

Visitor's Index ~ October 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	Hotel Sales (September)	\$17,601,452	\$16,034,052	9.8%	\$56,716,440	\$53,579,470	5.9%
Overall	Occupancy (September)*	69.5	67.2	3.5%	63.2	61.7	2.5%
	Average Daily Rate (September)*	\$120.34	\$113.75	5.8%	\$111.78	\$106.16	5.3%
	Revenue Per Available Room (September)*	\$83.64	\$76.42	9.4%	\$70.69	\$65.52	7.9%
	Demand (September)*	140,761	134,171	4.9%	1,151,330	1,121,636	2.6%
	Total Airport Passengers (September)*	53,472	63,825	-16.2%	479,589	535,312	-10.4%
	Group Tour Bookings by Industry Partners	57	72	-20.8%	118	130	-9.2%
Visitor Services	Asheville Visitor Center	26,930	26,168	2.9%	90,782	90,484	0.3%
	Pack Square Park Visitor Center	1,193	N/A	N/A	4,219	N/A	N/A
	Black Mountain Visitor Center	3,427	3,885	-11.8%	11,315	12,500	-9.5%
	Travel Guide Requests	3,636	3,645	-0.2%	14,912	19,378	-23.0%
Group Sales and Services	Sales Leads Issued	43	29	48.3%	150	112	33.9%
	Room Nights Represented	11,741	5,386	118.0%	36,732	22,653	62.2%
	Person-to-Person Outreach	428	n/a	N/A	1,646	N/A	N/A
	Indirect Outreach	197	n/a	N/A	689	N/A	N/A
	Leads Turned Definite	21	13	61.5%	74	47	57.4%
	Room Nights Represented	5,615	4,431	26.7%	17,256	9,100	89.6%
	Estimated Revenue	\$681,360	N/A	N/A	\$2,273,864	N/A	N/A
	Group Events This Month	49	31	58.1%	114	88	29.5%
	Room Nights Generated	3,758	N/A	N/A	15,399	N/A	N/A
	Actualized Revenue	\$598,026	N/A	N/A	\$2,563,365	N/A	N/A
	Groups Serviced	83	60	38.3%	224	202	10.9%
Online Activity	ExploreAsheville.com Visits	289,129	307,118	-5.9%	1,043,083	1,100,653	-5.2%
	Mobile Site Visits	85,356	49,381	72.9%	276,352	158,756	74.1%
	Facebook Fans Added	9,705	1,610	502.8%	15,035	11,065	35.9%
	Video Views	18,033	15,750	14.5%	65,478	52,200	25.4%
Public Relations	Publicity Value - Print & Broadcast	\$489,762	\$154,251	217.5%	\$1,219,271	\$1,236,080	-1.4%
	Editorial Reach - Print & Broadcast	12,460,263	5,342,732	133.2%	30,220,213	40,179,576	-24.8%
	Publicity Value - Online	\$12,336	N/A	N/A	\$52,104	N/A	N/A
	Estimated Reach - Online	583,928	N/A	N/A	118,799,916	N/A	N/A
	Significant Placements	17	27	-37.0%	82	88	-6.8%
	Media Touchpoints / Interactions	49	20	145.0%	204	118	72.9%

* 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 September 2012 (not including vacation rental properties): 7,168

Comparison 2012 to 2008	Activity	Monthly 2012	Monthly 2008	Variance Monthly	YTD 2012	YTD 2008	Variance YTD
Overall	Occupancy (September)*	69.5	61.2	13.5%	63.2	63.0	0.4%
Impact	Average Daily Rate (September)*	\$120.34	\$114.11	5.5%	\$111.78	\$110.24	1.4%
	Demand (September)*	140,761	111,642	26.1%	1,151,330	1,038,519	10.9%