

Visitor's Index ~ December 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 (November)	\$18,526,096	\$17,672,705	4.8%	\$111,034,138	\$99,789,671	11.3%
	Occupancy (November)*	66.7	62.4	6.9%	66.6	63.9	4.1%
	Average Daily Rate (November)*	\$130.88	\$122.79	6.6%	\$122.05	\$114.85	6.3%
	Demand (November)*	146,208	136,032	7.5%	1,622,200	1,534,249	5.7%
	Revenue Per Available Room (November)*	\$87.27	\$76.59	13.9%	\$81.24	\$73.41	10.7%
	Total Airport Passengers (November)*	56,539	50,346	12.3%	618,537	587,374	5.3%
	Group Tour Bookings by Industry Partners	93	46	102.2%	264	251	5.2%
Visitor Services	Asheville Visitor Center	10,670	10,900	-2.1%	121,154	116,526	4.0%
	Pack Square Park Visitor Center	0	94	-100.0%	3,231	4,684	-31.0%
	Black Mountain Visitor Center	1,291	1,232	4.8%	14,711	14,235	3.3%
	Travel Guide Requests	2,149	1,092	96.8%	71,070	17,675	302.1%
Group Sales and Services	Sales Leads Issued	31	22	40.9%	258	206	25.2%
	Room Nights Represented	6,761	4,703	43.8%	56,141	49,345	13.8%
	Person-to-Person Outreach	726	217	234.6%	4,269	1,896	125.2%
	Indirect Outreach	3,726	728	411.8%	11,704	9,077	28.9%
	Leads Turned Definite	41	25	64.0%	155	113	37.2%
	Room Nights Represented	4,597	3,609	27.4%	27,850	22,374	24.5%
	Estimated Revenue	\$566,113	\$688,135	-17.7%	\$4,905,164	\$3,213,954	52.6%
	Group Events This Month	6	11	-45.5%	122	134	-9.0%
	Room Nights Generated	480	1,092	-56.0%	14,663	17,576	-16.6%
	Actualized Revenue	\$72,336	\$153,820	-53.0%	\$2,881,152	\$2,879,867	0.0%
Groups Serviced	16	13	23.1%	210	278	-24.5%	
Online Activity	ExploreAsheville.com Visits	256,934	195,992	31.1%	2,037,452	1,426,494	42.8%
	Mobile Site Visits	119,153	69,923	70.4%	841,998	405,167	107.8%
	Facebook Fans Added	521	3,477	-85.0%	5,295	20,077	-73.6%
	Video Views	19,592	47,702	-58.9%	130,260	145,443	-10.4%
Public Relations	Publicity Value - Print & Broadcast	\$222,924	\$436,239	-48.9%	\$2,094,969	\$2,327,603	-10.0%
	Editorial Reach - Print & Broadcast	8,882,632	12,858,056	-30.9%	62,394,759	60,320,485	3.4%
	Publicity Value - Online	\$67,249	\$124,997	-46.2%	\$519,258	\$206,460	151.5%
	Estimated Reach - Online	157,377,150	137,862,230	14.2%	853,313,971	290,978,696	193.3%
	Significant Placements	48	29	65.5%	194	146	32.9%
	Media Touchpoints / Interactions	17	14	21.4%	240	239	0.4%

* 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 November 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 (November)*	66.7	59.6	11.8%	66.6	63.6	4.7%
Impact	Average Daily Rate (November)*	\$130.88	\$116.61	12.2%	\$122.05	\$113.19	7.8%
	Demand (November)*	146,208	110,974	31.7%	1,622,200	1,288,269	25.9%