

## Visitor Index ~ February 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 Overall	Hotel Sales (January)	\$14,457,545	\$11,953,626	20.9%	\$186,801,746	\$159,674,723	17.0%
	Occupancy (January)*	52.9	50.0	5.7%	52.9	50.0	5.7%
	Average Daily Rate (January)*	\$107.37	\$101.48	5.8%	\$107.37	\$101.48	5.8%
	Demand (January)*	121,126	111,670	8.5%	121,126	111,670	8.5%
	Revenue Per Available Room (January)*	\$56.78	\$50.77	11.8%	\$56.78	\$50.77	11.8%
	Total Airport Passengers (January)*	39,116	48,554	-19.4%	39,116	48,554	-19.4%
	Group Tour Bookings by Industry Partners	8	2	300.0%	253	248	2.0%
Visitor Services	Asheville Visitor Center	6,350	4,453	42.6%	134,912	121,659	10.9%
	Pack Square Park Visitor Center	n/a	n/a	n/a	3,195	2,706	18.1%
	Black Mountain Visitor Center	864	677	27.6%	17,082	18,212	-6.2%
	Travel Guide Requests	2,533	3,198	-20.8%	18,338	22,212	-17.4%
Group Sales and Services	Sales Leads Issued	81	56	44.6%	694	601	15.5%
	Room Nights Represented	12,566	13,039	-3.6%	175,889	133,154	32.1%
	Person-to-Person Outreach	839	927	-9.5%	6,643	6,113	8.7%
	Indirect Outreach	2,303	6,931	-66.8%	24,987	44,291	-43.6%
	Leads Turned Definite	31	45	-31.1%	272	263	3.4%
	Room Nights Represented	4,778	6,870	-30.5%	50,463	39,714	27.1%
	Estimated Revenue	\$654,488	\$1,302,692	-49.8%	\$10,434,387	\$7,553,745	38.1%
	Group Events This Month	17	8	112.5%	258	201	28.4%
	Room Nights Generated	1,874	2,714	-31.0%	23,408	21,437	9.2%
	Actualized Revenue	\$241,153	\$423,363	-43.0%	\$4,519,981	\$4,391,484	2.9%
Groups Serviced	16	15	6.7%	250	288	-13.2%	
Online Activity	ExploreAsheville.com Visits	228,929	265,888	-13.9%	2,502,080	2,803,472	-10.8%
	Mobile Site Visits	123,022	136,702	-10.0%	1,387,077	1,421,111	-2.4%
	Facebook Fans Added	3,962	916	332.5%	36,637	11,852	209.1%
	Video Views ***	32,796	10,935	199.9%	519,121	449,460	15.5%
	Online Reservations - Room Nights	102	60	70.0%	910	809	12.5%
	Online Reservations - Room Revenue	\$11,659	\$6,178	88.7%	\$125,226	\$108,490	15.4%
Public Relations	Publicity Value - Print & Broadcast **	\$185,009	\$183,916	0.6%	\$2,101,752	\$3,399,408	-38.2%
	Editorial Reach - Print & Broadcast **	7,415,306	12,149,639	-39.0%	100,185,596	132,895,658	-24.6%
	Publicity Value - Online **	\$102,083	\$256,720	-60.2%	\$1,125,299	\$2,124,556	-47.0%
	Estimated Reach - Online **	132,388,784	443,346,291	-70.1%	1,646,544,710	5,572,989,315	-70.5%
	Significant Placements **	30	56	-46.4%	529	528	0.2%
	Media Touchpoints / Interactions	52	44	18.2%	554	524	5.7%

\* Year-to-date numbers reflect a 2016 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.

\*\*\* Figures for Video Views represent all platforms, including YouTube, Vimeo, Daily Motion, Facebook, and Instagram.