

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

Wednesday, July 27, 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 06.29.22 Meeting Minutes	Kathleen Mosher
9:10 a.m.	June 2022 Financial Reports	Jennifer Kass-Green
9:15 a.m.	Approval of FY23 Budget Amendment	Kathleen Mosher
9:20 a.m.	Approval of BCTDA FY23 Meeting Schedule	Kathleen Mosher
9:25 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Other Updates	Vic Isley
9:35 a.m.	Tourism Product Development Fund Contract Amendments <ul style="list-style-type: none">a. Asheville Community Theatreb. Enka Recreation Destinationc. Woodfin Greenway & Blueway	Chris Cavanaugh, TPDF Administrator
9:50 a.m.	Group Sales - Performance & Marketing Update	Marshall Hilliard; Carli Adams; Colleen Swanson, Executive Vice President, Meetings Database Institute (MDI)
10:10 a.m.	Asheville City Council Update	Councilmember Sandra Kilgore
10:15 a.m.	Buncombe County Commission Update	Commissioner Robert Pressley
10:20 a.m.	Miscellaneous Business	Kathleen Mosher
10:25 a.m.	Comments from the General Public	Kathleen Mosher
10:30 a.m.	Adjournment	Kathleen Mosher

The next joint BCTDA monthly meeting is on **Wednesday, August 31, 2022**, at 9:00 a.m., in the Michael Sherrill Loft of Center for Craft, located at 67 Broadway St. 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, June 29, 2022

- Present (Voting):** Brenda Durden, Vice Chair; Andrew Celwyn, Larry Crosby, Leah Ashburn, Michael Lusick, HP Patel
- Absent (Voting):** Kathleen Mosher, Chair; Matthew Lehman, Scott Patel
- Present (Ex-Officio):** Buncombe County Commissioner Robert Pressley
- Absent (Ex-Officio):** Asheville City Councilmember Sandra Kilgore
- CVB Staff:** Vic Isley, Marla Tambellini, Marshall Hilliard, Jennifer Kass-Green, Kathi Petersen, Jonna Sampson, Julia Simpson, Glenn Ramey
- BC Finance:** Don Warn, Buncombe County/BCTDA Fiscal Agent
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Lisa Raleigh, RiverLink
Jane Anderson, Area Resident
Roy Harris, Area Resident
- Online Attendees:** Matthew Lehman, BCTDA Member
Carli Adams, Maggie Gregg, Khal Khoury, Tina Porter, Sha'Linda Pruitt, Charlie Reed, Whitney Smith; Explore Asheville Staff
Kit Cramer, Zach Wallace; Asheville Area Chamber of Commerce
Tina Kinsey, Asheville Regional Airport
Timothy Love, Buncombe County
Jim Muth, TPDF Committee
Stephanie Moore, Center for Craft/TPDF Committee
Rick Bell, Engadine Inn
Chip Craig, Greybeard Realty and Rentals
Kim Lenox, MMGY Global
John Ellis, Prior BCTDA Board Member
Lacy Cross, Movement Bank
John Boyle, Asheville Citizen-Times
Sunshine Request

Executive Summary of Meeting Minutes

- Vice Chairwoman Durden called the joint regular meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation, to order at 9:01 a.m. Introductions were made around the room.
- Minutes from the May 25, 2022 BCTDA meeting were approved with a 6-0 vote.
- The May 2022 financial statements were reviewed and approved with a 6-0 vote.
- Ms. Isley provided her President & CEO's report.
- The public hearing on the FY23 BCTDA budget ordinance opened and closed with no members of the public requesting an opportunity to speak.
- The budget ordinance adopting the BCTDA's FY23 operating, earned revenue, and Tourism Product Development Fund administrative budgets was approved with a 6-0 vote.
- Ms. Ashburn presented a slate of FY23 officer nominations, which was approved with a 6-0 vote.
- A brief update from Buncombe County Commissioner Robert Pressley was heard.
- Mr. Celwyn shared a comment under Miscellaneous Business.
- Public comments from Roy Harris were received.
- With a 6-0 vote, the BCTDA meeting adjourned at 9:30 a.m.

Call of the Joint BCTDA Meeting to Order

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

Vice Chairwoman Durden said the meeting is being live-streamed and, for remote viewers, the agenda and meeting documents are provided on [AshevilleCVB.com](https://www.ashevillecvb.com). She added the documents were also emailed to everyone who registered via Zoom by 8:00 a.m. this morning and additional materials, including the PowerPoint, will be posted on the website after the meeting.

Introductions were made around the room.

Approval of Meeting Minutes

Ms. Ashburn made a motion to approve the May 25, 2022, regular meeting minutes as presented. Mr. HP Patel seconded the motion. There was no discussion and with all in favor, the motion carried 6-0.

May 2022 Financial Reports

Mr. Warn reviewed the May 2022 financial reports. There were no questions.

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

President & CEO Report

Ms. Isley encouraged everyone to register to attend the upcoming [Explore Asheville 2022 Summer Social](#) on July 12 at Marquee in the River Arts District.

Ms. Isley reviewed recent lodging and airport traffic metrics and provided comparisons to prior years. In response to a question from Mr. Celwyn asking about the number of rooms represented in the stats she provided, Ms. Isley said she will provide volume numbers at next month's meeting.

Ms. Isley reviewed how increased gas prices are affecting American travel plans. She then said the bill that includes Buncombe County's proposed occupancy tax changes, sponsored by Senators Edwards, Daniel, and Mayfield, has been approved by the Senate and is being reviewed by the House Rules Committee. Ms. Isley noted that since it is a local bill, it will go into effect on the date it is passed by the House.

Ms. Isley concluded her report by mentioning the Monthly Highlights and Destination Performance reports are posted on [AshevilleCVB.com](#).

Vice Chairwoman Durden thanked Ms. Isley for the report.

Public Hearing on Proposed BCTDA FY23 Budget

Vice Chairwoman Durden said at the May 25 BCTDA meeting, two proposed budget ordinances were presented, representing two different percentage scenarios based on current and pending legislation. She said the board approved a motion for the public hearing to take place at the June 29 meeting, and the budget ordinances have been posted on AshevilleCVB.com since the May meeting. Vice Chairwoman Durden added a legal notice publicizing the budget hearing was published in the print and online editions of the Asheville Citizen-Times on May 29, 2022.

As chair of the BCTDA Finance Committee, Ms. Ashburn said as reported last month, if the pending legislative changes pass, the occupancy tax allocation would change from a 75%/25% Operating/TPDF split to a two-thirds/one-third split. She noted leadership in the local hotel community has been advocating for this change. Ms. Ashburn said that because the law as it currently stands requires us to apportion the occupancy tax at the 75%/25% split level, the public hearing is on the budget ordinance that complies with current law. As Ms. Isley previously noted, the Buncombe County occupancy tax provision passed the North Carolina Senate yesterday through House Bill 1057. It was then read in the House and referred to the House Rules Committee. If the provision passes the House and becomes law, staff will come back to the board at the July meeting with a budget amendment that complies with the new law implementing the two-thirds/one-third split, which will be retroactive to the bill's effective date.

Mr. Warn confirmed that it is necessary to get the budget ordinance under the current legislation approved today and have an amendment approved at the July meeting to retroactively change the occupancy tax allocation.

Ms. Ashburn presented the budget ordinance establishing the BCTDA's FY23 operating budget in the amount of \$30,604,500, the Tourism Product Development Fund administrative budget in the amount of \$415,000, and the earned revenue budget in the amount of \$225,000.

Vice Chairwoman Durden opened the public hearing on the proposed FY23 budget ordinance at 9:17 a.m. Ms. Isley said no one from the public signed-up to provide input on the budget. Vice Chairwoman Durden closed the budget hearing at 9:18 a.m.

Approval of Proposed BCTDA FY23 Budget Ordinance

Mr. Crosby made a motion to approve the FY23 budget ordinance as presented and Ms. Ashburn seconded the motion. There was no discussion and with all in favor, the motion carried 6-0. The signed budget ordinance is provided below.

<u>ORDINANCE # 06.29.22</u>	
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY	
NORTH CAROLINA	
BUDGET ORDINANCE	
FISCAL YEAR 2022-2023	
BOARD MEETING DATE: <u>June 29, 2022</u>	
BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 29th day of June, 2022:	
Section 1: The following amounts are hereby appropriated and revenues estimated to be available in the Operating Fund for the operation of the Buncombe County Tourism Development Authority and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:	
APPROPRIATION	
Salaries and Benefits	\$ 3,635,000
Marketing	23,210,500
Group Sales	2,209,000
Community Engagement	300,000
Administration & Facilities	1,250,000
TOTAL APPROPRIATION:	<u>\$ 30,604,500</u>
REVENUE	
Occupancy Tax Revenue	\$ 30,604,500
TOTAL APPROPRIATION:	<u>\$ 30,604,500</u>
Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Tourism Product Development Fund for the operation of the Buncombe County Tourism Development Authority's Tourism Product Development Fund Administration Budget and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:	
APPROPRIATION	
Product Development Administration	\$ 190,000
Wayfinding Administration	225,000
TOTAL APPROPRIATION:	<u>\$ 415,000</u>
REVENUE	
Occupancy Tax Revenue	\$ 415,000
TOTAL APPROPRIATION:	<u>\$ 415,000</u>

Section 3: The following amounts are hereby appropriated and revenues estimated to be available in the earned income fund for the operation of the Buncombe County Tourism Development Authority's Earned Revenue Budget and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:

APPROPRIATION

Local Support from Earned Revenue	\$	225,000
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TOTAL APPROPRIATION:	\$	225,000
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REVENUE

Earned Revenue	\$	183,000
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Fund Balance - Committed for Event Support Program	\$	42,000
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TOTAL APPROPRIATION:	\$	225,000
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ATTEST:

TOURISM DEVELOPMENT AUTHORITY FOR
FOR THE COUNTY OF BUNCOMBE:


Jonna Sampson, Executive Operations Manager

By: 
Brenda Durden, BCTDA Board Vice Chair

Nominating Committee

On behalf of the BCTDA Nominating Committee, consisting of Mr. Crosby, Mr. Himanshu Karvir, and herself as chair, Ms. Ashburn presented the following slate of FY23 officer nominations:

BCTDA Chair: Kathleen Mosher (second year of a two-year term)
BCTDA Vice Chair: Brenda Durden (second year of a two-year term)
Treasurer (BCTDA Nonprofit only): Matthew Lehman

Mr. Celwyn made a motion to approve the nominations for FY23 officers for BCTDA Chair, BCTDA Vice Chair, and Treasurer of the BCTDA Nonprofit, as presented. Mr. Crosby seconded the motion. There was no discussion and with all in favor, the motion carried 6-0.

Asheville City Council Update

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

Buncombe County Commission Update

Commissioner Pressley reported on county-related business, including the recent approval of the FY23 budget with no tax increase.

Vice Chairwoman Durden thanked Commissioner Pressley for his report.

Miscellaneous Business

Under Miscellaneous Business, Mr. Celwyn said that, considering the recent decision by the United States Supreme Court, he would recommend adding information and resources on ExploreAsheville.com for people who will be coming to the area for reproductive health services. Ms. Isley thanked Mr. Celwyn and said staff will take that note and report back at a later date.

Comments from the General Public

Live Virtual Public Comments

Vice Chairwoman Durden said members of the public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting. She reported that as of yesterday's 12:00 p.m. registration deadline, no requests to virtually speak had been received.

In-Person Public Comments

Vice Chairwoman Durden said upon arrival to this morning's 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 Mr. Roy Harris to speak.

Adjournment

Ms. Ashburn moved to adjourn the meeting and Mr. Crosby seconded the motion. Following a brief discussion, a vote was taken and with all in favor, the motion carried 6-0. The meeting adjourned at 9:30 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, July 27, 2022, beginning at 9:00 a.m., in the Explore Asheville Board Room, located at 27 College Place in Asheville.

Respectfully submitted,



Jonna Sampson, Executive Operations Manager

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

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

Operating and Earned Revenue Funds, Budget and Actual

PRELIMINARY June 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	\$ 20,369,690	\$ 2,302,712	\$ 24,797,952	\$ (4,428,262)	121.7%	\$ 20,125,048	23.2%
Investment income	-	586	2,971	(2,971)	-	646	360.0%
Other income	-	-	171,401	(171,401)	-	-	-
Earned revenue	150,000	15,537	172,243	(22,243)	114.8%	232,124	-25.8%
Total revenues	<u>20,519,690</u>	<u>2,318,835</u>	<u>25,144,567</u>	<u>(4,624,877)</u>	<u>122.5%</u>	<u>20,357,818</u>	<u>23.5%</u>
Expenditures:							
Salaries and Benefits	2,889,976	161,602	2,341,664	548,312	81.0%	2,241,471	4.5%
Sales	1,236,063	508,115	1,182,020	54,043	95.6%	513,921	130.0%
Marketing	15,821,893	7,242,603	15,590,828	231,065	98.5%	9,530,222	63.6%
Community Engagement	123,178	22,418	116,745	6,433	94.8%	40,897	185.5%
Administration & Facilities	798,580	56,178	760,265	38,315	95.2%	609,720	24.7%
Events/Festivals/Sponsorships	200,564	13,765	183,257	17,307	91.4%	110,129	66.4%
Total expenditures	<u>21,070,254</u>	<u>8,004,681</u>	<u>20,174,778</u>	<u>895,476</u>	<u>95.8%</u>	<u>13,046,361</u>	<u>54.6%</u>
Revenues over (under) expenditures	<u>(550,564)</u>	<u>(5,685,846)</u>	<u>4,969,789</u>			<u>\$ 7,311,458</u>	<u>-32.0%</u>
Other Financing Sources:							
Carried over earned income	<u>50,564</u>	<u>-</u>	<u>-</u>				
Total other financing sources	<u>50,564</u>	<u>-</u>	<u>-</u>				
Net change in fund balance	<u>\$ (500,000)</u>	<u>\$ (5,685,846)</u>	<u>4,969,789</u>				
Fund balance, beginning of year			<u>19,776,549</u>				
Fund balance, end of month			<u>\$ 24,746,338</u>				

As directed by State statute, 75% of the occupancy tax revenue is invested in tourism promotion (reflected in the operations budget presented here) and 25% is dedicated to the Tourism Product Development Fund (TPDF) to be used for tourism-related community grants. The TPDF is budgeted by project ordinance due to the nature of the fund. Revenue dedicated to TPDF is projected at \$6,789,897 for FY22.

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Revenue Summary

PRELIMINARY June 30, 2022

Month of room sales:	Operating Fund						Product Development Fund					
	By Month			Cumulative Year-to-Date			By Month			Cumulative Year-to-Date		
	Current Year	Prior Year	(%) (%)	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change	Current Year	Prior Year	(%) Change
July	\$ 2,807,310	\$ 1,390,343	102%	\$ 2,807,310	\$ 1,390,343	102%	\$ 935,770	\$ 463,448	102%	\$ 935,770	\$ 463,448	102%
August	2,327,847	1,576,516	48%	5,135,157	2,966,859	73%	775,949	\$ 525,505	48%	1,711,719	988,953	73%
September	2,282,494	1,598,161	43%	7,417,651	4,565,021	62%	760,831	\$ 532,720	43%	2,472,550	1,521,674	62%
October	3,095,441	2,329,272	33%	10,513,092	6,894,292	52%	1,031,814	\$ 776,424	33%	3,504,364	2,298,097	52%
November	2,532,306	1,557,487	63%	13,045,398	8,451,779	54%	844,102	\$ 519,162	63%	4,348,466	2,817,260	54%
December	2,163,491	1,517,197	43%	15,208,889	9,968,976	53%	721,164	\$ 505,732	43%	5,069,630	3,322,992	53%
January	1,376,073	1,095,262	26%	16,584,963	11,064,238	50%	458,691	\$ 365,087	26%	5,528,321	3,688,079	50%
February	1,561,811	1,044,459	50%	18,146,773	12,108,697	50%	520,604	\$ 348,153	50%	6,048,924	4,036,232	50%
March	2,001,097	1,559,694	28%	20,147,870	13,668,391	47%	667,032	\$ 519,898	28%	6,715,957	4,556,130	47%
April	2,347,369	1,898,355	24%	22,495,239	15,566,746	45%	782,456	\$ 632,785	24%	7,498,413	5,188,915	45%
May	2,302,712	2,119,721	9%	24,797,952	17,686,467	40%	767,571	\$ 706,574	9%	8,265,984	5,895,489	40%
June	-	2,438,581	-	-	20,125,048	-	-	\$ 812,860	-	-	6,708,349	-
Total revenues	<u>\$24,797,952</u>	<u>\$ 20,125,048</u>		<u>\$ 24,797,952</u>	<u>\$ 20,125,048</u>		<u>\$8,265,984</u>	<u>\$6,708,349</u>		<u>\$8,265,984</u>	<u>\$6,708,349</u>	

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Product Development Fund Summary

PRELIMINARY June 30, 2022

	Budget	Life to Date Actuals	Remaining Budget	(%) Budget Used
Revenues:				
Occupancy Tax	\$ 18,360,000	\$ 31,492,940	\$ (13,132,940)	171.5%
Investment Income	-	1,291,068	(1,291,068)	0.0%
Total revenues	<u>18,360,000</u>	<u>32,784,008</u>	<u>(14,424,008)</u>	<u>178.6%</u>
Expenditures:				
Product development fund projects:				
2012 Montford Park Players (Welcome Facility & Amphitheatre Renovations)	125,000	-	125,000	-
2014 City of Asheville (Riverfront Destination Development 1.0)	7,100,000	7,100,000	-	100.0%
2016 Asheville Community Theatre (Theatre Expansion & Renovation)	1,000,000	430,000	570,000	43.0%
2017 Buncombe County Government (Woodfin Greenway & Blueway)	2,250,000	-	2,250,000	-
2018 Buncombe County Government (Enka Recreation Destination)	6,000,000	-	6,000,000	-
2018 Eagle Market Streets Dev. Corp. (YMI Cultural Center Improvements)	800,000	42,863	757,137	5.4%
2018 River Front Development Group (African-American Heritage Museum at Stephens-L	100,000	-	100,000	-
2021 African American Heritage Trail	500,000	26,860	473,140	5.4%
2021 Wortham Center for the Performing Arts (Air Ionization System)	45,000	45,000	-	100.0%
Total product development projects	<u>17,920,000</u>	<u>7,644,723</u>	<u>10,275,277</u>	<u>42.7%</u>
Product development fund administration	<u>440,000</u>	<u>123,582</u>	<u>316,418</u>	<u>28.1%</u>
Total product development fund	<u>\$ 18,360,000</u>	<u>\$ 7,768,305</u>	<u>\$ 10,591,695</u>	<u>42.3%</u>
Product Development Funds Available for Future Grants				
Total Net Assets		\$ 25,015,704		
Less: Liabilities/Outstanding Grants		(10,275,277)		
Less: Unspent Admin Budget (Current Year)		(316,418)		
Current Product Development Amount Available		<u>\$ 14,424,008</u>		

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Monthly Balance Sheet

Governmental Funds

PRELIMINARY June 30, 2022

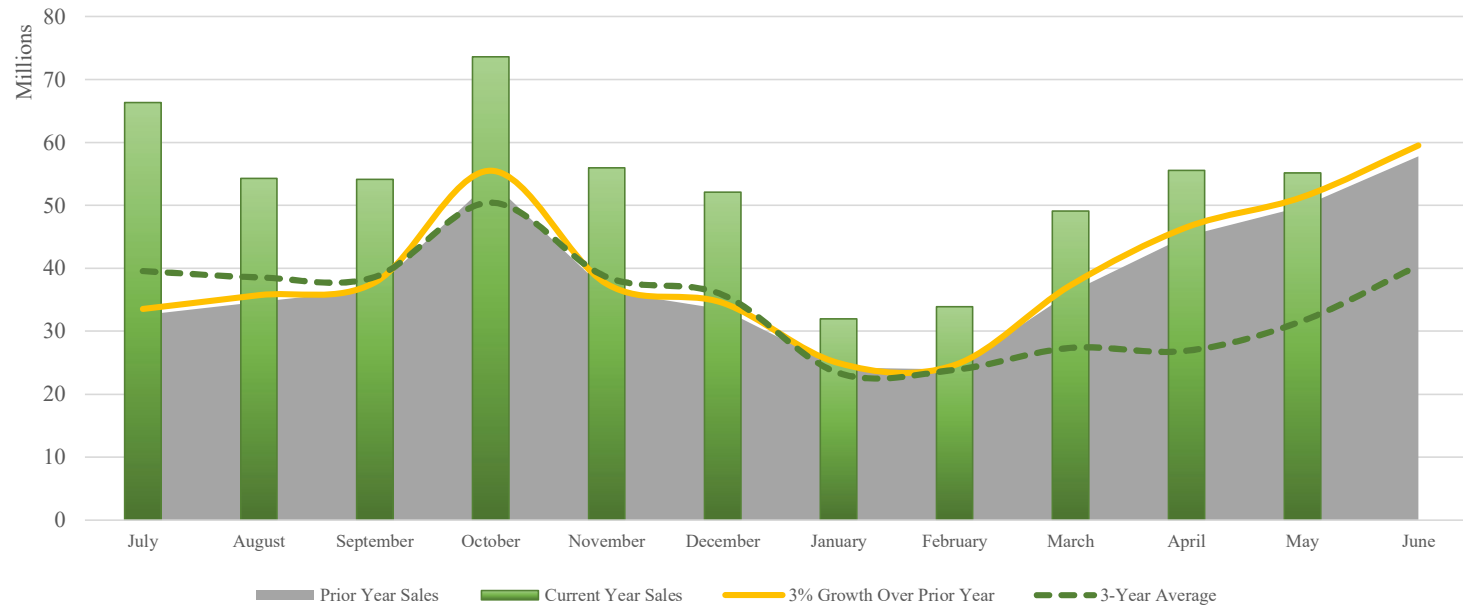
	Operating and Earned Revenue Funds	Product Development Fund	Total
Assets:			
Current assets:			
Cash and investments	\$ 24,917,998	\$ 25,015,704	\$ 49,933,701
Receivables	-	-	-
Total current assets	<u>\$ 24,917,998</u>	<u>\$ 25,015,704</u>	<u>49,933,701</u>
Liabilities:			
Current liabilities:			-
Accounts payable	\$ 13,950	\$ -	\$ 13,950
Future events payable	157,709	\$ 10,275,277	\$ 10,432,987
Total current liabilities	<u>171,660</u>	<u>\$ 10,275,277</u>	<u>\$ 10,446,937</u>
Fund Balances:			-
Restricted for product development fund	-	14,740,426	14,740,426
Committed for event support program	81,277	-	81,277
State Required Contingency	1,629,575	-	1,629,575
Designated Contingency	10,434,845	-	10,434,845
Undesignated (cash flow)	12,600,641	-	12,600,641
Total fund balances	<u>24,746,338</u>	<u>14,740,426</u>	<u>39,486,765</u>
Total liabilities and fund balances	<u>\$ 24,917,998</u>	<u>\$ 25,015,704</u>	<u>\$ 49,933,701</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales

Shown by Month of Sale, Year-to-Date

PRELIMINARY June 30, 2022



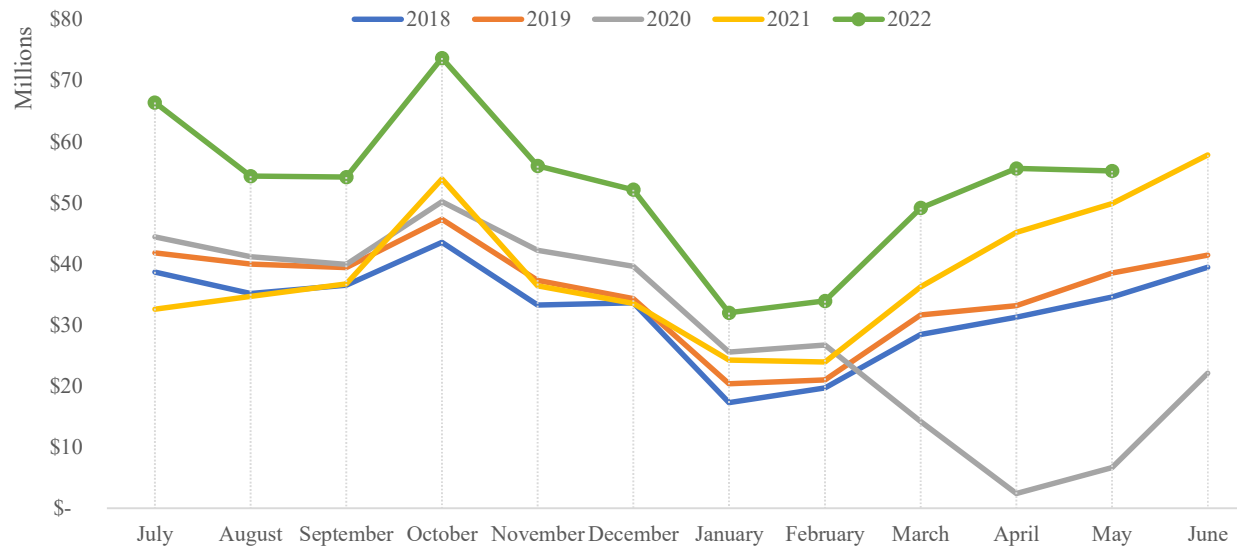
	Current Year	Prior Year	(%) Change	YTD (%) Change	3% Over Prior Year	3-Year Average
Month of lodging sales:						
July	\$ 66,338,842	\$ 32,547,111	104%	104%	\$ 33,523,525	\$ 39,555,784
August	54,302,310	34,663,339	57%	79%	35,703,239	38,564,848
September	54,137,605	36,683,164	48%	68%	37,783,659	38,626,462
October	73,617,711	53,870,769	37%	57%	55,486,892	50,430,547
November	55,973,870	36,407,948	54%	57%	37,500,187	38,612,899
December	52,075,148	33,504,228	55%	57%	34,509,355	35,790,730
January	31,954,012	24,212,981	32%	54%	24,939,371	23,373,837
February	33,899,409	23,905,633	42%	53%	24,622,802	23,862,423
March	49,120,558	36,200,146	36%	51%	37,286,151	27,348,756
April	55,574,098	45,127,533	23%	48%	46,481,359	26,890,343
May	55,166,736	49,824,646	11%	43%	51,319,385	31,637,803
June	-	57,792,994	-	-	59,526,784	40,438,345
Total revenues	<u>\$582,160,298</u>	<u>\$ 464,740,494</u>			<u>\$478,682,709</u>	<u>\$415,132,776</u>

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

History of Total Sales by Month

Shown by Month of Sale, Year-to-Date

PRELIMINARY June 30, 2022



	2018	2019	2020	2021	2022
Month of lodging sales:					
July	\$ 38,602,612	\$ 41,734,276	\$ 44,385,965	\$ 32,547,111	\$ 66,338,842
August	35,118,463	39,917,550	41,113,655	34,663,339	54,302,310
September	36,475,819	39,327,048	39,869,174	36,683,164	54,137,605
October	43,473,922	47,272,253	50,148,618	53,870,769	73,617,711
November	33,231,722	37,240,595	42,190,154	36,407,948	55,973,870
December	33,597,999	34,272,393	39,595,569	33,504,228	52,075,148
January	17,286,992	20,347,077	25,561,453	24,212,981	31,954,012
February	19,676,430	20,985,316	26,696,319	23,905,633	33,899,409
March	28,406,443	31,638,002	14,208,120	36,200,146	49,120,558
April	31,240,963	33,141,034	2,402,461	45,127,533	55,574,098
May	34,544,014	38,464,222	6,624,541	49,824,646	55,166,736
June	39,441,126	41,413,202	22,108,839	57,792,994	-
Total lodging sales	\$ 391,096,506	\$ 425,752,967	\$ 354,904,866	\$ 464,740,494	\$ 582,160,298

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

Shown by Month of Sale, Year-to-Date

PRELIMINARY June 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	\$ 41,364,569	\$ 19,132,318	116.2%	116.2%	\$ 23,292,383	\$ 12,282,646	89.6%	89.6%	\$ 1,681,890	\$ 1,132,148	48.6%	48.6%	\$ 66,338,842	\$ 32,547,111	103.8%	103.8%
August	33,288,678	19,815,648	68.0%	91.7%	19,599,745	13,723,974	42.8%	64.9%	1,413,887	1,123,717	25.8%	37.2%	54,302,310	34,663,339	56.7%	79.5%
September	34,410,077	22,012,507	56.3%	78.9%	18,288,385	13,374,865	36.7%	55.4%	1,439,143	1,295,793	11.1%	27.7%	54,137,605	36,683,164	47.6%	68.2%
October	49,777,745	36,464,280	36.5%	63.0%	21,743,236	15,478,848	40.5%	51.2%	2,096,730	1,927,642	8.8%	21.0%	73,617,711	53,870,769	36.7%	57.4%
November	36,931,580	24,630,899	49.9%	60.4%	17,559,159	10,553,316	66.4%	53.6%	1,483,131	1,223,733	21.2%	21.1%	55,973,870	36,407,948	53.7%	56.8%
December	34,591,966	22,871,661	51.2%	59.0%	16,232,554	9,595,156	69.2%	55.6%	1,250,628	1,037,411	20.6%	21.0%	52,075,148	33,504,228	55.4%	56.6%
January	15,401,453	12,224,275	26.0%	56.4%	16,053,328	11,501,937	39.6%	53.5%	499,232	486,770	2.6%	19.9%	31,954,012	24,212,981	32.0%	54.2%
February	17,587,944	11,683,923	50.5%	56.0%	15,523,727	11,724,546	32.4%	51.0%	787,738	497,164	58.4%	22.1%	33,899,409	23,905,633	41.8%	53.1%
March	27,907,881	17,985,847	55.2%	55.9%	19,927,663	17,425,713	14.4%	45.4%	1,285,014	788,586	63.0%	25.5%	49,120,558	36,200,146	35.7%	51.1%
April	33,881,484	25,959,680	30.5%	52.8%	20,046,263	17,989,856	11.4%	40.9%	1,646,351	1,177,997	39.8%	27.1%	55,574,098	45,127,533	23.1%	47.6%
May	33,766,102	29,663,713	13.8%	48.0%	19,526,551	18,720,234	4.3%	36.4%	1,874,083	1,440,698	30.1%	27.4%	55,166,736	49,824,646	10.7%	43.1%
June	-	35,631,307	-		-	20,645,736	-		-	1,515,951	-		-	57,792,994	-	
Total	\$ 358,909,479	\$ 278,076,058			\$ 207,792,994	\$ 173,016,827			\$ 15,457,825	\$ 13,647,609			\$ 582,160,298	\$ 464,740,494		

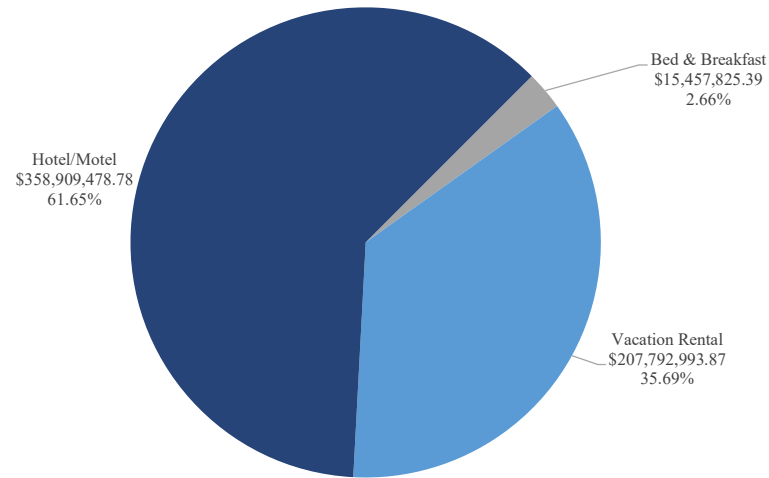
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Total Lodging Sales by Type

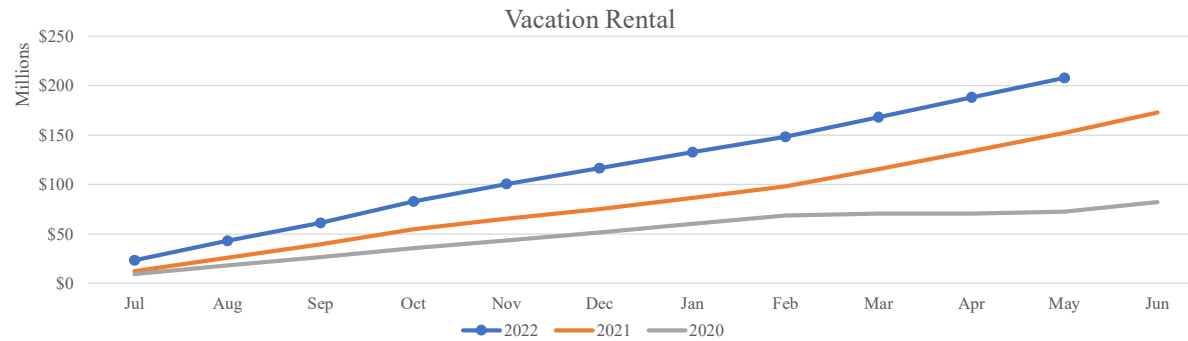
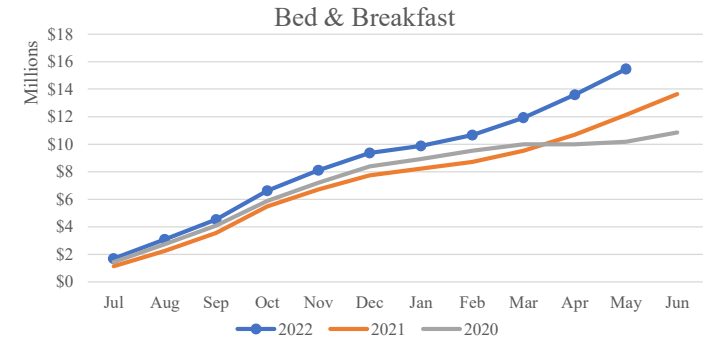
Shown by Month of Sale, Year-to-Date

PRELIMINARY June 30, 2022

Total Lodging Sales by Type, Year-to-Date



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





FY 2022-23 BCTDA Board Meeting Schedule

www.ashevillecvb.com/bctda/

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

For more information, please contact Julia Simpson at 828.333.5831 or jsimpson@ExploreAsheville.com.



Explore **ASHEVILLE**
Convention & Visitors Bureau

MONTHLY HIGHLIGHTS

June 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.

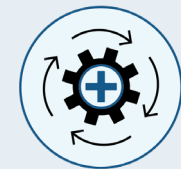
Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



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 & Efficient Organization

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

DELIVER BALANCED RECOVERY & SUSTAINABLE GROWTH

Drive revenue in need periods through updated group sales strategy

- Roomnights Goal Achieved: Exceeded the goal of 65,000 contracted room nights for FY21-22 representing more than \$72 million in direct spending
- Third-Party Incentive: Contracted seven meetings as a result of the promotion that offered a \$500 gift card to third-party partners that closed a piece of business of 50+ room nights between May 20 and June 30

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

- [Professional Convention Management Association \(PCMA\) EduCon](#): Attended conference featuring more than 500 event professionals in New Orleans, LA; participated in educational sessions including DEI & sustainability conversation starters
- [ConferenceDirect Annual Partner Meeting](#): Attended meeting in San Francisco, CA; had appointments with ConferenceDirect associates and networked at various events
- [Smart Meetings Mid-Atlantic](#): Attended two-day regional experience in Washington, DC, and met with 12 meeting planners
- [Meeting Professionals International \(MPI\) World Education Congress](#): Attended in San Francisco, CA

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

- Tourism Product Development Fund (TPDF) Grant Cycle: Committee reviewed 23 Phase 1 submissions and notified applicants of their request status on June 29

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

- AVL to BOS: Executed JetBlue Boston Inaugural Flight FAM influencer engagements with TV host and content creator [Derek Zagami](#) and lifestyle personality [Dominic L'Heureux](#)
- Scenic Imagery: Conducted video and photo shoot with agency for shots containing mountains and vistas; scenes included Craggy Gardens, Graybeard Overlook, Never Ending Flower Farm, Addison Farms Vineyard, Looking Glass Creamery, mountain biking, fly fishing and kayaking
- Asheville Ideas Fest (AIF): Provided the event promotional support, including paid social ads for The New Yorker and Garden & Gun; deployed event-specific email via Bitter Southerner to their audience
 - Local AIF Coverage:
 - UNCA Press Release: [Asheville Ideas Fest Celebrates the Closing of its Inaugural 2022 Event](#)
 - The Laurel of Asheville: [Inaugural Asheville Ideas Fest Happens June 14-18](#)
 - Citizen Times "Answer Man" Column: [Is Asheville Ideas Fest 'exceedingly peculiar?'](#)
 - Explore Asheville also recognized in a full-page AIF thank you ad in the Sunday Asheville Citizen Times on June 26

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

- Farm Heritage Trail: Published [new blog](#) on the Farm Heritage Trail in coordination with Buncombe County Soil & Water Department

ENCOURAGE SAFE & RESPONSIBLE TRAVEL

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

- The Food Principle: Hosted pre-production visit for Jim Kane of The Food Principle, a new PBS travel docuseries focused on conservation, connection and community
- Nature Photography Day: Created new [Instagram Reel](#) for National Nature Photography Day featuring photo tips from Show & Tale Creative, WNC Photo Tours, Asheville Photo Tours; included Leave No Trace messaging
- Earned Media Coverage:
 - RV Trader: [10 Best Mountain Towns for Summer Camping](#)

Increase the number of bookings that participate in community projects

- Service Project Outreach Success: Booked first service project as a result of outreach completed earlier this year; Professional Engineers of North Carolina agreed to be photographed and filmed for CSR marketing materials while conducting group service stream clean-up project with Asheville Greenworks

ENGAGE & INVITE MORE DIVERSE AUDIENCES

Extend a genuine invitation to diverse audiences

- [Black Travel Expo](#): Attended the 2022 expo in Atlanta alongside more than 2,500 travelers and thought leaders
- [Appalachian Pride Brunch](#): Networked during event celebrating LGBTQ+ Americans in the South, featuring conversations on identity and equality
- [Midwest Husbands](#): Provided David Harris of Midwest Husbands with welcome bag highlighting local artisans
- LGBTQ+: Created [a new blog](#) highlighting local Pride Month happenings
- Hola Carolina: Sponsored event through the Festivals & Cultural Events fund

Increase diversity of partner network

- [Black Wall Street AVL](#): Provided keynote on Explore Asheville's strategy and positioning, including supporting the BIPOC businesses, owners and networks in attendance

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

- African American Heritage Trail (AAHT): Continued AAHT Advisory Committee feedback sessions focused on story topics, themes, and perspectives that may become part of the trail

Increase outreach in recruiting diverse meetings and events

- LGBT Meeting Professionals Association: Attended a networking event at Professional Convention Management Association (PCMA) EduCon

PROMOTE & SUPPORT ASHEVILLE'S CREATIVE SPIRIT

Elevate Asheville's creative experiences to differentiate and inspire visits

- Ready Set Jet Set: Hosted Haley Sanger of [@ReadySetJetSet](#) (136K Instagram followers) to showcase 20 local makers and spaces through a curated 6-day itinerary and welcome amenities as part of paid influencer partnership
- Wellness Writer: Hosted freelancer Natalia Lusinski for a wellness-focused experience
- River Arts District: Launched three new [“Meet the Artists” profiles](#) for Andrea Kulish, Nadine Charlsen and Silver River Chairs on the RAD landing page
- Fathom: Profiled [Chef Ashleigh Shanti](#) in custom Food Tales article
- Chemist Spirits: Amplified selection of Chemist Spirits as official gin of 2022 Daytime Emmy Awards through social media, web content and a commercial that aired on CBS during the show and was followed by CTV retargeting ads
- Earned Media Coverage:
 - Chicago Journal & Topics: [A Stately Estate: Vanderbilt's Biltmore – ‘America's Largest Home’ – Magnificent At Every Turn.](#)

Actively promote creative community and resources to groups and events

- Northstar Brand Shoot: Featured partners from Asheville Wellness Tours, Citizen Vinyl, Asheville Coffee Tours, and Twisty Maple/Luxury Pop-up Picnic in Northstar Sales branding shoot
- Group Marketing Assets: Video footage was captured at Gordon Foods Winners Circle Trip to support an upcoming Northstar Media Group video project promoting Asheville to incentive planners. Footage of the welcome dinner at The Omni Grove Park Inn, group tours of many artists' studios in River Arts District and the downtown dine-around were captured. The Gordon Foods meeting planner will also be interviewed by Northstar to support the incentive video

Increase partner appreciation and usage of Explore Asheville's assets and resources to further amplify Asheville's distinctive creative spirit

- New Partners: Added 12 new accounts to ExploreAsheville.com: [AVL Music](#), [History Walking Tour](#), [Citron Gallery](#), [Edible Asheville Farm Tours](#), [Eileen's, Eldr](#), [Hoppy Trees Beer and Spritz Bar](#), [Hyatt Place Asheville Airport](#), [James Vester Miller Historic Walking Trail](#), [Mikasa AVL](#), [Modelface Comedy & Events](#), [Sam's Pop Shop](#), and [Urban Exhale Massage Spa](#).

RUN A HEALTHY & EFFICIENT ORGANIZATION

- **Focus on events and communications strategy to increase community engagement**
- E-newsletters, E-alerts: [6 sent in June](#); delivered a total of 7,719 with open rates as high as 79% and an average of 52%
- Local News & BCTDA/Explore Asheville coverage:
 - Asheville Citizen Times: [Buncombe TDA passes \\$30.6M operating budget, awaits state tweak to distribution formula](#) – Cover story resulting from BCTDA meeting also picked up by Business North Carolina's Daily Digest, WNC Business Today, and iHeart Radio
 - Media Advisory for BCTDA meeting resulted in coverage in Mountain Xpress, AVL Today, Asheville Online News and attendance by Asheville Citizen Times and Sunshine Request
 - Citizen Times: [Bill to change local tourism distribution formula entered in Raleigh](#) – also picked up by Business NC Daily Digest, Yahoo News, AVL Today, WNC Business Today and a variety of other outlets including OurCommunityNow.com, SloMoMotorSports.com, NewsNow.co.uk, as well as on social media
 - WLOS: [Bill filed to change hotel occupancy tax allocations in Buncombe County](#) – also picked up by Asheville News Online and posted on NewsBreak.com, [Reddit](#), and social media
 - Smoky Mountain News: [Buncombe TDA bill would bolster community spending](#)

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

- [AVL Today](#): Explore Asheville Summer Social mentioned in roundup of local summer events
- Business Wire: [JetBlue Begins Summer Seasonal Service to Asheville from Boston](#) (Isley quoted)
- Citizen Times: [What to know about WNC Nature Center](#) mentioned TPDF as potential funding source
- Buncombe County Commissioners: [Annual BCTDA report](#) presented at the June 21 meeting. [Recording of presentation](#) (0:56:35 - 1:06:30)
 - County Press Release: [Commissioners Issue Gun Violence Awareness Proclamation, Get TDA & Economic Coalition Updates, & More](#)
 - Mountain Xpress: Coverage of presentation found within [this story](#)
- Mountain Xpress: [Mountain BizWorks' Catalyst Cohort program champions entrepreneurs of color](#) – Cover story featured partner Neomi Negrón of Buggy Pops, who mentioned learning of the services of Explore Asheville via this program

Prioritize individual professional development, trainings and team benefits

- Wellness: Encouraging staff to finish FY22 on a healthy note, the wellness team hosted a Lunch & Learn with holistic counselor Sally Ekaireb

Destination Performance Report



Lodging & Visitor Overview - June 2022

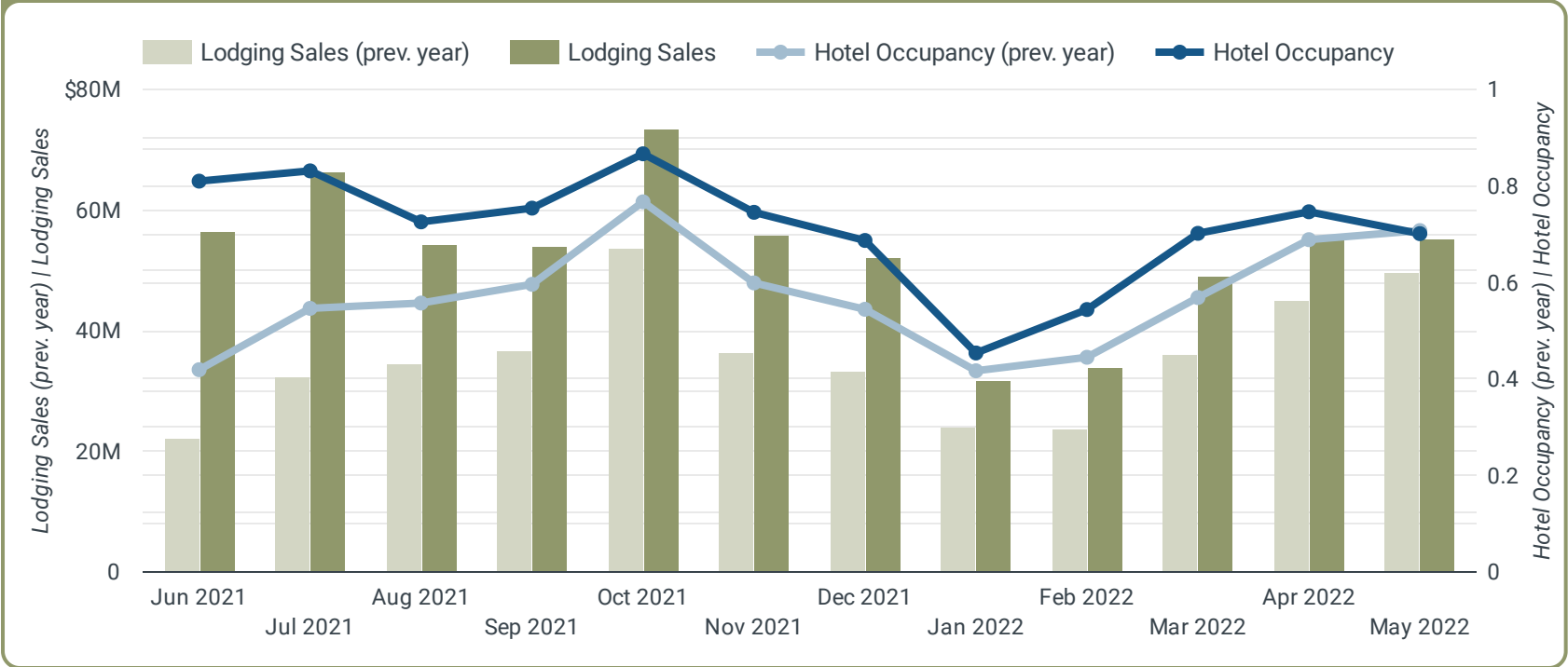
Lodging Sales \$55,166,736 (May) ↑ 12.6%	Hotel Occupancy* 70.1% (May) ↓ -0.9%	Hotel Demand* 196,014 (May) ↑ 2.1%	Hotel ADR* \$181.27 (May) ↑ 9.2%	Hotel RevPAR* \$127.10 (May) ↑ 8.2%
Airport Passengers 158,655 (May) ↑ 27.8%	Asheville Visitor Center 17,187 ↓ -6.9%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 11,627 ↑ 85.1%	Travel Guide Requests 2,032 ↓ -27.6%

Lodging & Visitor Overview - Fiscal Year 21-22

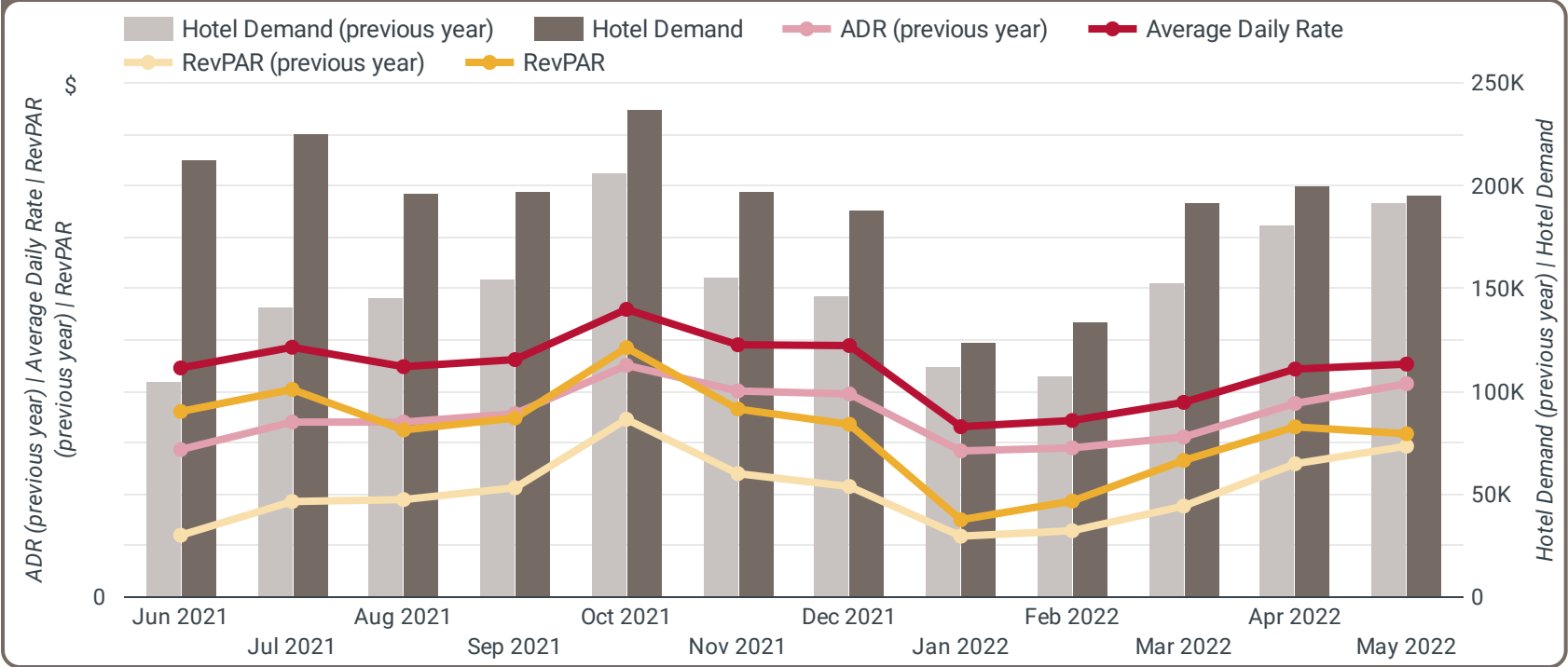
Lodging Sales \$582,160,299 ↑ 43.7%	Hotel Occupancy* 70.6% ↑ 20.4%	Hotel Demand* 2,089,668 ↑ 23.1%	Hotel ADR* \$181.56 ↑ 23.2%	Hotel RevPAR* \$128.20 ↑ 48.4%
Airport Passengers 1,495,875 ↑ 98.3%	Asheville Visitor Center 169,132 ↑ 63.0%	Pack Sq Visitor Center 0 N/A	Black Mtn Visitor Center 47,096 ↑ 38.9%	Travel Guide Requests 26,971 ↓ -4.2%

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 - May 2022

Occupancy	ADR	RevPAR	Demand
57.0%	\$117.39	\$66.91	157,275
↓ -13.5%	↑ 4.3%	↓ -9.8%	↑ 12.5%

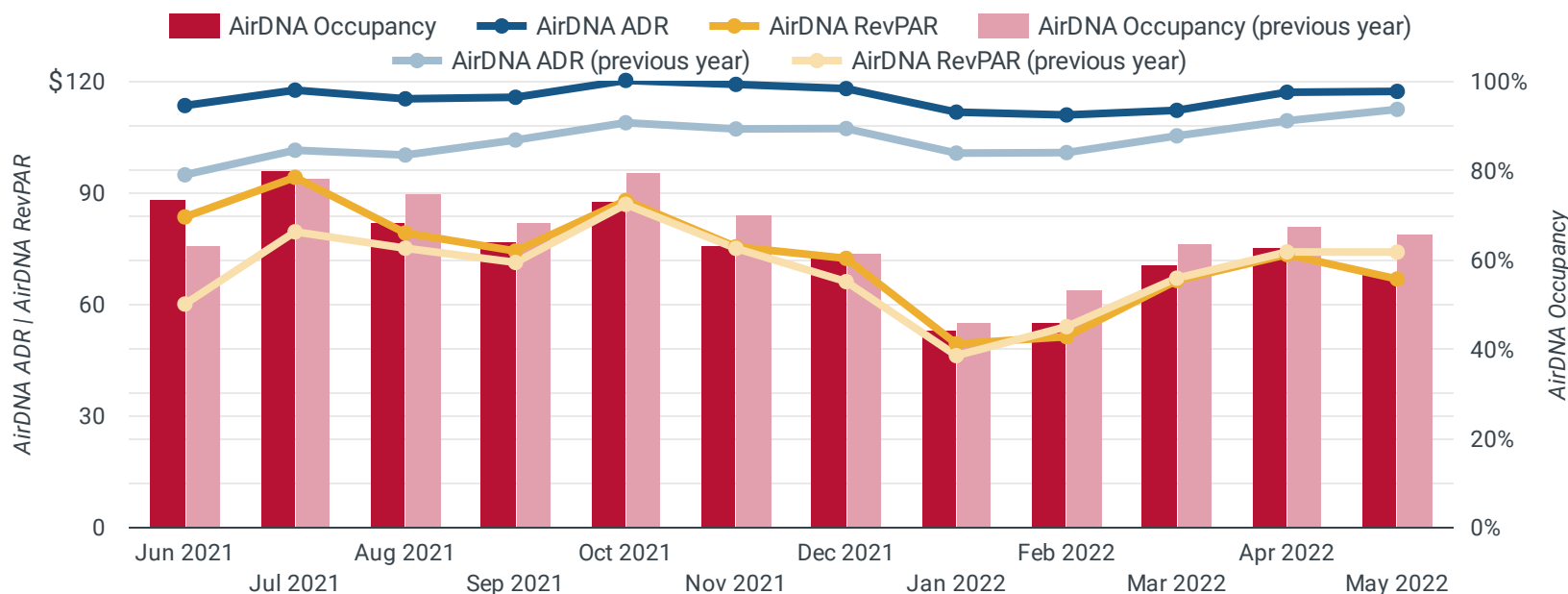
Short Term Rental Data - Fiscal Year 21-22

Occupancy	ADR	RevPAR	Demand
61.9%	\$116.48	\$72.06	1,623,362
↓ -7.1%	↑ 10.1%	↑ 2.3%	↑ 22.1%

AirDNA ADR, RevPAR and Occupancy

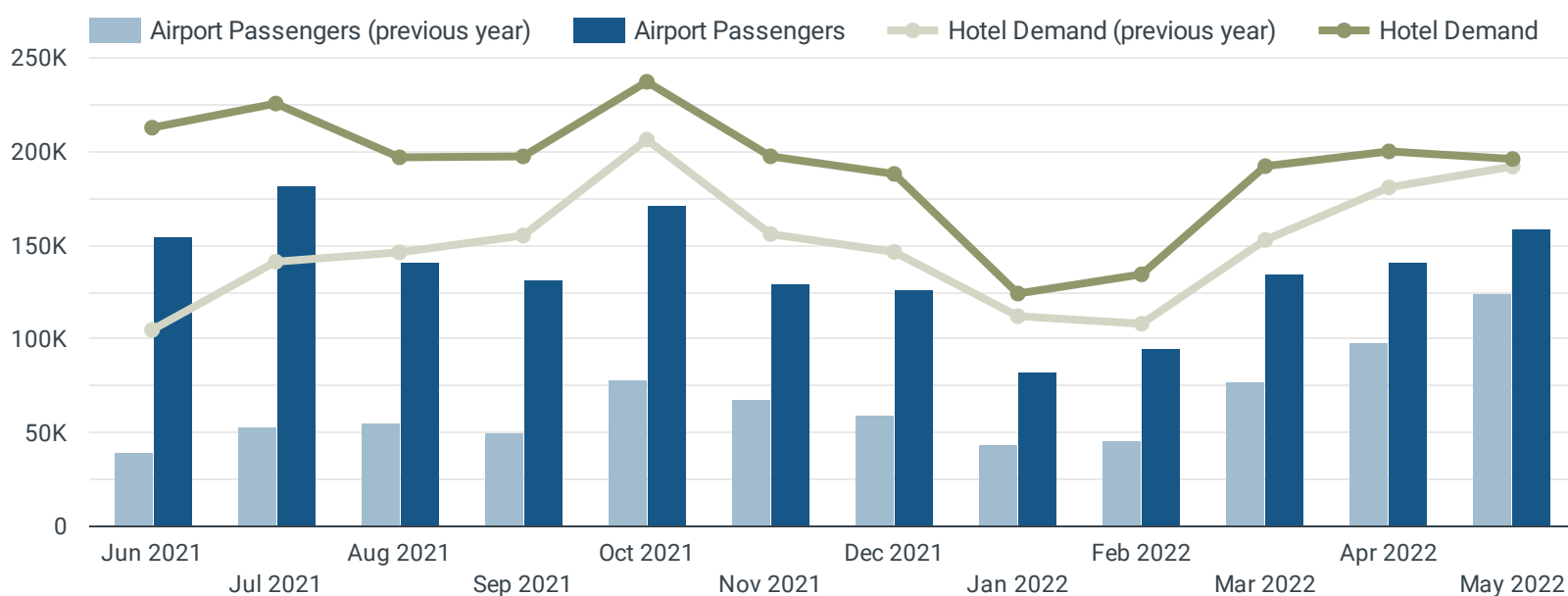
* Short Term Rental Data Source: AirDNA

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

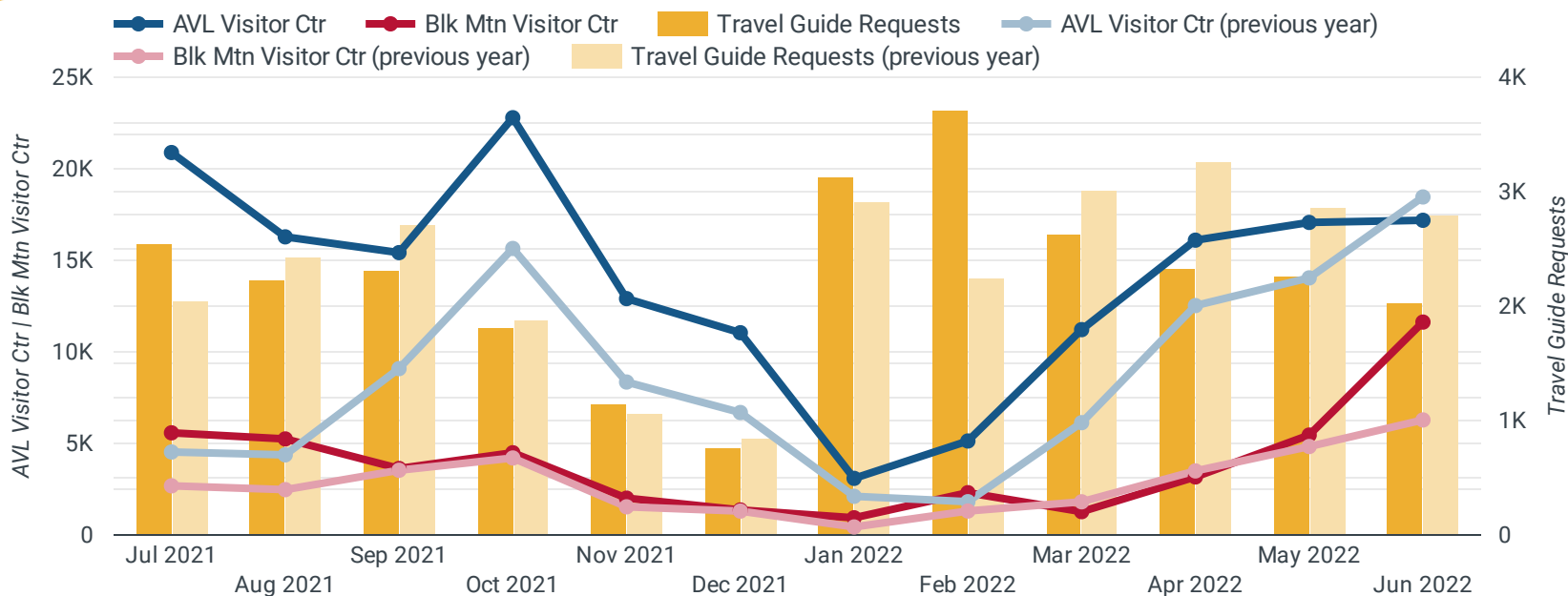


Airport Passengers vs. Hotel Demand*

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



Visitor Center & Travel Guide



Sales Department Performance Report



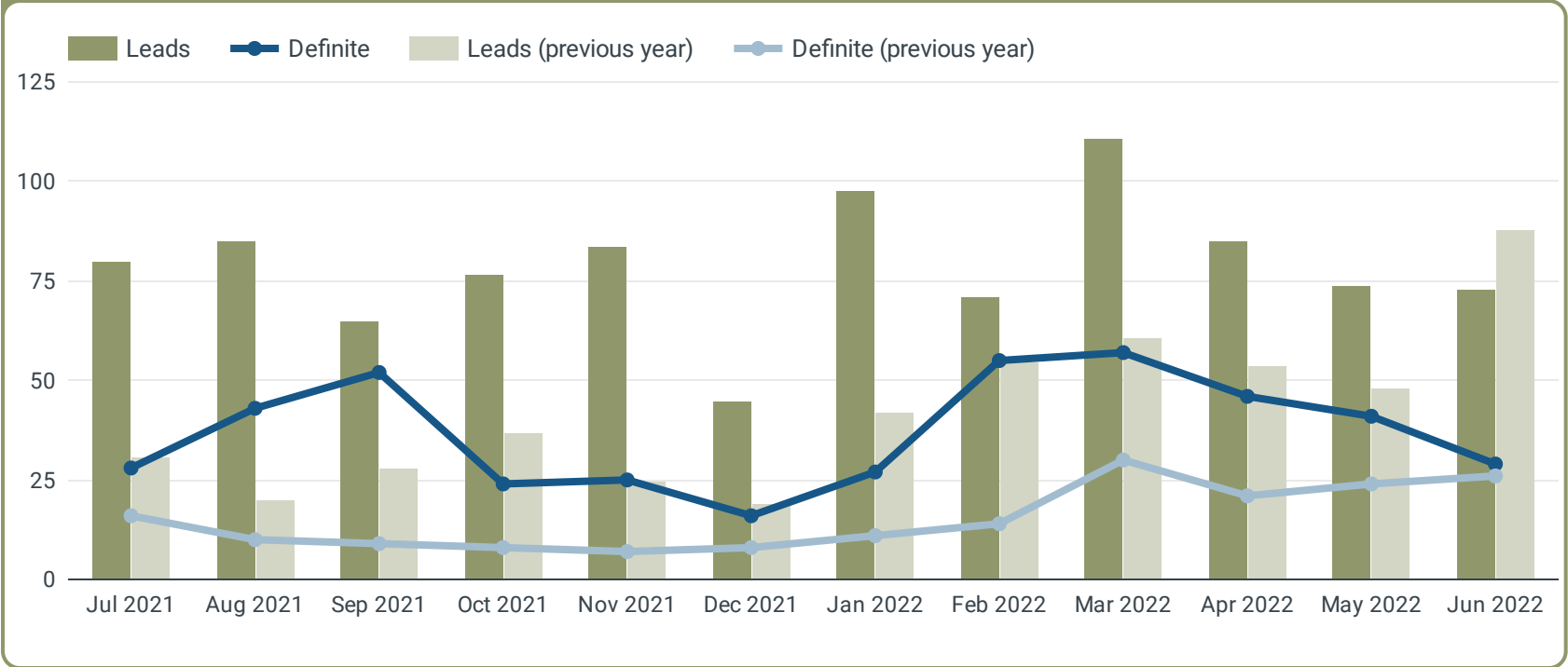
Sales Leads and Outreach - June 2022

Sales Leads Issued 73 ↓ -17.0%	Room Nights (Leads) 21,291 ↑ 27.0%	Leads Turned Definite 36 ↑ 33.3%	Room Nights (Definite) 6,387 ↑ 138.2%	Estimated Revenue \$1,875,300 ↑ 64.8%	
P2P Outreach 988 ↓ -5.6%	Indirect Outreach 224,947 ↑ 84,466.5%	Group Events 50 ↑ 108.3%	Room Nights Generated 5,610 ↑ 154.7%	Actualized Revenue \$1,855,518 ↑ 138.1%	Groups Served 50 ↑ 85.2%

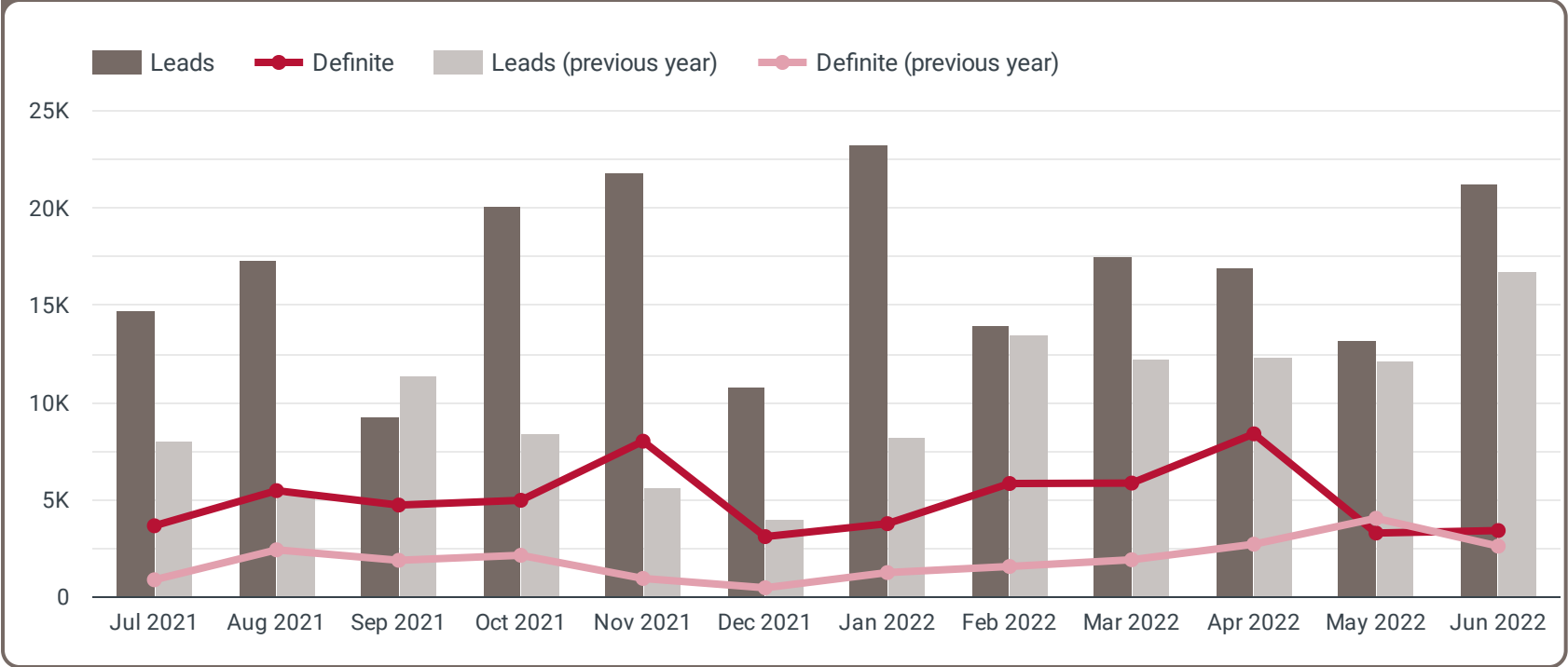
Sales Leads and Outreach - Fiscal Year 21-22

Sales Leads Issued 948 ↑ 86.6%	Room Nights (Leads) 200,402 ↑ 69.7%	Leads Turned Definite 464 ↑ 110.0%	Room Nights (Definite) 65,123 ↑ 149.7%	Estimated Total Revenue \$16,718,842 ↑ 150.8%	
P2P Outreach 7,989 ↓ -16.3%	Indirect Outreach 352,177 ↑ 161.3%	Group Events 386 ↑ 179.7%	Room Nights Generated 38,970 ↑ 250.2%	Actualized Revenue \$12,061,302 ↑ 347.6%	Groups Served 395 ↑ 96.5%

Sales Leads vs. Definite



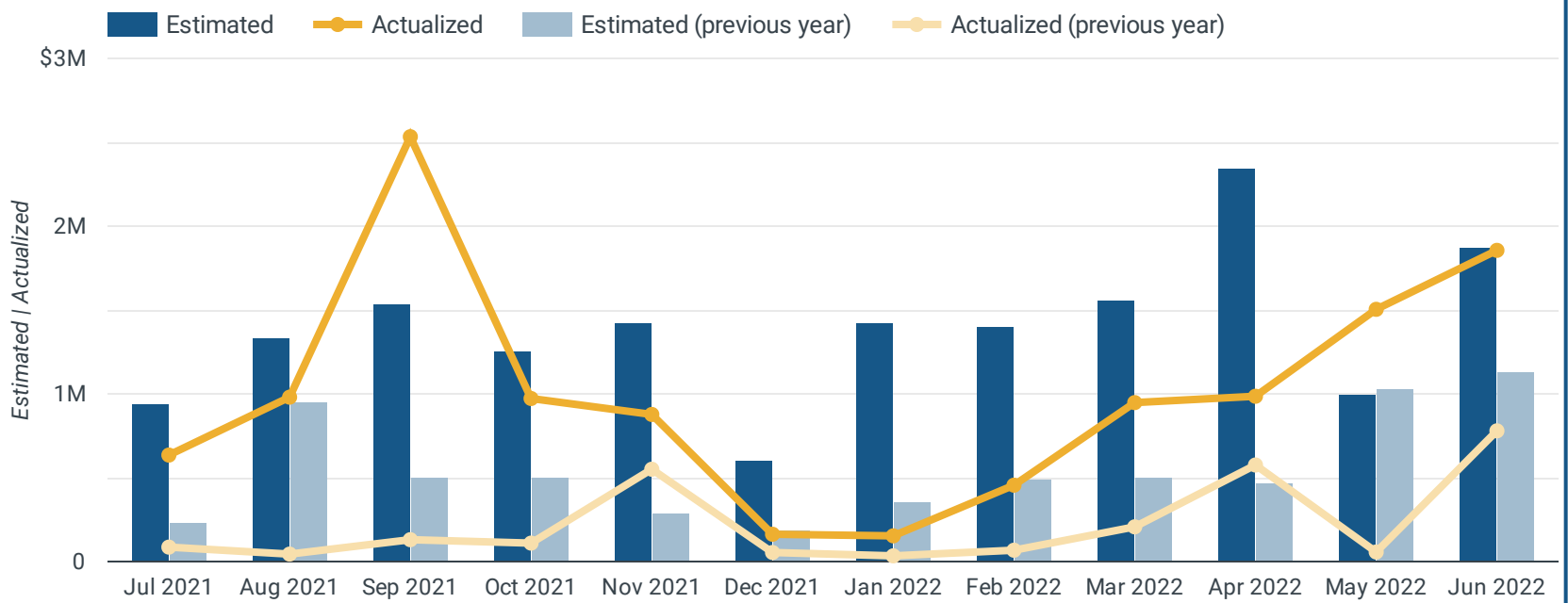
Room Nights Represented in Leads vs. Definite



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

Group Events by Month and Room Nights Generated

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

Marketing Department Performance Report



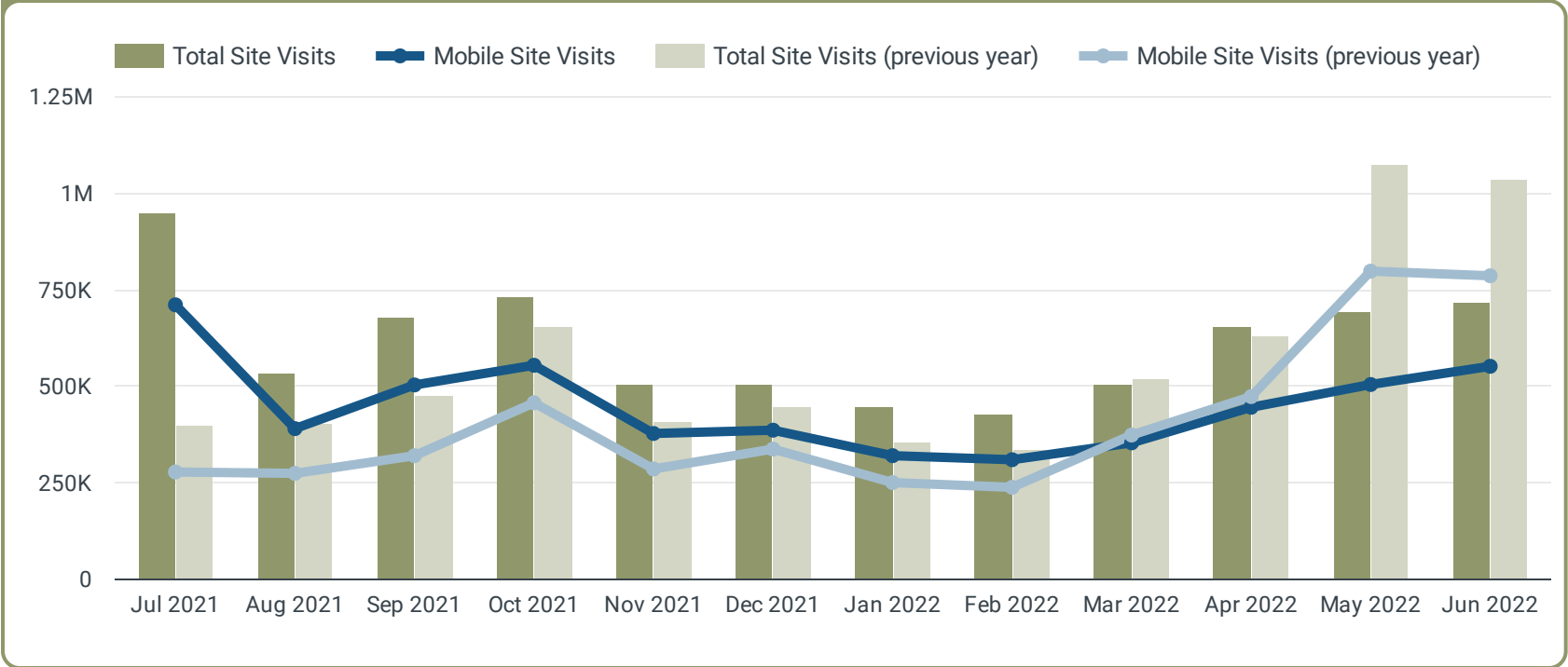
Marketing Metrics Overview - June 2022

Website Visits 725,330 ↓ -30.7%	Mobile Site Visits 554,397 ↓ -29.9%	aRes - Room Nights 55 ↑ 3.8%	aRes - Room Revenue \$11,314 ↓ -7.6%	Total Facebook Fans 308,301 ↑ 1.6%
PR Publicity Value \$2,902,625 ↑ 8.1%	PR Estimated Impressions 1,035,030,848 ↑ 41.7%	Significant Placements 17 ↓ -22.7%	Media Touchpoints 36 ↑ 16.1%	Video Views 374,394 ↑ 710.0%

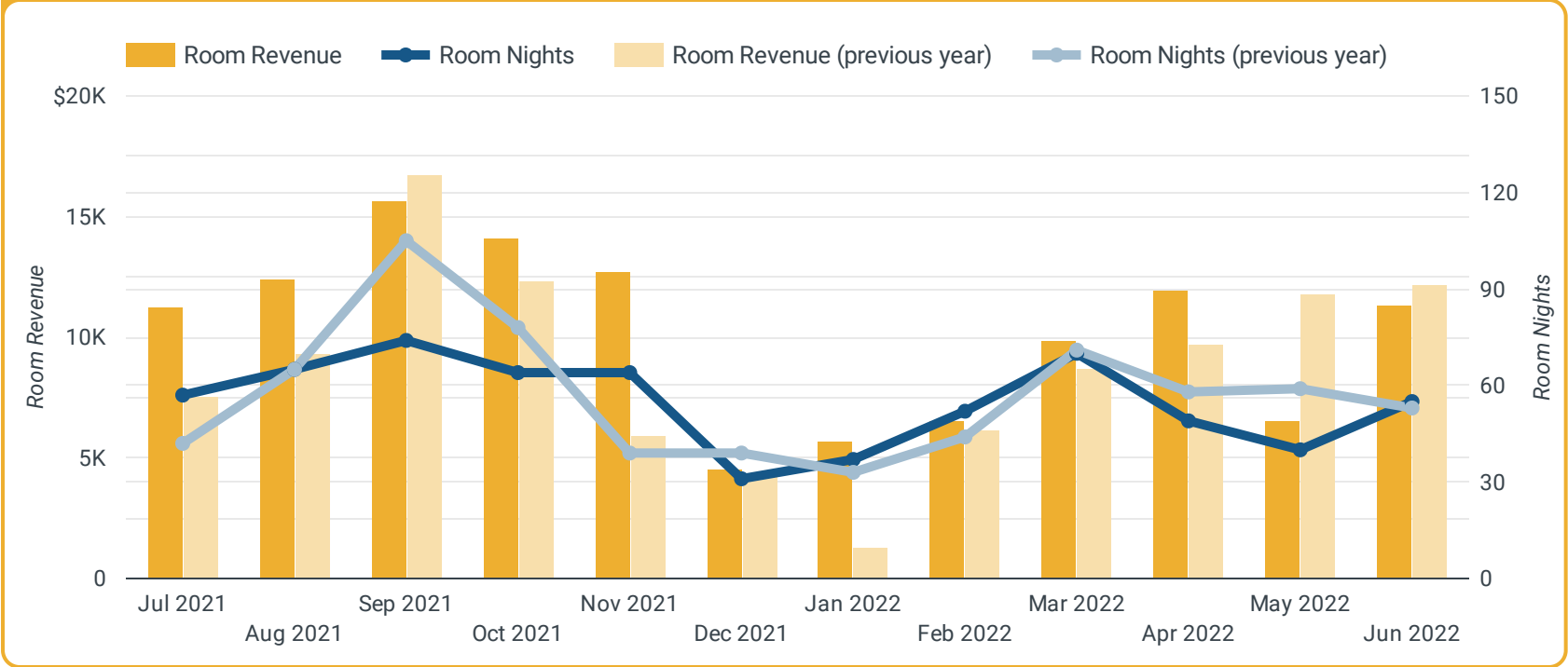
Marketing Metrics Overview - Fiscal Year 21-22

Website Visits 7,377,689 ↑ 9.1%	Mobile Site Visits 5,412,580 ↑ 11.0%	aRes - Room Nights 658 ↓ -4.1%	aRes - Room Revenue \$122,801 ↑ 15.6%	Avg. Total Facebook Fans 304,717 ↑ 1.6%
PR Publicity Value \$30,430,860 ↑ 27.0%	PR Estimated Impressions 10,803,321,346 ↑ 18.3%	Significant Placements 229 ↓ -40.4%	Media Touchpoints 552 ↓ -17.5%	Video Views 2,054,499 ↑ 340.3%

ExploreAsheville.com Web Stats



Online Reservation (aRes) Data



Marketing Department Performance Report



Print & Broadcast Value & Impressions

	Month of Year ▾	Publicity Value - Print/Broadcast	% Δ	Editorial Impressions - Print/Broadcast	% Δ
1.	Jun 2022	\$974,746	-28%	9,563,408	347.69%
2.	May 2022	\$522,923	-17%	2,573,638	-57.14%
3.	Apr 2022	\$2,827,371	367%	10,691,595	296.95%
4.	Mar 2022	\$390,117	132%	3,131,148	47.24%
5.	Feb 2022	\$116,912	-94%	2,208,034	-73.73%
6.	Jan 2022	\$105,761	-39%	2,063,581	-76.74%
7.	Dec 2021	\$208,408	173%	3,168,153	572.68%

Online Publicity Value and Impressions

	Month of Year ▾	Publicity Value - Online	% Δ	Estimated Impressions - Online	% Δ
1.	Jun 2022	\$1,927,879	44%	1,025,467,440	41.72%
2.	May 2022	\$1,354,878	61%	720,679,643	51.52%
3.	Apr 2022	\$1,487,349	121%	791,143,059	113.83%
4.	Mar 2022	\$1,330,956	-21%	707,955,063	-21.25%
5.	Feb 2022	\$1,364,148	-4%	725,595,386	-5.45%
6.	Jan 2022	\$1,228,211	-13%	653,470,376	-13.37%
7.	Dec 2021	\$1,446,633	-22%	769,485,654	-22.08%

Media Placements & Touchpoints

	Month of Year ▾	Media Touchpoints / Interactions	% Δ	Significant Placements	% Δ
1.	Jun 2022	36	16.1%	17	-22.7%
2.	May 2022	44	-38.0%	19	18.8%
3.	Apr 2022	24	-55.6%	24	-17.2%
4.	Mar 2022	95	216.7%	23	-43.9%
5.	Feb 2022	34	-55.8%	11	-62.1%
6.	Jan 2022	60	13.2%	14	-36.4%
7.	Dec 2021	23	-64.1%	18	-51.4%

Facebook Fans & Video Views (All Platforms)

	Month of Year ▾	Total Facebook Fans	% Δ	Video Views	% Δ
1.	Jun 2022	308,301	1.6%	374,394	943.8%
2.	May 2022	306,070	1.0%	299,202	1,217.5%
3.	Apr 2022	305,766	1.8%	120,389	432.1%
4.	Mar 2022	307,000	2.3%	174,640	428.4%
5.	Feb 2022	305,000	1.8%	397,105	890.6%
6.	Jan 2022	304,420	2.6%	260,089	288.7%
7.	Dec 2021	303,371	1.4%	27,484	-16.1%

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.