

Visitor Index ~ March 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 (February)	\$17,317,507	\$15,344,713	12.9%	\$234,121,363	\$202,178,714	15.8%	
Overall	Occupancy (February)*	57.5	56.9	1.0%	51.8	54.4	-4.9%	
	Average Daily Rate (February)*	\$117.26	\$115.00	2.0%	\$114.47	\$112.66	1.6%	
	Demand (February)*	115,369	106,468	8.4%	218,993	214,777	2.0%	
	Revenue Per Available Room (February)*	\$67.36	\$65.40	3.0%	\$59.24	\$61.34	-3.4%	
	Total Airport Passengers (February)*	49,298	41,344	19.2%	99,236	80,460	23.3%	
	Group Tour Bookings by Industry Partners	11	13	-15.4%	210	266	-21.1%	
	Visitor Services	Asheville Visitor Center	13,823	14,430	-4.2%	157,098	149,342	5.2%
	Pack Square Park Visitor Center	N/A	N/A	N/A	4,150	3,195	29.9%	
	Black Mountain Visitor Center	1,355	1,656	-18.2%	20,823	18,738	11.1%	
	Travel Guide Requests	2,308	2,795	-17.4%	18,963	21,133	-10.3%	
Group Sales and Services	Sales Leads Issued	84	61	37.7%	592	595	-0.5%	
	Room Nights Represented	17,938	15,885	12.9%	155,739	148,187	5.1%	
	Person-to-Person Outreach	1,195	907	31.8%	8,699	7,446	16.8%	
	Indirect Outreach	25,425	10,724	137.1%	63,898	35,591	79.5%	
		Leads Turned Definite	53	45	17.8%	296	316	-6.3%
		Room Nights Represented	6,128	7,112	-13.8%	59,863	56,604	5.8%
		Estimated Revenue	\$1,464,918	\$1,584,838	-7.6%	\$14,391,957	\$11,900,225	20.9%
		Group Events This Month	24	18	33.3%	277	276	0.4%
		Room Nights Generated	4,026	5,358	-24.9%	31,593	29,625	6.6%
		Actualized Revenue	\$571,030	\$801,842	-28.8%	\$7,120,099	\$5,679,375	25.4%
		Groups Serviced	28	24	16.7%	292	274	6.6%
	Online Activity	ExploreAsheville.com Visits	338,697	297,572	13.8%	2,919,963	2,799,652	4.3%
		Mobile Site Visits	204,768	171,666	19.3%	1,811,907	1,558,743	16.2%
Facebook Fans Added		2,081	4,980	-58.2%	52,932	41,617	27.2%	
Video Views***		121,578	20,723	486.7%	4,694,642	539,844	769.6%	
Online Reservations - Room Nights****		131	121	8.3%	722	867	-16.7%	
Online Reservations - Room Revenue		\$18,132	\$14,785	22.6%	\$110,595	\$125,008	-11.5%	
Public Relations	Publicity Value - Print & Broadcast **	\$362,606	\$265,090	36.8%	\$2,659,862	\$2,366,842	12.4%	
	Editorial Reach - Print & Broadcast **	7,094,237	18,308,375	-61.3%	93,396,153	118,493,971	-21.2%	
	Publicity Value - Online **	\$310,588	\$185,653	67.3%	\$1,979,009	\$1,310,952	51.0%	
	Estimated Reach - Online **	533,558,120	231,152,700	130.8%	3,001,405,602	1,877,697,410	59.8%	
	Significant Placements **	40	33	21.2%	563	562	0.2%	
	Media Touchpoints / Interactions	66	54	22.2%	605	608	-0.5%	

* Year-to-date numbers reflect a 2017 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.