

Visitor Index ~ August 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 (July)	\$36,739,960	\$31,316,524	17.3%	\$36,739,960	\$31,316,524	17.3%
Overall	Occupancy (July)*	84.6	83.5	1.3%	71.5	70.5	1.5%
	Average Daily Rate (July)*	\$161.97	\$148.65	9.0%	\$138.07	\$129.04	7.0%
	Demand (July)*	186,102	172,640	7.8%	1,059,503	996,157	6.4%
	Revenue Per Available Room (July)*	\$137.05	\$124.17	10.4%	\$98.78	\$90.94	8.6%
	Total Airport Passengers (July)*	90,461	86,339	4.8%	442,100	449,003	-1.5%
	Group Tour Bookings by Industry Partners	29	19	52.6%	40	41	-2.4%
Visitor Services	Asheville Visitor Center	22,912	23,746	-3.5%	49,246	49,009	0.5%
	Pack Square Park Visitor Center	979	947	3.4%	2,102	1857	13.2%
	Black Mountain Visitor Center	3,276	3,066	6.8%	7,132	6,238	14.3%
	Travel Guide Requests	2,838	3,026	-6.2%	5,165	5,682	-9.1%
Group Sales and Services	Sales Leads Issued	61	69	-11.6%	106	133	-20.3%
	Room Nights Represented	19,183	17,136	11.9%	29,411	39,075	-24.7%
	Person-to-Person Outreach	985	734	34.2%	1,612	1,744	-7.6%
	Indirect Outreach	10,204	3,749	172.2%	10,204	3,749	172.2%
	Leads Turned Definite	50	33	51.5%	77	69	11.6%
	Room Nights Represented	8,520	4,923	73.1%	16,102	14,370	12.1%
	Estimated Revenue	\$1,720,484	\$960,521	79.1%	\$3,112,344	\$2,652,676	17.3%
	Group Events This Month	37	29	27.6%	73	65	12.3%
	Room Nights Generated	6,126	7,006	-12.6%	12,111	10,309	17.5%
	Actualized Revenue	\$1,046,389	\$1,216,582	-14.0%	\$2,870,285	\$1,969,995	45.7%
	Groups Serviced	36	36	0.0%	75	75	0.0%
Online Activity	ExploreAsheville.com Visits	358,919	418,697	-14.3%	689,759	808,151	-14.6%
	Mobile Site Visits	226,869	231,326	-1.9%	434,422	448,406	-3.1%
	Facebook Fans Added	6,818	5,140	32.6%	12,800	9,652	32.6%
	Video Views***	593,623	50,788	1068.8%	615,889	72,392	750.8%
	Online Reservations - Room Nights	83	121	-31.4%	169	306	-44.8%
	Online Reservations - Room Revenue	\$11,944	19,235	-37.9%	\$27,642	44,471	-37.8%
Public Relations	Publicity Value - Print & Broadcast **	\$360,357	\$108,610	231.8%	\$604,809	\$209,192	189.1%
	Editorial Reach - Print & Broadcast **	14,575,210	4,602,284	216.7%	21,818,659	9,122,380	139.2%
	Publicity Value - Online **	\$287,742	\$67,496	326.3%	\$669,932	\$255,514	162.2%
	Estimated Reach - Online **	276,855,640	90,967,500	204.3%	727,983,572	410,465,414	77.4%
	Significant Placements **	50	44	13.6%	81	143	-43.4%
	Media Touchpoints / Interactions	83	52	59.6%	129	198	-34.8%

* 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.