

## Visitor Index ~ September 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 (August)	\$34,973,379	\$32,040,330	9.2%	\$73,563,887	\$68,775,013	7.0%
Overall	Hotel Occupancy (August)*	78.1	77.9	0.3%	70.8	72.4	-2.2%
	Hotel Average Daily Rate (August)*	\$156.41	\$153.37	2.0%	\$143.80	\$140.60	2.3%
	Hotel Demand (August)*	180,985	173,122	4.5%	1,245,906	1,223,250	1.9%
	Hotel Revenue Per Available Room (August)	\$122.12	\$119.42	2.3%	\$101.83	\$101.79	0.0%
	Total Airport Passengers (August)*	96,176	81,728	17.7%	604,679	523,828	15.4%
Visitor Services	Asheville Visitor Center	21,689	22,062	-1.7%	73,041	71,308	2.4%
	Pack Square Park Visitor Center	914	980	-6.7%	3,714	1,123	230.7%
	Black Mountain Visitor Center	2,956	2,813	5.1%	10,542	9,945	6.0%
	Travel Guide Requests	3,606	2,653	35.9%	8,543	7,818	9.3%
Group Sales and Services	Sales Leads Issued	54	52	3.8%	159	157	1.3%
	Room Nights Represented	12,669	14,636	-13.4%	49,010	43,009	14.0%
	Person-to-Person Outreach	1,062	976	8.8%	2,919	2,588	12.8%
	Indirect Outreach	12,866	4,997	157.5%	16,458	15,201	8.3%
	Leads Turned Definite	52	33	57.6%	114	110	3.6%
	Room Nights Represented	6,543	6,030	8.5%	22,867	22,152	3.2%
	Estimated Revenue	\$1,203,563	\$1,705,279	-29.4%	\$5,612,184	\$4,817,623	16.5%
	Group Events This Month	56	73	-23.3%	110	146	-24.7%
	Room Nights Generated	7,408	7,280	1.8%	15,664	19,362	-19.1%
	Actualized Revenue	\$2,275,404	\$1,865,661	22.0%	\$4,272,309	\$4,532,113	-5.7%
	Groups Serviced	54	62	-12.9%	111	145	-23.4%
Online Activity	ExploreAsheville.com Visits	416,455	415,506	0.2%	1,230,189	1,105,265	11.3%
	Mobile Site Visits	277,432	276,269	0.4%	810,825	710,691	14.1%
	Facebook Fans Added	2,690	8,067	-66.7%	5,578	20,867	-73.3%
	Video Views***	153,901	916,283	-83.2%	355,101	1,532,142	-76.8%
	Online Reservations - Room Nights****	93	50	86.0%	306	302	1.3%
	Online Reservations - Room Revenue	\$15,211	\$9,414	61.6%	\$29,845	\$37,056	-19.5%
Public Relations	Publicity Value - Print & Broadcast **	\$197,281	\$181,433	8.7%	\$763,703	\$786,242	-2.9%
	Editorial Reach - Print & Broadcast **	12,019,729	7,609,452	58.0%	31,268,307	29,428,111	6.3%
	Publicity Value - Online **	\$391,571	\$170,680	129.4%	\$1,169,296	\$840,612	39.1%
	Estimated Reach - Online **	424,390,827	190,027,958	123.3%	1,522,337,416	918,011,530	65.8%
	Significant Placements **	51	61	-16.4%	162	142	14.1%
	Media Touchpoints / Interactions	73	91	-19.8%	180	220	-18.2%

\* 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.