

## Visitor's Index August 2010

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 Impact	Hotel Occupancy (July)*	76.6	71.1	7.7%	57.3	55.8	2.7%
	Hotel Sales (July)	\$19,537,162	\$17,050,952	14.6%	\$19,537,162	\$17,050,952	14.6%
	Average Hotel Rate (July)*	\$115.45	\$112.96	2.2%	\$100.88	\$100.29	0.6%
	Revenue PAR (July)	\$86.11	\$79.06	8.9%	\$86.11	\$79.06	8.9%
	Total Airport Passengers (July)*	78,477	58,084	35.1%	404,311	326,606	23.8%
Visitor Services	Asheville Visitor Center	23,279	19,921	16.9%	48,699	42,993	13.3%
	Black Mountain Visitor Center	2,543	2,412	5.4%	5,666	5,235	8.2%
Convention Sales and Group Services	Convention Bookings	10	8	25.0%	21	26	-19.2%
	Room Nights Generated	2,434	730	233.4%	3,307	2,778	19.0%
	Number of Delegates	1,830	8,240	-77.8%	2,840	11,010	-74.2%
	Estimated Spending	\$1,003,388	\$1,681,108	-40.3%	\$1,615,926	\$3,146,680	-48.6%
	Sales Leads Distributed	17	15	13.3%	42	33	27.3%
	Room Nights Represented	4,692	2,848	64.7%	12,560	6,284	99.9%
	Groups Serviced - Meetings/Conventions	30	25	20.0%	60	45	33.3%
	Groups Serviced - Delegates	7,723	5,350	44.4%	12,058	8,055	49.7%
	Groups Serviced - Estimated Spending	\$3,259,445	\$2,250,209	44.9%	\$5,436,284	\$4,053,953	34.1%
	Groups Serviced - Motorcoach	2	3	-33.3%	2	7	-71.4%
Group Tour	Group Tour Bookings	14	29	-51.7%	36	44	-18.2%
	Group Tour Room Nights Generated	483	869	-44.4%	1,145	1,264	-9.4%
	Group Tour Estimated Spending	\$88,389	\$159,027	-44.4%	\$209,535	\$231,312	-9.4%
	Group Tour Sales Leads Distributed	3	1	200.0%	8	3	166.7%
	AAA Room Nights Generated	10,105	12,707	-20.5%	24,487	27,105	-9.7%
Visitor Inquiries	ExploreAsheville.com (user sessions)	197,499	171,412	15.2%	414,478	348,382	19.0%
	Visitor Inquiries	5,600	6,273	-10.7%	13,844	12,706	9.0%
Public Relations	Total Advertising Value (July)	\$163,384	\$75,372	116.8%	\$394,261	\$128,031	207.9%
	Column Inches (July)	1,156	393	194.3%	2,338	829.00	182.0%
	Total Circulation (July)	11,541,641	7,896,754	46.2%	19,954,816	13,336,710	49.6%
	Significant Placements (July)	26	14	85.7%	70	34	105.9%

\* Year-to-date numbers reflect a 2010 calendar year. All other figures reflect a July 1, 2010 - June 30, 2011 fiscal year.

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

Room Count for RevPAR calculation: 7,061 (Room count updated/adjusted for July 2010)

Beginning July 2008, RevPar is based on total room sales less vacation rentals category sales.

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.