

Visitor's Index JANUARY 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 (December)*	58.3	59.5	-2.0%	66.5	65.6	1.4%
Impact	Hotel Sales (December)	\$13,455,929	\$12,104,501	11.2%	\$99,268,215	\$92,704,665	7.1%
	Average Hotel Rate (December)*	\$85.57	\$77.81	10.0%	\$89.36	\$82.75	8.0%
	Revenue Par (December)	\$70.03	\$60.75	15.3%	\$85.41	\$78.39	9.0%
	Total Airport Passengers (December)*	42,628	43,393	-1.8%	572,315	572,228	0.0%
	Visitor Services	Asheville Visitor Center	8,353	6,643	25.7%	118,070	108,304
	Black Mountain Visitor Center	793	949	-16.4%	16,697	16,321	2.3%
Convention	Convention Bookings	24	25	-4.0%	97	78	24.4%
Sales and Group	Room Nights Generated	4,320	6,066	-28.8%	29,334	21,339	37.5%
	Number of Delegates	2,941	2,601	13.1%	25,377	15,954	59.1%
Services	Estimated Spending	\$1,943,158.38	\$1,481,888.43	31.1%	\$15,402,968.00	\$10,401,015.23	48.1%
	Sales Leads Distributed	52	32	62.5%	192	121	58.7%
	Groups Serviced - Meetings/Conventions	13	8	62.5%	203	140	45.0%
	Groups Serviced - Delegates	5415	2159	150.8%	44978	33,502	34.3%
	Groups Serviced - Estimated Spending	2,744,133	\$848,323	223.5%	\$26,364,535	\$25,672,005	2.7%
	Groups Serviced - Motorcoach	2	0	200.0%	18	7	157.1%
Group Tour	Group Tour Bookings	8	2	300.0%	30	12	150.0%
	Room Nights Generated	369	100	269.0%	1,791	562	218.7%
	Estimated Spending	\$55,940	\$15,160	269.0%	219,668	\$85,199	157.8%
	Sales Leads Distributed	11	5	120.0%	49	38	28.9%
Visitor Inquiries	exploreasheville.com (user sessions)	230,926	107,461	114.9%	1,769,664	1,100,240	60.8%
	Visitor Inquiries	13,798	4,623	198.5%	44,175	44,887	-1.6%
Public Relations	Advertising Value (December)	\$144,085.30	\$25,349.58	468.4%	\$1,010,616.66	\$1,618,558.73	-37.6%
	Column Inches (December)	740	204	262.2%	3,658	6,086.00	-39.9%
	Total Circulation (December)	4,093,969	2,914,763	40.5%	74,475,921	76,173,438	-2.2%
	Significant Placements (December)	19	7	171.4%	160	153	4.6%

* 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: 6,198