

Visitor's Index October 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 (September)*	64.5	60.3	6.9%	59.4	56.9	4.3%
Impact	Hotel Sales (September)	\$14,465,631	\$13,211,499	9.5%	\$49,409,604	\$44,438,641	11.2%
	Average Hotel Rate (September)*	\$100.72	\$106.20	-5.2%	\$102.09	\$102.14	0.0%
	Revenue PAR (September)	\$67.10	\$62.43	7.5%	\$73.96	\$69.03	7.1%
	Total Airport Passengers (September)*	66,572	50,210	32.6%	545,912	431,505	26.5%
	Visitor Services	Asheville Visitor Center	26,357	25,397	3.8%	95,785	85,992
	Black Mountain Visitor Center	2,815	2,658	5.9%	10,505	9,703	8.3%
Convention Sales and Group Services	Convention Bookings	14	20	-30.0%	47	55	-14.5%
	Room Nights Generated	4,715	5,556	-15.1%	9,382	9,221	1.7%
	Number of Delegates	3,324	4,310	-22.9%	7,797	17,045	-54.3%
	Estimated Spending	\$2,133,867	\$1,737,983	22.8%	\$4,470,650	\$5,587,319	-20.0%
	Sales Leads Distributed	26	22	18.2%	78	76	2.6%
	Room Nights Represented	8,703	7,809	11.4%	24,493	24,056	1.8%
	Groups Serviced - Meetings/Conventions	57	34	67.6%	167	114	46.5%
	Groups Serviced - Delegates	7,373	6,346	16.2%	28,192	28,909	-2.5%
	Groups Serviced - Estimated Spending	\$3,196,258	\$3,407,960	-6.2%	\$12,326,203	\$13,351,980	-7.7%
	Groups Serviced - Motorcoach	8	5	60.0%	13	16	-18.8%
Group Tour	Group Tour Bookings	52	74	-29.7%	117	145	-19.3%
	Group Tour Room Nights Generated	1,765	2,239	-21.2%	3,929	4,473	-12.2%
	Group Tour Estimated Spending	\$322,995	\$409,737	-21.2%	\$719,007	\$818,559	-12.2%
	Group Tour Sales Leads Distributed	6	6	0.0%	20	13	53.8%
	AAA Room Nights Generated	12,258	14,274	-14.1%	46,902	52,871	-11.3%
Visitor Inquiries	ExploreAsheville.com (user sessions)	227,094	199,207	14.0%	855,410	733,453	16.6%
	Visitor Inquiries	3,613	6,403	-43.6%	25,520	27,210	-6.2%
Public Relations	Total Advertising Value (September)	\$390,274	\$404,834	-3.6%	\$1,106,957	\$702,210	57.6%
	Column Inches (September)	1,919	1,237	55.1%	5,243	2,390.00	119.4%
	Total Circulation (September)	18,539,162	9,623,868	92.6%	72,851,719	30,888,805	135.9%
	Significant Placements (September)	44	25	76.0%	144	89	61.8%

* 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: 7,062

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.