

Visitor's Index JANUARY 2003

The Visitor's Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention and Visitors Bureau of the Asheville Area Chamber of Commerce. Unless otherwise noted, the figures reflect activity and sales for the month of January 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (December)*	49.3	50.9	-1.6	59.3	57.2	2.1
Impact	Hotel Sales (December)	\$8,260,394	\$8,702,451	-5.1%	\$70,001,006	\$65,634,655	6.7%
	Average Hotel Rate (December)*	\$60.50	\$58.44	3.5%	\$66.98	\$63.96	4.7%
	Revenue Par (December)	\$39.64	\$42.35	-6.4%	\$56.60	\$53.81	5.2%
	Total Retail Sales (September 2002)**	\$290,067,662	(see note below)	N/A	\$2,580,758,189	(see note below)	N/A
	Total Airport Passengers (December)*	35,072	34,853	0.6%	469,791	505,054	-7.0%
Visitor and Convention Services	Asheville Visitor Center	5,576	6,468	-13.8%	92,181	84,800	8.7%
	Black Mountain Visitor Center	830	1,030	-19.4%	19,862	19,452	2.1%
	Groups Serviced - Meetings/Conventions	6	6	0.0%	192	201	-4.5%
	Groups Serviced - Motorcoach	8	9	-11.1%	42	34	23.5%
Meetings And Conventions	Convention Bookings	11	10	10.0%	99	87	13.8%
	Room Nights Generated	13,814	1,193	1057.9%	39,682	29,303	35.4%
	Number of Delegates	18,652	1,063	1654.7%	39,347	18,705	110.4%
	Estimated Spending	\$9,164,625.20	\$510,685.08	1694.6%	\$20,445,721.96	\$15,320,948.58	33.4%
	Sales Leads Distributed	13	18	-27.8%	156	165	-5.5%
Group Tour	Group Tours	137	17	705.9%	583	426	36.9%
	Room Nights	1721	631	172.7%	14,681	11,771	24.7%
	Estimated Spending	\$261,420	\$95,899	172.6%	\$2,230,044	\$1,788,015	24.7%
	Sales Leads	8	20	-60.0%	105	141	-25.5%
International	Sales Leads	0	30	-100.0%	43	31	38.7%
	ExploreAsheville.com (Unique Visitors)**	25,376	15,548	63.2%	235,652	104,794	124.9%
Visitor Inquiries	ExploreAsheville.com (User Sessions)**	53,854	38,731	39.0%	473,619	239,735	97.6%
	Visitor Inquiries	3,782	5,554	-31.9%	60,600	68,502	-11.5%
Public Relations	Advertising Value (December)	\$147,228.20	\$1,718,999.68	-91.4%	\$2,172,090.19	\$3,964,524.39	-45.2%
	Column Inches (December)	2,357	10,264	-77.0%	10,411	18,801	-44.6%
	Total Circulation (December)	11,921,220	22,946,428	-48.0%	149,626,224	124,169,532	20.5%
	Significant Placements (December)	35	47	-25.5%	325	277	17.3%
	Journalists Assisted	19	21	-9.5%	180	167	7.8%

* Year-to-date numbers reflect a 2003 calendar year. All other figures reflect a July 1, 2002 - June 30, 2003 fiscal year.

** Official tracking of exploreasheville.com Web stats began Sept 1, 2002. There were no tourism pages on the site prior to that date. YTD figures will not reflect any calculations for July & August 2001..

Note: Occupancy rate and ADR figures come from Smith Travel Research; Hotel/Motel Sales figures comes from Buncombe County Finance Dept.

***Note: Beginning March 2002, retail sales totals are not comparable to previous reports. NC Dept of Revenue has changed the method for calculating sales totals.