

Visitor Index ~ January 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	Hotel Sales (December)	\$29,600,031	\$25,984,120	13.9%	\$201,413,292	\$172,375,864	16.8%	
Overall	Occupancy (December)*	69.8	69.7	0.2%	73.8	72.8	1.3%	
	Average Daily Rate (December)*	\$161.92	\$149.70	8.2%	\$150.04	\$139.43	7.6%	
	Demand (December)*	155,297	150,477	3.2%	1,891,812	1,789,607	5.7%	
	Revenue Per Available Room (December)*	\$113.10	\$104.31	8.4%	\$110.68	\$101.55	9.0%	
	Total Airport Passengers (December)*	66,196	55,252	19.8%	826,648	787,135	5.0%	
	Group Tour Bookings by Industry Partners	5	1	400.0%	195	245	-20.4%	
	Visitor Services	Asheville Visitor Center	7,078	5,275	34.2%	135,019	128,562	5.0%
	Pack Square Park Visitor Center	N/A	N/A	N/A	4,150	3,195	29.9%	
	Black Mountain Visitor Center	837	785	6.6%	18,432	16,218	13.7%	
	Travel Guide Requests	2,307	3,307	-30.2%	13,613	15,805	-13.9%	
Group Sales and Services	Sales Leads Issued	73	68	7.4%	438	453	-3.3%	
	Room Nights Represented	16,567	14,483	14.4%	121,577	119,715	1.6%	
	Person-to-Person Outreach	994	768	29.4%	6,554	5,804	12.9%	
	Indirect Outreach	4,877	876	456.7%	23,511	22,564	4.2%	
	Leads Turned Definite	31	30	3.3%	218	240	-9.2%	
	Room Nights Represented	6,004	6,522	-7.9%	46,771	44,704	4.6%	
	Estimated Revenue	\$1,655,975	\$2,123,537	-22.0%	\$11,294,740	\$9,660,899	16.9%	
	Group Events This Month	9	10	-10.0%	243	241	0.8%	
	Room Nights Generated	1,978	1,257	57.4%	25,382	20,539	23.6%	
	Actualized Revenue	\$529,846	\$159,993	231.2%	\$6,030,255	\$4,186,670	44.0%	
	Groups Serviced	14	10	40.0%	250	234	6.8%	
	Online Activity	ExploreAsheville.com Visits	274,751	243,010	13.1%	2,333,653	2,273,151	2.7%
		Mobile Site Visits	163,159	138,650	17.7%	1,466,732	1,264,055	16.0%
Facebook Fans Added		8,410	5,290	59.0%	49,402	32,675	51.2%	
Video Views***		1,725,737	36,225	4663.9%	4,412,206	476,218	826.5%	
Online Reservations - Room Nights****		121	77	57.1%	449	708	-36.6%	
Online Reservations - Room Revenue		\$17,295	\$10,760	60.7%	\$76,556	\$113,568	-32.6%	
Public Relations	Publicity Value - Print & Broadcast **	\$456,305	\$811,145	-43.7%	\$2,039,160	\$1,916,743	6.4%	
	Editorial Reach - Print & Broadcast **	13,412,550	24,043,537	-44.2%	81,067,708	92,770,290	-12.6%	
	Publicity Value - Online **	\$264,579	\$281,825	-6.1%	\$1,575,019	\$1,023,216	53.9%	
	Estimated Reach - Online **	506,721,799	348,937,311	45.2%	2,219,879,507	1,514,155,926	46.6%	
	Significant Placements **	150	109	37.6%	483	499	-3.2%	
	Media Touchpoints / Interactions	59	93	-36.6%	472	502	-6.0%	

* Year-to-date numbers reflect a 2016 calendar year. All other figures reflect a July 1, 2016 - June 30, 2017 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.

*** Figures for Video Views represent all platforms, including YouTube, Vimeo, Daily Motion, Facebook, and Instagram. ****Previous YTD numbers did not exclude cancellations.