

## Visitor's Index ~ March 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 (February)*	43.4	43.8	-0.9%	38.5	39.3	-2.2%
Impact	Hotel Sales (February)	\$7,260,286	\$6,753,026	7.5%	\$112,045,803	\$101,997,012	9.9%
	Average Hotel Rate (February)*	\$86.94	\$85.78	1.4%	\$85.70	\$84.67	1.2%
	Revenue PAR (February)	\$36.74	\$34.49	6.5%	\$64.00	\$59.64	7.3%
	Total Airport Passengers (February)*	48,571	51,280	-5.3%	125,617	123,855	1.4%
	Visitor Services	Asheville Visitor Center	10,553	11,679	-9.6%	139,461	131,427
	Black Mountain Visitor Center	1,344	1,159	16.0%	16,204	14,259	13.6%
Convention	Convention Bookings	22	26	-15.4%	116	125	-7.2%
Sales and Group	Room Nights Generated	2,983	4,593	-35.1%	23,752	22,404	6.0%
	Number of Delegates	4,409	5,139	-14.2%	26,695	30,706	-13.1%
Services	Estimated Spending	\$1,837,224	\$2,298,646	-20.1%	\$14,014,374	\$12,437,616	12.7%
	Sales Leads Distributed	30	26	15.4%	214	181	18.2%
	Room Nights Represented	8,134	5,111	59.1%	63,730	54,294	17.4%
	Groups Serviced - Meetings/Conventions	14	12	16.7%	223	166	34.3%
	Groups Serviced - Delegates	2,825	1,307	116.1%	38,932	39,245	-0.8%
	Groups Serviced - Estimated Spending	\$1,317,303	\$597,483	120.5%	\$16,992,724	\$18,614,381	-8.7%
	Groups Serviced - Motorcoach	5	2	150.0%	22	28	-21.4%
	Group Tour	Group Tour Bookings	18	27	-33.3%	330	357
Tour	Group Tour Room Nights Generated	387	710	-45.5%	10,046	10,956	-8.3%
	Group Tour Estimated Spending	\$70,821	\$129,930	-45.5%	\$1,838,418	\$2,004,948	-8.3%
	Group Tour Sales Leads Distributed	6	4	50.0%	61	54	13.0%
	AAA Room Nights Generated	8,594	8,396	2.4%	84,742	92,794	-8.7%
Visitor Inquiries	ExploreAsheville.com (user sessions)	178,078	154,161	15.5%	1,570,995	1,397,799	12.4%
	Visitor Inquiries	8,202	9,615	-14.7%	49,955	54,478	-8.3%
Public Relations	Total Advertising Value (February)	\$333,985	\$246,214	35.6%	\$4,244,211	\$1,808,018	134.7%
	Column Inches (February)	154	313	-50.8%	7,828	4,874.00	60.6%
	Total Circulation (February)	4,477,758	2,900,489	54.4%	132,933,853	77,533,850	71.5%
	Significant Placements (February)	10	12	-16.7%	282	179	57.5%

\* 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: 6,982

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 (February)*	43.4	51.0	-14.9%	38.5	47.6	-19.2%
Impact	Average Daily Rate (February)*	\$86.94	\$78.15	11.3%	\$85.70	\$76.76	11.6%