

Visitor's Index July 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 (June)*	71.7	68.6	4.5%	54.0	53.1	1.7%
	Hotel Sales (June)	\$16,320,132	\$14,851,027	9.9%	\$154,443,094	\$154,456,069	0.0%
	Average Hotel Rate (June)*	\$107.98	\$108.42	-0.4%	\$97.34	\$97.32	0.0%
	Revenue PAR (June)	\$75.02	\$71.70	4.6%	\$59.94	\$63.45	-5.5%
	Total Airport Passengers (June)*	75,669	56,982	32.8%	325,834	268,522	21.3%
Visitor Services	Asheville Visitor Center	25,420	23,072	10.2%	25,420	23,072	10.2%
	Black Mountain Visitor Center	3,123	2,823	10.6%	3,123	2,823	10.6%
Convention Sales and Group Services	Convention Bookings	11	18	-38.9%	11	18	-38.9%
	Room Nights Generated	873	2,048	-57.4%	873	2,048	-57.4%
	Number of Delegates	1,010	2,770	-63.5%	1,010	2,770	-63.5%
	Estimated Spending	\$612,538	\$1,465,572	-58.2%	\$612,538	\$1,465,572	-58.2%
	Sales Leads Distributed	25	18	38.9%	25	18	38.9%
	Room Nights Represented	7,868	3,436	129.0%	7,868	3,436	129.0%
	Groups Serviced - Meetings/Conventions	30	20	50.0%	30	20	50.0%
	Groups Serviced - Delegates	4,335	2,705	60.3%	4,335	2,705	60.3%
	Groups Serviced - Estimated Spending	\$2,176,839	\$1,803,744	20.7%	\$2,176,839	\$1,803,744	20.7%
	Groups Serviced - Motorcoach	0	4	-100.0%	0	4	-100.0%
Group Tour	Group Tour Bookings	22	15	46.7%	22	15	46.7%
	Group Tour Room Nights Generated	662	395	67.6%	662	395	67.6%
	Group Tour Estimated Spending	\$121,146	\$72,285	67.6%	\$121,146	\$72,285	67.6%
	Group Tour Sales Leads Distributed	3	3	0.0%	3	3	0.0%
	AAA Room Nights Generated	14,382	14,398	-0.1%	14,382	14,398	-0.1%
Visitor Inquiries	ExploreAsheville.com (user sessions)	216,979	176,970	22.6%	216,979	176,970	22.6%
	Visitor Inquiries	8,245	6,433	28.2%	8,245	6,433	28.2%
Public Relations	Total Advertising Value (June)	\$230,877	\$52,659	338.4%	\$230,877	\$52,659	338.4%
	Column Inches (June)	1,183	436	171.2%	1,183	436.00	171.3%
	Total Circulation (June)	8,413,175	5,439,956	54.7%	8,413,175	5,439,956	54.7%
	Significant Print/ Broadcast Placements (June)	44	20	120.0%	44	20	120.0%
	Online Placements (June)	8	N/A	0.0%	8	N/A	0.0%

* Year-to-date numbers reflect a 2010 calendar year. All other figures reflect a July 1, 2009 - June 30, 2010 fiscal year if indicated by "June," or June 30, 2010 - July 31, 2011 for all others.

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: 7,005

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.