

Visitor's Index August 2008

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.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	Hotel Occupancy (July)*	73.3	78.6	-6.8%	61.1	63.3	-3.5%
	Hotel Sales (July)	\$17,862,231	\$19,036,554	-6.2%	\$17,862,231	\$19,036,554	-6.2%
	Average Daily Rate (July)*	\$99.36	\$102.42	-3.0%	\$86.84	\$84.61	2.6%
	Revenue Par (July)	\$88.66	\$96.98	-8.6%	\$88.66	\$96.98	-8.6%
	Total Airport Passengers (July)*	53,525	57,652	-7.2%	304,998	319,799	-4.6%
Visitor Services	Asheville Visitor Center	20,258	20,457	-1.0%	41,287	42,224	-2.2%
	Black Mountain Visitor Center	2,700	3,240	-16.7%	5,996	7,015	-14.5%
Convention Sales and Group Services	Convention Bookings	5	14	-64.3%	10	24	-58.3%
	Room Nights Generated	1,701	4,449	-61.8%	2,060	4,266	-51.7%
	Number of Delegates	905	6,115	-85.2%	1,415	3,771	-62.5%
	Estimated Spending	\$510,121	\$4,176,855	-87.8%	\$797,592	\$2,134,994	-62.6%
	Sales Leads Distributed	10	25	-60.0%	22	24	-8.3%
	Groups Serviced - Meetings/Conventions	23	34	-32.4%	51	53	-3.8%
	Groups Serviced - Delegates	3479	6568	-47.0%	6993	16651	-58.0%
	Groups Serviced - Estimated Spending	\$1,961,008	\$3,158,619	-37.9%	\$4,570,800	\$17,699,469	-74.2%
	Groups Serviced - Motorcoach	3	1	200.0%	3	1	200.0%
Group Tour	Group Tour Bookings	16	27	-40.7%	28	44	-36.4%
	Room Nights Generated	468	845	-44.6%	890	1,525	-41.6%
	Estimated Spending	\$85,644	\$128,102	-33.1%	\$162,870	\$231,190	-29.6%
	Sales Leads Distributed	1	14	-92.9%	4	15	-73.3%
Visitor Inquiries	exploreasheville.com (user sessions)	296,752	219,014	35.5%	600,056	443,246	35.4%
	Visitor Inquiries	8,366	4,936	69.5%	16,563	9,851	68.1%
Public Relations	Advertising Value (July)	\$132,270	\$125,965	5.0%	\$188,713	\$251,198	-24.9%
	Column Inches (July)	350	828	-57.7%	586	1,510.00	-61.2%
	Total Circulation (July)	18,092,105	10,407,472	73.8%	25,772,805	19,290,109	33.6%
	Significant Placements (July)	21	16	31.3%	38	40	-5.0%

* Year-to-date numbers reflect a 2008 calendar year. All other figures reflect a July 1, 2008 - June 30, 2009 fiscal year.

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures comes from Buncombe County Finance Dept.

Room Count for Rev Par calculation: 6,368

Beginning July 2008, RevPar is based on total room sales less new vacation rentals category sales, which includes three properties.

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.