

## Visitor Index ~ January 2018

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 (December)	\$33,513,988	\$29,615,696	13.2%	\$220,136,882	\$201,505,170	9.2%
Overall	Hotel Occupancy (December)*	71.3	69.8	2.1%	72.9	73.7	-1.1%
	Hotel Average Daily Rate (December)*	\$168.79	\$161.99	4.2%	\$153.88	\$150.07	2.5%
	Hotel Demand (December)*	170,033	155,237	9.5%	1,955,306	1,890,566	3.4%
	Hotel Revenue Per Available Room (December)*	\$120.33	\$113.10	6.4%	\$112.23	\$110.63	1.5%
	Total Airport Passengers (December)*	78,726	66,196	18.9%	956,634	826,648	15.7%
Visitor Services	Asheville Visitor Center	5,927	7,078	-16.3%	134,347	135,019	-0.5%
	Pack Square Park Visitor Center	N/A	N/A	N/A	4,745	4,150	14.3%
	Black Mountain Visitor Center	726	837	-13.3%	18,686	18,432	1.4%
	Travel Guide Requests	2,288	2,307	-0.8%	15,487	13,613	13.8%
Group Sales and Services	Sales Leads Issued	72	72	0.0%	435	432	0.7%
	Room Nights Represented	14,664	16,035	-8.6%	117,197	118,662	-1.2%
	Person-to-Person Outreach	1,161	992	17.0%	7,491	6,542	14.5%
	Indirect Outreach	3,444	4,877	-29.4%	37,388	23,511	59.0%
	Leads Turned Definite	39	31	25.8%	239	217	10.1%
	Room Nights Represented	6,610	6,004	10.1%	49,964	46,881	6.6%
	Estimated Revenue	\$1,303,171	\$1,655,975	-21.3%	\$11,473,150	\$11,298,080	1.5%
	Group Events This Month	6	9	-33.3%	210	243	-13.6%
	Room Nights Generated	782	1,978	-60.5%	22,809	26,161	-12.8%
	Actualized Revenue	\$191,104	\$529,846	-63.9%	\$6,127,992	\$6,213,330	-1.4%
	Groups Serviced	5	14	-64.3%	204	250	-18.4%
Online Activity	ExploreAsheville.com Visits	261,879	274,751	-4.7%	2,451,338	2,333,184	5.1%
	Mobile Site Visits	158,569	163,159	-2.8%	1,587,883	1,466,847	8.3%
	Facebook Fans Added	1,672	8,410	-80.1%	17,136	49,402	-65.3%
	Video Views***	106,624	1,725,730	-93.8%	1,644,968	4,412,140	-62.7%
	Online Reservations - Room Nights****	67	125	-46.4%	544	454	19.8%
	Online Reservations - Room Revenue	\$9,025	\$16,225	-44.4%	\$90,263	\$71,482	26.3%
Public Relations	Publicity Value - Print & Broadcast **	\$839,032	\$456,305	83.9%	\$2,448,730	\$2,039,160	20.1%
	Editorial Reach - Print & Broadcast **	30,479,563	13,412,550	127.2%	80,326,486	81,067,708	-0.9%
	Publicity Value - Online **	\$415,187	\$264,579	56.9%	\$2,894,021	\$1,575,019	83.7%
	Estimated Reach - Online **	485,193,889	506,721,799	-4.2%	3,626,943,453	2,219,879,507	63.4%
	Significant Placements **	55	150	-63.3%	429	483	-11.2%
	Media Touchpoints / Interactions	106	59	79.7%	564	472	19.5%

\* 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.