

Visitor's Index JULY 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	77.7	75.1	3.5%	60.5	58.5	3.4%
Hotel Occupancy (June)*	\$15,329,084	\$13,050,719	17.5%	\$148,348,364	\$129,946,093	14.2%
Hotel Sales (June)	\$86.10	\$77.23	11.5%	\$75.06	\$67.71	10.9%
Average Hotel Rate (June)*	\$79.22	\$67.75	16.9%	\$63.17	\$54.58	15.7%
Revenue Par (June)	56,660	61,759	-8.3%	267,535	292,429	-8.5%
Total Airport Passengers (June)*						
Visitor Services	21,759	18,523	17.5%	21,759	18,523	17.5%
Asheville Visitor Center	3,428	2,991	14.6%	3,428	2,991	14.6%
Black Mountain Visitor Center						
Convention Sales and Group Services	8	10	-20.0%	8	10	-20.0%
Convention Bookings	959	1,432	-33.0%	959	1,432	-33.0%
Room Nights Generated	1,120	680	64.7%	1,120	680	64.7%
Number of Delegates	\$697,071.90	\$310,751.40	124.3%	\$697,071.90	\$310,751.40	124.3%
Estimated Spending	12	22	-45.5%	12	22	-45.5%
Sales Leads Distributed	30	32	-6.3%	30	32	-6.3%
Groups Serviced - Meetings/Conventions	7,922	7,264	9.1%	7,922	7,264	9.1%
Groups Serviced Delegates	\$13,108,001	7,016,479	86.8%	13,108,001	7,016,479	86.8%
Groups Serviced Estimated Spending	0	5	-100.0%	0	5	-100.0%
Groups Serviced - Motorcoach						
Group Tour	1	4	-75.0%	1	4	-75.0%
Group Tour Bookings	13	1,410	-99.1%	13	1,410	-99.1%
Room Nights Generated	\$1,971	\$213,756	-99.1%	\$1,971	\$213,756	-99.1%
Estimated Spending	1	0	100.0%	1	0	100.0%
Sales Leads Distributed						
Visitor Inquiries	198,976	129,659	53.5%	198,976	129,659	53.5%
exploreasheville.com (user sessions)	6,669	8,369	-20.3%	6,669	8,369	-20.3%
Visitor Inquiries						
Public Relations	\$183,794.42	\$234,680.93	-21.7%	\$183,794.42	\$234,680.93	-21.7%
Advertising Value (June)	632	3,199	-80.2%	632	3,199	-80.2%
Column Inches (June)	6,312,691	8,834,713	-28.5%	6,312,691	8,834,713	-28.5%
Total Circulation (June)	16	16	0.0%	16	16	0.0%
Significant Placements (June)						

* 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 June 2006 for Rev Par calculation: 6,450