

Visitor Index ~ September 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 (August)	\$39,875,308	\$35,118,463	13.5%	\$81,579,512	\$73,721,075	10.7%
Overall	Hotel Occupancy (August)*	80.2	78.1	2.6%	70.7	70.8	-0.1%
	Hotel Average Daily Rate (August)*	\$164.15	\$156.69	4.8%	\$147.89	\$144.04	2.7%
	Hotel Demand (August)*	195,439	182,560	7.1%	1,341,911	1,255,827	6.9%
	Hotel Revenue Per Available Room (August)	\$131.60	\$122.44	7.5%	\$104.59	\$101.99	2.5%
	Total Airport Passengers (August)*	107,218	96,179	11.5%	712,943	604,679	17.9%
	Visitor Services	Asheville Visitor Center	19,085	21,689	-12.0%	64,536	73,041
	Pack Square Park Visitor Center	702	914	-23.2%	3,046	3,714	-18.0%
	Black Mountain Visitor Center	2,331	2,956	-21.1%	8,504	10,542	-19.3%
	Travel Guide Requests	3,549	3,606	-1.6%	9,476	8,543	10.9%
Group Sales and Services	Sales Leads Issued	72	53	35.8%	240	156	53.8%
	Room Nights Represented	16,173	12,894	25.4%	56,449	48,782	15.7%
	Person-to-Person Outreach	1,142	1,061	7.6%	3,301	2,913	13.3%
	Indirect Outreach	3,131	12,866	-75.7%	13,663	16,458	-17.0%
	Leads Turned Definite	58	52	11.5%	147	114	28.9%
	Room Nights Represented	6,747	6,543	3.1%	20,914	22,867	-8.5%
	Estimated Revenue	\$1,447,065	\$1,203,563	20.2%	\$4,395,319	\$5,612,184	-21.7%
	Group Events This Month	53	55	-3.6%	122	109	11.9%
	Room Nights Generated	10,545	7,433	41.9%	19,167	15,689	22.2%
	Actualized Revenue	\$2,513,861	\$2,288,720	9.8%	\$4,299,287	\$4,285,625	0.3%
	Groups Serviced	56	54	3.7%	130	111	17.1%
Online Activity	ExploreAsheville.com Visits	435,967	416,455	4.7%	1,300,408	1,230,189	5.7%
	Mobile Site Visits	308,207	277,432	11.1%	900,034	810,825	11.0%
	Facebook Fans Added	2,209	2,690	-17.9%	5,405	5,578	-3.1%
	Video Views***	222,859	153,901	44.8%	406,511	355,101	14.5%
	Online Reservations - Room Nights****	103	93	10.8%	358	306	17.0%
	Online Reservations - Room Revenue	\$16,825	\$15,211	10.6%	\$59,848	\$51,483	16.2%
Public Relations	Publicity Value - Print & Broadcast **	\$2,376,632	\$197,281	1104.7%	\$4,195,978	\$763,703	449.4%
	Editorial Reach - Print & Broadcast **	10,402,013	12,019,729	-13.5%	14,509,378	31,268,307	-53.6%
	Publicity Value - Online **	\$229,333	\$391,571	-41.4%	\$350,763	\$1,169,296	-70.0%
	Estimated Reach - Online **	345,348,330	424,390,827	-18.6%	496,158,230	1,522,337,416	-67.4%
	Significant Placements **	65	51	27.5%	127	162	-21.6%
	Media Touchpoints / Interactions	71	73	-2.7%	156	180	-13.3%

* Year-to-date numbers reflect a 2018 calendar year. All other figures reflect a July 1, 2018 - June 30, 201 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.