

Visitor's Index ~ March 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 (February)*	47.2	43.5	8.5%	41.7	38.5	8.1%
Impact	Hotel Sales (February)	\$8,361,563	\$7,260,286	15.2%	\$122,646,519	\$112,045,803	9.5%
	Average Hotel Rate (February)*	\$92.52	\$86.89	6.5%	\$91.67	\$85.78	6.9%
	Revenue PAR (February)	\$42.45	\$36.74	15.5%	\$70.47	\$64.00	10.1%
	Total Airport Passengers (February)*	42,388	36,957	14.7%	85,912	77,046	11.5%
	Visitor Services	Asheville Visitor Center	11,282	10,553	6.9%	136,696	139,461
	Black Mountain Visitor Center	1,513	1,344	12.6%	19,015	16,204	17.3%
Convention	Convention Bookings	24	22	9.1%	128	116	10.3%
Sales and	Room Nights Generated	5,758	2,983	93.0%	24,582	23,752	3.5%
	Number of Delegates	3,045	4,409	-30.9%	21,034	26,695	-21.2%
Group Services	Estimated Spending	\$1,915,169	\$1,837,224	4.2%	\$11,682,925	\$14,014,374	-16.6%
	Sales Leads Distributed	30	30	0.0%	242	214	13.1%
	Room Nights Represented	9,423	8,134	15.8%	61,611	63,730	-3.3%
	Groups Serviced - Meetings/Conventions	29	14	107.1%	261	223	17.0%
	Groups Serviced - Delegates	11,563	2,825	309.3%	49,376	38,932	26.8%
	Groups Serviced - Estimated Spending	\$7,578,163	\$1,317,303	475.3%	\$23,539,836	\$16,992,724	38.5%
Group Tour and Servicing	Group Tour Bookings	19	18	5.6%	315	330	-4.5%
	Group Tour Room Nights Generated	612	387	58.1%	10,249	10,046	2.0%
	Group Tour Estimated Spending	\$111,996	\$70,821	58.1%	\$1,875,567	\$1,838,418	2.0%
	Group Tour Sales Leads Distributed	12	6	100.0%	82	61	34.4%
	Group Tour Motorcoach Serviced	9	5	80.0%	48	22	118.2%
	AAA Room Nights Generated	8,539	8,702	-1.9%	75,746	85,330	-11.2%
Visitor Inquiries	ExploreAsheville.com (user sessions)	204,108	178,078	14.6%	1,941,951	1,570,995	23.6%
	Visitor Inquiries	6,394	8,202	-22.0%	33,694	49,955	-32.6%
Public Relations	Total Advertising Value (February)	\$213,744	\$138,941	53.8%	\$2,444,597	\$2,728,213	-10.4%
	Column Inches (February)	108	154	-29.8%	3,890	6,645.00	-41.5%
	Total Circulation (February)	4,689,717	4,477,758	4.7%	94,822,543	124,520,687	-23.8%
	Significant Placements (February)	14	10	40.0%	167	238	-29.8%

* 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 2011 to 2007	Activity	Monthly 2011	Monthly 2007	Variance Monthly	YTD 2011	YTD 2007	Variance YTD
Overall	Hotel Occupancy (February)*	47.2	51.0	-7.4%	41.7	47.6	-12.5%
Impact	Average Daily Rate (February)*	\$92.52	\$78.15	18.4%	\$91.67	\$73.76	24.3%