

Visitor Index ~ February 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 (January)	\$15,319,809	\$14,458,137	6.0%	\$216,799,435	\$186,834,001	16.0%
Overall	Occupancy (January)*	46.6	52.3	-10.8%	46.6	52.3	-10.8%
	Average Daily Rate (January)*	\$111.33	\$110.35	0.9%	\$111.33	\$110.35	0.9%
	Demand (January)*	103,663	108,309	-4.3%	103,663	108,309	-4.3%
	Revenue Per Available Room (January)*	\$51.91	\$57.67	-10.0%	\$51.91	\$57.67	-10.0%
	Total Airport Passengers (January)*	49,938	39,116	27.7%	49,938	39,116	27.7%
	Group Tour Bookings by Industry Partners	4	8	-50.0%	199	253	-21.3%
Visitor Services	Asheville Visitor Center	8,256	6,350	30.0%	143,275	134,912	6.2%
	Pack Square Park Visitor Center	N/A	N/A	N/A	4,150	3,195	29.9%
	Black Mountain Visitor Center	1,036	864	19.9%	19,468	17,082	14.0%
	Travel Guide Requests	3,042	2,533	20.1%	16,655	18,338	-9.2%
Group Sales and Services	Sales Leads Issued	73	81	-9.9%	510	534	-4.5%
	Room Nights Represented	20,776	12,587	65.1%	141,906	132,302	7.3%
	Person-to-Person Outreach	952	853	11.6%	7,504	6,457	16.2%
	Indirect Outreach	1,752	2,303	-23.9%	38,524	24,987	54.2%
	Leads Turned Definite	25	31	-19.4%	243	271	-10.3%
	Room Nights Represented	6,964	4,788	45.4%	53,735	49,492	8.6%
	Estimated Revenue	\$1,632,299	\$654,488	149.4%	\$12,927,039	\$10,315,387	25.3%
	Group Events This Month	10	17	-41.2%	253	258	-1.9%
	Room Nights Generated	1,371	1,874	-26.8%	27,532	23,408	17.6%
	Actualized Revenue	\$331,574	\$241,153	37.5%	\$6,544,904	\$4,519,981	44.8%
	Groups Serviced	14	16	-12.5%	264	250	5.6%
Online Activity	ExploreAsheville.com Visits	247,940	228,929	8.3%	2,581,593	2,502,080	3.2%
	Mobile Site Visits	140,692	123,022	14.4%	1,607,424	1,387,077	15.9%
	Facebook Fans Added	1,449	3,962	-63.4%	50,851	36,637	38.8%
	Video Views***	160,858	32,796	390.5%	4,573,064	509,014	798.4%
	Online Reservations - Room Nights****	142	86	65.1%	591	746	-20.8%
	Online Reservations - Room Revenue	\$19,711	\$10,637	85.3%	\$92,463	\$110,223	-16.1%
Public Relations	Publicity Value - Print & Broadcast **	\$258,096	\$185,009	39.5%	\$2,297,257	\$2,101,752	9.3%
	Editorial Reach - Print & Broadcast **	5,234,208	7,415,306	-29.4%	86,301,916	100,185,596	-13.9%
	Publicity Value - Online **	\$93,402	\$102,083	-8.5%	\$1,668,421	\$1,125,299	48.3%
	Estimated Reach - Online **	247,967,975	132,388,784	87.3%	2,467,847,482	1,646,544,710	49.9%
	Significant Placements **	40	30	33.3%	523	529	-1.1%
	Media Touchpoints / Interactions	67	52	28.8%	539	554	-2.7%

* 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.