

Visitor's Index FEBRUARY 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 February 2003.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Overall	Hotel Occupancy (January)*	33.2	31.8	1.4	33.2	31.8	1.4
Impact	Hotel Sales (January)	\$3,882,423	\$3,945,084	-1.6%	\$73,883,729	\$69,579,739	6.2%
	(Six properties not reporting)						
	Average Hotel Rate (January)*	\$52.24	\$50.53	3.4%	\$52.24	\$50.53	3.4%
	Revenue Par (January)	\$18.63	\$19.20	-3.0%	\$51.12	\$48.82	4.7%
	Total Retail Sales (October 2002)**	\$282,293,094	(see note below)	NA	\$2,863,051,283	(see note below)	NA
	Total Airport Passengers (January)*	23,251	28,296	-17.8%	23,251	28,296	-17.8%
Visitor and Convention Services	Asheville Visitor Center	5,826	6,798	-14.3%	98,007	91,598	7.0%
	Black Mountain Visitor Center	961	1,083	-11.3%	20,823	20,535	1.4%
Convention Services	Groups Serviced - Meetings/Conventions	11	8	37.5%	203	209	-2.9%
	Groups Serviced - Motorcoach	9	2	350.0%	51	36	41.7%
Meetings And Conventions	Convention Bookings	12	14	-14.3%	111	101	9.9%
	Room Nights Generated	1,909	6,115	-68.8%	41,591	35,418	17.4%
	Number of Delegates	2,237	4,970	-55.0%	41,584	23,675	75.6%
	Estimated Spending	\$686,928.09	\$2,515,847.10	-72.7%	\$21,132,650.05	\$17,836,795.68	18.5%
	Sales Leads Distributed	15	25	-40.0%	171	190	-10.0%
Group Tour	Group Tours	33	37	-10.8%	616	446	38.1%
	Room Nights	537	668	-19.6%	15,218	12,439	22.3%
	Estimated Spending	\$81,570	\$101,469	-19.6%	\$2,311,614	\$1,878,092	23.1%
	Sales Leads	13	34	-61.8%	118	142	-16.9%
International	Sales Leads	0	9	-100.0%	43	40	7.5%
Visitor Inquiries	ExploreAsheville.com (Unique Visitors)**	23,499	16,857	39.4%	259,151	121,651	113.0%
	ExploreAsheville.com (User Sessions)**	49,086	41,204	19.1%	522,705	280,939	86.1%
	Visitor Inquiries	5,324	4,888	8.9%	65,924	71,786	-8.2%
Public Relations	Advertising Value (January)	\$296,709.28	\$308,750.86	-3.9%	\$2,468,799.47	\$4,273,234.39	-42.2%
	Column Inches (January)	1,355	3,336	-59.4%	11,766	22,135.00	-46.8%
	Total Circulation (January)	13,660,238	27,565,370	-50.4%	163,286,462	151,700,862	7.6%
	Significant Placements (January)	35	62	-43.5%	290	339	-14.5%
	Journalists Assisted	12	26	-53.8%	180	193	-6.7%

* 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.