

Visitor's Index February 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	37.7	39.1	-3.6%	37.7	39.1	-3.6%
Hotel Occupancy (January)*	\$5,968,834	\$4,752,561	25.6%	\$90,064,839	\$80,396,699	12.0%
Hotel Sales (January)	\$61.90	\$55.91	10.7%	\$61.90	\$55.91	10.7%
Average Hotel Rate (January)*	\$29.62	\$23.50	26.0%	\$65.22	\$57.23	14.0%
Revenue Per (January)	36,171	38,344	-5.7%	36,171	38,344	-5.7%
Total Airport Passengers (January)*						
Asheville Visitor Center	8,455	5,744	47.2%	98,613	101,278	-2.6%
Black Mountain Visitor Center	1,041	857	21.5%	16,068	15,680	2.5%
Convention Sales and Group Services	13	6	116.7%	96	55	74.5%
Room Nights Generated	1,863	903	106.3%	21,427	25,299	-15.3%
Number of Delegates	1,280	581	120.3%	17,825	18,481	-3.5%
Estimated Spending	\$708,345	\$195,406	\$3	\$10,651,890	\$11,498,222	-7.4%
Sales Leads Distributed	28	16	75.0%	168	110	52.7%
Groups Serviced - Meetings/Conventions	10	9	11.1%	185	173	6.9%
Groups Serviced - Motorcoach	4	8	-50.0%	35	45	-22.2%
Group Tour Bookings	14	3	366.7%	34	22	54.5%
Room Nights Generated	1125	90	1150.0%	3,341	1,298	157.4%
Estimated Spending	\$170,550	\$13,644	1150.0%	\$506,495	\$196,777	157.4%
Sales Leads Distributed	19	4	375.0%	54	40	35.0%
exploreasheville.com (user sessions)	129,364	92,455	39.9%	1,030,407	883,015	16.7%
Visitor Inquiries	7,831	5,298	47.8%	62,114	110,496	-43.8%
Advertising Value (January)	\$301,286	\$80,690	273%	\$2,964,262	\$3,958,326	-25.1%
Column Inches (January)	923	1,085	-14.9%	15,149	22,441	-32.5%
Total Circulation (January)	10,425,601	5,970,123	74.6%	116,032,955	160,886,734	-27.9%
Significant Placements (January)	39	12	225.0%	211	315	-33.0%

* Year-to-date numbers reflect a 2006 calendar year. All other figures reflect a July 1, 2005 - June 30, 2006 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 January 2006 Rev Per calculation: 6,501