

## Visitor's Index June 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 Impact	Hotel Occupancy (May)*	62.6	60.7	3.2%	50.5	50.0	1.0%
	Hotel Sales (May)	\$14,253,039	\$13,001,032	9.6%	\$138,122,962	\$139,608,042	-1.1%
	Average Hotel Rate (May)*	\$105.59	\$104.95	0.6%	\$94.34	\$94.25	0.1%
	Revenue PAR (May)	\$64.92	\$61.84	5.0%	\$58.57	\$62.69	-6.6%
	Total Airport Passengers (May)*	67,701	49,462	36.9%	250,165	211,540	18.3%
Visitor Services	Asheville Visitor Center	21,768	19,686	10.6%	188,694	178,283	5.8%
	Black Mountain Visitor Center	2,602	2,402	8.3%	21,168	22,259	-4.9%
Convention Sales and Group Services	Convention Bookings	19	12	58.3%	164	93	76.3%
	Room Nights Generated	17,417	1,723	910.9%	42,808	27,087	58.0%
	Number of Delegates	46,661	2,150	2070.3%	81,429	28,699	183.7%
	Estimated Spending	\$33,961,118	\$1,084,236	3032.3%	\$48,141,696	\$14,878,479	223.6%
	Sales Leads Distributed	22	15	46.7%	253	194	30.4%
	Room Nights Represented	10,828	3,598	200.9%	99,975	82,937	20.5%
	Groups Serviced - Meetings/Conventions	30	22	36.4%	250	232	7.8%
	Groups Serviced - Delegates	4,794	3,616	32.6%	58,051	59,715	-2.8%
	Groups Serviced - Estimated Spending	\$2,403,183	\$2,208,735	8.8%	\$28,610,643	\$30,762,046	-7.0%
	Groups Serviced - Motorcoach	1	3	-66.7%	31	34	-8.8%
Group Tour	Group Tour Bookings	21	28	-25.0%	472	444	6.3%
	Group Tour Room Nights Generated	682	1,006	-32.2%	14,221	12,443	14.3%
	Group Tour Estimated Spending	\$124,806	\$184,098	-32.2%	\$2,602,443	\$2,277,069	14.3%
	Group Tour Sales Leads Distributed	3	1	200.0%	60	55	9.1%
	AAA Room Nights Generated	12,138	11,530	5.3%	128,079	116,788	9.7%
Visitor Inquiries	exploreasheville.com (user sessions)	212,031	160,913	31.8%	1,985,689	1,673,523	18.7%
	Visitor Inquiries	7,119	10,222	-30.4%	76,416	93,032	-17.9%
Public Relations	Total Advertising Value (May)	\$256,797	\$828,095	-69.0%	\$5,075,305	\$2,816,598	80.2%
	Column Inches (May)	551	572	-3.6%	5,815	7,365.00	-21.0%
	Total Circulation (May)	11,508,392	8,726,166	31.9%	107,296,789	121,678,326	-11.8%
	Significant Placements (May)	28	17	64.7%	229	272	-15.8%

\* 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: 6,969

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.