

Visitor's Index MARCH 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 (February)*	49.6	47.4	4.6%	46.5	43.5	6.9%
	Hotel Sales (February)	\$8,166,436	\$7,281,435	12.2%	\$113,984,660	\$106,554,598	7.0%
	Average Hotel Rate (February)*	\$73.46	\$67.24	9.3%	\$71.35	\$66.20	7.8%
	Revenue Par (February)	\$44.73	\$41.36	8.1%	\$74.19	\$68.48	8.3%
	Total Airport Passengers (February)*	34,170	31,888	7.2%	68,932	66,600	3.5%
Visitor Services	Asheville Visitor Center	12,852	12,012	7.0%	138,279	129,383	6.9%
	Black Mountain Visitor Center	1,537	1,398	9.9%	19,329	18,567	4.1%
Convention Sales and Group Services	Convention Bookings	10	19	-47.4%	125	115	8.7%
	Room Nights Generated	1,483	6,646	-77.7%	37,463	34,201	9.5%
	Number of Delegates	1,900	4,560	-58.3%	37,573	25,964	44.7%
	Estimated Spending	\$1,229,740	\$3,081,396	-60.1%	\$21,428,351	\$16,296,063	31.5%
	Sales Leads Distributed	14	28	-50.0%	229	184	24.5%
	Groups Serviced - Meetings/Conventions	14	20	-30.0%	228	172	32.6%
	Groups Serviced - Delegates	1,787	2,726	-34.4%	49,885	39,583	26.0%
	Groups Serviced - Estimated Spending	1,023,058	1,405,041	-27.2%	28,919,270	\$28,796,389	0.4%
	Groups Serviced - Motorcoach	3	3	0.0%	24	29	-17.2%
	Group Tour	Group Tour Bookings	4	3	33.3%	35	18
	Room Nights Generated	175	106	65.1%	1,991	798	149.5%
	Estimated Spending	\$26,530	\$16,070	65.1%	\$249,988	\$120,977	106.6%
	Sales Leads Distributed	4	4	0.0%	57	46	23.9%
Visitor Inquiries	exploreasheville.com (user sessions)	260,582	153,696	69.5%	2,240,599	1,448,175	54.7%
	Visitor Inquiries **	8,541	13,813	-38.2%	58,648	65,152	-10.0%
Public Relations	Advertising Value (February)	\$207,690	\$293,498	-29.2%	\$1,299,430	\$1,935,452	-32.9%
	Column Inches (February)	265	1,116	-76.2%	4,054	7,419	-45.4%
	Total Circulation (February)	2,437,192	16,229,216	-85.0%	83,822,579	99,381,815	-15.7%
	Significant Placements (February)	17	27	-37.0%	185	192	-3.6%

* 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: 6,295

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