

Visitor's Index NOVEMBER 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 November 2005.

Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	75.4	77.5	-2.7%	64.2	60.8	5.6%
Hotel Occupancy (October)*	\$17,583,873	\$16,624,850	5.8%	\$59,756,648	\$54,827,335	9.0%
Hotel Sales (October)	\$93.93	\$86.19	9.0%	\$75.98	\$70.99	7.0%
Average Hotel Rate (October)*	\$88.32	\$82.06	7.6%	\$76.28	\$68.21	11.8%
Revenue Per (October)	TBD	46,782	TBD	TBD	477,101	TBD
Total Airport Passengers *						
Numbers not available at this time						
Visitor Services	10,758	11,258	-4.4%	75,766	80,270	-5.6%
Asheville Visitor Center	2,103	1,318	59.6%	13,036	12,692	2.7%
Black Mountain Visitor Center						
Convention Sales	11	5	120.0%	55	30	83.3%
and Room Nights Generated	3,881	1,200	223.4%	14,004	7,351	90.5%
Group Number of Delegates	1,880	1,175	60.0%	7,919	6,228	27.2%
Services Estimated Spending	\$1,140,492.30	\$441,541.50	158.3%	\$4,019,741.83	\$2,999,957.58	34.0%
Sales Leads Distributed	25	11	127.3%	104	63	65.1%
Groups Serviced - Meetings/Conventions	26	28	-7.1%	167	159	5.0%
Groups Serviced - Motorcoach	4	6	-33.3%	27	24	12.5%
Group Tour Bookings	4	2	100.0%	14	7	100.0%
Tour Room Nights Generated	188	275	-31.6%	1,941	731	165.5%
Estimated Spending	\$28,501	\$41,690	-31.6%	\$294,255	\$110,820	165.5%
Sales Leads Distributed	7	10	-30.0%	21	25	-16.0%
Visitor Inquiries	107,291	90,885	18.1%	648,442	617,530	5.0%
explorashville.com (user sessions)	6,263	5,609	11.7%	31,182	93,156	-66.5%
Public Relations	\$480,709.18	\$280,956.95	71.1%	\$2,221,242.48	\$3,435,575.42	-35.3%
Advertising Value (October)	2,079	1,856	12.0%	11,749	18,263.00	-35.7%
Column Inches (October)	23,898,618	28,738,628	-16.8%	70,338,449	124,105,494	-43.3%
Total Circulation (October)	43	73	-41.1%	121	244	-50.4%
Significant Placements (October)						

* 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.
 Room Count for October 2005 for Rev Par calculation: 6,422