

Visitor's Index February 2007

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	41.6	37.5	10.9%	41.6	37.5	10.9%
Hotel Occupancy (January)*	\$6,568,498	\$5,968,834	10.0%	\$99,273,163	\$90,064,839	10.2%
Hotel Sales (January)	\$65.08	\$61.53	5.8%	\$65.08	\$61.53	5.8%
Average Hotel Rate (January)*	\$33.29	\$29.62	12.4%	\$71.94	\$65.22	10.3%
Revenue Par (January)	34,712	36,171	-4.0%	34,712	36,171	-4.0%
Total Airport Passengers (January)*						
Asheville Visitor Center	6,733	8,455	-20.4%	115,037	98,613	16.7%
Black Mountain Visitor Center	848	1,041	-18.5%	17,169	16,068	6.9%
Convention Sales and Group Services	18	13	38.5%	94	96	-2.1%
Convention Bookings	6,340	1,863	240.3%	27,679	21,427	29.2%
Room Nights Generated	5,450	1,280	325.8%	21,404	17,825	20.1%
Number of Delegates	\$2,813,652.75	\$708,345	297.2%	\$13,214,667.98	\$10,651,890	24.1%
Estimated Spending	35	28	25.0%	156	168	-7.1%
Sales Leads Distributed	12	9	33.3%	152	189	-19.6%
Groups Serviced - Meetings/Conventions	3,355	1,635	105.2%	36,857	37,636	-2.1%
Groups Serviced - Delegates	\$1,791,343	\$867,112	106.6%	\$27,391,348	\$22,893,741	19.6%
Groups Serviced - Estimated Spending	19	4	375.0%	26	35	-25.7%
Groups Serviced - Motorcoach						
Group Tour Bookings	3	14	-78.6%	15	35	-57.1%
Room Nights Generated	130	1,125	-88.4%	692	3,658	-81.1%
Estimated Spending	\$19,708	\$170,550	-88.4%	104,907	\$554,552	-81.1%
Sales Leads Distributed	4	19	-78.9%	40	47	-14.9%
Visitor Inquiries	193,174	129,364	49.30%	1,471,255	1,030,407	42.78%
explor Asheville.com (user sessions)	6,452	7,831	-17.6%	51,339	62,114	-17.3%
Visitor Inquiries						
Public Relations	\$23,394.98	\$301,286.09	-92.2%	\$1,641,953.71	\$2,964,262.14	-44.6%
Advertising Value (January)	217	923	-76.5%	6,303	15,149.00	-58.4%
Column Inches (January)	6,979,161	10,425,601	-33.1%	83,152,599	116,032,955	-28.3%
Total Circulation (January)	12	39	-69.2%	165	211	-21.8%
Significant Placements (January)						

* 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 Rev Par calculation: 6,365.5 due to Renaissance renovation, room count update, and the addition of Sweet Biscuit Inn and A Spa Inn Asheville