

Visitor's Index ~ March 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 (February)	\$9,157,972	\$8,361,563	9.5%	\$131,028,235	\$122,646,519	6.8%
	Occupancy (February)*	47.3	46.7	1.3%	43.0	41.3	4.2%
	Average Daily Rate (February)*	\$96.14	\$91.28	5.3%	\$94.05	\$90.39	4.0%
	Demand (February)*	96,423	93,568	3.1%	184,803	174,459	5.9%
	Revenue Per Available Room (February)*	\$45.44	\$42.60	6.7%	\$40.47	\$37.32	8.4%
	Total Airport Passengers (February)*	35,236	42,388	-16.9%	72,210	85,912	-15.9%
	Group Tour Bookings by Industry Partners	23	19	21.1%	276	315	-12.4%
Visitor Services	Asheville Visitor Center	10,837	11,282	-3.9%	138,009	136,696	1.0%
	Pack Square Park Visitor Center	NA	NA	N/A	4,691	NA	N/A
	Black Mountain Visitor Center	1,518	1,513	0.3%	17,454	19,015	-8.2%
	Travel Guide Requests	3,993	6,394	-37.6%	31,487	34,211	-8.0%
Group Sales and Services	Sales Leads Issued	45	42	7.1%	349	324	7.7%
	Room Nights Represented	20,280	10,348	96.0%	97,193	66,136	47.0%
	Person-to-Person Outreach	659	N/A	N/A	4,281	N/A	N/A
	Indirect Outreach	747	N/A	N/A	4,442	N/A	N/A
	Leads Turned Definite	30	26	15.4%	190	158	20.3%
	Room Nights Represented	2,609	5,868	-55.5%	34,244	26,452	29.5%
	Estimated Revenue	\$414,684	N/A	N/A	\$5,248,414	N/A	N/A
	Group Events This Month	14	13	7.7%	143	140	2.1%
	Room Nights Generated	3,617	N/A	N/A	23,035	N/A	N/A
	Actualized Revenue	\$562,823	N/A	N/A	\$3,671,625	N/A	N/A
Groups Serviced	26	38	-31.6%	331	309	7.1%	
Online Activity	ExploreAsheville.com Visits	277,074	204,108	35.7%	2,163,882	1,941,951	11.4%
	Mobile Site Visits	91,531	41,103	122.7%	640,031	320,281	99.8%
	Facebook Fans Added	1,417	2,046	-30.7%	24,543	16,181	51.7%
	Video Views	15,679	28,655	-45.3%	196,863	153,113	28.6%
Public Relations	Publicity Value - Print & Broadcast	\$105,014	\$102,721	2.2%	\$3,029,735	\$2,481,143	22.1%
	Editorial Reach - Print & Broadcast	6,010,089	4,689,717	28.2%	86,473,725	103,019,148	-16.1%
	Publicity Value - Online	\$99,730	N/A	N/A	\$546,614	N/A	N/A
	Estimated Reach - Online	154,351,825	N/A	N/A	708,567,042	N/A	N/A
	Significant Placements	24	14	71.4%	263	190	38.4%
	Media Touchpoints / Interactions	32	26	23.1%	333	259	28.6%

* 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 February 2013 (not including vacation rental properties): 7,132

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (February)*	47.3	51.3	-7.8%	43.0	47.3	-9.1%
Impact	Average Daily Rate (February)*	\$96.14	\$92.02	4.5%	\$94.05	\$89.30	5.3%
	Demand (February)*	96,423	85,883	12.3%	184,803	168,567	9.6%