

Visitor's Index ~ April 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 (March)	\$14,634,191	\$13,597,255	7.6%	\$165,342,766	\$147,677,524	12.0%
	Occupancy (March)*	60.6	57.9	4.7%	50.6	48.2	5.0%
	Average Daily Rate (March)*	\$106.31	\$102.52	3.7%	\$102.75	\$97.98	4.9%
	Demand (March)*	136,359	130,756	4.3%	330,233	315,554	4.7%
	Revenue Per Available Room (March)*	\$64.45	\$59.37	8.6%	\$51.96	\$47.20	10.1%
	Total Airport Passengers (March)*	54,582	48,165	13.3%	136,629	120,375	13.5%
	Group Tour Bookings by Industry Partners	35	42	-16.7%	325	320	1.6%
Visitor Services	Asheville Visitor Center	18,231	17,277	5.5%	160,384	155,286	3.3%
	Pack Square Park Visitor Center	529	208	154.3%	3,760	4,892	-23.1%
	Black Mountain Visitor Center	1,991	2,030	-1.9%	19,698	19,487	1.1%
	Travel Guide Requests	4,418	3,530	25.2%	37,300	35,017	6.5%
Group Sales and Services	Sales Leads Issued	56	55	1.8%	505	411	22.9%
	Room Nights Represented	13,875	31,316	-55.7%	104,401	128,509	-18.8%
	Person-to-Person Outreach	752	685	9.8%	7,207	4,729	52.4%
	Indirect Outreach	3,187	1,754	81.7%	23,845	13,752	73.4%
	Leads Turned Definite	24	31	-22.6%	275	221	24.4%
	Room Nights Represented	5,787	4,697	23.2%	45,580	39,058	16.7%
	Estimated Revenue	\$1,193,803	\$1,073,502	11.2%	\$7,946,242	\$6,321,916	25.7%
	Group Events This Month	21	26	-19.2%	177	186	-4.8%
	Room Nights Generated	2,761	2,730	1.1%	22,657	25,765	-12.1%
	Actualized Revenue	\$411,387	\$377,658	8.9%	\$4,090,194	\$4,049,283	1.0%
Groups Serviced	28	46	-39.1%	321	376	-14.6%	
Online Activity	ExploreAsheville.com Visits	299,294	288,375	3.8%	3,128,743	2,452,257	27.6%
	Mobile Site Visits	141,091	89,290	58.0%	1,341,927	729,321	84.0%
	Facebook Fans Added	916	11,601	-92.1%	8,414	36,144	-76.7%
	Video Views	11,823	45,609	-74.1%	173,680	243,438	-28.7%
Public Relations	Publicity Value - Print & Broadcast	\$256,304	\$216,993	18.1%	\$2,925,041	\$3,246,729	-9.9%
	Editorial Reach - Print & Broadcast	23,039,259	6,132,584	275.7%	112,051,295	92,606,309	21.0%
	Publicity Value - Online	\$199,406	\$75,398	164.5%	\$1,038,341	\$622,011	66.9%
	Estimated Reach - Online	310,477,181	108,024,810	187.4%	1,690,296,589	816,591,852	107.0%
	Significant Placements	101	19	431.6%	447	282	58.5%
	Media Touchpoints / Interactions	47	35	34.3%	436	369	18.2%

* 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.

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (March)*	60.6	56.7	6.9%	50.6	50.6	-0.1%
Impact	Average Daily Rate (March)*	\$106.31	\$98.90	7.5%	\$102.75	\$92.99	10.5%
	Demand (March)*	136,359	105,186	29.6%	330,233	273,753	20.6%