

Visitor's Index ~ November 2014

The Visitor's Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau of the Asheville Area Chamber of Commerce. Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Impact	Hotel Sales (October)	\$31,787,672	\$27,426,409	15.9%	\$104,450,205	\$92,540,412	12.9%
Overall	Occupancy (October)*	86.2	80.5	7.1%	68.9	66.5	3.6%
	Average Daily Rate (October)*	\$158.97	\$148.58	7.0%	\$128.31	\$121.19	5.9%
	Demand (October)*	192,434	182,397	5.5%	1,517,787	1,475,765	2.8%
	Revenue Per Available Room (October)*	\$137.04	\$119.61	14.6%	\$88.42	\$80.65	9.6%
	Total Airport Passengers (October)*	76,173	65,869	15.6%	632,230	561,998	12.5%
	Group Tour Bookings by Industry Partners	54	64	-15.6%	174	171	1.8%
Visitor Services	Asheville Visitor Center	11,684	15,203	-23.1%	101,539	110,484	-8.1%
	Pack Square Park Visitor Center	0	0	N/A	2,706	2868	-5.6%
	Black Mountain Visitor Center	1,452	1,764	-17.7%	15,397	13,420	14.7%
	Travel Guide Requests	2,353	2,130	10.5%	65,862	68,921	-4.4%
Group Sales and Services	Sales Leads Issued	54	34	58.8%	314	224	40.2%
	Room Nights Represented	12,217	6,694	82.5%	62,700	46,380	35.2%
	Person-to-Person Outreach	662	642	3.1%	3,545	3,572	-0.8%
	Indirect Outreach	5,624	290	1839.3%	30,562	9,752	213.4%
	Leads Turned Definite	15	22	-31.8%	154	114	35.1%
	Room Nights Represented	4,376	3,934	11.2%	21,553	23,376	-7.8%
	Estimated Revenue	\$1,295,957	\$746,553	73.6%	\$4,450,159	\$4,356,148	2.2%
	Group Events This Month	22	20	10.0%	166	141	17.7%
	Room Nights Generated	2,369	1,489	59.1%	16,118	15,211	6.0%
	Actualized Revenue	\$458,209	\$186,253	146.0%	\$3,543,928	\$2,925,287	21.1%
	Groups Serviced	26	23	13.0%	240	211	13.7%
Online Activity	ExploreAsheville.com Visits	308,908	255,886	20.7%	1,928,917	1,780,518	8.3%
	Mobile Site Visits	162,507	11,272	1341.7%	957,276	726,566	31.8%
	Facebook Fans Added	1,075	604	78.0%	7,994	4,774	67.4%
	Video Views**	20,780	17,579	18.2%	276,039	112,719	144.9%
	Online Reservations - Room Nights	119	N/A	N/A	605	N/A	N/A
	Online Reservations - Room Revenue	\$15,439	N/A	N/A	\$85,166	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$563,632	\$374,291	50.6%	\$2,152,272	\$1,872,044	15.0%
	Editorial Reach - Print & Broadcast	17,027,377	10,244,280	66.2%	94,380,893	53,512,127	76.4%
	Publicity Value - Online	\$213,965	\$104,813	104.1%	\$1,008,581	\$452,008.62	123.1%
	Estimated Reach - Online	394,623,303	210,965,503	87.1%	3,796,327,371	695,936,821	445.5%
	Significant Placements	52	57	-8.8%	213	146	45.9%
	Media Touchpoints / Interactions	31	30	3.3%	377	223	69.1%

* Year-to-date numbers reflect a 2014 calendar year. All other figures reflect a July 1, 2014 - June 30, 2015 fiscal year.

Occupancy, Average Daily Rate, Revenue Per Available Room and Demand figures provided by Smith Travel Research; Hotel Sales figures provided by the Buncombe County Finance Department.

** Beginning FY14-15, figures for Video Views represent all platforms, including YouTube, Vimeo, etc. Although previous indexes have included only YouTube, previous year figures are accurate.