

## Visitor Index ~ April 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	Lodging Sales (March)	\$24,305,660	\$21,960,208	10.7%	\$258,427,998	\$224,138,922	15.3%
Overall	Occupancy (March)*	68.7	70.0	-1.9%	57.6	59.9	-3.9%
	Average Daily Rate (March)*	\$126.11	\$120.43	4.7%	\$119.34	\$115.86	3.0%
	Demand (March)*	152,764	150,562	1.5%	371,751	365,339	1.8%
	Revenue Per Available Room (March)*	\$86.65	\$84.32	2.8%	\$68.73	\$69.45	-1.0%
	Total Airport Passengers (March)*	65,015	59,223	9.8%	166,397	139,683	19.1%
	Group Tour Bookings by Industry Partners	17	46	-63.0%	227	312	-27.2%
Visitor Services	Asheville Visitor Center	19,740	19,563	0.9%	176,838	168,905	4.7%
	Pack Square Park Visitor Center	1,045	749	39.5%	5,195	3,944	31.7%
	Black Mountain Visitor Center	1,970	1,806	9.1%	22,793	20,544	10.9%
	Travel Guide Requests	2,421	2,689	-10.0%	21,384	23,822	-10.2%
Group Sales and Services	Sales Leads Issued	67	58	15.5%	659	653	0.9%
	Room Nights Represented	17,303	16,767	3.2%	172,867	164,954	4.8%
	Person-to-Person Outreach	1,137	1,035	9.9%	9,833	8,479	16.0%
	Indirect Outreach	4,153	2,537	63.7%	68,051	38,128	78.5%
	Leads Turned Definite	33	30	10.0%	328	346	-5.2%
	Room Nights Represented	9,946	2,969	235.0%	69,771	59,573	17.1%
	Estimated Revenue	\$2,074,867	\$666,909	211.1%	\$16,459,464	\$12,567,134	31.0%
	Group Events This Month	23	54	-57.4%	300	309	-2.9%
	Room Nights Generated	3,608	11,343	-68.2%	35,166	41,071	-14.4%
	Actualized Revenue	\$1,192,735	\$2,616,054	-54.4%	\$8,308,669	\$8,297,427	0.1%
	Groups Serviced	36	47	-23.4%	328	321	2.2%
Online Activity	ExploreAsheville.com Visits	436,450	346,916	25.8%	3,356,271	3,146,568	6.7%
	Mobile Site Visits	280,049	215,849	29.7%	2,091,827	1,774,592	17.9%
	Facebook Fans Added	2,317	5,040	-54.0%	55,249	46,657	18.4%
	Video Views***	64,391	57,447	12.1%	4,759,033	597,291	696.8%
	Online Reservations - Room Nights****	106	78	35.9%	828	945	-12.4%
	Online Reservations - Room Revenue	\$16,625	\$13,046	27.4%	\$127,220	\$138,054	-7.8%
Public Relations	Publicity Value - Print & Broadcast **	\$434,781	\$178,432	143.7%	\$3,094,643	\$2,545,274	21.6%
	Editorial Reach - Print & Broadcast **	12,430,443	13,305,187	-6.6%	105,826,596	131,799,158	-19.7%
	Publicity Value - Online **	\$185,952	\$415,715	-55.3%	\$2,164,961	\$1,726,667	25.4%
	Estimated Reach - Online **	352,523,638	636,100,136	-44.6%	3,353,929,240	2,513,797,546	33.4%
	Significant Placements **	81	138	-41.3%	644	700	-8.0%
	Media Touchpoints / Interactions	117	68	72.1%	722	676	6.8%

\* 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.