

Visitor's Index ~ October 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 (September)	\$21,259,576	\$19,864,923	7.0%	\$72,660,275	\$65,114,003	11.6%
Overall	Occupancy (September)*	72.6	71.7	1.2%	67.0	65.0	3.1%
	Average Daily Rate (September)*	\$130.91	\$124.81	4.9%	\$123.85	\$117.33	5.6%
	Demand (September)*	156,804	157,200	-0.3%	1,325,520	1,293,368	2.5%
	Revenue Per Available Room (September)*	\$95.02	\$89.48	6.2%	\$82.94	\$76.21	8.8%
	Total Airport Passengers (September)*	67,341	60,365	11.6%	556,057	496,129	12.1%
	Group Tour Bookings by Industry Partners	52	39	33.3%	120	107	12.1%
Visitor Services	Asheville Visitor Center	24,935	27,268	-8.6%	89,855	95,281	-5.7%
	Pack Square Park Visitor Center	579	979	-40.9%	2,706	2868	-5.6%
	Black Mountain Visitor Center	4,408	3,565	23.6%	13,945	11,656	19.6%
	Travel Guide Requests	2,442	2,693	-9.3%	63,509	66,791	-4.9%
Group Sales and Services	Sales Leads Issued	55	73	-24.7%	260	190	36.8%
	Room Nights Represented	12,107	11,534	5.0%	50,483	39,686	27.2%
	Person-to-Person Outreach	890	907	-1.9%	2,883	2,930	-1.6%
	Indirect Outreach	6,154	1,778	246.1%	24,938	9,462	163.6%
	Leads Turned Definite	29	30	-3.3%	139	92	51.1%
	Room Nights Represented	5,263	6,157	-14.5%	17,177	19,442	-11.7%
	Estimated Revenue	\$832,390	\$1,068,141	-22.1%	\$3,154,202	\$3,609,595	-12.6%
	Group Events This Month	48	49	-2.0%	144	121	19.0%
	Room Nights Generated	2,142	3,338	-35.8%	13,749	13,753	0.0%
	Actualized Revenue	\$574,498	\$747,531	-23.1%	\$3,085,719	\$2,739,034	12.7%
	Groups Serviced	68	59	15.3%	214	188	13.8%
Online Activity	ExploreAsheville.com Visits	448,531	434,145	3.3%	1,620,009	1,524,932	6.2%
	Mobile Site Visits	225,421	175,404	28.5%	794,660	613,854	29.5%
	Facebook Fans Added	2,582	1,260	104.9%	6,919	4,170	65.9%
	Video Views**	58,009	38,186	51.9%	255,221	95,140	168.3%
	Online Reservations - Room Nights	146	N/A	N/A	468	N/A	N/A
	Online Reservations - Room Revenue	\$21,026	N/A	N/A	\$67,639	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$365,498	\$383,068	-4.6%	\$1,588,640	\$1,497,753	6.1%
	Editorial Reach - Print & Broadcast	31,121,273	13,321,815	133.6%	77,353,516	43,267,847	78.8%
	Publicity Value - Online	\$258,589	\$184,251	40.3%	\$794,615	\$347,195.47	128.9%
	Estimated Reach - Online	345,070,088	198,989,147	73.4%	3,401,704,068	484,971,318	601.4%
	Significant Placements	55	26	111.5%	161	89	80.9%
	Media Touchpoints / Interactions	58	55	5.5%	353	193	82.9%

* 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.