

## Visitor's Index ~ April 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 (March)	\$13,498,167	\$12,273,456	10.0%	\$144,526,402	\$134,919,975	7.1%
	Occupancy (March)*	57.9	57.5	0.8%	48.2	46.9	2.8%
	Average Daily Rate (March)*	\$102.02	\$98.53	3.5%	\$97.35	\$93.83	3.8%
	Demand (March)*	130,845	127,624	2.5%	315,645	302,083	4.5%
	Revenue Per Available Room (March)*	\$59.10	\$56.64	4.3%	\$46.89	\$43.98	6.6%
	Total Airport Passengers (March)*	48,165	51,030	-5.6%	120,375	136,942	-12.1%
	Group Tour Bookings by Industry Partners	42	52	-19.2%	318	367	-13.4%
Visitor Services	Asheville Visitor Center	17,277	20,588	-16.1%	155,286	157,284	-1.3%
	Pack Square Park Visitor Center	208	N/A	N/A	4,899	N/A	N/A
	Black Mountain Visitor Center	2,030	1,795	13.1%	19,484	20,810	-6.4%
	Travel Guide Requests	3,530	3,379	4.5%	35,017	37,590	-6.8%
Group Sales and Services	Sales Leads Issued	52	25	108.0%	401	349	14.9%
	Room Nights Represented	31,316	6,045	418.0%	128,509	72,181	78.0%
	Person-to-Person Outreach	685	N/A	N/A	4,966	N/A	N/A
	Indirect Outreach	1,744	N/A	N/A	6,186	N/A	N/A
	Leads Turned Definite	30	20	50.0%	220	178	23.6%
	Room Nights Represented	4,637	7,100	-34.7%	38,881	33,552	15.9%
	Estimated Revenue	\$1,073,502	N/A	N/A	\$6,321,916	N/A	N/A
	Group Events This Month	26	17	52.9%	145	157	-7.6%
	Room Nights Generated	2,730	N/A	N/A	25,765	N/A	N/A
	Actualized Revenue	\$377,658	N/A	N/A	\$4,049,283	N/A	N/A
Groups Served	46	29	58.6%	376	338	11.2%	
Online Activity	ExploreAsheville.com Visits	288,375	217,322	32.7%	2,452,257	2,159,273	13.6%
	Mobile Site Visits	89,290	47,774	86.9%	729,321	368,055	98.2%
	Facebook Fans Added	11,601	4,538	155.6%	36,144	20,719	74.4%
	Video Views	45,609	15,973	185.5%	243,438	169,086	44.0%
Public Relations	Publicity Value - Print & Broadcast**	\$216,993	\$560,447	-61.3%	\$3,246,729	\$3,041,590	6.7%
	Editorial Reach - Print & Broadcast**	6,132,584	17,811,944	-65.6%	92,606,309	120,831,092	-23.4%
	Publicity Value - Online	\$75,398	N/A	N/A	\$622,011	N/A	N/A
	Estimated Reach - Online	108,024,810	N/A	N/A	816,591,852	N/A	N/A
	Significant Placements**	19	40	-52.5%	282	230	22.6%
	Media Touchpoints / Interactions	35	13	169.2%	369	272	35.7%

\* Year-to-date numbers reflect a 2013 calendar year. All other figures reflect a July 1, 2012 - June 30, 2013 fiscal year.

\*\* Variances in PR figures year-over-year reflect a shift back to near-normal activity following elevated media attention surrounding The Hunger Games in 2012.

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 March 2013 (not including vacation rental properties): 7,119

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (March)*	57.9	56.7	2.1%	48.2	50.6	-4.7%
Impact	Average Daily Rate (March)*	\$102.02	\$98.90	3.1%	\$97.35	\$92.99	4.7%
	Demand (March)*	130,845	105,186	24.4%	315,645	273,753	15.3%