

Visitor's Index ~ April 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 (March)	\$17,452,401	\$14,657,711	19.1%	\$188,978,889	\$165,366,595	14.3%
	Occupancy (March)*	67.3	61.1	10.1%	57.5	51.3	12.0%
	Average Daily Rate (March)*	\$113.02	\$105.43	7.2%	\$107.50	\$101.55	5.9%
	Demand (March)*	150,276	137,542	9.3%	372,307	334,927	11.2%
	Revenue Per Available Room (March)*	\$76.09	\$64.47	18.0%	\$61.76	\$52.08	18.6%
	Total Airport Passengers (March)*	58,723	54,582	7.6%	150,692	136,629	10.3%
	Group Tour Bookings by Industry Partners	51	35	45.7%	324	325	-0.3%
Visitor Services	Asheville Visitor Center	18,482	18,231	1.4%	152,434	160,184	-4.8%
	Pack Square Park Visitor Center	420	529	-20.6%	3,108	3108	0.0%
	Black Mountain Visitor Center	1,926	1,991	-3.3%	21,453	19,698	8.9%
	Travel Guide Requests	3,186	4,418	-27.9%	32,299	43,267	-25.3%
Group Sales and Services	Sales Leads Issued	53	56	-5.4%	619	506	22.3%
	Room Nights Represented	8,087	13,840	-41.6%	133,320	103,374	29.0%
	Person-to-Person Outreach	678	772	-12.2%	7,544	7,240	4.2%
	Indirect Outreach	8,118	3,187	154.7%	53,184	23,845	123.0%
	Leads Turned Definite	26	24	8.3%	319	278	14.7%
	Room Nights Represented	3,763	5,787	-35.0%	49,115	46,894	4.7%
	Estimated Revenue	\$600,561	\$1,193,803	-49.7%	\$9,375,571	\$8,205,663	14.3%
	Group Events This Month	47	23	104.3%	261	203	28.6%
	Room Nights Generated	4,926	2,761	78.4%	30,049	23,719	26.7%
	Actualized Revenue	\$1,208,684	\$411,387	193.8%	\$6,110,842	\$4,210,102	45.1%
Groups Serviced	56	27	107.4%	362	317	14.2%	
Online Activity	ExploreAsheville.com Visits	343,323	299,294	14.7%	3,473,535	3,128,743	11.0%
	Mobile Site Visits	171,319	141,091	21.4%	1,757,769	1,341,927	31.0%
	Facebook Fans Added	732	916	-20.1%	13,494	8,414	60.4%
	Video Views**	21,670	12,041	80.0%	485,234	175,321	176.8%
	Online Reservations - Room Nights	105	N/A	N/A	1,024	N/A	N/A
	Online Reservations - Room Revenue	\$15,738	N/A	N/A	\$136,591	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$258,933	\$256,304	1.0%	\$3,821,050	\$2,925,041	30.6%
	Editorial Reach - Print & Broadcast	28,693,099	23,039,259	24.5%	169,924,336	112,051,295	51.6%
	Publicity Value - Online	\$111,062	\$199,406	-44.3%	\$2,340,415	\$1,038,341	125.4%
	Estimated Reach - Online	187,506,450	310,477,181	-39.6%	5,901,181,264	1,690,296,589	249.1%
	Significant Placements	32	101	-68.3%	604	447	35.1%
	Media Touchpoints / Interactions	82	47	74.5%	697	436	59.9%

* 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.