

Visitor Index ~ September 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 (August)	\$28,797,155	\$25,533,909	12.8%	\$60,104,483	\$51,544,611	16.6%
	Occupancy (August)*	78.9	80.2	-1.5%	71.7	66.9	7.2%
	Average Daily Rate (August)*	\$147.08	\$135.45	8.6%	\$131.74	\$121.78	8.2%
	Demand (August)*	176,208	178,980	-1.5%	1,253,728	1,178,722	6.4%
	Revenue Per Available Room (August)*	\$116.12	\$108.60	6.9%	\$94.40	\$81.41	16.0%
	Total Airport Passengers (August)*	76,494	75,421	1.4%	525,497	488,716	7.5%
	Group Tour Bookings by Industry Partners	48	41	17.1%	91	68	33.8%
Visitor Services	Asheville Visitor Center	20,788	19,404	7.1%	69,797	64,920	7.5%
	Pack Square Park Visitor Center	529	603	-12.3%	2,386	2127	12.2%
	Black Mountain Visitor Center	2,110	2,636	-20.0%	8,348	9,537	-12.5%
	Travel Guide Requests	3,299	3,422	-3.6%	9,288	10,068	-7.7%
Group Sales and Services	Sales Leads Issued	86	64	34.4%	219	294	-25.5%
	Room Nights Represented	27,052	12,440	117.5%	67,295	55,975	20.2%
	Person-to-Person Outreach	869	730	19.0%	2,334	1,997	16.9%
	Indirect Outreach	1,579	7,978	-80.2%	5,236	18,748	-72.1%
	Leads Turned Definite	39	25	56.0%	108	109	-0.9%
	Room Nights Represented	5,836	3,303	76.7%	20,312	11,689	73.8%
	Estimated Revenue	\$957,965	\$741,028	29.3%	\$3,610,641	\$2,268,537	59.2%
	Group Events This Month	64	34	88.2%	129	96	34.4%
	Room Nights Generated	3,227	3,415	-5.5%	13,563	11,607	16.9%
	Actualized Revenue	\$622,385	\$882,424	-29.5%	\$2,540,828	\$2,511,221	1.2%
Groups Serviced	64	57	12.3%	139	146	-4.8%	
Online Activity	ExploreAsheville.com Visits	437,083	407,199	7.3%	1,245,234	1,171,478	6.3%
	Mobile Site Visits	237,023	190,695	24.3%	685,429	569,349	20.4%
	Facebook Fans Added	5,117	1,408	263.4%	14,769	4,337	240.5%
	Video Views ***	32,959	37,513	-12.1%	105,351	197,115	-46.6%
	Online Reservations - Room Nights	122	129	-5.4%	428	340	25.9%
	Online Reservations - Room Revenue	\$17,949	\$18,084	-0.7%	\$62,420	\$48,701	28.2%
Public Relations	Publicity Value - Print & Broadcast **	\$102,655	\$240,466	-57.3%	\$311,847	\$1,223,143	-74.5%
	Editorial Reach - Print & Broadcast **	11,636,466	5,763,345	101.9%	20,758,846	46,232,243	-55.1%
	Publicity Value - Online **	\$86,423	\$221,748	-61.0%	\$341,938	\$536,026	-36.2%
	Estimated Reach - Online **	142,534,808	1,480,940,679	-90.4%	553,000,222	3,056,633,980	-81.9%
	Significant Placements **	75	29	158.6%	218	106	105.7%
	Media Touchpoints / Interactions	59	88	-33.0%	257	295	-12.9%

* 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.