

Visitor's Index DECEMBER 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	67.6	66.5	1.7%	66.4	64.4	3.1%
Hotel Occupancy (November)*	\$13,561,194	\$12,412,796	9.3%	\$80,600,164	\$72,169,444	11.7%
Hotel Sales (November)	\$81.62	\$74.32	9.8%	\$83.00	\$75.70	9.6%
Average Hotel Rate (November)*	\$70.33	\$63.68	10.4%	\$81.97	\$73.77	11.1%
Revenue Per (November)	45,141	49,961	-9.6%	528,835	579,042	-8.7%
Total Airport Passengers *						
Visitor Services	9,530	8,828	8.0%	101,661	84,594	20.2%
Asheville Visitor Center	1,091	1,104	-1.2%	15,372	14,140	8.7%
Black Mountain Visitor Center						
Convention Sales and Group Services	9	15	-40.0%	53	70	-24.3%
Convention Bookings	5,198	3,247	60.1%	15,273	17,251	-11.5%
Room Nights Generated	2,329	2,329	0.0%	13,353	10,648	25.4%
Number of Delegates	\$2,787,348.15	\$1,037,340.69	168.7%	\$8,919,126.80	\$5,057,082.52	76.4%
Estimated Spending	13	14	-7.1%	89	118	-24.6%
Sales Leads Distributed	5	4	25.0%	132	175	-24.6%
Groups Serviced - Meetings/Conventions	335	830	-59.6%	31343	35471	-11.6%
Groups Serviced - Delegates	\$164,404	\$505,424	-67.5%	\$24,823,682	\$21,790,827	13.9%
Groups Serviced - Estimated Spending	0	0	0.0%	7	27	-74.1%
Groups Serviced - Motorcoach						
Group Tour	1	6	-83.3%	10	20	-50.0%
Group Tour Bookings	50	520	-90.4%	462	2,461	-81.2%
Room Nights Generated	\$7,580	\$78,832	-90.4%	70,038	\$373,087	-81.2%
Estimated Spending	3	7	-57.1%	32	25	28.0%
Sales Leads Distributed						
Visitor Inquiries	168,045	100,368	67.4%	911,266	748,810	21.7%
exploreasheville.com (user sessions)	2,776	6,481	-57.2%	40,264	46,032	-12.5%
Visitor Inquiries						
Public Relations	\$89,301.19	\$89,826.39	-0.6%	\$1,593,209.15	\$2,311,068.87	-31.1%
Advertising Value (November)	816	1,080	-24.4%	5,882	12,828.00	-54.1%
Column Inches (November)	8,835,839	7,290,782	21.2%	73,258,675	77,629,231	-5.6%
Total Circulation (November)	13	18	-27.8%	146	139	5.0%
Significant Placements (November)						

* 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 Per calculation: 6,427