

Visitor's Index ~ April 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 (March)*	58.6	53.0	10.5%	47.5	43.5	9.1%	
Impact	Hotel Sales (March)	\$12,273,456	\$10,344,987	18.6%	\$134,919,975	\$122,390,790	10.2%	
	Average Hotel Rate (March)*	\$99.95	\$92.13	8.5%	\$95.19	\$88.44	7.6%	
	Revenue PAR (March)	\$56.35	\$47.14	19.5%	\$68.88	\$62.10	10.9%	
	Total Airport Passengers (March)*	51,030	48,571	5.1%	136,942	125,617	9.0%	
	Visitor	Asheville Visitor Center	20,588	16,432	25.3%	157,284	155,893	0.9%
Services	Black Mountain Visitor Center	1,795	2,213	-18.9%	20,810	18,417	13.0%	
Convention	Convention Bookings	20	19	5.3%	148	135	9.6%	
Sales	Room Nights Generated	7,100	5,752	23.4%	31,682	29,504	7.4%	
	and Number of Delegates	7,440	6,695	11.1%	28,474	33,390	-14.7%	
Group	Estimated Spending	\$3,207,475	\$2,863,775	12.0%	\$14,890,400	\$16,878,149	-11.8%	
Services	Sales Leads Distributed	21	22	-4.5%	263	236	11.4%	
	Room Nights Represented	5,916	4,512	31.1%	67,527	68,242	-1.0%	
	Groups Serviced - Meetings/Conventions	26	26	0.0%	287	249	15.3%	
	Groups Serviced - Delegates	4,840	4,884	-0.9%	54,216	43,816	23.7%	
	Groups Serviced - Estimated Spending	\$1,958,781	\$2,114,848	-7.4%	\$25,498,617	\$19,107,572	33.4%	
Group	Group Tour Bookings	52	46	13.0%	367	376	-2.4%	
Tour	Group Tour Room Nights Generated	1,665	1,276	30.5%	11,914	11,322	5.2%	
	and Group Tour Estimated Spending	\$304,695	\$233,508	30.5%	\$2,180,262	\$2,071,926	5.2%	
Servicing	Group Tour Sales Leads Distributed	30	15	100.0%	112	76	47.4%	
	Group Tour Motorcoach Serviced	3	3	0.0%	51	25	104.0%	
	AAA Room Nights Generated	9,863	9,921	-0.6%	85,609	95,251	-10.1%	
Visitor	ExploreAsheville.com (user sessions)	202,103	176,687	14.4%	2,020,572	1,672,177	20.8%	
	Inquiries	3,379	5,124	-34.1%	37,073	55,079	-32.7%	
Public	Total Advertising Value (March)	\$529,523	\$267,021	98.3%	\$2,974,121	\$2,995,235	-0.7%	
	Relations	Column Inches (March)	603	511	18.0%	4,492	7,156.00	-37.2%
	Total Circulation (March)	17,811,944	10,064,489	77.0%	112,634,487	134,585,167	-16.3%	
	Significant Placements (March)	40	23	73.9%	207	261	-20.7%	

* 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: 6,949

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	Activity	Monthly 2011	Monthly 2007	Variance Monthly	YTD 2011	YTD 2007	Variance YTD
Overall	Hotel Occupancy (March)*	58.6	60.7	-3.5%	47.5	52.2	-9.0%
Impact	Average Daily Rate (March)*	\$99.95	\$84.60	18.1%	\$95.19	\$80.25	18.6%