

Visitor's Index APRIL 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	59.7	57.4	4.0%	50.2	47.3	6.1%
Hotel Occupancy (March)*	\$10,587,604	\$9,488,400	11.6%	\$117,142,202	\$106,389,821	10.1%
Hotel Sales (March)	\$73.60	\$67.22	9.5%	\$69.20	\$64.28	7.7%
Average Hotel Rate (March)*	\$54.32	\$47.45	14.5%	\$66.91	\$60.40	10.8%
Revenue Per (March)	42,314	43,584	-2.9%	108,914	113,852	-4.3%
Total Airport Passengers (March)*						
Asheville Visitor Center	16,461	14,596	12.8%	127,296	125,042	1.8%
Black Mountain Visitor Center	2,138	1,382	54.7%	20,705	18,804	10.1%
Convention Sales and Group Services	10	7	42.9%	123	121	1.7%
Room Nights Generated	2,326	3,354	-30.6%	36,527	32,650	11.9%
Number of Delegates	4,995	2,365	111.2%	30,959	25,133	23.2%
Estimated Spending	\$2,117,645.10	\$1,075,670	96.9%	\$18,413,709.08	\$14,622,381	25.9%
Sales Leads Distributed	23	21	9.5%	207	211	-1.9%
Groups Serviced - Meetings/Conventions	28	27	3.7%	200	232	-13.8%
Groups Serviced - Delegates	3,750	6,680	-43.9%	43,333	46,737	-7.3%
Groups Serviced - Estimated Spending	\$2,067,729.60	\$2,289,439.65	-9.7%	\$30,864,118.60	\$26,001,442.65	18.7%
Groups Serviced - Motorcoach	2	3	-33.3%	31	48	-35.4%
Group Tour Bookings	49	2	2350.0%	67	46	45.7%
Room Nights Generated	2940	50	5780.0%	3,738	3,941	-5.2%
Estimated Spending	\$445,704	\$7,580	5780.0%	\$566,681	\$597,455	-5.2%
Sales Leads Distributed	51	5	920.0%	95	57	66.7%
Visitor Inquiries	249,749	177,145	41.0%	1,951,651	1,391,152	40.3%
exploreasheville.com (user sessions)	10,066	13,745	-26.8%	74,920	91,459	-18.1%
Visitor Inquiries						
Public Relations	\$65,414.91	\$1,115,842.83	-94.1%	\$2,000,867.04	\$4,133,980.58	-51.6%
Advertising Value (March)	421	841	-49.9%	7,839	16,350.00	-52.1%
Column Inches (March)	9,895,616	11,178,345	-11.5%	109,277,431	130,341,592	-16.2%
Total Circulation (March)	18	63	-71.4%	210	279	-24.7%
Significant Placements (March)						

* 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: 6,287 due to Renaissance renovation