

Visitor's Index JUNE 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	70	70.1	-0.1%	57.6	56.8	1.4%
Hotel Occupancy (May)*	\$14,878,014	\$13,729,690	8.4%	\$145,279,724	\$133,019,280	9.2%
Hotel Sales (May)	\$87.29	\$80.95	7.8%	\$76.47	\$71.72	6.6%
Average Hotel Rate (May)*	\$74.63	\$68.67	8.7%	\$67.86	\$61.73	9.9%
Revenue Per (May)	52,706	51,738	1.9%	205,277	210,875	-2.7%
Total Airport Passengers (May)*						
Visitor Services	18,688	17,752	5.3%	182,148	158,617	14.8%
Asheville Visitor Center	2,905	2,936	-1.1%	26,229	24,317	7.9%
Black Mountain Visitor Center						
Convention Sales and Group Services	20	8	150.0%	154	142	8.5%
Convention Bookings	6,743	5,480	23.0%	44,787	40,688	10.1%
Room Nights Generated	4,883	3,938	24.0%	37,592	32,602	15.3%
Number of Delegates	\$2,997,221.14	\$2,147,207	39.6%	\$23,194,006.14	\$18,135,548	27.9%
Estimated Spending	13	17	-23.5%	242	251	-3.6%
Sales Leads Distributed	45	31	45.2%	282	295	-4.4%
Groups Serviced - Meetings/Conventions	9941	5656	75.8%	52835	54360	-2.8%
Groups Serviced - Delegates	\$6,467,174	\$3,012,440	114.7%	36,008,160	29,606,487	21.6%
Groups Serviced - Estimated Spending	2	0	200%	33	49	-32.7%
Groups Serviced - Motorcoach						
Group Tour	9	13	-30.8%	103	63	63.5%
Group Tour Bookings	530	727	-27.1%	5,832	4,916	18.6%
Room Nights Generated	\$80,348	\$110,213	-27.1%	\$884,131	\$745,265	18.6%
Estimated Spending	11	9	22.2%	134	67	100.0%
Sales Leads Distributed						
Visitor Inquiries	284,740	243,523	16.9%	2,508,829	1,840,637	36.3%
exploreasheville.com (user sessions)	6,129	9,100	-32.6%	88,550	111,876	-20.8%
Visitor Inquiries						
Public Relations	\$658,035.89	\$1,960,974.76	-66.4%	\$2,902,062.77	\$6,860,593.54	-57.7%
Advertising Value (May)	1,665	1,691	-1.6%	10,701	20,014.00	-46.5%
Column Inches (May)	18,838,676	8,195,490	129.9%	139,234,502	155,821,067	-10.6%
Total Circulation (May)	61	64	-4.7%	291	366	-20.5%
Significant Placements (May)						

* Year-to-date numbers reflect a 2007 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: 6,431