

Visitor Index ~ January 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 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	Hotel Sales (December)	\$25,999,062	\$21,558,681	20.6%	\$172,344,243	\$147,721,097	16.7%
Overall	Occupancy (December)*	69.2	68.1	1.6%	72.8	69.4	4.9%
	Average Daily Rate (December)*	\$144.92	\$135.87	6.7%	\$139.04	\$128.60	8.1%
	Demand (December)*	160,923	151,931	5.9%	1,930,669	1,833,073	5.3%
	Revenue Per Available Room (December)*	\$100.32	\$92.48	8.5%	\$101.23	\$89.24	13.4%
	Total Airport Passengers (December)*	55,252	62,208	-11.2%	787,037	756,425	4.0%
	Group Tour Bookings by Industry Partners	1	9	-88.9%	245	246	-0.4%
	Visitor Services	Asheville Visitor Center	5,275	5,347	-1.3%	128,562	117,206
	Pack Square Park Visitor Center	n/a	n/a	n/a	3,195	2,706	18.1%
	Black Mountain Visitor Center	785	728	7.8%	16,218	17,535	-7.5%
	Travel Guide Requests	3,307	4,295	-23.0%	15,805	19,014	-16.9%
Group Sales and Services	Sales Leads Issued	68	75	-9.3%	613	545	12.5%
	Room Nights Represented	14,404	21,698	-33.6%	163,269	120,115	35.9%
	Person-to-Person Outreach	768	822	-6.6%	5,804	5,057	14.8%
	Indirect Outreach	876	4,542	-80.7%	22,684	37,360	-39.3%
	Leads Turned Definite	30	34	-11.8%	240	218	10.1%
	Room Nights Represented	6,522	7,362	-11.4%	44,814	32,844	36.4%
	Estimated Revenue	\$2,123,537	\$1,077,462	97.1%	\$9,636,604	\$6,251,053	54.2%
	Group Events This Month	10	7	42.9%	179	193	-7.3%
	Room Nights Generated	1,257	1,027	22.4%	21,534	18,723	15.0%
	Actualized Revenue	\$159,993	\$120,745	32.5%	\$4,278,829	\$3,968,121	7.8%
	Groups Serviced	10	15	-33.3%	235	267	-12.0%
Online Activity	ExploreAsheville.com Visits	243,010	322,720	-24.7%	2,273,151	2,537,584	-10.4%
	Mobile Site Visits	138,650	172,258	-19.5%	1,264,055	1,284,409	-1.6%
	Facebook Fans Added	5,290	1,917	176.0%	32,675	10,936	198.8%
	Video Views ***	36,225	28,728	26.1%	486,325	438,525	10.9%
	Online Reservations - Room Nights	90	52	73.1%	808	749	7.9%
	Online Reservations - Room Revenue	\$10,760	\$5,663	90.0%	\$113,568	\$102,312	11.0%
Public Relations	Publicity Value - Print & Broadcast **	\$811,145	\$259,321	212.8%	\$1,916,743	\$3,215,493	-40.4%
	Editorial Reach - Print & Broadcast **	24,043,537	14,131,547	70.1%	92,770,290	120,746,019	-23.2%
	Publicity Value - Online **	\$281,825	\$446,162	-36.8%	\$1,023,216	\$1,867,836	-45.2%
	Estimated Reach - Online **	348,937,311	672,826,071	-48.1%	1,514,155,926	5,129,643,024	-70.5%
	Significant Placements **	109	55	98.2%	499	472	5.7%
	Media Touchpoints / Interactions	93	68	36.8%	502	480	4.6%

* 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.