

Visitor Index ~ March 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	Hotel Sales (February)	\$15,295,113	\$11,858,299	29.0%	\$202,106,184	\$171,533,021	17.8%
Overall	Occupancy (February)*	58.2	54.8	6.3%	55.5	52.3	6.1%
	Average Daily Rate (February)*	\$112.49	\$103.15	9.1%	\$110.10	\$101.92	8.0%
	Demand (February)*	118,735	110,432	7.5%	238,514	222,236	7.3%
	Revenue Per Available Room (February)*	\$65.51	\$56.50	15.9%	\$61.12	\$53.32	14.6%
	Total Airport Passengers (February)*	41,344	43,415	-4.8%	80,460	91,969	-12.5%
	Group Tour Bookings by Industry Partners	13	25	-48.0%	266	273	-2.6%
Visitor Services	Asheville Visitor Center	14,430	12,293	17.4%	149,342	133,952	11.5%
	Pack Square Park Visitor Center	n/a	n/a	n/a	3,195	2,706	18.1%
	Black Mountain Visitor Center	1,656	1,315	25.9%	18,738	19,527	-4.0%
	Travel Guide Requests	2,795	3,330	-16.1%	21,133	25,542	-17.3%
Group Sales and Services	Sales Leads Issued	62	53	17.0%	757	654	15.7%
	Room Nights Represented	17,065	10,494	62.6%	192,412	143,648	33.9%
	Person-to-Person Outreach	984	753	30.7%	7,627	6,810	12.0%
	Indirect Outreach	10,724	775	1283.7%	35,591	45,066	-21.0%
	Leads Turned Definite	44	28	57.1%	315	291	8.2%
	Room Nights Represented	6,909	5,388	28.2%	56,372	45,102	25.0%
	Estimated Revenue	\$1,533,368	\$1,150,031	33.3%	\$11,848,755	\$8,703,775	36.1%
	Group Events This Month	18	13	38.5%	276	214	29.0%
	Room Nights Generated	5,358	4,075	31.5%	29,625	25,496	16.2%
	Actualized Revenue	\$801,842	\$651,363	23.1%	\$5,679,375	\$5,040,824	12.7%
	Groups Serviced	24	23	4.3%	274	305	-10.2%
Online Activity	ExploreAsheville.com Visits	297,572	326,740	-8.9%	2,799,652	3,130,212	-10.6%
	Mobile Site Visits	171,666	165,339	3.8%	1,558,743	1,586,450	-1.7%
	Facebook Fans Added	4,980	910	447.3%	41,617	12,762	226.1%
	Video Views ***	20,723	47,608	-56.5%	539,844	497,068	8.6%
	Online Reservations - Room Nights	134	110	21.8%	1,044	919	13.6%
	Online Reservations - Room Revenue	\$15,597	\$12,362	26.2%	\$140,823	\$120,853	16.5%
Public Relations	Publicity Value - Print & Broadcast **	\$265,090	\$162,709	62.9%	\$2,366,842	\$3,562,117	-33.6%
	Editorial Reach - Print & Broadcast **	18,308,375	8,335,579	119.6%	118,493,971	141,231,237	-16.1%
	Publicity Value - Online **	\$185,653	\$104,797	77.2%	\$1,310,952	\$2,229,353	-41.2%
	Estimated Reach - Online **	231,152,700	140,685,499	64.3%	1,877,697,410	5,713,674,814	-67.1%
	Significant Placements **	33	44	-25.0%	562	572	-1.7%
	Media Touchpoints / Interactions	54	91	-40.7%	608	615	-1.1%

* 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.