

Visitor's Index August 2009

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 (July)*	71.6	74.6	-4.0%	56.2	62.5	-10.1%
	Hotel Sales (July)	\$17,050,952	\$18,021,138	-5.4%	\$17,050,952	\$18,021,138	-5.4%
	Average Hotel Rate (July)*	\$112.19	\$121.94	-8.0%	\$99.64	\$107.34	-7.2%
	Revenue Par (July)	\$79.06	\$88.66	-10.8%	\$79.06	\$88.66	-10.8%
	Total Airport Passengers (July)*	58,382	53,525	9.1%	327,312	304,998	7.3%
Visitor Services	Asheville Visitor Center	19,921	20,258	-1.7%	115,103	123,414	-6.7%
	Black Mountain Visitor Center	2,412	2,700	-10.7%	5,253	5,996	-12.4%
Convention Sales and Group Services	Convention Bookings	8	5	60.0%	26	10	160.0%
	Room Nights Generated	730	1,701	-57.1%	2,673	2,060	29.8%
	Number of Delegates	8,240	905	810.5%	10,288	1,415	627.1%
	Estimated Spending	\$1,681,108	\$510,121	229.6%	\$3,146,680	\$797,592	294.5%
	Sales Leads Distributed	15	10	50.0%	33	22	50.0%
	Room Nights Represented	2,848	2,604	9.4%	6,284	5,106	23.1%
	Groups Serviced - Meetings/Conventions	27	23	17.4%	46	51	-9.8%
	Groups Serviced - Delegates	5,970	3,479	71.6%	9,307	6,993	33.1%
	Groups Serviced - Estimated Spending	\$2,340,395	\$1,961,008	19.3%	\$3,793,724	\$4,570,800	-17.0%
	Groups Serviced - Motorcoach	3	3	0.0%	7	3	133.3%
Group Tour	Group Tour Bookings	27	17	58.8%	42	31	35.5%
	Room Nights Generated	789	478	65.1%	1,184	1,038	14.1%
	Estimated Spending	\$144,387	\$87,474	65.1%	\$216,672	\$189,954	14.1%
	Sales Leads Distributed	0	1	-100.0%	3	4	-25.0%
Visitor Inquiries	exploreasheville.com (user sessions)	171,588	147,071	16.7%	350,704	316,597	10.8%
	Visitor Inquiries	7,771	8,366	-7.1%	15,613	16,563	-5.7%
Public Relations	Advertising Value (July)	\$75,372	\$132,270	-43.0%	\$128,031	\$188,713	-32.2%
	Column Inches (July)	393	350	12.2%	829	586	41.5%
	Total Circulation (July)	7,896,754	18,092,105	-56.4%	13,336,710	25,772,805	-48.3%
	Significant Placements (July)	14	21	-33.3%	34	38	-10.5%

* Year-to-date numbers reflect a 2009 calendar year. All other figures reflect a July 1, 2009 - June 30, 2010 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: 6,696

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.