

Visitor's Index ~ January 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 (December)*	57.2	55.9	2.3%	62.8	60.9	3.1%
Impact	Hotel Sales (December)	\$15,034,535	\$13,440,197	11.9%	\$107,216,712	\$98,991,080	8.3%
	Average Hotel Rate (December)*	\$121.58	\$113.09	7.5%	\$111.35	\$107.40	3.7%
	Revenue PAR (December)	\$68.56	\$60.53	13.3%	\$81.12	\$74.47	8.9%
	Total Airport Passengers (December)*	55,428	52,858	4.9%	721,677	735,760	-1.9%
	Visitor Services	Asheville Visitor Center	4,834	4,272	13.2%	119,991	123,404
	Black Mountain Visitor Center	807	683	18.2%	16,553	13,939	18.8%
Convention	Convention Bookings	8	12	-33.3%	79	82	-3.7%
Sales and	Room Nights Generated	1,086	887	22.4%	15,177	17,010	-10.8%
	Number of Delegates	720	1,128	-36.2%	13,990	14,860	-5.9%
Group Services	Estimated Spending	\$404,902	\$478,347	-15.4%	\$6,986,115	\$8,334,424	-16.2%
	Sales Leads Distributed	39	25	56.0%	184	144	27.8%
	Room Nights Represented	8,346	2,653	214.6%	44,340	42,031	5.5%
	Groups Serviced - Meetings/Conventions	6	7	-14.3%	228	207	10.1%
	Groups Serviced - Delegates	2,560	1,560	64.1%	36,633	34,477	6.3%
	Groups Serviced - Estimated Spending	\$1,025,918	\$456,573	124.7%	\$15,377,335	\$15,062,900	2.1%
Group Tour and Servicing	Group Tour Bookings	6	12	-50.0%	287	306	-6.2%
	Group Tour Room Nights Generated	137	254	-46.1%	9,370	9,522	-1.6%
	Group Tour Estimated Spending	\$25,071	\$46,482	-46.1%	\$1,632,360	\$1,742,526	-6.3%
	Group Tour Sales Leads Distributed	26	14	85.7%	47	43	9.3%
	Group Tour Motorcoach Serviced	5	1	400.0%	33	16	106.3%
	AAA Room Nights Generated	5,059	4,967	1.9%	61,197	70,668	-13.4%
Visitor Inquiries	ExploreAsheville.com (user sessions)	148,045	123,492	19.9%	1,571,777	1,259,414	24.8%
	Visitor Inquiries	3,081	6,782	-54.6%	25,098	36,685	-31.6%
Public Relations	Total Advertising Value (December)	\$139,991	\$259,098	-46.0%	\$2,108,989	\$2,514,010	-16.1%
	Column Inches (December)	403	721	-44.1%	3,561	6,287.00	-43.4%
	Total Circulation (December)	13,651,643	15,044,024	-9.3%	71,818,843	107,791,927	-33.4%
	Significant Placements (December)	25	29	-13.8%	131	210	-37.6%

* 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: 6,967

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 (December)*	57.2	58.9	-3.0%	62.8	66.8	-5.9%
Impact	Average Daily Rate (December)*	\$121.58	\$104.70	16.1%	\$111.35	\$103.25	7.8%