

Visitor's Index APRIL 2008

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	Hotel Occupancy (March)*	57.2	58.6	-2.4%	50.3	48.7	3.3%
	Hotel Sales (March)	\$10,625,771	\$10,587,604	0.4%	\$124,610,431	\$117,142,202	6.4%
	Average Hotel Rate (March)*	\$78.92	\$73.38	7.5%	\$74.10	\$69.18	7.1%
	Revenue Par (March)	\$54.44	\$54.32	0.2%	\$71.96	\$66.91	7.5%
	Total Airport Passengers (March)*	39,942	42,314	-5.6%	108,874	108,914	0.0%
Visitor Services	Asheville Visitor Center	15,506	16,079	-3.6%	153,785	143,757	7.0%
	Black Mountain Visitor Center	1,921	2,138	-10.1%	21,250	20,705	2.6%
Convention Sales and Group Services	Convention Bookings	22	10	120.0%	150	125	20.0%
	Room Nights Generated	2,663	2,326	14.5%	41,278	36,527	13.0%
	Number of Delegates	3,250	4,995	-34.9%	38,923	30,959	25.7%
	Estimated Spending	\$196,152	\$211,645	-7.3%	\$24,570,812	\$18,413,709	33.4%
	Sales Leads Distributed	24	23	4.3%	255	207	23.2%
	Groups Serviced - Meetings/Conventions	29	28	3.6%	257	200	28.5%
	Groups Serviced - Delegates	2,875	3,750	-23.3%	52,760	43,333	21.8%
	Groups Serviced - Estimated Spending	\$2,643,237	\$2,067,730	27.8%	\$31,562,507	\$30,864,119	2.3%
	Groups Serviced - Motorcoach	2	2	0.0%	26	31	-16.1%
	Group Tour	Group Tour Bookings	3	49	-93.9%	38	67
Group Tour	Room Nights Generated	290	2,940	-90.1%	2,281	3,738	-39.0%
	Estimated Spending	\$43,964	\$445,704	-90.1%	\$293,952	\$566,681	-48.1%
	Sales Leads Distributed	5	51	-90.2%	62	97	-36.1%
	Visitor Inquiries	exploreasheville.com (user sessions)	266,930	249,749	6.9%	2,224,509	1,463,756
Public Relations	Visitor Inquiries **	12,535	10,305	21.6%	71,183	75,457	-5.7%
	Advertising Value (March)	\$128,355	\$65,415	96.2%	\$1,427,785	\$2,000,867	-28.6%
	Column Inches (March)	134	421	-68.2%	4,188	7,840	-46.6%
	Total Circulation (March)	11,211,435	9,895,616	13.3%	95,034,014	109,277,431	-13.0%
	Significant Placements (March)	26	18	44.4%	211	210	0.5%

* Year-to-date numbers reflect a 2007 calendar year. All other figures reflect a July 1, 2007 - June 30, 2008 fiscal year.

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures comes from Buncombe County Finance Dept.

Room Count for Rev Par calculation: 6,296

**Monthly & YTD 2007 figure differs from last year's Index due to revised numbers being received from Daniels Communication.