

Visitor's Index ~ February 2012

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 (January)*	36.6	34.1	7.6%	36.6	34.1	7.6%
Impact	Hotel Sales (January)	\$7,068,244	\$5,794,437	22.0%	\$114,284,956	\$104,785,517	9.1%
	Average Hotel Rate (January)*	\$90.63	\$84.49	7.3%	\$90.63	\$84.49	7.3%
	Revenue PAR (January)	\$32.06	\$26.04	23.1%	\$74.09	\$67.52	9.7%
	Total Airport Passengers (January)*	43,524	40,089	8.6%	43,524	40,089	8.6%
	Visitor Services	Asheville Visitor Center	5,423	5,504	-1.5%	125,414	128,908
	Black Mountain Visitor Center	949	921	3.0%	17,502	14,860	17.8%
Convention	Convention Bookings	25	12	108.3%	104	94	10.6%
Sales and	Room Nights Generated	3,647	3,759	-3.0%	18,824	20,769	-9.4%
	Number of Delegates	3,999	6,335	-36.9%	17,989	22,286	-19.3%
Group Services	Estimated Spending	\$2,781,641	\$3,842,726	-27.6%	\$9,767,756	\$12,177,150	-19.8%
	Sales Leads Distributed	28	40	-30.0%	212	184	15.2%
	Room Nights Represented	7,848	13,565	-42.1%	52,188	55,596	-6.1%
	Groups Serviced - Meetings/Conventions	4	2	100.0%	232	209	11.0%
	Groups Serviced - Delegates	1,380	1,630	-15.3%	37,813	36,107	4.7%
	Groups Serviced - Estimated Spending	\$584,338	\$612,521	-4.6%	\$15,961,673	\$15,675,421	1.8%
	Group Tour and Servicing	Group Tour Bookings	9	6	50.0%	296	312
	Group Tour Room Nights Generated	267	137	94.9%	9,637	9,659	-0.2%
	Group Tour Estimated Spending	\$48,861	\$25,071	94.9%	\$1,681,221	\$1,767,597	-4.9%
	Group Tour Sales Leads Distributed	23	6	283.3%	70	55	27.3%
	Group Tour Motorcoach Serviced	6	1	500.0%	39	17	129.4%
	AAA Room Nights Generated	6,010	5,960	0.8%	67,207	76,628	-12.3%
Visitor Inquiries	ExploreAsheville.com (user sessions)	166,066	133,503	24.4%	1,737,843	1,392,917	24.8%
	Visitor Inquiries	2,202	5,068	-56.6%	27,300	41,753	-34.6%
Public Relations	Total Advertising Value (January)	\$121,864	\$75,262	61.9%	\$2,230,853	\$2,589,272	-13.8%
	Column Inches (January)	222	204	8.8%	3,783	6,491.00	-41.7%
	Total Circulation (January)	18,313,983	12,250,993	49.5%	90,132,826	120,042,920	-24.9%
	Significant Placements (January)	21	18	16.7%	154	228	-32.5%

* Year-to-date numbers reflect a 2012 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: 6,958

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 2012 to 2007	Activity	Monthly 2012	Monthly 2007	Variance Monthly	YTD 2012	YTD 2007	Variance YTD
Overall	Hotel Occupancy (January)*	36.6	45.5	-19.5%	36.6	45.5	-19.5%
Impact	Average Daily Rate (January)*	\$90.63	\$74.51	21.6%	\$90.63	\$74.51	21.6%