

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

Wednesday, October 26, 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 September 28, 2022 Meeting Minutes	Kathleen Mosher
9:10 a.m.	September 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.	2022 TPDF Grant Cycle Investment Recommendations	Vic Isley; Chris Cavanaugh, TPDF Administrator
10:00 a.m.	Festivals & Cultural Events Grant Investment Recommendations	Tiffany Thacker
10:15 a.m.	Bylaws Update Notice	Kathleen Mosher
10:20 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:25 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:30 a.m.	Miscellaneous Business	Kathleen Mosher
10:35 a.m.	Comments from the General Public	Kathleen Mosher
10:40 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, November 30, 2022**, at 9:00 a.m., in the theater of The Collider, located on the 4th floor of 1 Haywood Street. 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, September 28, 2022

Present (Voting): Kathleen Mosher, Chair; Brenda Durden, Vice Chair; Leah Ashburn, Andrew Celwyn, Matthew Lehman, HP Patel, Scott Patel

Absent (Voting): Larry Crosby, Michael Lusick

Present (Ex-Officio): Buncombe County Commissioner Robert Pressley

Absent (Ex-Officio): Asheville City Councilmember Sandra Kilgore

CVB Staff: Vic Isley, Marla Tambellini, Anne Mullins, Jennifer Kass-Green, Jonna Sampson, Julia Simpson, Josh Jones, Luisa Yen, Holly Watts, Tiffany Thacker, Emily Crosby, Joshua Runkles

BC Finance: Don Warn, Buncombe County/BCTDA Fiscal Agent

Legal Counsel: Sabrina Rockoff, McGuire, Wood & Bisette/BCTDA Attorney

In-Person Attendees: Randy Claybrook, Bent Creek Lodge
Jane Anderson, Asheville Independent Restaurants
John Ellis, Prior TDA Board Member
Elizabeth Sims, Communications Professional
Peter Pollay, Posana
Kit Cramer, Asheville Area Chamber of Commerce
Nina Tovish, Asheville City Council Candidate

Online Attendees: Adam Sacks, Tourism Economics
Carli Adams, Sarah Kilgore, Sha'Linda Pruitt, Charlie Reed, Whitney Smith; Explore Asheville Staff
Jim Muth, TPDF Committee
Timothy Love, Buncombe County
Zach Wallace, Asheville Area Chamber of Commerce
Sharon Tabor, Black Mountain Swannanoa Chamber of Commerce
Lacy Cross, Movement Bank
John Harbin, WLOS

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 August 31, 2022, BCTDA meeting were approved with a 7-0 vote.
- The August 2022 financial reports were reviewed and approved with a 7-0 vote.
- Vic Isley provided her President & CEO's report.
- Adam Sacks provided a 2021 Visitor Contributions to Buncombe County and Economic Outlook Update.
- A brief update from Commissioner Robert Pressley was heard.
- Andrew Celwyn addressed the board during Miscellaneous Business.
- Public comments from Nina Tovish were received.
- With a 7-0 vote, the BCTDA meeting adjourned at 10:26 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

HP Patel made a motion to approve the August 31, 2022, regular meeting minutes as presented. Ashburn seconded the motion. There was no discussion, and with all in favor, the motion carried 7-0.

Approval of August 2022 Financial Reports

Don Warn reviewed the August 2022 financial statements. Warn noted that the Legacy Investment from Tourism (LIFT) Fund was added to pages 2 and 4 of the financial reports.

There was a brief discussion about the increased percentage of vacation rentals in Buncombe County and how to effectively manage occupancy tax collection from those properties since booking platforms report aggregate data. There was also clarification about how the percentages in the year-over-year financials are now impacted by the change in legislation, occupancy tax usage and Funds.

Lehman then made a motion to approve the August 2022 financial reports as presented, and Celwyn seconded the motion. A vote was taken, and with all in favor, the motion carried 7-0.

President & CEO Report

Vic Isley provided a recap of the BCTDA Annual Meeting and noted the William A.V. Cecil Leadership Award was presented posthumously to the late Wilma Dykeman. Isley shared the

video created for the honoree. Isley thanked Jonna Sampson for many years of employment. Isley then presented lodging occupancy metrics for August 2022 compared to previous years.

Isley concluded her report with a reminder that the Monthly Highlights and Destination Performance reports are posted on AshevilleCVB.com.

Isley acknowledged that the livestream audience was disconnected during her report due to an internet outage and the virtual presenter, Adam Sacks, would call in by conference phone.

2021 Visitor Contributions to Buncombe County and Economic Outlook Update

Adam Sacks, President of Tourism Economics, reported on 2021 visitor contributions to Asheville and Buncombe County and provided an economic outlook. There were no questions.

Asheville City Council Update

Councilmember Kilgore was absent from the meeting; therefore, an Asheville City Council update was not provided.

Buncombe County Commission Update

Commissioner Pressley reported on recent county-related business, including the comprehensive land use working session, affordable parking program for downtown, anticipated impacts of updated broadband infrastructure, and Sheriff's Office staffing challenges.

Miscellaneous Business

Celwyn requested that the BCTDA establish policies or guidelines related to board member participation in client engagements that include travel such as the US Open. A brief discussion followed. Mosher thanked Celwyn for the input, stated she would like the board leadership to be more participatory in representing the community and destination, and would add the matter to a future meeting agenda for further consideration.

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 September 27 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 read, understood, and agreed to abide by the Rules of Decorum. She invited Nina Tovish to speak.

Tovish noted they were running for Asheville City Council and made suggestions about local efforts they thought the BCTDA should support.

Adjournment

Lehman moved to adjourn the meeting, and Durden seconded the motion. With all in favor, the motion carried 7-0. The meeting adjourned at 10:26 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, October 26, 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

September 30, 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	\$ 2,099,768	\$ 4,549,450	\$ 22,668,152	16.7%	\$ 5,135,157	-11.4%
Investment income	-	1,508	4,291	(4,291)	-	164	2516.9%
Other income	-	-	-	-	-	-	-
Earned revenue	183,000	16,511	34,527	148,473	18.9%	29,998	15.1%
Total revenues	<u>27,400,602</u>	<u>2,117,786</u>	<u>4,588,269</u>	<u>22,812,333</u>	<u>16.7%</u>	<u>5,165,319</u>	<u>-11.2%</u>
Expenditures:							
Salaries and Benefits	3,713,360	178,940	484,028	3,229,332	13.0%	539,562	-10.3%
Sales	2,159,000	89,624	274,733	1,884,267	12.7%	143,875	91.0%
Marketing	21,895,242	919,814	921,943	20,973,299	4.2%	1,189,393	-22.5%
Community Engagement	300,000	3,943	18,041	281,959	6.0%	17,076	5.7%
Administration & Facilities	1,150,000	113,144	251,430	898,570	21.9%	180,097	39.6%
Events/Festivals/Sponsorships	225,000	10,579	33,579	191,421	14.9%	6,000	459.6%
Total expenditures	<u>29,442,602</u>	<u>1,316,043</u>	<u>1,983,753</u>	<u>27,458,849</u>	<u>6.7%</u>	<u>2,076,002</u>	<u>-4.4%</u>
Revenues over (under) expenditures	<u>(2,042,000)</u>	<u>801,744</u>	<u>2,604,515</u>			<u>\$ 3,089,317</u>	<u>-15.7%</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>\$ 801,744</u>	<u>2,604,515</u>				
Fund balance, beginning of year			<u>26,388,557</u>				
Fund balance, end of month			<u>\$ 28,993,072</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

September 30, 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	\$ 2,449,683	\$ 2,807,310	-13%	\$ 2,449,683	\$ 2,807,310	-13%	\$ 603,280	\$ 935,770	-36%	\$ 603,280	\$ 935,770	-36%
August	2,099,768	2,327,847	-10%	4,549,450	5,135,157	-11%	517,107	775,949	-33%	1,120,387	1,711,719	-35%
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>\$ 4,549,450</u>	<u>\$ 27,276,952</u>		<u>\$ 4,549,450</u>	<u>\$ 27,276,952</u>		<u>\$ 1,120,387</u>	<u>\$ 9,092,317</u>		<u>\$ 1,120,387</u>	<u>\$ 9,092,317</u>	

Month of room sales:	Legacy Investment from Tourism Fund						Total Revenue Summary					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)	Current	Prior	(%)
	Year	Year	(%)	Year	Year	Change	Year	Year	Change	Year	Year	Change
July	\$ 603,280	\$ -	-	\$ 603,280	\$ -	-	\$ 3,656,243	\$ 3,743,080	-2%	\$ 3,656,243	\$ 3,743,080	-2%
August	517,107	-	-	1,120,387	-	-	3,133,982	3,103,796	1%	6,790,224	6,846,876	-1%
September	-	-	-	-	-	-	-	3,043,325	-	-	9,890,201	-
October	-	-	-	-	-	-	-	4,127,255	-	-	14,017,456	-
November	-	-	-	-	-	-	-	3,376,408	-	-	17,393,864	-
December	-	-	-	-	-	-	-	2,884,655	-	-	20,278,519	-
January	-	-	-	-	-	-	-	1,834,764	-	-	22,113,284	-
February	-	-	-	-	-	-	-	2,082,414	-	-	24,195,698	-
March	-	-	-	-	-	-	-	2,668,129	-	-	26,863,827	-
April	-	-	-	-	-	-	-	3,129,825	-	-	29,993,652	-
May	-	-	-	-	-	-	-	3,070,283	-	-	33,063,936	-
June	-	-	-	-	-	-	-	3,305,333	-	-	36,369,269	-
Total revenues	<u>\$ 1,120,387</u>	<u>\$ -</u>		<u>\$ 1,120,387</u>	<u>\$ -</u>		<u>\$ 1,120,387</u>	<u>\$ 36,369,269</u>		<u>\$ 1,120,387</u>	<u>\$ 36,369,269</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Tourism Product Development Fund Summary

September 30, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 17,410,000	\$ 26,294,660	\$ (8,884,660)	151.0%
Investment Income	-	1,493,682	(1,493,682)	0.0%
Total revenues	<u>17,410,000</u>	<u>27,788,343</u>	<u>(10,378,343)</u>	<u>159.6%</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>2,606</u>	<u>412,395</u>	<u>0.6%</u>
Total product development fund	<u>\$ 17,410,000</u>	<u>\$ 632,328</u>	<u>\$ 16,777,672</u>	<u>3.6%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 27,028,275		
Less: Liabilities/Outstanding Grants		(16,365,277)		
Less: Unspent Admin Budget (Current Year)		(412,395)		
Current Product Development Amount Available		<u>\$ 10,250,603</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Legacy Investment from Tourism Fund

September 30, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ -	\$ 1,120,387	\$ (1,120,387)	0.0%
Investment Income	-	-	-	-
Total revenues	-	1,120,387	(1,120,387)	0.0%
Expenditures:				
LIFT projects:				
	-	-	-	-
	-	-	-	-
Total product development projects	-	-	-	0.0%
LIFT fund administration	-	-	-	0.0%
Total product development fund	\$ -	\$ -	\$ -	0.0%
Legacy Investment from Tourism Funds Available for Future Grants				
Total Net Assets		\$ 1,120,387		
Less: Liabilities/Outstanding Grants		-		
Less: Unspent Admin Budget (Current Year)		-		
Current Product Development Amount Available		\$ 1,120,387		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

September 30, 2022

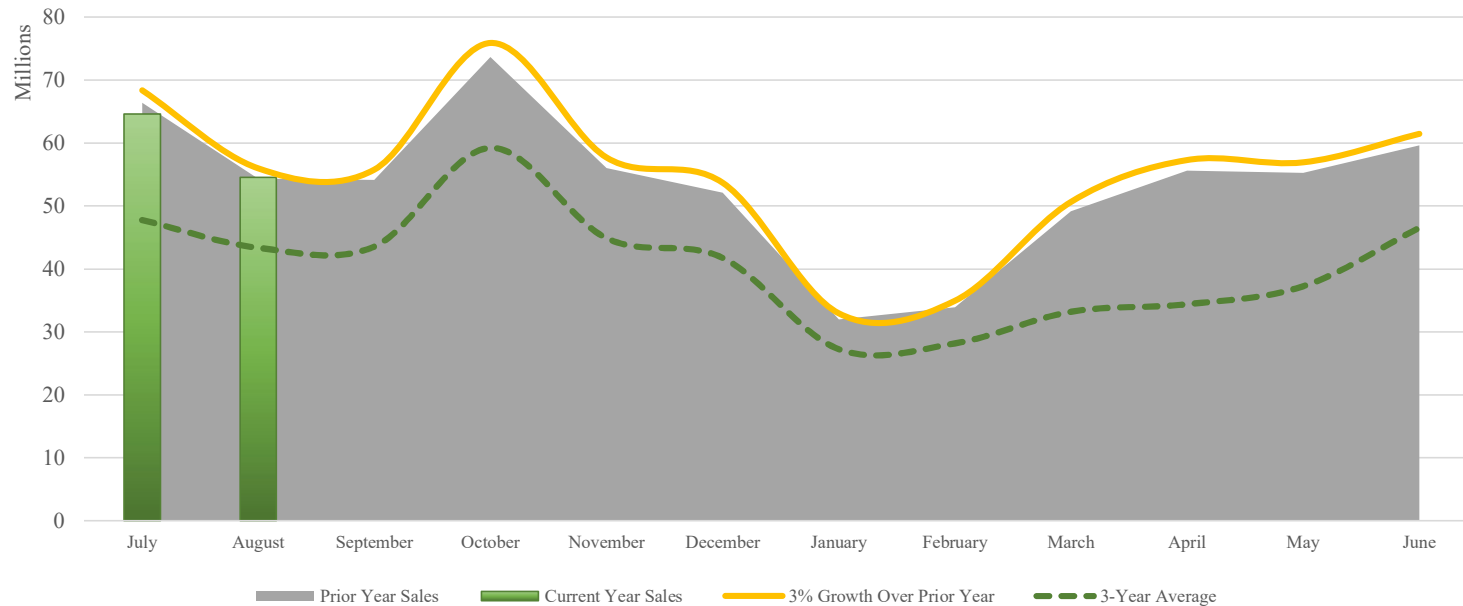
	Operating and Earned Revenue Funds	Product Development Fund	Legacy Investment from Tourism Fund	Total
Assets:				
Current assets:				
Cash and investments	\$ 29,182,905	\$ 27,028,275	\$ 1,120,387	\$ 56,211,180
Receivables	-	-	-	-
Total current assets	<u>\$ 29,182,905</u>	<u>\$ 27,028,275</u>	<u>\$ 1,120,387</u>	<u>56,211,180</u>
Liabilities:				
Current liabilities:				-
Accounts payable	\$ 92,833	\$ -	\$ -	\$ 92,833
Future events payable	97,000	\$ 16,365,277	\$ -	\$ 16,462,277
Total current liabilities	<u>189,833</u>	<u>\$ 16,365,277</u>	<u>\$ -</u>	<u>\$ 16,555,110</u>
				-
Fund Balances:				-
Restricted for product development fund	-	10,662,998	-	10,662,998
Committed for event support program	92,201	-	-	92,201
State Required Contingency	2,177,408	-	-	2,177,408
Designated Contingency	14,608,801	-	-	14,608,801
Undesignated (cash flow)	12,114,662	-	-	12,114,662
Total fund balances	<u>28,993,072</u>	<u>10,662,998</u>	<u>1,120,387</u>	<u>39,656,070</u>
Total liabilities and fund balances	<u>\$ 29,182,905</u>	<u>\$ 27,028,275</u>	<u>\$ 1,120,387</u>	<u>\$ 56,211,180</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

September 30, 2022



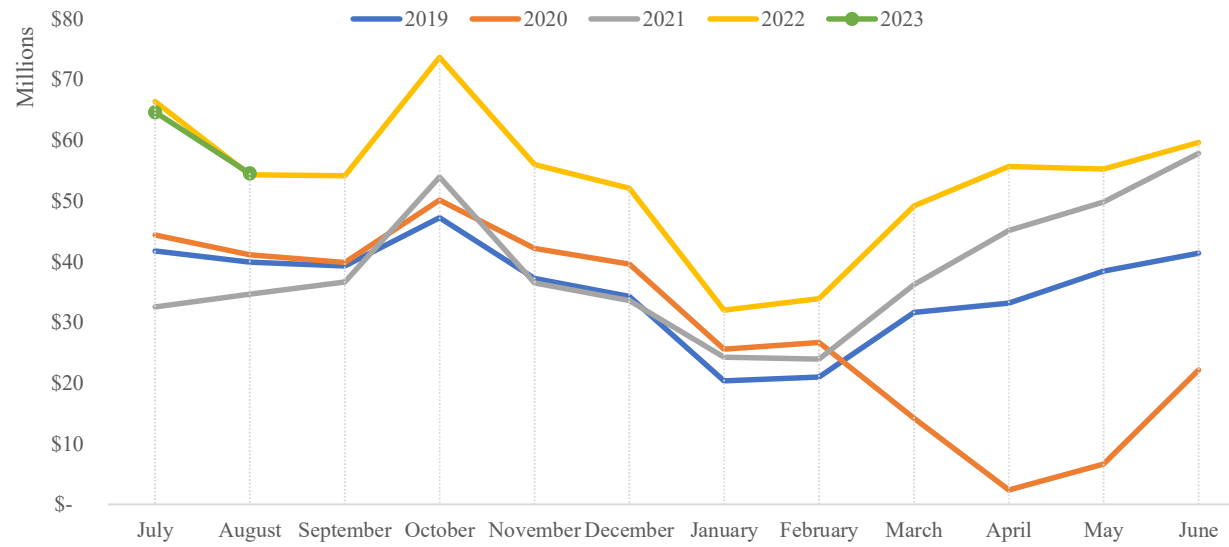
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 64,627,386	\$ 66,395,236	-3%	-3%	\$ 68,387,093	\$ 47,776,104
August	54,539,069	54,342,049	0%	-1%	55,972,311	43,373,014
September	-	54,173,567	-	-	55,798,774	43,575,302
October	-	73,669,896	-	-	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	-	55,280,269	-	-	56,938,677	37,256,540
June	-	59,657,956	-	-	61,447,694	46,534,138
Total revenues	<u>\$119,166,456</u>	<u>\$ 642,400,980</u>			<u>\$661,673,010</u>	<u>\$487,481,461</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

September 30, 2022



	2019	2020	2021	2022	2023
Month of lodging sales:					
July	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,395,236	\$ 64,627,386
August	39,917,550	41,113,655	34,663,339	54,342,049	54,539,069
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	55,280,269	-
June	41,413,202	22,108,839	57,835,620	59,657,956	-
Total lodging sales	\$ 425,752,967	\$ 354,904,866	\$ 465,138,537	\$ 642,400,980	\$ 119,166,456

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

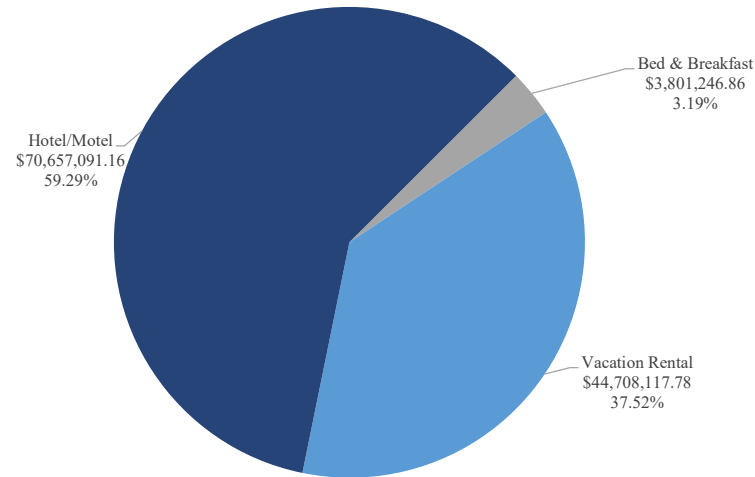
September 30, 2022

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%	\$ 24,268,095	\$ 23,348,777	3.9%	3.9%	\$ 2,115,973	\$ 1,681,890	25.8%	25.8%	\$ 64,627,386	\$ 66,395,236	-2.7%	-2.7%
August	32,413,773	33,288,678	-2.6%	-5.4%	20,440,022	19,639,485	4.1%	4.0%	1,685,274	1,413,887	19.2%	22.8%	54,539,069	54,342,049	0.4%	-1.3%
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	-		-	19,637,684	-		-	1,876,483	-		-	55,280,269	-	
June	-	36,779,176	-		-	20,904,390	-		-	1,974,390	-		-	59,657,956	-	
Total	<u>\$ 70,657,091</u>	<u>\$ 395,688,655</u>			<u>\$ 44,708,118</u>	<u>\$ 229,277,710</u>			<u>\$ 3,801,247</u>	<u>\$ 17,434,615</u>			<u>\$ 119,166,456</u>	<u>\$ 642,400,980</u>		

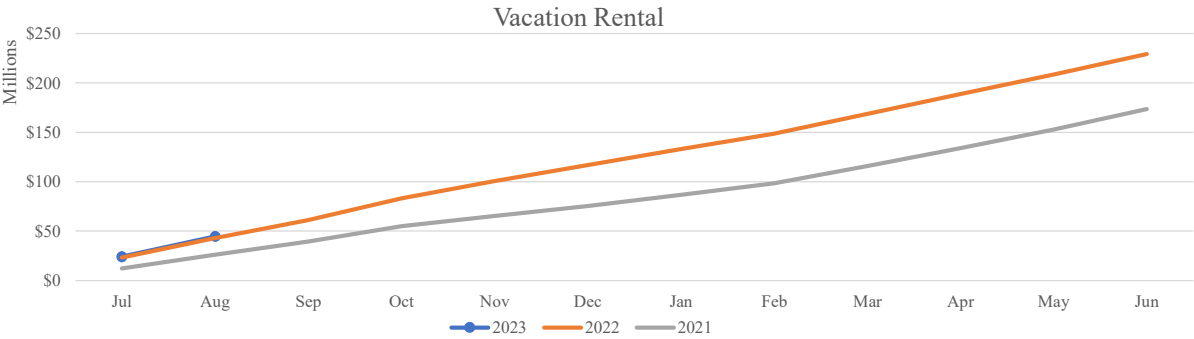
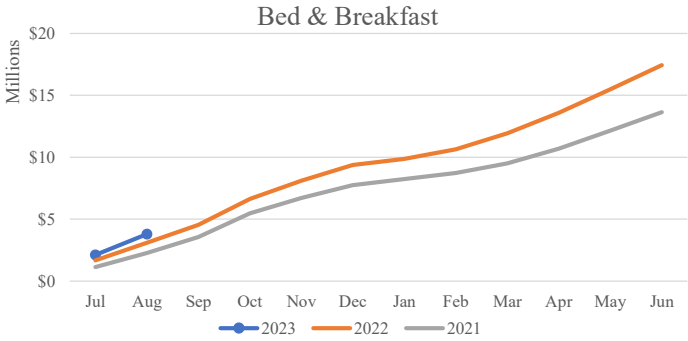
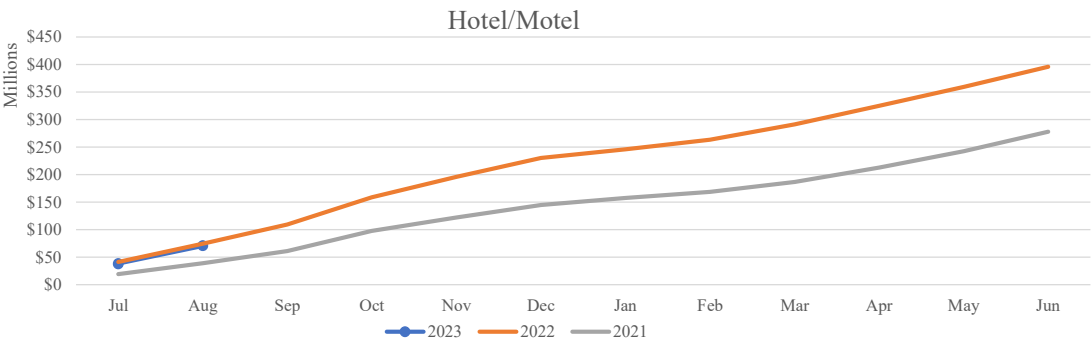
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type
Shown by Month of Sale, Year-to-Date
September 30, 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

September 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.

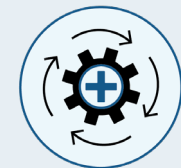
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



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): Continued TPDF Committee's Phase II review with 14 project presentations on September 29-30
- Festivals & Cultural Events Support Fund: Received 21 grant applications for the September 27 deadline

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

- [Fall Itineraries](#): Curated seasonal trip ideas for Asheville's neighborhoods and nearby towns, including West Asheville, Downtown, River Arts District, Biltmore Village, Black Mountain, Fairview and Weaverville
- Earned Media Coverage:
 - FamiliesLoveTravel.com: Asheville got recommended for family visits between late September and mid-October to see the leaves at their peak in the list of [23 Best Places To See Fall Colors In The US For Families](#)
 - Forbes: [10 Reasons To Plan A Trip To Asheville, North Carolina, This Fall](#) amplified tips shared in the [Fall 2022 What's New + Travel Tips](#) release

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

- US Open: Worked with the United States Tennis Association (USTA) to become the [official tourism partner for the 2022 US Open](#)

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

- Destination Southeast: Conducted 30 one-on-ones at a tradeshow with more than 300 meeting planners in Daytona, FL, on September 12; sponsored a lunch with a presentation and provided local art and gifts to planners
- Earned Media Coverage:
 - Meetings Today: [The Latest Developments and Renovations in Key North Carolina Cities \(2022\)](#) mentioned anticipated hotel openings, local lodging partners and popular tour operators and venues

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

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

- Fall Content: Kicked off leaf-peeping season with support from area experts
 - Fall Color Forecast: Featured Dr. Neufeld, "Fall Color Guy" and professor of plant eco-physiology, in the fall color forecast [press release](#); distributed to media and received 99% delivery and 55% open rate in initial 48 hours
 - Fall Color Hunters: Introduced six area photographers/content creators, [Reggie Tidwell](#), [Jared Kay](#), [Luke Sutton](#), [Leslie Restivo](#), [Kat Dellinger](#) and [Rachel Pressley](#), who will help capture the foliage and share insights

Identify, qualify and engage purpose-driven companies to hold meetings here

- Environmental Events: Toured [The Collider's meeting space](#) and plan to leverage relationship with CASE Consultants International to recruit climate and environmental events to our area and to support ongoing programming

Encourage partners to embrace sustainable and responsible tourism practices

- B-Corp Training: Sales Managers attended a webinar put on by B-Corp companies delving into how corporations can reduce their carbon footprint

ENGAGE & INVITE MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- NOMADNESS Fest: Attended [NOMADNESS Fest](#) on September 9-11 in Newark, NJ, to meet with BIPOC influencers, writers and content creators; many connections made were with influencers who have more than 50K Instagram followers
 - Connections: [Colby Holiday](#), [Shakeemah Smith](#), [Vanessa Karel](#), [Gaby Beckford](#), [Cameron Lee](#), [Martinque Lewis](#), [Francesca Murray](#), [Phil Calvert](#), [Sergio Rosario Diaz](#) and [Victoria Walker](#)
- Site Visits: Curated itineraries for diverse influencers and writers
 - Alysse Dalessandro ([@readytostare](#)): Visited September 7-11, promoted several partners on [Instagram Stories](#) and plans to post a blog
 - [Freelancer Joey Skaldany](#): Visited in mid-September and secured upcoming coverage in Thrillist, Sleep.com and TODAY.com
- Earned Media Coverage:
 - Vacationer: [What's New This Fall in Asheville?](#) article featured LGBTQ+ storylines; Vacationer has a reach of 420,000 LGBTQ+ travelers around the world each month

Increase outreach in recruiting diverse meetings and events

- NC College Campus Tour: Met with representatives from Visit NC, Charlotte, Raleigh, Durham and Winston-Salem who are interested in collaborating to produce a College Campus Tour itinerary

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- Event Grants and Sponsorships: Supported several events in September
 - [YMI Goombay Festival](#): September 2-4
 - [Chow Chow | Festival Weekend #3](#): September 8-11
 - [AMOS Under the Stars](#): September 15
 - [Asheville Downtown After 5](#): September 16
 - [ASAP Farm Tour](#): September 17-18
 - [Blue Ridge Pride Festival](#): September 24
 - [Asheville Quilt Show](#): September 30-October 2
 - [AIGA Asheville Design Weekend](#): September 30-October 2
- Food and Beverage Features: Hosted editors from Southern Living, The Local Palate, and Atlanta Journal Constitution in partnership with Chow Chow during the third festival weekend and anticipate coverage
- Arts & Culture Cooperative: Convened museum, cultural venue and institution leaders to learn about existing challenges, to exchange details about current programming and to explore opportunities for collaboration

Create opportunities for partners to learn about and support creative spirit

- BCTDA Annual Meeting: Hosted more than 200 partners at DoubleTree-Biltmore on September 22; the program included a President & CEO report, a keynote by Professor Wendy Smith on Both/And leadership, a storytelling foundation update from Stewart Colovin of MMGY Global and the William A.V. Cecil Leadership Award Ceremony
 - William A.V. Cecil Leadership Award: Honored the late [Wilma Dykeman](#) with the [William A.V. Cecil Leadership Award](#)
 - Reception Entertainment: Featured spins from [DJ Mad Mike](#), advice from [The Booth Fairy](#), a build-your-own-bouquet activity with [Never Ending Flower Farm](#) and a book signing with [keynote Wendy Smith](#)
 - Local Coverage:
 - Mountain Xpress: [Wilma Dykeman honored with William A.V. Cecil Leadership Award by Buncombe County Tourism Development Authority](#)
 - Mountain Xpress: [TDA discusses tourism 'paradox' at annual meeting](#)

RUN A HEALTHY & EFFECTIVE ORGANIZATION

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

- Visitor Guide Distribution: Received and fulfilled 1,633 individual requests and 22 out-of-market orders, totaling 184 cases, or 9,200 guides; 21 local partners ordered 55 cases of visitor guides, or 2,750 guides
- ExploreAsheville.com
 - Partner Listings: Created 7 new free partner listings and updated 20 listings
 - New Partner Outreach: Sent emails to 32 businesses
 - Event Calendar: Posted 344 events to our online calendar
 - Package & Deals: Added 7 packages and deals
- Black Mountain Staff Familiarization: Explored businesses in Black Mountain and learned about a variety of programs offered to groups, visitors and locals

Increase team performance and effectiveness

- New Hires: Welcomed five new employees to the team in September: Penelope Whitman, Destination Development Manager; Tiffany Thacker, Director of Grants; Shawn Boone, Senior Sales Manager; Emily Crosby, Group Services Manager; and Joshua Runkles, Office Assistant

Focus on events and communications strategy to increase community engagement

- President & CEO Presentations: Addressed groups, including Asheville Independent Restaurants Member Owners, UNCA Leadership Asheville Seniors and Greater Columbus Georgia Chamber of Commerce, about visitor contributions to the local economy

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

- Local News & BCTDA/Explore Asheville Coverage
 - General
 - Citizen Times: [Hundreds more hotel rooms on the horizon. Is there development slowdown or stoppage soon?](#)
 - WLOS: [Declining tourism rates spark concerns among some leaders, business owners in Asheville](#)
 - Citizen Times: [Boyle column: Yep, the TDA will continue spending millions on advertising](#)
 - Tourism Product Development Fund
 - Mountain Xpress: [Green in brief: Woodfin Greenway & Blueway gets \\$5.9M TDA boost](#)
 - Citizen Times: [TDA invests \\$5.9M more in Woodfin 'Wave' project, \\$750k in Enka Rec Park](#)
 - Citizen Times: [Woodfin's Riverside Park, Whitewater Wave project fully funded, 90% designed](#)
 - US Open Sponsorship
 - Citizen Times: [TDA expenses at U.S. Open included \\$70K on catering, koozies, décor](#)
 - Asheville Watchdog: [Luxury Suites, Perks for Local V.I.P.s in \\$1.3 Million US Open Deal](#)

Destination Performance Report



Lodging & Visitor Overview - September 2022

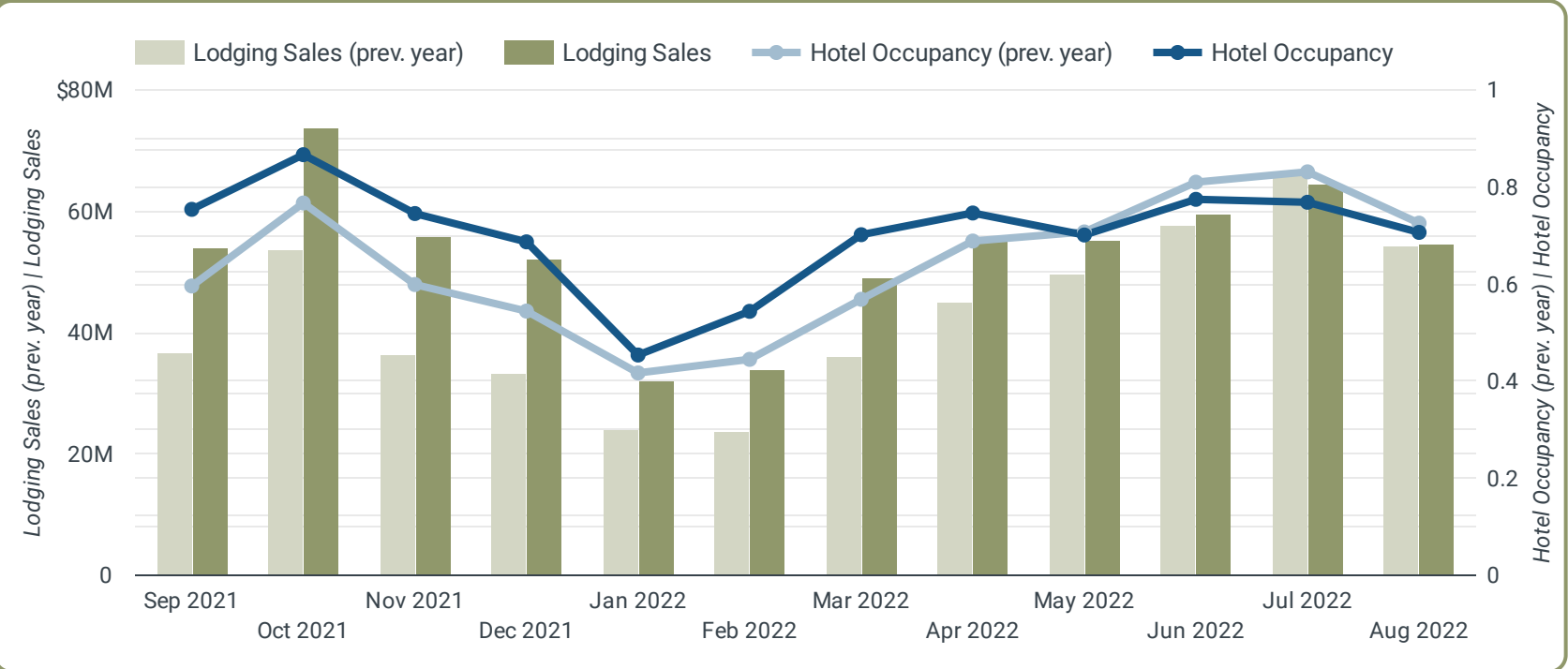
Lodging Sales \$54,539,069 (August) ↑ 0.4%	Hotel Occupancy* 70.7% (August) ↓ -2.5%	Hotel Demand* 197,510 (August) ↑ 0.4%	Hotel ADR* \$173.38 (August) ↓ -3.4%	Hotel RevPAR* \$122.50 (August) ↓ -5.8%
Airport Passengers 179,330 (August) ↑ 26.7%	Asheville Visitor Center 16,399 ↑ 6.3%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 2,561 ↓ -29.5%	Travel Guide Requests 1,633 ↓ -29.6%

Lodging & Visitor Overview - Fiscal Year 22-23

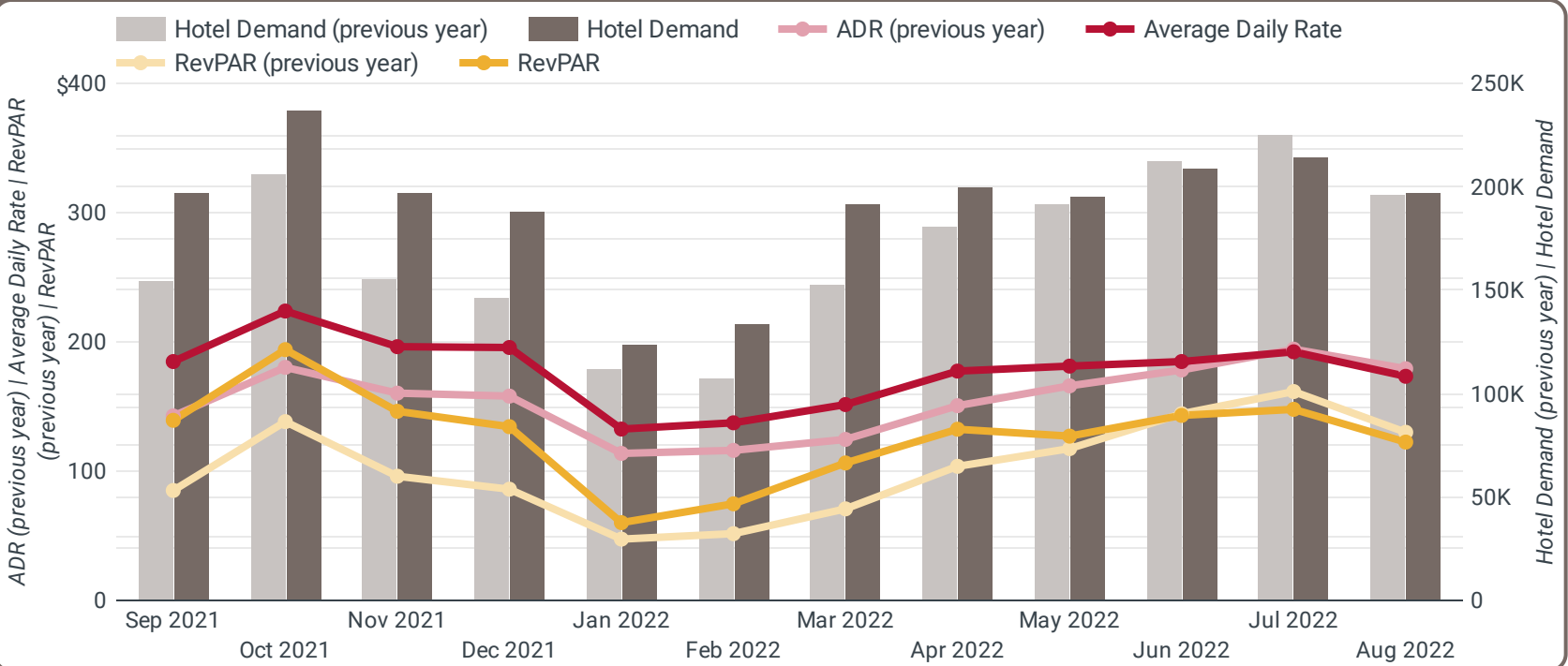
Lodging Sales \$119,166,455 ↓ -1.3%	Hotel Occupancy* 73.8% ↓ -5.2%	Hotel Demand* 412,372 ↓ -2.3%	Hotel ADR* \$183.26 ↓ -2.2%	Hotel RevPAR* \$135.16 ↓ -7.3%
Airport Passengers 375,723 ↑ 15.9%	Asheville Visitor Center 50,125 ↓ -4.7%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 10,588 ↓ -26.8%	Travel Guide Requests 6,693 ↓ -5.9%

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 - August 2022

Occupancy	ADR	RevPAR	Demand
62.7%	\$117.70	\$73.77	171,907
↓ -8.7%	↑ 2.3%	↓ -6.7%	↑ 13.9%

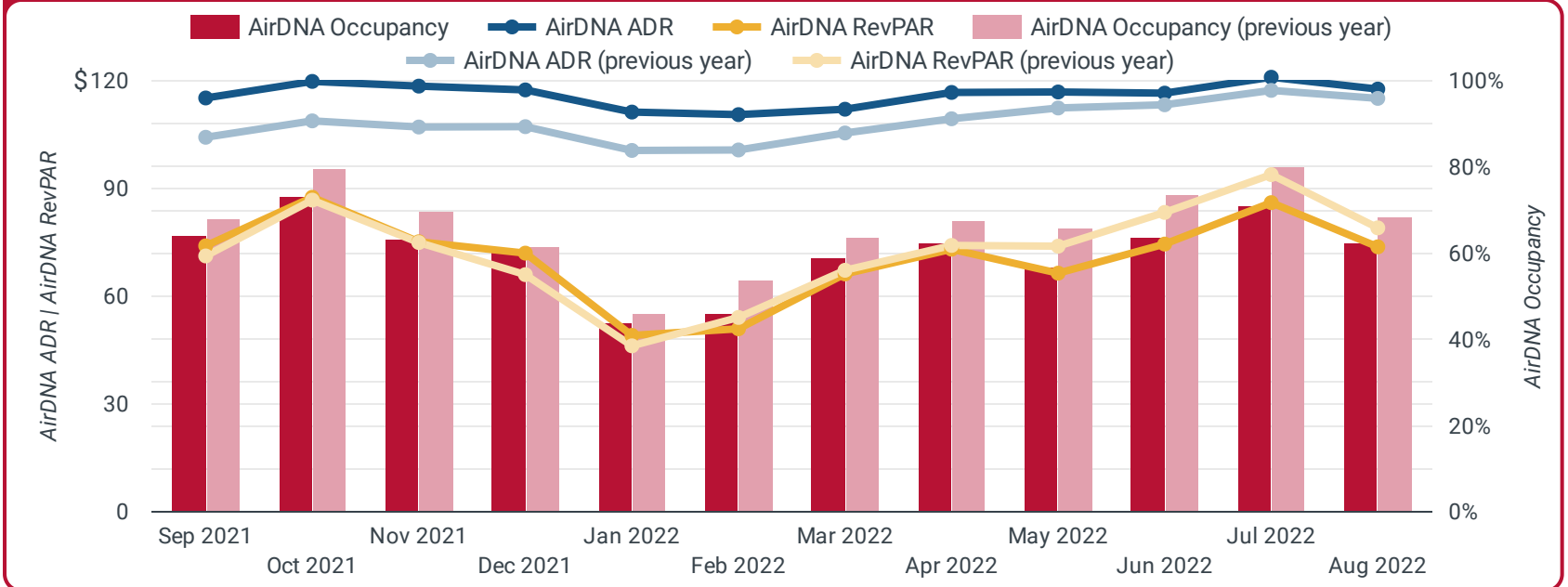
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
62.8%	\$116.65	\$73.27	2,142,666
↓ -8.2%	↑ 7.8%	↓ -1.0%	↑ 18.5%

AirDNA ADR, RevPAR and Occupancy

* Short Term Rental Data Source: AirDNA

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

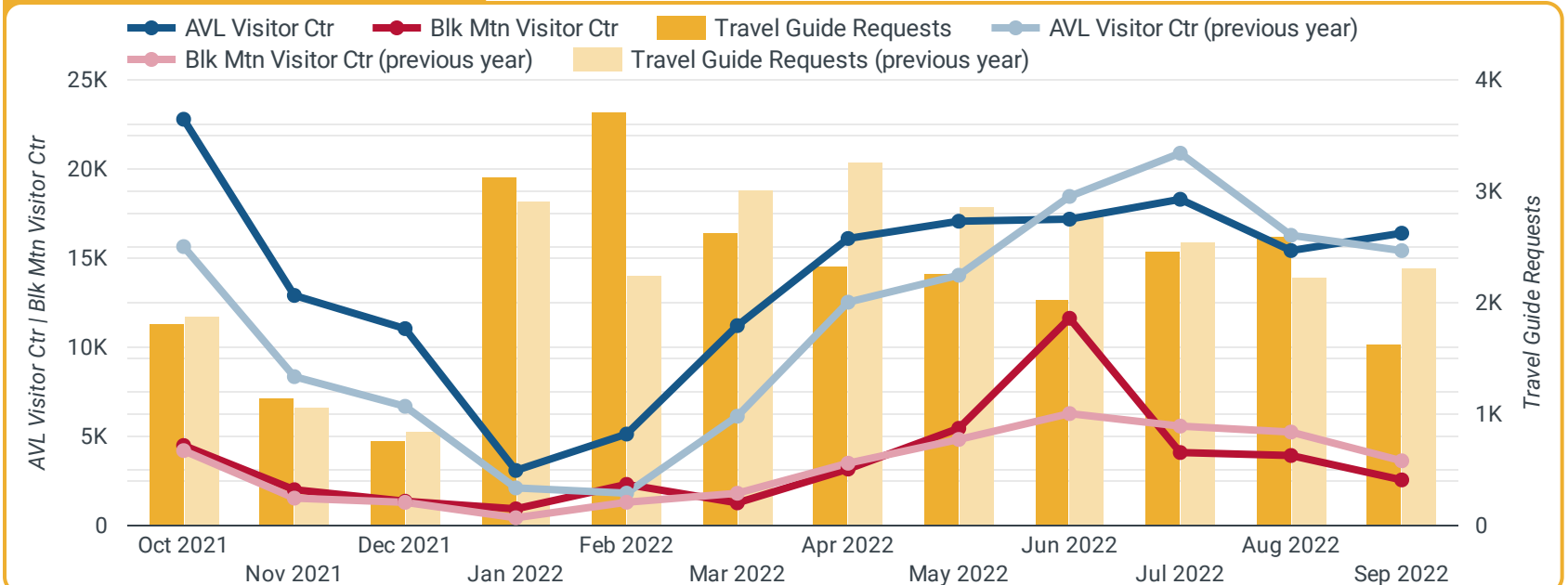


Airport Passengers vs. Hotel Demand*

* 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



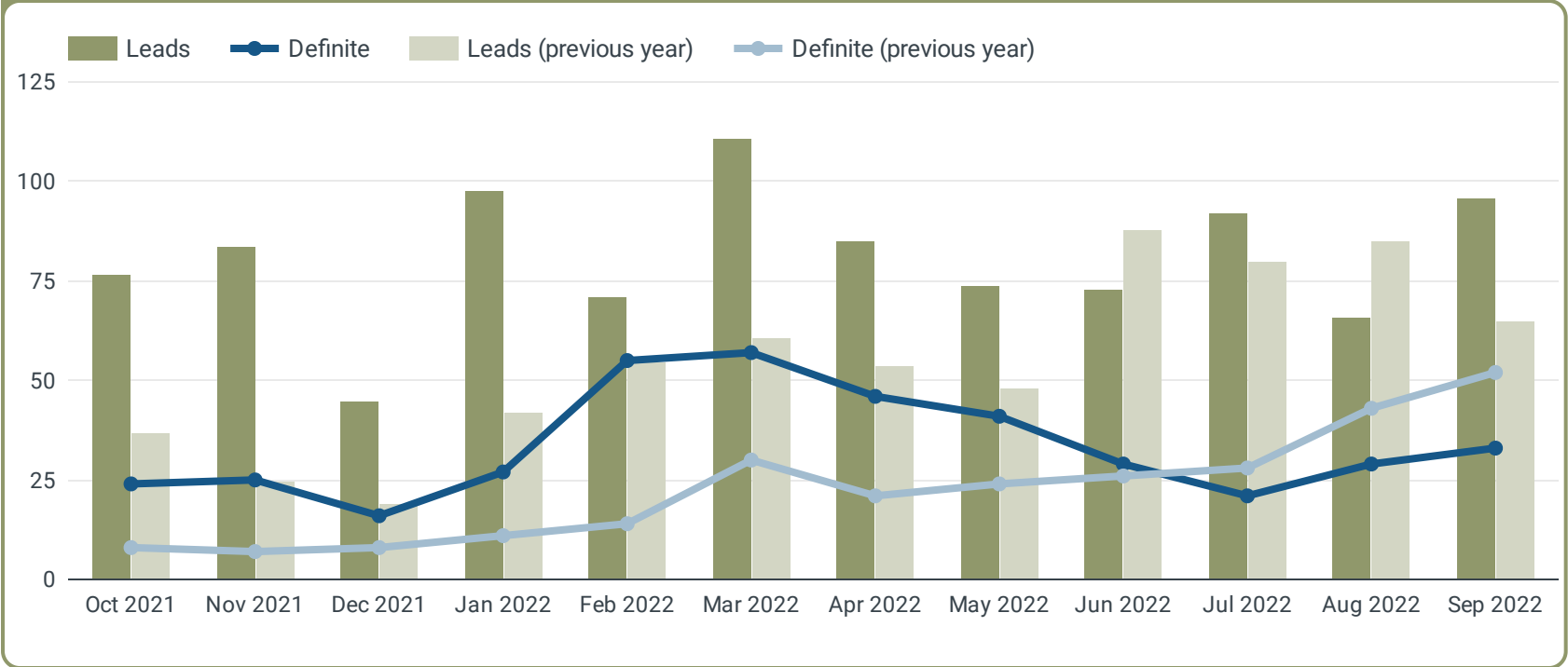
Sales Leads and Outreach - September 2022

Sales Leads Issued 96 ↑ 47.7%	Room Nights (Leads) 37,515 ↑ 304.3%	Leads Turned Definite 33 ↓ -38.9%	Room Nights (Definite) 5,536 ↑ 14.0%	Estimated Revenue \$1,002,041 ↓ -34.7%	
P2P Outreach 1,060 ↑ 117.7%	Indirect Outreach 13,562 ↑ 13.6%	Group Events 71 ↑ 42.0%	Room Nights Generated 6,370 ↓ -4.1%	Actualized Revenue \$2,806,606 ↑ 10.8%	Groups Served 66 ↑ 15.8%

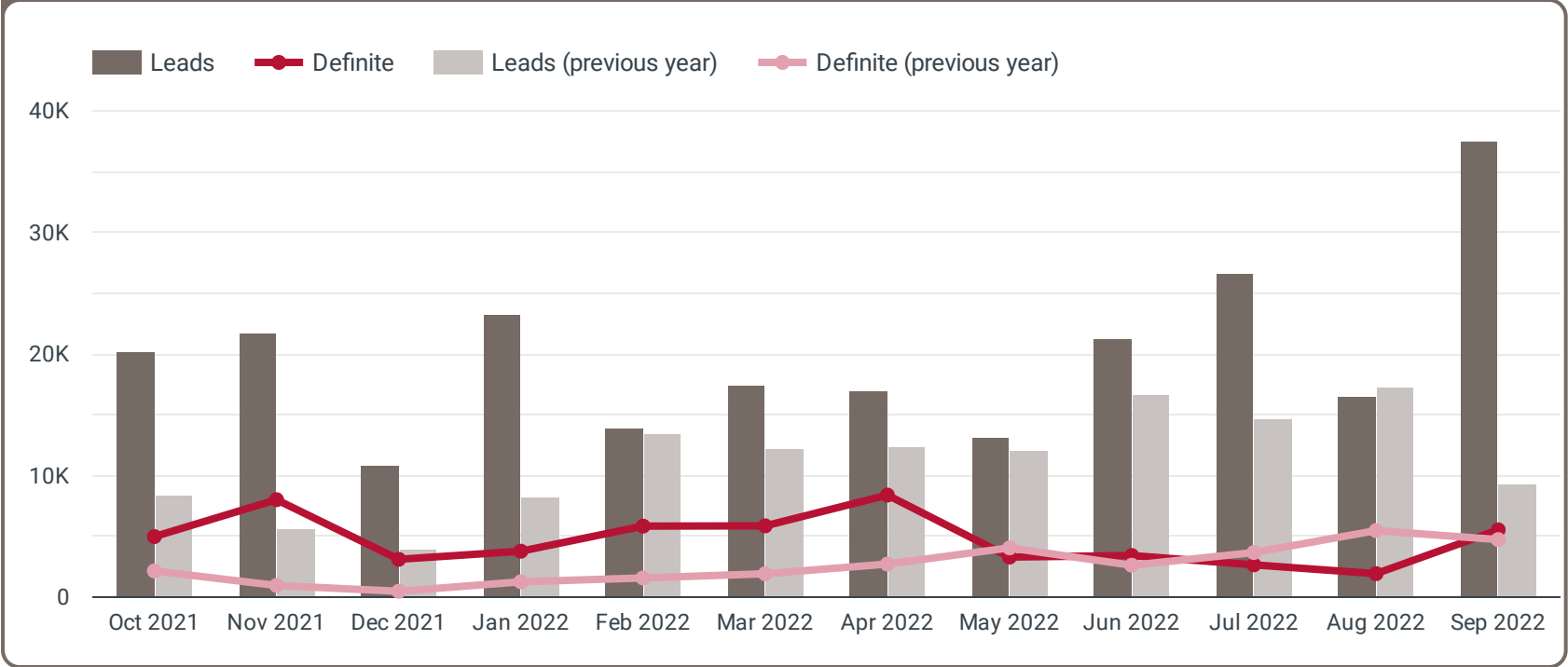
Sales Leads and Outreach - Fiscal Year 22-23

Sales Leads Issued 254 ↑ 10.4%	Room Nights (Leads) 80,672 ↑ 95.1%	Leads Turned Definite 89 ↓ -29.4%	Room Nights (Definite) 12,036 ↓ -14.3%	Estimated Total Revenue \$3,729,421 ↓ -2.3%	
P2P Outreach 2,140 ↑ 5.3%	Indirect Outreach 124,744 ↑ 895.6%	Group Events 138 ↑ 25.5%	Room Nights Generated 14,927 ↑ 16.6%	Actualized Revenue \$5,512,548 ↑ 32.9%	Groups Served 133 ↑ 8.1%

Sales Leads vs. Definite



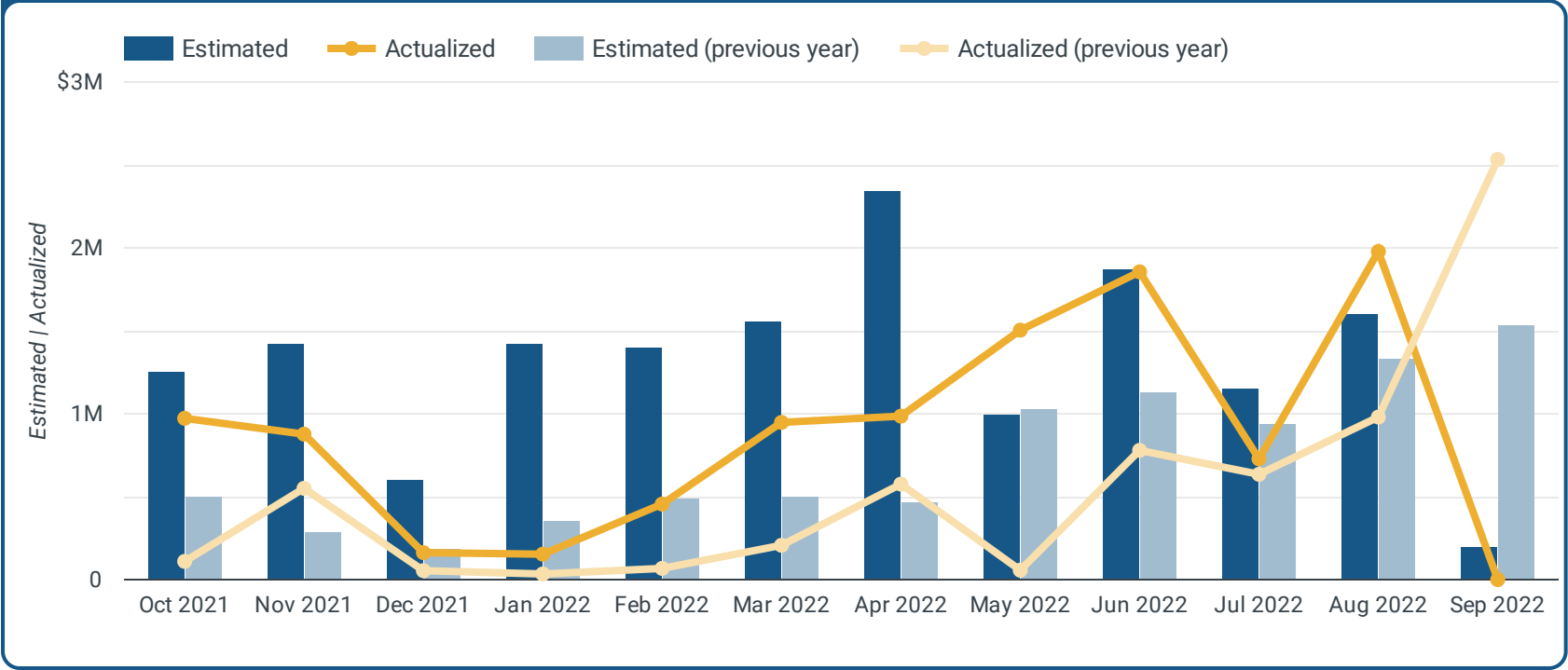
Room Nights Represented in Leads vs. Definite



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.	Sep 2022	1,060		0	13,562		0
2.	Aug 2022	387		-53.3%	109,553		183.4
3.	Jul 2022	693		-3.3%	1,629		0
4.	Jun 2022	988		-5.6%	224,947		844.7
5.	May 2022	413		-26.5%	25,198		1.0
6.	Apr 2022	951		29.9%	11,725		0
7.	Mar 2022	484		-44.7%	10,419		-0.6
8.	Feb 2022	566		-43.2%	5,955		-0.5
9.	Jan 2022	416		-51.4%	330		-1.0
10.	Dec 2021	591		-19.5%	1,326		-0.9

Group Events by Month and Room Nights Generated

	Month of Year ▾	Group Events This Month		% Δ	Room Nights Generated		% Δ
1.	Sep 2022	71		0	6,370		0
2.	Aug 2022	35		25.0%	6,466		63.0%
3.	Jul 2022	32		0.0%	2,091		-4.7%
4.	Jun 2022	50		108.3%	5,610		154.7%
5.	May 2022	37		236.4%	3,845		983.1%
6.	Apr 2022	37		76.2%	3,253		90.3%
7.	Mar 2022	26		271.4%	4,465		202.9%
8.	Feb 2022	14		366.7%	1,759		162.5%
9.	Jan 2022	9		800.0%	523		321.8%
10.	Dec 2021	19		216.7%	897		286.6%

Marketing Department Performance Report



Marketing Metrics Overview - September 2022

Website Visits 565,819 ↓ -16.8%	Mobile Site Visits 420,308 ↓ -16.6%	aRes - Room Nights 38 ↓ -48.6%	aRes - Room Revenue \$10,864 ↓ -30.8%	Total Facebook Fans 310,380 ↑ 2.3%
PR Publicity Value \$4,736,145 ↑ 28.9%	PR Estimated Impressions 1,774,707,360 ↓ -1.3%	Significant Placements 30 ↓ -16.7%	Media Touchpoints 62 ↑ 1.6%	Video Views 693,943 ↑ 1,216.7%

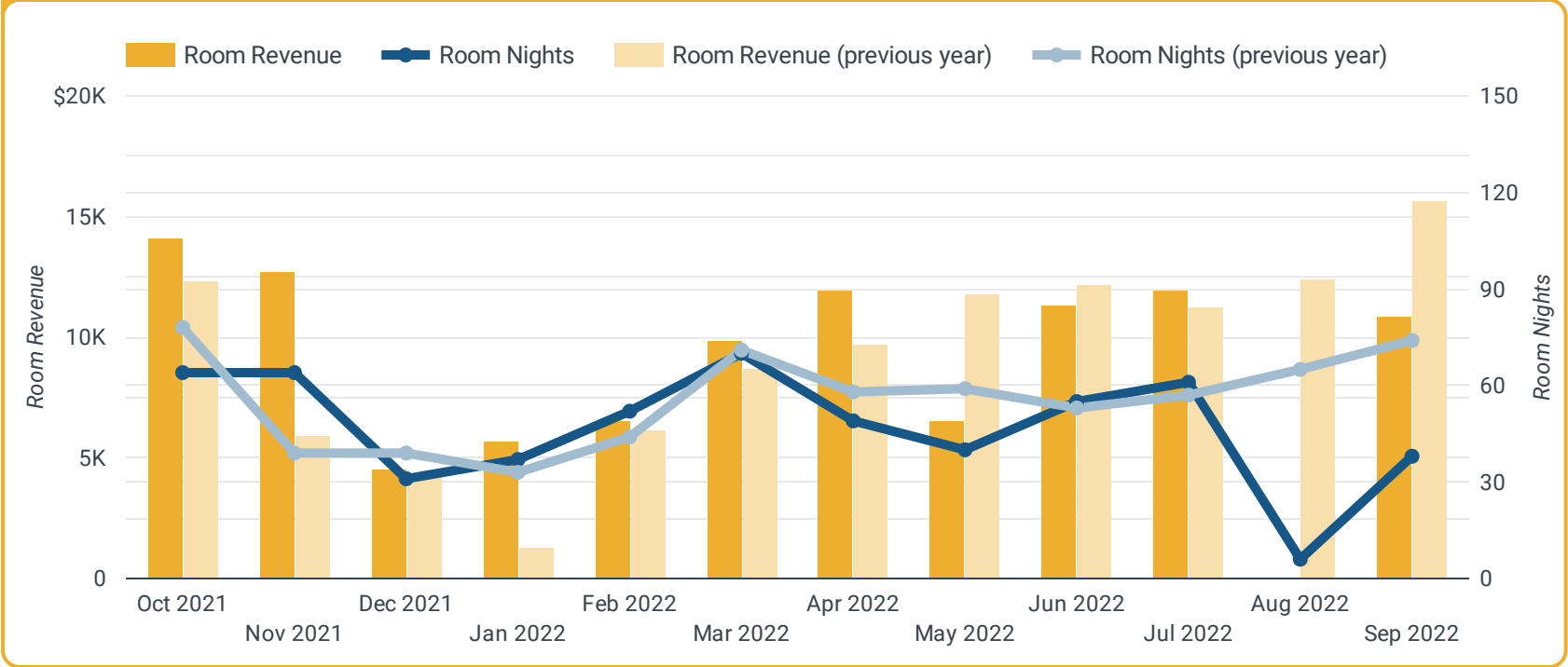
Marketing Metrics Overview - Fiscal Year 22-23

Website Visits 1,668,814 ↓ -22.9%	Mobile Site Visits 1,243,144 ↓ -22.5%	aRes - Room Nights 105 ↓ -46.4%	aRes - Room Revenue \$22,000 ↓ -44.2%	Avg. Total Facebook Fans 309,365 ↑ 2.0%
PR Publicity Value \$23,959,994	PR Estimated Impressions 9,128,947,648	Significant Placements 384	Media Touchpoints 669	Video Views 1,387,878 ↑ 656.6%

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.	Sep 2022	\$1,409,822	376%	5,386,568	99.4%
2.	Aug 2022	\$307,082	-79%	3,382,693	-38.72%
3.	Jul 2022	\$1,235,213	15%	16,499,252	214.59%
4.	Jun 2022	\$974,746	-28%	9,563,408	347.69%
5.	May 2022	\$522,923	-17%	2,573,638	-57.14%
6.	Apr 2022	\$2,827,371	367%	10,691,595	296.95%
7.	Mar 2022	\$390,117	132%	3,131,148	47.24%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Sep 2022	\$3,326,323	-2%	1,769,320,792	0
2.	Aug 2022	\$4,436,056	385%	2,359,604,321	0
3.	Jul 2022	\$2,533,333	+0%	1,347,517,437	0.85%
4.	Jun 2022	\$1,927,879	44%	1,025,467,440	41.72%
5.	May 2022	\$1,354,878	61%	720,679,643	51.52%
6.	Apr 2022	\$1,487,349	121%	791,143,059	113.83%
7.	Mar 2022	\$1,330,956	-21%	707,955,063	-21.25%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Sep 2022	62	0	30	0
2.	Aug 2022	45	0	21	0
3.	Jul 2022	40	-13.0%	32	39.1%
4.	Jun 2022	36	16.1%	17	-22.7%
5.	May 2022	44	-38.0%	19	18.8%
6.	Apr 2022	24	-55.6%	24	-17.2%
7.	Mar 2022	95	216.7%	23	-43.9%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Feb 2022	305,000	1.8%	397,105	890.6%
2.	Jan 2022	304,420	2.6%	260,089	288.7%
3.	Dec 2021	303,371	1.4%	27,484	-16.1%
4.	Nov 2021	303,399	1.4%	91,293	255.4%
5.	Oct 2021	303,301	1.5%	126,476	145.5%
6.	Sep 2021	303,277	1.8%	52,703	25.0%
7.	Aug 2021	303,225	1.8%	43,708	-23.8%

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.