

Visitor's Index MARCH 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	48.9	46.9	4.3%	45.2	42	7.6%
Hotel Occupancy (February)*	\$7,281,435	\$6,836,582	6.5%	\$106,554,598	\$96,901,421	10.0%
Hotel Sales (February)	\$67.06	\$62.73	6.9%	\$66.14	\$62.17	6.4%
Average Hotel Rate (February)*	\$41.36	\$37.85	9.3%	\$68.48	\$62.06	10.3%
Revenue Per (February)	31,888	34,097	-6.5%	66,600	70,268	-5.2%
Total Airport Passengers (February)*						
Asheville Visitor Center	11,845	11,841	0.0%	127,129	110,454	15.1%
Black Mountain Visitor Center	1,398	1,354	3.2%	18,567	17,422	6.6%
Convention Sales and Group Services	19	18	5.6%	113	114	-0.9%
Convention Bookings	6,468	7,869	-17.8%	34,201	29,296	16.7%
Room Nights Generated	4,560	4,943	-7.7%	25,964	22,768	14.0%
Number of Delegates	\$3,081,396.00	\$2,894,821	6.4%	\$16,296,063.98	\$13,546,711	20.3%
Estimated Spending	28	22	27.3%	184	190	-3.2%
Sales Leads Distributed	20	16	25.0%	172	205	-16.1%
Groups Serviced - Meetings/Conventions	2,726	2,421	12.6%	39,583	40,057	-1.2%
Groups Serviced - Delegates	\$1,405,041	\$818,262	71.7%	\$28,796,389	\$23,712,003	21.4%
Groups Serviced - Estimated Spending	3	11	-72.7%	29	46	-37.0%
Groups Serviced - Motorcoach						
Group Tour Bookings	3	9	-66.7%	18	44	-59.1%
Room Nights Generated	106	233	-54.5%	798	3,891	-79.5%
Estimated Spending	\$16,070	\$35,323	-54.5%	120,977	\$589,875	-79.5%
Sales Leads Distributed	4	5	-20.0%	44	52	-15.4%
Visitor Inquiries	230,647	183,600	25.6%	1,701,902	1,214,007	40.2%
exploreasheville.com (user sessions)	13,515	15,600	-13.4%	64,854	77,714	-16.5%
Visitor Inquiries						
Public Relations	\$293,498.42	\$53,875.61	444.8%	\$1,935,452.13	\$3,018,137.75	-35.9%
Advertising Value (February)	1,116	960	209.7%	7,419	15,509.00	-52.2%
Column Inches (February)	16,229,216	3,130,292	418.5%	99,381,815	119,163,247	-16.6%
Total Circulation (February)	27	5	440.0%	192	216	-11.1%
Significant Placements (February)						

* 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