

## Visitor's Index JUNE 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	70.5	68.2	3.4%	57.1	55.2	3.4%
Hotel Occupancy (May)*	\$13,729,690	\$11,832,606	16.0%	\$133,019,280	\$116,895,374	13.8%
Hotel Sales (May)	\$80.75	\$73.23	10.3%	\$71.94	\$65.14	10.4%
Average Hotel Rate (May)*	\$68.67	\$68.44	17.5%	\$61.73	\$53.43	15.5%
Revenue Per (May)	51,738	55,779	-7.2%	210,875	230,670	-8.6%
Total Airport Passengers (May)*						
Visitor Services	17,752	15,193	16.8%	158,625	152,404	4.1%
Asheville Visitor Center	2,936	2,931	0.2%	24,317	23,611	3.0%
Black Mountain Visitor Center						
Convention Sales and Group Services	8	13	-38.5%	142	96	47.9%
Convention Bookings	5,480	5,115	7.1%	40,688	35,932	13.2%
Room Nights Generated	3,938	1,957	101.2%	32,602	31,496	3.5%
Number of Delegates	\$2,147,207	\$1,754,141	22.4%	\$18,135,548	\$17,767,735	2.1%
Estimated Spending	17	10	70.0%	251	160	56.9%
Sales Leads Distributed	4	35	-88.6%	239	268	-10.8%
Groups Serviced - Meetings/Conventions	0	5	-100.0%	49	65	-24.6%
Groups Serviced - Motorcoach						
Group Tour	14	12	16.7%	59	42	40.5%
Group Tour Bookings	727	509	42.8%	4,420	1,991	122.0%
Room Nights Generated	\$110,213	\$77,164	42.8%	670,072	\$301,835	122.0%
Estimated Spending	8	14	-42.9%	66	67	-1.5%
Sales Leads Distributed						
Visitor Inquiries	243,523	138,632	75.7%	1,840,637	1,363,723	35.0%
exploreasheville.com (user sessions)	9,100	12,330	-26.2%	111,876	155,446	-28.0%
Visitor Inquiries						
Public Relations	\$1,960,975	\$483,783	305.3%	\$6,860,594	\$5,049,937	35.9%
Advertising Value (May)	1,691	935	81.0%	20,014	26,687.00	-25.0%
Column Inches (May)	8,195,490	8,563,451	-4.3%	155,821,067	212,161,534	-26.6%
Total Circulation (May)	64	20	220.0%	366	426	-14.1%
Significant Placements (May)						

\* 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 Rev Per calculation: 6,450