

Visitor's Index ~ July 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 Impact	Hotel Occupancy (June)*	76.1	77.3	-1.5%	58.6	56.6	3.7%
	Hotel Sales (June)	\$18,857,354	\$17,883,726	5.4%	\$185,091,932	\$169,518,057	9.2%
	Average Hotel Rate (June)*	\$117.18	\$109.77	6.8%	\$106.07	\$100.04	6.0%
	Revenue Per Available Room (June)	\$86.04	\$81.62	5.4%	\$70.78	\$64.52	9.7%
	Total Airport Passengers (June)*	59,740	75,240	-20.6%	304,080	315,882	-3.7%
Visitor Services	Asheville Visitor Center	22,396	24,362	-8.1%	22,396	24,362	-8.1%
	Pack Square Park Visitor Center	1,010	N/A	N/A	1,010	N/A	N/A
	Black Mountain Visitor Center	3,078	3,134	-1.8%	3,078	3,134	-1.8%
Convention Sales and Group Services	Convention Bookings	11	10	10.0%	11	10	10.0%
	Room Nights Generated	1,786	1,063	68.0%	1,786	1,063	68.0%
	Number of Delegates	1,655	1,190	39.1%	1,655	1,190	39.1%
	Estimated Spending	\$1,289,865	\$606,056	112.8%	\$1,289,865	\$606,056	112.8%
	Sales Leads Distributed	31	24	29.2%	31	24	29.2%
	Room Nights Represented	10,664	5,010	112.9%	10,664	5,010	112.9%
	Groups Serviced - Meetings/Conventions	25	36	-30.6%	25	36	-30.6%
	Groups Serviced - Delegates	6,045	4,236	42.7%	6,045	4,236	42.7%
	Groups Serviced - Estimated Spending	\$3,722,212	\$2,157,972	72.5%	\$3,722,212	\$2,157,972	72.5%
	Groups Serviced - Motorcoach	11	5	120.0%	11	5	120.0%
Group Tour	Group Tour Bookings	19	11	72.7%	19	11	72.7%
	Group Tour Room Nights Generated	606	276	119.6%	606	276	119.6%
	Group Tour Estimated Spending	\$110,898	\$50,508	119.6%	\$110,898	\$50,508	119.6%
	Group Tour Sales Leads Distributed	10	2	400.0%	10	2	400.0%
	AAA Room Nights Generated	12,287	11,101	10.7%	12,287	11,101	10.7%
Visitor Inquiries	ExploreAsheville.com (user sessions)	251,463	248,276	1.3%	251,463	248,276	1.3%
	Visitor Inquiries	3,952	3,481	13.5%	3,952	3,481	13.5%
Public Relations	Total Advertising Value	\$344,798	\$228,930	50.6%	\$344,798	\$228,930	50.6%
	Column Inches	171	325	-47.4%	171	325	-47.4%
	Total Circulation	7,638,658	8,196,605	-6.8%	7,638,658	8,196,605	-6.8%
	Significant Placements	29	23	26.1%	29	23	26.1%

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: 7,060

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 Impact	Hotel Occupancy (June)*	76.1	80.1	-5.0%	58.6	62.2	-5.7%
	Average Daily Rate (June)*	\$117.18	\$108.37	8.1%	\$106.07	\$92.77	14.3%