

Visitor Index ~ June 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 (May)	\$31,089,636	\$27,964,329	11.2%	\$318,044,583	\$280,117,657	13.5%
Overall	Hotel Occupancy (May)*	76.0	74.3	2.2%	64.7	66.8	-3.2%
	Hotel Average Daily Rate (May)*	\$149.64	\$144.51	3.6%	\$132.32	\$129.28	2.4%
	Hotel Demand (May)*	168,898	161,950	4.3%	700,288	693,328	1.0%
	Hotel Revenue Per Available Room (May)*	\$113.68	\$107.37	5.9%	\$85.56	\$86.32	-0.9%
	Total Airport Passengers (May)*	79,671	67,755	17.6%	315,655	268,023	17.8%
	Group Tour Bookings by Industry Partners	17	24	-29.2%	281	413	-32.0%
Visitor	Asheville Visitor Center	24,322	22,611	7.6%	223,494	212,981	4.9%
Services	Pack Square Park Visitor Center	1,171	1,123	4.3%	7,466	5,474	36.4%
	Black Mountain Visitor Center	2,870	3,098	-7.4%	28,687	26,070	10.0%
	Travel Guide Requests	2,438	2,364	3.1%	26,400	29,065	-9.2%
Group	Sales Leads Issued	62	62	0.0%	787	781	0.8%
Sales	Room Nights Represented	19,902	12,690	56.8%	209,942	201,289	4.3%
and	Person-to-Person Outreach	929	673	38.0%	11,895	9,869	20.5%
Services	Indirect Outreach	10,332	8,279	24.8%	80,997	55,893	44.9%
	Leads Turned Definite	10	21	-52.4%	376	392	-4.1%
	Room Nights Represented	1,789	3,137	-43.0%	74,497	64,965	14.7%
	Estimated Revenue	\$495,314	\$1,010,431	-51.0%	\$17,590,801	\$13,999,491	25.7%
	Group Events This Month	49	45	8.9%	372	417	-10.8%
	Room Nights Generated	2,967	4,868	-39.1%	40,481	50,909	-20.5%
	Actualized Revenue	\$822,211	\$1,629,354	-49.5%	\$9,531,268	\$10,937,101	-12.9%
	Groups Serviced	57	44	29.5%	424	409	3.7%
Online	ExploreAsheville.com Visits	395,212	340,889	15.9%	4,264,493	3,937,096	8.3%
Activity	Mobile Site Visits	245,339	212,751	15.3%	2,639,032	2,283,706	15.6%
	Facebook Fans Added	1,882	4,488	-58.1%	60,513	56,801	6.5%
	Video Views***	119,808	237,114	-49.5%	4,940,330	968,071	410.3%
	Online Reservations - Room Nights****	100	72	38.9%	1,034	1,078	-4.1%
	Online Reservations - Room Revenue	\$16,922	\$11,488	47.3%	\$165,284	\$159,998	3.3%
Public	Publicity Value - Print & Broadcast **	\$605,877	\$248,356	144.0%	\$4,075,611	\$3,016,244	35.1%
Relations	Editorial Reach - Print & Broadcast **	19,585,189	28,783,601	-32.0%	148,847,932	169,954,939	-12.4%
	Publicity Value - Online **	\$356,769	\$495,698	-28.0%	\$3,606,124	\$2,592,115	39.1%
	Estimated Reach - Online **	347,974,466	561,243,155	-38.0%	4,805,752,122	3,565,899,382	34.8%
	Significant Placements **	41	53	-22.6%	786	860	-8.6%
	Media Touchpoints / Interactions	57	36	58.3%	879	792	11.0%

* Year-to-date numbers reflect a 2017 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. ****Previous YTD numbers did not exclude cancellations.