

Visitor's Index April 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 (March)*	53.0	47.7	11.0%	43.5	42.2	3.1%
Impact	Hotel Sales (March)	\$10,344,987	\$8,943,200	15.7%	\$122,390,790	\$110,940,212	10.3%
	Average Hotel Rate (March)*	\$92.11	\$88.47	4.1%	\$88.35	\$86.15	2.6%
	Revenue PAR (March)	\$47.14	\$41.12	14.6%	\$62.10	\$57.53	7.9%
	Total Airport Passengers (March)*	48,571	51,280	-5.3%	125,617	123,855	1.4%
	Visitor Services	Asheville Visitor Center	16,432	17,405	-5.6%	155,893	148,832
	Black Mountain Visitor Center	2,213	1,993	11.0%	18,417	16,252	13.3%
Convention	Convention Bookings	19	11	72.7%	135	136	-0.7%
Sales and Group	Room Nights Generated	5,752	1,371	319.5%	29,504	23,775	24.1%
	Number of Delegates	6,695	1,552	331.4%	33,390	32,258	3.5%
Services	Estimated Spending	\$2,863,775	\$608,951	370.3%	\$16,878,149	\$13,046,567	29.4%
	Sales Leads Distributed	22	32	-31.3%	236	213	10.8%
	Room Nights Represented	4,512	29,323	-84.6%	68,242	83,617	-18.4%
	Groups Serviced - Meetings/Conventions	26	32	-18.8%	249	198	25.8%
	Groups Serviced - Delegates	4,884	5,282	-7.5%	43,816	44,527	-1.6%
	Groups Serviced - Estimated Spending	\$2,114,848	\$2,844,788	-25.7%	\$19,107,572	\$21,459,169	-11.0%
	Groups Serviced - Motorcoach	3	1	200.0%	25	29	-13.8%
Group Tour	Group Tour Bookings	46	59	-22.0%	376	416	-9.6%
	Group Tour Room Nights Generated	1,276	1,520	-16.1%	11,322	12,476	-9.2%
	Group Tour Estimated Spending	\$233,508	\$278,160	-16.1%	\$2,071,926	\$2,283,108	-9.2%
	Group Tour Sales Leads Distributed	15	5	200.0%	76	59	28.8%
	AAA Room Nights Generated	9,921	11,700	-15.2%	94,749	104,494	-9.3%
Visitor Inquiries	ExploreAsheville.com (user sessions)	187,403	173,138	8.2%	1,758,398	1,570,937	11.9%
	Visitor Inquiries	5,124	9,336	-45.1%	55,079	63,814	-13.7%
Public Relations	Total Advertising Value (March)	\$331,022	\$1,823,901	-81.9%	\$4,575,233	\$3,631,919	26.0%
	Column Inches (March)	511	232	120.3%	8,339	5,106.00	63.3%
	Total Circulation (March)	10,064,489	6,733,185	49.5%	142,989,342	84,267,035	69.7%
	Significant Placements (March)	23	12	91.7%	305	191	59.7%

* 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: 6,9683

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 (March)*	53.0	60.7	-12.7%	43.5	52.2	-16.6%
Impact	Average Daily Rate (March)*	\$92.11	\$84.60	8.9%	\$88.35	\$80.25	10.1%