

Visitor Index ~ November 2016

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	Hotel Sales (October)	\$42,314,461	\$35,628,100	18.8%	\$142,503,901	\$121,803,433	17.0%
Overall	Occupancy (October)*	84.8	83.7	1.4%	74.0	73.2	1.0%
	Average Daily Rate (October)*	\$188.32	\$174.65	7.8%	\$147.09	\$137.78	6.8%
	Demand (October)*	190,308	175,318	8.6%	1,587,663	1,487,652	6.7%
	Revenue Per Available Room (October)*	\$159.77	\$146.18	9.3%	\$108.79	\$100.86	7.9%
	Total Airport Passengers (October)*	87,032	77,534	12.3%	688,288	669,845	2.8%
	Group Tour Bookings by Industry Partners	55	46	19.6%	155	181	-14.4%
Visitor Services	Asheville Visitor Center	15,058	14,301	5.3%	115,451	110,428	4.5%
	Pack Square Park Visitor Center	n/a	n/a	n/a	4,150	3,195	29.9%
	Black Mountain Visitor Center	1,925	1,633	17.9%	16,109	13,997	15.1%
	Travel Guide Requests	1,044	1,093	-4.5%	10,400	11,334	-8.2%
Group Sales and Services	Sales Leads Issued	73	49	49.0%	303	330	-8.2%
	Room Nights Represented	24,792	11,540	114.8%	92,096	94,388	-2.4%
	Person-to-Person Outreach	913	876	4.2%	4,583	4,075	12.5%
	Indirect Outreach	10,421	5,538	88.2%	27,609	13,649	102.3%
	Leads Turned Definite	26	38	-31.6%	168	179	-6.1%
	Room Nights Represented	6,186	6,981	-11.4%	34,591	32,584	6.2%
	Estimated Revenue	\$1,543,245	\$1,466,972	5.2%	\$7,838,462	\$6,081,647	28.9%
	Group Events This Month	26	25	4.0%	190	212	-10.4%
	Room Nights Generated	2,157	1,648	30.9%	23,221	19,504	19.1%
	Actualized Revenue	\$492,435	\$258,363	90.6%	\$5,491,901	\$3,960,522	38.7%
	Groups Serviced	32	24	33.3%	223	214	4.2%
Online Activity	ExploreAsheville.com Visits	298,760	242,908	23.0%	1,778,919	1,795,999	-1.0%
	Mobile Site Visits	183,717	139,091	32.1%	1,128,473	989,105	14.1%
	Facebook Fans Added	6,837	4,064	68.2%	36,186	23,402	54.6%
	Video Views***	93,906	22,770	312.4%	2,605,879	188,134	1285.1%
	Online Reservations - Room Nights	40	62	-35.5%	322	626	-48.6%
	Online Reservations - Room Revenue	\$5,712	\$8,356	-31.6%	\$53,114	\$90,015	-41.0%
Public Relations	Publicity Value - Print & Broadcast **	\$498,869	\$311,033	60.4%	\$1,483,274	\$723,924	104.9%
	Editorial Reach - Print & Broadcast **	26,424,835	16,402,269	61.1%	63,423,736	49,272,735	28.7%
	Publicity Value - Online **	\$310,324	\$89,152	248.1%	\$1,196,683	\$623,803	91.8%
	Estimated Reach - Online **	584,260,204	120,320,399	385.6%	1,593,962,383	986,137,386	61.6%
	Significant Placements **	68	67	1.5%	264	335	-21.2%
	Media Touchpoints / Interactions	25	21	19.0%	368	379	-2.9%

* Year-to-date numbers reflect a 2016 calendar year. All other figures reflect a July 1, 2016 - June 30, 2017 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.

*** Figures for Video Views represent all platforms, including YouTube, Vimeo, Daily Motion, Facebook, and Instagram.