

## Visitor's Index ~ May 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	Hotel Sales (April)	\$18,309,751	\$16,352,227	12.0%	\$183,663,145	\$164,029,751	12.0%
Overall	Occupancy (April)*	68.5	67.4	1.6%	55.1	53.0	3.9%
	Average Daily Rate (April)*	\$120.59	\$111.97	7.7%	\$108.30	\$102.44	5.7%
	Demand (April)*	149,117	147,343	1.2%	479,341	462,897	3.6%
	Revenue Per Available Room (April)*	\$82.61	\$75.50	9.4%	\$59.62	\$54.28	9.8%
	Total Airport Passengers (April)*	57,446	49,888	15.1%	194,075	170,263	14.0%
	Group Tour Bookings by Industry Partners	27	40	-32.5%	352	360	-2.2%
Visitor Services	Asheville Visitor Center	21,623	20,586	5.0%	181,807	175,872	3.4%
	Pack Square Park Visitor Center	729	351	107.7%	1,258	559	125.0%
	Black Mountain Visitor Center	2,530	2,497	1.3%	22,228	21,984	1.1%
	Travel Guide Requests	4,097	7,144	-42.7%	47,364	42,161	12.3%
Group Sales and Services	Sales Leads Issued	64	28	128.6%	569	439	29.6%
	Room Nights Represented	17,630	5,683	210.2%	121,431	134,192	-9.5%
	Person-to-Person Outreach	762	737	3.4%	7,969	5,466	45.8%
	Indirect Outreach	3,316	44	7436.4%	27,161	13,796	96.9%
	Leads Turned Definite	40	18	122.2%	317	239	32.6%
	Room Nights Represented	7,718	6,077	27.0%	53,674	45,135	18.9%
	Estimated Revenue	\$1,026,374	\$1,244,815	-17.5%	\$9,009,102	\$7,566,731	19.1%
	Group Events This Month	32	20	60.0%	209	206	1.5%
	Room Nights Generated	2,701	3,133	-13.8%	25,327	28,898	-12.4%
	Actualized Revenue	\$650,809	\$539,409	20.7%	\$4,763,323	\$4,588,692	3.8%
	Groups Served	66	47	40.4%	381	423	-9.9%
Online Activity	ExploreAsheville.com Visits	324,851	315,959	2.8%	3,453,594	2,768,216	24.8%
	Mobile Site Visits	154,883	99,917	55.0%	1,467,082	826,143	77.6%
	Facebook Fans Added	13,065	8,432	54.9%	21,479	44,576	-51.8%
	Video Views	12,345	14,052	-12.1%	186,027	257,490	-27.8%
Public Relations	Publicity Value - Print & Broadcast	\$300,607	\$224,333	34.0%	\$3,225,648	\$3,471,062	-7.1%
	Editorial Reach - Print & Broadcast	9,474,258	6,600,909	43.5%	121,525,553	99,207,218	22.5%
	Publicity Value - Online	\$231,957	\$64,435	260.0%	\$1,270,299	\$686,447	85.1%
	Estimated Reach - Online	343,251,776	114,971,729	198.6%	2,033,548,365	931,563,581	118.3%
	Significant Placements	59	31	90.3%	506	313	61.7%
	Media Touchpoints / Interactions	28	28	0.0%	464	397	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.

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (April)*	68.5	64.1	6.9%	55.1	53.9	2.1%
Impact	Average Daily Rate (April)*	\$120.59	\$106.83	12.9%	\$108.30	\$97.11	11.5%
	Demand (April)*	149,117	116,082	28.5%	479,341	389,835	23.0%