

Visitor Index ~ November 2015

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau of the Asheville Area Chamber of Commerce. 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 Overall	Hotel Sales (October)	\$30,326,125	\$31,807,734	-4.7%	\$116,480,701	\$104,673,826	11.3%
	Occupancy (October)*	83.5	86.5	-3.4%	73.2	69.4	5.5%
	Average Daily Rate (October)*	\$174.61	\$157.94	10.6%	\$137.85	\$127.19	8.4%
	Demand (October)*	188,722	193,049	-2.2%	1,606,979	1,529,529	5.1%
	Revenue Per Available Room (October)*	\$145.81	\$136.59	6.8%	\$100.96	\$88.33	14.3%
	Total Airport Passengers (October)*	77,534	76,173	1.8%	669,747	632,230	5.9%
	Group Tour Bookings by Industry Partners	46	54	-14.8%	181	171	5.8%
Visitor Services	Asheville Visitor Center	14,301	11,684	22.4%	110,428	101,539	8.8%
	Pack Square Park Visitor Center	n/a	n/a	n/a	3,195	2,706	18.1%
	Black Mountain Visitor Center	1,633	1,452	12.5%	13,997	15,397	-9.1%
	Travel Guide Requests	1,704	2,353	-27.6%	12,026	15,229	-21.0%
Group Sales and Services	Sales Leads Issued	50	54	-7.4%	331	403	-17.9%
	Room Nights Represented	11,617	12,088	-3.9%	95,459	80,131	19.1%
	Person-to-Person Outreach	878	662	32.6%	4,076	3,545	15.0%
	Indirect Outreach	5,538	5,624	-1.5%	13,649	30,562	-55.3%
	Leads Turned Definite	39	15	160.0%	179	153	17.0%
	Room Nights Represented	7,161	4,386	63.3%	32,428	21,338	52.0%
	Estimated Revenue	\$1,528,642	\$1,297,547	17.8%	\$5,917,143	\$4,398,474	34.5%
	Group Events This Month	25	22	13.6%	212	166	27.7%
	Room Nights Generated	1,648	2,369	-30.4%	19,504	16,118	21.0%
	Actualized Revenue	\$258,363	\$458,209	-43.6%	\$3,958,126	\$3,549,924	11.5%
Groups Serviced	24	25	-4.0%	214	239	-10.5%	
Online Activity	ExploreAsheville.com Visits	242,908	308,908	-21.4%	1,795,999	1,928,917	-6.9%
	Mobile Site Visits	139,091	162,507	-14.4%	989,105	957,277	3.3%
	Facebook Fans Added	4,064	1,075	278.0%	23,402	7,994	192.7%
	Video Views ***	22,770	20,780	9.6%	188,134	275,904	-31.8%
	Online Reservations - Room Nights	62	119	-47.9%	626	605	3.5%
	Online Reservations - Room Revenue	\$8,355	\$15,439	-45.9%	\$90,015	\$85,166	5.7%
Public Relations	Publicity Value - Print & Broadcast **	\$311,033	\$563,632	-44.8%	\$723,924	\$2,152,272	-66.4%
	Editorial Reach - Print & Broadcast **	16,402,269	17,027,377	-3.7%	49,272,735	94,380,893	-47.8%
	Publicity Value - Online **	\$89,152	\$213,965	-58.3%	\$623,803	\$1,008,581	-38.2%
	Estimated Reach - Online **	120,320,399	394,623,303	-69.5%	986,137,386	3,796,327,371	-74.0%
	Significant Placements **	67	52	28.8%	335	213	57.3%
	Media Touchpoints / Interactions	21	31	-32.3%	379	384	-1.3%

* Year-to-date numbers reflect a 2015 calendar year. All other figures reflect a July 1, 2015 - June 30, 2016 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.

*** Beginning FY14-15, figures for Video Views represent all platforms, including YouTube, Vimeo, etc. Although previous indexes have included only YouTube, previous year figures are accurate.