

Visitor Index ~ July 2018

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Explore Asheville 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 (June)	\$39,410,103	\$33,898,766	16.3%	\$390,747,338	\$351,962,319	11.0%
Overall	Hotel Occupancy (June)*	82.7	80.8	2.4%	67.2	67.3	-0.1%
	Hotel Average Daily Rate (June)*	\$161.89	\$155.85	3.9%	\$141.23	\$137.18	2.9%
	Hotel Demand (June)*	195,030	176,537	10.5%	947,310	881,288	7.5%
	Hotel Revenue Per Available Room (June)*	\$133.83	\$125.86	6.3%	\$94.89	\$92.26	2.8%
	Total Airport Passengers (June)*	106,603	91,847	16.1%	494,061	407,502	21.2%
	Visitor Services	Asheville Visitor Center	24,199	27,092	-10.7%	24,199	27,092
	Pack Square Park Visitor Center	1,327	1,524	-12.9%	1,327	1,524	-12.9%
	Black Mountain Visitor Center	3,170	4,162	-23.8%	3,170	4,162	-23.8%
	Travel Guide Requests	2,712	2,477	9.5%	2,712	2,477	9.5%
Group Sales and Services	Sales Leads Issued	86	40	115.0%	86	40	115.0%
	Room Nights Represented	18,168	14,486	25.4%	18,168	14,486	25.4%
	Person-to-Person Outreach	965	864	11.7%	965	864	11.7%
	Indirect Outreach	1,018	259	293.1%	1,018	259	293.1%
	Leads Turned Definite	36	29	24.1%	36	29	24.1%
	Room Nights Represented	6,679	6,451	3.5%	6,679	6,451	3.5%
	Estimated Revenue	\$1,519,970	\$1,358,632	11.9%	\$1,519,970	\$1,358,632	11.9%
	Group Events This Month	28	23	21.7%	28	23	21.7%
	Room Nights Generated	1,894	2,070	-8.5%	1,894	2,070	-8.5%
	Actualized Revenue	\$504,411	\$539,596	-6.5%	\$504,411	\$539,596	-6.5%
	Groups Serviced	31	26	19.2%	31	26	19.2%
Online Activity	ExploreAsheville.com Visits	400,322	397,671	0.7%	400,322	397,671	0.7%
	Mobile Site Visits	268,639	259,914	3.4%	268,639	259,914	3.4%
	Facebook Fans Added	1,372	1,588	-13.6%	1,372	1,588	-13.6%
	Video Views***	30,735	89,829	-65.8%	30,735	89,829	-65.8%
	Online Reservations - Room Nights****	109	125	-12.8%	109	125	-12.8%
	Online Reservations - Room Revenue	\$18,492	\$21,639	-14.5%	\$18,492	\$21,639	-14.5%
Public Relations	Publicity Value - Print & Broadcast **	\$379,898	\$254,098	49.5%	\$379,898	\$254,098	49.5%
	Editorial Reach - Print & Broadcast **	1,008,166	6,696,629	-84.9%	1,008,166	6,696,629	-84.9%
	Publicity Value - Online **	\$53,645	\$453,066	-88.2%	\$53,645	\$453,066	-88.2%
	Estimated Reach - Online **	65,307,603	677,947,850	-90.4%	65,307,603	677,947,850	-90.4%
	Significant Placements **	34	61	-44.3%	34	61	-44.3%
	Media Touchpoints / Interactions	40	35	14.3%	40	35	14.3%

* Year-to-date numbers reflect a 2018 calendar year. All other figures reflect a July 1, 2018 - June 30, 2019 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.