

Visitor Index ~ October 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 (September)	\$31,449,937	\$26,026,169	20.8%	\$100,161,548	\$86,175,334	16.2%
Overall	Occupancy (September)*	75.3	72.7	-0.2%	72.7	72.0	1.0%
	Average Daily Rate (September)*	\$150.96	\$142.56	5.9%	\$141.47	\$132.86	6.5%
	Demand (September)*	163,401	152,942	6.8%	1,397,386	1,312,334	6.5%
	Revenue Per Available Room (September)*	\$113.63	\$107.56	5.6%	\$102.84	\$95.65	7.5%
	Total Airport Passengers (September)*	77,428	66,716	16.1%	601,256	592,311	1.5%
	Group Tour Bookings by Industry Partners	37	44	-15.9%	116	135	-14.1%
Visitor Services	Asheville Visitor Center	29,085	26,330	10.5%	100,393	96,127	4.4%
	Pack Square Park Visitor Center	1,068	809	32.0%	4,150	3195	29.9%
	Black Mountain Visitor Center	4,239	4,016	5.6%	14,184	12,364	14.7%
	Travel Guide Requests	1,538	1,563	-1.6%	9,356	10,241	-8.6%
Group Sales and Services	Sales Leads Issued	73	62	17.7%	230	281	-18.1%
	Room Nights Represented	23,938	17,460	37.1%	67,137	82,848	-19.0%
	Person-to-Person Outreach	1,082	867	24.8%	3,670	3,190	15.0%
	Indirect Outreach	1,987	2,663	-25.4%	17,188	7,899	117.6%
	Leads Turned Definite	31	34	-8.8%	142	141	0.7%
	Room Nights Represented	6,239	6,417	-2.8%	28,320	25,603	10.6%
	Estimated Revenue	\$1,470,235	\$1,123,034	30.9%	\$6,295,217	\$4,614,675	36.4%
	Group Events This Month	53	58	-8.6%	197	187	5.3%
	Room Nights Generated	1,702	3,786	-55.0%	21,064	17,856	18.0%
	Actualized Revenue	\$467,353	\$1,071,049	-56.4%	\$4,999,466	\$3,702,159	35.0%
	Groups Serviced	46	50	-8.0%	191	189	1.1%
Online Activity	ExploreAsheville.com Visits	374,894	307,857	21.8%	1,480,159	1,553,091	-4.7%
	Mobile Site Visits	234,065	164,585	42.2%	944,756	850,014	11.1%
	Facebook Fans Added	8,482	4,569	85.6%	29,349	19,338	51.8%
	Video Views***	979,787	50,062	1857.1%	2,511,973	155,413	1516.3%
	Online Reservations - Room Nights	63	136	-53.7%	282	564	-50.0%
	Online Reservations - Room Revenue	\$10,346	\$19,239	-46.2%	\$47,402	\$81,660	-42.0%
Public Relations	Publicity Value - Print & Broadcast **	\$198,162	\$101,044	96.1%	\$984,404	\$412,891	138.4%
	Editorial Reach - Print & Broadcast **	7,570,790	12,111,620	-37.5%	36,998,901	32,870,466	12.6%
	Publicity Value - Online **	\$45,747	\$192,713	-76.3%	\$886,359	\$534,651	65.8%
	Estimated Reach - Online **	91,690,649	312,816,765	-70.7%	1,009,702,179	865,816,987	16.6%
	Significant Placements **	54	50	8.0%	196	268	-26.9%
	Media Touchpoints / Interactions	123	101	21.8%	343	358	-4.2%

* 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.