

Visitor's Index April 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 (March)*	47.7	48.5	-1.8%	42.2	43.0	-1.9%
Impact	Hotel Sales (March)	\$8,943,200	\$8,496,522	5.3%	\$110,940,212	\$115,054,891	-3.6%
	Average Hotel Rate (March)*	\$88.29	\$88.58	-0.3%	\$85.94	\$86.22	-0.3%
	Revenue Par (March)	\$41.12	\$41.80	-1.6%	\$57.53	\$63.39	-9.2%
	Total Airport Passengers (March)*	51,280	42,979	19.3%	123,855	114,311	8.3%
	Visitor Services	Asheville Visitor Center	17,405	14,812	17.5%	148,832	141,676
	Black Mountain Visitor Center	1,993	1,600	24.6%	16,252	17,945	-9.4%
Convention Sales and Group Services	Convention Bookings	11	12	-8.3%	136	77	76.6%
	Room Nights Generated	1,371	7,969	-82.8%	23,775	21,074	12.8%
	Number of Delegates	1,552	6,934	-77.6%	32,258	18,499	74.4%
	Estimated Spending	\$608,951	\$3,766,818	-83.8%	\$13,046,567	\$10,985,287	18.8%
	Sales Leads Distributed	32	21	52.4%	213	173	23.1%
	Room Nights Represented	29,323	16,043	82.8%	83,617	75,778	10.3%
	Groups Serviced - Meetings/Conventions	32	17	88.2%	198	185	7.0%
	Groups Serviced - Delegates	5,282	7,799	-32.3%	44,527	51,809	-14.1%
	Groups Serviced - Estimated Spending	\$2,844,788	\$4,320,154	-34.2%	\$21,459,169	\$25,744,355	-16.6%
	Groups Serviced - Motorcoach	1	4	-75.0%	29	26	11.5%
Travel & Tourism	Group Tour Bookings	59	45	31.1%	416	372	11.8%
	Group Tour Room Nights Generated	1520	1,199	26.8%	12,476	10,232	21.9%
	Group Tour Estimated Spending	\$278,160	\$219,417	26.8%	\$2,283,108	\$1,872,456	21.9%
	Group Tour Sales Leads Distributed	6	1	500.0%	56	53	5.7%
	AAA Room Nights Generated	11,700	8,242	42.0%	104,133	89,906	15.8%
Visitor Inquiries	exploreasheville.com (user sessions)	173,105	132,821	30.3%	1,573,384	1,355,283	16.1%
	Visitor Inquiries	9,227	11,508	-19.8%	63,705	69,573	-8.4%
Public Relations	Advertising Value (March)	\$1,823,901	\$202,109	802.4%	\$3,631,919	\$1,766,683	105.6%
	Column Inches (March)	232	566	-59.0%	5,107	6,253	-18.3%
	Total Circulation (March)	6,733,185	8,268,048	-18.6%	84,267,035	109,468,264	-23.0%
	Significant Placements (March)	12	38	-68.4%	191	239	-20.1%

* 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.