

Visitor's Index ~ June 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 (May)	\$25,244,419	\$21,200,561	19.1%	\$237,293,492	\$204,896,005	15.8%
	Occupancy (May)*	77.5	72.2	7.4%	65.9	59.1	11.5%
	Average Daily Rate (May)*	\$139.84	\$127.19	9.9%	\$120.90	\$112.17	7.8%
	Demand (May)*	173,012	162,694	6.3%	716,117	647,941	10.5%
	Revenue Per Available Room (May)*	\$108.40	\$91.83	18.0%	\$79.63	\$66.29	20.1%
	Total Airport Passengers (May)*	68,159	64,278	6.0%	280,872	258,353	8.7%
	Group Tour Bookings by Industry Partners	41	24	70.8%	413	389	6.2%
Visitor Services	Asheville Visitor Center	22,796	20,129	13.2%	196,812	201,936	-2.5%
	Pack Square Park Visitor Center	721	724	-0.4%	4,395	5213	-15.7%
	Black Mountain Visitor Center	2,596	2,841	-8.6%	26,455	25,069	5.5%
	Travel Guide Requests	2,997	3,825	-21.6%	39,535	51,189	-22.8%
Group Sales and Services	Sales Leads Issued	65	37	75.7%	727	605	20.2%
	Room Nights Represented	28,172	6,837	312.1%	172,604	127,453	35.4%
	Person-to-Person Outreach	713	587	21.5%	8,868	8,590	3.2%
	Indirect Outreach	7,398	0	N/A	62,687	27,161	130.8%
	Leads Turned Definite	29	19	52.6%	379	334	13.5%
	Room Nights Represented	7,664	3,840	99.6%	60,906	57,572	5.8%
	Estimated Revenue	\$1,614,536	\$658,042	145.4%	\$11,828,241	\$9,679,179	22.2%
	Group Events This Month	44	30	46.7%	348	264	31.8%
	Room Nights Generated	7,003	3,128	123.9%	41,045	29,481	39.2%
	Actualized Revenue	\$1,586,550	\$799,322	98.5%	\$8,655,314	\$5,652,297	53.1%
Groups Serviced	47	61	-23.0%	479	442	8.4%	
Online Activity	ExploreAsheville.com Visits	419,020	352,431	18.9%	4,303,875	3,806,025	13.1%
	Mobile Site Visits	212,752	175,964	20.9%	2,177,608	1,672,774	30.2%
	Facebook Fans Added	16,911	27,143	-37.7%	32,793	48,622	-32.6%
	Video Views**	13,388	13,027	2.8%	492,645	201,695	144.3%
	Online Reservations - Room Nights	130	N/A	N/A	1,265	N/A	N/A
	Online Reservations - Room Revenue	\$17,451	N/A	N/A	\$169,752	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$566,916	\$618,209	-8.3%	\$5,181,668	\$3,843,856	34.8%
	Editorial Reach - Print & Broadcast	18,525,554	11,018,384	68.1%	204,537,786	132,543,937	54.3%
	Publicity Value - Online	\$233,642	\$156,044	49.7%	\$2,823,289	\$1,426,343	97.9%
	Estimated Reach - Online	388,331,145	255,662,565	51.9%	6,701,849,170	2,289,210,930	192.8%
	Significant Placements	128	99	29.3%	788	605	30.2%
	Media Touchpoints / Interactions	51	52	-1.9%	812	522	55.6%

* 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.