

Visitor's Index ~ September 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 (August)	\$25,458,783	\$21,949,885	16.0%	\$51,246,113	\$45,249,080	13.3%
Overall	Occupancy (August)*	79.8	74.3	7.4%	66.3	64.1	3.4%
	Average Daily Rate (August)*	\$136.25	\$129.77	5.0%	\$122.79	\$116.29	5.6%
	Demand (August)*	177,794	168,311	5.6%	1,167,926	1,136,168	2.8%
	Revenue Per Available Room (August)*	\$108.73	\$96.40	12.8%	\$81.44	\$74.57	9.2%
	Total Airport Passengers (August)*	75,421	68,661	9.8%	488,716	435,764	12.2%
	Group Tour Bookings by Industry Partners	41	38	7.9%	68	68	0.0%
Visitor Services	Asheville Visitor Center	19,404	20,388	-4.8%	64,920	68,013	-4.5%
	Pack Square Park Visitor Center	603	531	13.6%	2,127	1889	12.6%
	Black Mountain Visitor Center	2,636	2,056	28.2%	9,537	8,091	17.9%
	Travel Guide Requests	3,422	5,313	-35.6%	61,067	64,098	-4.7%
Group Sales and Services	Sales Leads Issued	50	36	38.9%	205	117	75.2%
	Room Nights Represented	10,546	7,373	43.0%	38,414	28,152	36.5%
	Person-to-Person Outreach	729	831	-12.3%	1,995	2,023	-1.4%
	Indirect Outreach	7,978	2,741	191.1%	18,784	7,684	144.5%
	Leads Turned Definite	25	20	25.0%	110	62	77.4%
	Room Nights Represented	3,303	3,860	-14.4%	11,914	13,285	-10.3%
	Estimated Revenue	\$741,028	\$546,377	35.6%	\$2,321,812	\$2,541,454	-8.6%
	Group Events This Month	34	33	3.0%	96	72	33.3%
	Room Nights Generated	3,415	3,107	9.9%	11,607	10,227	13.5%
	Actualized Revenue	\$882,424	\$480,991	83.5%	\$2,511,221	\$1,991,503	26.1%
	Groups Served	57	48	18.8%	146	128	14.1%
Online Activity	ExploreAsheville.com Visits	407,199	371,363	9.6%	1,171,478	1,090,487	7.4%
	Mobile Site Visits	190,695	144,915	31.6%	569,349	438,450	29.9%
	Facebook Fans Added	1,408	980	43.7%	4,337	2,910	49.0%
	Video Views**	37,523	28,796	30.3%	197,092	56,699	247.6%
	Online Reservations - Room Nights	129	N/A	N/A	322	N/A	N/A
	Online Reservations - Room Revenue	\$18,084	N/A	N/A	\$46,613	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$240,466	\$509,266	-52.8%	\$1,223,143	\$1,114,684	9.7%
	Editorial Reach - Print & Broadcast	5,763,345	13,483,021	-57.3%	46,232,243	29,946,032	54.4%
	Publicity Value - Online	\$221,748	\$40,102	453.0%	\$536,026	\$162,944.37	229.0%
	Estimated Reach - Online	1,480,940,679	104,165,938	1321.7%	3,056,633,980	285,982,171	968.8%
	Significant Placements	29	28	3.6%	106	63	68.3%
	Media Touchpoints / Interactions	88	77	14.3%	295	138	113.8%

* 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.