

Visitor Index ~ December 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 (November)	\$24,568,203	\$21,488,590	14.3%	\$146,330,968	\$126,162,416	16.0%
	Occupancy (November)*	72.3	70.2	3.0%	73.2	69.5	5.3%
	Average Daily Rate (November)*	\$145.26	\$135.51	7.2%	\$138.50	\$127.94	8.3%
	Demand (November)*	162,665	151,613	7.3%	1,769,861	1,681,142	5.3%
	Revenue Per Available Room (November)*	\$105.03	\$95.10	10.4%	\$101.32	\$88.94	13.9%
	Total Airport Passengers (November)*	62,038	61,987	0.1%	731,785	694,217	5.4%
	Group Tour Bookings by Industry Partners	63	63	0.0%	244	237	3.0%
Visitor Services	Asheville Visitor Center	12,859	10,320	24.6%	123,287	111,859	10.2%
	Pack Square Park Visitor Center	n/a	n/a	n/a	3,195	2,706	18.1%
	Black Mountain Visitor Center	1,436	1,410	1.8%	15,433	16,807	-8.2%
	Travel Guide Requests	1,164	1,407	-17.3%	12,498	13,562	-7.8%
Group Sales and Services	Sales Leads Issued	55	68	-19.1%	485	470	3.2%
	Room Nights Represented	11,461	18,400	-37.7%	133,034	98,417	35.2%
	Person-to-Person Outreach	960	819	17.2%	5,036	4,364	15.4%
	Indirect Outreach	8,159	2,256	261.7%	21,808	32,818	-33.5%
	Leads Turned Definite	31	31	0.0%	210	184	14.1%
	Room Nights Represented	5,610	4,144	35.4%	38,073	25,482	49.4%
	Estimated Revenue	\$1,454,903	\$775,117	87.7%	\$7,372,046	\$5,173,591	42.5%
	Group Events This Month	19	19	0.0%	231	186	24.2%
	Room Nights Generated	773	1,578	-51.0%	20,278	17,696	14.6%
	Actualized Revenue	\$160,708	\$303,452	-47.0%	\$4,118,835	\$3,847,376	7.1%
Groups Serviced	11	13	-15.4%	225	252	-10.7%	
Online Activity	ExploreAsheville.com Visits	234,142	285,947	-18.1%	2,030,141	2,214,864	-8.3%
	Mobile Site Visits	127,702	154,874	-17.5%	1,125,405	1,112,151	1.2%
	Facebook Fans Added	3,983	1,025	288.6%	27,385	9,019	203.6%
	Video Views ***	271,917	133,893	103.1%	450,100	409,797	9.8%
	Online Reservations - Room Nights	92	92	0.0%	718	697	3.0%
	Online Reservations - Room Revenue	\$12,792	\$11,483	11.4%	\$102,807	\$96,649	6.4%
Public Relations	Publicity Value - Print & Broadcast **	\$381,673	\$803,900	-52.5%	\$1,105,597	\$2,956,172	-62.6%
	Editorial Reach - Print & Broadcast **	19,454,018	12,233,579	59.0%	68,726,753	106,614,472	-35.5%
	Publicity Value - Online **	\$117,587	\$413,094	-71.5%	\$741,391	\$1,421,674	-47.9%
	Estimated Reach - Online **	179,081,229	660,489,582	-72.9%	1,165,218,615	4,456,816,953	-73.9%
	Significant Placements **	55	204	-73.0%	390	417	-6.5%
	Media Touchpoints / Interactions	30	28	7.1%	409	412	-0.7%

* 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.