

Visitor's Index ~ June 2011 REVISED

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 (May)*	65.6	62.7	4.5%	52.4	50.6	3.6%
Impact	Hotel Sales (May)	\$15,030,514	\$14,253,039	5.5%	\$151,634,332	\$138,122,962	9.8%
	Average Hotel Rate (May)*	\$106.08	\$105.91	0.2%	\$97.03	\$94.57	2.6%
	Revenue PAR (May)	\$60.53	\$64.92	-6.8%	\$62.36	\$58.57	6.5%
	Total Airport Passengers (May)*	61,690	67,701	-8.9%	240,642	250,165	-3.8%
	Visitor Services	Asheville Visitor Center	20,896	21,768	-4.0%	195,617	188,694
	Black Mountain Visitor Center	2,679	2,602	3.0%	23,306	21,168	10.1%
Convention	Convention Bookings	21	19	10.5%	181	164	10.4%
Sales and Group	Room Nights Generated	5,137	17,417	-70.5%	40,110	42,808	-6.3%
	Number of Delegates	3,835	46,661	-91.8%	42,851	81,429	-47.4%
Services	Estimated Spending	\$2,804,346	\$33,961,118	-91.7%	\$22,313,159	\$48,141,696	-53.7%
	Sales Leads Distributed	31	22	40.9%	292	253	15.4%
	Room Nights Represented	11,821	10,828	9.2%	87,119	99,975	-12.9%
	Groups Serviced - Meetings/Conventions	52	30	73.3%	339	250	35.6%
	Groups Serviced - Delegates	7,933	4,794	65.5%	60,053	58,051	3.4%
	Groups Serviced - Estimated Spending	\$4,476,437	\$2,403,183	86.3%	\$27,837,182	\$28,610,643	-2.7%
	Groups Serviced - Motorcoach	3	1	200.0%	31	31	0.0%
	Group Tour	Group Tour Bookings	24	21	14.3%	455	472
Tour	Group Tour Room Nights Generated	656	682	-3.8%	13,658	14,221	-4.0%
	Group Tour Estimated Spending	\$120,048	\$124,806	-3.8%	\$2,499,414	\$2,602,443	-4.0%
	Group Tour Sales Leads Distributed	5	2	150.0%	82	62	32.3%
	AAA Room Nights Generated	10,166	12,138	-16.2%	114,403	128,079	-10.7%
Visitor Inquiries	ExploreAsheville.com (user sessions)	255,076	212,031	20.3%	2,242,462	1,976,845	13.4%
	Visitor Inquiries	9,332	7,119	31.1%	70,927	76,416	-7.2%
Public Relations	Total Advertising Value (May)	\$472,623	\$256,797	84.0%	\$5,148,453	\$5,075,305	1.4%
	Column Inches (May)	352	551	-36.2%	9,156	5,815.00	57.5%
	Total Circulation (May)	8,558,391	11,508,392	-25.6%	158,602,608	107,296,789	47.8%
	Significant Placements (May)	22	28	-21.4%	351	229	53.3%

* 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: 7,053

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 (May)*	65.6	69.5	-5.7%	52.4	58.6	-10.6%
Impact	Average Daily Rate (May)*	\$106.08	\$100.74	5.3%	\$97.03	\$88.53	9.6%