

Visitor's Index ~ March 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 (February)	\$9,256,909	\$9,182,128	0.8%	\$149,501,634	\$134,080,269	11.5%
	Occupancy (February)*	48.1	47.3	1.6%	45.3	43.0	5.2%
	Average Daily Rate (February)*	\$101.56	\$96.80	4.9%	\$100.43	\$94.77	6.0%
	Demand (February)*	97,630	96,423	1.3%	193,876	184,798	4.9%
	Revenue Per Available Room (February)*	\$48.80	\$45.77	6.6%	\$45.48	\$40.79	11.5%
	Total Airport Passengers (February)*	38,479	35,236	9.2%	82,047	72,210	13.6%
	Group Tour Bookings by Industry Partners	20	23	-13.0%	290	278	4.3%
Visitor Services	Asheville Visitor Center	10,815	10,837	-0.2%	141,953	138,009	2.9%
	Pack Square Park Visitor Center	0	0	N/A	3,231	4,684	-31.0%
	Black Mountain Visitor Center	1,274	1,518	-16.1%	17,707	17,457	1.4%
	Travel Guide Requests	6,111	3,993	53.0%	32,882	27,560	19.3%
Group Sales and Services	Sales Leads Issued	63	48	31.3%	452	356	27.0%
	Room Nights Represented	14,024	20,280	-30.8%	93,738	97,193	-3.6%
	Person-to-Person Outreach	857	660	29.8%	6,455	4,044	59.6%
	Indirect Outreach	1,854	751	146.9%	20,658	11,998	72.2%
	Leads Turned Definite	49	30	63.3%	253	190	33.2%
	Room Nights Represented	6,120	2,826	116.6%	39,853	34,361	16.0%
	Estimated Revenue	\$888,017	\$414,684	114.1%	\$6,737,870	\$5,248,414	28.4%
	Group Events This Month	16	14	14.3%	154	160	-3.8%
	Room Nights Generated	4,143	3,617	14.5%	19,896	23,035	-13.6%
	Actualized Revenue	\$644,989	\$562,823	14.6%	\$3,678,807	\$3,671,625	0.2%
Groups Served	28	26	7.7%	274	330	-17.0%	
Online Activity	ExploreAsheville.com Visits	301,435	277,075	8.8%	2,829,449	2,163,882	30.8%
	Mobile Site Visits	139,448	91,951	51.7%	1,199,373	634,492	89.0%
	Facebook Fans Added	874	1,417	-38.3%	7,498	24,543	-69.4%
	Video Views	11,319	15,679	-27.8%	160,383	196,863	-18.5%
Public Relations	Publicity Value - Print & Broadcast	\$129,382	\$105,014	23.2%	\$2,668,737	\$3,029,735	-11.9%
	Editorial Reach - Print & Broadcast	7,485,020	6,010,089	24.5%	89,012,036	86,473,725	2.9%
	Publicity Value - Online	\$179,801	\$99,730	80.3%	\$838,935	\$546,614	53.5%
	Estimated Reach - Online	317,984,575	154,351,825	106.0%	1,379,819,408	708,567,042	94.7%
	Significant Placements	67	24	179.2%	346	263	31.6%
	Media Touchpoints / Interactions	37	33	12.1%	389	334	16.5%

* 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 February 2013 (not including vacation rental properties): 7,175

Comparison 2014 to 2008	Activity	Monthly 2014	Monthly 2008	Variance Monthly	YTD 2014	YTD 2008	Variance YTD
Overall	Occupancy (February)*	48.1	51.3	-6.3%	45.3	47.3	-4.3%
Impact	Average Daily Rate (February)*	\$101.56	\$92.02	10.4%	\$100.43	\$89.30	12.5%
	Demand (February)*	97,630	85,883	13.7%	193,876	168,567	15.0%