

## Visitor's Index ~ September 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 (August)*              | 70.0                     | 68.4                 | 2.3%             | 61.0         | 58.8          | 3.8%         |
| Impact           | Hotel Sales (August)                   | \$17,152,069             | \$15,406,811         | 11.3%            | \$37,545,418 | \$34,943,973  | 7.4%         |
|                  | Average Hotel Rate (August)*           | \$113.10                 | \$110.63             | 2.2%             | \$105.03     | \$102.50      | 2.5%         |
|                  | Revenue PAR (August)                   | \$76.74                  | \$68.46              | 12.1%            | \$83.12      | \$77.28       | 7.6%         |
|                  | Total Airport Passengers (August)*     | 74,195                   | 75,029               | -1.1%            | 471,487      | 479,340       | -1.6%        |
|                  | Visitor                                | Asheville Visitor Center | 18,716               | 20,729           | -9.7%        | 64,316        | 69,428       |
| Services         | Black Mountain Visitor Center          | 2,375                    | 2,024                | 17.3%            | 8,615        | 7,690         | 12.0%        |
| Convention       | Convention Bookings                    | 7                        | 12                   | -41.7%           | 29           | 33            | -12.1%       |
| Sales            | Room Nights Generated                  | 2,046                    | 1,360                | 50.4%            | 4,422        | 4,667         | -5.2%        |
|                  | Number of Delegates                    | 3,295                    | 1,633                | 101.8%           | 5,639        | 4,473         | 26.1%        |
| Group            | Estimated Spending                     | \$1,247,834              | \$720,857            | 73.1%            | \$2,490,726  | \$2,336,783   | 6.6%         |
| Services         | Sales Leads Distributed                | 21                       | 10                   | 110.0%           | 70           | 52            | 34.6%        |
|                  | Room Nights Represented                | 4,551                    | 3,230                | 40.9%            | 16,530       | 15,790        | 4.7%         |
|                  | Groups Serviced - Meetings/Conventions | 53                       | 50                   | 6.0%             | 127          | 110           | 15.5%        |
|                  | Groups Serviced - Delegates            | 9,150                    | 8,761                | 4.4%             | 18,911       | 20,819        | -9.2%        |
|                  | Groups Serviced - Estimated Spending   | \$4,246,453              | \$3,693,661          | 15.0%            | \$8,826,621  | \$9,129,945   | -3.3%        |
|                  | Groups Serviced - Motorcoach           | 2                        | 3                    | -33.3%           | 13           | 5             | 160.0%       |
|                  | Group                                  | Group Tour Bookings      | 23                   | 29               | -20.7%       | 55            | 65           |
| Tour             | Group Tour Room Nights Generated       | 761                      | 1,019                | -25.3%           | 1,521        | 2,164         | -29.7%       |
|                  | Group Tour Estimated Spending          | \$139,263                | \$186,477            | -25.3%           | \$278,343    | \$396,012     | -29.7%       |
|                  | Group Tour Sales Leads Distributed     | 4                        | 6                    | -33.3%           | 15           | 14            | 7.1%         |
|                  | AAA Room Nights Generated              | 8,863                    | 9,778                | -9.4%            | 30,133       | 35,396        | -14.9%       |
| Visitor          | ExploreAsheville.com (user sessions)   | 280,687                  | 213,838              | 31.3%            | 793,535      | 628,316       | 26.3%        |
| Inquiries        | Visitor Inquiries                      | 6,273                    | 8,065                | -22.2%           | 15,733       | 21,907        | -28.2%       |
| Public Relations | Total Advertising Value (August)       | \$593,671                | \$322,422            | 84.1%            | \$704,410    | \$485,806     | 45.0%        |
|                  | Column Inches (August)                 | 313                      | 985                  | -68.2%           | 909          | 2,141.00      | -57.5%       |
|                  | Total Circulation (August)             | 19,003,186               | 34,357,741           | -44.7%           | 26,640,239   | 45,899,382    | -42.0%       |
|                  | Significant Placements (August)        | 17                       | 30                   | -43.3%           | 37           | 56            | -33.9%       |

\* 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 2011 to 2007 | Activity                     | Monthly 2011 | Monthly 2007 | Variance Monthly | YTD 2011 | YTD 2007 | Variance YTD |
|-------------------------|------------------------------|--------------|--------------|------------------|----------|----------|--------------|
| Overall                 | Hotel Occupancy (August)*    | 70.0         | 72.6         | -3.6%            | 61.0     | 65.6     | -7.0%        |
| Impact                  | Average Daily Rate (August)* | \$113.10     | \$111.66     | 1.3%             | \$105.03 | \$99.15  | 5.9%         |