

Visitor's Index November 2008 (revised)

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 (October)*	73.3	79.0	-7.2%	64.6	67.2	-4.0%
Impact	Hotel Sales (October)	\$19,714,646	\$20,503,707	-3.8%	\$68,166,103	\$71,281,738	-4.4%
	Average Hotel Rate (October)*	\$132.08	\$137.08	-3.6%	\$112.15	\$107.79	4.0%
	Revenue Par (October)	\$97.29	\$104.24	-6.7%	\$85.16	\$91.41	-6.8%
	Total Airport Passengers (October)*	58,995	56,723	4.0%	464,635	482,105	-3.6%
	Visitor Services	Asheville Visitor Center	13,321	15,391	-13.4%	95,092	97,130
	Black Mountain Visitor Center	1,423	1,888	-24.6%	12,441	14,997	-17.0%
Convention	Convention Bookings	3	5	-40.0%	22	44	-50.0%
Sales and Group	Room Nights Generated	102	1,487	-93.1%	3,560	10,075	-64.7%
	Number of Delegates	250	1,760	-85.8%	3,135	11,024	-71.6%
Services	Estimated Spending	\$140,917.00	\$817,322	-82.8%	\$1,185,842.00	\$6,131,779	-80.7%
	Sales Leads Distributed	14	19	-26.3%	62	76	-18.4%
	Groups Serviced - Meetings/Conventions	3	26	-88.5%	71	127	-44.1%
	Groups Serviced - Delegates	250	9,668	-97.4%	15327	31,008	-50.6%
	Groups Serviced - Estimated Spending	140,917	\$5,454,446	-97.4%	5,710,316	\$24,659,278	-76.8%
	Groups Serviced - Motorcoach	2	4	-50.0%	10	7	42.9%
Group Tour	Group Tour Bookings	78	123	-36.6%	190	263	-27.8%
	Room Nights Generated	2,221	3,312	-32.9%	5,705	8,900	-35.9%
	Estimated Spending	\$406,443	\$502,099	-19.1%	\$1,044,015	\$1,349,231	-22.6%
	Sales Leads Distributed	13	11	18.2%	20	37	-45.9%
Visitor Inquiries	exploreasheville.com (user sessions)	224,889	192,043	17.1%	1,369,691	1,069,357	28.1%
	Visitor Inquiries	3,086	3,305	-6.6%	32,575	26,830	21.4%
Public Relations	Advertising Value (October)	\$112,350.80	\$149,910.60	-25.1%	\$786,622.20	\$792,099.22	-0.7%
	Column Inches (October)	695	213	227.1%	2,531	2,487.00	1.8%
	Total Circulation (October)	8,050,594	10,264,727	-21.6%	65,129,689	62,202,498	4.7%
	Significant Placements (October)	25	35	-28.6%	125	114	9.6%

* 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: 6,425

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.

Index revised January 2009 due to updated July-Nov hotel sales numbers being received from Buncombe County Finance.