

Visitor's Index FEBRUARY 2008 - REVISED

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 (January)*	43.5	39.9	9.0%	43.5	39.9	9.0%
Impact	Hotel Sales (January)	\$6,550,009	\$6,568,498	-0.3%	\$105,818,224	\$99,273,163	6.6%
	Average Hotel Rate (January)*	\$69.86	\$65.07	7.4%	\$69.86	\$65.07	7.4%
	Revenue Par (January)	\$34.17	\$33.29	2.6%	\$78.16	\$71.94	8.6%
	Total Airport Passengers (January)*	34,762	34,712	0.1%	34,762	34,712	0.1%
	Visitor Services	Asheville Visitor Center	7,357	6,980	5.4%	125,427	115,284
	Black Mountain Visitor Center	1,095	848	29.1%	17,792	17,169	3.6%
Convention Sales and Group Services	Convention Bookings	18	18	0.0%	115	96	19.8%
	Room Nights Generated	6,646	6,340	4.8%	35,980	27,679	30.0%
	Number of Delegates	10,296	5,450	88.9%	35,673	21,404	66.7%
	Estimated Spending	\$4,495,644.00	\$2,813,652.00	59.8%	\$20,198,611.00	\$13,214,667.98	52.8%
	Sales Leads Distributed	23	35	-34.3%	215	156	37.8%
	Groups Serviced - Meetings/Conventions	11	12	-8.3%	214	152	40.8%
	Groups Serviced - Delegates	3120	3355	-7.0%	48098	36857	30.5%
	Groups Serviced - Estimated Spending	1,531,677	1,791,343	-14.5%	27,896,212	27,391,348	1.8%
	Groups Serviced - Motorcoach	3	19	-84.2%	21	26	-19.2%
	Group Tour	Group Tour Bookings	1	3	-66.7%	31	15
	Room Nights Generated	25	130	-80.8%	1,816	692	162.4%
	Estimated Spending	\$3,790	\$19,708	-80.8%	223,458	\$104,907	113.0%
	Sales Leads Distributed	4	4	0.0%	53	42	26.2%
Visitor Inquiries	exploreasheville.com (user sessions)	210,353	117,288	79.3%	1,980,017	1,217,528	62.6%
	Visitor Inquiries	5,934	6,452	-8.0%	50,109	51,339	-2.4%
Public Relations	Advertising Value (January)	\$81,123.50	\$23,394.98	246.8%	\$1,091,740.16	\$1,641,953.71	-33.5%
	Column Inches (January)	131	217	-39.6%	3,789	6,303.00	-39.9%
	Total Circulation (January)	6,909,466	6,979,161	-1.0%	81,385,387	83,152,599	-2.1%
	Significant Placements (January)	8	12	-33.3%	168	165	1.8%

* 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: 6,183