

Destination Performance Report



Lodging & Visitor Overview - January 2021

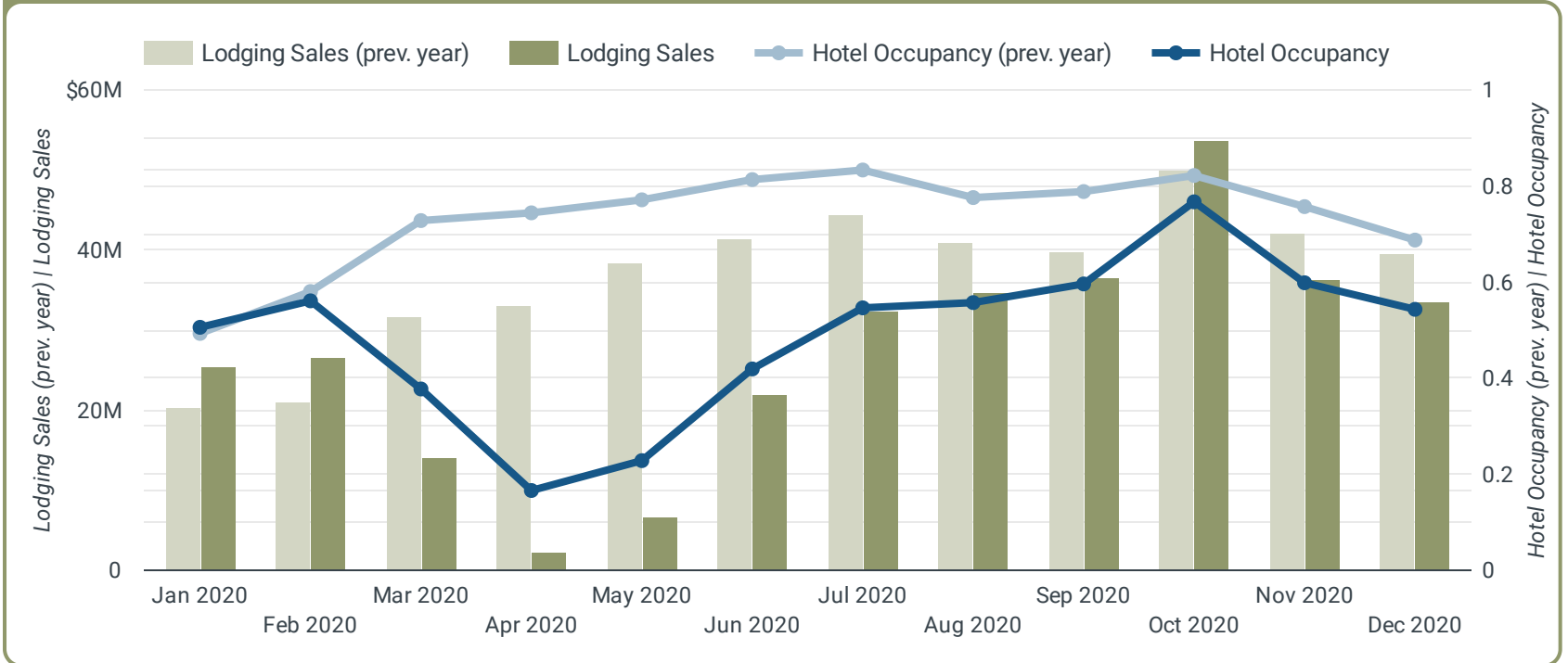
Lodging Sales \$33,492,133 (December) ↓ -15.4%	Hotel Occupancy* 54.3% (December) ↓ -21.0%	Hotel Demand* 146,141 (December) ↓ -16.8%	Hotel ADR* \$158.19 (December) ↓ -11.8%	Hotel RevPAR* \$85.93 (December) ↓ -30.3%
Airport Passengers 59,772 (December) ↓ -57.7%	Asheville Visitor Center 2,112 ↓ -71.5%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 438 ↓ -60.6%	Travel Guide Requests 2,913 ↓ -22.4%

Lodging & Visitor Overview - Fiscal Year 20-21

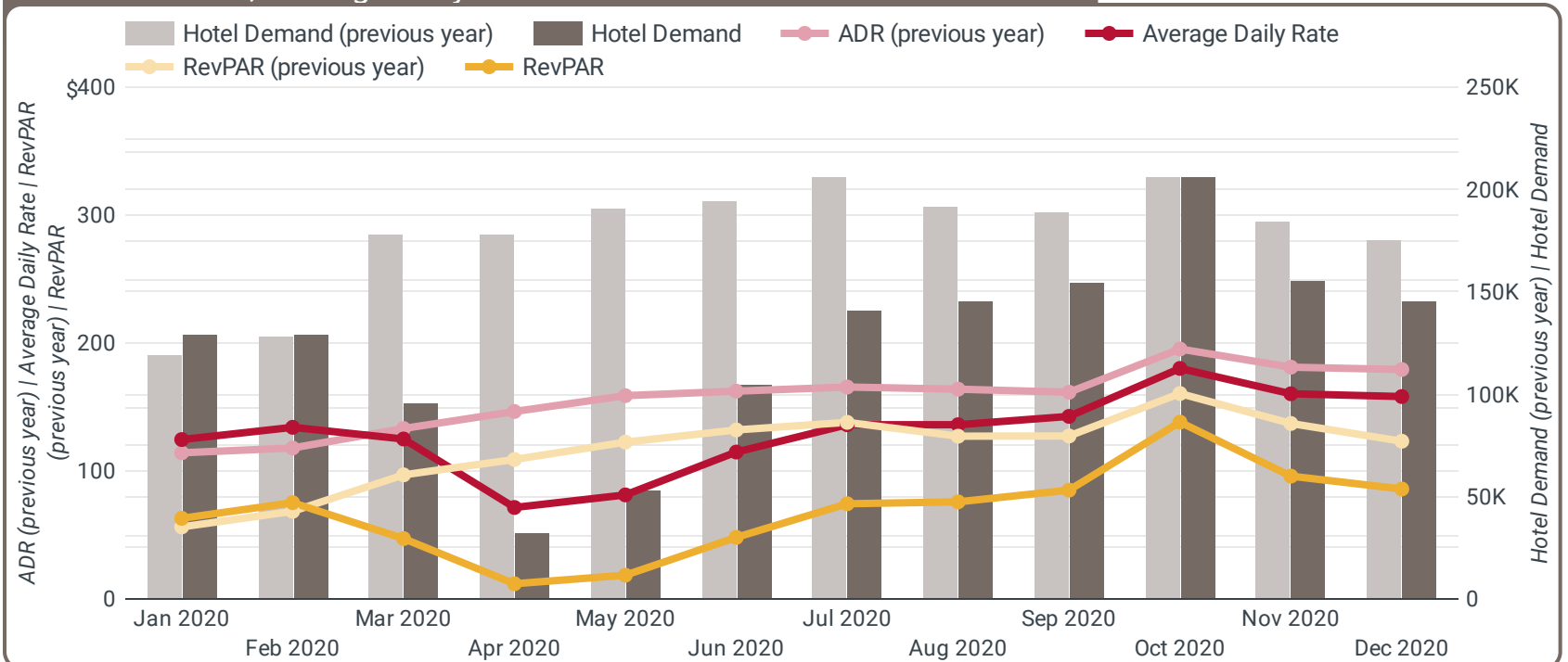
Lodging Sales \$227,587,099 ↓ -11.5%	Hotel Occupancy* 60.2% ↓ -22.5%	Hotel Demand* 950,958 ↓ -17.6%	Hotel ADR* \$154.13 ↓ -11.7%	Hotel RevPAR* \$92.79 ↓ -31.6%
Airport Passengers 365,051 ↓ -59.4%	Asheville Visitor Center 50,796 ↓ -61.7%	Pack Sq Visitor Center 0 ↓ -100.0%	Black Mtn Visitor Center 16,179 ↓ -2.1%	Travel Guide Requests 13,942 ↓ -24.7%

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 - December 2020

Occupancy 61.6% ↑ 19.8%	ADR \$107.40 ↑ 7.8%	RevPAR \$66.21 ↑ 29.1%	Demand 115,163 ↑ 8.2%
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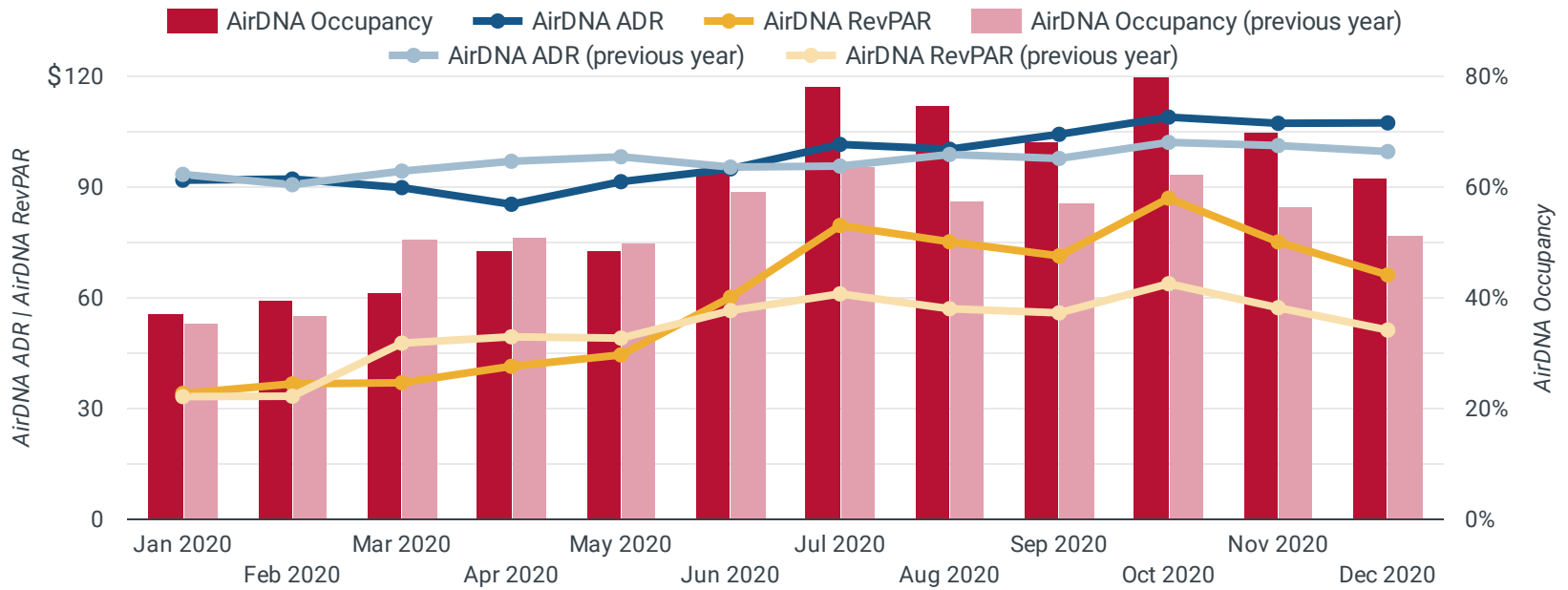
Short Term Rental Data - Fiscal Year 19-20

Occupancy 72.2% ↑ 24.1%	ADR \$104.96 ↑ 5.8%	RevPAR \$75.80 ↑ 31.3%	Demand 781,164 ↑ 11.5%
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AirDNA ADR, RevPAR and Occupancy

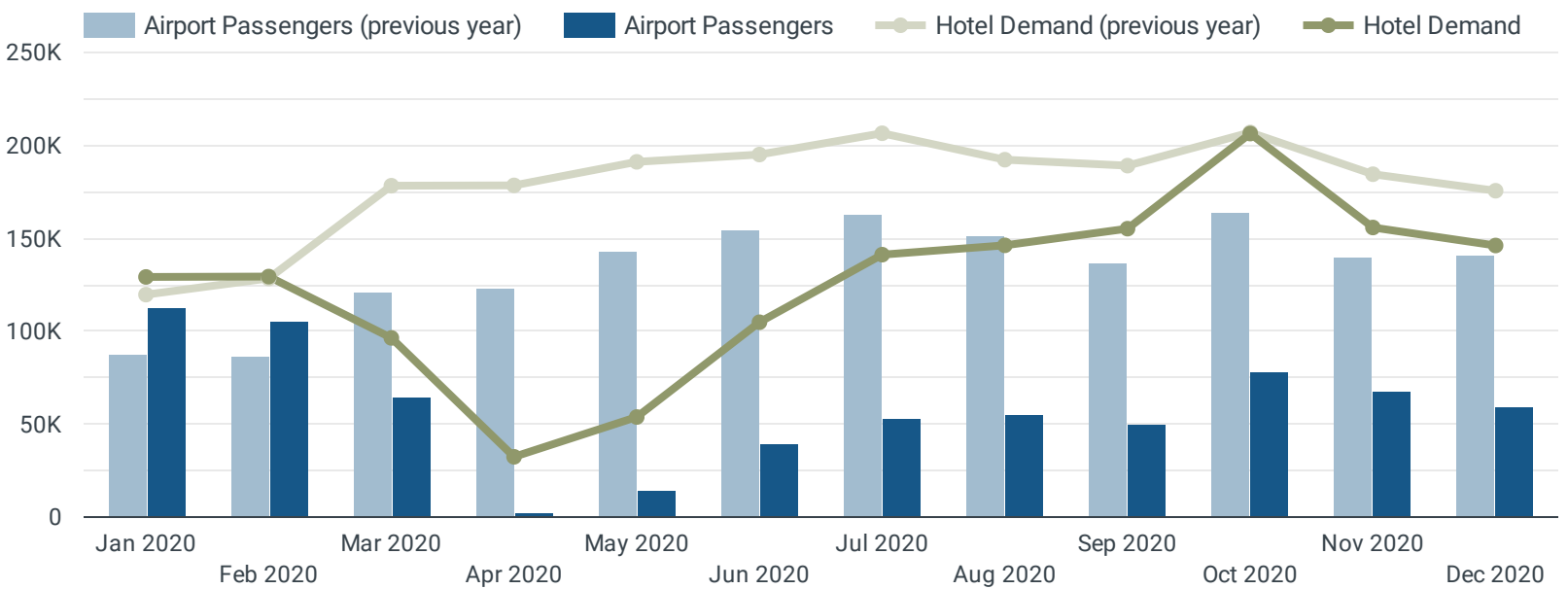
* Short Term Rental Data Source: AirDNA

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

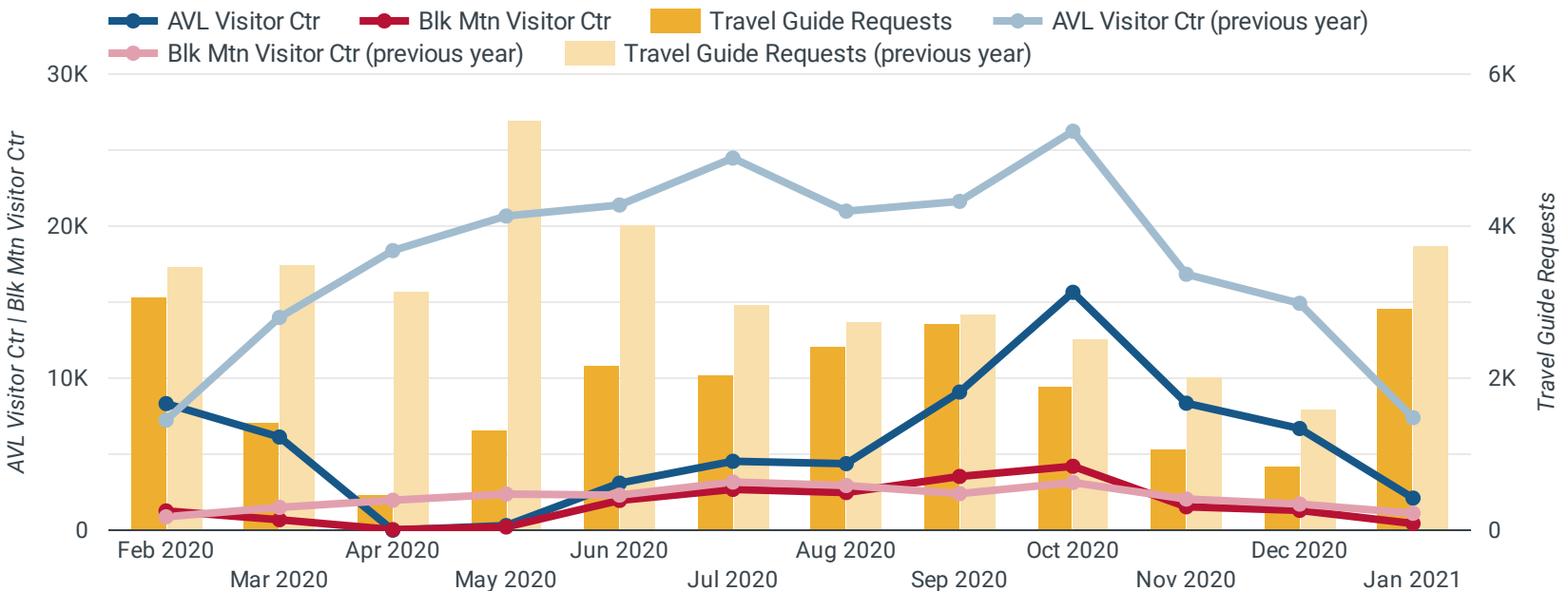


Airport Passengers vs. Hotel Demand*

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Visitor Center & Travel Guide



Sales Department Performance Report



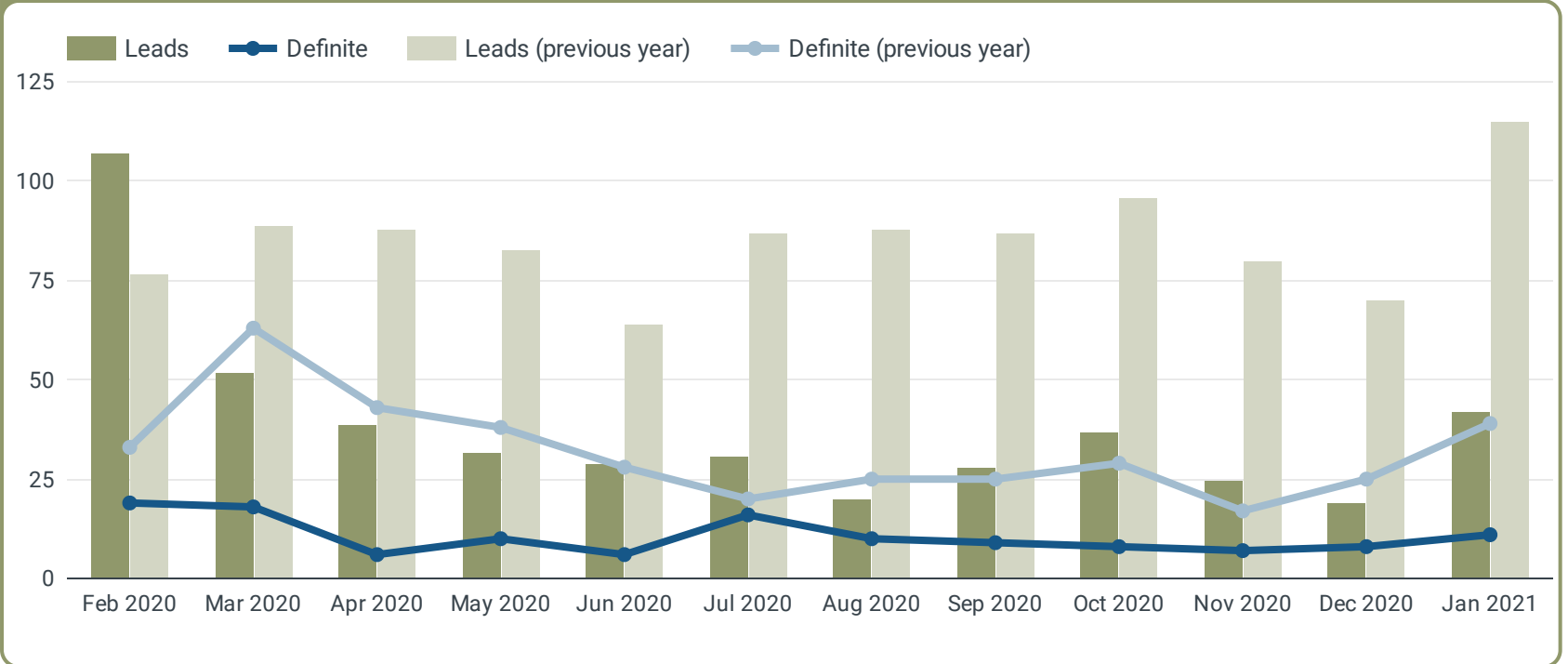
Sales Leads and Outreach - January 2021

Sales Leads Issued 42 ↓ -63.5%	Room Nights (Leads) 8,268 ↓ -79.0%	Leads Turned Definite 13 ↓ -66.7%	Room Nights (Definite) 1,367 ↓ -66.5%	Estimated Revenue \$358,401 ↓ -70.0%	
P2P Outreach 856 ↓ -1.9%	Indirect Outreach 23,467 ↑ 77.3%	Group Events 1 ↓ -90.9%	Room Nights Generated 319 ↓ -78.2%	Actualized Revenue \$33,921 ↓ -86.3%	Groups Served 1 ↓ -92.9%

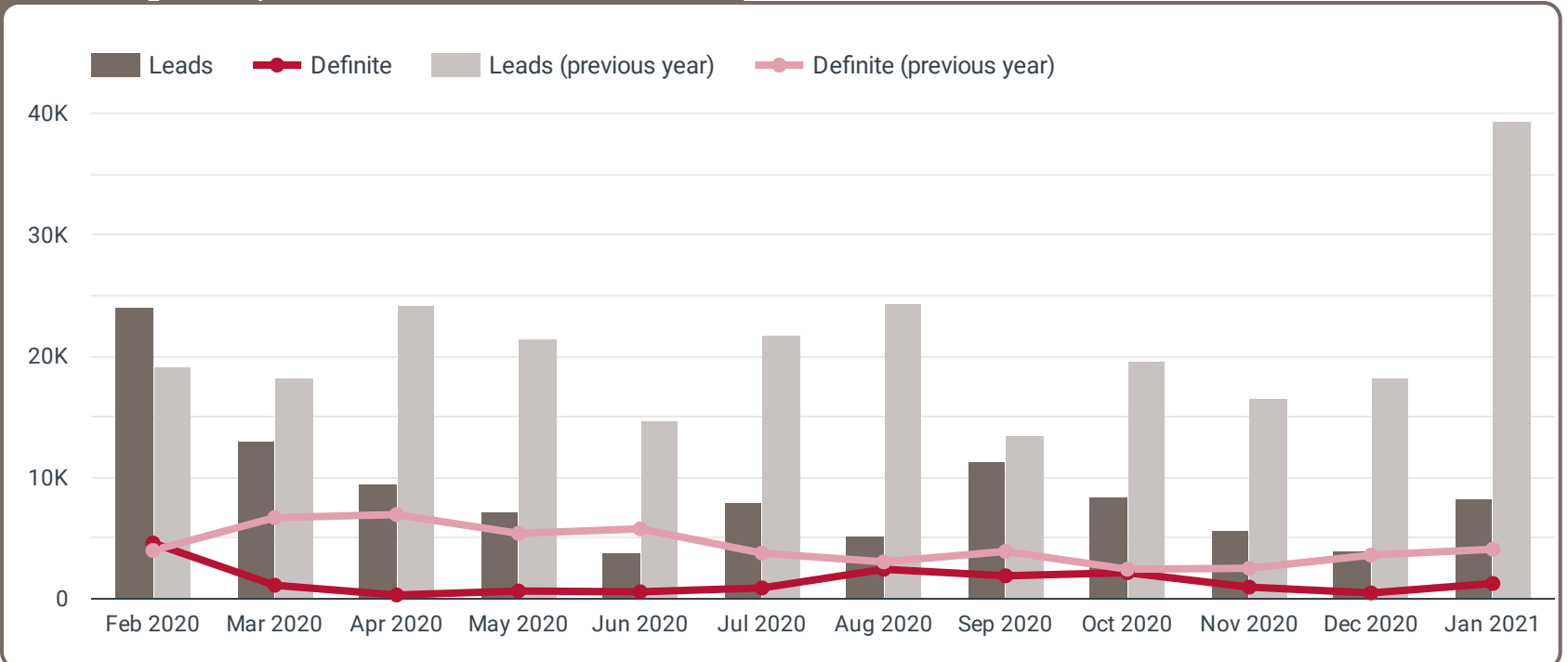
Sales Leads and Outreach - Fiscal Year 20-21

Sales Leads Issued 202 ↓ -67.6%	Room Nights (Leads) 51,038 ↓ -66.7%	Leads Turned Definite 95 ↓ -50.8%	Room Nights (Definite) 12,568 ↓ -53.4%	Estimated Total Revenue \$3,033,719 ↓ -59.9%	
P2P Outreach 5,337 ↓ -27.6%	Indirect Outreach 82,251 ↓ -9.6%	Group Events 72 ↓ -73.8%	Room Nights Generated 4,717 ↓ -85.0%	Actualized Revenue \$1,008,826 ↓ -90.2%	Groups Served 107 ↓ -56.1%

Sales Leads vs. Definite



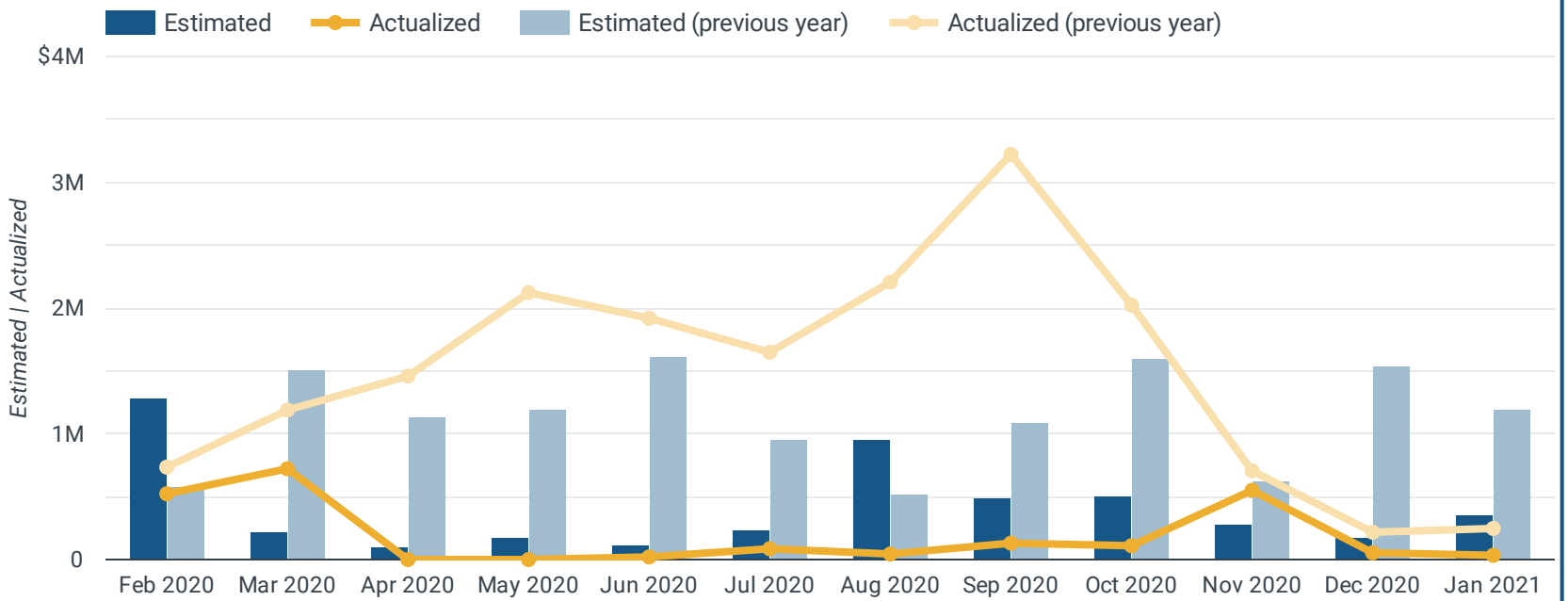
Room Nights Represented in Leads vs. Definite



Sales Department Performance Report



Estimated vs. Actualized Revenue



Sales Outreach 2018 by Month

	Month of Year	Person-to-Person Outreach	% Δ	Indirect Outreach	% Δ
1.	Jan 2021	856	-1.9%	23,467	0.8
2.	Dec 2020	734	-25.7%	12,759	1.2
3.	Nov 2020	757	-30.9%	17,150	46.4
4.	Oct 2020	918	-19.2%	7,653	-0.2
5.	Sep 2020	616	-42.0%	6,414	-0.7
6.	Aug 2020	646	-44.4%	14,771	-0.6
7.	Jul 2020	810	-23.6%	37	-1.0
8.	Jun 2020	471	-50.6%	8,900	-0.4
9.	May 2020	927	-20.2%	12,458	1.5
10.	Apr 2020	682	-35.9%	217	-1.0

Group Events by Month and Room Nights Generated

	Month of Year	Group Events This Month	% Δ	Room Nights Generated	% Δ
1.	Jan 2021	1	-90.9%	124	-92.1%
2.	Dec 2020	6	-75.0%	232	-76.7%
3.	Nov 2020	10	-75.6%	2,129	-23.9%
4.	Oct 2020	25	-65.3%	567	-89.9%
5.	Sep 2020	13	-75.0%	548	-89.7%
6.	Aug 2020	6	-83.3%	310	-93.6%
7.	Jul 2020	11	-71.8%	497	-87.8%
8.	Jun 2020	0	-100.0%	0	-100.0%
9.	May 2020	0	-100.0%	0	-100.0%
10.	Apr 2020	0	-100.0%	0	-100.0%

Marketing Department Performance Report



Marketing Metrics Overview - January 2021

Website Visits 358,451 ↓ -14.5%	Mobile Site Visits 249,852 ↓ -16.2%	aRes - Room Nights 33 ↓ -66.0%	aRes - Room Revenue \$1,326 ↓ -89.9%	Total Facebook Fans 300,544 ↑ 1.3%
PR Publicity Value \$1,578,434 ↓ -78.5%	PR Estimated Impressions 756,667,707 ↑ 556.2%	Significant Placements 22 ↓ -40.5%	Media Touchpoints 53 ↓ -31.2%	Video Views 40,088 ↓ -40.1%

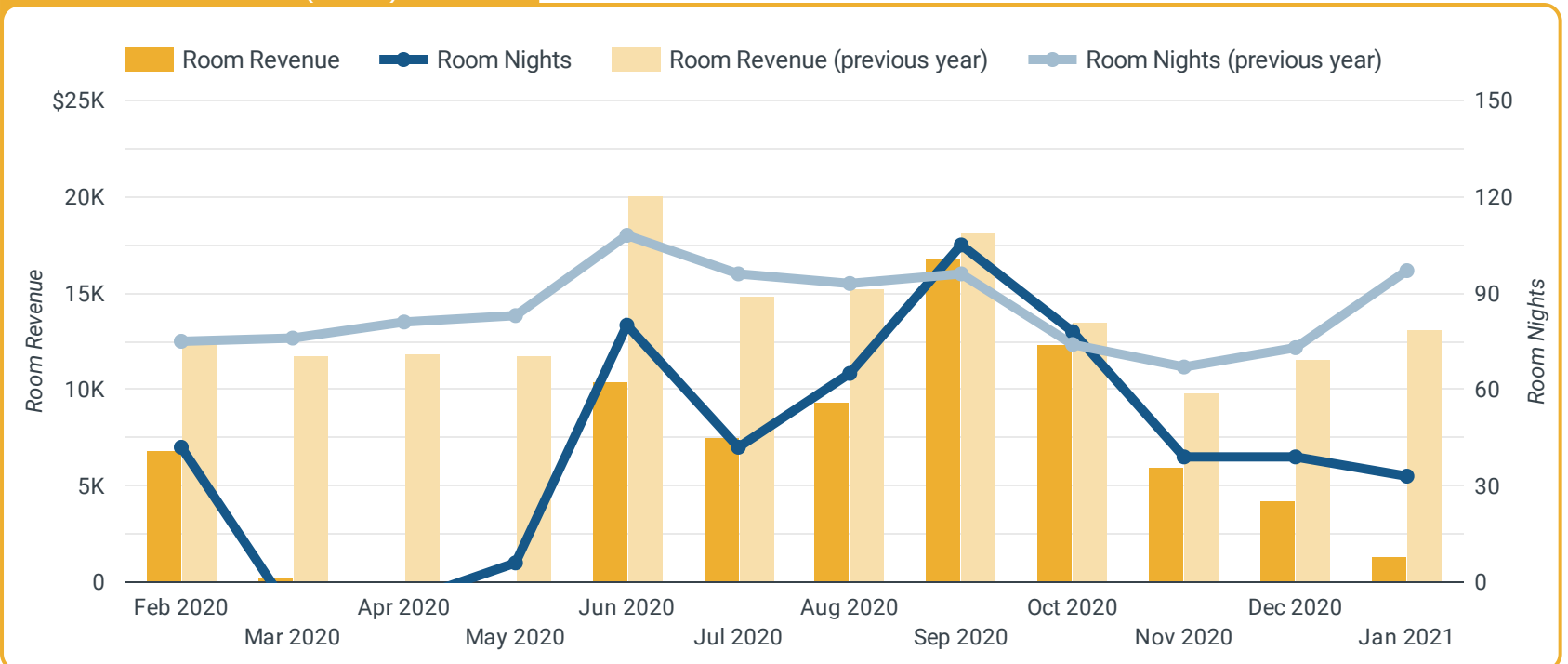
Marketing Metrics Overview - Fiscal Year 20-21

Website Visits 3,130,619 ↓ -12.3%	Mobile Site Visits 2,188,651 ↓ -16.7%	aRes - Room Nights 401 ↓ -32.7%	aRes - Room Revenue \$57,615 ↓ -40.2%	Avg. Total Facebook Fans 298,788 ↑ 1.6%
PR Publicity Value \$13,367,333 ↓ -74.5%	PR Estimated Impressions 5,873,571,019 ↑ 464.8%	Significant Placements 247 ↑ 3.3%	Media Touchpoints 406 ↓ -1.0%	Video Views 306,156 ↓ -20.7%

ExploreAsheville.com Web Stats



Online Reservation (aRes) Data



Marketing Department Performance Report



Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Jan 2021	\$172,581	-98%	8,873,652	14.77%
2.	Dec 2020	\$76,207	-96%	470,974	-93.55%
3.	Nov 2020	\$43,979	-98%	175,847	-96.36%
4.	Oct 2020	\$417,310	-98%	5,687,854	-60.86%
5.	Sep 2020	\$131,426	-94%	747,759	-90.79%
6.	Aug 2020	\$49,694	-98%	120,399	-97.86%
7.	Jul 2020	\$1,471,138	-89%	1,445,288	-88.54%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jan 2021	\$1,405,853	490%	747,794,055	556.23%
2.	Dec 2020	\$1,863,214	3,327%	991,071,366	765.1%
3.	Nov 2020	\$1,443,514	859%	767,826,179	308.06%
4.	Oct 2020	\$1,029,825	560%	547,779,342	134.58%
5.	Sep 2020	\$2,221,765	1,835%	1,181,790,034	602.66%
6.	Aug 2020	\$2,035,067	8,187%	1,084,810,562	1,902.78%
7.	Jul 2020	\$1,005,758	1,694%	534,977,708	228.13%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jan 2021	53	-31.2%	22	-40.5%
2.	Dec 2020	64	60.0%	37	54.2%
3.	Nov 2020	37	-9.8%	31	-18.4%
4.	Oct 2020	127	54.9%	40	14.3%
5.	Sep 2020	52	0.0%	43	13.2%
6.	Aug 2020	48	-34.2%	48	92.0%
7.	Jul 2020	25	-44.4%	26	-38.1%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jan 2021	300,544	1.3%	40,088	-40.1%
2.	Dec 2020	299,322	1.1%	32,752	-24.2%
3.	Nov 2020	299,114	1.2%	25,690	-42.5%
4.	Oct 2020	298,735	1.5%	51,508	-20.1%
5.	Sep 2020	297,968	1.7%	42,161	-43.4%
6.	Aug 2020	297,940	2.2%	57,348	33.3%
7.	Jul 2020	297,890	2.5%	56,609	15.0%

Destination Performance Report - Glossary



Destination Performance Metrics

Lodging Sales - Total lodging sales for all property types reported for the previous month. Data is provided by the Buncombe County Finance Department.

Hotel Occupancy - Percentage of available rooms sold during the previous month. Occupancy is calculated by dividing the number of rooms sold by rooms available. Data is provided by Smith Travel Research.

Hotel Average Daily Rate (ADR) - A measure of the average rate paid for rooms sold for the previous month, calculated by dividing room revenue by rooms sold. Data is provided by Smith Travel Research.

Hotel Demand - The number of rooms sold in the previous month (excludes complimentary rooms). Data is provided by Smith Travel Research.

Hotel Revenue Per Available Room (RevPAR) - Total room revenue for the previous month divided by the total number of available rooms. Data is provided by Smith Travel Research.

Total Airport Passengers - Total monthly air traffic reported for the previous month. Data is provided by Asheville Regional Airport.

Asheville Visitor Center - Total monthly visitors to the Asheville Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Pack Square Park Visitor Center - Total monthly visitors to the Pack Square Park Visitor Center. Data is provided by the Asheville Area Chamber of Commerce.

Black Mountain Visitor Center - Total monthly visitors to the Black Mountain Visitor Center. Data is provided by the Black Mountain-Swannanoa Chamber of Commerce.

Travel Guide Requests - The number of travel guides requested monthly via the website and leads. Data provided by Simpleview CRM.

AirDNA Listing room nights - the sum of all AirDNA listing nights that were available for rent times the number of rooms per listing. As of 2/1/19, AirDNA data includes both Airbnb and HomeAway short term rental data for 1/1/17 to present.

AirDNA Occupancy - Booked AirDNA listing room nights divided by available AirDNA listing room nights in the given month. This only counts listings as being available if they had one booked night in the month. Data is provided by AirDNA.

AirDNA ADR (Average Daily Rate) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights booked in a given month. ADR includes cleaning fees but not other AirDNA service fees or taxes. Data is provided by AirDNA.

AirDNA RevPAR (Revenue Per Available Room) - Total AirDNA monthly revenue divided by the total number of AirDNA listing room nights available in a given month. Data is provided by AirDNA.

Sales Performance Metrics

Sales Leads Issued - Monthly tentative sales leads sent to hotel partners. Data is provided by Simpleview CRM.

Room Nights (Leads) - Monthly room nights represented in the tentative leads sent to hotel partners. Data is provided by Simpleview CRM.

Leads Turned Definite - Monthly leads sent to hotel partners that have resulted in a rooms agreement. Data is provided by Simpleview CRM.

Room Nights (Definite) - Monthly room nights represented in definite leads. Data is provided by Simpleview CRM.

Estimated Revenue - Estimated monthly revenue of definite leads. Data is provided by Simpleview CRM.

P2P Outreach - Monthly person-to-person interactions between the sales team and clients. Data is provided by Simpleview CRM.

Indirect Outreach - Monthly communications from the sales team to more than one client at a time. Data is provided by Simpleview CRM.

Group Events - The number of groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by Simpleview CRM.

Room Nights Generated - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and compiled by Simpleview CRM.

Actualized Revenue - Room nights generated by the groups who were sourced through the bureau and met in Asheville during the given month. Data is provided by hotel partners and is compiled by Simpleview CRM.

Groups Serviced - Groups who met in Asheville who received or were offered additional planning services by Explore Asheville during the given month. Data is provided by Simpleview CRM.

Marketing Performance Metrics

Website Visits - Number of monthly website sessions to ExploreAsheville.com. Data is provided by Google Analytics.

Mobile Site Visits - Number of monthly website sessions from mobile and tablet devices to ExploreAsheville.com. Data is provided by Google Analytics.

aRes - Room Nights - Number of monthly room nights booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data is provided by aRes Travel.

aRes - Room Revenue - Total monthly room revenue for rooms booked through aRes Travel third party booking engine at reservations.ExploreAsheville.com. Data excludes cancellations and is provided by aRes Travel.

Total Facebook Fans - Total number of Facebook fans for the Visit Asheville Facebook page reported monthly. Data is provided by Facebook.

PR Publicity Value – Estimated ad equivalency cost of clips secured across multiple mediums reported for the previous month. Data is provided by Cision.

PR Estimated Impressions – The circulation of the publication and the estimated gross impressions for broadcast and digital articles by the placements reported for the previous month. Data is provided by Cision.

Significant Placements – Clips from online, print or broadcast media that Explore Asheville had a hand in securing or that feature Asheville predominantly and have a reach of certain threshold. Reported for the previous month. Data is provided by Cision.

Media Touchpoints – Monthly contact that members of the PR team had with various media outlets or journalists. Data is provided by Explore Asheville PR Team.

Video Views (All Platforms) - Figures for total monthly video views on all platforms. Data is provided by YouTube, Vimeo, Facebook, and Instagram and does not include advertising campaign views.

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

** **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.