

Visitor's Index ~ October 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 (September)	\$19,832,465	\$17,675,080	12.2%	\$65,063,281	\$57,051,225	14.0%
	Occupancy (September)*	71.7	68.8	4.2%	65.0	62.4	4.1%
	Average Daily Rate (September)*	\$124.69	\$118.35	5.4%	\$117.30	\$110.18	6.5%
	Demand (September)*	157,228	149,688	5.0%	1,293,555	1,221,713	5.9%
	Revenue Per Available Room (September)*	\$89.41	\$81.48	9.7%	\$76.21	\$68.78	10.8%
	Total Airport Passengers (September)*	60,365	53,472	12.9%	496,129	479,589	3.4%
	Group Tour Bookings by Industry Partners	39	57	-31.6%	107	120	-10.8%
Visitor Services	Asheville Visitor Center	27,268	26,930	1.3%	95,281	90,782	5.0%
	Pack Square Park Visitor Center	979	1,193	-17.9%	3,148	4,219	-25.4%
	Black Mountain Visitor Center	3,565	3,424	4.1%	11,656	11,318	3.0%
	Travel Guide Requests	2,693	3,636	-25.9%	66,791	41,768	59.9%
Group Sales and Services	Sales Leads Issued	74	43	72.1%	193	150	28.7%
	Room Nights Represented	12,956	11,741	10.3%	41,366	36,732	12.6%
	Person-to-Person Outreach	907	428	111.9%	2,922	1,362	114.5%
	Indirect Outreach	0	197	-100.0%	7,684	6,669	15.2%
	Leads Turned Definite	30	21	42.9%	85	75	13.3%
	Room Nights Represented	6,157	5,615	9.7%	19,442	17,328	12.2%
	Estimated Revenue	\$1,068,141	\$681,360	56.8%	\$3,609,595	\$2,319,806	55.6%
	Group Events This Month	36	49	-26.5%	101	108	-6.5%
	Room Nights Generated	2,843	3,758	-24.3%	12,385	15,032	-17.6%
	Actualized Revenue	\$685,205	\$598,026	14.6%	\$2,638,620	\$2,615,467	0.9%
Online Activity	Groups Serviced	51	83	-38.6%	124	221	-43.9%
	ExploreAsheville.com Visits	434,145	289,129	50.2%	1,542,632	1,043,083	47.9%
	Mobile Site Visits	176,693	86,117	105.2%	610,249	277,539	119.9%
	Facebook Fans Added	1,260	9,705	-87.0%	4,170	15,035	-72.3%
Public Relations	Video Views	37,514	18,033	108.0%	93,196	65,480	42.3%
	Publicity Value - Print & Broadcast	\$383,068	\$489,762	-21.8%	\$1,497,753	\$1,219,271	22.8%
	Editorial Reach - Print & Broadcast	13,321,815	12,460,263	6.9%	43,467,847	30,220,213	43.8%
	Publicity Value - Online	\$184,251	\$12,336	1393.6%	\$347,195	\$52,104	566.4%
	Estimated Reach - Online	198,989,147	583,928	33977.7%	484,971,318	118,799,916	308.2%
	Significant Placements	26	17	52.9%	89	82	8.5%
	Media Touchpoints / Interactions	55	49	12.2%	193	204	-5.4%

* 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 September 2013 (not including vacation rental properties): 7,190

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (September)*	71.7	61.2	17.2%	65.0	63.0	3.1%
Impact	Average Daily Rate (September)*	\$124.69	\$114.11	9.3%	\$117.30	\$110.24	6.4%
	Demand (September)*	157,228	111,642	40.8%	1,293,555	1,038,519	24.6%