

Visitor's Index ~ February 2013

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 (January)	\$7,740,985	\$7,068,244	9.5%	\$121,870,263	\$114,284,956	6.6%
	Occupancy (January)*	39.3	36.4	7.9%	39.3	36.4	7.9%
	Average Daily Rate (January)*	\$92.33	\$89.37	3.3%	\$92.33	\$89.37	3.3%
	Demand (January)*	88,591	80,891	9.5%	88,591	80,891	9.5%
	Revenue Per Available Room (January)*	\$36.29	\$32.56	11.4%	\$36.29	\$32.56	11.4%
	Total Airport Passengers (January)*	36,803	43,524	-15.4%	36,803	43,524	-15.4%
	Group Tour Bookings by Industry Partners	1	9	-88.9%	253	296	-14.5%
Visitor Services	Asheville Visitor Center	5,691	5,423	4.9%	127,172	125,414	1.4%
	Pack Square Park Visitor Center	N/A	N/A	N/A	4,684	N/A	N/A
	Black Mountain Visitor Center	956	949	0.7%	15,936	17,502	-8.9%
	Travel Guide Requests	3,328	2,202	51.1%	27,560	27,817	-0.9%
Group Sales and Services	Sales Leads Issued	54	51	5.9%	304	282	7.8%
	Room Nights Represented	20,131	8,868	127.0%	76,913	55,788	37.9%
	Person-to-Person Outreach	840	n/a	N/A	3,622	n/a	N/A
	Indirect Outreach	1,407	n/a	N/A	3,695	n/a	N/A
	Leads Turned Definite	22	29	-24.1%	160	132	21.2%
	Room Nights Represented	2,493	3,926	-36.5%	31,635	20,584	53.7%
	Estimated Revenue	\$464,554	n/a	N/A	\$4,832,144	n/a	N/A
	Group Events This Month	3	5	-40.0%	149	127	17.3%
	Room Nights Generated	1,086	n/a	N/A	19,397	n/a	N/A
	Actualized Revenue	\$169,701	n/a	N/A	\$3,624,808	n/a	N/A
Groups Serviced	11	10	10.0%	305	271	12.5%	
Online Activity	ExploreAsheville.com Visits	230,568	166,066	38.8%	1,886,808	1,737,843	8.6%
	Mobile Site Visits	70,089	29,919	134.3%	548,500	279,178	96.5%
	Facebook Fans Added	1,469	795	84.8%	23,126	14,135	63.6%
	Video Views	21,883	7,835	179.3%	181,184	124,458	45.6%
Public Relations	Publicity Value - Print & Broadcast	\$133,018	\$217,597	-38.9%	\$2,924,721	\$2,378,422	23.0%
	Editorial Reach - Print & Broadcast	8,218,458	18,313,983	-55.1%	80,463,636	98,329,431	-18.2%
	Publicity Value - Online	\$53,876	N/A	N/A	\$446,883	N/A	N/A
	Estimated Reach - Online	83,183,333	N/A	N/A	554,215,217	N/A	N/A
	Significant Placements	30	20	50.0%	239	176	35.8%
	Media Touchpoints / Interactions	15	27	-44.4%	301	233	29.2%

* Year-to-date numbers reflect a 2013 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.

Occupancy Tax Collecting Property Room Count for January 2013 (not including vacation rental properties): 7,124

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (January)*	39.3	43.9	-10.4%	39.3	43.9	-10.4%
Impact	Average Daily Rate (January)*	\$92.33	\$86.47	6.8%	\$92.33	\$86.47	6.8%
	Demand (January)*	88,591	82,684	7.1%	88,591	82,684	7.1%