

Visitor Index ~ August 2015

The Visitor 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 Overall	Hotel Sales (July)	\$31,294,486	\$26,010,702	20.3%	\$31,294,486	\$26,010,702	20.3%
	Occupancy (July)*	83.5	81.1	3.0%	70.6	64.9	8.8%
	Average Daily Rate (July)*	\$148.96	\$134.60	10.7%	\$129.23	\$119.33	8.3%
	Demand (July)*	186,427	182,771	2.0%	1,077,525	999,742	7.8%
	Revenue Per Available Room (July)*	\$124.42	\$109.17	14.0%	\$91.22	\$77.47	17.7%
	Total Airport Passengers (July)*	86,339	80,539	7.2%	449,003	413,295	8.6%
	Group Tour Bookings by Industry Partners	19	12	58.3%	41	23	78.3%
Visitor Services	Asheville Visitor Center	23,746	21,856	8.6%	49,009	45,516	7.7%
	Pack Square Park Visitor Center	947	710	33.4%	1,857	1524	21.9%
	Black Mountain Visitor Center	3,066	3,559	-13.9%	6,238	6,901	-9.6%
	Travel Guide Requests	3,167	3,213	-1.4%	5,989	6,646	-9.9%
Group Sales and Services	Sales Leads Issued	69	61	13.1%	135	153	-11.8%
	Room Nights Represented	19,705	13,153	49.8%	45,265	27,182	66.5%
	Person-to-Person Outreach	734	759	-3.3%	1,744	1,416	23.2%
	Indirect Outreach	3,749	3,380	10.9%	3,749	10,806	-65.3%
	Leads Turned Definite	33	22	50.0%	69	85	-18.8%
	Room Nights Represented	5,083	3,196	59.0%	14,476	8,661	67.1%
	Estimated Revenue	\$960,521	\$785,203	22.3%	\$2,652,676	\$1,580,784	67.8%
	Group Events This Month	20	27	-25.9%	51	56	-8.9%
	Room Nights Generated	7,006	4,818	45.4%	10,336	8,192	26.2%
	Actualized Revenue	\$1,212,191	\$767,352	58.0%	\$1,965,605	\$1,628,797	20.7%
Groups Serviced	36	46	-21.7%	75	89	-15.7%	
Online Activity	ExploreAsheville.com Visits	418,697	393,169	6.5%	808,151	764,279	5.7%
	Mobile Site Visits	231,326	195,158	18.5%	448,406	378,654	18.4%
	Facebook Fans Added	5,140	1,210	324.8%	9,652	2,929	229.5%
	Video Views ***	50,788	37,158	36.7%	72,392	159,602	-54.6%
	Online Reservations - Room Nights	121	124	-2.4%	306	211	45.0%
	Online Reservations - Room Revenue	\$19,235	\$17,184	11.9%	\$44,471	\$30,617	45.2%
Public Relations	Publicity Value - Print & Broadcast **	\$108,610	\$688,957	-84.2%	\$209,192	\$982,676	-78.7%
	Editorial Reach - Print & Broadcast **	4,602,284	5,764,869	-20.2%	9,122,380	40,468,898	-77.5%
	Publicity Value - Online **	\$67,496	\$211,056	-68.0%	\$255,514	\$314,279	-18.7%
	Estimated Reach - Online **	90,967,500	1,417,474,920	-93.6%	410,465,414	1,575,693,301	-74.0%
	Significant Placements **	44	27	63.0%	143	77	85.7%
	Media Touchpoints / Interactions	52	166	-68.7%	198	207	-4.3%

* Year-to-date numbers reflect a 2015 calendar year. All other figures reflect a July 1, 2015 - June 30, 2016 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.

*** 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.