

Visitor's Index ~ November 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 (October)	\$24,748,170	\$23,363,983	5.9%	\$81,464,610	\$76,943,453	5.9%
	Occupancy (October)*	79.5	78.8	1.0%	64.9	63.5	2.3%
	Average Daily Rate (October)*	\$142.35	\$135.94	4.7%	\$115.65	\$109.93	5.2%
	Demand (October)*	166,799	162,533	2.6%	1,318,127	1,284,169	2.6%
	Revenue Per Available Room (October)*	\$113.19	\$107.07	5.7%	\$75.08	\$69.75	7.6%
	Total Airport Passengers (October)*	57,439	71,414	-19.6%	537,028	606,726	-11.5%
	Group Tour Bookings by Industry Partners	85	91	-6.6%	203	221	-8.1%
Visitor Services	Asheville Visitor Center	14,844	14,268	4.0%	105,626	104,752	0.8%
	Pack Square Park Visitor Center	371	n/a	N/A	4,590	n/a	N/A
	Black Mountain Visitor Center	1,685	1,768	-4.7%	13,000	14,268	-8.9%
	Travel Guide Requests	1,671	1,434	16.5%	16,583	20,812	-20.3%
Group Sales and Services	Sales Leads Issued	33	36	-8.3%	183	148	23.6%
	Room Nights Represented	7,910	10,393	-23.9%	44,642	33,046	35.1%
	Person-to-Person Outreach	304	N/A	N/A	1,950	N/A	N/A
	Indirect Outreach	180	N/A	N/A	869	N/A	N/A
	Leads Turned Definite	13	12	8.3%	87	59	47.5%
	Room Nights Represented	1,464	2,160	-32.2%	18,664	13,531	37.9%
	Estimated Revenue	\$205,803	N/A	N/A	\$2,525,609	N/A	N/A
	Group Events This Month	13	19	-31.6%	127	107	18.7%
	Room Nights Generated	1,064	N/A	N/A	16,463	N/A	N/A
	Actualized Revenue	\$107,060	N/A	N/A	\$2,670,425	N/A	N/A
Groups Served	44	33	33.3%	268	237	13.1%	
Online Activity	ExploreAsheville.com Visits	187,419	179,670	4.3%	1,230,502	1,280,323	-3.9%
	Mobile Site Visits	60,440	32,810	84.2%	336,792	191,566	75.8%
	Facebook Fans Added	1,565	897	74.5%	16,600	11,962	38.8%
	Video Views	32,261	11,951	169.9%	97,741	64,198	52.2%
Public Relations	Publicity Value - Print & Broadcast	\$672,093	\$696,134	-3.5%	\$1,891,364	\$1,932,214	-2.1%
	Editorial Reach - Print & Broadcast	17,242,216	21,029,991	-18.0%	47,462,429	61,209,567	-22.5%
	Publicity Value - Online	\$29,359	N/A	N/A	\$81,462	N/A	N/A
	Estimated Reach - Online	34,316,550	N/A	N/A	153,116,466	N/A	N/A
	Significant Placements	35	24	45.8%	117	112	4.5%
	Media Touchpoints / Interactions	21	15	40.0%	225	133	69.2%

* 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 October 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 (October)*	79.5	73.7	7.9%	64.9	64.0	1.5%
Impact	Average Daily Rate (October)*	\$142.35	\$131.99	7.8%	\$115.65	\$112.87	2.5%
	Demand (October)*	166,799	141,664	17.7%	1,318,127	1,177,295	12.0%