

Visitor's Index ~ June 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 (May)	\$21,188,723	\$19,431,175	9.0%	\$204,878,394	\$183,460,926	11.7%
Overall	Occupancy (May)*	71.8	72.0	-0.3%	58.5	56.9	2.8%
	Average Daily Rate (May)*	\$128.15	\$119.48	7.3%	\$113.31	\$106.87	6.0%
	Demand (May)*	161,400	162,549	-0.7%	640,685	625,446	2.4%
	Revenue Per Available Room (May)*	\$91.96	\$86.01	6.9%	\$66.26	\$60.79	9.0%
	Total Airport Passengers (May)*	64,278	58,404	10.1%	258,353	228,667	13.0%
	Group Tour Bookings by Industry Partners	24	29	-17.2%	376	389	-3.3%
Visitor Services	Asheville Visitor Center	20,129	22,160	-9.2%	201,936	198,032	2.0%
	Pack Square Park Visitor Center	724	557	30.0%	5,213	5,800	-10.1%
	Black Mountain Visitor Center	2,841	2,522	12.6%	25,069	24,506	2.3%
	Travel Guide Requests	3,825	5,267	-27.4%	51,189	47,428	7.9%
Group Sales and Services	Sales Leads Issued	38	43	-11.6%	607	482	25.9%
	Room Nights Represented	6,939	11,646	-40.4%	128,370	145,838	-12.0%
	Person-to-Person Outreach	587	607	-3.3%	8,586	6,073	41.4%
	Indirect Outreach	0	268	-100.0%	27,161	14,064	93.1%
	Leads Turned Definite	19	11	72.7%	336	250	34.4%
	Room Nights Represented	3,840	9,993	-61.6%	57,670	55,128	4.6%
	Estimated Revenue	\$658,042	\$866,412	-24.0%	\$9,684,241	\$8,433,143	14.8%
	Group Events This Month	30	19	57.9%	265	225	17.8%
	Room Nights Generated	3,128	2,598	20.4%	29,939	31,496	-4.9%
	Actualized Revenue	\$799,322	\$589,821	35.5%	\$5,686,649	\$5,178,513	9.8%
	Groups Served	61	53	15.1%	447	476	-6.1%
Online Activity	ExploreAsheville.com Visits	352,431	325,613	8.2%	3,806,025	3,093,829	23.0%
	Mobile Site Visits	175,964	122,874	43.2%	1,672,774	946,257	76.8%
	Facebook Fans Added	27,143	4,911	452.7%	48,622	49,487	-1.7%
	Video Views	12,559	10,614	18.3%	198,592	268,104	-25.9%
Public Relations	Publicity Value - Print & Broadcast	\$618,209	\$406,513	52.1%	\$3,843,856	\$3,877,575	-0.9%
	Editorial Reach - Print & Broadcast	11,018,384	37,451,650	-70.6%	132,543,937	136,658,868	-3.0%
	Publicity Value - Online	\$156,044	\$115,281	35.4%	\$1,426,343	\$801,728	77.9%
	Estimated Reach - Online	255,662,565	164,213,796	55.7%	2,289,210,930	1,095,777,377	108.9%
	Significant Placements	99	43	130.2%	605	356	69.9%
	Media Touchpoints / Interactions	52	42	23.8%	522	439	18.9%

* 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 2014 to 2008	Activity	Monthly 2014	Monthly 2008	Variance Monthly	YTD 2014	YTD 2008	Variance YTD
Overall	Occupancy (May)*	71.8	68.2	5.3%	58.5	56.9	2.8%
Impact	Average Daily Rate (May)*	\$128.15	\$114.40	12.0%	\$113.31	\$101.36	11.8%
	Demand (May)*	161,400	127,173	26.9%	640,685	517,008	23.9%