

Visitor's Index March 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 (February)*	43.7	42.7	2.5%	39.3	39.9	-1.4%
Impact	Hotel Sales (February)	\$6,753,026	\$6,348,517	6.4%	\$101,997,012	\$106,558,369	-4.3%
	Average Hotel Rate (February)*	\$85.63	\$84.58	1.2%	\$84.45	\$85.24	-0.9%
	Revenue Par (February)	\$34.49	\$33.33	3.5%	\$59.64	\$66.15	-9.8%
	Total Airport Passengers (February)*	35,974	34,106	5.5%	72,800	71,504	1.8%
	Visitor Services	Asheville Visitor Center	11,679	9,676	20.7%	131,427	126,864
	Black Mountain Visitor Center	1,159	1,139	1.8%	14,259	16,345	-12.8%
Convention	Convention Bookings	26	16	62.5%	125	65	92.3%
Sales and Group	Room Nights Generated	4,593	2,592	77.2%	22,404	13,105	71.0%
	Number of Delegates	5,139	3,206	60.3%	30,706	11,565	165.5%
Services	Estimated Spending	\$2,298,646	\$2,887,952	-20.4%	\$12,437,616	\$7,218,469	72.3%
	Sales Leads Distributed	26	27	-3.7%	181	152	19.1%
	Room Nights Represented	5,111	6,967	-26.6%	54,294	59,735	-9.1%
	Groups Serviced - Meetings/Conventions	12	51	-76.5%	166	168	-1.2%
	Groups Serviced - Delegates	1,307	14,987	-91.3%	39,245	44,010	-10.8%
	Groups Serviced - Estimated Spending	\$597,483	8,568,430	-93.0%	\$18,614,381	\$21,424,201	-13.1%
	Groups Serviced - Motorcoach	2	5	-60.0%	28	22	27.3%
Group Tour	Group Tour Bookings	27	16	68.8%	357	327	9.2%
	Room Nights Generated	710	308	130.5%	10,956	9,033	21.3%
	Estimated Spending	\$129,930	\$56,364	130.5%	\$2,004,948	\$1,653,039	21.3%
	Sales Leads Distributed	4	1	300.0%	50	52	-3.8%
Visitor Inquiries	exploreasheville.com (user sessions)	154,178	127,513	20.9%	1,400,279	1,222,462	14.5%
	Visitor Inquiries	9,615	8,376	14.8%	54,478	58,067	-6.2%
Public Relations	Advertising Value (February)	\$246,214	\$73,138	236.6%	\$1,808,018	\$1,564,574	15.6%
	Column Inches (February)	313	324	-3.5%	4,875	5,687	-14.3%
	Total Circulation (February)	2,900,489	4,146,333	-30.0%	77,533,850	101,200,216	-23.4%
	Significant Placements (February)	12	15	-20.0%	179	201	-10.9%

* 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: 6,932

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.