

Visitor's Index JULY 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 (June)*	80.2	75.4	6.4%	61.4	59.9	2.5%
Impact	Hotel Sales (June)	\$17,331,698	\$15,329,084	13.1%	\$162,611,422	\$148,348,364	9.6%
	Average Hotel Rate (June)*	\$94.62	\$86.27	9.7%	\$80.32	\$74.76	7.4%
	Revenue Par (June)	\$91.33	\$79.22	15.3%	\$69.77	\$63.17	10.4%
	Total Airport Passengers (June)*	56,870	56,660	0.4%	262,147	267,535	-2.0%
	Visitor Services	Asheville Visitor Center	21,767	21,759	0.0%	21,767	21,759
	Black Mountain Visitor Center	3,775	3,428	10.1%	3,775	3,428	10.1%
Convention	Convention Bookings	9	8	12.5%	9	8	12.5%
Sales and Group	Room Nights Generated	3,164	959	229.9%	3,164	959	229.9%
	Number of Delegates	2,588	1,120	131.1%	2,588	1,120	131.1%
Services	Estimated Spending	\$1,652,680.44	\$697,071.90	137.1%	\$1,652,680.44	\$697,071.90	137.1%
	Sales Leads Distributed	22	12	83.3%	22	12	83.3%
	Groups Serviced - Meetings/Conventions	24	30	-20.0%	24	30	-20.0%
	Groups Serviced - Delegates	4990	7,922	-37.0%	4990	7,922	-37.0%
	Groups Serviced - Estimated Spending	\$3,658,218	\$13,108,001	-72.1%	\$3,658,218	\$13,108,001	-72.1%
	Groups Serviced - Motorcoach	3	0	300.0%	3	0	300.0%
Group Tour	Group Tour Bookings**	2	1	100.0%	2	1	100.0%
	Room Nights Generated**	42	13	223.1%	42	13	223.1%
	Estimated Spending**	\$6,367	\$1,971	223.0%	\$6,367	\$1,971	223.0%
	Sales Leads Distributed	1	1	0.0%	1	1	0.0%
Visitor Inquiries	exploreasheville.com (user sessions)	328,365	198,967	65.0%	328,365	198,967	65.0%
	Visitor Inquiries	4,915	6,669	-26.3%	4,915	6,669	-26.3%
Public Relations	Advertising Value (June)	\$125,232.82	\$183,794.42	-31.9%	\$125,232.82	\$183,794.42	-31.9%
	Column Inches (June)	682	632	7.8%	682	632.30	7.8%
	Total Circulation (June)	8,882,637	6,312,691	40.7%	8,882,637	6,312,691	40.7%
	Significant Placements (June)	24	16	50.0%	24	16	50.0%

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

**Numbers reflected will be revised at a later date. 15 properties still to report

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: 6,326