

## Visitor's Index SEPTEMBER 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 September 2005.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (August)*	70.3	65.7	7.0%	62.6	58	7.9%
Impact	Hotel Sales (August)	\$13,557,403	\$12,453,726	8.9%	\$30,213,862	\$27,740,057	8.9%
	Average Hotel Rate (August)*	\$79.55	\$74.28	7.1%	\$72.97	\$68.59	6.4%
	Revenue Par (August)	\$69.30	\$61.47	12.7%	\$76.58	\$68.46	11.9%
	Total Retail Sales (May 2005)**	TBD	TBD	TBD	TBD	TBD	TBD
	Total Airport Passengers (September)*	TBD	43,398	TBD	TBD	375,809	TBD
	Numbers not available at this time						
Visitor and Convention Services	Asheville Visitor Center	12,637	11,664	8.3%	47,414	47,130	0.6%
	Black Mountain Visitor Center	2,198	1,735	26.7%	7,965	8,348	-4.6%
	Groups Serviced - Meetings/Conventions	39	42	-7.1%	92	97	-5.2%
	Groups Serviced - Motorcoach	3	5	-40.0%	16	13	23.1%
Meetings And Conventions	Convention Bookings	10	3	233.3%	34	18	88.9%
	Room Nights Generated	2,805	941	198.1%	6,900	4,801	43.7%
	Number of Delegates	1,365	1,250	9.2%	4,411	4,308	2.4%
	Estimated Spending	\$988,906.90	\$667,009.50	48.3%	\$2,314,640.08	\$2,151,633.70	7.6%
	Sales Leads Distributed	13	15	-13.3%	59	44	34.1%
Group Tour	Group Tour Bookings	2	2	0.0%	9	3	200.0%
	Room Nights Generated	96	104	-7.7%	1,741	156	1016.0%
	Estimated Spending	\$14,554	\$15,766	-7.7%	264,430	\$23,665	1017.4%
	Sales Leads Distributed	4	4	0.0%	10	11	-9.1%
Visitor Inquiries	exploreasheville.com (user sessions)	135,870	128,571	5.7%	394,219	380,036	3.7%
	Visitor Inquiries	8,535	16,603	-48.6%	17,124	70,529	-75.7%
Public Relations	Advertising Value (August)	\$482,826.65	\$206,584.53	133.7%	\$853,988.75	\$1,915,992.62	-55.4%
	Column Inches (August)	3,318	2,217	49.7%	7,544	13,814.00	-45.4%
	Total Circulation (August)	15,303,466	19,483,261	-21.5%	29,660,289	77,913,741	-61.9%
	Significant Placements (August)	29	27	7.4%	57	135	-57.8%

\* 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 comes from Buncombe County Finance Dept.

\*\*An adjustment in room count was made on October 14, 2005, reducing the number of rooms.