

Visitor's Index DECEMBER 2007

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	Hotel Occupancy (November)*	69.1	67.5	2.4%	67.3	66.2	1.7%
Impact	Hotel Sales (November)	\$14,530,548	\$13,561,194	7.1%	\$85,812,286	\$80,600,164	6.5%
	Average Hotel Rate (November)*	\$90.20	\$81.66	10.5%	\$89.66	\$83.16	7.8%
	Revenue Par (November)	\$76.36	\$70.33	8.6%	\$88.46	\$81.97	7.9%
	Total Airport Passengers (November)*	47,582	45,141	5.4%	529,687	528,835	0.2%
	Visitor Services	Asheville Visitor Center	12,587	9,530	32.1%	109,717	101,661
	Black Mountain Visitor Center	907	1,091	-16.9%	15,904	15,372	3.5%
Convention	Convention Bookings	19	9	111.1%	73	53	37.7%
Sales and Group	Room Nights Generated	9,993	5,198	92.2%	25,014	15,273	63.8%
	Number of Delegates	8,195	2,329	251.9%	22,436	13,353	68.0%
Services	Estimated Spending	\$4,992,237.30	\$2,787,348.15	79.1%	\$13,759,810.30	\$8,919,126.80	54.3%
	Sales Leads Distributed	23	13	76.9%	140	89	57.3%
	Groups Serviced - Meetings/Conventions	8	5	60.0%	190	132	43.9%
	Groups Serviced - Delegates	857	335	155.8%	39563	31343	26.2%
	Groups Serviced - Estimated Spending	\$415,424.79	\$164,404	152.7%	\$23,620,402.00	\$24,823,682	-4.8%
	Groups Serviced - Motorcoach	2	0	#DIV/0!	16	7	128.6%
Group Tour	Group Tour Bookings	1	1	0.0%	22	10	120.0%
	Room Nights Generated	46	50	-8.0%	1,422	462	207.8%
	Estimated Spending	\$6,974	\$7,580	-8.0%	\$163,728	\$70,039	133.8%
	Sales Leads Distributed	1	3	-66.7%	38	33	15.2%
Visitor Inquiries	exploreasheville.com (user sessions)	186,361	96,097	93.9%	1,538,738	911,266	68.9%
	Visitor Inquiries	3,548	2,776	27.8%	30,377	40,264	-24.6%
Public Relations	Advertising Value (November)	\$74,432.60	\$89,301.19	-16.6%	\$866,531.36	\$1,593,209.15	-45.6%
	Column Inches (November)	433	816	-46.9%	2,919	5,882.00	-50.4%
	Total Circulation (November)	8,179,454	8,835,839	-7.4%	70,381,952	73,258,675	-3.9%
	Significant Placements (November)	27	13	107.7%	141	146	-3.4%

* Year-to-date numbers reflect a 2007 calendar year. All other figures reflect a July 1, 2007 - June 30, 2008 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: 6,343