

Visitor's Index OCTOBER 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 (September)*	71.4	69.2	3.2%	65.7	64.5	1.9%
Impact	Hotel Sales (September)	\$15,075,031	\$14,279,413	5.6%	\$50,778,031	\$47,294,740	7.4%
	Average Hotel Rate (September)*	\$91.97	\$85.26	7.9%	\$86.64	\$80.56	7.5%
	Revenue Par (September)	\$79.22	\$74.06	7.0%	\$87.08	\$79.99	8.9%
	Total Airport Passengers (September)*	49,585	47,149	5.2%	425,382	429,484	-1.0%
	Visitor Services	Asheville Visitor Center	21,940	21,612	1.5%	81,739	80,120
	Black Mountain Visitor Center	3,602	3,511	2.6%	13,109	12,405	5.7%
Convention	Convention Bookings	10	9	11.1%	49	44	11.4%
Sales and Group	Room Nights Generated	2,603	2,135	21.9%	13,534	10,075	34.3%
	Number of Delegates	1,437	4,958	-71.0%	12,481	11,024	13.2%
Services	Estimated Spending	\$1,068,343	\$2,882,608	-62.9%	\$7,950,251	\$6,131,779	29.7%
	Sales Leads Distributed	31	17	82.4%	98	56	75.0%
	Groups Serviced - Meetings/Conventions	52	29	79.3%	156	108	44.4%
	Groups Serviced - Delegates	4,233	2,105	101.1%	29,038	24,378	19.1%
	Groups Serviced - Estimated Spending	\$2,817,035	\$1,142,360	146.6%	\$17,750,531	\$21,129,761	-16.0%
	Groups Serviced - Motorcoach	3	4	-25.0%	10	7	42.9%
Group Tour	Group Tour Bookings	3	2	50.0%	19	6	216.7%
	Room Nights Generated	240	60	300.0%	1,276	312	309.0%
	Estimated Spending	\$36,384	\$9,096	300.0%	\$141,594	\$47,299	199.4%
	Sales Leads Distributed	6	21	-71.4%	26	28	-7.1%
Visitor Inquiries	exploreasheville.com (user sessions)	228,332	128,115	78.2%	1,160,334	684,790	69.4%
	Visitor Inquiries	6,151	6,920	-11.1%	23,525	33,217	-29.2%
Public Relations	Advertising Value (September)	\$266,913	\$415,562	-35.8%	\$642,188	\$1,277,082	-49.7%
	Column Inches (September)	400	935	-57.2%	2,273	3,711	-38.7%
	Total Circulation (September)	24,029,135	16,276,129	47.6%	51,937,771	54,824,345	-5.3%
	Significant Placements (September)	27	39	-30.8%	79	106	-25.5%

* 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