

## Visitor's Index ~ August 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 (July)	\$25,787,330	\$23,299,195	10.7%	\$25,787,330	\$23,299,195	10.7%
Overall	Occupancy (July)*	80.8	77.2	4.5%	64.4	62.6	2.8%
	Average Daily Rate (July)*	\$135.26	\$130.25	3.8%	\$120.37	\$113.95	5.6%
	Demand (July)*	181,621	175,025	3.8%	990,164	967,857	2.3%
	Revenue Per Available Room (July)*	\$109.23	\$100.62	8.6%	\$77.49	\$71.37	8.6%
	Total Airport Passengers (July)*	80,539	71,305	13.0%	413,295	367,103	12.6%
	Group Tour Bookings by Industry Partners	16	14	14.3%	27	30	-10.0%
Visitor Services	Asheville Visitor Center	21,856	23,188	-5.7%	45,516	47,625	-4.4%
	Pack Square Park Visitor Center	710	706	0.6%	1,524	1,358	12.2%
	Black Mountain Visitor Center	3,559	2,859	24.5%	6,901	6,035	14.3%
	Travel Guide Requests	3,031	5,312	-42.9%	57,645	58,785	-1.9%
Group Sales and Services	Sales Leads Issued	62	39	59.0%	156	81	92.6%
	Room Nights Represented	14,219	10,456	36.0%	28,653	20,779	37.9%
	Person-to-Person Outreach	759	663	14.5%	1,266	1,192	6.2%
	Indirect Outreach	3,378	3,380	-0.1%	10,806	4,943	118.6%
	Leads Turned Definite	22	26	-15.4%	85	42	102.4%
	Room Nights Represented	3,196	4,331	-26.2%	8,611	9,425	-8.6%
	Estimated Revenue	\$785,203	\$992,465	-20.9%	\$1,580,784	\$1,995,077	-20.8%
	Group Events This Month	29	25	16.0%	62	39	59.0%
	Room Nights Generated	4,818	6,257	-23.0%	8,192	7,260	12.8%
	Actualized Revenue	\$767,352	\$1,236,395	-37.9%	\$1,628,797	\$1,510,512	7.8%
	Groups Serviced	42	37	13.5%	89	74	20.3%
Online Activity	ExploreAsheville.com Visits	393,169	357,037	10.1%	764,279	719,124	6.3%
	Mobile Site Visits	195,158	148,385	31.5%	378,654	293,535	29.0%
	Facebook Fans Added	1,210	906	33.6%	2,929	1,930	51.8%
	Video Views**	37,145	14,946	148.5%	159,569	27,903	471.9%
	Online Reservations - Room Nights	114	0	N/A	194	0	N/A
	Online Reservations - Room Revenue	\$15,857	\$0	N/A	\$28,594	\$0	N/A
Public Relations	Publicity Value - Print & Broadcast	\$688,957	\$425,716	61.8%	\$982,676	\$605,418	62.3%
	Editorial Reach - Print & Broadcast	5,764,869	9,918,335	-41.9%	40,468,898	16,463,011	145.8%
	Publicity Value - Online	\$211,056	\$85,035	148.2%	\$314,279	\$122,842.04	155.8%
	Estimated Reach - Online	1,417,474,920	146,337,701	868.6%	1,575,693,301	181,816,233	766.6%
	Significant Placements	27	19	42.1%	77	35	120.0%
	Media Touchpoints / Interactions	166	38	336.8%	207	61	239.3%

\* Year-to-date numbers reflect a 2014 calendar year. All other figures reflect a July 1, 2014 - June 30, 2015 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.