

Visitor's Index ~ August 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 (July)*	78.5	76.8	2.3%	59.7	57.4	4.1%	
Impact	Hotel Sales (July)	\$20,393,350	\$19,537,162	4.4%	\$20,393,350	\$19,537,162	4.4%	
	Average Hotel Rate (July)*	\$119.29	\$115.53	3.2%	\$103.65	\$101.08	2.5%	
	Revenue PAR (July)	\$89.51	\$86.11	3.9%	\$89.51	\$86.11	3.9%	
	Total Airport Passengers (July)*	81,410	78,477	3.7%	397,292	404,311	-1.7%	
	Visitor	Asheville Visitor Center	21,238	23,279	-8.8%	45,600	48,699	-6.4%
Services	Black Mountain Visitor Center	3,106	2,543	22.1%	6,240	5,666	10.1%	
Convention	Convention Bookings	12	10	20.0%	22	21	4.8%	
Sales	Room Nights Generated	1,313	2,434	-46.1%	2,376	3,307	-28.2%	
	Number of Delegates	1,154	1,830	-36.9%	2,344	2,840	-17.5%	
Group	Estimated Spending	\$636,836	\$1,003,388	-36.5%	\$1,242,892	\$1,615,926	-23.1%	
	Services	Sales Leads Distributed	25	17	47.1%	49	42	16.7%
	Room Nights Represented	6,969	4,692	48.5%	11,979	12,560	-4.6%	
	Groups Serviced - Meetings/Conventions	38	30	26.7%	74	60	23.3%	
	Groups Serviced - Delegates	5,525	7,723	-28.5%	9,761	12,058	-19.0%	
	Groups Serviced - Estimated Spending	\$2,422,196	\$3,259,445	-25.7%	\$4,580,168	\$5,436,284	-15.7%	
Group	Group Tour Bookings	19	14	35.7%	30	36	-16.7%	
Tour	Group Tour Room Nights Generated	454	483	-6.0%	730	1,145	-36.2%	
	Group Tour Estimated Spending	\$83,082	\$88,389	-6.0%	\$133,590	\$209,535	-36.2%	
and Servicing	Group Tour Sales Leads Distributed	7	3	133.3%	9	8	12.5%	
	Groups Serviced - Motorcoach	7	2	250.0%	11	2	450.0%	
	AAA Room Nights Generated	10,017	10,467	-4.3%	21,118	25,618	-17.6%	
Visitor	ExploreAsheville.com (user sessions)	264,572	197,499	34.0%	512,848	414,478	23.7%	
Inquiries	Visitor Inquiries	5,979	5,600	6.8%	9,460	13,844	-31.7%	
Public Relations	Total Advertising Value (July)	\$110,739	\$163,384	-32.2%	\$110,739	\$163,384	-32.2%	
	Column Inches (July)	595	1,156	-48.5%	595	1,155.70	-48.5%	
	Total Circulation (July)	7,637,053	1,154,641	561.4%	7,637,053	11,541,641	-33.8%	
	Significant Placements (July)	21	26	-19.2%	21	26	-19.2%	

* Year-to-date numbers reflect a 2011 calendar year. 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 (July)*	78.5	78.5	0.0%	59.7	64.6	-7.5%
Impact	Average Daily Rate (July)*	\$119.29	\$116.52	2.4%	\$103.65	\$97.00	6.9%