

## Visitor's Index NOVEMBER 2006 (revised)

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 current month.

Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	80.1	75.7	5.8%	66.3	64.2	3.3%
Hotel Occupancy (October)*	\$19,744,230	\$17,583,873	12.3%	\$67,038,970	\$59,756,648	12.2%
Hotel Sales (October) ***	\$102.27	\$93.42	9.5%	\$83.14	\$75.85	9.6%
Average Hotel Rate (October)*	\$99.10	\$88.32	12.2%	\$84.80	\$76.28	11.2%
Revenue Per (October) ***	54,210	59,777	-9.3%	483,694	529,081	-8.6%
Total Airport Passengers (October)*						
Asheville Visitor Center	12,019	10,758	11.7%	160,606	138,445	16.0%
Black Mountain Visitor Center	1,876	2,103	-10.8%	14,281	13,036	9.6%
Convention Bookings	0	11	-100.0%	44	55	-20.0%
Room Nights Generated	0	3,881	-100.0%	10,075	14,004	-28.1%
Number of Delegates	0	1,880	-100.0%	11,024	7,919	39.2%
Estimated Spending	\$0.00	\$1,140,492.30	-100.0%	\$6,131,778.65	\$4,019,741.83	52.5%
Sales Leads Distributed	20	25	-20.0%	76	104	-26.9%
Groups Serviced - Meetings/Conventions	19	28	-32.1%	127	171	-25.7%
Groups Serviced - Delegates	6,630	6,180	7.3%	31,008	34,641	-10.5%
Groups Serviced - Estimated Spending	\$3,529,517	\$3,003,614	17.5%	\$24,659,278	\$21,285,403	15.9%
Groups Serviced - Motorcoach	0	4	-100.0%	7	27	-74.1%
Group Tour Bookings	3	4	-25.0%	9	14	-35.7%
Room Nights Generated	100	188	-46.8%	412	1,941	-78.8%
Estimated Spending	\$15,160	\$28,500	-46.8%	62,458	\$294,255	-78.8%
Sales Leads Distributed	2	5	-60.0%	29	18	61.1%
explorerasheville.com (user sessions)	80,593	107,291	-24.9%	765,383	648,442	18.0%
Visitor Inquiries	4,271	6,263	-31.8%	37,488	39,551	-5.2%
Advertising Value (October)	\$226,825.77	\$480,709.18	-52.8%	\$1,503,907.96	\$2,221,242.48	-32.3%
Column Inches (October)	1,354	2,079	-34.9%	5,066	11,749.00	-56.9%
Total Circulation (October)	9,598,491	23,898,618	-59.8%	64,422,836	70,338,449	-8.4%
Significant Placements (October)	27	43	-37.2%	133	121	9.9%

\* Year-to-date numbers reflect a 2006 calendar year. All other figures reflect a July 1, 2006 - June 30, 2007 fiscal year \*\*\* revised 1.9.07 due to amended return received by the BC Finance Dept.  
 Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures come from Buncombe County Finance Dept.  
 Room Count for Rev Par calculation: 6,427