

Visitor's Index JULY 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	Hotel Occupancy (June)*	71.8	79.9	-10.1%	59.0	60.9	-3.1%	
Impact	Hotel Sales (June)	\$16,439,532	\$17,331,698	-5.1%	\$168,772,795	\$162,611,422	3.8%	
	Average Hotel Rate (June)*	\$94.56	\$94.81	-0.3%	\$84.16	\$80.48	4.6%	
	Revenue Par (June)	\$86.31	\$91.33	-5.5%	\$73.13	\$69.77	4.8%	
	Total Airport Passengers (June)*	52,763	56,870	-7.2%	251,473	262,147	-4.1%	
	Visitor Services	Asheville Visitor Center	21,029	21,767	-3.4%	21,029	21,767	-3.4%
	Black Mountain Visitor Center	3,296	3,775	-12.7%	3,296	3,775	-12.7%	
Convention	Convention Bookings	5	9	-44.4%	5	9	-44.4%	
Sales and Group	Room Nights Generated	359	3,164	-88.7%	359	3,164	-88.7%	
	Number of Delegates	510	2,588	-80.3%	510	2,588	-80.3%	
Services	Estimated Spending	\$287,471	\$1,652,680	-82.6%	\$287,471	\$1,652,680	-82.6%	
	Sales Leads Distributed	12	22	-45.5%	12	22	-45.5%	
	Groups Serviced - Meetings/Conventions	28	24	16.7%	28	24	16.7%	
	Groups Serviced - Delegates	3463	4990	-30.6%	3463	4990	-30.6%	
	Groups Serviced - Estimated Spending	\$2,609,792	\$3,658,218	-28.7%	\$2,609,792	\$3,658,218	-28.7%	
	Groups Serviced - Motorcoach	0	3	-100.0%	0	3	-100.0%	
Group**	Group Tours	12	17	-29.4%	12	17	-29.4%	
	Tour	Room Nights Generated	422	680	-37.9%	422	680	-37.9%
	Estimated Spending	\$77,226	\$103,088	-25.1%	\$77,226	\$103,088	-25.1%	
	Sales Leads Distributed	3	1	200.0%	3	1	200.0%	
Visitor	exploreasheville.com (user sessions)	303,304	224,232	35.3%	303,304	224,232	35.3%	
Inquiries	Visitor Inquiries	8,197	4,915	66.8%	8,197	4,915	66.8%	
Public Relations	Advertising Value (June)	\$56,443.10	\$125,232.82	-54.9%	\$56,443.10	\$125,232.82	-54.9%	
	Column Inches (June)	236	682	-65.4%	236	682	-65.4%	
	Total Circulation (June)	\$7,680,700	\$8,882,637	-13.5%	\$7,680,700	\$8,882,637	-13.5%	
	Significant Placements (June)	17	24	-29.2%	17	24	-29.2%	

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

**Group Tours reflect reporting properties. Economic Impact formula updated for FY 08-09 using National Tour Association's average daily expenditures is (roomnights X \$183), previous formula was (roomnights X \$15

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: 6,349