

## Visitor's Index AUGUST 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	80.3	79.3	1.3%	63.2	61.5	2.8%
Hotel Occupancy (July)*	\$17,781,237	\$16,656,459	6.8%	\$17,781,237	\$16,656,459	6.8%
Hotel Sales (July)	\$97.99	\$89.63	9.3%	\$79.28	\$71.84	10.4%
Average Hotel Rate (July)*	\$89.25	\$83.74	6.6%	\$89.25	\$83.74	6.6%
Revenue Per (July)	58,214	64,433	-9.7%	325,749	356,862	-8.7%
Total Airport Passengers (July)*						
Asheville Visitor Center	20,085	16,254	23.6%	41,844	34,777	20.3%
Black Mountain Visitor Center	2,291	2,776	-17.5%	5,719	5,767	-0.8%
Convention Sales and Group Services	16	14	14.3%	24	24	0.0%
Convention Bookings	3,307	2,663	24.2%	4,266	4,095	4.2%
Room Nights Generated	2,651	2,366	12.0%	3,771	3,046	23.8%
Number of Delegates	\$1,437,922.17	\$1,014,981.78	41.7%	\$2,134,994.07	\$1,325,733.18	61.0%
Estimated Spending	12	24	-50.0%	24	46	-47.8%
Sales Leads Distributed	23	21	9.5%	53	53	0.0%
Groups Serviced - Meetings/Conventions	8,729	3,435	154.1%	16,651	10,699	55.6%
Groups Serviced - Delegates	\$4,591,468	1,653,423	177.7%	\$17,699,469	8,669,901	104.1%
Groups Serviced - Estimated Spending	1	8	-87.5%	1	13	-92.3%
Groups Serviced - Motorcoach						
Group Tour Bookings	1	3	-66.7%	2	7	-71.4%
Room Nights Generated	75	235	-68.1%	88	1,645	-94.7%
Estimated Spending	\$11,370	\$35,626	-68.1%	13,340	\$249,382	-94.7%
Sales Leads Distributed	2	6	-66.7%	3	6	-50.0%
Visitor Inquiries	190,976	128,690	48.4%	389,952	258,349	50.9%
explorashville.com (user sessions)	5,553	8,589	-35.3%	12,222	16,958	-27.9%
Public Relations	\$551,211.50	\$136,481.17	303.9%	\$735,005.92	\$371,162.10	98.0%
Advertising Value (July)	1,460	1,028	42.0%	2,092	4,226.00	-50.5%
Column Inches (July)	16,105,120	5,522,110	191.6%	22,417,811	14,356,823	56.1%
Total Circulation (July)	21	12	75.0%	37	28	32.1%
Significant Placements (July)						

\* 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 July 2006 Rev Per calculation: 6,427 - updated and based upon Visitor Guide audit of tax collecting accommodations in July and August 2006.