

Visitor's Index ~ May 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 (April)	\$23,045,734	\$18,328,849	25.7%	\$212,032,719	\$183,695,444	15.4%
	Occupancy (April)*	79.1	68.9	14.8%	62.9	55.7	12.9%
	Average Daily Rate (April)*	\$130.78	\$119.59	9.4%	\$114.82	\$107.14	7.2%
	Demand (April)*	170,888	150,320	13.7%	543,195	485,247	11.9%
	Revenue Per Available Room (April)*	\$103.47	\$82.43	25.5%	\$72.19	\$59.68	21.0%
	Total Airport Passengers (April)*	62,021	57,446	8.0%	212,713	194,075	9.6%
	Group Tour Bookings by Industry Partners	48	27	77.8%	372	352	5.7%
Visitor Services	Asheville Visitor Center	21,582	21,623	-0.2%	174,016	181,807	-4.3%
	Pack Square Park Visitor Center	548	729	-24.8%	3,674	3126	17.5%
	Black Mountain Visitor Center	2,406	2,530	-4.9%	23,859	22,228	7.3%
	Travel Guide Requests	4,239	4,097	3.5%	36,538	47,364	-22.9%
Group Sales and Services	Sales Leads Issued	50	64	-21.9%	666	570	16.8%
	Room Nights Represented	11,673	17,187	-32.1%	144,831	120,561	20.1%
	Person-to-Person Outreach	611	763	-19.9%	8,155	8,003	1.9%
	Indirect Outreach	2,105	3,316	-36.5%	55,289	27,161	103.6%
	Leads Turned Definite	31	39	-20.5%	350	317	10.4%
	Room Nights Represented	4,127	7,638	-46.0%	53,242	54,532	-2.4%
	Estimated Revenue	\$838,133	\$1,018,774	-17.7%	\$10,213,705	\$9,224,437	10.7%
	Group Events This Month	43	32	34.4%	304	235	29.4%
	Room Nights Generated	3,621	2,701	34.1%	34,042	26,420	28.8%
	Actualized Revenue	\$819,256	\$650,809	25.9%	\$7,068,764	\$4,852,975	45.7%
Groups Serviced	64	64	0.0%	432	317	36.3%	
Online Activity	ExploreAsheville.com Visits	411,320	324,851	26.6%	3,884,855	3,453,594	12.5%
	Mobile Site Visits	207,087	154,883	33.7%	1,964,856	1,496,810	31.3%
	Facebook Fans Added	2,388	13,065	-81.7%	15,882	21,479	-26.1%
	Video Views**	14,699	13,101	12.2%	499,933	188,425	165.3%
	Online Reservations - Room Nights	111	N/A	N/A	1,135	N/A	N/A
	Online Reservations - Room Revenue	\$15,711	N/A	N/A	\$152,301	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$793,702	\$300,607	164.0%	\$4,614,752	\$3,225,648	43.1%
	Editorial Reach - Print & Broadcast	16,087,896	9,474,258	69.8%	186,012,232	121,525,553	53.1%
	Publicity Value - Online	\$249,232	\$231,957	7.4%	\$2,589,647	\$1,270,299	103.9%
	Estimated Reach - Online	412,336,761	343,251,776	20.1%	6,313,518,025	2,033,548,365	210.5%
	Significant Placements	56	59	-5.1%	660	506	30.4%
	Media Touchpoints / Interactions	64	34	88.2%	761	470	61.9%

* 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.