

Visitor's Index December 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 (November)*	56.5	59.9	-5.6%	58.8	64.2	-8.3%
Impact	Hotel Sales (November)	\$13,032,302	\$13,709,078	-4.9%	\$76,588,658	\$81,875,181	-6.5%
	Average Hotel Rate (November)*	\$109.38	\$116.35	-6.0%	\$105.29	\$112.65	-6.5%
	Revenue Par (November)	\$61.44	\$68.88	-10.8%	\$71.34	\$81.26	-12.2%
	Total Airport Passengers (November)*	47,224	48,042	-1.7%	535,896	512,677	4.5%
	Visitor Services	Asheville Visitor Center	9,872	11,081	-10.9%	109,885	106,173
	Black Mountain Visitor Center	872	1,105	-21.1%	11,840	13,546	-12.6%
Convention	Convention Bookings	11	7	57.1%	78	29	169.0%
Sales and Group	Room Nights Generated	1,890	2,968	-36.3%	13,349	6,528	104.5%
	Number of Delegates	1,445	1,970	-26.6%	20,770	5,105	306.9%
Services	Estimated Spending	\$644,552	\$1,290,804	-50.1%	\$7,458,809	\$2,476,646	201.2%
	Sales Leads Distributed	17	15	13.3%	110	77	42.9%
	Room Nights Represented	3,720	5,169	-28.0%	39,711	20,873	90.3%
	Groups Serviced - Meetings/Conventions	9	8	12.5%	135	78	73.1%
	Groups Serviced - Delegates	2,350	2,968	-20.8%	33,579	18,295	83.5%
	Groups Serviced - Estimated Spending	\$1,276,729	\$1,305,924	-2.2%	\$16,054,792	\$7,016,240	128.8%
	Groups Serviced - Motorcoach	1	1	0.0%	18	11	63.6%
Group Tour	Group Tour Bookings	94	76	23.7%	305	276	10.5%
	Room Nights Generated	2,581	2,260	14.2%	9,656	8,288	16.5%
	Estimated Spending	\$472,323	\$413,580	14.2%	\$1,767,048	\$1,516,704	16.5%
	Sales Leads Distributed	1	0	100.0%	20	20	0.0%
Visitor Inquiries	exploreasheville.com (user sessions)	136,765	115,961	17.9%	1,005,799	875,355	14.9%
	Visitor Inquiries	4,043	3,352	20.6%	34,129	35,927	-5.0%
Public Relations	Advertising Value (November)	\$238,234	\$287,010	-17.0%	\$1,334,941	\$1,073,632	24.3%
	Column Inches (November)	683	1,221	-44.1%	3,673	3,752.00	-2.1%
	Total Circulation (November)	13,620,177	16,469,147	-17.3%	60,752,667	81,598,836	-25.5%
	Significant Placements (November)	25	32	-21.9%	135	157	-14.0%

* 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: 6,922

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.