

Visitor's Index ~ December 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 (November)*	62.5	59.2	5.5%	63.4	61.4	3.2%
	Hotel Sales (November)	\$15,238,725	\$13,770,095	10.7%	\$92,182,177	\$85,550,883	7.8%
	Average Hotel Rate (November)*	\$116.53	\$111.17	4.8%	\$110.49	\$106.92	3.3%
	Revenue PAR (November)	\$71.14	\$63.78	11.5%	\$83.65	\$77.27	8.3%
	Total Airport Passengers (November)*	59,523	60,359	-1.4%	666,249	682,902	-2.4%
Visitor Services	Asheville Visitor Center	10,405	8,397	23.9%	115,157	119,132	-3.3%
	Black Mountain Visitor Center	1,478	1,061	39.3%	15,746	13,256	18.8%
Convention Sales and Group Services	Convention Bookings	20	16	25.0%	71	70	1.4%
	Room Nights Generated	3,228	4,569	-29.3%	14,091	16,123	-12.6%
	Number of Delegates	2,632	3,955	-33.5%	13,270	13,732	-3.4%
	Estimated Spending	\$1,238,062	\$2,663,929	-53.5%	\$6,635,700	\$7,856,077	-15.5%
	Sales Leads Distributed	14	21	-33.3%	145	119	21.8%
	Room Nights Represented	3,895	7,560	-48.5%	35,994	39,078	-7.9%
	Groups Serviced - Meetings/Conventions	12	8	50.0%	222	200	11.0%
	Groups Serviced - Delegates	4,961	903	449.4%	34,073	32,917	3.5%
	Groups Serviced - Estimated Spending	\$1,315,490	\$471,295	179.1%	\$14,351,417	\$14,606,327	-1.7%
Group Tour and Servicing	Group Tour Bookings	67	90	-25.6%	281	294	-4.4%
	Group Tour Room Nights Generated	1,865	2,486	-25.0%	9,233	9,268	-0.4%
	Group Tour Estimated Spending	\$341,295	\$454,938	-25.0%	\$1,607,289	\$1,696,044	-5.2%
	Group Tour Sales Leads Distributed	4	2	100.0%	21	29	-27.6%
	Group Tour Motorcoach Serviced	0	1	-100.0%	27	15	80.0%
	AAA Room Nights Generated	7,924	8,096	-2.1%	56,138	65,701	-14.6%
Visitor Inquiries	ExploreAsheville.com (user sessions)	143,409	136,291	5.2%	1,423,732	1,135,922	25.3%
	Visitor Inquiries	1,722	1,360	26.6%	22,027	29,903	-26.3%
Public Relations	Total Advertising Value (November)	\$142,863	\$198,092	-27.9%	\$1,968,998	\$2,254,912	-12.7%
	Column Inches (November)	377	564	-33.2%	3,158	5,566.00	-43.3%
	Total Circulation (November)	5,154,238	12,379,591	-58.4%	58,167,200	92,747,903	-37.3%
	Significant Placements (November)	17	40	-57.5%	106	181	-41.4%

* 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: 6,983

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 (November)*	62.5	68.5	-8.8%	63.4	67.5	-6.1%
	Average Daily Rate (November)*	\$116.53	\$104.20	11.8%	\$110.49	\$103.11	7.2%