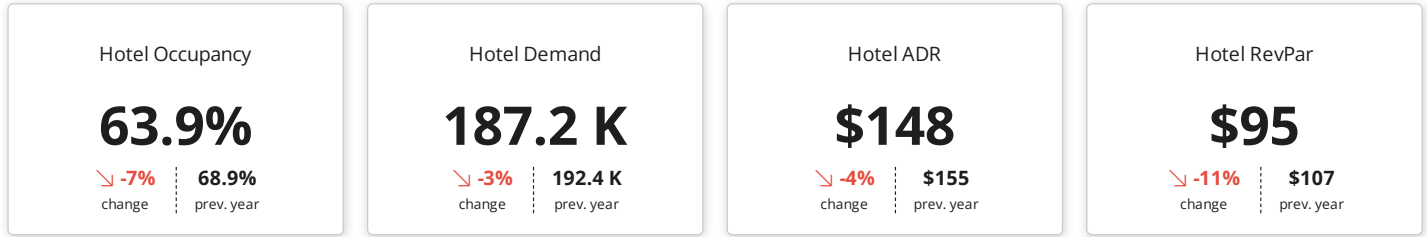


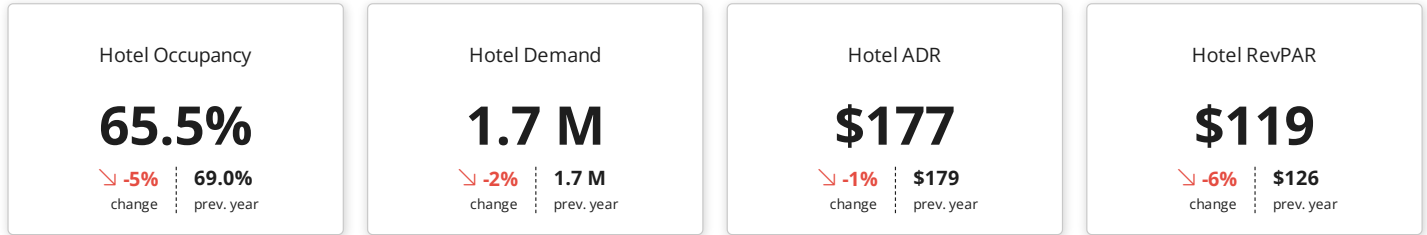
## Hotel Performance - March 2024

Source: STR



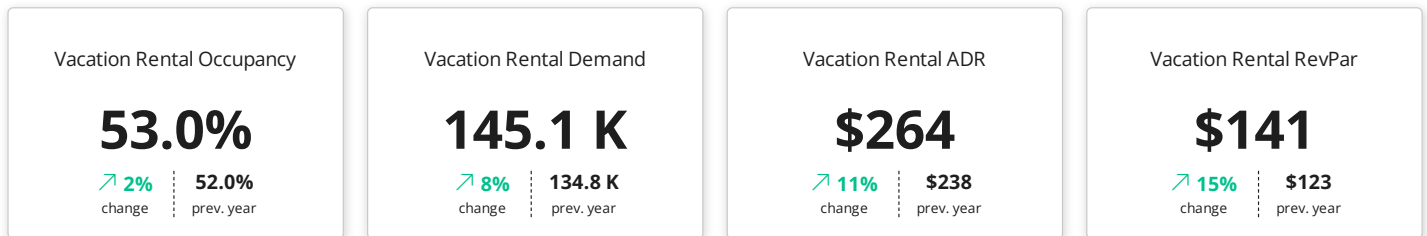
## Hotel Performance - FY24 YTD

Source: STR



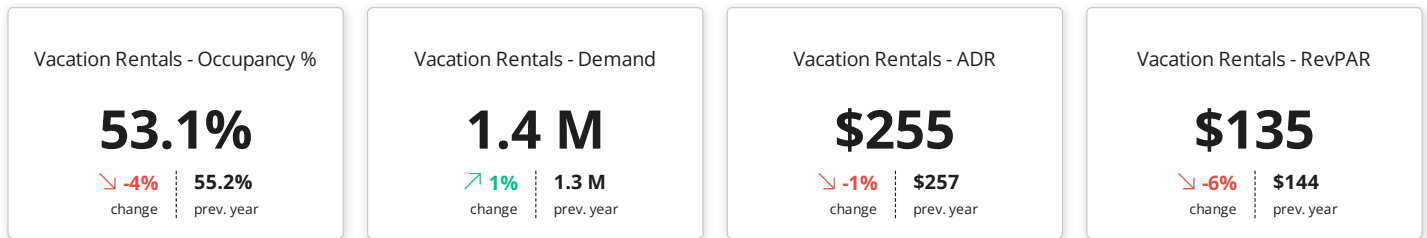
## Vacation Rental Performance - March 2024

Source: AirDNA



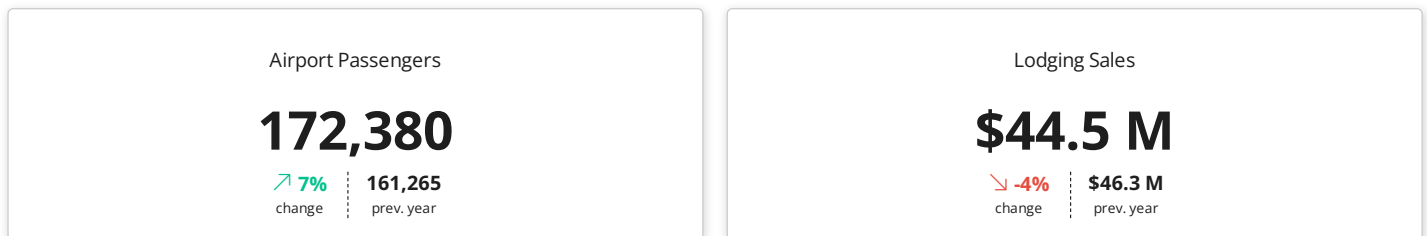
## Vacation Rental Performance - FY24 YTD

Source: AirDNA



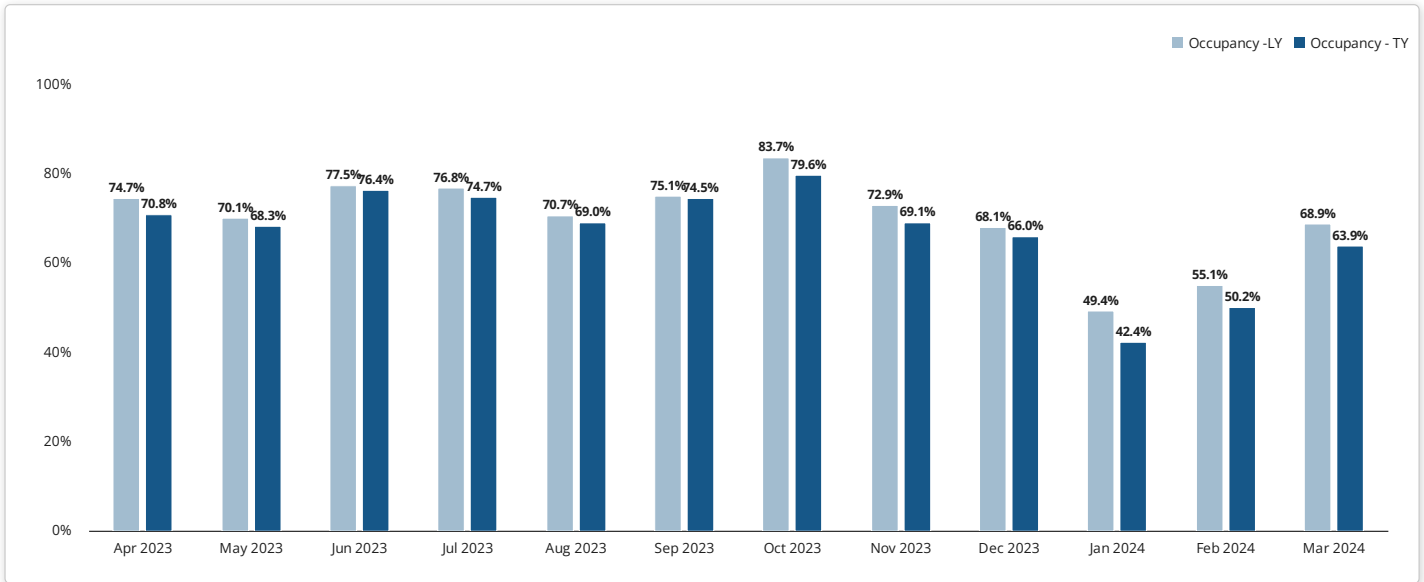
## Airport Passengers & Lodging Sales - March 2024

Source: Asheville Regional Airport and Buncombe County Finance



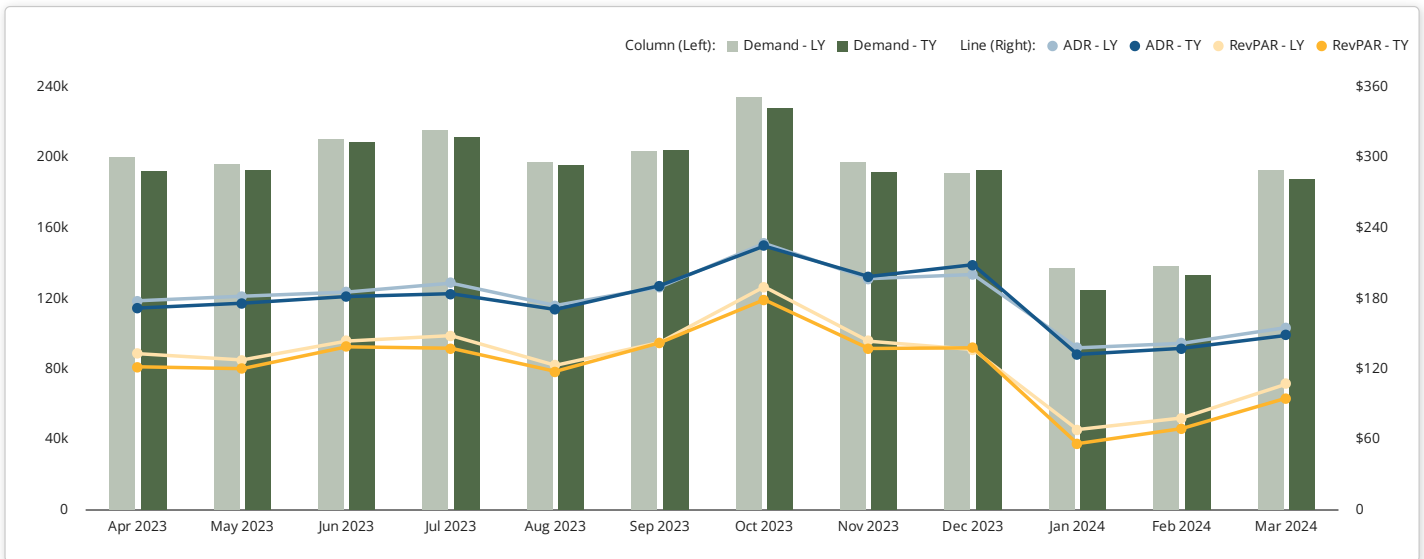
## Hotel Occupancy

Source: STR



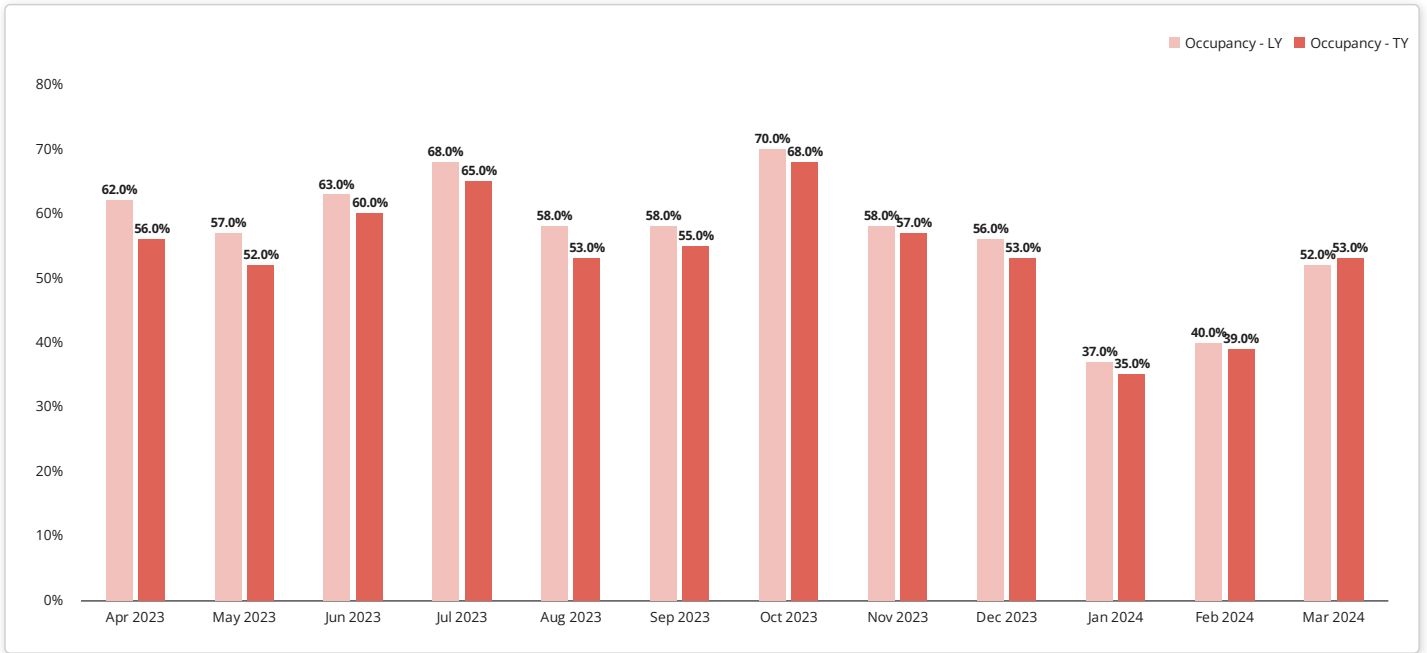
## Hotel Demand, Average Daily Rate (ADR) and Revenue Per Available Room (RevPar)

Source: STR



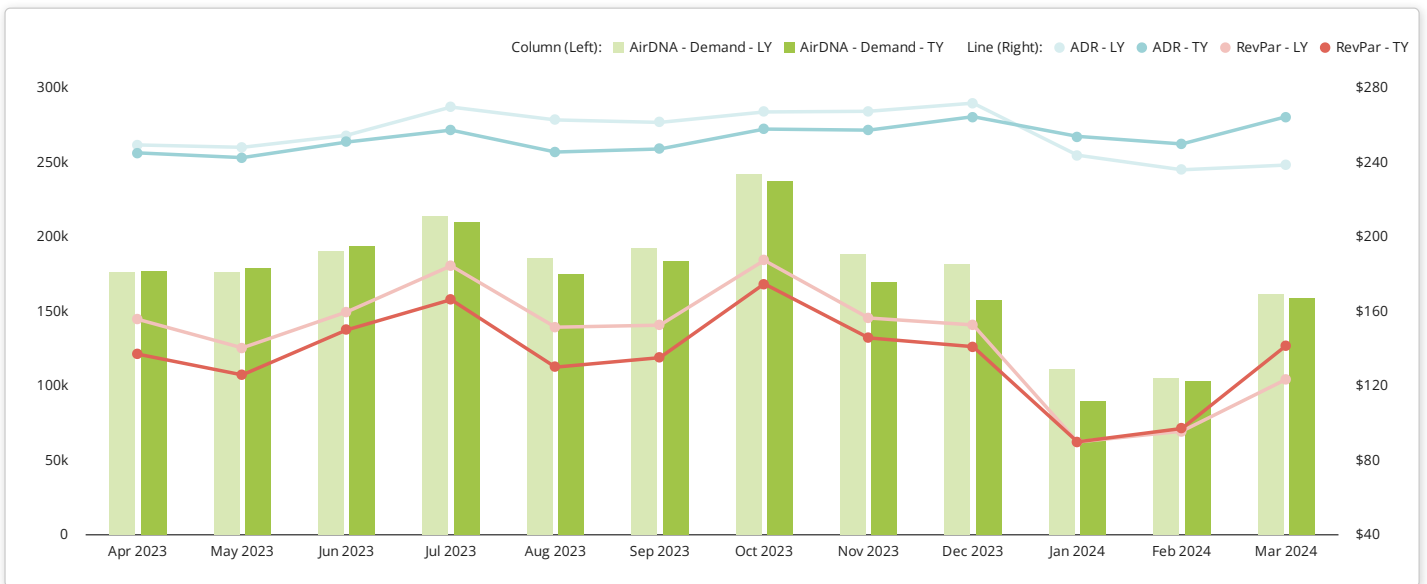
## Vacation Rental Occupancy

Source: AirDNA



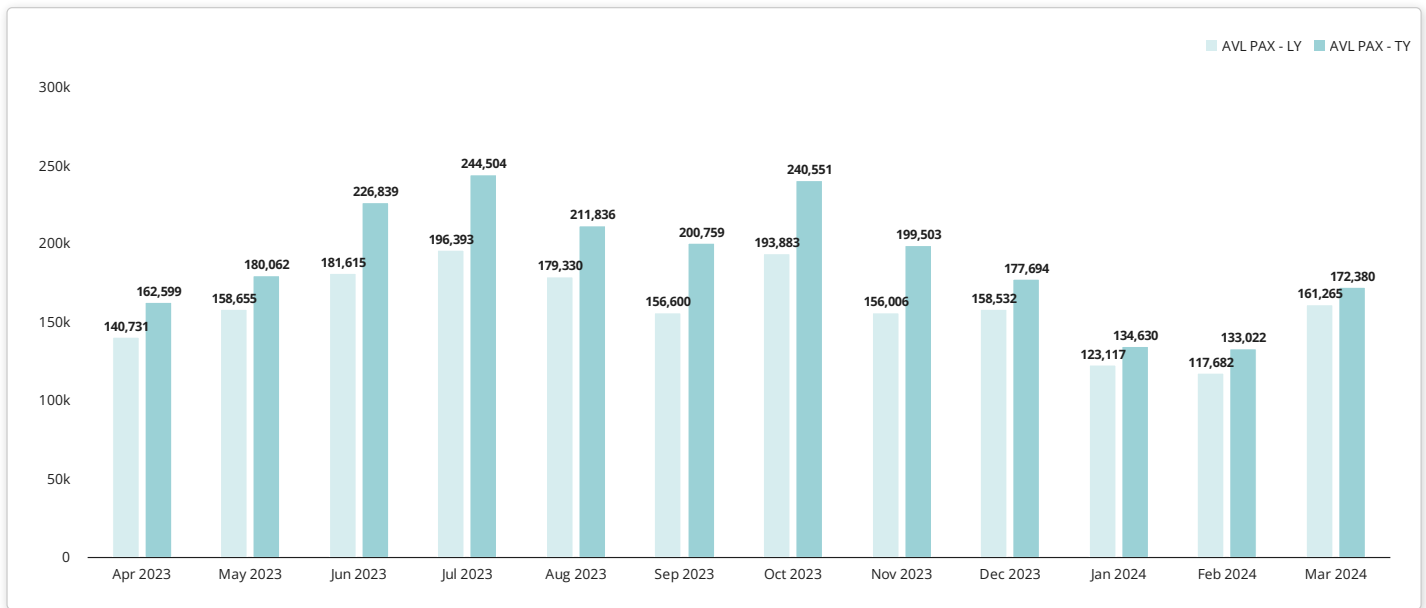
## Vacation Rental Demand, Average Daily Rate (ADR) and Revenue Per Available Room (RevPar)

Source: AirDNA



## Airport Passengers

Source: Asheville Regional Airport



## Destination Performance Dashboard – Glossary

**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 (STR).

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

**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 (STR).

**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 (STR).

**Vacation Rental Occupancy** - Monthly booked listing nights divided by available listing nights, the sum of all nights that were available for rent and were booked in the month. This only counts listings as being available if they had one booked night in the month. Data is provided by AirDNA.

**Vacation Rental Demand** - The number of entire place room nights booked on Airbnb or Vrbo/HomeAway in the month. Data is provided by AirDNA.

**Vacation Rental Average Daily Rate (ADR)** - The average daily rate charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb or Vrbo/HomeAway service fees or taxes. Data is provided by AirDNA.

**Vacation Rental Revenue Per Available Room (RevPAR)** - Entire place average daily rate times occupancy as reported monthly. Differing from the hotel industry, we consider entire place listings as a "room." Data is provided by AirDNA.

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

**Airport Passengers (AVL PAX)** - Total monthly air traffic reported for the previous month. Data is provided by Asheville Regional Airport.