

Visitor Index ~ February 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 (January)	\$17,255,229	\$15,323,999	12.6%	\$237,476,137	\$216,829,169	9.5%
Overall	Hotel Occupancy (January)*	47.1	46.5	1.2%	47.1	46.5	1.2%
	Hotel Average Daily Rate (January)*	\$111.03	\$111.20	-0.2%	\$111.03	\$111.20	-0.2%
	Hotel Demand (January)*	113,097	104,245	8.5%	113,097	104,245	8.5%
	Hotel Revenue Per Available Room (January)	\$52.25	\$51.72	1.0%	\$52.25	\$51.72	1.0%
	Total Airport Passengers (January)*	64,931	49,938	30.0%	64,931	49,938	30.0%
Visitor Services	Asheville Visitor Center	6,539	8,256	-20.8%	140,886	143,275	-1.7%
	Pack Square Park Visitor Center	N/A	N/A	N/A	4,745	4,150	14.3%
	Black Mountain Visitor Center	943	1,036	-9.0%	19,629	19,468	0.8%
	Travel Guide Requests	2,163	3,042	-28.9%	17,465	16,655	4.9%
Group Sales and Services	Sales Leads Issued	72	73	-1.4%	504	505	-0.2%
	Room Nights Represented	17,796	17,121	3.9%	135,130	135,789	-0.5%
	Person-to-Person Outreach	1,159	952	21.7%	8,650	7,504	15.3%
	Indirect Outreach	12,172	1,752	594.7%	49,560	38,524	28.6%
	Leads Turned Definite	35	25	40.0%	274	242	13.2%
	Room Nights Represented	6,803	6,964	-2.3%	56,791	53,845	5.5%
	Estimated Revenue	\$1,400,622	\$1,632,299	-14.2%	\$12,873,772	\$12,908,979	-0.3%
	Group Events This Month	14	11	27.3%	224	254	-11.8%
	Room Nights Generated	2,613	1,371	90.6%	24,702	27,532	-10.3%
	Actualized Revenue	\$363,413	\$331,574	9.6%	\$6,491,405	\$6,544,904	-0.8%
Groups Serviced	14	14	0.0%	218	264	-17.4%	
Online Activity	ExploreAsheville.com Visits	255,287	247,940	3.0%	2,706,625	2,581,555	4.8%
	Mobile Site Visits	152,517	140,692	8.4%	1,739,409	1,606,224	8.3%
	Facebook Fans Added	1,247	1,449	-13.9%	18,383	50,851	-63.8%
	Video Views***	100,575	160,850	-37.5%	1,745,543	4,572,990	-61.8%
	Online Reservations - Room Nights****	71	137	-48.2%	615	591	4.1%
	Online Reservations - Room Revenue	\$9,432	\$18,831	-49.9%	\$99,695	\$90,313	10.4%
Public Relations	Publicity Value - Print & Broadcast **	\$50,484	\$258,096	-80.4%	\$2,499,213	\$2,297,257	8.8%
	Editorial Reach - Print & Broadcast **	1,470,397	5,234,208	-71.9%	81,796,883	86,301,916	-5.2%
	Publicity Value - Online **	\$528,579	\$93,402	465.9%	\$3,422,600	\$1,668,421	105.1%
	Estimated Reach - Online **	386,176,414	247,967,975	55.7%	4,013,119,867	2,467,847,482	62.6%
	Significant Placements **	32	40	-20.0%	461	523	-11.9%
	Media Touchpoints / Interactions	31	67	-53.7%	595	539	10.4%

* 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 include cancellations.