

## Visitor's Index ~ June 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 (May)	\$19,423,517	\$16,635,702	16.8%	\$183,453,268	\$167,394,296	9.6%
	Occupancy (May)*	71.8	67.2	6.9%	56.8	54.5	4.4%
	Average Daily Rate (May)*	\$118.40	\$111.14	6.5%	\$106.01	\$101.37	4.6%
	Demand (May)*	162,183	148,718	9.1%	625,171	588,128	6.3%
	Revenue Per Available Room (May)*	\$85.02	\$74.69	13.8%	\$60.26	\$55.20	9.2%
	Total Airport Passengers (May)*	58,404	55,785	4.7%	228,667	244,340	-6.4%
	Group Tour Bookings by Industry Partners	29	24	20.8%	387	437	-11.4%
Visitor Services	Asheville Visitor Center	22,160	21,414	3.5%	198,032	199,132	-0.6%
	Pack Square Park Visitor Center	557	n/a	N/A	1,116	n/a	N/A
	Black Mountain Visitor Center	2,522	2,638	-4.4%	24,503	25,732	-4.8%
	Travel Guide Requests	5,267	6,677	-21.1%	47,428	49,592	-4.4%
Group Sales and Services	Sales Leads Issued	45	28	60.7%	482	439	9.8%
	Room Nights Represented	11,710	2,680	336.9%	145,838	86,735	68.1%
	Person-to-Person Outreach	607	N/A	N/A	6,073	N/A	N/A
	Indirect Outreach	268	N/A	N/A	14,066	N/A	N/A
	Leads Turned Definite	11	21	-47.6%	250	219	14.2%
	Room Nights Represented	9,993	6,464	54.6%	55,128	43,574	26.5%
	Estimated Revenue	\$866,412	N/A	n/a	\$8,433,143	N/A	N/A
	Group Events This Month	17	23	-26.1%	226	202	11.9%
	Room Nights Generated	2,573	N/A	N/A	31,496	n/a	N/A
	Actualized Revenue	\$588,096	N/A	N/A	\$5,178,513	n/a	N/A
Groups Serviced	53	51	3.9%	472	434	8.8%	
Online Activity	ExploreAsheville.com Visits	325,613	230,000	41.6%	3,093,829	2,621,237	18.0%
	Mobile Site Visits	122,874	53,819	128.3%	955,546	473,569	101.8%
	Facebook Fans Added	4,911	2,112	132.5%	49,487	25,850	91.4%
	Video Views	10,130	36,427	-72.2%	267,620	216,717	23.5%
Public Relations	Publicity Value - Print & Broadcast	\$406,513	\$101,526	300.4%	\$3,877,575	\$3,283,279	18.1%
	Editorial Reach - Print & Broadcast	37,451,650	4,904,200	663.7%	136,658,868	134,911,647	1.3%
	Publicity Value - Online	\$115,281	N/A	N/A	\$801,728	N/A	N/A
	Estimated Reach - Online	164,213,796	N/A	N/A	1,095,777,377	N/A	N/A
	Significant Placements	43	14	207.1%	356	276	29.0%
	Media Touchpoints / Interactions	42	34	23.5%	439	326	34.7%

\* 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 May 2013 (not including vacation rental properties): 7,176

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (May)*	71.8	68.2	5.4%	56.8	56.9	0.0%
Impact	Average Daily Rate (May)*	\$118.40	\$114.40	3.5%	\$106.01	\$101.36	4.6%
	Demand (May)*	162,183	127,173	27.5%	625,171	517,008	20.9%