

## Visitor's Index ~ August 2012

The Visitor's 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 Overall	Hotel Sales (July)	\$20,859,720	\$20,393,350	2.3%	\$20,859,720	\$20,393,350	2.3%
	Occupancy (July)*	77.0	78.5	-2.0%	61.3	59.8	2.6%
	Average Daily Rate (July)*	\$123.17	\$119.29	3.3%	\$109.20	\$103.74	5.3%
	Revenue Per Available Room (July)*	\$94.78	\$93.69	1.2%	\$66.96	\$62.00	8.0%
	Demand (July)*	158,303	162,092	-2.3%	863,810	843,519	2.4%
	Total Airport Passengers (July)*	61,730	81,410	-24.2%	365,810	397,292	-7.9%
	Group Tour Bookings by Industry Partners	17	21	-19.0%	36	32	12.5%
Visitor Services	Asheville Visitor Center	21,417	21,238	0.8%	43,813	45,600	-3.9%
	Pack Square Park Visitor Center	1,088	N/A	N/A	2,098	N/A	N/A
	Black Mountain Visitor Center	2,806	3,106	-9.7%	5,884	6,240	-5.7%
	Travel Guide Requests	4,266	5,979	-28.7%	8,218	9,460	-13.1%
Group Sales and Services	Sales Leads Issued	34	32	6.3%	79	58	36.2%
	Room Nights Represented	5,383	7,359	-26.9%	16,689	12,519	33.3%
	Person-to-Person Outreach	355	N/A	N/A	710	N/A	N/A
	Indirect Outreach	143	N/A	N/A	286	N/A	N/A
	Leads Turned Definite	21	14	50.0%	46	26	76.9%
	Room Nights Represented	3,855	1,428	170.0%	6,237	2,591	140.7%
	Estimated Revenue	\$501,058	N/A	N/A	\$939,997	N/A	N/A
	Group Events This Month	18	11	63.6%	33	26	26.9%
	Room Nights Generated	3,581	N/A	N/A	\$6,644	N/A	N/A
	Actualized Revenue	\$477,059	N/A	N/A	\$868,593	N/A	N/A
Groups Serviced	47	45	4.4%	81	85	-4.7%	
Online Activity	ExploreAsheville.com Visits	242,984	264,572	-8.2%	494,447	512,848	-3.6%
	Mobile Site Visits	58,301	35,093	66.1%	123,922	72,438	71.1%
	Facebook Fans Added	2,294	4,897	-53.2%	2,707	5,310	-49.0%
	Video Views	14,874	11,790	26.2%	31,197	25,133	24.1%
Public Relations	Total Advertising Value	\$366,783	\$110,739	231.2%	\$711,580	\$339,669	109.5%
	Editorial Reach	4,511,226	7,637,053	-40.9%	12,149,884	15,833,658	-23.3%
	Media Touchpoints/Interactions	57	16	256.3%	76	37	105.4%
	Significant Placements	19	21	-9.5%	48	44	9.1%

\* Year-to-date numbers reflect a 2012 calendar year. All other figures reflect a July 1, 2012 - June 30, 2013 fiscal year.

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.

Beginning July 2008, Grove Park Inn's and Inn on Biltmore's numbers are reflected in occupancy and ADR totals and comparisons to previous years.

Room count for July 2012 (not including vacation rental properties): 7,077