

Visitor's Index ~ December 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 (November)*	59.1	56.1	5.4%	61.2	58.4	4.7%
Impact	Hotel Sales (November)	\$13,770,095	\$13,032,302	5.7%	\$85,550,883	\$76,588,658	11.7%
	Average Daily Rate (November)*	\$110.93	\$109.69	1.1%	\$105.11	\$105.56	-0.4%
	Revenue PAR (November)	\$63.78	\$61.44	3.8%	\$77.27	\$71.34	8.3%
	Total Airport Passengers (November)*	60,359	47,124	28.1%	682,902	534,709	27.7%
	Visitor Services	Asheville Visitor Center	8,397	9,872	-14.9%	119,132	109,885
	Black Mountain Visitor Center	1,061	872	21.7%	13,256	11,840	12.0%
Convention Sales and Group Services	Convention Bookings	16	11	45.5%	70	78	-10.3%
	Room Nights Generated	4,569	1,890	141.7%	16,123	13,349	20.8%
	Number of Delegates	3,955	1,445	173.7%	13,732	20,770	-33.9%
	Estimated Spending	\$2,663,929	\$644,552	313.3%	\$7,856,077	\$7,458,809	5.3%
	Sales Leads Distributed	21	17	23.5%	119	110	8.2%
	Room Nights Represented	7,560	3,720	103.2%	39,078	39,711	-1.6%
	Groups Serviced - Meetings/Conventions	8	9	-11.1%	200	135	48.1%
	Groups Serviced - Delegates	903	2,350	-61.6%	32,917	33,579	-2.0%
	Groups Serviced - Estimated Spending	\$471,295	\$1,276,729	-63.1%	\$14,606,327	\$16,054,792	-9.0%
	Groups Serviced - Motorcoach	1	1	0.0%	15	18	-16.7%
Group Tour	Group Tour Bookings	90	95	-5.3%	294	306	-3.9%
	Group Tour Room Nights Generated	2,486	2,605	-4.6%	9,268	9,680	-4.3%
	Group Tour Estimated Spending	\$454,938	\$476,715	-4.6%	\$1,696,044	\$1,771,440	-4.3%
	Group Tour Sales Leads Distributed	2	1	100.0%	29	19	52.6%
	AAA Room Nights Generated	8,055	8,904	-9.5%	65,470	72,753	-10.0%
Visitor Inquiries	ExploreAsheville.com (user sessions)	136,291	136,765	-0.3%	1,135,922	999,631	13.6%
	Visitor Inquiries	1,360	4,043	-66.4%	29,903	34,129	-12.4%
Public Relations	Total Advertising Value (November)	\$198,092	\$238,234	-16.8%	\$2,485,789	\$1,334,941	86.2%
	Column Inches (November)	564	683	-17.4%	6,749	3,673.00	83.7%
	Total Circulation (November)	12,379,591	13,620,177	-9.1%	101,161,078	60,752,667	66.5%
	Significant Placements (November)	40	25	60.0%	225	135	66.7%

* 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: 7,032

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.

Comparison 2010 to 2007	Activity	Monthly 2010	Monthly 2007	Variance Monthly	YTD 2010	YTD 2007	Variance YTD
Overall	Hotel Occupancy (November)*	59.1	68.5	-13.7%	61.2	67.5	-9.3%
Impact	Average Daily Rate (November)*	\$110.93	\$104.20	6.5%	\$105.11	\$103.11	1.9%