

Visitor's Index ~ June 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 (May)*	67.9	65.8	3.2%	55.2	52.4	5.2%
Impact	Hotel Sales (May)	\$16,524,049	\$15,030,514	9.9%	\$166,234,578	\$151,634,332	9.6%
	Average Hotel Rate (May)*	\$113.19	\$106.45	6.3%	\$103.03	\$97.20	6.0%
	Revenue PAR (May)	\$74.18	\$67.34	10.2%	\$69.40	\$62.99	10.2%
	Total Airport Passengers (May)*	55,785	61,690	-9.6%	244,340	240,642	1.5%
	Visitor Services	Asheville Visitor Center	21,414	20,896	2.5%	199,132	195,617
	Black Mountain Visitor Center	2,638	2,679	-1.5%	25,732	23,306	10.4%
Convention Sales and Group Services	Convention Bookings	13	21	-38.1%	180	181	-0.6%
	Room Nights Generated	5,595	5,137	8.9%	40,805	40,110	1.7%
	Number of Delegates	7,525	3,835	96.2%	40,116	42,851	-6.4%
	Estimated Spending	\$5,980,539	\$2,804,346	113.3%	\$22,603,661	\$22,313,159	1.3%
	Sales Leads Distributed	25	31	-19.4%	321	292	9.9%
	Room Nights Represented	2,591	11,821	-78.1%	78,962	87,119	-9.4%
	Groups Serviced - Meetings/Conventions	43	52	-17.3%	374	339	10.3%
	Groups Serviced - Delegates	5,055	7,933	-36.3%	65,494	60,053	9.1%
	Groups Serviced - Estimated Spending	\$3,301,683	\$4,476,437	-26.2%	\$32,230,565	\$27,837,182	15.8%
	Group Tour	Group Tour Bookings	24	24	0.0%	437	455
	Group Tour Room Nights Generated	730	656	11.3%	14,201	13,658	4.0%
	Group Tour Estimated Spending	\$133,590	\$120,048	11.3%	\$2,598,783	\$2,499,414	4.0%
	Group Tour Sales Leads Distributed	3	5	-40.0%	118	82	43.9%
	Group Tour Motorcoach Serviced	8	3	166.7%	60	31	93.5%
	AAA Room Nights Generated	10,881	10,166	7.0%	106,717	114,905	-7.1%
Visitor Inquiries	ExploreAsheville.com (user sessions)	230,000	255,076	-9.8%	2,621,237	2,242,462	16.9%
	Visitor Inquiries	6,677	9,332	-28.5%	49,024	70,927	-30.9%
Public Relations	Total Advertising Value (May)	\$101,526	\$472,623	-78.5%	\$3,215,809	\$3,568,454	-9.9%
	Column Inches (May)	210	352	-40.3%	4,995	7,973.00	-37.4%
	Total Circulation (May)	4,904,200	8,550,391	-42.6%	126,715,042	150,189,433	-15.6%
	Significant Placements (May)	14	22	-36.4%	253	307	-17.6%

* 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: 7,060

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	Hotel Occupancy (May)*	67.9	69.5	-2.3%	55.2	58.6	-5.8%
Impact	Average Daily Rate (May)*	\$113.19	\$100.74	12.4%	\$103.03	\$88.53	16.4%