

## Visitor's Index JANUARY 2004

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 2004.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall Impact	Hotel Occupancy (December 2003)*	50.7	48.5	2.2	59.5	59.3	0.2
	STR City Comparative (December 2003)*	50.2	49	1.2	59.4	59.8	-0.4
	Hotel Sales (December 2003)	\$8,793,724	\$8,260,394	6.5%	\$71,869,066	\$70,001,006	2.7%
	Average Hotel Rate (December 2003)*	\$63.26	\$60.55	4.5%	\$69.04	\$66.98	3.1%
	STR City Comparative (December 2003)*	\$62.56	\$75.98	-17.7%	\$79.51	\$78.72	1.0%
	Revenue Par (December 2003)	\$42.54	\$39.64	7.3%	\$58.26	\$56.60	2.9%
	Total Retail Sales (June 2003)**	\$318,661,257	\$304,900,416	4.5%	\$1,676,101,328	\$1,698,554,651	-1.3%
	Total Airport Passengers (January 2004)*	27,442	23,251	18.0%	27,442	23,251	18.0%
Visitor and Convention Services	Asheville Visitor Center	5,822	5,576	4.4%	94,632	92,181	2.7%
	Black Mountain Visitor Center	1,108	830	33.5%	18,267	19,862	-8.0%
	Groups Serviced - Meetings/Conventions	5	6	-16.7%	208	192	8.3%
	Groups Serviced - Motorcoach	4	8	-50.0%	45	42	7.1%
Meetings And Conventions	Convention Bookings	19	10	90.0%	103	96	7.3%
	Room Nights Generated	7,013	8,814	-20.4%	34,106	32,137	6.1%
	Number of Delegates	6,677	13,652	-51.1%	31,213	28,597	9.1%
	Estimated Spending	\$2,052,475.19	\$7,285,725.20	-71.8%	\$16,424,397.59	\$15,915,849.78	3.2%
	Sales Leads Distributed	18	13	38.5%	126	156	-19.2%
Group Tour	Group Tours	53	137	-61.3%	483	583	-17.2%
	Room Nights	1136	1721	-34.0%	13,984	14,681	-4.7%
	Estimated Spending	\$172,218	\$261,420	-34.1%	2,116,254	\$2,230,044	-5.1%
	Sales Leads	24	8	200.0%	107	105	1.9%
International	Sales Leads	0	0	0.0%	5	43	-88.4%
Visitor Inquiries	exploreasheville.com (unique visitor)	44,240	25,376	74.3%	304,701	235,652	29.3%
	exploreasheville.com (user sessions)	82,147	53,854	52.5%	626,806	473,619	32.3%
	Visitor Inquiries	6,418	3,782	69.7%	68,164	60,600	12.5%
Public Relations	Advertising Value (December)	\$329,510.96	\$147,228.20	123.8%	\$3,678,111.04	\$2,172,090.19	69.3%
	Column Inches (December)	3,268	2,357	38.7%	19,515	10,411	87.4%
	Total Circulation (December)	20,928,491	11,921,220	75.6%	123,897,272	149,626,224	-17.2%
	Significant Placements (December)	51	35	45.7%	367	325	12.9%
	Journalists Assisted	10	19	-47.4%	153	180	-15.0%

\* Year-to-date numbers reflect a 2003 calendar year. All other figures reflect a July 1, 2003 - June 30, 2004 fiscal year.

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