

Visitor's Index MARCH 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	47.2	47.2	0.0%	42.2	43	-1.9%
Hotel Occupancy (February)*	\$6,836,582	\$5,843,652	17.0%	\$96,901,421	\$86,240,351	12.4%
Hotel Sales (February)	\$63.07	\$58.32	8.1%	\$62.52	\$57.17	9.4%
Average Hotel Rate (February)*	\$37.85	\$31.99	18.3%	\$62.06	\$54.00	14.9%
Revenue Per (February)	34,097	37,294	-8.6%	70,268	75,638	-7.1%
Total Airport Passengers * (February)						
Visitor Services	11,841	10,095	17.3%	110,454	111,373	-0.8%
Asheville Visitor Center	1,354	1,435	-5.6%	17,422	17,115	1.8%
Black Mountain Visitor Center						
Convention Sales and Group Services	18	13	38.5%	114	68	67.6%
Convention Bookings	7,869	2,793	181.7%	29,296	28,092	4.3%
Room Nights Generated	4,943	2,580	91.6%	22,768	21,696	4.9%
Number of Delegates	\$2,894,821	\$920,662	214.4%	\$13,546,711	\$12,418,884	9.1%
Estimated Spending	22	13	69.2%	190	123	54.5%
Sales Leads Distributed	15	11	36.4%	200	184	8.7%
Groups Serviced - Meetings/Conventions	11	10	10.0%	77	85	-9.4%
Groups Serviced - Motorcoach						
Group Tour Bookings	9	2	350.0%	43	24	79.2%
Room Nights Generated	233	69	237.7%	3,574	1,367	161.4%
Estimated Spending	\$35,323	\$10,460	237.7%	\$541,818	\$207,237	161.4%
Sales Leads Distributed	5	1	400.0%	59	41	43.9%
Visitor Inquiries	183,600	119,238	54.0%	1,214,007	1,002,253	21.1%
exploreasheville.com (user sessions)	15,600	10,678	46.1%	77,714	121,174	-35.9%
Visitor Inquiries						
Public Relations	\$53,876	\$154,729	-65.2%	\$3,018,138	\$4,113,055	-26.6%
Advertising Value (February)	360.25	673	-46.5%	15,509	23,114	-32.9%
Column Inches (February)	3,130,292	12,655,049	-75.3%	119,163,247	173,541,783	-31.3%
Total Circulation (February)	5	11	-54.5%	216	326	-33.7%
Significant Placements (February)						

* 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 February 2006 for Rev Par calculation: 6,450