

Visitor's Index ~ February 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 (January)	\$9,260,062	\$8,251,990	12.2%	\$140,243,869	\$124,898,141	12.3%
	Occupancy (January)*	42.8	39.2	9.2%	42.8	39.2	9.2%
	Average Daily Rate (January)*	\$99.27	\$92.55	7.3%	\$99.27	\$92.55	7.3%
	Demand (January)*	96,270	88,375	8.9%	96,270	88,375	8.9%
	Revenue Per Available Room (January)*	\$42.50	\$36.29	17.1%	\$42.50	\$36.29	17.1%
	Total Airport Passengers (January)*	43,568	36,974	17.8%	43,568	36,974	17.8%
	Group Tour Bookings by Industry Partners	6	1	500.0%	271	255	6.3%
Visitor Services	Asheville Visitor Center	4,973	5,691	-12.6%	131,138	127,172	3.1%
	Pack Square Park Visitor Center	0	0	N/A	3,231	4,684	-31.0%
	Black Mountain Visitor Center	904	956	-5.4%	16,433	15,939	3.1%
	Travel Guide Requests	4,123	3,328	23.9%	26,771	27,560	-2.9%
Group Sales and Services	Sales Leads Issued	51	55	-7.3%	389	308	26.3%
	Room Nights Represented	13,873	20,131	-31.1%	79,714	76,913	3.6%
	Person-to-Person Outreach	559	846	-33.9%	5,598	3,384	65.4%
	Indirect Outreach	3,106	1,416	119.4%	18,804	11,247	67.2%
	Leads Turned Definite	25	22	13.6%	204	160	27.5%
	Room Nights Represented	2,968	2,473	20.0%	33,733	31,535	7.0%
	Estimated Revenue	\$412,899	\$464,554	-11.1%	\$5,849,853	\$4,833,730	21.0%
	Group Events This Month	3	3	0.0%	142	146	-2.7%
	Room Nights Generated	56	1,086	-94.8%	15,753	19,418	-18.9%
	Actualized Revenue	\$8,736	\$128,329	-93.2%	\$3,033,818	\$3,108,802	-2.4%
Groups Served	10	11	-9.1%	246	304	-19.1%	
Online Activity	ExploreAsheville.com Visits	226,428	230,568	-1.8%	2,528,014	1,886,808	34.0%
	Mobile Site Visits	99,874	70,438	41.8%	1,063,203	545,018	95.1%
	Facebook Fans Added	624	1,469	-57.5%	6,624	23,126	-71.4%
	Video Views	8,786	22,532	-61.0%	149,087	182,008	-18.1%
Public Relations	Publicity Value - Print & Broadcast	\$162,436	\$133,018	22.1%	\$2,539,355	\$2,924,721	-13.2%
	Editorial Reach - Print & Broadcast	4,849,551	8,218,458	-41.0%	81,527,016	80,463,636	1.3%
	Publicity Value - Online	\$20,153	\$53,876	-62.6%	\$659,134	\$446,883	47.5%
	Estimated Reach - Online	52,186,220	83,183,333	-37.3%	1,061,834,833	554,215,217	91.6%
	Significant Placements	44	30	46.7%	279	239	16.7%
	Media Touchpoints / Interactions	32	15	113.3%	352	301	16.9%

* Year-to-date numbers reflect a 2014 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 January 2013 (not including vacation rental properties or those with less than five units): 7,170

Comparison 2014 to 2008	Activity	Monthly 2014	Monthly 2008	Variance Monthly	YTD 2014	YTD 2008	Variance YTD
Overall	Occupancy (January)*	42.8	43.9	-2.4%	42.8	43.9	-2.4%
Impact	Average Daily Rate (January)*	\$99.27	\$86.47	14.8%	\$99.27	\$86.47	14.8%
	Demand (January)*	96,270	82,684	16.4%	96,270	82,684	16.4%