

Visitor Index ~ July 2017

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	Lodging Sales (June)	\$33,897,584	\$31,459,341	7.8%	\$351,964,582	\$311,576,998	13.0%
Overall	Hotel Occupancy (June)*	80.7	81.7	-1.2%	67.3	69.3	-2.9%
	Hotel Average Daily Rate (June)*	\$155.58	\$149.86	3.8%	\$137.01	\$133.38	2.7%
	Hotel Demand (June)*	175,051	172,350	1.6%	874,683	865,678	1.0%
	Hotel Revenue Per Available Room (June)*	\$125.58	\$122.45	2.6%	\$92.20	\$92.42	-0.2%
	Total Airport Passengers (June)*	91,847	83,616	9.8%	407,502	351,639	15.9%
Visitor Services	Asheville Visitor Center	27,092	26,334	2.9%	27,092	26,334	2.9%
	Pack Square Park Visitor Center	1,524	1,123	35.7%	1,524	1,123	35.7%
	Black Mountain Visitor Center	4,162	3,856	7.9%	4,162	3,856	7.9%
	Travel Guide Requests	2,477	2,327	6.4%	2,477	2,327	6.4%
Group Sales and Services	Sales Leads Issued	42	44	-4.5%	42	44	-4.5%
	Room Nights Represented	14,633	9,338	56.7%	14,633	9,338	56.7%
	Person-to-Person Outreach	868	627	38.4%	868	627	38.4%
	Indirect Outreach	259	0	100.0%	259	0	100.0%
	Leads Turned Definite	29	27	7.4%	29	27	7.4%
	Room Nights Represented	6,451	7,582	-14.9%	6,451	7,582	-14.9%
	Estimated Revenue	\$1,358,632	\$1,391,860	-2.4%	\$1,358,632	\$1,391,860	-2.4%
	Group Events This Month	23	36	-36.1%	23	36	-36.1%
	Room Nights Generated	2,070	5,985	-65.4%	2,070	5,985	-65.4%
	Actualized Revenue	\$539,596	\$1,823,896	-70.4%	\$539,596	\$1,823,896	-70.4%
	Groups Serviced	26	39	-33.3%	26	39	-33.3%
Online Activity	ExploreAsheville.com Visits	397,671	330,840	20.2%	397,671	330,840	20.2%
	Mobile Site Visits	259,914	207,553	25.2%	259,914	207,553	25.2%
	Facebook Fans Added	1,588	5,982	-73.5%	1,588	5,982	-73.5%
	Video Views***	89,829	22,252	303.7%	89,829	22,252	303.7%
	Online Reservations - Room Nights****	125	86	45.3%	125	86	45.3%
	Online Reservations - Room Revenue	\$21,639	\$15,699	37.8%	\$15,699	\$21,639	-27.5%
Public Relations	Publicity Value - Print & Broadcast **	\$254,098	\$244,452	3.9%	\$254,098	\$244,452	3.9%
	Editorial Reach - Print & Broadcast **	6,696,629	7,243,449	-7.5%	6,696,629	7,243,449	-7.5%
	Publicity Value - Online **	\$453,066	\$382,190	18.5%	\$453,066	\$382,190	18.5%
	Estimated Reach - Online **	677,947,850	451,127,932	50.3%	677,947,850	451,127,932	50.3%
	Significant Placements **	61	31	96.8%	61	31	96.8%
	Media Touchpoints / Interactions	35	46	-23.9%	35	46	-23.9%

* Year-to-date numbers reflect a 2017 calendar year. All other figures reflect a July 1, 2017 - June 30, 2018 fiscal year. ** Numbers are reflective of the previous month's clip report.

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

*** Figures for Video Views represent all platforms, including YouTube, Vimeo, Daily Motion, Facebook, and Instagram. ****Previous YTD numbers did not exclude cancellations.