

Visitor's Index ~ July 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 (June)*	77.2	71.7	7.6%	56.5	54.1	4.5%	
Impact	Hotel Sales (June)	\$17,883,726	\$16,320,132	9.6%	\$169,518,057	\$154,443,094	9.8%	
	Hotel Average Daily Rate (June)*	\$109.88	\$108.19	1.6%	\$99.94	\$97.56	2.4%	
	Revenue PAR (June)	\$81.62	\$75.05	8.8%	\$63.94	\$59.94	6.7%	
	Total Airport Passengers (June)*	75,240	75,669	-0.6%	315,882	325,834	-3.1%	
	Visitor	Asheville Visitor Center	24,362	25,420	-4.2%	24,362	25,420	-4.2%
Services	Black Mountain Visitor Center	3,134	3,123	0.4%	3,134	3,123	0.4%	
Convention	Convention Bookings	10	11	-9.1%	10	11	-9.1%	
Sales	Room Nights Generated	1,063	873	21.8%	1,063	873	21.8%	
	Number of Delegates	1,190	1,010	17.8%	1,190	1,010	17.8%	
Group	Estimated Spending	\$606,056	\$612,538	-1.1%	\$606,056	\$612,538	-1.1%	
	Services	Sales Leads Distributed	24	25	-4.0%	24	25	-4.0%
		Room Nights Represented	5,010	7,868	-36.3%	5,010	7,868	-36.3%
		Groups Serviced - Meetings/Conventions	36	30	20.0%	36	30	20.0%
		Groups Serviced - Delegates	4,236	4,335	-2.3%	4,236	4,335	-2.3%
		Groups Serviced - Estimated Spending	\$2,157,972	\$2,176,839	-0.9%	\$2,157,972	\$2,176,839	-0.9%
		Group Tour Bookings	11	22	-50.0%	11	22	-50.0%
Tour	Group Tour Room Nights Generated	276	662	-58.3%	276	662	-58.3%	
	Group Tour Estimated Spending	\$50,508	\$121,146	-58.3%	\$50,508	\$121,146	-58.3%	
and	Group Tour Sales Leads Distributed	2	5	-60.0%	2	5	-60.0%	
	Group Tour Motorcoach Serviced	4	0	400.0%	4	0	400.0%	
	AAA Room Nights Generated	11,101	15,151	-26.7%	11,101	15,151	-26.7%	
Visitor	ExploreAsheville.com (user sessions)	248,276	216,979	14.4%	248,276	216,979	14.4%	
	Inquiries	3,481	8,425	-58.7%	3,481	8,245	-57.8%	
Public	Total Advertising Value (June)	\$228,930	\$230,877	-0.8%	\$5,146,506	\$5,253,523	-2.0%	
	Relations	Column Inches (June)	325	1,183	-72.5%	8,296	6,562	26.4%
		Total Circulation (June)	8,196,605	8,413,175	-2.6%	158,386,038	110,270,008	43.6%
		Significant Placements (June)	23	44	-47.7%	330	253	30.4%

* Year-to-date numbers reflect a 2011 calendar year. Unless otherwise noted, all other figures reflect a July 1, 2011 - June 30, 2012 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: 7,031

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 (June)*	77.2	80.1	-3.6%	56.5	62.2	-9.2%
Impact	Hotel Average Daily Rate (June)*	\$109.88	\$108.37	1.4%	\$99.94	\$92.77	7.7%