

Visitor's Index ~ August 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 (July)	\$23,273,149	\$20,923,669	11.2%	\$23,273,149	\$20,923,669	11.2%
	Occupancy (July)*	77.2	75.9	1.7%	62.6	60.5	3.5%
	Average Daily Rate (July)*	\$130.26	\$121.21	7.5%	\$113.40	\$107.44	5.5%
	Demand (July)*	175,042	167,925	4.2%	968,027	916,574	5.6%
	Revenue Per Available Room (July)*	\$100.61	\$92.02	9.3%	\$71.02	\$64.99	9.3%
	Total Airport Passengers (July)*	71,305	61,730	15.5%	367,103	365,810	0.4%
	Group Tour Bookings by Industry Partners	14	17	-17.6%	30	36	-16.7%
Visitor Services	Asheville Visitor Center	23,188	21,417	8.3%	47,625	43,813	8.7%
	Pack Square Park Visitor Center	706	1,088	-35.1%	1,358	2,098	-35.3%
	Black Mountain Visitor Center	2,859	2,806	1.9%	6,035	5,884	2.6%
	Travel Guide Requests	5,312	4,266	24.5%	58,785	53,858	9.1%
Group Sales and Services	Sales Leads Issued	39	34	14.7%	81	74	9.5%
	Room Nights Represented	10,336	5,383	92.0%	21,268	16,104	32.1%
	Person-to-Person Outreach	663	371	78.7%	1,186	396	199.5%
	Indirect Outreach	3,380	1,484	127.8%	4,943	4,682	5.6%
	Leads Turned Definite	19	21	-9.5%	35	40	-12.5%
	Room Nights Represented	4,331	3,845	12.6%	9,425	5,989	57.4%
	Estimated Revenue	\$992,465	\$501,058	98.1%	\$1,995,077	\$939,997	112.2%
	Group Events This Month	24	18	33.3%	38	27	40.7%
	Room Nights Generated	5,658	3,581	58.0%	6,691	6,644	0.7%
	Actualized Revenue	\$1,236,395	\$477,059	159.2%	\$1,510,512	\$868,593	73.9%
Groups Served	49	47	4.3%	73	78	-6.4%	
Online Activity	ExploreAsheville.com Visits	357,037	242,984	46.9%	719,124	494,447	45.4%
	Mobile Site Visits	148,938	57,824	157.6%	293,015	123,002	138.2%
	Facebook Fans Added	906	2,294	-60.5%	1,930	3,270	-41.0%
	Video Views	14,588	16,464	-11.4%	27,355	31,834	-14.1%
Public Relations	Publicity Value - Print & Broadcast	\$425,716	\$160,398	165.4%	\$605,418	\$505,196	19.8%
	Editorial Reach - Print & Broadcast	9,918,335	4,511,226	119.9%	16,463,011	12,149,884	35.5%
	Publicity Value - Online	\$85,035	\$3,619	2249.7%	\$122,842	\$20,028	513.4%
	Estimated Reach - Online	146,337,701	20,452,651	615.5%	181,816,233	68,527,241	165.3%
	Significant Placements	19	19	0.0%	35	48	-27.1%
	Media Touchpoints / Interactions	38	57	-33.3%	61	76	-19.7%

* Year-to-date numbers reflect a 2013 calendar year. All other figures reflect a July 1, 2013 - June 30, 2014 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 July 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 (July)*	77.2	74.3	3.9%	62.6	61.9	1.2%
Impact	Average Daily Rate (July)*	\$130.26	\$122.08	6.7%	\$113.40	\$107.98	5.0%
	Demand (July)*	175,042	140,030	25.0%	968,027	790,616	22.4%