

Visitor's Index ~ May 2013

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) **	\$16,344,012	\$14,809,494	10.4%	\$164,021,536	\$150,758,594	8.8%
	Occupancy (April)*	67.7	64.1	5.6%	53.1	51.2	3.7%
	Average Daily Rate (April)*	\$111.32	\$107.39	3.7%	\$101.81	\$98.07	3.8%
	Demand (April)*	147,989	137,327	7.8%	463,620	439,410	5.5%
	Revenue Per Available Room (April)*	\$75.37	\$68.86	9.5%	\$54.01	\$50.18	7.6%
	Total Airport Passengers (April)*	49,888	51,613	-3.3%	170,263	188,555	-9.7%
	Group Tour Bookings by Industry Partners	40	46	-13.0%	358	413	-13.3%
Visitor Services	Asheville Visitor Center	20,586	20,434	0.7%	175,872	177,718	-1.0%
	Pack Square Park Visitor Center	351	N/A	N/A	559	N/A	N/A
	Black Mountain Visitor Center	2,497	2,284	9.3%	21,981	23,094	-4.8%
	Travel Guide Requests	7,144	5,325	34.2%	42,161	42,915	-1.8%
Group Sales and Services	Sales Leads Issued	23	62	-62.9%	425	411	3.4%
	Room Nights Represented	5,683	11,874	-52.1%	134,192	84,055	59.6%
	Person-to-Person Outreach	737	N/A	N/A	5,703	N/A	N/A
	Indirect Outreach	4,341	N/A	N/A	10,527	N/A	N/A
	Leads Turned Definite	18	20	-10.0%	238	198	20.2%
	Room Nights Represented	6,077	3,558	70.8%	44,958	37,110	21.1%
	Estimated Revenue	\$1,244,815	N/A	N/A	\$7,566,731	N/A	N/A
	Group Events This Month	21	22	-4.5%	146	179	-18.4%
	Room Nights Generated	3,133	N/A	N/A	28,898	N/A	N/A
	Actualized Revenue	\$539,409	N/A	N/A	\$4,588,692	N/A	N/A
Groups Serviced	47	45	4.4%	423	383	10.4%	
Online Activity	ExploreAsheville.com Visits	315,959	231,964	36.2%	2,768,216	2,391,237	15.8%
	Mobile Site Visits	103,351	51,695	99.9%	832,672	419,750	98.4%
	Facebook Fans Added	8,432	3,019	179.3%	44,576	23,738	87.8%
	Video Views	14,052	11,204	25.4%	257,490	180,290	42.8%
Public Relations	Publicity Value - Print & Broadcast	\$224,333	\$140,163	60.1%	\$3,471,062	\$3,181,753	9.1%
	Editorial Reach - Print & Broadcast	6,600,909	9,176,355	-28.1%	99,207,218	130,007,447	-23.7%
	Publicity Value - Online	\$64,435	N/A	N/A	\$686,447	N/A	N/A
	Estimated Reach - Online	114,971,729	N/A	N/A	931,563,581	N/A	N/A
	Significant Placements	31	32	-3.1%	313	262	19.5%
	Media Touchpoints / Interactions	28	20	40.0%	397	292	36.0%

* Year-to-date numbers reflect a 2013 calendar year. All other figures reflect a July 1, 2012 - June 30, 2013 fiscal year.

** Updated monthly and annual Hotel Sales figures were received from Buncombe County Finance on 6/13/13 and are reflected in this Index, which includes changes to current and previous fiscal years.

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.

Occupancy Tax Collecting Property Room Count for April 2013 (not including vacation rental properties): 7,173

Comparison 2013 to 2008	Activity	Monthly 2013	Monthly 2008	Variance Monthly	YTD 2013	YTD 2008	Variance YTD
Overall	Occupancy (April)*	67.7	64.1	5.7%	53.1	53.9	-1.7%
Impact	Average Daily Rate (April)*	\$111.32	\$106.83	4.2%	\$101.81	\$97.11	4.8%
	Demand (April)*	147,989	116,082	27.5%	463,620	389,835	18.9%