

Visitor's Index October 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 (September)*	61.9	71.1	-13.0%	63.6	65.9	-3.6%
Impact	Hotel Sales (September)	\$13,432,408	\$15,075,031	-10.9%	\$48,451,457	\$50,778,031	-4.6%
	Average Hotel Rate (September)*	\$113.67	\$117.03	-2.9%	\$109.45	\$103.85	5.4%
	Revenue Par (September)	\$69.10	\$79.22	-12.8%	\$81.05	\$87.08	-6.9%
	Total Airport Passengers (September)*	47,865	49,585	-3.5%	405,640	425,382	-4.6%
	Visitor Services	Asheville Visitor Center	24,024	21,940	9.5%	81,771	81,739
	Black Mountain Visitor Center	3,015	3,602	-16.3%	11,018	13,109	-16.0%
Convention	Convention Bookings	2	10	-80.0%	19	49	-61.2%
Sales and Group	Room Nights Generated	75	2,603	-97.1%	3,458	13,534	-74.4%
	Number of Delegates	320	1,437	-77.7%	2,885	12,481	-76.9%
Services	Estimated Spending	\$60,124.00	\$1,068,343	-94.4%	\$1,044,925	\$7,950,251	-86.9%
	Sales Leads Distributed	17	31	-45.2%	48	98	-51.0%
	Groups Serviced - Meetings/Conventions	20	52	-61.5%	68	156	-56.4%
	Groups Serviced - Delegates	3360	4,233	-20.6%	15077	29,038	-48.1%
	Groups Serviced - Estimated Spending	554,275	\$2,817,035	-80.3%	5,569,399	\$17,750,531	-68.6%
	Groups Serviced - Motorcoach	3	3	0.0%	8	10	-20.0%
Group Tour	Group Tour Bookings	49	63	-22.2%	112	140	-20.0%
	Room Nights Generated	1542	2,821	-45.3%	3,484	5,588	-37.7%
	Estimated Spending	\$282,186	\$427,664	-34.0%	637,572	\$847,132	-24.7%
	Sales Leads Distributed	2	6	-66.7%	7	26	-73.1%
Visitor Inquiries	exploreasheville.com (user sessions)	288,659	228,332	26.4%	1,144,792	877,314	30.5%
	Visitor Inquiries	6,448	6,151	4.8%	29,533	23,525	25.5%
Public Relations	Advertising Value (September)	\$366,321.00	\$266,912.90	37.2%	\$674,271	\$642,189	5.0%
	Column Inches (September)	714	400	78.6%	1,836	2,274.00	-19.3%
	Total Circulation (September)	21,267,141	24,029,135	-11.5%	57,079,095	51,937,771	9.9%
	Significant Placements (September)	32	27	18.5%	100	79	26.6%

* 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: 6,405

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.