

Visitor's Index ~ December 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 (November)	\$16,723,382	\$15,238,725	9.7%	\$98,187,993	\$92,182,177	6.5%
	Occupancy (November)*	63.4	62.5	1.4%	64.8	63.4	2.2%
	Average Daily Rate (November)*	\$124.61	\$116.53	6.9%	\$116.45	\$110.51	5.4%
	Demand (November)*	128,810	124,798	3.2%	1,446,995	1,408,967	2.7%
	Revenue Per Available Room (November)*	\$78.99	\$72.82	8.5%	\$75.44	\$70.03	7.7%
	Total Airport Passengers (November)*	50,346	59,523	-15.4%	587,374	666,249	-11.8%
	Group Tour Bookings by Industry Partners	46	67	-31.3%	249	281	-11.4%
Visitor Services	Asheville Visitor Center	10,900	10,405	4.8%	116,526	115,157	1.2%
	Pack Square Park Visitor Center	94	n/a	N/A	4,684	n/a	N/A
	Black Mountain Visitor Center	1,232	1,478	-16.6%	14,232	15,746	-9.6%
	Travel Guide Requests	1,092	1,722	-36.6%	17,675	22,534	-21.6%
Group Sales and Services	Sales Leads Issued	21	18	16.7%	204	166	22.9%
	Room Nights Represented	4,703	4,225	11.3%	49,345	37,271	32.4%
	Person-to-Person Outreach	218	N/A	N/A	2,140	N/A	N/A
	Indirect Outreach	669	N/A	N/A	1,538	N/A	N/A
	Leads Turned Definite	25	21	19.0%	112	80	40.0%
	Room Nights Represented	3,710	3,288	12.8%	22,374	14,548	53.8%
	Estimated Revenue	\$688,135	N/A	N/A	\$3,213,744	N/A	N/A
	Group Events This Month	10	11	-9.1%	137	118	16.1%
	Room Nights Generated	1,092	N/A	N/A	17,555	N/A	N/A
	Actualized Revenue	\$153,820	N/A	N/A	\$2,824,245	N/A	N/A
Groups Serviced	11	12	-8.3%	279	249	12.0%	
Online Activity	ExploreAsheville.com Visits	195,992	143,409	36.7%	1,426,494	1,423,732	0.2%
	Mobile Site Visits	69,856	30,581	128.4%	406,648	222,147	83.1%
	Facebook Fans Added	3,477	557	524.2%	20,077	12,519	60.4%
	Video Views	47,702	35,354	34.9%	145,443	99,552	46.1%
Public Relations	Publicity Value - Print & Broadcast	\$436,239	\$101,259	330.8%	\$2,327,603	\$2,033,472	14.5%
	Editorial Reach - Print & Broadcast	12,858,056	5,154,238	149.5%	60,320,485	66,363,805	-9.1%
	Publicity Value - Online	\$124,997	N/A	N/A	\$206,460	N/A	N/A
	Estimated Reach - Online	137,862	N/A	N/A	290,978,696	N/A	N/A
	Significant Placements	29	17	70.6%	146	129	13.2%
	Media Touchpoints / Interactions	14	17	-17.6%	239	150	59.3%

* 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 November 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 (November)*	63.4	59.6	6.3%	64.8	63.6	1.9%
Impact	Average Daily Rate (November)*	\$124.61	\$116.61	6.9%	\$116.45	\$113.19	2.9%
	Demand (November)*	128,810	110,974	16.1%	1,446,995	1,288,269	12.3%