

## Visitor's Index ~ November 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 Impact	Hotel Occupancy (October)*	78.8	79.5	-0.9%	63.5	61.6	3.0%
	Hotel Sales (October)	\$23,363,983	\$22,371,184	4.4%	\$76,943,453	\$71,780,788	7.2%
	Average Hotel Rate (October)*	\$135.93	\$130.74	4.0%	\$109.90	\$106.52	3.2%
	Revenue PAR (October)	\$104.80	\$100.09	4.7%	\$86.68	\$80.55	7.6%
	Total Airport Passengers (October)*	71,414	76,631	-6.8%	606,726	622,543	-2.5%
Visitor Services	Asheville Visitor Center	14,268	14,950	-4.6%	104,752	110,735	-5.4%
	Black Mountain Visitor Center	1,768	1,690	4.6%	14,268	12,195	17.0%
Convention Sales and Group Services	Convention Bookings	11	7	57.1%	51	54	-5.6%
	Room Nights Generated	2,085	2,172	-4.0%	13,134	11,554	13.7%
	Number of Delegates	2,345	1,980	18.4%	10,638	9,777	8.8%
	Estimated Spending	\$962,975	\$721,498	33.5%	\$5,397,638	\$5,192,148	4.0%
	Sales Leads Distributed	34	20	70.0%	131	98	33.7%
	Room Nights Represented	10,298	7,025	46.6%	32,099	31,518	1.8%
	Groups Serviced - Meetings/Conventions	28	25	12.0%	210	192	9.4%
	Groups Serviced - Delegates	4,290	3,822	12.2%	29,112	32,014	-9.1%
	Groups Serviced - Estimated Spending	\$1,829,651	\$1,808,829	1.2%	\$13,035,927	\$14,135,032	-7.8%
	Group Tour and Servicing	Group Tour Bookings	91	87	4.6%	214	204
Group Tour and Servicing	Group Tour Room Nights Generated	3,728	2,853	30.7%	7,368	6,782	8.6%
	Group Tour Estimated Spending	\$599,874	\$522,099	14.9%	\$1,265,994	\$1,241,106	2.0%
	Group Tour Sales Leads Distributed	2	7	-71.4%	17	27	-37.0%
	Group Tour Motorcoach Serviced	5	1	400.0%	27	14	92.9%
	AAA Room Nights Generated	6,688	8,970	-25.4%	47,952	57,605	-16.8%
Visitor Inquiries	ExploreAsheville.com (user sessions)	179,670	144,221	24.6%	1,280,323	999,631	28.1%
	Visitor Inquiries	1,434	3,023	-52.6%	20,595	28,543	-27.8%
Public Relations	Total Advertising Value (October)	\$886,296	\$1,180,739	-24.9%	\$1,826,134	\$2,056,819	-11.2%
	Column Inches (October)	841	942	-10.8%	2,780	5,002.00	-44.4%
	Total Circulation (October)	21,029,991	15,929,765	32.0%	53,012,962	80,368,312	-34.0%
	Significant Placements (October)	24	41	-41.5%	89	141	-36.9%

\* 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: 7,032

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 Impact	Hotel Occupancy (October)*	78.8	78.2	0.7%	63.5	67.5	-6.0%
	Average Daily Rate (October)*	\$135.93	\$124.80	8.9%	\$109.90	\$102.60	7.1%