

## Visitor's Index ~ July 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 (June)	\$21,000,567	\$18,879,583	11.2%	\$204,453,835	\$186,273,880	9.8%
	Occupancy (June)*	76.3	75.0	1.8%	60.1	57.9	3.9%
	Average Daily Rate (June)*	\$122.96	\$115.23	6.7%	\$109.68	\$104.35	5.1%
	Demand (June)*	167,406	160,521	4.3%	792,985	748,649	5.9%
	Revenue Per Available Room (June)*	\$93.87	\$86.42	8.6%	\$65.93	\$60.37	9.2%
	Total Airport Passengers (June)*	67,131	59,740	12.4%	295,798	304,080	-2.7%
	Group Tour Bookings by Industry Partners	16	19	-15.8%	16	19	-15.8%
Visitor Services	Asheville Visitor Center	24,437	22,396	9.1%	24,437	22,396	9.1%
	Pack Square Park Visitor Center	652	1,010	-35.4%	652	1,010	-35.4%
	Black Mountain Visitor Center	3,176	3,078	3.2%	3,176	3,078	3.2%
	Travel Guide Requests	6,045	3,952	53.0%	53,473	49,592	7.8%
Group Sales and Services	Sales Leads Issued	42	40	5.0%	42	40	5.0%
	Room Nights Represented	10,932	10,721	2.0%	10,932	10,721	2.0%
	Person-to-Person Outreach	523	25	1992.0%	523	25	1992.0%
	Indirect Outreach	1,563	3,198	-51.1%	1,563	3,198	-51.1%
	Leads Turned Definite	16	19	-15.8%	16	19	-15.8%
	Room Nights Represented	5,094	2,144	137.6%	5,094	2,144	137.6%
	Estimated Revenue	\$1,002,612	\$438,939	128.4%	\$1,002,612	\$438,939	128.4%
	Group Events This Month	14	9	55.6%	14	9	55.6%
	Room Nights Generated	1,033	3,063	-66.3%	1,033	3,063	-66.3%
	Actualized Revenue	\$274,117	\$443,636	-38.2%	\$274,117	\$443,636	-38.2%
Groups Serviced	27	31	-12.9%	27	31	-12.9%	
Online Activity	ExploreAsheville.com Visits	362,087	251,463	44.0%	362,087	251,463	44.0%
	Mobile Site Visits	145,179	65,729	120.9%	145,179	65,729	120.9%
	Facebook Fans Added	1,024	976	4.9%	1,024	976	4.9%
	Video Views	12,767	15,370	-16.9%	12,767	15,370	-16.9%
Public Relations	Publicity Value - Print & Broadcast	\$179,702	\$344,798	-47.9%	\$179,702	\$344,798	-47.9%
	Editorial Reach - Print & Broadcast	6,544,676	7,638,658	-14.3%	6,544,676	7,638,658	-14.3%
	Publicity Value - Online	\$37,807	\$16,409	130.4%	\$37,807	\$16,409	130.4%
	Estimated Reach - Online	35,478,532	48,074,590	-26.2%	35,478,532	48,074,590	-26.2%
	Significant Placements	16	29	-44.8%	16	29	-44.8%
	Media Touchpoints / Interactions	23	19	21.1%	23	19	21.1%

\* Year-to-date numbers marked with an asterisk reflect a 2013 calendar year. All other figures reflect a July 1 - June 30 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 June 2013 (not including vacation rental properties): 7,182

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (June)*	76.3	74.3	2.8%	60.1	61.9	-2.9%
Impact	Average Daily Rate (June)*	\$122.96	\$118.83	3.5%	\$109.68	\$107.98	1.6%
	Demand (June)*	167,406	133,578	25.3%	792,985	790,616	0.3%