

Visitor's Index September 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 (August)* | 61.3 | 72.4 | -15.3% | 56.9 | 63.8 | -10.8% |
| Impact | Hotel Sales (August) | \$14,176,190 | \$16,997,911 | -16.6% | \$31,227,142 | \$35,019,049 | -10.8% |
| | Average Hotel Rate (August)* | \$108.93 | \$119.97 | -9.2% | \$100.96 | \$109.18 | -7.5% |
| | Revenue Par (August) | \$65.65 | \$83.35 | -21.2% | \$72.32 | \$86.00 | -15.9% |
| | Total Airport Passengers (August)* | 54,849 | 52,777 | 3.9% | 382,161 | 357,775 | 6.8% |
| | Visitor Services | Asheville Visitor Center | 17,602 | 16,460 | 6.9% | 60,595 | 57,747 |
| | Black Mountain Visitor Center | 1,810 | 2,007 | -9.8% | 7,045 | 8,003 | -12.0% |
| Convention Sales and Group Services | Convention Bookings | 9 | 6 | 50.0% | 35 | 17 | 105.9% |
| | Room Nights Generated | 887 | 1,023 | -13.3% | 3,665 | 3,383 | 8.3% |
| | Number of Delegates | 1,725 | 800 | 115.6% | 12,735 | 2,565 | 396.5% |
| | Estimated Spending | \$702,656 | \$187,209 | 275.3% | \$3,849,336 | \$984,801 | 290.9% |
| | Sales Leads Distributed | 21 | 9 | 133.3% | 54 | 31 | 74.2% |
| | Room Nights Represented | 9,963 | 3,090 | 222.4% | 16,247 | 8,196 | 98.2% |
| | Groups Serviced - Meetings/Conventions | 35 | 17 | 105.9% | 80 | 68 | 17.6% |
| | Groups Serviced - Delegates | 14,508 | 4,724 | 207.1% | 22,563 | 11,717 | 92.6% |
| | Groups Serviced - Estimated Spending | \$5,890,067 | \$444,324 | 1225.6% | \$9,944,020 | \$5,015,124 | 98.3% |
| | Groups Serviced - Motorcoach | 4 | 2 | 100.0% | 11 | 5 | 120.0% |
| Group Tour | Group Tour Bookings | 27 | 39 | -30.8% | 71 | 70 | 1.4% |
| | Room Nights Generated | 970 | 1,172 | -17.2% | 2,234 | 2,210 | 1.1% |
| | Estimated Spending | \$177,510 | \$214,476 | -17.2% | \$408,822 | \$404,430 | 1.1% |
| | Sales Leads Distributed | 5 | 1 | 400.0% | 8 | 5 | 60.0% |
| Visitor Inquiries | exploreasheville.com (user sessions) | 185,882 | 149,003 | 24.8% | 536,586 | 465,600 | 15.2% |
| | Visitor Inquiries | 8,104 | 6,523 | 24.2% | 20,807 | 23,085 | -9.9% |
| Public Relations | Advertising Value (August) | \$169,345 | \$119,238 | 42.0% | \$297,376 | \$307,950 | -3.4% |
| | Column Inches (August) | 324 | 536 | -39.6% | 1,153 | 1,122.00 | 2.8% |
| | Total Circulation (August) | 7,928,227 | 10,039,149 | -21.0% | 21,264,937 | 35,811,954 | -40.6% |
| | Significant Placements (August) | 30 | 30 | 0.0% | 64 | 68 | -5.9% |

* 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: 6,770

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.