

Visitor's Index April 2009

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
Overall	Hotel Occupancy (March)*	49.4	57.9	-14.7%	43.6	51.8	-15.8%
Impact	Hotel Sales (March)	\$8,496,522	\$10,625,771	-20.0%	\$115,054,891	\$124,592,431	-7.7%
	Average Hotel Rate (March)*	\$88.06	\$97.35	-9.5%	\$85.70	\$91.45	-6.3%
	Revenue Par (March)	\$41.80	\$54.44	-23.2%	\$63.39	\$71.96	-11.9%
	Total Airport Passengers (March)*	43,215	39,942	8.2%	114,719	108,874	5.4%
Visitor	Asheville Visitor Center	14,812	15,506	-4.5%	141,676	153,785	-7.9%
Services	Black Mountain Visitor Center	1,600	1,921	-16.7%	17,945	21,250	-15.6%
Convention	Convention Bookings	12	22	-45.5%	77	150	-48.7%
Sales	Room Nights Generated	7,969	2,663	199.2%	21,074	41,278	-48.9%
and	Number of Delegates	6,934	3,250	113.4%	18,499	38,923	-52.5%
Group	Estimated Spending	\$3,766,818	\$196,152	1820.4%	\$10,985,287	\$24,570,812	-55.3%
Services	Sales Leads Distributed	21	24	-12.5%	173	255	-32.2%
	Room Nights Represented	16,043	7,653	109.6%	75,778	79,042	-4.1%
	Groups Serviced - Meetings/Conventions	17	29	-41.4%	185	257	-28.0%
	Groups Serviced - Delegates	7,799	2,875	171.3%	\$51,809	\$52,760	-1.8%
	Groups Serviced - Estimated Spending	\$4,320,154	\$2,643,237	63.4%	\$25,744,355	\$31,562,507	-18.4%
	Groups Serviced - Motorcoach	4	2	100.0%	26	26	0.0%
Group	Group Tour Bookings	44	57	-22.8%	350	494	-29.1%
Tour	Room Nights Generated	1,171	1,775	-34.0%	9,600	14,779	-35.0%
	Estimated Spending	\$214,293	\$269,090	-20.4%	\$1,756,800	\$2,240,488	-21.6%
	Sales Leads Distributed	1	5	-80.0%	53	62	-14.5%
Visitor	exploreasheville.com (user sessions)	262,044	267,159	-1.9%	2,509,963	2,224,738	12.8%
Inquiries	Visitor Inquiries	11,508	12,535	-8.2%	69,573	71,183	-2.3%
Public	Advertising Value (March)	\$202,109	\$128,355	57.5%	\$1,766,683	\$1,427,785	23.7%
Relations	Column Inches (March)	566	134	322.4%	6,254	4,189.00	49.3%
	Total Circulation (March)	8,268,048	11,211,435	-26.3%	109,468,264	95,034,014	15.2%
	Significant Placements (March)	38	26	46.2%	239	211	13.3%

* Year-to-date numbers reflect a 2008 calendar year. All other figures reflect a July 1, 2008 - June 30, 2009 fiscal year.

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures comes from Buncombe County Finance Dept.

Room Count for Rev Par calculation: 6,482

Beginning July 2008, RevPar is based on total room sales less new vacation rentals category sales, which includes three properties.

Beginning July 2008, Grove Park Inn's and Inn on Biltmore's numbers are reflected in occupancy and ADR totals and comparisons to previous years.