

Visitor's Index July 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 (June)*	68.7	74.0	-7.1%	53.5	60.4	-11.4%
Impact	Hotel Sales (June)	\$14,851,027	\$16,439,532	-9.7%	\$154,459,069	\$168,754,795	-8.5%
	Average Hotel Rate (June)*	\$107.90	\$118.93	-9.3%	\$96.70	\$104.23	-7.2%
	Revenue Par (June)	\$71.70	\$86.31	-16.9%	\$63.45	\$73.13	-13.2%
	Total Airport Passengers (June)*	56,982	52,763	8.0%	268,930	251,473	6.9%
	Visitor Services	Asheville Visitor Center	23,072	21,029	9.7%	23,072	21,029
	Black Mountain Visitor Center	2,823	3,296	-14.4%	2,823	3,296	-14.4%
Convention	Convention Bookings	18	5	260.0%	18	5	260.0%
Sales and Group	Room Nights Generated	1,943	359	441.2%	1,943	359	441.2%
	Number of Delegates	2,048	510	301.6%	2,048	510	301.6%
Services	Estimated Spending	\$1,465,572	\$287,471	409.8%	\$1,465,572	\$287,471	409.8%
	Sales Leads Distributed	18	12	50.0%	18	12	50.0%
	Room Nights Represented	3,436	2,502	37.3%	3,436	2,502	37.3%
	Groups Serviced - Meetings/Conventions	19	28	-32.1%	19	28	-32.1%
	Groups Serviced - Delegates	3,337	3,463	-3.6%	3,337	3,463	-3.6%
	Groups Serviced - Estimated Spending	\$1,453,329	\$2,609,792	-44.3%	\$1,453,329	\$2,609,792	-44.3%
	Groups Serviced - Motorcoach	4	0	400.0%	4	0	400.0%
Group Tour	Group Tour Bookings	14	14	0.0%	14	14	0.0%
	Room Nights Generated	357	560	-36.3%	357	560	-36.3%
	Estimated Spending	\$65,331	\$102,480	-36.3%	\$65,331	\$102,480	-36.3%
	Sales Leads Distributed	3	3	0.0%	3	3	0.0%
Visitor Inquiries	exploreasheville.com (visits)	179,116	169,526	5.7%	179,116	169,526	5.7%
	Visitor Inquiries	7,842	8,197	-4.3%	7,842	8,197	-4.3%
Public Relations	Advertising Value (June)	\$52,659	\$56,443	-6.7%	\$52,659	\$56,443	-6.7%
	Column Inches (June)	436	236	84.7%	436	236	84.7%
	Total Circulation (June)	5,439,956	7,680,700	-29.2%	5,439,956	7,680,700	-29.2%
	Significant Placements (June)	20	17	17.6%	20	17	17.6%

* Year-to-date numbers reflect a 2009 calendar year. All other figures reflect a July 1, 2009 - June 30, 2010 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: 6,679

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.