

Visitor's Index OCTOBER 2006

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	69.8	64.5	8.2%	64.8	62.9	3.0%
Hotel Occupancy (September)*	\$14,279,413	\$11,958,913	19.4%	\$47,294,740	\$42,172,775	12.1%
Hotel Sales (September)	\$84.94	\$77.30	9.9%	\$80.42	\$73.40	9.6%
Average Hotel Rate (September)*	\$74.06	\$63.01	17.5%	\$79.99	\$72.17	10.8%
Revenue Par (September)	47,149	53,269	-11.5%	429,484	469,304	-8.5%
Total Airport Passengers (September)*						
Visitor Services	21,612	17,594	22.8%	80,120	65,008	23.2%
Asheville Visitor Center	3,511	2,968	18.3%	12,405	10,933	13.5%
Black Mountain Visitor Center						
Convention Sales and Group Services	9	9	0.0%	44	43	2.3%
Convention Bookings	2,135	2,983	-28.4%	10,075	9,883	1.9%
Room Nights Generated	4,958	881	462.8%	11,024	5,292	108.3%
Number of Delegates	\$2,882,608.38	\$489,453.45	488.9%	\$6,131,778.65	\$2,804,093.53	118.7%
Estimated Spending	17	20	-15.0%	56	79	-29.1%
Sales Leads Distributed	29	50	-42.0%	108	143	-24.5%
Groups Serviced - Meetings/Conventions	2,105	1,158	-81.1%	24,378	28,461	-14.3%
Groups Serviced - Delegates	1,142,360	6,377,550	-82.1%	\$21,129,761	18,281,789	15.6%
Groups Serviced - Estimated Spending	4	7	-42.9%	7	23	-69.6%
Groups Serviced - Motorcoach						
Group Tour Bookings	2	1	100.0%	6	10	-40.0%
Room Nights Generated	60	12	400.0%	312	1,753	-82.2%
Estimated Spending	\$9,096	\$1,819	400.1%	\$47,298	\$265,755	-82.2%
Sales Leads Distributed	21	4	425.0%	27	13	107.7%
Visitor Inquiries	128,115	146,932	-12.8%	684,790	541,151	26.5%
explor Asheville.com (user sessions)	6,920	7,795	-11.2%	33,217	33,288	-0.2%
Visitor Inquiries						
Public Relations	\$415,561.90	\$886,544.55	-53.1%	\$1,277,082.19	\$1,740,533.30	-26.6%
Advertising Value (September)	935	2,125	-56.0%	3,711	9,670	-61.6%
Column Inches (September)	16,276,129	16,779,542	-3.0%	54,824,345	46,439,831	18.1%
Total Circulation (September)	39	21	85.7%	106	78	35.9%
Significant Placements (September)						

* Year-to-date numbers reflect a 2006 calendar year. All other figures reflect a July 1, 2006 - June 30, 2007 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 September 2006 for Rev Par calculation: 6,427