

## Visitor's Index May 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 (April)*	60.1	64.3	-6.7%	47.8	54.9	-13.0%	
Impact	Hotel Sales (April)	\$11,552,119	\$12,642,518	-8.6%	\$126,607,010	\$137,234,949	-7.7%	
	Average Hotel Rate (April)*	\$98.98	\$106.39	-7.0%	\$89.87	\$95.83	-6.2%	
	Revenue Par (April)	\$57.35	\$66.70	-14.0%	\$62.78	\$71.44	-12.1%	
	Total Airport Passengers (April)*	47,767	41,281	15.7%	162,486	150,155	8.2%	
	Visitor Services	Asheville Visitor Center	16,921	17,590	-3.8%	158,597	171,375	-7.5%
	Black Mountain Visitor Center	1,912	2,149	-11.0%	19,857	23,399	-15.1%	
Convention Sales and Group Services	Convention Bookings	4	19	-78.9%	81	169	-52.1%	
	Room Nights Generated	4,290	10,504	-59.2%	25,364	51,782	-51.0%	
	Number of Delegates	8,050	14,865	-45.8%	26,549	92,711	-71.4%	
	Estimated Spending	\$2,808,956	\$6,958,506	-59.6%	\$13,794,243	\$31,529,318	-56.2%	
	Sales Leads Distributed	6	12	-50.0%	179	267	-33.0%	
	Room Nights Represented	3,367	4,157	-19.0%	79,145	81,372	-2.7%	
	Groups Serviced - Meetings/Conventions	4	34	-88.2%	189	291	-35.1%	
	Groups Serviced - Delegates	4,290	\$3,680	16.6%	56,099	\$55,457	1.2%	
	Groups Serviced - Estimated Spending	\$2,808,956	\$8,089,603	-65.3%	\$28,553,311	\$42,204,772	-32.3%	
	Groups Serviced - Motorcoach	5	2	150.0%	31	28	10.7%	
	Group Tour	Group Tour Bookings	41	44	-6.8%	391	538	-27.3%
		Room Nights Generated	1,154	1,045	10.4%	10,754	15,824	-32.0%
		Estimated Spending	\$211,182	\$158,422	33.3%	\$1,967,982	\$2,398,910	-18.0%
Sales Leads Distributed		1	10	-90.0%	54	72	-25.0%	
Visitor Inquiries	exploreasheville.com (user sessions)	286,692	285,854	0.3%	2,796,655	2,510,592	11.4%	
	Visitor Inquiries	13,242	8,532	55.2%	82,810	79,715	3.9%	
Public Relations	Advertising Value (April)	\$221,820	\$162,649	36.4%	\$1,988,503	\$1,590,434	25.0%	
	Column Inches (April)	541	186	190.8%	6,794	4,375	55.3%	
	Total Circulation (April)	3,483,896	7,645,274	-54.4%	112,952,160	102,679,288	10.0%	
	Significant Placements (April)	16	27	-40.7%	255	238	7.1%	

\* 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: 6,625

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.