

## Visitor's Index March 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 (February)*	43.7	52.6	-16.9%	40.6	48.6	-16.5%	
Impact	Hotel Sales (February)	\$6,348,517	\$8,148,436	-22.1%	\$106,558,369	\$113,966,660	-6.5%	
	Average Hotel Rate (February)*	\$83.23	\$90.59	-8.1%	\$84.19	\$87.78	-4.1%	
	Revenue Par (February)	\$33.33	\$44.73	-25.5%	\$66.16	\$74.19	-10.8%	
	Total Airport Passengers (February)*	34,106	34,170	-0.2%	71,504	68,932	3.7%	
	Visitor Services	Asheville Visitor Center	9,676	12,852	-24.7%	126,864	138,279	-8.3%
	Black Mountain Visitor Center	1,139	1,537	-25.9%	16,345	19,329	-15.4%	
Convention Sales and Group Services	Convention Bookings	16	10	60.0%	65	125	-48.0%	
	Room Nights Generated	2,592	1,483	74.8%	13,105	37,463	-65.0%	
	Number of Delegates	3,206	1,900	68.7%	11,565	37,573	-69.2%	
	Estimated Spending	\$2,887,952	\$1,229,740	134.8%	\$7,218,469	\$21,428,351	-66.3%	
	Sales Leads Distributed	27	14	92.9%	152	229	-33.6%	
	Room Nights Represented	6,967	1,595	336.8%	59,735	69,562	-14.1%	
	Groups Serviced - Meetings/Conventions	51	14	264.3%	168	228	-26.3%	
	Groups Serviced - Delegates	14,987	1,787	738.7%	44,010	49,885	-11.8%	
	Groups Serviced - Estimated Spending	8,568,430	1,023,058	737.5%	\$21,424,201	28,919,270	-25.9%	
	Groups Serviced - Motorcoach	5	3	66.7%	22	24	-8.3%	
	Group Tour	Group Tour Bookings	16	20	-20.0%	306	437	-30.0%
		Room Nights Generated	308	450	-31.6%	8,429	13,004	-35.2%
		Estimated Spending	\$56,364	\$68,220	-17.4%	\$1,542,507	\$1,971,398	-21.8%
Sales Leads Distributed		1	4	-75.0%	52	57	-8.8%	
Visitor Inquiries	exploreasheville.com (user sessions)	240,554	260,582	-7.7%	2,247,919	1,957,579	14.8%	
	Visitor Inquiries	8,376	8,541	-1.9%	58,067	58,648	-1.0%	
Public Relations	Advertising Value (February)	\$73,138	\$207,690	-64.8%	\$1,564,574	\$1,299,431	20.4%	
	Column Inches (February)	324	265	22.3%	5,687	4,055.00	40.2%	
	Total Circulation (February)	4,146,333	2,437,192	70.1%	101,200,216	83,822,579	20.7%	
	Significant Placements (February)	15	17	-11.8%	201	185	8.6%	

\* 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: 6,497

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.