

Visitor's Index ~ September 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 (August)	\$18,255,269	\$17,152,069	6.4%	\$39,114,989	\$37,545,418	4.2%
	Occupancy (August)*	70.1	69.8	0.4%	62.4	61.0	2.3%
	Average Daily Rate (August)*	\$118.86	\$113.26	4.9%	\$110.61	\$105.13	5.2%
	Revenue Per Available Room (August)*	\$83.28	\$79.00	5.4%	\$69.06	\$64.17	7.6%
	Demand (August)*	146,635	143,946	1.9%	1,010,385	987,465	2.3%
	Total Airport Passengers (August)*	60,307	74,195	-18.7%	426,117	471,487	-9.6%
	Group Tour Bookings by Industry Partners	27	26	3.8%	63	58	8.6%
Visitor Services	Asheville Visitor Center	20,039	18,716	7.1%	63,852	64,316	-0.7%
	Pack Square Park Visitor Center	928	N/A	N/A	3,026	N/A	N/A
	Black Mountain Visitor Center	2,007	2,375	-15.5%	7,891	8,615	-8.4%
	Travel Guide Requests	3,902	6,142	-36.5%	38,132	63,759	-40.2%
Group Sales and Services	Sales Leads Issued	33	25	32.0%	107	83	28.9%
	Room Nights Represented	8,887	4,748	87.2%	24,991	17,267	44.7%
	Person-to-Person Outreach	508	N/A	N/A	1,218	N/A	N/A
	Indirect Outreach	206	N/A	N/A	492	N/A	N/A
	Leads Turned Definite	13	8	62.5%	53	34	55.9%
	Room Nights Represented	5,696	2,088	172.8%	11,695	4,679	149.9%
	Estimated Revenue	\$648,338	N/A	N/A	\$1,588,334	N/A	N/A
	Group Events This Month	27	26	3.8%	60	52	15.4%
	Room Nights Generated	4,750	N/A	N/A	11394	N/A	N/A
	Actualized Revenue	\$1,509,550	N/A	N/A	\$1,928,143	N/A	N/A
Groups Served	60	55	9.1%	141	140	0.7%	
Online Activity	ExploreAsheville.com Visits	259,507	280,687	-7.5%	753,954	793,535	-5.0%
	Mobile Site Visits	67,074	36,937	81.6%	190,996	109,375	74.6%
	Facebook Fans Added	2,057	4,251	-51.6%	4,764	9,561	-50.2%
	Video Views	15,611	11,317	37.9%	47,445	36,450	30.2%
Public Relations	Publicity Value - Print & Broadcast	\$224,313	\$707,773	-68.3%	\$729,509	\$1,081,829	-32.6%
	Editorial Reach - Print & Broadcast	5,610,066	19,003,186	-70.5%	17,759,950	34,836,844	-49.0%
	Publicity Value - Online	\$19,740	N/A	N/A	\$39,768	N/A	N/A
	Estimated Reach - Online	49,689	N/A	N/A	118,215,988	N/A	N/A
	Media Touchpoints/Interactions	79	61	29.5%	155	98	58.2%
	Significant Placements	18	17	5.9%	66	61	8.2%

* 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 August 2012 (not including vacation rental properties): 7,070

Comparison 2012 to 2008	Activity	Monthly 2012	Monthly 2008	Variance Monthly	YTD 2012	YTD 2008	Variance YTD
Overall	Occupancy (August)*	70.1	72.3	-3.1%	62.4	63.2	-1.3%
Impact	Average Daily Rate (August)*	\$118.86	\$120.14	-1.1%	\$110.61	\$109.77	0.8%
	Demand (August)*	146,635	136,261	7.6%	1,010,385	926,877	9.0%