

Visitor's Index SEPTEMBER 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 (August)*	72.3	73	-1.0%	65	63.9	1.7%
Impact	Hotel Sales (August)	\$16,666,446	\$15,239,940	9.4%	\$35,703,000	\$33,021,177	8.1%
	Average Hotel Rate (August)*	\$95.77	\$86.76	10.4%	\$86.04	\$79.93	7.6%
	Revenue Par (August)	\$84.80	\$76.46	10.9%	\$90.89	\$82.85	9.7%
	Total Airport Passengers (August)*	55,998	56,586	-1.0%	375,797	382,335	-1.7%
	Visitor Services	Asheville Visitor Center	17,575	16,664	5.5%	59,799	58,508
	Black Mountain Visitor Center	2,492	2,475	0.7%	9,507	8,894	6.9%
Convention	Convention Bookings	16	11	45.5%	39	35	11.4%
Sales and Group	Room Nights Generated	3,318	3,674	-9.7%	10,931	7,940	37.7%
	Number of Delegates	2,341	2,295	2.0%	11,044	6,066	82.1%
Services	Estimated Spending	\$1,052,372	\$1,114,176	-5.5%	\$6,881,908	\$3,249,170	111.8%
	Sales Leads Distributed	20	15	33.3%	67	39	71.8%
	Groups Serviced - Meetings/Conventions	46	26	76.9%	104	79	31.6%
	Groups Serviced - Delegates	13,247	5,622	135.6%	24,805	22,273	11.4%
	Groups Serviced - Estimated Spending	\$8,116,660	\$2,287,932	254.8%	\$14,933,496	\$19,987,401	-25.3%
	Groups Serviced - Motorcoach	3	2	50.0%	7	3	133.3%
Group Tour	Group Tour Bookings	8	2	300.0%	16	4	300.0%
	Room Nights Generated	352	164	114.6%	1,036	252	311.1%
	Estimated Spending	\$53,363	\$24,862	114.6%	\$105,210	\$38,203	175.4%
	Sales Leads Distributed	5	4	25.0%	20	7	185.7%
Visitor Inquiries	exploreasheville.com (user sessions)	285,249	166,723	71.1%	932,002	556,675	67.4%
	Visitor Inquiries	7,516	14,075	-46.6%	17,374	26,297	-33.9%
Public Relations	Advertising Value (August)	\$124,078	\$126,514	-1.9%	\$375,275	\$861,520	-56.4%
	Column Inches (August)	364	684	-46.8%	1,873	2,776	-32.5%
	Total Circulation (August)	8,618,527	16,130,405	-46.6%	27,908,636	38,548,216	-27.6%
	Significant Placements (August)	12	30	-60.0%	52	67	-22.4%

* 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: 6,340