

Visitor's Index May 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 (April)*	62.9	59.5	5.9%	47.4	47.2	0.4%
	Hotel Sales (April)	\$12,929,710	\$11,552,119	11.9%	\$123,869,922	\$126,607,010	-2.2%
	Average Hotel Rate (April)*	\$99.67	\$99.93	-0.3%	\$90.49	\$90.62	-0.1%
	Revenue Par (April)	\$61.35	\$57.35	7.0%	\$57.91	\$62.78	-7.8%
	Total Airport Passengers (April)*	58,609	47,767	22.7%	182,464	162,078	12.6%
Visitor Services	Asheville Visitor Center	18,094	16,921	6.9%	166,926	158,597	5.3%
	Black Mountain Visitor Center	2,314	1,912	21.0%	18,566	19,857	-6.5%
Convention Sales and Group Services	Convention Bookings	9	4	125.0%	145	81	79.0%
	Room Nights Generated	1,616	4,290	-62.3%	25,391	25,364	0.1%
	Number of Delegates	2,510	8,050	-68.8%	34,768	26,549	31.0%
	Estimated Spending	\$1,134,011	\$2,808,956	-59.6%	\$14,180,578	\$13,794,243	2.8%
	Sales Leads Distributed	18	6	200.0%	231	179	29.1%
	Room Nights Represented	5,530	3,367	64.2%	89,147	79,145	12.6%
	Groups Serviced - Meetings/Conventions	22	4	450.0%	220	189	16.4%
	Groups Serviced - Delegates	8,730	4,290	103.5%	53,257	56,099	-5.1%
	Groups Serviced - Estimated Spending	\$4,748,291	\$2,808,956	69.0%	\$26,207,460	\$28,553,311	-8.2%
	Groups Serviced - Motorcoach	1	5	-80.0%	30	31	-3.2%
Group Tour	Group Tour Bookings	35	44	-20.5%	451	416	8.4%
	Group Tour Room Nights Generated	1,063	1,205	-11.8%	13,539	11,437	18.4%
	Group Tour Estimated Spending	\$194,529	\$220,515	-11.8%	\$2,477,637	\$2,092,971	18.4%
	Group Tour Sales Leads Distributed	2	1	100.0%	58	54	7.4%
	AAA Room Nights Generated	11,315	10,720	5.6%	115,809	105,258	10.0%
Visitor Inquiries	exploreasheville.com (user sessions)	193,877	149,572	29.6%	1,765,746	1,509,914	16.9%
	Visitor Inquiries	5,584	13,242	-57.8%	69,398	82,810	-16.2%
Public Relations	Total Advertising Value (April)	\$1,186,589	\$221,820	434.9%	\$4,818,508	\$1,988,503	142.3%
	Obama Coverage Ad Value (April)	\$875,657	\$0	0.0%	\$875,657	\$0	0.0%
	Column Inches (April)	157	541	-70.9%	5,264	6,794.00	-22.5%
	Total Circulation (April)	11,521,362	3,483,896	230.7%	95,788,397	112,952,160	-15.2%
	Significant Placements (April)	10	16	-37.5%	201	255	-21.2%

* 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: 6,932

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.