

Visitor Index ~ July 2016

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau. 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 (June)	\$31,421,334	\$27,506,206	14.2%	\$311,525,420	\$264,854,828	17.6%
Overall	Occupancy (June)*	81.8	80.8	1.2%	69.5	68.4	1.7%
	Average Daily Rate (June)*	\$147.02	\$140.38	4.7%	\$130.81	\$123.12	6.2%
	Demand (June)*	187,212	174,527	7.3%	943,732	890,743	5.9%
	Revenue Per Available Room (June)*	\$120.28	\$113.43	6.0%	\$90.94	\$84.15	8.1%
	Total Airport Passengers (June)*	83,616	81,792	2.2%	351,639	362,664	-3.0%
	Group Tour Bookings by Industry Partners	11	22	-50.0%	11	22	-50.0%
Visitor Services	Asheville Visitor Center	26,334	25,263	4.2%	26,334	25,263	4.2%
	Pack Square Park Visitor Center	1,123	910	23.4%	1,123	910	23.4%
	Black Mountain Visitor Center	3,856	3,172	21.6%	3,856	3,172	21.6%
	Travel Guide Requests	2,327	2,656	-12.4%	2,327	2,656	-12.4%
Group Sales and Services	Sales Leads Issued	45	64	-29.7%	45	64	-29.7%
	Room Nights Represented	10,403	21,939	-52.6%	10,403	21,939	-52.6%
	Person-to-Person Outreach	627	732	-14.3%	627	732	-14.3%
	Indirect Outreach	0	0	N/A	0	0	N/A
	Leads Turned Definite	27	36	-25.0%	27	36	-25.0%
	Room Nights Represented	7,582	9,447	-19.7%	7,582	9,447	-19.7%
	Estimated Revenue	\$1,391,860	\$1,692,155	-17.7%	\$1,391,860	\$1,692,155	-17.7%
	Group Events This Month	36	31	16.1%	36	31	16.1%
	Room Nights Generated	5,985	3,330	79.7%	5,985	3,330	79.7%
	Actualized Revenue	\$1,823,896	\$753,413	142.1%	\$1,823,896	\$753,412	142.1%
	Groups Serviced	39	39	0.0%	39	39	0.0%
Online Activity	ExploreAsheville.com Visits	330,840	389,454	-15.1%	330,840	389,454	-15.1%
	Mobile Site Visits	207,553	217,080	-4.4%	207,553	217,080	-4.4%
	Facebook Fans Added	5,982	4,512	32.6%	5,982	4,512	32.6%
	Video Views***	22,266	21,604	3.1%	22,266	21,604	3.1%
	Online Reservations - Room Nights	86	185	-53.5%	86	185	-53.5%
	Online Reservations - Room Revenue	\$15,699	25,236	-37.8%	\$15,699	25,236	-37.8%
Public Relations	Publicity Value - Print & Broadcast **	\$244,452	\$100,582	143.0%	\$244,452	\$100,582	143.0%
	Editorial Reach - Print & Broadcast **	7,243,449	4,520,096	60.2%	7,243,449	4,520,096	60.2%
	Publicity Value - Online **	\$382,190	\$188,019	103.3%	\$382,190	\$188,019	103.3%
	Estimated Reach - Online **	451,127,932	319,497,914	41.2%	451,127,932	319,497,914	41.2%
	Significant Placements **	31	99	-68.7%	31	99	-68.7%
	Media Touchpoints / Interactions	46	146	-68.5%	46	146	-68.5%

* Year-to-date numbers reflect a 2016 calendar year. All other figures reflect a July 1, 2016 - June 30, 2017 fiscal year. ** Numbers are reflective of the previous month's clip report.

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.

*** Figures for Video Views represent all platforms, including YouTube, Vimeo, Daily Motion, Facebook, and Instagram.