

Visitor's Index ~ December 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 (November)	\$21,271,987	\$19,509,882	9.0%	\$125,942,238	\$112,050,294	12.4%
Overall	Occupancy (November)*	69.6	66.3	4.9%	69.0	66.5	3.7%
	Average Daily Rate (November)*	\$136.64	\$131.18	4.2%	\$129.06	\$122.09	5.7%
	Demand (November)*	150,298	145,469	3.3%	1,668,005	1,621,234	2.9%
	Revenue Per Available Room (November)*	\$95.06	\$87.03	9.2%	\$89.02	\$81.22	9.6%
	Total Airport Passengers (November)*	61,987	56,539	9.6%	694,217	618,537	12.2%
	Group Tour Bookings by Industry Partners	63	93	-32.3%	237	264	-10.2%
Visitor Services	Asheville Visitor Center	10,320	10,670	-3.3%	111,859	121,154	-7.7%
	Pack Square Park Visitor Center	n/a	n/a	n/a	2,706	2868	-5.6%
	Black Mountain Visitor Center	1,410	1,291	9.2%	16,807	14,711	14.2%
	Travel Guide Requests	1,569	2,149	-27.0%	67,431	71,070	-5.1%
Group Sales and Services	Sales Leads Issued	68	31	119.4%	382	255	49.8%
	Room Nights Represented	18,473	6,791	172.0%	81,120	53,171	52.6%
	Person-to-Person Outreach	819	728	12.5%	4,364	4,300	1.5%
	Indirect Outreach	2,256	3,726	-39.5%	32,818	13,478	143.5%
	Leads Turned Definite	31	40	-22.5%	185	154	20.1%
	Room Nights Represented	4,144	4,560	-9.1%	25,707	27,936	-8.0%
	Estimated Revenue	\$679,997	\$582,101	16.8%	\$5,131,746	\$4,938,249	3.9%
	Group Events This Month	19	10	90.0%	186	151	23.2%
	Room Nights Generated	1,206	514	134.6%	17,324	15,725	10.2%
	Actualized Revenue	\$164,786	\$75,226	119.1%	\$3,708,710	\$3,000,513	23.6%
	Groups Serviced	13	14	-7.1%	252	225	12.0%
Online Activity	ExploreAsheville.com Visits	286,837	257,893	11.2%	2,220,750	2,043,099	8.7%
	Mobile Site Visits	154,888	119,015	30.1%	1,112,241	846,244	31.4%
	Facebook Fans Added	1,025	521	96.7%	9,019	5,295	70.3%
	Video Views**	133,893	19,741	578.2%	409,931	132,460	209.5%
	Online Reservations - Room Nights	92	N/A	N/A	697	N/A	N/A
	Online Reservations - Room Revenue	\$11,483	N/A	N/A	\$96,649	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$803,900	\$222,924	260.6%	\$2,956,172	\$2,094,969	41.1%
	Editorial Reach - Print & Broadcast	12,233,579	8,882,632	37.7%	106,614,472	62,394,759	70.9%
	Publicity Value - Online	\$413,094	\$67,249	514.3%	\$1,421,674	\$519,257.56	173.8%
	Estimated Reach - Online	660,489,582	157,377,150	319.7%	4,456,816,953	853,313,971	422.3%
	Significant Placements	204	48	325.0%	417	194	114.9%
	Media Touchpoints / Interactions	28	17	64.7%	412	240	71.7%

* 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.