

## Visitor's Index ~ November 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 (October)	\$27,400,281	\$25,065,742	9.3%	\$92,463,563	\$82,116,966	12.6%
	Occupancy (October)*	80.5	78.4	2.7%	66.6	64.1	3.9%
	Average Daily Rate (October)*	\$148.57	\$141.05	5.3%	\$121.17	\$114.08	6.2%
	Demand (October)*	182,437	176,504	3.4%	1,476,010	1,398,217	5.6%
	Revenue Per Available Room (October)*	\$119.62	\$110.56	8.2%	\$80.65	\$73.10	10.3%
	Total Airport Passengers (October)*	65,869	57,439	14.7%	561,998	537,028	4.6%
	Group Tour Bookings by Industry Partners	64	85	-24.7%	171	205	-16.6%
Visitor Services	Asheville Visitor Center	15,203	14,844	2.4%	110,484	105,626	4.6%
	Pack Square Park Visitor Center	363	371	-2.2%	3,231	4,590	-29.6%
	Black Mountain Visitor Center	1,764	1,685	4.7%	13,420	13,003	3.2%
	Travel Guide Requests	2,130	1,671	27.5%	68,921	16,583	315.6%
Group Sales and Services	Sales Leads Issued	37	34	8.8%	228	184	23.9%
	Room Nights Represented	8,802	7,910	11.3%	50,647	44,642	13.5%
	Person-to-Person Outreach	638	317	101.3%	3,556	1,679	111.8%
	Indirect Outreach	290	1,680	-82.7%	7,978	8,349	-4.4%
	Leads Turned Definite	23	13	76.9%	108	88	22.7%
	Room Nights Represented	3,801	1,437	164.5%	23,423	18,765	24.8%
	Estimated Revenue	\$727,246	\$205,803	253.4%	\$4,336,841	\$2,525,609	71.7%
	Group Events This Month	14	15	-6.7%	115	123	-6.5%
	Room Nights Generated	1,208	1,064	13.5%	13,593	16,484	-17.5%
	Actualized Revenue	\$160,671	\$110,580	45.3%	\$2,799,291	\$2,726,047	2.7%
Groups Served	20	44	-54.5%	195	265	-26.4%	
Online Activity	ExploreAsheville.com Visits	265,886	187,419	41.9%	1,780,518	1,230,502	44.7%
	Mobile Site Visits	112,620	60,216	87.0%	723,574	335,865	115.4%
	Facebook Fans Added	604	1,565	-61.4%	4,774	16,600	-71.2%
	Video Views	17,456	32,216	-45.8%	110,652	97,741	13.2%
Public Relations	Publicity Value - Print & Broadcast	\$374,291	\$672,093	-44.3%	\$1,872,044	\$1,891,364	-1.0%
	Editorial Reach - Print & Broadcast	10,244,280	17,242,216	-40.6%	53,512,127	47,462,429	12.7%
	Publicity Value - Online	\$104,813	\$29,359	257.0%	\$452,009	\$81,462	454.9%
	Estimated Reach - Online	210,965,503	34,316,550	514.8%	695,936,821	153,116,466	354.5%
	Significant Placements	57	35	62.9%	146	117	24.8%
	Media Touchpoints / Interactions	30	21	42.9%	223	225	-0.9%

\* 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 October 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 (October)*	80.5	73.7	9.3%	66.6	64.0	4.0%
Impact	Average Daily Rate (October)*	\$148.57	\$131.99	12.6%	\$121.17	\$112.87	7.4%
	Demand (October)*	182,437	141,664	28.8%	1,476,010	1,177,295	25.4%