

Visitor's Index ~ January 2015

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 Overall	Hotel Sales (December)	\$21,549,042	\$19,069,746	13.0%	\$147,711,459	\$131,120,040	12.7%
	Occupancy (December)*	68.1	62.0	9.7%	69.3	66.6	4.0%
	Average Daily Rate (December)*	\$135.87	\$132.28	2.7%	\$128.87	\$121.99	5.6%
	Demand (December)*	151,931	140,578	8.1%	1,829,721	1,774,005	3.1%
	Revenue Per Available Room (December)*	\$92.48	\$82.05	12.7%	\$89.26	\$81.25	9.9%
	Total Airport Passengers (December)*	62,208	59,486	4.6%	756,425	678,023	11.6%
	Group Tour Bookings by Industry Partners	5	1	400.0%	242	265	-8.7%
Visitor Services	Asheville Visitor Center	5,347	5,011	6.7%	117,206	126,165	-7.1%
	Pack Square Park Visitor Center	n/a	n/a	n/a	2,706	2,868	-5.6%
	Black Mountain Visitor Center	728	818	-11.0%	17,535	15,529	12.9%
	Travel Guide Requests	4,467	4,973	-10.2%	23,002	33,717	-31.8%
Group Sales and Services	Sales Leads Issued	76	80	-5.0%	458	336	36.3%
	Room Nights Represented	21,659	9,195	135.6%	102,914	63,066	63.2%
	Person-to-Person Outreach	822	757	8.6%	5,186	5,057	2.6%
	Indirect Outreach	4,542	2,220	104.6%	37,360	15,698	138.0%
	Leads Turned Definite	34	25	36.0%	219	179	22.3%
	Room Nights Represented	7,362	3,289	123.8%	33,069	31,225	5.9%
	Estimated Revenue	\$1,077,462	\$569,399	89.2%	\$6,209,208	\$5,507,648	12.7%
	Group Events This Month	7	10	-30.0%	192	161	19.3%
	Room Nights Generated	1,027	1,034	-0.7%	18,351	15,763	16.4%
	Actualized Revenue	\$120,745	\$143,930	-16.1%	\$3,725,016	\$3,144,443	18.5%
Groups Serviced	15	12	25.0%	267	237	12.7%	
Online Activity	ExploreAsheville.com Visits	322,720	264,134	22.2%	2,537,584	2,301,586	10.3%
	Mobile Site Visits	172,258	116,531	47.8%	1,284,409	962,020	33.5%
	Facebook Fans Added	1,917	705	171.9%	10,936	6,000	82.3%
	Video Views**	28,719	10,199	181.6%	456,419	142,627	220.0%
	Online Reservations - Room Nights	52	N/A	N/A	775	N/A	N/A
	Online Reservations - Room Revenue	\$5,663	N/A	N/A	\$105,191	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$259,321	\$281,950	-8.0%	\$3,215,493	\$2,376,919	35.3%
	Editorial Reach - Print & Broadcast	14,131,547	14,282,706	-1.1%	120,746,019	76,677,465	57.5%
	Publicity Value - Online	\$446,162	\$119,724	272.7%	\$1,867,836	\$638,981.09	192.3%
	Estimated Reach - Online	672,826,071	156,334,642	330.4%	5,129,643,024	1,009,648,613	408.1%
	Significant Placements	55	41	34.1%	472	235	100.9%
	Media Touchpoints / Interactions	68	80	-15.0%	480	320	50.0%

* 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.