

Visitor's Index September 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 Impact	Hotel Occupancy (August)*	71.8	73.3	-2.0%	63.7	65.3	-2.4%
	Hotel Sales (August)	\$16,997,911	\$16,666,446	2.0%	\$35,019,049	\$35,703,000	-1.9%
	Average Hotel Rate (August)*	\$120.80	\$120.96	-0.1%	\$109.00	\$102.09	6.8%
	Revenue Par (August)	\$84.22	\$84.80	-0.7%	\$86.84	\$90.89	-4.5%
	Total Airport Passengers (August)*	52,777	55,998	-5.8%	357,775	375,797	-4.8%
Visitor Services	Asheville Visitor Center	16,460	17,575	-6.3%	57,747	59,799	-3.4%
	Black Mountain Visitor Center	2,007	2,492	-19.5%	8,003	9,507	-15.8%
Convention Sales and Group Services	Convention Bookings	6	16	-62.5%	17	39	-56.4%
	Room Nights Generated	1,023	3,318	-69.2%	3,383	10,931	-69.1%
	Number of Delegates	800	2,341	-65.8%	2,565	11,044	-76.8%
	Estimated Spending	\$187,209	\$1,052,372	-82.2%	\$984,801	\$6,881,908	-85.7%
	Sales Leads Distributed	9	20	-55.0%	31	67	-53.7%
	Groups Serviced - Meetings/Conventions	17	46	-63.0%	68	104	-34.6%
	Groups Serviced - Delegates	4,724	13,247	-64.3%	11,717	24,805	-52.8%
	Groups Serviced - Estimated Spending	\$444,324	\$8,116,660	-94.5%	\$5,015,124	\$14,933,496	-66.4%
	Groups Serviced - Motorcoach	2	3	-33.3%	5	7	-28.6%
	Group Tour	Group Tour Bookings	35	33	6.1%	63	77
	Room Nights Generated	1052	1,242	-15.3%	1,942	2,767	-29.8%
	Estimated Spending	\$192,516	\$188,278	2.3%	\$355,386	\$419,468	-15.3%
	Sales Leads Distributed	1	5	-80.0%	5	20	-75.0%
Visitor Inquiries	exploreasheville.com (user sessions)	255,343	205,736	24.1%	855,399	648,982	31.8%
	Visitor Inquiries	6,523	7,516	-13.2%	23,085	17,374	32.9%
Public Relations	Advertising Value (August)	\$119,238	\$124,078	-3.9%	\$307,950	\$375,276	-17.9%
	Column Inches (August)	536	364	47.3%	1,122	1,874.00	-40.1%
	Total Circulation (August)	10,039,149	8,618,527	16.5%	35,811,954	27,908,636	28.3%
	Significant Placements (August)	30	12	150.0%	68	52	30.8%

* 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: 6,404

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.