

Visitor's Index February 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 (January)*	37.8	45.1	-16.1%	37.8	45.1	-16.1%
Impact	Hotel Sales (January)	\$6,387,342	\$6,550,009	-2.5%	\$100,209,852	\$105,818,224	-5.3%
	Average Hotel Rate (January)*	\$85.28	\$84.87	0.5%	\$85.28	\$84.87	0.5%
	Revenue Par (January)	\$31.00	\$34.17	-9.3%	\$70.60	\$78.16	-9.7%
	Total Airport Passengers (January)*	37,398	34,762	7.6%	37,398	34,762	7.6%
	Visitor Services	Asheville Visitor Center	4,950	7,357	-32.7%	117,118	125,427
	Black Mountain Visitor Center	919	1,095	-16.1%	15,206	17,792	-14.5%
Convention	Convention Bookings	12	18	-33.3%	49	115	-57.4%
Sales and Group	Room Nights Generated	2,540	6,646	-61.8%	10,513	35,980	-70.8%
	Number of Delegates	1,920	10,296	-81.4%	8,359	35,673	-76.6%
Services	Estimated Spending	\$901,871	\$4,495,644	-79.9%	\$4,330,517	\$20,198,611	-78.6%
	Sales Leads Distributed	27	23	17.4%	125	215	-41.9%
	Room Nights Represented	10,620	3,511	202.5%	52,768	67,967	-22.4%
	Groups Serviced - Meetings/Conventions	28	11	154.5%	117	214	-45.3%
	Groups Serviced - Delegates	9,223	3,120	195.6%	29,023	48,098	-39.7%
	Groups Serviced - Estimated Spending	\$5,727,982	\$1,531,677	274.0%	\$12,855,771	\$27,896,212	-53.9%
	Groups Serviced - Motorcoach	5	3	66.7%	17	21	-19.0%
Group Tour	Group Tour Bookings	22	23	-4.3%	290	417	-30.5%
	Room Nights Generated	229	441	-48.1%	8,121	12,554	-35.3%
	Estimated Spending	\$41,907	\$66,856	-37.3%	\$1,486,143	\$1,903,178	-21.9%
	Sales Leads Distributed	1	4	-75.0%	51	53	-3.8%
Visitor Inquiries	exploreasheville.com (user sessions)	207,640	203,438	2.1%	2,007,365	1,690,082	18.8%
	Visitor Inquiries	5,393	5,934	-9.1%	49,691	50,109	-0.8%
Public Relations	Advertising Value (January)	\$128,590	\$81,124	58.5%	\$1,491,436	\$1,091,741	36.6%
	Column Inches (January)	228	131	74.0%	5,363	3,790	41.5%
	Total Circulation (January)	7,180,089	6,909,466	3.9%	97,053,883	81,385,387	19.3%
	Significant Placements (January)	11	8	37.5%	186	168	10.7%

* Year-to-date numbers reflect a 2009 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: 6,495

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.