

## Visitor's Index June 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 Impact	Hotel Occupancy (May)*	61.1	68.7	-11.0%	50.5	57.7	-12.5%
	Hotel Sales (May)	\$13,001,032	\$15,080,314	-13.8%	\$139,608,042	\$152,315,263	-8.3%
	Average Hotel Rate (May)*	\$103.93	\$114.07	-8.9%	\$93.52	\$100.50	-6.9%
	Revenue Par (May)	\$61.84	\$76.81	-19.5%	\$62.69	\$71.94	-12.9%
	Total Airport Passengers (May)*	49,462	48,555	1.9%	211,948	198,710	6.7%
Visitor Services	Asheville Visitor Center	19,686	20,469	-3.8%	178,283	191,844	-7.1%
	Black Mountain Visitor Center	2,402	2,670	-10.0%	22,259	26,069	-14.6%
Convention Sales and Group Services	Convention Bookings	12	17	-29.4%	93	180	-48.3%
	Room Nights Generated	1,723	2,301	-25.1%	27,087	45,004	-39.8%
	Number of Delegates	2,150	2,428	-11.4%	28,699	41,351	-30.6%
	Estimated Spending	\$1,084,236	\$994,502	9.0%	\$14,878,479	\$26,377,938	-43.6%
	Sales Leads Distributed	15	12	25.0%	194	279	-30.5%
	Room Nights Represented	3,598	1,827	96.9%	82,937	83,199	-0.3%
	Groups Serviced - Meetings/Conventions	22	30	-26.7%	232	321	-27.7%
	Groups Serviced - Delegates	3,616	6,307	-42.7%	59,715	61,764	-3.3%
	Groups Serviced - Estimated Spending	\$2,208,735	\$3,753,291	-41.2%	\$30,762,046	\$45,958,063	-33.1%
	Groups Serviced - Motorcoach	3	2	50.0%	34	30	13.3%
Group Tour	Group Tour Bookings	28	44	-36.4%	419	582	-28.0%
	Room Nights Generated	996	1,045	-4.7%	11,750	16,869	-30.3%
	Estimated Spending	\$182,268	\$158,422	15.1%	\$2,150,250	\$2,557,332	-15.9%
	Sales Leads Distributed	1	9	-88.9%	55	81	-32.1%
Visitor Inquiries	exploreasheville.com (visits)**	163,609	137,641	18.9%	1,673,523	1,463,352	14.4%
	Visitor Inquiries	10,222	7,530	35.8%	93,032	87,245	6.6%
Public Relations	Advertising Value (May)	\$828,095	\$100,787	721.6%	\$2,816,598	\$1,691,221	66.5%
	Column Inches (May)	572	192	197.8%	7,366	4,567	61.3%
	Total Circulation (May)	8,726,166	8,200,657	6.4%	121,678,326	110,879,945	9.7%
	Significant Placements (May)	17	29	-41.4%	272	267	1.9%

\* 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: 6,690

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.

\*\* Note: This is the first report utilizing Google Analytics data.