

Visitor's Index APRIL 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	57.8	53.6	7.8%	47.5	46.6	1.9%
Hotel Occupancy (March)*	\$9,488,400	\$7,883,596	20.4%	\$106,389,821	\$94,123,947	13.0%
Average Hotel Rate (March)*	\$67.53	\$60.19	12.2%	\$64.61	\$58.36	10.7%
Revenue Per (March)	\$47.45	\$38.98	21.7%	\$60.40	\$52.59	14.9%
Total Airport Passengers *						
<i>Airport Numbers not available at this time.</i>						
Visitor Services	14,596	12,449	17.2%	125,050	123,822	1.0%
Asheville Visitor Center	1,382	1,521	-9.1%	18,804	18,636	0.9%
Black Mountain Visitor Center						
Convention Sales and Group Services	7	10	-30.0%	121	78	55.1%
Convention Bookings	3,354	850	294.6%	32,650	28,942	12.8%
Room Nights Generated	2,365	1,728	36.9%	25,133	23,424	7.3%
Number of Delegates	\$1,075,670	\$580,956	85.2%	\$14,622,381	\$12,999,840	12.5%
Estimated Spending	21	12	75.0%	211	135	56.3%
Sales Leads Distributed	26	26	0.0%	226	210	7.6%
Groups Serviced - Meetings/Conventions	3	4	-25.0%	48	57	-15.8%
Groups Serviced - Motorcoach						
Group Tour Bookings	3	0	300.0%	46	24	91.7%
Room Nights Generated	178	0	17800.0%	3,752	1,367	174.5%
Estimated Spending	\$26,985	\$0	26984900.0%	568,803	\$207,237	174.5%
Sales Leads Distributed	6	5	20.0%	65	41	58.5%
Visitor Inquiries	177,145	105,197	68.4%	1,391,152	1,107,450	25.6%
exploreasheville.com (user sessions)	13,745	14,180	-3.1%	91,459	135,354	-32.4%
Visitor Inquiries						
Public Relations	\$1,115,843	\$263,412	323.6%	\$4,133,981	\$4,376,467	-5.5%
Advertising Value (March)	841	1,358	-38.1%	16,350	24,472.00	-33.2%
Column Inches (March)	11,178,345	17,294,252	-35.4%	130,341,592	190,836,035	-31.7%
Total Circulation (March)	63	53	18.9%	279	379	-26.4%
Significant Placements (March)						

* Year-to-date numbers reflect a 2005 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 March 2006 Rev Par calculation: 6,450