

Visitor's Index January 2010

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 (December)*	57.6	53.5	7.7%	58.7	63.3	-7.2%
Impact	Hotel Sales (December)	\$12,373,586	\$11,947,329	3.6%	\$88,962,244	\$93,822,510	-5.2%
	Average Hotel Rate (December)*	\$105.68	\$112.27	-5.9%	\$105.33	\$112.62	-6.5%
	Revenue Par (December)	\$56.38	\$58.20	-3.1%	\$68.79	\$77.33	-11.0%
	Total Airport Passengers (December)*	44,734	45,250	-1.1%	580,630	557,927	4.1%
Visitor	Asheville Visitor Center	4,858	6,065	-19.9%	114,743	112,238	2.2%
Services	Black Mountain Visitor Center	691	741	-6.7%	12,531	14,287	-12.3%
Convention	Convention Bookings	10	8	25.0%	88	37	137.8%
Sales	Room Nights Generated	1,525	1,445	5.5%	14,874	7,973	86.6%
and	Number of Delegates	1,705	1,334	27.8%	22,475	6,439	249.0%
Group	Estimated Spending	\$1,023,535	\$952,000	7.5%	\$8,482,344	\$3,428,646	147.4%
Services	Sales Leads Distributed	24	21	14.3%	134	98	36.7%
	Room Nights Represented	4,566	8,891	-48.6%	44,277	42,148	5.1%
	Groups Serviced - Meetings/Conventions	9	10	-10.0%	144	89	61.8%
	Groups Serviced - Delegates	2,249	1,505	49.4%	35,828	19,800	80.9%
	Groups Serviced - Estimated Spending	\$740,821	\$1,115,549	-33.6%	\$16,795,613	\$7,127,789	135.6%
	Groups Serviced - Motorcoach	5	3	66.7%	23	12	91.7%
Group	Group Tour Bookings	10	13	-23.1%	315	289	9.0%
Tour	Room Nights Generated	223	208	7.2%	9,879	8,496	16.3%
	Estimated Spending	\$40,809	\$38,064	7.2%	\$1,807,857	\$1,554,768	16.3%
	Sales Leads Distributed	19	30	-36.7%	39	50	-22.0%
Visitor	exploreasheville.com (user sessions)	121,404	112,523	7.9%	1,127,203	987,878	14.1%
Inquiries	Visitor Inquiries	5,200	8,620	-39.7%	39,329	44,327	-11.3%
Public	Advertising Value (December)	\$93,415	\$289,214	-67.7%	\$1,428,355	\$1,362,846	4.8%
Relations	Column Inches (December)	468	1,383	-66.2%	4,141	5,135.00	-19.4%
	Total Circulation (December)	5,344,637	8,274,958	-35.4%	66,097,304	89,873,794	-26.5%
	Significant Placements (December)	19	18	5.6%	154	175	-12.0%

* 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: 6,933

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.