

Visitor's Index ~ January 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 (December)	\$15,941,286	\$15,034,535	6.0%	\$114,129,279	\$107,216,712	6.4%
	Occupancy (December)*	59.8	57.1	4.7%	64.4	62.8	2.4%
	Average Daily Rate (December)*	\$126.15	\$121.60	3.7%	\$117.22	\$111.37	5.3%
	Demand (December)*	125,628	117,952	6.5%	1,572,615	1,526,919	3.0%
	Revenue Per Available Room (December)*	\$75.48	\$69.49	8.6%	\$75.44	\$69.98	7.8%
	Total Airport Passengers (December)*	46,474	55,428	-16.2%	633,848	721,677	-12.2%
	Group Tour Bookings by Industry Partners	3	6	-50.0%	252	287	-12.2%
Visitor Services	Asheville Visitor Center	4,955	4,834	2.5%	121,481	119,991	1.2%
	Pack Square Park Visitor Center	N/A	N/A	N/A	N/A	N/A	N/A
	Black Mountain Visitor Center	748	807	-7.3%	14,980	16,553	-9.5%
	Travel Guide Requests	6,506	3,081	111.2%	24,181	25,098	-3.7%
Group Sales and Services	Sales Leads Issued	46	65	-29.2%	250	231	8.2%
	Room Nights Represented	7,437	9,649	-22.9%	56,782	45,643	24.4%
	Person-to-Person Outreach	642	N/A	N/A	2,782	N/A	N/A
	Indirect Outreach	750	N/A	N/A	2,288	N/A	N/A
	Leads Turned Definite	25	23	8.7%	137	103	33.0%
	Room Nights Represented	6,768	2,110	220.8%	29,142	16,658	74.9%
	Estimated Revenue	\$1,153,846	N/A	N/A	\$4,367,590	N/A	N/A
	Group Events This Month	9	4	125.0%	146	122	19.7%
	Room Nights Generated	756	N/A	N/A	18,311	N/A	N/A
	Actualized Revenue	\$241,363	N/A	N/A	\$3,455,107	N/A	N/A
Groups Serviced	15	11	36.4%	294	261	12.6%	
Online Activity	ExploreAsheville.com Visits	229,746	148,045	55.2%	1,656,240	1,571,777	5.4%
	Mobile Site Visits	71,763	27,112	164.7%	478,411	249,259	91.9%
	Facebook Fans Added	845	821	2.9%	20,922	13,507	54.9%
	Video Views	13,860	17,071	-18.8%	159,303	116,623	36.6%
Public Relations	Publicity Value - Print & Broadcast	\$464,100	\$127,352	264.4%	\$2,791,703	\$2,160,825	29.2%
	Editorial Reach - Print & Broadcast	11,924,693	13,651,643	-12.7%	72,245,178	80,015,448	-9.7%
	Publicity Value - Online	\$186,548	N/A	N/A	\$393,008	N/A	N/A
	Estimated Reach - Online	180,053,188	N/A	N/A	471,031,884	N/A	N/A
	Significant Placements	63	27	133.3%	209	156	34.0%
	Media Touchpoints / Interactions	47	56	-16.1%	286	206	38.8%

* 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.

Occupancy Tax Collecting Property Room Count for December 2012 (not including vacation rental properties): 7,133

Comparison 2012 to 2008	Activity	Monthly 2012	Monthly 2008	Variance Monthly	YTD 2012	YTD 2008	Variance YTD
Overall	Occupancy (December)*	59.8	52.8	13.2%	64.4	62.7	2.7%
Impact	Average Daily Rate (December)*	\$126.15	\$112.87	11.8%	\$117.22	\$113.17	3.6%
	Demand (December)*	125,628	101,596	23.7%	1,572,615	1,389,865	13.1%