

Visitor Index ~ August 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 (July) | \$38,571,490 | \$36,734,684 | 5.0% | \$38,571,490 | \$36,734,684 | 5.0% |
| Overall | Hotel Occupancy (July)* | 83.6 | 84.6 | -1.2% | 69.7 | 71.6 | -2.6% |
| | Hotel Average Daily Rate (July)* | \$162.91 | \$162.50 | 0.2% | \$141.65 | \$138.49 | 2.3% |
| | Hotel Demand (July)* | 190,399 | 184,450 | 3.2% | 1,065,027 | 1,050,128 | 1.4% |
| | Hotel Revenue Per Available Room (July)* | \$136.20 | \$137.52 | -1.0% | \$98.76 | \$99.12 | -0.4% |
| | Total Airport Passengers (July)* | 100,998 | 90,461 | 11.6% | 508,500 | 442,100 | 15.0% |
| Visitor Services | Asheville Visitor Center | 24,260 | 22,912 | 5.9% | 51,352 | 49,246 | 4.3% |
| | Pack Square Park Visitor Center | 1,276 | 979 | 30.3% | 2,800 | 2,102 | 33.2% |
| | Black Mountain Visitor Center | 3,424 | 3,276 | 4.5% | 7,586 | 7,132 | 6.4% |
| | Travel Guide Requests | 2,460 | 2,838 | -13.3% | 4,937 | 5,165 | -4.4% |
| Group Sales and Services | Sales Leads Issued | 64 | 61 | 4.9% | 106 | 105 | 1.0% |
| | Room Nights Represented | 21,853 | 19,035 | 14.8% | 36,480 | 28,373 | 28.6% |
| | Person-to-Person Outreach | 990 | 984 | 0.6% | 1,858 | 1,611 | 15.3% |
| | Indirect Outreach | 3,333 | 10,204 | -67.3% | 3,592 | 10,204 | -64.8% |
| | Leads Turned Definite | 33 | 50 | -34.0% | 62 | 77 | -19.5% |
| | Room Nights Represented | 9,873 | 8,540 | 15.6% | 16,324 | 16,122 | 1.3% |
| | Estimated Revenue | \$3,049,989 | \$1,720,484 | 77.3% | \$4,408,621 | \$3,112,344 | 41.6% |
| | Group Events This Month | 31 | 37 | -16.2% | 54 | 73 | -26.0% |
| | Room Nights Generated | 6,186 | 6,097 | 1.5% | 8,256 | 12,082 | -31.7% |
| | Actualized Revenue | \$1,457,309 | \$1,049,020 | 38.9% | \$1,996,905 | \$2,872,916 | -30.5% |
| Groups Serviced | 31 | 36 | -13.9% | 57 | 75 | -24.0% | |
| Online Activity | ExploreAsheville.com Visits | 416,063 | 358,919 | 15.9% | 813,734 | 689,759 | 18.0% |
| | Mobile Site Visits | 273,479 | 226,869 | 20.5% | 533,393 | 434,422 | 22.8% |
| | Facebook Fans Added | 1,300 | 6,818 | -80.9% | 2,888 | 12,800 | -77.4% |
| | Video Views*** | 111,371 | 593,607 | -81.2% | 201,200 | 615,859 | -67.3% |
| | Online Reservations - Room Nights**** | 88 | 83 | 6.0% | 213 | 169 | 26.0% |
| | Online Reservations - Room Revenue | \$14,634 | \$11,944 | 22.5% | \$36,273 | \$27,642 | 31.2% |
| Public Relations | Publicity Value - Print & Broadcast ** | \$312,324 | \$360,357 | -13.3% | \$566,422 | \$604,809 | -6.3% |
| | Editorial Reach - Print & Broadcast ** | 12,551,949 | 14,575,210 | -13.9% | 19,248,578 | 21,818,659 | -11.8% |
| | Publicity Value - Online ** | \$324,659 | \$287,742 | 12.8% | \$777,725 | \$669,932 | 16.1% |
| | Estimated Reach - Online ** | 419,998,739 | 276,855,640 | 51.7% | 1,097,946,589 | 727,983,572 | 50.8% |
| | Significant Placements ** | 50 | 50 | 0.0% | 111 | 81 | 37.0% |
| | Media Touchpoints / Interactions | 72 | 83 | -13.3% | 107 | 129 | -17.1% |

* 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.