

Visitor's Index ~ October 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 (September)*	67.2	66.1	1.6%	61.7	59.6	3.5%	
Impact	Hotel Sales (September)	\$16,034,052	\$14,465,631	10.8%	\$53,579,470	\$49,409,604	8.4%	
	Average Hotel Rate (September)*	\$113.73	\$105.44	7.9%	\$106.09	\$102.85	3.1%	
	Revenue PAR (September)	\$75.30	\$67.10	12.2%	\$80.57	\$73.96	8.9%	
	Total Airport Passengers (September)*	63,825	66,572	-4.1%	535,312	545,912	-1.9%	
	Visitor	Asheville Visitor Center	26,168	26,357	-0.7%	90,484	95,785	-5.5%
Services	Black Mountain Visitor Center	3,885	2,815	38.0%	12,500	10,505	19.0%	
Convention	Convention Bookings	11	14	-21.4%	40	47	-14.9%	
Sales	Room Nights Generated	4,356	4,715	-7.6%	8,778	9,382	-6.4%	
	Number of Delegates	2,654	3,324	-20.2%	8,293	7,797	6.4%	
Group	Estimated Spending	\$1,943,937	\$2,133,867	-8.9%	\$4,434,663	\$4,470,650	-0.8%	
	Services	Sales Leads Distributed	27	26	3.8%	97	78	24.4%
	Room Nights Represented	5,271	8,703	-39.4%	21,801	24,493	-11.0%	
	Groups Serviced - Meetings/Conventions	55	57	-3.5%	182	167	9.0%	
	Groups Serviced - Delegates	5,911	7,373	-19.8%	24,822	28,192	-12.0%	
	Groups Serviced - Estimated Spending	\$2,379,655	\$3,196,258	-25.5%	\$11,206,276	\$12,326,203	-9.1%	
Group	Tour	Group Tour Bookings	68	52	30.8%	123	117	5.1%
		Group Tour Room Nights Generated	2,119	1,765	20.1%	3,640	3,929	-7.4%
		Group Tour Estimated Spending	\$387,777	\$322,995	20.1%	\$666,120	\$719,007	-7.4%
		Group Tour Sales Leads Distributed	2	6	-66.7%	15	20	-25.0%
		Group Tour Motorcoach Serviced	5	8	-37.5%	20	13	53.8%
		AAA Room Nights Generated	8,675	13,074	-33.6%	38,870	48,635	-20.1%
Visitor	Inquiries	ExploreAsheville.com (user sessions)	307,118	227,094	35.2%	1,100,653	855,410	28.7%
		Visitor Inquiries	3,619	3,613	0.2%	19,210	25,520	-24.7%
Public	Relations	Total Advertising Value (September)	\$235,428	\$390,270	-39.7%	\$939,838	\$876,080	7.3%
		Column Inches (September)	1,031	1,919	-46.3%	1,940	4,060.00	-52.2%
		Total Circulation (September)	5,342,732	18,539,162	-71.2%	31,982,971	64,438,544	-50.4%
		Significant Placements (September)	27	44	-38.6%	65	100	-35.0%

* 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: 7,030

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	Activity	Monthly 2011	Monthly 2007	Variance Monthly	YTD 2011	YTD 2007	Variance YTD
Overall	Hotel Occupancy (September)*	67.2	78.2	-14.0%	61.7	67.5	-8.6%
Impact	Average Daily Rate (September)*	\$113.73	\$124.80	-8.9%	\$106.09	\$102.60	3.4%