

Visitor's Index November 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 (October)*	73.5	74.2	-1.0%	59.1	64.6	-8.6%
Impact	Hotel Sales (October)	\$19,117,715	\$19,714,646	-3.0%	\$63,556,356	\$68,166,103	-6.8%
	Average Hotel Rate (October)*	\$124.85	\$131.46	-5.0%	\$104.89	\$112.30	-6.6%
	Revenue Par (October)	\$87.73	\$96.27	-8.9%	\$73.79	\$84.33	-12.5%
	Total Airport Passengers (October)*	56,301	58,995	-4.6%	488,672	464,635	5.2%
	Visitor Services	Asheville Visitor Center	14,021	13,321	5.3%	100,013	95,092
	Black Mountain Visitor Center	1,265	1,423	-11.1%	10,968	12,441	-11.8%
Convention	Convention Bookings	12	3	300.0%	67	22	204.5%
Sales and Group	Room Nights Generated	2,238	102	2094.1%	11,459	3,560	221.9%
	Number of Delegates	2,280	250	812.0%	19,325	3,135	516.4%
Services	Estimated Spending	\$1,226,938	\$140,917	770.7%	\$6,814,257	\$1,185,842	474.6%
	Sales Leads Distributed	17	14	21.4%	93	62	50.0%
	Room Nights Represented	11,935	4,845	146.3%	35,991	15,704	129.2%
	Groups Serviced - Meetings/Conventions	12	3	300.0%	126	71	77.5%
	Groups Serviced - Delegates	2,320	250	828.0%	31,229	15,327	103.8%
	Groups Serviced - Estimated Spending	\$1,426,083	\$140,917	912.0%	\$14,778,063	\$5,710,316	158.8%
	Groups Serviced - Motorcoach	1	2	-50.0%	17	10	70.0%
Group Tour	Group Tour Bookings	66	78	-15.4%	211	200	5.5%
	Room Nights Generated	2,602	2,221	17.2%	7,075	6,028	17.4%
	Estimated Spending	\$476,166	\$406,443	17.2%	\$1,294,725	\$1,103,124	17.4%
	Sales Leads Distributed	5	13	-61.5%	19	20	-5.0%
Visitor Inquiries	exploreasheville.com (user sessions)	133,208	117,249	13.6%	869,034	759,394	14.4%
	Visitor Inquiries	2,879	3,086	-6.7%	30,089	32,575	-7.6%
Public Relations	Advertising Value (October)	\$394,497	\$112,351	251.1%	\$1,096,707	\$786,622	39.4%
	Column Inches (October)	600	695	-13.7%	2,990	2,531.00	18.1%
	Total Circulation (October)	16,243,685	8,050,594	101.8%	47,132,490	65,129,689	-27.6%
	Significant Placements (October)	21	25	-16.0%	110	125	-12.0%

* 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: 6,888

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.