

Visitor Index ~ December 2017

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 (November)	\$33,211,884	\$29,254,904	13.5%	\$186,583,257	\$171,889,473	8.5%
Overall	Hotel Occupancy (November)*	74.3	72.6	2.3%	73.1	74.1	-1.3%
	Hotel Average Daily Rate (November)*	\$163.74	\$157.39	4.0%	\$152.46	\$149.01	2.3%
	Hotel Demand (November)*	168,369	156,131	7.8%	1,785,285	1,735,329	2.9%
	Hotel Revenue Per Available Room (November)*	\$121.59	\$114.21	6.5%	\$111.44	\$110.39	1.0%
	Total Airport Passengers (November)*	91,656	72,164	27.0%	877,908	760,452	15.4%
Visitor Services	Asheville Visitor Center	12,104	12,490	-3.1%	223,973	217,635	2.9%
	Pack Square Park Visitor Center	N/A	N/A	#VALUE!	N/A	N/A	#VALUE!
	Black Mountain Visitor Center	1,354	1,486	-8.9%	29,052	28,232	2.9%
	Travel Guide Requests	1,010	906	11.5%	13,199	11,306	16.7%
Group Sales and Services	Sales Leads Issued	62	58	6.9%	364	360	1.1%
	Room Nights Represented	18,012	11,893	51.5%	102,892	102,627	0.3%
	Person-to-Person Outreach	950	972	-2.3%	6,630	5,550	19.5%
	Indirect Outreach	11,538	4,235	172.4%	33,944	31,844	6.6%
	Leads Turned Definite	25	19	31.6%	200	186	7.5%
	Room Nights Represented	6,655	6,125	8.7%	43,354	40,727	6.5%
	Estimated Revenue	\$1,341,870	\$1,800,302	-25.5%	\$10,169,979	\$9,631,404	5.6%
	Group Events This Month	16	12	33.3%	204	234	-12.8%
	Room Nights Generated	685	962	-28.8%	21,261	24,183	-12.1%
	Actualized Revenue	\$232,229	\$191,583	21.2%	\$5,931,054	\$5,683,484	4.4%
	Groups Serviced	13	13	0.0%	199	236	-15.7%
Online Activity	ExploreAsheville.com Visits	271,245	279,962	-3.1%	2,189,459	2,058,433	6.4%
	Mobile Site Visits	179,058	175,093	2.3%	1,429,946	1,302,316	9.8%
	Facebook Fans Added	2,220	4,806	-53.8%	15,464	40,992	-62.3%
	Video Views***	204,226	80,583	153.4%	1,538,344	2,686,410	-42.7%
	Online Reservations - Room Nights****	58	48	20.8%	477	329	45.0%
	Online Reservations - Room Revenue	\$9,586	\$6,054	58.3%	\$81,238	\$55,257	47.0%
Public Relations	Publicity Value - Print & Broadcast **	\$541,182	\$99,582	443.5%	\$1,609,698	\$1,582,856	1.7%
	Editorial Reach - Print & Broadcast **	8,615,783	4,231,422	103.6%	49,846,923	67,655,158	-26.3%
	Publicity Value - Online **	\$503,758	\$113,758	342.8%	\$2,478,835	\$1,310,441	89.2%
	Estimated Reach - Online **	698,312,158	119,195,325	485.9%	3,141,749,564	1,713,157,708	83.4%
	Significant Placements **	103	69	49.3%	374	333	12.3%
	Media Touchpoints / Interactions	35	45	-22.2%	458	413	10.9%

* 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.