

Visitor Index ~ May 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	Hotel Sales (April)	\$28,443,055	\$28,014,406	1.5%	\$286,933,984	\$252,153,328	13.8%
Overall	Occupancy (April)*	74.2	78.7	-5.7%	61.7	64.8	-4.7%
	Average Daily Rate (April)*	\$144.15	\$143.94	0.1%	\$126.81	\$124.63	1.7%
	Demand (April)*	159,739	166,066	-3.8%	531,421	531,405	0.0%
	Revenue Per Available Room (April)*	\$107.02	\$113.32	-5.6%	\$78.30	\$80.73	-3.0%
	Total Airport Passengers (April)*	69,587	60,585	14.9%	235,984	200,268	17.8%
	Group Tour Bookings by Industry Partners	40	42	-4.8%	267	366	-27.0%
	Visitor Services	Asheville Visitor Center	22,334	21,465	4.0%	199,172	190,370
	Pack Square Park Visitor Center	1,100	750	46.7%	6,295	4,694	34.1%
	Black Mountain Visitor Center	3,024	2,428	24.5%	25,817	22,972	12.4%
	Travel Guide Requests	2,578	2,879	-10.5%	23,962	26,701	-10.3%
Group Sales and Services	Sales Leads Issued	68	66	3.0%	725	719	0.8%
	Room Nights Represented	17,568	23,645	-25.7%	190,008	188,599	0.7%
	Person-to-Person Outreach	1,136	717	58.4%	10,969	9,196	19.3%
	Indirect Outreach	2,614	9,486	-72.4%	70,665	47,614	48.4%
	Leads Turned Definite	38	25	52.0%	366	371	-1.3%
	Room Nights Represented	2,937	2,255	30.2%	72,708	61,828	17.6%
	Estimated Revenue	\$636,023	\$421,926	50.7%	\$17,095,487	\$12,989,060	31.6%
	Group Events This Month	24	44	-45.5%	323	372	-13.2%
	Room Nights Generated	2,330	4,970	-53.1%	37,514	46,041	-18.5%
	Actualized Revenue	\$398,012	\$1,010,320	-60.6%	\$8,709,057	\$9,307,747	-6.4%
	Groups Serviced	39	44	-11.4%	367	365	0.5%
Online Activity	ExploreAsheville.com Visits	513,010	449,639	14.1%	3,869,281	3,596,207	7.6%
	Mobile Site Visits	301,866	296,363	1.9%	2,393,693	2,070,955	15.6%
	Facebook Fans Added	3,382	5,656	-40.2%	58,631	52,313	12.1%
	Video Views***	61,489	133,666	-54.0%	4,820,522	730,957	559.5%
	Online Reservations - Room Nights****	106	61	73.8%	934	1,006	-7.2%
	Online Reservations - Room Revenue	\$21,142	\$10,456	102.2%	\$148,362	\$148,510	-0.1%
Public Relations	Publicity Value - Print & Broadcast **	\$375,091	\$222,614	68.5%	\$3,469,734	\$2,767,888	25.4%
	Editorial Reach - Print & Broadcast **	23,436,147	9,372,180	150.1%	129,262,743	141,171,338	-8.4%
	Publicity Value - Online **	\$1,084,393	\$369,749	193.3%	\$3,249,354	\$2,096,417	55.0%
	Estimated Reach - Online **	1,103,848,416	490,858,681	124.9%	4,457,777,656	3,004,656,227	48.4%
	Significant Placements **	101	107	-5.6%	745	807	-7.7%
	Media Touchpoints / Interactions	100	80	25.0%	822	756	8.7%

* 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 include cancellations.