

Visitor's Index JUNE 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 (May)*	67.6	70.1	-3.6%	56.4	57.2	-1.4%
	Hotel Sales (May)	\$15,080,314	\$14,878,014	1.4%	\$152,333,263	\$145,279,724	4.9%
	Average Hotel Rate (May)*	\$92.88	\$86.87	6.9%	\$81.75	\$76.48	6.9%
	Revenue Par (May)	\$76.81	\$74.63	2.9%	\$71.94	\$67.86	6.0%
	Total Airport Passengers (May)*	48,555	52,706	-7.9%	198,710	205,277	-3.2%
Visitor Services	Asheville Visitor Center	20,469	19,385	5.6%	192,269	182,875	5.1%
	Black Mountain Visitor Center	2,670	2,905	-8.1%	26,069	26,229	-0.6%
Convention Sales and Group Services	Convention Bookings	17	20	-15.0%	180	154	16.9%
	Room Nights Generated	2,301	6,743	-65.9%	45,004	44,787	0.5%
	Number of Delegates	2,428	4,883	-50.3%	41,351	37,592	10.0%
	Estimated Spending	\$994,502	\$2,997,221	-66.8%	\$26,377,938	\$23,194,006	13.7%
	Sales Leads Distributed	12	13	-7.7%	279	242	15.3%
	Groups Serviced - Meetings/Conventions	30	45	-33.3%	321	282	13.8%
	Groups Serviced - Delegates	6,307	9,941	-36.6%	61,764	52,835	16.9%
	Groups Serviced - Estimated Spending	\$3,753,291	\$6,467,174	-42.0%	\$45,958,063	\$36,008,160	27.6%
	Groups Serviced - Motorcoach	2	2	0.0%	30	33	-9.1%
	Group Tour	Group Tour Bookings	13	9	44.4%	61	103
	Room Nights Generated	728	530	37.4%	3,309	5,832	-43.3%
	Estimated Spending	\$110,365	\$80,348	37.4%	\$449,797	\$884,131	-49.1%
	Sales Leads Distributed	9	11	-18.2%	81	136	-40.4%
Visitor Inquiries	exploreasheville.com (user sessions)	269,320	211,398	27.4%	2,779,487	2,508,829	10.8%
	Visitor Inquiries**	7,530	6,182	21.8%	87,245	89,420	-2.4%
Public Relations	Advertising Value (May)	\$100,787	\$658,036	-84.7%	\$1,691,220	\$2,902,063	-41.7%
	Column Inches (May)	192	1,665	-88.5%	4,566	10,702	-57.3%
	Total Circulation (May)	8,200,657	18,838,676	-56.5%	110,879,945	139,234,502	-20.4%
	Significant Placements (May)	29	61	-52.5%	267	291	-8.2%

* 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: 6,333

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