

## Visitor's Index AUGUST 2007

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	Hotel Occupancy (July)*	79.1	78.5	0.8%	64	62.6	2.2%
Impact	Hotel Sales (July)	\$19,036,554	\$17,781,237	7.1%	\$19,036,554	\$17,781,237	7.1%
	Average Hotel Rate (July)*	\$103.01	\$96.61	6.6%	\$84.44	\$78.77	7.2%
	Revenue Par (July)	\$96.98	\$89.25	8.7%	\$96.98	\$89.25	8.7%
	Total Airport Passengers (July)*	57,652	58,214	-1.0%	319,799	325,749	-1.8%
	Visitor Services	Asheville Visitor Center	20,457	19,983	2.4%	42,224	41,742
	Black Mountain Visitor Center	3,240	2,991	8.3%	7,015	6,419	9.3%
Convention	Convention Bookings	14	16	-12.5%	23	24	-4.2%
Sales and Group Services	Room Nights Generated	4,449	3,307	34.5%	7,613	4,266	78.5%
	Number of Delegates	6,115	2,651	130.7%	8,703	3,771	130.8%
Group Services	Estimated Spending	\$4,176,855	\$1,437,922	190.5%	\$5,829,536	\$2,134,994	173.0%
	Sales Leads Distributed	25	12	108.3%	47	24	95.8%
	Groups Serviced - Meetings/Conventions	34	23	47.8%	58	53	9.4%
	Groups Serviced - Delegates	6568	8,729	-24.8%	11558	16,651	-30.6%
	Groups Serviced - Estimated Spending	3,158,619	\$4,591,468	-31.2%	6,816,837	\$17,699,469	-61.5%
	Groups Serviced - Motorcoach	1	1	0.0%	4	1	300.0%
Group Tour	Group Tour Bookings	6	1	500.0%	8	2	300.0%
	Room Nights Generated	300	75	300.0%	342	88	288.6%
	Estimated Spending	\$45,480	\$11,370	300.0%	51,847	\$13,341	288.6%
	Sales Leads Distributed	14	2	600.0%	15	3	400.0%
Visitor Inquiries	exploreasheville.com (user sessions)	318,388	190,976	66.7%	646,753	389,952	65.9%
	Visitor Inquiries	4,943	5,553	-11.0%	9,858	12,222	-19.3%
Public Relations	Advertising Value (July)	\$125,965	\$551,212	-77.1%	\$251,197	\$735,006	-65.8%
	Column Inches (July)	828	1,460	-43.3%	1,509	2,092.00	-27.9%
	Total Circulation (July)	10,407,472	16,105,120	-35.4%	19,290,109	22,417,811	-14.0%
	Significant Placements (July)	16	21	-23.8%	40	37	8.1%

\* 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: 6,332