

Visitor's Index SEPTEMBER 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	73.8	70.8	4.2%	64.2	62.7	2.4%
Hotel Occupancy (August)*	\$15,234,090	\$13,557,403	12.4%	\$33,015,327	\$30,213,862	9.3%
Hotel Sales (August)	\$86.56	\$79.22	9.3%	\$79.83	\$72.91	9.5%
Average Hotel Rate (August)*	\$76.46	\$69.30	10.3%	\$82.85	\$76.58	8.2%
Revenue Per (August)	56,586	59,173	-4.4%	382,335	416,035	-8.1%
Total Airport Passengers * (August)						
Asheville Visitor Center	16,664	12,637	31.9%	58,408	47,414	23.2%
Black Mountain Visitor Center	2,475	2,198	12.6%	8,894	7,965	11.7%
Convention Sales and Group Services	11	10	10.0%	35	34	2.9%
Room Nights Generated	3,674	2,805	31.0%	7,940	6,900	15.1%
Number of Delegates	2,295	1,365	68.1%	6,066	4,411	37.5%
Estimated Spending	\$1,114,176.20	\$988,906.90	12.7%	\$3,249,170.27	\$2,314,640.08	40.4%
Sales Leads Distributed	15	13	15.4%	39	59	-33.9%
Groups Serviced - Meetings/Conventions	26	40	-35.0%	79	93	-15.1%
Groups Serviced - Delegates	5,622	6,604	-14.9%	22,273	17,303	28.7%
Groups Serviced - Estimated Spending	\$2,287,932	\$3,234,338	-29.3%	\$19,987,401	\$11,904,239	67.9%
Groups Serviced - Motorcoach	2	3	-33.3%	3	16	-81.3%
Group Tour Bookings	2	2	0.0%	4	9	-55.6%
Room Nights Generated	164	96	70.8%	252	1,741	-85.5%
Estimated Spending	\$24,862	\$14,554	70.8%	\$38,202	\$263,936	-85.5%
Sales Leads Distributed	3	3	0.0%	6	9	-33.3%
Visitor Inquiries	166,723	135,870	22.7%	556,675	394,219	41.2%
explor Asheville.com (user sessions)	14,075	8,535	64.9%	26,297	25,493	3.2%
Public Relations	\$126,514.37	\$482,826.65	-73.8%	\$861,520.29	\$853,988.75	0.9%
Advertising Value (August)	684	3,318	-79.4%	2,776	7,544.00	-63.2%
Column Inches (August)	16,130,405	15,303,466	5.4%	38,548,216	29,660,289	30.0%
Total Circulation (August)	30	29	3.4%	67	57	17.5%
Significant Placements (August)						

* 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 comes from Buncombe County Finance Dept. Room Count for August 2006 Rev Per calculation: 6,427