

Visitor Index ~ August 2018

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Explore Asheville 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 (July)	\$41,686,137	\$38,602,612	8.0%	\$41,678,092	\$38,602,612	8.0%
Overall	Hotel Occupancy (July)*	81.7	83.6	-2.3%	69.3	69.7	-0.5%
	Hotel Average Daily Rate (July)*	\$163.59	\$163.46	0.1%	\$145.11	\$141.88	2.3%
	Hotel Demand (July)*	199,162	191,979	3.7%	1,146,472	1,073,267	6.8%
	Hotel Revenue Per Available Room (July)*	\$133.65	\$136.72	-2.2%	\$100.60	\$98.89	1.7%
	Total Airport Passengers (July)*	111,664	100,998	10.6%	605,725	508,500	19.1%
Visitor Services	Asheville Visitor Center	21,252	24,260	-12.4%	45,451	51,352	-11.5%
	Pack Square Park Visitor Center	1,017	1,276	-20.3%	2,344	2,800	-16.3%
	Black Mountain Visitor Center	3,003	3,424	-12.3%	6,173	7,586	-18.6%
	Travel Guide Requests	3,010	2,460	22.4%	5,722	4,937	15.9%
Group Sales and Services	Sales Leads Issued	82	63	30.2%	168	103	63.1%
	Room Nights Represented	22,354	21,402	4.4%	40,543	35,888	13.0%
	Person-to-Person Outreach	1,194	988	20.9%	2,159	1,886	14.5%
	Indirect Outreach	9,514	3,333	185.4%	10,532	3,592	193.2%
	Leads Turned Definite	53	33	60.6%	89	62	43.5%
	Room Nights Represented	7,488	9,873	-24.2%	14,167	16,324	-13.2%
	Estimated Revenue	\$1,428,284	\$3,049,989	-53.2%	\$2,948,254	\$4,408,621	-33.1%
	Group Events This Month	41	31	32.3%	69	54	27.8%
	Room Nights Generated	6,710	6,186	8.5%	8,604	8,256	4.2%
	Actualized Revenue	\$1,277,991	\$1,457,309	-12.3%	\$1,782,402	\$1,996,905	-10.7%
	Groups Serviced	43	31	38.7%	74	57	29.8%
Online Activity	ExploreAsheville.com Visits	464,119	416,063	11.6%	864,441	813,734	6.2%
	Mobile Site Visits	323,188	273,479	18.2%	592,066	533,336	11.0%
	Facebook Fans Added	1,824	1,300	40.3%	3,196	2,888	10.7%
	Video Views***	152,917	111,371	37.3%	183,652	201,200	-8.7%
	Online Reservations - Room Nights****	146	88	65.9%	255	213	19.7%
	Online Reservations - Room Revenue	\$24,531	\$14,634	67.6%	\$43,022	\$36,273	18.6%
Public Relations	Publicity Value - Print & Broadcast **	\$1,439,448	\$312,324	360.9%	\$1,819,346	\$566,422	221.2%
	Editorial Reach - Print & Broadcast **	3,099,199	12,551,949	-75.3%	4,107,365	19,248,578	-78.7%
	Publicity Value - Online **	\$67,786	\$324,659	-79.1%	\$121,431	\$777,725	-84.4%
	Estimated Reach - Online **	85,502,297	419,998,739	-79.6%	150,809,900	1,097,946,589	-86.3%
	Significant Placements **	28	50	-44.0%	62	111	-44.1%
	Media Touchpoints / Interactions	45	72	-37.5%	85	107	-20.6%

* Year-to-date numbers reflect a 2018 calendar year. All other figures reflect a July 1, 2018 - June 30, 201 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.