

## 2011 Hotel Sales & Seasonal Visitation

Buncombe County Hotel Sales 2011	
January	\$5,794,437
February	\$7,260,286
March	\$10,344,987
April	\$14,213,027
May	\$15,030,514
June	\$17,883,726
July	\$20,393,350
August	\$17,152,069
September	\$16,034,052
October	\$23,363,983
November	\$15,238,725
December	\$15,034,535
<b>Annual</b>	<b>\$177,743,689</b>

SEASONAL OCCUPANCY							
	2005	2006	2007	2008	2009	2010	2011
<b>January</b>	39.1%	37.7%	40.9%	44.6%	37.4%	35.4%	34.1%
<b>February</b>	47.2%	47.2%	48.0%	52.4%	42.7%	43.7%	43.5%
<b>March</b>	53.6%	57.4%	59.0%	58.9%	48.5%	47.7%	53.0%
<b>April</b>	67.3%	71.4%	69.6%	64.2%	59.5%	62.9%	65.3%
<b>May</b>	68.2%	70.1%	70.3%	68.6%	60.7%	62.6%	65.8%
<b>June</b>	75.1%	76.1%	80.0%	74.0%	68.6%	71.7%	77.2%
<b>July</b>	79.3%	79.0%	79.1%	74.5%	71.1%	76.6%	78.5%
<b>August</b>	70.8%	73.7%	72.5%	72.3%	61.2%	67.9%	69.8%
<b>September</b>	64.5%	69.2%	71.2%	61.5%	60.3%	64.5%	67.2%
<b>October</b>	75.7%	80.2%	79.0%	74.0%	73.4%	78.9%	78.8%
<b>November</b>	66.5%	66.6%	69.1%	60.2%	56.1%	59.1%	62.5%
<b>December</b>	59.5%	60.9%	58.3%	53.4%	57.3%	54.7%	57.2%