

Visitor's Index November 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 (October)*	78.9	73.4	7.6%	61.5	58.7	4.8%
	Hotel Sales (October)	\$22,371,184	\$19,117,715	17.0%	\$71,780,788	\$63,556,356	12.9%
	Average Hotel Rate (October)*	\$120.82	\$125.00	-3.3%	\$104.32	\$105.15	-0.8%
	Revenue PAR (October)	\$100.09	\$87.73	14.1%	\$80.55	\$73.79	9.2%
	Total Airport Passengers (October)*	76,631	56,080	36.6%	622,543	487,585	27.7%
Visitor Services	Asheville Visitor Center	14,950	14,021	6.6%	110,735	100,013	10.7%
	Black Mountain Visitor Center	1,690	1,265	33.6%	12,195	10,968	11.2%
Convention Sales and Group Services	Convention Bookings	7	12	-41.7%	54	67	-19.4%
	Room Nights Generated	2,172	2,238	-2.9%	11,554	11,459	0.8%
	Number of Delegates	1,980	2,280	-13.2%	9,777	19,325	-49.4%
	Estimated Spending	\$721,498	\$1,226,938	-41.2%	\$5,192,148	\$6,814,257	-23.8%
	Sales Leads Distributed	20	17	17.6%	98	93	5.4%
	Room Nights Represented	7,025	11,935	-41.1%	31,518	35,991	-12.4%
	Groups Serviced - Meetings/Conventions	25	12	108.3%	192	126	52.4%
	Groups Serviced - Delegates	3,822	2,320	64.7%	32,014	31,229	2.5%
	Groups Serviced - Estimated Spending	\$1,808,829	\$1,426,083	26.8%	\$14,135,032	\$14,778,063	-4.4%
	Groups Serviced - Motorcoach	1	1	0.0%	14	17	-17.6%
Group Tour	Group Tour Bookings	87	66	31.8%	204	211	-3.3%
	Group Tour Room Nights Generated	2,853	2,602	9.6%	6,782	7,075	-4.1%
	Group Tour Estimated Spending	\$522,099	\$476,166	9.6%	\$1,241,106	\$1,294,725	-4.1%
	Group Tour Sales Leads Distributed	7	5	40.0%	27	18	50.0%
	AAA Room Nights Generated	8,806	10,978	-19.8%	56,236	63,849	-11.9%
Visitor Inquiries	ExploreAsheville.com (user sessions)	144,221	133,172	8.3%	999,631	866,625	15.3%
	Visitor Inquiries	3,023	2,879	5.0%	28,543	30,089	-5.1%
Public Relations	Total Advertising Value (October)	\$1,180,739	\$394,497	199.3%	\$2,287,696	\$1,096,707	108.6%
	Column Inches (October)	942	600	57.0%	6,185	2,990.00	106.9%
	Total Circulation (October)	15,929,768	16,243,685	-1.9%	88,781,487	47,132,490	88.4%
	Significant Placements (October)	41	21	95.2%	185	110	68.2%

* Year-to-date numbers reflect a 2010 calendar year. All other figures reflect a July 1, 2010 - June 30, 2011 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: 7,066

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.