

Visitor's Index ~ September 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 (August)	\$21,707,827	\$18,452,476	17.6%	\$44,988,925	\$39,376,145	14.3%
	Occupancy (August)*	74.3	69.2	7.3%	64.1	61.6	4.0%
	Average Daily Rate (August)*	\$129.77	\$116.58	11.3%	\$115.82	\$108.76	6.5%
	Demand (August)*	168,339	155,635	8.2%	1,136,362	1,072,209	6.0%
	Revenue Per Available Room (August)*	\$96.39	\$80.73	19.4%	\$74.26	\$67.02	10.8%
	Total Airport Passengers (August)*	68,661	60,307	13.9%	435,764	426,117	2.3%
	Group Tour Bookings by Industry Partners	38	27	40.7%	68	63	7.9%
Visitor Services	Asheville Visitor Center	20,388	20,039	1.7%	68,013	63,852	6.5%
	Pack Square Park Visitor Center	531	928	-42.8%	2,169	3,026	-28.3%
	Black Mountain Visitor Center	2,056	2,007	2.4%	8,091	7,891	2.5%
	Travel Guide Requests	5,313	3,902	36.2%	64,098	38,132	68.1%
Group Sales and Services	Sales Leads Issued	36	33	9.1%	117	107	9.3%
	Room Nights Represented	7,621	8,887	-14.2%	28,889	24,991	15.6%
	Person-to-Person Outreach	829	538	54.1%	2,015	934	115.7%
	Indirect Outreach	2,741	1,635	67.6%	7,684	6,317	21.6%
	Leads Turned Definite	20	14	42.9%	55	54	1.9%
	Room Nights Represented	3,860	5,724	-32.6%	13,285	11,713	13.4%
	Estimated Revenue	\$546,377	\$698,449	-21.8%	\$2,541,454	\$1,638,446	55.1%
	Group Events This Month	26	32	-18.8%	64	59	8.5%
	Room Nights Generated	2,851	5,018	-43.2%	9,524	11,662	-18.3%
	Actualized Revenue	\$442,903	\$1,085,705	-59.2%	\$1,952,244	\$2,002,230	-2.5%
Online Activity	Groups Serviced	52	60	-13.3%	124	138	-10.1%
	ExploreAsheville.com Visits	371,363	259,507	43.1%	1,090,487	753,954	44.6%
	Mobile Site Visits	144,915	67,026	116.2%	437,393	188,658	131.8%
	Facebook Fans Added	980	2,057	-52.4%	85,402	43,635	95.7%
Public Relations	Video Views	28,327	16,248	74.3%	55,682	47,447	17.4%
	Publicity Value - Print & Broadcast	\$509,266	\$224,313	127.0%	\$1,114,684	\$729,509	52.8%
	Editorial Reach - Print & Broadcast	13,483,021	5,610,066	140.3%	29,946,032	17,759,950	68.6%
	Publicity Value - Online	\$40,102	\$19,740	103.2%	\$162,944	\$39,768	309.7%
	Estimated Reach - Online	104,165,938	49,688,747	109.6%	285,982,171	118,245,988	141.9%
	Significant Placements	28	17	64.7%	63	65	-3.1%
Media Touchpoints / Interactions	77	79	-2.5%	138	155	-11.0%	

* 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 August 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 (August)*	74.3	72.3	2.7%	64.1	63.2	1.4%
Impact	Average Daily Rate (August)*	\$129.77	\$120.14	8.0%	\$115.82	\$109.77	5.5%
	Demand (August)*	168,339	136,261	23.5%	1,136,362	926,877	22.6%