

WELCOME

June 26, 2024

Buncombe County Tourism Development Authority Board Meeting

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

CALL TO ORDER

Chair Brenda Durden

- Call to order the Joint Meeting of the BCTDA, Public Authority and BCTDA Nonprofit Corporation.



POWERED BY | Buncombe County Tourism Development Authority

Board Meeting

Wednesday, June 26, 2024 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Approval of May 29, 2024 Meeting Minutes	Brenda Durden
9:10 a.m.	May 2024 Financial Reports	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent
9:15 a.m.	Approval of BCTDA FY25 Meeting Schedule	Brenda Durden
9:20 a.m.	BCTDA Board Development Committee Update a. FY25 Board Officers of the Nonprofit	Brenda Durden
9:25 a.m.	President & CEO Report a. Industry Metrics b. Other Updates	Vic Isley
9:40 a.m.	Proposed BCTDA FY25 Budget Ordinance a. Public Hearing on Proposed BCTDA FY25 Budget Ordinance b. Approval of Proposed BCTDA FY25 Budget Ordinance	Brenda Durden
9:50 a.m.	Asheville Regional Airport Authority Update	Tina Kinsey, Asheville Regional Airport VP of Marketing, PR and Air Service
10:20 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:25 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:30 a.m.	Miscellaneous Business	Brenda Durden
10:35 a.m.	Comments from the General Public	Brenda Durden
10:40 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

The next joint BCTDA monthly meeting is **Wednesday, July 31, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.



FOR OUR REMOTE VIEWERS

Chair Brenda Durden

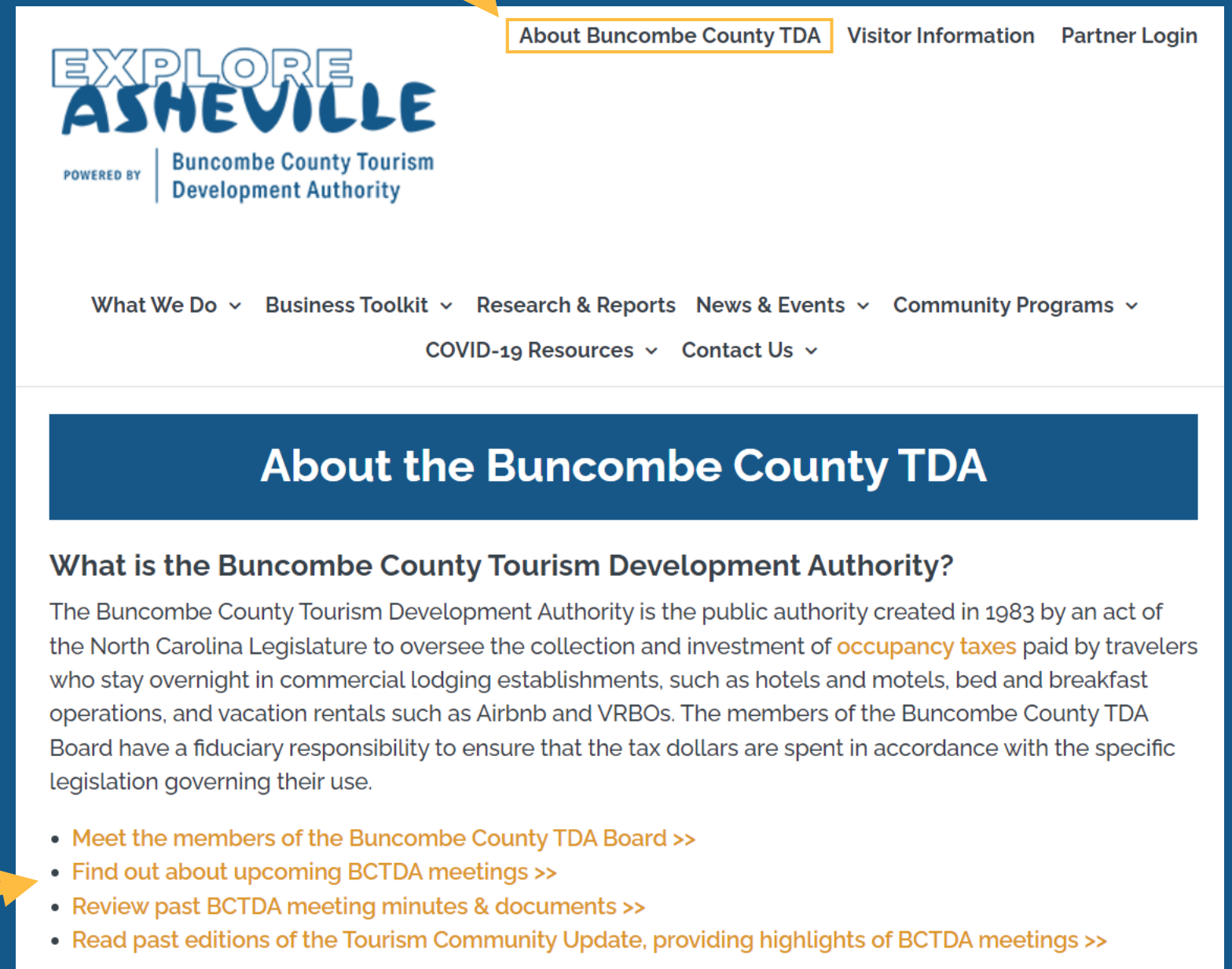
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are also available online.

Additional materials, including the PowerPoint presentation, will be posted later today.

Go to:

- [AshevilleCVB.com](https://www.ashevillecvb.com)
- About the Buncombe County TDA
- Find out about upcoming BCTDA meetings



The screenshot shows the top navigation bar of the Explore Asheville website. The logo 'EXPLORE ASHEVILLE' is on the left, with 'POWERED BY Buncombe County Tourism Development Authority' below it. The navigation menu includes 'About Buncombe County TDA' (highlighted with a yellow box and an arrow), 'Visitor Information', and 'Partner Login'. Below the menu are dropdowns for 'What We Do', 'Business Toolkit', 'Research & Reports', 'News & Events', 'Community Programs', 'COVID-19 Resources', and 'Contact Us'. The main content area features a blue header 'About the Buncombe County TDA' and a section titled 'What is the Buncombe County Tourism Development Authority?' with a paragraph of text and a list of links: 'Meet the members of the Buncombe County TDA Board >>', 'Find out about upcoming BCTDA meetings >>', 'Review past BCTDA meeting minutes & documents >>', and 'Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>'. A yellow arrow points from the 'Find out about upcoming BCTDA meetings' bullet point in the left sidebar to the corresponding link in the screenshot.

WELCOME BOARD & GUESTS

Chair Brenda Durden

- **Welcome board members and guests who are in attendance**
- **Introductions around the room**



MAY 29 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the May 29, 2024, meeting minutes.

Motion Second

Additional Discussion

Vote



POWERED BY | Buncombe County Tourism
Development Authority

Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
Explore Asheville – 27 College Place, Asheville

Board Meeting Minutes
Wednesday, May 29, 2024

- Present (Voting):** Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Kathleen Mosher, Lucious Wilson, Elizabeth Putnam, Larry Crosby
- Absent (Voting):** Scott Patel, Michael Lusick
- Present (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore
- Absent (Ex-Officio):** Buncombe County Commissioner Terri Wells
- Staff:** Vic Isley, Tiffany Thacker, Jennifer Kass-Green, Julia Simpson, Ashley Greenstein, Josh Jones, Tina Porter, Dodie Stephens, Penelope Whitman, Ali Wainright
- BC Finance:** Mason Scott
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette/BCTDA Attorney
- In-Person Attendees:** Shannon Tuch, Ken Kahn; Town of Woodfin
Marc Hunt, Woodfin Greenway & Blueway
Lisa Raleigh, RiverLink
John Ellis, Prior BCTDA Board Member
Randy Claybrook, Asheville Bed & Breakfast Association
Roy Harris, Community Member
Brooke Randle, Caleb Johnson; Mountain Xpress
Will Hofmann, Asheville Citizen Times
- Online Attendees:** Sha'Linda Pruitt, Kathryn Dewey, Sarajane Case, Anna Harris, Shelby Pearsall, Emilie Soffe, Emily Crosby; Explore Asheville
Jim Muth, TPDF Committee
Lacy Cross, Movement Bank
Zach Wallace, Asheville Area Chamber of Commerce
Andrew Celwyn, Herbiary
Timothy Love, Buncombe County
Rick Bell, Asheville Buncombe Hotel Association
Meghan Rogers, Asheville Independent Restaurant Association
Olivia Ward, OnWard Digital Media
Diane Rogers, Pinecrest Bed & Breakfast
Brad Durden, Asheville Hotel Group





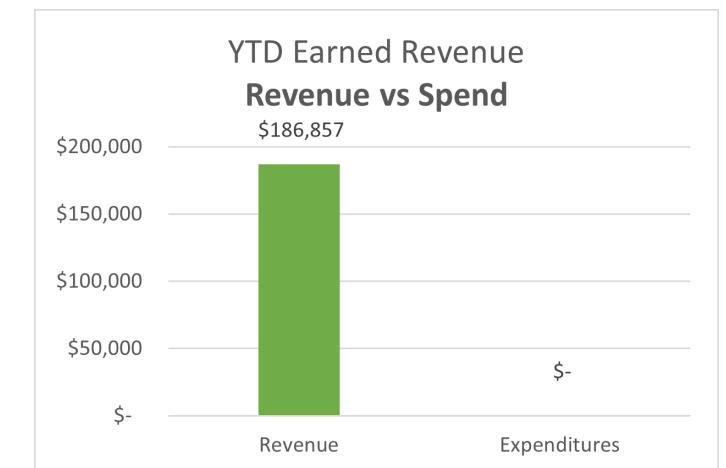
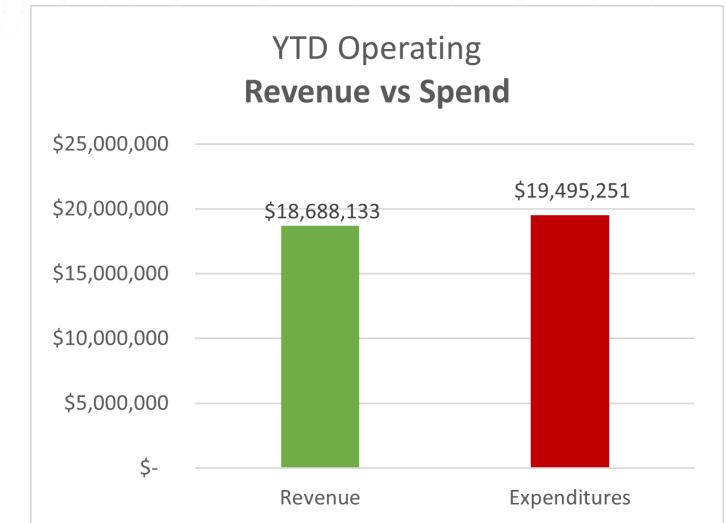
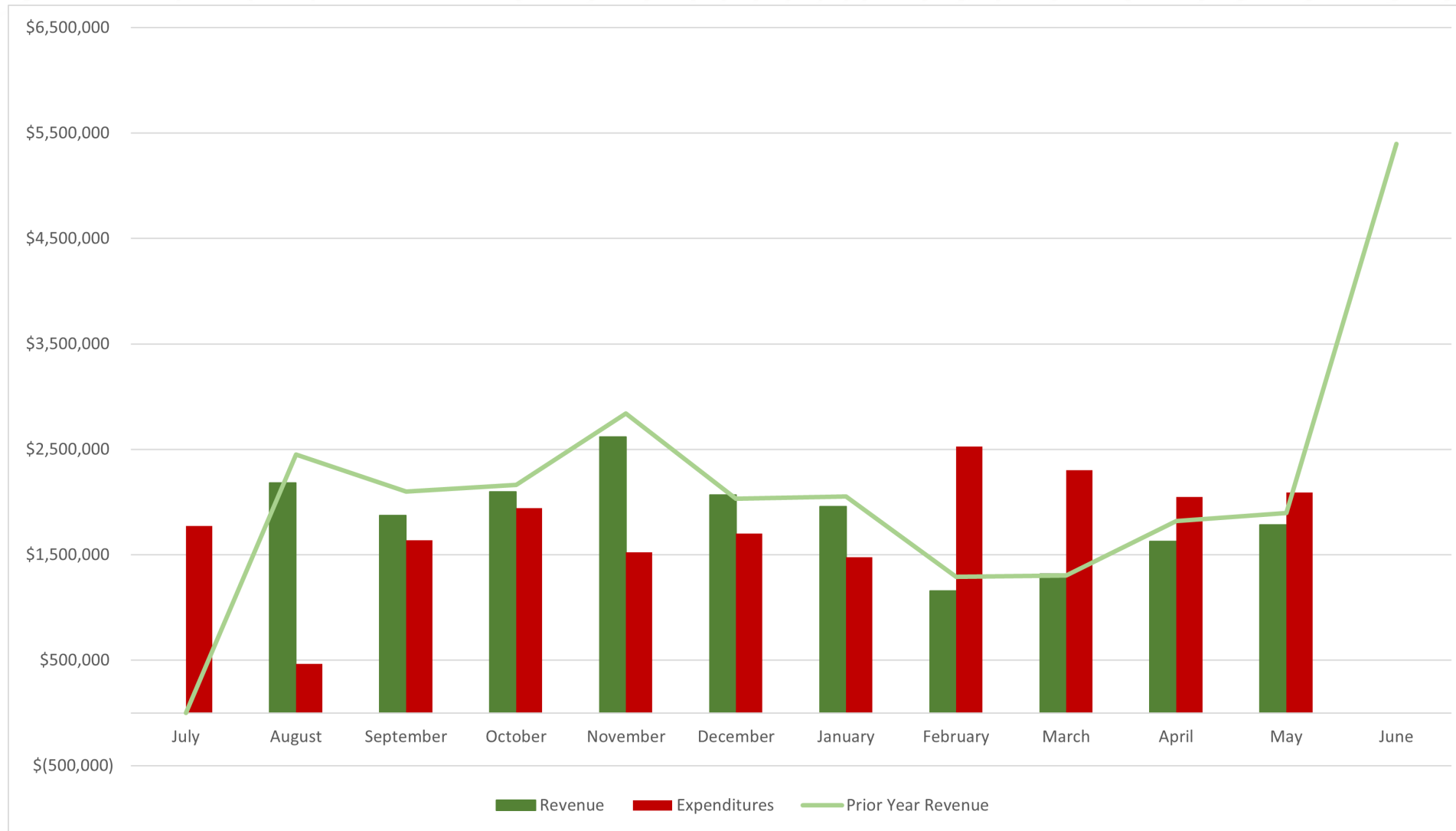
MAY 2024 FINANCIAL REPORTS

Melissa Moore
Buncombe County | Director of Finance
BCTDA | Fiscal Agent

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Development Authority

OPERATING AND EARNED REVENUE FUNDS

Revenues (Current and Prior-year) vs Expenditures (current year), May 2024



For more information, see financial and sales statements pages 1-3, and 7



OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, May 2024

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 28,852,000	\$ 1,783,717	\$ 18,688,132	74.8%
Total expenditures		\$ 2,091,325	\$ 19,495,252	67.6%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 250,000	\$ 24,952	\$ 186,857	86.3%
Total expenditures		\$ 3,982	\$ -	0%

For more information, see financial and sales statements pages 1-2



PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, May 2024

Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$32,624,185	\$657,925	\$40,341,711	>100%
Total expenditures		\$569,367	\$5,978,127	18%
Active projects		19		
Funding available for future grants		\$7,717,526		

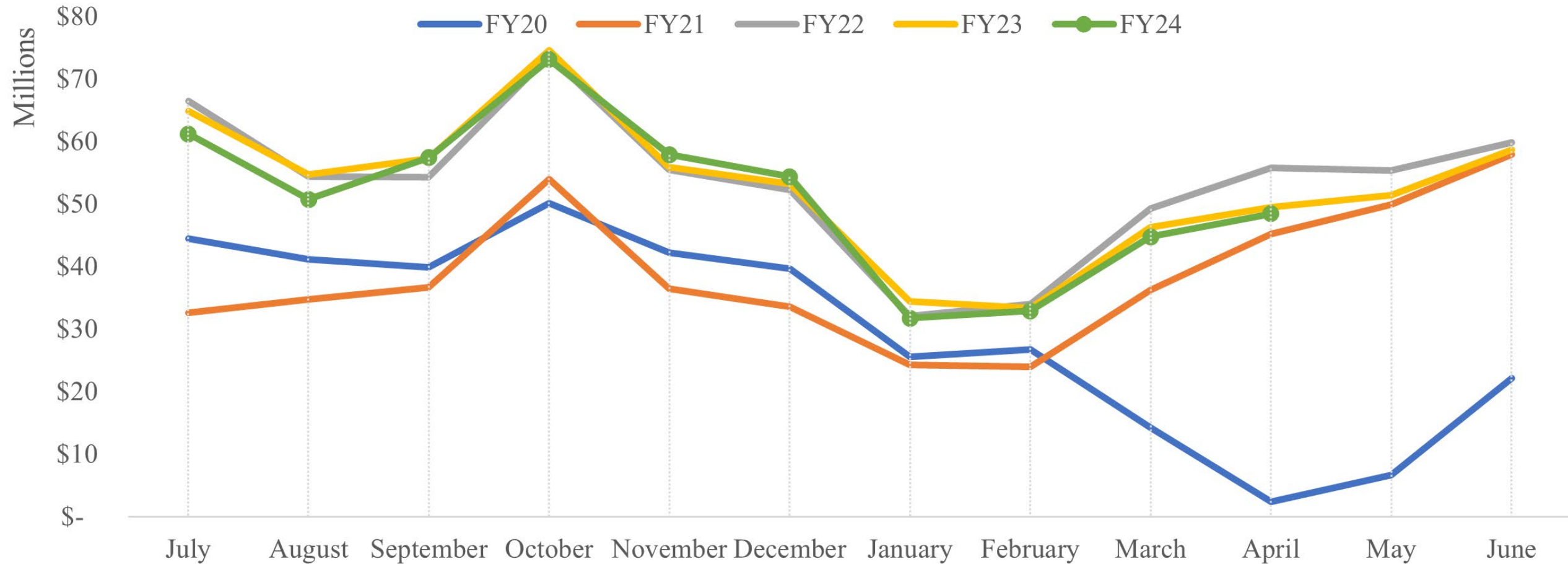
Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$10,328,463	\$508,539	\$11,305,089	>100%
Total expenditures		\$95,970	\$238,754	2%
Active projects		12		
Funding available for future grants		\$976,626		

For more information, see financial and sales statements pages 3, 5, & 6



LODGING SALES

Shown by Month of Sales, Year-to-Date (5 years), May 2024

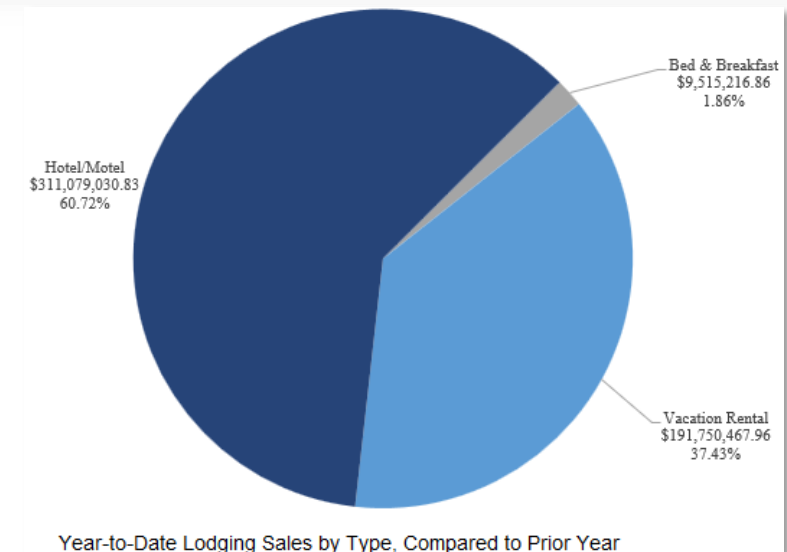
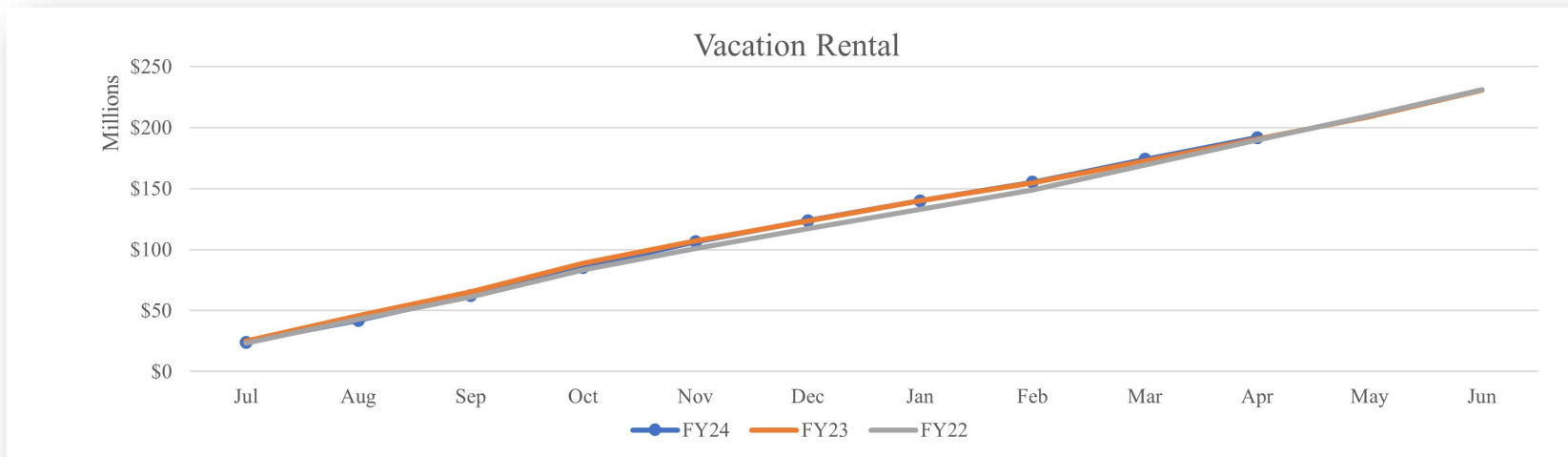
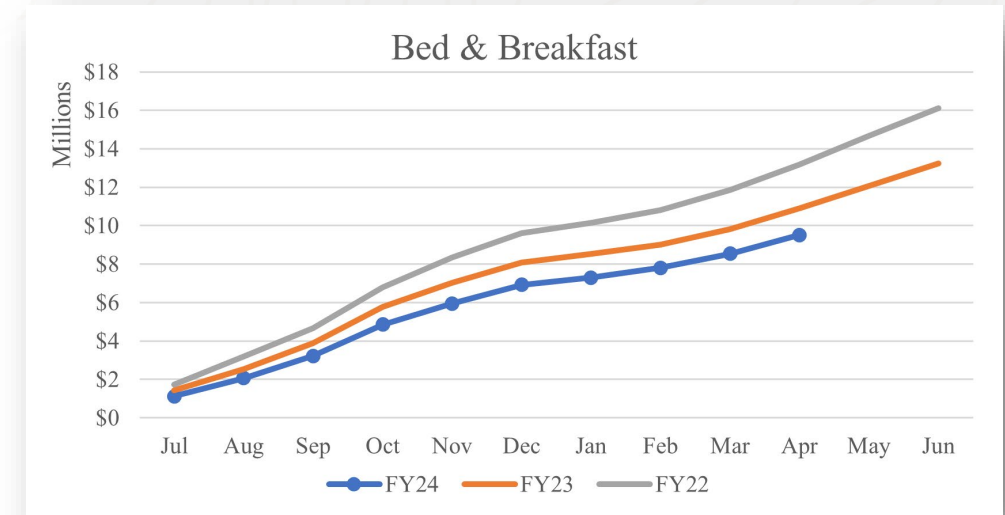
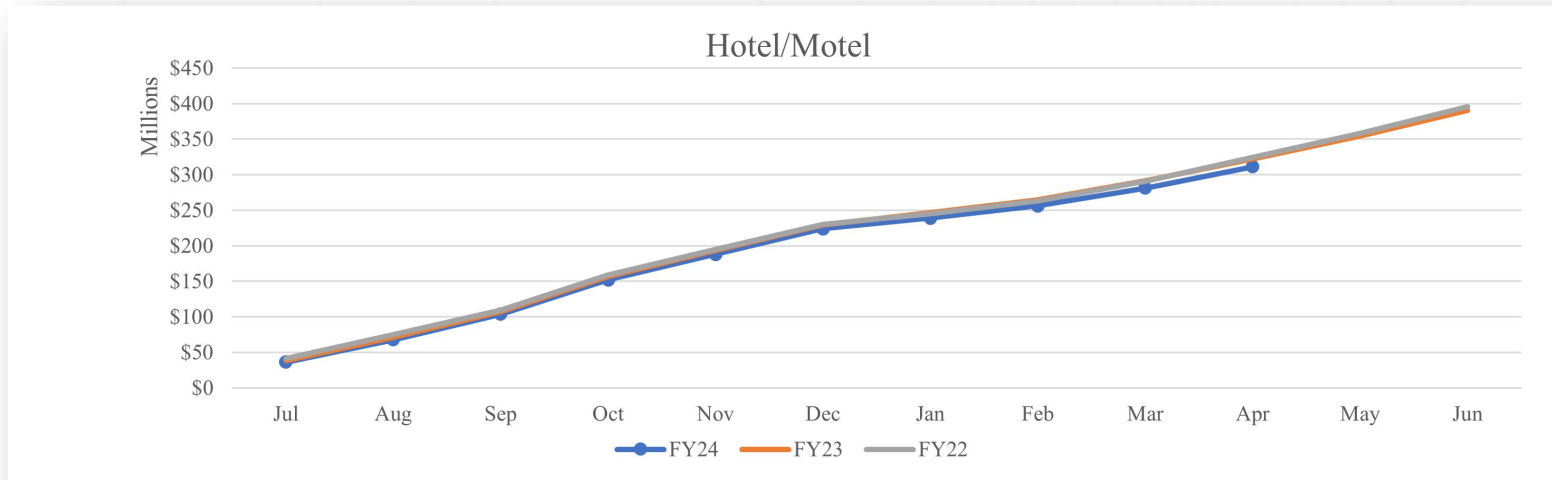


For more information, see financial and sales statements page 9



LODGING SALES

Activity by type and month, shown for 3 years, May 2024



For more information, see financial and sales statements pages 10 - 11



MAY 2024 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the May 2024 Financial Reports as presented.

Motion Second

Additional Discussion

Vote





BOARD DEVELOPMENT UPDATES

Brenda Durden
BCTDA | Board Chair

EXPLORE
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POWERED BY | Buncombe County Tourism
Development Authority

FY25 BOARD OFFICERS

Chair Brenda Durden

The BCTDA Board Development Committee (Nominating Committee) slate of officers:



BCTDA Chair
Brenda Durden

Appointed to 2-year term in June 2023



BCTDA Vice Chair
Matthew Lehman

Appointed to 2-year term in June 2023



BCTDA Treasurer
HP Patel
(BCTDA nonprofit only)

*Appointed to 1-year term in June 2023;
nominated to serve another term*

FY25 BOARD OFFICER NOMINATIONS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the nomination for Treasurer of the Nonprofit, as presented.

Motion Second

Additional Discussion

Vote



BCTDA REAPPOINTMENTS

Chair Brenda Durden

The following board members were reappointed to the BCTDA:



Matthew Lehman

Asheville City Council reappointed on June 11 to a second 3-year term to expire August 2027



Michael Lusick

Asheville City Council reappointed on June 11 to a second 3-year term to expire August 2027



HP Patel

Buncombe County Commission reappointed on June 4 to a second 3-year term to expire August 2027

BCTDA BOARD OPENINGS

Chair Brenda Durden



Buncombe County Commission

to appoint an owner or operator of a hotel, motel, or bed and breakfast with 100 or fewer rental units

Application open until filled;
visit BuncombeCounty.org

To replace:
Scott Patel

(opted out of reappointment to a second term)



ASHEVILLE

AREA CHAMBER OF COMMERCE

Asheville Area Chamber of Commerce

to appoint an individual actively involved in the tourist business who have participated in tourism promotion, as follows: an executive from a ticketed tourist attraction

Active recruitment underway;
contact the Chamber to inquire

To replace:
Kathleen Mosher

(served two consecutive terms; not eligible for reappointment)

FY25 MEETING SCHEDULE

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the FY25 meeting schedule as presented, including cancelling December's meeting.

Motion Second

Additional Discussion

Vote

Date	Time
Wednesday, July 31, 2024	9:00 - 11:00 a.m.
Wednesday, August 28, 2024	9:00 - 11:00 a.m.
Wednesday, September 25, 2024	9:00 - 11:00 a.m.
Wednesday, October 30, 2024	9:00 - 11:00 a.m.
Thursday, November 21, 2024*	9:00 - 11:00 a.m.
Wednesday, December 18, 2024* Cancel	9:00 - 11:00 a.m.
Wednesday, January 29, 2025	9:00 - 11:00 a.m.
Wednesday, February 26, 2025	9:00 - 11:00 a.m.
Thursday, March 27, 2025* (March Board Meeting)	9:00 - 11:00 a.m.
Friday, March 28, 2025* (Annual Planning Session)	9:00 a.m. - 5:00 p.m.
Wednesday, April 30, 2025	9:00 - 11:00 a.m.
Wednesday, May 28, 2025	9:00 - 11:00 a.m.
Wednesday, June 25, 2025	9:00 - 11:00 a.m.

**Unless noted with asterisk, meetings take place at 9 a.m. the last Wednesday of each month.*





PRESIDENT & CEO REPORT

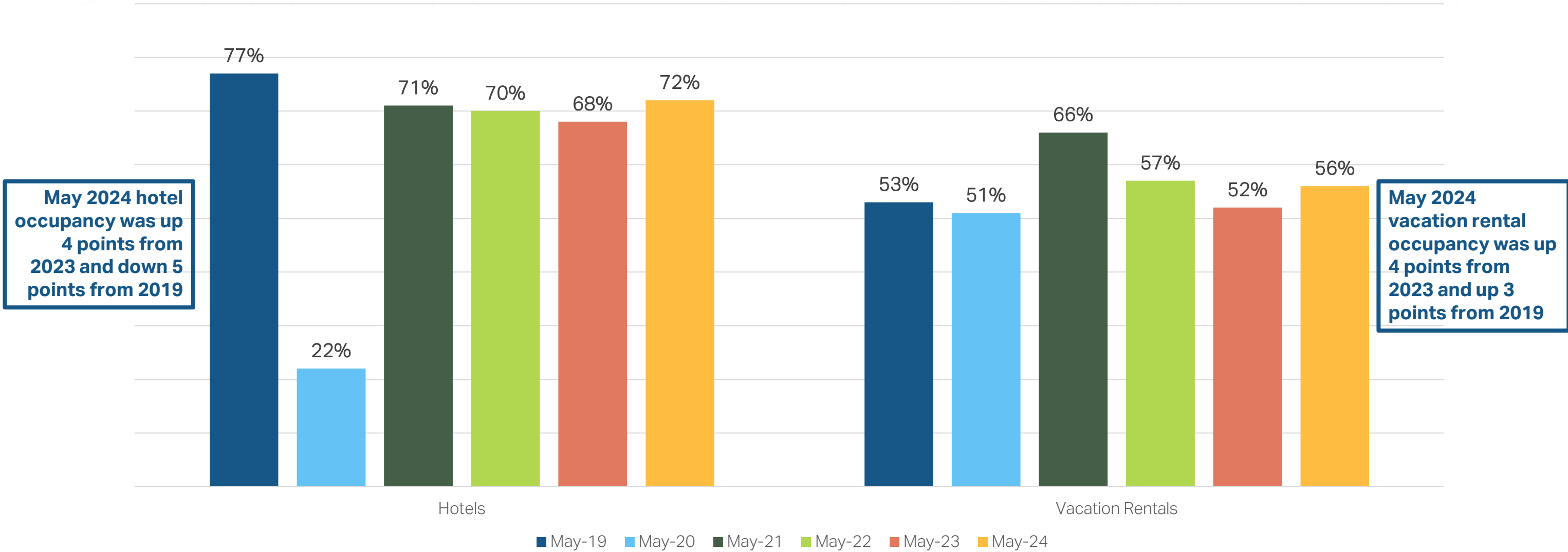
Vic Isley

Explore Asheville | President & CEO

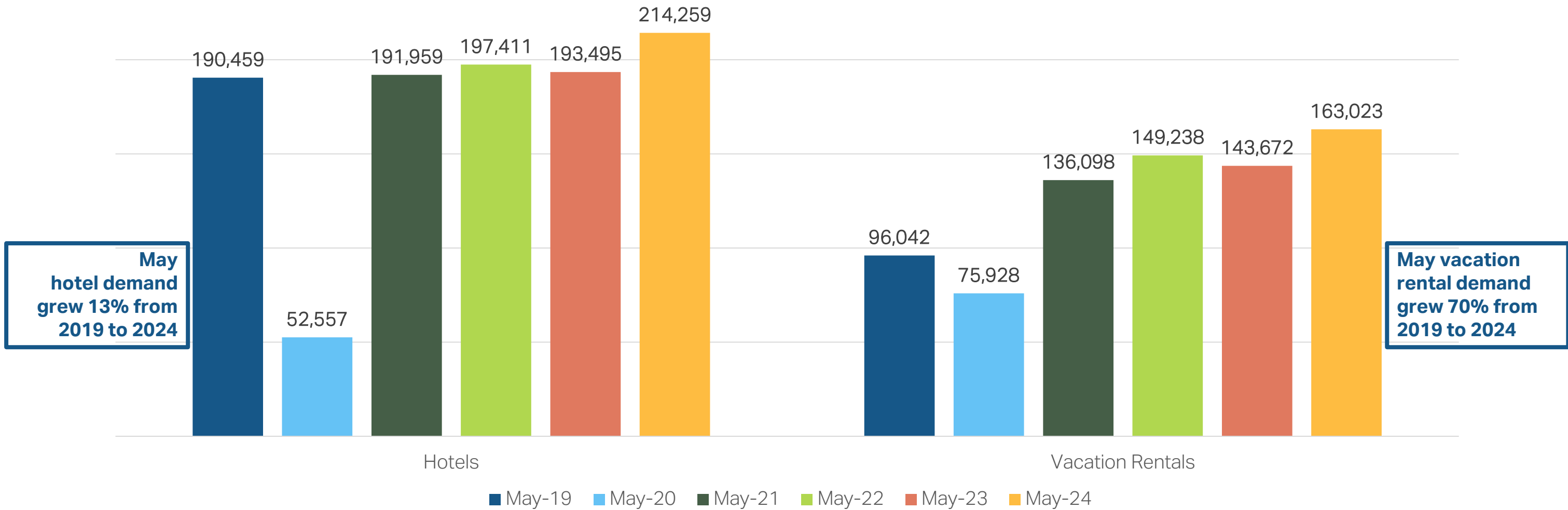
EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

MAY LODGING OCCUPANCY

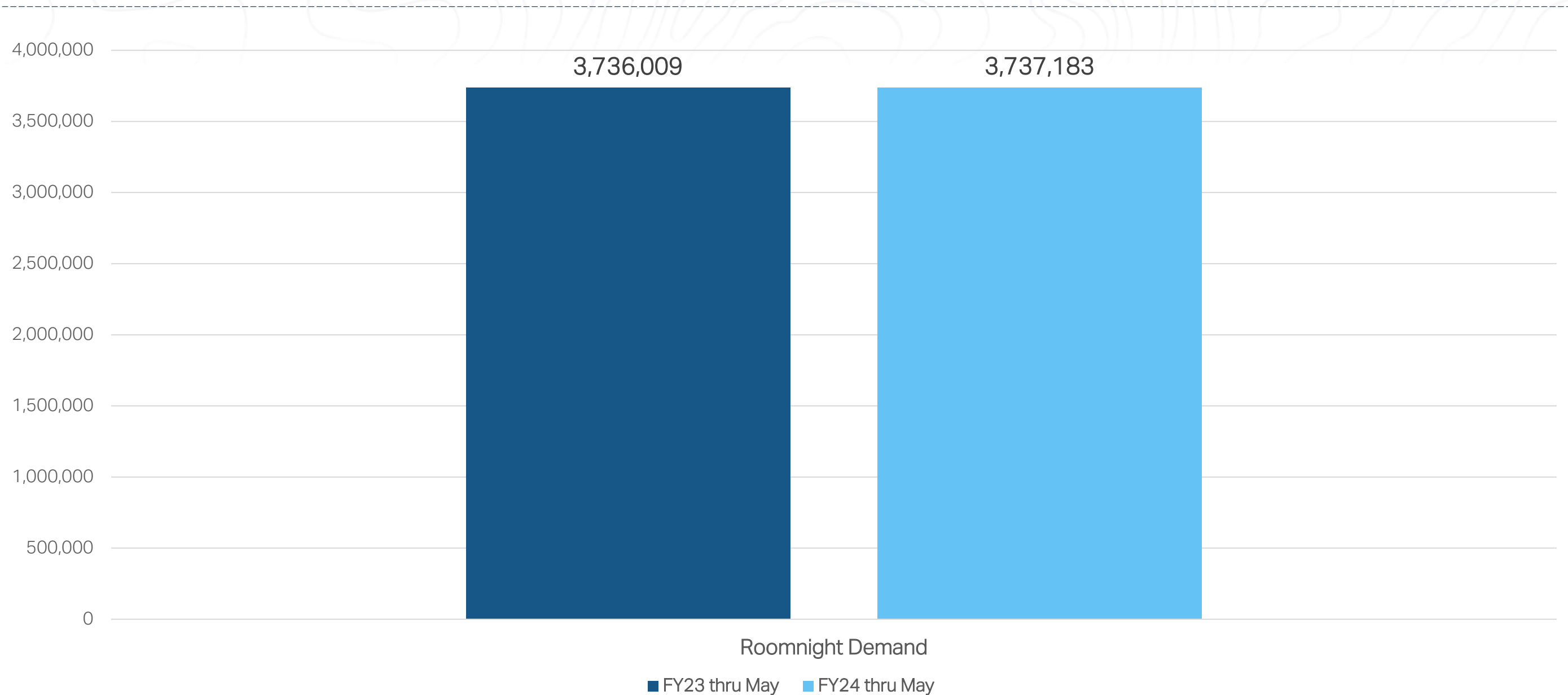


MAY LODGING DEMAND



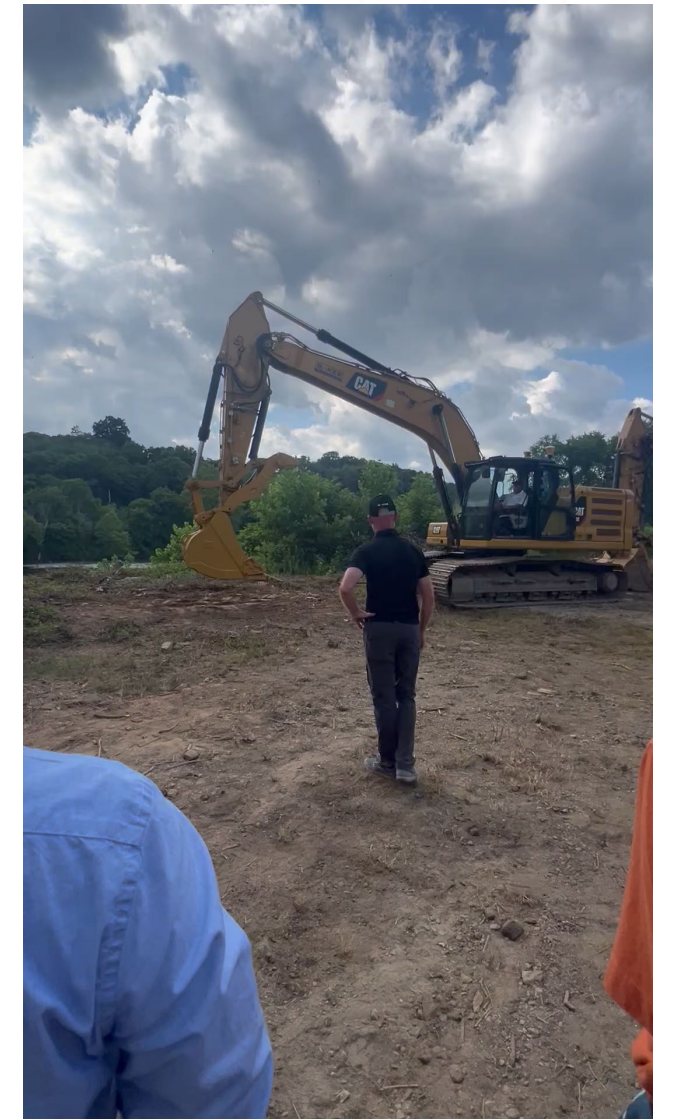
TOTAL ROOMNIGHT DEMAND FY24 YTD THROUGH MAY

On par with FY23



WOODFIN GREENWAY & BLUEWAY GROUNDBREAKING

\$8.14M investment through the Tourism Product Development Fund



CONFERENCES & GROUPS BOOKED FOR 2024

Aligning with economic development sectors



ADVENTURE TRAVEL
TRADE ASSOCIATION

11-13 JUNE 2024

ADVENTURE ELEVATE™
NORTH AMERICA

ASHEVILLE, NC • USA

WHEN: June 11-13, 2024

DIRECT SPEND: \$450,000

ATTENDEES: 300

MARKET: Outdoor Industry



ESIP MEETING
July 2024

Grounded in Trust: Data Ethics Empower Collaboration

July 22-26, 2024
Asheville, NC & online
esipfed.org/meetings

WHEN: July 22-26, 2024

DIRECT SPEND: \$200,000

ATTENDEES: 250

MARKET: Climate & Environment



NATIONAL WILDLIFE FEDERATION

Programs & Events

WHEN: November 18-20, 2024

DIRECT SPEND: \$60,000

ATTENDEES: 40

MARKET: Nonprofit Board Mtg



INDEPENDENT LODGING CONGRESS INDIE CONFAB 2024

July 16-17 * 100 attendees * \$127,000 in direct spending

INDIEConfab Programing

Managing with an Owner's Mindset

Owners and management companies can oftentimes be out of sync when it comes hotel operations. How can owners and managers come together and maximize guest satisfaction, hotel profit, and creating a great & unique experience?

The Power of Mentorship in Hospitality

Over 90% of hotel general managers in the United States are white. Over 60% of the hospitality and tourism workforce is made up of female employees, however only 17% of them are in senior or leadership positions. In the hospitality industry, 13% of people in leadership positions are people of color. (Gitnux Marketdata Report) How do we train, prepare and uplift the next generation of young leaders with an eye towards diversity? This panel dives into how mentorship plays a key role in sculpting the future of hospitality leadership.

Welcome Them Home: Lessons in Leadership & Hospitality

What role is a daring brand to play in meeting the emotional needs of its employees and guests? Of these needs, which are we to prioritize and how do we do that in ways that show our sense of sincere care? The urgency of now suggests that the hospitality sector must offer an invitation to transformative experiences and that hospitality writ large has the power to shift & shape culture.

Neighborhood Transformation & Development

Great hotels and restaurants can transform neighborhoods and be the center of gravity for revitalization efforts. How can hospitality development enhance & contribute to a locale while also preserving & honoring the existing community? Listen in as our panelists share their personal experiences building and growing their hospitality ventures in different areas across the US.

Experiential Hospitality

The demographics of hospitality consumers are changing; millennials, Gen Z and Gen Alpha are now a predominant audience. Glamping, eco lodges, wellness retreats, and other unique stays are becoming the go-to for the younger generation. How important is it to incorporate these different experiences into hotels and how can it be done in an intriguing way?

Wheel of Hospitality

This fun panel will spin a virtual wheel filled with questions chosen by our team, advisory board, and followers. Whichever question the wheel chooses will be answered by our panelists. These questions will be goofy, thought provoking, controversial and everything in between!



Carolyn Schneider
Founder • Corner Booth Hospitality



Greg Smith
Senior VP, Human Resources • Preferred Travel Group



Jennifer Krapp
Head of Restaurant Operations • The Indigo Road Hospitality Group



Amy Michaelson Kelly
Principal & COO • Hatteras Sky



Ben Weinberg
Co-Founder & Co-CEO • Tralborn



Rob Blood
Founder • Lark Hotels



Kimberly McClonn, Ph.D.
Founder • Grant Blvd & Blk Ivy



Michael Everett
Executive VP • CoralTree Hospitality



Chris Osaka
CEO • Tomu



Shawn Chopra
Founder & Creative Director • good neighbor



Soné Ehabe
Principal & Interior Designer • 4Walls Interior Design LLC



Emily Isenberg
Founder & Creative Director • Isenberg Projects



Brigitte Harenda
President • B&Co.



Jennifer Parks
VP, Member Development and Communications • Curator Hotel and Resort Collection



Dan Ryan
Podcast Host • Defining Hospitality



Alexis Lanman
CMO • New Waterloo

AIRPORT ROUNDTABLE SERIES



The Airport Roundtable Series is aviation's must-attend small conference for airport air service development and marketing professionals. These conferences facilitate open communication, driving discussions on prevalent air service, marketing, and public relations topics that lead collaboration and innovative solutions. The roundtables foster an atmosphere of relationship building, brainstorming, and education.

WHEN: September 11-13, 2024

DIRECT SPEND: \$62,500

ATTENDEES: 50; 5 airlines confirmed

MARKET: Transportation

LOCAL FESTIVALS & CULTURAL EVENTS

Supported by Explore Asheville and the BCTDA

June Events

- Black Mountain Center for the Arts - Art in Bloom
- Asheville HoneyFest
- Weaverville's Music on Main
- Downtown After 5 (Series)
- Celebrating the History and Legacy of Juneteenth
- Asheville FM's Voices: An Evening of Poetry, Literature, and Community
- Pritchard Park Summer Culture and Art Series

July Events

- Skyview Golf Tournament
- Shindig on the Green
- Big Ivy's Independence Day Celebration
- Asheville Open Tennis Championships
- Groovin on Grovemont
- Black Mountain Blues
- Craft Fair of the Southern Highlands
- Downtown After 5 (Series)
- Pritchard Park Summer Culture and Art Series

The Festival & Cultural Event Support Fund was designed to provide financial support to local nonprofits for events that serve both the residents of Buncombe County and the visitors who travel to the Asheville area.

Event sponsorships are also accepted on a rolling basis. More information is available at [AshevilleCVB.com](https://www.AshevilleCVB.com).



EXPLORE ASHEVILLE SUMMER PARTNER EVENTS

Join Us at the Summer Social and Travel & Hospitality Night at McCormick Field



2024 SUMMER SOCIAL

Monday, July 29



TRAVEL & HOSPITALITY NIGHT AT MCCORMICK FIELD

Wednesday, August 28



BOARD DISCUSSION

QUESTIONS
INPUT
COMMENTS





BCTDA FY25 BUDGET HEARING

Jennifer Kass-Green

Explore Asheville | VP of Culture & Business Affairs

Brenda Durden

BCTDA | Board Chair

PUBLIC BUDGET HEARING

Jennifer Kass-Green

- At the May 29 BCTDA monthly meeting, a proposed budget ordinance was presented.
- The BCTDA approved a motion to schedule a public hearing to take place on June 26, 2024, for the consideration of the budget ordinance.
- The budget ordinance was posted on AshevilleCVB.com following the board meeting.
- A public notice publicizing the budget hearing was published in the print and online editions of the Asheville Citizen-Times on June 2, 2024.



BCTDA PROPOSED FY25 BUDGET ORDINANCE RECAP

Jennifer Kass-Green

FY25 Budget Ordinance:

Operating Budget
\$27,347,000

TPDF Admin Budget
\$502,000

LIFT Fund Admin Budget
\$402,000

Earned Revenue Budget
\$350,000

ORDINANCE # 06.26.2024

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2024-2025**

BOARD MEETING DATE: June 26, 2024

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 26th day of June, 2024:

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, 2024 and ending June 30, 2025:

APPROPRIATION	
Salaries and Benefits	\$ 4,426,000
Marketing	19,455,500
Business Development	1,680,500
Partnership & Destination Management	698,000
Administration & Facilities	1,087,000
TOTAL APPROPRIATION:	\$ 27,347,000
REVENUE	
Occupancy Tax Revenue	\$ 22,981,000
Appropriated Fund Balance	\$ 4,366,000
TOTAL APPROPRIATION:	\$ 27,347,000

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, 2024 and ending June 30, 2025:

APPROPRIATION	
Product Development Administration	\$ 502,000
TOTAL APPROPRIATION:	\$ 502,000
REVENUE	
Occupancy Tax Revenue	\$ 502,000
TOTAL APPROPRIATION:	\$ 502,000

Section 2: The following amounts are hereby appropriated and revenues estimated to be available in the Legacy Investment From Tourism Fund for the operation of the Buncombe County Tourism Development Authority's Legacy Investment From Tourism Fund Administration Budget and its activities for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

APPROPRIATION	
Legacy Investment From Tourism Administration	\$ 72,000
Wayfinding Administration	\$ 330,000
TOTAL APPROPRIATION:	\$ 402,000
REVENUE	
Occupancy Tax Revenue	\$ 402,000
TOTAL APPROPRIATION:	\$ 402,000

Section 4: 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, 2024 and ending June 30, 2025:

APPROPRIATION	
Local Support from Earned Revenue	\$ 350,000
TOTAL APPROPRIATION:	\$ 350,000
REVENUE	
Earned Revenue	\$ 207,600
Fund Balance - Committed for Event Support Program	\$ 142,400
TOTAL APPROPRIATION:	\$ 350,000



PUBLIC HEARING ON THE PROPOSED BUDGET

Chair Brenda Durden

- Open the Public Hearing on the Proposed BCTDA FY25 Budget Ordinance
- Receive input on the Proposed BCTDA FY25 Budget Ordinance
- Close the Public Hearing



BCTDA PROPOSED FY25 BUDGET ORDINANCE

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the FY25 budget ordinance as presented.

Motion Second

Additional Discussion

Vote

ORDINANCE # 06.26.2024

**BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
NORTH CAROLINA
BUDGET ORDINANCE
FISCAL YEAR 2024-2025**

BOARD MEETING DATE: June 26, 2024

BE IT ORDAINED by the Board of the Buncombe County Tourism Development Authority of Buncombe County, North Carolina on this the 26th day of June, 2024:

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Salaries and Benefits	\$ 4,426,000
Marketing	19,455,500
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TOTAL APPROPRIATION:	\$ 27,347,000
REVENUE	
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Appropriated Fund Balance	\$ 4,366,000
TOTAL APPROPRIATION:	\$ 27,347,000

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APPROPRIATION	
Legacy Investment From Tourism Administration	\$ 72,000
Wayfinding Administration	\$ 330,000
TOTAL APPROPRIATION:	\$ 402,000
REVENUE	
Occupancy Tax Revenue	\$ 402,000
TOTAL APPROPRIATION:	\$ 402,000

Section 4: 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, 2024 and ending June 30, 2025:

APPROPRIATION	
Local Support from Earned Revenue	\$ 350,000
TOTAL APPROPRIATION:	\$ 350,000
REVENUE	
Earned Revenue	\$ 207,600
Fund Balance - Committed for Event Support Program	\$ 142,400
TOTAL APPROPRIATION:	\$ 350,000





AVL AIRPORT UPDATES


Tina Kinsey
Asheville Regional Airport
Vice President of Marketing, PR + Air Service





A pivotal time in our history



The image features a background of two aircraft tails with red, white, and blue stripes, set against a bright sky. The text "Air Service Overview" and "June 2024" is overlaid in white. A solid pink bar is at the bottom. A faint number "2" is visible on a sign in the background.

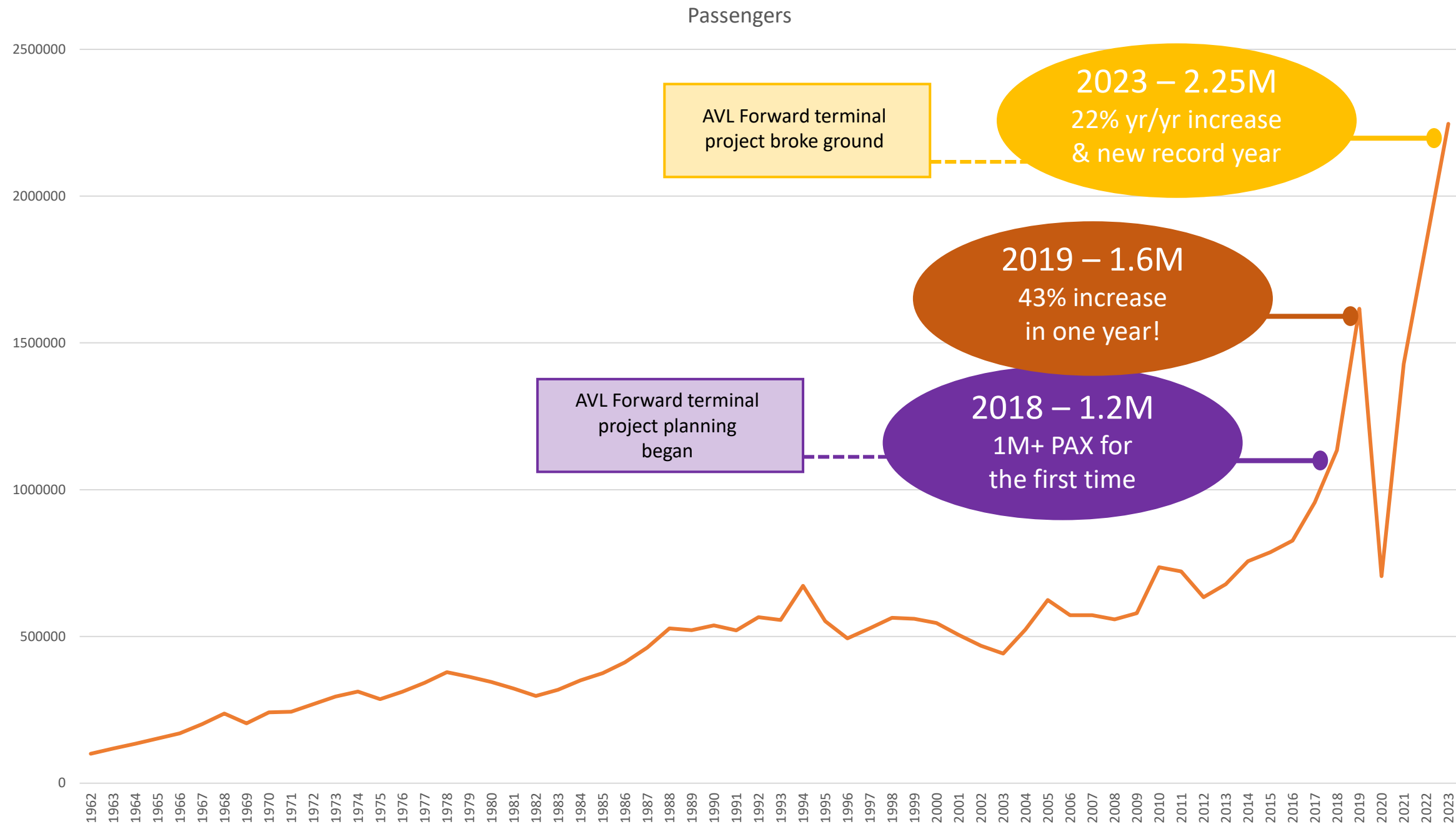
Air Service Overview

June 2024

6 Airlines. 27 unique nonstop routes.

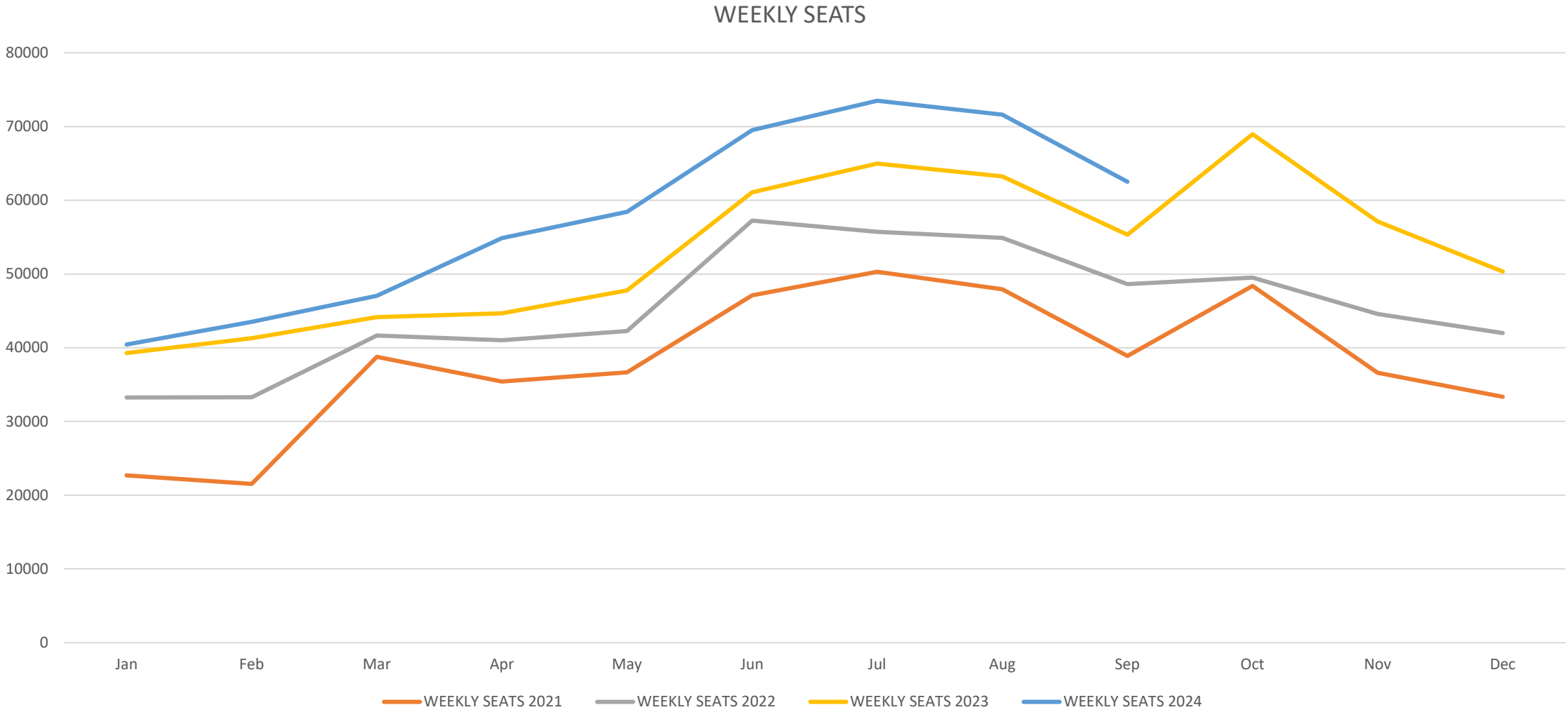


One of the fastest growing airports in the country



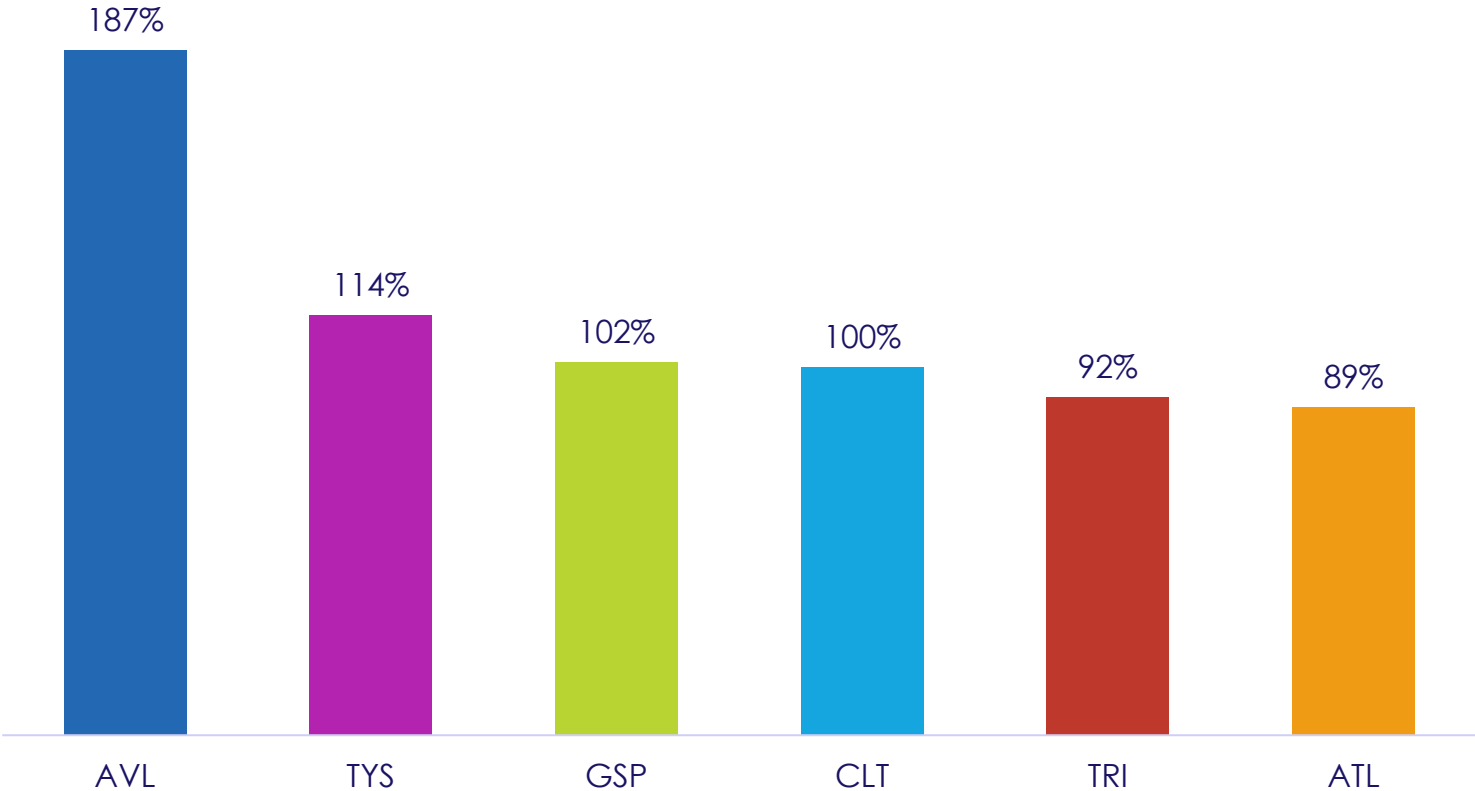
Airlines continue to invest & add capacity

(new routes, more frequency or larger planes with more seats)



AVL capacity growth comparisons

SEAT CHANGE - AVL VERSUS OTHER AIRPORTS IN REGION
 Difference of % seat change: YE 2017 versus YE 2022

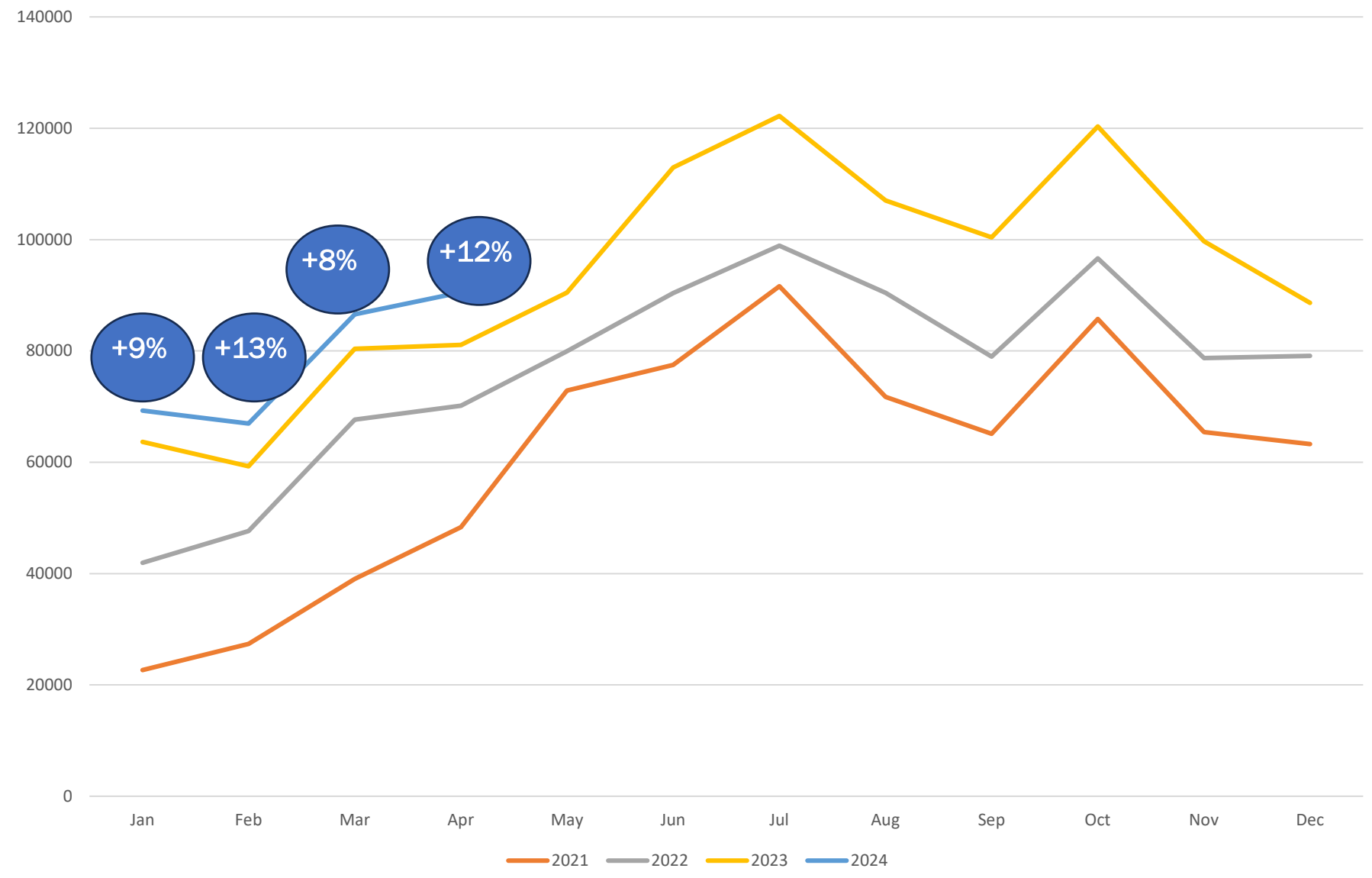


Source: Schedule and DOT T-100 data via Diio Mi by Cirium, Ailevon Pacific Aviation Consulting analysis

DAILY SEATS			
	2017	2022	Change %
ATL	162,571	143,372	89%
AVL	1,582	2,952	187%
CLT	74,685	74,848	100%
GSP	3,481	3,539	102%
TRI	696	641	92%
TYS	3,413	3,903	114%
DAILY PASSENGERS			
	2017	2022	Change %
ATL	137,852	122,735	89%
AVL	1,290	2,462	191%
CLT	70,122	72,225	103%
GSP	2,815	2,914	104%
TRI	516	513	99%
TYS	2,588	3,276	127%

Passengers continue to fly AVL
(added capacity is utilized)

MONTHLY ENPLANEMENTS



Another view of growth – route map evolution over 10 years

AVL ROUTE MAP, 2013



4 airlines
10 destinations (10 unique).
1,267 daily seats
21 daily flights
60 average gauge

AVL ROUTE MAP, 2023



6 airlines
34 destinations (27 unique).
3,999 daily seats
36 daily flights
110 average gauge

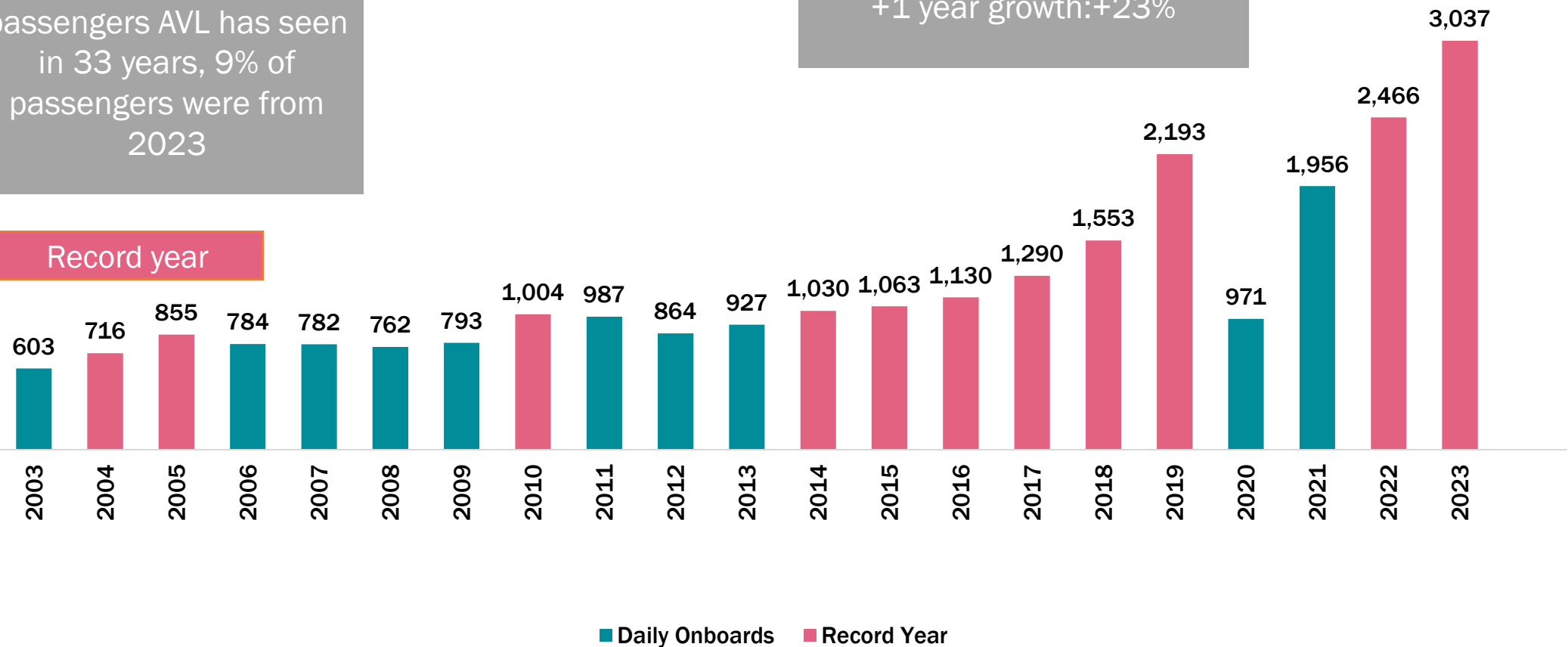
8 record years in the past decade

AVL'S ONBOARD GROWTH TRENDS Thousands: 2003 to 2023¹

+Of the 11.9 Million passengers AVL has seen in 33 years, 9% of passengers were from 2023

+10 year growth: +228%
+1 year growth: +23%

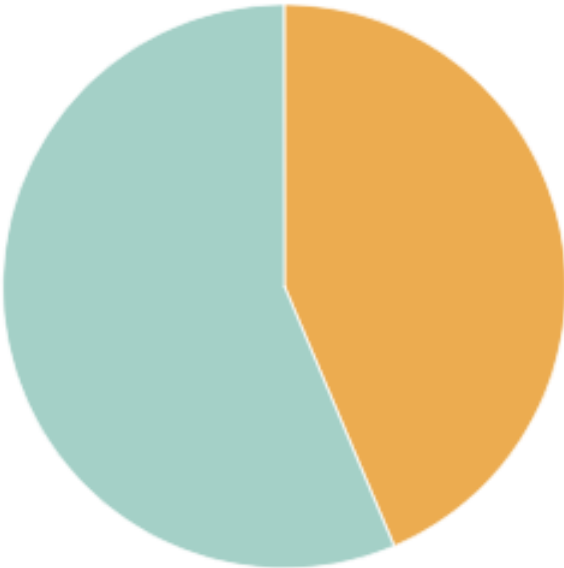
Record year



Note 1: Baseline is 1990 for record year
Source: T-100 data via Diio Mi by Cirium. AVL airport. Ailevon Pacific Aviation Consulting Analysis

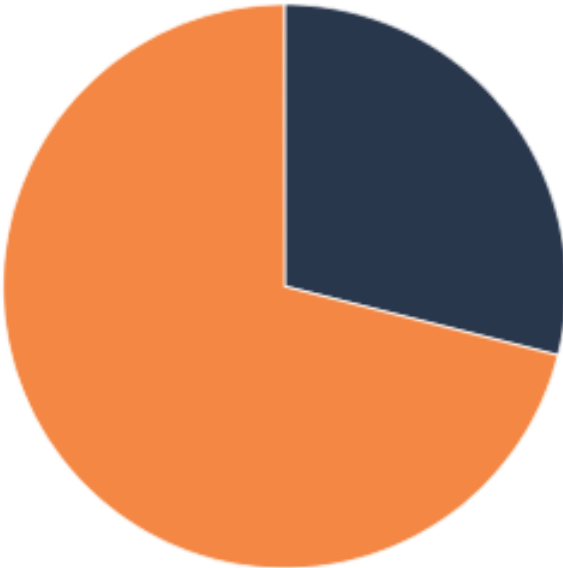
AVL is a leisure market with strong in-bound traffic

ORIGIN OF TRAVEL — 2024



Local: 43.6 % Visitor: 56.4 %

PURPOSE OF TRAVEL — 2024



Business: 28.9 % Leisure: 71.1 %

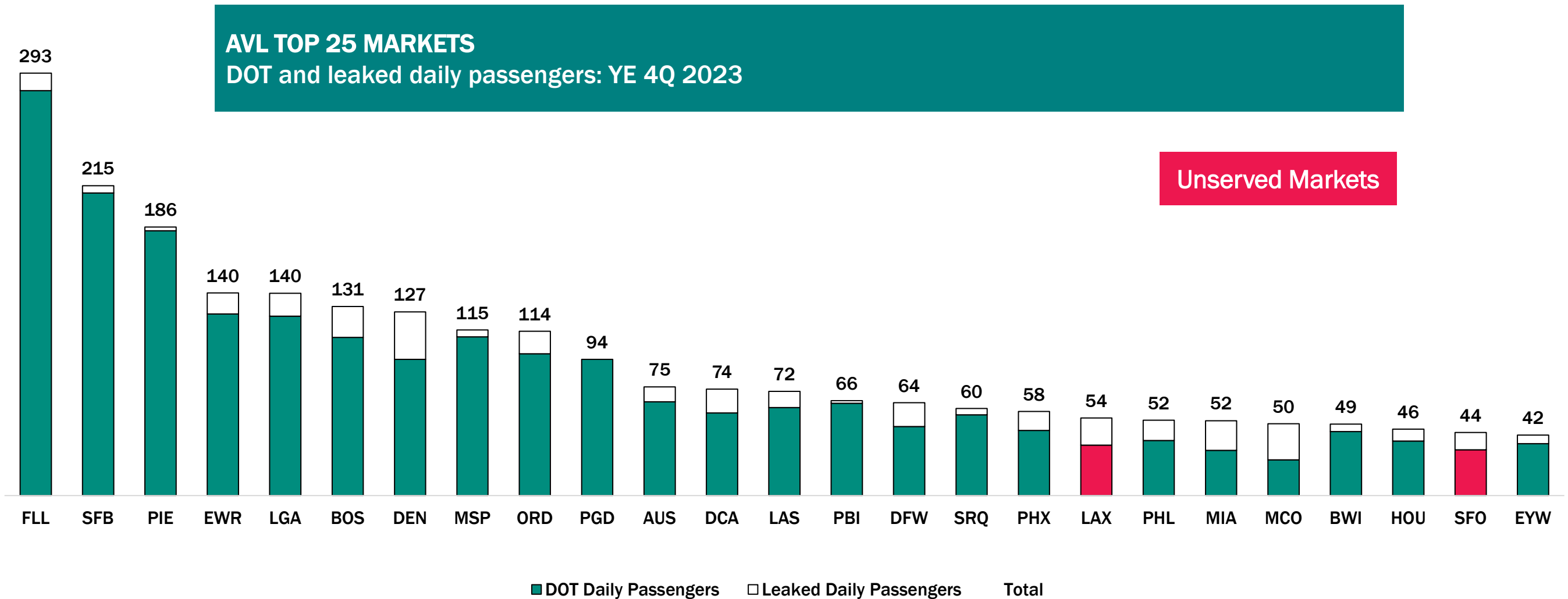
Note: indicates unique travelers by zip code, not frequency of travel, as of 6/14/24

Most of the routes at AVL are 50%-50% O&D markets – which is unusual and appealing to airlines.

AVL has nonstop service to/from 23 of its top 25 domestic markets

AVL TOP 25 MARKETS

DOT and leaked daily passengers: YE 4Q 2023



Note: Included top 50 DOT markets in descending order by true PDEWs

Source: ARC Bookings Data, DOT Data via Diio Mi by Cirium, Ailevon Pacific Aviation Consulting analysis

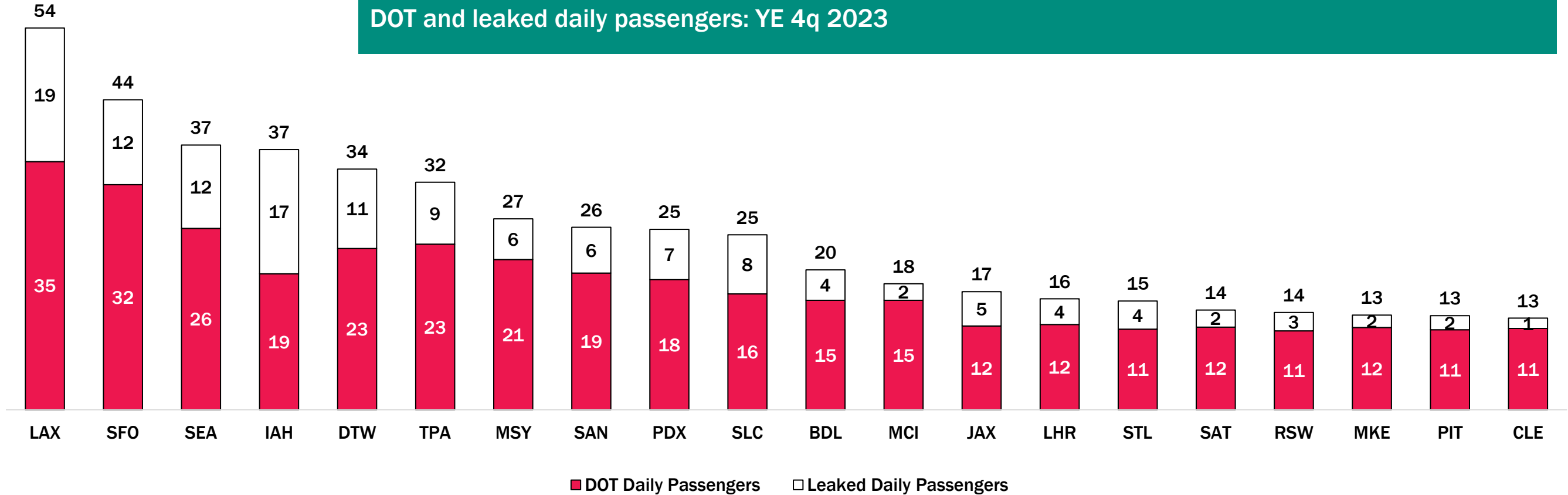
AVL's top unserved nonstop markets are long haul west coast markets

AVL TOP 25 MARKETS

DOT and leaked daily passengers: YE 2022

AVL TOP 25 UNSERVED MARKETS

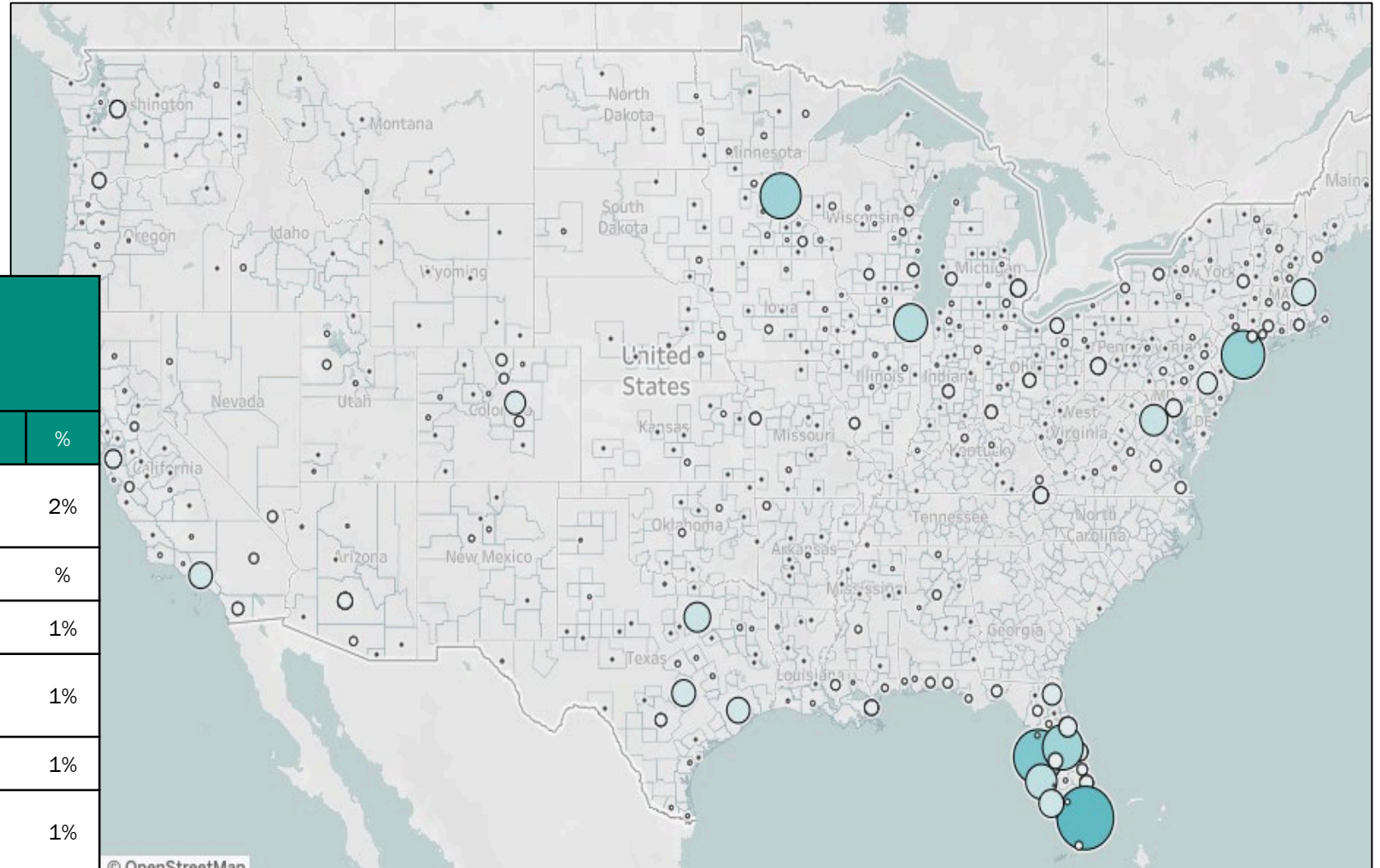
DOT and leaked daily passengers: YE 4q 2023



Passenger data from AVL wifi utilization help tell our visitor story. Here's where our domestic visitors reside.

TOP 20 DOMESTIC VISITING MSAS THROUGH AVL¹
AVL WIFI Users: YE Mar 2024

Rank	MSA	%	Rank	MSA	%	Rank	MSA	%
1	South Florida	8%	8	Boston	3%	15	Dallas	2%
2	New York	7%	9	Sarasota	2%	16	Houston	%
3	Tampa	6%	10	Austin	2%	17	San Francisco	1%
4	Chicago	4%	11	Los Angeles	2%	18	Phoenix	1%
5	Minneapolis	3%	12	Denver	2%	19	Jacksonville	1%
6	Orlando	3%	13	Philadelphia	2%	20	Naples	1%
7	D.C.	4%	14	Fort Myers	2%	Total	165,397 respondents	



Note 1: Excluding states – GA, NC, SC, TN
Source: AVL Wifi Data, Ailevon Pacific Aviation Consulting analysis

Explore Asheville | AVL Partnership is Stellar!

- Monthly touch base/strategy sessions
- Event partnerships
- Air service recruitment collaboration





Airport Roundtable Event – September 2024

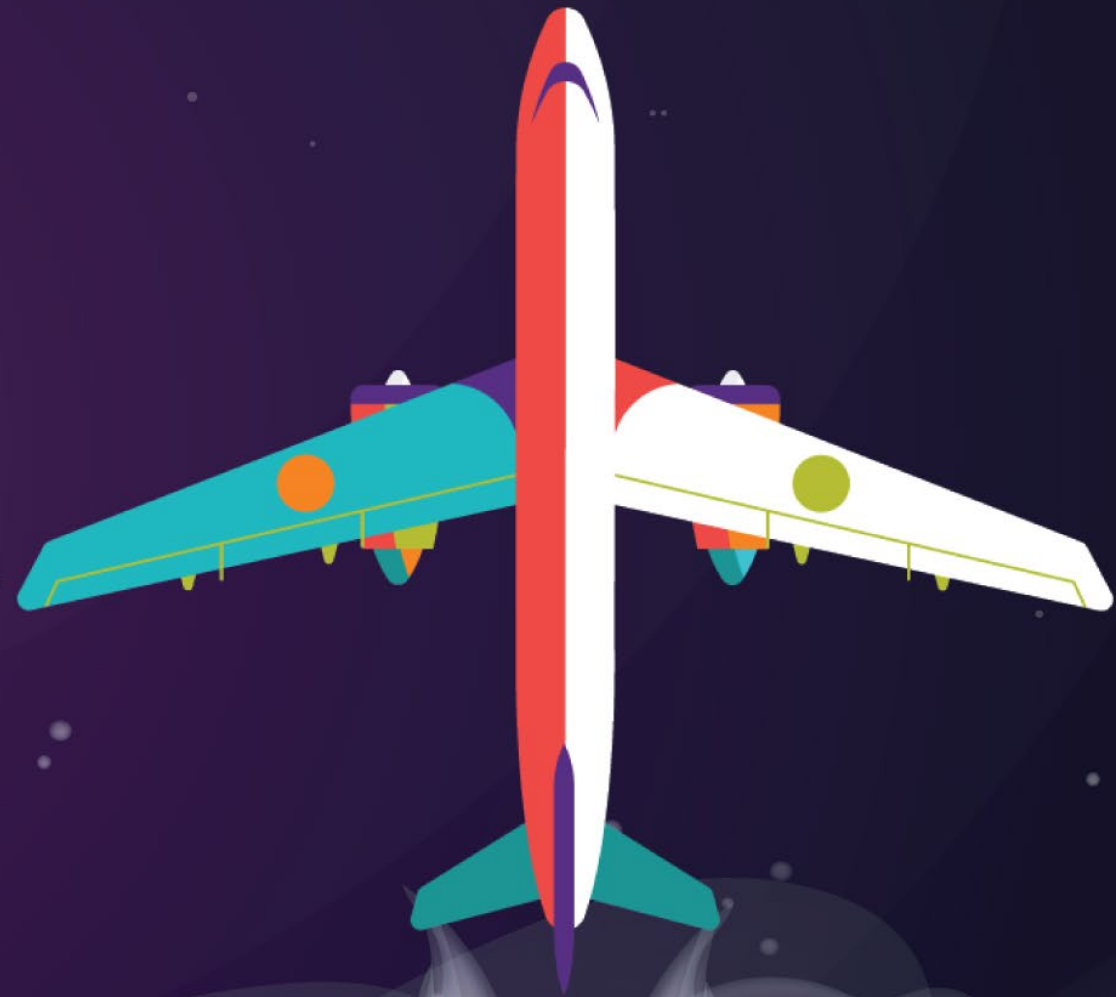
Asheville Regional Airport (AVL) | September 11-13, 2024



The Airport Roundtable Series is aviation's **must-attend** small conference for airport air service development and marketing professionals. These conferences facilitate open communication, driving discussions on prevalent air service, marketing, and public relations topics that lead collaboration and innovative solutions. The roundtables foster an atmosphere of relationship building, brainstorming, and education. Airports gain first-hand knowledge of what the airlines are looking for in an airport or route, they build peer relationships, share ideas with each other, and are then better prepared for their next airline meeting. Airlines enjoy the opportunity to get to know their airport representatives in a more relaxed and intimate setting than other industry conferences allow as well as the more productive meetings they have with airports who have participated.

-
- Partnership with Explore Asheville
 - Approximately 50 attendees
 - Five confirmed airlines

AVL FORWARD



It's all about
MORE SPACE.

Because of
EXTRAORDINARY
growth.

Meet The New Terminal

The airport design is modern, spacious, bright with thoughtful design touches reflective of our area's natural beauty. The design includes elements like river-inspired flooring patterns and waterfall-influenced ceilings, and a "living wall" in the new baggage claim.

Windows and Natural Light

Throughout the terminal, walls of windows – often floor-to-ceiling – will make the airport bright and welcoming.

Concessions Plaza

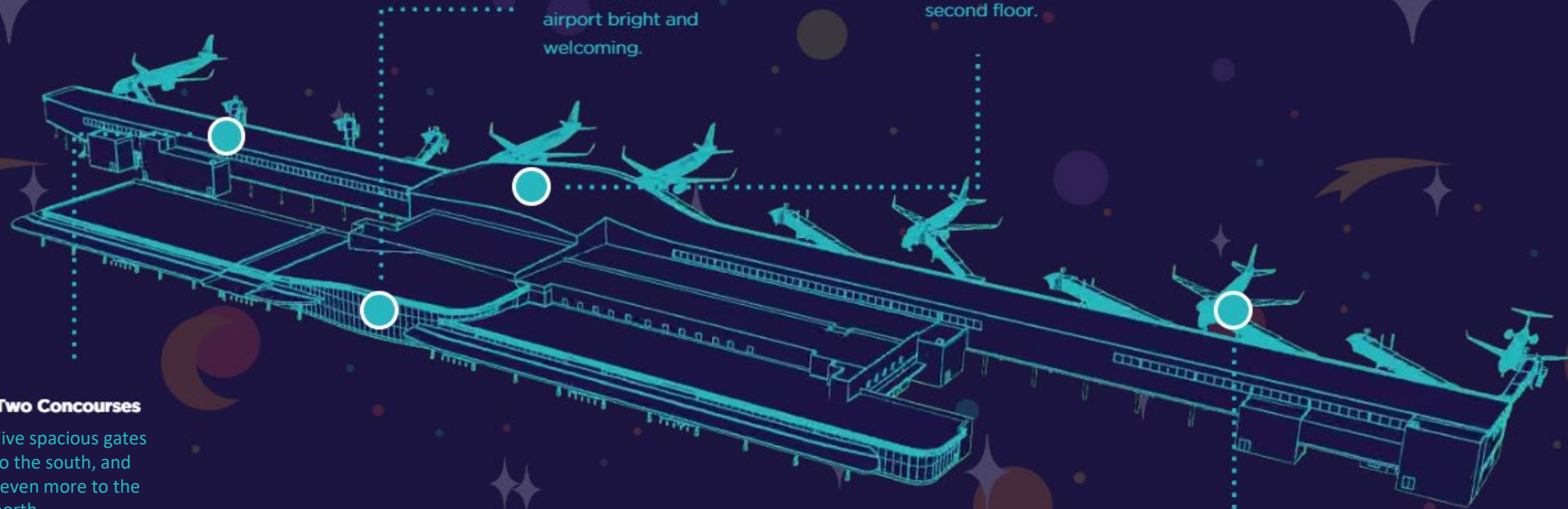
A beautiful concessions plaza and inviting spaces to relax before a flight will greet you as you exit the escalator on the second floor.

Two Concourses

Five spacious gates to the south, and seven more to the north.

Boarding Bridges

All gates will have dedicated boarding bridges.







Milestones to note

Groundbreaking –
August 11, 2023

PHASE ONE – target completion: Summer 2025

- New north concourse
- Northern expansion of the ticket lobby
- Temporary TSA checkpoint
- South baggage claim expansion



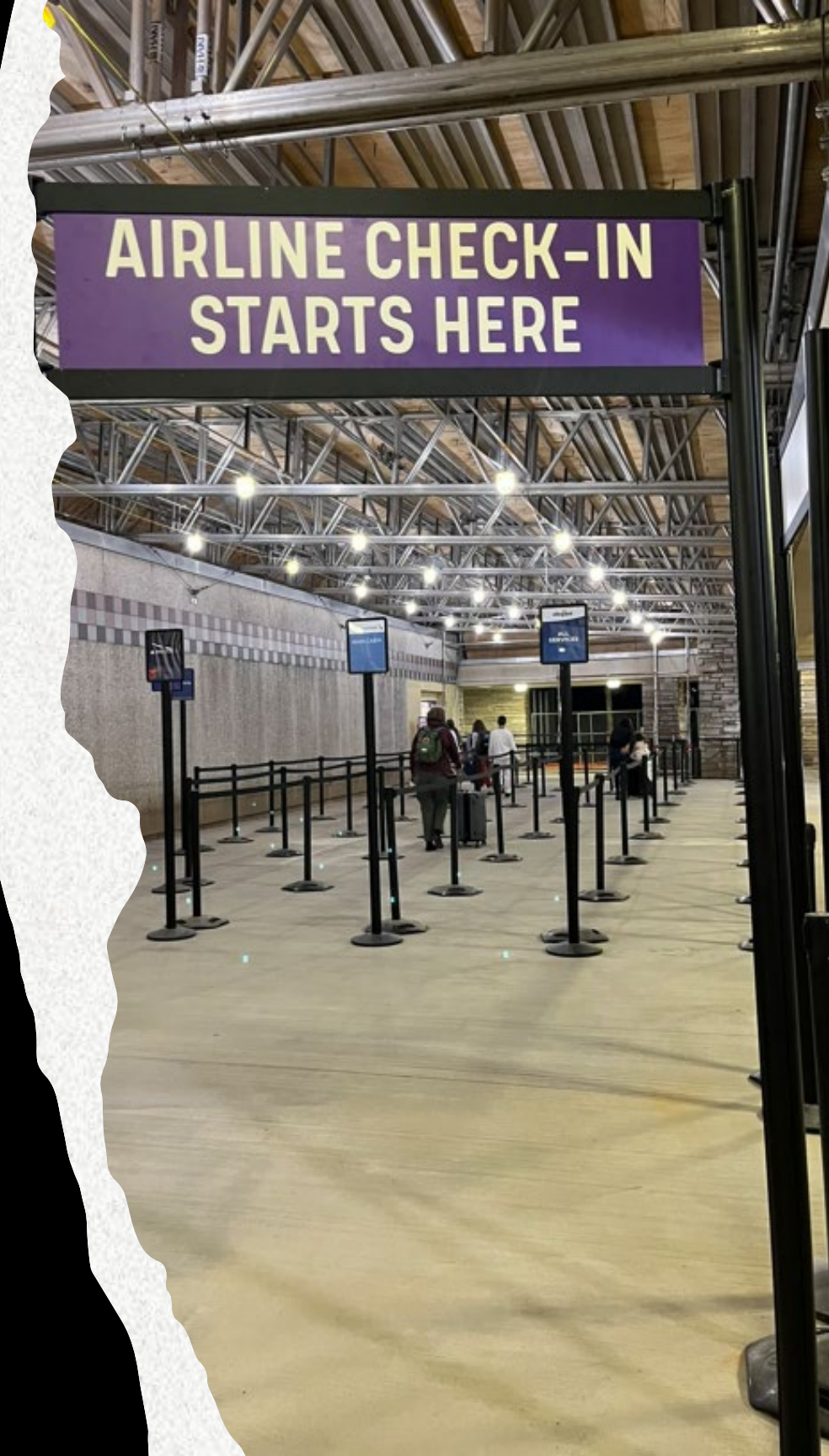
PHASE TWO – target completion: 2027

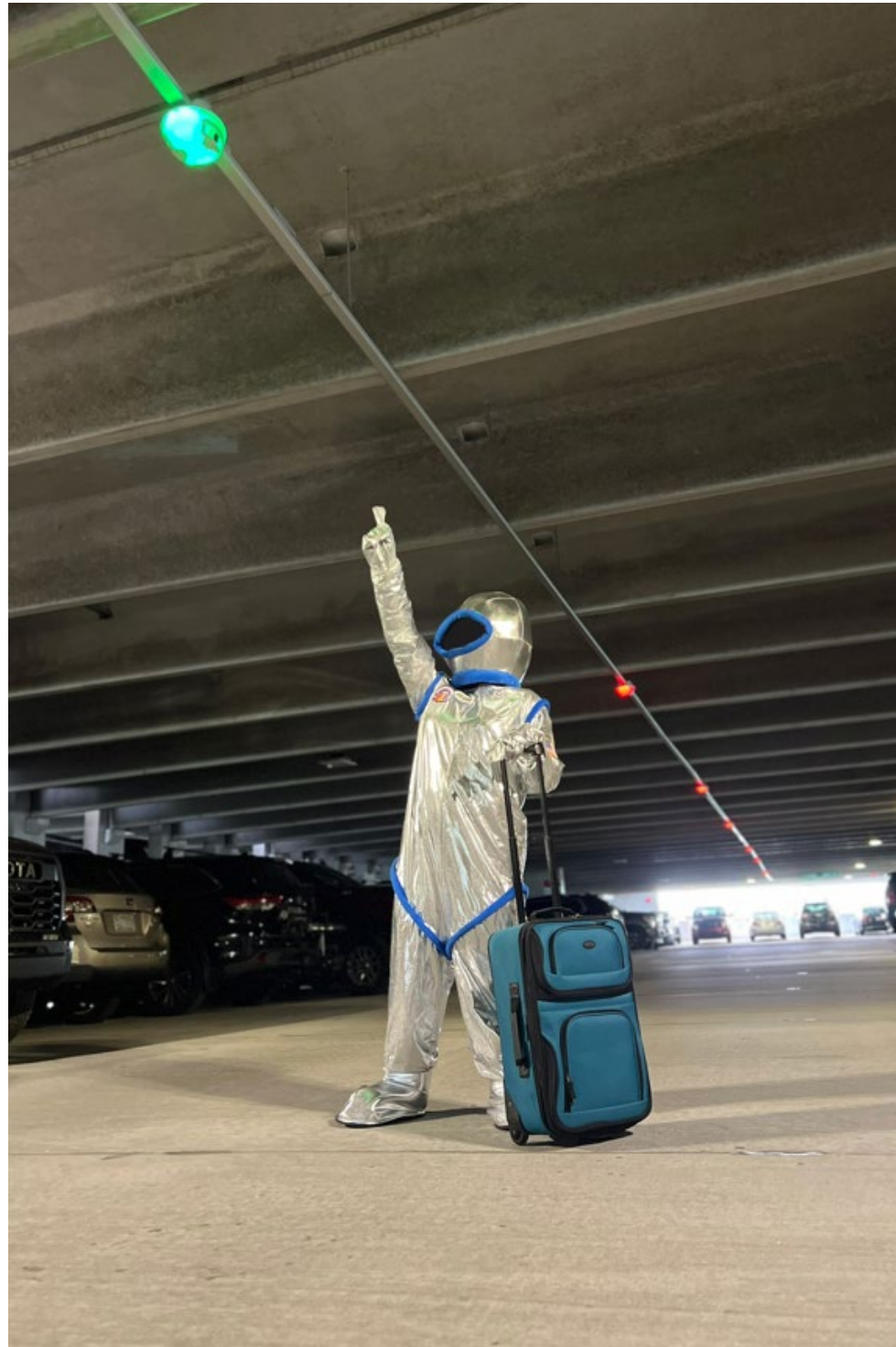
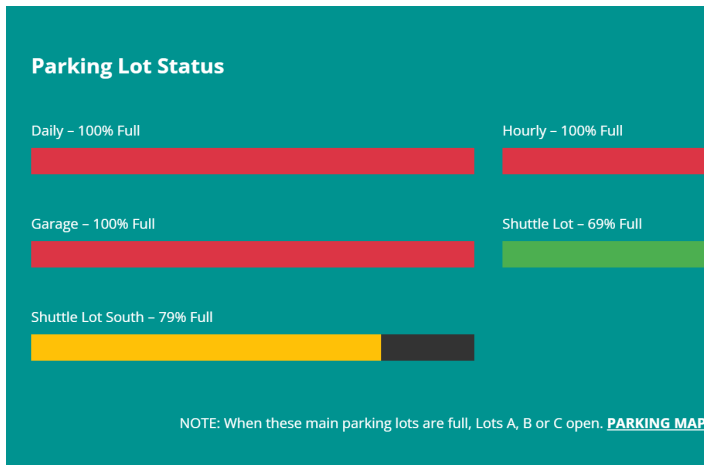
- New south concourse
- Grand lobby
- TSA checkpoint
- Second-level concessions plaza
- Southern expansion of ticket lobby
- Northern expansion of baggage claim





The guest experience today as we build for the future...





...Parking
& Ground
Transportation



While passengers wait for their flights...



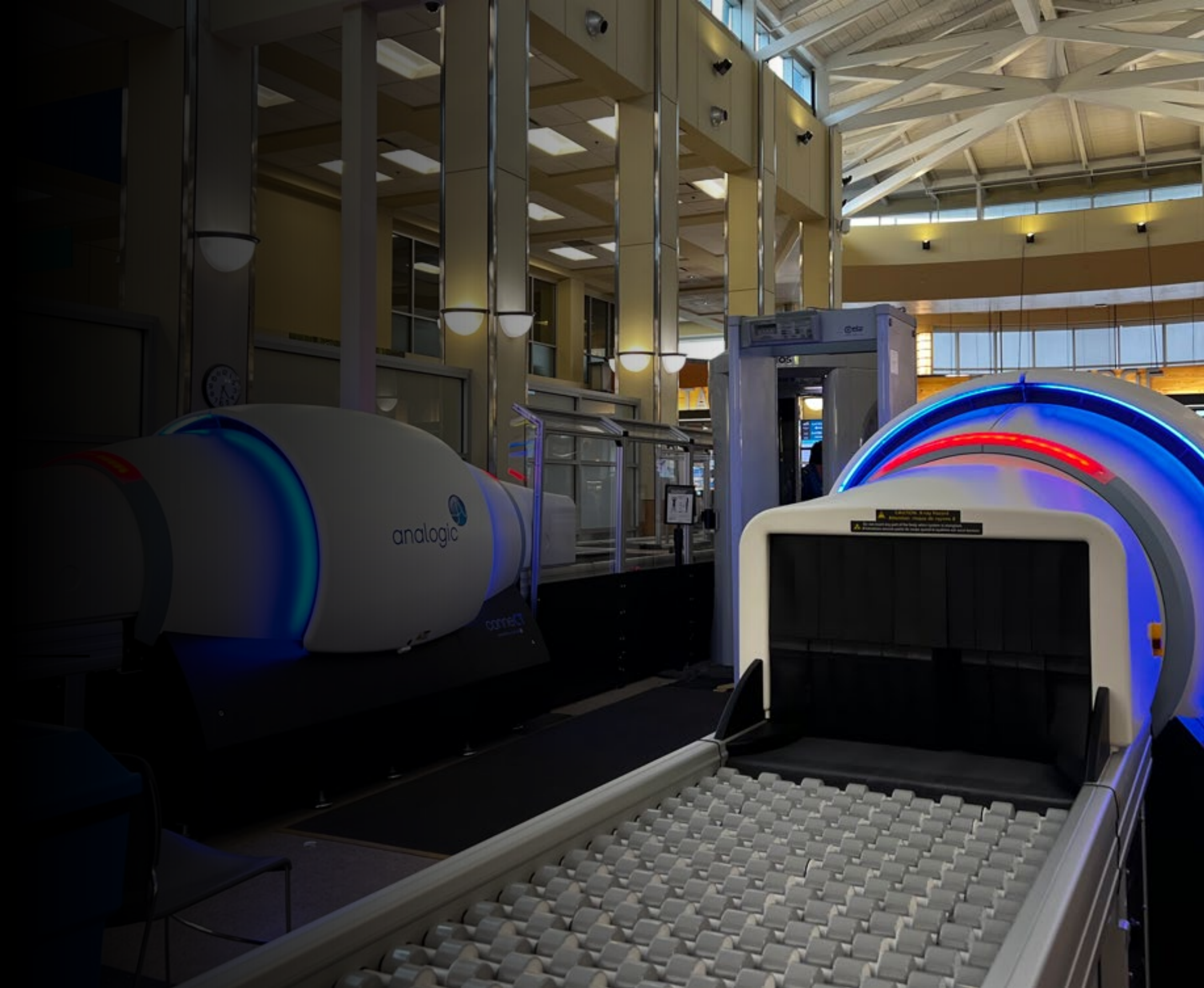
...The boarding experience



Rental car
check in
temporary
location



And a
fourth TSA
lane coming
mid-July





Stay connected with us.

[Flyavl.com/AVLForward](https://flyavl.com/AVLForward)

Become a Space Explorer

Sign up for Window Seat, our monthly e-newsletter, delivered right to your in-box, where we share timely information about AVL.



EMAIL ADDRESS

SIGN UP



Questions?
Questions?





CITY UPDATES

Vice Mayor Sandra Kilgore





COUNTY UPDATES

Commissioner Terri Wells

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority



MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority



PUBLIC COMMENTS

Brenda Durden
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

LIVE VIRTUAL PUBLIC COMMENTS

Chair Brenda Durden

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Tuesday, June 25, no requests to speak had been received.



IN-PERSON PUBLIC COMMENTS

Chair Brenda Durden

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 they agree to abide by the Rules of Decorum.



A FEW REMINDERS

Chair Brenda Durden

Additional materials, including the PowerPoint presentation, will be posted online later today.

The next BCTDA meeting will be held on Wednesday, July 31, 2024, at 9:00 a.m. in the Explore Asheville Board Room

For more information go to:

- AshevilleCVB.com
- **About the Buncombe County TDA section**
- **Find out about upcoming BCTDA meetings or Review past BCTDA meeting minutes & documents**

The screenshot shows the top navigation bar of the Explore Asheville website. The logo 'EXPLORE ASHEVILLE' is on the left, with 'POWERED BY Buncombe County Tourism Development Authority' below it. The navigation menu includes 'About Buncombe County TDA' (highlighted with a yellow box and an arrow), 'Visitor Information', and 'Partner Login'. Below the menu are dropdown categories: 'What We Do', 'Business Toolkit', 'Research & Reports', 'News & Events', 'Community Programs', 'COVID-19 Resources', and 'Contact Us'. The main content area features a dark blue header for 'About the Buncombe County TDA'. Below this is the section 'What is the Buncombe County Tourism Development Authority?' with a paragraph of text and a list of four links: 'Meet the members of the Buncombe County TDA Board >>', 'Find out about upcoming BCTDA meetings >>', 'Review past BCTDA meeting minutes & documents >>', and 'Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>'. A yellow arrow points from the text 'Review past BCTDA meeting minutes & documents' in the left column to the third link in the list.



ADJOURNMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to adjourn the BCTDA Meeting.

Motion Second

Discussion

Vote



THANK YOU

See you at the next BCTDA meeting!

Wednesday, July 31, 2024 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority