

Visitor's Index January 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 | Hotel Occupancy (December)* | 53.4 | 60.5 | -11.8% | 63.3 | 66.8 | -5.3% |
| Impact | Hotel Sales (December) | \$11,947,329 | \$13,455,929 | -11.2% | \$93,822,510 | \$99,268,215 | -5.5% |
| | Average Hotel Rate (December)* | \$112.39 | \$119.01 | -5.6% | \$112.38 | \$109.39 | 2.7% |
| | Revenue Par (December) | \$58.20 | \$70.03 | -16.9% | \$77.33 | \$85.41 | -9.5% |
| | Total Airport Passengers (December)* | 45,250 | 42,628 | 6.2% | 557,927 | 572,315 | -2.5% |
| Visitor | Asheville Visitor Center | 6,065 | 8,353 | -27.4% | 112,238 | 118,070 | -4.9% |
| Services | Black Mountain Visitor Center | 741 | 793 | -6.6% | 14,287 | 16,697 | -14.4% |
| Convention | Convention Bookings | 8 | 24 | -66.7% | 37 | 97 | -61.9% |
| Sales | Room Nights Generated | 1,445 | 4,320 | -66.6% | 7,973 | 29,334 | -72.8% |
| and | Number of Delegates | 1,334 | 2,941 | -54.6% | 6,439 | 25,377 | -74.6% |
| Group | Estimated Spending | \$952,000 | \$1,943,158 | -51.0% | \$3,428,646 | \$15,402,968 | -77.7% |
| Services | Sales Leads Distributed | 21 | 52 | -59.6% | 98 | 192 | -49.0% |
| | Room Nights Represented | 8,891 | 14,650 | -39.3% | 42,148 | 64,456 | -34.6% |
| | Groups Serviced - Meetings/Conventions | 10 | 13 | -23.1% | 89 | 203 | -56.2% |
| | Groups Serviced - Delegates | 1505 | 5415 | -72.2% | 19800 | 44978 | -56.0% |
| | Groups Serviced - Estimated Spending | \$1,115,549 | \$2,744,133 | -59.3% | \$7,127,789 | \$26,364,535 | -73.0% |
| | Groups Serviced - Motorcoach | 3 | 2 | 50.0% | 12 | 18 | -33.3% |
| Group | Group Tour Bookings | 13 | 17 | -23.5% | 268 | 394 | -32.0% |
| Tour | Room Nights Generated | 208 | 231 | -10.0% | 7,892 | 12,113 | -34.8% |
| | Estimated Spending | \$38,064 | \$35,020 | 8.7% | 1444236 | \$1,836,322 | -21.4% |
| | Sales Leads Distributed | 30 | 11 | 172.7% | 50 | 49 | 2.0% |
| Visitor | exploreasheville.com (user sessions) | 215,220 | 230,926 | -6.8% | 1,799,725 | 1,486,644 | 21.1% |
| Inquiries | Visitor Inquiries | 8,620 | 13,798 | -37.5% | 44,327 | 44,175 | 0.3% |
| Public | Advertising Value (December) | \$289,214 | \$144,085 | 100.7% | \$1,362,846 | \$1,010,617 | 34.9% |
| Relations | Column Inches (December) | 1,383 | 740 | 86.9% | 5,135 | 3,659.00 | 40.3% |
| | Total Circulation (December) | 8,274,958 | 4,093,969 | 102.1% | 89,873,794 | 74,475,921 | 20.7% |
| | Significant Placements (December) | 18 | 19 | -5.3% | 175 | 160 | 9.4% |

* 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: 6,510

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.