

## Visitor's Index DECEMBER 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 December 2005.

Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	669	62.2	7.6%	64.4	60.9	5.7%
Hotel Occupancy (November)*	\$12,412,796	\$10,486,831	18.4%	\$72,169,444	\$65,314,166	10.5%
Hotel Sales (November)	\$74.38	\$66.45	11.9%	\$75.83	\$70.58	7.4%
Average Hotel Rate (November)*	\$63.68	\$53.49	19.1%	\$73.77	\$65.32	12.9%
Revenue Per (November)	49,961	46,782	6.8%	579,042	477,101	21.4%
Total Airport Passengers (November)*	44,995	46,561	-3.4%	624,037	523,662	19.2%
Total Airport Passengers (December)*						
Visitor Services	8,828	9,455	-6.6%	84,594	89,725	-5.7%
Asheville Visitor Center	1,104	1,308	-15.6%	23,751	24,908	-4.6%
Black Mountain Visitor Center						
Convention Sales and Group Services	15	7	114.3%	70	37	89.2%
Convention Bookings	3,247	1,970	64.8%	17,251	9,321	85.1%
Room Nights Generated	2,329	1,220	90.9%	10,648	7,448	43.0%
Number of Delegates	\$1,037,340.69	\$678,282.90	52.9%	\$5,057,082.52	\$3,678,240.48	37.5%
Estimated Spending	14	9	55.6%	118	72	63.9%
Sales Leads Distributed	3	3	0.0%	170	162	4.9%
Groups Serviced - Meetings/Conventions	0	0	0.0%	27	24	12.5%
Groups Serviced - Motorcoach						
Group Tour	3	5	-40.0%	17	12	41.7%
Group Tour Bookings	203	118	72.0%	2,144	849	152.5%
Room Nights Generated	\$30,775	\$17,889	72.0%	325,030	\$128,709	152.5%
Estimated Spending	6	8	-25.0%	27	33	-18.2%
Sales Leads Distributed						
Visitor Inquiries	100,368	86,009	16.7%	748,810	703,539	6.4%
explorashville.com (user sessions)	6,481	8,733	-25.8%	37,663	101,889	-63.0%
Visitor Inquiries						
Public Relations	\$89,826.39	\$259,485.53	-65.4%	\$2,311,068.87	\$3,695,060.95	-37.5%
Advertising Value (November)	1,080	1,895	-43.0%	12,828	20,158.00	-36.4%
Column Inches (November)	7,290,782	20,349,038	-64.2%	77,629,231	144,454,532	-46.3%
Total Circulation (November)	18	32	-43.8%	139	276	-49.6%
Significant Placements (November)						

\* 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 December 2005 for Rev Par calculation: 6,326