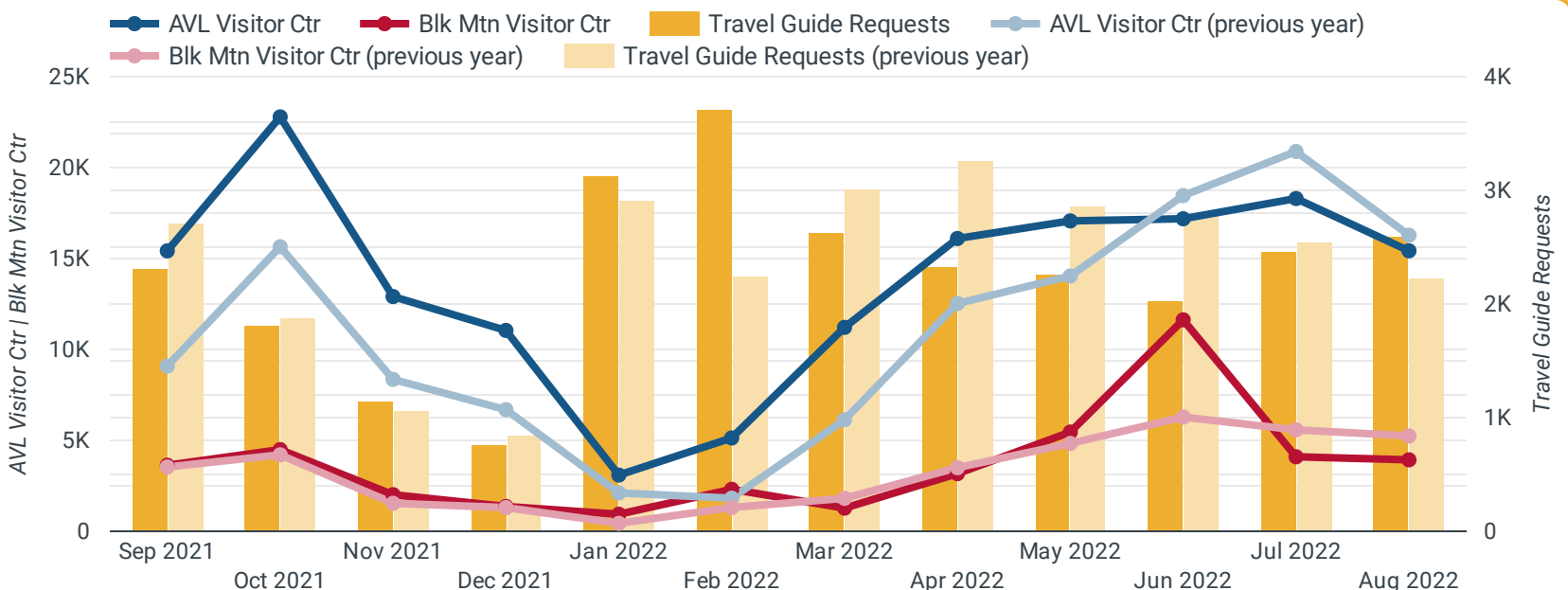


Airport Passengers vs. Hotel Demand*

* Source: STR, Inc. Republication 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



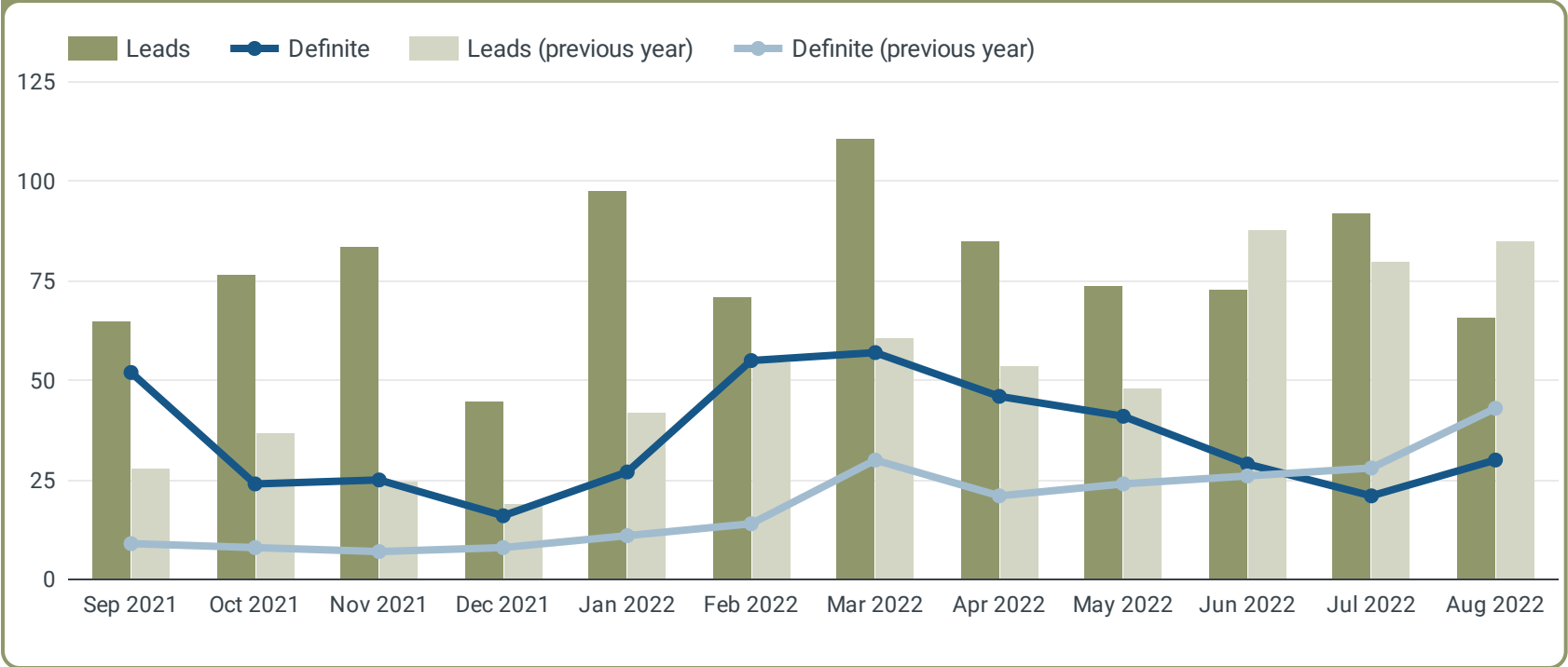
Sales Leads and Outreach - August 2022

Sales Leads Issued 66 ↓ -22.4%	Room Nights (Leads) 16,531 ↓ -4.5%	Leads Turned Definite 36 ↓ -16.3%	Room Nights (Definite) 4,004 ↓ -26.9%	Estimated Revenue \$1,601,172 ↑ 20.0%	
P2P Outreach 387 ↓ -53.3%	Indirect Outreach 109,553 ↑ 18,343.3%	Group Events 35 ↑ 25.0%	Room Nights Generated 6,466 ↑ 63.0%	Actualized Revenue \$1,978,126 ↑ 101.8%	Groups Served 31 ↓ -8.8%

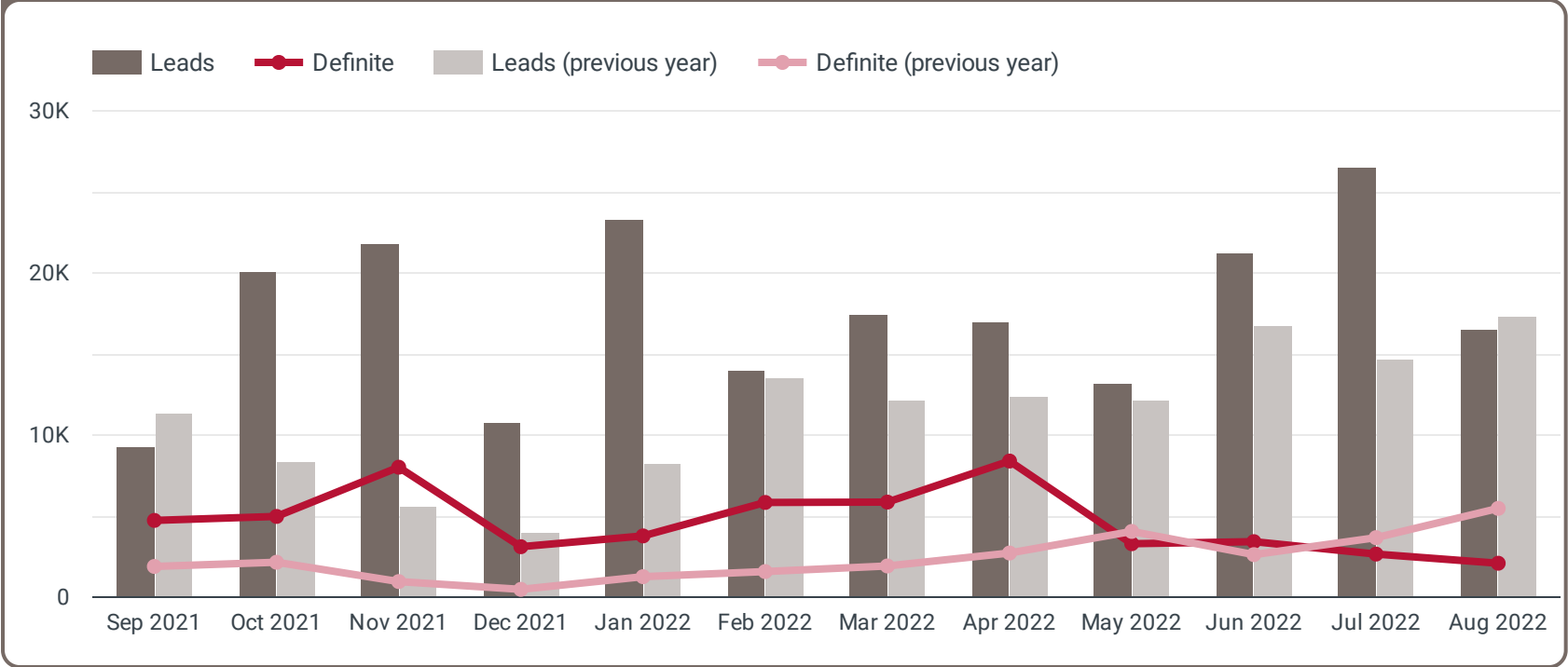
Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 158 ↓ -4.2%	Room Nights (Leads) 43,121 ↑ 34.4%	Leads Turned Definite 57 ↓ -20.8%	Room Nights (Definite) 6,660 ↓ -27.6%	Estimated Total Revenue \$2,753,380 ↑ 20.6%	
P2P Outreach 1,080 ↓ -30.1%	Indirect Outreach 111,182 ↑ 18,617.5%	Group Events 67 ↑ 11.7%	Room Nights Generated 8,557 ↑ 38.8%	Actualized Revenue \$2,705,942 ↑ 67.6%	Groups Served 67 ↑ 1.5%

Sales Leads vs. Definite



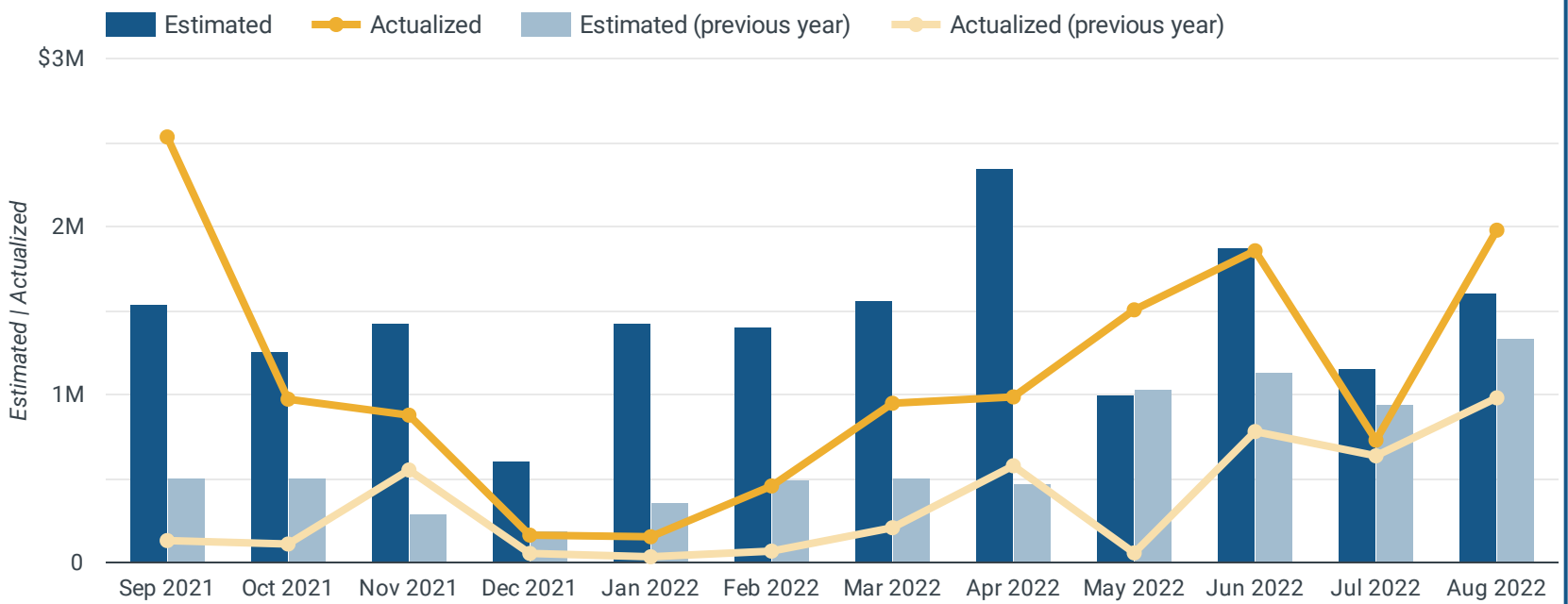
Room Nights Represented in Leads vs. Definite



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.	Aug 2022	387	-53.3%	109,553	183.4
2.	Jul 2022	693	-3.3%	1,629	0
3.	Jun 2022	988	-5.6%	224,947	844.7
4.	May 2022	413	-26.5%	25,198	1.0
5.	Apr 2022	951	29.9%	11,725	0
6.	Mar 2022	484	-44.7%	10,419	-0.6
7.	Feb 2022	566	-43.2%	5,955	-0.5
8.	Jan 2022	416	-51.4%	330	-1.0
9.	Dec 2021	591	-19.5%	1,326	-0.9
10.	Nov 2021	688	-9.1%	22,854	0.3

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Aug 2022	35	25.0%	6,466	63.0%
2.	Jul 2022	32	0.0%	2,091	-4.7%
3.	Jun 2022	50	108.3%	5,610	154.7%
4.	May 2022	37	236.4%	3,845	983.1%
5.	Apr 2022	37	76.2%	3,253	90.3%
6.	Mar 2022	26	271.4%	4,465	202.9%
7.	Feb 2022	14	366.7%	1,759	162.5%
8.	Jan 2022	9	800.0%	523	321.8%
9.	Dec 2021	19	216.7%	897	286.6%
10.	Nov 2021	30	200.0%	2,760	29.6%

Marketing Department Performance Report



Marketing Metrics Overview - August 2022

Website Visits 532,812 ↓ -1.0%	Mobile Site Visits 387,198 ↓ -0.9%	aRes - Room Nights 6 ↓ -90.8%	aRes - Room Revenue \$-853 ↓ -106.9%	Total Facebook Fans 309,304 ↑ 2.0%
PR Publicity Value \$4,743,138 ↑ 97.6%	PR Estimated Impressions 2,362,987,014 ↑ 379.9%	Significant Placements 21 ↑ 61.5%	Media Touchpoints 45 ↑ 21.6%	Video Views 329,108 ↑ 653.0%

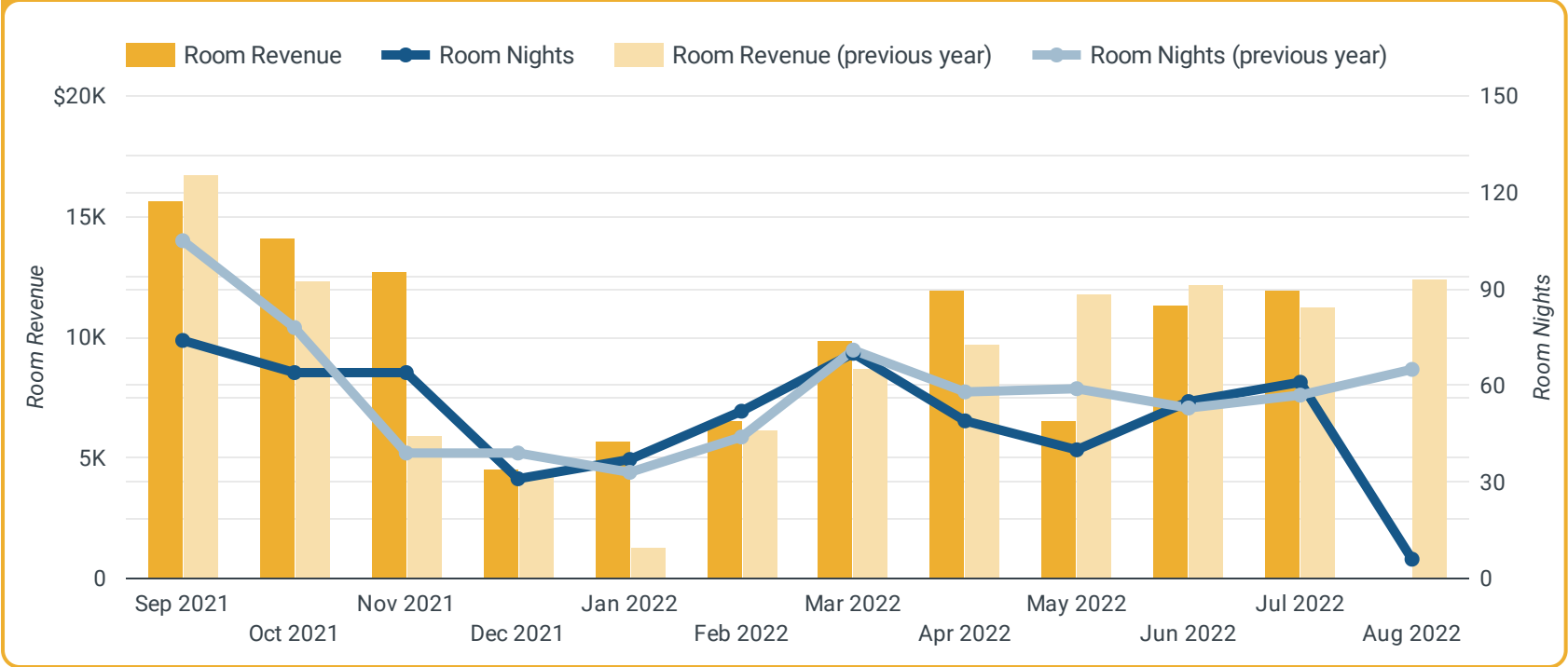
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 1,103,163 ↓ -25.8%	Mobile Site Visits 823,497 ↓ -25.2%	aRes - Room Nights 67 ↓ -45.1%	aRes - Room Revenue \$11,136 ↓ -53.0%	Avg. Total Facebook Fans 308,858 ↑ 1.8%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 693,935 ↑ 430.8%

ExploreAsheville.com Web Stats



Online Reservation (aRes) Data



Marketing Department Performance Report



Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Aug 2022	\$307,082	-79%	3,382,693	-38.72%
2.	Jul 2022	\$1,235,213	15%	16,499,252	214.59%
3.	Jun 2022	\$974,746	-28%	9,563,408	347.69%
4.	May 2022	\$522,923	-17%	2,573,638	-57.14%
5.	Apr 2022	\$2,827,371	367%	10,691,595	296.95%
6.	Mar 2022	\$390,117	132%	3,131,148	47.24%
7.	Feb 2022	\$116,912	-94%	2,208,034	-73.73%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Aug 2022	\$4,436,056	385%	2,359,604,321	0
2.	Jul 2022	\$2,533,333	+0%	1,347,517,437	0.85%
3.	Jun 2022	\$1,927,879	44%	1,025,467,440	41.72%
4.	May 2022	\$1,354,878	61%	720,679,643	51.52%
5.	Apr 2022	\$1,487,349	121%	791,143,059	113.83%
6.	Mar 2022	\$1,330,956	-21%	707,955,063	-21.25%
7.	Feb 2022	\$1,364,148	-4%	725,595,386	-5.45%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Aug 2022	45	0	21	0
2.	Jul 2022	40	-13.0%	32	39.1%
3.	Jun 2022	36	16.1%	17	-22.7%
4.	May 2022	44	-38.0%	19	18.8%
5.	Apr 2022	24	-55.6%	24	-17.2%
6.	Mar 2022	95	216.7%	23	-43.9%
7.	Feb 2022	34	-55.8%	11	-62.1%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Aug 2022	309,304	2.0%	329,108	278.2%
2.	Jul 2022	308,411	1.6%	364,827	689.3%
3.	Jun 2022	308,301	1.6%	374,394	943.8%
4.	May 2022	306,070	1.0%	299,202	1,217.5%
5.	Apr 2022	305,766	1.8%	120,389	432.1%
6.	Mar 2022	307,000	2.3%	174,640	428.4%
7.	Feb 2022	305,000	1.8%	397,105	890.6%

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.