

Visitor Index ~ March 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 (February)	\$19,152,547	\$17,323,590	10.6%	\$256,656,870	\$234,152,759	9.6%
Overall	Hotel Occupancy (February)*	54.8	57.3	-4.3%	50.7	51.6	-1.7%
	Hotel Average Daily Rate (February)*	\$120.92	\$117.51	2.9%	\$116.05	\$114.52	1.3%
	Hotel Demand (February)*	119,014	115,952	2.6%	231,988	220,197	5.4%
	Hotel Revenue Per Available Room (February)	\$66.30	\$67.30	-1.5%	\$58.86	\$59.12	-0.4%
	Total Airport Passengers (February)*	62,760	51,444	22.0%	127,691	101,382	26.0%
Visitor Services	Asheville Visitor Center	12,295	13,823	-11.1%	153,181	157,098	-2.5%
	Pack Square Park Visitor Center	N/A	N/A	N/A	4,745	4,150	14.3%
	Black Mountain Visitor Center	1,454	1,355	7.3%	21,083	20,823	1.2%
	Travel Guide Requests	2,598	2,308	12.6%	20,063	18,963	5.8%
Group Sales and Services	Sales Leads Issued	59	82	-28.0%	562	587	-4.3%
	Room Nights Represented	10,177	17,051	-40.3%	144,851	152,840	-5.2%
	Person-to-Person Outreach	1,024	1,195	-14.3%	9,672	8,699	11.2%
	Indirect Outreach	5,160	25,425	-79.7%	54,732	63,898	-14.3%
	Leads Turned Definite	47	53	-11.3%	321	295	8.8%
	Room Nights Represented	6,494	6,128	6.0%	63,285	59,973	5.5%
	Estimated Revenue	\$1,342,737	\$1,464,918	-8.3%	\$14,216,509	\$14,373,897	-1.1%
	Group Events This Month	22	24	-8.3%	246	277	-11.2%
	Room Nights Generated	3,683	4,026	-8.5%	28,385	31,593	-10.2%
	Actualized Revenue	\$503,922	\$571,030	-11.8%	\$6,995,327	\$7,120,099	-1.8%
Groups Serviced	28	28	0.0%	320	292	9.6%	
Online Activity	ExploreAsheville.com Visits	323,193	338,697	-4.6%	3,029,818	2,920,365	3.7%
	Mobile Site Visits	197,994	204,768	-3.3%	1,939,569	1,811,089	7.1%
	Facebook Fans Added	1,453	2,081	-30.2%	19,836	52,932	-62.5%
	Video Views***	75,067	121,574	-38.3%	1,820,610	4,694,564	-61.2%
	Online Reservations - Room Nights****	52	32	62.5%	419	281	49.1%
	Online Reservations - Room Revenue	\$7,696	\$5,469	40.7%	\$71,652	\$49,203	45.6%
Public Relations	Publicity Value - Print & Broadcast **	\$14,914	\$362,606	-95.9%	\$2,514,127	\$2,659,862	-5.5%
	Editorial Reach - Print & Broadcast **	723,211	7,094,237	-89.8%	82,520,094	93,396,153	-11.6%
	Publicity Value - Online **	\$349,978	\$310,588	12.7%	\$3,772,579	\$1,979,009	90.6%
	Estimated Reach - Online **	453,670,381	533,558,120	-15.0%	4,466,790,248	3,001,405,602	48.8%
	Significant Placements **	33	40	-17.5%	494	563	-12.3%
	Media Touchpoints / Interactions	69	66	4.5%	664	605	9.8%

* 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 exclude cancellations.