

Visitor Index ~ November 2017

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau. 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	Lodging Sales (October)	\$43,379,653	\$42,361,030	2.4%	\$153,287,206	\$142,634,570	7.5%
Overall	Hotel Occupancy (October)*	83.0	84.8	-2.2%	73.0	74.2	-1.7%
	Hotel Average Daily Rate (October)*	\$187.68	\$188.89	-0.6%	\$151.28	\$148.18	2.1%
	Hotel Demand (October)*	192,389	188,608	2.0%	1,616,939	1,579,198	2.4%
	Hotel Revenue Per Available Room (October)	\$155.76	\$160.24	-2.8%	\$110.41	\$110.01	0.4%
	Total Airport Passengers (October)*	102,095	87,032	17.3%	786,252	688,288	14.2%
Visitor Services	Asheville Visitor Center	16,375	15,058	8.7%	116,316	115,451	0.7%
	Pack Square Park Visitor Center	N/A	N/A	N/A	4,745	4,150	14.3%
	Black Mountain Visitor Center	2,053	1,925	6.6%	27,698	26,746	3.6%
	Travel Guide Requests	1,198	1,044	14.8%	12,189	10,400	17.2%
Group Sales and Services	Sales Leads Issued	66	72	-8.3%	302	302	0.0%
	Room Nights Represented	22,406	23,649	-5.3%	84,860	90,734	-6.5%
	Person-to-Person Outreach	1,208	913	32.3%	5,354	4,583	16.8%
	Indirect Outreach	2,384	10,421	-77.1%	22,406	27,609	-18.8%
	Leads Turned Definite	34	26	30.8%	175	167	4.8%
	Room Nights Represented	7,723	6,184	24.9%	36,699	34,602	6.1%
	Estimated Revenue	\$1,912,568	\$1,543,245	23.9%	\$8,828,109	\$7,831,102	12.7%
	Group Events This Month	33	25	32.0%	187	222	-15.8%
	Room Nights Generated	1,538	2,157	-28.7%	20,530	23,221	-11.6%
	Actualized Revenue	\$361,528	\$492,435	-26.6%	\$5,691,051	\$5,491,901	3.6%
Groups Serviced	30	32	-6.3%	192	223	-13.9%	
Online Activity	ExploreAsheville.com Visits	300,593	298,295	0.8%	1,918,214	1,778,471	7.9%
	Mobile Site Visits	194,539	183,304	6.1%	1,251,431	1,128,066	10.9%
	Facebook Fans Added	5,176	6,837	-24.3%	13,244	36,186	-63.4%
	Video Views***	790,581	93,903	741.9%	1,334,118	2,605,827	-48.8%
	Online Reservations - Room Nights****	52	32	62.5%	419	281	49.1%
	Online Reservations - Room Revenue****	\$7,696	\$5,468	40.7%	\$71,652	\$49,203	45.6%
Public Relations	Publicity Value - Print & Broadcast **	\$215,656	\$498,869	-56.8%	\$1,068,515	\$1,483,274	-28.0%
	Editorial Reach - Print & Broadcast **	6,748,636	26,424,835	-74.5%	41,231,140	63,423,736	-35.0%
	Publicity Value - Online **	\$341,964	\$310,324	10.2%	\$1,975,076	\$1,196,683	65.0%
	Estimated Reach - Online **	413,367,110	584,260,204	-29.2%	2,443,437,406	1,593,962,383	53.3%
	Significant Placements **	46	68	-32.4%	271	264	2.7%
	Media Touchpoints / Interactions	60	25	140.0%	423	368	14.9%

* Year-to-date numbers reflect a 2017 calendar year. All other figures reflect a July 1, 2017 - June 30, 2018 fiscal year. ** Numbers are reflective of the previous month's clip report.

Hotel Occupancy, Average Daily Rate, Revenue Per Available Room and Demand figures provided by Smith Travel Research; Lodging Sales figures provided by the Buncombe County Finance Department.

*** Figures for Video Views represent all platforms, including YouTube, Vimeo, Daily Motion, Facebook, and Instagram. **** Previous YTD numbers did not exclude cancellations and included both activity and lodging