

Visitor's Index AUGUST 2005

The Visitor's Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention and Visitors Bureau of the Asheville Area Chamber of Commerce. Unless otherwise noted, the figures reflect activity and sales for the month of August 2005.

Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	79.2 \$16,656,459 \$89.53 \$83.74 \$354,005,738 59,173	77.4 \$15,286,331 \$82.68 \$75.46 \$311,156,286 52,283	2.3% 9.0% 8.3% 11.0% 13.8% 13.2%	61.5 \$16,656,459 \$71.84 \$83.74 \$1,689,578,090 416,035	56.9 \$15,286,331 \$67.62 \$75.46 \$1,452,047,716 332,411	8.1% 9.0% 6.2% 11.0% 16.4% 25.2%
Visitor and Convention Services	16,254 2,776 21 8	16,263 3,136 33 8	-0.1% -11.5% -36.4% 0.0%	34,777 5,767 53 13	35,466 6,567 55 8	-1.9% -12.2% -3.6% 62.5%
Meetings And Conventions	14 2,663 2,366 \$1,014,981.78 24	8 3,090 2,380 \$1,208,426.20 13	75.0% -13.8% -0.6% -16.0% 84.6%	24 4,095 3,046 \$1,325,733.18 46	15 3,860 3,058 \$1,464,624.20 30	60.0% 6.1% -0.4% -9.5% 53.3%
Group*** Tour	3 235 \$35,697 6	1 52 \$7,899 5	200.0% 351.9% 351.9% 20.0%	7 1,645 249,876 6	1 52 \$7,899 7	600.0% 3063.5% 3063.4% -14.3%
Visitor Inquiries	128,690 8,589	130,257 15,111	-1.2% -43.2%	258,349 8,589	251,465 15,111	2.7% -43.2%
Public Relations	\$136,481.17 1,028 5,522,110 12	\$791,326.18 5,318 29,501,745 56	-82.8% -80.7% -81.3% -78.6%	\$371,162.10 4,226 14,356,823 28	\$1,709,408.09 11,597.00 58,430,480 108	-78.3% -63.6% -75.4% -74.1%

* Year-to-date numbers reflect a 2005 calendar year. All other figures reflect a July 1, 2005 - June 30, 2006 fiscal year.
Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures come from Buncombe County Finance Dept.