

Visitor's Index ~ March 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	Hotel Sales (February)	\$11,849,779	\$9,788,385	21.1%	\$171,521,555	\$150,708,885	13.8%
Overall	Occupancy (February)*	54.8	48.9	12.1%	52.3	46.1	13.4%
	Average Daily Rate (February)*	\$104.80	\$99.78	5.0%	\$103.70	\$98.84	4.9%
	Demand (February)*	110,435	99,313	11.2%	222,119	197,385	12.5%
	Revenue Per Available Room (February)*	\$57.41	\$48.77	17.7%	\$54.22	\$45.57	19.0%
	Total Airport Passengers (February)*	43,415	38,479	12.8%	91,969	82,047	12.1%
	Group Tour Bookings by Industry Partners	25	20	25.0%	273	291	-6.2%
Visitor Services	Asheville Visitor Center	12,293	10,815	13.7%	133,952	141,953	-5.6%
	Pack Square Park Visitor Center	N/A	N/A	N/A	2,706	2,868	-5.6%
	Black Mountain Visitor Center	1,315	1,274	3.2%	19,527	17,707	10.3%
	Travel Guide Requests	4,153	6,111	-32.0%	30,795	32,882	-6.3%
Group Sales and Services	Sales Leads Issued	51	62	-17.7%	449	566	-20.7%
	Room Nights Represented	9,688	13,492	-28.2%	89,434	125,786	-28.9%
	Person-to-Person Outreach	753	849	-11.3%	6,810	6,468	5.3%
	Indirect Outreach	775	1,854	-58.2%	45,066	20,658	118.2%
	Leads Turned Definite	28	48	-41.7%	293	252	16.3%
	Room Nights Represented	5,388	6,114	-11.9%	45,352	40,307	12.5%
	Estimated Revenue	\$1,150,031	\$878,306	30.9%	\$8,775,010	\$6,808,560	28.9%
	Group Events This Month	13	16	-18.8%	213	180	18.3%
	Room Nights Generated	4,058	4,143	-2.1%	26,417	20,958	26.0%
	Actualized Revenue	\$649,340	\$645,536	0.6%	\$5,040,824	\$3,798,715	32.7%
	Groups Serviced	23	22	4.5%	305	290	5.2%
Online Activity	ExploreAsheville.com Visits	326,782	301,435	8.4%	3,130,254	2,829,449	10.6%
	Mobile Site Visits	165,339	139,692	18.4%	1,586,450	1,200,836	32.1%
	Facebook Fans Added	910	874	4.1%	12,762	7,498	70.2%
	Video Views**	13,957	11,534	21.0%	463,564	163,280	183.9%
	Online Reservations - Room Nights	110	N/A	N/A	919	N/A	N/A
	Online Reservations - Room Revenue	\$12,362	N/A	N/A	\$120,853	N/A	N/A
Public Relations	Publicity Value - Print & Broadcast	\$162,709	\$129,382	25.8%	\$3,562,117	\$2,668,737	33.5%
	Editorial Reach - Print & Broadcast	8,335,579	7,485,020	11.4%	141,231,237	89,012,036	58.7%
	Publicity Value - Online	\$104,797	\$179,801	-41.7%	\$2,229,353	\$838,935	165.7%
	Estimated Reach - Online	140,685,499	317,984,575	-55.8%	5,713,674,814	1,379,819,408	314.1%
	Significant Placements	44	67	-34.3%	572	346	65.3%
	Media Touchpoints / Interactions	91	37	145.9%	615	389	58.1%

* 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.