

Visitor's Index ~ May 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 (April)*	65.2	65.4	-0.2%	51.9	49.0	6.0%
Impact	Hotel Sales (April)	\$14,790,553	\$14,213,027	4.1%	\$149,710,528	\$136,603,818	9.6%
	Average Hotel Rate (April)*	\$109.27	\$105.07	4.0%	\$99.61	\$93.99	6.0%
	Revenue PAR (April)	\$69.15	\$66.60	3.8%	\$68.91	\$62.55	10.2%
	Total Airport Passengers (April)*	51,613	53,335	-3.2%	188,555	178,952	5.4%
	Visitor Services	Asheville Visitor Center	20,434	18,828	8.5%	177,718	174,721
	Black Mountain Visitor Center	2,284	2,210	3.3%	23,094	20,627	12.0%
Convention	Convention Bookings	19	25	-24.0%	167	160	4.4%
Sales and Group	Room Nights Generated	3,528	5,469	-35.5%	35,210	34,973	0.7%
	Number of Delegates	4,117	5,626	-26.8%	32,591	39,016	-16.5%
Services	Estimated Spending	\$1,732,722	\$2,630,664	-34.1%	\$16,623,122	\$19,508,813	-14.8%
	Sales Leads Distributed	33	25	32.0%	296	261	13.4%
	Room Nights Represented	8,844	7,056	25.3%	76,371	75,298	1.4%
	Groups Serviced - Meetings/Conventions	44	38	15.8%	331	287	15.3%
	Groups Serviced - Delegates	6,223	8,304	-25.1%	60,439	52,120	16.0%
	Groups Serviced - Estimated Spending	\$3,430,265	\$4,253,173	-19.3%	\$28,928,882	\$23,360,745	23.8%
	Group Tour	Group Tour Bookings	46	55	-16.4%	413	431
	Group Tour Room Nights Generated	1,557	1,680	-7.3%	13,471	13,002	3.6%
	Group Tour Estimated Spending	\$284,931	\$307,440	-7.3%	\$2,465,193	\$2,379,366	3.6%
	Group Tour Sales Leads Distributed	3	1	200.0%	116	77	50.6%
	Group Tour Motorcoach Serviced	1	3	-66.7%	52	28	85.7%
	AAA Room Nights Generated	10,227	9,488	7.8%	95,836	104,739	-8.5%
Visitor Inquiries	ExploreAsheville.com (user sessions)	231,964	228,988	1.3%	2,391,237	1,987,386	20.3%
	Visitor Inquiries	5,325	6,517	-18.3%	42,398	61,595	-31.2%
Public Relations	Total Advertising Value (April)	\$140,163	\$100,597	39.3%	\$3,114,284	\$3,095,831	0.6%
	Column Inches (April)	293	465	-37.0%	4,785	7,621	-37.2%
	Total Circulation (April)	9,176,355	7,053,875	30.1%	121,810,842	141,639,042	-14.0%
	Significant Placements (April)	32	24	33.3%	239	285	-16.1%

* 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: 7,019

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 (April)*	65.2	70.7	-7.8%	51.9	56.9	-8.8%
Impact	Average Daily Rate (April)*	\$109.27	\$92.07	18.7%	\$99.61	\$83.98	18.6%