

Visitor Index ~ April 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 (March)	\$28,219,220	\$24,352,927	15.9%	\$284,865,305	\$258,505,685	10.2%
Overall	Hotel Occupancy (March)*	69.4	68.7	1.1%	57.0	57.5	-0.8%
	Hotel Average Daily Rate (March)*	\$131.67	\$126.24	4.3%	\$122.89	\$119.34	3.0%
	Hotel Demand (March)*	166,834	153,902	8.4%	397,792	374,099	6.3%
	Hotel Revenue Per Available Room (March)*	\$91.41	\$86.68	5.5%	\$70.07	\$68.61	2.1%
	Total Airport Passengers (March)*	76,565	65,015	17.8%	204,256	166,397	22.8%
Visitor Services	Asheville Visitor Center	17,111	19,740	-13.3%	170,292	176,838	-3.7%
	Pack Square Park Visitor Center	866	1,045	-17.1%	5,611	5,195	8.0%
	Black Mountain Visitor Center	2,020	1,970	2.5%	23,103	22,793	1.4%
	Travel Guide Requests	3,583	2,421	48.0%	23,646	21,384	10.6%
Group Sales and Services	Sales Leads Issued	77	66	16.7%	638	653	-2.3%
	Room Nights Represented	17,729	16,334	8.5%	161,912	169,174	-4.3%
	Person-to-Person Outreach	1,102	1,138	-3.2%	10,771	9,813	9.8%
	Indirect Outreach	4,332	4,153	4.3%	59,064	68,051	100.0%
	Leads Turned Definite	34	33	3.0%	355	328	8.2%
	Room Nights Represented	6,429	9,926	-35.2%	69,714	69,899	-0.3%
	Estimated Revenue	\$1,770,250	\$2,074,867	-14.7%	\$15,986,759	\$16,448,764	-2.8%
	Group Events This Month	37	23	60.9%	283	299	-5.4%
	Room Nights Generated	4,069	3,626	12.2%	32,454	35,184	-7.8%
	Actualized Revenue	\$1,282,889	\$1,195,111	7.3%	\$8,278,216	\$8,324,975	-0.6%
Groups Serviced	36	36	0.0%	356	328	8.5%	
Online Activity	ExploreAsheville.com Visits	334,630	436,450	-23.3%	3,364,448	3,356,890	0.2%
	Mobile Site Visits	214,229	280,049	-23.5%	2,151,533	2,089,146	3.0%
	Facebook Fans Added	2,476	2,317	6.9%	22,312	55,249	-59.6%
	Video Views***	60,773	64,384	-5.6%	1,881,383	4,758,948	-60.5%
	Online Reservations - Room Nights****	88	106	-17.0%	788	826	-4.6%
	Online Reservations - Room Revenue	\$13,825	\$16,625	-16.8%	\$124,666	\$124,977	-0.2%
Public Relations	Publicity Value - Print & Broadcast **	\$2,954,102	\$434,781	579.4%	\$5,468,229	\$3,094,643	76.7%
	Editorial Reach - Print & Broadcast **	2,938,352	12,430,443	-76.4%	85,458,446	105,826,596	-19.2%
	Publicity Value - Online **	\$145,780	\$185,952	-21.6%	\$3,918,359	\$2,164,961	81.0%
	Estimated Reach - Online **	255,312,061	352,523,638	-27.6%	4,722,102,309	3,353,929,240	40.8%
	Significant Placements **	40	81	-50.6%	534	644	-17.1%
	Media Touchpoints / Interactions	111	117	-5.1%	774	722	7.2%

* 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.