

## Visitor Index ~ May 2018

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 (April)	\$30,883,272	\$28,444,541	8.6%	\$316,394,772	\$286,950,226	10.3%
Overall	Hotel Occupancy (April)*	73.5	74.3	-1.0%	61.1	61.7	-0.9%
	Hotel Average Daily Rate (April)*	\$147.83	\$144.44	2.3%	\$130.39	\$126.90	2.8%
	Hotel Demand (April)*	170,926	161,101	6.1%	568,718	535,200	6.3%
	Hotel Revenue Per Available Room (April)*	\$108.65	\$107.28	1.3%	\$79.71	\$78.28	1.8%
	Total Airport Passengers (April)*	84,957	69,587	22.1%	289,213	235,984	22.6%
Visitor Services	Asheville Visitor Center	19,136	22,334	-14.3%	189,428	199,172	-4.9%
	Pack Square Park Visitor Center	1,121	1,100	1.9%	6,731	6,295	6.9%
	Black Mountain Visitor Center	2,428	3,024	-19.7%	25,531	25,817	-1.1%
	Travel Guide Requests	5,867	2,578	127.6%	29,513	23,962	23.2%
Group Sales and Services	Sales Leads Issued	100	68	47.1%	737	721	2.2%
	Room Nights Represented	14,162	17,569	-19.4%	176,030	186,743	-5.7%
	Person-to-Person Outreach	920	1,136	-19.0%	11,690	10,969	6.6%
	Indirect Outreach	11,776	2,614	350.5%	70,840	70,665	0.2%
	Leads Turned Definite	37	38	-2.6%	392	366	7.1%
	Room Nights Represented	11,044	2,937	276.0%	80,806	72,708	11.1%
	Estimated Revenue	\$1,916,579	\$636,023	201.3%	\$17,903,338	\$17,095,487	4.7%
	Group Events This Month	38	24	58.3%	320	323	-0.9%
	Room Nights Generated	4,101	2,330	76.0%	36,650	37,514	-2.3%
	Actualized Revenue	\$1,000,262	\$398,012	151.3%	\$9,292,602	\$8,722,987	6.5%
	Groups Serviced	48	39	23.1%	404	367	10.1%
Online Activity	ExploreAsheville.com Visits	466,430	513,010	-9.1%	3,830,878	3,869,465	-1.0%
	Mobile Site Visits	324,580	301,946	7.5%	2,475,175	2,392,259	3.5%
	Facebook Fans Added	3,440	3,382	1.7%	25,752	58,631	-56.1%
	Video Views***	57,350	61,485	-6.7%	1,938,733	4,820,433	-59.8%
	Online Reservations - Room Nights****	131	106	23.6%	919	932	-1.4%
	Online Reservations - Room Revenue	\$20,022	\$21,142	-5.3%	\$144,688	\$146,119	-1.0%
Public Relations	Publicity Value - Print & Broadcast **	\$1,831,641	\$375,091	388.3%	\$7,299,870	\$3,469,734	110.4%
	Editorial Reach - Print & Broadcast **	5,417,853	23,436,147	-76.9%	90,876,299	129,262,743	-29.7%
	Publicity Value - Online **	\$255,909	\$1,084,393	-76.4%	\$4,174,268	\$3,249,354	28.5%
	Estimated Reach - Online **	587,967,640	1,103,848,416	-46.7%	5,310,069,949	4,457,777,656	19.1%
	Significant Placements **	13	101	-87.1%	547	745	-26.6%
	Media Touchpoints / Interactions	69	100	-31.0%	844	822	2.7%

\* 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.