

Visitor's Index MAY 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	71.8	67.3	6.7%	53.6	51.8	3.5%
Hotel Occupancy (April)*	\$12,899,769	\$10,938,821	17.9%	\$119,289,590	\$105,062,768	13.5%
Hotel Sales (April)	\$77.54	\$70.76	9.6%	\$68.95	\$62.39	10.5%
Average Hotel Rate (April)*	\$66.67	\$55.83	19.4%	\$61.02	\$52.91	15.3%
Revenue Per (April)	43,584	48,787	-10.7%	113,852	124,425	-8.5%
Total Airport Passengers (March)*	45,285	50,466	-10.3%	159,137	174,891	-9.0%
Total Airport Passengers (April)*						
Asheville Visitor Center	15,823	13,389	18.2%	140,873	137,211	2.7%
Black Mountain Visitor Center	2,577	2,044	26.1%	21,381	20,680	3.4%
Convention						
Sales	13	5	160.0%	134	83	61.4%
and	2,558	1,760	45.3%	35,208	30,907	13.9%
Group	4,531	4,990	-9.2%	28,664	29,539	-3.0%
Services	\$1,665,908.26	\$2,615,428.00	-36.3%	\$15,988,341.30	\$16,013,593.73	-0.2%
	23	15	53.3%	234	150	56.0%
	9	23	-60.9%	235	233	0.9%
	1	4	-75.0%	49	61	-19.7%
	4	2	100.0%	50	26	92.3%
	248	115	115.7%	4,000	1,482	169.9%
	\$37,597	\$17,434	115.7%	\$606,400	\$224,671	169.9%
	1	6	-83.3%	66	46	43.5%
	205,962	117,641	75.1%	1,597,114	1,225,091	30.4%
	11,317	7,762	45.8%	102,776	143,116	-28.2%
	\$765,638.20	\$189,687.40	303.6%	\$4,899,618.78	\$4,566,154.40	7.3%
	1,973	1,281	54.0%	18,322	25,753.00	-28.9%
	17,283,985	12,762,048	35.4%	147,625,577	203,598,083	-27.5%
	23	27	-14.8%	302	406	-25.6%

* 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 April 2006 for Rev Par calculation: 6,450