

Visitor's Index ~ February 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	Hotel Sales (January)	\$11,834,935	\$9,800,460	20.8%	\$159,548,474	\$140,920,500	13.2%
Overall	Occupancy (January)*	50.1	43.6	14.8%	50.1	43.6	14.8%
	Average Daily Rate (January)*	\$102.53	\$97.89	4.7%	\$102.53	\$97.89	4.7%
	Demand (January)*	111,758	98,072	14.0%	111,758	98,072	14.0%
	Revenue Per Available Room (January)*	\$51.34	\$42.68	20.3%	\$51.34	\$42.68	20.3%
	Total Airport Passengers (January)*	48,554	43,568	11.4%	48,554	43,568	11.4%
	Group Tour Bookings by Industry Partners	2	6	-66.7%	248	271	-8.5%
Visitor Services	Asheville Visitor Center	4,453	4,973	-10.5%	121,659	131,138	-7.2%
	Pack Square Park Visitor Center	N/A	N/A	N/A	117,206	126,165	-7.1%
	Black Mountain Visitor Center	677	904	-25.1%	18,212	16,433	10.8%
	Travel Guide Requests	3,640	4,123	-11.7%	26,642	37,840	-29.6%
Group Sales and Services	Sales Leads Issued	57	51	11.8%	515	387	33.1%
	Room Nights Represented	13,466	13,101	2.8%	116,440	75,942	53.3%
	Person-to-Person Outreach	927	562	64.9%	6,113	5,619	8.8%
	Indirect Outreach	6,931	3,106	123.1%	44,291	18,804	135.5%
	Leads Turned Definite	46	25	84.0%	265	204	29.9%
	Room Nights Represented	6,895	2,968	132.3%	39,964	34,193	16.9%
	Estimated Revenue	\$1,320,652	\$422,606	212.5%	\$7,624,980	\$5,930,254	28.6%
	Group Events This Month	8	3	166.7%	200	164	22.0%
	Room Nights Generated	2,714	56	4746.4%	22,006	16,815	30.9%
	Actualized Revenue	\$423,363	\$8,736	4746.2%	\$4,252,818	\$3,153,179	34.9%
	Groups Serviced	15	6	150.0%	282	243	16.0%
Online Activity	ExploreAsheville.com Visits	265,888	226,428	17.4%	2,803,472	2,528,014	10.9%
	Mobile Site Visits	136,702	99,124	37.9%	1,421,111	1,061,144	33.9%
	Facebook Fans Added	916	624	46.8%	11,852	6,624	78.9%
	Video Views**	10,938	9,087	20.4%	449,607	151,746	196.3%
	Online Reservations - Room Nights	60	N/A	N/A	809	N/A	N/A
	Online Reservations - Room Revenue	\$6,179	N/A	N/A	\$108,491	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$183,916	\$162,436	13.2%	\$3,399,408	\$2,539,355	33.9%
	Editorial Reach - Print & Broadcast	12,149,639	4,849,551	150.5%	132,895,658	81,527,016	63.0%
	Publicity Value - Online	\$256,720	\$20,153	1173.9%	\$2,124,556	\$659,134	222.3%
	Estimated Reach - Online	443,346,291	52,186,220	749.5%	5,572,989,315	1,061,834,833	424.8%
	Significant Placements	56	44	27.3%	528	279	89.2%
	Media Touchpoints / Interactions	44	32	37.5%	524	352	48.9%

* Year-to-date numbers reflect a 2015 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.