

Visitor's Index October 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 (September)*	60.4	61.3	-1.6%	57.3	63.5	-9.8%
Impact	Hotel Sales (September)	\$13,211,499	\$13,432,408	-1.6%	\$44,438,641	\$48,451,457	-8.3%
	Average Hotel Rate (September)*	\$105.54	\$113.85	-7.3%	\$101.51	\$109.68	-7.5%
	Revenue Par (September)	\$62.43	\$68.50	-8.9%	\$69.03	\$80.29	-14.0%
	Total Airport Passengers (September)*	50,210	47,865	4.9%	432,371	405,640	6.6%
Visitor	Asheville Visitor Center	25,397	24,024	5.7%	85,992	81,771	5.2%
Services	Black Mountain Visitor Center	2,658	3,015	-11.8%	9,703	11,018	-11.9%
Convention	Convention Bookings	20	2	900.0%	55	19	189.5%
Sales	Room Nights Generated	5,556	75	7308.0%	9,221	3,458	166.7%
and	Number of Delegates	4,310	320	1246.9%	17,045	2,885	490.8%
Group	Estimated Spending	\$1,737,983	\$60,124	2790.7%	\$5,587,319	\$1,044,925	434.7%
Services	Sales Leads Distributed	22	17	29.4%	76	48	58.3%
	Room Nights Represented	7,809	3,125	149.9%	24,056	11,321	112.5%
	Groups Serviced - Meetings/Conventions	34	20	70.0%	114	68	67.6%
	Groups Serviced - Delegates	6,346	3,360	88.9%	28,909	15,077	91.7%
	Groups Serviced - Estimated Spending	\$3,407,960	\$554,275	514.9%	\$13,351,980	\$5,569,399	139.7%
	Groups Serviced - Motorcoach	5	3	66.7%	16	8	100.0%
Group	Group Tour Bookings	71	52	36.5%	142	122	16.4%
Tour	Room Nights Generated	2177	1,597	36.3%	4,411	3,807	15.9%
	Estimated Spending	\$398,391	\$292,251	36.3%	\$807,213	\$696,681	15.9%
	Sales Leads Distributed	6	1	500.0%	14	6	133.3%
Visitor	exploreasheville.com (user sessions)	199,240	176,545	12.9%	735,826	642,145	14.6%
Inquiries	Visitor Inquiries	6,403	6,448	-0.7%	27,210	29,533	-7.9%
Public	Advertising Value (September)	\$404,834	\$366,321	10.5%	\$702,210	\$674,271	4.1%
Relations	Column Inches (September)	1,237	714	73.2%	2,390	1,836	30.2%
	Total Circulation (September)	9,623,868	21,267,141	-54.7%	30,888,805	57,079,095	-45.9%
	Significant Placements (September)	25	32	-21.9%	89	100	-11.0%

* 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: 6,933

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.