

Visitor's Index MAY 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	70.5	71.5	-1.4%	55.3	53.3	3.8%
Hotel Occupancy (April)*	\$13,259,508	\$12,899,769	2.8%	\$130,401,710	\$119,289,590	9.3%
Hotel Sales (April)	\$80.64	\$77.12	4.6%	\$72.77	\$68.59	6.1%
Average Hotel Rate (April)*	\$69.56	\$66.67	4.3%	\$67.17	\$61.02	10.1%
Revenue Per (April)	43,657	45,285	-3.6%	152,571	159,137	-4.1%
Total Airport Passengers (April)*						
Visitor Services	19,703	15,823	24.5%	163,703	140,865	16.2%
Asheville Visitor Center	2,619	2,577	1.6%	23,324	21,381	9.1%
Black Mountain Visitor Center						
Convention Sales and Group Services	9	13	-30.8%	132	134	-1.5%
Convention Bookings	1,517	2,558	-40.7%	38,044	35,208	8.1%
Room Nights Generated	1,750	4,531	-61.4%	32,709	28,664	14.1%
Number of Delegates	\$1,783,076	\$1,665,908	7.0%	\$20,196,785	\$15,988,341	26.3%
Estimated Spending	22	23	-4.3%	229	234	-2.1%
Sales Leads Distributed	37	32	15.6%	237	264	-10.2%
Groups Serviced - Meetings/Conventions	6,041	5,402	11.8%	49,374	52,139	-5.3%
Groups Serviced - Delegates	\$3,251,051	\$2,547,601	27.6%	\$34,115,169	\$28,549,043	19.5%
Groups Serviced - Estimated Spending	0	1	-100.0%	31	49	-36.7%
Groups Serviced - Motorcoach						
Group Tour	27	4	575.0%	94	50	88.0%
Group Tour Bookings	1564	248	530.6%	5,302	4,189	26.6%
Room Nights Generated	\$237,102	\$37,597	530.6%	803,783	\$635,052	26.6%
Estimated Spending	28	1	2700.0%	123	58	112.1%
Sales Leads Distributed						
Visitor Inquiries	272,438	205,962	32.3%	2,224,089	1,597,114	39.3%
exploreasheville.com (user sessions)	7,501	11,317	-33.7%	82,421	102,776	-19.8%
Visitor Inquiries						
Public Relations	\$243,159.84	\$765,638.20	-68.2%	\$2,244,026.88	\$4,899,618.78	-54.2%
Advertising Value (April)	1,198	1,973	-39.3%	9,037	18,322.00	-50.7%
Column Inches (April)	11,118,395	17,283,985	-35.7%	120,395,826	147,625,577	-18.4%
Total Circulation (April)	20	23	-13.0%	230	302	-23.8%
Significant Placements (April)						

* 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: 6,354 due to Renaissance renovation & addition of Residences at Blitmore in April.