

## Visitor Index ~ October 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 (September)	\$36,204,597	\$31,498,527	14.9%	\$109,904,903	\$100,273,540	9.6%
Overall	Hotel Occupancy (September)*	79.7	78.2	1.8%	71.8	73.0	-1.6%
	Hotel Average Daily Rate (September)*	\$164.22	\$157.47	4.3%	\$146.36	\$142.65	2.6%
	Hotel Demand (September)*	178,687	168,349	6.1%	1,424,552	1,390,608	2.4%
	Hotel Revenue Per Available Room (September)*	\$130.80	\$123.21	6.2%	\$105.11	\$104.15	0.9%
	Total Airport Passengers (September)*	79,478	77,428	2.6%	684,157	601,256	13.8%
Visitor Services	Asheville Visitor Center	26,900	29,085	-7.5%	99,941	100,393	-0.5%
	Pack Square Park Visitor Center	1,031	1,068	-3.5%	4,745	4,150	14.3%
	Black Mountain Visitor Center	4,011	4,239	-5.4%	14,553	14,184	2.6%
	Travel Guide Requests	2,448	1,538	59.2%	10,991	9,356	17.5%
Group Sales and Services	Sales Leads Issued	78	73	6.8%	236	230	2.6%
	Room Nights Represented	13,767	23,938	-42.5%	62,163	67,137	-7.4%
	Person-to-Person Outreach	1,227	1,082	13.4%	4,146	3,670	13.0%
	Indirect Outreach	7,156	1,987	260.1%	20,022	17,188	16.5%
	Leads Turned Definite	27	31	-12.9%	141	142	-0.7%
	Room Nights Represented	6,109	6,239	-2.1%	28,976	28,320	2.3%
	Estimated Revenue	\$1,303,357	\$1,470,235	-11.4%	\$6,915,541	\$6,295,217	9.9%
	Group Events This Month	46	53	-13.2%	155	197	-21.3%
	Room Nights Generated	3,303	1,702	94.1%	18,992	21,064	-9.8%
	Actualized Revenue	\$1,043,898	\$467,353	123.4%	\$5,329,523	\$4,999,466	6.6%
	Groups Serviced	51	46	10.9%	162	191	-15.2%
Online Activity	ExploreAsheville.com Visits	387,432	374,911	3.3%	1,617,621	1,480,176	9.3%
	Mobile Site Visits	246,067	234,071	5.1%	1,056,892	944,762	11.9%
	Facebook Fans Added	2,490	8,482	-70.6%	8,068	29,349	-72.5%
	Video Views***	188,436	979,782	-80.8%	543,537	2,511,924	-78.4%
	Online Reservations - Room Nights****	61	63	-3.2%	367	282	30.1%
	Online Reservations - Room Revenue	\$12,473	\$10,346	20.6%	\$41,318	\$47,402	-12.8%
Public Relations	Publicity Value - Print & Broadcast **	\$89,156	\$198,162	-55.0%	\$852,859	\$984,404	-13.4%
	Editorial Reach - Print & Broadcast **	3,214,197	7,570,790	-57.5%	34,482,504	36,998,901	-6.8%
	Publicity Value - Online **	\$463,816	\$45,747	913.9%	\$1,633,112	\$886,359	84.2%
	Estimated Reach - Online **	507,732,880	91,690,649	453.7%	2,030,070,296	1,009,702,179	101.1%
	Significant Placements **	63	54	16.7%	225	196	14.8%
	Media Touchpoints / Interactions	183	123	48.8%	363	343	5.8%

\* 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.