

Visitor's Index ~ January 2014

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 (December)	\$18,965,883	\$16,856,480	12.5%	\$130,983,807	\$116,646,151	12.3%
	Occupancy (December)*	61.7	58.6	5.3%	66.2	63.5	4.2%
	Average Daily Rate (December)*	\$133.23	\$124.90	6.7%	\$122.94	\$115.65	6.3%
	Demand (December)*	139,838	132,138	5.8%	1,762,123	1,666,387	5.7%
	Revenue Per Available Room (December)*	\$82.23	\$73.23	12.3%	\$81.33	\$73.40	10.8%
	Total Airport Passengers (December)*	59,486	46,474	28.0%	678,023	633,848	7.0%
	Group Tour Bookings by Industry Partners	1	3	-66.7%	265	254	4.3%
Visitor Services	Asheville Visitor Center	5,011	4,955	1.1%	126,165	121,481	3.9%
	Pack Square Park Visitor Center	0	0	N/A	3,231	4,684	-31.0%
	Black Mountain Visitor Center	818	748	9.4%	15,529	14,983	3.6%
	Travel Guide Requests	4,973	6,506	-23.6%	22,648	24,181	-6.3%
Group Sales and Services	Sales Leads Issued	80	47	70.2%	338	253	33.6%
	Room Nights Represented	9,700	7,437	30.4%	65,841	56,782	16.0%
	Person-to-Person Outreach	755	642	17.6%	5,039	2,538	98.5%
	Indirect Outreach	2,219	754	194.3%	14,017	9,831	42.6%
	Leads Turned Definite	24	25	-4.0%	179	138	29.7%
	Room Nights Represented	2,885	6,688	-56.9%	30,765	29,062	5.9%
	Estimated Revenue	\$528,039	\$1,155,433	-54.3%	\$5,436,954	\$4,369,176	24.4%
	Group Events This Month	9	9	0.0%	131	143	-8.4%
	Room Nights Generated	1,034	756	36.8%	15,516	18,332	-15.4%
	Actualized Revenue	\$143,930	\$100,606	43.1%	\$3,025,082	\$2,888,494	4.7%
Groups Served	22	15	46.7%	232	293	-20.8%	
Online Activity	ExploreAsheville.com Visits	264,134	229,746	15.0%	2,301,586	1,656,240	39.0%
	Mobile Site Visits	117,047	72,110	62.3%	961,233	476,253	101.8%
	Facebook Fans Added	705	845	-16.6%	6,000	20,922	-71.3%
	Video Views	10,034	13,860	-27.6%	140,301	159,303	-11.9%
Public Relations	Publicity Value - Print & Broadcast	\$281,950	\$464,100	-39.2%	\$2,376,919	\$2,791,703	-14.9%
	Editorial Reach - Print & Broadcast	14,282,706	11,924,693	19.8%	76,677,465	72,245,178	6.1%
	Publicity Value - Online	\$119,724	\$186,548	-35.8%	\$638,981	\$393,008	62.6%
	Estimated Reach - Online	156,334,642	180,053,188	-13.2%	1,009,648,613	471,031,884	114.3%
	Significant Placements	41	63	-34.9%	235	209	12.4%
	Media Touchpoints / Interactions	82	47	74.5%	320	286	11.9%

* 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 December 2013 (not including vacation rental properties or accommodations with less than 5 rooms): 7,190

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (December)*	61.7	52.8	16.8%	66.2	62.7	5.6%
Impact	Average Daily Rate (December)*	\$133.23	\$112.87	18.0%	\$122.94	\$113.17	8.6%
	Demand (December)*	139,838	101,596	37.6%	1,762,123	1,389,865	26.8%