

Visitor's Index OCTOBER 2005

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 month of October 2005.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD	
Overall	Hotel Occupancy (September)*	64.3	66.6	-3.5%	62.9	58.9	6.8%	
Impact	Hotel Sales (September)	\$11,958,913	\$10,462,428	14.3%	\$42,172,775	\$38,202,484	10.4%	
	Average Hotel Rate (September)*	\$77.75	\$69.76	11.5%	\$73.50	\$68.72	7.0%	
	Revenue Par (September)	\$63.01	\$53.37	18.1%	\$72.17	\$63.54	13.6%	
	Total Airport Passengers (September)*	53,269	43,398	22.7%	469,304	375,809	24.9%	
	Total Airport Passengers (October)*	59,777	54,510	9.7%	529,081	430,319	23.0%	
Visitor Services	Asheville Visitor Center	17,594	21,882	-19.6%	65,008	69,012	-5.8%	
	Black Mountain Visitor Center	2,968	3,072	-3.4%	10,933	11,374	-3.9%	
Convention Sales and Group Services	Convention Bookings	9	7	28.6%	43	25	72.0%	
	Room Nights Generated	2,983	1,350	121.0%	9,883	6,151	60.7%	
	Number of Delegates	881	745	18.3%	5,292	5,053	4.7%	
	Estimated Spending	\$489,453.45	\$406,782.08	20.3%	\$2,804,093.53	\$2,558,415.00	9.6%	
	Sales Leads Distributed	20	8	150.0%	79	52	51.9%	
	Groups Serviced - Meetings/Conventions	49	34	44.1%	141	131	7.6%	
	Groups Serviced - Motorcoach	7	5	40.0%	23	18	27.8%	
	Group Tour	Group Tour Bookings	1	2	-50.0%	10	5	100.0%
		Room Nights Generated	12	300	-96.0%	1,753	456	284.4%
	Estimated Spending	\$1,819	\$45,480	-96.0%	\$265,754	\$69,130	284.4%	
	Sales Leads Distributed	4	4	0.0%	14	15	-6.7%	
Visitor Inquiries	exploreasheville.com (user sessions)	146,932	146,609	0.2%	541,151	526,645	2.8%	
	Visitor Inquiries	7,795	17,018	-54.2%	24,919	87,547	-71.5%	
Public Relations	Advertising Value (September)	\$886,544.55	\$1,238,625.85	-28.4%	\$1,740,533.30	\$3,154,618.47	-44.8%	
	Column Inches (September)	2,125	2,592	-18.0%	9,670	16,407.00	-41.1%	
	Total Circulation (September)	16,779,542	17,453,125	-3.9%	46,439,831	95,366,866	-51.3%	
	Significant Placements (September)	21	36	-41.7%	78	171	-54.4%	

* 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. Room Count for September 2005 for Rev Par calculation: 6,326