

Visitor Index ~ June 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 (May)	\$34,763,921	\$31,113,327	11.7%	\$351,267,234	\$318,063,520	10.4%
Overall	Hotel Occupancy (May)*	75.1	75.6	-0.7%	64.0	64.6	-0.8%
	Hotel Average Daily Rate (May)*	\$154.73	\$150.21	3.0%	\$136.31	\$132.51	2.9%
	Hotel Demand (May)*	183,040	169,551	8.0%	751,758	704,751	6.7%
	Hotel Revenue Per Available Room (May)*	\$116.19	\$113.63	2.2%	\$87.29	\$85.54	2.0%
	Total Airport Passengers (May)*	98,245	79,671	23.3%	387,458	315,655	22.7%
Visitor Services	Asheville Visitor Center	22,066	24,322	-9.3%	83,074	95,553	-13.1%
	Pack Square Park Visitor Center	1,262	1,171	7.8%	7,993	7,466	7.1%
	Black Mountain Visitor Center	2,869	2,870	0.0%	28,400	28,687	-1.0%
	Travel Guide Requests	2,682	2,436	10.1%	32,195	26,400	22.0%
Group Sales and Services	Sales Leads Issued	62	62	0.0%	797	783	1.8%
	Room Nights Represented	13,030	19,070	-31.7%	188,830	205,813	-8.3%
	Person-to-Person Outreach	877	929	-5.6%	12,564	11,895	5.6%
	Indirect Outreach	10,988	10,332	6.3%	81,828	80,997	1.0%
	Leads Turned Definite	20	10	100.0%	412	376	9.6%
	Room Nights Represented	1,609	1,789	-10.1%	82,415	74,625	10.4%
	Estimated Revenue	\$319,236	\$495,314	-35.5%	\$18,222,574	\$17,580,101	3.7%
	Group Events This Month	36	49	-26.5%	357	372	-4.0%
Room Nights Generated	3,281	2,967	10.6%	39,931	40,481	-1.4%	
Actualized Revenue	\$1,016,584	\$822,211	23.6%	\$10,309,186	\$9,545,198	8.0%	
Groups Serviced	36	57	-36.8%	440	424	3.8%	
Online Activity	ExploreAsheville.com Visits	445,243	395,212	12.7%	4,276,121	4,264,319	0.3%
	Mobile Site Visits	321,943	245,339	31.2%	2,797,072	2,636,770	6.1%
	Facebook Fans Added	2,277	1,882	21.0%	28,029	60,513	-53.7%
	Video Views***	42,466	119,803	-64.6%	1,981,199	4,940,236	-59.9%
	Online Reservations - Room Nights****	134	100	34.0%	1,053	1,032	2.0%
	Online Reservations - Room Revenue	\$21,216	\$16,922	25.4%	\$165,904	\$163,041	1.8%
Public Relations	Publicity Value - Print & Broadcast **	\$1,018,631	\$605,877	68.1%	\$8,318,502	\$4,075,611	104.1%
	Editorial Reach - Print & Broadcast **	3,863,469	19,585,189	-80.3%	94,739,768	148,847,932	-36.4%
	Publicity Value - Online **	\$161,403	\$356,769	-54.8%	\$4,335,671	\$3,606,124	20.2%
	Estimated Reach - Online **	272,720,534	347,974,466	-21.6%	5,582,790,483	4,805,752,122	16.2%
	Significant Placements **	52	41	26.8%	599	786	-23.8%
	Media Touchpoints / Interactions	69	57	21.1%	913	879	3.9%

* Year-to-date numbers reflect a 2018 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.