

Visitor's Index JANUARY 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	60.9	59.5	2.4%	65.9	64	3.0%
Hotel Occupancy (December)*	\$12,104,501	\$11,926,561	1.5%	\$92,704,665	\$84,096,005	10.2%
Average Hotel Rate (December)*	\$78.39	\$71.16	10.2%	\$82.61	\$75.34	9.6%
Revenue Per (December)	\$60.75	\$59.31	2.4%	\$78.39	\$71.30	9.9%
Total Airport Passengers * (December)	43,393	44,995	-3.6%	572,228	624,037	-8.3%
Visitor Services	6,643	5,564	19.4%	108,304	90,158	20.1%
Asheville Visitor Center	949	887	7.0%	16,321	15,027	8.6%
Black Mountain Visitor Center						
Convention Sales and Group Services	23	13	76.9%	76	48	58.3%
Room Nights Generated	6,066	2,313	162.3%	21,339	24,116	-11.5%
Number of Delegates	2,601	5,897	-55.9%	15,954	19,083	-16.4%
Estimated Spending	\$1,481,888.43	\$4,886,462.48	-69.7%	\$10,401,015.23	\$11,481,312.18	-9.4%
Sales Leads Distributed	32	22	45.5%	121	94	28.7%
Groups Serviced - Meetings/Conventions	8	5	60.0%	140	180	-22.2%
Groups Serviced - Delegates	2159	530	307.4%	33,502	36,001	-6.9%
Groups Serviced - Estimated Spending	\$848,323	\$235,802	259.8%	\$25,672,005	22,026,629	16.5%
Groups Serviced - Motorcoach	0	4	-100.0%	7	31	-77.4%
Group Tour	2	1	100.0%	12	21	-42.9%
Room Nights Generated	100	72	38.9%	562	2,533	-77.8%
Estimated Spending	\$15,160	\$10,915	38.9%	85,199	\$384,003	-77.8%
Sales Leads Distributed	5	3	66.7%	37	28	32.1%
Visitor Inquiries	188,974	152,233	24.1%	1,100,240	901,043	22.1%
explorashville.com (user sessions)	4,623	8,251	-44.0%	44,887	54,283	-17.3%
Visitor Inquiries						
Public Relations	\$25,349.58	\$351,907.18	-92.8%	\$1,618,558.73	\$2,662,976.05	-39.2%
Advertising Value (December)	204	1,398	-85.4%	6,086	14,226.00	-57.2%
Column Inches (December)	2,914,763	27,978,123	-89.6%	76,173,438	105,607,354	-27.9%
Total Circulation (December)	7	33	-78.8%	153	172	-11.0%
Significant Placements (December)						

* 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