

Visitor Index ~ April 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 (March)	\$21,881,813	\$17,459,674	25.3%	\$224,032,596	\$188,992,696	18.5%
Overall	Occupancy (March)*	72.1	67.4	6.9%	61.3	57.5	6.6%
	Average Daily Rate (March)*	\$118.68	\$111.20	6.7%	\$113.70	\$105.67	7.6%
	Demand (March)*	168,355	150,497	11.9%	406,682	372,733	9.1%
	Revenue Per Available Room (March)*	\$85.55	\$74.98	14.1%	\$69.72	\$60.78	14.7%
	Total Airport Passengers (March)*	59,223	58,723	0.9%	139,683	150,692	-7.3%
	Group Tour Bookings by Industry Partners	46	51	-9.8%	312	325	-4.0%
Visitor	Asheville Visitor Center	19,563	18,482	5.8%	168,905	152,434	10.8%
Services	Pack Square Park Visitor Center	749	420	78.3%	3,944	3,126	26.2%
	Black Mountain Visitor Center	1,806	1,926	-6.2%	20,544	21,453	-4.2%
	Travel Guide Requests	2,689	2,891	-7.0%	23,822	28,433	-16.2%
Group	Sales Leads Issued	58	53	9.4%	816	707	15.4%
Sales	Room Nights Represented	16,609	7,554	119.9%	209,068	151,202	38.3%
and	Person-to-Person Outreach	1,034	678	52.5%	8,661	7,544	14.8%
Services	Indirect Outreach	2,537	8,118	-68.7%	38,128	53,184	-28.3%
	Leads Turned Definite	31	26	19.2%	345	317	8.8%
	Room Nights Represented	3,172	3,763	-15.7%	57,333	48,585	18.0%
	Estimated Revenue	\$718,379	\$600,561	19.6%	\$12,505,464	\$9,304,336	34.4%
	Group Events This Month	54	47	14.9%	309	261	18.4%
	Room Nights Generated	10,881	4,926	120.9%	40,611	30,421	33.5%
	Actualized Revenue	\$2,615,781	\$1,208,684	116.4%	\$8,925,156	\$6,249,508	42.8%
	Groups Serviced	47	56	-16.1%	321	362	-11.3%
Online	ExploreAsheville.com Visits	346,916	343,323	1.0%	3,146,568	3,473,535	-9.4%
Activity	Mobile Site Visits	215,849	171,319	26.0%	1,774,592	1,757,769	1.0%
	Facebook Fans Added	5,040	732	588.5%	46,657	13,494	245.8%
	Video Views ***	299,169	21,670	1280.6%	839,013	485,234	72.9%
	Online Reservations - Room Nights	78	105	-25.7%	1,122	1,024	9.6%
	Online Reservations - Room Revenue	\$13,046	\$15,738	-17.1%	\$153,869	\$136,591	12.6%
Public	Publicity Value - Print & Broadcast **	\$178,432	\$258,933	-31.1%	\$2,545,274	\$3,821,050	-33.4%
Relations	Editorial Reach - Print & Broadcast **	13,305,187	28,693,099	-53.6%	131,799,158	169,924,336	-22.4%
	Publicity Value - Online **	\$415,715	\$111,062	274.3%	\$1,726,667	\$2,340,415	-26.2%
	Estimated Reach - Online **	636,100,136	187,506,450	239.2%	2,513,797,546	5,901,181,264	-57.4%
	Significant Placements **	138	32	331.3%	700	604	15.9%
	Media Touchpoints / Interactions	68	82	-17.1%	676	697	-3.0%

* 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.