

Visitor's Index ~ February 2011

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 (January)*	33.9	35.3	-4.2%	33.9	35.3	-4.2%
Impact	Hotel Sales (January)	\$5,794,437	\$6,281,742	-7.8%	\$104,785,517	\$95,243,986	10.0%
	Average Hotel Rate (January)*	\$79.43	\$83.42	-4.8%	\$79.43	\$83.42	-4.8%
	Revenue PAR (January)	\$26.04	\$28.66	-9.1%	\$67.52	\$62.95	7.3%
	Total Airport Passengers (January)*	40,089	36,635	9.4%	40,089	36,635	9.4%
	Visitor Services	Asheville Visitor Center	5,504	5,005	10.0%	128,908	119,748
	Black Mountain Visitor Center	921	569	61.9%	14,860	13,100	13.4%
Convention	Convention Bookings	12	11	9.1%	94	99	-5.1%
Sales and Group	Room Nights Generated	3,759	2,937	28.0%	20,769	17,811	16.6%
	Number of Delegates	6,335	3,092	104.9%	22,286	25,567	-12.8%
Services	Estimated Spending	\$3,842,726	\$1,656,626	132.0%	\$12,177,150	\$10,138,970	20.1%
	Sales Leads Distributed	40	21	90.5%	184	155	18.7%
	Room Nights Represented	13,565	4,906	176.5%	55,596	49,183	13.0%
	Groups Serviced - Meetings/Conventions	2	10	-80.0%	209	154	35.7%
	Groups Serviced - Delegates	1,630	2,110	-22.7%	36,107	37,938	-4.8%
	Groups Serviced - Estimated Spending	\$612,521	\$1,221,285	-49.8%	\$15,675,421	\$18,016,898	-13.0%
	Groups Serviced - Motorcoach	1	3	-66.7%	17	26	-34.6%
	Group Tour	Group Tour Bookings	6	14	-57.1%	312	330
Tour	Group Tour Room Nights Generated	137	343	-60.1%	9,659	10,246	-5.7%
	Group Tour Estimated Spending	\$25,071	\$62,769	-60.1%	\$1,767,597	\$1,875,018	-5.7%
	Group Tour Sales Leads Distributed	10	7	42.9%	53	49	8.2%
	AAA Room Nights Generated	5,960	6,121	-2.6%	76,148	84,398	-9.8%
Visitor Inquiries	ExploreAsheville.com (user sessions)	133,503	118,881	12.3%	1,392,917	1,243,638	12.0%
	Visitor Inquiries	5,068	5,605	-9.6%	41,753	44,863	-6.9%
Public Relations	Total Advertising Value (January)	\$1,165,338	\$133,449	773.2%	\$3,910,225	\$1,808,018	116.3%
	Column Inches (January)	204	421	-51.5%	7,674	4,874.00	57.4%
	Total Circulation (January)	12,250,993	8,536,057	43.5%	128,456,095	77,533,850	65.7%
	Significant Placements (January)	18	13	38.5%	272	179	52.0%

* Year-to-date numbers reflect a 2011 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: 7,010

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 2011 to 2007	Activity	Monthly 2011	Monthly 2007	Variance Monthly	YTD 2011	YTD 2007	Variance YTD
Overall	Hotel Occupancy (January)*	33.9	45.5	-25.6%	33.9	45.5	-25.6%
Impact	Average Daily Rate (January)*	\$79.43	\$74.51	6.6%	\$79.43	\$74.51	6.6%