

Visitor's Index JANUARY 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	59.2 \$11,926,561 \$71.26 \$59.31 TBD	54.1 \$10,329,972 \$64.28 \$53.49 38,344	9.4% 15.5% 10.9% 10.9% TBD	64 \$84,096,005 \$75.50 \$71.30 TBD	60.3 \$75,644,138 \$70.10 \$65.32 38,344	6.1% 11.2% 7.7% 9.2% TBD
Visitor Services	5,564 887	5,809 823	-4.2% 7.8%	90,158 887	95,534 823	-5.6% 7.8%
Convention Sales and Group Services	13 2,313 5,897 \$4,886,462.48 22 5 4	11 14,795 11,635 \$7,803,071.70 22 2 13	18.2% -84.4% -49.3% -37.4% 0.0% 150.0% -69.2%	83 19,564 16,545 \$9,943,545.00 140 175 31	48 24,116 19,083 \$11,481,312.18 94 164 37	72.9% -18.9% -13.3% -13.4% 48.9% 6.7% -16.2%
Group Tour	1 72 \$10,915 3	7 359 \$54,424 3	-85.7% -79.9% -79.9% 0.0%	20 2,216 335,945 30	19 1,208 \$183,133 36	5.3% 83.4% 83.4% -16.7%
Visitor Inquiries	152,233 8,251	87,012 3,309	75.0% 149.4%	901,043 54,283	790,560 105,198	14.0% -48.4%
Public Relations	\$351,907 1,398 27,978,123 33	\$182,575 1,198 10,462,079 27	92.7% 16.6% 167.4% 22.2%	\$2,662,976 14,226 105,607,354 172	\$3,877,636 21,356.00 154,916,611 303	-31.3% -33.4% -31.8% -43.2%

* 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 comes from Buncombe County Finance Dept. Room Count for December 2005 for Rev Per calculation: 6,487