

Visitor's Index ~ July 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 (June)	\$22,809,767	\$21,019,966	8.5%	\$227,688,162	\$204,480,891	11.3%
Overall	Occupancy (June)*	77.1	76.3	1.0%	61.6	60.1	2.4%
	Average Daily Rate (June)*	\$131.19	\$123.37	6.3%	\$117.02	\$110.35	6.0%
	Demand (June)*	167,807	167,386	0.3%	808,461	792,832	2.0%
	Revenue Per Available Room (June)*	\$101.13	\$94.19	7.4%	\$72.03	\$66.35	8.6%
	Total Airport Passengers (June)*	74,403	67,131	10.8%	332,756	295,798	12.5%
	Group Tour Bookings by Industry Partners	11	16	-31.3%	11	16	-31.3%
Visitor Services	Asheville Visitor Center	23,660	24,437	-3.2%	23,660	24,437	-3.2%
	Pack Square Park Visitor Center	814	652	24.8%	814	652	24.8%
	Black Mountain Visitor Center	3,342	3,176	5.2%	3,342	3,176	5.2%
	Travel Guide Requests	3,425	6,045	-43.3%	54,614	53,473	2.1%
Group Sales and Services	Sales Leads Issued	94	42	123.8%	94	42	123.8%
	Room Nights Represented	14,414	10,323	39.6%	14,414	10,323	39.6%
	Person-to-Person Outreach	507	529	-4.2%	507	529	-4.2%
	Indirect Outreach	7,428	1,563	375.2%	7,428	1,563	375.2%
	Leads Turned Definite	63	16	293.8%	63	16	293.8%
	Room Nights Represented	5,415	5,094	6.3%	5,415	5,094	6.3%
	Estimated Revenue	\$795,581	\$1,002,612	-20.6%	\$795,581	\$1,002,612	-20.6%
	Group Events This Month	33	14	135.7%	33	14	135.7%
	Room Nights Generated	3,374	1,033	226.6%	3,374	1,033	226.6%
	Actualized Revenue	\$861,445	\$274,117	214.3%	\$861,445	\$274,117	214.3%
	Groups Serviced	43	28	53.6%	43	28	53.6%
Online Activity	ExploreAsheville.com Visits	371,110	362,087	2.5%	371,110	362,087	2.5%
	Mobile Site Visits	183,496	145,150	26.4%	183,496	145,150	26.4%
	Facebook Fans Added	1,719	1,024	67.9%	1,719	1,024	67.9%
	Video Views**	122,424	12,957	844.8%	122,424	12,957	844.8%
	Online Reservations - Room Nights	42	0	N/A	42	0	N/A
	Online Reservations - Room Revenue	\$6,721	\$0	N/A	\$6,721	\$0	N/A
Public Relations	Publicity Value - Print & Broadcast	\$293,719	\$179,702	63.4%	\$293,719	\$179,702	63.4%
	Editorial Reach - Print & Broadcast	34,704,029	6,544,676	430.3%	34,704,029	6,544,676	430.3%
	Publicity Value - Online	\$103,223	\$37,807	173.0%	\$103,223	\$37,807.31	173.0%
	Estimated Reach - Online	158,218,381	35,478,532	346.0%	158,218,381	35,478,532	346.0%
	Significant Placements	50	16	212.5%	50	16	212.5%
	Media Touchpoints / Interactions	41	23	78.3%	41	23	78.3%

* 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.

** Beginning FY14-15, figures for Video Views represent all platforms, including YouTube, Vimeo, etc. Although previous indexes have included only YouTube, previous year figures are accurate.