

## Visitor's Index MAY 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 (April)*	63.3	69.1	-8.4%	53.5	53.8	-0.6%
	Hotel Sales (April)	\$12,642,518	\$13,259,508	-4.7%	\$137,252,949	\$130,401,710	5.3%
	Average Hotel Rate (April)*	\$87.72	\$80.95	8.4%	\$78.14	\$72.97	7.1%
	Revenue Par (April)	\$66.70	\$69.56	-4.1%	\$71.44	\$67.17	6.4%
	Total Airport Passengers (April)*	41,281	43,657	-5.4%	150,155	152,571	-1.6%
Visitor Services	Asheville Visitor Center	18,016	19,733	-8.7%	62,084	61,829	0.4%
	Black Mountain Visitor Center	2,149	2,619	-17.9%	23,399	23,324	0.3%
Convention Sales and Group Services	Convention Bookings	19	9	111.1%	169	134	26.1%
	Room Nights Generated	10,504	1,517	592.4%	51,782	38,044	36.1%
	Number of Delegates	14,865	1,750	749.4%	92,711	32,709	183.4%
	Estimated Spending	\$6,958,506	\$1,783,076	290.3%	\$31,529,318	\$20,196,785	56.1%
	Sales Leads Distributed	12	22	-45.5%	267	229	16.6%
	Groups Serviced - Meetings/Conventions	34	37	-8.1%	291	237	22.8%
	Groups Serviced - Delegates	3,680	6,041	-39.1%	55,457	49,374	12.3%
	Groups Serviced - Estimated Spending	\$8,089,603	\$3,251,051	148.8%	\$42,204,772	\$34,115,169	23.7%
	Groups Serviced - Motorcoach	2	0	200.0%	28	31	-9.7%
	Group Tour	Group Tour Bookings	10	27	-63.0%	48	94
	Room Nights Generated	300	1,564	-80.8%	2,581	5,302	-51.3%
	Estimated Spending	\$45,480	\$237,102	-80.8%	\$339,432	803,783	-57.8%
	Sales Leads Distributed	10	28	-64.3%	72	125	-42.4%
Visitor Inquiries	exploreasheville.com (user sessions)	285,658	170,626	67.4%	2,510,167	2,224,509	12.8%
	Visitor Inquiries **	8,532	7,742	10.2%	79,715	83,238	-4.2%
Public Relations	Advertising Value (April)	\$162,649	\$243,160	-33.1%	\$1,590,434	\$2,244,027	-29.1%
	Column Inches (April)	186	1,198	-84.5%	4,374	9,037	-51.6%
	Total Circulation (April)	7,645,274	11,118,395	-31.2%	102,679,288	120,395,826	-14.7%
	Significant Placements (April)	27	20	35.0%	238	230	3.5%

\* 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: 6,318

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