

Visitor's Index February 2010

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 (January)*	35.4	37.4	-5.3%	35.4	37.4	-5.3%
Impact	Hotel Sales (January)	\$6,281,742	\$6,387,342	-1.7%	\$95,243,986	\$100,209,852	-5.0%
	Average Hotel Rate (January)*	\$83.20	\$85.93	-3.2%	\$83.20	\$85.93	-3.2%
	Revenue Par (January)	\$28.66	\$31.00	-7.5%	\$62.95	\$70.60	-10.8%
	Total Airport Passengers (January)*	36,752	37,398	-1.7%	36,752	37,398	-1.7%
	Visitor Services	Asheville Visitor Center	5,005	4,950	1.1%	119,748	117,188
	Black Mountain Visitor Center	569	919	-38.1%	13,100	15,206	-13.8%
Convention	Convention Bookings	11	12	-8.3%	99	49	102.0%
Sales and Group Services	Room Nights Generated	2,937	2,540	15.6%	17,811	10,513	69.4%
	Number of Delegates	3,092	1,920	61.0%	25,567	8,359	205.9%
Services	Estimated Spending	\$1,656,626	\$901,871	83.7%	\$10,138,970	\$4,330,517	134.1%
	Sales Leads Distributed	21	27	-22.2%	155	125	24.0%
	Room Nights Represented	4,906	10,620	-53.8%	49,183	52,768	-6.8%
	Groups Serviced - Meetings/Conventions	10	28	-64.3%	154	117	31.6%
	Groups Serviced - Delegates	2,110	9,223	-77.1%	37,938	29,023	30.7%
	Groups Serviced - Estimated Spending	\$1,221,285	\$5,727,982	-78.7%	\$18,016,898	\$12,855,771	40.1%
	Groups Serviced - Motorcoach	3	5	-40.0%	26	17	52.9%
Group Tour	Group Tour Bookings	14	22	-36.4%	330	311	6.1%
	Room Nights Generated	343	229	49.8%	10,246	8,725	17.4%
	Estimated Spending	\$62,769	\$41,907	49.8%	\$1,875,018	\$1,596,675	17.4%
	Sales Leads Distributed	7	1	600.0%	46	51	-9.8%
Visitor Inquiries	exploreasheville.com (user sessions)	118,898	107,071	11.0%	1,246,101	1,094,949	13.8%
	Visitor Inquiries	5,605	5,393	3.9%	44,863	49,691	-9.7%
Public Relations	Advertising Value (January)	\$133,449	\$128,590	3.8%	\$1,561,804	\$1,491,436	4.7%
	Column Inches (January)	421	228	84.6%	4,562	5,363	-14.9%
	Total Circulation (January)	8,536,057	7,180,089	18.9%	74,633,361	97,053,883	-23.1%
	Significant Placements (January)	13	11	18.2%	167	186	-10.2%

* Year-to-date numbers reflect a 2010 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.