

## Visitor Index ~ September 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 (August)	\$31,508,376	\$28,829,141	9.3%	\$68,252,044	\$60,149,165	13.5%
Overall	Occupancy (August)*	77.8	79.0	-1.5%	72.4	71.6	1.1%
	Average Daily Rate (August)*	\$153.12	\$147.10	4.1%	\$140.21	\$131.58	6.6%
	Demand (August)*	174,547	163,235	6.9%	1,234,050	1,159,392	6.4%
	Revenue Per Available Room (August)*	\$119.15	\$116.18	2.6%	\$101.47	\$94.16	7.8%
	Total Airport Passengers (August)*	81,728	76,592	6.7%	523,828	525,595	-0.3%
	Group Tour Bookings by Industry Partners	39	48	-18.8%	79	91	-13.2%
Visitor Services	Asheville Visitor Center	22,062	20,788	6.1%	71,308	69,797	2.2%
	Pack Square Park Visitor Center	980	529	85.3%	3,082	2386	29.2%
	Black Mountain Visitor Center	2,813	2,110	33.3%	9,945	8,348	19.1%
	Travel Guide Requests	2,653	2,996	-11.4%	7,818	8,678	-9.9%
Group Sales and Services	Sales Leads Issued	52	86	-39.5%	158	219	-27.9%
	Room Nights Represented	14,730	26,313	-44.0%	44,305	65,388	-32.2%
	Person-to-Person Outreach	976	869	12.3%	2,588	2,334	10.9%
	Indirect Outreach	4,997	1,579	216.5%	15,201	5,236	190.3%
	Leads Turned Definite	34	38	-10.5%	111	107	3.7%
	Room Nights Represented	6,019	4,816	25.0%	22,081	19,186	15.1%
	Estimated Revenue	\$1,712,639	\$838,965	104.1%	\$4,824,983	\$3,491,641	38.2%
	Group Events This Month	73	64	14.1%	146	129	13.2%
	Room Nights Generated	7,280	3,734	95.0%	19,362	14,070	37.6%
	Actualized Revenue	\$1,656,291	\$661,116	150.5%	\$4,529,027	\$2,631,111	72.1%
	Groups Serviced	62	64	-3.1%	145	139	4.3%
Online Activity	ExploreAsheville.com Visits	415,506	437,083	-4.9%	1,105,265	1,245,234	-11.2%
	Mobile Site Visits	276,269	237,023	16.6%	710,691	685,429	3.7%
	Facebook Fans Added	8,067	5,117	57.7%	20,867	14,769	41.3%
	Video Views***	916,297	32,959	2680.1%	1,532,186	105,351	1354.4%
	Online Reservations - Room Nights	50	122	-59.0%	219	428	-48.8%
	Online Reservations - Room Revenue	\$9,414	\$17,949	-47.6%	\$37,056	\$62,420	-40.6%
Public Relations	Publicity Value - Print & Broadcast **	\$181,433	\$102,655	76.7%	\$786,242	\$311,847	152.1%
	Editorial Reach - Print & Broadcast **	7,609,452	11,636,466	-34.6%	29,428,111	20,758,846	41.8%
	Publicity Value - Online **	\$170,680	\$86,423	97.5%	\$840,612	\$341,938	145.8%
	Estimated Reach - Online **	190,027,958	142,534,808	33.3%	918,011,530	553,000,222	66.0%
	Significant Placements **	61	75	-18.7%	142	218	-34.9%
	Media Touchpoints / Interactions	91	59	54.2%	220	257	-14.4%

\* 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.