

Visitor's Index NOVEMBER 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 (October)*	78.8	79.9	-1.4%	67	66.1	1.4%
Impact	Hotel Sales (October)	\$20,503,707	\$19,744,230	3.8%	\$71,281,738	\$67,038,970	6.3%
	Average Hotel Rate (October)*	\$111.46	\$102.83	8.4%	\$89.66	\$83.31	7.6%
	Revenue Par (October)	\$104.24	\$99.10	5.2%	\$91.41	\$84.80	7.8%
	Total Airport Passengers (October)*	56,723	54,210	4.6%	482,105	483,694	-0.3%
	Visitor Services	Asheville Visitor Center	15,391	12,011	28.1%	97,130	92,131
	Black Mountain Visitor Center	1,888	1,876	0.6%	14,997	14,281	5.0%
Convention	Convention Bookings	5	0	500.0%	54	44	22.7%
Sales and Group Services	Room Nights Generated	1,487	0	148700%	15,021	10,075	49.1%
	Number of Delegates	1,760	0	176000%	14,241	11,024	29.2%
	Estimated Spending	\$817,322	\$0	81732200%	\$8,767,573	\$6,131,779	43.0%
	Sales Leads Distributed	19	20	-5.0%	117	76	53.9%
	Groups Serviced - Meetings/Conventions	26	19	36.8%	182	127	43.3%
	Groups Serviced - Delegates	9,668	6,630	45.8%	38706	31,008	24.8%
	Groups Serviced - Estimated Spending	\$5,454,446	\$3,529,517	54.5%	\$23,204,977	\$24,659,278	-5.9%
	Groups Serviced - Motorcoach	4	0	400.0%	14	7	100.0%
	Group Tour	Group Tour Bookings	2	3	-33.3%	21	9
	Room Nights Generated	100	100	0.0%	1,376	412	234.0%
	Estimated Spending	\$15,160	\$15,160	0.0%	\$156,754	\$62,459	151.0%
	Sales Leads Distributed	11	2	450.0%	37	30	23.3%
Visitor Inquiries	exploreasheville.com (user sessions)	192,043	80,593	138.3%	1,352,377	765,383	76.7%
	Visitor Inquiries	3,305	4,271	-22.6%	26,830	37,488	-28.4%
Public Relations	Advertising Value (October)	\$149,911	\$226,826	-33.9%	\$792,099	\$1,503,908	-47.3%
	Column Inches (October)	213	1,354	-84.3%	2,486	5,066.00	-50.9%
	Total Circulation (October)	10,264,727	9,598,491	6.9%	62,202,498	64,422,836	-3.4%
	Significant Placements (October)	35	27	29.6%	114	133	-14.3%

* 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: 6345